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Mr. Donnie Snow
City of Racine Parks & Recreation Dept.
800 Center Street, Room 127
Racine, WI 53403

Dear Mr. Snow:

Thank you for meeting with me last week to discuss the season golf pass residency requirement. As you are aware, the current policy states that the customer must be a City of Racine resident to purchase a Resident Full Season Golf Pass. Anyone residing outside the City limits, including those living in Caledonia, Mt. Pleasant, and Sturtevant, would only be eligible for the Non-Resident Full Season Golf Pass. I believe our proposal to change the requirement on the season passes from City of Racine residents to Racine County residents could increase golf course revenue overall.

For example, in 2009, Public Golf Associates sold 31 Resident Adult Season Passes at \$715.00 each and 9 Non-Resident Adult Season Passes at \$1,040.00 each. Under our proposal, the nine customers who purchased the non-resident pass would now be eligible for the resident pass. Therefore, the difference in initial income would be $(9 \times \$325.00 = \$2,925.00)$. However, this proposal would be more attractive to County residents and we are confident that we would sell enough additional passes to offset that difference. This would hold true for the Senior and Junior Season Passes as well.

We also believe that there is great value to “locking in” customers for the season by selling more season passes. These customers will play at the City’s golf courses more often and they will most likely bring family and friends with them, generating more income from daily greens fees. Many of these customers will also rent motorized golf carts, which would increase revenues from that source.

We have had several requests from customers over the past several years regarding this change in policy. We strongly believe this change would help boost customer satisfaction, thereby increasing overall golf course revenues.

Thank you for your consideration in this manner.

Sincerely,

Scott Schuit
President
Public Golf Associates