

Reid Golf Course - Participation/Revenue Report

November 9, 2014

	<u>2012</u>	<u>2014</u>	<u>Difference</u>
Daily Fees			
# of Rounds	18,514	18,990	476
Revenues	\$264,976.67	\$321,355.49	\$56,378.82
Pass Holder Rounds	9,596	6,977	-2,619
Promotional Rounds			
# of Rounds	4109	4752	643
Revenues	\$46,510.69	\$56,330.00	\$9,819
Weekday Passes			
# of Passes Sold	39	38	-1
Revenue	\$21,880.95	\$20,450.00	-\$1,430.95
Annual Passes			
# of Passes Sold	110	98	-12
Revenue	\$75,904.76	\$63,025.00	-\$12,879.76
Jr. College Summer Pass			
# of Passes Sold	83	55	-28
Revenue	\$12,690.48	\$7,200.00	-\$5,490.48
Discount Cards			
# of Cards Sold	0	103	103
Revenue	\$0.00	\$3,060.00	\$3,060.00
Coupons			
# of Coupons Sold	27	104	77
Revenue	\$3,700.00	\$7,840.00	\$4,140.00
Total Revenues	\$425,663.55	\$479,260.49	\$53,596.94
Total Rounds	32,219	30,719	-1,500

City of Appleton - Reid Golf Course

2014 Revenues-November 9, 2014

<u>Green Fees</u>	2014 Projected	2014	Total	2014 Y-T-D		Total
	<u>Rounds</u>	<u>Rate</u>	<u>Revenue</u>	<u>Rounds</u>	<u>Rate</u>	<u>Revenue</u>
Weekday 9 (2013)				5	\$9.00	\$45.00
Weekday-Adult 9	5,250	\$16.00	\$84,000.00	5,369	\$16.00	\$85,904.00
Weekday-Adult 18	900	\$26.50	\$23,850.00	896	\$26.50	\$23,744.00
Weekday-Jr./Sr. 9	3,250	\$14.00	\$45,500.00	3,725	\$14.00	\$52,150.00
Weekday-Jr./Sr. 18	350	\$23.00	\$8,050.00	776	\$23.00	\$17,848.00
Weekday-Additional 9 (Adult)	50	\$10.50	\$525.00	71	\$10.50	\$745.50
Weekday-Additional 9 (Jr./Sr.)		\$9.00	\$0.00	32	\$9.00	\$288.00
Weekday-Adult 9 (Discount)	200	\$13.00	\$2,600.00	849	\$13.60	\$11,546.40
Weekday-Adult 18 (Discount)	100	\$22.50	\$2,250.00	9	\$22.53	\$202.77
Weekday-Jr./Sr. 9 (Discount)	200	\$13.00	\$2,600.00	517	\$11.90	\$6,152.30
Weekday-Jr./Sr. 18 (Discount)	50	\$22.50	\$1,125.00	67	\$19.55	\$1,309.85
Weekday-Add. 9 (Discount)	50	\$13.00	\$650.00	3	\$8.93	\$26.79
Weekend - 18-Holes (2013)				1	\$20.00	\$20.00
Weekend - 9-Holes (2013)				4	\$13.00	\$52.00
Weekend - 9 Holes	1,300	\$18.50	\$24,050.00	2,238	\$18.50	\$41,403.00
Weekend - 18 Holes	950	\$29.50	\$28,025.00	1,903	\$29.50	\$56,138.50
Weekend - Additional 9	20	\$11.00	\$220.00	91	\$11.00	\$1,001.00
Weekend - 9 Holes (Discount)	100	\$15.00	\$1,500.00	46	\$15.73	\$723.58
Weekend - 18 Holes (Discount)	50	\$25.00	\$1,250.00	35	\$25.08	\$877.80
Weekend - Add. 9 (Discount)	0	\$9.00	\$0.00	0	\$9.35	\$0.00
Promo Rounds	7,500	\$12.00	\$90,000.00			
Memorial Day Wkend-18-Hole 4some				3	\$80.00	\$240.00
July 4th - 9-Hole Twosome				52	\$28.00	\$1,456.00
July 4th - 9-Hole Foursome				26	\$50.00	\$1,300.00
DealChicken Rounds				10		
Buy 1/Get 1 Free				66		
Big Deals - Weekday Foursome				8		
Big Deals - WE 18 Round				27		
Cumulus Media 18-Hole				87		
9-Hole TwoSome				50	\$20.00	\$1,000.00
9-Hole Foursome				35	\$40.00	\$1,400.00
18-Hole Twosome				17	\$40.00	\$680.00
18-Hole Foursome				96	\$80.00	\$7,680.00

Green Fees	2014 Projected Rounds	2014 Rate	Total Revenue	2014 Y-T-D Rounds	Rate	Total Revenue
Birthday Club - 9-Hole Foursome				2	\$35.00	\$70.00
Birthday Club - Pass Holder Guest				1	\$0.00	\$0.00
Mini-Round Spec.	700	\$5.00	\$3,500.00			\$0.00
Twilight Golf-Weekday	3,000	\$9.00	\$27,000.00	1,264	\$9.00	\$11,376.00
Twilight Golf-Weekend	1,050	\$9.00	\$9,450.00	1,124	\$9.00	\$10,116.00
Parent/Child Special				180	\$10.00	\$1,800.00
Parent/Child Special - Additional Child				49	\$2.00	\$98.00
Grand Re-Opening-Additional Child				1	\$5.00	\$5.00
Grand Re-Opening-Friday 9-Hole 2some				33	\$18.00	\$594.00
Grand Re-Opening-Friday 9-Hole 4some				10	\$30.00	\$300.00
CCM - 18-Hole Foursome				129	\$70.00	\$9,030.00
CCM - 9-Hole Foursome				15	\$40.00	\$600.00
WD - 9-Hole Twosome				84	\$22.00	\$1,848.00
WD - 9-Hole Foursome				2	\$44.00	\$88.00
WE - 9-Hole Twosome				46	\$28.00	\$1,288.00
WE - 9-Hole Foursome				5	\$50.00	\$250.00
CCM/Valpak - 9-Holes for \$9				109	\$9.00	\$981.00
CCM/Valpak - 18-Holes for \$18				88	\$18.00	\$1,584.00
CCM/Valpak - \$5.00 Discount				187	-\$5.00	-\$935.00
FALL SPECIAL - 9-Holes for \$12				376	\$12.00	\$4,512.00
FALL SPECIAL - 18-Holes for \$20				270	\$20.00	\$5,400.00
FALL SPECIAL - 9-Hole Twosome for \$22				99	\$22.00	\$2,178.00
FALL SPECIAL - 9-Hole Foursome for \$40				12	\$40.00	\$480.00
FALL SPECIAL - 18-Hole Foursome for \$60				3	\$60.00	\$180.00
FALL SPECIAL - Additional 9				10	\$8.00	\$80.00
Outings - Weekday				332	\$22.00	\$7,304.00
Outings - Weekend				174	\$26.00	\$4,524.00
Coupon Rounds - 9 Hole				233		
Coupon Rounds - 18 Hole				192		
League Rounds				28		
Passholder Rounds				6,977		
High School Rounds				248		
Round Adjustments				1,510		
Sub-Totals	25,070		\$356,145.00	30,720		\$377,685.49

	2014 Projected	2014	Total	2014 Y-T-D	2014	Total
Coupon Sales	Coupon Sales	Rates	Revenues	Coupon Sales	Rates	Revenues
9-Hole 4-Pack	0	\$50.00	\$0.00	45	\$50.00	\$2,250.00
9-Hole 6-Pack	0	\$75.00	\$0.00	13	\$75.00	\$975.00
18-Hole 4-Pack	0	\$90.00	\$0.00	10	\$90.00	\$900.00
18-Hole 6-Pack	0	\$125.00	\$0.00	25	\$125.00	\$3,125.00
Mother's Day Coupon				1	\$40.00	\$40.00
Father's Day Coupon				10	\$55.00	\$550.00
Anytime	3	\$130.00	\$390.00			
Sub-Totals	3		\$390.00	104		\$7,840.00
Pass Sales	2014 Projected	2014	Total	2014 Y-T-D	2014	Total
Weekday	Pass Sales	Rates	Revenues	Pass Sales	Rates	Revenues
Junior-Loyalty Discount	1	\$175.00	\$175.00	2	\$150.00	\$300.00
Junior	2	\$225.00	\$450.00	2	\$250.00	\$500.00
Adult-Loyalty Discount	2	\$650.00	\$1,300.00	2	\$675.00	\$1,350.00
Adult	2	\$750.00	\$1,500.00	2	\$775.00	\$1,550.00
Senior-Loyalty Discount	20	\$500.00	\$10,000.00	20	\$525.00	\$10,500.00
Senior	5	\$600.00	\$3,000.00	10	\$625.00	\$6,250.00
Sub-Totals	32		\$16,425.00	38		\$20,450.00
Pass Sales	2014 Projected	2014	Total	2014 Y-T-D	2014	Total
Annual	Pass Sales	Rates	Revenues	Pass Sales	Rates	Revenues
Junior-Loyalty Discount	5	\$225.00	\$1,125.00	26	\$225.00	\$5,850.00
Junior	5	\$325.00	\$1,625.00	5	\$325.00	\$1,625.00
Associate-Loyalty Discount	10	\$600.00	\$6,000.00	2	\$600.00	\$1,200.00
Associate	5	\$700.00	\$3,500.00	6	\$700.00	\$4,200.00
Adult-Loyalty Discount	20	\$950.00	\$19,000.00	13	\$950.00	\$12,350.00
Adult	5	\$1,050.00	\$5,250.00	1	\$1,050.00	\$1,050.00
Senior-Loyalty Discount	20	\$650.00	\$13,000.00	21	\$650.00	\$13,650.00
Senior	20	\$750.00	\$15,000.00	8	\$750.00	\$6,000.00
Family-Loyalty Discount	10	\$1,000.00	\$10,000.00	6	\$1,000.00	\$6,000.00
Family	5	\$1,100.00	\$5,500.00	9	\$1,100.00	\$9,900.00
Family - 2015				1	\$1,200.00	\$1,200.00
Business	1	\$2,500.00	\$2,500.00	0	\$2,500.00	\$0.00
Sub-Totals	101		\$82,500.00	98		\$63,025.00

	2014 Projected	2014	Total	2014 Y-T-D	2014	Total
Pass Sales						
<i>Junior/College Summer Pass</i>	Pass Sales	Rates	Revenues	Pass Sales	Rates	Revenues
Jr./College (Loyalty Discount)	60	\$100.00	\$6,000.00	38	\$100.00	\$3,800.00
Jr./College	25	\$200.00	\$5,000.00	17	\$200.00	\$3,400.00
Sub-Totals	85		\$11,000.00	55		\$7,200.00
	2014 Projected	2014	Total	2014 Y-T-D	2014	Total
<i>Discount Cards</i>	Card Sales	Rates	Revenues	Dis. Card Sales	Rates	Revenues
Discount Card-Youth	10	\$20.00	\$200.00	2	\$15.00	\$30.00
Discount Card-Adult	20	\$30.00	\$600.00	101	\$30.00	\$3,030.00
Sub-Totals	30		\$800.00	103		\$3,060.00
Totals			\$467,260.00			\$479,260.49