



Meeting: Village Board
Meeting Date: 3/25/13
Agenda Item: 6h

Mission Statement

Delivering quality services in a courteous, cost-effective and efficient manner.

VILLAGE BOARD MEETING STAFF REPORT

REPORT TO: Burt R. McIntyre, President
Village Board of Trustees

REPORT FROM: Chris Haltom, Director of Administrative Services

AGENDA ITEM: Review and take action on Resolution 2013-07 regarding golf rates for 2013

ACTION REQUESTED: Ordinance Resolution Motion Receive/File

POLICY ISSUE

Does the Village Board desire to modify golf rates for 2013?

BACKGROUND INFORMATION

The attached resolution lists all of the proposed golf fees for 2013. The changes for this resolution compared to 2012 are as follows:

- Daily Green Fees proposed at \$15.00 compared to \$14.75 in 2012 for 9 holes and \$22.00 compared to \$20.00 for 18 holes.
- Junior/Senior rates proposed at \$13.00 compared to \$12.50 in 2012 for 9 holes and \$18 compared to \$18.50 for 18 holes.
- Power cart rental remains same for 9 holes but increases to \$14 compared to \$13.50 for 18 holes.
- Eliminate limited season passes
- Modify punch card rate to reflect the new rates above.
- Increase pull cart rental from \$2.50 to \$3.00

Most courses in the area in 2012 were charging \$15 (per 9 holes) and higher. Staff believes a small increase of \$0.25 per round should be insignificant to most golfers but will yield potentially \$3,800 in increased revenue based on 15,500 rounds of golf played in 2012.

Staff recommends making the junior/senior fee equal to the league rates as many of the league participants are seniors and staff had some requests for seniors to pay the lower senior rate during leagues. Having a senior rate and league rate the same will eliminate this perceived problem for some seniors. Changing this rate will potentially increase revenue by \$1,000 based on 2,000 junior/senior rounds played in 2012.

Staff recommends eliminating the limited seasonal passes. The limited passes were supposed to allow these golfers to play Monday-Friday. During the middle of 2012, staff discovered that golfers with these passes had been playing on the weekend under the limited season pass. Eliminating this pass will also eliminate this problem. There are an estimated 6-10 season passes that could be affected by this change. Potential revenue increases as a result of this change is \$500-\$1,500.

FISCAL IMPACT:

Is There A Fiscal Impact?	\$4,000-\$5,000 more revenue
Is it Currently Budgeted?	No
1. If Budgeted, Which Line?	Golf Green Fees Revenue

STAFF RECOMMENDATION

Staff recommends the board approve Resolution 2013-07 and the following motion could be made:

"I move to approve Resolution 2013-07 establishing golf rates for 2013."

POLICY ALTERNATIVE(S)

The Village Board could take the following actions:

- Take no action which would keep existing rates
- Modify the rates in the proposed resolution

ATTACHMENTS

I Resolution 2013-07

ATTACHMENT I

The Village of Howard, Wisconsin

RESOLUTION #2013-07 “Establishing Village Green Golf Course Rates”

WHEREAS, The Village Board of Trustees annually establishes green fees for the Village Green Golf Course.

NOW THEREFORE, BE IT RESOLVED, by the Village Board of the Village of Howard, Brown County, Wisconsin, that the golf rates for Village Green Golf Course are as follows:

Golf Rates	Regular Season	
	<u>9 Holes</u>	<u>18 Holes</u>
Daily-Green Fees	\$15.00	\$22.00
Leagues-Green Fees	\$13.00	
Junior/Senior (16 & under and 60 & over) Green Fees	\$13.00	\$18.00
Power Cart – per person	\$8.00	\$14.00
Season Pass – junior (16 & under) Green Fees	\$200.00	per season- Sunday-Saturday
Season Pass – Unlimited Senior (60 & over) Green Fees	\$450.00	per season- Sunday-Saturday
Season Pass - Unlimited 17-59 years Green Fees	\$575.00	per season- Sunday-Saturday
Golf Green Fee punch card 9 holes, 20 rounds	\$270.00	
Golf Green Fee punch card 9 holes, 10 rounds	\$135.00	
½ Golf Cart punch card - 9 holes, 20 rounds	\$144.00	
Pull Cart rental	\$3.00	
Golf Club rental	\$7.00	

Adopted by the Board of Trustees of the Village of Howard, Brown County, Wisconsin, the 25th day of March, 2013.

Burt R. McIntyre, Village President

Christopher A. Haltom, Clerk