



AGENDA ITEM COVER

MEETING DATE: July 21, 2020

AGENDA ITEM TITLE: A recommendation to increase the fees at Ruth Park Golf Course.

AGENDA SECTION: New Business

BACKGROUND REVIEW:

Fees and charges have not been changed since 2008, and per policy the golf course is to generate enough revenues to cover 100% of direct, indirect and overhead costs as well as any debt service for the development and future capital needs.

Over the past 12 years the golf course has been able to cover both operating and capital improvement costs; however, with the increase in both operating and staffing costs, as well as projected capital improvement needs, it is imperative that the fees be increased to cover these expenses as well as to stay competitive in the market.

Over the past year, staff has reviewed our current pricing structure and have compared them to the public market and has found that our fees and charges fall short of what other municipal golf courses are currently charging or what they are going to charge in 2021. The proposed recommendation includes an increase of anywhere between two (\$2.00) dollars and three (\$3.00) dollars for residents per round depending on the category, and three (\$3.00) dollars and five (\$5.00) dollars per non-resident per round depending on the category. We have also included a new category of (UC Lion) in which a Centennial Commons UC Lion Member will receive a greater discount on certain fees and charges.

RECOMMENDATION:

The Director of Parks, Recreation and Forestry recommends support of the Parks Commission with the proposed golf course fees.

ATTACHMENTS:

1. Proposed golf course fees and charges.