

Board Report – January 2026

Stuart Birch, PGA
Head Golf Professional

Golf Course Utilization

We are beginning to see an increase in the number of rounds played as we move into the new year compared to December. Below is a summary of rounds played from the previous month.

December Rounds – Total: 4,314

(18- and 9-hole rounds combined)

Category	Rounds	Revenue
Heritage	2,942	—
Palms	731	\$40,850
Residents	105	\$11,360
Heritage Guest	212	\$14,780
Palms Guest	76	\$4,073
Resident Guest	26	\$1,950
Visitor	119	\$8,620
Reciprocal	51	—
Outing	52	\$2,600 <i>(HPWGA Tinsel & Tees)</i>

Amended November Rounds – Total: 2,486

(December's board report previously listed 2,868 due to Chelsea double-counting tournament rounds. The numbers below reflect the corrected totals, with previously reported figures shown for reference.

Category	Corrected	Previously Reported
Heritage	1,873	2,196
Palms	308	389
Residents	68	83
Heritage Guest	120	120
Palms Guest	54	54
Resident Guest	37	37
Visitor	24	26
Reciprocal	2	2
Outing	0	0

Staffing

- **Golf Shop:** Fully staffed
- **Outside Services:** Actively recruiting one full-time team member

Golf Shop Sales

- **December Golf Shop Sales:** \$26,303.94

The new year marks the beginning of our peak fitting season for new golf equipment. Several manufacturers will be onsite for scheduled fitting days. Sign-up information will be emailed to residents.

Upcoming Fitting Days

- Titleist – January 29
- TaylorMade – January 27
- Mizuno – January 29 or February 5
- XXIO – February 3
- Cleveland – February 9
- PING – February 12
- Callaway – TBD
- PXG – TBD

Member Pricing:

Member pricing is offered on all golf shop merchandise. Heritage Pass holders receive an additional 10% discount on purchases. Member pricing is set at approximately 30% over invoice cost, making it extremely competitive.

TWILIGHT

Twilight rates will start 3 1/2 hours before sunset.

Twilight Green Fee Rates:

\$100 Residents November – April
\$60 Residents May – September

All Guest Green Fee Type:

\$20 discount on the regular 18 Hole fees November through June.
No discount on green fees for summer July through September or
9 Hole rates.

Approximate Sun Set Times

November – 4:40 pm	December – 4:35 pm
January – 5:00 pm	February – 5:30 pm
March – 6:50 pm	April – 7:15 pm



Green Fees and Twilight Rates

Green fee rates for both residents and Palms Pass holders are listed in the golf packet. We discovered that the rate sheet included in earlier presentations was inadvertently omitted from the final golf packet. Please see above.

Flash Sales – Green Fees

We continue to monitor quieter periods and offer discounted green fees to residents, Palms Pass holders, and their guests during select times to help maximize utilization.

Upcoming Events

Several outside events are scheduled over the next couple of months:

- **Saturday, January 31 – Only Golfers**
Approx. 100 players
12:15 PM Shotgun
(*Members may play in the 8:00 AM shotgun*)
- **Monday, February 16 – Patriot Women of America Charity Outing**
Approx. 144 players
11:00 AM Shotgun

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