



Bennett Valley Golf Course Fees

City Council
January 10, 2023

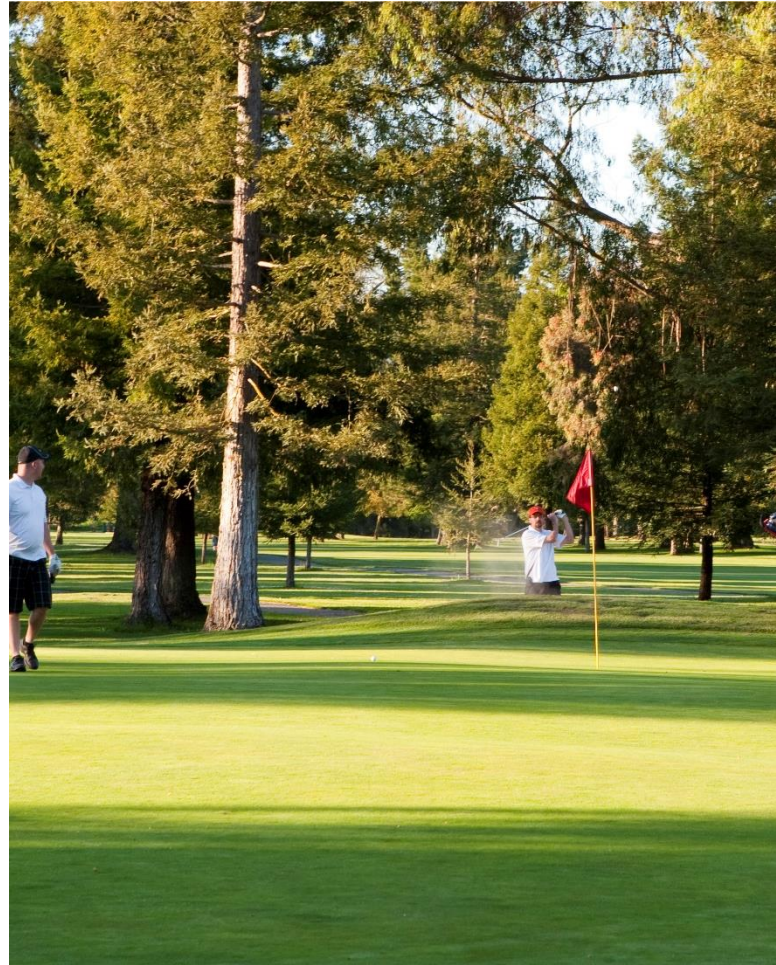
Jen Santos,
Parks Deputy Director

Bennett Valley Golf Course Enterprise



Background

- Touchstone Golf retained as professional golf course management firm July 1, 2022
- City receives all revenue to fund all expenditures
- Updated BVGC Fees anticipated
- BVGC Fees last updated in 2017
- Capital Improvement Fee added in 2017
- Capital Improvement Fund created in 2017



Analysis of Fee Increase

- Touchstone provided 6-month review of progress and projections for fees at Council Study Session

- North Bay Market Rate **Sample** Information - *Current*

	<u>Weekday</u>	<u>Weekend</u>
• Bennett Valley	\$33	\$47
• Valley of the Moon	\$39	\$59
• Windsor*	\$39	\$56
• Foxtail North*	\$32	\$50
• Rooster Run*	\$40	\$51

**Resident Rate*

<i>New Revised BVGC</i>	\$37	\$52
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- Resolution Exhibit A provides a complete fee schedule showing the proposed revised and eliminated fees

Golf Fees

Existing

- Golf Fees unchanged since 2017
- Over 180 variety of fees
- BVGC fees below market rate
- Capital fees

Proposed

- Update golf fees – Slightly below market
- Reduce variety of fees (promotions)
- Eliminate Capital Fee per Round

Key Golf Fee Highlights

Weekdays & Fridays

- \$4 increase for full 18 Hole fees (12%)
- \$2 Increase for twilight (8%) and senior (7%)
- No increase to junior golfers

Weekends

- \$5 increase for full 18 Hole fees or 11%
- \$5 Increase for twilight (16%)
- \$5 Increase for super twilight (26%)

Additional Fees & Membership

- \$1 Increase in cart fee (6%)
- \$1 Increase in super twilight, 9-hole cart (11%)
- \$2 Increase in large driving range bucket (20%)
- 12 - 15% increase in membership fees
 - Approximately 100 Members, 75 are Seniors
 - Current Average Green Fee is approximately \$15 per round
 - 10,000 Total Rounds

Review of Proposed Updates



- Budget anticipates and is dependent upon Fee Increase
- Fee Increase necessary to support BVGC as an Enterprise Fund
- Council recommends staff return in January to increase fees as proposed
- Eliminate the Capital Improvement Fee/transfer funds to operations
- Reestablish Annual Membership Fees
- Fees effective immediately

Recommendation

It is recommended by the Transportation and Public Works Department that the Council hold a Public Hearing to discuss increasing golf fees and eliminating the existing Capital Improvement fees, and by resolution: 1) approve the revised Bennett Valley Golf Course Fees to supersede and replace the Bennett Valley Golf Course Fees and requirements set forth in Resolution No. RES-2017-090, which includes an increase in some fees and elimination of other fees, effective on January 11, 2023, for the Bennett Valley Golf Course; and 2) authorize the transfer of the remaining balance from the BVGC Capital Improvement Fund 1662 to the BVGC Operations Fund 1661.

Questions?

