

2024



# Annual Report

Submitted by:

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*Numerous wildlife at Reid, two deer enjoying the course this spring behind #14 green.*

## **I. 2024 Season Overview**

Every year of golf operations have brought unique challenges and 2024 brought a wide variety of them. An early opening, increased demand, wet and drought times of the year kept staff busy staying ahead of operations. Staff was able to navigate these issues with minimal disruption to golfers, which allowed 47,124 rounds to be played. 2653 more rounds than last year and a new 20 year high in rounds played. Four consecutive years have seen increases in rounds played. This year had a 6% increase and rounds are 57% higher than the rain filled 2019 and a 32% increase from the initial sign of growth in 2020. Over the past ten years, since the City of Appleton took over all operations of Reid, an average of 37,134 rounds have been played annually.

2021 was the first year Reid eclipsed \$1,000,000 in total revenues, which were followed by years with \$1,000,000+ in solely golf revenue. 2024 continued the upward trend in Reid revenues with \$1,246,739 in golf revenues an increase of \$40,734, 3.5%. The primary increase comes from increased rounds, passholders and tweaks to fees. As a reminder Reid also generates revenue from cell tower lease and rent that are not run through the POS, total revenues this year are \$1,360,821.

The golf course was open for play 20 additional days this year and had 13 more golfable days compared to last year. Rounds per golfable day remained at 212 per day. Staff began tracking golfable days in 2018, which was the lowest year with 166, while 2024 again is the highest number of rounds per day. Including 2024 the previous seven years averaged 193 rounds per golfable day. These increases have been attributed to increased league play and passholders who will typically play on marginal weather

days. The requirements used by staff to determine golfable days are: weather being conducive for golf, no rain, carts available, wind and temperatures are also factored. Although not an exact method, days will get broken up into partial days due to the timing of weather events to have an accurate total.

- March 3<sup>rd</sup> – Course open for walking only, nearly two weeks earlier than previous earliest opening date (based on available records).
- March 12<sup>th</sup> – Carts available for use.
- April 13<sup>th</sup> – Practice Range open for use.
- November 18<sup>th</sup> – Golf course closed for the year to begin winter preparations.

The golf course opened for play on March 3<sup>rd</sup>, earliest opening on record, previous was March 15<sup>th</sup>. It was great to get early season revenue and course use but it does not come without risk. While the course was playable, turf was not actively growing and does not repair itself that early in the season. To allow turf to wake up from winter, five temporary artificial mats were purchased for Reid's par three white tee boxes where most of Reid's play is from. Allowing players to play from normal teeing locations off the turf mats was greeted positively by white tee players by educating that by using them tee boxes would be healthier throughout the golf season. For early and late season play, staff move tee locations forward to preserve tee space, by taking most of the play to artificial mats all teeing space was preserved early. Staff moved the mats at minimum every other day and they were removed prior to play on Saturday April 13<sup>th</sup>. This coincided with the expiration of spring rates. Using mats on dormant turf is a common practice in the southern United States where golf is played year-round and at times on dormant turf.

Weather is unpredictable day to day and year to year. A two headed aspect which helped and hurt Reid rounds and revenues was the extremely wet stretches in May through August and dry conditions in September and October. Dry weather means, no cart restrictions, no league cancellations and full tee sheets, unfortunately May through August saw precipitation on 38% of days. 19.5 days without the use of carts during these months compared to only 6.5 in 2023 when Appleton was experiencing moderate drought conditions. During this period, it was difficult to keep revenues where staff projected and these are the highest revenue months. A lost day in June or July cannot be made up by a good day in September or October.



***#15 fairway puddles after a heavy midday storm on July 8th, this caused no carts for the afternoon.***

Three projects took place this year at Reid, reinvesting in the course. During the fall, updates to the irrigation system were made that cannot be seen. They include: new computer and operating system and replacement of obsolete satellite parts. These updates will help in the efficiency of the current irrigation system which is arguably the most important tool at Reid. Reid has also been working with golf course architect Todd Quitno, Quitno Golf Designs, to create a master plan for future golf course updates. Todd was the lead architect during the stormwater enhancement in 2013. Site visits were completed late summer/early fall and staff are continuing to work with Todd on the final concept which should be completed in the first quarter of 2025. Immediately after the course closed for the season a clubhouse refreshing project was started. Work included new paint scheme, flooring throughout the lounge and pro shop and new bar stools. This refresh will keep the clubhouse looking updated for years to come and is a good visual to golfers that Reid is reinvesting in the course.



*Freshly updated clubhouse lounge and bar area.*

Reid hosts multiple summer tournaments, below are the events and how many participants of each event. These events will be returning to Reid in 2025:

- 3-4-5 – May 19<sup>th</sup>, 16 two person teams participated. This total is lower than previous years as multiple other golf events were scattered around the Fox Valley this weekend.
- City Tournament – June 15<sup>th</sup> & 16<sup>th</sup>, 106 participants. New for 2024 a women's division was held and 7 participated. Previous years had a few requests, not enough for their own division. It was great to be able to expand this year!
- Wisconsin Junior PGA and New Tour Junior event were hosted at Reid – 125 total participants. In 2023 Wisconsin Junior PGA hosted two events.
- Fox Cities Championship – August 10<sup>th</sup> & 11<sup>th</sup>, 130 participants, this event is hosted through the NEW Golf Tour Annually.
- 2-Pin Challenge – October 26<sup>th</sup>, 42 two person teams participated. Largest field this event has hosted.

Fall weather continued to be beneficial for golf until wet weather and temperatures slowed usage in November. Staff are hoping for a consistent weather pattern next year to be more conducive to golf. Seven months this year set new monthly revenue marks despite the rain. As December wound down with holiday sales there is no reason to believe there will be a decline in play heading into 2025 with the number of new passes, gift cards sold and verbal commitments from Business Passes.

Reid staff work with other departments and customers to be more than a golf course when possible. For example, Reid hosted Mayor Open office hours on Thursday July 25<sup>th</sup>. This is the second time Reid has hosted open office hours. During winter months when the course is closed it is used for sledding, cross country skiing, snow shoeing and fat tire biking. Lack of snow cover in December, staff noticed many residents walking and running through the course.

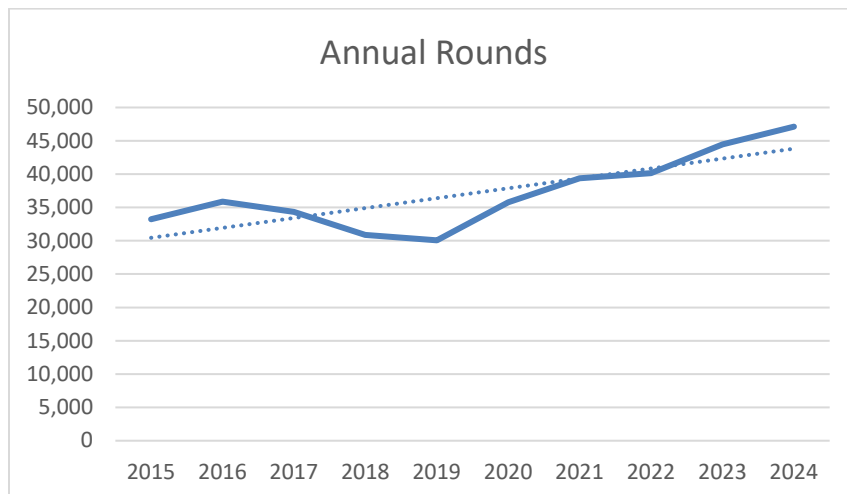


*Mayor Woodford meeting with residents at the clubhouse.*

## II. Financial Breakdown

### a. Daily Fee Rounds including Twilight Golf & Promotional Rounds (Actual \$569,309)

Reid hosted 47,124 rounds in 2024, an increase of 3.5% over 2023 when 44,471 were played. 2024 was another busy year at the golf course, considering less than ideal weather compared to 2023 rounds were still able to continue their upward trend. Rounds have been consistently trending higher since 2018 & 2019.



- Increased pass sales were cause for concern to begin the year, being daily green fee revenues would drop but daily green fees increased \$55,412 this year.
  - Passholder rounds increased by 1496 rounds to 13,095 this year.
- Appleton East Boys and Girls, Appleton North Boys and Lawrence University Club Golf Spring and Fall played at Reid this year.
  - Team rounds increased by 226 rounds this year, 1268 played.
- Reid's go to revenue source are golf leagues. Reid hosts 25 leagues every week, 19 in the afternoon/evening maximizing the 3:00-twilight segment using both #1 and 10 tees. Many leagues requested additional tee times this year for their league which helped increase daily revenues.
- Twilight rounds decreased to 3290, from 3363 but their revenue increased by \$3456.
- Revenue per round dipped from \$27.12 to \$26.46 this year. Increase in passholder rounds played and more no cart days attribute to the lower revenue per round. This is the total amount spent during a round of golf, includes all money spent at the course not just golf and cart. Staff target is \$26.00 per round, this is the second consecutive year to exceed \$26.00 per round.
- In the past three seasons Reid has offered less promotional rounds due to not needing to drive rounds to specific times. The tee sheet has been consistently full.
- At certain times of day staff have blocked out tee times to keep play moving smoothly around the course due to nearly all time slots filling up. This helps with cart usage and pace of play.

#### **b. Annual Passes and Discount Cards (Actual \$156,510)**

2024 saw an increase in annual passes sold, a total of 241 compared to 234 in 2023. Heading into the golf season staff was concerned that daily revenue from green fees was going to suffer from the increase in annual passholders. The thought being more passholders would not leave as much tee time inventory for daily fee customers, but it did not as noted and they played an additional 1496 rounds. Below is a breakdown of annual passes sold this year:

- Junior Annual – 60, 6 more than 2023.
- Junior Associate – 39, 14 less than 2023.
- Associate – 21, 8 more than 2023. Changes in junior associate/associate pass amount coincide with age tiering.
- Adult – 5, 2 more than 2023.
- Senior – 18, 1 less than 2023.
- Family – 15, 5 more than 2023 a significant increase in family passes.
- Business – 13, no change and current max capacity of sales. Business passes capped at 13 due to cart usage and potential for lack of availability for daily fee players at peak times.
- Adult Weekday – 0, 1 less than 2023.
- Senior Weekday – 43, same as 2023. 2022 to 2023 saw an increase of 12.
- Junior Summer Memorial Day to Labor Day – 18, 7 less than 2023. Staff explains to purchaser they can purchase annual junior pass for additional \$50, many make the change to annual over summer.

Discount cards price increased to \$37 per year and are used for 15% off any daily fee round throughout the year. The increase did not discourage anyone from purchasing as Reid saw a large increase in sales this year. Staff encourages league players to purchase as it pays for itself during league play and hopefully encourages them to play more golf throughout the season. The more card holders use it the more they save and Reid benefits from extra rounds.

- Discount Cards – 220, 59 more than 2023. \$6909 in discount card revenue.

#### **c. Rental Revenues (Actual \$262,161)**

The growth of golf over the past few years has been noticeable and many new players want to ride, including juniors. Staff have been discussing this noticeable trend and have concluded that increased pay rates in the area allow juniors (with driver's licenses) the disposable income to rent carts that a few years ago they did not have.

Increased cart usage has been a continuing trend over the years. In 2023, 59% of rounds were riding compared to 57% last year. This trend shows how important it is that weather cooperates and allows carts as much as possible. This was a new measure staff started tracking in 2022 with the new POS. Tracking continually gets better with passholder carts as a tweak was made to passholder tee sheet rounds that automatically adds their cart to the shopping cart. A total of 27,847 rounds were riding rounds, 2478 increase from last year primarily due to better tracking.

- Rental revenues decreased \$13,668 this year, a 5% reduction. This is due from 13 more no cart days compared to 2023, however, rental revenues increased 35% in 2023. Considering no cart days these numbers are very similar year to year.
- \$247,855 in daily fee rentals for carts.
- 28 annual cart passes were sold, \$14,305 in revenue. 7 less passes were sold this year compared to last year but passes sold are higher than 2022.
- Additional rental revenue comes from club rentals, pull carts, locker rentals and tee sign advertising accounting for \$9362 in revenue.
- 2023 was year 5 of 6 for the cart lease. Staff will be working on a new lease during the 2025 golf season to ensure rental carts are available to begin 2026. As with equipment cart lead time has increased significantly. The fleet continues to run well but is showing signs of wear and tear as the cart lease is nearing its completion.

#### **d. Lessons (\$6,590)**

Lessons are another service Reid offers, primarily the junior program. Brian Hansen, Clubhouse Manager and PGA Professional, leads the junior lessons with seasonal staff. Offering junior lessons has been a big factor in more junior passes being sold, increased junior rounds and supplies Reid it's future golfers.

- 120 juniors were in the lessons this year, one less than 2023.
- 33 juniors were enrolled in the junior league which played on Wednesday mornings throughout the summer.
- Brian also instructs individual adult lessons as time and schedules permits. This is not a primary focus for him, but another service Reid offers. 5 adult lessons were given this year, the restricted use of Reid's range deters some of the lesson opportunities for those who want to work on their driver swing.



*Brian instructing juniors on short game this summer, in the shade to let everyone cool off.*

#### **e. Range Revenues (Actual \$37,042)**

The practice range is very busy, a great revenue generator and at times staff's biggest headache throughout the year. The practice range at Reid is tight on space both side to side and length. The nature of municipal golf is to attract new golfers to the game and the practice range is where they begin their journey. Golf is a difficult game for seasoned golfers and new golfers have a hard time keeping range balls on the range. Throughout the day staff drive to #7 and #9 to clear the fairways of wayward shots, but it only takes the next poor swing to bound one back. Range balls have also gone missing or are used on the course for play where they should not be used. After switching to yellow range balls we have not had as big of an issue with balls going missing. One tweak staff made this year was to close the range thirty minutes earlier to allow staff to clean pick the range and lower theft.

- Range revenues decreased \$2472, roughly 6%. Range revenues coincide with weather and cart revenues, many days when carts are not allowed the range also remains closed. This is the primary factor in having less range revenue in 2024. Range revenues increased 30% in 2023.
- Range opened for use on April 13<sup>th</sup>, this was two days later than last year despite the early course opening, staff wanted to make sure turf was actively growing before allowing practice.
- 4134 range baskets were hit this year.
- 12 annual range passes were sold, \$3780 in revenue, a big drop from 23 pass sales in 2023.
- Range ball inventories have been better from an operations standpoint and purchasing.

#### **f. Merchandise (Actual \$38,607)**

Merchandise sales were 8% higher in 2024, \$2956. Reid merchandise sales are in the form of convenience and not a destination for golf purchases. Reid's pro shop is stocked with balls, tees, wedges, socks, miscellaneous types of apparel, hats and gloves. If a golfer needs something for their round it is available, but Reid does not stock an abundance of clubs or apparel. In fact, when the current wedge inventory sells out, it is doubtful that staff will bring more in. Staff can special order clubs as requested.

- Ball sales are \$21,644 in revenue.
- Gloves sold are \$6397 in revenue.
- Hat sales \$3702 in revenue.
- Apparel and miscellaneous pro shop supply sales \$6864 in revenue.

#### **g. Food and Beverage (Actual \$147,147)**

Another great source for revenue at Reid is Food & Beverage, our busiest food days are during and after league play. Food and beverage sales were slightly lower this year, \$1839. Price tweaks helped boost revenue to help offset the league rainouts over the summer. Food and beverage pricing is modified before opening the course every year based on current costs. The three categories of food and beverage revenue are very similar to last year.

Food and beverage staff accounts for roughly 20% of Reid's total labor budget, \$35,000. Staffing levels are constantly being adjusted to fill the needs of Reid's golfers.

- \$20,090 in food sales.
- \$30,546 in non-alcoholic drink sales.
- \$96,512 in beer sales.
- 2-Pin Challenge helps clear out end of year inventory at reduced rates.
  - Vendors return unopen cases of beer and administer refunds for product.

#### **h. Additional Revenues (Actual \$95,355)**

Additional revenue sources for Reid are lease revenue from the cell phone tower, stormwater ponds, rental of city property, tee sign and scorecard (offset printing costs) advertising, high school payments and two Lawrence University cross country meet. Every 5-10 years Lawrence University requests to host their conference cross country meet at Reid in early November. 2024 was the third time they hosted the conference meet. In 2024 the following activities and events were hosted at Reid, with revenue noted:

- Appleton East and North boys spring golf season \$2500
- Appleton East girls fall golf season \$1250
- Lawrence University golf club spring and fall golf season \$2500
- Lawrence University Cross Country Meets \$4000
- Appleton Area School District Middle School Cross Country Meet \$500

### **III. Marketing**

This year's 52-week Marketing Plan was developed as a guideline and revolved around the individual and group golfer as it has in the past. Reid is a high-volume golf course and does not do many golf outings, this model has shown to be beneficial through the years but there has been an uptick in outing requests. Many of the requests in the 16-32 range that do not require course closures. With the numerous leagues Reid has, it is difficult to squeeze 18-hole outings on weekdays during the summer.

- Three *The Mailer* advertisements in May, July and September were mailed throughout Appleton and the Fox Valley.
- Radio ads throughout the year promoting different events, for example City Tournament and holiday sales.
- Bi-weekly email blasts and as needed throughout the year.
- Social media advertising continues to gain use at Reid, staff used a template to communicate course status often this summer.



*Social media template used for course condition updates, used too often in 2024.*

#### **IV. Staffing 2024**

The past few years have seen an increase in applicants and high retention of staff, especially in the pro shop. One of the few issues Reid management continue to struggle with at times is the seven day work week and finding people to work weekends consistently. 2024's staff was outstanding. Management staff was fortunate to not have any employee issues this year outside of a couple grounds shortages for various out of our control reasons. The 2024 staff was very dedicated and enjoyed the amount of play pushed through the course which kept everyone busy throughout the season.

- Food and beverage had the most turnover year to year with only five employees returning from 2023.
- Pro shop staff, who interact with every round, 100% returned. This was the second year in a row with all pro shop staff returning. Their experience to manage difficult situations has shown with no major customer issues this year.
- Outside services staff were primarily returners plus the addition of a brother of one of the returning food and beverage staff. Most of these staff members come in after school to pick the range and store the carts at the end of the evening.
- Grounds staff hired five new members this year and the others were all returning. The large number of returners help with training of the new team members when questions arise, safe equipment operation and efficiencies of tasks.
- Over the past two years Reid has spotlighted staff to give a little background into who they are. These posts have seen great interaction from golfers and staff enjoy it, look for these to continue in 2025.

As the calendar changes to 2025 staff have already been in contact with returning employees and are happy to report most of the staff will be returning this year. A great start to the upcoming season knowing most of the staff already know the routine and can hit the ground running.

The winter months are ideal for continuing education in the golf industry. Brian and Jeff both attended continuing education seminars throughout the year. These seminars assist both in maintaining their professional classifications.

- Brian Hansen, Clubhouse Manager, is a PGA Member with an A-1 Classification.
- Jeff Plasschaert, Golf Division Manager/Course Superintendent, is a GCSAA Member with Certified Golf Course Superintendent Classification.

In January Jeff attended the Golf Course Superintendents Association of America (GCSAA) Conference and Trade Show in Phoenix. While there he was recognized as becoming a Certified Golf Course Superintendent in 2023 with 20 other newly Certified Superintendents. There are less than a thousand CGCS's in the association.



## V. Wrap-up/Planning Stages

The 2024 golf season thrived, with an early course opening helping offset marginal weather throughout the summer. Hopefully Reid will be able to continue to capture this momentum and new golfers to continually sustain operations. Based on early communications with golfers, returning and new passholders and junior registrants there is no reason to believe 2025 will be any different.

Total revenue of \$1,364,168 came to the golf course in 2024, the third consecutive year exceeding the \$1,000,000 threshold. After all operating expenses were paid 2024 netted \$227,429. *\*True end of year numbers will look slightly different due to end of year adjustments made by the Finance Department. \**

Winter preparations are already under way to recruit more leagues/players, retain all 13 business passes, renew all 18 tee sign advertisers and secure two advertisers for 2025 scorecards. Doing this guarantees additional revenue, staff work to maximize every revenue stream available with Reid's resources.

Time this winter has been spent tweaking the marketing plan to meet our customers' demands, continually fine-tuning operations of Reid. Reid Golf Course's marketing plan is a detailed week by week template geared to maximize profits and rounds. Bi-weekly email blasts provide our database with information on upcoming promotions. Most promotions are added to a calendar while evaluating the marketing plan before "finalizing" in late February. The promotions include a wide variety of green fees, food and beverage and merchandise specials throughout the year over many different media including mailers, radio, social media and print advertising.

Shortly after the New Year begins an emphasis to recruit and retain employees for the upcoming season begins to take precedence. Opening the golf course could take place anytime starting in March and staff want to be ready. Fingers crossed for another early opening in 2025!

Reid's business model has again proven sustainable and continues to be tweaked to get better every year. Moving forward future days and years will be spent reinforcing the foundation staff has built and looking for areas to improve Reid, keeping it sustainable for community enjoyment for decades to come.



*Foggy summer morning on Reid's back 9.*

## VI. Grounds 2024

The golf course was in great condition throughout 2024, no major turf diseases although dollar spot thrived at times, wet and dry conditions and plenty of work to keep staff busy! Every staff member was diligent to their tasks, kept their eyes open and made suggestions on what needed to be done or how to become more efficient. The maintenance staff was great throughout the season! Good news to begin 2025, several are returning and are looking forward to another great year.



*Artificial Turf mats were purchased for early season white tee play, this is the setup on #4 tee.*

To achieve great conditions throughout the year the course needs to come out of winter without issue and it did. This allowed the course to open early and add carts in mid-March. Opening early is great for business operations but adds additional stresses to turf. Five artificial turf mats were purchased for white tee play, they were delivered after the first weekend of play. The mats were also used at the practice range when the high schools were practicing at the range.

The below picture shows the amount of divots taken after one day of play and why staff decided to use the mats for a period. One issue staff continues to educate golfers on is course etiquette and as shown most of those divots are not filled in with the provided mix. Periodically throughout the year staff do different etiquette reminders, this year they focused on:

- Repairing ballmarks, raking bunkers, replacing or filling divots (basic course etiquette).
- The process of repairing divots on greens and why no one should take a shot off a green. #13 green had multiple divots taken two weekends in a row beginning with Sunday of the City Tournament.



***#17 forward tee after a day of play in March.***

During the golf season superintendent and staff have the necessary tools to alleviate stresses, control disease, etc. but there is a lot to be learned regarding winter injury when the same tools are unavailable. The primary winter problems are snow mold outbreaks, ice damage from lack of oxygen/gas exchange, desiccation, and crown hydration. Each winter can bring its own problems. In a perfect world the turf would be allowed to harden off (go dormant) with average temperatures to build ground frost followed by a fluffy blanket of snow to help insulate the turf from extreme cold temperatures. In early 2024 the ground did not freeze which is recipe for snow mold. Snow mold plant protectants are applied near closing and is one of the most important applications made throughout the year. By knocking down the pathogen it leaves turf in good condition in the spring. In the following photo staff sprayed the left side of the range fairway and not the right side where snow mold was present (mother nature/disease do not follow straight lines as shown in the picture). Check plots are great for determining the amount of disease pressure and amount of control. November and December had semi-favorable conditions for snow mold, but the lack of snow cover and cold temperatures after the New Year do not favor disease development. However, winter desiccation is a concern on wind swept surfaces this winter.



***Practice range target fairway left half treated for snow mold right half not.***

At times this year the weather was great for golf, other times not. During May through August, Reid's best revenue months, the course received precipitation on 38% of the days. Not only does it reduce revenues from lack of play and no carts it also creates more work for grounds staff.

- Increased disease pressure means shorter intervals between applications, fairway fungicide applications increased this year. Fairway applications increasing is significant due to their acreage.
- 115 additional labor hours to fix bunker washouts (compared to 2023), 258 hours associated with bunker maintenance.
- 40 additional labor hours to fix cart path washouts. After heavy rains paths are the first area to repair for the safety of golfers. 97 Hours related to cart path maintenance. *\*2025 budgeted dollars to pave the worst areas of washout\**

Grounds laborers track their hours daily and how long it takes to complete daily tasks, Appendix E is a chart of labor hour usage. Of the 5300 labor hours, 75% was associated with routine maintenance (mowing, course setup, raking bunkers, etc.) and 25% to project related tasks (irrigation repairs, pruning, drainage). Overall, 300 additional labor hours were used to maintain Reid this year, not a large increase with being open 20 additional days. Other significant changes in maintenance year to year:

- New roller added to the operation, greens rolled 190 labor hours this year compared to 124 in 2023.
  - Greens mowed 719 hours compared to 746 in 2023 despite being open longer, staff mowed greens approximately 10 times less this year. Early spring and late fall when turf is not actively growing staff rolled greens more frequently when prior years staff would have been mowing greens.

- Due to added rainfall during prime growing season rough mowing took 763 labor hours compared to 596 in 2023. These added hours are primarily a second mowing of an additional lap or two around fairways on Friday's to keep the rough length manageable (keep pace of play good). During drought weather in 2023 many weeks only needed laps around fairways for the week, using 596 hours it was the lowest amount of labor used to mow rough since tracking began. Historically 700 hours are needed.
  - Appendix D is a great visual representation of how many more days Reid experienced precipitation in 2024 vs. 2023.

As mentioned in the report, a needed update was made to the irrigation operating system. Staff learned components of the irrigation satellites were becoming obsolete and as they failed needed to be upgraded. Toro, Reid's irrigation manufacturer, ran promotions to assist in the cost burden of replacement, purchase 3 get 2 free. At the same time a new irrigation computer was purchased, also at a discount, with new software, the old software was from the 2005 irrigation system install. As you can imagine the new software is much more user friendly and efficient. This winter Jeff has been updating the new software which is a great auditing exercise of field changes that have been made and not always changed in the computer (for example nozzle size which changes gallons per minute).

Despite increased play, staff was able to get their work done and not be affected, but operations have changed with increased play. Morning staffing levels have increased to get setup and mowing done and out of the way of golfers. Increasing morning labor has limited the amount of time for projects during the peak golf time of day, but also keeps staff out of the way of play during peak times. The following are projects that were completed this year:

- Edged select bunkers, a continual process of getting through bunkers every couple of years.
- Bunkers received 15 tons of sand during annual bunker depth check. Sand is blown out of bunkers by wind, maintenance blowers and golfers hit sand out on shots. Sand additions are needed to keep proper sand depths in bunkers.
- Edged all sprinkler heads, this helps staff when issues arise with heads and allows golfers to see their yardage to the hole easier (yardages on top of sprinkler heads). The nature of the greens, tees and fairways at Reid is creeping bentgrass which grows horizontally and vertically encroaching sprinkler heads. This detail goes unnoticed most of the time but looks incredibly sharp when completed.
- Heavy rains showed staff where drainage additions and repairs were needed and addressed as many as possible. Staff also repaired pockets of turf which were scalded after numerous days of standing water and direct sunlight. Staff has a short list of drainage projects to begin the new year that they were not able to complete in the fall.
- Removed 15 damaged, decaying or dangerous trees from the golf course, primarily Ash Trees. After a winter of not having frost December provided a short period for heavy equipment to access the course and not damage turf. Most of the tree work was located on #5 and 7.



***City of Appleton Forestry removing dead Ash right of #5 in December.***

- Spiked high traffic areas multiple times this year to increase water infiltration in these locations. By doing so it allows them to tolerate wear better, cart traffic control consumes a few hours per week.
- Increased rounds create more wear and tear to the golf course, keeping up with ball marks and divots keep staff busy. A primary Friday second task was filling tee divots.
  - New for 2024 staff painted/dyed divot mix sand green, this helps with the aesthetic appearance of filled divots on tees. This process only added a few minutes during the mixing process.
- Greens were aerified and covered in a thick blanket of sand filling the aerification channels. Tees and fairways were also aerified, range tee was aerified, overseeded and closed for a few days to allow for recovery this fall before opening again for the remainder of the year.
- Expanded two greens, #13 and 17. Both will require some work in the spring to finish the process, but both were mowed at greens height before the end of the year.
- As play continues to grow grounds staff has changed how it does the occasional routine maintenance of topdressing. In previous years an hour of tee times would be blocked to topdress greens and staff would work that gap around the golf course. This year the course was closed until 8:00/9:00a.m. on three occasions to complete this task safely and efficiently.

- Continued maintenance of removing buckthorn and clearing fence lines. Parks grounds staff assisted in installing a permanent fence along #18 hillside to protect sledders from sliding into the woods.
- Grounds staff continue to work with Mary Beth Neinhaus', The Flower League, and The Marigold Mile to plant Marigold flowers at Carpenter sign bed, #1 tee and clubhouse.
- During the fall Jim Pedersen, City fulltime employee 9-month at Reid, planted Tulip bulbs in various beds around the course. Hopefully they will add noticeable color during spring to start the golf season this year.
- Removed Junipers at maintenance building entry and planted Hydrangea in their place, creating a fresh entry into the building.
- Planted and rotated flowerpots three times to correlate with the seasons.
- Reid took ownership of two pieces of equipment this year, both John Deere 2400 green mowers. These mowers replaced a green and tee mower, but both will be used on greens to keep cutting units consistent on the most important part of Reid. An older greens mower will be transferred to tee mowing.

2024 was the first season using a new greens roller which was purchased and delivered in late 2023. This piece of equipment helped green speed trend faster on average from previous years, about 6". Green speed is the leading factor in pace of play (rough length too), greens running too fast can be an issue. Staff found speeds running too much over 10' on the USGA Stimp meter slowed play enough to be noticeable. The goal is to always have consistent greens from one to another, day to day and week to week, and the roller makes this job easier based on environmental changes. Green speeds are increased for the two stroke play events Reid hosts to give the participants an added level of competition and to enhance their tournament experience.

A major offseason task is to evaluate the chemical and fertilizer plan which was used during the previous season and create a new RFQ for turf vendors to bid. The in-depth document includes everything from fungicides and herbicides to grass seed varieties and fertilizers. Pricing continues to rise on most products, but increases have slowed the past year and a half. Staff only apply as needed and do their best to limit applications throughout the season by using lower use rates with longer control.

Another key area in the offseason is getting course equipment ready for another golf season. All green and tee equipment is refurbished and cleaned over the winter. Additionally, golf course cutting units are disassembled and sent to vendors for reel sharpening. This maintenance is very tedious and requires a special spin grinder to create sharp blades that are necessary to maintain the turf conditions everyone desires. With the addition of two mowers, quality of cut to end the year and another mower replacement in 2025 only 3 reels were sent for winter maintenance. This will save Reid maintenance repair costs.

2024 was a successful year at Reid, grounds included. The course was in good condition throughout the year even with the early start and added amount of play. The course remained in good condition throughout the fall and was tucked in for winter ready for a potential early spring opening. Through early January not much snow has fallen, however, the bitterly cold temperatures are cause for concern.

Until the weather breaks in spring 2025 no one knows what will happen in the coming year, but the off season provides an opportunity to be ready for the unknown and be prepared for the known. Staff is ready to get started!



*Summer sunrise over #3.*

## Appendix A - Participation Revenue Report Ending December 31, 2024

City of Appleton - Reid Golf Course				
Revenues - December 31, 2024				
	2023		2024	
	2023 Y-T-D	Total	2024 Y-T-D	Total
<u>Green Fees</u>	<u>Rounds</u>	<u>Revenue</u>	<u>Rounds</u>	<u>Revenue</u>
Weekday-18 Holes	5,110	\$93,970.48	4,450	\$100,435.48
Weekday-9 Holes	16,075	\$224,492.19	16,842	\$247,993.75
Weekend - 18-Holes	3,656	\$95,790.55	4,111	\$109,061.25
Weekend - 9 Holes	3,626	\$59,533.64	4,048	\$66,329.89
Coupon Book Sales			20	\$1,922.26
Twilight Golf	3,363	\$40,110.49	3,290	\$43,566.82
Passholder Rounds	11,599		13,095	
Team Rounds	1,042		1,268	
<b>Sub-Totals</b>	<b>44,471</b>	<b>\$513,897.35</b>	<b>47,124</b>	<b>\$569,309.45</b>
	2023 Y-T-D	Total	2024 Y-T-D	Total
<u>Pass/Discount Card Sales</u>	<u>Sales</u>	<u>Revenues</u>	<u>Sales</u>	<u>Revenues</u>
Pass Sales	243	\$107,235.68	228	\$112,634.03
Corporate Pass Sales	12	\$34,123.20	13	\$36,966.84
Discount Cards	161	\$4,840.14	220	\$6,908.79
	2023 Y-T-D	Total	2024 Y-T-D	Total
<u>Cart Revenue</u>	<u>Cart Sales</u>	<u>Revenues</u>	<u>Cart Sales</u>	<u>Revenues</u>
Cart Fee	25,369	\$258,281.79	27,847	\$247,855.33
Annual Cart Passes	35	\$17,043.65	28	\$14,305.43
	2023 Y-T-D	Total	2024 Y-T-D	Total
<u>Practice Range</u>	<u>Sales</u>	<u>Revenues</u>	<u>Sales</u>	<u>Revenues</u>
Driving Range	5,389	\$39,514.73	4,158	\$33,262.62
Annual Range Pass	23	\$6,383.86	12	\$3,779.54
	2023 Y-T-D	Total	2024 Y-T-D	Total
<u>Golf Shop Merchandise</u>	<u>Sales</u>	<u>Revenues</u>	<u>Sales</u>	<u>Revenues</u>
Balls/Assessories/Apparel/Misc.		\$35,651.34		\$38,607.09
Gift Cards	377	\$22,166.87		\$20,010.90
Lessons*		\$8,015.00		\$6,590.00
Other Rentals**		\$9,865.39		\$9,361.64
	2023 Y-T-D	Total	2024 Y-T-D	Total
<u>Food and Beverage</u>	<u>Sales</u>	<u>Revenues</u>	<u>Sales</u>	<u>Revenues</u>
Food		\$20,896.92		\$18,694.58
Beverage		\$29,208.83		\$30,546.02
Alcohol Sales		\$96,715.17		\$96,511.58
Catering/Banquet		\$2,165.26		\$1,395.26
<b>Total Revenue (All Categories)</b>		<b>\$1,206,005.18</b>		<b>\$1,246,739.10</b>
*Lessons include private, group and juniors				
**Other rentals include additional revenue club rentals, pull carts, locker rentals & tee sign advertising.				

## Appendix B – Golf Course Expense Report Ending December 31, 2024

Reid Golf Course Budget December 31st Expense Report			
Description	Budget	End of December Expenses	Available
Regular Salaries	\$223,362	-\$224,379.00	(\$1,017)
Overtime	\$624	-\$370.00	\$254
Part-Time	\$178,550	-\$173,566.00	\$4,984
Fringes	\$93,775	-\$102,107.00	(\$8,332)
Training/Conferences	\$3,375.00	-\$3,032.00	\$343
Office Supplies	\$500.00	-\$176.00	\$324
Memberships & Licenses	\$2,170.00	-\$1,982.00	\$188
Building Maint./Janitorial	\$1,500.00	-\$2,369.00	(\$869)
Food & Provisions	\$50.00	\$0.00	\$50
Landscape Supplies	\$41,800.00	-\$40,903.00	\$897
Concession/Merchandise Supplie	\$65,600.00	-\$84,707.00	(\$19,107)
Other Misc. Supplies	\$3,500.00	-\$1,590.00	\$1,910
City Copy Charges	\$0.00	\$0.00	\$0
Outside Printing	\$4,000.00	-\$1,150.00	\$2,850
Uniforms	\$500.00	-\$300.00	\$200
Gas Purchases	\$20,770.00	-\$18,981.00	\$1,789
Miscellaneous Equipment	\$6,700.00	-\$7,886.00	(\$1,186)
Accounting/Audit Fees	\$2,160.00	-\$1,237.00	\$923
Bank Service Fees	\$24,000.00	-\$29,370.00	(\$5,370)
Consulting Services	\$15,500.00	-\$15,000.00	\$500
Solid Waste/Recycling Pickup	\$2,534.00	-\$3,198.00	(\$664)
Contractor Fees	\$1,500.00	-\$2,884.00	(\$1,384)
Advertising	\$5,000.00	-\$4,440.00	\$560
Electric	\$24,562.00	-\$24,541.00	\$21
Gas	\$6,446.00	-\$4,081.00	\$2,365
Water	\$1,800.00	-\$1,748.00	\$52
Sewer	\$555.00	-\$567.00	(\$12)
Stormwater	\$13,160.00	-\$13,213.00	(\$53)
Telephone	\$3,000.00	-\$774.00	\$2,226
Cellular Phones	\$1,000.00	-\$870.00	\$130
Cable Services	\$2,500.00	-\$2,432.00	\$68
Equip Repairs & Maint	\$6,500.00	-\$32,367.00	(\$25,867)
Facilities Charges	\$44,215.00	-\$51,329.00	(\$7,114)
Software Support	\$1,944.00	-\$2,300.00	(\$356)
CEA Operations/Maint.	\$35,445.00	-\$52,688.00	(\$17,243)
CEA Depreciation/Replace.	\$85,109.00	-\$68,415.00	\$16,694
Grounds Repair & Maintenance	\$10,000.00	\$0.00	\$10,000
Other Contracts/Obligations	\$0.00	-\$773.00	(\$773)
Insurance	\$7,550.00	-\$7,548.00	\$2
Equipment Rent	\$33,500.00	-\$30,480.00	\$3,020
Depreciation Expense	\$61,000.00	-\$63,780.00	(\$2,780)
Interest Payments	\$1,725.00	-\$1,728.00	(\$3)
Other Capital Outlay	\$30,000.00	-\$27,275.00	\$2,725
Transfer Out - General Fund	\$26,850.00	-\$26,856.00	(\$6)
<b>Expense Total</b>	<b>\$1,094,331.00</b>	<b>-\$1,133,392.00</b>	<b>(\$39,061)</b>

## Appendix C – 2024 Weather Data

2024	Average	5 Year Avg.	Actual	Difference	Average Precip	Actual Precip	Difference	5 Year Avg	5 Year Difference	Snow Fall	Days w/ Precip	Golfable Days	Course Open Days	No Carts	Frost
January	18	17.7	23.4	5.7	1.36	1.94	0.58	1.3	0.64	19.6	13	0	0	0	0
February	20	20.4	32.6	12.2	1.13	0.44	-0.69	1.2	-0.76	2.7	5	0	0	0	0
March	31	31.4	37.5	6.1	1.92	2.57	0.65	3.1	-0.53	6.3	5	17.5	19	0	6
April	44	44	47.2	3.2	3.24	3.27	0.03	3.3	-0.03	4	13	23.5	25	3	2
May	56.8	56.8	59.3	2.5	3.64	4.75	1.11	4.4	0.35	0	11	27.5	31	4	0
June	67	66.8	67.4	0.6	4.65	7.25	2.6	5.4	1.85	0	16	25	30	4	0
July	72	71	70.3	-0.7	3.64	7.5	3.86	3.7	3.8	0	11	27	31	5	0
August	70	69	69.5	-0.5	3.79	6.15	2.36	5.2	0.95	0	8	27	31	3.50	0
September	61.3	62.8	65.3	4	3.18	2.3	-0.88	4.8	-1.62	0	3	30	30	0.00	0
October	48.6	48.6	54.2	5.6	2.53	2.45	-0.08	3.7	-1.25	0	4	30	31	1.00	3
November	35	35.5	41.3	5.8	2.1	4.17	2.07	2.2	1.93	3.2	11	15	18	7	5
December	23.8	25.8	26.3	0.5	1.56	1.19	-0.37	2.3	-1.11	7.5	12	0	0	0	0
	45.625	46	49.53	3.53	32.74	43.98	11.24	40.6	4.22	43.3	112	222.5	246	27.5	16

## 10 Year Weather Averages at Reid Golf Course

	Temperature											
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Average	Historical Average
January	18	19	23	19	15	25	23.4	12.9	26.4	23.4	20.51	18
February	10	24	29	20	17	21	14.3	19	24.3	32.6	21.12	21
March	33	37	31	31	28	35	38.3	31.5	30.5	37.5	33.28	31
April	46	42	47	36	43	42	48	40.3	46.4	47.2	43.79	45
May	57	57	54	62	53	54	57.7	59.5	55.8	59.3	56.93	57
June	64	66	66	67	64	68	69.8	67.9	66.9	67.4	66.7	67
July	69	70	70	71	72	75	71.1	70.4	70.7	70.3	70.95	72
August	67	71	65	70	67	70	71.7	70	68.7	69.5	68.99	70
September	65	64	63	62	64	59	63.7	61.8	64.7	65.3	63.25	61
October	49	53	52	45	46	43	55.3	49.7	50.7	54.2	49.79	48
November	41	43	34	29	31	41	36.3	37.9	36.4	41.3	37.09	35
December	34	22	19	27	26	27	28	23.5	34.3	26.3	26.71	22
Year Total	46.0833	47.333	46.0833	44.9167	43.833	46.67	48.13333	45.36667	47.98333	49.525	46.59276	45.6
	Precipitation											
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Average	Historical Average
January	0.57	1.48	2.54	0.73	2.05	1.54	1.11	0.28	1.42	1.94	1.366	1.14
February	0.42	1.01	0.99	1.42	2.81	1.02	1.06	1.13	2.81	0.44	1.311	1.07
March	0.58	4.24	2.62	1.09	2.1	5.16	1.75	7.1	3.7	2.57	3.091	1.82
April	2.6	1.49	5.4	4.04	5.6	1.69	2.2	3.5	3.49	3.27	3.328	2.94
May	5.39	3.78	2.95	4.96	6.6	4.9	3.45	3.3	1.15	4.75	4.123	3.2
June	4.66	6.65	6.3	5.5	6.65	4.05	5.4	3.75	2.75	7.25	5.296	4.01
July	2.23	2.63	2.4	2.87	4.3	5.25	6.7	3	2.26	7.5	3.914	3.64
August	3.71	4.13	3.35	9.79	6	1.8	7.6	5.4	2.95	6.15	5.088	3.79
September	5.41	5.47	2.2	7.05	9.9	2.55	1.55	4.1	1.35	2.3	4.188	3.18
October	2.75	2.23	1.8	8.1	6.65	4.5	1.6	1.75	4.26	2.45	3.609	2.53
November	3.01	2.11	1.1	1.56	3	2.84	0.77	2.9	2.28	4.17	2.374	2.2
December	6.14	2.16	0.87	2.13	2.78	1.02	1.89	1.58	1.33	1.19	2.109	1.56
Year Total	37.47	37.38	32.52	49.24	58.44	36.32	35.08	37.79	29.75	43.98	39.797	31.08

## Appendix D – 2024 & 2023 Daily Precipitation Calendar

### 2024

January							April							July							October								
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa		
		1	2	3	4	5	6		1	2	3	4	5	6		1	2	3	4	5	6			1	2	3	4	5	
7	8	9	10	11	12	13		7	8	9	10	11	12	13		7	8	9	10	11	12	13	6	7	8	9	10	11	12
14	15	16	17	18	19	20		14	15	16	17	18	19	20		14	15	16	17	18	19	20	13	14	15	16	17	18	19
21	22	23	24	25	26	27		21	22	23	24	25	26	27		21	22	23	24	25	26	27	20	21	22	23	24	25	26
28	29	30	31					28	29	30						28	29	30	31				27	28	29	30	31		
February							May							August							November								
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa		
				1	2	3				1	2	3	4					1	2	3						1	2		
4	5	6	7	8	9	10		5	6	7	8	9	10		4	5	6	7	8	9	10	3	4	5	6	7	8	9	
11	12	13	14	15	16	17		12	13	14	15	16	17	18		11	12	13	14	15	16	17	10	11	12	13	14	15	16
18	19	20	21	22	23	24		19	20	21	22	23	24	25		18	19	20	21	22	23	24	17	18	19	20	21	22	23
25	26	27	28	29				26	27	28	29	30	31		25	26	27	28	29	30	31	24	25	26	27	28	29	30	
March							June							September							December								
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa		
					1	2							1		1	2	3	4	5	6	7		1	2	3	4	5	6	7
3	4	5	6	7	8	9		2	3	4	5	6	7	8		8	9	10	11	12	13	14	8	9	10	11	12	13	14
10	11	12	13	14	15	16		9	10	11	12	13	14	15		15	16	17	18	19	20	21	15	16	17	18	19	20	21
17	18	19	20	21	22	23		16	17	18	19	20	21	22		22	23	24	25	26	27	28	22	23	24	25	26	27	28
24	25	26	27	28	29	30		23	24	25	26	27	28	29		29	30						29	30	31				
31								30																					

### 2023

January						
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				
February						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				
March						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	
April						
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						
May						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			
June						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	
July						
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					
August						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		
September						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
October						
Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				
November						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		
December						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

0"
0"- .1"
.1"- .25"
.26"- .5"
.51"- 1"
1"- 2"
2"+
Snow
Open/Close
Red - closed

## Appendix E – 2024 Grounds Labor Breakdown

