

**MEMORANDUM**

**TO:** Board of Trustees

**THROUGH:** Bobby Magee, District General Manager

**FROM:** Tim Sands, General Manager Golf Operations

**SUBJECT:** Review, Discuss, and Approve the Recommended 2024 - 25 Golf Season Rates (Requesting Staff Member: General Manager of Golf Operations Tim Sands)

**RELATED DISTRICT POLICIES, PRACTICES, RESOLUTIONS OR ORDINANCES**

Board Policy Practice 6.2.0 - Pricing for Product Services and Practice.

3.5 Venue-Specific Pricing While applying the Community Services pricing guidelines as set forth in this practice, each venue, as a unique business enterprise, may incorporate modifications to its pricing for access/rentals, programs, and services, provided the venue is able to achieve overall financial results consistent with the net income targets established through the annual budget process. Such modifications may include, but are not limited to: 3.5.1 Golf Course Fees 3.5.1.1 Fees charged to IVGID Picture-pass holders, their guests and others may vary based on season, day of the week, time-of-day, and partial (9-hole) use of the golf courses. 3.5.1.2 Play-Passes offered to IVGID Picture Pass holders may be priced at a discount from daily fees. 3.5.1.3 Management shall track and report average revenue per-round, in relation to the defined cost-recovery targets.

**DATE:** April 10, 2024

---

**I. RECOMMENDATION**

That the Board make a motion to approve Staff Recommendations to:

1. Keep non-resident rates consistent with the average rate of the Truckee & Tahoe area (District Courses are currently consistent)

2. Re-institute the Unlimited Play Pass for Individuals & Couples at a higher rate but also remove other options to simplify and obtain new revenue from the community.
3. Eliminate the 30 & 40 play pass option. To promote the larger priced play passes for residents. • Eliminate the After 5:30pm rate to bolster twilight revenue. Removing the nine hole rate of \$73 (weekends) allowing after 4pm play at \$119 for non-residents. This could potentially lead to residents purchasing more of the “All You Can Play” PM at a higher rate.
4. Continue use of the spreadsheet created by Rob Bruce to track daily play and also add play passes usage daily. This will help us evaluate the use of passes (abuse or non-use).

See the attached Rate Sheet for the different pricing structures for Championship & Mountain Course Pass Selection

## **II. BACKGROUND**

The financial forecast for the upcoming season is very unclear. Staff can base the District Golf Course operation on revenue generated during the 2023 & 2024 fiscal year (minus May and June 2024). Due to the lack of detailed sources & uses, the staff feels we won't be able to project a solid figure for recoding.

## **III. ATTACHMENTS**

1. Pricing Structures for Championship & Mountain Course Pass Selection

## Pricing Structures for Championship & Mountain Course Pass

### Selection

#### Option A

	<u>Champ 2024</u>
Unlimited AYCP Individ.	\$3,800
Unlimited AYCP Couples	\$5,900
10 Play Pass	\$900
20 Play Pass	\$1,700
Unlimited AYCP PM	\$2,200
Unlimited Junior	\$345

#### Option B

	<u>Champ 2024</u>
Unlimited AYCP Individ.	\$4,150
Unlimited AYCP Couples	\$6,500
10 Play Pass	\$1,050
20 Play Pass	\$1,950
Unlimited AYCP PM	\$2,550
Unlimited Junior	\$425

	<u>MTN 2024</u>
10 Play Pass	\$450
20 Play Pass	\$925
AYCP Nine Hole Pass	\$1,175
10 Play Nine Hole	\$325
20 Play Nine Hole	\$550
Unlimited Junior	\$225

	<u>MTN 2024</u>
10 Play Pass	\$525
20 Play Pass	\$1,000
AYCP Nine Hole Pass	\$1,250
10 Play Nine Hole	\$415
20 Play Nine Hole	\$620
Unlimited Junior	\$300