



# CITY OF CONCORD

## REPORT TO MAYOR AND THE CITY COUNCIL

**DATE:** June 13, 2017

**TO:** Mayor and City Council

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

**SUBJECT:** 2018 Membership Rates for Beaver Meadow Golf Course

### **Recommendation**

Accept this report approving the 2018 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.

### **Discussion**

At their June 13, 2017 monthly meeting, the Golf Course Advisory Committee approved a revised rate structure to recommend to the City Council. The table below shows the 2017 rates compared to the 2018 rates by rate category. The recommendation includes changing the description of several categories from adult and senior to full and weekday memberships. This will open up the weekday memberships to other potential customers that would only like to play during the week at the membership rate. It is also recommended to add the category of Weekday Family. Attached is a spreadsheet with the 2018 Beaver Meadow rates compared to the 2017 rates of other local courses. As you can see, Beaver Meadow is still lower in all categories except one. Please note that the young adult rate is extended from age 35 to 39 to be competitive with other course offerings.

The recommended rate structure changes are as follows:

<u>Membership Description</u>	<u>2017</u>	<u>2018</u>	<u>Increase</u>
<del>Adult Single</del> <i>changes to</i> Full Member (7 days)	\$1,305	\$1,395	\$90
<del>Adult Family</del> <i>changes to</i> Full Fam Member 2 person (7 days)	\$2,200	\$2,350	\$150
<del>Senior Single</del> <i>changes to</i> Weekday Single (M-F)	\$775	\$895	\$120
Weekday Family 2 person (M-F)		\$1,595	New
Young Adult (19-39)	\$900	\$900	-0-
Junior	\$275	\$275	-0-
Collegiate	\$600	\$600	-0-
Twilight	\$875	\$995	\$120

**Newly proposed for 2018 is an option for a seasonal Cart Pass: \$695 single and \$1,095 for family.**

We also intend to add back the Ach payment option which would allow payment installments over the winter months. We would also allow **current members** to sign up in the fall, pay at least 50% of the membership fee and lock in the current rate for next year; and allow **new members** to sign up this fall, pay at least 50% of the membership fee, lock in the current rate for next year and play the rest of this season.

I would be glad to answer any questions regarding these changes.