

MEMORANDUM

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

From: Rick Cortes, Assistant City Manager

Subject: Golf Fee Adjustments

Date: September 22, 2016

After additional consideration, and input from the Seguin golf community, staff is recommending a modification to the recently approved annual golf memberships.

Member	Approved Fees
Senior Resident 5 Day	\$850
Senior Resident 7 Day	\$1000
Senior Non-Resident 5 Day	\$900
Senior Non-Resident 7 Day	\$1,100
Adult Resident 7 Day	\$1,075
Couples Resident 7 Day	\$1,350

Staff is recommending the creation of senior, non-senior and couple base fee with a surcharge as illustrated:

Memberships	Base Fee	Surcharge M-Thurs	Surcharge Fri- Sun	Surcharge Fri- Sun After 1pm
Senior	\$550	\$3	\$5	\$3
Non-Senior	\$650	\$3	\$5	\$3
Couples	\$750	\$3 (Per-person)	\$5 (Per-person)	\$3 (Per-person)

The proposed modifications more equitably distribute the costs of playing golf depending on the number of rounds played annually by each individual golfer. Current members who play an average of 90 to 100 rounds a year will find that their effective rates will be approximately the same as they are now. Players playing less than the average will still receive benefits from the new program. Players playing more than the average will pay slightly more than what they're currently paying. Staff anticipates that any financial impact created by this change will be mitigated by anticipated increased play and proposed surcharge. Staff is also recommending that annual memberships be open to all residents of Seguin. Please note that non-residents who currently have annual memberships will also be allowed to purchase memberships.

Additionally, for resident golfers who do not play often enough to justify an annual membership, and for non-resident golfers, the Player Card program will provide an attractive alternative. Each Player Card provides 25 rounds at a discount. To obtain the highest discounts in the past players had to purchase several player cards at once. Staff is recommending that the Player Cards be sold incrementally. When a player has used his first 25 rounds he may purchase the next 25 at an even greater discount. This will reward loyal customers without requiring them to buy 50, 75, or 100 round cards all at once. Staff believes this will be an attractive offer to frequent golfers and non-residents. Staff believes these changes will better serve the needs of our resident golfers, and recommends approval.