



CITY OF CONCORD

New Hampshire's Main Street™

Finance

Brian G. LeBrun
Deputy City Manager
Finance

DATE: May 8, 2020

TO: Honorable Mayor and Members of the City Council

FROM: Brian LeBrun, Deputy City Manager – Finance

SUBJECT: Revised Report on Revised Golf Membership Rates

Recommendation:

Accept this report revising the 2020 Golf Season membership rates and suspend the offer of a seasonal cart rate due to single rider requirement mandated by Governor's Stay at Home Order 2.0 and Beaver Meadow's current golf car inventory, as recommended by the Golf Advisory Committee, and provide the City Manager with the authority to further revise rates if needed.

Discussion:

The Golf Advisory Committee recommends and the City Council approves golf membership rates for the next golf season. These actions are generally completed during the July and August time frame. While the City Council approved a menu of golf Membership rates for the 2020 golf season, the unexpected Executive Orders issued by Governor Sununu have had an impact on the start of the Beaver Meadow golf season and as such, warrant a revision to the Beaver Meadow Golf Rates.

Conclusion:

With the start of the 2020 Beaver Meadow golf season already beyond the anticipated start date of mid-April, and with the current start date of May 11, the Golf Course Advisory Committee has recommended the following changes to rates for the FY20 Golf Season:

1. Revise the membership rate structure to a Flat Rate five category structure (Comparative document attached)
 - a. Senior, Monday-Friday \$ 695
 - b. Adult 7 Days \$1,000
 - c. Junior \$ 195
 - d. Collegiate \$ 595
 - e. Young Adult \$ 850

2. Suspend offer of the seasonal cart membership rate for the FY20 golf season
3. Maintain current senior cart rate of \$10 for 9 holes and \$15 for 18 holes

While the Golf Advisory Committee recommended a single rider cart rate based on information that the market was moving to additional fees for single rider use, subsequent information was received that indicated most golf courses are maintaining their current cart rate structure with no changes. Administration is recommending maintaining current cart rate fees with no changes.

These membership rates take into consideration the shortened playing season due to Governor Sununu's Executive Orders.

In addition to the shortened playing season, Beaver Meadow Golf is adopting best practices as recommended by the New Hampshire Golf Alliance and National Golf Organizations guidelines and revised as necessary for local use. The course is planning to open using a three phased approach, and single rider carts during phases one and two and back to normal during phase three. Phased operation plan attached, this plan may be revised under the guidance of the City Manager as conditions warrant.

Food and beverage will continue to be provided by the City's vendor, The 19th Hole at Beaver Meadow, using best practices recommended by NH Golf Alliance, National Golf Organizations and consistent with Governor Sununu's guidelines.

It is anticipated that revenues will continue to be negatively impacted through the phased reopening approach. Temporary staffing will continue to be an important part of the course operations during this time and in order to maintain sanitization and monitor social distancing practices as well as other guidelines identified in the phased reopening program.

City Administration will continue to update the council on all financial impacts through the end of FY20 and at least quarterly during FY21.