



CITY OF CONCORD

REPORT TO MAYOR AND THE CITY COUNCIL

DATE: February 16, 2021

TO: Mayor and City Council

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

SUBJECT: 2021 Daily Fee Rate, Outing and Tent Fee Recommendation for Beaver Meadow Golf Course

Recommendation

Accept this report approving the 2021 daily fee, GHIN, outing, tent fee and cart 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 rates and if needed recommends changes to the fee structure for the upcoming golf season, and other changes as deemed appropriate.

Discussion

At their February 11, 2021 monthly meeting, for 2021 golf season, the Golf Course Advisory Committee reviewed and recommended revisions to the fee structure for the 2020 golf season as detailed below.

The attached chart shows the 2020 rates compared to the 2021 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 18 holes Weekends & Holiday from \$42 to \$45
2. Increase Dynamic Pricing Peak Mid-Week from \$30 to \$35
3. Increase Dynamic Pricing Peak Weekend & Holiday from \$40 to \$42
4. Increase Dynamic Pricing Non-Peak Mid-Week from \$30 to \$35
5. Increase Dynamic Pricing Non-Peak Weekend & Holiday from \$35 to \$40
6. Increase Specials Includes Carts:
 - a. Senior Days from 2 for \$80 to 2 for \$90
 - b. Everyone from 2 for \$80 to 2 for \$100
 - c. Ladies Day from 2 for \$80 to 2 for \$100
7. Increase Golf Carts rates:
 - a. 18 Holes Member from \$18 to \$19
 - b. Twilight from \$12 to \$15
 - c. Senior Member from \$14 to \$15
 - d. 7 Day Cart Membership from \$745 to \$775
8. Increase GHIN Handicap
 - a. Members from \$30 to \$35
 - b. Non-Member from \$40 to \$45
9. Outing Pricing In-season Par Package
 - a. Monday -Thursday 80 Players or less from \$48 to \$50
 - b. Monday -Thursday 80 Players or more from \$55 to \$57
 - c. Friday, Saturday, Sunday, Holidays 80 Players or less from \$52 to \$55
 - a. Friday, Saturday, Sunday, Holidays 80 Players or more from \$59 to \$62
10. Outing Pricing In-season Birdie Package
 - a. Monday -Thursday 80 Players or less from \$53 to \$55
 - b. Monday -Thursday 80 Players or more from \$60 to \$62
 - c. Friday, Saturday, Sunday, Holidays 80 Players or less from \$57 to \$60
 - b. Friday, Saturday, Sunday, Holidays 80 Players or more from \$64 to \$67

All other daily fees as presented on the attached chart are recommended to remain the same for 2021.

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 \$66,000 annually and for the 2021 golf season. I am glad to answer any questions regarding these changes.