



MEMBERSHIP INFORMATION

2010 GOLF SEASON

**COYOTE CREEK GOLF CLUB
4935 HILLEGAS ROAD
FORT WAYNE, IN 46818**

GOLF SHOP 260-483-3148

For Additional Information Please Visit
www.coyotecreekonline.com



Coyote Creek Golf Club - 2010 Membership Information

Introduction

Members and Prospective Members:

We hope you are already thinking and planning for a great year in 2010 at Coyote Creek. We will be entering our fourth year of business as Coyote Creek Golf Club. Our commitments to affordability, to great member service, to consistently improving daily conditions, and to modest but consistent capital improvements remain in place. The ball diamond is already being dismantled so gradual improvements to the practice area will be facilitated. We will finish off the bunker project, do some more improvements to drainage, add a few more ladies tees, take care of the ruts and bald spots as well as add a few trees. We would like to improve a couple of the bridges, but that may become a 2011 project if time does not allow us to get to it in 2010.

Our membership fee structure is now published for 2010. You will note that our traditional retail pricing takes on the same format as in the past, with minimal increases. It is important to note that there is opportunity for **super savings** if you pay by November 1. For those of you who bought a package plan last year, those packages remain available with the same pricing and features as was our commitment. Please remember that for the few of you who did some multi member packages; only the responsible party on your package has the price protection. Others in the package can enjoy the same low fees only if they are part of a similar arrangement in 2010.

For those of you who did not avail yourself to a package last year, we have made available a new package plan this year. It has higher minimums than last year and does not carry price protection as last years, but it is still a great value for anyone looking to use carts and/or frequently entertain guests and or may enjoy many of the other services and offerings we have.

While we have had rave reviews for our first three years, we have not been able to meaningfully increase revenue and/or membership. Therefore, we have significantly subsidized the business. While we expected some of that, the cash drain has been more severe than we thought. Next year is pivotal. We must increase the revenue significantly.

How can you help?

First, sign up early for next year. That will be good for CCGC and good for you. You get a nice price savings if you are not buying a package. If you are using the monthly payment plan, get started now so that you do not have a lump sum to "make up" later.

(Continued on page 3)



Coyote Creek Golf Club - 2010 Membership Information

Introduction (page 2)

(Continued from page 2)

Second, consider elevating your level of spending. If you are at the \$200 per month level and can raise that to \$250 per month; you are helping CCGC and you will be getting more bang for your buck as well. Remember that several items under the packages are transferable so you can give (sell) to someone else, such as family, friends or business associates. Additionally, if you are a silver member, consider elevating to gold and enjoy the weekend fun and no restrictions during the week.

Third, help us bring in new members. We do not want to go to the expense of hiring a membership director; we feel our members are our best possible salespersons. We would therefore like you to share in the financial impact a new member has on CCGC. Here is a dynamite program to help you accomplish that. If you refer a new member and he/she pays before November 1, you receive a credit of 40% of whatever your referral paid. Between November 1 and January 1; the percent is 30%; and after January 1, the credit is 20%. That is a great opportunity to help CCGC and help you as well. The target is 80 new members so "bring em in". Entrepreneurial members can earn a free membership or even put cash in their pocket if they get out and sell their club!

You can take one or all of the steps above to help. The response will be a vitally important signal from the membership.

Within in a couple weeks we will be announcing a couple of exciting new opportunities for members to become involved in the long term direction of Coyote Creek. Those include a "**knock your socks off**" Platinum membership, and potentially an "**equity membership**" opportunity that many have asked about over the years. First things first though; let's get rolling on next year commitments and new members. If one or both of the new programs are attractive to you, anything you have paid or committed to is easily rolled in to the new programs.

Again 2010 is a very important year in the life of Coyote Creek. If we can break even during this economy and in spite of the excessive number of courses in the area; then we will know that we have something special here and that we can be here for many, many years. It is really up to all of you, the members. There are many people betting against us. They say we cannot operate in the black. Let's prove them wrong, and let's do it in 2010.

Thank you and **LETS GET THIS PARTY STARTED.....**

Steve Turnwald
Tim Sullivan
Anthony Andrews and Staff
Dick Reising and Staff



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Coyote Creek Memberships

Coyote Creek Golf Club is the areas only affordable private golf club. Access to the course is restricted to Coyote Creek and Elks #155 Members and their guests and occasional community and business golf outings held primarily on Thursday as well as professional courtesies and reciprocities. Open public play is not offered.

Coyote Creek Golf Memberships are available to all who are interested including Elks members and non-Elks members. Elks members receive the added benefit of golf discounts and daily playing privileges along with the many amenities that Elks membership brings for a price that generally pays for itself in the discount alone.



All Memberships Include

- Access to Golf Course Seven Days per Week when open
- Unlimited Rounds of Golf
- Driving Range Included (Gold and Silver)
- Guest Privileges at Very Low Rates
- Membership in the Private Club Network providing access to over 200 Private Country Clubs across the USA for \$25 per round access fee.



Coyote Gold Membership

- Includes Golf Association Membership. Tournament entry fees and pre-pay program are not included.
- Access to tee times at all times the course is open for member play
- Couples may choose between two great packages. The standard Coyote Gold Couple Membership provides for one spouse to be a gold member and one spouse a silver member. The Coyote Gold Couple "24K" membership allow for both spouses to be Coyote Gold Members.
- Members Enjoy Unlimited Rounds of Golf



Coyote Silver Membership

- Members Enjoy Unlimited Rounds of Golf
- Significant membership fee discount targeted at golfers with flexible schedules.
- Access to tee times slightly limited. Silver members are not able to tee off Wed & Fri from noon to 4pm and Weekends and holidays before 11:00am. Silver members desiring to play in these times may pay regular greens fees subject to card system rules.
- Couples Membership Available



Elk #155 Members

- Access to Course Seven Days per Week when open. Tee Card System Rules apply.
- Access to Driving Range, per bucket rates apply. Range memberships available.
- Guest Privileges at Very Low Rates



Coyote Creek Golf Club - 2010 Membership Information

2009 Package Membership (Renewal Only)

COYOTE CREEK ANNOUNCES 2009 **PACKAGE MEMBERSHIPS**

"the more you spend; the greater the value"

To allow you to build your own package, we have established point values for each product or service typically available at Coyote Creek. We have also identified the number of points that can be purchased at various spending levels. For those who purchase a **Basic Plan** (equivalent to last year's membership packages), each point costs about \$200.

To illustrate the savings you get with a **Packaged Plan**, we have listed the approximate cost of each point based on the spending level. Again, that is for savings illustration only and has no impact on your actual spending. Your actual spending level can be selected from column one. The corresponding "number of points" then can be spread among the products and services listed on point menu.

Important Note: Memberships and "play passes" **are** transferable, meaning you can give them or assign them to another person. The purchasing member however is responsible for the entire monthly payment. For example, if a gold member commits to \$300 per month, the points would allow for his/her gold membership and two silver memberships which the purchasing member could then transfer to the silver members. The monthly payment to CCGC however would remain the responsibility of the purchasing member. Likewise, there is opportunity for several silver members to pool funds so that the points purchased allow for significant savings. This is certainly possible within the plan, but CCGC will recognize only one member as being solely responsible for the monthly fee.

Please read on and discover the magic of **packaged purchasing**.

Pricing for Package Points

Monthly Payment ⁽¹⁾	Number of Points	Approx Cost per Point
\$200	13	\$185
\$250	17	\$176
\$300	22	\$164
\$350	28	\$150
\$400	35	\$137
\$450	43	\$126
\$500	52	\$115

⁽¹⁾ 12 Monthly Payments - November 2009 thru October 2010. Members signing up after November 2009 pay a deposit equal to the missed payments. Members may pay a single lump sum amount equal to monthly amount times twelve.

THIS PLAN IS ONLY AVAILABLE TO MEMBERS ENROLLED IN THIS PLAN FOR THE 2009 SEASON



Coyote Creek Golf Club - 2010 Membership Information

2009 Package Membership (Renewal Only) - Page 2

COYOTE CREEK ANNOUNCES 2010 **PACKAGE MEMBERSHIPS**

"the more you spend; the greater the value"

Maximize your value by spending your points in whatever combination meets your needs. The following is a list of typical Coyote Creek Golf Club memberships and services along with their corresponding cost in points. As you purchase additional points the cost per point goes down thus reducing the price of the membership or services that you choose.

Membership or Service	Points
Gold Membership	10
Gold Membership for Spouse or Significant Other (24K)	6
Silver Membership for Spouse or Significant Other	4
A second or third Gold Membership within a package	18
Silver Membership	6
Silver Membership for Spouse or Significant Other	4
Annual Cart Pass—Per Individual (may not be shared)	3
20 Green Fees with Cart ⁽¹⁾	3
20 Member Carts & 10 Green Fees with Cart	3
Silver Membership for Children 23 Years and younger still in school ⁽²⁾	2
Silver Membership for Children not yet completed senior year high school	1
\$100 Pro Shop Credit	1
Golf Association Membership for Silver Members	1
Golf Association Event Pre-Pay Package	1
Series of 5 Golf Lessons with Head Golf Professional	1
Club Storage	.5
Cart Storage	.5
Locker Storage	.5
Handicap fee	.5

⁽¹⁾ 20 Play rounds good for normal play at open play times. 20 play rounds not good for outside events, golf association events or other tournaments. Play on weekend mornings and Member Appreciation events requires use of 2 plays per round. Maximum of 3 guest plays for Member Appreciation events.

⁽²⁾ Junior Golfers course access rules defined in the CCGC membership handbook.

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Coyote Creek Golf Club - 2010 Membership Information

2010 Membership Fees

COYOTE CREEK ANNOUNCES 2010 MEMBERSHIP Pricing

"the best value in private golf club membership"

Members may continue to choose the traditional basic membership plans and add on services. These membership plans provide the best value in private golf in the area. Members can pay less than the 2009 rate by paying in full by 11/1/2009.

Basic Membership Rates—2010 Fee

Membership	Paid in Full By This Date						Pay Monthly	<u>For Reference</u> 2009 Fee
	11/1/2009	12/1/2009	1/1/2010	2/1/2010	3/1/2010	4/1/2010	Choose 12 Monthly Payments ⁽²⁾	
Gold Single	\$ 1,875	\$ 1,950	\$ 2,000	\$ 2,050	\$ 2,070	\$ 2,100	\$ 175 Mo.	\$ 2,000
Gold Couple	\$ 2,250	\$ 2,350	\$ 2,400	\$ 2,450	\$ 2,475	\$ 2,500	\$ 210 Mo.	\$ 2,400
Gold Couple 24K	\$ 2,650	\$ 2,750	\$ 2,830	\$ 2,875	\$ 2,925	\$ 2,975	\$ 250 Mo.	\$ 2,850
Silver Single	\$ 1,200	\$ 1,250	\$ 1,275	\$ 1,300	\$ 1,350	\$ 1,375	\$ 115 Mo.	\$ 1,325
Silver Couple	\$ 1,700	\$ 1,775	\$ 1,800	\$ 1,825	\$ 1,875	\$ 1,900	\$ 160 Mo	\$ 1,835

⁽²⁾ 12 Monthly Payments - November 2009 thru October 2010. Members signing up after November 2009 pay a deposit equal to the missed payments. Members may pay a single lump sum amount equal to monthly amount times twelve.

2010 Ala Carte Fees

CCGC 20 Play Book \$675 *Mix and match 9 and 18 hole rounds. Rules Apply.
CCGC 30 Play Book \$900

Greens Fees	Guest Fees	Cart Fees	Total
	9/18	9/18	9/18
Weekdays and Weekends (after noon)	\$15/\$28	\$10/\$14	\$25/\$42
Weekends before noon	\$22/\$38	\$10/\$14	\$32/\$52

Bag Storage	\$85
Cart Storage	\$85
Range Bucket	\$4
Large Bucket	\$5
Range Membership	\$175
Locker Room	\$50
Unlimited Carts (Per)	\$695.50
Golf Association for Silver Member	\$150 (May want to consider Gold Membership)
Handicap fee	\$35
Children < 23, in school	\$375
Children in High School	\$200
Children not yet in 9th grade	\$Free



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2010 Package Membership

2010 Package Opportunity

	Points	Point Value	Item Value
Gold	12	\$ 150.00	\$ 1,800.00
Silver	7	\$ 150.00	\$ 1,050.00
Annual Cart Pass	3	\$ 150.00	\$ 450.00
Thirty Guest Rounds ⁽¹⁾	4	\$ 150.00	\$ 600.00
Twenty Guest Rounds ⁽¹⁾	3	\$ 150.00	\$ 450.00
Ten Guest Rounds	2	\$ 150.00	\$ 300.00
Under 23/school	2	\$ 150.00	\$ 300.00
Children in school	1	\$ 150.00	\$ 150.00
Golf Assoc. Membership	1	\$ 150.00	\$ 150.00
Golf Assoc. Pre-Pay	1	\$ 150.00	\$ 150.00
5 Golf Lessons	1	\$ 150.00	\$ 150.00
Club Storage	0.5	\$ 150.00	\$ 75.00
Cart Storage	0.5	\$ 150.00	\$ 75.00
Annual Locker	0.25	\$ 150.00	\$ 37.50
Handicap	0.25	\$ 150.00	\$ 37.50
\$50 Shop Credit	0.25	\$ 150.00	\$ 37.50

(1) Transferrable—May be assigned/given/sold to others

Add Silver Spouse
Add Gold Spouse

\$ 500.00
\$ 750.00

Guidelines

- Must include one membership (limit one per package)
- Minimum of 17 Points
- Maximum of 40 Points



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Enrollment

Members may enroll anytime by visiting the Golf Shop
or over the phone at 260-483-3148

Special Enrollment Times

Come in person and meet with Tim, Steve, Anthony or Greg at the special hours below. We will staff the “enrollment desk” with a dedicated staff member at these times to answer all your questions and customize your membership to best fit your needs.

Enrollment Desk Hours

TUESDAY—WEDNESDAY—FRIDAY

3:00pm—6:30pm

Coyote Creek Golf Shop