

CITY OF APPLETON POLICY		TITLE: 202 10 REID GOLF COURSE RATES POLICY	
ISSUE DATE: Day of Council Adoption	LAST UPDATE: December 2008, December 2010, December 2011, September 2012, September 2013, August 2014 October 2015, November 2016, November 2017, November 2018, October 2019	<u>LOCATION TEXT NAME:</u> J:\Department\Administration\Policies\ Golf Course	
POLICY SOURCE: Parks and Recreation Department		TOTAL PAGES: 5	
Reviewed by Attorney's Office Date: October 28th, 2020 September 24, 2019	Parks and Recreation Committee Approval Date: October 7, 2019	Council Approval Date: October 16, 2019	

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 15% discount on regular green fees
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 Friday.
 - 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 Friday.
 - 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.
 - 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 pass for the following year at the end of the current golf season and the pass can be used for the remainder of the current golf season and the entire following golf season. The use of the Weekday and/or

Annual Pass for the remainder of the current 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 outings or 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.
- ~~15.~~ 16. Cart rental is based on double occupancy when applicable, including annual individual cart pass.
- ~~16.~~ 17. There will be no refunds issued for passes, coupon books or discount cards. Exceptions may be granted in hardship cases by the Parks and Recreation Committee and City Council.

REID GOLF COURSE – Proposed Fees

WEEKDAY DAILY FEES	2017	2018	2019	2020	2021	Net
Adult 9	\$17.00	\$17.00	\$17.00	\$17.00	\$17.00	-
Adult 18	\$28.00	\$28.00	\$28.00	\$28.00	\$28.00	-
Senior 9	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00	-
Senior 18	\$24.00	\$24.00	\$24.00	\$24.00	\$24.00	-
Junior w/ restrictions	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	-
WEEKEND DAILY FEES						
Adult/Junior/Senior 9	\$19.50	\$19.00	\$19.00	\$20.00	\$20.00	-
Adult/Junior/Senior 18	\$31.00	\$31.00	\$31.00	\$31.00	\$31.00	-
REPLAY RATES						
Walking	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00	-
Riding	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	-
TWILIGHT (unlimited golf)						
Walking	\$11.00	\$11.00	\$11.00	\$12.00	\$12.00	-
Riding	\$22.00	\$22.00	\$22.00	\$23.00	\$24.00 \$23.00	\$1
WEEKEND TWILIGHT Fri, Sat & Sun 4:00-Close						
Walking	-	-	-	\$15.00	-	-
Riding	-	-	-	\$26.00	-	-
AFTERNOON SUPER TWILIGHT Fri, Sat & Sun 1-4 PM						
9 Holes – walking	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00	-
18 Holes – walking	\$24.00	\$24.00	\$24.00	\$24.00	\$24.00	-
DISCOUNT CARDS						
Adults/Seniors	\$31.50	\$31.50	\$31.50	\$31.65	\$31.65	-
SPECIALS						
Junior Summer Pass	\$150	\$150	\$150	\$150	\$150	-
WEEKDAY PASSES (Monday-Friday Only)						
Junior	\$175	\$175	\$175	\$175	\$175	-
Adult	\$815	\$815	\$815	\$815	\$815	-
Senior	\$660	\$660	\$660	\$660	\$660	-
ANNUAL PASSES						
Junior	\$200	\$200	\$200	\$200	\$200	-
Junior Associate	-	\$350	\$350	\$350	\$350	-
Associate	\$735	\$735	\$735	\$735	\$735	-
Adult	\$1105	\$1050	\$1050	\$1050	\$1050	-
Senior	\$790	\$800	\$800	\$800	\$800	-
Family	\$1155	\$1155	\$1155	\$1200	\$1200	-
Business	\$2625	\$2625	\$2625	\$2625	\$2625	-

Tax included on daily fees and annual passes

Returning Pass Holder Loyalties

2017 Pass Sales

- Purchase pass in 2016 and play remainder of year with next year's 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.
- 5% off 2 passes, 10% off 3 passes in March

2019 Pass Sales

- Returning Pass Holders receive 3 free guest passes.
- Pass Holders receive packet including merchandise coupons and yardage book.
- 5% off 2 passes, 10% off 3 passes in March

2020 Pass Sales

- Returning Pass Holders receive 3 free guest passes.
- Pass Holders receive packet including merchandise coupons and yardage book.
- 5% off 2 passes, 10% off 3 passes in March

2021 Pass Sales

- Returning Pass Holders receive 3 free guest passes.
- Pass Holders receive packet including merchandise coupons and yardage book.
- 5% off 2 passes, 10% off 3 passes in March