



CITY OF CONCORD

REPORT TO MAYOR AND THE CITY COUNCIL

DATE: February 23, 2020

TO: Mayor and City Council

FROM: Brian G. LeBrun, Deputy City Manager - Finance

SUBJECT: 2020 Daily Fee Rate, Outing and Tent Fee Recommendation for Beaver Meadow Golf Course

Recommendation

Accept this report approving the 2020 daily fee rates, adding shoulder season outing rates and weekday golf cart membership 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, and other changes as deemed appropriate.

Discussion

At their February 13, 2020 monthly meeting, for 2020 golf season, the Golf Course Advisory Committee reviewed and recommended three revisions to the daily rate fee structure, two revisions to the 7 day cart membership, the addition of weekday cart memberships and establishing of shoulder season pricing for golf outings for the 2020 golf season.

The attached chart shows the 2019 rates compared to the 2020 proposed rates by category. Changes in these rates were developed based on information derived from the new Tee Snap point of sale software and comparisons to other golf courses.

The recommended changes are:

1. Increase 9 hole league fee from \$24 to \$25
2. Increase small range basket of balls from \$3 to \$4
3. Increase large range basket of balls from \$9 to \$10
4. Increase 7 day cart membership from \$695 to \$745
5. Increase 7 day cart membership for Family from \$1,095 to \$1,145
6. Add 5 day (weekday) cart membership \$695
7. Add 5 day (weekday) cart membership for Family \$1,095
8. Add shoulder season pricing for outings (April 15th to May 16th and October 15th to November 30th).

	Par Package 18 Hole Outing		Par Package 9 Hold Outing	
	80 Players or less	More than 80	80 Players or less	More than 80
Monday - Thursday	\$40	\$47	\$30	\$37
Friday, Saturday, Sunday & Holidays	\$45	\$52	\$30	\$37
	Birdie Package 18 Hole Outing		Birdie Package 9 Hold Outing	
	80 Players or less	More than 80	80 Players or less	More than 80
Monday - Thursday	\$45	\$52	\$35	\$42
Friday, Saturday, Sunday & Holidays	\$50	\$57	\$35	\$42

All other daily fees, outing pricing and non-outing tent rentals are recommended to remain the same for 2020. A chart with all daily fees and outing prices is attached.

Friday, Saturday and Sundays are the busiest at the course and new outings are encouraged to schedule their events during the weekdays at the lower rates.

It is anticipated that these changes will increase overall revenues by approximately \$10,000 annually and for the 2020 golf season. I am glad to answer any questions regarding these changes.