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**PARKS, RECREATION & FACILITIES
MANAGEMENT**

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TO: Parks and Recreation Committee

FROM: Dean Gazza, Parks, Recreation, and Facilities Management Department

DATE: 11-21-2016

RE: Action: Approve 2017 Reid Golf Course Rates Policy

Attached is the proposed 2017 Reid Golf Course Rates Policy that outlines the daily fees and pass rates for 2017. The 2017 Reid Golf Course Rates Policy is consistent with the policy adopted by the Parks & Recreation Committee and Council for 2016, with some minor adjustments in fees and the administration of passes.

The proposed 2017 Rates Policy recommends advertising the cost of season passes to include sales tax. The proposed rates show sales tax included along with net increases and decreases. The policy includes a decrease in the College Summer Pass, Junior Weekday Pass, and Junior Annual Pass by keeping the same rate as 2016 that absorbs the sales tax.

The proposed 2017 Rates Policy includes a request to increase the rate for Twilight walking and riding. Reid currently offers the lowest Twilight Rates in the Valley and surrounding area. The slight increase will enhance revenue and still rank as one of the lowest rates in the area. The proposed policy also further defines the age of a traditional college student to not exceed the age of 24 and changes a dependent child's age to 18 to address the family pass and children living at home.

The proposed 2017 Reid Golf Course Rate Policy continues to include an incentive for golfers to purchase a 2017 pass in the fall of 2016 and be able to use the pass for the remainder of 2016 and the entire 2017 golf season. The policy continues to include a Discount Card for Juniors/College students and Adults and Seniors that provides a 15% discount on daily fees.

The proposed 2017 Reid Golf Course Rates Policy will be presented to the Parks and Recreation Committee as an action item on Monday, November 21, 2016. This policy is being presented for approval at this time to begin planning for the 2017 season.

Please contact me at 832-5572 or at dean.gazza@appleton.org with any questions.