

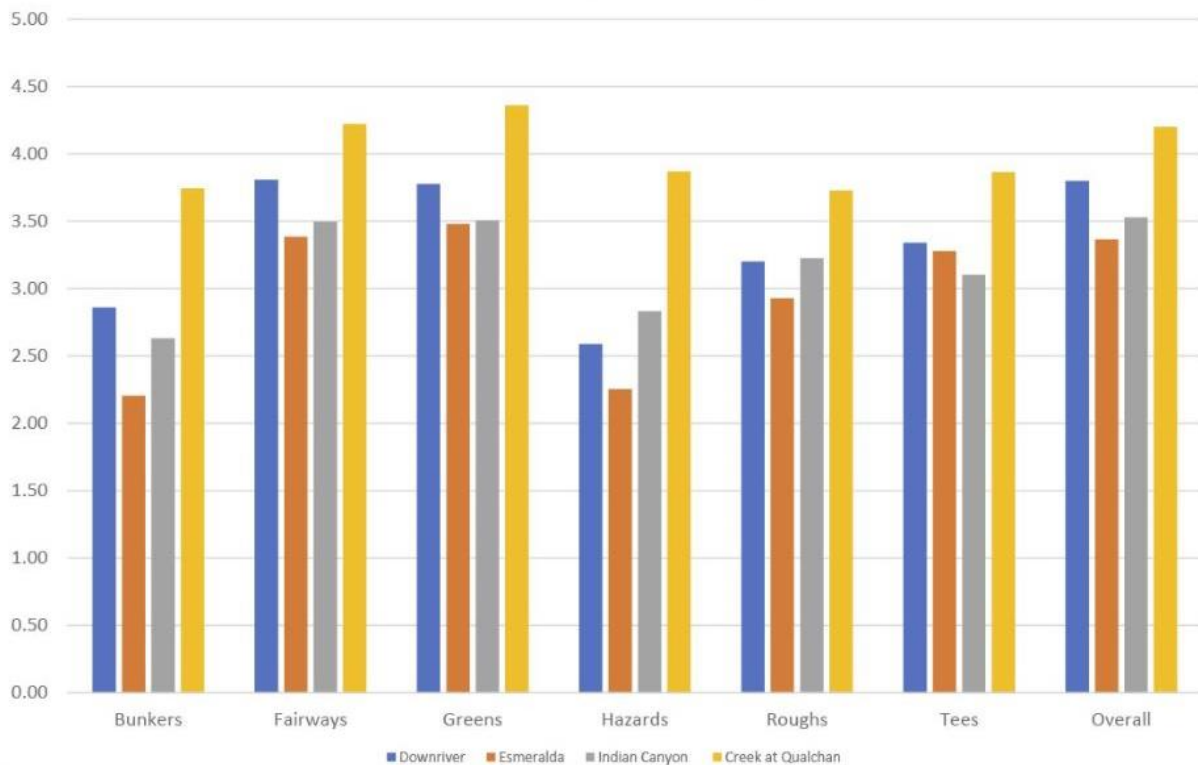
Hello golfers,

Thank you for taking our survey earlier this year. Your feedback is valuable to us, and we'd like to share some highlights of what we heard from you and our next steps. Over 1,200 people completed the survey; that's an impressive number and provided us great data upon which to make decisions and improvements.

The majority of survey respondents are either core or avid players (playing 8 to 24+ rounds of golf per year) and play between 5 and 12 different courses per year. Most said they either had no barriers for playing golf more, or that finding time was their main barrier. When it comes to what attracts them to one course over another, most respondents cited course condition as a top priority, followed closely by pace of play, price and customer service. Most respondents also anticipated making tee times over the phone versus online through a computer or mobile device, but preferred to go online to find out about courses and current prices.

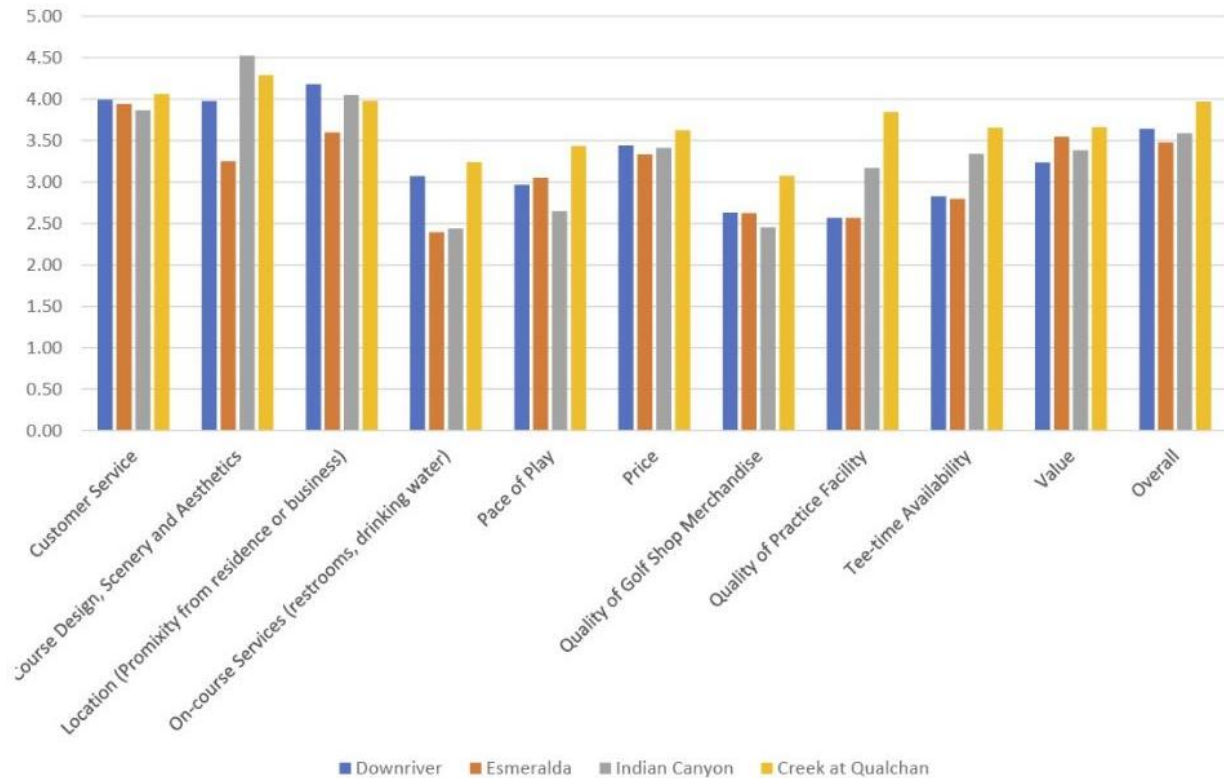
■ = Downriver ■ = Esmeralda ■ = Indian Canyon ■ = Creek at Qualchan

Course Conditions



Creek at Qualchan scored highest overall for course quality, followed by Downriver, Indian Canyon and Esmeralda. Greens were scored above average or better at each course.

Customer Service, Pace of Play, Price, Value, and more



Creek at Qualchan scored highest overall, while Indian Canyon scored highest in course design, scenery and aesthetics and Downriver scored highest in location proximity. All four courses scored high on customer service and course design while pace of play, on-course services, pro shop merchandise, and practice facilities received slightly lower scores.

Key Findings

- You like us (whew!), however...
- Pace of play is a concern on some courses
- Bunker conditions need attention
- Practice facility and clubhouses are areas where we could focus future capital dollars

Our Next Steps

- Improving speed of play
- Identifying funding sources to invest in capital improvements to the courses
- Re-thinking the practice facility and clubhouse experience

Thank you again for taking our survey. We look forward to making improvements based on your feedback, and continuing to provide an exceptional experience at all four of our City golf courses.

Sincerely,

Jason Conley
Executive Officer
City of Spokane Parks and Recreation

P.S. Congratulations to our survey drawing winners: Skip and Holly Berquam, Larry and Kim Reber, Frank Johnson, and Roy Cheney.

P.S.S. Our Moms, Dads and Grads promotion is happening through June 18. Purchase a 4-pass, good for one round at each course, for only \$109 (a \$40 savings). Makes a great gift!