

Golf Play Pass Staff Recommendation

05/03/2024

GM of Golf Ops Timothy Sands

Pros & Cons to Offering Play Passes

PROS:

1. Reduce and restructure Play Pass options in order to simplify resident rate expense (% based from the PPH rate)
2. Generates a consistent player base allowing for more effective budget execution during the season
3. Allows for program development through the Play Passes (lessons/clinics, events, & open to all district residents - IVGID tournament)
4. Season Long review of Play Pass revenue over entire operation (rounds, merchandise, driving range, and food/beverage)
5. Recommendation of Play Passes Non-refundable upfront revenue
6. A community benefit to the most avid golfers in the District for the entire season

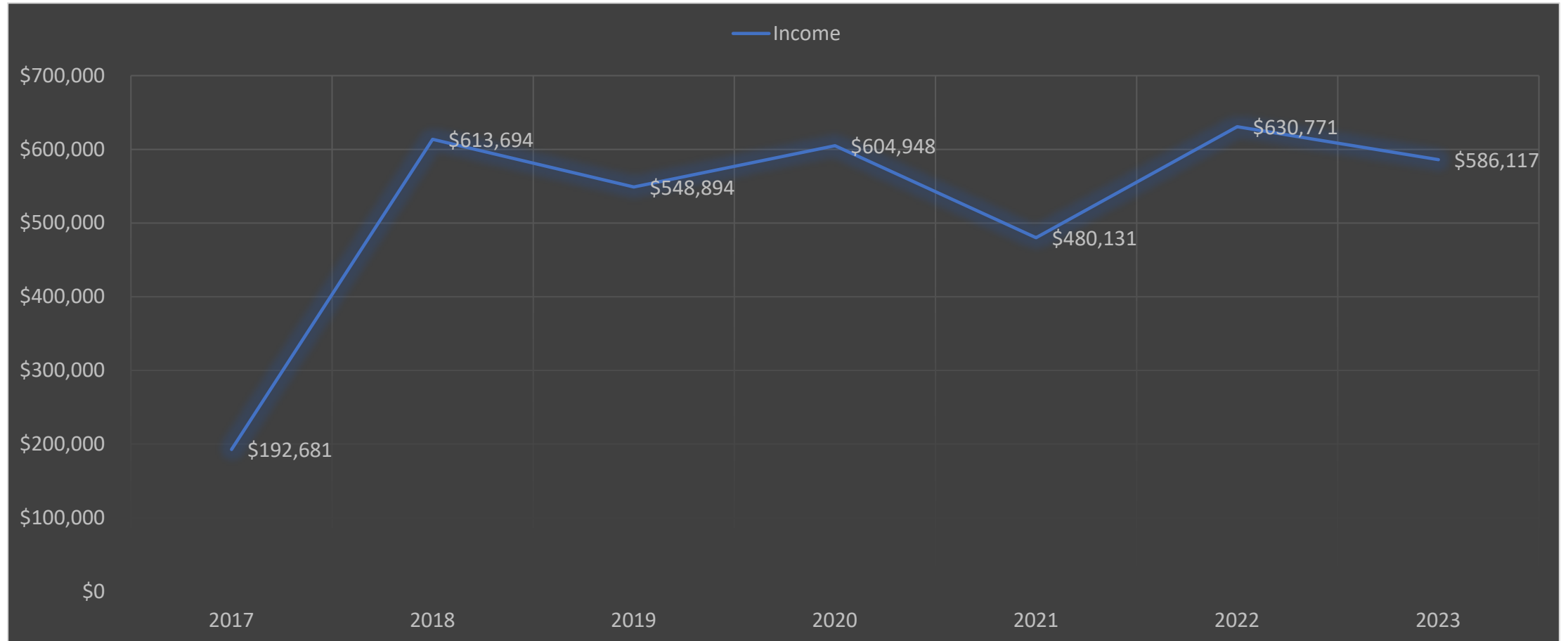
CONS:

1. Downside to these offerings is creating a reduction to the daily fee
2. Creates an impact of the time offerings throughout the day by allowing a lower price point during peak season
3. Difficult to offset loss in revenue while still occurring high expenses
4. Potentially creating division inside the District (avid golfer to non-golfer)
5. Difficult to keep a high standard of course condition and experience (course condition & labor allocation) due to lower revenue being generated
6. Creates difficulty tracking cost per round expenses

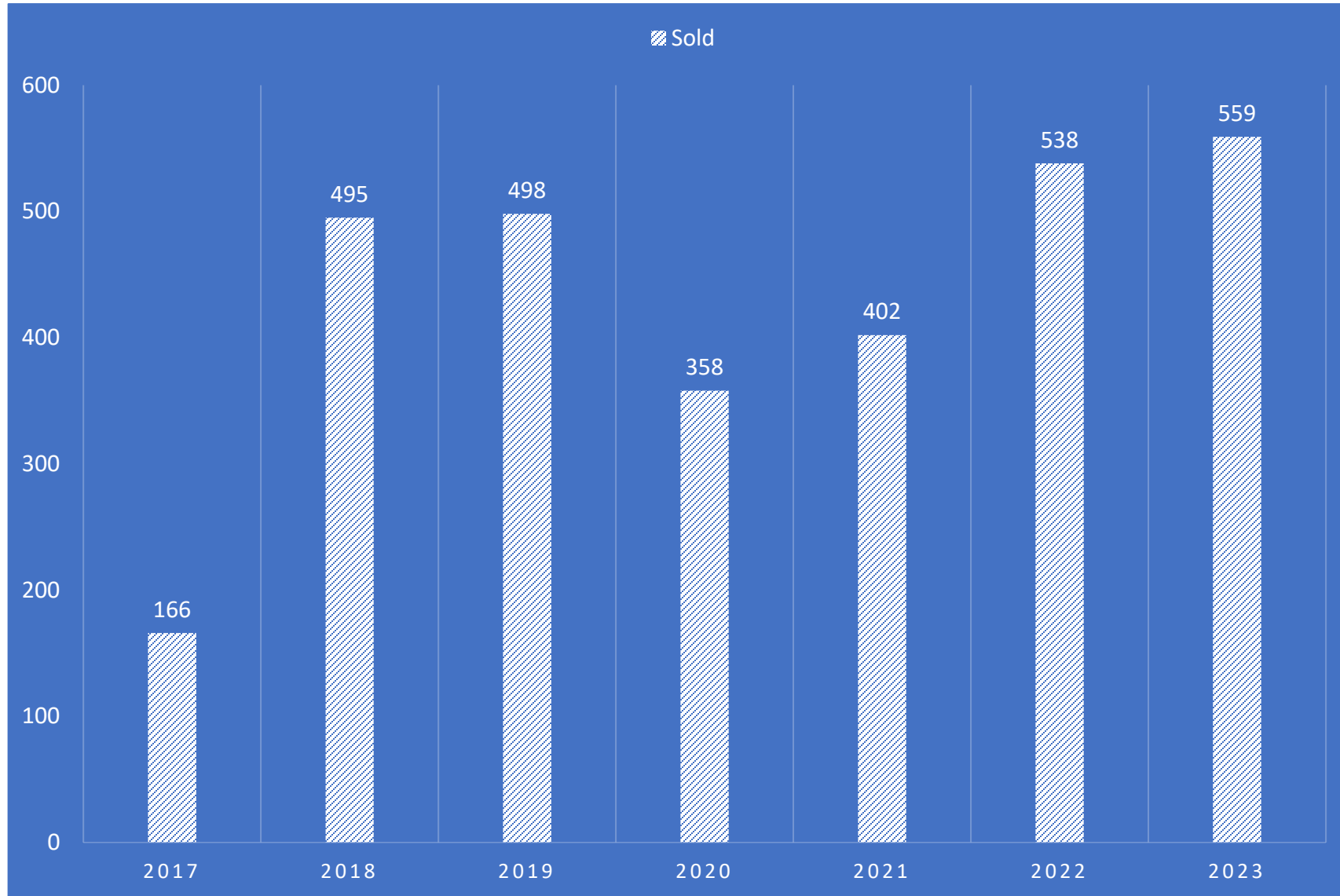
Staff's Recommended Plan For 2024 Championship Course – PPH Rate \$120 Peak

1. 10 Play Pass - \$900
2. 20 Play Pass - \$1,700
3. Seasonal Pass of 50 - \$3,600 includes both courses, \$300 driving range pass, and bag storage
(priced and percentage based from 50 round average)
4. Seasonal PM Pass - \$2,800 (priced and percentage based from 50 round average)
5. College Play Pass includes both courses - \$500
6. Junior Play Pass includes both courses - age 17 & under (walking) - \$345

Champ & MTN Golf – Play Pass Income

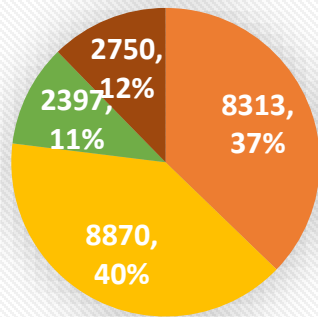


Champ & MTN Passes Sold



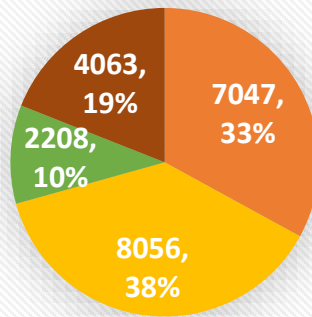
Play Mix at Champ

2020



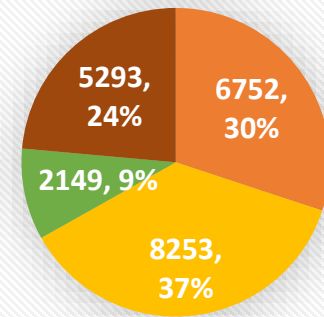
Resident Play Pass Guest Non-Resident

2021



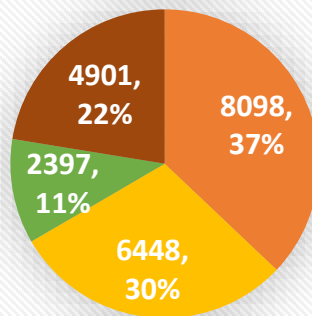
Resident Play Pass Guest Non-Resident

2022



Resident Play Pass Guest Non-Resident

2023

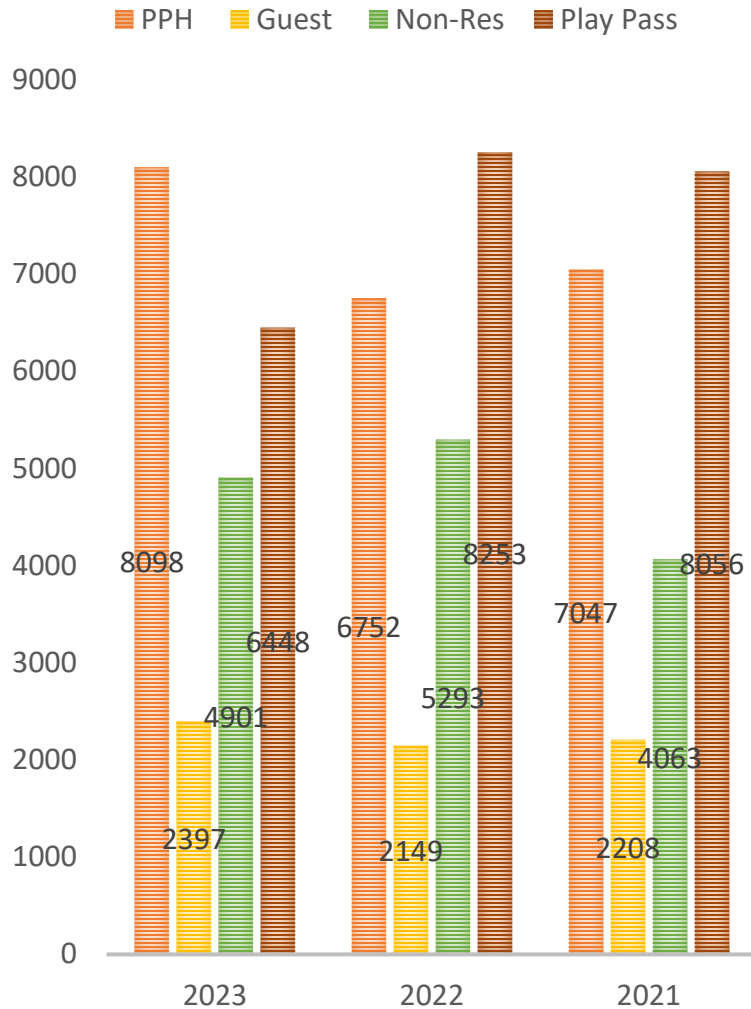


Resident Play Pass Guest Non-Resident

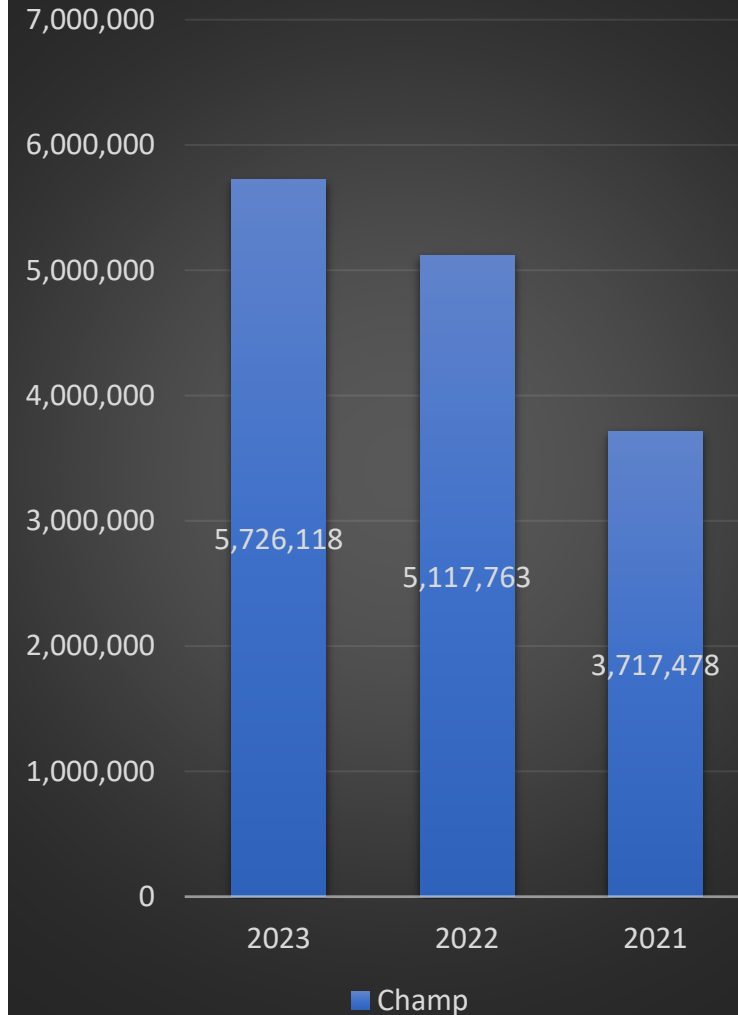
Championship Course Play Mix, Revenue, Expenses Comparison

Climbing out of a Fiscal Hole

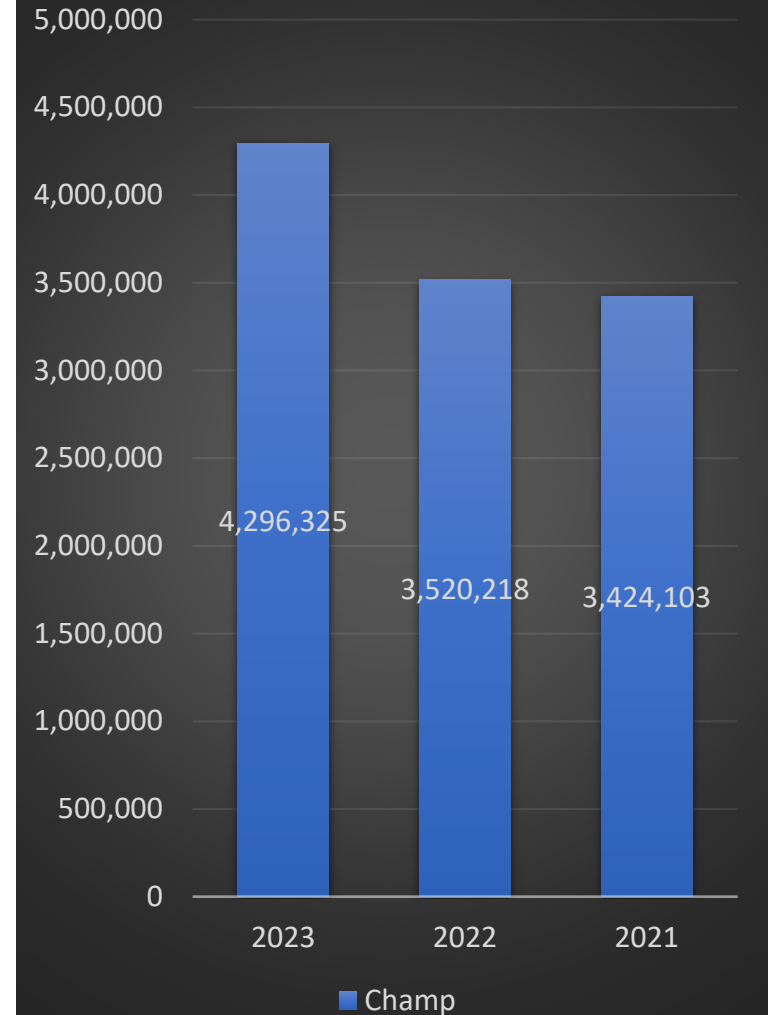
PLAY MIX



Expense



Revenue

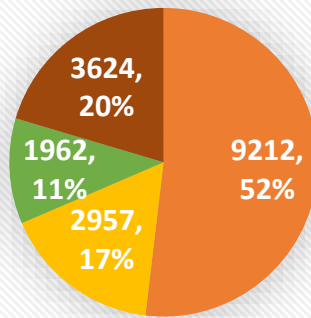


Mountain Course Play Pass (Peak rate of PPH - \$60)

1. 10 Play Pass - \$430
2. 20 Play Pass - \$815
3. Seasonal Pass - \$1,800 (priced and percentage based from 50 round average)
4. 10 Play Nine Hole - \$300
5. 20 Play Nine Hole - \$560
6. Seasonal Nine Hole - \$1,200 (priced and percentage based from 50 round average)

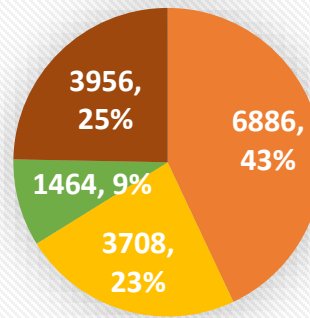
Play Mix at MTN

2020



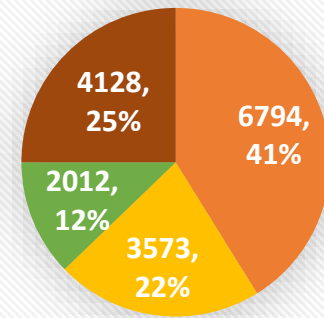
Resident Play Pass Guest Non-Resident

2021



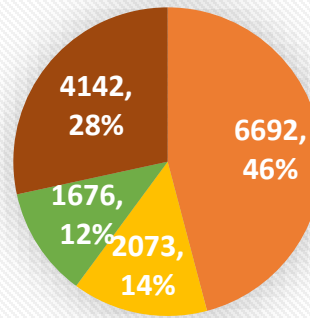
Resident Play Pass Guest Non-Resident

2022



Resident Play Pass Guest Non-Resident

2023



Resident Play Pass Guest Non-Resident

Community Benefit with Golf @ MTN Course

1. Access for an aging population (exercise and socialization)
2. Brings in new residents that have never played golf
3. Helps to create more access to the Champ Course
4. Family impact for all Residents



Approved Play Passes from 2023

RESIDENT PLAY PASSES

**** Must be a Valid IVGID Resident Picture Pass Holder ****

CHAMPIONSHIP COURSE		
	2023 Rates	
10 Play Pass	\$890.00	ANYTIME
20 Play Pass	\$1,680.00	ANYTIME
30 Play Pass	\$2,370.00	ANYTIME
40 Play Pass	\$2,960.00	ANYTIME
LIMITED All You Can Play Season Pass - Individual	\$3,552.00	> Open - June 11 & Sept. 25- Closing = Unlimited Play Any Day/Any Time > June 12-Sept. 24 = Monday - Thursday Any Day/Any Time & Friday - Sunday After 12pm Only > If playing within Restricted times above = Applicable daily greens fee apply
UNLIMITED Junior Pass	\$315	> Walking Only, Up to age 17, Stand By Only
UNLIMITED College Pass	\$499	> Walking Only, Up to age 26, Currently Enrolled in College, Stand By Only
PM All You Can Play Season Pass - Individual	\$2,158.00	> Open - June 11 & Sept. 25 - Close = Unlimited Play AFTER 12pm > June 12-Sept. 24 = Unlimited Play AFTER 2pm > If playing within Restricted times above = Applicable daily greens fee apply
PM 10 Play	\$546.00	> Open - June 11 & Sept. 25 - Close = Unlimited Play AFTER 12pm > June 12-Sept. 24 = Unlimited Play AFTER 2pm > If playing within Restricted times above = Applicable daily greens fee apply
PM 20 Play	\$1,028.00	> Open - June 11 & Sept. 25 - Close = Unlimited Play AFTER 12pm > June 12-Sept. 24 = Unlimited Play AFTER 2pm > If playing within Restricted times above = Applicable daily greens fee apply
PM 30 Play	\$1,446.00	> Open - June 11 & Sept. 25 - Close = Unlimited Play AFTER 12pm > June 12-Sept. 24 = Unlimited Play AFTER 2pm > If playing within Restricted times above = Applicable daily greens fee apply
PM40 Play	\$1,798.00	> Open - June 11 & Sept. 25 - Close = Unlimited Play AFTER 12pm > June 12-Sept. 24 = Unlimited Play AFTER 2pm > If playing within Restricted times above = Applicable daily greens fee apply
MOUNTAIN COURSE		
	2023 Rates	
18 Holes		
10 Play Pass	\$414.00	
20 Play Pass	\$780.00	
30 Play Pass	\$1,096.00	
40 Play Pass	\$1,364.00	
Limited All You Can Play Season Pass - Individual	\$1,637.00	> Open - June 11 & Sept. 25- Closing = Unlimited Play Any Day/Any Time > June 12-Sept. 24 = Monday - Thursday Any Day/Any Time & Friday - Sunday After 12pm Only > If playing within Restricted times above = Applicable daily greens fee apply
9 Holes		
10 Play Pass - 9 Holes	\$283.00	ANYTIME (only 9 holes per day)
20 Play Pass - 9 Holes	\$532.00	ANYTIME (only 9 holes per day)
30 Play Pass - 9 Holes	\$749.00	ANYTIME (only 9 holes per day)
40 Play Pass - 9 Holes	\$932.00	ANYTIME (only 9 holes per day)
Limited All You Can Play 9 Hole Pass - Individual	\$1,118.00	ANYTIME (only 9 holes per day)
UNLIMITED Junior Pass	\$200	> Walking Only, Up to age 17, Stand By Only

Recommendation for Board

1. Approve the staff recommendation for Play Passes 2024
2. Alternatively, if discussion is further required Board could approve 2023 Play Pass Options Rates