
GYPSY HILL GOLF COURSE POS SYSTEM UPDATE

CITY OF STAUNTON



GYPSY HILL
EST. 1919

PRIMARY BENEFITS OF THE SYSTEM AND RELEVANT DATA

1. CUSTOMER SERVICE
2. DAILY PLAY MANAGEMENT
3. DATA CAPTURE



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GYPSY HILL GOLF CLUB

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The City maintains an 18-hole, par 71 municipal golf course in Gypsy Hill Park that is open to members as well as nonmembers year round. The course boasts the most affordable rates in the Shenandoah Valley.

Facilities include a golf pavilion, a fully stocked golf shop, cart rentals, private golf lessons, instructional clinics in the summer and a full tournament schedule.

[2022 Golf Tournament Schedule](#)

Yardages

- Blue tees: 5,899
- White tees: 5,587
- Red tees: 4,436



EV



[Book a Tee-Time](#)

No results found.





Book a Tee-Time



Carts are due in at 6:15 pm and the last cart out for 9 holes is 4:12. You must have a tee time. All twosomes will be paired before 12:00 pm.

James



Friday November 11, 2022

Edit



18 holes (Gypsy Hill)

How many holes do you want to play?

9 holes

18 holes

Continue



Players



7 Monday
Nov 2022

Today		Wed 9		Thu 10		Fri 11		Sat 12		Sun 13		Mon 14	
9:54 AM	\$15.00	📅✔️💰 smith, hunter		✔️💰 simmons, elyssa				+				+ 1	
10:00 AM													
10:03 AM	\$15.00	📅✔️💰 Colvin, Corey		✔️💰 powell, josh		✔️💰 colvin, kevin				+		2	
10:12 AM	\$15.00	9📅✔️💰 Crawford, Rodger						+		+		1	
10:21 AM	\$15.00	+						+		+			
10:30 AM	\$15.00	📅✔️💰 shipman, andy		✔️💰 groah, evan		✔️💰 mcdowell, jessy				✔️💰 shipman, sam		2	
10:39 AM	\$15.00	+						+		+			
10:48 AM	\$15.00	📅✔️💰 Williams, Nakia		✔️💰 Scott, Keith				+		+		1	
10:57 AM	\$15.00	+						+		+			
11:00 AM													
11:06 AM	\$15.00	✔️💰 Kolland, Paul		✔️💰 Compton, Tom				+		+		1	
11:15 AM	\$15.00	+						+		+			
11:24 AM	\$15.00	📅✔️💰 Swink, Grady		✔️💰 Roane, Chase		📅✔️💰 Shelton, Ronald				✔️💰 Maddox, Mike		2	
11:33 AM	\$15.00	📅✔️💰 Spalding, Phil		✔️💰 Spalding, Sharon				+		+		1	
11:42 AM	\$15.00	✔️💰 meyer, jacob		✔️💰 meyer, hannah				+		+		1	
11:51 AM	\$15.00	✔️💰 Alldredge, Walter		✔️💰 alldredge, hilda				+		+		1	
12:00 PM													
12:00 PM	\$15.00	✔️💰 weaver, jeff		✔️💰 weaver, mathew				+		+		1	
12:09 PM	\$15.00	📅✔️ Walton, Nick						+		+		1	
12:18 PM	\$15.00	📅✔️💰 Wonderly, Jeff						+		+		1	
12:27 PM	\$15.00	📅✔️💰 guadarrama, ivan		✔️💰 Beasley, Robert				+		+		1	

Color Coded Customer List

	First Name	Last Name	Email	Phone	Member N°
●	Charlie	Clemons	charlesoclemons@hotmail.com	8048391397	
●	Linda	Clemons	lindasclemons@hotmail.com		
●	Gre	Clifton	gwash505@yahoo.com	5403975862	
●	Dave	Cline	dave695@gmail.com	5402901740	113
●	Scotty	Cline		5406886640	
●	Sparkey	Cline		5404809262	
●	Andrew	Coats		2056021477	
●	Eric	Cobb	esicrealestateplus@gmail.com	5404577000	84
●	Jeff	Cobb		5406491281	
●	Doug	cobbs	dougcobbs621@gmail.com	5408288152	
●	Inez	Cochran	icochran@outlook.com	5402900407	34
●	jacob	cochran	cochranjake64@gmail.com	7249444161	
●	Joe	Cochran	j-cochran-3@hotmail.com	2925309	152

Customer Check In at Pro Shop

 Reservation

 18 holes ▾

 November 9, 2022 ▾

 10:48 AM ▾



Guest

Last Name

First Name

Phone

Member #

Email

 Public

▴ ▾

 Arrived

 No show



 Round of Golf (18 holes)

\$15.00

+

Subtotal Due

\$15.00

Discount

Payment





Guest

Last Name

First Name

Phone

Member #

Email

 Public

▴ ▾

 Arrived

 No show



 Round of Golf (18 holes)

\$15.00

+

Subtotal Due

\$15.00

Discount

Payment



Type a note concerning this reservation



James Corbett

Staff

Edit

- Profile
- Reservations
- Packages
- House Account
- Subscriptions
- Payment Methods
- Preferences

PROFILE

UserID	#8600667
Reference	C6SI-5S61
Gender	Male
Date of Birth	1969-08-21
Phone	5403323945
Email	corbettjr@ci.staunton.va.us
Street	315 Yount Ave.
City	Staunton
Country	US
Region	VA
Postal Code	24401
Member N°	-
Bag number	-
Factor	-
Created at	Jul 13, 2021 1:16:18 PM
Last Login	-

MEMBERSHIP

CUSTOM FIELDS

City Resident	Yes
Notes	-

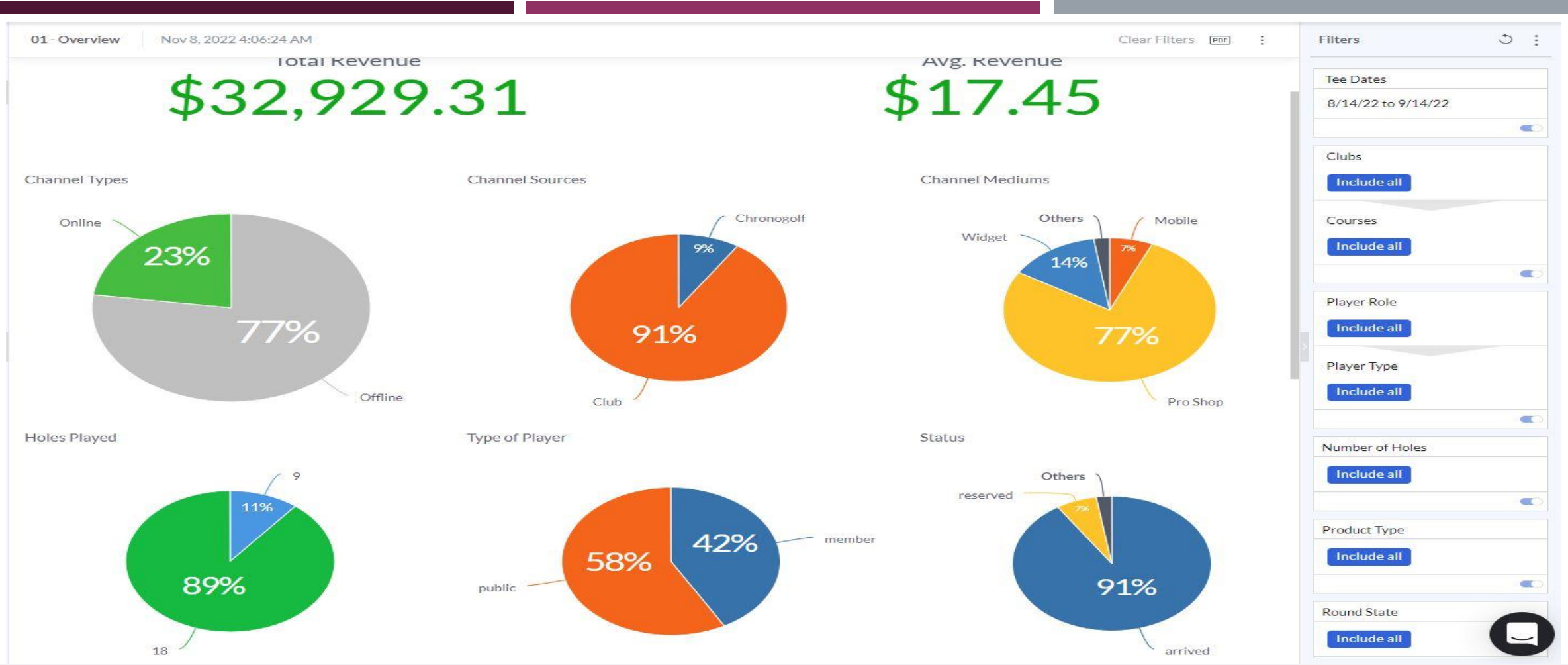


Profile



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Nov 2022

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12:09 PM	\$15.00	✓ Walton, Nick	+		+	+	+	+ 1
12:18 PM	\$15.00	✓ \$ Wonderly, Jeff	+		+	+	+	+ 1
12:27 PM	\$15.00	✓ \$ guadarrama, ivan ✓ \$ Beasley, Robert			+	+	+	+



RAW DATA

Player Types	Rounds		Carts		Total
	Qty	Revenue	Qty	Revenue	
✔ Arrived	9,667	\$80,779.00	20	\$102,553.15	\$184,252.15
● Adult Member	2,271	\$160.00	2	\$26,932.11	\$27,612.11
● Public	5,357	\$76,260.00	2	\$67,375.70	\$143,635.70
● Junior Member	512	\$20.00	2	\$1,395.64	\$1,415.64

Gypsy Hill Golf Course

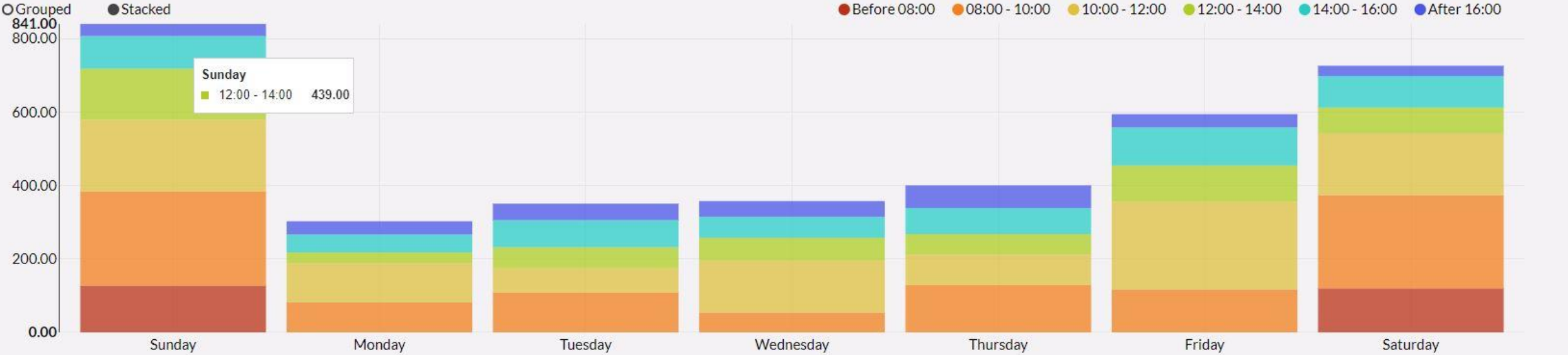
Rounds per time slot

Gypsy Hill (18 holes)

04/15/2022 - 07/03/2022

By Day

By Month



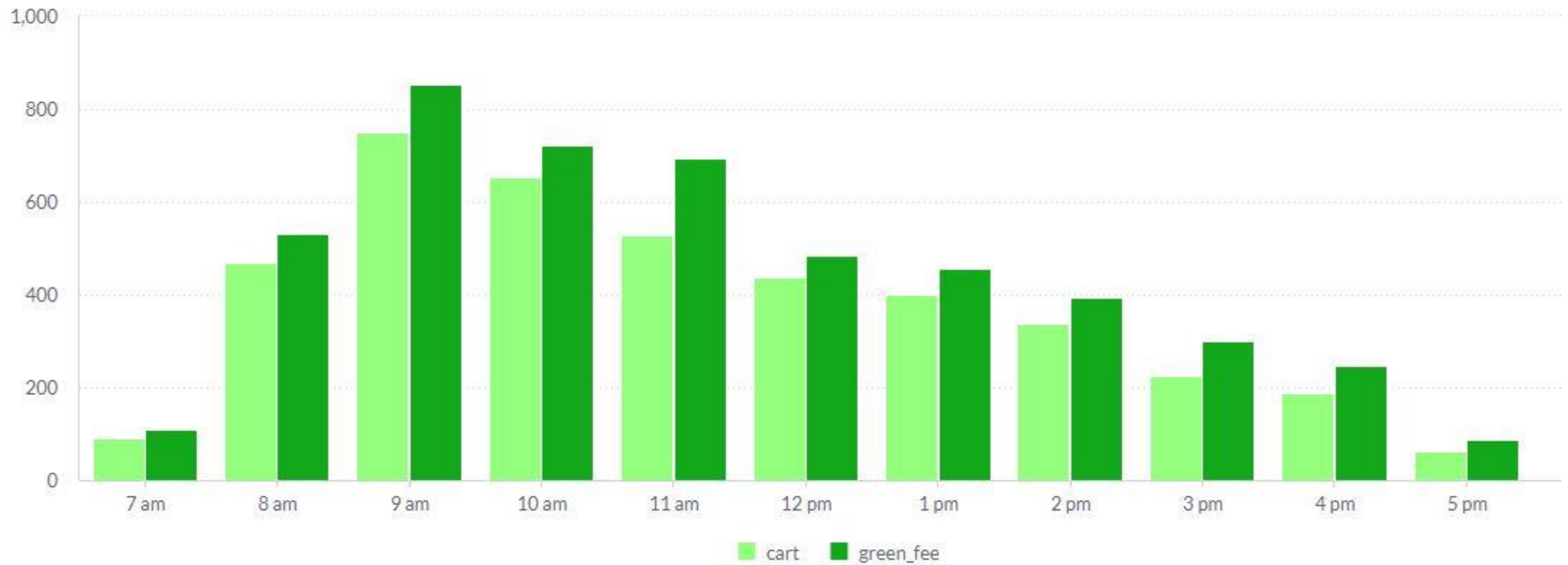
RAW DATA

	Sunday		Monday		Tuesday		Wednesday		Thursday		Friday		Saturday	
Time Slots	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Before 08:00	127	31.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	120	28.6%
08:00 - 10:00	257	33.3%	82	14.2%	109	15.8%	54	9.5%	129	18.4%	117	19.0%	254	29.4%

RAW DATA

Time Slots	Sunday		Monday		Tuesday		Wednesday		Thursday		Friday		Saturday	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Before 08:00	127	31.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	120	28.6%
08:00 - 10:00	257	33.3%	82	14.2%	109	15.8%	54	9.5%	129	18.4%	117	19.0%	254	29.4%
10:00 - 12:00	196	30.4%	106	18.0%	67	11.1%	141	23.2%	83	13.7%	239	36.9%	168	23.6%
12:00 - 14:00	139	24.1%	30	5.3%	56	10.1%	63	11.1%	56	9.9%	99	16.0%	71	10.9%
14:00 - 16:00	89	14.5%	49	8.3%	74	11.6%	57	9.8%	71	12.7%	104	17.0%	86	14.1%
After 16:00	33	5.0%	36	5.4%	45	7.2%	43	7.0%	62	10.2%	36	5.4%	28	4.2%

Carts and Greens Fees vs. Tee Times



Customer Segmentation

Get a list of customers based on different criteria.

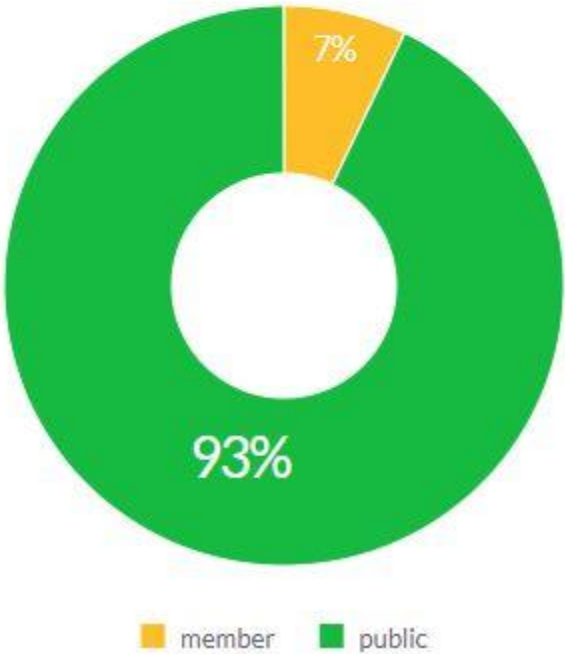
First Name	Last Name	Email	Phone	Member N°	Round played
● Derrick	Boggs		5404168161		25
● Austin	Brown	akb2301@gmail.com	5404488074		20
● Daniel	Buchanan	tinkbuchanab@yahoo.com	5404808465		25
● Robert	Butler	butlerrobertva@aol.com	4348238150		26

Customer Overview

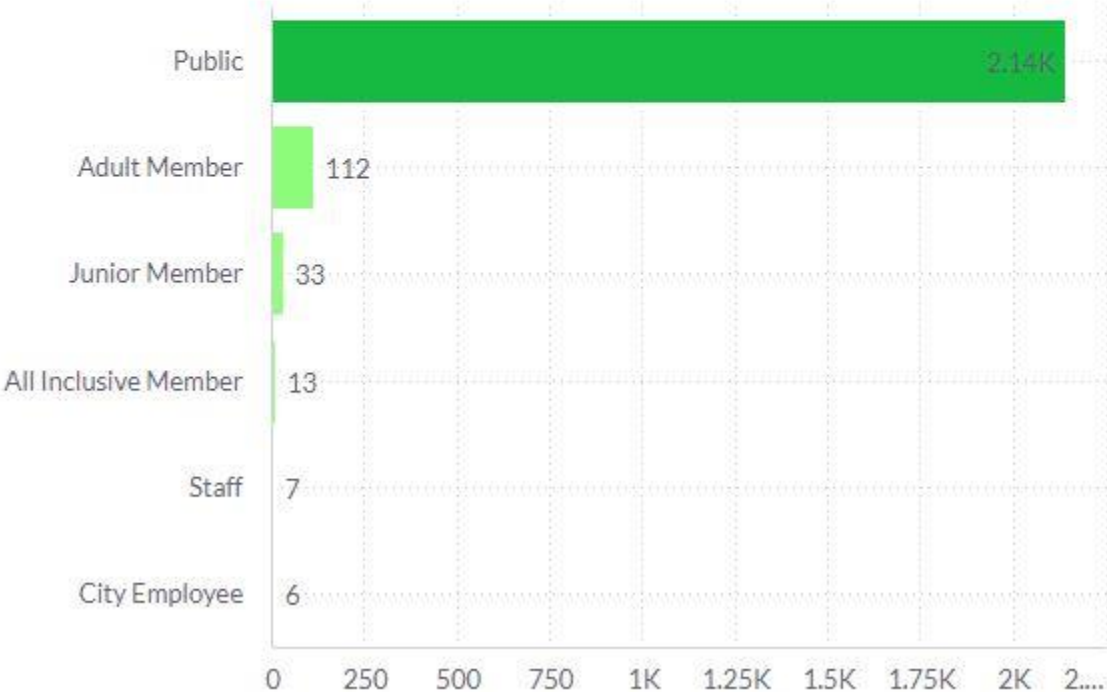
This dashboard gives you an overview of all your customers.

Unique Customers
2,306

Categories



Types



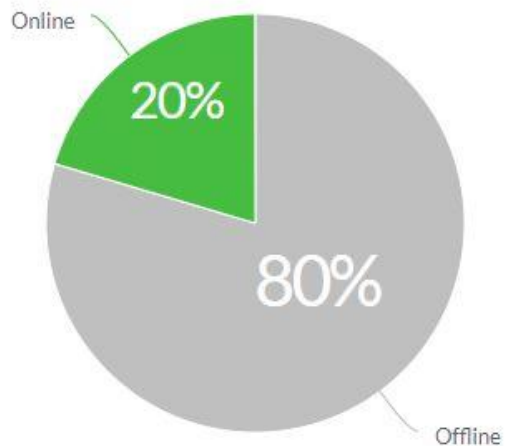
Total Revenue

\$200,682.39

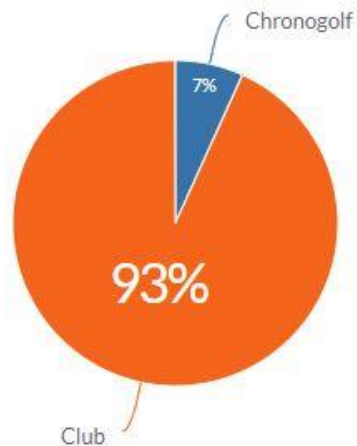
Avg. Revenue

\$18.64

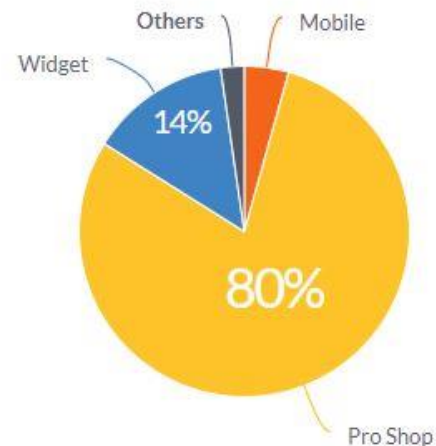
Channel Types



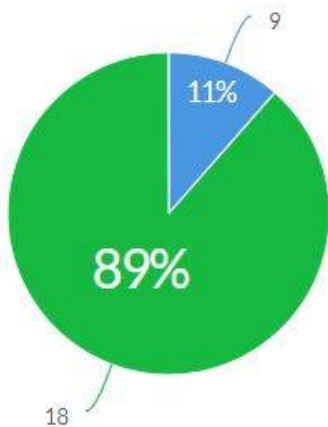
Channel Sources



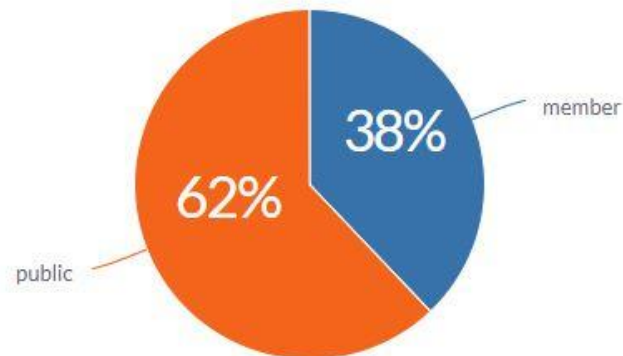
Channel Mediums



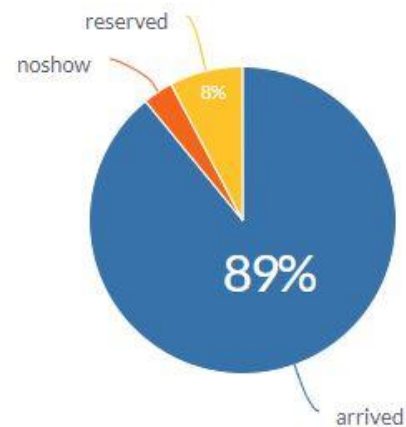
Holes Played



Type of Player



Status



Tee Dates

1/1/22 to 11/9/22



Clubs

Include all

Courses

Include all



Player Role

Include all

Player Type

Include all



Number of Holes

Include all



Product Type

Include all



Round State

Include all



Pro Forma Revenue Forecast From 2/9/21 Business Plan Submission

Revenue Category	FY 2022	FY 2023	FY 2024	FY 2025
Membership Fees	\$20,000	\$30,000	\$34,000	\$38,200
Cart Rentals	\$110,642	\$126,530	\$143,812	\$155,115
Green Fees	\$51,933	\$56,411	\$60,607	\$66,080
Total Revenue	\$182,575	\$212,941	\$238,419	\$259,395

	FY2023 Budget	FY2022 YTD	FY2021 YTD	FY2020 YTD	FY2019 YTD
Statistics					
Golf Rounds		11,005	11,231	8,334	7,101
Members		163	24	26	59

Revenues

41631 Membership Fees	\$ 30,000	\$ 42,220	\$ 8,309	\$ 7,474	\$ 7,483
41639 Cart Rentals	126,530	120,966	98,511	\$ 63,305	\$ 45,709
41640 Green Fees	75,680	87,553	85,988	\$ 48,839	\$ 35,655

Total Direct Revenues

\$ 232,210	\$ 250,739	\$ 192,809	\$ 119,618	\$ 88,848
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2022 REVENUE