

ROUNDS & GREEN FEE REVENUE BENCHMARKING

The ORCA Report’s sponsorship package with the California Golf Course Owners Association creates an opportunity for members (public facilities only) to receive a version of the report at no cost or receive Levels II or III at a significant discount. The table below lists the retail pricing for The ORCA Report subscription levels.

FEATURE	FREE \$0 (only available to CGCOA members)	LEVEL I \$49 per month billed annually or \$55 billed monthly	LEVEL II \$99 per month billed annually or \$109 billed monthly	LEVEL III \$149 per month billed annually or \$159 billed monthly
Electronic Submission	☐	☐	☐	☐
ORCA Details	☐	☐	☐	☐
ORCA Dashboards			☐	☐
ORCA Segmentation				☐
Self-Selected Comp Set		☐	☐	☐
ORCA Snapshots	☐	☐	☐	☐

All CGCOA members are eligible for the following:

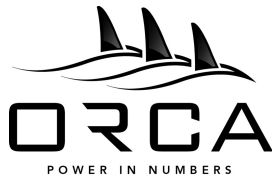
(CGCOA members enjoy a \$600 savings on Level II and III)

- \$0.00 annually, if a member submits data, member receives ORCA Details, ORCA Snapshots (without comp set)
- \$588 annually or \$55/month, member receives ORCA Details, ORCA Dashboards, ORCA Snapshots (with comp set)
- \$1,188 annually or \$109/month member receives ORCA Details, ORCA Dashboards, ORCA Segmentation, ORCA Snapshots (with comp set)

CGCOA non-members are eligible for the following:

(non member pay retail but receive CGCOA membership on Level II and III)

- \$588 annually or \$55/month, non member receives ORCA Details, ORCA Snapshot (with comp set)
- \$1,188 annually or \$109/month, non member receives ORCA Details, ORCA Dashboards, ORCA Snapshots AND **Annual CGCOA Membership** (with comp set)
- \$1,788 annually or \$149/month, non-member receives ORCA Details, ORCA Dashboards, ORCA Segmentation, ORCA Snapshots AND **Annual GCGOA Membership** (with comp set)



ORCA REPORT LISTINGS

- **LEVEL I – ORCA Details** (with or without comp set)

Four KPI's, Four Time Dimensions, Index and Change %

- Report #1 – Monthly Performance Detail
 - Subject course vs. comp set.
- Report #2 – CompSet and Industry Segment Detail
 - Subject course vs. comp set and other industry segments
- Report #3 – 18 Month Historical Report
 - Subject course vs. comp set plus monthly rankings
- Report #4 – Day of the Week Report
 - Subject course vs. comp set days of week, weekdays and weekends aggregated
- Report #5 – Monthly by Day Report
 - Subject course vs. comp set each day of the month
- Report #6 – Response Tab
 - Courses which make up the comp set

- **LEVEL II – ORCA Dashboards**

Clear insights to barter relationships and additional revenue opportunities vs comp set

- Dashboard #1 – Distribution & Barter Opportunity Cost
 - Rounds booked by channel including average rate plus barter opportunity cost
- Dashboard #2 – Heat Maps
 - Rounds played by day of week and time of day visually depicted in a heat map
- Dashboard #3 – Additional Revenue Opportunity
 - Subject course vs comp set leader additional revenue opportunity by day of week

- **LEVEL III – ORCA Rate Group Segmentation Analysis by Day of Week Details**

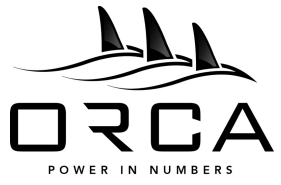
Occupancy %, Average Rate, Change % subject course vs. comp set by day part, all days + each day of week

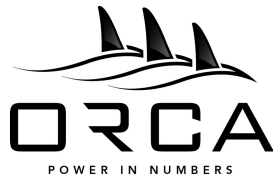
- Report #7 – Rate Group Analysis by DayPart-CM-All Days
- Report #8 – Rate Group Analysis by DayPart-CM-Mon
- Report #9 – Rate Group Analysis by DayPart-CM-Tue
- Report #10 – Rate Group Analysis by DayPart-CM-Wed
- Report #11 – Rate Group Analysis by DayPart-CM-Thr
- Report #12 – Rate Group Analysis by DayPart-CM-Fri
- Report #13 – Rate Group Analysis by DayPart-CM-Sat
- Report #14 – Rate Group Analysis by DayPart-CM-Sun

- **Snapshots (Included in all Level's of ORCA Report)**

Simpler, Easier to read renditions distilled from Level I reports

- Current Monthly Performance
- Comp Set vs. Industry Segments
- Day of the Week
- 18 Months
- Daily for the Month
- DayPart Segmentation





ORCA REPORT TABLE OF CONTENTS

THE ORCA REPORT
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For the month of: December 2015

The Competitive Set Includes Subject Property

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