

MEMO

To: Board of Park Commissioners

From: Ryan Brinza, PGA

Date: October 9th, 2020

Re: Golf Rate Proposal

The goal of the golf program within this rate proposal is to have the flexibility to raise rates based on what may transpire within our local market with the increased demand we have seen due to COVID as well as remain flexible during the overall future of the Golf Enterprise Program. Foremost, we are proposing a 15% increase in our maximum greens fee rates at all four golf courses. It is important to note that this proposal is a simplified version of what the actual rates will be. What we are proposing is an upper limit on the amount we can charge for nine and eighteen holes.

Within the proposal, the maximum rate at Glenway and Monona mirror each other and the maximum rates at Odana and Yahara mirror each other. Rates for Season Pass Memberships are proposed to increase 5%. During the 2020 season, Season Pass Members have played 8,481 rounds of golf. Based off the purchase price, including discounts from the Season Tee Off Party, this equates to paying, on average, \$21.27 per round. We propose the 5% increase to bring the average paid per round closer to \$25.00. The rate for The First Tee and High Schools do not increase.

- We are proposing to eliminate the Season and Weekday Couples Passes and are actively looking for ideas for implementing a new "Family Pass."

The WSGA (Wisconsin State Golf Association) Handicap Fee for the general public is proposed to be raised from \$27 to \$30 to allow for an anticipated rate increase from the WSGA. The handicap fee for members of a league or golf association will not increase. That fee is \$25.

- We anticipate that the \$3 increase to the public rate will offset any rate increase imposed by the WSGA.

In completing a competitor rate analysis, the maximum 18 hole rate for Odana and Yahara falls within the top 25% of maximum rates at just over \$3.50 higher than the average. The proposed maximum 9 hole rate for Odana and Yahara falls within the top 1/3 of maximum rates at about \$2.75 over the average. The proposed maximum 9 hole rate for Monona and Glenway falls in the bottom half of competitor max rates at around \$3.25 lower than the average.

The Golf Program plans to continue its current time-of-day rate structure that increases the rate for higher demand times and decreases the rate during lesser demand times as well as be able to have the flexibility to push out special rates as management sees a need.

The rate structure in the attached PDF was unanimously approved by the Golf Subcommittee on 10/08/2020 and referred to the Board of Park Commissioners.