

Legislation Text

File #: 17-724, **Version:** 1

Presenter/Contact

Stacey Dicke, Parks and Recreation Director
(830) 221-4350 - sdicke@nbtexas.org

SUBJECT:

Presentation and direction on proposed fee adjustments for Landa Park Golf Course at Comal Springs.

BACKGROUND / RATIONALE:

Based on a study completed in FY 2016-17 by Mr. Jim Keegan, Golf Convergence, green fees and memberships are recommended to be raised slightly (average 5% increase) in order to improve the financial position and viability of the golf course. Staff has briefed the City Council previously on the possibility of these adjustments and received feedback to move forward. The recommended adjustments are detailed below. Also recommended is the elimination of the "Go Play Card" and implementing a single rate for all players. It is believed that by offering one single rate, the fee structure will be less confusing to the public and will attract additional players from the region by advertising a new lower rate.

The current fees for the Landa Park Golf Course have been in effect since the post renovation re-opening in 2014.

Proposed fees are as follows:

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

*Player card rate

ADDRESSES A NEED/ISSUE IN A CITY PLAN OR COUNCIL PRIORITY:

<input checked="" type="checkbox"/>	Yes	City Plan/Council Priority	Strategic Priorities: Effective Management: Update user fees.
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FISCAL IMPACT:

If rounds remain flat compared to FY16-17, it is expected that revenue from these revised rates would equal the FY 16-17 budgeted revenue (\$1,423,250.) However, it is expected that changing to one rate, with the elimination of the Go Play Card, will increase rounds from regional play in which case revenues will exceed FY16-17. The FY17-18 budget was adopted with total revenues equal to the FY16-17 year end estimates (\$1,423,250).

COMMITTEE RECOMMENDATION:

The Golf Advisory Committee voted to recommend these fees to City Council at their October 10, 2017 meeting by a vote of 4-0-1.

STAFF RECOMMENDATION:

Staff recommends approval of the proposed golf fees to be effective January 1, 2018.