



Agenda  
Village of Glen Ellyn  
Recreation Commission  
Regular Meeting  
Friday, July 27, 2018  
7:00 AM  
Village Links

---

Individuals with disabilities who plan to attend the hearing and who require certain accommodations in order to allow them to observe and participate, or who have questions regarding the accessibility of the meeting or facilities, are requested to contact the Village Links at least 24 hours before the meeting.

**I. Call To Order**

**II. Public Comments**

**III. Minutes Approval - June 29, 2018**

1. Village Links/Reserve 22 - Minutes - June 29, 2018

**IV. Standing Reports**

A. Manager's Report - Jeff Vesevick

1. Village Links/Reserve 22 - Manager's Report - June 2018

B. Reserve 22 - Brad Chapple

1. Reserve 22 - Secret Shopper 1 - June 2018
2. Reserve 22 - Secret Shopper 2 - June 2018
3. Reserve 22 - Open Table Reviews - June 2018

C. Financial Report - Jeff Vesevick

1. Village Links/Reserve 22 - Financial Statements - June 2018

D. Trustee Liaison - John Kenwood

**V. Discussion - Current Marketing Initiatives**

1. Village Links/Reserve 22 - Marketing Summary

**VI. Other Business**

**VII. Next Meeting Date - August 31, 2018**

**VIII. Adjournment**

**IX. Agenda Items**



**Recreation Commission**  
Village Links/Reserve 22  
Glen Ellyn, IL 60137

Meeting: 07/27/18 07:00 AM  
Department: Recreation Commission  
Department Head: Jeff Vesevick  
Category: Minutes  
Prepared By: Ann Pedersen

**SCHEDULED**

**AGENDA ITEM (ID # 3479)**

DOC ID: 3479

---

## **Village Links/Reserve 22 - Minutes - June 29, 2018**

---

**ATTACHMENTS:**

- MN062918 (PDF)

**RECREATION COMMISSION  
MINUTES  
JUNE 29, 2018**

**Board or Commission:** Recreation  
**Meeting:** Regular

**Called to Order:** 7:02 a.m.  
**Adjourned:** 8:24 a.m.

**Quorum:** Yes

**MEMBER ATTENDANCE:**

|                    |              |                 |
|--------------------|--------------|-----------------|
| Tim O'Shea         | Chairman     | Present         |
| Susan Q. Carroll   | Commissioner | Excused Absence |
| Tim Caspar         | Commissioner | Present         |
| Brian Diver        | Commissioner | Present         |
| Glen G. Graham     | Commissioner | Present         |
| Kevin S. Kennebeck | Commissioner | Excused Absence |
| Mark W. Reinke     | Commissioner | Present         |

**Also Present:**

|               |                                 |                 |
|---------------|---------------------------------|-----------------|
| Jeff Vesevick | General Manager / Staff Liaison | Present         |
| John Kenwood  | Liaison Trustee                 | Excused Absence |
| Mark Franz    | Village Manager                 | Excused Absence |
| Brad Chapple  | Food and Beverage Director      | Present         |
| Tom Fota      | Executive Chef                  | Excused Absence |
| Mike Campbell | Golf Professional               | Excused Absence |
| Noel Allen    | Director of Golf                | Excused Absence |
| Chris Pekarek | Golf Course Superintendent      | Present         |

**1. CALL TO ORDER**

The June 29, 2018 regular meeting of the Recreation Commission was called to order at 7:02 AM at the Village Links of Glen Ellyn; 485 Winchell Way; Glen Ellyn, Illinois by Chairman O'Shea. Chairman O'Shea welcomed Tim Casper to the Recreation Commission and noted Codie Surrat resigned from the Commission.

**2. PUBLIC COMMENTS**

None.

**3. APPROVAL OF MINUTES FROM MAY 25, 2018 MEETING.**

**MOVE TO APPROVE MINUTES OF REGULAR MEETINGS FROM 4/23/2018, 7:00 AM AS AMENDED.**

***Chairman O'Shea noted a correction to the minutes that the Call To Order was made by Chairman O'Shea not Browder.***

**RESULT: Motion Unanimously Carried**

**MOVER: Commissioner Reinke**

**SECONDER: Commissioner Diver**

**AYES: Caspar, Diver, Graham, Reinke, and O'Shea**

**NAYES: None**

**ABSENT: Carroll and Kennebeck**

Attachment: MN062918 (3479 : Village Links/Reserve 22 - Minutes - June 29, 2018)

4. **CAPITAL PLAN AND CASH RESERVE POLICY**

1. **Village Links – 10 Year Capital Plan**
2. **Village Links – Cash Reserve Policy**

*These two agenda items were discussed together.*

General Manager Vesevick said the Village Board requested each department review their cash reserve policy and make a recommendation to the Board. General Manager Vesevick referenced the ten (10) year capital plan included in the agenda. General Manager Vesevick noted the Village Links is an enterprise fund and all expenses must be paid for by receipts from operations.

General Manager Vesevick said staff's recommendation is to have 25% of operating expenses or three (3) months held in reserves plus enough to cover debt costs which is \$650,000 annually. General Manager Vesevick said the Village Links cash reserve policy should be approximately \$1.8 million.

General Manager Vesevick said another concern is the loss of revenue of approximately \$2.5 million if something happened to the greens. After much research, staff was unable to find a provider to insure the greens. General Manager Vesevick indicated some insurance providers were willing to insure the entire operation, but not just the green portion. Chairman O'Shea said these insurance providers should be explored as to how much they would charge to cover the entire operations compared to the current coverages.

Commissioner Reinke said there is no way the budget could cover the loss of the greens. Chairman O'Shea recommended keeping the cash reserve policy at 25% of operating expenses and keep the debt service out of it. Commissioner Graham agreed with Chairman O'Shea that the three (3) months of operating expenses has worked for the past 25 years. Chris Pekarek, Golf Course Superintendent, indicated its more important to have cash reserves when a year like the current year is experienced with the horrendous weather. Commissioner Diver said cash reserves typically provide a cushion throughout the year and are not necessarily utilized for catastrophes or capital budgets.

The Commission voted on the following motion.

**MOTION TO RECOMMEND THE CASH RESERVE POLICY TO REMAIN THE SAME WITH THREE (3) MONTHS OF OPERATING EXPENSES HELD IN RESERVES.**

**RESULT: Motion Unanimously Carried**

**AYES: Casper, Diver, Graham, Reinke, and O'Shea**

**NAYES: None**

**ABSENT: Carroll and Kennebeck**

3. **STANDING REPORTS**

A. **Manager's Report – Jeff Vesevick**

1. **Village Links – Manager's Report – May 2018**

General Manager Vesevick said May was a poor month for golf with the excessive rainfall. Rounds played were up for May, but overall down 18% for the year. Most golf revenues are down, so staff is on alert and is closely watching expenses in order to try to get through this downward trending revenue period. The golf course is in good shape with all the recent rain. Restaurant and bar sales were up 2% and banquet sales were up 24% year-to-date. Mother's Day Brunch revenues were up 13%.

Chairman O'Shea asked about Father's Day. Food and Beverage Director Chapple replied it was good and Reserve 22 sold steaks at affordable prices, rather than offering buffet service.

General Manager Vesevick indicated the dining room remodeling contract was signed and Designer Joanna Kolakowski of Kreska Design and Construction was here on Thursday. General Manager Vesevick said the project will be on time and on schedule. O'Shea asked if the remodeling budget included money to dim the lights. General Manager Vesevick responded yes.

## 2. **Village Links – Secret Shopper – May 2018**

General Manager referenced the secret shopper documents and open table reviews included in the agenda packet. Chairman O'Shea asked about the status of the marketing person. Food and Beverage Director Chapple replied this position has been filled. Chairman O'Shea asked what the position's goals were. Food and Beverage Director Chapple replied mainly brand recognition and the new marketing person already has WGN scheduled for a site visit on July 17. Commissioner Casper asked if the marketing person has a budget. General Manager Vesevick said she is in negotiations with Metra on signage at the train station for six (6) months and these advertisements will cost about \$4,000.

The open table reviews were discussed. Food and Beverage Director Chapple noted the restaurant's open table rating went from 4 stars to 4.3 stars. Food and Beverage Director Chapple noted he reads the open table reviews every day and shares them with staff. Commissioner Diver asked how bad reviews are handled. Food and Beverage Director Chapple responded that he messages these customers and asks them to try the restaurant again as his guest at no charge. Chairman O'Shea said the secret shopper comments were good.

## B. **Financial Report – Village Links – Financial Statements – May 2018**

Chairman O'Shea asked the financial report be split going forward with General Manager Vesevick reporting on the Village Links and Food and Beverage Director Chapple discussing Reserve 22 at future meetings. General Manager Vesevick indicated the Village Links and Reserve 22 is \$150,000 worse than last year. Operating expenses are up 10% due to higher salaries at Reserve 22. General Manager Vesevick said May's change in net position or bottom line is a \$310,000 deficit compared to last year's \$520,000. Golf revenue is down 9% and operating expenses are up 6%. Rounds played are down 2,000 from last year. Reserve 22 revenues were up 8%, while year-to-date operating income reflects a \$55,000 loss.

Chairman O'Shea asked the Pro Shop's future self-serve kiosk be discussed at an upcoming meeting this fall.

**C. Trustee Liaison Report – John Kenwood**

None.

**4. OTHER BUSINESS**

Commissioner Reinke asked that the Recreation Commission applicants be informed that all the positions have been filled.

**5. NEXT REGULAR MEETING FRIDAY, JULY 27, 2018**

**6. ADJOURN**

Commissioner Diver moved and Commissioner Reinke seconded, to adjourn the meeting. The meeting was adjourned at 8:24a.m.

**Submitted by Aileen Haslett, Recording Secretary**

**Reviewed by General Manager Jeff Vesevick**



**Recreation Commission**  
Village Links/Reserve 22  
Glen Ellyn, IL 60137

Meeting: 07/27/18 07:00 AM  
Department: Recreation Commission  
Department Head: Jeff Vesevick  
Category: Report  
Prepared By: Ann Pedersen

**SCHEDULED**

**AGENDA ITEM (ID # 3473)**

DOC ID: 3473

---

## **Village Links/Reserve 22 - Manager's Report - June 2018**

---

**ATTACHMENTS:**

- Managers Report(PDF)

*"Committed to Excellence since 1967"*

## Manager's Report for June 2018

Submitted by Jeff Vesevick, General Manager

June 2018 was not great for golf. The average rainfall for June is 3.91". In 2018, we received 5.8", resulting in unfavorable conditions, and the grounding of carts 3 days during the month. In addition to the wet conditions, there were 5 days in the 90's, coupled with high relative humidity for most of the month, making for hot, sticky conditions.

| High Temperatures In June |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|---------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
|                           | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 | 2003 | 2002 | 2001 | 2000 | 1999 |
| 90° days                  | 5    | 2    | 2    | 1    | 1    |      | 9    | 4    |      | 4    | 1    | 7    | 1    | 8    | 1    | 4    | 6    | 5    | 4    | 8    |
| 80° days                  | 9    | 13   | 15   | 9    | 19   | 12   | 12   | 11   | 17   | 9    | 16   | 9    | 14   | 13   | 13   | 9    | 12   | 13   | 13   | 11   |
| 70° days                  | 11   | 14   | 11   | 15   | 7    | 13   | 7    | 12   | 12   | 10   | 13   | 13   | 12   | 8    | 12   | 10   | 8    | 4    | 11   | 7    |
| 60° days                  | 5    | 1    | 2    | 4    | 3    | 5    | 2    | 3    | 1    | 7    |      | 1    | 3    | 1    | 4    | 6    | 4    | 4    | 2    | 4    |
| 50° days                  |      |      |      | 1    |      |      |      |      |      |      |      |      |      |      |      | 1    |      | 4    |      |      |
| 40° days                  |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
| 30° days                  |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
| Rain                      | 5.8" | 3.2" | 2.3" | 8.0" | 6.1" | 2.8" | 0.9" | 4.7" | 8.9" | 3.6" | 5.0" | 3.5" | 5.4" | 0.6" | 4.2" | 1.2" | 3.1" | 4.9" | 5.2" | 7.5" |

## GOLF

**Rounds played** were down 12% for the month, and are down 15% for the year

**Greens Fees** were down 9% for the month, and are down 11% for the year

**Motor Cart** rentals were down 15% for the month, and are down 13% for the year

**Driving Range** was up 4% for the month, and is down 2% for the year

**Golf Shop** merchandise sales were up 2% for the month, and are down 1% for the year

**Overall Golf Revenue** was down 8% for the month, and is down 9% for the year

| Golf Revenue June    |                |                |                |                |                |                |                |                |                |                |
|----------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                      | 2009           | 2010           | 2011           | 2012           | 2013           | 2014           | 2015           | 2016           | 2017           | 2018           |
| Rounds               | 11,313         | 10,935         | 11,515         | 13,144         | 10,189         | 11,305         | 10,936         | 12,307         | 11,815         | 10,459         |
| Green Fees           | 281,641        | 250,384        | 276,636        | 318,841        | 252,324        | 291,012        | 277,526        | 310,002        | 307,505        | 279,480        |
| Driving Range        | 35,723         | 31,583         | 34,379         | 41,465         | 0              | 37,032         | 40,604         | 45,584         | 42,677         | 44,326         |
| Pro Shop             | 32,156         | 21,592         | 26,957         | 34,951         | 19,781         | 29,276         | 30,844         | 24,136         | 27,044         | 27,515         |
| Carts                | 61,318         | 53,628         | 60,733         | 52,360         | 61,134         | 71,960         | 69,432         | 82,332         | 93,613         | 79,271         |
| Resident Cards       | 3,274          | 3,320          | 3,639          | 3,490          | 2,820          | 4,380          | 3,770          | 3,910          | 3,930          | 3,060          |
| Miscellaneous        | 12,657         | 13,992         | 14,017         | 14,003         | 9,187          | 18,008         | 8,700          | 17,468         | 10,104         | 13,122         |
| <b>Total Revenue</b> | <b>427,050</b> | <b>374,947</b> | <b>416,453</b> | <b>494,969</b> | <b>345,350</b> | <b>433,534</b> | <b>430,876</b> | <b>483,432</b> | <b>484,872</b> | <b>446,774</b> |

Rounds played in June were the lowest since 2013, and are the 2nd fewest in the last 10 years

Golf Outings continue to be a popular, important part of our business. We hosted 706 rounds, which produced \$54,081 (13%) of the month's golf revenues, versus \$80,037 a year ago. Banquet revenue from outings also prospered, producing \$45,919 in revenue. Revenue from outings is down 11% from a year ago.

The **Glenbard West High School** returned to the Village Links for their annual **Hitter's Outing** to support the football program.

The **42nd Annual Have One On Us** was conducted on June 1-2. This is one week earlier than the traditional time. Near perfect weather created quite a buzz on the grounds, and families were treated to \$1 burgers, brats, hot dogs, and drinks. The annual event is a great kick start to the golf season.

The annual **Village Links Amateur Championship**, the club's only match play formatted event, was conducted on Saturday and Sunday, June 11-12. Contestants played a qualifying round in May, and were bracketed according to handicaps.

The Golf Staff has begun the 11 week Junior Golf Program, the junior one-day Camps, and junior Foot Golf camps. Altogether, the Village Links Staff Professionals offer 114 classes, which includes up to 450 hours of instruction.

## **GROUNDS**

1. New sets of pins, flags and cups were installed on both courses.
2. The bunkers were rehabbed twice after rains washed them out.
3. Litter was removed from the parkways twice.
4. Greens, tees and fairways were treated twice for disease.
5. The 18 hole greens and putting greens were top dressed once.
6. Dead spots on 9 hole greens were filled with turf from our greens nursery.
7. Have One On Us setup was completed.
8. The Lambert Lake Gravel parking lot was graded.
9. Bunkers were edged.
10. The east fence line left of #16 tee was trimmed.
11. A new divot bottle storage unit was installed at the cart pen.
12. Granite par 3 yardage plates were trimmed around.

## **Mechanical and Building Maintenance**

1. Filters and belts were replaced on all hvac units at the clubhouse and halfway house.
2. Sixteen cutting units were ground.
3. Twelve pieces of equipment were serviced.
4. The kitchen and bar equipment was serviced.

## **Horticulture**

1. Flower beds were weeded twice.

2. The police station and fire station #2 landscape beds were weeded.
3. Landscape shrub trimming began.

## RESERVE 22

**Restaurant and Bar** sales were down 5% the month, and are flat for the year

**Banquet** sales were up 10% for the month, and are up 19% for the year

**Overall** sales were down 2% for the month, and are up 4% for the year

| Reserve 22 - June       |                |                |        | Year To Date     |                  |        |
|-------------------------|----------------|----------------|--------|------------------|------------------|--------|
| Restaurant              | 2017           | 2018           | +/-    | 2017             | 2018             | +/-    |
| Beverages               | 9,304          | 7,477          | -19.6% | 23,112           | 20,637           | -10.7% |
| Beer                    | 45,576         | 41,651         | -8.6%  | 142,946          | 135,545          | -5.2%  |
| Wine                    | 20,143         | 23,265         | 15.5%  | 67,932           | 80,248           | 18.1%  |
| Spirits                 | 25,671         | 23,454         | -8.6%  | 78,162           | 78,354           | 0.2%   |
| Food                    | 125,331        | 118,211        | -5.7%  | 411,433          | 406,489          | -1.2%  |
| <b>Total Restaurant</b> | <b>226,025</b> | <b>214,059</b> | -5.3%  | <b>723,585</b>   | <b>721,274</b>   | -0.3%  |
| Banquets                | 2017           | 2018           | +/-    | 2017             | 2018             | +/-    |
| Beverages               | 2,958          | 2,122          | -28.2% | 8,440            | 5,246            | -37.8% |
| Beer                    | 16,211         | 15,953         | -1.6%  | 32,011           | 31,032           | -3.1%  |
| Wine                    | 6,161          | 4,775          | -22.5% | 20,433           | 17,188           | -15.9% |
| Spirits                 | 6,726          | 9,314          | 38.5%  | 24,904           | 26,991           | 8.4%   |
| Food                    | 62,349         | 69,328         | 11.2%  | 170,099          | 212,574          | 25.0%  |
| Misc.                   | 1,620          | 4,403          | 171.8% | 6,971            | 20,203           | 189.8% |
| <b>Total Banquets</b>   | <b>96,025</b>  | <b>105,895</b> | 10.3%  | <b>262,858</b>   | <b>313,233</b>   | 19.2%  |
|                         | 2017           | 2018           | +/-    | 2017             | 2018             | +/-    |
| <b>Other</b>            | <b>31,967</b>  | <b>28,561</b>  |        | <b>64,856</b>    | <b>59,467</b>    |        |
| <b>Total Reserve 22</b> | <b>354,017</b> | <b>348,515</b> | -1.6%  | <b>1,051,299</b> | <b>1,093,974</b> | 4.1%   |

The new summer menu was unveiled early in the month, with a wider variety of selections and price points.

**Chef Tom** offered a special 12 oz. ribeye to the menu for Father's Day, which sold out quickly.

**Restaurant Manager Rainn Incardonne** hired 15 new servers for the summer, and has worked hard to help to increase our satisfaction rating from 3.6 to 4.4 in the 3 months she has been on board.



**Recreation Commission**  
Village Links/Reserve 22  
Glen Ellyn, IL 60137

Meeting: 07/27/18 07:00 AM  
Department: Recreation Commission  
Department Head: Jeff Vesevick  
Category: Report  
Prepared By: Ann Pedersen

**SCHEDULED**

**AGENDA ITEM (ID # 3476)**

DOC ID: 3476

---

---

## **Reserve 22 - Secret Shopper 1 - June 2018**

**ATTACHMENTS:**

- SShopJune1 (PDF)



Jeff Vesevick <jvesevick@villagelinksgolf.com>

## RESERVE 22 AT THE VILLAGE LINKS - Shop #865887

1 message

reports@secretshopper.com <reports@secretshopper.com>  
To: jvesevick@villagelinksgolf.com

Thu, Jun 14, 2018 at 4:01 AM

### Village Links Form Evaluations

Location Information: **RESERVE 22 AT THE VILLAGE LINKS**  
**485 WINCHELL WAY**  
**GLEN ELLYN, IL**

Evaluation ID: **865887**

Evaluation Date: Tuesday, June 12, 2018

Arrival Time: 12:01 p

Departure Time: 12:56 p

Customer Traffic: Moderate

Phone: 18 / 18 (100%)  
Store Exterior: 12 / 12 (100%)  
Host: 24 / 24 (100%)  
Service: 33 / 33 (100%)  
Timing: 18 / 18 (100%)  
Food Quality: 18 / 18 (100%)  
Ambiance: 21 / 21 (100%)  
Guest Comments: 5 / 5 (100%)  
**Overall: 149 / 149 (100.00%)**

**Score: 18/18 (100.00%)**

#### 1. Phone

- Name and gender of person called name or description: **Tyler (Female)**
1. Date of call (mm/dd/yyyy) **06/12/2018**
2. Time of call (HH:MM A/P) **10:43 a**
3. Phone was answered promptly and in a friendly manner **Yes** No
4. Number of rings before the phone was answered **2**
5. Associate identified the name of the business **Yes** No
6. Your questions were answered knowledgeably **Yes** No
7. If necessary, you were given detailed direction and parking information to get you to the restaurant easily (N/A if you did not ask for directions) **Yes** No N/A
8. Associate was friendly and not rushed with their answers **Yes** No
9. Overall, did you hang up feeling satisfied and positive? **Yes** No
10. Please explain any "No" answers in detail (N/A if all questions were answered "Yes")  
**N/A**
11. Overall Telephone experience and comments (please explain in detail)  
**The voice on the phone was pleasant and enthusiastic. The directions given were adequate, but relied on signs rather than the street name.**

**Score: 12/12 (100.00%)**

#### 2. Store Exterior

1. Outdoor signage was clearly displayed and visible **Yes** No
2. Outdoor signage was properly lit (N/A if it was light outside) **Yes** No **N/A**

- |                                                                                         |                                                                                                                           |    |
|-----------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|----|
| 3. Trash cans were clean and not overflowing                                            | <b>Yes</b>                                                                                                                | No |
| 4. The entryway and sidewalk were free of debris                                        | <b>Yes</b>                                                                                                                | No |
| 5. The restaurant had a well-kept exterior appearance                                   | <b>Yes</b>                                                                                                                | No |
| 6. Please explain any "No" answers in detail (N/A if all questions were answered "Yes") | <b>N/A</b>                                                                                                                |    |
| 7. Overall Curb Appeal experience and comments (please explain in detail)               | <b>The first impression was very positive. The landscape looked recently refreshed, and was full of colorful foliage.</b> |    |

**Score: 24/24 (100.00%)**

### 3. Host

- |                                                                                          |                                                                                                                                                                               |               |
|------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| Name and description of host name or description:                                        | <b>Akexa (Female; 20's; 5'6"; Dark Hair)</b>                                                                                                                                  |               |
| 1. Host appeared neat and well groomed                                                   | <b>Yes</b>                                                                                                                                                                    | No            |
| 2. Host greeted you in a timely fashion                                                  | <b>Yes</b>                                                                                                                                                                    | No            |
| 3. Host greeted you with eye contact and a sincere smile                                 | <b>Yes</b>                                                                                                                                                                    | No            |
| 4. Host was friendly                                                                     | <b>Yes</b>                                                                                                                                                                    | No            |
| 5. Host was knowledgeable with any questions asked of him/her                            | <b>Yes</b>                                                                                                                                                                    | No            |
| 6. Host station was clean and orderly                                                    | <b>Yes</b>                                                                                                                                                                    | No            |
| 7. If there was a wait for a table, was it accurate? (N/A if there was no wait time)     | <b>Yes</b>                                                                                                                                                                    | No <b>N/A</b> |
| 8. The table was clean, stocked and organized in appearance                              | <b>Yes</b>                                                                                                                                                                    | No            |
| 9. You were given clean and damage free menus                                            | <b>Yes</b>                                                                                                                                                                    | No            |
| 10. Please explain any "No" answers in detail (N/A if all questions were answered "Yes") | <b>N/A</b>                                                                                                                                                                    |               |
| 11. Overall Host experience and comments (please explain in detail)                      | <b>The host was smiling as we approached. We were asked if we wanted to dine inside or outside. We indicated an indoor table, and we were led to the table of our choice.</b> |               |

**Score: 33/33 (100.00%)**

### 4. Service

- |                                                                                          |                                                                                                                                            |               |
|------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| Name and complete description of server/bartender name or description:                   | <b>Bridget (Female; 20's; 5'7"; Brown Hair)</b>                                                                                            |               |
| 1. You were greeted with a sincere smile                                                 | <b>Yes</b>                                                                                                                                 | No            |
| 2. Your server knew about the menu items when asked (N/A if no questions were asked)     | <b>Yes</b>                                                                                                                                 | No <b>N/A</b> |
| 3. Food was delivered correctly and in a timely manner                                   | <b>Yes</b>                                                                                                                                 | No            |
| 4. Server offered you more to drinks when necessary                                      | <b>Yes</b>                                                                                                                                 | No            |
| 5. Your table was kept free of unnecessary clutter                                       | <b>Yes</b>                                                                                                                                 | No            |
| 6. Server had a pleasant attitude and seemed to enjoy his/her job                        | <b>Yes</b>                                                                                                                                 | No            |
| 7. Seats, tabletop and table base were clean                                             | <b>Yes</b>                                                                                                                                 | No            |
| 8. The condiments were clean and organized                                               | <b>Yes</b>                                                                                                                                 | No            |
| 9. Server appeared neat and well groomed                                                 | <b>Yes</b>                                                                                                                                 | No            |
| 10. Menus were clean, damage free and easy to read                                       | <b>Yes</b>                                                                                                                                 | No            |
| 11. Server thanked you after payment                                                     | <b>Yes</b>                                                                                                                                 | No            |
| 12. Please explain any "No" answers in detail (N/A if all questions were answered "Yes") | <b>N/A</b>                                                                                                                                 |               |
| 13. Overall Service experience and comments (please explain in detail)                   | <b>The service was great and quick, but with one flaw. My entree was served and we waited two minutes for the second entree to arrive.</b> |               |

**Score: 18/18 (100.00%)**

### 5. Timing

- |                                          |            |    |
|------------------------------------------|------------|----|
| 1. Server greeted you within two minutes | <b>Yes</b> | No |
|------------------------------------------|------------|----|

- |                                                                                                                                                                                                                                                         |                   |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|
| 2. Actual minutes the server took to greet you (MM:SS)                                                                                                                                                                                                  | <b>2:00</b>       |
| 3. Beverages were delivered in a timely manner                                                                                                                                                                                                          | <b>Yes</b> No     |
| 4. Actual minutes for beverage delivery (MM:SS)                                                                                                                                                                                                         | <b>01:20</b>      |
| 5. Appetizer was delivered in a timely manner (N/A if you did not order an appetizer)                                                                                                                                                                   | Yes No <b>N/A</b> |
| 6. Actual minutes for appetizer delivery (0 if you did not order an appetizer) (MM:SS)                                                                                                                                                                  | <b>00:00</b>      |
| 7. Entrees were delivered in a timely manner                                                                                                                                                                                                            | <b>Yes</b> No     |
| 8. Actual minutes from entrée order to delivery or actual minutes from appetizer delivery to entrée delivery (MM:SS)                                                                                                                                    | <b>11:30</b>      |
| 9. Server/bartender checked back within a timely manner after the entree was delivered                                                                                                                                                                  | <b>Yes</b> No     |
| 10. Actual minutes for the associate to check back regarding food quality (MM:SS)                                                                                                                                                                       | <b>02:40</b>      |
| 11. The check was delivered in a timely manner                                                                                                                                                                                                          | <b>Yes</b> No     |
| 12. Actual minutes for check delivery (MM:SS)                                                                                                                                                                                                           | <b>02:10</b>      |
| 13. Server checked back soon after presenting the check                                                                                                                                                                                                 | <b>Yes</b> No     |
| 14. Actual minutes for check back (MM:SS)                                                                                                                                                                                                               | <b>01:15</b>      |
| 15. Please explain any "No" answers in detail (N/A if all questions were answered "Yes")<br><b>N/A</b>                                                                                                                                                  |                   |
| 16. Overall timing experience and comments (please explain in detail)<br><b>The pace of the meal was quick, but not rushed. The entrees were not served together which made for a few awkward moments waiting for the arrival of the second entree.</b> |                   |

Score: 18/18 (100.00%)

**6. Food Quality**

- |                                                                                                                                                                                              |            |    |                        |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|----|------------------------|
| 1. Appetizer Ordered: (N/A if you did not order an appetizer)                                                                                                                                | Yes        | No | <b>N/A</b>             |
| 2. The appetizer was fresh and had good flavor (N/A if you did not order an appetizer)                                                                                                       | Yes        | No | <b>N/A</b>             |
| 3. The appetizer looked appetizing and was presented neatly (N/A if you did not order an appetizer)                                                                                          | Yes        | No | <b>N/A</b>             |
| 4. The appetizer was served at the appropriate temperature (N/A if you did not order an appetizer)                                                                                           | Yes        | No | <b>N/A</b>             |
| 5. Appetizer comments: (N/A if you did not order an appetizer)<br><b>N/A</b>                                                                                                                 |            |    |                        |
| 6. Entree one ordered                                                                                                                                                                        |            |    | <b>Cheeseburger</b>    |
| 7. Entree one was fresh and had good flavor                                                                                                                                                  | <b>Yes</b> | No |                        |
| 8. Entree one looked appetizing and was presented neatly                                                                                                                                     | <b>Yes</b> | No |                        |
| 9. Entree one was served at the appropriate temperature                                                                                                                                      | <b>Yes</b> | No |                        |
| 10. Entree one comments<br><b>The burger had great plate coverage, as the leaf lettuce was overflowing the bun. The colors were good, and the visual contrast of colors was appreciated.</b> |            |    |                        |
| 11. Entree two ordered                                                                                                                                                                       |            |    | <b>Quiche Lorraine</b> |
| 12. Entree two was fresh and had good flavor                                                                                                                                                 | <b>Yes</b> | No |                        |
| 13. Entree two looked appetizing and was presented neatly                                                                                                                                    | <b>Yes</b> | No |                        |
| 14. Entree two was served at the appropriate temperature                                                                                                                                     | <b>Yes</b> | No |                        |
| 15. Entree two comments<br><b>There was good plate coverage with colorful fruit added to the presentation. The temperature was correct.</b>                                                  |            |    |                        |
| 16. Dessert ordered (N/A if you did not order dessert)                                                                                                                                       |            |    | <b>N/A</b>             |
| 17. The dessert was fresh and had good flavor (N/A if you did not order dessert)                                                                                                             | Yes        | No | <b>N/A</b>             |
| 18. The dessert looked appetizing and was presented neatly (N/A if you did not order dessert)                                                                                                | Yes        | No | <b>N/A</b>             |
| 19. The dessert was served at the appropriate temperature (N/A if you did not order dessert)                                                                                                 | Yes        | No | <b>N/A</b>             |
| 20. Dessert comments: (N/A if you did not order dessert)<br><b>N/A</b>                                                                                                                       |            |    |                        |

Score: N/A

#### 7. Problem Solving

- |                                                                                                                                              |     |    |     |
|----------------------------------------------------------------------------------------------------------------------------------------------|-----|----|-----|
| 1. Server kept you updated on the progress of your food, if the wait time was longer than the specified time (N/A if there was no long wait) | Yes | No | N/A |
| 2. Server removed any unwanted items (N/A if there were not any unwanted items)                                                              | Yes | No | N/A |
| 3. Server removed unwanted items from the bill (N/A if there were not any unwanted items)                                                    | Yes | No | N/A |
| 4. Server remained calm, in control and sincere about wanting to correct the problem (N/A if there was not a problem)                        | Yes | No | N/A |

Score: 21/21 (100.00%)

#### 8. Ambiance

- |                                                                         |     |    |
|-------------------------------------------------------------------------|-----|----|
| 1. The music volume was at a good level and appropriate for the setting | Yes | No |
| 2. The lighting was appropriate                                         | Yes | No |
| 3. The temperature was comfortable                                      | Yes | No |
| 4. The windows were clean                                               | Yes | No |
| 5. The restaurant had a well-kept interior appearance                   | Yes | No |
| 6. Which restroom did you use                                           |     |    |

##### Men's

- |                                                                                         |     |    |
|-----------------------------------------------------------------------------------------|-----|----|
| 7. The restrooms were clean and fresh with wiped counters and litter free floors        | Yes | No |
| 8. The restrooms were stocked appropriately                                             | Yes | No |
| 9. Please explain any "No" answers in detail (N/A if all questions were answered "Yes") |     |    |
- N/A
10. Overall Ambiance experience and comments (please explain in detail)  
**The interior was clean and looked well maintained. All the lights were on at the appropriate level, and the music carried over from the bar area.**

Score: 5/5 (100.00%)

#### 9. Guest Comments

1. What did you like best about your visit  
**The appeal from the outside was impressive. That first impression set the tone for the lunch experience.**
2. In what way if any, did this visit not meet your expectations  
**The glitch with the entree delivery was not a deal breaker, but did cause concern regarding proper etiquette.**
3. Please share any overall comments, observations or suggestions  
**The staff appeared to working as a team, going from outdoor to indoor with minimal disruption.**
4. Based on this visit how likely are you to return

**5 (Very Likely)**

[return to top](#)

Note: All replies to this email will be directed to Secret Shopper. If you wish to send a message to someone else, please be sure to click "Forward" and enter the email address(es) of the intended recipients in the "To" address line. Thank you.

Attachment: SShopJune1 (3476 : Reserve 22 - Secret Shopper 1 - June 2018)



**Recreation Commission**  
Village Links/Reserve 22  
Glen Ellyn, IL 60137

Meeting: 07/27/18 07:00 AM  
Department: Recreation Commission  
Department Head: Jeff Vesevick  
Category: Report  
Prepared By: Ann Pedersen

**SCHEDULED**

**AGENDA ITEM (ID # 3477)**

DOC ID: 3477

---

---

## **Reserve 22 - Secret Shopper 2 - June 2018**

**ATTACHMENTS:**

- SShopJune2 (PDF)



Jeff Vesevick <jvesevick@villagelinksgolf.com>

## Jeff Vesevick - RESERVE 22 AT THE VILLAGE LINKS has a new report for you to review.

2 messages

reports@secretshopper.com <reports@secretshopper.com>  
To: jvesevick@villagelinksgolf.com

Fri, Jun 29, 2018 at 4:04 AM

### Location Information

|                 |                                 |
|-----------------|---------------------------------|
| Name            | RESERVE 22 AT THE VILLAGE LINKS |
| Address         | 485 WINCHELL WAY                |
| City            | GLEN ELLYN                      |
| State           | IL                              |
| Zip             | 60137                           |
| Phone Number    | (630) 469-5550                  |
| Evaluation ID   | 865888                          |
| Evaluation Date | 06/22/2018                      |

### Section Scores

|                  |                |
|------------------|----------------|
| Phone:           | 15/15 (100%)   |
| Store Exterior:  | 15/15 (100%)   |
| Host:            | 27/27 (100%)   |
| Service:         | 33/33 (100%)   |
| Timing:          | 18/18 (100%)   |
| Food Quality:    | 18/18 (100%)   |
| Problem Solving: | (N/A)          |
| Ambiance:        | 21/21 (100%)   |
| Guest Comments:  | 5/5 (100%)     |
| Overall:         | 152/152 (100%) |

### Initial Questions

|                     |             |
|---------------------|-------------|
| 1. Arrival Time     | 05:53:00 PM |
| 2. Departure Time   | 07:01:54 PM |
| 3. Customer Traffic | Heavy       |

### 1. Phone

Score: 15/15 (100%)

|                                                                                                                                                        |                               |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| 1. Name and gender of person called                                                                                                                    | Name: Allie<br>Gender: Female |
| 2. Date of call (mm/dd/yyyy)                                                                                                                           | 06/22/2018                    |
| 3. Time of call (hh:mm:ss A/P)                                                                                                                         | 01:38:39 PM                   |
| 4. Phone was answered promptly and in a friendly manner                                                                                                | Yes                           |
| 5. Number of rings before the phone was answered                                                                                                       | 1                             |
| 6. Associate identified the name of the business                                                                                                       | Yes                           |
| 7. Your questions were answered knowledgeably                                                                                                          | Yes                           |
| 8. If necessary, you were given detailed direction and parking information to get you to the restaurant easily (N/A if you did not ask for directions) | N/A                           |
| 9. Associate was friendly and not rushed with their answers                                                                                            | Yes                           |
| 10. Overall, did you hang up feeling satisfied and positive?                                                                                           | Yes                           |
| 11. Please explain any No answers in detail (N/A if all questions were answered Yes)                                                                   | N/A                           |
| 12. Overall Telephone experience and comments (please explain in detail)                                                                               |                               |

**The voice was cheery and helpful. I was put on hold so the person could confirm the answer to my question concerning gluten free options.**

### 2. Store Exterior

Score: 15/15 (100%)

|                                                                   |     |
|-------------------------------------------------------------------|-----|
| 1. Outdoor signage was clearly displayed and visible              | Yes |
| 2. Outdoor signage was properly lit (N/A if it was light outside) | Yes |

Attachment: SShopJune2 (3477 : Reserve 22 - Secret Shopper 2 - June 2018)

- |                                                                                     |     |
|-------------------------------------------------------------------------------------|-----|
| 3. Trash cans were clean and not overflowing                                        | Yes |
| 4. The entryway and sidewalk were free of debris                                    | Yes |
| 5. The restaurant had a well-kept exterior appearance                               | Yes |
| 6. Please explain any No answers in detail (N/A if all questions were answered Yes) | N/A |
| 7. Overall Curb Appeal experience and comments (please explain in detail)           |     |
- All aspects of the exterior landscape looked fresh and appealing. The parking area was debris free.**

### 3. Host

Score: 27/27 (100%)

- |                                                                                      |                                                                              |
|--------------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| 1. Name and description of host                                                      | Name: Aya<br>Gender: Female<br>Age: 20's<br>Height: 5'4<br>Hair Color: Brown |
| 2. Host appeared neat and well groomed                                               | Yes                                                                          |
| 3. Host greeted you in a timely fashion                                              | Yes                                                                          |
| 4. Host greeted you with eye contact and a sincere smile                             | Yes                                                                          |
| 5. Host was friendly                                                                 | Yes                                                                          |
| 6. Host was knowledgeable with any questions asked of him/her                        | Yes                                                                          |
| 7. Host station was clean and orderly                                                | Yes                                                                          |
| 8. If there was a wait for a table, was it accurate? (N/A if there was no wait time) | Yes                                                                          |
| 9. The table was clean, stocked and organized in appearance                          | Yes                                                                          |
| 10. You were given clean and damage free menus                                       | Yes                                                                          |
| 11. Please explain any No answers in detail (N/A if all questions were answered Yes) | N/A                                                                          |
| 12. Overall Host experience and comments (please explain in detail)                  |                                                                              |

**The host was friendly and escorted us to our table in the Bar area, since there was nothing available in the main dining room.**

### 4. Service

Score: 33/33 (100%)

- |                                                                                      |                                                                                |
|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|
| 1. Name and complete description of server/bartender                                 | Name: Robin<br>Gender: Female<br>Age: 30's<br>Height: 5'4<br>Hair Color: Light |
| 2. You were greeted with a sincere smile                                             | Yes                                                                            |
| 3. Your server knew about the menu items when asked (N/A if no questions were asked) | Yes                                                                            |
| 4. Food was delivered correctly and in a timely manner                               | Yes                                                                            |
| 5. Server offered you more to drinks when necessary                                  | Yes                                                                            |
| 6. Your table was kept free of unnecessary clutter                                   | Yes                                                                            |
| 7. Server had a pleasant attitude and seemed to enjoy his/her job                    | Yes                                                                            |
| 8. Seats, tabletop and table base were clean                                         | Yes                                                                            |
| 9. The condiments were clean and organized                                           | Yes                                                                            |
| 10. Server appeared neat and well groomed                                            | Yes                                                                            |
| 11. Menus were clean, damage free and easy to read                                   | Yes                                                                            |
| 12. Server thanked you after payment                                                 | Yes                                                                            |
| 13. Please explain any No answers in detail (N/A if all questions were answered Yes) | N/A                                                                            |
| 14. Overall Service experience and comments (please explain in detail)               |                                                                                |

**The server was attentive and made us feel valued as a customer. The questions I asked were answered promptly, and beverages were refilled without having to ask.**

### 5. Timing

Score: 18/18 (100%)

- |                                                                                                                    |          |
|--------------------------------------------------------------------------------------------------------------------|----------|
| 1. Server greeted you within two minutes                                                                           | Yes      |
| 2. Actual minutes the server took to greet you (MM:SS)                                                             | 01:20:00 |
| 3. Beverages were delivered in a timely manner                                                                     | Yes      |
| 4. Actual minutes for beverage delivery (MM:SS)                                                                    | 02:35:00 |
| 5. Appetizer was delivered in a timely manner (N/A if you did not order an appetizer)                              | N/A      |
| 6. Actual minutes for appetizer delivery (0 if you did not order an appetizer) (MM:SS)                             | 00:00:00 |
| 7. Entrees were delivered in a timely manner                                                                       | Yes      |
| 8. Actual minutes from entre order to delivery or actual minutes from appetizer delivery to entre delivery (MM:SS) | 00:21:00 |
| 9. Server/bartender checked back within a timely manner after the entree was delivered                             | Yes      |
| 10. Actual minutes for the associate to check back regarding food quality (MM:SS)                                  | 00:01:15 |
| 11. The check was delivered in a timely manner                                                                     | Yes      |
| 12. Actual minutes for check delivery (MM:SS)                                                                      | 00:02:55 |

- |                                                                                      |          |
|--------------------------------------------------------------------------------------|----------|
| 13. Server checked back soon after presenting the check                              | Yes      |
| 14. Actual minutes for check back (MM:SS)                                            | 00:01:45 |
| 15. Please explain any No answers in detail (N/A if all questions were answered Yes) | N/A      |
| 16. Overall timing experience and comments (please explain in detail)                |          |

**The service was prompt and flowed easily. Once finished with the meal, the check was delivered in a timely fashion.**

**6. Food Quality** **Score: 18/18 (100%)**

- |                                                                                                     |                   |
|-----------------------------------------------------------------------------------------------------|-------------------|
| 1. Appetizer Ordered: (N/A if you did not order an appetizer)                                       | N/A               |
| 2. The appetizer was fresh and had good flavor (N/A if you did not order an appetizer)              | N/A               |
| 3. The appetizer looked appetizing and was presented neatly (N/A if you did not order an appetizer) | N/A               |
| 4. The appetizer was served at the appropriate temperature (N/A if you did not order an appetizer)  | N/A               |
| 5. Appetizer comments: (N/A if you did not order an appetizer)                                      | N/A               |
| 6. Entree one ordered                                                                               | <b>Pork Chops</b> |
| 7. Entree one was fresh and had good flavor                                                         | Yes               |
| 8. Entree one looked appetizing and was presented neatly                                            | Yes               |
| 9. Entree one was served at the appropriate temperature                                             | Yes               |
| 10. Entree one comments                                                                             |                   |

**The entree had great plate coverage, with the bright green broccoli contrasting with the dark brown color of the chops and rice blend.**

11. Entree two ordered

**Chicken Linguine**

- |                                                           |     |
|-----------------------------------------------------------|-----|
| 12. Entree two was fresh and had good flavor              | Yes |
| 13. Entree two looked appetizing and was presented neatly | Yes |
| 14. Entree two was served at the appropriate temperature  | Yes |
| 15. Entree two comments                                   |     |

**The abundant bowl presentation enhanced the creamy texture and flavors of the dish.**

- |                                                                                               |     |
|-----------------------------------------------------------------------------------------------|-----|
| 16. Dessert ordered (N/A if you did not order dessert)                                        | N/A |
| 17. The dessert was fresh and had good flavor (N/A if you did not order dessert)              | N/A |
| 18. The dessert looked appetizing and was presented neatly (N/A if you did not order dessert) | N/A |
| 19. The dessert was served at the appropriate temperature (N/A if you did not order dessert)  | N/A |
| 20. Dessert comments: (N/A if you did not order dessert)                                      | N/A |

**7. Problem Solving** **Score: (N/A)**

- |                                                                                                                                              |     |
|----------------------------------------------------------------------------------------------------------------------------------------------|-----|
| 1. Server kept you updated on the progress of your food, if the wait time was longer that the specified time (N/A if there was no long wait) | N/A |
| 2. Server removed any unwanted items (N/A if there were not any unwanted items)                                                              | N/A |
| 3. Server removed unwanted items from the bill (N/A if there were not any unwanted items)                                                    | N/A |
| 4. Server remained calm, in control and sincere about wanting to correct the problem (N/A if there was not a problem)                        | N/A |

**8. Ambiance** **Score: 21/21 (100%)**

- |                                                                                     |             |
|-------------------------------------------------------------------------------------|-------------|
| 1. The music volume was at a good level and appropriate for the setting             | Yes         |
| 2. The lighting was appropriate                                                     | Yes         |
| 3. The temperature was comfortable                                                  | Yes         |
| 4. The windows were clean                                                           | Yes         |
| 5. The restaurant had a well-kept interior appearance                               | Yes         |
| 6. Which restroom did you use                                                       | <b>Mens</b> |
| 7. The restrooms were clean and fresh with wiped counters and litter free floors    | Yes         |
| 8. The restrooms were stocked appropriately                                         | Yes         |
| 9. Please explain any No answers in detail (N/A if all questions were answered Yes) | N/A         |
| 10. Overall Ambiance experience and comments (please explain in detail)             |             |

**The lighting was appropriate as it gave the room a soft and welcoming feel.**

**9. Guest Comments** **Score: 5/5 (100%)**

1. What did you like best about your visit

**The friendly service provided by the server, supervisor and manager was most memorable.**

2. In what way if any, did this visit not meet your expectations

**All my expectations for the food, service and ambiance were met.**

3. Please share any overall comments, observations or suggestions

**I appreciated the attentive service and great tasting food.**

4. Based on this visit how likely are you to return

**5 (Very Likely)**

---

**Jeff Vesevick** <jvesevick@villagelinksgolf.com>  
To: bchapple@reserve22.com, rincardone@villagelinksgolf.com, tfota@reserve22.com

Fri, Jun 29, 2018 at 5:50 AM

Good work all!

Sent from my iPhone

Begin forwarded message:

**From:** reports@secretshopper.com  
**Date:** June 29, 2018 at 4:04:28 AM CDT  
**To:** jvesevick@villagelinksgolf.com  
**Subject:** Jeff Vesevick - RESERVE 22 AT THE VILLAGE LINKS has a new report for you to review.

[Quoted text hidden]

Attachment: SShopJune2 (3477 : Reserve 22 - Secret Shopper 2 - June 2018)



**Recreation Commission**  
Village Links/Reserve 22  
Glen Ellyn, IL 60137

Meeting: 07/27/18 07:00 AM  
Department: Recreation Commission  
Department Head: Jeff Vesevick  
Category: Report  
Prepared By: Ann Pedersen

**SCHEDULED**

**AGENDA ITEM (ID # 3478)**

DOC ID: 3478

---

## **Reserve 22 - Open Table Reviews - June 2018**

---

**ATTACHMENTS:**

- OpenTableJune18 (PDF)

## RESERVE 22 – OPEN TABLE REVIEWS FOR JUNE 2018

### Average for June = 4.4

TonyH (Chicago)

#### 4.0 Dined on June 23, 2018

Great outdoor dining spot with good food .

Service is always good and they have an outdoor

fire pit that is great to have a nightcap at.....

Kathleen (Chicago)

#### 5.0 Dined on June 23, 2018

We had such a great time!! Beautiful and delicious food!

#### 5.0 Dined on June 22, 2018

We enjoy coming here with another couple. The bar area is usually quieter, so it's a good place for conversation. The food is always good. The dining area is usually a mix of families, so kids are very welcome. Very broad beer and bar selection. Increasing wine selection would be appreciated, but currently, not a bad selection.

GlenEllynMatt

#### 5.0 Dined on June 17, 2018

We always enjoy the great patio at the Village Links. The food was super (new seasonal menu just introduced) and the beer and wine options were plentiful, as always. Our server accommodated several special requests and the manager stopped by our table before we were finished to see if we needed anything else. We will be back. Thank you!

ToniS (Chicago)

#### 5.0 Dined on June 16, 2018

We had such a wonderful time! Special shout-out to the Manager - she called me to make sure we wanted the patio seating due to extreme temperatures. Really appreciated the phone call. The server was excellent. Really had a nice time. The food was good - but mostly I enjoyed the ambience

OpenTable Diner (Chicago)

**5.0 Dined on June 14, 2018**

5 star location with relaxed vibe and beautiful conservatory views. Best in Dupage County.

VIPChicagoRuss (Chicago)

**3.0 Dined on June 13, 2018**

Reservation for 6 outside. Sat us at a regular round table built for 4. Then when I asked for a table not in the sun they told me those specific tables were specifically reserved for others. I had to insist to get one of the shade tables. Only 4 place settings when apps came. No app plates for 5 minutes while apps sat. Food tasted fine and our server Bridget did great, all things considered.

Steve (Chicago)

**4.0 Dined on June 9, 2018**

Enjoyed a nice night on the patio, having a good meal and enjoying the atmosphere.

VIPReserve22 (Chicago)

**5.0 Dined on June 4, 2018**

Good food, great waitress tonight

DonnaF

**4.0 Dined on June 2, 2018**

Always a good time. Have been going there for years.

VIPReserve22 (Chicago)

**3.0 Dined on June 1, 2018**

Have been here several times and we enjoy, especially the patio. We went 2 hours before we needed to be at a play close by. Other tables came in, got their food & left before we were served our meal. Our waiter claimed it was the flatbread that one person ordered. No, I don't think so, I think he forgot to order the main course after the salads. Disappointed. Bad night for service. We also asked for a split bill & he forgot to do that.



**Recreation Commission**  
Village Links/Reserve 22  
Glen Ellyn, IL 60137

Meeting: 07/27/18 07:00 AM  
Department: Recreation Commission  
Department Head: Jeff Vesevick  
Category: Report  
Prepared By: Ann Pedersen

**SCHEDULED**

**AGENDA ITEM (ID # 3474)**

DOC ID: 3474

---

## **Village Links/Reserve 22 - Financial Statements - June 2018**

---

**ATTACHMENTS:**

- Village Links - Financial Statements - June 2018 (PDF)



**VILLAGE LINKS / RESERVE 22**  
**STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION**  
**As of June 30, 2018**

| ORG   | DESCRIPTION              | 2018<br>BUDGET | MONTH      |            |             |        | YEAR-TO-DATE |              |              |        |
|-------|--------------------------|----------------|------------|------------|-------------|--------|--------------|--------------|--------------|--------|
|       |                          |                | 2018       | 2017       | DIFF        | % DIFF | 2018         | 2017         | DIFF         | % DIFF |
|       | REVENUES:                |                |            |            |             |        |              |              |              |        |
| 5500  | Village Links Revenues   | \$ 3,001,000   | \$ 448,216 | \$ 485,184 | \$ (36,967) | -8%    | \$ 1,035,228 | \$ 1,128,949 | \$ (93,720)  | -8%    |
| 5520  | Reserve 22 Revenues      | 2,495,100      | 368,688    | 372,335    | (3,647)     | -1%    | 1,145,496    | 1,093,851    | 51,644       | 5%     |
|       | Total Revenues           | \$ 5,496,100   | \$ 816,905 | \$ 857,518 | \$ (40,614) | -5%    | \$ 2,180,724 | \$ 2,222,800 | \$ (42,076)  | -2%    |
|       | EXPENDITURES:            |                |            |            |             |        |              |              |              |        |
| 55700 | Administration           | \$ 388,853     | \$ 30,726  | \$ 28,737  | \$ 1,989    | 7%     | \$ 191,385   | \$ 177,914   | \$ 13,471    | 8%     |
| 55710 | Golf Course Maintenance  | 854,925        | 103,489    | 65,965     | 37,524      | 57%    | 386,573      | 340,662      | 45,910       | 13%    |
| 55720 | Golf Services            | 722,646        | 98,016     | 86,784     | 11,232      | 13%    | 338,193      | 317,496      | 20,697       | 7%     |
| 55730 | Reserve 22               | 2,243,966      | 306,565    | 316,589    | (10,024)    | -3%    | 1,108,572    | 1,008,538    | 100,033      | 10%    |
| 55740 | Stormwater Management    | 38,415         | 3,170      | 16,233     | (13,063)    | -80%   | 6,226        | 26,540       | (20,314)     | -77%   |
| 55750 | Pro Shop Merchandise     | 176,845        | 21,755     | 20,442     | 1,313       | 6%     | 70,354       | 68,195       | 2,159        | 3%     |
| 55780 | Motorized Carts          | 48,620         | 6,901      | 6,194      | 707         | 11%    | 11,806       | 12,239       | (433)        | -4%    |
| 557X5 | Mechanical Maintenance   | 164,290        | 17,773     | 9,454      | 8,319       | 88%    | 122,590      | 92,530       | 30,060       | 32%    |
|       | Total Operating Expenses | \$ 4,638,560   | \$ 588,394 | \$ 550,397 | \$ 37,996   | 7%     | \$ 2,235,698 | \$ 2,044,115 | \$ 191,583   | 9%     |
|       | Operating Income (Loss)  | \$ 857,540     | \$ 228,511 | \$ 307,121 | \$ (78,610) | -26%   | \$ (54,973)  | \$ 178,685   | \$ (233,659) | -131%  |
|       | Debt Service             | 652,096        | 66,048     | 72,573     | (6,525)     | -9%    | 66,048       | 72,573       | (6,525)      | -9%    |
|       | Capital Expenditures     | 268,542        | 940        | 2,126      | (1,186)     | -56%   | 27,112       | 397,542      | (370,431)    | -93%   |
|       | CHANGE IN NET POSITION   | \$ (63,098)    | \$ 161,524 | \$ 232,423 | \$ (70,899) | -31%   | \$ (148,133) | \$ (291,430) | \$ 143,297   | -49%   |

**KEY METRICS**

|                                         | <u>Goal</u> |          |          |          |     |     |    |
|-----------------------------------------|-------------|----------|----------|----------|-----|-----|----|
| Personnel Expenses as % of Sales        | 46%         | 33%      | 30%      | 3%       | 52% | 48% | 3% |
| Cash Balance (End of Month, in \$000's) | \$ 1,438    | \$ 1,288 | \$ 1,507 | \$ (219) |     |     |    |



**VILLAGE LINKS**  
**STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION**  
**GOLF**  
(Including Administration, Grounds, & Mechanical Maintenance)  
**As of June 30, 2018**

| ORG/<br>OBJECT | DESCRIPTION                               | 2018<br>BUDGET      | MONTH             |                   |                    |             | YEAR-TO-DATE        |                     |                     |              |
|----------------|-------------------------------------------|---------------------|-------------------|-------------------|--------------------|-------------|---------------------|---------------------|---------------------|--------------|
|                |                                           |                     | 2018              | 2017              | DIFF               | % DIFF      | 2018                | 2017                | DIFF                | % DIFF       |
| 5500           | <b>VILLAGE LINKS REVENUES:</b>            |                     |                   |                   |                    |             |                     |                     |                     |              |
| 440550         | Green Fees                                | \$ 1,850,000        | \$ 279,480        | \$ 307,505        | \$ (28,025)        | -9%         | \$ 587,168          | \$ 658,605          | \$ (71,437)         | -11%         |
| 440554         | Pro Shop - Sales                          | 195,000             | 27,515            | 27,044            | 471                | 2%          | 77,243              | 78,212              | (968)               | -1%          |
| 440555         | Motor Carts                               | 560,000             | 79,271            | 93,613            | (14,342)           | -15%        | 167,489             | 193,213             | (25,724)            | -13%         |
| 440556         | Driving Range                             | 260,000             | 44,326            | 42,677            | 1,649              | 4%          | 111,041             | 112,753             | (1,712)             | -2%          |
| 440557         | Resident Cards                            | 32,000              | 3,060             | 3,930             | (870)              | -22%        | 27,600              | 29,405              | (1,805)             | -6%          |
| 460100         | Investment Income                         | 9,000               | 1,140             | 578               | 562                | 97%         | 8,393               | 3,273               | 5,120               | 156%         |
| 489000         | Miscellaneous Revenue                     | 95,000              | 13,425            | 10,483            | 2,942              | 28%         | 56,016              | 54,241              | 1,775               | 3%           |
| 489100         | Miscellaneous - Over/Short                | -                   | (1)               | (646)             | 645                | -100%       | 278                 | (754)               | 1,032               | -137%        |
|                | <b>Total Revenues</b>                     | <b>\$ 3,001,000</b> | <b>\$ 448,216</b> | <b>\$ 485,184</b> | <b>\$ (36,967)</b> | <b>-8%</b>  | <b>\$ 1,035,228</b> | <b>\$ 1,128,949</b> | <b>\$ (93,720)</b>  | <b>-8%</b>   |
|                | <b>COST OF GOODS SOLD:</b>                |                     |                   |                   |                    |             |                     |                     |                     |              |
| 520945         | Cost of Goods Sold - Pro Shop             | \$ 147,225          | \$ 19,202         | \$ 18,122         | \$ 1,080           | 6%          | \$ 56,162           | \$ 54,503           | \$ 1,659            | 3%           |
|                | <b>Total Cost of Goods Sold</b>           | <b>\$ 147,225</b>   | <b>\$ 19,202</b>  | <b>\$ 18,122</b>  | <b>\$ 1,080</b>    | <b>6%</b>   | <b>\$ 56,162</b>    | <b>\$ 54,503</b>    | <b>\$ 1,659</b>     | <b>3%</b>    |
|                | <b>Gross Profit</b>                       | <b>\$ 2,853,775</b> | <b>\$ 429,015</b> | <b>\$ 467,062</b> | <b>\$ (38,047)</b> | <b>-8%</b>  | <b>\$ 979,067</b>   | <b>\$ 1,074,446</b> | <b>\$ (95,379)</b>  | <b>-9%</b>   |
|                | <b>OTHER OPERATING EXPENSES:</b>          |                     |                   |                   |                    |             |                     |                     |                     |              |
| 510100         | Salaries - Pensionable                    | \$ 865,895          | \$ 71,002         | \$ 79,579         | \$ (8,577)         | -11%        | \$ 361,258          | \$ 376,474          | \$ (15,217)         | -4%          |
| 510120         | Salaries - Non-Pensionable                | 219,275             | 31,008            | 26,686            | 4,322              | 16%         | 51,624              | 55,135              | (3,510)             | -6%          |
| 510200         | Salaries - Overtime                       | 4,500               | 1,680             | 1,063             | 618                | 58%         | 2,148               | 1,292               | 857                 | 66%          |
| 510400         | FICA                                      | 83,425              | 7,801             | 8,131             | (329)              | -4%         | 31,079              | 32,434              | (1,355)             | -4%          |
| 510500         | IMRF                                      | 85,710              | 7,229             | 8,165             | (936)              | -11%        | 35,092              | 37,968              | (2,875)             | -8%          |
| 590600         | Health Insurance                          | 109,400             | 8,216             | 7,901             | 316                | 4%          | 51,795              | 50,729              | 1,067               | 2%           |
| 52XXXX         | Contractual Services                      | 535,664             | 86,521            | 49,640            | 36,881             | 74%         | 351,118             | 249,054             | 102,064             | 41%          |
| 53XXXX         | Commodities                               | 343,500             | 49,169            | 34,521            | 14,648             | 42%         | 186,849             | 177,989             | 8,860               | 5%           |
|                | <b>Total Operating Expenses</b>           | <b>\$ 2,247,369</b> | <b>\$ 262,627</b> | <b>\$ 215,686</b> | <b>\$ 46,941</b>   | <b>22%</b>  | <b>\$ 1,070,964</b> | <b>\$ 981,074</b>   | <b>\$ 89,890</b>    | <b>9%</b>    |
|                | <b>Operating Income (Loss)</b>            | <b>\$ 606,406</b>   | <b>\$ 166,388</b> | <b>\$ 251,375</b> | <b>\$ (84,988)</b> | <b>-34%</b> | <b>\$ (91,898)</b>  | <b>\$ 93,372</b>    | <b>\$ (185,269)</b> | <b>-198%</b> |
|                | <b>Operating Income (Loss) Percentage</b> | <b>20%</b>          | <b>37%</b>        | <b>52%</b>        |                    |             | <b>-9%</b>          | <b>8%</b>           |                     |              |

**KEY METRICS**

|                                  |             |          |          |         |  |          |          |         |  |
|----------------------------------|-------------|----------|----------|---------|--|----------|----------|---------|--|
|                                  | <u>Goal</u> |          |          |         |  |          |          |         |  |
| Rounds Played                    | 72,000      | 10,459   | 11,815   | (1,356) |  | 23,856   | 28,088   | (4,232) |  |
| Revenue Per Round                | \$ 41.68    | \$ 42.85 | \$ 41.07 | \$ 1.79 |  | \$ 43.39 | \$ 40.19 | \$ 3.20 |  |
| Resident Cards Sold              | N/A         | 169      | 235      | (66)    |  | 2,365    | 2,443    | (78)    |  |
| Cost of Goods Sold % - Pro Shop  | 76%         | 70%      | 67%      | 3%      |  | 73%      | 70%      | 3%      |  |
| Personnel Expenses as % of Sales | 46%         | 28%      | 27%      | 1%      |  | 51%      | 49%      | 2%      |  |



**VILLAGE LINKS**  
**STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION**  
**GOLF**  
(Including Administration, Grounds, & Mechanical Maintenance)  
**As of June 30, 2018**

| ORG/<br>OBJECT                                                                                                | DESCRIPTION | 2018<br>BUDGET | MONTH     |           |          |        | YEAR-TO-DATE |           |          |        |
|---------------------------------------------------------------------------------------------------------------|-------------|----------------|-----------|-----------|----------|--------|--------------|-----------|----------|--------|
|                                                                                                               |             |                | 2018      | 2017      | DIFF     | % DIFF | 2018         | 2017      | DIFF     | % DIFF |
| <b><u>MISCELLANEOUS REVENUE</u></b>                                                                           |             |                |           |           |          |        |              |           |          |        |
| Miscellaneous Revenue includes the following items, which don't fit into any of the major revenue categories: |             |                |           |           |          |        |              |           |          |        |
| Handicap Service                                                                                              |             |                | \$ 1,875  | \$ 275    | \$ 1,600 |        | \$ 24,180    | \$ 22,300 | \$ 1,880 |        |
| Hand Cart Rentals                                                                                             |             |                | 3,527     | 3,546     | (19)     |        | 8,262        | 9,613     | (1,351)  |        |
| Adult & Junior Golf Lessons                                                                                   |             |                | 5,030     | 3,805     | 1,225    |        | 9,250        | 8,135     | 1,115    |        |
| Club Repair                                                                                                   |             |                | 590       | 320       | 271      |        | 3,328        | 3,553     | (225)    |        |
| Golf Club Rentals                                                                                             |             |                | 950       | 1,150     | (200)    |        | 1,670        | 2,010     | (340)    |        |
| Locker Rentals                                                                                                |             |                | -         | 320       | (320)    |        | 3,360        | 3,600     | (240)    |        |
| Memorial Tree Donation                                                                                        |             |                | -         | -         | -        |        | -            | 500       | (500)    |        |
| Sales Tax (1.75%)                                                                                             |             |                | 304       | 380       | (76)     |        | 1,093        | 1,149     | (56)     |        |
| Caddie Equipment                                                                                              |             |                | 60        | -         | 60       |        | 150          | 120       | 30       |        |
| Foot Golf Ball Rentals                                                                                        |             |                | 35        | 85        | (50)     |        | 65           | 235       | (170)    |        |
| ATM Machine Commissions                                                                                       |             |                | 11        | 21        | (10)     |        | 44           | 53        | (9)      |        |
| Misc. Tournament Prize                                                                                        |             |                | -         | -         | -        |        | -            | 2,376     | (2,376)  |        |
| Misc./Misc.                                                                                                   |             |                | 1,045     | 583       | 463      |        | 4,615        | 598       | 4,017    |        |
| Total                                                                                                         |             | \$ 95,000      | \$ 13,425 | \$ 10,483 | \$ 2,942 |        | \$ 56,016    | \$ 54,241 | \$ 1,775 |        |



**RESERVE 22**  
**STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION**  
**As of June 30, 2018**

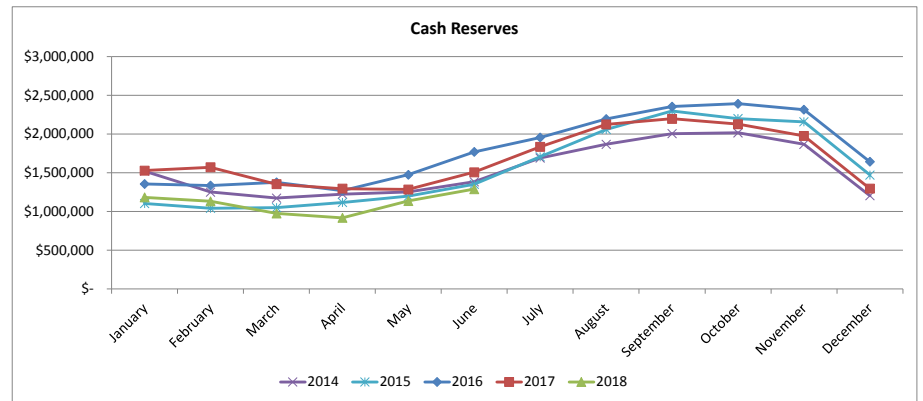
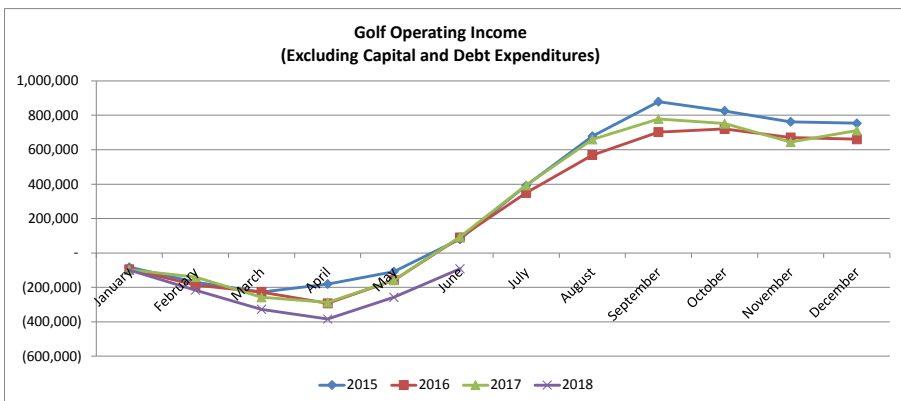
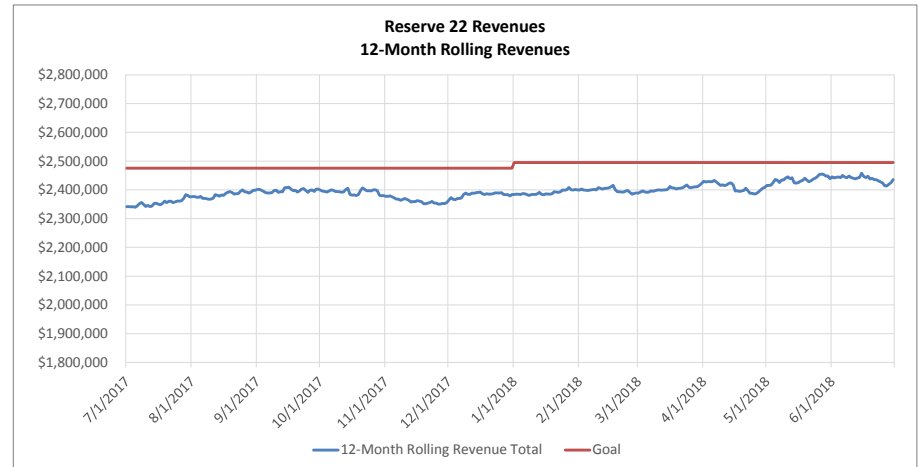
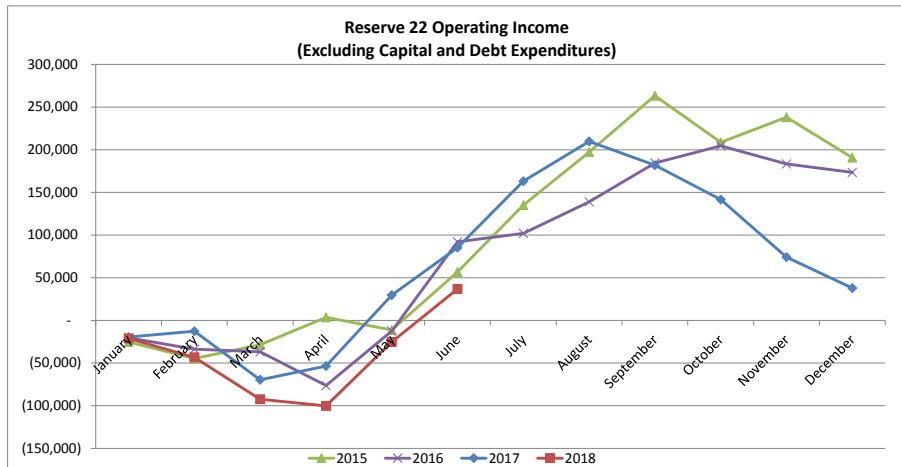
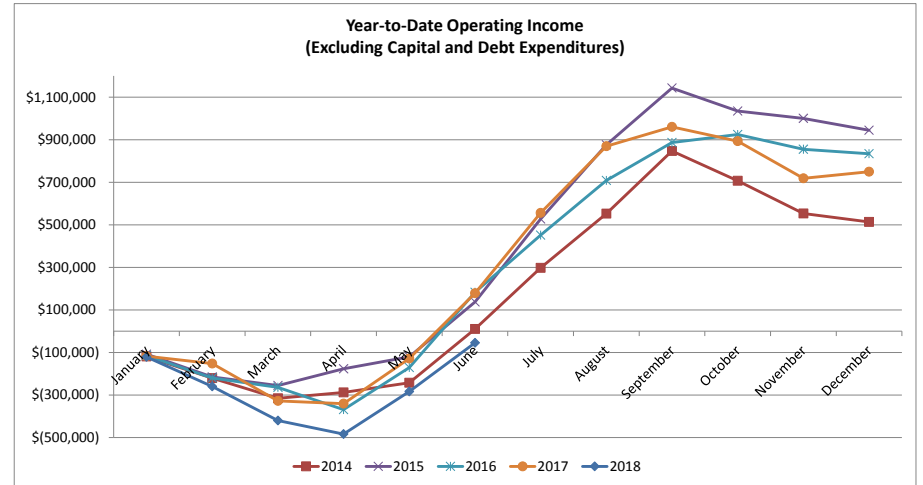
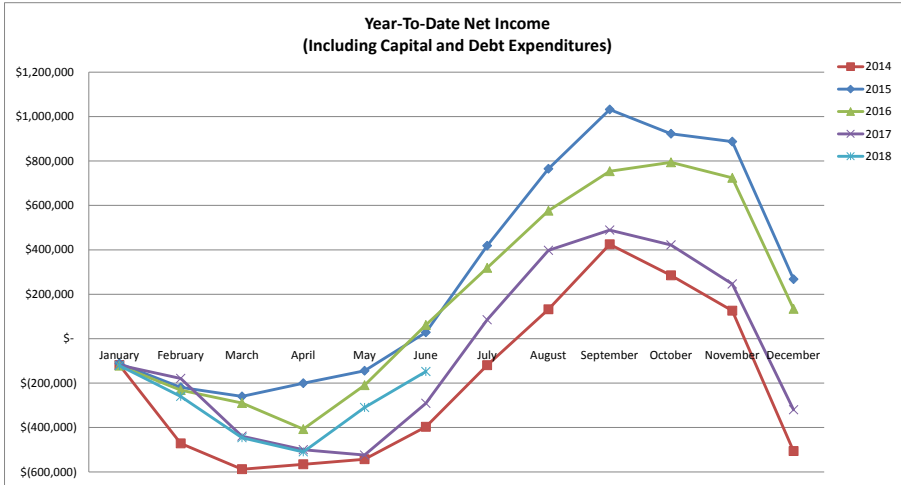
| ORG/<br>OBJECT | DESCRIPTION                        | 2018<br>BUDGET      | MONTH             |                   |                    |             | YEAR-TO-DATE        |                     |                    |             |
|----------------|------------------------------------|---------------------|-------------------|-------------------|--------------------|-------------|---------------------|---------------------|--------------------|-------------|
|                |                                    |                     | 2018              | 2017              | DIFF               | % DIFF      | 2018                | 2017                | DIFF               | % DIFF      |
| 5520           | <b>RESERVE 22 REVENUES:</b>        |                     |                   |                   |                    |             |                     |                     |                    |             |
| 441100         | Food                               | \$ 1,350,000        | \$ 198,211        | \$ 193,532        | \$ 4,679           | 2%          | \$ 639,126          | \$ 596,546          | \$ 42,580          | 7%          |
| 441101         | Liquor                             | 250,000             | 35,711            | 36,138            | (427)              | -1%         | 113,200             | 109,861             | 3,338              | 3%          |
| 441102         | Beer                               | 475,000             | 71,649            | 78,159            | (6,510)            | -8%         | 196,578             | 206,626             | (10,048)           | -5%         |
| 441103         | Wine                               | 200,000             | 27,415            | 26,304            | 1,111              | 4%          | 96,811              | 88,364              | 8,448              | 10%         |
| 441104         | NA Beverages                       | 100,000             | 13,776            | 16,797            | (3,021)            | -18%        | 34,851              | 41,101              | (6,250)            | -15%        |
| 441106         | Room Charges                       | -                   | -                 | 1,468             | (1,468)            | -100%       | 1,100               | 1,830               | (730)              | -40%        |
| 441107         | Service Charges                    | 120,000             | 21,946            | 19,838            | 2,107              | 11%         | 63,797              | 49,524              | 14,274             | 29%         |
| 489000         | Miscellaneous Revenue              | 100                 | (19)              | 100               | (119)              | -119%       | 32                  | -                   | 32                 | 0%          |
|                | <b>Total Revenues</b>              | <b>\$ 2,495,100</b> | <b>\$ 368,688</b> | <b>\$ 372,335</b> | <b>\$ (3,647)</b>  | <b>-1%</b>  | <b>\$ 1,145,496</b> | <b>\$ 1,093,851</b> | <b>\$ 51,644</b>   | <b>5%</b>   |
|                | <b>COST OF GOODS SOLD:</b>         |                     |                   |                   |                    |             |                     |                     |                    |             |
| 530400         | Cost of Goods Sold - Beer          | \$ 131,600          | \$ 22,546         | \$ 22,790         | \$ (244)           | -1%         | \$ 50,143           | \$ 55,288           | \$ (5,144)         | -9%         |
| 530401         | Cost of Goods Sold - Wine          | 78,000              | 10,152            | 11,249            | (1,097)            | -10%        | 24,911              | 26,502              | (1,591)            | -6%         |
| 530402         | Cost of Goods Sold - Liquor        | 45,000              | 12,625            | 10,280            | 2,345              | 23%         | 26,630              | 22,008              | 4,622              | 21%         |
| 530405         | Cost of Goods Sold - NA Beverages  | 35,000              | 5,959             | 7,498             | (1,539)            | -21%        | 13,521              | 14,923              | (1,402)            | -9%         |
| 530420         | Cost of Goods Sold - Food          | 445,500             | 66,904            | 89,459            | (22,555)           | -25%        | 233,013             | 200,614             | 32,399             | 16%         |
|                | <b>Total Cost of Goods Sold</b>    | <b>\$ 735,100</b>   | <b>\$ 118,185</b> | <b>\$ 141,276</b> | <b>\$ (23,090)</b> | <b>-16%</b> | <b>\$ 348,219</b>   | <b>\$ 319,335</b>   | <b>\$ 28,884</b>   | <b>9%</b>   |
|                | <b>Gross Profit</b>                | <b>\$ 1,760,000</b> | <b>\$ 250,503</b> | <b>\$ 231,059</b> | <b>\$ 19,444</b>   | <b>8%</b>   | <b>\$ 797,277</b>   | <b>\$ 774,517</b>   | <b>\$ 22,760</b>   | <b>3%</b>   |
|                | <b>Gross Profit Percentage</b>     | <b>71%</b>          | <b>68%</b>        | <b>62%</b>        |                    |             | <b>70%</b>          | <b>71%</b>          |                    |             |
|                | <b>OTHER OPERATING EXPENSES:</b>   |                     |                   |                   |                    |             |                     |                     |                    |             |
| 510100         | Salaries - Pensionable             | \$ 570,000          | \$ 54,850         | \$ 53,945         | \$ 906             | 2%          | \$ 296,591          | \$ 273,254          | \$ 23,337          | 9%          |
| 510120         | Salaries - Non-Pensionable         | 358,500             | 62,379            | 47,585            | 14,795             | 31%         | 187,753             | 133,872             | 53,881             | 40%         |
| 510200         | Salaries - Overtime                | 22,000              | 1,371             | 5,519             | (4,149)            | -75%        | 3,948               | 15,534              | (11,585)           | -75%        |
| 510399         | Tips Paid Through Payroll          | -                   | 194               | 254               | (60)               | -24%        | 1,929               | 5,101               | (3,171)            | -62%        |
| 510400         | FICA                               | 101,146             | 11,492            | 10,471            | 1,021              | 10%         | 45,448              | 41,349              | 4,099              | 10%         |
| 510500         | IMRF                               | 56,380              | 5,947             | 6,769             | (822)              | -12%        | 32,041              | 33,845              | (1,804)            | -5%         |
| 590600         | Health Insurance                   | 70,000              | 7,043             | 2,418             | 4,625              | 191%        | 33,770              | 23,899              | 9,871              | 41%         |
| 52XXXX         | Contractual Services               | 197,840             | 27,336            | 26,236            | 1,101              | 4%          | 93,064              | 99,948              | (6,884)            | -7%         |
| 53XXXX         | Commodities                        | 133,000             | 17,766            | 22,117            | (4,351)            | -20%        | 65,808              | 62,400              | 3,408              | 5%          |
|                | <b>Total Operating Expenses</b>    | <b>\$ 1,508,866</b> | <b>\$ 188,380</b> | <b>\$ 175,314</b> | <b>\$ 13,066</b>   | <b>7%</b>   | <b>\$ 760,352</b>   | <b>\$ 689,203</b>   | <b>\$ 71,149</b>   | <b>10%</b>  |
|                | <b>Operating Income</b>            | <b>\$ 251,134</b>   | <b>\$ 62,123</b>  | <b>\$ 55,746</b>  | <b>\$ 6,378</b>    | <b>11%</b>  | <b>\$ 36,924</b>    | <b>\$ 85,313</b>    | <b>\$ (48,389)</b> | <b>-57%</b> |
|                | <b>Operating Income Percentage</b> | <b>10%</b>          | <b>17%</b>        | <b>15%</b>        |                    |             | <b>3%</b>           | <b>8%</b>           |                    |             |



**RESERVE 22**  
**STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION**  
**As of June 30, 2018**

| ORG/<br>OBJECT                                                     | DESCRIPTION | 2018<br>BUDGET | MONTH       |      |         |        | YEAR-TO-DATE |      |         |           |    |           |    |           |     |        |    |
|--------------------------------------------------------------------|-------------|----------------|-------------|------|---------|--------|--------------|------|---------|-----------|----|-----------|----|-----------|-----|--------|----|
|                                                                    |             |                | 2018        | 2017 | DIFF    | % DIFF | 2018         | 2017 | DIFF    | % DIFF    |    |           |    |           |     |        |    |
| <u>KEY METRICS</u>                                                 |             |                |             |      |         |        |              |      |         |           |    |           |    |           |     |        |    |
|                                                                    |             |                | <u>Goal</u> |      |         |        |              |      |         |           |    |           |    |           |     |        |    |
| Revenue Source:                                                    |             |                |             |      |         |        |              |      |         |           |    |           |    |           |     |        |    |
| Restaurant/Bar                                                     | N/A         | \$             | 214,059     | \$   | 226,128 | \$     | (12,069)     | -5%  | \$      | 723,486   | \$ | 723,760   | \$ | (274)     | 0%  |        |    |
| Banquets                                                           | N/A         |                | 126,069     |      | 115,711 |        | 10,358       | 9%   |         | 360,558   |    | 307,240   |    | 53,318    | 17% |        |    |
| Other                                                              | N/A         |                | 28,561      |      | 30,496  |        | (1,935)      | -6%  |         | 61,451    |    | 62,851    |    | (1,400)   | -2% |        |    |
| Total                                                              |             | \$             | 2,495,100   | \$   | 368,688 | \$     | 372,335      | \$   | (3,647) | -1%       | \$ | 1,145,496 | \$ | 1,093,851 | \$  | 51,644 | 5% |
| Reserve 22 Revenues (Last 12 Months)                               | \$          | 2,495,100      |             |      |         |        |              |      | \$      | 2,435,596 | \$ | 2,347,822 | \$ | 87,774    | 4%  |        |    |
| Reserve 22 Expenses (Last 12 Months)                               | \$          | 2,243,966      |             |      |         |        |              |      | \$      | 2,446,100 | \$ | 2,182,776 | \$ | 263,324   | 12% |        |    |
| # Guest Checks (Restaurant/Bar)                                    | N/A         |                | 7,469       |      | 7,820   |        | (351)        |      |         | 23,907    |    | 23,894    |    | 13        |     |        |    |
| Revenue Per Guest Check                                            | N/A         | \$             | 28.66       | \$   | 28.92   | \$     | (0.26)       |      | \$      | 30.26     | \$ | 30.29     | \$ | (0.03)    |     |        |    |
| # Guests (Restaurant/Bar)                                          | N/A         |                | 12,871      |      | 14,031  |        | (1,160)      |      |         | 42,079    |    | 43,237    |    | (1,158)   |     |        |    |
| Average Guest Spend                                                | N/A         | \$             | 16.63       | \$   | 16.12   | \$     | 0.51         |      | \$      | 17.19     | \$ | 16.74     | \$ | 0.45      |     |        |    |
| # Banquets & Events Held                                           | N/A         |                | 43          |      | 42      |        | 1            |      |         | 173       |    | 182       |    | (9)       |     |        |    |
| Cost of Goods Sold %                                               | 29%         |                | 32%         |      | 38%     |        | -6%          |      |         | 30%       |    | 29%       |    | 1%        |     |        |    |
| Cost of Goods Sold % (By Category):                                |             |                |             |      |         |        |              |      |         |           |    |           |    |           |     |        |    |
| Cost of Goods Sold - Beer                                          | 28%         |                | 31%         |      | 29%     |        | 2%           |      |         | 26%       |    | 27%       |    | -1%       |     |        |    |
| Cost of Goods Sold - Wine                                          | 39%         |                | 37%         |      | 43%     |        | -6%          |      |         | 26%       |    | 30%       |    | -4%       |     |        |    |
| Cost of Goods Sold - Liquor                                        | 18%         |                | 35%         |      | 28%     |        | 7%           |      |         | 24%       |    | 20%       |    | 3%        |     |        |    |
| Cost of Goods Sold - NA Beverages                                  | 35%         |                | 43%         |      | 45%     |        | -1%          |      |         | 39%       |    | 36%       |    | 2%        |     |        |    |
| Cost of Goods Sold - Food                                          | 33%         |                | 34%         |      | 46%     |        | -12%         |      |         | 36%       |    | 34%       |    | 3%        |     |        |    |
| Personnel Expenses as % of Sales                                   | 47%         |                | 38%         |      | 34%     |        | 4%           |      |         | 52%       |    | 48%       |    | 4%        |     |        |    |
| Prime Cost (Cost of Goods Sold + Personnel Expenses) as % of Sales |             |                |             |      |         |        |              |      |         |           |    |           |    |           |     |        |    |
|                                                                    | 77%         |                | 71%         |      | 72%     |        | -1%          |      |         | 83%       |    | 77%       |    | 6%        |     |        |    |

**Village Links / Reserve 22  
Dashboard Financial Report  
As of June 30, 2018**





**Recreation Commission**  
Village Links/Reserve 22  
Glen Ellyn, IL 60137

Meeting: 07/27/18 07:00 AM  
Department: Recreation Commission  
Department Head: Jeff Vesevick  
Category: Report  
Prepared By: Ann Pedersen

**SCHEDULED**

**AGENDA ITEM (ID # 3475)**

DOC ID: 3475

---

---

## **Village Links/Reserve 22 - Marketing Summary**

**ATTACHMENTS:**

- Marketing (PDF)

## **Marketing Recap – Month 1**

Month 1 has been a busy one! I started off by with each department head and learning what challenges and possible marketing opportunities existed.

### **Golf**

General public relations seems to be what is needed for golf, as discounts aren't always applicable. I also learned about the Foot Golf course (a great PR opp), as well as the bee apiary, Autobahn affiliation and the course's greenhouse. Those items were enough to pitch an Around Town segment for WGN which was broadcast live on July 17<sup>th</sup>. It was a huge hit and generated lots of buzz in the community (before the broadcast even happened).

I also used the course drone footage that we had and edited it, added music and course info to it, and marketed it as a 'Friday Flyover' feature on social media. Each Friday I feature a different hole. We have been averaging over 1,000 views each week and the feedback has been great!

### **Reserve 22 Restaurant**

In hopes of creating a buzz and showing off our restaurant on TV, we offered a special Breakfast Broadcast during the WGN-TV filming. It was a huge success and we had over 150 guests RSVP in advance. The patio was full for our broadcast and it generated a huge buzz on social media prior to and during the breakfast. Brad reported that many families are mentioning that it was their first time dining here, all as a result of seeing us on WGN-TV!

In addition, I've implemented the Birthday Club (which is a very popular marketing tool at Fire + Wine in Glen Ellyn). We offer \$10 off and a free dessert good for a one time visit anytime during the patron's birthday month. This will help promote business during the entire season (not just summer months). Also, it will help add to our email database and hopefully bring in new clientele!

I've also secured FREE placement with a discount offer in the Glenbard West High School Football and Soccer coupon book, as well as Wheaton Warrenville South's Football coupon book. These will be distributed in the Fall by the players, as they are sold as fundraisers. It's a great way to show community support as well as market to area patrons.

### **Banquets**

Aimee mentioned Memorials are a great opportunity, so we put together a promotional packet along with a dining certificate and handmade golf course cookies. I delivered these to local Funeral Homes and our message was received with open arms. They loved our creativity, and will likely remember us for future opportunities as a result!

RESERVE  
— 22 —  
TWENTY-TWO



VILLAGE LINKS  
GLEN ELLYN

RESERVE  
22  
TWENTY-TWO

Good for \$10 off  
your next visit to Reserve 22

485 Winche Way  
Glen Ellyn IL 60137  
(630) 469-5550

CHICAGO'S VERY OWN  
**WGN9**

NEWS MORNING NEWS MIDDAY NEWS SPORTS CONTESTS TRAFFIC SHOWS MAN OF THE PEOPLE EVENTS WEATHER 82°

CHICAGO'S VERY OWN  
**WGN9**  
MORNING NEWS

# Around Town checks out Village Links Golf Course and Reserve 22

POSTED 12:34 PM, JULY 17, 2018, BY NSKRYD AND ANA BELAVAL

 **FACEBOOK** 191

 **TWITTER**

 **G+ GOOGLE**

 **LINKEDIN**

 **EMAIL**

Around Town at Village Links Golf Course



AROUND  
TOWN

**Village Links Golf Course**

485 WINCHELL WAY

GLEN ELLYN ILLINOIS

*WGN-TV and Ana with Around Town came out and filmed 7 segments at VL and Reserve 22! It was wonderful in terms of the buzz and PR! We even packed the patio for a special breakfast! Invaluable Exposure!*

**Tiny Co.**  
**Billion Indus.,**

LOOKS LIKE SOMEONE HAS  
**BOSTON**  
ON THEIR MIND



**Omni Hotels & Resorts**  
omni parker house

Around Town at Village Links Golf Course

**CONTINUE YOUR SEARCH**

