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**PARKS, RECREATION & FACILITIES  
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# Memorandum

**To:** Parks and Recreation Committee  
**From:** Dean Gazza, Parks, Recreation and Facilities Management Department  
**Date:** October 12, 2015  
**Re:** Proposed 2016 Golf Rates

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Attached is the proposed 2016 Reid Golf Course Rates Policy that outlines the daily fees and pass rates for 2016. The 2016 Reid Golf Course Rates Policy is consistent with the policy adopted by the Parks and Recreation Committee and Common Council for 2015, with some minor adjustments in fees and the administration of passes.

The proposed 2016 Rates Policy reflects the continued requests to advertise the total cost of golf that includes sales tax. The proposed rates show sales tax included along with net increases and decreases to ensure final costs are whole numbers. The proposed rates will enhance customer service, augment accountability, improve accurate deposits, and streamline operations with food and beverage. The policy includes a decrease in the Weekday, Annual and Junior/College Summer Pass rates to remain competitive in the local market and also encourage the continued growth of youth golfers at Reid Golf Course.

The proposed 2016 Reid Golf Course Rate Policy includes an incentive for golfers to purchase a 2016 pass in the fall of 2015 and be able to use the pass for the remainder of 2015 and the entire 2016 golf season. Another incentive offered in the proposed 2016 Reid Golf Course Rate Policy is the inclusion of three (3) guest rounds with any pass purchased before March 31, 2016.

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 policy also offers the new additions of a Junior daily fee, a replay rate for walking and riding, a super twilight rate, and a change for the Junior age from 20 to 18. The industry standard for the junior classification generally is 18 years of age, therefore we updated this to be consistent.

The proposed 2016 Reid Golf Course Rates Policy will be presented to the Parks and Recreation Committee as an action item on Monday, October 12, 2015. The Deputy Director, Tom Flick and Golf Superintendent, Jeff Plasschaert will be present for questions also.

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