



To Our Valued Patrons:

Spring is here and we look forward to welcoming back our golfers for the 2010 season. We have been working behind the scenes all winter to ensure excellent facilities, efficient operations, and a great golf experience for all of our customers.

As you may already know, the golf budget is completely separate from the Park District's general fund. As an "Enterprise Fund," golf operations are restricted from receiving tax dollars. This means the entire golf budget relies on green fees and other golf related purchases to cover expenses and fund improvements.

In 2008, the golf department experienced a net loss, which forced it to use most of its available fund balance to cover the deficit. This prompted staff to conduct a study of golf operations in 2009 to identify efficiencies and adjust long-range plans to restore profitability. This effort produced a surplus of just under \$30,000. It is important to note that the golf courses analyzed their operations and labor, making significant changes from 2008-2010 to control expenses. Actions taken included:

- Reducing full-time and seasonal staff
- Refining operations for greater efficiency
- Reducing maintenance budgets
- Significantly limiting capital expenditures
- No wage increases for golf staff for 2010

Unfortunately, in order to maintain our courses at the level that our customers expect, while funding future capital improvements, we have determined that a price increase in green fees and related services is necessary for this year.

Since 2004, we have invested nearly \$6.8 million in course enhancements and equipment replacement. Recent improvements include: an additional driving range tee and a short game practice and instruction area and an irrigation system at Springbrook; renovation of greenside and fairway bunkers and Hole #8, and the addition of a practice green at Naperbrook. Both facilities installed on-course restrooms and made improvements to the clubhouses and parking facilities. Improvements planned for both courses in 2010 include: landscaping, maintenance equipment, and golf cart replacement. Future capital improvements such as bunker renovation and drainage for Springbrook and new cart paths for both courses are needed, but these projects can't be implemented with present revenues. Continuous improvement of the courses is not only important to our patrons, but it's essential in order to keep Springbrook and Naperbrook challenging and competitive.

At a time when many households are forced to scrutinize their budgets, we do not take lightly any type of price increase. However, the current price adjustment is necessary to allow Springbrook and Naperbrook to continue to serve our golfers. Our discount card, senior discounts, memberships, and occasional specials can help make golf more affordable. We also offer scholarships for golf instruction and programs for individuals and families who demonstrate financial need.

Please understand that we've taken a measured approach to increasing our fees. From 2000-2009, our weekday rate increased an average of 2.9% annually, with an average annual increase of 3.5% for the weekend rate. Gas cart rental fees have not increased.

We recognize that implementing a price increase at this point in time is by no means ideal, and we know that you have several choices when it comes to golf. However, we hope that you find value in the quality experience we provide every time you visit. Our staff looks forward to providing you with a season of great golf. We hope to see you soon.

Sincerely,

Ed Provow
Director of Golf Services