

After Event Memo

To: Tracey

From: Nanette Sowa

Event Name: **Palatine Hills Golf Outing**

Event Date: June 7, 2018

**Event History:** The Palatine Hills Golf Outing was started in 1985 by Kevin Kendrigan when Special Olympics was housed and run in the NWSRA office to support Special Olympics activities. In 2011, Special Olympics made the decision to move their offices to Lincolnshire and perform their own fundraising activities. Since 2012, monies raised are restricted towards NWSRA Lightning Athletes.

**# of years event held:** 33 years

**Event Explanation:** The Palatine Hills Golf Classic is a golf outing for a maximum of 144 golfers which is held at the Palatine Hills Golf Course. This event features:

- Continental breakfast served in the club house.
- Putting Contest for Passport Holders only. Golfer can pay \$5.00 for additional putts.
- Passports are available for purchase for \$50.00 prior to tee off. The passport enters the golfer into all course contests, dinner hour raffle and 2 mulligans.
- Lunch is served on the course at 3 different locations until 1:00 p.m. Lunch consists of hotdogs and chips.
- 18 holes of golf are followed by the dinner and raffle at a different location due to there being no banquet facility at the course.

**Event Preparation:** Each year the outing is held the 1<sup>st</sup> Thursday of June. A facility request is sent to the Palatine Hills Golf Course in October of the previous year. In January, SLSF begins to investigate venues for hosting the dinner. Committee meetings start in February of the event year. The committee meetings are held on Tuesdays at 4:00 p.m. at Park Central in February, March and April. Letters to sponsors and prize donors are sent in February and event flyers are sent in April. In April, SLSF contacts the Palatine Hills Golf Course food vendor Open Kitchens, regarding ordering the donuts and hotdogs for the day of the event.

**Committee Names:**

Bob Calzaretta	Jim Houser, Jr.	John Calzaretta
Steve McVoy	Tom Houser	Anthony Gattuso
John Terrelli	Lynn Crawford	
Dan Hotchkin	Jim Houser, Sr.	

**Gimmick Hole explanation:**

- Split the Pot – Passport holders are entered, all other golfers may enter for \$10.00
  - A volunteer writes the golfer's name on a raffle ticket and places it in the golf bag (donated by MillerCoors).
  - During the dinner after the outing, 2 tickets are drawn. 1<sup>st</sup> ticket pulled wins half of the day's pot and 2<sup>nd</sup> ticket pulled wins the golf bag.

- Putting Contest -Winner receives a foursome at Makray Golf. Originally for passport holders only, in 2016 golfers were able to purchase a chance for \$5.00.
- Closest to the Pin – All golfers are entered at no additional cost. Winner receives a box of balls.
- Most Accurate Drive – All golfers are entered at no additional cost. Winner receives a box of balls.
- Longest Putt – Passport holders only. Winner receives a twosome at Bridges of Popular Creek.
- Pick Your Favorite Pin Placement – Contest improves golfer’s score, no prize awarded.
- Longest Drive – All golfers entered at no additional cost. Winner receives a box of balls.
- Wager Hole – Passport holders are entered at the \$10.00 amount. All other golfers may wager \$2-\$10.
- Double your Chances at the Prize Table – Passport holders are entered, all other golfers may enter for \$20.
- New in 2017 were fun Mulligan cards which allowed a golfer to: Get out of the water free, Pick up the ball and throw it, Use a different club than usual to hit the ball, etc. Golfers could purchase one for \$5 (the card was in an envelope so the golfer didn’t know which option they were getting) or a pack containing all five options for \$20. The packs of 5/\$20 sold very well; Mulligan sales were \$450, \$70 more than in 2017.

**Actual day of explanation:**

- 7:30 a.m. Set up registration area – registration, passports, mulligans, lunch tickets, drink tickets, and tee gifts  
 Make sure hole sponsor signs, pin flags & contests are set up on course  
 Brief volunteers on their duties  
 Make sure course has iced down beer and pop  
 Hang banners  
 Put contest sheets on all carts  
 Touch base with food vendor regarding breakfast and lunch  
 Make sure grills and lunch set up are ready for volunteers
- 8:30 a.m. Player check in, putting contest and breakfast is served  
 Bag check – SLSF volunteers assist with bags
- 9:00 a.m. Cart Check –Put water bottles in carts if necessary  
 Volunteers leave for contest holes/runners, etc.
- 9:20 a.m. Announcements – Course
- 9:30 a.m. Player shot gun  
 Clean up registration area

Brian and Karyn on course to take pictures

9:45 a.m. – 3:30 p.m. Check on volunteers to make certain gimmick holes are being run correctly.

SLSF to visit with players and volunteers on course  
Brian develop photos

1:30 p.m. Bus is driven to dinner location with all the raffle prizes. Once unloaded, bus and driver go back to Palatine Hills Golf Course to help with clean up and loading of equipment. After course clean-up is complete, bus is brought back to dinner venue to take equipment to storeroom after dinner.  
Nanette goes to dinner venue to unload bus, set up for dinner, speech, raffle table, etc. When Brian and Karyn arrive with photos, all help to put them in photos sleeves as a golfer gift.

3:00- 4:00 p.m. Players off course  
Course workers pick up contest hole volunteers, hole sponsor signs and product bins. Volunteers to make sure all hole sponsor signs are accounted for and put on bus. Volunteers to clean all product and bins prior to putting on bus.

3:30 – 6:00 p.m. Awards, presentation, raffle, dinner

6:00-8:00 p.m. Clean up, load vehicles bring back to storage and unload

**Evaluation responses:** The committee preferred to have the evaluation process to take place through emails. A survey was sent to all committee members. Seven surveys were sent and we received three responses all with positive remarks. One committee member who was unable to attend, asked a friend who did golf that day for their response and that too was all positive.

**Target Numbers:**

	2016		2017		2018	
	Budget	Actual	Budget	Actual	Budget	Actual
Gross Revenue	\$29,450	\$28,670	\$28,300	\$25,778	\$27,289	\$26,750
Expenses	\$6,685	\$6,059	\$7,280	\$5,904	\$6,434	\$5,461.34
Net Revenue	\$22,765	\$22,611	\$21,020	\$19,974	\$20,855	\$21,288.66
Registrations	125	119	110	99	102	102
Sponsorships	\$4,250	\$5,000	\$5,000	\$4,000	\$4,000	\$4,000
Business Hole & Hole Sponsors	\$950	\$825	\$950	\$1,275	\$1,275	\$1,450
Passports	\$5,550	\$4,600	\$4,600	\$4,150	\$4,750	\$4,250
SLSF average cost/person (total expenses/attendance)	\$53.48	\$50.91	\$66.18	\$59.64	\$63.08	\$53.54

**Summary:**

The Palatine Hills Golf Classic is a restricted event that benefits the NWSRA Lightning Athletes. Many of the golfers are families and friends of the athletes, as well as the athletes themselves. It acts not simply as a fundraising event, but also as a public relations opportunity that highlights the ability of typically developing individuals and those who have special needs to participate in an outing together.

The number of golfers was the exact number for which the team budgeted. The numbers continue to be down from the amount of golfers that participated 5-10 years ago when the event was routinely sold out prior to sending out the flyer. At that time, companies such as UPS and HSBC paid for up to 15 foursomes, however, that is not happening in 2018. Many employees of UPS and Capital One (formerly HSBC) who played in the past still attend, but they pay for their own golf. Another reason is that 20-25 of the people who had golfed in this event since its inception 33 years ago, have now either retired and moved away, face health issues that keep them from golfing, or they have passed away. SLSF has reached out to new people to make up the difference, but that is an on-going process. It did result in this year's slight uptick in golfers.

The day of the event was lovely, sunny and warm. Registration and bag drop went seamlessly. Golfers had a great time on the course eating hot dogs and enjoying their golf game. Dinner at Tap House Grill was well received. SLSF kept the program short. The athletes helped pick out the winners of the Split the Pot, the Putting Contest and the raffle prizes. The winner of the Split the Pot money generously donated the entire \$540 back to SLSF. The committee and golfers commented on what a wonderful outing it was and they cannot wait until next year.

A change that will occur in 2019 is to start serving the hot dogs later. Nanette is working with Dan at the course to ensure that the volunteers that grill the hot dogs arrive no earlier than 9:30 and are taken to their grilling holes no earlier than 10:30 to ensure that lunch is served from 11:00- 1:00 as listed on the contest hole sheet. As it stands, the volunteers are very eager and have the hot dogs ready by 9:30 resulting in some golfers eating a hot dog at every hole causing the supply of hot dogs to be gone before noon. More are then supplied, but that increases SLSF food costs.