



Agenda Commentary

Item Title/ Subject: Golf Course Membership Rates

Staff Source: City Manager, Steve Hewitt

Date: February 18, 2014

Background/Subject Information:

Rates haven't been adjusted since the 2010 season (after the new front 9 greens project was completed). Rates were reviewed and compared with the courses in our area (see attached info). Golf course is subsidized an average of \$140,000 per year from General Fund, and average of \$45,000 in Capital annually. Golf Board met and discussed and felt the minimal increase was appropriate. Rates are current and recommended:

<u>Regular Memberships</u>	<u>Current Rate</u>	<u>Proposed Rates</u>
Annual Individual	\$700.00	\$750.00
Annual Family	\$850.00	\$900.00
Annual Junior	\$125.00	\$125.00
College Student	\$300.00	\$325.00
Unlimited Cart	\$650.00	\$700.00
Unlimited Range	\$175.00	\$200.00
Single Package	\$1372.50	\$1475.00
Family Package	\$1507.50	\$1650.00
Locker	\$23.97	\$25.00
Limited Play	\$375.00	\$425.00
Corporate Business Memberships		
(3-8 employees)	\$630.00	\$650.00
(8-11 employees)	\$595.00	\$625.00
(12+ employees)	\$560.00	\$590.00

Recommendation:

Golf Board voted unanimously to approve new rate structure. (note: Junior member remains unchanged to encourage younger golfers to participate in the game of golf). Staff supports the Golf Boards approval.

Price/Cost: Estimated increase \$10,000 per year (based on current average membership)

**RIVERSIDE GOLF COURSE
REVENUE COMPARISON**

	2000	2001	2002	2003
Membership Fees Paid	\$90,928.19	\$92,916.92	\$100,655.79	\$96,440.49
Daily Green Fees	\$106,420.65	\$102,746.77	\$100,369.75	\$94,129.32
Cart Rental Fees	\$52,828.68	\$46,247.74	\$53,004.33	\$62,971.77
Trail Fees	\$19,588.09	\$19,800.73	\$19,472.17	\$17,151.54
Driving Range Fees	\$12,569.58	\$10,185.61	\$7,813.27	\$7,979.69
GOLF COURSE INCOME	\$282,335.19	\$271,897.77	\$281,315.31	\$278,672.81
Rounds Played by Members	14846	13,698	14,708	13,461
Rounds Played Non Members	9480	6,757	7,290	7,507
TOTAL ROUNDS PLAYED	24326	20,455	21,998	20,968
# of Golf Members/Single	131	180	221	247
Family	110	150	162	165

← FRONT 9 REVENUE

	2004	2005	2006	2007	2008	2009	2010
Membership Fees Paid	\$97,490.24	\$96,714.80	\$90,534.08	\$101,010.05	\$92,836.86	\$75,658.25	\$106,077.10
Daily Green Fees	\$94,395.52	\$84,596.03	\$97,016.78	\$88,083.72	\$72,792.46	\$42,329.14	\$87,297.58
Cart Rental Fees	\$47,903.47	\$39,736.74	\$55,030.40	\$52,933.77	\$49,084.69	\$20,749.83	\$37,138.51
Trail Fees	\$16,746.49	\$15,602.17	\$15,439.03	\$12,380.30	\$13,300.02	\$2,025.54	\$2,046.98
Driving Range Fees	\$7,993.42	\$7,560.07	\$9,039.29	\$10,258.86	\$9,907.10	\$10,244.72	\$7,815.46
GOLF COURSE INCOME	\$264,529.14	\$244,209.81	\$267,059.58	\$264,666.70	\$237,921.13	\$151,007.48	\$240,375.63
Rounds Played by Members	9749	8,058	7,859	5130	2,968	826	6,735
Rounds Played Non Members	7115	5,656	5,994	5786	4,704	2,543	5,021
TOTAL ROUNDS PLAYED	16864	13,714	13,853	10916	7,672	3,369	11,756
# of Golf Members/Single	134	135	124	132	169	153	159
Family	73	68	61	60	67	66	45

Golf Course Construction August 2009 - September 2010

2000-2003 City Management with Manager/Employee
2004-Current Pro-Shop Management Agreement effective 4/1/04

	Clinton Riverside G.C	Weatherford Prairie West	Boiling Springs	Elk Golf & Country Club
		<small>Fee Included</small>	<small>Fee Included</small>	<small>Fee Included</small>
Family Annual Membership	\$850.00	\$1,164.00 \$97.00/Mo.	\$2,116.50 W/Cart M-TH Cart/Disc. Rate on F-Sun	\$100.00/Mo. \$500.00 Buy-In \$25.00/Mo. Food
Single Annual Membership	\$700.00	\$936.00 \$78.00/Mo.	\$1,587.38 W/Cart M-TH Cart/Disc. Rate on F-Sun	N/A
Weekday Green Fee	\$19.25 *	\$22.00	\$31.75 \$47.62 W/Cart	\$20.00
Weekend Green Fee	\$26.50 *	\$26.00	\$33.86 \$49.73 W/Cart	\$25.00
9 Hole Cart	\$12.78	\$12.00	N/A	\$11.00
18 Hole Cart	\$22.83	\$24.00	\$15.00	\$20.00
9 Hole Twilight	\$13.24/WD \$17.58/WE	\$15.00/WD \$17.00/WE	\$21.16 \$31.74/W Cart	\$12.00/WD \$15.00/WE
Jr. Green Fee	\$13.24/WD \$17.58/WE	\$16.50/WD only 12 & Under	N/A	\$10.00
Sr. Green Fee	\$13.24/WD \$17.58/WE	\$16.50/WD only 60 & Older	\$1,587.38 W/Cart M-TH	\$15.00
H/S College Green Fee	\$300.00/Yr.	\$16.50/Day \$200.00/Semester	N/A	1/2 Family Membership Until 29 Yrs. Old
Off Season Weekday	\$28.00/W Cart Offered Yr. Round M-F	N/A	\$26.46 \$46.33 W/Cart M-TH	N/A
Off Season Weekend	\$35.00/W Cart	N/A	\$29.10 \$44.98 W/Cart M-TH	N/A
Driving Range	Sm. \$3.00 Lg. \$5.75	Sm. \$2.00/25 balls Med. \$3.00/45 balls Lg. \$5.00/ 75 balls	No Range	Sm. \$3.00 Med. \$6.00 Lg. \$8.00
6-Pack	\$8.75	\$8.75	\$12.00	\$11.75 <small>Includes 15% Gratuity</small>
Cart Shed Rental	N/A	\$25.00/Mo.	N/A	\$20.00/Mo.

Special.... Past year (to generate green fees, still implemented)

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Weekday \$28 w/Cart

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Weekend \$35 w/Cart