



Agenda
Village of Glen Ellyn
Recreation Commission Meeting
Friday, May 30, 2025
7:00 AM
Village Links
Ed Posh Boardroom

Visitors are welcome to attend all meetings of the Recreation Commission.

- A. Call To Order**
- B. Public Comments**
- C. Approval of Minutes**
 - 1) Minutes - April 25, 2025
- D. Standing Reports**
 - 1) Financial - Noel Allen
 - 2) Manager's Report
 - a. Golf - Mike Campbell
 - b. Reserve 22 - Jon Satinover
 - c. Grounds - Andrew Cross
 - 3) Trustee Liaison - Steve Thompson
- E. Reserve 22 Presentation**
 - 1) Reserve 22 Presentation - Jon Satinover
- F. Marketing Presentation**
 - 1) 2025 Marketing Presentation - Julie Rusin
- G. Old Business**
 - 1) Master Plan Update
- H. New Business**
- I. Next Meeting - June 27, 2025**
- J. Adjournment**



Minutes
 Village of Glen Ellyn
 Recreation Commission
 Regular Meeting
 April 25, 2025
 7:00 AM
 Village Links/Reserve 22

Board or Commission: Recreation
Meeting: Regular
Quorum: Yes

Date: April 25, 2025
Called to Order: 7:03 a.m.
Adjourned: 8:53 a.m.

MEMBER ATTENDANCE:

Carol Scott	Chairperson	Present
Nancy Carter	Commissioner	Present
Tony Coconate	Commissioner	Present
Scott Coldiron	Commissioner	Absent
James Ozog	Commissioner	Present
Rick Quoss	Commissioner	Present
Tom Slowinski	Commissioner	Absent
Also Present:		
Noel Allen	General Manager / Staff Liaison	
Mike Campbell	Director of Golf	
Andrew Cross	Golf Course Superintendent	
Jon Satinover	Food & Beverage Director	
Vince Crovetti	Head of Golf Professional	
Steve Thompson	Village Trustee Liaison	
Public		
Tom Manak		

A. CALL TO ORDER/ROLL CALL

The April 25, 2025 meeting of the Recreation Commission was called to order at 7:03 a.m. at the Village Links of Glen Ellyn Maintenance Building; 490 Harding Avenue; Glen Ellyn, Illinois by Chairperson Scott.

B. PUBLIC COMMENT - None

C. APPROVAL OF MINUTES FROM MARCH 28, 2025

APPROVAL OF MINUTES FROM MARCH 28, 2025 MEETING

MOTION BY: Commissioner Carter

SECONDED BY: Commissioner Ozog

RESULT: Unanimous

D. STANDING REPORTS

1. Financial – *Noel Allen* – Manager Allen provided a financial overview, noting that March was a solid month overall. While revenues in both food and golf were down compared to last year due to a later seasonal opening, golf playable hours indicate conditions were actually better this March—we simply weren't able to open as early. Staff did a strong job managing expenses, resulting in operating income that was \$27,000 higher than the same period last year. Pesticide purchases, which impacted March figures last year, will instead hit the books in April this year. The restaurant performed well, with revenues \$6,000 higher than last March. The current cash position stands at \$1,909,000, with expectations to see that grow through May and June.

2. Manager's Report

A. Golf – Mike Campbell – Director Campbell reported that March was relatively quiet for golf, as expected for the time of year. However, several key activities took place. The Permanent Time Lottery was held, with 34 groups registering for Saturdays and 37 for Sundays—six groups opted not to select a tee time this season. The Senior Draw continues to be strong, with 100 players participating on Wednesday mornings. Staff onboarding is underway, with 70 new employees brought on. Outing contracts have been finalized, with 56 events booked—contracts signed and deposits secured. Additionally, an interview is scheduled for Saturday with a female golf professional, which, if successful, would mark the first female professional on the team.

B. Reserve 22 – *Jon Satinover* – Director Satinover provided several updates, noting that banquet sales are up by \$40,000 compared to last year. While costs remain tight, overall performance across key areas is ahead of last year. Cost of goods sold is in a strong position, and while some figures may appear higher than the budget projections, it's still early in the year and solid progress has been made. The chef has maintained food costs at 32%, which is a positive start. Staffing levels are currently in a good place.

Commissioner Ozog inquired about whether the restaurant has considered implementing a table-side ordering and payment device, commonly used in Europe. Satinover confirmed that such a device, known as Toast, has been discussed. Implementing it would require coordination across several departments and represent a \$30,000 investment. It is being considered for potential adoption in 2027.

Manager Allen added that this type of technology has been reviewed over the years. While Toast is one example, there are other companies offering similar systems. Transitioning to this type of platform would mean a significant operational shift and would bifurcate the golf and food businesses, unless it could integrate with the current Club Prophet point-of-sale system. Separating the businesses may take away the ability to use gift cards and tournament winnings at both locations. Benefits could include improved food quality, faster service, and more efficient table-side payments. Club Prophet also has its own version of this type of system, and management is actively evaluating the options.

C. Grounds – Andrew Cross – Superintendent Cross provided several updates, noting that the golf course came through the winter in good shape, although the lawns remain a bit rough. March is a particularly busy time for the team as they prepare the course for play, set up course accessories, and assist the restaurant with various projects. One major task included removing the old patio furniture and assembling and installing the

new set, which arrived in a full semi-truck and required an entire day to put together. The team also completed stump removal and cleanup in several areas. Commissioner Coconate complimented the appearance of the golf course and noted that others have shared similar positive feedback.

3. Trustee Liaison – Steve Thompson – Trustee Thompson shared several key updates. He reported that an open house and planning meeting was held the previous evening by the Park District regarding the future of Panfish Park. The meeting was well attended and productive. Although the Park District is taking on more responsibility for the park, there are still areas that remain under the Village Links' oversight. Cross added that these areas include the maintenance of parts of the paths—many of which run through wetlands and are difficult to manage after heavy rains—as well as the pond infrastructure, ensuring that stormwater systems function properly.

Thompson also noted that the Village is evaluating updates to Taft Road, from Park Boulevard to Nicol Way. Planned improvements include curbs, sidewalks, asphalt resurfacing, and potentially new lighting and tree plantings. Additionally, he mentioned that the Village Board will vote on Monday regarding the grocery tax. This vote would shift the authorization of the tax from the state to the Village itself, but the tax amount will remain unchanged. The grocery tax currently generates approximately \$800,000 annually for Glen Ellyn.

E. 2025 GROUNDS OPERATIONS PRESENTATION – Superintendent Cross presented the 2025 Grounds Operations Update, outlining both current challenges and recent accomplishments. He noted that while finding seasonal workers is not difficult, the challenge lies in offering competitive wages, as the positions require pay above minimum wage. Training staff effectively also remains an ongoing hurdle, though several new hires have already proven to be excellent additions to the team.

Another significant challenge is the aging landscaping across the course, with many of the original plantings reaching the end of their lifecycle. Cross explained that although last summer's dry weather was good for revenue, it presented unique maintenance issues, including storm cleanup demands.

Despite these challenges, the grounds team accomplished several key initiatives. Weed control efforts were successful and 2025 marks the final year for major capital equipment purchases. A new fleet has been acquired, and overhead lighting was replaced. The team also restored the 9th green to its original boundaries through strategic tree removal, improving playability. New perennial plantings, including knockout roses, were added near the first tee. Water management continues to be a priority, and a major project was completed to add 3 inches of sand to the 18-hole course, followed by the 9-hole course. All flower beds on the property were also mulched.

A new piece of equipment that holds what four small carts could hold was added to streamline the bunker-filling process. Cross shared before-and-after images of the bunkers and reviewed course cleanups by hole, highlighting improvements in sand quality and consistency.

Looking ahead, Cross announced he will attend National Golf Day in Washington DC next week with the Allied Golf Association, where owners and superintendents will meet with members of Congress. One legislative focus will be the FIT Act, which proposes allowing HSA funds to cover green fees and lessons.

2025 Goals and Vision:

Playability: Every decision supports improving the course experience. Finish adding sand to fairway bunkers. Continue opening up course views.

Refresh landscaping around the clubhouse. Expand use of drip irrigation for flowers where feasible.

Safety: Establish and spread a safety-first culture within the maintenance department.

Detail Work: Improve bench areas, on-course beds, and general course aesthetics.

Ongoing Refinement: Continue evaluating and optimizing maintenance practices.

Native Areas: Redefine and manage native areas following recent mow-down cleanup.

Patron Experience: Elevate the overall experience for all who use the course.

Cross provided the Recreation Commission with a guided tour of the grounds facility.

F. OLD BUSINESS

1. 2025 Golf Outing Preview - Noel noted that at last month’s meeting, the Recreation Commission requested a summary of the upcoming golf outings. Mike Campbell provided an overview, stating that 53 outings are currently scheduled—not including smaller group events. Some outings are full shotgun starts, while others are modified shotgun formats. The course does not accept modified shotgun outings for groups with fewer than 40 players.

They are projecting approximately 5,000 rounds and \$437,000 in revenue from outings, which typically represent about 6% of total rounds played and 10% of overall revenue. While the number of outings may increase, the number of individual players could decline. Notably, 90% of these outings include a food component and will utilize the banquet room. Many of the outings are returning groups.

Campbell also shared an update on the outing deposit policy. Previously, a flat deposit of \$500 was required; under the new structure, deposits are now \$500 for 9-hole outings, \$1,000 for 18-hole outings, and \$2,000 for 27-hole events.

2. Master Plan /Dedicated Webpage Update – Manager Allen reminded the Commission that at last month’s meeting, they discussed the importance of providing transparency to the public regarding the Master Plan. In response, he created a timeline outlining the process and reviewed it with the Recreation Commission. He also shared links to livestreamed meetings and noted that this information will be added to the website, allowing residents to follow the project’s progress and understand the next steps. Allen emphasized that while steps are being taken to increase visibility, there are still many unknowns surrounding the Master Plan at this stage.

G. NEW BUSINESS – None

H. NEXT MEETING - May 30, 2025

I. ADJOURNMENT

Commissioner Ozog motioned and Commissioner Carter seconded to adjourn the meeting. The meeting was adjourned at 8:53 a.m.

Submitted by Elisa Pollina, Recording Secretary

Reviewed by Noel Allen, Staff Liaison



**Glen Ellyn Recreation
Commission**
535 Duane Street
Glen Ellyn, IL 60137

Meeting 5/30/2025 7:00 AM
Department: Village Links
Department Head: Noel Allen
Category: Report
Prepared By: Ann Pedersen, Noel Allen

**AGENDA ITEM (ID
2025-110)**

DOC ID: 2025-110

Financial - Noel Allen

Statement of the Issue:

Analysis:

Budget Impact:

Contribution to Strategic Plan

Action Requested:

Attachments:

1. Village Links - Financial Statements - April 2025
2. Cash Balance Scenarios



VILLAGE LINKS / RESERVE 22
STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION
 As of April 30, 2025

ORG	DESCRIPTION	2025 BUDGET	MONTH				YEAR-TO-DATE			
			2025	2024	DIFF	% DIFF	2025	2024	DIFF	% DIFF
REVENUES:										
5500	Village Links Revenues	\$ 4,391,100	\$ 359,857	\$ 318,076	\$ 41,782	13%	\$ 539,098	\$ 579,322	\$ (40,223)	-7%
5520	Reserve 22 Revenues	3,748,450	217,451	217,815	(364)	0%	627,014	618,594	8,420	1%
	Total Revenues	\$ 8,139,550	\$ 577,309	\$ 535,891	\$ 41,418	8%	\$ 1,166,112	\$ 1,197,916	\$ (31,804)	-3%
EXPENDITURES:										
55700	Administration	\$ 802,432	\$ 64,406	\$ 52,960	\$ 11,446	22%	\$ 280,725	\$ 202,913	\$ 77,812	38%
55710	Golf Course Maintenance	1,452,748	185,326	126,052	59,274	47%	383,060	358,952	24,107	7%
55720	Golf Services	1,111,406	65,012	72,394	(7,382)	-10%	198,773	251,043	(52,270)	-21%
55730	Reserve 22	3,358,636	211,270	185,524	25,746	14%	767,513	747,743	19,770	3%
55740	Stormwater Management	51,585	1,368	1,015	352	35%	5,350	2,968	2,382	80%
55750	Pro Shop Merchandise	175,053	10,110	7,270	2,840	39%	31,037	27,653	3,384	12%
55780	Motorized Carts	68,060	1,256	466	790	169%	1,370	1,500	(130)	-9%
557X5	Mechanical Maintenance	417,756	30,203	22,632	7,571	33%	109,915	136,497	(26,582)	-19%
	Total Operating Expenses	\$ 7,437,676	\$ 568,950	\$ 468,314	\$ 100,636	21%	\$ 1,777,741	\$ 1,729,268	\$ 48,473	3%
	Operating Income (Loss)	\$ 701,874	\$ 8,358	\$ 67,577	\$ (59,218)	-88%	\$ (611,629)	\$ (531,353)	\$ (80,276)	15%
	Debt Service	303,100	-	-	-	0%	-	-	-	0%
	Capital Expenditures	460,100	201,102	186,864	14,238	8%	387,942	369,258	18,684	5%
	CHANGE IN NET POSITION	\$ (61,326)	\$ (192,744)	\$ (119,288)	\$ (73,457)	62%	\$ (999,571)	\$ (900,611)	\$ (98,960)	11%

KEY METRICS

	<u>Goal</u>							
Personnel Expenses as % of Sales	50%	45%	47%	-2%	82%	78%	4%	
Cash Balance (End of Month, in \$000's)	\$ 1,860	\$ 1,828	\$ 2,001	\$ (173)				



RESERVE
22
TWENTY-TWO

VILLAGE LINKS
STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION
GOLF
(Including Administration, Grounds, & Mechanical Maintenance)
As of April 30, 2025

ORG/ OBJECT	DESCRIPTION	2025 BUDGET	MONTH				YEAR-TO-DATE						
			2025	2024	DIFF	% DIFF	2025	2024	DIFF	% DIFF			
5500	VILLAGE LINKS REVENUES:												
440550	Green Fees	\$ 2,800,000	\$ 207,854	\$ 202,490	\$ 5,364	3%	\$ 271,249	\$ 319,475	\$ (48,226)	-15%			
440554	Pro Shop - Sales	200,000	15,533	13,807	1,725	12%	28,475	29,727	(1,252)	-4%			
440555	Motor Carts	650,000	36,984	34,556	2,428	7%	47,504	55,382	(7,879)	-14%			
440556	Driving Range	500,000	48,603	47,472	1,131	2%	70,849	83,609	(12,759)	-15%			
440557	Resident Cards	35,000	5,590	4,200	1,390	33%	22,040	23,085	(1,045)	-5%			
460100	Investment Income	60,000	4,924	5,378	(453)	-8%	28,484	24,240	4,244	18%			
489000	Miscellaneous Revenue	146,100	40,457	10,238	30,219	295%	70,552	43,774	26,778	61%			
489100	Miscellaneous - Over/Short	-	(88)	(65)	(23)	36%	(54)	29	(83)	-284%			
	Total Revenues	\$ 4,391,100	\$ 359,857	\$ 318,076	\$ 41,782	13%	\$ 539,098	\$ 579,322	\$ (40,223)	-7%			
	COST OF GOODS SOLD:												
520945	Cost of Goods Sold - Pro Shop	\$ 140,000	\$ 7,881	\$ 4,415	\$ 3,466	79%	\$ 22,302	\$ 15,814	\$ 6,488	41%			
	Total Cost of Goods Sold	\$ 140,000	\$ 7,881	\$ 4,415	\$ 3,466	79%	\$ 22,302	\$ 15,814	\$ 6,488	41%			
	Gross Profit	\$ 4,251,100	\$ 351,976	\$ 313,661	\$ 38,316	12%	\$ 516,797	\$ 563,508	\$ (46,711)	-8%			
	OTHER OPERATING EXPENSES:												
510100	Salaries - Pensionable	\$ 1,314,522	\$ 94,402	\$ 97,446	\$ (3,044)	-3%	\$ 373,014	\$ 360,989	\$ 12,026	3%			
510120	Salaries - Non-Pensionable	488,163	16,203	14,127	2,077	15%	19,763	26,711	(6,948)	-26%			
510200	Salaries - Overtime	23,500	1,372	168	1,204	715%	1,852	168	1,684	1000%			
510400	FICA Taxes	139,705	8,378	8,326	52	1%	29,513	28,897	616	2%			
510500	IMRF	68,670	4,862	4,300	562	13%	18,984	15,870	3,114	20%			
590600	Health Insurance	146,100	9,777	11,095	(1,319)	-12%	41,698	44,382	(2,683)	-6%			
52XXXX	Contractual Services	1,178,430	91,370	72,774	18,596	26%	342,815	295,662	47,154	16%			
53XXXX	Commodities	579,950	123,435	70,138	53,297	76%	160,286	193,034	(32,748)	-17%			
	Total Operating Expenses	\$ 3,939,040	\$ 349,799	\$ 278,375	\$ 71,424	26%	\$ 987,927	\$ 965,712	\$ 22,215	2%			
	Operating Income (Loss)	\$ 312,060	\$ 2,177	\$ 35,286	\$ (33,109)	-94%	\$ (471,130)	\$ (402,204)	\$ (68,926)	17%			
	Operating Income (Loss) Percentage	7%	1%	11%			-87%	-69%					

KEY METRICS

	Goal	2025	2024	DIFF	% DIFF	2025	2024	DIFF	% DIFF
Rounds Played	80,000	6,176	6,143	33		8,721	10,589	(1,868)	
Revenue Per Round	\$ 54.89	\$ 58.27	\$ 51.78	\$ 6.49		\$ 61.82	\$ 54.71	\$ 7.11	
Resident Cards Sold	N/A	300	221	79		1,928	2,154	(226)	
Cost of Goods Sold % - Pro Shop	70%	51%	32%	19%		78%	53%	25%	
Personnel Expenses as % of Sales	50%	38%	43%	-5%		90%	82%	8%	



RESERVE
22
TWENTY-TWO

VILLAGE LINKS
STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION
GOLF
(Including Administration, Grounds, & Mechanical Maintenance)
As of April 30, 2025

ORG/ OBJECT	DESCRIPTION	2025 BUDGET	MONTH				YEAR-TO-DATE			
			2025	2024	DIFF	% DIFF	2025	2024	DIFF	% DIFF
<u>MISCELLANEOUS REVENUE</u>										
<i>Miscellaneous Revenue includes the following items that don't fit into any of the major revenue categories:</i>										
	Adult & Junior Golf Lessons		\$ 4,943	\$ 5,857	\$ (914)		\$ 27,188	\$ 33,215	\$ (6,027)	
	Hand Cart Rentals		3,406	3,628	(222)		4,987	6,862	(1,875)	
	Equipment Sold at Auction		31,406	-	31,406		31,406	-	31,406	
	Golf Club Rentals		430	560	(130)		510	700	(190)	
	Locker Rentals		-	(100)	100		2,600	200	2,400	
	Illinois Sales Tax (1.75%)		248	266	(18)		875	888	(12)	
	Glen Ellyn Food & Beverage Tax (1%)		24	27	(3)		94	95	(0)	
	Tree Donation		-	-	-		1,000	-	1,000	
	Miscellaneous		-	0	(0)		1,892	1,815	77	
	Total	\$ 146,100	\$ 40,457	\$ 10,238	\$ 30,219		\$ 70,552	\$ 43,774	\$ 26,778	



RESERVE
22
TWENTY-TWO

RESERVE 22
STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION
As of April 30, 2025

ORG/ OBJECT	DESCRIPTION	2025 BUDGET	MONTH				YEAR-TO-DATE					
			2025	2024	DIFF	% DIFF	2025	2024	DIFF	% DIFF		
5520	RESERVE 22 REVENUES:											
441100	Food	\$ 2,111,500	\$ 133,179	\$ 126,651	\$ 6,528	5%	\$ 398,111	\$ 383,476	\$ 14,636	4%		
441101	Liquor	483,800	22,246	24,666	(2,421)	-10%	56,473	63,179	(6,705)	-11%		
441102	Beer	557,100	30,555	34,027	(3,473)	-10%	65,132	71,405	(6,273)	-9%		
441103	Wine	242,900	14,926	16,027	(1,100)	-7%	50,182	50,016	167	0%		
441104	NA Beverages	121,500	5,860	5,765	96	2%	12,307	13,378	(1,071)	-8%		
441106	Room Charges	3,800	-	50	(50)	-100%	1,310	1,393	(83)	-6%		
441107	Service Charges	227,600	10,482	10,600	(117)	-1%	42,847	35,785	7,062	20%		
489000	Miscellaneous Revenue	250	203	31	172	560%	651	(38)	688	-1834%		
	Total Revenues	\$ 3,748,450	\$ 217,451	\$ 217,815	\$ (364)	0%	\$ 627,014	\$ 618,594	\$ 8,420	1%		
55730	COST OF GOODS SOLD:											
530400	Cost of Goods Sold - Beer	\$ 144,850	\$ 7,421	\$ 7,427	\$ (6)	0%	\$ 18,419	\$ 20,215	\$ (1,797)	-9%		
530401	Cost of Goods Sold - Wine	75,300	2,378	(2,192)	4,570	-208%	12,483	13,097	(614)	-5%		
530402	Cost of Goods Sold - Liquor	101,600	3,603	2,684	919	34%	13,783	12,983	800	6%		
530405	Cost of Goods Sold - NA Beverages	63,180	2,689	3,906	(1,217)	-31%	6,454	11,644	(5,190)	-45%		
530420	Cost of Goods Sold - Food	675,680	35,603	38,721	(3,118)	-8%	119,903	123,784	(3,881)	-3%		
	Total Cost of Goods Sold	\$ 1,060,610	\$ 51,693	\$ 50,547	\$ 1,146	2%	\$ 171,042	\$ 181,723	\$ (10,681)	-6%		
	Gross Profit	\$ 2,687,840	\$ 165,758	\$ 167,269	\$ (1,510)	-1%	\$ 455,972	\$ 436,871	\$ 19,101	4%		
	Gross Profit Percentage	72%	76%	77%			73%	71%				
55730	OTHER OPERATING EXPENSES:											
510100	Salaries - Pensionable	\$ 838,556	\$ 63,631	\$ 51,514	\$ 12,118	24%	\$ 259,611	\$ 224,691	\$ 34,920	16%		
510120	Salaries - Non-Pensionable	749,543	38,313	44,767	(6,454)	-14%	130,161	157,379	(27,218)	-17%		
510200	Salaries - Overtime	7,500	17	415	(398)	-96%	164	945	(780)	-83%		
510399	Tips Paid Through Payroll	-	(3,843)	(4,193)	350	-8%	775	(5,744)	6,519	-113%		
510400	FICA Taxes	153,178	9,020	8,893	127	1%	34,491	34,245	246	1%		
510500	IMRF	43,689	3,783	2,993	790	26%	15,337	12,286	3,052	25%		
590600	Health Insurance	85,500	7,162	6,498	664	10%	28,649	27,133	1,516	6%		
52XXXX	Contractual Services	227,560	20,251	13,433	6,818	51%	72,933	59,697	13,236	22%		
53XXXX	Commodities	192,500	21,242	10,657	10,585	99%	54,349	55,389	(1,040)	-2%		
	Total Operating Expenses	\$ 2,298,026	\$ 159,577	\$ 134,978	\$ 24,599	18%	\$ 596,471	\$ 566,020	\$ 30,451	5%		
	Operating Income (Loss)	\$ 389,814	\$ 6,181	\$ 32,291	\$ (26,110)	-81%	\$ (140,499)	\$ (129,149)	\$ (11,350)	9%		
	Operating Income (Loss) Percentage	10%	3%	15%			-22%	-21%				

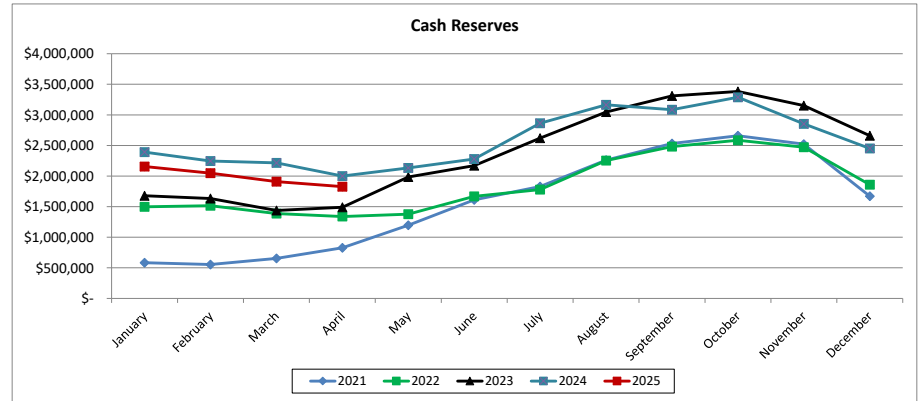
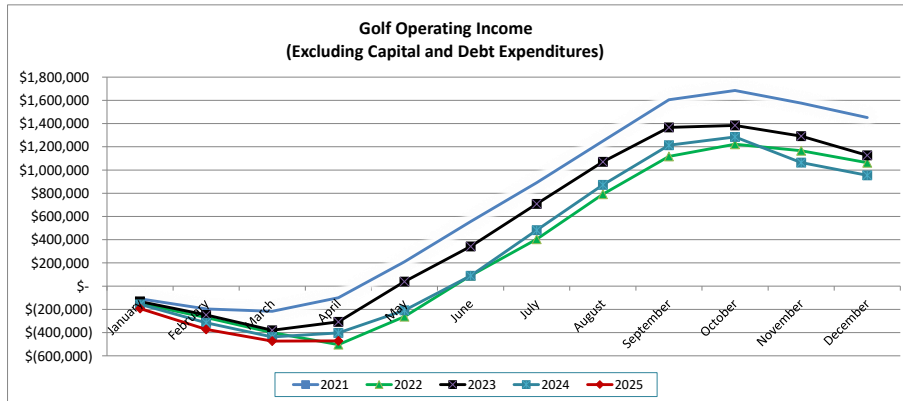
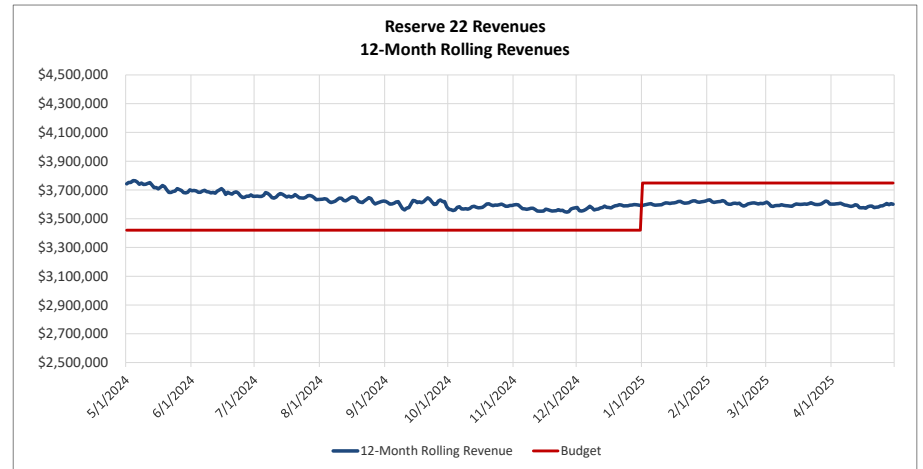
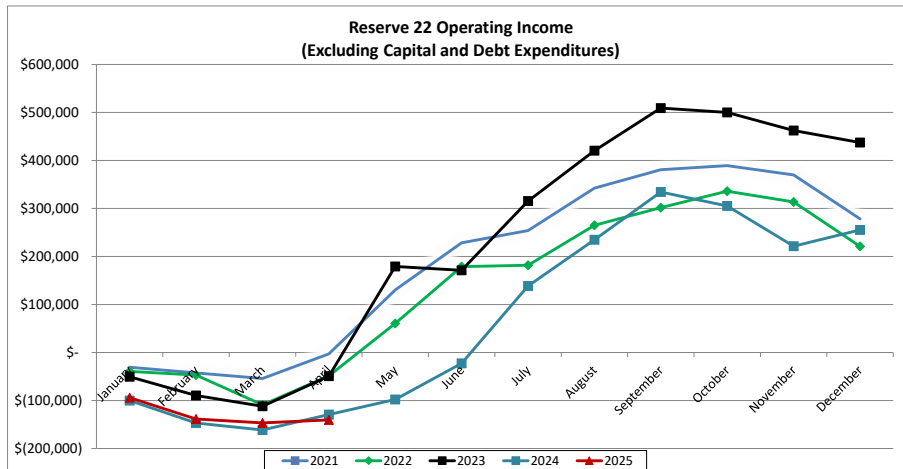
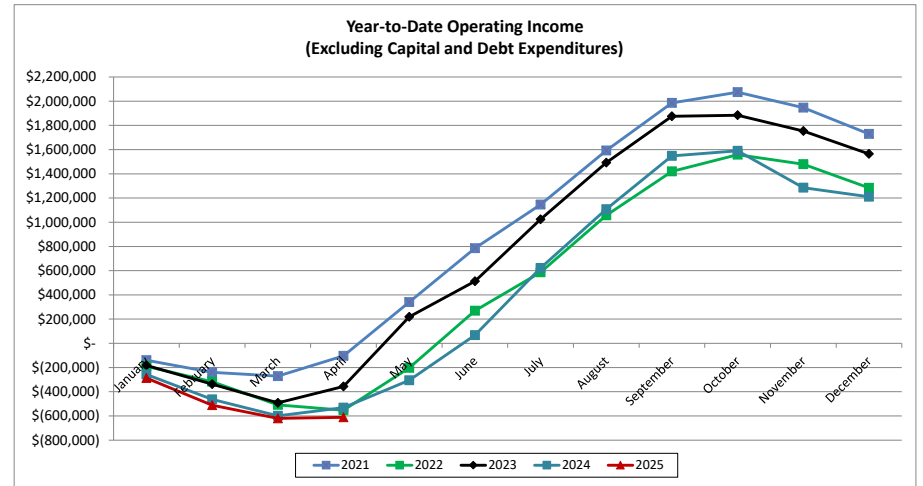
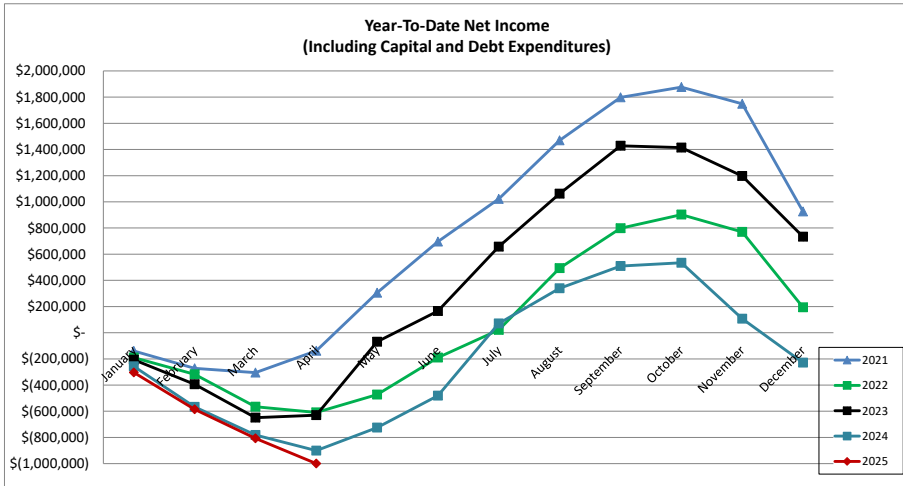


RESERVE
22
TWENTY-TWO

RESERVE 22
STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION
As of April 30, 2025

ORG/ OBJECT	DESCRIPTION	2025 BUDGET	MONTH				YEAR-TO-DATE				
			2025	2024	DIFF	% DIFF	2025	2024	DIFF	% DIFF	
KEY METRICS											
			<i>Goal</i>								
<i>Revenue Source:</i>											
	Restaurant/Bar	N/A	\$ 144,590	\$ 139,891	\$ 4,699	3%	\$ 369,698	\$ 394,568	\$ (24,871)	-6%	
	Banquets	N/A	53,000	58,542	(5,542)	-9%	230,077	193,357	36,720	19%	
	Other	N/A	19,862	19,382	480	2%	27,238	30,669	(3,430)	-11%	
	Total	\$ 3,748,450	\$ 217,451	\$ 217,815	\$ (364)	0%	\$ 627,014	\$ 618,594	\$ 8,420	1%	
	Reserve 22 Revenues (Last 12 Months)	\$ 3,748,450					\$ 3,600,813	\$ 3,734,682	\$ (133,869)	-4%	
	Reserve 22 Expenses (Last 12 Months)	\$ 3,358,636					\$ 3,356,722	\$ 3,377,265	\$ (20,543)	-1%	
	# Guest Checks (Restaurant/Bar)	N/A	3,182	3,257	(75)		8,037	8,718	(681)		
	Revenue Per Guest Check	N/A	\$ 45.44	\$ 42.95	\$ 2.49		\$ 46.00	\$ 45.26	\$ 0.74		
	# Guests (Restaurant/Bar)	N/A	4,778	5,116	(338)		12,328	14,082	(1,754)		
	Average Guest Spend	N/A	\$ 30.26	\$ 27.34	\$ 2.92		\$ 29.99	\$ 28.02	\$ 1.97		
	Cost of Goods Sold %	28%	24%	23%	1%		27%	29%	-2%		
	<i>Cost of Goods Sold % (By Category):</i>										
	Cost of Goods Sold - Beer	26%	24%	22%	2%		28%	28%	0%		
	Cost of Goods Sold - Wine	31%	16%	-14%	30%		25%	26%	-1%		
	Cost of Goods Sold - Liquor	21%	16%	11%	5%		24%	21%	4%		
	Cost of Goods Sold - NA Beverages	52%	46%	68%	-22%		52%	87%	-35%		
	Cost of Goods Sold - Food	32%	27%	31%	-4%		30%	32%	-2%		
	Personnel Expenses as % of Revenues	50%	56%	53%	3%		75%	74%	1%		
	Prime Cost (Cost of Goods Sold + Personnel Expenses) as % of Revenues	78%	80%	76%	4%		102%	103%	-1%		

Village Links / Reserve 22
Dashboard Financial Reports
As of April 30, 2025



VILLAGE LINKS / RESERVE 22
MONTHLY CASH INCREASE/DECREASE HISTORY (000)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2015				67	80	153	356	352	239	(97)	(42)	(689)
2016	(114)	(20)	41	(109)	206	296	186	237	160	36	(76)	(671)
2017	(114)	42	(218)	(57)	(11)	223	328	291	72	(69)	(151)	(681)
2018	(113)	(50)	(157)	(56)	216	153	291	92	165	(102)	(160)	(716)
2019	(144)	(53)	(138)	(136)	99	304	319	171	146	(64)	(148)	(680)
2020	(173)	(21)	(43)	(225)	69	516	237	500	214	(23)	(21)	(843)
2021	(135)	(26)	96	172	371	391	220	447	272	127	(137)	(852)
2022	(173)	19	(130)	(48)	40	289	111	474	228	105	(115)	(612)
2023	(181)	(45)	(196)	53	503	177	449	426	264	73	(231)	(492)
2024	(269)	(144)	(31)	(215)	133	145	244	301	(80)	204	(436)	(401)
2025	(296)	(110)	(138)	(81)								
Avg	(171)	(41)	(91)	(58)	171	265	274	329	168	19	(152)	(664)
Best	(113)	42	96	172	503	516	449	500	272	204	(21)	(401)
Worst	(296)	(144)	(218)	(225)	(11)	145	111	92	(80)	(102)	(436)	(852)

NEXT 12 MONTH CASH BALANCE SCENARIOS

	2025 May	2025 Jun	2025 Jul	2025 Aug	2025 Sep	2025 Oct	2025 Nov	2025 Dec	2026 Jan	2026 Feb	2026 Mar	2026 Apr
Avg	1,999	2,263	2,537	2,866	3,034	3,053	2,901	2,238	2,067	2,026	1,934	1,877
Best	2,331	2,847	3,296	3,796	4,068	4,272	4,251	3,850	3,737	3,779	3,875	4,047
Worst	1,817	1,962	2,073	2,165	2,085	1,983	1,547	695	399	255	37	(188)

April 2025 Cash On Hand 1,828



**Glen Ellyn Recreation
Commission**
535 Duane Street
Glen Ellyn, IL 60137

Meeting 5/30/2025 7:00 AM
Department: Village Links
Department Head: Noel Allen
Category: Report
Prepared By: Noel Allen

**AGENDA ITEM (ID # 2025-
108)**

DOC ID: 2025-108

Manager's Report

Statement of the Issue:

Analysis:

Budget Impact:

Contribution to Strategic Plan

Action Requested:

Attachments:

1. Manager's Report - April 2025



“Committed to Excellence since 1967”

Manager’s Report for APRIL 2025

Submitted by Noel Allen, General Manager

April 2025 was slightly warmer and normal rain. Looking at April observations from O’Hare, the average temperature was 50.8°F (1.1°F above normal), precipitation was 2.66” (1.09” below normal), **although locally we were 3.76”**. This April we experienced frost delays on 8 of 30 days. Carts were available 22 days (73%) on the 18-Hole Course and 20 days (67%) on the 9-Hole Course.

High Temperatures In April																				
	2025	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006
90° days																				
80° days	1	3	3	1	3				1	2				1	1	4	2	1	2	1
70° days	6	8	6	2	5	3	5	1	11	6	3	3	2	3	4	8	3	8	4	10
60° days	9	7	7	6	6	10	9	9	4	4	13	12	10	12	4	12	6	5	7	9
50° days	7	5	9	13	12	8	10	3	11	8	9	10	6	10	14	5	11	11	8	8
40° days	7	6	3	8	4	7	6	7	3	8	2	4	11	4	6	1	6	5	3	2
30° days		1	2		1	2		10		2		1	1		1		2		6	
Rain	3.8*	3.5*	2.0*	5.6*	0.7*	3.6*	4.8*	2.1*	5.5*	2.7*	2.8*	3.1*	9.1*	1.9*	4.5*	2.5*	4.7*	2.9*	3.0*	3.5*
Snow							9.0*	4.5*									2*		2*	

GOLF

Rounds played were up 1% for the month, and are down 18% for the year.

Green Fee revenue was up 3% for the month, and is down 15% for the year.

Driving Range revenue was up 2% for the month, and is down 15% for the year.

Motor Car revenue was up 7% for the month, and is down 14% for the year.

Pro Shop sales were up 12% for the month, and are down 4% for the year.

Overall Golf revenues were up 3% for the month, and are down 14% for the year.

Golf Revenue April										
	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Rounds	5,286	5,281	3,318	3,826	0	7,277	3,509	6,676	6,143	6,176
Green Fees	108,704	103,595	64,117	85,950	0	213,200	108,237	207,961	202,490	207,854
Driving Range	22,369	24,474	18,810	23,199	0	49,594	28,003	51,509	47,472	48,603
Pro Shop	14,573	17,400	14,175	11,454	1,397	18,467	11,275	20,964	13,807	15,533
Carts	27,744	32,360	18,528	21,984	0	51,278	11,396	47,037	34,556	36,984
Resident Cards	4,490	4,540	3,080	3,800	40	5,040	3,660	6,600	4,200	5,590
Miscellaneous	9,355	18,443	6,320	10,877	776	9,235	6,677	8,412	9,945	8,779
Total Revenue	187,236	200,812	125,030	157,263	2,213	346,668	169,246	346,200	312,470	323,343

Golf revenues for the month exceeded targets in all categories. April utilization of our golf course, however, was down again, only slightly, as Golf Playable Hours were up 3% this month and rounds played were up only 1%. This is something we will continue to monitor in order to make any necessary adjustments.

The golf staff attended the annual Swingin’ Set Spring Luncheon and provided an update to the league on all the changes in the golf operation for the upcoming season. All members of both the 9- and 18-hole ladies golf league were invited to participate in three spring golf clinics to kick off the new year.

New 1st Assistant Golf Professional, Joey Gavac, began working in early April and hit the ground running, quickly learning the operation and getting to know many of our golfing regulars. Onboarding returning staff and hiring new teammates continued to be a priority and should wrap up by early May.

Preparations and planning for our annual Have One On Us customer appreciation weekend began in April with registration beginning on May 22 for the event to be held June 6 & 7.



New Assistant Golf Professional Sarah Arnold



New 1st Assistant Golf Professional Joey Gavac



Head Golf Professional Vince Crovetti demonstrating chipping at the Swingin’ Set Clinic

RESERVE 22

Reserve 22 - APRIL				Year to Date		
	2024	2025	+/-	2024	2025	+/-
Restaurant & Bar	139,922	144,801	3.5%	395,210	371,033	-6.1%
Banquets	50,552	44,600	-11.8%	167,417	197,550	18.0%
Beverage Cart	1,797	3,562	98.2%	1,804	3,562	97.5%
Halfway House	12,781	11,019	-13.8%	21,305	15,690	-26.4%
Golf Express	4,773	5,069	6.2%	7,597	7,329	-3.5%
Service Fee	7,990	8,400	5.1%	25,940	32,526	25.4%
Total Reserve 22	217,815	217,451	-0.2%	619,273	627,691	1.4%

With golf activity picking up and a boost from a strong Easter buffet, restaurant and bar sales improved over last year. Banquet sales, however, recorded the first down month of the year but revenues to date are still outpacing 2024. In April 2025, we hosted 22 events across all spaces—an increase of two events compared to April 2024.

The search for a new Sous Chef began in late April with the hopes to fill the position by mid-May. Seasonal staff onboarding picked up and will continue through May as high school and college teammates become available, and increased activity demands the increase in staff.

Preparation and promotion for our 2nd big brunch of the year, Mother's Day, began, and work continued on our new carryout program, which will be available to both golfers and regular diners through the Village Links' smartphone app, with a goal to launch sometime in May.

KEY METRICS

	January	February	March	April	May	June	July	August	September	October	November	December
Rounds	0.0%	0.3%	2.2%	5.7%	12.7%	16.8%	17.7%	17.3%	13.9%	8.7%	4.2%	0.4%
Green Fee	0.0%	0.1%	1.6%	5.5%	12.9%	16.4%	17.2%	17.0%	15.1%	7.9%	3.4%	2.8%
Carts	0.0%	0.1%	1.2%	4.3%	10.8%	17.1%	18.4%	19.0%	15.8%	9.1%	4.0%	0.1%
Driving Range	0.0%	0.6%	3.4%	7.3%	12.1%	16.5%	18.3%	17.5%	13.6%	7.3%	2.9%	0.3%
Pro Shop	0.4%	1.3%	4.2%	6.4%	10.3%	17.1%	16.1%	15.9%	12.9%	10.1%	3.4%	1.8%
Food	2.5%	3.3%	4.0%	5.6%	10.5%	14.6%	13.6%	13.9%	12.8%	8.2%	5.1%	6.0%
Total	1.1%	1.8%	3.1%	5.6%	11.5%	15.6%	15.7%	15.6%	13.9%	8.0%	4.1%	3.8%
Targets												
	January	February	March	April	May	June	July	August	September	October	November	December
Rounds	22	236	1,742	4,533	10,147	13,454	14,173	13,866	11,140	6,950	3,388	349
Green Fee	46	4,175	45,495	154,289	362,445	459,018	480,829	477,224	423,434	220,235	95,666	77,144
Carts	-5	735	7,499	28,001	70,349	111,408	119,565	123,756	102,710	58,921	26,241	820
Driving Range	229	3,186	17,148	36,635	60,297	82,531	91,709	87,740	67,991	36,391	14,654	1,489
Pro Shop	793	2,511	8,479	12,757	20,691	34,228	32,271	31,746	25,804	20,178	6,874	3,667
Food	94,438	122,559	151,211	209,584	391,970	546,285	508,935	519,234	481,517	306,248	189,753	226,716
Total	89,583	150,154	251,398	457,657	939,916	1,272,429	1,277,339	1,273,657	1,131,307	653,622	336,437	306,051
Actuals												
	January	February	March	April	May	June	July	August	September	October	November	December
Rounds	38	86	2,421	6,176								
Green Fee	179	403	62,813	207,854								
Carts	0	0	10,520	36,984								
Driving Range	270	1,073	20,902	48,603								
Pro Shop	1,431	1,569	9,942	15,533								
Food	105,266	118,302	186,672	217,451								
Total	108,494	147,641	306,133	540,707								
+/- Targets Month												
	January	February	March	April	May	June	July	August	September	October	November	December
Rounds	16	-150	679	1,643	-10,147	-13,454	-14,173	-13,866	-11,140	-6,950	-3,388	-349
Green Fee	133	-3,772	17,318	53,565	-362,445	-459,018	-480,829	-477,224	-423,434	-220,235	-95,666	-77,144
Carts	5	-735	3,020	8,983	-70,349	-111,408	-119,565	-123,756	-102,710	-58,921	-26,241	-820
Driving Range	41	-2,113	3,755	11,969	-60,297	-82,531	-91,709	-87,740	-67,991	-36,391	-14,654	-1,489
Pro Shop	638	-942	1,463	2,776	-20,691	-34,228	-32,271	-31,746	-25,804	-20,178	-6,874	-3,667
Food	10,829	-4,257	35,461	7,867	-391,970	-546,285	-508,935	-519,234	-481,517	-306,248	-189,753	-226,716
Total	18,912	-2,512	54,734	83,050	-939,916	-1,272,429	-1,277,339	-1,273,657	-1,131,307	-653,622	-336,437	-306,051
+/- Targets YTD												
	January	February	March	April	May	June	July	August	September	October	November	December
Rounds	16	-134	545	2,189	-7,959	-21,413	-35,586	-49,451	-60,591	-67,542	-70,930	-71,279
Green Fee	133	-3,639	13,679	67,244	-295,200	-754,219	-1,235,048	-1,712,272	-2,135,706	-2,355,941	-2,451,607	-2,528,751
Carts	5	-731	2,290	11,273	-59,076	-170,484	-290,049	-413,804	-516,515	-575,435	-601,676	-602,497
Driving Range	41	-2,072	1,683	13,651	-46,646	-129,177	-220,886	-308,626	-376,617	-413,008	-427,662	-429,151
Pro Shop	638	-304	1,159	3,935	-16,756	-50,985	-83,256	-115,002	-140,806	-160,985	-167,858	-171,525
Food	10,829	6,571	42,032	49,900	-342,071	-888,356	-1,397,291	-1,916,525	-2,398,042	-2,704,290	-2,894,043	-3,120,758
Total	18,912	16,399	71,134	154,184	-785,732	-2,058,161	-3,335,500	-4,609,158	-5,740,465	-6,394,087	-6,730,524	-7,036,575

Rounds and revenues continue to track well, with all categories currently exceeding their target numbers. Total revenue remains ahead of total budget target, even with an increased annual target of \$783,150—another positive sign of our strong performance.

We're looking forward to more consistent weather and to our 1st golf outing of the season in May.

Breaking down some comparative metrics:

April 2025 GPH **up** 3% from April 2024 and **up** 7% from a "normal" year

April 2025 YTD GPH **up** 5% from April 2024 YTD and **up** 18% from a "normal" year

March 2025 Golf Datatech Chicagoland rounds played **down** 7.9%

March 2025 Village Links rounds played **down** 29% - *normally we are stronger than the Chicagoland metric but we were closed the first 11 days of March in 2025 compared to being open the full month in 2024*

YTD through March 2025 Golf Datatech Chicagoland rounds played **down** 15.5%

YTD through March 2025 Village Links rounds played **down** 43% - *again, normally we are stronger than the Chicagoland metric but we were open 17 less days in 2025*

2025 YTD total revenue \$154,184 **over** YTD budget target (2024 April YTD total revenue was over YTD budget target by \$330,365. (2025 targets were increased by \$783,150)

Golf cars grounded 9 days in April 2025 and 11 days in April 2024

April 2025 R22 restaurant and bar sales **up** 3.5%

YTD 2025 R22 restaurant and bar sales **down** 6.1%

April 2025 R22 banquet sales **down** 11.8%

YTD 2025 R22 banquet sales **up** 18%

April 2025 R22 Total Revenues **down** 0.2%

YTD 2025 R22 Total Revenues **up** 1.4%

GOLF COURSE AND GROUNDS

The grounds team was very busy in April. Onboarding continued, and the staff is nearly complete. Training new and refreshing returning staff was a focus to accommodate the quick ramp up of increased tasks. The golf course is in terrific shape with many golfers providing rave reviews.

Grounds

1. Greens are slowly waking up, but are playing beautifully
2. Installed ball washers on course
3. Mowing schedule beginning to become regular
4. Sand added to bunkers - 350 tons installed to date
5. Pavers leveled and reset at select bench sites
6. Tee divots filled regularly
7. Fairway divots worked on as time and weather permit
8. Front entrance drive sprayed for weeds
9. Greens sprayed for preventative summer diseases and *Poa Annua* seed heads
10. Potholes filled in parking lot and maintenance paths
11. Sprinkler heads edged
12. Pond edge cleaning
13. Select native areas being mowed regularly to aide in weed control
14. Rough areas seeded
15. All fairway bunkers edged ahead of adding new sand

Mechanical and Building Maintenance

1. 19 pieces of equipment were repaired and/or serviced
2. Outdoor fireplaces inspected and prepped for season
3. TVs installed on patio
4. Old surplus equipment auctioned off
5. Concrete Links entrance signs cleaned
6. Roofs at Clubhouse and Grounds inspected and repaired
7. New tractor and fertilizer spreader delivered
8. New tee mower delivered



Our new tee mower was delivered and put into service.



Our newest tractor and fertilizer spreader were delivered in April.



**Glen Ellyn Recreation
Commission**
535 Duane Street
Glen Ellyn, IL 60137

Meeting 5/30/2025 7:00 AM
Department: Village Links
Department Head: Noel Allen
Category: Report
Prepared By: Mike Campbell

**AGENDA ITEM (ID # 2025-
279)**

DOC ID: 2025-279

a. Golf - Mike Campbell

Statement of the Issue:

Analysis:

Budget Impact:

Contribution to Strategic Plan

Action Requested:

Attachments:



**Glen Ellyn Recreation
Commission**
535 Duane Street
Glen Ellyn, IL 60137

Meeting 5/30/2025 7:00 AM
Department: Village Links
Department Head: Noel Allen
Category: Report
Prepared By: Jon Satinover

**AGENDA ITEM (ID # 2025-
280)**

DOC ID: 2025-280

b. Reserve 22 - Jon Satinover

Statement of the Issue:

Analysis:

Budget Impact:

Contribution to Strategic Plan

Action Requested:

Attachments:



**Glen Ellyn Recreation
Commission**
535 Duane Street
Glen Ellyn, IL 60137

Meeting 5/30/2025 7:00 AM
Department: Village Links
Department Head: Noel Allen
Category: Report
Prepared By: Andrew Cross

**AGENDA ITEM (ID # 2025-
281)**

DOC ID: 2025-281

c. Grounds - Andrew Cross

Statement of the Issue:

Analysis:

Budget Impact:

Contribution to Strategic Plan

Action Requested:

Attachments:



**Glen Ellyn Recreation
Commission**
535 Duane Street
Glen Ellyn, IL 60137

Meeting 5/30/2025 7:00 AM
Department: Village Links
Department Head: Noel Allen
Category: Discussion Item
Prepared By: Steve Thompson

**AGENDA ITEM (ID
2025-111)**

DOC ID: 2025-111

Trustee Liaison - Steve Thompson

Statement of the Issue:

Analysis:

Budget Impact:

Contribution to Strategic Plan

Action Requested:

Attachments:

Reserve 22 in 2024



Our Mission

"To provide an exceptional dining experience that complements the spirit of the game and the Village of Glen Ellyn while being self-sufficient."



2024 Financial Report

Year in Review

Restaurant Sales

Category	2024	2023	+/- \$ YOY	+/- % YOY	+/- \$ Target
Restaurant	\$2,174,961	\$2,101,115	\$73,846	4%	-
Banquets	\$1,024,477	\$1,297,338	(\$272,861)	(21%)	-
Concession	\$392,955	\$388,675	\$4,280	1%	-
Total	\$3,592,393	\$3,787,128	(\$194,735)	(5%)	\$171,993

Cost of Goods Sold

Category	2024	2023	+/- % YOY	Target	+/- % Target
Food	33%	34%	(1%)	32%	1%
Liquor	20%	22%	(2%)	21%	(1%)
Beer	23%	22%	1%	26%	(3%)
Wine	28%	29%	(1%)	31%	(3%)

Operating Profit

Key Contributors

- Decreased banquet revenue ((\$272,861) YOY)
- Added additional restaurant manager position
- Part of this was our decision to reduce the maximum number of banquets per day

Action Plan

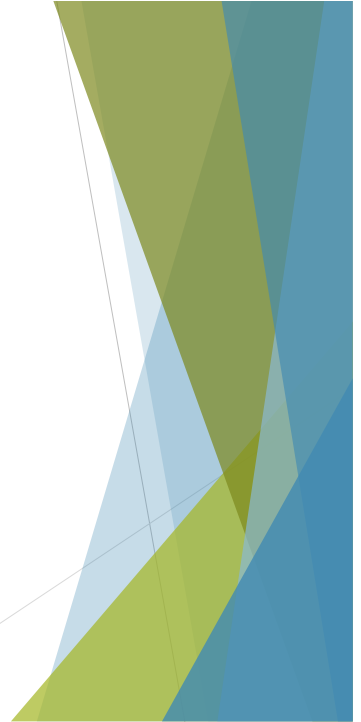
- Monthly sales-focused meetings
- Identify weakest days and create a plan
- Strategize plan to track lead conversion
- Visit community partners / networking

Profit	
2024	\$255,441
2023	\$437,353
+/- \$ YOY	(\$181,912)
+/- % YOY	(5%)
+/- \$ Target	\$45,606



2024 Highlights

Moments that Stand Out



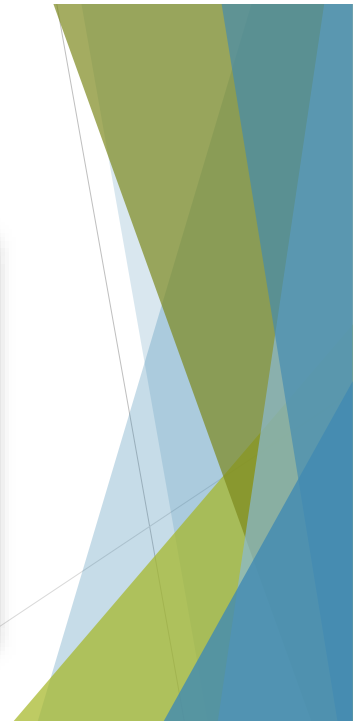
Special Events

Pumpkin carving

Santa visits

Elsa visits

Cookie decorating event



Operational Points-of-Interest



Honey /
Greenhouse

Patio furniture

Increased team
member pay
rates during off
season



Our North Star

“They Like Us, They Really Like Us!”

Guest Reviews

★★★★★

- “A wonderful day for 3 ladies to enjoy a day out. Had the Niçoise salad with ahi tuna, caramelized Brussels sprouts, and beef tenderloin sliders. Was perfect amount of food, server was polite and attentive. The view of the golf course and smell of flowers, flying birds, all a sensational delight.”

★★★★★

- “It’s always great eating at this restaurant. The outdoor patio is top level!”

★★★★★

- “Our server Mia did a GREAT JOB and the food was excellent”

★★★★★

- “Nancy was a great server, personable, helpful and fun! Thanks for the lovely evening. Food was very good - as usual.”

Guest Reviews

★★★★★

- “Yesterday I stopped at Reserve 22 in Glen Ellyn. I have been here before, and as always, the food was OUTSTANDING! I chose the chefs special for Thursday - FRIED CHICKEN. There aren’t too many places that make GOOD Fried Chicken these days, BUT I WAS PROVEN WRONG! Chef Tom’s Fried Chicken sounded like how my mom used to make it. When the plate arrived, I was greeted with some of the best chicken I have seen in, will... since my mother made it. There; in front of me, on top of a huge portion of REAL mashed potatoes were four pieces of golden-brown chicken (thigh, breast, wing, and leg) with gravy on the side and large portion of coleslaw. The first bite of Chef Tom’s chicken brought back a flood of childhood memories. If I didn’t know I was in a restaurant, I would have sworn I was sitting at my mom’s kitchen table on a Sunday afternoon. THIS WAS MY MOTHERS’ CHICKEN! Beautifully golden brown, that first crunch as you bit into the piping hot moist chicken. No lie, I had to just savor the moment. My search for the 2nd best chicken in the world (sorry, no one can beat moms’) was over. The potatoes, slaw and gravy were the Crème de la Crème of this meal! This whole meal reminded me of my childhood, Sundays after church and moms’ cooking. This is the BEST HOME COOKED MEAL YOU WILL FIND ANYWHERE! I did have to take a doggie bag home. But trust me, I enjoyed the rest of the chicken that night. I have had the opportunity to enjoy Chef Tom’s meals a few times. I have NEVER been disappointed - EVER! Of course, the service is outstanding, and the atmosphere is inviting and relaxing at Reserve 22. If you haven’t had the chance or opportunity to dine at Reserve 22 MAKE IT A MUST! You will put it on your list of places to return to - OFTEN. The Easter menu looked unbelievable too. If you are looking for a place to have Easter dinner, I HIGHLY recommend Reserve 22. Chef Tom is a gifted man! CHEF TOM, THANK YOU FOR BRINGING BACK MY CHILDHOOD MEMORIES!”

Guest Reviews

★★★★★

- “This was a new experience for us. We were seated immediately- nice menu with Valentine Specials. The food was delicious and good service. Cute Atmosphere. We will be back.”

★★★★★

- “Fun night tonight as They hosted an event with Elsa the Ice Princess from Frozen. So fun for all the kids, parents and grandparents.”

★★★★★

- “We had a great lunch and really enjoyed the Winter decorations!”

★★★★★

- “Always enjoy this place. Food and service are very good and the ambience is great.”

Guest Reviews

★★★★★

- We just had our wedding at Reserve 22, and even a few days later we are still getting compliments of how AMAZING the food and sweets table were! During our wedding people wanted to know how we stumbled upon Reserve 22, and it just happened to fall into our search. They were very accommodating for the picky eater that I am and asking for a kids meal! Hors d'Oeuvres were amazing and so were the wait staff. Oh my goodness were they great! Liz was absolutely fabulous as well! I am so grateful to the chef who even came out to speak to us during our food tasting. I thought that was a very good sign of the kind of place we were! I think our wedding will forever be one of the most AMAZING days and so much of that is thanks to EVERYONE at Reserve 22! Literally couldn't recommend Reserve 22 more to anyone! Best experience ever!

Guest Reviews

★★★★★

- “Sandwiches were good. Enough food. Enjoyed the 10% off with Mac tickets.”

★★★★★

- “I had the shrimp, scallop & polenta dinner. Fabulous! My husband had the beef stroganoff. That too was fabulous. He said the best he has ever had. Every time we go we have a perfect experience. Our server was very friendly and attentive. Overall our experience is always great and enthusiastic.”

★★★★★

- “This place is a gem and they have by far, some of the best food in the area. The ribs are PHENOMENAL and everything else on the menu is fantastic, but also very affordable. The ambiance is excellent as well and the staff are extremely friendly.”

Guest Reviews

★★★★★

- “We had my daughter’s baby shower here and what a fantastic experience! Reserving the event was easy peasy and Liz responded within a day every time. Great menu choices. Quite a few different food menus to choose from for any budget AND THEN you can add on to them. 🍷 We made the perfect selecting for our event. Great service. The staff was so flexible and helpful with arranging the tables. They were on top of everything with taking plates away and keeping things refilled. One even helped me cut ribbons for the balloons. 💖 I would recommend this place to anyone!”



The Year Ahead

“Gentlemen, may the wind be at our backs.”

Potential Challenges

Increasing Costs

- 100% flexibility with menu items
- Price comparison using additional food partners
- Discussing rebate program with vendors
- Flexibility with l/b/w with menu being created in house

Staffing

- Primary focus is retention
- Able to be selective in the hiring process by creating an environment people want to work in
- The longer the right people are here, the better we get
- Job availability research on Indeed - we offer higher pay rates than most other restaurants

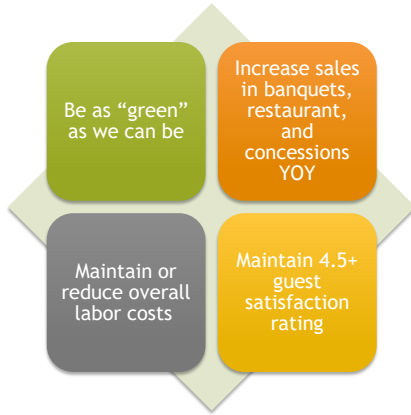
Guests' Disposable Income

- Hoping our guests who support the restaurant are resilient enough to continue dining with us
- Since hope isn't a business plan, we also have promotional strategies ready, just in case (similar strategies that we use in the off season)
- Create an amazing experience that is worth spending hard-earned money on

Banquet Training / Improvements

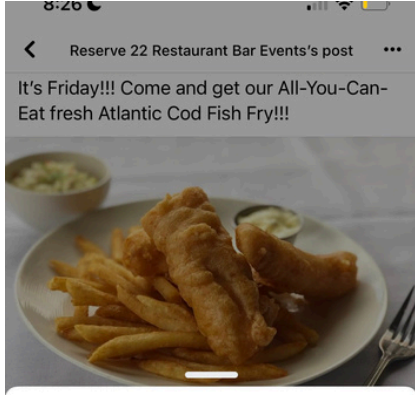
- Monthly sales-focused meetings
- Identify weakest days and create a plan
- Strategize plan to track lead conversion
- Visit community partners / networking

Goals for 2025



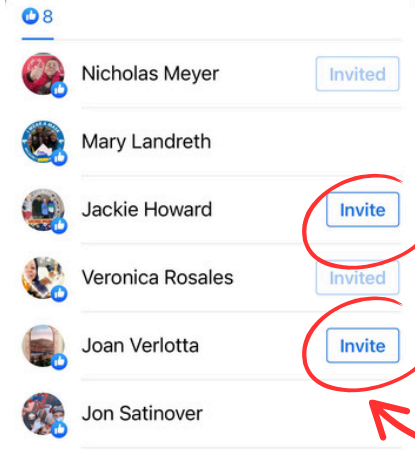


Marketing Report 2025 - Social Media Insights



Village Links

- 3,060 Followers (up 7% YTD)
- In 2024, the Village Links Facebook page had a reach of 131,000 (32,604 from ads)
- Now focusing on video content including tutorials and golf tips (highest reaching was 1,500 views)
- Hole-in-one posts - average reach 750



Reserve 22

- 4,338 Followers (up 11% YTD)
- In 2024, Reserve 22 had a reach of 101,000 (24,820 from ads)
- In 2024, Instagram had a reach of 2,200
- Video posts receive 1,000 views on average and our Winter Wonderland video advertisement reached 50,200 views!
- Always adding new followers by personally "inviting" each one!



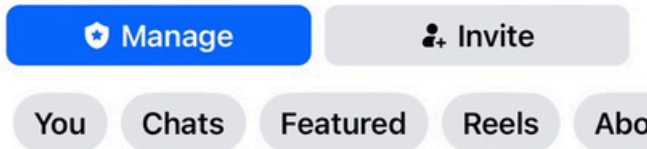
Glen Ellyn Eats page - 6,011 Local Diners 250,000 views in the past year

Active Members

- | | |
|---------------------|-----------------|
| Reserve 22 | Avanzare |
| Fire + Wine | O'Neill's Pub |
| Nobel House | The Desi Accent |
| Two Hound Red | The Egg House |
| Shannon's | The Hen House |
| Gia Mia | Sushi Ukai |
| Molos Taverna | Made in Italy |
| Rosemary & Jeans | Klein Creek |
| Nemec Bros Pizza | Pie Life |
| Downtown Glen Ellyn | |

Glen Ellyn Eats >

Public group · 6.0K members · AI enabled



R22 Special Initiatives

Holiday Pop-Up Bar with Santa! Nov/Dec 2024
 Record Setting Revenue Records in Dec for R22
 Great buzz & reviews



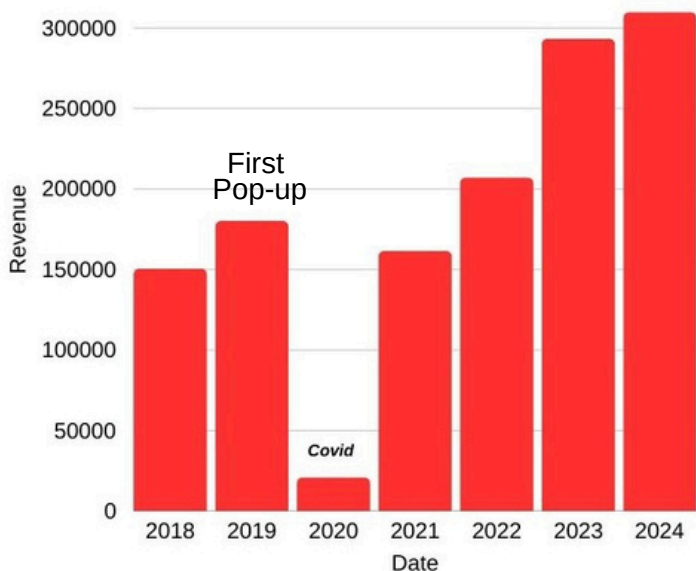
NEW! Video Reel Partners!

*Mac Kids,
 Busy Bee Burbs,
 Discover DuPage, etc*

Watch the videos!



R22 December Revenue Trends



- R22 December 2024 revenue showed a remarkable 100% increase compared to 2018, a year without a holiday pop-up.
- 2024 Food/Bev up 20% in December 2024 compared to November
- January 2025 R22 restaurant and bar sales up 40% compared to 2024

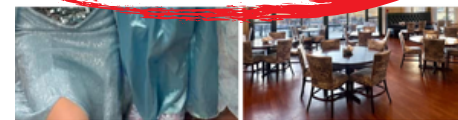
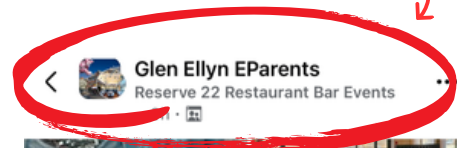
R22 Special Initiatives - Con't



NEW THIS YEAR! Winter Wonderland with Elsa! - Jan 2025

- Heather Carlyon**
 Sara Nicholl I know Elsa is very popular right now
 17w Like Reply Hide 2
- Sara Nicholl replied · 4 Replies
- Becky E. Vicicondi**
 January 19th is close to being all booked up
 17w Like Reply Hide 3
- Victoria Allen**
 Looks Beautiful brings joy to the cold weather! I love it!
 17w Like Reply Hide 3
- Michele Fisher**
 Looks amazing!
 14w Like Reply Hide
- Heather Sourek**
 Went here right before Christmas and it was beautiful! Food was great too
 17w Like Reply Hide
- Joanne Borowski Steichmann**
 Ken Steichmann
 17w Like Reply Hide
- Nancy Ringness**
 This beautiful!!!
 17w Like Reply Hide
- Nancy Ringness**
 It is really beautiful!

Community Interactions



Like Comment Send Share

6

All comments

Kristina Brummitt Very responsive
 Christina aww this where I had my shower
 6h Like Reply

Jennifer Tewell Rising contributor
 Reserve 22 Restaurant Bar Events
 Just had to say, we were there a few weeks ago for this event on what happened to be my daughter's 3rd birthday and it was phenomenal. Elsa was super personable and took so much time with each kiddo/table and the service and food were fantastic (as they always are). Thanks so much for hosting such great, family friendly events!
 1h Love Reply 1

R22 Chili Cook-off for Charity - Jan 2025

Nobel House Glen Ellyn
 Posts About Photos More

Nobel House Glen Ellyn
 Jan 19 · One week from today!

Show your support by joining us for your favorite Chili!

#nobelhouseglenellyn #glenellynil #lombardil #wheatonil #chili #chilicookoff #glenellynchilicookoff #downtownglenellyn #glenellynchamberofcommerce



Reserve 22 Restaurant Bar Events
 Posts About Photos Mentions

Glen Ellyn Children's Resource Center
 Jan 16 ·

What could be more delicious in chilly weather than CHILI??? Get your tickets now to this super fun chili cook-off next weekend at Reserve 22 Restaurant Bar Events! Thank you to Two Hound Red Brewing Co. for selecting GECRC as their charity recipient!

Reserve 22 Restaurant Bar Events
 Jan 15 ·
 Grab your tix today for the 5th Annual Glen Ellyn Restaurants' Charity Chili Cook-Off
 Tickets: <https://tinyurl.com/...> See more



Participants:

- Reserve 22
- Two Hound Red
- Fire & Wine
- Main Street Pub
- Maize + Mash
- Nobel House

Chili Cook-off for Charity Stats:
 200+ tickets sold
 6 charity partners
 Raised \$4,370 for Non-profits

R22 Special Initiatives - Con't

Cookie Decorating - Dec 2024


**FREE Community Event
w/ Glen Ellyn Food Pantry
Partner**



- (Two events) - Packed House
- Donated 148 Pounds of Food to GE Food Pantry







R22 Spring Refresh - April 2025







 Dawn Smith
Looks great!
6w Like Reply Hide


 Deb Brown
Looks great!
6w Like Reply Hide 

 Sharon McCaffrey Clevenger
Wow, beautiful!
6w Like Reply Hide 

 Doris Edmeier
Awesome work on the spring refresh project!
6w Like Reply Hide 

 Jesse Cobb
Awesome
6w Like Reply Hide 

 Joy Hay
Check this out Gloria Salinas! 
6w Like Reply Hide

 Gloria Salinas
Joy Hay we will have to check it out!
6w Like Reply Hide

Current Focus & Goals for 2025

Village Links

Continue to Grow VIP Program

- The sustained growth of VIP Card sales for the third consecutive year, following a dedicated focus on this initiative since 2021. In 2024, total VIP Card sales reached 1,177, reflecting a 6% increase compared to the previous year. (Added an employee incentive program for 2025)

Junior Camps and Adult Group Lessons

- Continue to grow and maximize Junior Camps and Adult Group Lesson openings. In 2024 we maintained a total utilization rate of 83% for junior camps and 97% for adult group lessons.

Continue to Grow New Golfers and Maintain Existing Ones

- Continue to engage with existing golfers through the use of social media content including posting hole-in-one videos, pro tutorial tips and more. Build awareness with new golfers through golf lesson availability, VIP program and overall awareness/PR.

Reserve 22

Continue to Grow Holiday Pop-Up & Winter Wonderland

- Continuing to grow off-season revenue and awareness through the expansion of the the Holiday Pop-up & Winter Wonderland initiatives. Santa and Elsa are already booked for 2025-26!

Increase Banquets/Private Events with New Marketing Initiatives

- Collaborate with the R22 team to boost private event bookings, particularly focusing on weekday occasions such as memorials. Enhance advertising efforts on Google while improving tracking capabilities to measure effectiveness.

Increase the Visibility of Reserve 22

- Utilize ongoing social media and public relations initiatives to build awareness. *In 2024, Reserve 22 was honored as Restaurant of the Year and received OpenTable's Diner's Choice Awards for Best Overall and Best Outdoor Dining in both 2024 and 2025. Additionally in 2024, Reserve 22 achieved a top three ranking for Outdoor Dining in WSL's Best of the West and earned an honorable mention for the best local Fish Fry.*

