



CITY OF CONCORD

REPORT TO MAYOR AND THE CITY COUNCIL

DATE: September 26, 2017

TO: Mayor and City Council

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

SUBJECT: 2018 Senior Membership Rate for Beaver Meadow Golf Course

Recommendation

Accept this report approving the 2018 Senior membership rates as recommended by the Golf Course Advisory Committee.

Background

Annually, the Golf Course Advisory Committee reviews membership rates and recommends to the City Council adjustments to the rates for the next golf season. The rate review occurred earlier this year in order to announce rates in August and be in line with competitive rate announcements. In preparing the rates, the Golf Course Advisory Committee changed the Senior Membership rate structure to a Weekday Membership with no age limitations and no blackout days for holidays.

Discussion

At their September 19, 2017 monthly meeting, the Golf Course Advisory Committee approved a revised rate structure recommendation to include a specific Senior Membership rate, and not have the Senior category simply be part of the new Weekday Membership rate. This Senior Membership rate for 2018 is recommended at \$835, a \$60 increase from the 2017 Senior Membership rate and does not include holidays, comparable to the current Senior Membership structure.

When the Golf Course Advisory Committee considered the membership rate structure for the 2018 season, the discussion to change the Senior Membership to a weekday membership was intended to increase the opportunities to all customers for a weekday

rate that would include holidays. Once this new rate change was made public, several of the current Senior Members discussed their concern for “eliminating the Senior Membership”. While there was no intent to offend any of the Senior Members, and certainly the City and Beaver Meadow very much appreciates their loyal membership and business, this oversight was corrected at the Golf Course Advisory Committee meeting on September 19, 2017. The Committee recommends adding back the Senior Membership rate at \$835 for 2018.