



CITY OF CONCORD

REPORT TO MAYOR AND THE CITY COUNCIL

DATE: February 21, 2018
TO: Mayor and City Council
FROM: Brian G. LeBrun, Deputy City Manager - Finance
SUBJECT: 2018 Daily Fee Rate Recommendation for Beaver Meadow Golf Course

Recommendation

Accept this report approving the 2018 daily fee rates as recommended by the Golf Course Advisory Committee and continue to provide the City Manager or his designee with the authority to approve specials based on market or current needs conditions.

Background

Annually, the Golf Course Advisory Committee reviews daily rates and if needed recommends changes to the daily fee structure for the upcoming golf season.

Discussion

At their February 8, 2018 monthly meeting, the Golf Course Advisory Committee reviewed and recommended three revisions to the daily rate fee structure for the 2018 golf season. The attached chart shows the 2017 rates compared to the 2018 proposed rates by category. The three categories with recommended changes are:

- League Play increases from \$20 to \$23 in 2018
- Golf Carts Senior Member 9 hole rate increases from \$9 to \$10 in 2018
- Golf Carts Senior Member 18 hole rate increases from \$12 to \$13 in 2018

The rationale for the changes are: most courses charge a 9 hole fee for league. At Beaver Meadow this would be \$25 so the increase to \$23 is still below the regular 9 hole or twilight fee.

Beaver Meadow is the only course that offers a discounted cart fee for Senior members and while the rate increase is \$1 for both the 9 and 18 hole rates, it is still well below the regular fees of \$12 for 9 holes and \$19 for 18 hole fees.

All other fees are recommended to remain the same for 2018 since they are at market pricing for this area.

It is anticipated that these changes will increase overall revenues by approximately \$2,000 - \$3,000 annually and for the 2018 golf season. I would be glad to answer any questions regarding these changes.