Thank you for your interest in PGA PerformanceTrak. Your participation is important to us and we feel that the PGA’s industry-leading research program offers significant benefits for you and your employer.

**What is PGA PerformanceTrak?**
PGA PerformanceTrak is the PGA’s rounds played, key performance indicator and research data service provided to PGA Professionals, employers and members of other allied associations. Authorized participants have password-protected data submission and access to various reports. These research services tie into other golf industry models provided for industry research. PGA PerformanceTrak is a fully online, web-based service with real-time reports available 24/7 from the PerformanceTrak database.

**Why was PGA PerformanceTrak started?**
PGA PerformanceTrak was introduced in 2005 to increase the overall participation among U.S. golf facilities for rounds played data and to provide PGA Professionals with better benchmarking information needed to manage their businesses. The participation increase goals have been met and we continue to work to enhance the service for your benefit. With higher levels of participation that have been achieved, additional detailed reports on a local and regional level are available. There are also interactive reports that allow you to customize the PerformanceTrak data at any time for your needs (by PGA Section, state, local market, number of holes, facility type and any prior period). On a monthly basis there are more than 2,900 facilities that provide rounds played data. No specific facility names are disclosed anywhere in PGA PerformanceTrak.

**What are Key Performance Indicators (KPIs)?**
The PGA PerformanceTrak KPI service represents the most comprehensive monthly collection of revenue data in the industry. There are 4 KPIs collected and reported on a monthly basis confidentially:
- Golf Fee Revenue
- Merchandise Revenue
- Food and Beverage Revenue
- Total Facility Revenue
At this time, we report monthly, year to date and rolling 12 month revenue data. These reports include such metrics as gross revenue, revenue per round, revenue per available round, revenue per member and revenue per square footage.

**How are PGA Professionals and Other PerformanceTrak Customers Supported?**
PGA PerformanceTrak is supported by specialists within a team of Customer Service representatives in PGA’s Membership Department at PGA Headquarters. The PGA PerformanceTrak Team is available Monday – Friday to handle your needs. We accept data online, via fax, via email or over the phone. The information systems component of PGA PerformanceTrak was developed and is supported with direct, in-house PGA IT resources.

**What are the Benefits of PGA PerformanceTrak?**
Selected benefits of PGA PerformanceTrak’s Rounds Played and KPI Reporting Service include:
- **Confidential** access on www.PGALinks.com for highest ranking PGA Professionals, approved additional users and non-member participants. Password-protected login to www.PGAPerformanceTrak.com is provided for approved non-member users such as Accounting Managers, Business Analysts, owners or others that you define and approve.
• **My Facility Comparative Report.** We provide a personalized report that shows your facility’s rounds played and KPI performance for your facility type compared side-by-side to the same facility type across your PGA Section, state and the country. The report also provides a performance index to let you know the areas you are succeeding in and which areas need improvement. Due to the confidential nature of this information, only the highest ranked PGA Professional at the facility (and their additional user) may view this report.

• **My Facility Cumulative Report.** Another personalized report available to the highest ranked PGA Professional and their additional users only. The report displays a percent change month to month, year to year if data has been provided. This report also allows the highest ranked PGA Professional and their additional users to select any months that are missing and submit data.

• **Rounds Played Data Points.** Specific rounds played averages and medians are reported, not just % changes figures month to month. This helps you compare your actual results to a competitive set in real terms.

• **Early Online Reporting.** Ability for PGA PerformanceTrak respondents to obtain online rounds played and KPI reports early in the 4th week of each month.

• **Facility Operations Support.** PGA PerformanceTrak provides the ability for you to evaluate trends for analysis and budgeting. It also assists PGA Professionals is making informed decisions regarding operations, merchandising, improvements and management.

• **Education.** PGA PerformanceTrak prepares PGA Professionals for management positions. Those involved in ownership/operations need reliable comparative information for decision making in the golf industry.

• **Employment.** PGA PerformanceTrak increases the value of PGA Professionals to their employers. Being the highest ranked PGA Professional or additional user at the facility, you are the only one with access to this valuable information. This also increases the credibility of the PGA Professional.

Please contact PGA PerformanceTrak Customer Service with any questions or assistance needed.

Sincerely,

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