



December 10, 2020

The 2020 golf season has come to an end and what a year it was. We are very appreciative of your support and patience as adaptations were implemented to ensure a safe golfing experience. Despite the pandemic, play was steady and we were able to showcase a number of offseason improvements and introduce additions to our Brooks Team. We welcomed new Director of Golf, Todd Norman and Food & Beverage Director, Beth Kershner. Additionally, we launched a new tee sheet/point of sale system that put you in control of your account, virtually. The newly renovated golf shop debuted in April while updates to the Pub that included a new deck, sail shade and glass roll up door were on hold until May following mandated protocol.

Our team learned a lot in 2020 and value your input throughout the season. The Pursuit of Excellence is an ongoing process of continual improvement. As much as we enjoy hearing of great experiences at Brooks, we also need to hear the challenges so they can be addressed, ultimately leading to an improved golf experience. Below are items we will be launching in 2021 thanks to you.

1. Improved communications
  - a. For those that enjoy updates via email, look for a weekly email blast to return in 2021. We have just launched "Chronopitch" that will allow us to email our golfer database.
  - b. Are you aware Brooks Golf has an app? This feature launched late summer and can be found in your phones app store. In addition to making tee times, payment, checking in, new for 2021 look to see Golf and F&B specials sent directly to the app that can be redeemed in the Pub or Golf Shop.
2. Online Season Pass memberships
  - a. 2021 Season Pass information and the ability to pay online will be available in the new year on our website.
3. Self Check In
  - a. For those wishing to avoid the busy shop counter we will have an Ipad self check-in kiosk available.
4. Lighter Fare Dining Options
  - a. In addition to the 2020 menu geared toward you, the golfer, we will be adding a few lighter fare items that can be served as salads or wraps.
5. Updating Tee Sign Handicap Numbers
  - a. Recently brought to our attention was a tee sign that had not matched the scorecard for years. In review we found 4 more that apparently had not been updated following the last IGA golf rating. Thanks for noticing something we didn't!
6. A Couples Pass Option
  - a. 2021 will launch a couples option and the family option is simplified to include all kids in your household

We will also continue to improve on items started in 2020. The Par 3 tees on the blue course took longer to grow in than expected but looked great going into the offseason. The addition of a starter/ranger on busy days and weekends kept things running smoothly. Outdoor dining under the sail shade was well received.



**Your season pass includes the following:**

- Full use of practice facility and a preloaded key fob for range balls
- Golf Cart
- Special Guest Rates
- League Fees
- Club Storage
- 15% Discount in Golf Shop on apparel and select items

**2021 Capital Improvements**

- Renovate 8 Blue restroom to include new roof, interior walls, floor and fixtures
- Replacing 10' flagpole with a grand 30' addition, adding retaining wall and updated landscaping
- Constructing a new restroom to replace the portable toilet on 6 Yellow

We have a number of Season Pass options. Note: March 15 is the deadline to take advantage of the early bird discount and March 1 is the deadline if you wish to participate in the installment plan. We will also continue to offer 25% off on new pass holders (Not a pass holder in 2020).

On behalf of the entire Brooks Team we look forward to seeing you on the course and appreciate the opportunity to serve you.

Sincerely,

Brett Hetland, General Manager



## 2021 Season Pass Information Sheet

Name \_\_\_\_\_ Date \_\_\_\_\_

Family (Spouse & kids) \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

	<u>Early Pay (By 3/15)</u>	<u>Regular</u>	
Single Value *	\$1,300	\$1,500	_____
Single Regular	\$1,750	\$1,950	_____
Young Adult	\$1,000	\$1,200	_____
Couple Value *	\$1,800	\$2,100	_____
Couple Regular	\$2,200	\$2,500	_____
Family Value *	\$1,900	\$2,250	_____
Family Regular	\$2,400	\$2,700	_____
Junior Walk (College Student & below) 25 range buckets	\$300		_____
Junior Ride (College Student to 16 yrs.) 50 range buckets	\$600		_____
Range Single (50 buckets)		\$200	_____
Range Family (75 buckets)		\$300	_____
Subtotal			_____
Add 7% Sales Tax			_____
Total Due			_____

Payments can be mailed to: **Brooks Golf, PO Box 678, Okoboji, IA 51355**

If paying by credit card, we accept Visa, MasterCard, Discover and American Express

Type of Card: Visa \_\_\_\_\_ MasterCard \_\_\_\_\_ Discover \_\_\_\_\_ American Express \_\_\_\_\_

Card Number \_\_\_\_\_ Expiration \_\_\_\_\_ Security Code \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

We offer a payment plan that allows payment of dues over a period of time subject to the following conditions:

1. Join by **March 1** paying 50% down
  2. You agree to pay remaining balance in 3 equal monthly installments on the 1<sup>st</sup> of April, May & June.
- We keep your card on file and bill your installments automatically

Yes, I would like to enroll in the payment plan. Please bill my credit card monthly so balance is paid in full June 1

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Note:** \* Value Passes are Limited to golf after 2:30 pm, Monday through Saturday and after 12 noon on Sunday

Family Passes include kids in household under 21, must be 16 to drive cart

Season Passes include **50 buckets** of balls loaded on a key fob. Additional buckets can be purchased for 50% off

**Corporate Options** are available. Please contact us to discuss a custom package for your business.