

City of Appleton - Reid Golf Course
2015 Revenues - October 31, 2015

	2014		2015	
	2014 Y-T-D <u>Rounds</u>	Total <u>Revenue</u>	2015 Y-T-D <u>Rounds</u>	Total <u>Revenue</u>
<u>Green Fees (Target \$349,370)</u>				
Weekday-18 Holes	1,752	\$43,130.07	1,763	\$37,791.54
Weekday-9 Holes	10,566	\$156,812.99	10,476	\$155,120.40
Weekend - 18-Holes	1,939	\$57,036.30	1,297	\$38,115.64
Weekend - 9 Holes	2,379	\$43,179.58	2,389	\$44,069.08
Twilight Golf	2,353	\$21,177.00	4,213	\$37,537.40
Passholder Rounds	6,910		6,210	
Promo Rounds				
Coupon Rounds	422		465	
Early Bird Special			4	\$80.00
Annual Pass Promo			62	
Community Color Mailer/Valpak	525	\$11,177.00	1,671	\$47,415.00
Other: Example: Free Golf for Veteran's, League Rounds	2,143	\$43,987.00	3,198	\$59,174.61
Tournament Rounds, Fall Special, Etc.				
High School Rounds	248		224	
Adjustment	1,313			
Sub-Totals	30,550	\$376,499.94	31,972	\$419,303.67
	2014 Y-T-D <u>Sales</u>	Total <u>Revenues</u>	2015 Y-T-D <u>Sales</u>	Total <u>Revenues</u>
<u>Pass/Coupon/Disc. Card Sales (Target \$109,050)</u>				
Pass Sales	191	\$90,675.00	114	\$67,405.00
Coupon Sales	104	\$7,840.00	74	\$6,490.00
Discount Cards	103	\$3,060.00	88	\$2,640.00
League Payments			22	\$10,684.09
	2014 Y-T-D <u>Cart Sales</u>	Total <u>Revenues</u>	2015 Y-T-D <u>Cart Sales</u>	Total <u>Revenues</u>
<u>Cart Revenue (Target \$135,000)</u>				
Cart Fee	*	*	9,858	\$92,718.00
Annual Cart Passes	*	*	17	\$8,505.00
	2014 Y-T-D <u>Sales</u>	Total <u>Revenues</u>	2015 Y-T-D <u>Sales</u>	Total <u>Revenues</u>
<u>Practice Range (Target \$20,000)</u>				
Driving Range	*	*	2,879	\$17,760.00
Annual Range Pass	*	*	115	\$2,412.50
	2014 Y-T-D <u>Sales</u>	Total <u>Revenues</u>	2015 Y-T-D <u>Sales</u>	Total <u>Revenues</u>
<u>Golf Shop Merchandise (Target \$10,000)</u>				
Balls/Assessorios/Apparel/Misc.	*	*		\$15,367.52
Gift Cards	*	*	159	\$7,289.80
Rentals (Pull Carts, Club, Lockers)	*	*	1,030	\$4,459.00
	2014 Y-T-D <u>Sales</u>	Total <u>Revenues</u>	2015 Y-T-D <u>Sales</u>	Total <u>Revenues</u>
<u>Food and Beverage (Target \$100,000)</u>				
Food	*	*		\$17,144.03
Beverage	*	*		\$21,901.37
Alcohol Sales	*	*		\$63,929.31
Total Revenue (Target \$723,420) Currently 105% of Target				\$758,009.29
		(*) - Operations noted with asterisk were contracted in 2014.		