

Bennett Valley Golf Course Fees

CITY COUNCIL

MAY 6, 2025

JEN SANTOS

DEPUTY DIRECTOR - PARKS

Bennett Valley Golf Course Enterprise



Rate Increase Overview

2011 – 2022: Only three minor rate increases to fees.

2023: Council approved first rate increase since 2017. Average increase of 10% implemented, which was well below market rate and eliminated the Capital Fee established years prior.

2024: Council approved increased golf fees to near market rates and established a resident/non-resident rate. Council requested future fees should be for multiple years.

2025: Proposed increase per year averages from 2-4% for residents with slightly higher for non-residents. Increase is proposed for fiscal years 25/26 and 26/27.

Proposed Rate Increases & Comparable Rates

	BVGC	BVGC	BVGC	Windsor Golf Club	Fox Tail- North	Valley of The Moon	Rooster Run Golf Course	Comparables		BVGC	
<i>Rates</i>	2024-2025	2025-2026		2025	2025 - Carts Mandatory +\$19	2025	2025			2026-2027	
Weekday Rates	Current	Proposed	% Change	Windsor	Foxtail	VOTM	Rooster	Average	% Under Competition	Proposed	% LTM
Regular Resident	\$41	\$42	2.38%	\$45	\$42	\$42	\$45	\$44	6%	\$ 43	2.33%
Regular Non-Resident	\$47	\$49	4.08%	\$56	\$53	\$42	\$56	\$52	10%	\$ 51	3.92%
Senior (60+)	\$33	\$34	2.94%	\$45	\$37	\$32	\$45	\$40	20%	\$ 35	2.86%
Senior Non-Resident	\$38	\$40	5.00%	\$45	\$37	\$32	\$45	\$40	5%	\$ 42	4.76%
Mid-Day	\$31	\$32	3.13%	\$40	\$34	\$36	\$40	\$38	21%	\$ 33	3.03%
Senior Mid-Day	\$26	\$27	3.70%	\$40	\$34	\$36	\$40	\$38	44%	\$ 28	3.57%
Twilight	\$22	\$23	4.35%	\$32	\$30	\$22	\$32	\$29	32%	\$ 24	4.17%
Senior Twilight	\$22	\$23	4.35%	\$32	\$30	\$22	\$32	\$29	32%	\$ 24	4.17%
Junior	\$14	\$14	0.00%	\$15	\$20	\$15	\$15	\$16	16%	\$ 14	0.00%

BVGC Performance

Annual Golf Rounds

- ❑ 2015/16: 58,976
- ❑ 2016/17: 46,535
- ❑ 2017/18: 49,376 (Tubbs Fire smoke)
- ❑ 2018/19: 42,100 (Paradise Fire smoke)
- ❑ 2019/20: 47,236
- ❑ 2020/21: 74,850 (Covid)
- ❑ 2021/22: 63,191
- ❑ 2022/23: 55,731
- ❑ 2023/24: 54,069
- ❑ 2024/25: 54,300 (projected)

BVGC Enterprise

- ❑ **BEST GOLF COURSE AWARDS – Press Democrat and North Bay Bohemian**
- ❑ **Established resident/non-resident fees**
- ❑ **New golf carts**
- ❑ **Golf program updates**
 - ❑ OPS36 Program – teaching program and free golf lessons available Saturday mornings
 - ❑ Boys and Girls Club (local participants)
 - ❑ Junior Golfers program
- ❑ **Touchstone Superintendent of the Year Award**
 - ❑ BVGC – Doug Wiggers

Review of Proposed Updates

- ❑ Continual improvement of golf course, driving range, restaurant and events center recommended by National Golf Foundation
- ❑ FY 25/26 and 26/27 BVGC budgets anticipates and is dependent upon fee increase
- ❑ Fee increase necessary to support on-going operations, significant deferred capital and equipment needs, and debt service
- ❑ Plan to achieve a consistent, multi-year rate model while maintaining the best value

Recommendation

It is recommended by the Recreation and Parks Department that the Council hold a Public Hearing to discuss increasing golf fees and by resolution approve revised Bennett Valley Golf Course Fees to supersede and replace the Bennett Valley Golf Course Fees and requirements set forth in Resolution No. RES-2024-062, effective on July 1, 2025, for the Bennett Valley Golf Course.

Questions?

