



PARKS AND RECREATION DEPARTMENT



100 N. Appleton Street
Appleton, WI 54911
(920) 832-5905
www.appleton.org

Memorandum

To: Parks and Recreation Committee
From: Dean Gazza, Parks, Recreation and Facilities Management Department
Date: September 20, 2013
Re: Proposed 2014 Golf Rates

Attached is the proposed 2014 Reid Golf Course Rates Policy that outlines the daily fee and pass rates for 2014. The 2014 Reid Golf Course Rates Policy is consistent with policies adopted by the Committee and Council prior to 2013, with some minor adjustments in fees and the administration of passes and discount cards.

The proposed daily fee rates have been increased \$.50 per 9-holes from 2012. The cost of passes has also increased to reflect a similar increase based on the estimated use of each pass. The policy includes a "Discount Card" for Juniors/ College students (\$15) and Adults and Seniors (\$30) that provides a 15% discount on daily fees. The "Discount Card" was introduced in 2013 and saw enough interest to propose continuation of the opportunity in 2014. The 2013 Reid Golf Course Rates Policy included a financial incentive for the purchase of a pass in 2014 if golfers purchased a pass or discount card during the 2013 golf season. The fees for those passes are listed in the "2013 Loyalty Discount" column in the 2014 Proposed Fee table included at the end of the attached policy.

The proposed 2014 Reid Golf Course Rates Policy will be presented to the Parks and Recreation Committee as an action item on Wednesday, September 25, 2013. This policy is being presented for approval at this time to allow golfers, leagues, and staff to begin planning for the 2014 season.

Please feel free to contact me at (920) 832-5572 or dean.gazza@appleton.org if you need additional information or have questions.