



SUN 'N LAKE

GOLF CLUB

MARKETING PLAN

2020/2021



Prepared by Mike LaMere, Brian Rhodes &
David Evangelista

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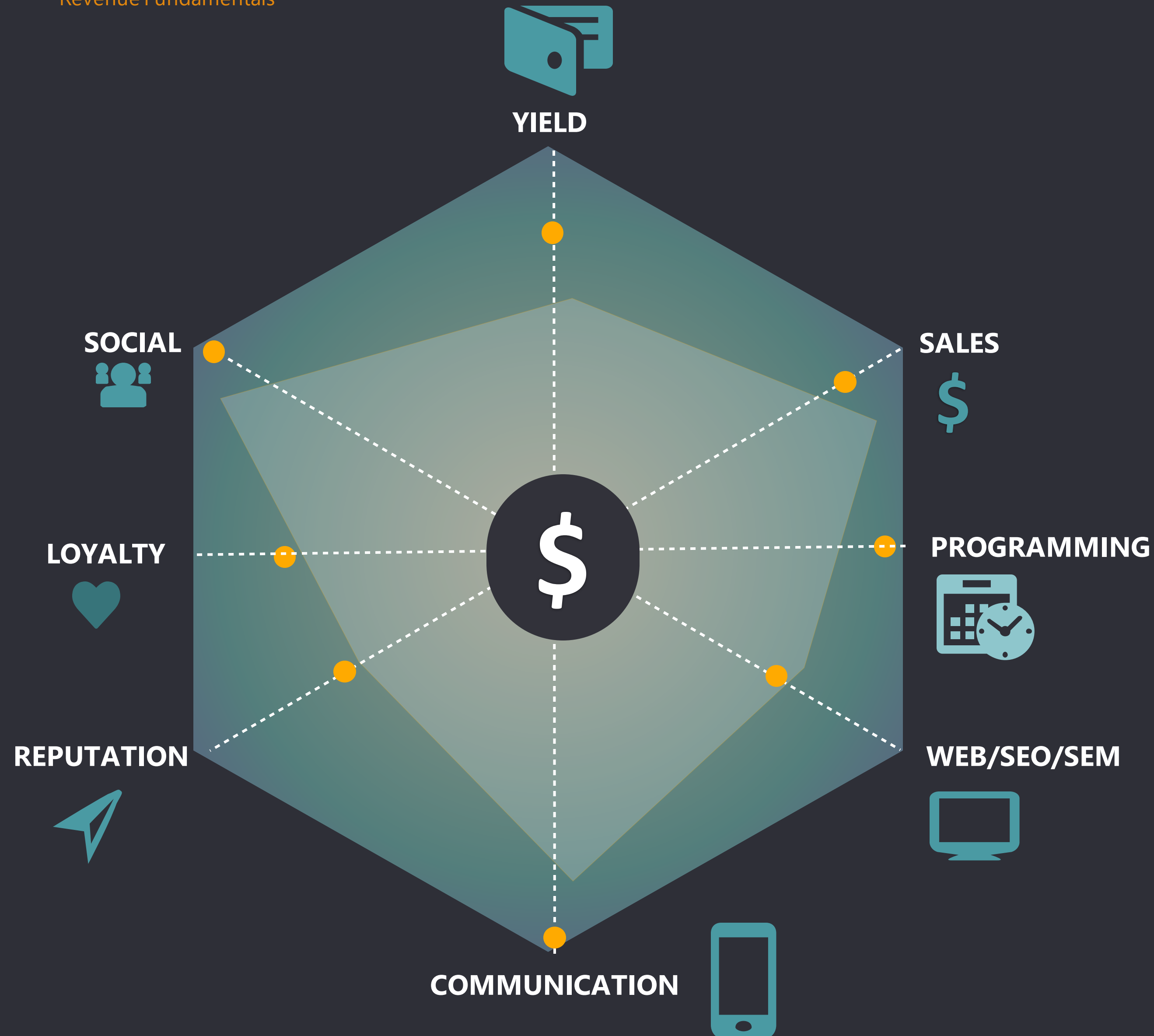
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Marketing Approach

Revenue Fundamentals



All of our marketing programs are designed to improve one or more of the revenue fundamentals. Our approach is data driven.

Marketing has evolved. No longer are we stuck with an ad or an approach for weeks at a time. We can be nimble and adjust our plans daily based on outside influences and pressures.

This Marketing Plan will address the 8 Fundamentals listed here.

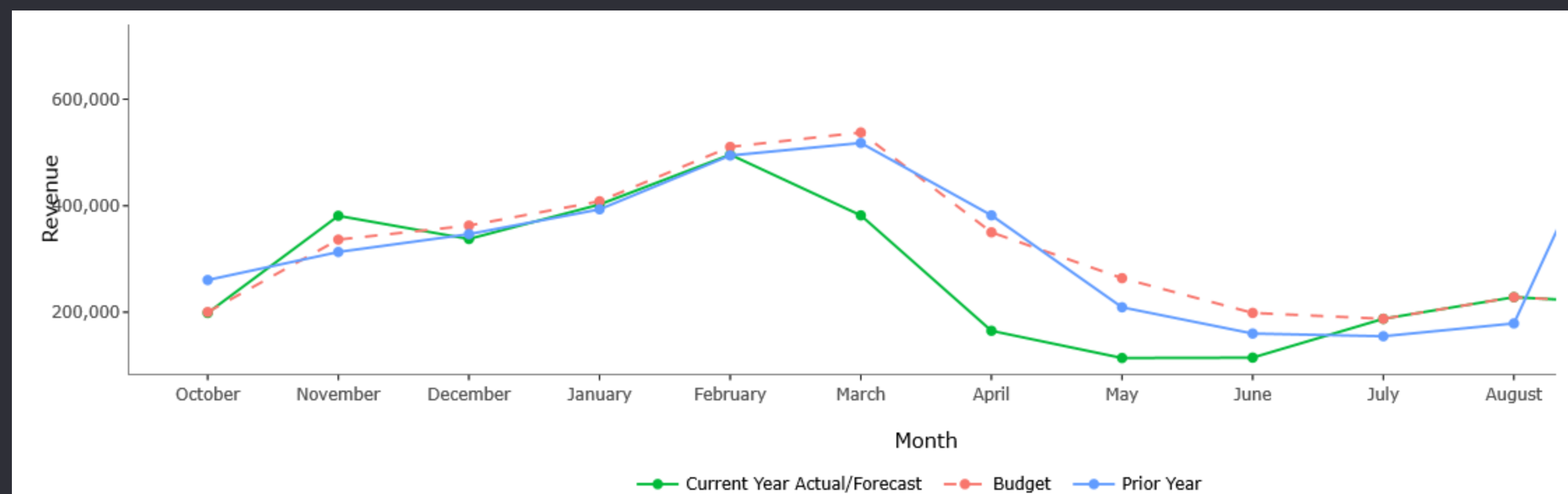
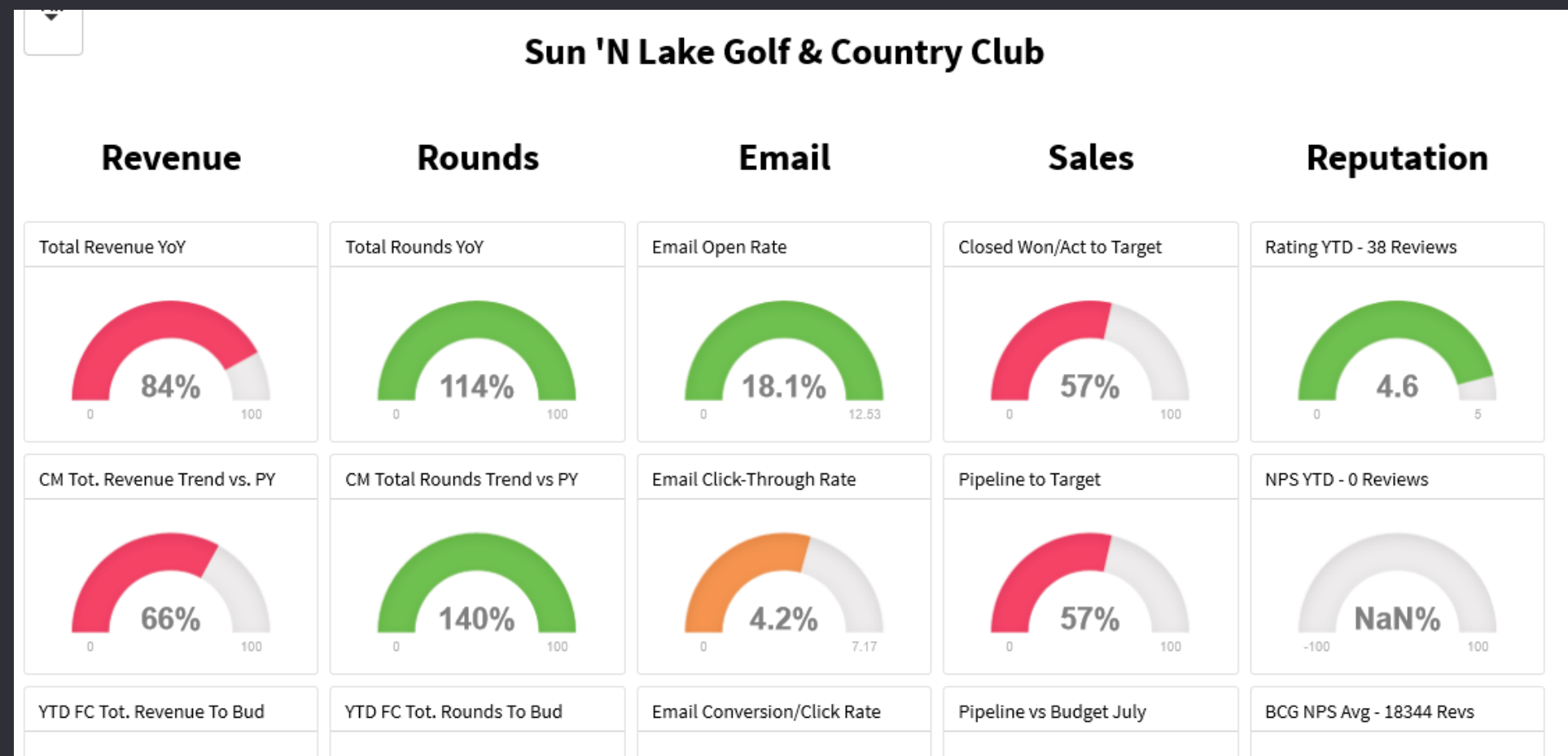
Marketing Approach

Historical Data – Compass Report



All of the Point of Sale (POS) data from Sun 'N Lake will roll up into a report that allows us to analyze data in real-time. The report measures the performance of our 8 key revenue fundamentals and points us in the direction we need to focus on.

Below is a snapshot of a small portion of the report, using current data.



	YTD	PYTD	YTD Forecast	YTD Budget	YTD vs. PYTD	Forecast vs. Budget	CM Trend	PY CM End	MTD Forecast	MTD Budget	CM Trend vs. PY
Total Revenue	\$2,539,019	\$3,014,046	\$2,590,520	\$3,168,351	-\$475,027	-\$577,831	\$104,990	\$159,736	\$114,495	\$198,543	-\$54,745
Green Fees	\$770,443	\$833,396	\$790,982	\$923,300	-\$62,953	-\$132,318	\$44,765	\$31,435	\$46,138	\$31,000	\$13,330
Cart Fees	\$211,491	\$204,559	\$211,703	\$262,000	\$6,932	-\$50,297	\$462	\$25,362	\$1,206	\$25,250	-\$24,900
Driving Range	\$48,788	\$52,028	\$50,402	\$51,100	-\$3,240	-\$698	\$3,518	\$1,524	\$3,725	\$2,200	\$1,994
Golf Cards/Passes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Pro Shop Sales	\$257,624	\$277,788	\$265,152	\$278,100	-\$20,164	-\$12,948	\$16,407	\$12,399	\$17,372	\$12,000	\$4,008
Food (Food & Soft Drinks)	\$521,515	\$765,872	\$532,599	\$835,750	-\$244,356	-\$303,151	\$24,158	\$19,120	\$25,579	\$54,050	\$5,038
Beverages (Alcohol)	\$200,785	\$262,374	\$206,075	\$289,575	-\$61,589	-\$83,500	\$11,528	\$11,097	\$12,206	\$14,750	\$432
Other F&B Revenue	\$8,467	\$11,834	\$8,532	\$14,500	-\$3,366	-\$5,968	\$142	\$688	\$150	\$1,300	-\$546
Green and Cart Fees	\$981,934	\$1,037,955	\$1,002,685	\$1,185,300	-\$56,021	-\$182,615	\$45,227	\$56,796	\$47,344	\$56,250	-\$11,569
Total F&B	\$730,768	\$1,040,079	\$747,206	\$1,139,825	-\$309,312	-\$392,619	\$35,828	\$30,904	\$37,935	\$70,100	\$4,923
Total Membership	\$508,990	\$433,582	\$513,063	\$503,000	\$75,408	\$10,063	\$0	\$56,743	\$4,073	\$57,000	-\$56,743
EBITDA	-\$165,161	\$137,624	-\$324,799	\$41,525	-\$302,785	-\$366,324	\$0	\$0	\$0	\$0	\$0
Non-Member APR	\$41.54	\$40.60	\$40.96	\$41.72	\$0.93	-\$0.76	\$23.64	\$21.79	\$24.00	\$37.80	\$1.85

Marketing Approach

Surveys



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On Friday, June 12, 2020, we sent a survey out to the residents and members of Sun 'N Lake. The following are the range of topics we inquired about:

- Golf Experience
- Membership
- Food & Beverage
- Agronomy
- Events

The deadline to complete the survey was Friday, June 19, 2020.

Typically, we are pleased with a 10% response rate on these types of Surveys. That is an acceptable sample size and will provide us with excellent data.

As of the writing of this report (6/19/2020), we have received 449 responses from about 1,500 surveys that have been sent out; or **29%!**

We are very pleased with these results. Even without analyzing the data, we know Sun 'N Lake Members & Residents are engaged.

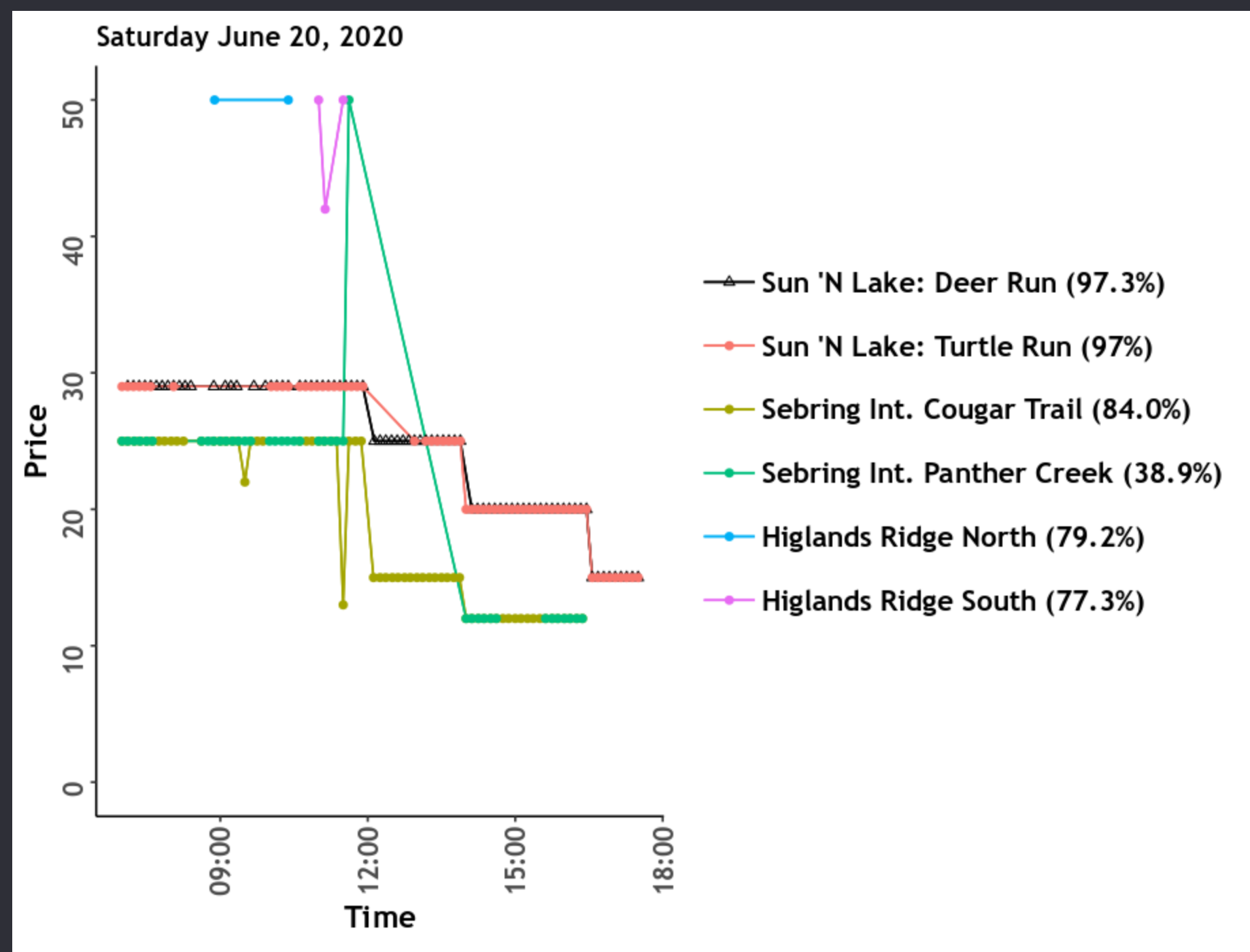
A detailed report will be provided to the Board of Supervisors once all of the results have been tabulated and analyzed.

Marketing Approach

Competitive Assessment



Our Competitive Assessment tool provides us the data to evaluate how we are priced compared to our competitors at a moment's notice. Being able to price our tee-times based on demand and market factors allows us to be dynamic in our approach. We can position the price properly to maximize play and revenue. This report also provides us insight into our competitor's demand and pricing strategies.



Sun 'N Lake: Deer Run (Sun 'N Lake: Turtle Run		Sebring Int. Cougar Trail (Sebring Int. Panther Creek (Higlands Ridge North (
Morning									
07:07 AM	\$29	07:00 AM	\$29	07:00 AM	\$25	07:00 AM	\$25	08:53 AM	\$50
07:14 AM	\$29	07:07 AM	\$29	07:07 AM	\$25	07:07 AM	\$25	10:23 AM	\$50
07:21 AM	\$29	07:14 AM	\$29	07:15 AM	\$25	07:15 AM	\$25		
07:28 AM	\$29	07:21 AM	\$29	07:22 AM	\$25	07:22 AM	\$25		
07:35 AM	\$29	07:28 AM	\$29	07:30 AM	\$25	07:30 AM	\$25		
07:42 AM	\$29	07:35 AM	\$29	07:37 AM	\$25	07:37 AM	\$25		
07:49 AM	\$29	08:03 AM	\$29	07:45 AM	\$25	08:37 AM	\$25		
07:56 AM	\$29	10:02 AM	\$29	07:52 AM	\$25	08:45 AM	\$25		
08:03 AM	\$29	10:09 AM	\$29	08:00 AM	\$25	08:52 AM	\$25		
08:10 AM	\$29	10:16 AM	\$29	08:07 AM	\$25	09:00 AM	\$25		
08:17 AM	\$29	10:23 AM	\$29	08:15 AM	\$25	09:07 AM	\$25		
08:24 AM	\$29	10:37 AM	\$29	08:37 AM	\$25	09:15 AM	\$25		
08:52 AM	\$29	10:44 AM	\$29	08:52 AM	\$25	09:22 AM	\$25		
09:06 AM	\$29	10:51 AM	\$29	09:00 AM	\$25	09:30 AM	\$25		
09:13 AM	\$29	10:58 AM	\$29	09:07 AM	\$25	09:37 AM	\$25		
09:20 AM	\$29	11:05 AM	\$29	09:15 AM	\$25	10:00 AM	\$25		
09:41 AM	\$29	11:12 AM	\$29	09:22 AM	\$25	10:07 AM	\$25		
09:55 AM	\$29	11:19 AM	\$29	09:30 AM	\$22	10:15 AM	\$25		
10:02 AM	\$29	11:26 AM	\$29	09:37 AM	\$25	10:22 AM	\$25		
10:09 AM	\$29	11:33 AM	\$29	09:45 AM	\$25	10:30 AM	\$25		
10:16 AM	\$29	11:40 AM	\$29	09:52 AM	\$25	10:37 AM	\$25		
10:23 AM	\$29	11:47 AM	\$29	10:37 AM	\$25	11:00 AM	\$25		
10:37 AM	\$29	11:54 AM	\$29	10:45 AM	\$25	11:07 AM	\$25		
10:44 AM	\$29			10:52 AM	\$25	11:15 AM	\$25		
10:51 AM	\$29				\$25	11:22 AM	\$25		
10:58 AM	\$29			11:07 AM	\$25	11:30 AM	\$25		
11:05 AM	\$29			11:15 AM	\$25	11:37 AM	\$50		
11:12 AM	\$29			11:22 AM	\$25				
11:19 AM	\$29			11:30 AM	\$13				

Marketing Approach

Social Media Demographics

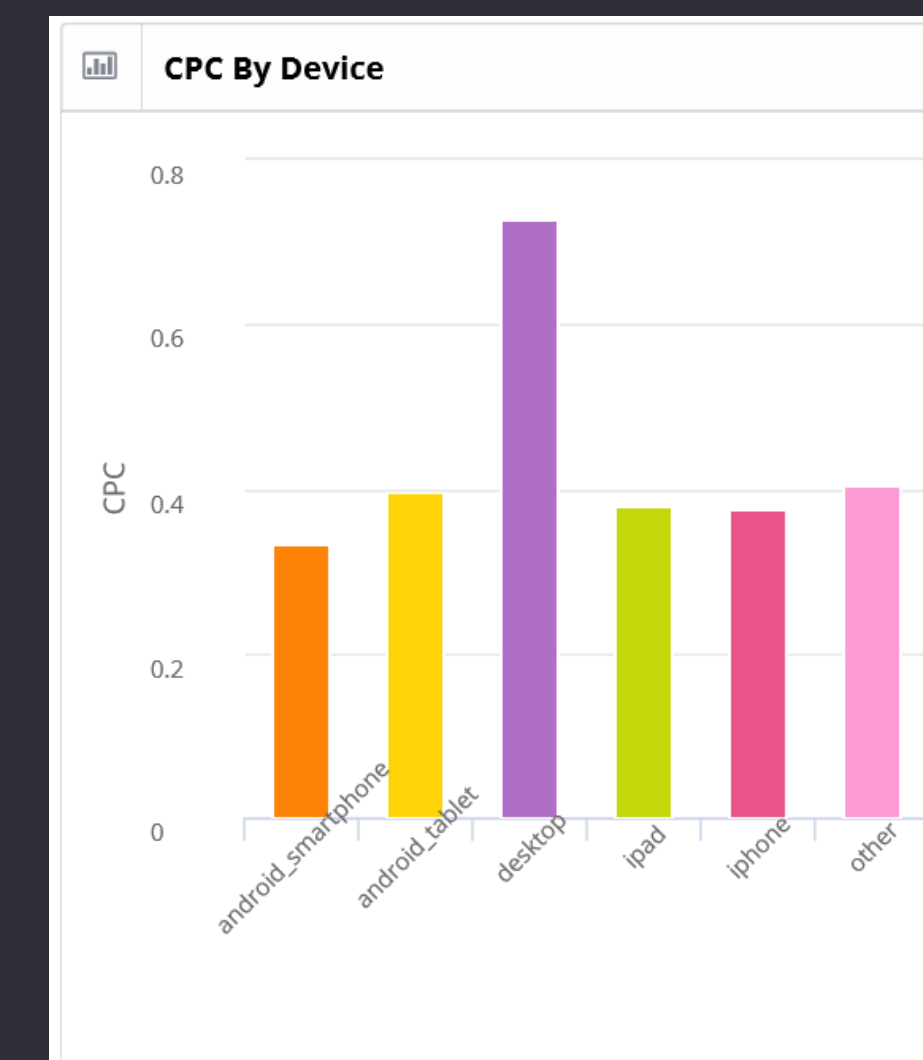
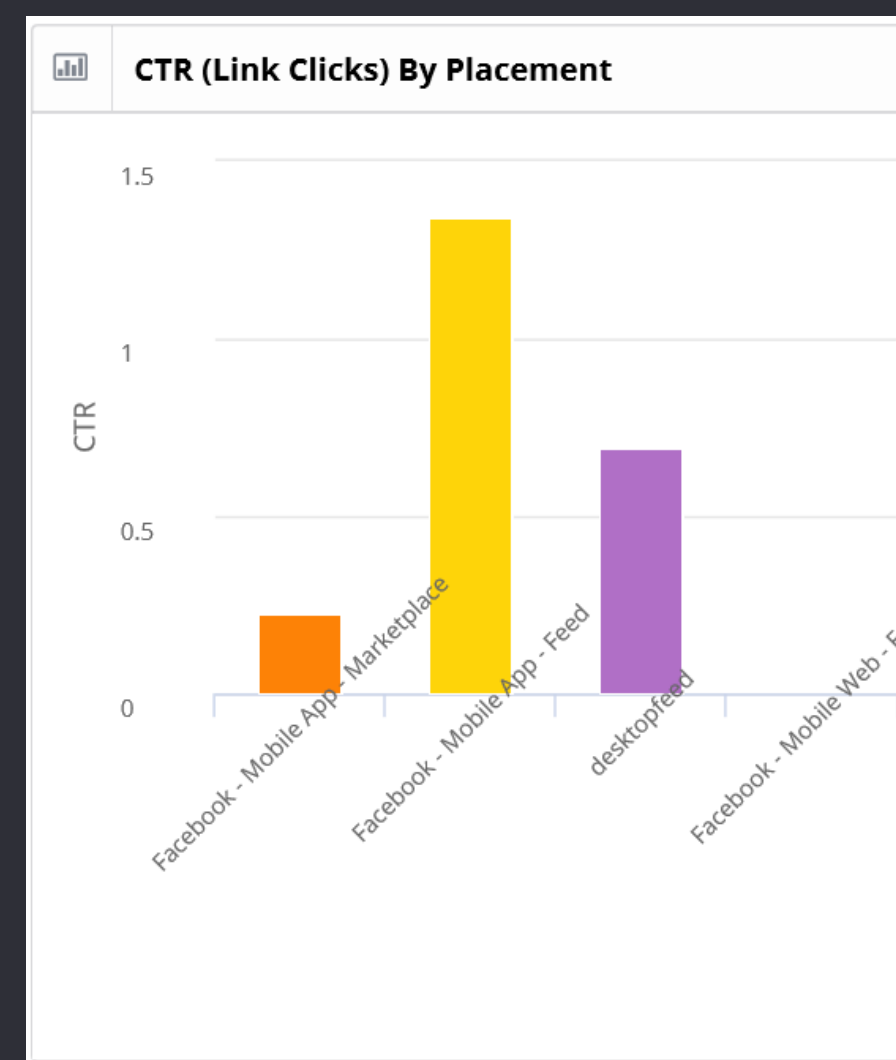
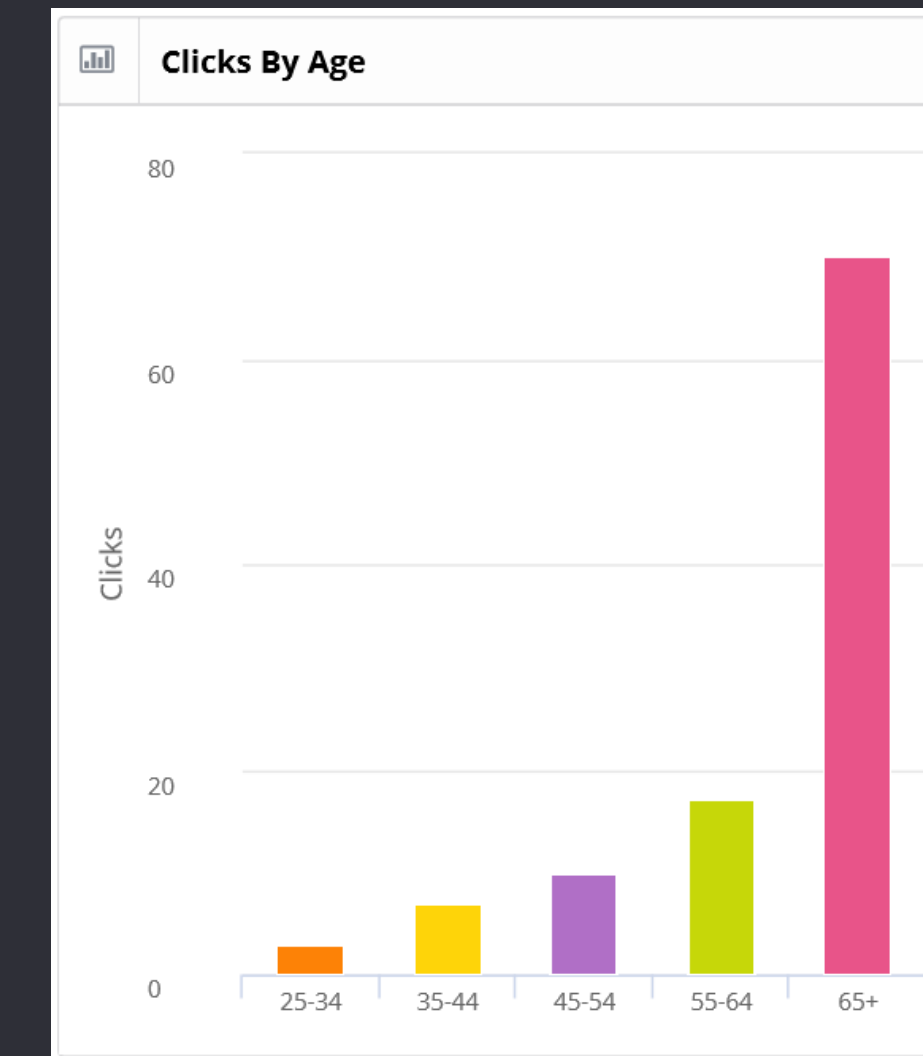
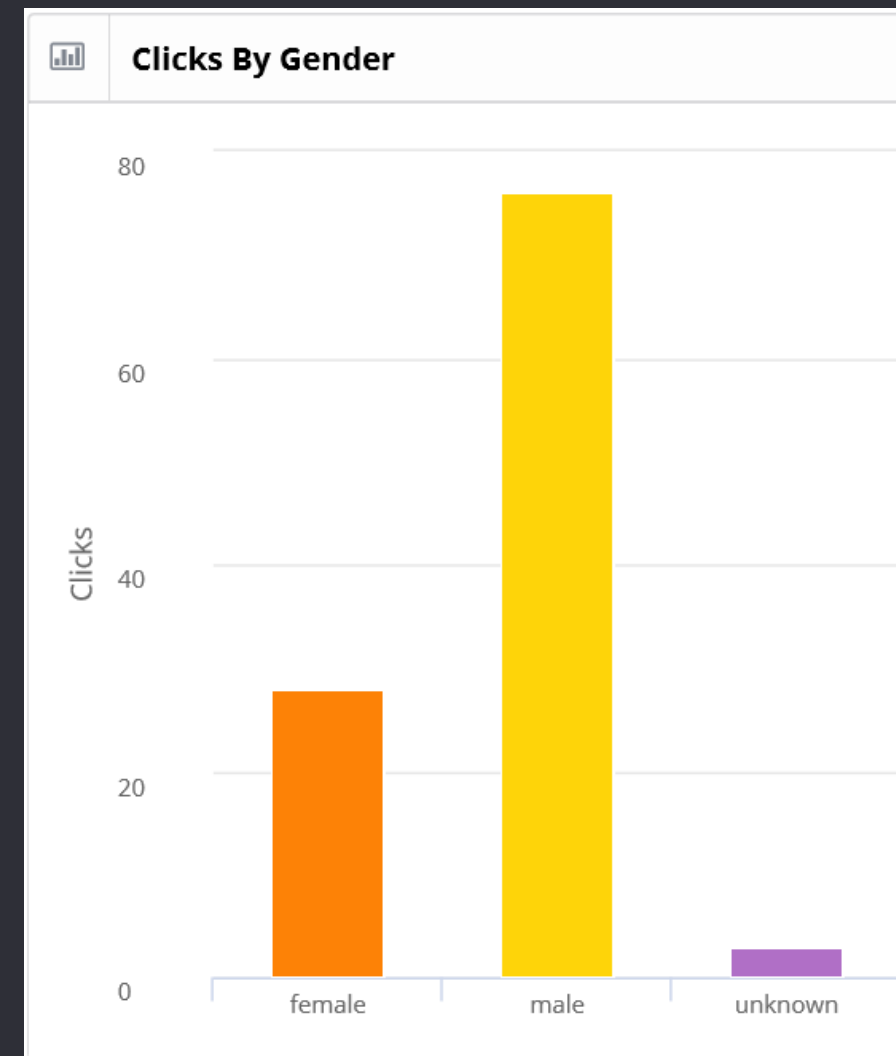
Demographics are more than age, sex, race, and income. It's understanding what they like as well. Social Media platforms provide us with insights on our followers and Fans. These insights assist in shaping our marketing initiatives in ways that was not possible in the past. The data reveals the best times and days to send emails and make social media posts for optimal viewing; We know how many women follow us which supports our efforts in designing programming specifically for women; We know what calls to action engage our followers; and much more!

Each ad has different demographics, based on what we are promoting. Using our digital tools and Hootsuite, we are able to design ads and make real-time adjustments as the data dictates. The examples in this slide are just a small sample of data we are able to utilize.

Breakdown By Day Of Week						
DAY OF WEEK	SPENT	IMPRESSIONS	CLICKS	CTR	WEBSITE CLICK ACTIONS	WEBSITE CLICK CPA
Tuesday	\$6.33	1,509	12	0.7952 %	12	\$0.53
Wednesday	\$5.93	1,416	14	0.9887 %	14	\$0.42
Thursday	\$6.58	1,359	15	1.1038 %	14	\$0.47
Friday	\$6.06	1,353	17	1.2565 %	17	\$0.36
Saturday	\$6.18	1,505	19	1.2625 %	19	\$0.33
Sunday	\$6.18	1,594	14	0.8783 %	14	\$0.44
Monday	\$6.06	1,519	16	1.0533 %	16	\$0.38



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Marketing Approach

Social Media - Facebook



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Audience Targeting through Facebook Ads & Posts

Because posts on our social media pages will only be seen by less than 10% of our followers, we will boost posts and buy paid advertisements on Facebook to reach a wider audience. This has been a cost-effective tool in growing followers and building engagement on our page.

For as little as \$3 a day, we can reach thousands of people who would not have known otherwise. We will boost and buy paid ads for the following:

- Open Social Events
- Golf Specials
- Membership Offers
- Banquet Advertising
- Lifestyle Ads
- Contests
- Programming around Holidays
- Outing Advertising

Daily Fee & Outings- 2

Growing Public Rounds



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Daily Fee & Outings

Growing Public & Outing Rounds



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Typically, we have operated Sun 'N Lake in a way that has given our membership full access to our premium, high-demand times. Shifting our approach to utilizing 1 course for member play on a particular day, and public play on the other, will provide us a great opportunity for revenue growth. Our plan to 'break even" in 2021 assumes we will grow public play by close to \$250,000 through daily fee golf and outside outings. In the environment at Sun 'N lake, we know this is difficult as we have to be sensitive to our member's needs.

The following will be our areas of focus. The slides that follow will go in deeper detail on our approach in 2021 and the tools we will use to make our decisions.

- Third Party-Growth
- Communication
- Sales Efforts
- Programming

The benefits of this approach are expansive and will pay dividends for the long term in membership, outings and sales leads.

Daily Fee & Outings

Third Party Growth



The chart below is a small sample of year over year revenue and provides a good snapshot on how we can grow this segment. Our first 2 months reveals a decrease in rounds but an increase in APR. Analysing January, our rates were aggressive, reducing utilization. February, with a small adjustment on pricing, we realized an increase in revenue. March and April are a sign of the times, and May's performance built on the good work we did in February.

When used as an acquisition tool, GolfNow is an excellent platform to sell tee-times at a greater pace than we have in the past. Increased availability for public play will allow a significant increase in rounds and revenue.

Finally, June has surpassed prior year when we are only showing data through the 16th. Prior year is for a full 30 days.

Rounds And Revenue - Course YoY							
<i>Play Date Range: 1/1/2020 to 6/16/2020</i>							
Golf Facility	Month	Rounds LY	Rounds CY	Revenue LY	Revenue CY	Rate LY	Rate CY
Sun N Lake Golf Club	Jan 2020	58	39	\$2,212	\$1,717	\$38.14	\$44.03
Sun N Lake Golf Club	Feb 2020	79	95	\$3,404	\$4,529	\$43.09	\$47.67
Sun N Lake Golf Club	Mar 2020	134	40	\$5,667	\$1,435	\$42.29	\$35.88
Sun N Lake Golf Club	Apr 2020	57	33	\$2,001	\$984	\$35.11	\$29.82
Sun N Lake Golf Club	May 2020	43	44	\$1,084	\$1,434	\$25.21	\$32.59
Sun N Lake Golf Club	Jun 2020	19	21	\$485	\$638	\$25.53	\$30.38
Total		390	272	\$14,853	\$10,737	\$38.08	\$39.47



Daily Fee & Outings

Third Party Growth Acquisition Tool



Utilizing our Competitive Assessment Tool we talked about in the opening sections, along with historical performance data, having more peak times available will increase our Third-Party Revenues by 300%.

Our public rating are some of the highest in our company. With our reviews on Golf Advisor being 97% for both courses, the public feels we are the best Golf Course in town, by far. Our biggest obstacle is peak availability.

Our team will work with the on-site team to ensure we are maximizing our rate and utilization potential. Our rates will be flexible based on all outside local and national factors.

Golfer Feedback

97.3% 115 Reviews

GA Rating Index ★★★★★

All Time | Last 6 Months | Last 12 Months

Off-Course Amenities:	★★★★★	Staff Friendliness:	★★★★★
Value:	★★★★★	Course Layout:	★★★★★
Pace of Play:	★★★★★	Course Conditions:	★★★★★



Daily Fee & Outings

Other Daily Fee



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Beyond providing outstanding conditions, a fun experience, utilizing email databases (internal & third-party wholesalers) and Social Media, below are additional efforts we utilize that drive rounds.

1. Outing Coupons – All players receive a coupon for their next round (off peak)
2. Highland's County Coupon Book – In a community that has new snowbirds arriving every year, it's important to have visibility in a publication such as this. We host an additional 1,000-1,400 rounds per year from this promotion. (mostly off-peak)
3. Grassroots Marketing – For years, our teams have made a priority to be active in the civic and business organizations. Continuing this effort is a priority.
4. Newspaper Ad – In our market
5. Advantage Card (Loyalty) – With between 300-400 cardholders each year, we have a loyal group to market offers and programs to and accounts for about 1,200 rounds per year.

GREAT FOOD • GREAT FUN
GREAT FRIENDS

PRIME RIB
Fridays 5-7pm
\$24.00

Monday-Saturday
11am-8pm
Sunday 11am-5pm

Sunset Dining
Monday-Thursday & Saturday 3:30-8pm
Dinners \$12.00
Starting At

Includes House Beer, Wine or Soda
Limitations for Parties of 16 or More

For Reservations, Call
863-382-1191

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Golf Clinics *Taught by our experienced golf professionals*
Mon & Thurs 9:30-10:30am
Sign up in the Golf Shop
863-385-4830 Ext. 1

Public Golfer \$15 per clinic

SEBRING'S BEST GOLF COURSES AND GOLF SHOP!

35468 Tee Time Circle, Sebring
863-385-4830

Golf Sundays \$37.00 Plus Tax
COUPON REQUIRED
Not valid for reservations booked outside of 7 days. Expires 03/31/20

Twilight Golf \$29.00 Plus Tax
COUPON REQUIRED
Not valid with any other offer. Expires 03/31/20

INTRODUCTORY MEMBERSHIP

THE MOST ACTIVE GOLF CLUB IN CENTRAL FLORIDA

"THE BEST DEAL IN AMERICA JUST GOT BETTER"

Turtle Run Deer Run SUN 'N LAKE

50% OFF FIRST YEAR

JOIN TODAY AND SAVE BIG!

Unlimited Golf • Two Championship Courses • Raquet Club • Pool
Fitness • Proshop Discounts • Food and Beverage Discounts
Driving Range Membership • State of the Art Practice Facilities

Daily Groups For All Abilities • Couples Golf Events
Social Events at The Club • Full Service Restaurant

CALL 863.385.4830 EXT-1 FOR MORE DETAILS
Sunlakegolfclub.com

TAYLORMADE
Friday, February 7

CALLAWAY & CLEVELAND
Saturday, February 8

COBRA
Saturday, February 21

PING
Saturday, February 22

Call the Golf Shop for a Fitting Appointment

10:00-2:00PM ON THE RANGE FOR ALL DEMO DAYS

FEBRUARY DEMO DAYS

TRY BEFORE YOU BUY!

PURCHASE ON DEMO DAY FOR UNBEATABLE PRICING!

SUN 'N LAKE GOLF CLUB
5223 Sun 'N Lake Blvd., Sebring
863-385-4830

COUPON REQUIRED

Golf & Cart \$35.00 + TAX
Super Sunday
Per Player includes golf & cart. Not valid for nonmembers. Booked outside of 7 days. Expires 1/31/20.

COUPON REQUIRED

Golf & Cart \$26.00 + TAX
Twilight After 2pm
Per Player includes golf & cart. Not valid with other offers. Expires 1/31/20.

Player Advantage Card \$74.95 Plus Tax

START SAVING TODAY!

Free First Round
25% Off Public Rates
Book Twilight Rates 30 minutes early
Receive All Special Promotions Offered
10% Off in the Golf Shop

Island View
GREAT FOOD • GREAT FUN • GREAT FRIENDS

Prime Rib Dinner \$12.00
Friday Nights
Includes a draft beer / glass of wine or soda

For Reservations, Call 863-382-1191

Sunset Dining
Mon - Sat 3:30-8:00pm
Dinners \$12.00 Starting at

Daily Fee & Outings

Acoustic Email – Offers & Segments



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Daily/weekly/monthly offers are planned within the week, sometimes same day. It is important to be nimble and react to the ever changing outside factors like our competitors, weather, community events, etc. We strive to communicate consistently to our database. While we may send a dozen different emails each month, we segment the offers so we only touch each person only 1-2 times per week.

Campaign/Offer	Segment
Book on our Website and Save!	Players from GolfNow
We miss You!	Haven't played in 30+ days
In-House Events	Residents and Members of Sun 'N Lake
Weekday invite to play - Weather	Golfers who have played in the past 30 days during the week
Weekday invite to play - Discount	Dependent on tee-sheet utilization and need during the week
Weekend invite to play - Weather	Golfers who have played in the past 30 days on the weekend
Weekend invite to play - Discount	Dependent on tee-sheet utilization and need during the week
Lesson programs	Residents and Members of Sun 'N Lake
Loyalty Programs	Non-Member Residents and Public Golfers who have played more than 10 rounds in the past 3 months
Bundle offers	Non-Member Residents and Public Golfers who have played in the past 30 days
Dining offers	Residents and Members of Sun 'N Lake

Daily Fee & Outings

Social Media



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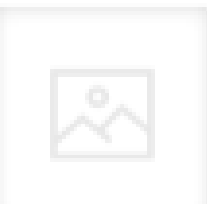




While emails have been the focus in our communication efforts to drive daily fee, we have found success in promoting golf via Social Media, primarily through Facebook.

As you can see from the posts below, we are getting decent engagement.

Understanding that the public is responding, consistent posts that encourage golfers to book with us will provide additional awareness. Typically our posts will not be offers, just reminders to come and play.

Lastly, we will boost these posts to expand our reach outside of Sebring. We expect to spend \$200 per month during season on golf posts.

f Posts Table			👍 Reactions ▼	💬 Comments	↔ Shares
Date	Message				
 Sun 'N Lake Golf Club Oct 09, 19:54	Fall into savings this October ☑️ Mention "FALL GOLF" when booking your next tee time! Play for \$30 on weekdays, \$28 on Weekends! Learn More ☑️ http://bit.ly/2ICD1YT		327	2	6
 Sun 'N Lake Golf Club Apr 06, 19:47	 Get Outside! Play Some Golf! The Driving Range & Practice Facilities are Open Too! 1 Cart per Person All Carts are Sanitized \$30 Before 2pm \$23 After 2pm \$20 After 3pm \$18 After 4:30pm All rates are pe...		312	51	51
 Sun 'N Lake Golf Club Dec 23, 18:01	 Golf on Christmas! We are open for golf only from 7 AM to 2:30 PM on Christmas. Click here to book now: https://www.sunlakegolfclub.com/golf		112	0	4
 Sun 'N Lake Golf Club Feb 04, 22:19	 Spring Demo Days are Coming Soon! Join us on the driving range for our demo days and get the best prices anywhere on the latest golf equipment when you purchase on demo day! Friday, Feb. 7th...		64	7	4

Daily Fee & Outings

Outing Sales



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Outing Sales are a great opportunity for Sun 'N Lake. We are the perfect facility to host an outing as our amenities make for a great golf event.

- VIP Events – We will host 1-2 VIP Golf Events per year. Our invite list will include Chamber Members, Civic Leaders, Non-Profits, Local Realtors, past and potential tournament chairpersons.
- Web Leads – Our dynamic website allows for incoming leads for all sales opportunities.
- Targeted Email Campaign – We will market to our database in the Spring & Fall.
- Target Facebook Ads – To support our VIP Event, we will target the same guest list.



*The Best Courses
Make For The Best
Golf Outings*

See what sets us apart!

Daily Fee & Outings

Programming



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GOLF CLUB

MEMORIAL DAY WEEKEND SPECIAL

CELEBRATE ON THE COURSE

VALID MAY 22ND - 25TH

\$25 BEFORE 2PM

\$20 AFTER 2PM

RATES INCLUDE GOLF AND CART

CALL 863.385.4830 EXT. 1 TO BOOK A TEE TIME

sunlakegolfclub.com | 33468 Tee Time Circle, Sebring, FL 33822

Shanko de Mayo

Hit the worst shot, and you have to buy your group a drink!

Don't worry! We've got \$3 margaritas on special

Now Through Cinco de Mayo!

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863.385.4830 • www.sunlakegolfclub.com

Stay & Play
In Florida At Sun 'N Lake Golf Club

Beautiful 2 bedroom 2 bath Villa with a den on the Deer Run Golf Course

36 holes of award winning golf that appeals to golfers of all abilities. (Highlands County reader's poll has voted Deer Run and Turtle Run the best courses in Highlands County the last six years in a row). Award winning Restaurant (The Island View has also been recognized 5 of the last 6 years) Site of PGA Tour Latino-America qualifying 2013 - 2016

One week package from Saturday to Saturday includes:
3 rounds of golf with cart per person, 3 dinners at the Island View restaurant per person plus access to all the community recreation (resort style pool, fitness, tennis and pickleball). Additional golf rounds can be purchased at a discounted rate. Cable, internet and utilities are included.

October, April and May availability. Prices are per person double occupancy for one week: October \$225, April \$300 and May \$250. Plus 9% tax and \$75 cleaning fee. Maximum of 2 weeks based on availability. The rental is managed by Ridge Real Estate and can be viewed on their website www.RidgeFL.com. Book under member's name.

sunlakegolfclub.com | 5223 Sun 'N Lake Boulevard | Sebring, FL

Contact
JIM KURTZBORN
jkurtzborn@sunlakegolfclub.com or 239.707.2445
OR
JENNER MEREDITH
jennerm@earthlink.net or 863.385.7799

LINKS & DRINKS

THEME GOES HERE

\$XX Member Price

\$XX Public Price

FRIDAY, JANUARY 8TH // 5 - 7PM

Us ex electus ipis ea sum esse ab ime moles et is derovitet volum sitibus mo dolorporis excestia sequidi taquam que comnis autem. Inus aluptatis culparum reratiscit et, cus accusda mentoru ptaticiam autEles et as et fugitio officit, corem quodi unt omnis aut qui volorpos

SIGN UP TODAY!

GOLF COURSE
Street Address // County State Zip

PINK OUT SCRAMBLE

WEDNESDAY, OCTOBER 14TH
8AM SHOTGUN START

Complimentary donuts and coffee in the morning.

Pick your Most Fabulous Pink Attire and Register in the Association Room Today!

863.385.4830 | sunlakegolfclub.com

FLORIDA HOSPITAL
HIGHLANDS MEDICAL CENTER



Player Advantage Card

\$44.95

Benefits:

- FREE First Round
- 25% Off Public Rates
- Book Twilight 30 minutes earlier
- Receive All Special Promotions Offered
- 10% Off in the Golf Shop

Valid through 10/31/20. Must present card at time of check-in.

Join in the Golf Shop!

BRING BACK YOUR BUDDIES!

\$17.00 CART FEE ONLY

Offer expires on September 30, 2019.
Valid for up to 4 players. Each player must pay the cart fee.
Golf Shop (863) 385-4830 ext. 1

www.sunlakegolfclub.com.

Food & Beverage - 3

Bon Appetit



SUN 'N LAKE
GOLF CLUB

BUFFALO
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Food & Beverage

Ala Carte



SUN 'N LAKE
GOLF CLUB

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With a \$1M renovation completed earlier this fiscal year, we were on pace to serve more meals than ever before. However, in today's world, we had to put the breaks on. An increase in daily fee and outings will naturally bring additional revenue to the Island View Restaurant. Beyond that, additional revenue lifts will come from patrons within our community and the surrounding areas within the closest proximity of Sun 'N Lake.

You will see at the end of this section the extensive programming we have done over the past 12 months. The focus will be to get that message out on a larger platform, utilizing our weekly email blasts to communicate on a weekly basis.

Our main focus will be using Facebook and Instagram with lifestyle posts and programming notifications.

The next few slides will focus on the types of promotions and posts we have utilized Social Media for in the past 12 months. We have recommendation on how to grow awareness and engagement.

Food & Beverage

Social Media

Island View Top Performing Facebook Posts (June 2019 - June 2020)

- Plated food imagery with business information text
- Image focused vs. text or flyer focused
- Authentic and good quality imagery



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Island View Restaurant & Pub
Published by Tom Grammas [?] · December 19, 2019

Join us for Sunset Dining! From 3:30pm - 8pm entrees start at \$12 and includes a Draft Beer / Glass of Wine or a Soda

Lots of delicious options! Call 863.382.1191 to book a reservation.

#IslandViewRestaurant #SebringFL #SunsetDining

Island View Restaurant & Pub
Published by David Evangelista [?] · March 31

Heat & Serve Meals are Now Available! \$9.99 for a Meal and \$2.99 for a Dessert

We also have Take Out and Delivery Service inside the Sun 'N Lake Community. See our menus at www.islandviewrestaurant.com

Call 863.382.1191 to order your meal.

Open Monday 11am - 3:30pm
Tuesday - Saturday 11am - 7pm
Sunday 11am - 3:30pm (Take Out Only)

Island View Restaurant & Pub
Published by Tom Grammas [?] · May 9, 2019

Come enjoy a night of laughs. Reservations are required. 863.382.1191

FRIDAY, MAY 17TH

Cocktails 6:00pm
Dinner 6:30pm
Show 7:30pm

\$29++ per person
Food choice is required with RSVP. Deadline is May 16th and RSVP is required. Cost is \$29 per person to see the show and dinner is included.

THE MUST-SEE COMEDY SHOW

TV credits: A & E Evening At The Improv, NBC, and Make Me Laugh.

MENU

Baby Arugula Salad
Heirloom Cherry Tomatoes, Cucumber, Radishes and Asiago Vinaigrette

Char Grilled Filet Mignon
Caramelized Mushrooms, Cabernet Steak Sauce with Roasted Rosemary, Gold Potatoes

Sautéed Breast of Chicken and Shrimp Francaise
Lemon Garlic Beurre Blanc, Roasted Rosemary, Gold Potatoes

Choice of:
Double Chocolate Mousse, Torte
Black Cherry Coulis

TED HOLUM
Comedian

Reservations Required - 863.382.1191

Island View Restaurant & Pub
Published by Tom Grammas [?] · March 1, 2019

Starting in March Breakfast Will Only be Served on Sundays Starting at 9am. Please Make Reservations! 863.382.1191

Island View
LAKEFRONT RESTAURANT & PUB

BREAKFAST MENU
SERVED SUNDAYS 9AM - 1PM

North Atlantic Salmon Poached Eggs 15 English Muffin, Seared Salmon Fillet, Capers, Diced Tomatoes, Dill Hollandaise Sauce Yukon Gold Breakfast Potatoes	Smoked Ham, Asparagus, and Smoked Gouda Cheese Omelet 12 Yukon Gold Breakfast Potatoes Toasted Wheat or Rye Bread
Eggs Benedict 12 English Muffin, Grilled Canadian Bacon, Hollandaise Sauce Yukon Gold Breakfast Potatoes	Blueberry Cheese Blintz 11 Grilled Ocean Cheese Crisps, Blueberry Compote Fresh Fruit
Broccoli Cheddar Cheese Quiche 10 Fresh Fruit	Griddled Corned Beef Hash 12 Topped with Two Sunny Side up Eggs with Hollandaise Sauce
SNL Breakfast 10 Two Eggs Any Style Choice of Bacon or Sausage Links Yukon Gold Breakfast Potatoes Toasted Wheat or Rye Bread	Cinnamon Vanilla Brioche French Toast 10 Cranberry Apple Compote Warm Maple Syrup Choice of Applewood Smoked Bacon or Sausage Link

Additional Sides 3
Grits
Fresh Fruit
Applewood Smoked Bacon
Sausage Links
Yukon Gold Breakfast Potatoes
Wheat or Rye Toast

Reservations | 863.382.1191

Consuming raw or undercooked meat, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness.

Island View Restaurant & Pub
Published by Andy Kesling [?] · May 16 at 12:52 PM

Come try this week's Carolina Shrimp Boil Special for only \$16.99!

Featuring Low Country Boiled Jumbo Pink Gulf Shrimp, Fresh Corn on the Cob, Baby Gold Potatoes, and Smoked Sausage

This special is offered Tuesday - Saturday (May 19-23, 2020)

Call us at 863.382.1191 to book a reservation.

Island View Restaurant & Pub
Published by Tom Grammas [?] · November 9, 2019

Hello Facebook! We are open for business! Come by the Island View to check out the newly redesigned restaurant. We also have a bigger menu that you definitely need to check out! Call us at 863-382-1191 to book a reservation today!

Island View
GREAT FOOD · GREAT FUN · GREAT FRIENDS

GRAND RE-OPENING

Like us on Facebook in November to receive 10% OFF your next entrée

NEW MENU · NEW RESTAURANT · NEW ATMOSPHERE

DINE WITH US TODAY

Food & Beverage

Social Media

Insights: Below is a breakdown of our engagement year over year per post. We report an increase in engagement despite having fewer posts which means that our posts are more impactful and reach a larger audience. We can attribute that to the increase in promoted posts - which skews this data. However, these numbers are a good benchmark for non-promoted posts.

Sun 'N Lake Golf Club	Reactions per post	Comments per post	Shares per post
June 2018 - June 2019	10	1 or 2	1 or 2
June 2019 - June 2020	23	3	3

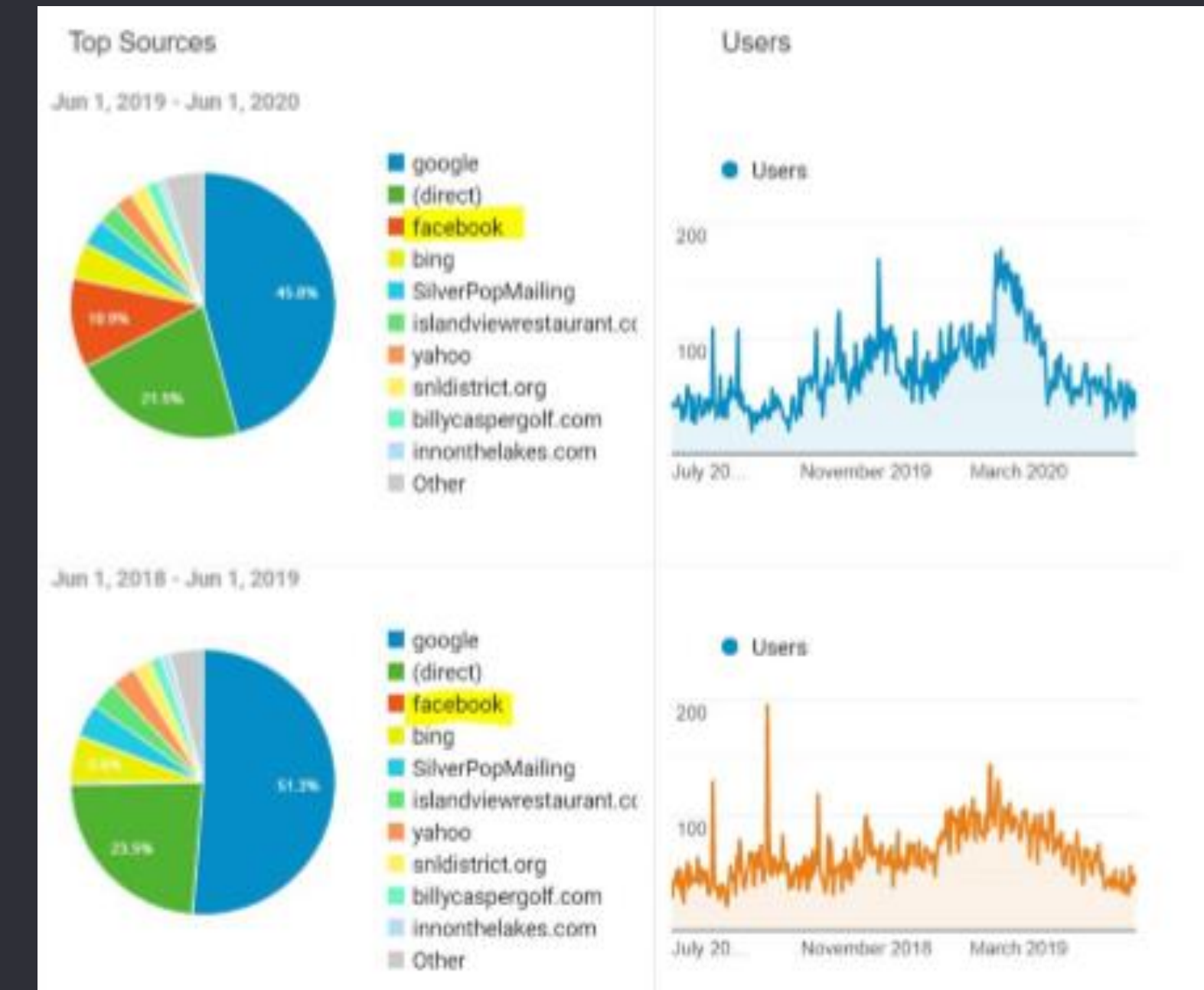
Island View Restaurant	Reactions per post	Comments per post	Shares per post
June 2018 - June 2019	6	0 or 1	2 or 3
June 2019 - June 2020	30	3	6

There is also a greater contribution to our overall website traffic from social media sources in the period of June 2019 - June 2020 (over 10%) than in June 2018 - June 2019 (less than 1% / not listed). As stated above, despite having fewer posts, the engagement is impactful and increasing our brand awareness and actions taken off of Facebook as we see the impact in referral website traffic.



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Recommendations:

- Maintain the posting cadence and variety of content.
- Allow posts to serve "organically" for at least 24-48 hours prior to promoting or adding budget to maximize cost free exposure.
- Add all events (F&B, Expos, Golf tournaments, Community events etc.) into Facebook as events to leverage our Facebook community for participation and increased engagement.
- Where applicable, direct as much traffic back to the website to best understand the impact social media has on lead generation for membership, banquets and other events

Food & Beverage

Social Media Growth Opportunities



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Wedding and Banquets:

- Promote the club and restaurant as a wedding venue with an organic post at least once a month utilizing imagery from professional wedding photographers (with permission to use watermarked images or photo credit given).
- During engagement season or to help with lead generation, allocated marketing budget to promote these posts to the applicable audience.
- Host wedding expos and share that information on Facebook to increase attendance.

Sample previews:

Sun 'N Lake Golf Club
Just now

Planning your special day starts with the venue of your dreams! With customizable packages, a professional event staff, and a list of preferred vendors, all you need to do is book a tour with us at Sun 'N Lake Golf Club! 🍷

Reach out to our team for more information. 📩
<https://www.sunlakegolfclub.com/weddings-banquets>

#SunNLakeGC #GolfCourseWedding #SebringFL #FloridaWeddings

Sun 'N Lake Golf Club
Just now

In need of a perfect wedding venue to tie the knot? 🤵👰 Look no further than Sun 'N Lake Golf Club and Island View Restaurant to host your special day!

Inquire about your desired 2021 date today! 📩
<https://www.sunlakegolfclub.com/weddings-banquets>

#SunNLakeGC #GolfCourseWedding #SebringFL #FloridaWeddings

Food & Beverage

Social Media Content Calendar



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Food & Beverage Content Suggestions & Previews

- The next slide is specifically focused F&B content suggestions laid out in a calendar format that can apply to any and every month of the year.
- Weekly topics are suggested based on what is happening at the restaurant to encourage the public to dine in and partake in community events.
- Additional topics could include:
 - Menu features (seasonal, daily specials, changes, low calorie, vegan, drinks)
 - Restaurant features (different seating, outdoor views, bar vs. table seating)
 - Staff & team (server recommendations, meet the chef)
 - Behind the scenes (meal preparation, banquet set-up, mixing a cocktail)

Food & Beverage

Social Media Content Calendar



SUN 'N LAKE
GOLF CLUB

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<u>Sunday</u>	<u>Monday</u>	<u>Tuesday</u>	<u>Wednesday</u>	<u>Thursday</u>	<u>Friday</u>	<u>Saturday</u>
<p>Birthdays at IVR - post to tell guests with a birthday this month why IVR is where they should celebrate.</p>	<p>Meet the staff Monday - post a picture of a bartender, server, manager, or the chef.</p>		<p>Monthly Events - overview the different events happening during the month.</p>		<p>Featured Cocktail - video of a bartender mixing a cocktail or static image of a cocktail or beverage.</p>	
<p>Patio Dining - picture or video of what is the Island "View" all about.</p>		<p>Chef Tips - behind the scenes video or images in the kitchen with the chef.</p>		<p>Friday Night Special Preview - highlight what the Friday night special is the day before.</p>		<p>Food & Drink Pairing - image of a menu item paired with a beer or beverage.</p>
	<p>Meatless Monday - picture of a vegetarian or meatless option on the menu.</p>		<p>Weekend Brunch Promo - showcase the options for weekend brunch.</p>		<p>Banquet Space - images of upcoming or past weddings, rehearsal dinners etc.</p>	<p>Saturday Night Special or Event - image of food, video of the restaurant, or the outdoor seating.</p>
<p>Staff Menu Item Pick of the Month - video of one staff member talking about their favorite menu item.</p>	<p>The Guest Experience - images of guests eating or videos of happy diners.</p>		<p>Low Calorie Meal Option - image featuring one or more of the lighter fare items on the menu.</p>		<p>Favorite Guest Drink - image of the most popular drink of the month.</p>	

Food & Beverage

Programming



SUN 'N LAKE
GOLF CLUB

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FRIDAY NIGHT ENTERTAINMENT

Every Friday from 6 - 9pm

RSVP
By Calling 863.382.1191

Island View Restaurant & Pub

Join us for
Family Style Dining

February 12th, 2019, 4-8pm

Menu

- Caesar Salad
- Chicken Parmesan
- Bucatini Pasta Marinara
- Garlic Breadsticks

\$12.95 Adults
\$6.95 Children*

Includes free draft beer, house wine, tea or fountain soda. *Children under 5 eat free.

Reservations Required
Must have group of 3 or more.

SUN 'N LAKE GOLF CLUB
863.382.1191
sunlakegolfclub.com

SHOP The Four Purls Yarn Truck!

Tuesday, October 2nd
11 AM - 1 PM
Island View Lakefront Restaurant & Pub

Calling all knitters, crocheters, & fiber enthusiasts!

Join us to shop out of the mobile yarn shop

Visit **FOURPURLS.COM** for more information!

SUN 'N LAKE GOLF CLUB
sunlakegolfclub.com | 863.382.4830

JOIN US FOR FAMILY STYLE DINING

\$12.95 Per Adult **\$6.95 Kids***

*Kids 5 & Under Eat Free
Tuesday, April 30th, 4 - 8 PM

Caesar Salad	Garlic Bread Sticks Chicken Parmesan	Bucatini Marinara
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Includes a Free Draft Beer, House Wine, Tea or Fountain Soda

RESERVATIONS REQUIRED. MUST HAVE GROUP OF 3 OR MORE
sunlakegolfclub.com | 863.382.1191

Kids Days

at Sun 'N Lake

KIDS EAT FREE
Every Second Tuesday of the Month
June, July, & August

Enjoy Balloons, Games, Face Painting & More!

Join us for some fun!
863.382.1191 | islandviewrestaurant.com

DINNER ENTERTAINMENT

We will be having our very own
ELVIS ON STAGE
as **BRIAN BUTLER**
performs some of his greatest hits!

FEBRUARY 9TH
FROM 6:00PM TO 9:00PM

Island View Restaurant & Pub

SUN 'N LAKE GOLF CLUB

RESERVATIONS ARE REQUIRED
Please call 863.382.1191 to make a reservation

Sunset Dinners

MONDAY - THURSDAY & SATURDAYS
from 3:30 - 7:30pm

STARTING AT **\$12 per Person**

Includes a FREE Glass of Wine, Draft Beer or Soda

FOR RESERVATIONS CALL 863.382.1191

SUN 'N LAKE GOLF CLUB

COMING SOON!

Island Treats ICE CREAM

FEATURING HERSHEY'S ICE CREAM

Located at the Snack Shack

CALL 863.382.1191 FOR MORE INFO!
islandviewrestaurant.com

Island View Restaurant & Pub

SUN 'N LAKE GOLF CLUB

seafood NIGHT

Thursday, July 7th from 5 to 8 pm
\$16.++ per person

Salad Station American Cobb Salad Station Crisp Romaine Lettuce, Vine Ripe Tomatoes, Smoked Bacon, Avocado, Blue Cheese, & Grilled Chicken Breast Ranch Dressing and Red Wine Vinaigrette	Entrees Atlantic Salmon Cakes North Atlantic Salmon Cakes Sauteed in Olive Oil Served with Roasted Red Bell Pepper Remoulade Gulf Shrimp Alfredo Carbonara Sauteed Gulf Shrimp on Ditalini Pasta Tossed in an Alfredo Parmesan Cheese Sauce with Smoked Ham and Green Peas Topped with a Parmesan Cheese Gratin Blackened Gulf Mahi Mahi Served with an Mango Tomato Salsa	Florida Flounder Filet Fried Florida Flounder Served with Capers Dill Tartar Sauce and Fresh Lemon Wedges Parsley Lemon Gold Potatoes Fried Yukon Gold Potato Wedges Tossed in Fresh Lemon Juice and Chopped Italian Parsley Steamed Fresh Summer Corn on the Cob Dessert Warm Southern Peach Cobbler
--	--	--

Warm Rolls and Butter

Reservations Required
RSVP IN THE RESTAURANT OR CALL 863.382.1191

SUN 'N LAKE GOLF CLUB
sunlakegolfclub.com

LET'S CELEBRATE

FREE BIRTHDAY DINNER
for any Resident or Member of Sun 'N Lake Golf Club

WE LOOK FORWARD TO CELEBRATING WITH YOU!
sunlakegolfclub.com

MUST BE RECEIVED WITHIN 3 DAY OF BIRTH DATE. MUST PURCHASE A REGULAR FULL PRICE SANDWICH OR OTHER ENTREE TO RECEIVE FREE MEAL. IF EQUAL OR LESSER VALUE, MUST BE A ONE RESIDENT OR MEMBER WITH PROOF OF RESIDENCY.

Food & Beverage

Programming



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GOLF CLUB

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SUMMER ITALIAN BUFFET

\$18 PER PERSON | THURSDAY JUNE 29, 2017 | 5 PM - 8 PM

SOUP AND SALAD STATION
GENOVESE MINISTRONE SOUP
CLASSIC CAESAR SALAD STATION
DITALINI ANTIPASTO STATION

ENTREES
SICILIAN MUSSELS WITH BUCATINI PASTA
Steamed Mussels with Italian Sausage, Roasted Bell Peppers, and Onions in a Tomato Garlic Mussel Broth Served with Bucatini Pasta
GRILLED CHICKEN MARSALA
Grilled Chicken Breast in a Marsala Wine Mushroom Sauce
BAKED LASAGNA BOLOGNESE
Beef Lasagna Layered with Provolone, Ricotta, and Parmesan Cheeses with a Tomato Basil Marinara Sauce
BAKED COD OREGANATA
Pacific Cod Loins Baked in Fresh Lemon and Pinot Grigio finished with a Parmesan Oregano Crust
ITALIAN ROASTED GOLD POTATOES
Baby Gold Potatoes Roasted in Olive Oil, Rosemary, and Garlic. Zucchini with Roasted Tomatoes and Fresh Basil

DESSERT
TIRAMISU GELATO STATION

CALL ISLAND VIEW RESTAURANT FOR MORE DETAILS!

SUN 'N LAKE GOLF CLUB
MANAGED BY BILLY CASPER GOLF

Live Music Friday

FRIDAY
MARCH 20TH
6-9 PM

ISLAND VIEW RESTAURANT

Call 863.382.1191 For Reservations!

LIVE MUSIC FROM ANGIE AND GARY

863.385.4830 • sunlakegolfclub.com

Wing Days Sundays

Two Pitchers of Beer and Two Orders of Wings for Only \$22!

Every Sunday from 11:00 am - 3:30 pm

Full Menu Also Available

Join Us!

islandviewrestaurant.com | 863.382.1191

Trivia Night

GREAT FOOD - GREAT DRINKS - GREAT FUN

TUESDAY, JUNE 16TH
TRIVIA STARTS AT 6PM

\$12 - 6 PACK BUCKETS
\$3 - MARGARITAS
FOOD SPECIALS
PRIZES
UNLIMITED FUN
NO COVER CHARGE
OR
ENTRY FEE

HOSTED BY: IAN BELANGER

Reservations Required
CALL 863.382.1191
MAXIMUM OF 8 PEOPLE PER TABLE

THE MUST-SEE COMEDY SHOW

TV credits: A & E Evening At The Improv, NBC, and Make Me Laugh.

MENU
Baby Arugula Salad
Honeydew Cherry Tomatoes, Cucumber, Radishes and Asaigo Vinaigrette
Choice of:
Char Grilled Flat Mignon
Caramelized Mushrooms,
Caramelized Onions with
Roasted Rosemary
Gold Potatoes
Sautéed Breast of Chicken
and Shrimp Fraisee
Lemon Garlic Risotto Blanc,
Roasted Rosemary Gold
Potatoes
Double Chocolate Mousse Torte

COCKTAILS 6:00pm
DINNER 6:30pm
SHOW 7:30pm

\$29++ per person
Food choice is required with RSVP. Showtime is November 18th and RSVP is required. Cost is \$29 per person to see the show and dinner is included.

TED HOLUM
Comedian

Reservations Required • 863.382.1191

INDEPENDENCE DAY CELEBRATION

FIREWORKS BUFFET
FRIDAY, JULY 10TH FROM 5 TO 8PM
RESCHEDULED FIREWORKS AT 9PM

MENU
BLT SALAD
SOUTHERN GOLD POTATO SALAD
PENNSYLVANIA DUTCH PICKLED CABBAGE SLAW
MIDWEST BARBECUE PORK SLIDERS WITH CRISPY ONION STRAWS
GULF SHRIMP MAC AND CHEESE
FLORIDA MANGO BARBECUED CHICKEN WITH CARAMELIZED GOLD PINEAPPLE
THREE BEAN BOSTON BAKED BEANS
STEAMED CAROLINA SWEET CORN ON THE COB
WARM GEORGIA PEACH COBBLER

\$15++ PER PERSON

RESERVATIONS REQUIRED
CALL 863.382.1191

SUMMER NIGHTS AT ISLAND VIEW

3:30 - 8:00PM

MEMBER MONDAYS
All Sun 'N Lake Golf Members buy one entree, get one entree 50% off. Every Monday in June. Must be of equal or lesser value. Must show your membership card to receive discount.

TUESDAY KIDS EAT FREE
Kids eat free the second Tuesday of every month this summer. Enjoy kids games, balloons and much more! June, July & August.
FREE kids entree with each paid regular entree.

RESIDENT THURSDAYS
Residents receive 50% off their entree. Every Thursday in June.
Must show your resident card that is available at the district.

DON'T MISS OUT ON THE FUN!

863.382.1191 | ISLANDVIEWRESTAURANT.COM

October Fest CRAFT BEER Tasting

FRIDAY, OCTOBER 16TH
FROM 8 - 11 PM

Taste a variety of fall craft beers, and enjoy light snacks, great beer, music, corn hole and more!

\$10 per Person

Brought to you by Allen & Company and the Island View Restaurant

Located at Sun 'N Lake Golf Club
5223 Sun 'N Lake Boulevard
Sebring, FL 33872

RSVP to mbell@sunlakegolfclub.com or call 863.385.4830 x5
Tickets can be purchased at eventbrite.com

For adults 21 and older only.

Pirate Party!

Sunday, July 26th from 2 to 4pm

Come dressed in your pirate garb for the Pirate Bounce House and Pirate Craft Stations!

Balloon swords, treasure hunt, photo booth, kids fun finger food and lots of raffles, including a chance to win grand prize pirate adventure package!

TICKETS ARE \$15 each OR two for \$25

Purchase in the Island View Restaurant, 863.382.1191 x2 or Eventbrite.com

7TH ANNUAL PADDY'S DAY "AN ODDITORIUM OF SPECIALITIES AND DELIGHTS" DINNER & SHOW

MARCH 5 & 6, 2020

140 BAR SEATS & VIP TABLES
135 FRONT TABLE SEATS
130 REAR TABLE SEATS

DOORS OPEN 5:30 PM
DINNER AT 6:00 PM

TICKETS WILL GO ON SALE TUES. FEB. 4 AT 2:00PM AT THE CLUBHOUSE

MENU
CHICKEN FORESTIERE SERVED WITH GREEN BEANS AND MASHED POTATOES

SUN 'N LAKE GOLF CLUB
863.382.1191 | SUNLAKEGOLFCLUB.COM

Food & Beverage

Programming



SUN 'N LAKE
GOLF CLUB

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SUN 'N LAKE

HOLIDAY PARTY

FEATURING THE **LOTELA GOLD BAND**

Monday, December 7th from 7:30 – 10pm

Drink specials, live band and come dressed in your festive best! Prizes for the best dressed holiday attire, ugly sweater contest and much more!

\$10 per Person
Includes Dessert & Coffee Bar

SUN 'N LAKE
GOLF CLUB

CALL 863.382.1191 TO RESERVE YOUR SPACE
CASH, CHECK OR MEMBER CHARGE

MANAGED BY BILLY CASPER GOLF

Island Style Christmas Karaoke Night

Monday, December 23rd | 6-9 PM

Hosted by J&B Entertainment

Enjoy food and beverage specials throughout the night!

Reservations Required

SUN 'N LAKE
GOLF CLUB

863.382.1191 | sunlakegolfclub.com

EASTER BRUNCH Buffet Menu

April 12th, 2020 | 11am-3pm | \$25 ++

BRUNCH STATION	ENTREES
<p>Spring Asparagus & Mushroom Fritters Egg Casserole with Baby Spring Asparagus, Cream, Mushrooms & Capers Cheese</p> <p>Seafoody Cheese Blinis Grilled Crapes Topped with Cheese Blinis Honey Caramel Cheese Sauce with Strawberry Compote</p> <p>Cheesecake Smoked French Toast Served with Warm Maple Syrup & Butter</p>	<p>Grilled Atlantic Salmon Filet Lemon Orange Sauce</p> <p>Grilled Caribbean Maple Chicken Grilled Carrots, Grapes, Mediterranean Chicken Skewers with Carrots, Spinach, Yogurt with Caramelized Onions, Red Peppers & Hot Cheeses</p> <p>Grill Shrimp "Mac and Cheese" Sautéed Crab, Shrimp served with Panko Bread on an Angel Cheesecake Sauce with Jalapeno Grilled Ham & Swiss Green Peas served with a Cheddar Cheese Crust</p> <p>Grilled Herb Roasted Baby Spring Potatoes Green Beans with Toasted Almonds</p>
SALADS	DESSERT STATION
<p>American Cobb Salad Station Cold Box of Crisp Lettuce Toppings, Grilled Marinated Chicken Skewers, New Style Tomatoes, Olive Anchovies, Hard Boiled Eggs, Applewood Smoked Bacon & Wisconsin Blue Cheese with Assorted Dressings</p> <p>Cheese Salad Pasta, Tomatoes & Fresh Mushrooms/Peach with Red Dress & Balsamic Dressing</p> <p>Caribbean Pickled Cabbage Pickled Cabbage, Shrimp with Tiger Mango, Hot Stuff Peppers, Shredded Hot Cheeses, Hot Sauce & Fresh Cilantro</p> <p>Seasoned Cheese Balls and Bites</p>	<p>Double Chocolate Layer Cake Raspberry Curls</p> <p>Caramel Walnut Spice Layer Cake Caramel Sauce</p> <p>Key West Lime Pie Raspberry and Hot Lava Sauce</p> <p>Southern Pecan Pie Caramel and Chocolate Sauce</p> <p>New York Cheesecake with Cherry Compote</p>
CARVING STATIONS	
<p>Porkloin Chopped Meddian Smoked Ham Caramelized Onion Throough Compote</p> <p>Caramelized Smoked Leg of Lamb Dumplings, Grapes, Swiss Chard, Egg Calabrese, Sun-dried Tomatoes, Swiss Fondue, Olive Oil</p>	

SUN 'N LAKE
GOLF CLUB

MONDAY, MARCH 9TH

Cocktails 5:30pm
Dinner 6:00pm
Show 7:00pm

\$29++ per person
Reservations Required
Space is Limited
First Come, First Served
RSVP food choice when making reservation.

THE RIDICULOUS COMEDY & MAGIC SHOW

Florida's 2018 Magician of the Year recipient, Todd's magic and comedy has received awards and accolades from both party-goers and professional groups alike. With clients including corporate holiday parties, and local private parties, the Magic and Comedy of Todd Bogue's high-energy interactive entertainment is sure to bring — not just fun — but professionalism and experience to your event.

MENU

Mediterranean Caesar Salad

Choice of:

- Pilaf Pilgrimage
- Garlic Peppercorn Butter
- Roasted Rosemary Red Potatoes
- Chicken Provençal
- Sautéed Chicken Breast in a Roasted Garlic Lemon Beurre Blanc with Roasted Spinach and Sun Dried Tomatoes and Roasted Red Potatoes
- Double Chocolate Torte
- Black Cherry Compote

TODD BOGUE
Magician, Comedian & Emcee

Reservations Required • 863.382.1191

CHRISTMAS IN JULY PARTY

A fun night for the little ones 3 – 12 years old!

Thursday, July 24th from 6 – 8 pm come enjoy:

- * Viewing the movie "Frozen"
- * "Frozen" Coloring Station
- * Pictures with Elsa and Anna
- * Wear your favorite Princess Party Dress
- * Kids Buffet with hot dogs, mac n cheese, chicken fingers and chips
- * Snow Cones

\$10 in Advance for Children

CALL 863.382.1191 FOR TICKETS!

SUN 'N LAKE
GOLF CLUB
sunlakegolfclub.com

NEW MENU

NEW Sunset Menu too!
Sunset menu is available starting at 3:30pm

STOP BY THE ISLAND VIEW RESTAURANT!

Island View
LAKEFRONT RESTAURANT & PUB

MANAGED BY BILLY CASPER GOLF

RumFest at ISLAND VIEW

June 23rd, 7-10pm
Island View Restaurant

Early Discount - \$20 per person
Rum Tastings & Island Delights

\$25 at the Door

Entertainment provided – Adults 21 and over

Sign Up Online at [Eventbrite.com](https://www.eventbrite.com) or
Call 863.382.1191 for More Info!

Island View
LAKEFRONT RESTAURANT & PUB

[Sunlakegolfclub.com](https://www.sunlakegolfclub.com) | MANAGED BY BILLY CASPER GOLF

Membership - 4

Growth



SUN 'N LAKE
GOLF CLUB

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Membership

Growth Approach



SUN 'N LAKE
GOLF CLUB

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Membership is the lifeblood of Sun 'N Lake Golf. There are many ways to grow the membership, and we employ them all.

- We target market our regular public players through email and POS displays.
- Member Retention & Satisfaction is critical to new membership growth.
- A robust event calendar, both golf and social
- Offers to gain the attention of potential members.
- External marketing, newspapers, social media

Our focus in this section will be on our Social Media approach, what we have done over the past year and our recommendations for the upcoming year.

Membership

Social Media Approach




SUN 'N LAKE
GOLF CLUB

BUFFALO
STRONG™

Sun 'N Lake Golf Club
Sponsored · 🌐

Are you looking to retire, move to sunny Florida, and play more golf? 🌈 Begin a new chapter in your life at Sun 'N Lake Golf Club. Inquire today about the best deal in America.



[HTTPS://WWW.SUNLAKEGOLFCLUB.COM/JOIN](https://www.sunlakegolfclub.com/join)


50% Off Introductory Memberships
Unlimited Golf • Two Championship Courses • Raquet Club • Pool
• Fitness • Proshop Discounts • Food and Beverage Discounts •
Driving Range Membership • State of the Art P...

9 Likes 1 Comment 6 Shares

👍 Like 💬 Comment ➦ Share

Sun 'N Lake Golf Club
Sponsored · 🌐

Are you looking to retire, move to sunny Florida, and play more golf? 🌈 Begin a new chapter in your life at Sun 'N Lake Golf Club. Inquire today about the best deal in America.



50% Off Introductory Memberships [Learn More](#) **36 Holes of Pristine Championship Golf**

7 Likes 2 Shares

👍 Like 💬 Comment ➦ Share

This campaign began February 11th and is still active. The results show both the U.S Mid West / Ontario CAN part of the campaign and the local Sebring ads. These metrics are click based numbers - meaning CPC (cost per click), CTR (click through rate) and clicks are for link clicks **only**. The following metrics are for **overall** clicks associated with the campaign which include ad engagement and link clicks:

- CTR (All) = 5.31% (anything above a 1% we consider to be healthy)
- CPC (All) = \$0.12
- Clicks (All) = 1,783

Overall, both the link click and overall click data is very healthy. Let's investigate into those click metrics by navigating to Google Analytics and understanding web trac data

Membership

Social Media Approach



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Web Trac Data & Lead Form Submissions

Of the 847 link clicks reported by Facebook, we can see that 778 of them actually made it through to the website. Our ad data is shown under the source/mediums of "facebook/cpc" and "facebook/boost." It's noteworthy that our ad efforts are matching that of overall Google searches during this time which is the number one source bringing trac to the Sun 'N Lake site.

While the bounce rates indicated for our Facebook sources is high, this isn't unusual. If these get higher, it could indicate a poor landing page experience or that we should adjust our targeting. OK for now.

SPENT \$208.81 ▲ 5,917.58% was \$3.47	REACH 18,463 ▲ 3,185.23% was 562	IMPRESSIONS 33,723 ▲ 5,826.71% was 569
CLICKS 847 ▲ 4,135% was 20	CPC \$0.25 ▲ 42.09% was \$0.17	CTR 2.5116 % ▼ -28.54% was 3.5149 %



Membership

Events



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2020 - 2021 MEMBER TOURNAMENT SCHEDULE



2020

DATE	EVENT	TIME
October 15th - 16th	MGA Member Member	1pm / 8am
October 21st	WGA Quad Super Scramble	8am
October 30th	MGA Halloween Couples	1pm
November 3rd - 4th	WGA Eclectic Member Member	8am / 8am
November 11th	LGA Scramble / Luncheon	8:15am
November 12th	SNL Welcome Back	8am / 1pm
November 14th	Veterans Tournament	8am
November 19th - 20th	MGA Quad 4	8am / 8am
November 19th - 20th	Just 4 Girls	1pm / 1pm
November 30th, December 2nd, 4th	MGA Round Robin	1pm / 1pm / 1pm
December 2nd	WGA Christmas Scramble	8am
December 5th	MGA Christmas Couples	12:45pm
December 9th	LGA Christmas Scramble	8:15am

2020 - 2021 MEMBER TOURNAMENT SCHEDULE



2021

DATE	EVENT	TIME
January 12th - 13th	WGA Handicap Tournament	1pm / 1pm
January 14th - 15th	MGA Member Member	1pm / 1pm
January 20th	LGA Handicap	8:15am
February 10th	LGA Member Member	8:15am
February 13th	MGA Sweetheart Open	1pm
February 17th	WGA Member Guest	12:30pm
February 25th - 26th	MGA Election Day Member Member	1pm / 8am
March 9th - 10th	Club Championship (Men & Ladies)	1pm / 8am
March 13th	MGA Couples Cuss the Pinsetter	8am / 1pm
March 17th	LGA Club Championship	8:15am
March 18th	MGA Individual Event	8am
March 24th - 27th	MGA Member Guest	8am
April 2nd	SNL Last Blast	1pm
April 7th - 8th	MGA Couples Championship	1pm / 8am
April 13th - 14th	WGA Eclectic Member Member	8am / 8am
May 31st	MGA Memorial Day Couples	8am
July 3rd	MGA 4th of July Couples	8am
July 21st	WGA Heavy Partner Member Member	8am
August 12th - 13th	MGA Member Member	8am / 8am
September 21st - 22nd	WGA Eclectic Member Member	8am / 8am

Communication- 5

How we Communicate



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Communication

Weekly Communications

Every week we send updates to the Residents and Members. Typically in an email newsletter format, these communications offer day to day happenings and club updates. In the coming year, we are going to continue to expand these communications and ensure they are on multiple platforms.



Restaurant Menu

ISLAND VIEW RESTAURANT

Call 863.382.1191 for a Reservation or to order Take Out

APPETIZERS

- ASIAN SHRIMP - Fried Soft Shell / Sweet Thai Chili 10.75
- SMOKED TUNA & SALMON SPREAD - Smoked Conchita / Cream Sauce / Capers / Marinated Pickled Onions 10.00
- BUFFALO WINGS - Smoked Chicken Buffalo Sauce Celery / Cream With Garlic Ranch Dressing 10.00
- GIANT BAVARIAN SOFT PRETZEL - Beer Cheese Sauce / Cream Mustard 5.50

SANDWICHES

- CHICKEN BLAST SANDWICH - Grilled Chicken / Swiss Cheese / Pickled Onions / Pickled Peppers / Swiss Cream / Swiss Cream / Swiss Cream 12.00
- SMOKED TURKEY CLUB WRAP - Thin Sliced Smoked Turkey / Swiss Cheese / Grilled Onions / Pickled Peppers / Cream Lettuce / Swiss Cream / Swiss Cream 12.00
- SNL CLUB SUB - Smoked Turkey / Swiss Cheese / Grilled Onions / Pickled Peppers / Swiss Cream / Swiss Cream 12.00
- GRILLED CHICKEN CAESAR WRAP - Grilled Chicken / Swiss Cheese / Pickled Onions / Pickled Peppers / Swiss Cream / Swiss Cream 12.00
- ROAST BEEF & SWISS MELT - Swiss Melt Beef / Swiss Cheese / Swiss Cheese / Swiss Cheese 12.50
- HOT PASTRAMI SANDWICH - Hot Pastrami / Swiss Cheese / Swiss Cheese / Swiss Cheese 12.50
- TUSCAN GRILLED CHEESE - Grilled Cheese / Swiss Cheese / Swiss Cheese / Swiss Cheese 9.75

ENTRÉE SALADS

- ISLAND VIEW CHEF SALAD - Smoked Turkey / Swiss Cheese / Swiss Cheese / Swiss Cheese 14.00
- WATERMELON & PETA SPRING SALAD - Watermelon / Peta / Swiss Cheese / Swiss Cheese 12.50

KIDS MENU

- GRILLED CHEESE - Grilled Cheese / Swiss Cheese / Swiss Cheese 7.00
- HOT DOG - Hot Dog / Swiss Cheese / Swiss Cheese 6.00
- CHEESEBURGER - Cheeseburger / Swiss Cheese / Swiss Cheese 8.00
- CHEESEBURGER - Cheeseburger / Swiss Cheese / Swiss Cheese 8.00

Chef Kevin's Signature Dishes

FRUIT DI MORE \$21.99
Sautéed Chile Shrimp, lobster - Charroline Clams, and Risotto in a Garlic Tomato Shellfish served over Succalini Pasta with Truffle Swiss Chard

Hickory Smoked Pork Ribeye Steak \$16.99
Char-Grilled Smoked Pork Ribeye Steak Topped with Pork Demi-Glace and Red Plum Chutney Served with Creamy Bacon and Onion Gato Potato Potatoes

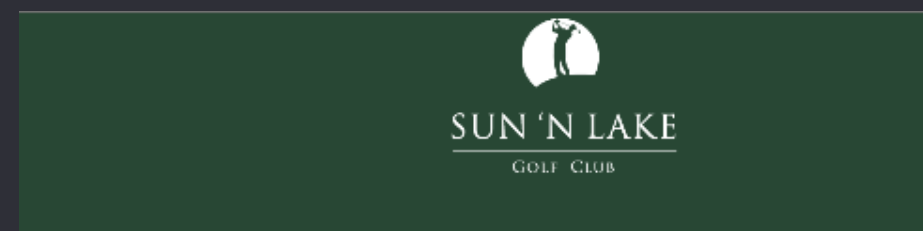
Steamed Whole Maine Lobster \$26.99
Whole Maine Lobster Served with Fresh Corn on the Cob, Boiled Baby Gold Potatoes, and Creamy Butter

Char-Grilled Georges Bank Swallowtail Steak \$17.99
Grilled North Atlantic Swallowtail Steak Topside with a Chimichurri Lemon Butter Sauce and served with Yellow Rice Pilaf

Steamed Clams Linguini \$15.99
Steamed Florida Clams in a White Clam Sauce over Linguini Pasta served with Parmesan and Tortini

Veal Francise \$21.99
Sautéed Eggplant Topped with Fried Veal Medallions in a Garlic Lemon Sauce Blanc. Served with Savory Herb Couscous

CALL US AT 863.382.1191 FOR RESERVATIONS



Important Club Update

The acoustic paneling project to help with the noise level in the rest scheduled to be installed this coming Monday and Tuesday. The project will NOT affect our hours of operation and you will still be able to come in or drinks after your round. We are excited and very hopeful that this the acoustic problems and help us to provide a better member experience inside the clubhouse.

The 2020-2021 Member Tournament Schedule is nearing completion plan to publish it next week. Be on the lookout for it so you can begin plans for your favorite events. Before you know it, fall will be here and popular tournaments will be on the horizon.

And just a reminder, please make sure to check your group / membership at the golf shop prior to heading to the tee. During the summer we need tee from the golf shop and our golf shop personnel will let you know when tee is ready for you.

Take care and we hope you continue to stay healthy. Should you need anything or have any concerns regarding the Club, please reach out to the department heads or our General Manager, Michael LaMere.

HEAT & SERVE MEALS

\$9.99 Home Style Meatloaf
Mashed Potatoes & Mixed vegetables
Baked Meat Lasagna
Side Salad & Garlic Knot Rolls

New Chicken Parmesan
Bucatini Pasta Marinara & Garlic Knot Rolls

\$2.99 Desserts
Lemon Cream Layer Cake
New Red velvet Layer Cake
New Coconut Cream Pie

Island View
GREAT FOOD • GREAT FUN • GREAT FRIENDS

CALL (863) 382-1191 FOR TAKE OUT!

Course Closure Schedule

2020 Summer Maintenance Closure Schedule

Dates	Course Closed
May 26 – June 4	Deer Run
June 8 – June 18	Turtle Run
June 22 – July 2	Deer Run
July 6 – July 16	Turtle Run
July 20 – July 30	Deer Run
Aug. 31 – Sept. 14	Turtle Run
Sept. 15 – Sept. 24	Deer Run

Deer Run Closures	Turtle Run Closures
May 26 – June 4	June 8 – June 18
June 22 – July 2	July 6 – July 16
July 20 – July 30	Aug. 31 – Sept. 14
Sept. 15 – Sept. 24	

Communication

Monthly Newsletters

Monthly Newsletters provide us a great opportunity to engage with our members and residents in a fun, professional way. Newsletters are provided in a digital magazine format via the web and email, as well as printed copied will be available at the clubhouse. Topics covered in the newsletter are as follows:

- Letter from the GM
- Agronomy Update
- Recipe of the Month
- Event Photos and Results
- Upcoming Events
- Club News and Updates
- Employee of the Month
- New Members



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RECIPE FROM THE CHEF



Recipe from the Chef

This is a great rich hearty meal that is on our new menu and one of my personal favorites. If you have the time to make this recipe you'll know that your time was worth it.

Kevin Heim
Executive Chef

Beef Bourguignon

Serves 6

Ingredients

- ½ lbs. diced Applewood smoked bacon
- 2 ½ lbs. beef chuck cut into 1-inch cubes
- 1 lb. carrots large dice
- 2 yellow onions large dice
- 1 lb. fresh mushrooms stems discarded thick sliced
- 2 tsp. chopped garlic
- ½ cup cognac
- 1 bottle good red wine

Directions

In a large skillet brown the beef cubes on all sides keeping them in a single layer and doing in batches if necessary and reserve. In the bottom of a kettle sauté the bacon until browned add the garlic, carrots, and onions and stir frequently until the onions are translucent. While still on the flame add the tomato paste to the vegetables and keep stirring until the tomato paste is slightly browned. Then add the red wine and reduce by 2/3. Add the beef stock and the beef and bring to a slow boil. At the



SUN 'N LAKE
GOLF CLUB

Member Newsletter

March 2020



Best Regards,

Michael LaMere
General Manager

HEAD GOLF PROFESSIONAL

Member,

March is already here! What a busy season it has been so far and it seems like all of you are here. All of the member tournaments and events in the Island View have been a tremendous success. In addition, our February demo days were very well attended with record sales. I know many of you participated in some or all of these activities and I hope we have met or exceeded your expectations. Please let me know how we can improve. We are always striving to ACE your member experience.

To March please mark your calendars for the upcoming golf events:

MGA Men's Club Championship / WGA Ladies Club Championship	1pm / 8am
TaylorMade & Cobra Demo Day	10am – 2pm
MGA Cuss The Pinsetter Tournament	8am / 1pm
LGA Ladies Club Championship	8:15am
MGA Member / Guest	

As you know, in one of our weekly Club emails, I send out an updated version of our local rules. I would like to announce two major changes to them that pertain to how the crushed shell areas are played. First, the Run penalty areas will no longer include the crushed shell areas. These areas will now be included in the general area. Secondly, all crushed shell areas, including all beginnings / ends of the cart path, will now be included in the general area and the ball must be played as it lies. Should you have any questions regarding these changes please stop by the golf shop to see me.

I would like to thank the many member group leaders we have at our Club. These folks spend many hours throughout the season coordinating their group's golf. It is not an easy job dealing with the many emails they receive. These group leaders also do a great job working with the golf shop keeping track of their group's needs. With that said, please ensure that you are doing your part, planning ahead in advance, and updating the leaders of the groups you play in. This will help our Club run more efficiently.

Regards,



Andy Kesling
Head Golf Professional

Reputation- 6

What People are Saying



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Reputation

Let's Give them Something to Talk About

We've all said it because it is true...the most powerful marketing tool is word of mouth. However, in today's world, everyone has a forum to tell hundreds, if not thousands of people at one time what their opinion is of you. If we do not actively manage our on-line reputation, that can spell trouble.

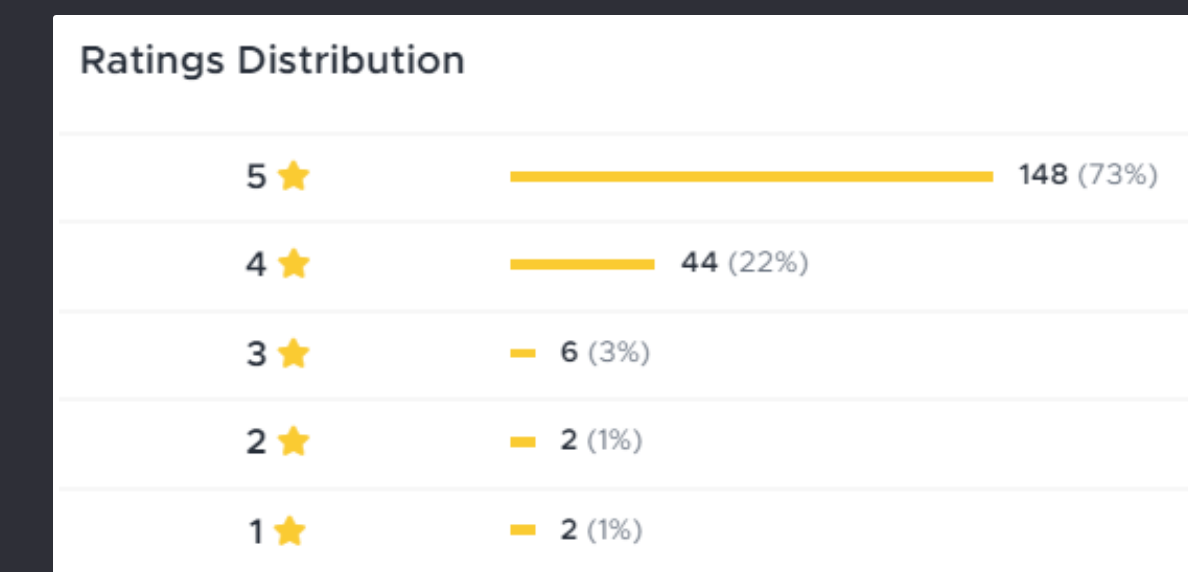
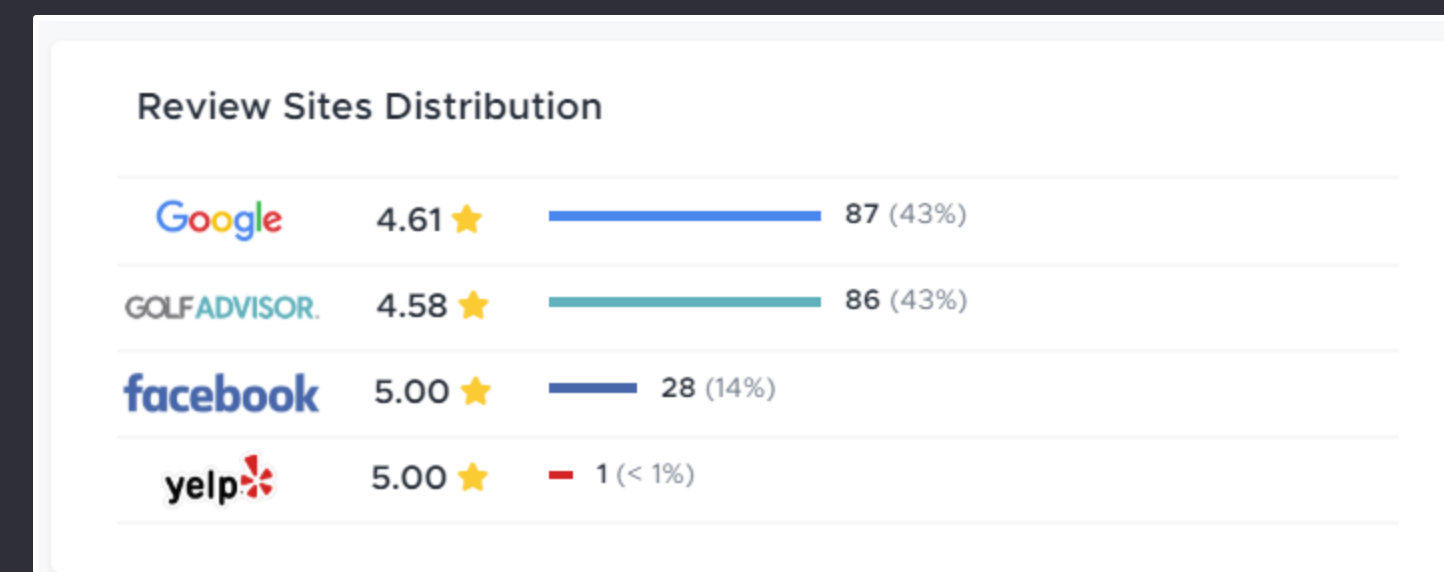
But where do you focus your attention? Golf Advisor? Google? Yelp? Facebook? Why not focus on them all? Our Review Tracker tool provides all on-line reviews into one dashboard. From there we can respond, design automated notifications and oversight reports. Ultimately, it allows numerous sets of eyes to see our on-line reputation.

It's ok to get a few negative reviews, if you respond. This lets potential customers know that your management team is responsive.

Our focus in 20/21 will be to continue to increase our on-line reviews, response rates and times.



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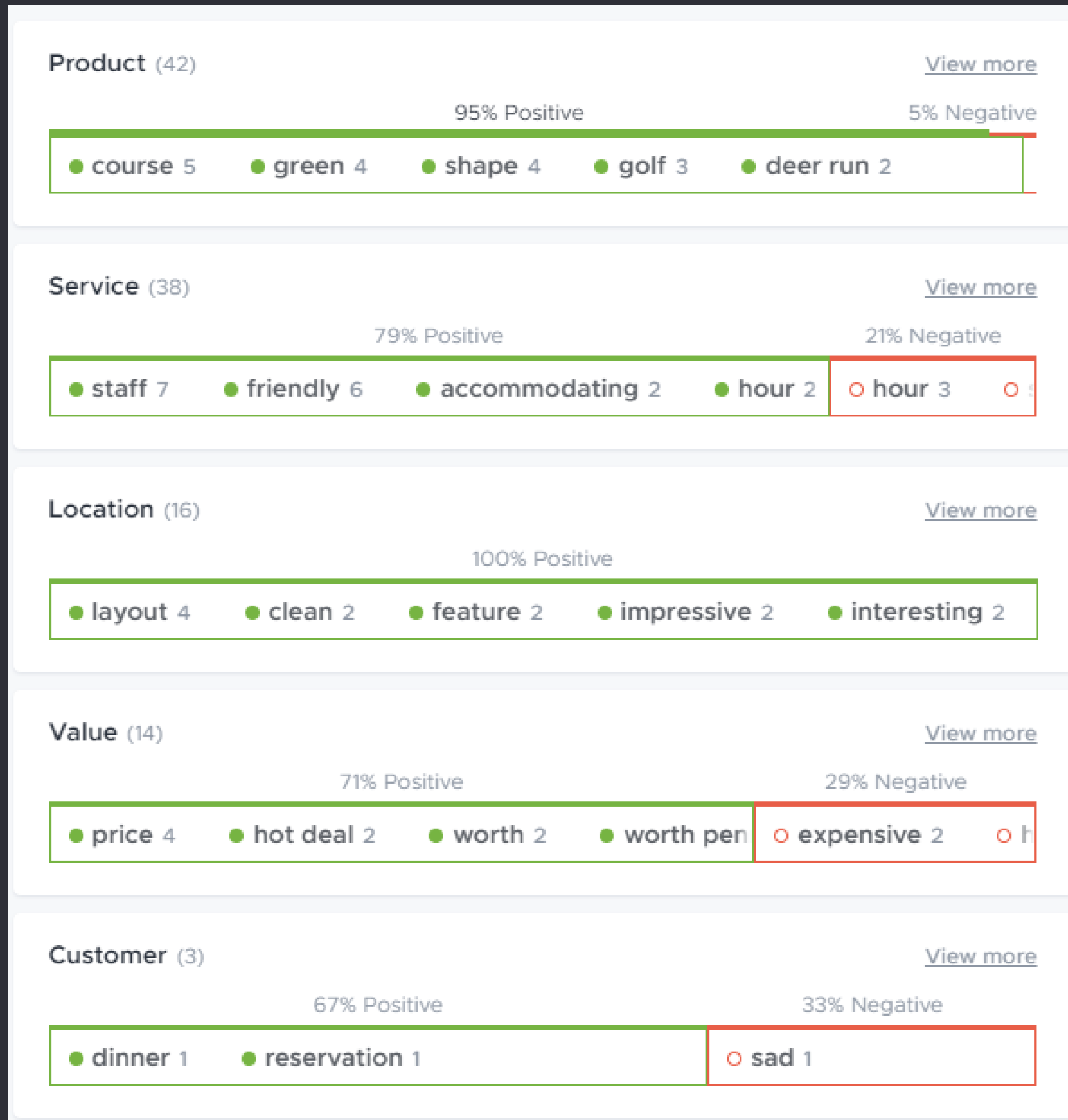


Reputation

Let's Give them Something to Talk About



SUN 'N LAKE
GOLF CLUB



GolfnDebra 3/19/2020

★★★★★ GOLFADVISOR. Responded

Course in great condition

Played Sun n Lake Turtle Run yesterday for the first time this winter. Hadn't played earlier because the price seemed a bit high, and Hot Deals were never offered. The course is in GREAT shape - ranking up there with the high-\$ courses we've played this year like Celebration & Shingle Creek. The greens are perfect. The layout is interesting, and there are tees for anyone's liking. Staff couldn't be more friendly and accommodating. The Sun n Lakes pro shop is nice and offers a great selection of all things golf. There are super practice facilities, and the golf carts are nice AND also clean. It's a bit of a drive south to Sebring, but no dealing with the Orlando area traffic. Sun n Lakes is worth every penny and DEFINITELY worth the price even without a Hot Deal.

B **Barbara56** 2/25/2020

★★★★★ GOLFADVISOR. Responded

Pace of play 3.5-4.5hrs. Excellent. Staff interaction after initial visit was vastly improved. Friendly and ensuring we were satisfied with our experience. Course fairways on Turtle Run excellent. Greens on Deer Run excellent.

S **SH** 3/15/2020 Dispute Review

★★★★★ Google --

The course was great staff was great and excellent Burger afterwards in the restaurant

Susan Robertson 2/12/2020 Dispute Review

★★★★★ Google --

Didn't golf. Food in the restaurant was very good. Recommend reservations for dinner.

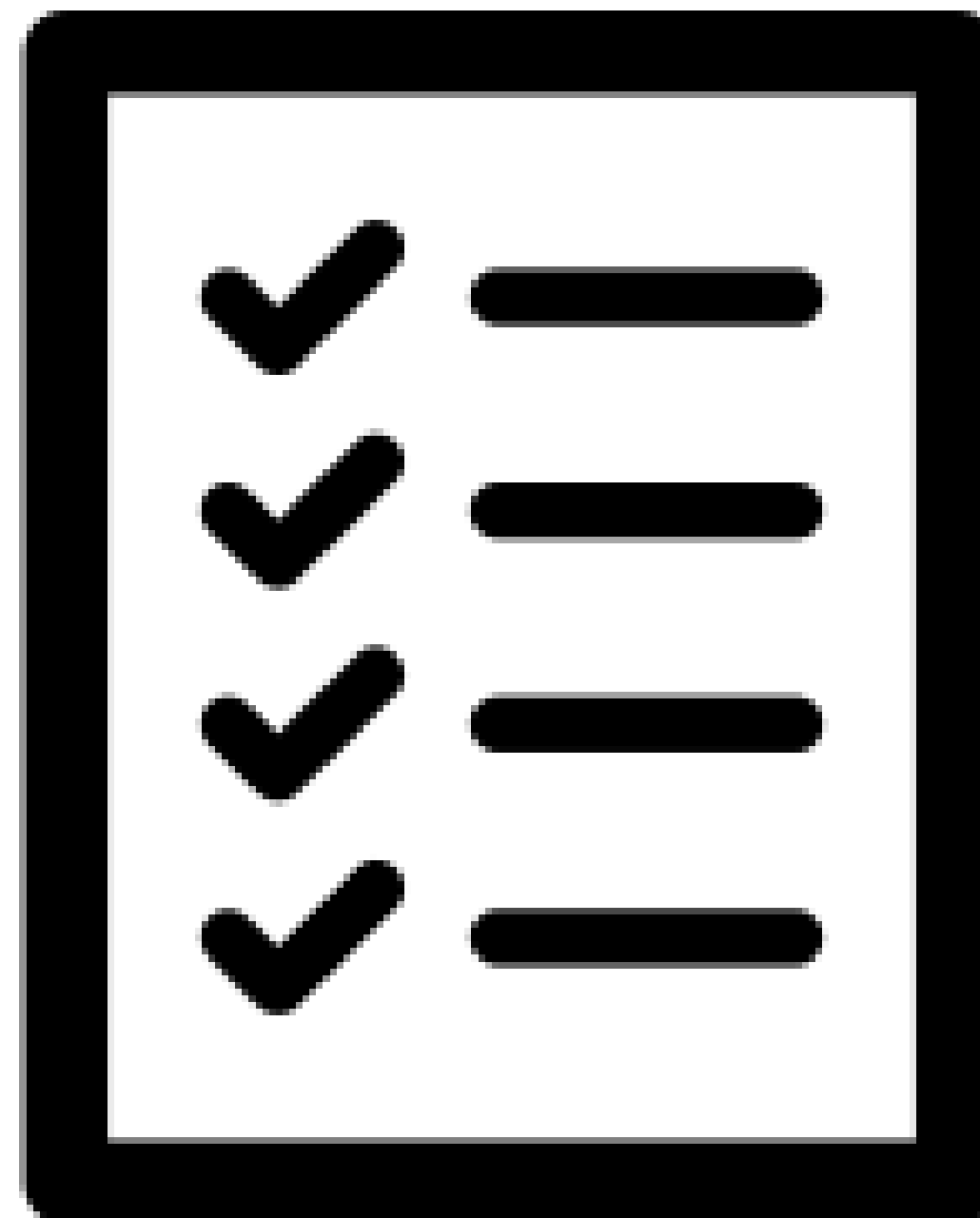
Task List - 7

Who, What, When, Where & Why



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Task List

Who, What, When, Where & Why



SUN 'N LAKE
GOLF CLUB



Sun 'N Lake Golf Club 2020-2021 Marketing Initiatives						
Revenue Area	Action Item	Strategy components	Person Responsible	Estimated Cost	Desired Results	Progress
Membership	Email	Email blasts promoting membership events	Andy/Jess	0	Promote events and membership activities	
	Signs and Flyers	Membership flyers posted in pro Shop, Island View restaurant to promote events	Andy/Jess	0	Promote events and membership activities	
	Cart Signs	Cart signs placed in carts to promote memberships	Andy	\$0	Promote Seasonal and Annual Memberships	
	Newspaper	Advertise in weekly ad	Andy	\$500.00	Pick up 1 new member	
	50% Off Program	Available to 1st time members	Andy	\$0.00	Add 10 new members	
	Local Realtors	Promote 50% off membership to local realtors	Mike/Andy	\$0.00	Increase awareness of our programs to local realtors	
	New Member Follow-up Initiative	Communicate with new members to insure satisfaction and maximize referrals	Kay	\$0.00	To maintain membership retention and satisfaction	
	Social Media	Facebook and twitter campaigns	Andy	\$500.00	Promote membership programs: increase overall membership	
Range Programs	Point of Sale	Promote driving range sales through upselling at the POS	Proshop Staff	\$0	Increase driving range sales	
	Overseeding	Enhance the experience at the range	Golf Maintenance	Included in course Budget	10% revenue growth/increase member satisfaction	
Daily Fee	Web specials/E-Mail Blast	Email Blasts public on upcoming golf specials	Andy	\$0	Increase rounds during our slow times	
	Advantage card	Increase player loyalty	Andy	\$200	Retain our loyal customer and increase their rounds played	
	Tournament Coupon	Summer tournament players get a coupon for a discount on their next round their next round	Andy	\$0	Increase return play from tournament players	
	Sertoma	Meet local business leaders in the community	Andy	\$30/quarterly	Increase tournament rounds	
	Coupon Book	Highlands County - 12 Page	Andy	\$376/Month	Increase daily rounds	

Task List

Who, What, When, Where & Why



SUN 'N LAKE
GOLF CLUB



Sun 'N Lake Golf Club 2020-2021 Marketing Initiatives						
Revenue Area	Action Item	Strategy components	Person Responsible	Estimated Cost	Desired Results	Progress
Food & Beverage	Bridal Expo	Promote weddings and events at the club. Showcasing all aspects of our banquet facility. Partnered with our local vendors	Jess		Showcase our entire banquet operation to upcoming wedding parties.	
	Residential Maps	Promote Islandview in local community maps	Jess	\$50,000/year	Increase Restaurant Awareness and revenue areas of the F&B business	
	Weekly Signature Dish	Creates promotion content for social media and email promotions	Jess	\$800	increase daily covers through all marketing platforms	
	Community Promotional days	Offer group discounts to communities like Crystal Lake, Tanglewood, Adelaide Shore, etc during slow times	Mike	\$0	Increase a la carte dining on off peak days	
	Chamber	Give out a FREE Appetizer coupons at Chamber Luncheons	Mike	\$0	increase a la carte dining	
	Coupon Book	Highlands County - 1/2 Page	Andy	\$375/Month	Increase daily covers	
All areas of revenue	Internet	Sebring Chamber of Commerce link	Mike		Increase awareness of club activities throughout the community and new residents in Sebring	
	Internet	BCG Website	Mike/Andy/Cindy	\$5,600	Increase communications concerning club and increase rounds	
	Facebook	Promote all aspects of the club	Andy/Jess/Tom	\$2000	Increase awareness of events and promotions	
	Chamber	Partner with the Sebring Chamber of Commerce to promote all that Sun N Lake has to offer in all revenue areas	Mike	\$1500.00/year	Promote all aspects of Sun N Lake	
	Citrus Golf Trail / TDC	Promote Sun N Lake Through joint advertising with CGT and TDC	Mike	2000/Year	Promote Sun N Lake outside of Highlands County	
	District Newsletter	Promote club events through District newsletter	Andy	\$0	Promote the club inside SNL District	
	Partner w/ Florida Hospital	Promote events and relations with Florida Hospital	Mike/ Andy		Promote outings and banquet	
	In House Digital Board	Advertise upcoming events at the club	Jess/Andy	\$0	Awareness of all club activities	
	Newspaper	Promote all aspects of the club	Andy	\$15,000	Increase revenue in all areas of operations	
	Other Print Advertising	Promote all aspects of the club in local print advertising such as Heartland Living	Mike/Jess	\$5000 yr	Increase revenue in all areas of operations	
Radio	Advertise Golf & Restaurant on radio	Andy	\$100/week	Increase awareness of golf and restaurant activities		



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BILLY CASPER GOLF