



CITY OF CONCORD

REPORT TO MAYOR AND THE CITY COUNCIL

DATE: August 16, 2022
TO: Mayor and City Council
FROM: Brian G. LeBrun, Deputy City Manager - Finance
SUBJECT: 2023 Membership and Daily Rates for Beaver Meadow Golf Course

Recommendation

Accept this report approving the 2023 membership and daily fee rates as recommended by the Golf Course Advisory Committee.

Background

Annually, the Golf Course Advisory Committee reviews membership and daily fee rates and recommends to the City Council adjustments for the next golf season. The rates for 2023 will increase in most categories. In previous years, membership and daily fee rates were considered and submitted for City Council approval separately, memberships in August and daily fees in March. For 2023, the Golf Course Advisory Committee is recommending both the sets of rates now so that all fees can be considered at the same time. The increases as recommended here will result in approximately \$190,000 in additional revenue for Fiscal Year 2024.

Discussion

Membership Rates

At their August 11, 2022 monthly meeting, the Golf Course Advisory Committee recommended the attached membership rate structure to the City Council. The table and notes below shows the:

- 2022 rates compared to the 2023 recommended rates and proposed increases.

- the 2023 recommendation adds one additional rate category for “Family” compared to the 2022 categories.

8-11-2022 Golf Advisory Committee Recommendation									
Membership Rates Update For 2023 Golf Season									
	Memberships Golf Season			Beaver	Beaver		Pembroke	Canterbury	Loudon
				Meadow	Meadow		Pines	Woods	Country Club
				Approved	A	Increase			
CATEGORY	2020	2021	2022	2022	2023		2022	2022	2022
Senior, Mon-Fri	44	73	86	\$895	\$1,195	\$300	\$1,525	\$1,525	\$1,495
Adult 7 days	76	98	101	\$1,350	\$1,695	\$345	\$1,950	\$1,950	\$1,895
Adult Weekday				N/A	N/A		\$1,675	\$1,675	\$1,650
Senior,7 Days				N/A	N/A		\$1,600	\$1,600	\$1,595
Senior Family 7 Days				N/A	N/A		\$2,375	\$2,375	\$2,550
Family 7 Day			12	N/A	\$2,850	New	\$2,925	\$2,925	\$2,850
Junior	45	60	55	\$250	\$250	\$0	\$350	\$350	\$355
Collegiate Rate	22	26	27	\$625	\$650	\$25	\$675	\$675	\$750
Twilight				N/A	N/A		\$1,525	\$1,525	\$1,495
Young Adult	38	65	58	\$975	\$1,175	\$200	\$1,325	\$1,325	\$1,300
Total Memberships	225	322	339						
Cart 7 Day	7	16	15	\$850	\$1,050	\$200	\$1,100	\$1,100	\$1,100
Cart Family 7	3	1	2	\$1,250	\$1,550	\$300	\$1,725	\$1,725	\$1,675
Cart Family Weekday									\$1,525
Cart Weekday			10	\$750	\$975	\$225	\$1,000	\$1,000	\$995

Also attached is a spreadsheet showing the Beaver Meadow Rates and comparable rates at other local courses.

Beaver Meadow Golf will also continue to offer the following payment options for current and new members.

Current Members:

- 1) Sign up by November 30, 2022 for the 2023 season and maintain the 2022 rate by enrolling in the ACH payment plan which will allow payments from December through March.

New Members:

- 2) Starting September 13, 2022, pay at least 50% of the applicable 2023 membership rate, and play the rest of 2022 season. The remainder of the membership balance is due before playing in the Spring of 2023.
- 3) Starting September 13, 2022, pay at least 50% of the applicable 2023 membership rate, and play the rest of 2022 season. The remainder of the membership balance is due through ACH payments from December through March.

It is anticipated that these proposed rate changes will generate an additional \$92,000 in membership fees.

Daily Fee Rates

At their August 11, 2022 monthly meeting, the Golf Course Advisory Committee recommended the attached Daily Green Fees, Carts, GHIN, Range, Outings and Tent Rentals, rate structure to the City Council. The table and notes below shows the rates and comparisons to other area courses:

8-11-2022 Golf Advisory Committee Consideration				
Daily Fee Rate Update For 2023 Golf Season				
	2020	2021	2022	2023
<u>Green Fees</u>	<u>Rate</u>	<u>Rate</u>	<u>Rate</u>	<u>Rate</u>
18 holes Mid Week	\$35	\$35	\$37	\$39
18 holes Weekends and Holidays	\$42	\$45	\$47	\$49
9 holes	\$25	\$25	\$27	\$29
Guest of a Member	\$32	\$32	\$35	\$37
Veteran Rate	\$32	\$32	\$35	\$35
League 18	\$32	\$32	\$35	\$35
League 9	\$25	\$25	\$27	\$27
Twilight Weekend (3pm-5:30pm)	N/A	N/A	N/A	\$35
Twilight Weekend (After 5:30pm)	N/A	N/A	N/A	\$30
Twilight (3pm-5:30pm)	\$25	\$25	\$27	\$30
Twilight (After 5:30pm)	\$22	\$22	\$25	\$27
Member-Guest Tournament Rate	\$15	\$15	\$25	\$27
Dynamic Pricing Peak May15th-September 30th				
Mid Week	\$30 (11am-3pm)	\$35 (11am-3pm)	\$37	remove
Weekend & Holiday	\$40 (11am-3pm)	\$42 (11am-3pm)	\$45	remove
Dynamic Non- Peak Opening- May 14th & October 1- November 30				
Mid Week	\$30 (7am-3pm)	\$35 (7am-3pm)	\$35 (7am-3pm)	\$37
Weekend & Holiday	\$35 (7am-3pm)	\$40 (7am-3pm)	\$45 (7am-3pm)	\$47
Specials Include Cart				
Senior Days	2 for \$80	2 for \$90	2 for \$90	2 for \$90
Everyone	2 for \$80	2 for \$100	Remove	N/A
Ladies day	2 for \$80	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				
	2020	2021	2022	2023
18 Holes	\$20	\$20	\$20	\$22
18 Holes Member	\$18	\$19	\$20	\$22
9 Holes	\$12	\$12	\$12	\$13
Twilight 18 Hole	\$12	\$15	\$15	\$17
Senior Member 9 (Monday-Friday Only)	\$10	\$10	\$10	\$12
Senior Member 18 (Monday-Friday Only)	\$14	\$15	\$15	\$17
GHIN Handicap				
	2020	2021	2022	2023
Member	\$30	\$35	\$40	\$42
Non-Member	\$40	\$45	\$50	\$55
Range Baskets				
Large	\$9	\$10	\$10	\$10
Small	\$4	\$4	\$4	\$5

Outing Fees Update for 2023 Golfing Season						
Outing Packages	2021 Par Package		2022 Par Package		2023 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	\$50	\$57	\$52	\$59	\$54	\$61
Friday, Saturday, Sunday, Holidays	\$55	\$62	\$60	\$67	\$62	\$69
Shoulder Season Outing Pricing April 15th - May 16th & October 15th-Nov 30th						
Par Package	2021		2022		2023	
	80 Players or Less	More than 80	80 Players or Less	More Than 80	80 Players or Less	More Than 80
Monday through Thursday	\$40	\$47	\$42	\$49	\$45	\$52
Friday, Saturday, Sunday, Holidays	\$45	\$52	\$47	\$54	\$55	\$62
9 Hole Outings Weekdays Only	2021	2021	2022	2022	2023	2023
	No Tent	With Tent	No Tent	With Tent	No Tent	With Tent
	\$30	\$37	30	\$37	32	39
Tent Rental Fee (8hrs)	2021	2022	2023			
	\$1,250	\$1,500	\$1,750			

Daily Fee Rate Comparison to Other Golf Courses (2022 Golf Season)								
	18 Holes	18 Holes	9 Holes	Twilight	Junior	18 Holes	9 Holes	18 Holes
	Weekend					Cart	Cart	Twilight
Derryfield CC	\$ 44.00	\$44.00	\$28.00	\$21.00	\$19.00	\$18.00	\$10.00	\$ 9.00
Candia	\$ 65.00	\$42.00	\$27.00	\$34.00	n/a	\$24.00	\$14.00	\$ 14.00
Loudon	\$ 54.00	\$44.00	\$27.00	\$34.00	\$25.00	\$20.00	\$15.00	\$ 15.00
Pembroke	\$ 54.00	\$44.00	\$30.00	\$44.00	n/a	\$25.00	\$19.00	n/a
Canterbury	\$ 54.00	\$44.00	\$30.00	\$44.00	n/a	\$25.00	\$19.00	n/a
Eastman	\$ 63.00	\$56.00	\$36.00	\$40.00	\$17.00	\$22.00	\$14.00	n/a
Lochmere	\$ 55.00	\$55.00	\$40.00	n/a	n/a	\$20.00	\$10.00	n/a
BMGC 2022 Current	\$ 47.00	\$37.00	\$27.00	\$27.00	\$18.00	\$20.00	\$12.00	\$ 15.00
BMGC 2023 Proposed	\$ 49.00	\$39.00	\$29.00	\$30.00	\$18.00	\$22.00	\$13.00	\$ 17.00

It is anticipated that these changes in the daily fee rates will generate an additional \$99,000 in daily fee revenue.

It total, the fee revisions proposed in this report is expected to generate an additional \$191,000 in revenue in the golf fund for Fiscal Year 2024 and keeps Beaver Meadow Golf very price competitive and at below rate of other area courses except for Derryfield for some rates.

I am glad to answer any questions.