



DBR Provides Business Consulting to Help Burke Golf Academy Stabilize and Succeed

Workforce Training and Economic Development Program (WTED):

Every year, the Des Moines Area Community College (DMACC) Business Resources department (DBR) administers funds to support training for Iowa companies. The WTED funds are flexible enough to be used for businesses of all sizes and stages of development, as well as from a wide variety of industries. The WTED program is often an ideal fit for newer companies in industries outside of those typically served by DMACC's larger 260E and 260F training fund programs. From entrepreneurial training, to leadership, accounting, marketing and technical skill training, WTED funds enable companies to access high quality training to help them succeed.

Background on the Burke Golf Academy:

In 2014, Mark Burke established a business operating the Warrior Run Golf Course in Norwalk, IA. In addition to managing the course (which he converted from an 18 to 9 hole course), Burke created two new driving ranges, a golf instructional program, and he remodeled the club house to include a new bar, restaurant and pro-shop.

Challenge:

Approaching the end of his first year in business, Burke was concerned about his financials and was particularly concerned about how the new company would make it through the winter season. In addition to not having a good handle on his current numbers, Burke was struggling to budget for his second year in business. Because everything was new, he had few numbers on which he could base projections. Burke also knew he needed marketing help to grow the company enough to sustain the operation over the long-haul. Although Burke and his family were passionate about all aspects of the business, they felt they would benefit from outside business expertise to get this new venture on solid ground. Burke was referred to DBR by another local business owner.

Solution:

DBR utilized WTED funding to bring in a consultant who helped Burke revamp his business plan in a realistic and implementable way. The consultant also helped Burke convert his accounting system from a cash-basis to an accrual basis that would give Burke a much better handle on his finances and enable him to plan effectively. Finally, the consultant helped Burke come up with a workable budget that made sense, despite the short-term history of many aspects of the business. DBR was also able to engage connections at the Warren County Development Board and Simpson College to bring in a marketing intern that created a plan now being implemented by a new Simpson intern – an arrangement which makes financial sense for this new company.

Results:

Burke Golf Academy is thrilled with the results of its WTED project with DBR some of which have included:

- Conversion to a new accounting system that helps Burke maintain a better handle on his finances.
- Establishment of a workable budget (they are already exceeding profit expectations).
- A re-vamped business plan that enables Burke to assess his current status and to plan for the future.
- A marketing plan, being affordably implemented, that will grow the business.

"It's been eye opening to see how bringing in an expert from the outside can help you see your business differently. Some things we thought were really important, turned out not to be...while other things we were ignoring turned out to be critical to our business. Our DBR consultant was passionate about helping us be successful, but didn't have the emotional attachment we had. He was able to be objective and help us make and implement the best business decisions."

– Mark Burke, CEO, Burke Golf Academy