



## **Dear Members,**

Over the course of this year I've spoken extensively about the golf course conditions and the improvements we've been working to make there. We have still not reached the level we believe the facility is capable of – and our native areas continue to present an ongoing challenge – but by and large we are pleased with the product put out each day by superintendent Curt Walloch and his team. Moving forward, we will work to continue to get better each day.

As we now prepare for the coming season, I want to provide a more encompassing version of my typical “Pro’s Prose” to review not just what’s happening now, but also what we see happening in the future. Thank you in advance for your patience!

### **Daily Fee Marketing Efforts**

We are proud to have the support we have from our Trilogy residents. As a group you represent a tremendous portion of our play and our revenue, and if we have not said it enough, thank you for your ongoing support.

That said, we would all like to have more to invest in improving our conditions, service, and overall experience, and the preferred path to get to those incremental dollars is through increases in the frequency and rate for daily fee play. To that end, you may have noticed that we have been more present in the market promoting the golf course, including spots on KTAR and ESPN Radio; featured articles and advertising in *Arizona Golfer* magazine; editorial coverage in the AGA’s publication, *AZ Golf Insider*; and frequently updated pricing and offers on GolfNow.

Our goal with these efforts is to grow revenue without unduly impacting Member play. It is admittedly a delicate balance, but each year I think we get closer to where we need to be for your experience and the financial needs of the course.

### **2016-17 Resident Golf Packages**

Critical to the success of our facility is the commitment from you we work to earn each year in the form of our resident golf packages. The Golf Advisory Committee and the Members as a whole have been invaluable partners as we’ve worked to refine our offerings over the years, and in 2016-17, we’ve again been able to minimize cost and structure changes for Members.



This year, the Weekday, Full-Week, Weekend, and the 57 – and there will be a modest 3-4% increase in the base prices and the use fee. This increase is in line with our increased costs of operation. Because there are numerous passes that make including all pricing here too cumbersome, the detail on the new pricing of each pass is available right now in the “Resident Golf Options” section of [www.trilogygolfclub.com/vistancia](http://www.trilogygolfclub.com/vistancia).

Over the course of the next year, we do want you to know that we are evaluating some additional changes, including preferential use fees for those using their own golf cart, putting a higher premium on the Full-Week and Weekend passes (due to their increased displacement of high revenue daily fee players), and the creation of lower-priced Fall and Summer Flex Passes. As these discussions progress, we will absolutely work with the Golf Advisory Committee to ensure we have input from the membership in developing the 2017-18 options.

Getting back to 2016-17, again, most everything has remained the same. There are a few more important notes we want to share:

1. **The 57 Pass now provides \$25 standby rounds in season**, bookable one day in advance of play on Friday, Saturday, and holiday Mondays. This access used to be limited to after 11am only.
2. **The brownout program will be the same this year.** We will once again have 17 total brownout days beginning in January and continuing through early April.
3. **Holidays have been reduced**, with the removal of two previously observed days around the Easter weekend.
4. **The 20-Play Flex Pass is being eliminated**, which is largely a non-change since no one bought it anyhow. The 30- and 60-play versions will increase in line with the 3-4% mentioned previously.
5. **Trilogy Preferred Rates will now have weekday and weekend options.** In an effort to provide a lower-priced option, the rates are now split, meaning that in most cases weekday golf will be \$5 less than it was in previous years.
6. **The Use Fee will increase by .59¢ and be charged as \$17, tax-inclusive.** The cost of maintaining our cart fleet has increased dramatically, so to better provide for those costs the small increase is being implemented. Per the Golf Advisory Committee, we selected a number that would be a round number (\$17) with tax. All pass maximum round benchmarks remain unchanged.
7. **Ladies’ and Men’s leagues will adopt a seasonal structure.** Like the professional sports leagues, we will now run our leagues on a seasonal basis, from November



through April. Access to the course in the remainder of the year will stay the same, but during the “off-season” the groups will be administered by the Members versus our Golf Shop team. We will be working further with the respective group leaders to execute this change seamlessly.

### **October 13<sup>th</sup> Annual Member Forum – Transformed!**

Because the changes this year are minimal and the Advisory Committee reminded us that no one likes going to meetings, we are going to change the past version of the Annual Golf Forum into a golf team-hosted Member Appreciation Happy Hour on Thursday, October 13<sup>th</sup> from 3-5pm at V’s Taproom. All of our golfers are welcome to come out to enjoy hosted beer, wine and appetizers, along with games, prizes, and more. We hope to see you all there.

### **V’s Taproom**

I began this letter by thanking you all for your support of golf, but I’d be remiss if I didn’t equally recognize your patronage of V’s Taproom. I am so proud of the culture and energy that I see in V’s every time I walk through. The restaurant business is a tough one for a lot of reasons – and Mark Nelson and his team know that they can never rest on success – but the transformation from what we had in the past continues to amaze me. Again, we know our work is never done and we are only as good as the last meal served and the last drink poured, but thank you again for helping us create something great.

Over the coming months you’ll be seeing us introduce new menu items as well as refining some of the favorites. This is along with celebrating some of our beloved traditions, like Thanksgiving, holiday parties, New Year’s Eve, and more. Be sure to stay tuned to [www.taproomhang.com](http://www.taproomhang.com) and future editions of Pro’s Prose for more information.

In closing, I want to thank you all for your support of Trilogy Golf Club and V’s Taproom. If you have any questions, I am available anytime to speak. Thank you once again.

Respectfully,

A handwritten signature in black ink, appearing to read "Scott Mattiello", is written over a horizontal line.

Scott Mattiello, PGA  
General Manager  
Trilogy Golf Club at Vistancia