



CITY OF CONCORD

REPORT TO MAYOR AND THE CITY COUNCIL

DATE: July 11, 2024
TO: Mayor and City Council
FROM: Brian G. LeBrun, Deputy City Manager - Finance
SUBJECT: 2025 Membership and Daily Rates for Beaver Meadow Golf Course

Recommendation

Accept this report approving the 2025 membership, daily fees, outings and simulator rates as recommended by the Golf Course Advisory Committee.

Background

Annually, the Golf Course Advisory Committee reviews rates and fees charged at the golf course rates and recommends to the City Council adjustments for the next golf season. The increases as recommended by the Golf Course Advisory Committee are expected to result in approximately \$127,900 in additional revenue for 2025 golf season.

As part of the recommendation, the Committee recommends establishing a Concord Resident Greens Fee Rate, a discount of approximately 5%, rounded, for regular price 18 hole weekday, 18 hole weekend and 9 hole rounds as noted in the below chart.

Discussion

Membership Rates

At their July 11, 2024 meeting, the Golf Course Advisory Committee recommended the attached membership rate structure to the City Council. The table and notes below shows the:

- 2024 rates compared to the 2025 recommended rates and proposed increases.
- Rate comparisons to other local golf courses.

| 7.11.24 Golf Advisory Committee Recommendation | | | | | | | | | |
|--|-------------------------|------------|------------|---------------|---------------|----------|----------|------------|--------------|
| Membership Rates Update for the 2025 Golf Season | | | | | | | | | |
| | Memberships Golf Season | | | Beaver Meadow | Beaver Meadow | | Pembroke | Canterbury | Loudon |
| | | | | Approved | Proposed | Increase | Pines | Woods | Country Club |
| CATEGORY | 2022 | 2023 | 2024 | 2024 | 2025 | 2025 | 2024 | 2024 | 2024 |
| Senior, Mon-Fri | 86 | 83 | 96 | \$1,295 | \$1,395 | \$100 | \$1,825 | \$1,825 | \$1,625 |
| Adult 7 days | 101 | 92 | 68 | \$1,995 | \$2,295 | \$300 | \$2,525 | \$2,525 | \$2,150 |
| Adult Weekday | N/A | N/A | N/A | N/A | N/A | N/A | \$2,200 | \$2,200 | N/A |
| Senior, 7 Days | N/A | N/A | N/A | N/A | N/A | N/A | \$1,900 | \$1,900 | \$1,725 |
| Senior Family 7 Days | N/A | N/A | N/A | N/A | N/A | N/A | \$2,925 | \$2,925 | \$2,855 |
| Family 7 Day | 12 | 22 | 22 | \$3,150 | \$3,500 | \$350 | \$3,750 | \$3,750 | \$3,250 |
| Junior | 55 | 60 | 64 | \$350 | \$350 | \$0 | \$450 | \$450 | \$350 |
| Collegiate Rate | 27 | 34 | 28 | \$750 | \$750 | \$0 | \$825 | \$825 | \$750 |
| Twilight | N/A | N/A | N/A | N/A | N/A | N/A | \$2,150 | \$2,150 | N/A |
| Young Adult | 58 | 74 | 49 | \$1,475 | \$1,795 | \$320 | \$1,725 | \$1,725 | \$1,595 |
| Total Memberships | 339 | 365 | 327 | | | | | | |
| Cart 7 Day | 15 | 22 | 21 | \$1,100 | \$1,275 | \$175 | \$1,400 | \$1,400 | \$1,100 |
| Cart Family 7 | 2 | 10 | 5 | \$1,675 | \$2,000 | \$325 | \$2,200 | \$2,200 | \$1,675 |
| Cart Family Weekday | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | \$1,525 |
| Cart Weekday | 10 | 12 | 12 | \$1,050 | \$1,175 | \$125 | \$1,300 | \$1,300 | \$995 |
| Cart Memberships | 27 | 44 | 38 | | | | | | |

Beaver Meadow Golf will also continue to offer the following payment options for current and new members as part of the fall special program that has been offered by the course for several years.

Current Members:

- 1) Sign up by November 30, 2024 for the 2025 season and maintain the 2024 rate by either paying 50% and pay the balance before the start of play in Spring 2025 or enrolling in the ACH payment plan which will allow payments from December through March.

New Members:

- 2) Starting September 1, 2024, pay at least 50% of the applicable 2025 membership rate, and play the rest of 2024 season. The remainder of the membership balance is due before playing in the Spring of 2025.
- 3) Starting September 1, 2024, pay at least 50% of the applicable 2025 membership rate, and play the rest of 2024 season. The remainder of the membership balance is due through ACH payments from December through March.

It is anticipated that these proposed membership rate changes will generate an additional \$46,700 in membership fees.

Daily Fee Rates

At their July 11, 2024 meeting, the Golf Course Advisory Committee recommended the attached Daily Green Fees, Carts, GHIN, Range, Outings, Tent Rentals, and Simulator rate structure to the City Council. The tables and notes below shows the rates and green fee comparisons to other area courses:

| July Golf Advisory Committee Consideration | | | | | |
|---|----------------|-------------|-------------|-------------|------------------------------|
| Daily Fee Rate Update For 2025 Golf Season | | | | | |
| | | | | | Concord Resident 5% Discount |
| | 2022 | 2023 | 2024 | 2025 | 2025 |
| <u>Green Fees</u> | <u>Rate</u> | <u>Rate</u> | <u>Rate</u> | <u>Rate</u> | <u>Rate</u> |
| 18 holes Mid Week | \$37 | \$39 | \$43 | \$46 | \$43 |
| 18 holes Weekends and Holidays | \$47 | \$49 | \$53 | \$56 | \$53 |
| 9 holes | \$27 | \$29 | \$30 | \$32 | \$30 |
| Guest of a Member | \$35 | \$37 | \$40 | \$43 | |
| Veteran Rate | \$35 | \$35 | \$35 | \$40 | |
| League 18 | \$35 | \$35 | \$39 | \$42 | |
| League 9 | \$27 | \$27 | \$29 | \$30 | |
| Twilight Weekend (after 3pm) | N/A | \$35 | \$37 | \$39 | |
| Twilight (After 3pm) | \$27 | \$30 | \$32 | \$34 | |
| Junior Rate | \$18 | \$18 | \$25 | \$25 | |
| Member-Guest Tournament Rate | \$25 | \$27 | \$29 | \$32 | |
| Dynamic Pricing Peak May15th-September 30th | | | | | |
| Mid Week | \$37 | remove | | | |
| Weekend & Holiday | \$45 | remove | | | |
| Dynamic Non- Peak Opening- May 14th & November 1- November 30 | | | | | |
| Mid Week | \$35 (7am-3pm) | \$37 | \$40 | \$42 | |
| Weekend & Holiday | \$45 (7am-3pm) | \$47 | \$50 | \$52 | |
| Specials Include Cart | | | | | |
| Senior Days | 2 for \$90 | 2 for \$90 | 2 for \$90 | 2 for \$100 | |
| Everyone | Remove | N/A | N/A | N/A | |
| Ladies day | 2 for \$100 | 2 for \$100 | 2 for \$100 | 2 for \$100 | |
| Others Specials, Links Card, Players Pass, High School Fundraising Cards, based on above Specials | | | | | |
| "City Manager or his designee authorized to offer specials based on market conditions and current needs" | | | | | |
| Golf Carts | | | | | |
| | 2022 | 2023 | 2024 | 2025 | |
| 18 Holes | \$20 | \$22 | \$22 | \$23 | |
| 18 Holes Member | \$20 | \$22 | \$22 | \$23 | |
| 9 Holes | \$12 | \$13 | \$13 | \$15 | |
| Twilight 18 Hole | \$15 | \$17 | \$18 | \$18 | |
| Senior Member 9 (Monday-Friday Only) | \$10 | \$12 | \$12 | \$13 | |
| Senior Member 18 (Monday-Friday Only) | \$15 | \$17 | \$17 | \$18 | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| GHIN Handicap | | | | | |
| | 2022 | 2023 | 2024 | 2025 | |
| Member | \$40 | \$42 | \$42 | \$42 | |
| Non-Member | \$50 | \$55 | \$55 | \$55 | |
| Range Baskets | | | | | |
| | | | | | |
| Large | \$10 | \$10 | \$10 | \$12 | |
| Medium | \$0 | \$0 | \$7 | \$9 | |
| Small | \$4 | \$5 | \$5 | \$6 | |

| Outing Fees Update for 2025 Golf Season | | | | | | |
|---|--------------------|--------------|--------------------|--------------|--------------------|--------------|
| Outing Packages | 2023 Par Package | | 2024 Par Package | | 2025 Par Package | |
| | 80 Players or Less | More than 80 | 80 Players or Less | More than 80 | 80 Players or Less | More than 80 |
| Monday through Thursday | \$54 | \$61 | Remove | \$61 | N/A | \$61 |
| Friday, Saturday, Sunday, Holidays | \$62 | \$69 | Remove | \$69 | N/A | \$69 |
| Shoulder Season Outing Pricing April 15th - May 16th & October 15th-Nov 30th | | | | | | |
| | 2023 | | 2024 | | 2025 | |
| | Par Package | | Par Package | | Par Package | |
| | 80 Players or Less | More Than 80 | 80 Players or Less | More Than 80 | 80 Players or Less | More Than 80 |
| Monday through Thursday | \$45 | \$52 | Remove | \$52 | N/A | \$52 |
| Friday, Saturday, Sunday, Holidays | \$55 | \$62 | Remove | \$62 | N/A | \$62 |
| 9 Hole Outings Weekdays Only | 2023 | 2023 | 2024 | 2024 | 2025 | |
| | No Tent | With Tent | No Tent | With Tent | No Tent | With Tent |
| | \$32 | \$39 | Remove | \$39 | N/A | \$39 |
| Tent Rental Fee (8hrs) | 2023 | 2024 | 2025 | | | |
| | \$1,750 | \$2,000 | \$2,000 | | | |

| Daily Fee Rate Comparison to Other Golf Courses (2024 Golf Season) | | | | | | | | |
|--|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| | 18 Holes | 18 Holes | 9 Holes | Twilight | Junior | 18 Holes | 9 Holes | 18 Holes |
| | Weekend | | | | | Cart | Cart | Twilight |
| Derryfield CC | \$ 48.00 | \$ 48.00 | \$ 28.00 | \$ 24.00 | \$ 25.00 | \$ 20.00 | \$ 10.00 | \$ 10.00 |
| Candia | \$ 72.00 | \$ 59.00 | \$ 38.00 | \$ 59.00 | N/A | \$ 28.00 | \$ 17.00 | \$ 18.00 |
| Loudon | \$ 62.00 | \$ 44.00 | \$ 34.00 | \$ 37.00 | \$ 25.00 | \$ 24.00 | \$ 17.00 | \$ 20.00 |
| Pembroke | \$ 65.00 | \$ 55.00 | \$ 45.00 | \$ 45.00 | N/A | \$ 30.00 | \$ 20.00 | N/A |
| Canterbury | \$ 65.00 | \$ 55.00 | \$ 45.00 | \$ 45.00 | N/A | \$ 30.00 | \$ 20.00 | N/A |
| Lochmere | \$ 89.00 | \$ 79.00 | \$ 45.00 | N/A | N/A | N/A | N/A | N/A |
| BMGC 2024 | \$ 53.00 | \$ 43.00 | \$ 30.00 | \$ 34.00 | \$ 25.00 | \$ 22.00 | \$ 13.00 | \$ 18.00 |
| BMGC 2025 Proposed | \$ 56.00 | \$ 46.00 | \$ 32.00 | \$ 37.00 | \$ 25.00 | \$ 23.00 | \$ 15.00 | \$ 20.00 |
| Concord Resident 5% Discount Rate | \$ 53.20 | \$ 43.70 | \$ 30.40 | \$ 35.15 | \$ 23.75 | N/A | N/A | N/A |

It is anticipated that the changes in the daily fee rates will generate an additional \$33,600 in revenue, the changes in the cart rates will generate an additional \$27,700 in revenue and the changes in the range baskets will generate an additional \$19,900. No changes to the current simulator rate of \$45 per hour.

The total fee revisions proposed in this report is anticipated to generate an additional \$127,900 in golf fund revenue for Fiscal Year 2025, and keeps Beaver Meadow Golf Course very price competitive and at or below the rates of other area courses except for Derryfield.

I am glad to answer any questions.