

City of Appleton - Reid Golf Course
2016 Revenues - May 31, 2016

	2015		2016	
<u>Green Fees</u>	<u>2015 Y-T-D Rounds</u>	<u>Total Revenue</u>	<u>2016 Y-T-D Rounds</u>	<u>Total Revenue</u>
Weekday-18 Holes	434	\$10,508.95	510	\$10,746.79
Weekday-9 Holes	2,939	\$43,129.00	2,806	\$40,888.39
Weekend - 18-Holes	244	\$8,776.12	286	\$8,407.28
Weekend - 9 Holes	655	\$12,062.10	559	\$10,077.17
Twilight Golf	750	\$6,098.00	767	\$6,991.95
Passholder Rounds	1,396		1,680	
Promo Rounds				
Coupon Rounds	50		89	
Early Bird Special	4	\$80.00	4	\$100.00
Outing Rounds			59	\$1,480.20
Other (Coupon Special Rounds)	135	\$3,450.00	298	\$6,245.73
Memorial /Mother's Day Golf Promo	9		52	
Couples League Registration			10	\$476.20
High School Rounds	200		401	
Sub-Totals	6,816	\$84,104.17	7,521	\$85,413.71

	2015 Y-T-D	Total	2016 Y-T-D	Total
<u>Pass/Coupon/Discount Card Sales</u>	<u>Sales</u>	<u>Revenues</u>	<u>Sales</u>	<u>Revenues</u>
Pass Sales	88	\$52,330.00	92	\$46,290.00
Corporate Pass Sales	3	\$7,375.00	4	\$9,875.00
Coupon Sales	31	\$2,595.00	22	\$2,123.00
Discount Cards	70	\$2,100.00	89	\$2,670.00
	2015 Y-T-D	Total	2016 Y-T-D	Total
<u>Cart Revenue</u>	<u>Cart Sales</u>	<u>Revenues</u>	<u>Cart Sales</u>	<u>Revenues</u>
Cart Fee	2001	\$18,654.00	2,239	\$22,402.87
Annual Cart Passes	17	\$8,505.00	18	\$9,810.00
	2015 Y-T-D	Total	2016 Y-T-D	Total
<u>Practice Range</u>	<u>Sales</u>	<u>Revenues</u>	<u>Sales</u>	<u>Revenues</u>
Driving Range	766	\$5,031.00	1,088	\$7,273.05
Annual Range Pass	7	\$2,162.50	11	\$2,812.50

	2015 Y-T-D	Total	2016 Y-T-D	Total
	<u>Sales</u>	<u>Revenues</u>	<u>Sales</u>	<u>Revenues</u>
<i>Golf Shop Merchandise</i>				
Balls/Assessories/Apparel/Misc.	566	\$3,340.65	652	\$3,827.72
Gift Cards	25	\$1,235.81	58	\$2,638.61
Other Rentals			182	\$1,338.20
	2015 Y-T-D	Total	2016 Y-T-D	Total
	<u>Sales</u>	<u>Revenues</u>	<u>Sales</u>	<u>Revenues</u>
<i>Food and Beverage</i>				
Food	1165	\$3,220.53	1,555	\$4,172.93
Beverage	1730	\$3,769.57	2,234	\$4,657.44
Alcohol Sales	2841	\$12,764.43	3,420	\$15,181.22

Total Revenue (All Categories)		\$207,187.66		\$220,486.25
Note: Other rentals include additional revenue club rentals, pull carts & locker rentals.				