

CITY OF SEGUIN



It's real.

To: City of Seguin Mayor and City Council
Steve Parker, City Manager

From: Jack Jones, Director of Parks and Recreation
Bruce Allen, Golf Course General Manager

Through: Rick Cortes, Deputy City Manager
Mark Kennedy, City Attorney

Date: August 5, 2025

Subject: Ordinance on first reading amending the Seguin Code of Ordinances, Appendix C - Fee Schedule, relevant portions of Chapter 66-Library and Chapter 74-Parks and Recreation; providing for a severability clause; declaring an effective date; preparing this ordinance for publication; and authorizing City staff to submit this ordinance as a supplement to the Seguin Code of Ordinances.

Historical Background

Starcke Park Golf Course:

Before undertaking the Starcke Park Golf Course renovation, the City contracted with the National Golf Foundation to study our infrastructure and business model. The study recommended a complete renovation of the golf course and advised keeping the fees at an affordable level when we reopen the course to the public. The study used Landa Park Golf Course as an example of what would happen if we priced ourselves out of the market. After reopening in October of 2014, Landa raised their rates substantially above market rates. As a result, their revenue plummeted as the number of rounds decreased from what they had been before their renovation. As a result, Landa Park lowered their rates in the second year after its reopening and the level of play picked back up to pre-renovation levels. In response to the study, City staff has discussed publicly the idea to mirror current Landa Park rates that are attached for reference. Discussions were held at a City Council Workshop, City Council Orientation, and with the Golf Course Advisory Board and this rate recommendation was acceptable.

Parks and Recreation Department:

In conjunction with the 2025/2026 fiscal year budget process, City staff have assessed existing fees and looked at possible new fees to help offset increased operational costs of programs and facility rentals. Typically, fees are reviewed annually by City staff keeping in mind comparisons with our neighboring communities with similar services and affordability for our residents. This includes rental fees and charges at the Seguin Coliseum. Over the past couple of years, the city has invested approximately \$500,000 in new audio/video equipment, stage lighting, chairs, and a LED marquee sign. In the FY24-25 budget, more than \$1 million was approved to replace the original HVAC unit.

Action Requested

The rates being recommend are favorable when compared to other area golf courses. Rates are lower than The Bandit in New Braunfels, Plum Creek in Kyle, four of the five

Alamo Trails Golf Courses in San Antonio, and lower than Olympia Hills in Universal City for the out-of-town players. The proposed rates below include a Military rate. This new rate would be for active duty and retired military personnel. In addition, the current membership rates will stay the same, but the surcharge will have a slight increase.

Starcke Park Golf Course Proposed Rates: FY25-26

<u>Green Fees for 18 holes</u>	<u>Golfer Category</u>	<u>Current</u>	<u>Proposed</u>
Adult M -F	Adult	\$24.00	\$33.00
Senior M -F	Senior - Over 60	\$20.00	\$26.00
Military M -F	Military - Active or Retired	n/a	\$26.00
Junior M -F	Junior (K-12)	\$12.00	\$12.00
Weekend and holiday	Adult, Senior, Military	\$27.00	\$37.00
Weekend and holiday	Junior (K-12)	\$13.50	\$13.50
Twilight or 9 holes	Adult, Senior, Military	\$16.00	\$22.00

Note: This is the first proposed request for a military discount.

Note: When the after-tax cart fees are added to the green fees, the new rates at Starcke Park will equal the Landa Park rates.

<u>Cart Fees</u>	<u>Golfer Category</u>	<u>Current</u>	<u>Proposed</u>
Cart Rental - 18 Holes	Adult, Senior, Military	\$16.00	\$15.70
Cart Rental - 9 Holes	Adult, Senior, Military	\$11.00	\$11.09
Private Cart Trail Fee	Private Cart Owner	\$12.00	\$12.00
Annual Trail Fee	Current Trail Fee Members Only	\$725.00	\$725.00

Note: Cart rental rates do not include the required 0.0825% sales tax. After the sales tax is added to the proposed cart rates, the rates will be \$17.00 for 18 holes and \$12 for 9 holes.

<u>Membership</u>	<u>Golfer Category</u>	<u>Current</u>	<u>Proposed</u>
Senior Membership	Seguin Residents Over 60	\$550.00	\$550.00
Adult Membership	Seguin Residents Under 60	\$650.00	\$650.00
Couple Membership	Seguin Residents	\$750.00	\$750.00
Member Surcharge	Per Round Surcharge	\$5.00	\$7.00

Note: If an Adult member plays 100 rounds a year and rents a cart every time, the proposed rate will be similar to the Landa Membership and Annual Cart Fee.

<u>Player Cards</u>	<u>Golfer Category</u>	<u>Current</u>	<u>Proposed</u>
Adult Players Card	20 Rounds - Good for 6 Months	\$340.00	\$495.00
Senior Player Card	20 Rounds - Good for 6 Months	\$290.00	\$390.00

Note: This gives frequent players a 25% discount on green fees for playing at the Starcke Park Golf Course.

There are several items in the Fee Ordinance attached associated with the Parks and Recreation Department that were cleaned up or no longer applicable in addition to some fee increases. The highlights of proposed changes are as follows:

- Softball 4-plex
 - Use fee, per field with lights, per hour – Current \$20, Proposed \$30
- Little League fees
 - Use fee, per field with lights, per day – Current \$100, Proposed \$150
 - Use fee, per field with lights, per hour – Current \$20, Proposed \$30
- Park West Athletic Fields
 - Use fee, per field with lights, per day – Current \$100, Proposed \$150
 - Complex use fee (3 fields), per day - Current \$350, Proposed \$500
- Volleyball Complex
 - Complex use fee (18 courts), per day – Current \$350, Proposed \$500
- Wave Pool
 - Private lessons, per lesson – New \$75
 - No Wave Admission (all ages) – New \$3
 - Aqua Fitness, per session – New \$3
- Summer Day Camp, per week, per child – Current \$110, Proposed \$120
- Coliseum – All guests must be out of the Coliseum for their rental no later than 12:00 midnight with the event ending at 11:00 p.m. to allow guests ample time for event cleanup.
 - Monday through Thursday – Current \$500, Proposed \$600
 - Friday \$1,000 – Current \$1,000, Proposed \$1,200
 - Saturday – Current \$1,500, Proposed \$1,800
 - Individual or combined room rates not including the main banquet area
 - Monday through Thursday (8:00 a.m. to 5:00 p.m.) – Current \$100, Proposed \$150
 - Monday through Thursday (5:00 p.m. to 10:00 p.m.) – Current \$100, Proposed \$150
 - Sunday – Current \$1,000, Proposed \$1,200
 - Changes to the floor plan after set-up – Current \$50, Proposed \$100
 - Public address system usage – Current \$50, Proposed \$100
 - Video usage – Current \$100, Proposed \$150
 - Relocate stage to behind the curtain, per relocation – Current \$100, Proposed \$200
 - A new late moveout fee will be charged when the client leaves the facility after the agreed-upon move-out time in as written in their agreement – New late moveout fee, Proposed \$300
- Midway Hall rental, per day – Current \$250, Proposed \$300

Procurement Methodology & Funding Source

N/A

Staff Recommendation

Staff recommends approval on first reading amending the Seguin Code of Ordinances, Appendix C - Fee Schedule, relevant portions of Chapter 66-Library and Chapter 74-Parks and Recreation; providing for a severability clause; declaring an effective date; preparing this ordinance for publication; and authorizing City staff to submit this ordinance as a supplement to the Seguin Code of Ordinances as presented and written herein.

ATTACHMENTS

- Seguin Code of Ordinances, Appendix C - Fee Schedule, Chapter 74-Parks and Recreation
- Landa Park Golf Course current rates
- Comparisons of the Seguin Coliseum rental fees with comparable rental facilities nearby