

January 19, 2006

TO: John Szerlag, City Manager

FROM: Brian Murphy, Assistant City Manager/Services
John Lamerato, Assistant City Manager/Finances
James Nash, Financial Services Director
Carol K. Anderson, Director of Parks and Recreation
Jake Pilat, Director of Golf Operations

RE: 2006 Golf Division Rate Proposal

RECOMMENDATION

Staff recommends the City Manager approve the 2006 golf rates and the effective dates for peak and off peak rates. The resolution passed in 2004 regarding golf rates includes the authorization by the City Manager to adjust the rates to stay competitive (Res #2004-02-98/2004-05-271).

Proposed changes to the previously approved rates include:

Addition of an AM league rate – Sanctuary Lake
Addition of a tiered outing rate – Sanctuary Lake
Addition of an annual membership for practice facility

BACKGROUND

To increase revenues at Sanctuary Lake, staff is proposing the following new rates and offerings be approved:

- AM League Rate: New rates proposed to be consistent with the PM league rates approved in 2005. Since the addition of the new PM league rates at Sanctuary Lake, approved in the fall of 2005, seven new leagues have been added for the 2006 season with approximately 160 additional players.
- Tiered Outing Rates: Tiered discounts to encourage larger outings. For groups between 20 and 47 players the current outing rate will be in effect, for groups between 48 and 71 players a small discount will be given and groups larger than 72 players an additional discount will be given.
- Annual Practice Facility Membership: A season pass would allow players to pay one fee for range balls for the entire season. Many other courses with practice facilities offer range memberships and based on inquiries, there appears to be a demand at Sanctuary Lake.

The peak season rate is proposed to be effective April 22 through September 17, 2006.

The off season rate is proposed to be in effect April 1, 2006 through April 21, 2006 and September 18, 2006 run through the end of the season.

BUDGET IMPACT

- AM League Rate - Sanctuary: Weekday mornings have shown modest play and an AM league rate is likely to increase rounds. In the 2005 season, approximately 4,700 AM league rounds were played at Sylvan Glen with revenues of approximately \$55,000. Although it is unlikely that the same number of rounds will be played at Sanctuary, potential revenue increase is approximately \$120,000.
- Tiered Outing Rates - Sanctuary: Although no estimates can be projected, a tiered outing rate will be an incentive for bringing larger groups to Sanctuary Lake resulting in increased revenues.
- Annual Practice Facility Membership: An increase in revenues is probable with this option as the value may be perceived as higher. Estimate increased revenue is \$10,000.

SUMMARY

With the approval of these rates for the 2006 season, staff is confident that revenues will increase thereby reducing the debt to the facility.

Attached are copies of the proposed peak and off-peak rate structures for Sylvan Glen and Sanctuary Lake. The changes and additions are in bold.

Approved: _____
John Szerlag, City Manager

Prepared by: Jacob D. Pilat

**City of Troy
Sanctuary Lake Golf Course
2006 PROPOSED OFF PEAK RATE**

Weekday

18 - Hole Resident	\$38.00
18 - Hole Regular	\$45.00
18 - Hole Senior Resident (Before 1:00 PM)	\$30.00
18 - Hole Junior Resident (All Day)	\$30.00
18 - Hole Senior Regular (Before 1:00 PM)	\$34.00
18 - Hole Junior Regular (All Day)	\$34.00
9 - Hole Resident	\$23.00
9 - Hole Regular	\$30.00
9 - Hole Senior Resident (Before 1:00 PM)	\$19.00
9 - Hole Junior Resident (All Day)	\$19.00
9 - Hole Senior Regular (Before 1:00 PM)	\$23.00
9 - Hole Junior Regular (All Day)	\$23.00
18 - Hole Twilight (After 2:00)	\$30.00
9 - Hole Twilight (After 4:00)	\$19.00

Weekend

18 - Hole Resident	\$41.00
18 - Hole Regular	\$49.00
18 - Hole Senior Resident (After 1:00 PM)	\$38.00
18 - Hole Junior Resident (After 1:00 PM)	\$38.00
18 - Hole Senior Regular (After 1:00 PM)	\$41.00
18 - Hole Junior Regular (After 1:00 PM)	\$41.00
9 - Hole Resident	\$26.00
9 - Hole Regular	\$34.00
9 - Hole Senior Resident (After 1:00 PM)	\$23.00
9 - Hole Junior Resident (After 1:00 PM)	\$23.00
9 - Hole Senior Regular (After 1:00PM)	\$26.00
9 - Hole Junior Regular (After 1:00 PM)	\$26.00
18 - Hole Twilight (After 2:00)	\$34.00
9 - Hole Twilight (After 4:00)	\$23.00

Large Bucket	\$8.00
Small Bucket	\$5.00

Rental Clubs	\$20.00
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- *All rates include power cart
- *Senior Rates are 62 and Over
- *Junior Rates are 17 and Under
- *Disabled rates available

**City of Troy
Sanctuary Lake Golf Course
Proposed 2006 Rate Schedule**

Weekday

18 - Hole Weekday Special (7:00 am to 11:00 am)	\$45.00
18 - Hole Resident	\$50.00
18 - Hole Regular	\$60.00
18 - Hole Senior/Junior AM Special (7:00 am to 11:00 am)	\$30.00
18 - Hole Resident Senior/Junior (11:00 am to 1:00 pm)	\$40.00
18 - Hole Regular Senior/Junior (11:00 am to 1:00 pm)	\$45.00
18 - Hole PM Special (After 3:00 pm)	\$40.00
9 - Hole AM Special (7:00 am to 8:00 am)	\$25.00
9 - Hole Resident	\$30.00
9 - Hole Regular	\$35.00
9 - Hole Senior/Junior AM Special (7:00 am to 8:00 am)	\$20.00
9 - Hole Resident Senior/Junior (8:00 am to 1:00 pm)	\$25.00
9 - Hole Regular Senior/Junior (8:00 am to 1:00 pm)	\$30.00
9 - Hole PM Special (After 6:00 PM)	\$25.00

Weekend

18 - Hole Resident	\$55.00
18 - Hole Regular	\$65.00
18 - Hole Midday Special (12:00 pm to 3:00 pm)	\$50.00
18 - Hole Senior/Junior Midday Special (12:00 pm to 3:00 pm)	\$45.00
18 - Hole PM Special (After 3:00 PM)	\$45.00
9 - Hole Resident	\$35.00
9 - Hole Regular	\$40.00
9 - Hole Resident Senior/Junior (After 1:00 PM)	\$30.00
9 - Hole Regular Senior/Junior (After 1:00 PM)	\$35.00
9 - Hole PM Special (After 6:00 PM)	\$30.00

Outings

18 Hole Weekday (20 - 47 Players)	\$55.00
18 Hole Weekday (48 - 71 Players)	\$53.00
18 Hole Weekday (72+ Players)	\$50.00
9 - Hole Weekday	\$35.00
18 Hole Weekend (20 - 47 Players)	\$60.00
18 Hole Weekend (48 - 71 Players)	\$58.00
18 Hole Weekend (72+ Players)	\$55.00
9 - Hole Weekend	\$40.00

Leagues

9 - Hole Resident (PM)	\$29.00
9 - Hole Regular (PM)	\$32.00
9 - Hole Resident (AM)	\$29.00
9 - Hole Regular (AM)	\$32.00
9 - Hole Senior (AM)	\$22.00

Range Rates

Large Bucket	\$8.00
Small Bucket	\$5.00
Individual Range Membership	\$350.00
Family Range Membership	\$500.00

*Senior rates apply for those 62 years old and over
 *Junior rates apply for those 17 years old and under
 *All rates include power cart
 *Disable rates available

**City of Troy
Sylvan Glen Golf Course
2006 Proposed Off-Peak Rates**

<u>Weekday</u>	Walking	W/ Cart
18 - Hole Regular	\$20.00	\$31.50
18 - Hole Resident Discount	\$15.00	\$26.50
18 - Hole Senior Regular (Before 1 PM)	\$14.00	\$22.50
18 - Hole Senior Resident Discount (Before 1 PM)	\$11.25	\$19.75
18 - Hole Junior Regular (All Day)	\$14.00	\$22.50
18 - Hole Junior Resident Discount (All Day)	\$11.25	\$19.75
9 - Hole Regular	\$13.00	\$20.50
9 - Hole Resident Discount	\$11.00	\$18.50
9 - Hole Senior Regular (Before 1 PM)	\$10.00	\$15.50
9 - Hole Senior Resident Discount (Before 1 PM)	\$8.25	\$13.75
9 - Hole Junior Regular (All Day)	\$10.00	\$15.50
9 - Hole Junior Resident Discount (All Day)	\$8.25	\$13.75

<u>Weekend</u>		
18 - Hole Regular	\$24.00	\$35.50
18 - Hole Resident Discount	\$18.00	\$29.50
18 - Hole Senior Regular (After 1 PM)	\$17.00	\$25.50
18 - Hole Senior Resident Discount (All Day)	\$13.50	\$22.00
18 - Hole Junior Regular (After 1 PM)	\$17.00	\$25.50
18 - Hole Junior Resident Discount (After 1 PM)	\$13.50	\$22.00
9 - Hole Regular	\$15.00	\$22.50
9 - Hole Resident Discount	\$12.00	\$19.50
9 - Hole Senior Regular (After 1 PM)	\$11.00	\$16.50
9 - Hole Senior Resident Discount (All Day)	\$9.00	\$14.50
9 - Hole Junior Regular (After 1 PM)	\$11.00	\$16.50
9 - Hole Junior Resident Discount (After 1 PM)	\$9.00	\$14.50

<u>Rentals</u>	
Pull Carts	\$2.00
Clubs	\$20.00

***Senior rates apply for those 62 years old and over**

***Junior Rate apply for those 17 years and under**

***Disable rates available**

**City of Troy
Sylvan Glen Golf Course
Proposed 2006 Rate Schedule**

<u>Weekday</u>	Walking	W/ Cart
18 - Hole Regular	\$27.00	\$42.00
18 - Hole Resident Discount	\$20.00	\$35.00
18 - Hole Senior Regular (Before 1 PM)	\$19.00	\$30.00
18 - Hole Senior Resident Discount (Before 1 PM)	\$15.00	\$26.00
18 - Hole Junior Regular (All Day)	\$19.00	\$30.00
18 - Hole Junior Resident Discount (All Day)	\$15.00	\$26.00
9 - Hole Regular	\$17.00	\$27.00
9 - Hole Resident Discount	\$14.00	\$24.00
9 - Hole Senior Regular (Before 1 PM)	\$13.00	\$20.00
9 - Hole Senior Resident Discount (Before 1 PM)	\$10.50	\$17.50
9 - Hole Junior Regular (All Day)	\$13.00	\$20.00
9 - Hole Junior Resident Discount (All Day)	\$10.50	\$17.50

<u>Weekend</u>		
18 - Hole Regular	\$32.00	\$47.00
18 - Hole Resident Discount	\$24.00	\$39.00
18 - Hole Senior Regular (All Day)	\$23.00	\$34.00
18 - Hole Senior Resident Discount (All Day)	\$18.00	\$29.00
18 - Hole Junior Regular (After 1 PM)	\$23.00	\$34.00
18 - Hole Junior Resident Discount (After 1 PM)	\$18.00	\$29.00
9 - Hole Regular	\$20.00	\$30.00
9 - Hole Resident Discount	\$16.00	\$26.00
9 - Hole Senior Regular (All Day)	\$15.00	\$22.00
9 - Hole Senior Resident Discount (All Day)	\$12.00	\$19.00
9 - Hole Junior Regular (After 1 PM)	\$15.00	\$22.00
9 - Hole Junior Resident Discount (After 1 PM)	\$12.00	\$19.00

Twilight (Saturdays, Sundays, and Holidays)

18 - Holes (After 3 PM)	\$20.00	\$30.00
9 - Holes (After 6 PM)	\$14.00	\$20.00

Outings

18 Hole Weekday		\$44.00
9 Hole Weekday		\$30.00
18 Hole Weekend		\$48.00
9 Hole Weekend		\$33.00

Rentals

Pull Carts	\$2.00	
Clubs	\$20.00	

***Senior rates apply for those 62 years old and over**

***Junior rates apply for those 17 years old and under**

***Disable rates available**