

Attachment 3 - BVGC Golf Fee Proposal with Competitive Course Fees

Competitive Market Analysis	Bennett Valley Golf Course	Bennett Valley Proposed	\$ Increase	% Inc.	Windsor Golf Club	Fox Tail-North	Valley of The Moon	Rooster Run Golf Course
<i>Miles from Course</i>					12 miles	4.8 Miles	3.8 miles	11 miles
<i>Course Quality and Experience</i>	A	A			B	A	C	C
Weekday Rates								
Regular Resident	\$33	\$37	\$4	12%	\$39	\$32	\$39	\$40
Regular - Non Res	\$33	\$37	\$4	12%	\$49	\$46	\$39	\$49
Senior (60+)	\$28	\$30	\$2	7%	\$39	\$32	\$29	\$39
Senior Non Resident	\$28	\$30	\$2	7%	\$39	\$32	\$29	\$39
Twilight	\$26	\$28	\$2	8%	\$35	\$34	\$29	\$35
Senior Twilight	\$21	\$23	\$2	10%	\$35	\$24	\$24	\$35
Super Twilight	\$15	\$17	\$2	13%	\$28	\$36	\$19	\$28
Senior Super Twilight	\$15	\$17	\$2	13%	\$28	\$19	\$19	\$28
Junior	\$14	\$14	\$0	0%	\$13	\$20	\$0	\$13
9 Holes	\$23	\$25	\$2	9%				
Senior 9 holes	\$18	\$20	\$2	11%				
Junior	\$17	\$17	\$0	0%				
Junior 9 holes	\$11	\$11	\$0	0%				
Early Bird Back 9	\$23	\$25	\$2	9%				
Friday Rates								
Regular Resident	\$33	\$37	\$4	12%	\$45	\$36	\$39	\$43
Regular - Non Res	\$33	\$37	\$4	12%	\$55	\$52	\$39	\$55
Senior (60+)	\$28	\$30	\$2	7%	\$45	\$36	\$29	\$42
Senior Non Resident	\$28	\$30	\$2	7%	\$45	\$36	\$29	\$42
Twilight	\$26	\$28	\$2	8%	\$37	\$38	\$29	\$37
Senior Twilight	\$15	\$17	\$2	13%	\$37	\$26	\$24	\$37
Super Twilight	\$15	\$17	\$2	13%	\$29	\$30	\$19	\$29
Senior Super Twilight	\$15	\$17	\$2	13%	\$29	\$21	\$19	\$29
Junior	\$14	\$14	\$0	0%	\$13	\$20	\$0	\$13
9 Holes	\$23	\$25	\$2	9%	\$13			
Senior 9 Holes	\$18	\$20	\$2	11%				
Junior - 9 Holes	\$11	\$13	\$2	18%				
Early Bird Back 9	\$23	\$25	\$2	9%				
Weekend Rates								
Regular Resident	\$47	\$52	\$5	11%	\$56	\$50	\$59	\$51
Regular - Non Res	\$47	\$52	\$5	11%	\$66	\$70	\$59	\$66
Senior (60+)	N/A	N/A	N/A		\$56	\$46	\$52	\$50
Twilight	\$31	\$36	\$5	16%	\$46	\$45	\$44	\$46
Senior Twilight	\$31	\$36	\$5	16%	\$46	\$32	\$35	\$46
Super Twilight	\$19	\$24	\$5	26%	\$34	\$35	\$29	\$34
Senior Super Twilight	\$19	\$24	\$5	26%	\$34	\$24	\$25	\$34
Junior	\$17	\$17	\$0	0%	\$13	\$20	\$0	\$13
Junior - 9 holes	\$11	\$11	\$0	0%				
Adult Mid Day	\$35	\$40	\$5	14%				

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Carts								
18 Holes	\$16	\$17	\$1	6%	\$18	\$19	\$14	\$18
Twilight	\$16	\$17	\$1	6%	\$14	\$14	\$14	\$14
Super Twilight	\$9	\$10	\$1	11%	\$10	\$12	\$14	\$10
9 Hole Cart	\$9	\$10	\$1	11%				
Annual Fee Cart Rate	\$12	\$14	\$2	17%				
Senior								
Range								
Extra Large								
Large	\$10	\$12	\$2	20%	\$10	\$18	\$ 12	\$12
Medium						\$12		
Small	\$6	\$8	\$2	33%	\$6	\$7	\$ 6	\$8
Membership								
Monthly Dues								\$209
Annual Memberships					\$2,714		\$3,228	\$2,854
Annual Memberships Couple					\$3,618			
Annual Memberships- Resident					\$2,443			\$2,283
Annual Memberships-Resident Couple					\$3,256			
Limited Single						\$2,350		
Limited Single Resident						\$2,150		
Limited Couple						\$3,100	\$5,028	
Limited Couple Resident						\$2,900		
Senior Limited- Single	\$1,150	\$1,284	\$134	12%				
Senior Limited- Single (Resident)								
Senior Limited- Couple	\$1,840	\$2,052	\$212	12%				
Senior Limited- Couple (Resident)								
Unlimited - Single	\$1,930	\$2,220	\$290	15%	\$3,685	\$3,200	\$3,588	\$4,150
Unlimited - Single (Resident)								
Unlimited- Resident					\$3,317	\$3,000		\$3,320
Unlimited - Couple	\$3,090	\$3,552	\$462	15%	\$4,514	\$4,300	\$5,388	\$5,042
Unlimited - Couple (Resident)								
Unlimited Couple Resident			\$0		\$4,063	\$3,850		\$4,034
Advanced Reservation	8 days							
Other Loyalty Programs								
Players Club						Yes	Yes	
Rental Clubs								
9 Holes	\$ 20	\$ 20	\$ -	0%		\$ 30		
18 Holes	\$ 30	\$ 35	\$ 5	17%	\$ 50	\$ 50		\$ 15