



# Landa Park Golf Course 2018 Proposed Fee Adjustment

City Council Briefing  
November 13, 2017

# Background and Timeline

## **Spring 2017**

J.J. Keegan analysis of  
Landa Park Golf Course.

## **September 12, 2017**

Golf Advisory Board Special  
Meeting to discuss proposed  
fee adjustments.

## **November 13, 2017**

City Council Presentation

## **August 15, 2017**

City Council Budget Workshop  
with direction to staff to work  
with Golf Advisory Board on  
proposed fee adjustments.

## **October 10, 2017**

Golf Advisory Board votes  
4-0-1 in favor of increasing  
green fees at Landa Park  
Golf Course.



# Proposed Fee Adjustments

Fee Type	Proposed Fee	Current Fee	Amount of Increase
Daily M-F, w/cart	\$45.00	\$42.50/\$55.00	\$2.50
Daily M-F, Senior w/cart	\$39.00	\$36.50/\$49.00	\$2.50
Weekend w/cart	\$49.00	\$46.50/\$59.00	\$2.50
Twilight w/cart	\$35.00	\$32.50/\$39.00	\$2.50
Daily M-F, Junior	\$10.50	\$10.00	\$.50
Weekend, Junior	\$13.00	\$12.00	\$1.00
Annual Membership	\$1890.00	\$1800.00	\$90.00
Annual Spouse	\$945.00	\$900.00	\$45.00
Annual Membership, Jr.	\$210.00	\$200.00	\$10.00
Seasonal Membership	\$840.00	\$800.00	\$40.00
Monthly Membership	\$230.00	\$220.00	\$10.00
Annual Cart	\$900.00	\$900.00	No change
Annual Trail	\$400.00	\$400.00	No change

The proposed fee structure eliminates the Player Card

# Revenue Overview

<b>FY 2016-17 Actual Revenue (all sources):</b>	<b>\$1,475,172</b>
<b>FY 2017-18 Budgeted Revenue (all sources):</b>	<b>\$1,447,250</b>
<b>FY 2017-18 Budgeted Expenses:</b>	<b>\$1,373,265</b>

**At this time, it is difficult to predict FY 2017-2018 revenue. We anticipate that marketing our new pricing strategy will attract more regional players and improve revenue.**

# Timeline for City Council

**November 27, 2017**

Return to City Council for first reading of fee adjustment.

**January 1, 2018**

Full implementation of fee adjustment.

**December 11, 2017**

Return to City Council for second reading of fee adjustment.



Questions?