



August 2016

# Warrior Golf Assets

## Daily Food Specials

With an increase in event sales at Lakota Canyon Ranch, and local residents frequenting the club for pool and golf in higher volume, food and beverage sales have begun to rise. To promote these sales, food and beverage manager, Peggy Stroub, has taken to posting some specials on social media outlets to highlight their chef's specials.



*The Hills are Alive - Stephanie Lorenz Elio, July 27, 2016.*

## Three Way Challenge

Lakota loves to end the month on a high note. With a tournament at the end of July focused on team building, Lakota plans to finish July strong on the event and tournament side. General Manager Jeremy Schmitz has been promoting the event to the locals and collecting more e-mails for our marketing blasts than ever before. We hope to increase awareness of membership options and close out the summer strong with annual memberships and renewals.

## Building Revenue

With an end to July, Lakota's team has enjoyed a steady stream of revenue from the ending tournaments, specials, and community activity. Coming in \$18,000 ahead of their projected budget, Lakota continues to put itself in a winning position. The management team has learned to creatively stretch their dollars and still provide an incredible experience for the surrounding neighborhoods.

The success of Lakota's Friday Night Nine and Dine events continues to draw bigger crowds every week and has increased community awareness of the club and the opportunities to use Lakota for an event venue.

Even through the last days of July, Jeremy Schmitz was able to pull out a \$1,000 tournament and generate exciting local opportunities for several back to school tournaments and end of season events. With help from the home office, we fully expect Jeremy's team to execute a strong end of season before the cold winter of Colorado sets in.