

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
SUBJECT: BENNETT VALLEY GOLF COURSE GREENS FEE
INCREASES FOR CALENDAR YEAR 2015
STAFF PRESENTER: NANETTE SMEJKAL, DIRECTOR
RECREATION AND PARKS DEPARTMENT

AGENDA ACTION: RESOLUTION

ISSUE(S)

Should the Council adopt a resolution approving the greens fees for calendar year 2015 at Bennett Valley Municipal Golf Course?



COUNCIL GOALS AND STRATEGIES

Council Goal 4: "Maintain and enhance our City's Cultural, Historical, and Recreational Assets."

BACKGROUND

The Bennett Valley Municipal Golf Course is owned by the City of Santa Rosa and was built in 1969. The course (excluding restaurant) is under the management of Robert Borowicz, owner of Bennett Valley Golf Shop, Inc. (Operator), and the current agreement began on July 1, 2014. The new, multi-year agreement with Bennett Valley Golf Shop, Inc. includes a Business Plan with a number of actions to create successful operating and capital improvement results for both the City and Operator.

Among the Business Plan goals for 2015 is the implementation of new rates and player incentives. Greens fees are typically increased each year, and were increased in FY13 an average of five percent and in FY14 an average of eight percent. Even with these increases, Bennett Valley continued to be competitive with other courses in the area.

ANALYSIS

Highlights of the proposed fees and incentives include:

- Greens fees increase \$1.00 per individual round
- Play card for 10 rounds available and valid January 1 – April 30 and

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September 1 – December 31 (cannot be used for tournament/league play and must be used by December 31, 2015)

- Annual pass increase \$100 for seniors limited to weekdays and \$150 for unlimited; couples discount on annual pass reduced by 10%
- Annual pass holders receive 20% discount on golf cart rentals and merchandise (footwear and apparel only) and additional “day out” for booking tee times
- Senior pass holders receive option to play weekends and holidays after 11am at 40% discount off regular prices (cannot be used for tournament/league play)

Annual passes for calendar year 2015 will not be available for sale until the determination of the fee schedule.

The recommended greens fees and a projection of the estimated players and revenue for each greens fee category are attached.

RECOMMENDATION

It is recommended by the Department of Recreation and Parks that the Council, by resolution, approve the Greens Fees for the Bennett Valley Golf Course for all play occurring on or after January 1, 2015.

Author: Nanette Smejkal, Director

Attachments:

- Attachment 1 – BVGC Greens Fees Calendar Year 2015
- Attachment 2 – BVGC Greens Fees Projections Calendar Year 2015