



CITY OF CONCORD

REPORT TO MAYOR AND THE CITY COUNCIL

DATE: February 10, 2022

TO: Mayor and City Council

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

SUBJECT: 2022 Daily Fee Rate, Outing and Tent Fee Recommendation for Beaver Meadow Golf Course

Recommendation

Accept this report approving the 2022 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 10, 2022 monthly meeting, for 2022 golf season, the Golf Course Advisory Committee reviewed and recommended revisions to the fee structure for the 2022 golf season as detailed below.

The attached chart shows the 2021 rates compared to the 2022 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 Mid-Week from \$35 to \$37
2. Increase 18 holes Weekends & Holiday from \$45 to \$47
3. Increase 9 holes from \$25 to \$27
4. Increase Guest of a Member from \$32 to \$35
5. Increase Veteran rate from \$32 to \$35
6. Increase League 18 holes from \$32 to \$35
7. Increase League 9 holes from \$25 to \$27
8. Increase Twilight (3:00 pm-5:30 pm) from \$25 to \$27
9. Increase Twilight (After 5:30 pm) from \$22 to \$25
10. Increase Member Guest Tournament Rate from \$15 to \$25
11. Increase Dynamic Pricing Peak Mid-Week from \$30 to \$35
12. Increase Dynamic Pricing Peak Weekend & Holiday from \$42 to \$45
13. Maintain Dynamic Pricing Non-Peak Mid-Week at \$35
14. Increase Dynamic Pricing Non-Peak Weekend & Holiday from \$40 to \$45
15. Specials Including Carts:
 - a. Senior Days maintain 2 for \$90
 - b. Everyone Special Removed
 - c. Ladies Day maintain 2 for \$100
16. Golf Carts rates:
 - a. 18 Holes non-maintain at \$20
 - b. 18 Holes Member increase from \$19 to \$20
 - c. 9 Holes maintain at \$12
 - d. Twilight maintain at \$15
 - e. Senior Member 9 holes maintain at \$10
 - f. Senior Member 18 holes maintain at \$15
 - g. 5 Day Cart Membership from \$695 to \$750
 - h. 7 Day Cart Membership from \$775 to \$850
 - i. 7 Day Couple Cart Membership from \$1,045 to \$1,250
17. Increase GHIN Handicap
 - a. Members from \$35 to \$40
 - b. Non-Member from \$45 to \$50
18. Outing Pricing In-season Par Package
 - a. Monday -Thursday 80 Players or less from \$50 to \$52
 - b. Monday -Thursday 80 Players or more from \$57 to \$59
 - c. Friday, Saturday, Sunday, Holidays 80 Players or less from \$55 to \$60
 - a. Friday, Saturday, Sunday, Holidays 80 Players or more from \$62 to \$67
19. Outing Pricing Shoulder Season Par Package (April 15 – May 16 and October 15 to November 30)
 - a. Monday -Thursday 80 Players or less from \$40 to \$42
 - b. Monday -Thursday 80 Players or more from \$47 to \$49
 - c. Friday, Saturday, Sunday, Holidays 80 Players or less from \$45 to \$47
 - b. Friday, Saturday, Sunday, Holidays 80 Players or more from \$52 to \$54
20. Outing Pricing for 9 Holes – weekday only
 - a. No tent maintain at \$30
 - b. With tent maintain at \$37
21. Outing Pricing for Birdie Packages have been eliminated

22. Tent Rental Fee (8 hours)

- a. Increase from \$1,250 to \$1,500

Note on #7 League 9 holes fee – The Golf Course Advisory Committee recommends allowing league members to pay the full league fees all at once at the beginning of league and maintain the prior year fee of \$25 per round.

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 \$51,000 annually and for the 2022 golf season. I am glad to answer any questions regarding these changes.