

Green Fee Rates for Municipal Golf Courses – 2019 and 2020 Seasons

The purpose of this report is to recommend proposed green fee rates and fees for the three City of Saskatoon municipal golf courses for the period from April 1, 2019, to March 31, 2021.

Background

The City of Saskatoon (City) operates three golf courses (Holiday Park, Silverwood, and Wildwood) that are open for play from April until the end of October, weather permitting.

The City golf courses, while providing the citizens of Saskatoon with a variety of golfing opportunities, have a financial objective of 100% cost recovery. The challenge for golf course operations is to balance this financial objective with the objective of providing civic golf courses that are affordable and accessible to the public.

Report

Proposed Rate Increase and Rationale

The proposed green fee rates and fees maintain the City golf courses as the most affordable in the market and include the following:

1. The proposed rate plan includes a non-prime rate for Monday through Thursday and a prime-rate for Friday through Sundays and holidays. The proposed non-prime rate will be a reduction from the current base rate, and the proposed prime rate will increase from the current base rate.
2. The proposed rate plan includes a new weekday-only season pass, valid on Mondays through Fridays, excluding holidays, in addition to the existing seven-day-per-week season pass.
3. Current Club6Pack passes provide patrons the option to purchase six rounds for the price of five. The proposed Club6Pack rates will be based on a blended rate or approximate average of the non-prime and prime rates and will be valid seven days per week.
4. The last rate increase was approved in 2017. Since that time, golf course operations have experienced increases in operational and capital equipment costs, as well as growing demand for enhanced and improved services and amenities.

The proposed green fee rates and fees would take effect April 1, 2019, and remain in effect until March 31, 2021.

The detailed table shown at the end of this document outlines the proposed daily green fee rates and season pass rates for all age categories, as well as power cart rates for the two-year period.

Affordability

The proposed green fee rates and fees recommended by the Administration does not change the relative price position of the City municipal golf courses in the current marketplace.

The proposed green fee rates and fees will continue to meet the following goals:

1. City green fees remain lower than the current market average:
 - a) to provide a quality golfing experience while minimizing cost, which is the largest statistical barrier to playing more golf; and
 - b) to appeal to the largest sector of the golfing market, which is currently adult occasional golfers (golfers playing two to six rounds per year).
2. City power cart rental rates remain comparable to the market average.
3. City driving range rates remain lower than the market average.

Financial Implications

Using the proposed rates and projected attendance volumes, based on historical averages, the following chart shows the expected revenue and expenses for the 2019 and 2020 seasons, as well as the contribution to golf course reserves:

Year	Revenue	Expenses	Contribution to Reserves	Mill Rate Impact
2018 (Budget)	\$4,045,600	\$3,472,900	\$ 572,700	\$0
2019 (Projected)	\$4,025,600	\$3,567,000	\$ 458,600	\$0
2020 (Projected)	\$4,035,400	\$3,637,900	\$ 397,500	\$0

Contribution to reserves includes annual contributions to the Golf Course Capital Reserve, Golf Course Stabilization Reserve, and Holiday Park Redevelopment Reserve.

Based on volume projections, the proposed green fee rates and fees are sufficient to meet the City's municipal golf courses objective of 100% cost recovery and no mill rate impact.

Golf Courses Rates and Fees**All Rates Include Taxes.****Holiday Park Championship 18 Hole Course**

	2018 Actuals	2019 Budget	2020 Budget
18-Hole Adult	\$51.50	\$55.00	\$55.00
18-Hole Adult (Non-Prime)		\$51.00	\$51.00
18-Hole Junior	\$26.00	\$28.00	\$28.00
18-Hole Junior (Non-Prime)		\$26.00	\$26.00
18-Hole Senior (65+) and Young Adult (19 to 22)	\$41.50	\$44.00	\$44.00
18-Hole Senior (65+) and Young Adult (19 to 22) (Non-Prime)		\$41.00	\$41.00
9-Hole Adult	\$31.25	\$33.00	\$33.00
9-Hole Adult (Non-Prime)		\$31.00	\$31.00
9-Hole Junior (18 and under)	\$16.00	\$17.00	\$17.00
9-Hole Junior (Non-Prime)		\$16.00	\$16.00
9-Hole Senior (65+) and Young Adult (19 to 22)	\$25.00	\$27.00	\$27.00
9-Hole Senior (65+) and Young Adult (19 to 22) (Non-Prime)		\$25.00	\$25.00

Holiday Park Executive Nine Course

9-Hole Adult	\$25.75	\$28.00	\$28.00
9-Hole Adult (Non-Prime)		\$26.00	\$26.00
9-Hole Junior (18 and under)	\$14.00	\$15.00	\$15.00
9-Hole Junior (Non-Prime)		\$13.00	\$13.00
9-Hole Junior-Junior (12 and under)	\$8.00	\$9.00	\$9.00
9-Hole Junior-Junior (Non-Prime)		\$8.00	\$8.00
9-Hole Senior (65+) and Young Adult (19 to 22)	\$20.50	\$22.00	\$22.00
9-Hole Senior (65+) and Young Adult (19 to 22) (Non-Prime)		\$20.00	\$20.00

Silverwood Golf Course

18-Hole Adult	\$33.25	\$35.00	\$35.00
18-Hole Adult (Non-Prime)		\$33.00	\$33.00
18-Hole Junior (18 and under)	\$13.50	\$15.00	\$15.00
18-Hole Junior (Non-Prime)		\$13.00	\$13.00
18-Hole Junior-Junior (12 and under)	\$13.50	\$15.00	\$15.00
18-Hole Junior-Junior (Non-Prime)		\$13.00	\$13.00
18-Hole Senior (65+) and Young Adult (19 to 22)	\$26.25	\$28.00	\$28.00
18-Hole Senior (65+) and Young Adult (19 to 22) (Non-Prime)		\$26.00	\$26.00
9-Hole Adult	\$19.25	\$21.00	\$21.00
9-Hole Adult (Non-Prime)		\$19.00	\$19.00
9-Hole Junior (18 and under)	\$8.00	\$9.00	\$9.00
9-Hole Junior (Non-Prime)		\$8.00	\$8.00
9-Hole Junior-Junior (12 and under)	\$8.00	\$9.00	\$9.00
9-Hole Junior-Junior (Non-Prime)		\$8.00	\$8.00
9-Hole Senior (65+) and Young Adult (19 to 22)	\$16.00	\$17.00	\$17.00
9-Hole Senior (65+) and Young Adult (19 to 22) (Non-Prime)		\$16.00	\$16.00

Wildwood Golf Course

18-Hole Adult	\$38.50	\$40.00	\$40.00
18-Hole Adult (Non-Prime)		\$38.00	\$38.00
18-Hole Junior (18 and under)	\$20.00	\$22.00	\$22.00
18-Hole Junior (Non-Prime)		\$20.00	\$20.00
18-Hole Junior-Junior (12 and under)	\$13.50	\$15.00	\$15.00
18-Hole Junior-Junior (Non-Prime)		\$13.00	\$13.00
18-Hole Senior (65+) and Young Adult (19 to 22)	\$30.75	\$32.00	\$32.00
18-Hole Senior (65+) and Young Adult (19 to 22) (Non-Prime)		\$30.00	\$30.00
9-Hole Adult	\$23.00	\$24.00	\$24.00
9-Hole Adult (Non-Prime)		\$23.00	\$23.00
9-Hole Junior (18 and under)	\$12.00	\$13.00	\$13.00
9-Hole Junior (Non-Prime)		\$12.00	\$12.00
9-Hole Junior-Junior (12 and under)	\$8.00	\$9.00	\$9.00
9-Hole Junior-Junior (Non-Prime)		\$8.00	\$8.00
9-Hole Senior (65+) and Young Adult (19 to 22)	\$18.50	\$20.00	\$20.00
9-Hole Senior (65+) and Young Adult (19 to 22) (Non-Prime)		\$18.00	\$18.00

Season Passes**Holiday Park Championship 18 Hole Course**

Adult Season Pass (7 Day)	\$2,060.00	\$2,200.00	\$2,200.00
Adult Season Pass (5 Day)		\$1,980.00	\$1,980.00
Junior Season Pass (7 Day)	\$520.00	\$560.00	\$560.00
Junior Season Pass (5 Day)		\$500.00	\$500.00
Young Adult Season Pass (7 Day)	\$1,037.50	\$1,100.00	\$1,100.00
Young Adult Season Pass (5 Day)		\$990.00	\$990.00
Senior Season Pass (7 Day)	\$1,660.00	\$1,760.00	\$1,760.00
Senior Season Pass (5 Day)		\$1,585.00	\$1,585.00

Holiday Park Executive Nine Course

Adult Season Pass (7 Day)	\$1,030.00	\$1,120.00	\$1,120.00
Adult Season Pass (5 Day)		\$1,000.00	\$1,000.00
Senior Season Pass (7 Day)	\$820.00	\$880.00	\$880.00
Senior Season Pass (5 Day)		\$790.00	\$790.00
Young Adult Season Pass (7 Day)	\$512.50	\$550.00	\$550.00
Young Adult Season Pass (5 Day)		\$495.00	\$495.00
Junior Season Pass (7 Day)	\$280.00	\$300.00	\$300.00
Junior Season Pass (5 Day)		\$270.00	\$270.00
Junior-Junior Season Pass (7 Day)	\$270.00	\$300.00	\$300.00
Junior-Junior Season Pass (5 Day)		\$270.00	\$270.00

Silverwood Golf Course

Adult Season Pass (7 Day)	\$831.25	\$875.00	\$875.00
Adult Season Pass (5 Day)		\$785.00	\$785.00
Senior Season Pass (7 Day)	\$656.25	\$700.00	\$700.00
Senior Season Pass (5 Day)		\$630.00	\$630.00
Young Adult Season Pass (7 Day)	\$656.25	\$700.00	\$700.00
Young Adult Season Pass (5 Day)		\$630.00	\$630.00
Junior Season Pass (7 Day)	\$270.00	\$300.00	\$300.00
Junior Season Pass (5 Day)		\$270.00	\$270.00
Junior-Junior Season Pass (7 Day)	\$270.00	\$300.00	\$300.00
Junior-Junior Season Pass (5 Day)		\$270.00	\$270.00

Wildwood Golf Course

Adult Season Pass (7 Day)	\$1,540.00	\$1,600.00	\$1,600.00
Adult Season Pass (5 Day)		\$1,400.00	\$1,400.00
Senior Season Pass (7 Day)	\$1,230.00	\$1,280.00	\$1,280.00
Senior Season Pass (5 Day)		\$1,130.00	\$1,130.00
Young Adult Season Pass (7 Day)	\$768.75	\$800.00	\$800.00
Young Adult Season Pass (5 Day)		\$720.00	\$720.00
Junior Season Pass (7 Day)	\$400.00	\$420.00	\$420.00
Junior Season Pass (5 Day)		\$380.00	\$380.00
Junior-Junior Season Pass (7 Day)	\$270.00	\$300.00	\$300.00
Junior-Junior Season Pass (5 Day)		\$270.00	\$270.00

Daily Power Cart Trackage	\$20.00	\$30.00	\$30.00
Seasonal Power Cart Trackage	\$500.00	\$550.00	\$600.00
18 Hole Power Cart Per Seat *	\$23.00	\$24.00	\$24.00
9 Hole Power Cart Per Seat *	\$15.00	\$16.00	\$16.00
Seasonal Power Cart Per Seat *	\$600.00	\$625.00	\$650.00

* Holiday Park and Wildwood Golf Courses only.