

MEMORANDUM

To: Mayor and City Council Members
Doug Faseler, City Manager

From: Biff Alexander, Golf Professional

Through: Rick Cortes, Assistant City Manager

Date: June 26, 2014

Subject: Max Starcke Park Golf Course – Golf Fee Increase

Staff recommends the following adjustments to the golf course fees for FY 2014-15. The proposed increases are recommended to help offset expenses, create a fund for golf course improvements and remain competitive with area courses. The proposed changes are as follows:

1. Grandfather all current *Annual Fee Holders*, both resident and non-resident, and not offer any new memberships.
2. Increase *Daily Green Fees* by \$3.00 in each category to be dedicated to make improvements to the facility.
3. Increase current *Annual Memberships* by \$100.00 for five-day memberships and \$150.00 for seven-day memberships.
4. Increase *Punch Card* to \$375.00 for 25 rounds and \$700.00 for 50 rounds. These are available to residents and non-residents.
5. Increase *Annual Trail Fee* from \$475.00 to \$575.00 and eliminate the *Private Rider Fee*.

<i>Max Starcke Park Golf Course</i>		
<i>Daily Fees:</i>	Current	<i>Proposed</i>
<i>Senior M-F</i>	\$13.00	\$16.00
<i>Adult M-F</i>	17.00	20.00
<i>Weekend/Holiday</i>	20.00	23.00
<i>Membership Rates:</i>	Current	<i>Proposed</i>
<i>Senior 5 Day</i>	\$600.00	\$700.00
<i>Senior 7 Day</i>	700.00	850.00
<i>Adult 5 Day</i>	675.00	775.00
<i>Adult 7 Day</i>	775.00	925.00

<i>Couple 5 Day</i>	950.00	1,050.00
<i>Couple 7 Day</i>	1,050.00	1,200.00
<i>Family 5 Day</i>	1,025.00	1,125.00
<i>Family 7 Day</i>	1,125.00	1,275.00
<i>Private Cart</i>	475.00	575.00
<i>Punch Card 25</i>	300.00	375.00
<i>Punch Card 50</i>	550.00	700.00
<i>Annual Locker</i>	60.00	75.00
<i>Monthly 5 Day</i>	125.00	150.00
<i>Monthly 7 Day</i>	150.00	175.00

<i>Punch Cards:</i>	Current	<i>\$/Round</i>	<i>Proposed</i>	<i>\$/Round</i>
<i>25 Rounds</i>	\$300	\$12	\$375	\$15
<i>50 Rounds</i>	550	11	700	14
<i>75 Rounds</i>	750	10	975	13
<i>100 Rounds</i>	--	--	1,200	12
<i>150 Rounds</i>	--	--	1,650	11
<i>200 Rounds</i>	--	--	2,000	10
<i>250 Rounds</i>	--	--	2,250	9

If approved, the proposed increase would generate approximately \$50,000 in additional revenues; \$5,000 for annual fees and \$45,000 for green fee increases. Staff is recommending these adjustments and will be available to answer any questions.