

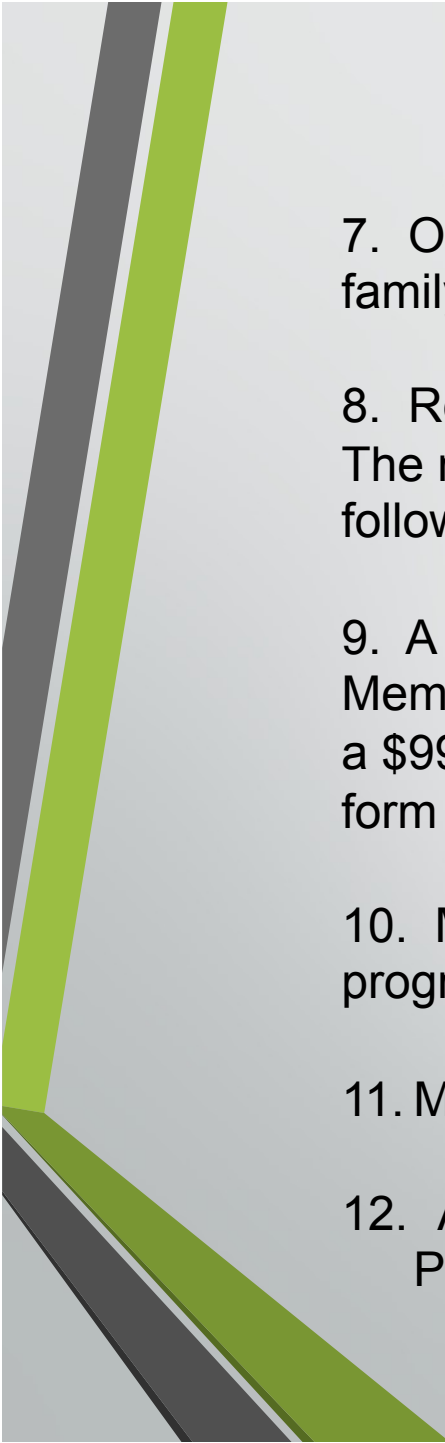


Viera East Community Development District
FY 2016 RULES AND RATES -
PUBLIC HEARING
8/27/2015

Golf Rules and Rates 2016

- Highlights of Changes
- CHAPTER IV - GOLF COURSE RULES
- ATTACHMENT "A" - POLICIES & PROCEDURES

1. Increase of CDD resident discount for daily fee play from 10% to 25%.
2. Offer for sale an Associate Membership, for non-CDD residents, that gives a discount on daily fee play equal to 5% less than the CDD resident discount.
3. Replace the term “Pre Pay” with “Member”.
4. Offer for sale a Platinum Membership that allows 7-day access to the course – no sur charge.
5. Offer for sale a Gold Membership that allows access Mon.-Fri (excluding holidays). Play on the weekends will be at the prevailing daily fee rate.
6. Annual memberships will expire 12 months from the date of purchase.



7. Only 100 memberships will be made available annually, 60 family, 40 single.

8. Refunds will be given for documented health reasons only. The member will not be able to rejoin the club for 12-months following the refund.

9. A payment plan will be available for annual Platinum and Gold Membership plans. 60% due at purchase (no cash discount) and a \$99. Administrative fee. The 40% balance will be due 4-months from date of original purchase.

10. Mulligans cards will not be included in membership programs.

11. Member cart fee increases from \$15. To \$16.

12. An annual driving range membership can be added to the Platinum or Gold membership for \$375 per person.

Golf Rules and Rates 2016

- PUBLIC RATES - ALL daily fee rates have decreased \$2-\$3.
- CDD RESIDENTS -Receive a 25% discount and will not have to purchase a greens fee card.
- ASSOCIATE MEMBERSHIP – Receive a 20% discount. Will be sold to the Public for \$149.
- PUBLIC RATE – The term replaces Florida Resident & Non-Resident rate.



Associate Membership

Year Round Discounts

\$149. Per Person



- * 20% Discount - on Daily Fee Rate
8-Day Advanced Tee Times
- * \$1.50 Discount - on Large Bucket of Range Balls
- * 15% Discount - on Apparel (Excluding sale items)
- * 10% Discount - on Non-Apparel (Some Restrictions)
- * USGA Handicap Service (\$25.00 Value)

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MEMBERSHIPS

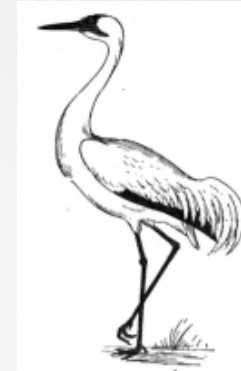
- “Pre pay” plans have been replaced with 2 types of membership plans.
 - PLATINUM MEMBERSHIP
 - GOLD MEMBERSHIP
- MEMBERSHIP PLAN OPTIONS:
 - ANNUAL PLANS - Will expires 12-months from the date of purchase.
 - 4 MONTH PLANS (Any four consecutive months)
 - 6 MONTH PLANS (Any 6 consecutive months)



Beginning October 1, 2015

Annual PLATINUM MEMBERSHIP

Full Membership 7-Days



*10-Day Advanced Tee Times

* \$2.00 Discount - Large Bucket of Range Balls

* USGA Handicap Service (\$25.00 Value)

Viera East CDD Resident

Single w/ Daily Cart Fee **\$2,125** ^{+tax}

Single w/ Annual Cart Fee **\$3,925** ^{+tax}

Single w/ Trail Fees **\$3,425** ^{+tax}

Family w/ Daily Cart Fee **\$3,100** ^{+tax}

Family w/ Annual Cart Fee **\$5,800** ^{+tax}

Family w/ Trail Fees **\$5,000** ^{+tax}

Annual Driving Range Plan may be added for **\$375** ^{+tax} per person

18-hole Daily Cart Fee - \$16.

Membership Expires 12-months from date of purchase.



Beginning October 1, 2015

Annual GOLD MEMBERSHIP

Weekday Membership (Mon.-Fri.)

*10-Day Advanced Tee Times

* \$2.00 Discount - Large Bucket of Range Balls

* USGA Handicap Service (\$25.00 Value)



Viera East CDD Resident

Single w/ Daily Cart Fee	\$1,900 +tax
Single w/ Annual Cart Fee	\$3,600 +tax
Single w/ Trail Fees	\$3,100 +tax

Family w/ Daily Cart Fee	\$2,850 +tax
Family w/ Annual Cart Fee	\$5,450 +tax
Family w/ Trail Fees	\$4,650 +tax

Annual Driving Range Plan may be added for **\$375** +tax per person
18-hole Daily Cart Fee - \$16.

Weekend access not available with this membership
Membership Expires 12-months from date of purchase.

2015/2016 Daily Fee Rates

DAILY GOLF RATES		
PRE SEASON (October 1, 2015-December 31, 2015)		
Weekday	PUBLIC	
Open	\$45	
11:00	\$39	
2:00	\$30	
Weekend	PUBLIC	
Open	\$49	
11:00	\$44	
2:00	\$32	
SEASON (January 1, 2016-April 15, 2016)		
Weekday	PUBLIC	
Open	\$55	
11:00	\$49	
2:00	\$33	
Weekend	PUBLIC	
Open	\$57	
11:00	\$51	
2:00	\$35	
OFF SEASON (April 16, 2016-September 30, 2016)		
Weekday	PUBLIC	
Open	\$39	
11:00	\$33	
2:00	\$29	
4:00	\$19	
Weekend	PUBLIC	
Open	\$43	
11:00	\$38	
2:00	\$30	
4:00	\$20	

PLATINUM - Full Membership	2016	2015	Increase
- CDD Single (+\$16 Cart Fee/Round)	\$2,125	\$1,810	\$315
- CDD Single w/ Annual Cart Fee	\$3,925	\$3,492	\$433
- CDD Single w/ Trail Fees	\$3,425	\$3,010	\$415
- CDD Family (+\$16 Cart Fee/Round)	\$3,100	\$2,715	\$385
- CDD Family w/ Annual Cart Fee	\$5,800	\$5,238	\$562
- CDD Family w/ Trail Fees	\$5,000	\$4,516	\$484

GOLD - Weekday Membership

- CDD Single (+\$16 Cart Fee/Round)	\$1,900	\$1,810	\$90
- CDD Single w/ Annual Cart Fee	\$3,600	\$3,492	\$108
- CDD Single w/ Trail Fees	\$3,100	\$3,010	\$90
- CDD Family (+\$16 Cart Fee/Round)	\$2,850	\$2,715	\$135
- CDD Family w/ Annual Cart Fee	\$5,450	\$5,238	\$212
- CDD Family w/ Trail Fees	\$4,650	\$4,516	\$134

Does not include Sales Tax

Does not include Mulligans Cards

Does not include cash discount

Advertising Campaign

- Viera Voice Ad – Annual Contract
- Radio ads 98.5, 107.1, ESPN fm-1560
- Post Card to all CDD Residents
- ValPak
- Sign on Murrell Road – Hole #14
- Attractive Pro Shop Collateral Material
- Pro Shop Signage
- Social Media Blitz – E-Mail, Facebook, Twitter
- Visit [Cocoa Beach.com](http://CocoaBeach.com) – Chamber of Commerce