2026 Reid Golf Course Mid-Year Report

Season Overview

- Golf course opened for walking on Wednesday April 8th, one day earlier than last year. April 5th is Reid's average opening day over the last 15 years. The golf course was cleaned and prepped prior to the heavy snowstorm in mid-March. The snow did not cause any issue to the course but the related wind caused staff to clean the course again prior to opening. A total of 3 cleanups were necessary this year prior to opening the golf course for play.
    - Powered carts were allowed April 10th and due to turf not recovering early in the season the range did not open until April 22nd.
    - Course has been open for 84 days to date, compared to 83 in 2025.
- During the first week of play, white tee players were asked to play the par 3's on artificial turf mats until the grass woke up and begins recovering on its own. This helps keep the teeing surfaces in better condition and correlates with spring rates.
- Family days have continued to be successful filling up the tee sheet from 2:00 p.m. to twilight, however, weather has been an issue on both of the dates this year.
- Lawrence University club golf, Appleton East and Appleton North boys high school golf teams returned to Reid this spring.
- Junior lessons sold out filling up both sessions. Junior league increased by 13 participants this year to 55. Reid continues to see a healthy junior program and number of juniors playing at Reid.
- The Spring 3-4-5 tournament was scheduled for May 17th but was cancelled due to heavy rain most of the day. Staff are looking ahead to determine if it will be made up later this fall as the summer is busy with events.
- Continued hosting a Wisconsin Junior PGA Event, this is the eighth year Reid has hosted the event.
- City Tournament participation increased this year with 105 players participating in the 81st annual event, 100 in 2025. New for 2026 senior and women's division also included

a net division in an attempt to increase participation. The tournament also continued with Sunday split tee start to encourage more participants to stay at the course until all flights finished.

Mario Russo is the 2026 City Tournament Champion.

Maddie Doering won the Women's Division with Amanda Fritz taking the Net Division title.

- Two golf outings were held in June, X-Golf and Scott Ott Memorial Outing. Both returned from previous years. Brian has discussed increased outing bookings for the second half of the year too.
- A new golf league came to Reid on Tuesday's and many other leagues increased in size this year. League play continues to be Reid's best consistent source of revenue.
- The first half of 2026 did not have the best run of weather.
    - Precipitation on 36% of days the course has been open for play, compared to last year's 38%. April was very wet, 6.5" above average, May was great for golf though and June had more timely rains with plenty of time for rounds.
- Reid took delivery of a new rental cart fleet, signing a six-year lease with Yamaha.
    - An additional 8 carts were leased due to increased cart demand over the last lease. To date 56% of rounds have been riding, this percentage will increase as it offsets the walking only start to the season. The new lease also includes two utility vehicles for beverage cart use and a dedicated range picking cart.

New range picking cart.

    - The two old beverage carts were purchased from Yamaha and placed into grounds fleet along with the old range picker cart.
- Reid hosted Mayor office hours in January.
- Winter recreation at Reid was not great for most of the season, with not enough snow for grooming trails. The season ended with the course getting a lot of activity after March's snowfall before it melted.
- Due to renovations at The Parks, Recreation and Facilities Management building Reid hosted Resident Leadership Academy in March.

Recreation Division Manager Niki Wendt presenting to the Resident Leadership Academy.

Financial Breakdown (through June 30th)

Operations have been very similar year to year, however, price increases to daily green fees and cart rentals have generated more revenue. Year to date $679,793 is the most revenue generated through the point-of-sale for the first half of the year. May and June are the two highest revenue months Reid has ever had, hopefully the second half of 2026 continues. Revenues are approximately 8% higher from the previous high in 2024 when the course opened in early March.

- **$679,378 in revenue has been rung through Reid's POS**
    - Annual Passes - $161,793
        - Pass sales declined slightly this year with 195 sold compared to 221 in 2025, but revenue has increased year to year. The decrease in pass sales is primarily the summer pass which has a different age restriction this year. Revenues have increased due to more adult, associate and family passes sold this year which offsets the cheaper passes not being purchased.
        - Discount card sales have increased by 14 to 220. Staff continue to promote discount cards with golfers who frequently play Reid, especially league players.
    - Green Fees - $260,480
        - 19,420 rounds have been played this year up 526 compared to last year. The increase is primarily due to having an additional league and more

league players weekly. Course operations have been similar year to year overall.
        - 880 team rounds played in the spring semester. They consist of Appleton East and North Boys and Lawrence University Club Golf.
        - Passholder rounds decreased slightly to 5,122. 44 less than last year.
    - Cart fees - $132,965
        - Cart rentals continue to increase, $16,162 in additional revenue year to year. Rentals are 216 less, rental rates increased with the new lease to cover the added expense of the lease.
        - 28 annual cart passes sold.
        - 10,910 total (passholder and paying) cart usages this year.
    - Range - $19,887
        - Range opened for use on Wednesday April 22nd and has only been closed for portions of days this year compared to last spring when daily closures were common.
        - Range revenues have increased $2000 year to year.
        - Range use continues to be very high and causes headaches in Reid operations, but this year a dedicated staff member has been assigned to the range to monitor during its peak use time. This seems to have helped overall operations and headaches at the range.
    - Merchandise - $18,478
        - Similar sales year to year. New in 2026 branded water bottles and ball markers were ordered to sell for the season.
    - Food and Beverage - $63,181
        - Food and beverage sales have increased $4468.
        - Food and beverage costs and pricing are looked at annually, this year only minor price modifications were needed to keep margins due to increased costs.

Marketing 2026

- A comprehensive 52-week marketing plan was developed as a template for the calendar year. This is a fluid document and changes constantly, with greater demand and less inventory to start the year no real-time promotions have been run this year. If staff begin to see daily dips in play these promotions will return.
- The Mailer offering specials to get people to the course is scheduled for three mailings, May, July and September. Each mailing has similar golf promotions but also a targeted ad based on time of year, 25% off apparel for example.
- Radio ads have been used throughout the year to promote tournaments, course opening, family days, etc.

- Constant Contact email marketing continues in 2026, Reid's email database has remained similar year to year. The use of email marketing has been very economical and beneficial to Reid. On average two email marketing blasts are produced monthly.
- Increased play the past few years equates to less marketing needed to fill the tee sheet, but the plan is in place if rounds and revenues drop.

Staffing

- All pro shop staff returned for another year! This helps with golf operations, especially with the increased volume of play and point-of-sale operation. There has not been much turnover in food and beverage or outside staff either. Golfers have become accustomed to seeing familiar faces at Reid.
- Ground staff had all the working retirees return and most of the summer seasonal staff returned too.
- Despite the continued high golf volume there have been little to no issues involving operations this year. This is a direct reflection on the staff Reid has in place.

Grounds

- Golf Course made it through winter with no significant winter injury and was relatively dry heading towards spring when most of the snow fell this winter.
    - Grass was very slow to wake up, the small amount of winter injury took a bit to recover but did not affect playing conditions. The worst of the winter injury was mechanical damage from winter tree removal.
- Consistent rain, properly timed fertilizer applications have the course in great condition. Recent warm temperatures have turf growing quickly and thick rough is prevalent throughout.
- Irrigation startup was not as smooth as past years. A pipe break in the valley between #17 and 18 needed to be exposed and repaired. 50' of pipe was replaced. A few elbows underneath sprinklers also failed but those are routine coming out of spring.
- By the end of June, 3.5 million gallons of water was applied to the course, one of the higher amounts through June.
- Spring weather made pre-emergent applications difficult to schedule and mother nature handled watering them in. They were all executed in the various windows of application. To date minimal breakthrough of seedhead and crabgrass, but staff believe crabgrass pressure will be high this year.
    - Clover is the #1 nuisance weed at Reid, it appears to have an extended seeding period this year making it more noticeable.
- The American Flag at the cell phone tower is back flying after a year without! The tower was finally upgraded to allow the flag to fly at the end of last year. Golfers were happy to see it flying once again after the course opened.

- Paved cart path edges were restored and grass is filling in. This kept staff busy for quite some time this spring as washouts happened multiple times before seed was established.
- Fall broadleaf applications did their job and left the course with minimal weeds to start the year. Staff is seeing clover breakthroughs and are spot treating as conditions warrant.
- Grounds projects beyond routine maintenance finished in first half of 2026:
    - Cart path exits have been a continual project this year to smooth out the transition from path to grass.
    - 12 tons of sand was added to bunkers, this is an annual process for maintaining proper bunker depths. Another 10-12 tons will get added later this year.
    - Marigolds were planted at no cost to Reid in three flower beds on the course to be an extension of the Marigold Mile working with Mary Beth Nienhaus.
    - 35 Ash Trees were removed, stumps ground (45, 10 leftover from last winter) and seeded. Staff are continuing to work on removals as time and ground conditions allow. Remaining Ash Trees were treated with a soil drench again to slow their decline.
    - Select low branch pruning and buckthorn removal continue. Most of the winter work was dedicated to Ash removals this year though.
    - Staff have been aggressively edging bunkers. Past years only selective bunkers have been edged, this year they will all receive new edges. Task is 50% complete.
    - All sprinkler heads and drains were edged prior to the City Tournament.
    - End of June saw a significant increase in disease pressure, timely applications have kept it from spreading significantly.
    - Staff have begun painting tee sign, Reid sign and ballwasher posts.

Ben edging #13 greenside bunker in June.

Budget Performance Summary (Reid Golf Course)

Description	Year to Date	Full Year Amended Budget	Percent of Amended Budget
Reid Golf Course			
Reid Golf Course – Revenues	727,255-	1,243,346-	58.5%
Reid Golf Course – Expenses	542,929	1,180,867	46%
Reid Golf Course – Net Exp.	184,326-	62,479-	295%