

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: JASON NUTT, ASSISTANT CITY MANAGER
SUBJECT: BENNETT VALLEY GOLF COURSE FEES – DYNAMIC PRICING

AGENDA ACTION: STUDY SESSION

RECOMMENDATION

The City Manager's Office recommends that the Council consider and provide feedback on the Dynamic Pricing model for non-resident golf fees at the Bennett Valley Golf Course. This item has no impact on current fiscal year budget.

EXECUTIVE SUMMARY

In response to questions by both Council and staff following the new two-year fee schedule adopted by Council on May 6, KemperSports, the City's contract operations and maintenance company, wishes to propose additional fee adjustment for non-resident players using a dynamic pricing fee schedule. Both KemperSports and staff will be seeking feedback from Council on the proposal with the intent to bring this forward for adoption later in the year.

GOAL

This item relates to Council Goal #1 - Achieve and Maintain Budgeting Excellence and Fiscal Stability and proposes a fee schedule adjustment that meets market conditions and further minimizes General Fund support of the Bennett Valley Golf Course enterprise fund.

BACKGROUND/PRIOR COUNCIL REVIEW

Touchstone, now KemperSports, has operated, maintained, and managed the Bennett Valley Golf Course and Iron & Vine and event center since June 7, 2022. As part of the agreement and preliminary revenue budget, it was anticipated that golf fees would need to be reviewed and updated regularly to remain competitive. On May 6, 2025, Council approved Resolution No. RES-2024-062, establishing a two-year golf fee adjustment that increases both resident and non-resident golf fees designed to ensure that the Bennett Valley Golf Course remains the best value in the North Bay.

ANALYSIS

During both the May 6, 2025, budget study session and subsequent golf fee adjustment discussions, Council raised questions about the long-term stability of the Bennett Valley Golf Course enterprise fund and encouraged staff and KemperSports to continue looking for increased revenue options, including fee adjustments and new or expanded programming to further offset the need for future general fund support and provide funding for capital improvement projects..

The dynamic pricing approach has been successfully implemented by KemperSports at the Paradise Valley Golf Course in Fairfield, California. This innovative pricing methodology focuses on adjusting tee time prices in real-time based on changing variables like demand, time of day, weather, and historical booking trends. Instead of setting prices manually or relying on fixed pricing tiers, we can leverage dynamic pricing to maximize revenue during high demand and attract more players during off-peak hours.

The initial proposal includes applying dynamic pricing to non-resident golf fees. Resident golf fees would remain as approved by Council in Resolution No. RES-2024-062. The dynamic pricing can be more competitive with our competition and driving more revenue when demand is there as well as competing with discounting when demand is not. While dynamic pricing will periodically result in some non-resident fees above the regional average of our competitors, it will still result in an average cost to play below the average, maintaining the best value marketing approach.

If implemented, KemperSports anticipates an annual revenue increase of approximately \$100,000 to further offset the general fund support and assist with capital repair and maintenance costs.

FISCAL IMPACT

This item is informational only and does not have a fiscal impact on the General Fund.

ENVIRONMENTAL IMPACT

Pursuant to CEQA Guidelines Section 15378, the recommended action is not a “project” subject to the California Environmental Quality Act (CEQA) because it does not have a potential for resulting in either a direct physical change in the environment or a reasonably foreseeable indirect physical change in the environment. In the alternative, the recommended action is exempt from CEQA pursuant to CEQA Guidelines section 15061(b)(3) because it can be seen with certainty that there is no possibility that the recommended action may have a significant effect on the environment.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

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NOTIFICATION

Not applicable.

ATTACHMENTS

Not applicable.

PRESENTER(S)

Jason Nutt, Assistant City Manager
James Birchall, Vice President of Operations, Kemper Sports
Greg Anderson, General Manager, Bennett Valley Golf Course