



2021 GOLF TOURNAMENT DASHBOARD

PRESENTED TO THE PARK, RECREATION & TREE BOARD, OCTOBER 18, 2021

111

Registrations

39

Adult/Junior players

72

Scramble players

143%

Operating margin

100%

Total cost recovery

September 23 and 24, 2021 | \$75 per adult/junior pair and \$500 per 4-person scramble team

PARTICIPATION AND DEMOGRAPHICS

Our 2021 Belleair Rec Family Golf Tournament was held over two days. The 9-hole adult/junior event was on Thursday, September 23 at Largo Municipal Golf Course and the 18-hole four-person scramble was hosted at Innisbrook's Island Course on Friday, September 24. 39 out of a possible 72 players participated in the adult/junior tournament and 72 out of a possible 144 players participated in the scramble.

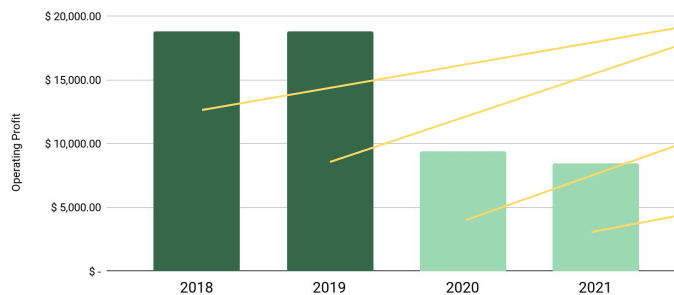
34/39

Adult/Junior players are residents or members

14/18

Scramble teams are event sponsors

Historical Operating Margin



- Belleair Country Club**
2 events on 1 day
152 and 157 total players
- Cove Cay**
2 events on 2 days
143 total players
- Largo Municipal / Innisbrook**
2 events on 2 days at 2 courses
111 total players

REVENUES AND EXPENSES

Cost recoveries for this year's golf tournament fell below budgeted projections (planned 160% operating margin and 134% total cost recovery). This was largely due to low registration fees and high staff costs. Ultimately, we earned approximately \$8,500 in operating margin and over \$3,500 total profit on the scramble, but lost roughly \$3,500 on the adult/junior tournament.

	Scramble (72)	Adult/Junior (39)
Revenue		
Sponsorships	\$17,050.00	\$1,000.00
Registration (Sponsors Comped)	\$2,020.00	\$1,025.00
Venmo	\$2,085.61	\$148.48
Big Break	\$400.00	-
Auction	\$2,300.00	-
Raffle	\$1,000.00	-
Donations	\$1,320.00	-
Total Revenue	\$26,175.61	\$2,173.48

Venmo Revenue Breakdown



	Scramble (72)	Adult/Junior (39)
Direct Expenses (Per Player and Total)		
Greens and Cart Fees	\$103.06	\$24.10
Dinner	\$46.24	\$16.41
Tee Gift	\$22.91	\$22.11
Winners Trophy/Cash	\$21.25	\$11.39
Raffle/Auction Online Platform	\$6.94	\$12.82
On-Course Drinks	\$6.91	-
Signage	\$5.01	-
Hole In One Insurance	\$4.71	\$3.85
Staff Shirts	\$3.76	-
Goody Bag Supplies	\$2.56	\$4.03
Raffle/Auction Supplies	\$0.74	\$1.37
Direct Expenses Per Player	\$224.10	\$96.09
Total Direct Expenses	\$16,135.29	\$3,747.34
Operating Margin (Revenue - Direct Expenses)	\$10,040.32	-\$1,573.86
Operating Margin as a Percent (Revenue/Direct Expenses)	162.23%	58.00%
Total Operating Margin as a Percent	143%	

Expenses Including Personnel

Personnel Expenses	\$ 6,527.59	\$ 1,927.92
Total Expenses (Direct Expenses + Personnel Expenses)	\$22,662.88	\$5,675.26
Total Profit (Revenue - Total Expenses)	\$3,512.73	-\$3,501.78
Total Cost Recovery (Revenue / Total Expenses)	115.50%	38.30%
Total Cost Recovery	100%	

SUCCESSSES

Despite the lower-than-expected cost recoveries, staff identified several successes from the 2021 tournament that we plan to replicate in future years.



Had high adult/junior resident and/or member participation (89.5%)



Supported a local business by catering Belleair Market for the adult/junior dinner



Having the big break competition on the course earned \$400 (versus \$260 in 2019 and \$50 in 2020)



Had 4 new sponsors for this event and high sponsor participation (14/18 foursomes)

LESSONS LEARNED

Moving forward, our department has identified several strategies to increase participation and cost recovery in future years of this event.

Play on 1 Day

The “Historical Operating Margin” graph on the opposite page demonstrates the financial value of holding both tournaments on the same day. Though registration for the Adult/Junior tournament does increase when both tournaments are on the same day, the difference does not account for the savings of combining the events.

The primary driver to host both events on the same day is staff costs. We estimate that roughly \$2,500 of staff time (day-of and planning) can be saved through this adjustment. This one change would increase total cost recovery from 100% to 110%.

Increase Registration Fees

Staff plans to increase registration fees in future years so that registration revenue covers (at minimum), greens and cart fees, dinner costs, and the costs of on-course drinks. Though this rate changes between courses and should be re-evaluated annually, we estimate that up to a 25% increase in registration fees may be appropriate. A 25% increase to the 2021 event would have resulted in up to \$9,975 in additional revenue. This would have increased total cost recovery from 100% to 135%. If combined with the previous recommendation, the new estimated total cost recovery falls at 148%.

Back to Belleair

Lastly, our team believes that holding this event at one of the courses in Belleair (namely the Belleair Country Club) will likely result in increased registration. The “Historical Operating Margin” graph on the opposite page shows the 2018 and 2019 (inside Belleair) operating margins at a rate almost double of what was achieved in 2020 and 2021 (outside of Belleair). However, the 2018 and 2019 numbers do not take into account effects from COVID-19, which may have played some role in registration and sponsorship rates.

Adult/Junior winners:
Drew and Cooper Kelly



Scramble winners:
George Taylor, Jung Sook Koh,
Troy Cornock, and Rick Doyle

