Greetings!

**Premier Card & Credit Book Changes Coming**

We would like to give everyone notice of changes coming regarding two of our popular payment programs. Many of you have purchased our "Premier Card" over the years and may reload value to your card from time to time when it runs low. For those not familiar with these cards, it's our way of offering discounts to those who play our courses regularly. The more you spend on the card, the more added value we give you at no additional cost. For those that buy or reload at the $500 level, which gives you $625 in value, you are receiving a built-in 20% discount every time you use the card. We want to continue offering these discounts to our valued customers. At the same time, from a business standpoint, we have to be smart about when these significant discounts are allowed. As is the case with airlines, hotels etc., you don't normally see significant discounts available during the highest demand times.

Effective February 10, 2020, we will begin selling a new "Premier Card" which comes with new restrictions. With the exception of Springhill, the new cards will not be allowed as payment before noon on weekends and holidays. This restriction will not apply to range use before noon. Nothing changes with regard to the existing cards many of you have purchased. You can use the current balance on those cards without the new restrictions. As of February 10th, the new cards will be issued to anyone wanting to purchase a card or reload an existing card. Purchasing the current cards without the new restrictions, along with reloading an existing card, is possible through the last day of the 2020 Golf Expo, February 9th. Cards are currently available for sale in our golf shops and online at GolfAurora.com. Cards will also be on sale at our booth during the Golf Expo.

For those who participate in our club/league events and receive winnings in the form of "Credit Book" money, beginning in 2020, these account balances will expire annually on December 31st. Any account balances currently on the books will expire on December 31, 2020. Balances not spent by the end of each year will be forfeited. This change is a result of us not being able to realize these account balances as revenue until they are redeemed as payment. Over the years, the number of accounts with outstanding balances that never get used continues to grow. We plan on sending out reminders as each year draws to a close. If you don't find something in our shops, our staff is always available to help with special orders.

We understand how some of these changes may be difficult. Like any other business, we make operational decisions aimed at allowing us to continue
offering the best possible experience for our customers. With operational costs rising at a much more rapid pace than play is increasing, we have to be smart with every dollar on the revenue and expense side of our operations. For those that don't know, the Golf Division is an enterprise fund. We are not part of the city's general fund, which is where tax dollars are funneled. Our spending is limited to the revenues we generate through fees. We appreciate your loyalty over the years and hope we will continue having the opportunity to serve you in the future.

Best wishes for a happy and safe New Year!

Doug McNeil
Manager of Golf

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Hot Off the Presses!
The 2020 Golf Aurora calendars are now available. Stop by any of our five golf courses and get yours today. Oh, and did we mention they are FREE? While supplies last.

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Murphy Creek Winter Closing
The golf course is now closed and will reopen the first weekend in March, weather permitting. Please note, while the course is closed the Pro Shop, driving range and practice facilities will remain open. For info on Murphy Creek Tavern's winter schedule, call 303.739.1510. The city's four other courses will be open for play, weather permitting.

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Golf Aurora at the Denver Golf Expo
Visit our booth at the Denver Golf Expo, Feb 7-9. Of course we will have the birds of prey from HawkQuest in our booth a few hours each day! We will be giving away rounds of golf every two hours. Stop by, grab a FREE 2020 Aurora Golf calendar and say hi! Booth #236. Map.

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Paul McMullen Golf Scholarship
Do you know any Aurora high school seniors that you feel are exceptional young adults? Each year, we award two or more outstanding students the Paul McMullen Golf Scholarship. The purpose of this scholarship is to assist in the college education of remarkable young Aurora citizens. Information // Application

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Survey Winner
Congratulations: Harry Bjergaard AGAIN!

Book your tee time on the mobile app or online, and after you play, you'll receive an email survey. Each month, we'll randomly select a winner from those who fill out the survey and include their contact information. Winners will receive green fees for a foursome (carts included) to any of our golf courses.
Hit 'em long and straight!
Sincerely,
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