



# **Bennett Valley Golf Course Golf Fees – Dynamic Pricing**

City Council  
December 2, 2025

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# Golf Fee Increase History

- 2011 – 2022
  - Only three minor rate increases to fees.
- January 10, 2023 (RES-2023-007)
  - First rate increase since 2017.
  - Average increase of 10% implemented, which was well below market rate and eliminated the Capital Fee established years prior.
- May 7, 2024 (RES-2024-062)
  - Golf fees increased to near market rates and established both resident/non-resident fees.
- May 6, 2025 (RES-2025-064)
  - Two-year fee increases with averages from 2-4% per year.
  - Non-residents fees set slightly higher than resident fees.

# May 6, 2025

## Rate Increases & Comparable Rates

Weekday Rates	BVGC 2025-26	% Δ	Windsor	Foxtail (Carts +\$19)	VOTM	Rooster	Avg	% Under Comp	BVGC 2026-27	% LTM
Regular Resident	\$42	2.38%	\$45	\$42	\$42	\$45	\$44	6%	\$43	2.33%
Regular Non-Resident	\$49	4.08%	\$56	\$53	\$42	\$56	\$52	10%	\$51	3.92%
Senior (60+)	\$34	2.94%	\$45	\$37	\$32	\$45	\$40	20%	\$35	2.86%
Senior Non-Resident	\$40	5.00%	\$45	\$37	\$32	\$45	\$40	5%	\$42	4.76%
Mid-Day	\$32	3.13%	\$40	\$34	\$36	\$40	\$38	21%	\$33	3.03%
Senior Mid-Day	\$27	3.70%	\$40	\$34	\$36	\$40	\$38	44%	\$28	3.57%
Twilight	\$23	4.35%	\$32	\$30	\$22	\$32	\$29	32%	\$24	4.17%
Senior Twilight	\$23	4.35%	\$32	\$30	\$22	\$32	\$29	32%	\$24	4.17%
Junior	\$14	0.00%	\$15	\$20	\$15	\$15	\$16	16%	\$14	0.00%

CHOOSING YOUR BEST PATH



PATHWAY TO GROW. . .



Variable Pricing



Business Intelligence Suite



Comp Set Insights\*



Innovative Booking



# Variable Pricing

TrueDemand delivers state-of-the-art variable pricing that will automatically align price with forecasted demand based off certain parameters

## Parameters affecting prices:



Historical data



Weather



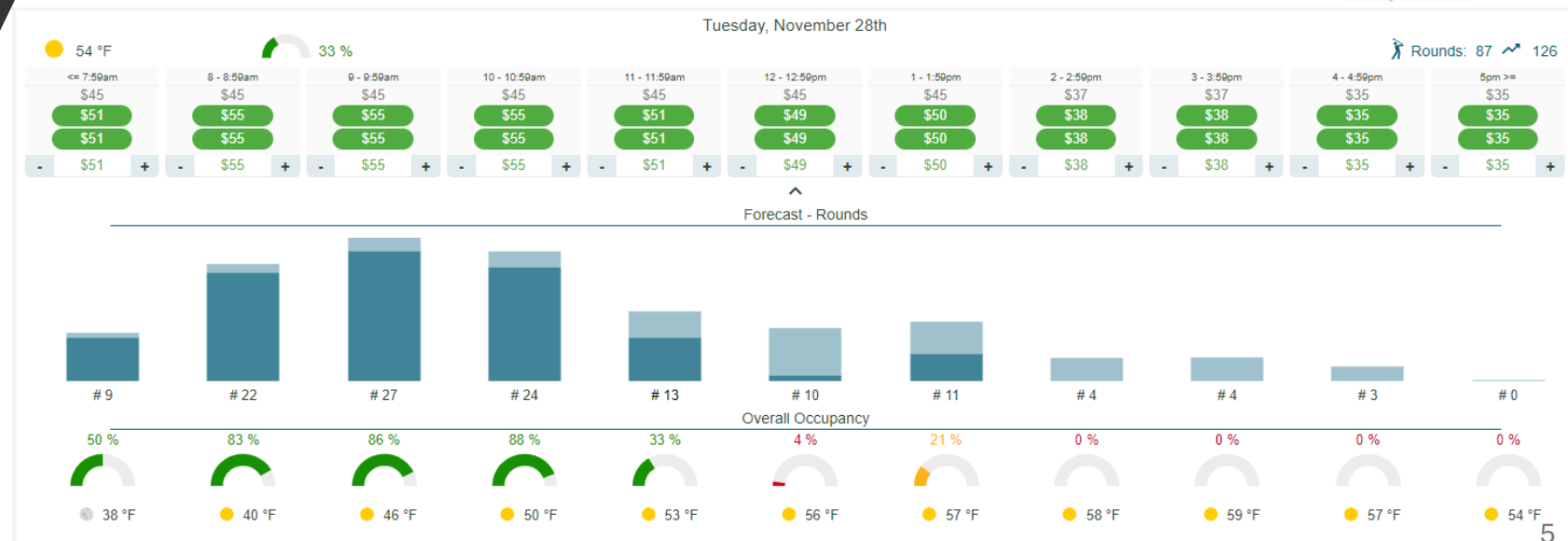
Current sales



Time to expiration



Golfers' response



# 2026 Pricing Recommendations

Bennett Valley							
2026 Pricing Grid - Public							
Peak Season	Mon	Tue	Wed	Thur	Fri	Sat	Sun
6:00a	Min: \$44 Max: \$59				Min: \$47 Max: \$62	Min: \$61 Max: \$82	
7:00a							
8:00a							
9:00a							
10:00a							
11:00a							
12:00p	Min: \$32 Max: \$38				Min: \$35 Max: \$42	Min: \$48 Max: \$60	
1:00p							
2:00p							
3:00p	Min: \$25 Max: \$30					Min: \$26 Max: \$31	
4:00p							
5:00p							

Rates listed do not include Cart Fee

# 2026 Pricing Impact | Ride

An estimated **+\$57,561** impact in golf revenue via dynamic pricing for the Public Ride segment (initial assumption at 60% impact)

Bennett Valley Golf Course								
2025 Public Revenue (18H   Ride)								
01/01 to 09/30	Mon	Tue	Wed	Thur	Fri	Sat	Sun	
6:00 - 6:59	\$0	\$72	\$72	\$429	\$522	\$2,837	\$1,098	\$5,028
7:00 - 7:59	\$1,001	\$286	\$429	\$644	\$969	\$9,699	\$5,216	\$18,243
8:00 - 8:59	\$715	\$1,001	\$1,001	\$1,287	\$3,353	\$13,725	\$8,235	\$29,317
9:00 - 9:59	\$2,074	\$1,216	\$858	\$2,074	\$3,651	\$15,830	\$10,614	\$36,315
10:00 - 10:59	\$4,147	\$2,860	\$3,790	\$2,717	\$5,811	\$13,268	\$9,882	\$42,474
11:00 - 11:59	\$2,574	\$2,574	\$1,716	\$3,933	\$4,023	\$15,098	\$10,431	\$40,348
12:00 - 12:59	\$4,791	\$5,434	\$4,505	\$4,648	\$7,972	\$16,653	\$14,640	\$58,641
13:00 - 13:59	\$4,472	\$3,900	\$5,564	\$4,732	\$10,200	\$21,090	\$18,722	\$68,680
14:00 - 14:59	\$1,092	\$1,820	\$2,132	\$2,496	\$8,160	\$12,210	\$11,174	\$39,084
15:00 - 15:59	\$3,016	\$3,224	\$2,340	\$1,664	\$8,220	\$5,550	\$7,696	\$31,710
16:00 - 16:59	\$10,925	\$11,210	\$9,215	\$16,530	\$10,403	\$11,398	\$11,349	\$81,029
17:00 - 17:59	\$6,888	\$9,358	\$7,220	\$10,403	\$6,603	\$4,123	\$4,074	\$48,667
18:00 - 18:59	\$1,283	\$1,093	\$1,235	\$1,948	\$2,043	\$1,261	\$1,261	\$10,122
	\$42,976	\$44,046	\$40,076	\$53,502	\$71,926	\$142,739	\$114,392	\$509,656

Bennett Valley Golf Course							
2026 Public Dynamic Rate (Floor   Ride)							
Peak Season	Mon	Tue	Wed	Thur	Fri	Sat	Sun
6:00 - 6:59	\$64.0	\$64.0	\$64.0	\$64.0	\$67.0	\$81.0	\$81.0
7:00 - 7:59	\$64.0	\$64.0	\$64.0	\$64.0	\$67.0	\$81.0	\$81.0
8:00 - 8:59	\$64.0	\$64.0	\$64.0	\$64.0	\$67.0	\$81.0	\$81.0
9:00 - 9:59	\$64.0	\$64.0	\$64.0	\$64.0	\$67.0	\$81.0	\$81.0
10:00 - 10:59	\$64.0	\$64.0	\$64.0	\$64.0	\$67.0	\$81.0	\$81.0
11:00 - 11:59	\$64.0	\$64.0	\$64.0	\$64.0	\$67.0	\$81.0	\$81.0
12:00 - 12:59	\$64.0	\$64.0	\$64.0	\$64.0	\$67.0	\$81.0	\$81.0
13:00 - 13:59	\$52.0	\$52.0	\$52.0	\$52.0	\$55.0	\$68.0	\$68.0
14:00 - 14:59	\$52.0	\$52.0	\$52.0	\$52.0	\$55.0	\$68.0	\$68.0
15:00 - 15:59	\$52.0	\$52.0	\$52.0	\$52.0	\$55.0	\$68.0	\$68.0
16:00 - 16:59	\$45.0	\$45.0	\$45.0	\$45.0	\$45.0	\$46.0	\$46.0
17:00 - 17:59	\$45.0	\$45.0	\$45.0	\$45.0	\$45.0	\$46.0	\$46.0
18:00 - 18:59	\$45.0	\$45.0	\$45.0	\$45.0	\$45.0	\$46.0	\$46.0

Bennett Valley Golf Course							
2026 Public Dynamic Rate (Ceiling   Ride)							
Peak Season	Mon	Tue	Wed	Thur	Fri	Sat	Sun
6:00 - 6:59	\$79.0	\$79.0	\$79.0	\$79.0	\$82.0	\$102.0	\$102.0
7:00 - 7:59	\$79.0	\$79.0	\$79.0	\$79.0	\$82.0	\$102.0	\$102.0
8:00 - 8:59	\$79.0	\$79.0	\$79.0	\$79.0	\$82.0	\$102.0	\$102.0
9:00 - 9:59	\$79.0	\$79.0	\$79.0	\$79.0	\$82.0	\$102.0	\$102.0
10:00 - 10:59	\$79.0	\$79.0	\$79.0	\$79.0	\$82.0	\$102.0	\$102.0
11:00 - 11:59	\$79.0	\$79.0	\$79.0	\$79.0	\$82.0	\$102.0	\$102.0
12:00 - 12:59	\$79.0	\$79.0	\$79.0	\$79.0	\$82.0	\$102.0	\$102.0
13:00 - 13:59	\$52.0	\$52.0	\$52.0	\$52.0	\$65.0	\$80.0	\$80.0
14:00 - 14:59	\$52.0	\$52.0	\$52.0	\$52.0	\$65.0	\$80.0	\$80.0
15:00 - 15:59	\$52.0	\$52.0	\$52.0	\$52.0	\$65.0	\$80.0	\$80.0
16:00 - 16:59	\$50.0	\$50.0	\$50.0	\$50.0	\$50.0	\$51.0	\$51.0
17:00 - 17:59	\$50.0	\$50.0	\$50.0	\$50.0	\$50.0	\$51.0	\$51.0
18:00 - 18:59	\$50.0	\$50.0	\$50.0	\$50.0	\$50.0	\$51.0	\$51.0

On average across TrueDemand portfolio, we see public rounds sold above rack rate 60% of time.



# 2026 Pricing Impact | Walk

An estimated +**\$28,489** impact in golf revenue via dynamic pricing for the Public Walk segment (initial assumption at 60% impact)

01/01 to 09/30	Mon	Tue	Wed	Thur	Fri	Sat	Sun	
6:00 - 6:59	\$52	\$0	\$52	\$103	\$0	\$930	\$930	\$2,065
7:00 - 7:59	\$567	\$206	\$309	\$258	\$382	\$5,291	\$2,860	\$9,872
8:00 - 8:59	\$773	\$927	\$103	\$567	\$1,308	\$5,148	\$4,076	\$12,901
9:00 - 9:59	\$1,082	\$824	\$876	\$515	\$545	\$5,148	\$3,504	\$12,493
10:00 - 10:59	\$1,082	\$979	\$1,082	\$773	\$763	\$4,004	\$4,004	\$12,685
11:00 - 11:59	\$618	\$412	\$258	\$1,185	\$1,472	\$4,147	\$2,789	\$10,879
12:00 - 12:59	\$1,854	\$2,009	\$1,185	\$1,700	\$3,870	\$9,796	\$10,439	\$30,851
13:00 - 13:59	\$1,504	\$1,664	\$544	\$480	\$2,480	\$5,994	\$5,724	\$18,390
14:00 - 14:59	\$480	\$416	\$768	\$416	\$2,320	\$3,834	\$4,320	\$12,554
15:00 - 15:59	\$448	\$800	\$352	\$352	\$2,360	\$1,512	\$3,078	\$8,902
16:00 - 16:59	\$8,388	\$6,545	\$3,135	\$5,665	\$4,648	\$3,221	\$3,392	\$34,992
17:00 - 17:59	\$4,290	\$4,593	\$2,695	\$6,683	\$5,033	\$1,055	\$2,052	\$26,399
18:00 - 18:59	\$935	\$1,485	\$1,293	\$1,403	\$1,430	\$456	\$855	\$7,856
	\$22,070	\$20,859	\$12,649	\$20,097	\$26,609	\$50,534	\$48,021	\$200,837

Peak Season	Mon	Tue	Wed	Thur	Fri	Sat	Sun
6:00 - 6:59	\$44.0	\$44.0	\$44.0	\$44.0	\$47.0	\$61.0	\$61.0
7:00 - 7:59	\$44.0	\$44.0	\$44.0	\$44.0	\$47.0	\$61.0	\$61.0
8:00 - 8:59	\$44.0	\$44.0	\$44.0	\$44.0	\$47.0	\$61.0	\$61.0
9:00 - 9:59	\$44.0	\$44.0	\$44.0	\$44.0	\$47.0	\$61.0	\$61.0
10:00 - 10:59	\$44.0	\$44.0	\$44.0	\$44.0	\$47.0	\$61.0	\$61.0
11:00 - 11:59	\$44.0	\$44.0	\$44.0	\$44.0	\$47.0	\$61.0	\$61.0
12:00 - 12:59	\$44.0	\$44.0	\$44.0	\$44.0	\$47.0	\$61.0	\$61.0
13:00 - 13:59	\$32.0	\$32.0	\$32.0	\$32.0	\$35.0	\$48.0	\$48.0
14:00 - 14:59	\$32.0	\$32.0	\$32.0	\$32.0	\$35.0	\$48.0	\$48.0
15:00 - 15:59	\$32.0	\$32.0	\$32.0	\$32.0	\$35.0	\$48.0	\$48.0
16:00 - 16:59	\$25.0	\$25.0	\$25.0	\$25.0	\$25.0	\$26.0	\$26.0
17:00 - 17:59	\$25.0	\$25.0	\$25.0	\$25.0	\$25.0	\$26.0	\$26.0
18:00 - 18:59	\$25.0	\$25.0	\$25.0	\$25.0	\$25.0	\$26.0	\$26.0

Peak Season	Mon	Tue	Wed	Thur	Fri	Sat	Sun
6:00 - 6:59	\$59.0	\$59.0	\$59.0	\$59.0	\$62.0	\$82.0	\$82.0
7:00 - 7:59	\$59.0	\$59.0	\$59.0	\$59.0	\$62.0	\$82.0	\$82.0
8:00 - 8:59	\$59.0	\$59.0	\$59.0	\$59.0	\$62.0	\$82.0	\$82.0
9:00 - 9:59	\$59.0	\$59.0	\$59.0	\$59.0	\$62.0	\$82.0	\$82.0
10:00 - 10:59	\$59.0	\$59.0	\$59.0	\$59.0	\$62.0	\$82.0	\$82.0
11:00 - 11:59	\$59.0	\$59.0	\$59.0	\$59.0	\$62.0	\$82.0	\$82.0
12:00 - 12:59	\$59.0	\$59.0	\$59.0	\$59.0	\$62.0	\$82.0	\$82.0
13:00 - 13:59	\$32.0	\$32.0	\$32.0	\$32.0	\$45.0	\$60.0	\$60.0
14:00 - 14:59	\$32.0	\$32.0	\$32.0	\$32.0	\$45.0	\$60.0	\$60.0
15:00 - 15:59	\$32.0	\$32.0	\$32.0	\$32.0	\$45.0	\$60.0	\$60.0
16:00 - 16:59	\$30.0	\$30.0	\$30.0	\$30.0	\$30.0	\$31.0	\$31.0
17:00 - 17:59	\$30.0	\$30.0	\$30.0	\$30.0	\$30.0	\$31.0	\$31.0
18:00 - 18:59	\$30.0	\$30.0	\$30.0	\$30.0	\$30.0	\$31.0	\$31.0

On average across TrueDemand portfolio, we see public rounds sold above rack rate 60% of time.



# Pricing / Implementation / Timeline / Revenue Growth

## 2025 Pricing:

**Dynamic Pricing + BI Suite:** \$375/month

**BI Suite Only:** \$159/month

**Comp Radar/Weather Report:** add. \$99/month

## Implementation: 1-2 weeks

Pricing parameters are agreed by the property and built out in 1-2 weeks.

## Timeline:

Implement January 2026 to Public (Non-Resident) Rounds

## Revenue Growth Opportunity:

+\$57k public ride, +\$28k public walk – **\$85K total\***

*\*based on 2026 pricing recommendations. On average across TrueDemand portfolio, we see public rounds sold above rack rate 60% of time.*

# Proposed Dynamic Pricing Fees

	FY25-26		FY26-27	
Weekend	\$68	<b>\$61-\$82</b>	\$70	<b>\$63-\$84</b>
Weekday	\$49	<b>\$44-\$59</b>	\$51	<b>\$46-\$61</b>
Weekday – Senior	\$40	<b>\$35-\$45</b>	\$42	<b>\$37-\$47</b>
Friday	\$52	<b>\$47-\$62</b>	\$54	<b>\$49-\$64</b>
Friday - Senior	\$43	<b>\$38-\$45</b>	\$43	<b>\$40-\$52</b>

# Recommendation

The City Manager's Office recommends that Council hold a public hearing and by resolution approve the Dynamic Pricing fee schedule for non-resident golf fees at the Bennett Valley Golf Course effective January 1, 2026.