

# Phoenix Golf

“A quality golf experience at an affordable fee”

## Frequently Asked Questions

**Is my resident card still good?** The resident card is being replaced by the new Phoenix Golf card. Players who currently hold a resident card will get \$10 off the new card rate. Resident card holders will also have any remaining time on their resident card transferred to their new Phoenix Golf card.

**How much is the new card?** The new card is \$40 and \$30 to those who currently hold an active resident card.

**Is it true anyone can purchase it?** Yes, both residents and visitors can purchase the card at any of the seven city of Phoenix courses.

**So there is no distinction between a resident and non resident? No extra benefits to residents?** Full-time area residents that hold Phoenix Golf cards will now get discounted rates throughout the year. Previously, all golfers paid the same rate during the summer months – whether or not they held a card. Extending discounted rates to the summer months has been a frequent request of our regular users, and this change rewards golfers who support city courses all year long.

**Do seniors and juniors still get a discount?** Yes, the senior rate is good Monday through Friday excluding holidays. Juniors still have the \$26 Monthly Pass on a space available basis. If they don't purchase the pass, regular junior rates are good everyday except before noon on weekends and holidays.

**What are the frequent player discounts/specials I have been hearing about?** With the new Phoenix Card we will be able to track each time you play or purchase pro shop merchandise, range balls and other products. This means that now cardholders will benefit from promotions such as: ***“Play 5 times get the 6<sup>th</sup> round free”*** in effect from June through August; or ***“Buy 10 buckets of range balls and get the next one free”***. They will also receive e-mail notices about pro shop specials, card holder tournaments and other timely information. Those without e-mail access will receive flyers in the mail or they can call the pro shops for more information.

**What other benefits will the Phoenix Golf card give me?** A major benefit is advance tee time reservations. Card holders will be able to book a tee time **9 days in advance**. This is one day earlier than booking internet tee times and two days earlier than general tee time reservations.

**Where can I get a Phoenix Golf card?** Phoenix Golf cards can be purchased at any of our 7 facilities.

**What's up with taxes on green fees?** On August 18, 2005 we began taxing our green fees in response to a recommendation from the Arizona Department of Revenue. The majority of the green fee increase is a result of this tax, but the total increase is still less than \$1 (\$.97 to be exact) over last year's rate.

**I like that you extended summer rates through October this year. Is that going to remain the same?** Yes, we extended our summer rates through October so everyone received an extra month of great rates. Our overseeding was staggered so that we had at least one of two facilities open for play. This is another change we made at the recommendation of our regular players. We are actually moving to a more transitional rate change instead of just summer/winter as we have had in the past.

**How can I make a reservation?** This is a big change. In the past, you could make a reservation four days in advance, in person or over the phone, beginning at 6:30 a.m. The courses had only one phone line to take reservations and busy signals were not uncommon. What was worse, if one course did not have the tee time you wanted then you had to hang up and start from scratch with another course. All this has changed. We now have a call center open 24 hours a day, 7 days a week to take your tee time reservations. If one course is booked due to a tournament, the call center can find you a tee time at another course. You can reach the call center by dialing the course of choice or by using the toll free number **1-866-865-golf (4653)**. You can also book online through our **website phoenix.gov/golf** or in person at any pro shop.

**What if I just want to talk to a staff member?**

If you need to inquire about lessons or you want to speak to a staff member, the call center will gladly patch you through to the respective course.

**What about tournaments?** There is a primary number for centralized tournament bookings for any city course. That number is 602-262-7334.

**So in a nutshell, what do we get if we buy the Phoenix Golf card?**

- Discounted rates all year long
- One day advance tee time reservations (9 days)
- Frequent player discounts (this program will begin April 15<sup>th</sup>)
- Free 100% cotton Phoenix Golf cap – an \$18 retail value
- A free two-for-one green fee coupon for those who buy their cards between December 15, 2005 and January 15, 2006.

**Is the card good at your executive courses?** Yes.

**What is the Citizen's Golf Advisory Council?** The council was formed to provide a forum through which citizens can provide input to the Phoenix City Council and Parks and Recreation Department staff on golf course operations, use, maintenance and planning. The council is a volunteer citizen body that serves without pay and members are appointed by the Parks and Recreation Board based on the recommendation of the Parks and Recreation Department. We encourage all those interested to come to the Advisory Council meetings. They have worked very hard this past year.

**What is the Golf Division Enterprise System?** This means that the City of Phoenix golf courses are operated solely from golf revenue and not from general tax revenues. Money generated through the golf operations stays in the golf division. If there is a

positive fund balance the money is used for increased maintenance and improvements to our courses.

**What changes are in store for the future?** We are constantly trying to improve all aspects of our golf operations and to respond to the feedback we receive from our players, men's and ladies groups and tournament players. If you have ideas on how to improve the city of Phoenix golf experience, we'd like to hear from you. You can e-mail comments from our website at [phoenix.gov/golf](http://phoenix.gov/golf) or fill out a comment card at any of our courses.