

MEMORANDUM

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

From: Rick Cortes, Assistant City Manager

Subject: Golf Fee Adjustments

Date: August 16, 2016

On August 9, 2013, City Council adopted a plan to phase out annual golf membership fees and move towards a "Player Card" program that would more equitably distribute the player costs per round. Please note that in FY 2011-12, membership fees accounted for 14.2% of the green fee revenues while the membership accounted for 34% of the rounds played at Starcke Park Golf Course. Even though annual membership fees are now 20% of the revenues collected, there is still significant disparity between the revenue collected from annual fees and rounds played.

Based on this information, and input from Golf Course personnel, staff is proposing the following adjustment to the current golf course fee structure:

	<u>Members</u>	<u>Current</u>	<u>Proposed</u>
Senior Resident 5 Day	12	\$700	\$850
Senior Resident 7 Day	20	\$850	\$1000
Senior Non Resident 5 Day	3	\$750	\$900
Senior Non Resident 7 Day	4	\$950	\$1,100
Adult Resident 7 Day	3	\$925	\$1,075
Couples Resident 7 Day	6	\$1,200	\$1,350
Green Fee 9-Hole			\$10
Weekend Green Fee 9-Hole			\$11.50

The proposed increases are recommended to more equitably distribute the cost per round while staying competitive compared to golf courses in the near vicinity. Please note that the proposed increase to the annual membership includes a \$50 capital improvement charge. Capital improvements are currently being funded by non-membership play. Additionally, since no new annual memberships are being sold, staff is also recommending the elimination of annual membership categories that currently have no members.

	<u>Members</u>	<u>Current</u>	<u>Proposed</u>
Adult Resident 5 Day	0	\$775	Eliminated
Adult Non Resident 5 Day	0	\$825	Eliminated
Adult Non Resident 7 Day	0	\$1,025	Eliminated
Couple Resident 5 Day	0	\$1,050	Eliminated
Couple Non Resident 5 Day	0	\$1,075	Eliminated
Family Resident 5 Day	0	\$1,125	Eliminated
Family Resident 7 Day	0	\$1,275	Eliminated
Family Non Resident 5 Day	0	\$1,150	Eliminated
Family Non Resident 7 Day	0	\$1,350	Eliminated

Staff recommends approval and is available to answer any questions at your convenience.