



CITY OF CONCORD

REPORT TO MAYOR AND THE CITY COUNCIL

DATE: July 27, 2023
TO: Mayor and City Council
FROM: Brian G. LeBrun, Deputy City Manager - Finance
SUBJECT: 2024 Membership and Daily Rates for Beaver Meadow Golf Course

Recommendation

Accept this report approving the 2024 membership, daily fees, outings and simulator rates as recommended by the Golf Course Advisory Committee.

Background

Annually, the Golf Course Advisory Committee reviews rates and fees charged at the golf course rates and recommends to the City Council adjustments for the next golf season. During his budget presentation in June 2023, the City Manager indicated that he had asked the chair of the Golf Advisory Committee to consider the resident vs. non-resident rates when they consider membership and daily fees rates in July. The increases as recommended here will result in approximately \$203,140 in additional revenue for Fiscal Year 2024.

The committee also recommends that Beaver Meadow establish a resident day/time for golf that will allow residents to play during specified time frame at a reduced rate and will work with the Director of Operations on the time and pricing in accordance with the City Manager's ability to provide promotional pricing based on market conditions and special needs as identified below.

Discussion

Membership Rates

At their July 26, 2023 meeting, the Golf Course Advisory Committee recommended the attached membership rate structure to the City Council. The table and notes below shows the:

- 2023 rates compared to the 2024 recommended rates and proposed increases.

7-26-23 Golf Advisory Committee Recommendation									
Membership Rates Update for the 2024 Golf Season									
	Memberships Golf Season			Beaver	Beaver		Pembroke	Canterbury	Loudon
				Meadow	Meadow		Pines	Woods	Country Club
	2021	2022	2023	Approved	Proposed	Increase			
CATEGORY	2021	2022	2023	2023	2024	2024	2023	2023	2023
Senior, Mon-Fri	73	86	83	\$1,195	\$1,295	\$100	\$1,850	\$1,850	\$1,795
Adult 7 days	98	101	92	\$1,695	\$1,995	\$300	\$2,300	\$2,300	\$2,050
Adult Weekday	N/A	N/A	N/A	N/A	N/A	N/A	\$2,000	\$2,000	\$1,650
Senior, 7 Days	N/A	N/A	N/A	N/A	N/A	N/A	\$1,950	\$1,950	\$1,795
Senior Family 7 Days	N/A	N/A	N/A	N/A	N/A	N/A	\$2,850	\$2,850	\$2,795
Family 7 Day		12	22	\$2,850	\$3,150	\$300	\$3,400	\$3,400	\$3,195
Junior	60	55	60	\$250	\$350	\$100	\$425	\$425	\$395
Collegiate Rate	26	27	34	\$650	\$750	\$100	\$750	\$750	\$750
Twilight	N/A	N/A	N/A	N/A	N/A	N/A	\$1,950	\$1,950	\$1,895
Young Adult	65	58	74	\$1,175	\$1,475	\$300	\$1,575	\$1,575	\$1,495
Total Memberships	322	339	365						
Cart 7 Day	16	15	22	\$1,050	\$1,100	\$50	\$1,275	\$1,275	\$1,100
Cart Family 7	1	2	10	\$1,550	\$1,675	\$125	\$2,000	\$2,000	\$1,675
Cart Family Weekday	N/A	N/A	N/A	N/A	N/A	N/A			\$1,525
Cart Weekday	N/A	10	12	\$975	\$1,050	\$75	\$1,175	\$1,175	\$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 as part of the fall special program that has been offered by the course for several years

Current Members:

- 1) Sign up by November 30, 2023 for the 2024 season and maintain the 2023 rate by either paying 50% and pay the balance before the start of play in Spring 2024 or enrolling in the ACH payment plan which will allow payments from December through March.

New Members:

- 2) Starting September 1, 2023, pay at least 50% of the applicable 2024 membership rate, and play the rest of 2023 season. The remainder of the membership balance is due before playing in the Spring of 2024.
- 3) Starting September 1, 2023, pay at least 50% of the applicable 2024 membership rate, and play the rest of 2023 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 \$154,640 in membership fees.

Daily Fee Rates

At their July 26, 2023 meeting, the Golf Course Advisory Committee recommended the attached Daily Green Fees, Carts, GHIN, Range, Outings, Tent Rentals, and Simulator rate structure to the City Council. The tables and notes below shows the rates and comparisons to other area courses:

7-26-2023 Golf Advisory Committee Recommendation				
Daily Fee Rate Update For 2024 Golf Season				
	2021	2022	2023	2024
Green Fees	Rate	Rate	Rate	Rate
18 holes Mid Week	\$35	\$37	\$39	\$43
18 holes Weekends and Holidays	\$45	\$47	\$49	\$53
9 holes	\$25	\$27	\$29	\$30
Guest of a Member	\$32	\$35	\$37	\$40
Veteran Rate	\$32	\$35	\$35	\$35
League 18	\$32	\$35	\$35	\$39
League 9	\$25	\$27	\$27	\$29
Twilight Weekend (3pm-5:30pm)	N/A	N/A	\$35	\$37
Twilight Weekend (After 5:30pm)	N/A	N/A	\$30	\$32
Twilight (3pm-5:30pm)	\$25	\$27	\$30	\$32
Twilight (After 5:30pm)	\$22	\$25	\$27	\$29
Junior Rate	\$18	\$18	\$18	\$25
Member-Guest Tournament Rate	\$15	\$25	\$27	\$29
Dynamic Non- Peak Opening- May 14th & October 1- November 30				
Mid Week	\$35 (7am-3pm)	\$35 (7am-3pm)	\$37	\$40
Weekend & Holiday	\$40 (7am-3pm)	\$45 (7am-3pm)	\$47	\$50
Specials Include Cart				
Senior Days	2 for \$90	2 for \$90	2 for \$90	2 for \$90
Everyone	2 for \$100	Remove	N/A	N/A
Ladies day	2 for \$100	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	2021	2022	2023	2024
18 Holes	\$20	\$20	\$22	\$22
18 Holes Member	\$19	\$20	\$22	\$22
9 Holes	\$12	\$12	\$13	\$13
Twilight 18 Hole	\$15	\$15	\$17	\$18
Senior Member 9 (Monday-Friday Only)	\$10	\$10	\$12	\$12
Senior Member 18 (Monday-Friday Only)	\$15	\$15	\$17	\$17
GHIN Handicap	2021	2022	2023	2024
Member	\$35	\$40	\$42	\$42
Non-Member	\$45	\$50	\$55	\$55
Range Baskets	\$2,021	2022	2023	2024
Large	\$10	\$10	\$10	\$10
Medium	\$0	\$0	\$0	\$7
Small	\$4	\$4	\$5	\$5
Simulator	2021	2022	2023	2024
Hourly Rate	\$40	\$40	\$40	\$45

Outing Fees Update for 2024 Golfing Season						
Outing Packages	2022 Par Package		2023 Par Package		2024 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	\$52	\$59	\$54	\$61	Remove	\$61
Friday, Saturday, Sunday, Holidays	\$60	\$67	\$62	\$69	Remove	\$69
Shoulder Season Outing Pricing April 15th - May 16th & October 15th-Nov 30th						
	2022		2023		2024	
	Par Package		Par Package		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	\$42	\$49	\$45	\$52	Remove	\$52
Friday, Saturday, Sunday, Holidays	\$47	\$54	\$55	\$62	Remove	\$62
9 Hole Outings Weekdays Only	2022	2022	2023	2023	2024	2024
	No Tent	With Tent	No Tent	With Tent	No Tent	With Tent
	\$30	\$37	\$32	\$39	Remove	\$39
Tent Rental Fee (8hrs)	2022	2023	2024			
	\$1,500	\$1,750	\$2,000			

Daily Fee Rate Comparison to Other Golf Courses (2023 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	\$ 67.00	\$ 60.00	\$ 34.00	\$56.00	n/a	\$25.00	\$17.00	\$ 18.00
Loudon	\$ 57.00	\$ 44.00	\$ 34.00	\$37.00	\$25.00	\$24.00	\$15.00	\$ 20.00
Pembroke	\$ 50.00	\$ 40.00	\$ 30.00	\$40.00	n/a	\$20.00	\$15.00	n/a
Canterbury	\$ 55.00	\$ 45.00	\$ 30.00	\$44.00	n/a	\$25.00	\$19.00	n/a
Lochmere	\$ 67.00	\$ 60.00	\$ 30.00	n/a	n/a	\$20.00	\$10.00	n/a
BMGC 2023 Current	\$ 49.00	\$ 39.00	\$ 29.00	\$30.00	\$18.00	\$22.00	\$13.00	\$ 17.00
BMGC 2024 Proposed	\$ 53.00	\$ 43.00	\$ 29.00	\$34.00	\$25.00	\$22.00	\$13.00	\$ 18.00

It is anticipated that these changes in the daily fee rates will generate an additional \$37,000 in revenue.

It is anticipated that these changes in the simulator hourly rate will generate an additional \$11,500 in revenue.

The total fee revisions proposed in this report is expected to generate an additional \$203,140 in golf fund revenue for Fiscal Year 2025 and keeps Beaver Meadow Golf Course very price competitive and at below rate of other area courses except for Derryfield.

I am glad to answer any questions.