

CITY OF APPLETON POLICY		TITLE: 2018 REID GOLF COURSE RATES POLICY	
ISSUE DATE: Day of Council Adoption		LAST UPDATE: December 2008, October 2009, December 2010, December 2011, September 2012, September 2013, August 2014 October 2015, November 2016	TEXT NAME: J:\Department\Administration\Policies\ Golf Course
POLICY SOURCE: Parks and Recreation Department		TOTAL PAGES: 4	
Reviewed by Attorney's Office Date:	Parks and Recreation Committee Approval Date:	Council Approval Date:	

I. PURPOSE:

The Appleton Parks, Recreation and Facilities Management Department operates Reid Golf Course to maintain open space and provide for the recreational needs of the Community. The adoption of the rates outlined in this policy provides additional recreational opportunities to the members of the public. In addition, these rates shall provide revenues to meet operational, administrative and debt service expenses. The policy also contains procedures regarding refunds and coupon/pass upgrades that will provide additional golf opportunities, secure additional revenues for the City of Appleton and increase customer satisfaction.

II. POLICY:

It is the policy of the City of Appleton to establish daily green fees, discount cards and annual pass rates to meet changing community and participant interests and secure revenues to meet operational, administrative and debt service needs of the golf course. All daily green fees, discount cards and annual pass rates shall be established by the Parks, Recreation and Facilities Management Department and presented to the Parks and Recreation Committee and Council for annual review and adoption. Special and/or seasonal rates shall be established by the Parks, Recreation and Facilities Management Department to address current market conditions, changing competition, local and national trends, seasonal opportunities, golf course conditions, etc.

III. DEFINITIONS:

1. Discount Card – Provides discounts on specifically identified rates/services/products
2. Weekday – Monday through Friday
3. Weekend – Saturday, Sunday and holidays
4. Dependent - Child age 18 and under, for family passes only
5. Junior – Age 18 and under
6. Junior Associate – Age 19 to 24
7. Associate – Age 25 to 40
8. Adult – Age 41 to 61
9. Senior – Age 62 and up

10. Family – All persons currently residing at the same address who are directly related (mother, father, son, daughter), or are foster children. Families are limited to two adults and the dependents and/or foster children.
11. Guest Round – A free round of golf provided to a guest of Annual pass holder.
12. New Pass Holder – individual and/or family who have not purchased an annual pass the previous year.
13. Business Pass – Pass purchased by businesses and companies for use by employees, business guests, etc. The Business Pass includes a foursome for one tee time and two carts per day.

IV. DISCUSSION:

1. Weekday daily fees will be charged Monday through Friday, except holidays.
2. Weekend daily fees will be charged Saturdays, Sundays and all holidays.
3. A Weekday Pass:
 - a. Is available for 9-hole or 18-hole play.
 - b. Can be used anytime Monday through Thursday and Fridays from 6:00 am to 11:00 am.
 - c. Can be used for league play Monday through Friday.
 - d. Cannot be used for tournaments, outings and/or special events.
4. An Associate, Junior Associate, Adult, and Family Annual Pass:
 - a. Is available for 9-hole or 18-hole play.
 - b. Can be used anytime Monday through Sunday and holidays based on availability.
 - c. Can be used for league play Monday through Friday.
 - d. Can be used for tournaments, outings and/or special events.
5. A Junior Annual Pass:
 - a. Is available for 9-hole or 18-hole play.
 - b. Can be used anytime Monday through Thursday and Fridays from 6:00 am – 3:00 pm and Friday Twilight.
 - c. Can be used Saturdays, Sundays and holidays after 2:00 PM
 - d. Can be used for tournaments, outings and special events.
6. A Junior Summer Pass:
 - a. Is available for 9 or 18 hole play.
 - b. Can be used from Memorial Day to Labor Day only. (May 28 to September 3, 2018)
 - c. Can be used Monday through Friday from 6:00 am to 3:00 pm.
 - d. Can be used Saturdays, Sundays and holidays after 2:00 PM.
 - e. Cannot be used for tournaments, outings, and/or special events.
7. A New Pass Holder (Weekday or Annual) can purchase a 2019 pass at the end of 2018 and the pass can be used for the remainder of the 2018 golf season and the entire 2019 golf season. The use of the Weekday and/or Annual Pass for the remainder of the 2018 golf season will be consistent with #4, #5 and #6 above.
8. The Discount Card is available:
 - a. Provides a 15% discount on all regular green fees.
 - b. Cannot be used for tournaments, outings and/or special events.
9. Discount Cards, Special, Weekday and Annual Passes cannot be transferred to another individual.

10. The Family Annual Pass provides the benefits listed in #5 above to the pass holder and family members. An adult family member must accompany a minor child/children when a Family Annual Pass is used.
11. The Business Pass allows the company and/or business to schedule one (1) foursome for one tee time per day during the golf season and also includes two (2) carts. The company and/or business must schedule the tee time for the foursome with the Pro Shop office at least 24 hours before the tee time by the designated business representative(s). The Business Pass cannot be used for league play, outings and tournaments.
12. The Guest Rounds provided to annual pass holders can only be used when the guest is accompanied by the pass holder. Junior guest passes are only redeemable for juniors.
13. The Guest Rounds are good for either 9-hole or 18-hole rounds. All guest passes are redeemable based on which golf pass was purchased, annual vs. weekday.
14. All Discount Cards, Coupon Books, Weekday and Annual Passes expire at the end of the season for which they were purchased.
15. Twilight rates allow for unlimited play from the established start time until the course closes.
16. There will be no refunds issued for passes or discount cards. Exceptions may be granted in hardship cases by the Parks and Recreation Committee and City Council.

REID GOLF COURSE – 2018 Proposed Fees

WEEKDAY DAILY FEES	2014	2015	2016	2017	2018	Net
Adult 9	\$16.00	\$16.00	\$17.00	\$17.00	\$17.00	\$0
Adult 18	\$26.50	\$26.50	\$28.00	\$28.00	\$28.00	\$0
Senior 9	\$14.00	\$14.00	\$15.00	\$15.00	\$15.00	\$0
Senior 18	\$23.00	\$23.00	\$24.00	\$24.00	\$24.00	\$0
Junior w/ restrictions	-	-	\$10.00	\$10.00	\$10.00	\$0
WEEKEND DAILY FEES						
Adult/Junior/Senior 9	\$18.50	\$18.50	\$19.50	\$19.50	\$19.00	(\$.50)
Adult/Junior/Senior 18	\$29.50	\$29.50	\$31.00	\$31.00	\$31.00	\$0
REPLAY RATES						
Walking	-	-	\$15.00	\$15.00	\$15.00	\$0
Riding	-	-	\$25.00	\$25.00	\$25.00	\$0
TWILIGHT (unlimited golf)						
Walking	\$9.00	\$9.00	\$9.50	\$11.00	\$11.00	\$0
Riding	-	\$17.00	\$18.50	\$22.00	\$22.00	\$0
SUPER TWILIGHT Fri, Sat & Sun 3-5						
9 Holes – walking	-	-	\$15.00	\$15.00	\$15.00	\$0
18 Holes – walking	-	-	\$24.00	\$24.00	\$24.00	\$0
DISCOUNT CARDS						
Adults/Seniors	\$30.00	\$30.00	\$30.00	\$31.50	\$31.50	\$0
SPECIALS						
Junior Summer Pass	\$200	\$175	\$150	\$150	\$150	\$0
WEEKDAY PASSES (Monday-Friday Only)						
Junior	\$250	\$225	\$175	\$175	\$175	\$0
Adult	\$775	\$775	\$775	\$815	\$815	\$0
Senior	\$625	\$625	\$625	\$660	\$660	\$0
ANNUAL PASSES						
Junior	\$325	\$300	\$200	\$200	\$200	\$0
Junior Associate	-	-	-	-	\$350	-
Associate	\$700	\$700	\$700	\$735	\$735	\$0
Adult	\$1050	\$1050	\$1050	\$1105	\$1050	(\$65)
Senior	\$750	\$750	\$750	\$790	\$800	\$10
Family	\$1100	\$1100	\$1100	\$1155	\$1155	\$0
Business	\$2500	\$2500	\$2500	\$2625	\$2625	\$0

Tax included on daily fees beginning in 2016 and Annual Passes in 2017

Returning Pass Holder Loyalties

2014 Pass Sales 2013 pass holders received a \$100 discount on a 2014 pass.

2015 Pass Sales - New Pass Holders-Purchase 2015 pass in 2014. Good for remainder of 2014 and all of 2015

- Returning Pass Holders from 2014 – Purchase 2015 pass before March 15 and receive three (3) guest passes. Guest pass is good anytime for a 9 hole or 18-hole round.

2016 Pass Sales – Same as 2015 promotions

-Sales tax included on all green fees

2017 Pass Sales

-Purchase pass in 2016 and play remainder of year with next years pass

-Returning Pass Holders receive 3 free guest passes

-5% off 2 passes, 10% off 3 passes in March

2018 Pass Sales

-Returning Pass Holders receive 3 free guest passes and 3 free drink tickets.

-Pass Holders receive packet including merchandise coupons and yardage book.