

<b>CITY OF APPLETON POLICY</b>		<b>TITLE: 2014 REID GOLF COURSE RATES POLICY</b>	
<b>ISSUE DATE:</b> Day of Council Adoption		<b>LAST UPDATE:</b> December 2008, October 2009, December 2010, December 2011, September 2012	<b>TEXT NAME:</b> K:Parks/Administration/Policies/Golf Policies 2008-2010/Golf Rates 2010
<b>POLICY SOURCE:</b> Parks and Recreation Department		<b>TOTAL PAGES: 3</b>	
<b>Reviewed by Attorney's Office Date:</b>	Parks and Recreation Committee Approval Date:	<b>Council Approval Date:</b>	

### **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 may provide 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, coupon rates, 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, coupon rates, 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 discounts on specifically identified rates/services/products.
2. Weekday – Monday through Friday.
3. Weekend – Saturday, Sunday and holidays.
4. Dependent- Child age 17 and under.
5. Junior – Age 20 and under.
6. College Student – Student must provide valid college/university identification.
7. Adult – Age 41 to 60.
8. Senior – Age 61 and up.

9. 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.
10. New annual pass holder – individual and/or family who has not purchased an annual pass within the past five (5) years.
11. Business Pass – Pass purchased by businesses and companies for use by employees, business guests, etc. The Business Pass includes two carts.

#### **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. The cost of an additional nine holes will be the difference between the 9-hole and the 18-hole rate.
4. A Weekday Pass:
  - a. Is available for 9-hole or 18-hole play.
  - b. Can be used anytime Monday through Thursday (Only 6:00 am to 2:00 pm during weekday league play from approximately May 1 through August 25) and Fridays from 6:00 am to 11:00 am.
  - c. Cannot be used for tournaments, outings and/or special events.
5. An Associate, Adult, and Family Annual Pass:
  - a. Is available for 9-hole or 18-hole play.
  - b. Can be used anytime Monday through Thursday. (Only 6:00 am to 2:00 pm during weekday league play from approximately May 1 through August 25)
  - c. Can be used anytime Fridays, Saturdays, Sundays and holidays.
  - d. Can be used for tournaments, outings and/or special events.
6. A Junior Annual Pass:
  - a. Is available for 9-hole or 18-hole play.
  - b. Can be used anytime Monday through Thursday (Only 6:00 am to 2:00 pm during weekday league play from approximately May 1 through August 25.) and Fridays mornings from 6:00 am – 11:00 am.
  - c. Can be used Saturdays, Sundays and holidays after 2:00 PM
  - d. Can be used for tournaments, outings and special events.
7. A Junior/College Summer Pass:
  - a. Is available for 9-hole play only.
  - b. Can be used from Memorial Day weekend to Labor Day only. (May 24 to September 1, 2014)
  - c. Can be used Monday through Friday from 6:00 am to 2:00 pm.
  - d. Can be used Saturdays, Sundays and holidays after 2:00 PM.
  - e. Cannot be used for tournaments, outings, and/or special events.
8. The Discount Card for Adults, Seniors, Juniors and College students:
  - a. Provides a 15% discount on all regular daily 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 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. The Business Pass cannot be used for league play, outings and tournaments.

12. All Discount Cards, Special, Weekday and Annual Passes expire at the end of the season for which they were purchased.
13. Twilight rates allow for unlimited play from the established start time until the course closes.
14. There will be no refunds issued for passes or discount cards. Exceptions may be granted in hardship cases by the Parks and Recreation Committee and City Council.

# REID GOLF COURSE

## 2014 PROPOSED FEES

<b>WEEKDAY DAILY FEES</b>	<b>2012 Fees</b>	<b>2013 Fees</b>	<b>Proposed 2014 Fees</b>	
Adult 9	\$15.50	\$13.00	\$16.00	
Adult 18	\$25.50	\$20.00	\$26.50	
Junior/Senior 9	\$13.50	\$13.00	\$14.00	
Junior/Senior 18	\$22.00	\$20.00	\$23.00	
Additional 9	\$10.00	\$7.00	\$10.50	
<b>WEEKEND DAILY FEES (Saturday, Sunday, Holiday)</b>				
Adult/Junior/Senior 9	\$18.00	\$13.00	\$18.50	
Adult/Junior/Senior 18	\$28.50	\$20.00	\$29.50	
Additional 9 Weekend	\$10.50	\$7.00	\$11.00	
<b>TWILIGHT</b>				
Monday-Friday (after 6:30 PM)	\$9.00	\$9.00	\$9.50	
Saturday & Sunday (after 5 PM)	\$9.00	\$9.00	\$9.50	
<b>DISCOUNT CARDS</b>				
Juniors /College Students	N/A	\$50	\$15.00	
Adults/Seniors	N/A	\$100	\$30.00	
<b>SPECIALS</b>	<b>(Before May 1/ After May 1)</b>			<b>2013 Loyalty Discount</b>
Junior/College Summer Pass	\$150/\$175	N/A	\$200	\$100
<b>WEEKDAY PASSES (Monday-Friday Only)</b>	<b>(Before April 1/ After April 1)</b>			
Junior-Single	\$200/\$225	N/A	\$250	\$150
Adult-Single	\$700/\$750	N/A	\$775	\$675
Senior-Single	\$575/\$600	N/A	\$625	\$525
<b>ANNUAL PASSES</b>	<b>(Before April 1/ After April 1)</b>			<b>2013 Loyalty Discount</b>
Junior	\$250/\$275	\$100	\$325	\$225
Associate	\$500/\$600	N/A	\$700	\$600
Adult	\$900/\$950	\$500	\$1050	\$950
Senior	\$650/\$700	\$450	\$750	\$650
Family	\$950/\$1000	\$600	\$1100	\$1000
Business	\$2350/\$2500	\$1500	\$2500	N/A