



CITY OF CONCORD

REPORT TO MAYOR AND THE CITY COUNCIL

DATE: February 14, 2019

TO: Mayor and City Council

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

SUBJECT: 2019 Daily Fee Rate, Outing and Tent Fee Recommendation for Beaver Meadow Golf Course

Recommendation

Accept this report approving the 2019 daily fee rates, outing rates and tent rental rate 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. Included in the 2019 rate recommendation are fees for outings and non-outing tent rental rate.

Discussion

At their February 14, 2019 monthly meeting, the Golf Course Advisory Committee reviewed and recommended eleven revisions and additions to the daily rate fee structure for the 2019 golf season and to establish a rate for the rental of the event tent when not associated with a golf outing.

Daily Fees:

The attached chart shows the 2018 rates compared to the 2019 proposed rates by category. Changes in these rates were developed based on information derived from the new Tee Snap point of sale software which tabulates green fee play and member play by time of day, day of week, and timeframe of season. This information has allowed Golf

Course Advisory Committee to make rate change recommendations using statistical information to capture higher rates at busier times and promote lower rates when the course is not as busy. Charts attached.

The categories with recommended changes are:

1. Increase 18 hole green fee rate on Saturday/Sunday and Holidays between 6:30 and 11:00 am from \$40.00 to \$42.00
2. Increase 18 hole league fee rate from \$30.00 to \$31.00
3. Increase 9 hole league fee rate from \$23.00 to \$24.00
4. Decrease after 5:30 pm twilight rate from \$25.00 to \$22.00 (*Regular twilight rate from 3:00 to 5:30 pm remains at \$25.00*)
5. Decrease 18 hole midweek (11:00 am to 3:00 pm rate from \$35.00 to \$30.00)
6. Increase 18 hole cart rate from \$19.00 to \$20.00
7. Decrease 18 hole cart rate for members from \$19.00 to \$18.00
8. Increase 18 hole senior cart rate from \$13.00 to \$14.00
9. Increase GHIN Handicap rate for members from \$28.00 to \$30.00 (passes along increase from New Hampshire Golf Association)
10. Increase GHIN rate for non-members from \$35.00 to \$40.00
11. Increase small range basket from \$3.00 to \$4.00

In addition to the daily fee rate changes listed above, this recommendation also establishes a daily non-golf outing rental rate for the tent at \$1,250.00 (day is approximately for 8 hours of use) including tables and chairs.

All other daily fees are recommended to remain the same for 2019.

Also included is a graph showing weekday and weekend rounds played, shown as a % by members (in blue) and non-members (in gray) for June 1 to September 30.

Outings:

The last Chart is for 2019 outing standard pricing which builds the use of the tent into the per player price (for more than 80 players) as opposed to having a separate tent rental price. The current function room can accommodate up to 80 players and above 80 players will need to use the tent. The pricing upcharge for more than 80 players (\$7.00 per player) is still less than if an outing had to rent a tent from an outside vendor.

Beaver Meadow will offer two outing packages:

1. **The Par Package** provides a weekday rate of \$48.00 and a Friday/Saturday/Sunday rate of \$52.00 for 80 players or less. More than 80 players will use the tent with a weekday rate of \$55.00 and a Friday/Saturday/Sunday rate of \$59.00.
2. **The Birdie Package** also includes a \$5.00 pro shop credit and provides a weekday rate of \$53.00 and a Friday/Saturday/Sunday rate of \$57.00 for 80

players or less. More than 80 players will use the tent with a weekday rate of \$60.00 and a Friday/Saturday/Sunday rate of \$64.00.

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. Beaver Meadow will also continue to support current outings that have been regular events year after year at previously agreed to pricing strategies, except when tent is desired, whether during the week or on weekends. These events will transition to new pricing for 2020 season.

It is anticipated that these changes will increase overall revenues by approximately \$7,000 to \$10,000 annually and for the 2019 golf season. I am glad to answer any questions regarding these changes.