



**City of Troy
Golf Division**

Memo

To: John Szerlag, City Manager

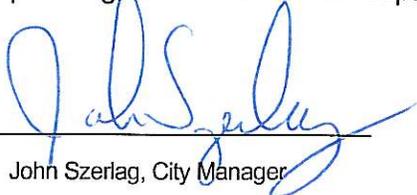
From: Brian Murphy, Assistant City Manager *BM*
 Carol K. Anderson, Director of Parks and Recreation
 Jake Pilat, Director of Golf Operations

Date: 10/2/05

Re: 2006 Sanctuary Lake League Rates

In the ever-competitive golf course industry, the task of staying ahead of your competitors is a never-ending struggle. With leagues giving a golf facility guaranteed rounds and revenue, it is of the utmost importance for a course to fill their league availability to max capacity. For the 2005 golf season, Sanctuary Lake hosted 124-league players for 18 weeks, giving us a total of 2,232 league rounds for the season and total league revenue of \$87,048.00. It is staff's findings that many leagues choose not to play at Sanctuary Lake for the 2005 season because of the structured league rates that were in place, Troy Residents \$30.00 per week and Non Residents \$40.00 per week. With Sanctuary Lake being open for a year and a half, it is staff's belief that we must fill as many times as we can with guaranteed revenue, such as leagues and outings.

For the 2006 season, staff is recommending that league rates be lowered at Sanctuary Lake to give us a competitive edge over other local facilities. Staff is requesting that the current league rates be lowered to \$29.00 for Troy Residents and \$32.00 for Non Residents. With 256 PM league slots available, staff believes that the lowered league rates will allow us to fill these unused spots and give us an opportunity to raise guaranteed rounds and revenues. With an average rate of \$30.50, assuming our leagues are 50% resident and 50% non-resident, we can expect to bring in up to \$140,544.00 of guaranteed league revenue, an increase \$54,000.00 from 2005. The above numbers do not include AM leagues, which we are actively pursuing, which filled to max capacity could almost double our guaranteed league revenue.

Approved: 
 John Szerlag, City Manager

Prepared by: Jacob D. Pilat