



River View Miniature Golf 2023 Season End Report



Total Rounds Played

	2023	2022	2021
Adult	10,987	11,078	10,942
Child	6,563	6,888	5,544
Tot	0	5	38
Twilight/Fall	1,396	1,045	1,136
Group/Party	1,061	1,008	780
Peek admission	496	520	202
Ghoulish Golf	278	338	N.A.
Total	20,503	20,544	18,642



Concession Items Sold

	2023	2022	2021
Drinks	7,915	7,986	9,026
Food	3,173	3,371	3,416
Candy	1,152	1,020	1,021
Ice Cream	6,713	9,312	8,611
Total	18,953	21,689	22,074



Boat Rental Usage

	2023	2022	2021
Kayak Rentals	280	230	189
Pedal Boat Rentals	1,317	1,265	1,145
Rent-A-Boat Day Special (July-August)	124	73	119
Total	1,721	1,568	1,453



RVMG Team

- ▶ 16 PT Staff of which 82% were returning (4 managers and 12 attendants)
- ▶ All staff acquired/maintained the Illinois Department of Public Health Food Handler Certification, First Aid/CPR & AED Certification and Mandated Reporter





Staff Testimonials

- ▶ After 4 years of mini golf I can confidently say this is the best job I've ever had! The St. Charles Park District allowed me to grow as an employee, person and manager! I'm forever grateful for the people I met throughout my time at RVMG, the job knowledge I acquired, and all the fun experiences I had. I will miss it so much! (4th year team member)
- ▶ This past summer at mini golf was an overall great experience! The environment was always positive and I looked forward to every shift I had. All the employees had great chemistry and Cayla was always on top of everything! Working at RVMG the last three years has been a great experience, especially this past summer! (3rd year team member)
- ▶ I loved working at mini golf this summer, it was so much fun and I loved coming into work everyday! All of my coworkers were amazing and I'm so excited for next season!! (2nd year team member)
- ▶ My time at mini golf this summer really could not have been any better. Everyone that I have worked with was great, and I look forward to next year's season. (1st year team member)

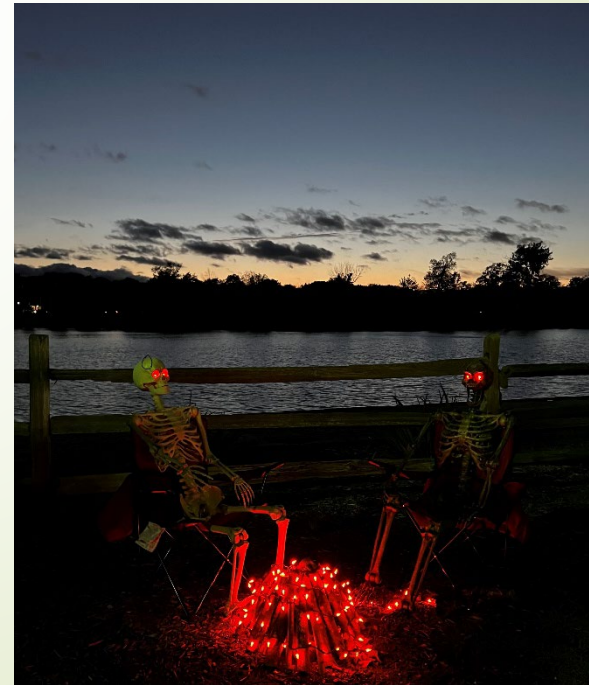
Upsell Cross-Promotional



- ▶ Continued the cross-promotional event, Princess & Pirates Adventure between the Riverboats and RVMG to drive new 75 guests to Miniature Golf
 - ▶ Offered an additional timeslot for this event since we sold out of the first timeslot so quickly
- ▶ Brought in 496 new guests to mini golf by offering a \$5 discounted admission add-on ticket to the Riverboat tickets

Ghoulish Golf Event

- Offered during Scarecrow Fest Weekend
- Extended hours to 12-9pm
- Rainy start to the weekend but overall went well and had 278 rounds of Ghoulish Golf in 2 days and over 133 concession items sold



Enhancements

- Course clean up operations improvement with battery operated blower – easier for staff
- Staff procedures – keys, checklists, etc.
- New filter pump for pond fountain heads
- Stream lined concessions menu to be in line with Swanson Pool and Otter Cove Aquatic Park



Looking Ahead 2024

- Reevaluating incentive structure to motivate staff to increase sales
- Continue to enhance and grow events including Stanley's Park Pursuit and Ghoulish Golf
- Collaborate with Paddlewheel Riverboats and Recreation to offer new Spring event, "Dock Party"
- Offering NEW Mini Golf Scramble 21+ Event

