

2025



# Annual Report

Submitted by:

**Jeff Plasschaert, CGCS**

Golf Division Manager/Golf Course Superintendent

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*Reid's freshly updated lounge.*

## **I. 2025 Season Overview**

Every year of golf operations have brought unique challenges, however, 2025 brought fewer challenges compared to previous years. Friendly golfers, experienced staff, great weather and course conditions combined with minimal available tee times made 2025 a success!

Reid debuted a freshly updated pro shop and lounge in March with positive feedback on the aesthetic changes made over the winter. During the update, after vandalism to hole-in-one signs on the course, staff decided to create a hole-in-one wall inside the clubhouse. Golfers have noticed the re-investment into the property whether it be inside the clubhouse or on the golf course. The vandalism was unfortunate, but staff consider the hole-in-one recognition a great piece to Reid's history and wanted to continue with them in a controlled environment.



*Hole-in-one plaques which are updated annually.*

Golf course opened for play Wednesday April 9<sup>th</sup> after a fairly snow free winter with deep frost. The course closed following play on Monday November 24<sup>th</sup>. This was the latest closing day on record, which was followed by a snowstorm on Thanksgiving weekend. Grounds staff were able to successfully tie up loose ends after closing the course before the snow. For reference the average course opening is April 5<sup>th</sup> and closing is November 16<sup>th</sup>.

- April 9<sup>th</sup> – Course open for walking play, over a month later than last year.
- April 12<sup>th</sup> – Carts available.
- April 18<sup>th</sup> – Practice Range open.
- November 2<sup>nd</sup> – Practice Range closed for the year.
- November 16<sup>th</sup> – Cart use unavailable for the remainder of the golf season.
- November 24<sup>th</sup> – Last day for golf, staff needed a few days to complete winter preparation.

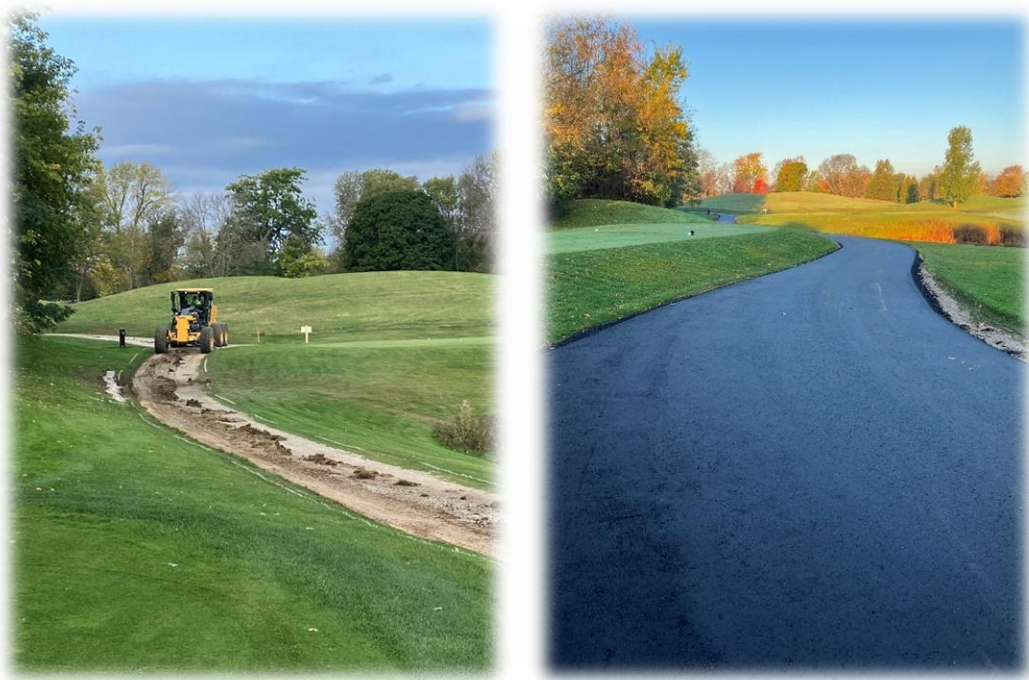
Not every season can have an early course opening. One of this year's challenges was a condensed golf season with higher demand. 47,455 rounds were played on 210 golfable days this year, 226 rounds per day. Daily rounds exceed 300 per day during the week when league play goes off #1 and #10 tee for a few hours. Rounds per day increased from 209 in 2024 when the course was open longer, 47,124 rounds were played in 2024. From 2019, a very wet year, rounds have steadily increased to this year's 25 year high.

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. 2025 continued the upward trend in Reid revenues with \$1,287,232 in golf revenue an increase of \$40,567, 3.25% year to year. The primary increase comes from increased rounds, passholder fee changes and cart rentals. As a reminder Reid also generates revenue from cell tower lease and rent that are not run through the POS, total revenue this year is \$1,371,276.

Weather is unpredictable, Reid experienced fewer heavy rain events compared to previous years. This helps all aspects of Reid's operation; pro shop staff are not making calls to tee times when carts are

restricted, food and beverage staff are consistently busy, fewer league cancellations and ground staff do not need to fix bunkers and cart paths as much. Non-extreme weather creates repeatable, consistent course conditions which provide quality experience for the volume of golfers Reid experiences.

Except opening the golf course early in 2024, trends seem to be shifting to cooler springs and warmer falls. To begin the year golfers are always excited to get on the course and do not mind marginal weather as much. Warm, dry falls are ideal for extending the golf season and getting course work completed. This fall Northeast Asphalt paved cart paths on portion of holes #10-14 which is an incredible upgrade and golfer feedback has been excellent. These paths were chosen due to them being prone to washing out in heavy rain events. This will save labor throughout the year and can focus those hours to other critical needs after these storms.



***Northeast Asphalt prepped existing path surfaces in early October followed by paving a few weeks later.***

Reid hosts multiple summer tournaments, below are the events and how many participants of each event. These events will be returning to Reid in 2026:

- 3-4-5 Tournament, 28 two-player teams participated. After competing with multiple Fox Valley events in 2024 participation returned to normal this year. Only 16 teams played last year.
- City Tournament – June 15<sup>th</sup> & 16<sup>th</sup>, 102 participants. 4 fewer players this year.
- Wisconsin Junior PGA and New Tour Junior event were hosted at Reid – 109 combined participants.
- Fox Cities Championship – August 10<sup>th</sup> & 11<sup>th</sup>, 103 participants, this event is hosted through the NEW Golf Tour annually.

- 2-Pin Challenge – October 26<sup>th</sup>, 46 two person teams participated. Largest field this event has hosted and staff rented extra carts for the day. This event has been a fun way to get rid of extra food and beverage to end the season.



*Myles rolling greens ahead of the City Tournament to increase green speeds for the event.*

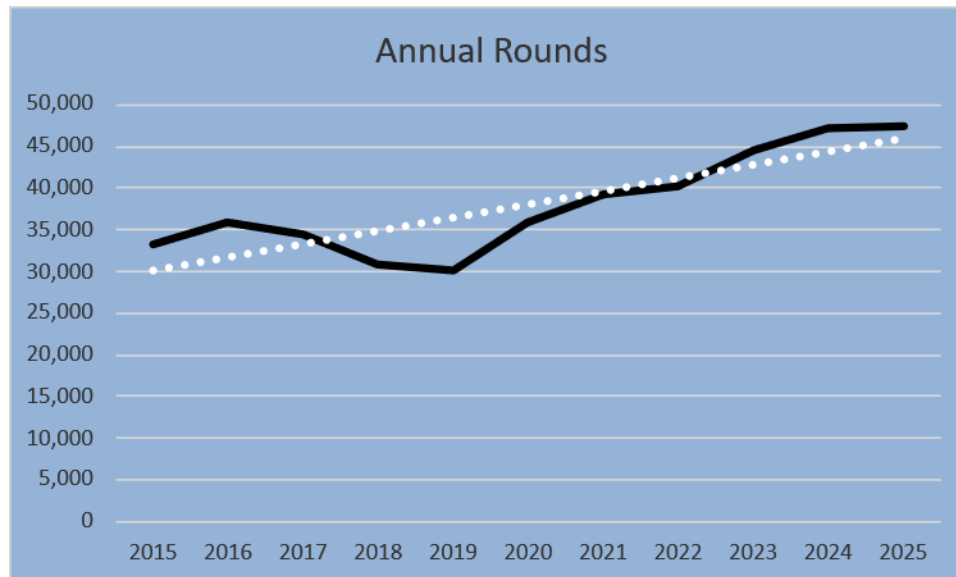
Reid staff work with other departments and customers to be more than a golf course when possible. Reid has hosted Mayor Open Office hours and various city meetings in the past. Prior to the completion of the Appleton Library renovation Reid hosted a Poetry Workshop in February, always something new to try and benefit the community. During winter months when the course is closed it is used for sledding, cross-country skiing, snow shoeing and fat tire biking when snow cover and ground conditions allow. When there is a lack of snow cover, staff have noticed many residents walking and running through the course.

## **II. Financial Breakdown – Point-of-sale Revenue \$1,287,232**

### **a. Daily Fee Rounds including Twilight Golf & Promotional Rounds (Actual \$577,167)**

Reid hosted 47,455 rounds in 2025, an increase of 0.8% over 2024 when 47,104 were played. 2025 was another busy year at the golf course, especially considering the golf course was open for fewer days this

season. Strong efforts to maximize league revenues have helped continue the upward trends, rounds have been consistently trending higher since 2018 & 2019.



- Increased pass sales have been thought for concern the past few years, but daily green fee revenues continue to excel. Daily green fees increased \$7847 this year, green fee revenue saw a large jump in 2024, \$55,412.
  - Despite fewer annual passes sold this year's pass holder rounds remained similar, 13,124 rounds compared to 13,095 last year.
- Appleton East Boys and Girls, Appleton North Boys and Lawrence University Club Golf Spring and Fall played at Reid this year.
  - Team rounds decreased by 85 rounds this year, 1183 played. Staff feel the decrease is due to opening later in the spring. High school teams play as soon as the course is ready as they need to set their rosters before matches in April.
- Reid's go to revenue source is golf leagues. Reid hosts 26 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. Reid hosted an additional league this year on Friday afternoon, historically leagues struggle on Friday's. This group was no different, but consistently saw 4-8 players weekly.
- Twilight rounds increased to 3695, from 3290 and revenue increased by \$5521.
- Revenue per round rose from \$26.46 to \$27.13 this year. This is the highest revenue per round Reid has achieved. The amount of cart usage, with fewer no cart days, helped boost round revenue this year.
- 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 \$167,655)**

2025 saw a decrease in passes sold, but \$11,145 in additional pass revenue from price tweaks to keep Reid competitive and sustainable. A total of 224 passes sold compared to 241 in 2024. On paper having less passholders should mean less rounds played and increased daily revenues. However, passholders rounds remained similar year to year with an additional 29 rounds played. Staff continue to monitor revenue with any potential tweaks which need to be made to how many passholders Reid has in the future. Below is a breakdown of annual passes sold this year:

- Junior Annual – 58, 2 less than 2024.
- Junior Associate – 29, 10 less than 2024.
- Associate – 15, 6 less than 2024.
- Adult – 4, 1 less than 2024.
- Senior – 17, 1 less than 2024.
- Family – 16, 1 more than 2024
- 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 – 2, 2 more than 2024. Not a popular option for adults as most are in their careers Monday-Friday.
- Senior Weekday – 39, 2 less than 2024.
- Junior Summer Memorial Day to Labor Day – 11, 1 less than 2024. Staff upsell this pass often to the annual junior pass for additional \$50, many make the change to annual over summer.

Staff encourage league players to purchase discount cards, each round played will save 15% and pays for itself during league play and hopefully encourages them to play more golf throughout the season. The more card holders play the more they save and Reid benefits from extra rounds.

- Discount Cards – 210, 10 less than 2024. \$7338 in discount card revenue.

#### **c. Rental Revenues (Actual \$292,852)**

The growth of golf over the past few years has been noticeable and many new players want to ride, including juniors. Riding rounds increased to 62% of rounds played this year, a 3% increase. Since the new POS staff can track passholder use, riding rounds have consistently increased 2-3% annually during this period. This trend shows how important it is that weather cooperates and allows carts as much as possible. A total of 29,490 rounds were riding rounds, 1643 increase from last year primarily due to fewer cart restrictions.

- Rental revenues increased \$24,369 this year, a 9% increase.
- \$269,939 in daily fee rentals for carts.
- 31 annual cart passes were sold, \$16,591 in revenue. 3 additional passes sold this year.

- Additional rental revenue comes from club rentals, pull carts, locker rentals and tee sign advertising accounting for \$6322 in revenue.

2025 was the final year of the six-year lease with Yamaha Golf and Utility. The cars held up very well throughout the lease period, however, staff ran into the issue of brush kits getting worn this year. New full-time grounds hire Brian VerVoort jumped in to help repair them as needed saving the course downtime. Staff is planning to increase the number of carts leased with the next lease to cover the added demand.

#### **d. Lessons (\$7,565)**

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.

- 112 juniors participated in junior lessons this year. Junior lessons are split into two, three-week sessions highlighting the various aspects of golf.
- 47 juniors were enrolled in junior league which played on Wednesday mornings throughout the summer. This was a big increase in numbers from last year when 33 participated, another positive sign of Reid's junior program recharging the golfer pool.
- Brian also instructs individual adult lessons as time and schedules allow. This is not a primary focus for him, but another service Reid offers. 10 adult lessons were given this year. The restricted use of Reid's range deters some lesson opportunities for those who want to work on their driver swing.



*Alex instructing juniors on short game this summer.*

#### **e. Range Revenues (Actual \$33,127)**

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.

- Range revenues decreased \$3915, roughly 12%. Staff believe this dip was caused by an effort to monitor the range more frequently to limit wood usage. Staff received less complaints about range balls in adjacent fairways or in cell phone tower compound this year with less range balls missing.
- Range opened for use on April 18<sup>th</sup>; this was only five days later than last year despite the early course opening in 2024. Staff want to make sure turf was actively growing before allowing practice on the range. Range closed November 3<sup>rd</sup>, late season divots do not heal and it is important to give the tee box time to recover as much as possible before winter sets in. Range use declines after Labor Day.
- 3689 range baskets were hit this year.
- 11 annual range passes were sold, \$3533 in revenue, one less than 2024.

**f. Merchandise (Actual \$39,265)**

Merchandise sales were slightly higher this year, \$658. Merchandise sales have slowly been increasing year to year, corresponding with the increase in rounds played recently. 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, 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. Staff can special order clubs as requested.

- Ball sales are \$21,572 in revenue.
- Gloves sold are \$6974 in revenue.
- Hat sales are \$3541 in revenue.
- Apparel and miscellaneous pro shop supply sales \$7178 in revenue.

**g. Food and Beverage (Actual \$148,085)**

Another great source of revenue at Reid is Food & Beverage, the busiest food days are during and after league play. Food and beverage sales were slightly higher this year, \$938. 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 meet the needs of Reid's golfers.

- \$20,521 in food sales.
- \$30,056 in non-alcoholic drink sales.
- \$97,508 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 \$129,767)**

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 a Lawrence University cross country 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 \$2500
- 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 host 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 player range do not require course closures. The numerous leagues Reid has, it is difficult to squeeze 18-hole outings on weekdays during the summer and often times would not benefit revenues.

- Three *The Mailer* advertisements in May, July and September were mailed throughout Appleton and the Fox Valley. These are beneficial as customers must bring a physical coupon for redemption which allows us to value the advertising.
- Radio ads throughout the year promote different events, for example City Tournament and holiday sales.
- Routine email blasts 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. It reaches golfers instantly and has a wide reach making it perfect for course restriction posts.



*John Ziemer enjoying his 2025 City Tournament Championship.*

#### IV. Staff

The past few years have seen an increase in applicants and high retention of staff, especially in the pro shop. 2025's staff was outstanding. Management staff were fortunate to not have any employee issues this year except for a few sudden changes. The 2025 staff were very dedicated and enjoyed the amount of play pushed through the course which kept everyone busy throughout the season.

- Food and beverage only had one new employee this year.
- Pro shop staff, who interact with every round, 100% returned. This was the third year in a row with all pro shop staff returning. Their experience of managing difficult situations has shown with no major customer issues this year.
- Outside services staff were primarily returners plus the addition of two staff members for the fall. Most of these staff members come in after school to pick the range and stage the carts at the end of the evening.
- Grounds staff had two new members this year. One staff member was previously an outside service staff member before joining grounds. The large number of returners help with training 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 2026.

The largest news regarding staff was the retirement of long-term employee Jim Pedersen. After 30 years working for the City at Reid and in Parks he retired at the end of May. His knowledge, work ethic and attitude will be missed! Reid was lucky to have his replacement come from Parks with previous golf course experience. Brian VerVoort was hired to Reid in mid-July and has picked up golf operations. Brian has shown himself to be an asset to Reid already and has brought new ideas.



*Thank you to Jim for 30+ years and welcome Brian V.*

As the calendar changes to 2026 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 February Jeff attended the Golf Course Superintendents Association of America (GCSAA) Conference and Trade Show in San Diego. During attendance time was dedicated reviewing golf cart options for upcoming golf cart lease and final details of mowers that were purchased in 2025. Golf course operations are continually changing and it is important to keep abreast of new technology.

## **V. Wrap-up/Planning Stages**

The 2025 golf season thrived, with an average course opening and late closing with great 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 2026 will be any different.

Total revenue of \$1,403,934 came to the golf course in 2025, the third consecutive year exceeding the \$1,000,000 threshold. After all operating expenses were paid 2025 netted \$139,206. *\*Exact 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 and sell all 18 tee sign advertisements. 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. Routine 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. 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 on recruiting and retaining 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. Although it has been snowing frequently in January, staff are optimistic to see an early opening in 2026!

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 have built and looking for areas to improve Reid, keeping it sustainable for community enjoyment for decades to come.



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

## **VI. Grounds**

The golf course was in great condition throughout 2025, no major turf diseases although dollar spot and crabgrass thrived at times, but plenty of work to keep staff busy! Every staff member was diligent in their tasks, kept their eyes open and made suggestions on what needed to be done or how to become more efficient. Good news to begin 2026, several are returning and are looking forward to another great year.

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 allow carts shortly after opening despite deep winter frost. During the growing 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 disease, ice damage from lack of oxygen/gas exchange, desiccation, and crown hydration. Each winter can bring its own problems. In a perfect winter 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. January had very minimal snow coverage and extremely cold temperatures which drove frost deep into the ground. Fast forward to November and a deep snow cover came soon after closing not allowing turf to harden off or frost to form in the ground. These conditions are prime for snow mold, early January conditions favor

desiccation over snow mold, time will tell how the course wakes up in the spring. Applications for snow mold are made to playing surfaces, the range fairway does not get completely treated and this photo depicts how well products worked to control the disease this spring.



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

For the most part weather was great for golf throughout the year. While the course was open it received precipitation of 28% of days, compared to 33% last year. Precipitation amounts were the largest difference year over year, 31" or precipitation was recorded in 2025 compared to 44" in 2024. An area of maintenance often scrutinized is the use of water for irrigation. In our climate irrigation is used to supplement rain events, not the sole source of water. There is direct correlation with rain received and amount irrigated but below shows how it can vary wildly depending on type of rain events and frequency.

- 2023 – 30" of precipitation, 18.2 million gallons of irrigation
- 2024 – 44" of precipitation, 8.5 million gallons of irrigation
- 2025 – 31" of precipitation, 9.6 million gallons of irrigation

2023 and 2025 were similar in the amount of precipitation received, however, in 2025 it was spread out rather evenly throughout the growing season. In 2023 precipitation was heavy spring and fall when the turf is not as stressed and not in need of as much water. During the prime golf season, it rarely rained forcing the use of more regular irrigation. Another variable is watering efficiency, late in 2024 Reid's irrigation software was updated to a more efficient program. Jeff was able to easily create new programs to water more efficiently this year, this also promotes better usage water. These unseen improvements will help with Reid's long-term sustainability. Appendix D is a great visual representation of how rain events look year to year.

Ground laborers track their hours daily, Appendix E is a chart of labor hour usage. Of the 5660 labor hours, 70% were associated with routine maintenance (mowing, course setup, raking bunkers, etc.) and 30% to project related tasks (irrigation repairs, pruning, drainage). These are normal averages for labor usage. Overall, 300 additional labor hours were used to maintain Reid this year, not a major increase, but shows how few days staff were not able to accomplish their tasks.

- Greens rolling, coupled with different growth regulations, have changed how staff manage the greens.
  - Greens mowed 661 hours compared to 720 in 2024. Weather plays a big part of the need to mow, especially in spring and fall but mowing less reduces stress to the plant while rolling creates similar playability. 172 hours were used rolling.
  - 21% of grounds labor is dedicated to 2.85 acres of greens, including course setup. Golfers may not notice a tree on #10 not weed whacked but they remember how the greens rolled which is why there is a priority on the greens.
- An additional 300 labor hours over the course of the golf season is not a lot, but a few items stand out:
  - Mowing decreased across the board, primarily from a later start to the growing season.
  - Additional time was spent pruning and upkeep of landscape areas due to freed up labor not fixing bunkers or cart paths.
  - Additional time was used for course setup, this is due to the amount of play the course receives. More time was spent filling tee divots and moving cups.

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 course 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 23 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 for consistent playability and drainage.
- Edged all sprinkler heads twice, 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 is sharp when completed.
- Staff drained a persistent wet area near #12 green and #13 tee where water was getting trapped by the cart path. This drainage was installed in preparation for fall cart path paving.
- Removed 25 damaged, decaying or dangerous trees from the golf course, primarily Ash Trees. January was a great month for tree removals, although cold, good frost depth and lack of snow made it easy to get around the course. Most of the tree work was done on #5, 7 and 15,

golfers enjoyed the wider corridor on #5. Unfortunately, November and December ground conditions did not allow for more tree removals. This work will continue for a couple of years until all Ash Trees are eventually removed.

- 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 multiple hours per week.



*Brian spiking #16 fairway in late September.*

- Increased rounds create more wear and tear to the golf course, keeping up with ball marks and divots keep staff busy. A primary Friday task was filling tee divots before the weekend.
  - New in 2024 staff painted/dyed divot mix sand green, this helps with the aesthetic appearance of filled divots on tees. Staff continue to tweak this process, dying sand in-house is a great cost savings over purchasing green sand that produces primarily an aesthetic value due to the amount of divots taken.
- Greens were aerified and covered in a thick blanket of sand filling 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.
- Continued maintenance of removing buckthorn and clearing fence lines.
- 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.
- Planted and rotated flowerpots three times to correlate with the seasons.

- Reid took ownership of four pieces of equipment this year, John Deere 2400 tee mower, John Deere 6500 fairway mower, a Weidemann Triple V vertical mower and a used John Deere sweeper. The vertical mower will be utilized to remove thatch and shorten longer leaf blades. Staff is working through the best practices for its use, but purchasing the sweeper in the fall will make the processes smoother.



***Triple V trial on #4 surround, unit rips a lot of material out creating a healthier growing environment. Second photo shows cleaned up turf prior to mowing to tighten surface.***

As mentioned earlier in the report Northeast Asphalt was contracted to pave cart paths on holes #10-14 in the fall. This was a major improvement for the golf course that golfers see, they do not always get to see the investments Reid has made recently. For example, irrigation computer and satellite upgrades or new storage cooler and freezer in the clubhouse basement. After reviewing initial bids, Reid staff requested the ability to enlarge the scope of the project adding paving behind #13 green to #14 tee which was approved. To prep for paving staff moved the cart path near #10 green closer to #11 tee for better playability on #10 (after grass matures in this area) and connected #13 green path to #14 tee. Every year staff make tweaks to cart paths and it is becoming more of a priority with how many rounds are riding. Staff have begun backfilling path edges and restoring haul roads. This will take some time to heal but the benefits will be great!



***Path moved closer to #11 tee, previous path backfilled, seeded and covered in straw mat.***

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. 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.

2025 was a successful year at Reid, grounds included. The course was in good condition throughout the year. 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 it seems to snow everyday and melt a few days later, but frost is finally starting to inch into the ground. No major concerns for turf are currently present, but early season snow mold conditions seems to have waned. Instead desiccation has become a possibility with frigid temperatures and minimal snow depth. Until the weather breaks in spring 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!



*Beautiful late summer day from #3 tee.*

## Appendix A - Participation Revenue Report Ending December 31, 2025

City of Appleton - Reid Golf Course				
Revenues - December 31, 2025				
	2024		2025	
	Y-T-D Rounds	Total Revenue	Y-T-D Rounds	Total Revenue
<b><u>Green Fees</u></b>				
Weekday-18 Holes	4,450	\$100,435.48	5,211	\$95,197.06
Weekday-9 Holes	16,842	\$249,916.01	15,486	\$246,292.59
Weekend - 18-Holes	4,111	\$109,061.25	4,471	\$116,005.59
Weekend - 9 Holes	4,048	\$66,329.89	4,285	\$70,573.47
Twilight Golf	3,290	\$43,566.82	3,695	\$49,088.20
Passholder Rounds	13,095		13,124	
Team Rounds	1,268		1,183	
<b>Sub-Totals</b>	<b>47,104</b>	<b>\$569,309.45</b>	<b>47,455</b>	<b>\$577,156.91</b>
<b><u>Pass/Discount Card Sales</u></b>	<b>Y-T-D Sales</b>	<b>Total Revenues</b>	<b>Y-T-D Sales</b>	<b>Total Revenues</b>
Pass Sales	228	\$112,634.03	210	\$115,292.65
Corporate Pass Sales	13	\$36,966.84	14	\$45,023.71
Discount Cards	220	\$6,908.79	210	\$7,338.15
<b><u>Cart Revenue</u></b>	<b>Y-T-D Cart Sales</b>	<b>Total Revenues</b>	<b>Y-T-D Cart Sales</b>	<b>Total Revenues</b>
Cart Fee	27,847	\$247,855.33	29,490	\$269,939.29
Annual Cart Passes	28	\$14,305.43	31	\$16,590.97
<b><u>Practice Range</u></b>	<b>Y-T-D Sales</b>	<b>Total Revenues</b>	<b>Y-T-D Sales</b>	<b>Total Revenues</b>
Driving Range	4,158	\$33,262.62	3,689	\$29,594.32
Annual Range Pass	12	\$3,779.54	11	\$3,533.12
<b><u>Golf Shop Merchandise</u></b>	<b>Y-T-D Sales</b>	<b>Total Revenues</b>	<b>Y-T-D Sales</b>	<b>Total Revenues</b>
Balls/Assessorios/Apparel/Misc.		\$38,607.09		\$39,265.32
Gift Cards		\$20,010.90		\$21,525.95
Lessons*		\$6,590.00		\$7,565.00
Other Rentals**		\$9,361.64		\$6,321.92
<b><u>Food and Beverage</u></b>	<b>Y-T-D Sales</b>	<b>Total Revenues</b>	<b>Y-T-D Sales</b>	<b>Total Revenues</b>
Food		\$18,694.58		\$19,470.59
Beverage		\$30,546.02		\$30,055.71
Alcohol Sales		\$96,511.58		\$97,508.07
Catering/Banquet		\$1,395.26		\$1,050.71
<b>Total Revenue (All Categories)</b>		<b>\$1,246,739.10</b>		<b>\$1,287,232.39</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, 2025

Reid Golf Course Budget December 31st Expense Report			
Description	Budget	End of December Expenses	Available
Regular Salaries	\$231,281	-\$249,351.00	(\$18,070)
Overtime	\$643	-\$503.00	\$140
Part-Time	\$187,621	-\$182,863.00	\$4,758
Fringes	\$98,240	-\$93,429.00	\$4,811
Training/Conferences	\$4,225.00	-\$2,878.00	\$1,347
Office Supplies	\$500.00	-\$175.00	\$325
Memberships & Licenses	\$2,795.00	-\$2,630.00	\$165
Building Maint./Janitorial	\$1,500.00	-\$3,510.00	(\$2,010)
Food & Provisions	\$50.00	-\$25.00	\$25
Landscape Supplies	\$43,800.00	-\$42,291.00	\$1,509
Concession/Merchandise Supplies	\$70,000.00	-\$90,535.00	(\$20,535)
Other Misc. Supplies	\$3,500.00	-\$2,779.00	\$721
City Copy Charges	\$0.00	\$0.00	\$0
Outside Printing	\$4,000.00	-\$4,792.00	(\$792)
Uniforms	\$750.00	-\$723.00	\$27
Gas Purchases	\$20,770.00	-\$17,049.00	\$3,721
Miscellaneous Equipment	\$30,200.00	-\$29,489.00	\$711
Accounting/Audit Fees	\$2,160.00	-\$1,509.00	\$651
Bank Service Fees	\$24,000.00	-\$41,162.00	(\$17,162)
Consulting Services	\$500.00	\$0.00	\$500
Solid Waste/Recycling Pickup	\$2,610.00	-\$3,149.00	(\$539)
Contractor Fees	\$3,500.00	-\$2,889.00	\$611
Advertising	\$5,000.00	-\$4,447.00	\$553
Electric	\$25,300.00	-\$21,563.00	\$3,737
Gas	\$6,640.00	-\$5,227.00	\$1,413
Water	\$1,800.00	-\$1,575.00	\$225
Sewer	\$555.00	-\$620.00	(\$65)
Stormwater	\$13,160.00	-\$14,597.00	(\$1,437)
Telephone	\$3,000.00	-\$805.00	\$2,195
Cellular Phones	\$1,000.00	-\$789.00	\$211
Cable Services	\$2,500.00	-\$2,267.00	\$233
Equip Repairs & Maint	\$6,500.00	-\$6,099.00	\$401
Facilities Charges	\$50,934.00	-\$51,016.00	(\$82)
Software Support	\$2,100.00	-\$2,420.00	(\$320)
CEA Operations/Maint.	\$41,818.00	-\$51,614.00	(\$9,796)
CEA Depreciation/Replace.	\$92,549.00	-\$88,090.00	\$4,459
Grounds Repair & Maintenance	\$10,000.00	\$0.00	\$10,000
Insurance	\$7,880.00	-\$7,884.00	(\$4)
Equipment Rent	\$36,000.00	-\$33,339.00	\$2,661
Depreciation Expense	\$64,000.00	-\$63,780.00	\$220
Interest Payments	\$300.00	-\$300.00	\$0
Other Capital Outlay	\$0.00	\$0.00	\$0
Land Improvements	\$80,000.00	-\$108,904.00	(\$28,904)
Transfer Out - General Fund	\$27,660.00	-\$27,660.00	\$0
<b>Expense Total</b>	<b>\$1,211,341.00</b>	<b>-\$1,264,727.00</b>	<b>(\$53,386)</b>

## Appendix C – 2025 Weather Data

2025	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	No Range	Frost
January	17.7	17.7	17.6	-0.1	1.36	0.12	-1.24	1.3	-1.18	3	12	0	0	0	0	0
February	20.4	20.4	19.4	-1	1.13	1.28	0.15	1.2	0.08	11.2	14	0	0	0	0	0
March	31.4	31.4	37.3	5.9	1.92	3.9	1.98	3.1	0.8	7.2	13	0	0	0	0	0
April	44	44	44.5	0.5	3.24	3.61	0.27	3.3	0.31	0	10	19	22	3	3	2
May	56.8	56.8	55.6	-1.2	3.64	3.8	0.16	4.4	-0.6	0	7	27	31	4	5	0
June	67	66.8	68.4	1.6	4.65	3.95	-0.7	5.4	-1.45	0	11	28	30	1.5	0	0
July	71.4	71	73.7	2.3	3.64	4	0.36	3.7	0.3	0	10	29.5	31	1.5	1	0
August	70	69.5	68.7	-0.8	3.79	3.15	-0.64	5.2	-2.05	0	5	29.5	31	1.5	1	0
September	61.3	62.8	64.1	2.8	3.18	2.8	-0.38	4.8	-2	0	6	29	30	1.00	3	0
October	48.6	48.6	54.1	5.5	2.53	1.85	-0.68	3.7	-1.85	0	8	28	31	0.50	4	7
November	35	35.5	37.2	1.7	2.1	1.09	-1.01	2.2	-1.11	1	6	20	22	0	0	8
December	23.8	25.8	20.6	-3.2	1.56	1.48	-0.08	2.3	-0.82	14	17	0	0	0	0	0
	45.61667	46	46.8	1.2	32.74	31.03	-1.81	40.6	-9.57	36.4	119	210	228	13	17	17

## 11 Year Weather Averages at Reid Golf Course

	Temperature												
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Average	Historical Average
January	18	19	23	19	15	25	23.4	12.9	26.4	23.4	17.6	20.51	18
February	10	24	29	20	17	21	14.3	19	24.3	32.6	19.4	21.12	21
March	33	37	31	31	28	35	38.3	31.5	30.5	37.5	37.3	33.28	31
April	46	42	47	36	43	42	48	40.3	46.4	47.2	44.5	43.79	45
May	57	57	54	62	53	54	57.7	59.5	55.8	59.3	55.6	56.93	57
June	64	66	66	67	64	68	69.8	67.9	66.9	67.4	68.4	66.7	67
July	69	70	70	71	72	75	71.1	70.4	70.7	70.3	73.7	70.95	72
August	67	71	65	70	67	70	71.7	70	68.7	69.5	68.7	68.99	70
September	65	64	63	62	64	59	63.7	61.8	64.7	65.3	64.1	63.25	61
October	49	53	52	45	46	43	55.3	49.7	50.7	54.2	54.1	49.79	48
November	41	43	34	29	31	41	36.3	37.9	36.4	41.3	37.2	37.09	35
December	34	22	19	27	26	27	28	23.5	34.3	26.3	20.6	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	46.76667	46.59276	45.6
	Precipitation												
	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Average	Historical Average
January	0.57	1.48	2.54	0.73	2.05	1.54	1.11	0.28	1.42	1.94	0.12	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	1.28	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	3.9	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	3.61	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	3.8	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	3.95	5.296	4.01
July	2.23	2.63	2.4	2.87	4.3	5.25	6.7	3	2.26	7.5	4	3.914	3.64
August	3.71	4.13	3.35	9.79	6	1.8	7.6	5.4	2.95	6.15	3.15	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	2.8	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	1.85	3.609	2.53
November	3.01	2.11	1.1	1.56	3	2.84	0.77	2.9	2.28	4.17	1.09	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	1.48	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	31.03	39.797	31.08

## Appendix D – 2024 & 2025 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	11		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																						

### 2025

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			1	2	3	4	5			1	2	3	4	5				1	2	3	4
5	6	7	8	9	10	11	6	7	8	9	10	11	12	6	7	8	9	10	11	12	5	6	7	8	9	10	11	
12	13	14	15	16	17	18	13	14	15	16	17	18	19	13	14	15	16	17	18	19	12	13	14	15	16	17	18	
19	20	21	22	23	24	25	20	21	22	23	24	25	26	20	21	22	23	24	25	26	19	20	21	22	23	24	25	
26	27	28	29	30	31		27	28	29	30				27	28	29	30	31			26	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					1	2	3						1	2							1	
2	3	4	5	6	7	8	4	5	6	7	8	9	10	3	4	5	6	7	8	9	2	3	4	5	6	7	8	
9	10	11	12	13	14	15	11	12	13	14	15	16	17	10	11	12	13	14	15	16	9	10	11	12	13	14	15	
16	17	18	19	20	21	22	18	19	20	21	22	23	24	17	18	19	20	21	22	23	16	17	18	19	20	21	22	
23	24	25	26	27	28		25	26	27	28	29	30	31	24	25	26	27	28	29	30	23	24	25	26	27	28	29	
														31							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	1	2	3	4	5	6	7		1	2	3	4	5	6		1	2	3	4	5	6	
2	3	4	5	6	7	8	8	9	10	11	12	13	14	7	8	9	10	11	12	13	6	7	8	9	10	11	12	
9	10	11	12	13	14	15	15	16	17	18	19	20	21	14	15	16	17	18	19	20	13	14	15	16	17	18	19	
16	17	18	19	20	21	22	22	23	24	25	26	27	28	21	22	23	24	25	26	27	20	21	22	23	24	25	26	
23	24	25	26	27	28	29	29	30						28	29	30					27	28	29	30	31			
30	31																				30	31						

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

## Appendix E – 2025 Grounds Labor Breakdown

