



Meeting Date: 3/12/12

Agenda Item: #7b

Mission Statement

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

VILLAGE BOARD MEETING STAFF REPORT

REPORT TO: President Burt McIntyre and Village Board of Trustees
REPORT FROM: Chris Haltom, Executive Director of Administrative Services
AGENDA ITEM: Review and take action on Resolution 2012-07 Establishing Village Green Golf Course 2012 Rates

POLICY ISSUE

Should the Village Board amend the golf course rates for 2012?

RECOMMENDED ACTION BY VILLAGE BOARD

Village staff recommends the Village Board approve Resolution 2012-07. If the Board agrees, the following motion could be made:

"I move to approve Resolution 2012-07 establishing the Village Green Golf Course rates for 2012."

POLICY ALTERNATIVE(S)

The Village Board could take no action and maintain the rates that were in effect in 2011.

FINANCIAL INFORMATION

FISCAL IMPACT:

1. Is There A Fiscal Impact? Yes
2. Is it Currently Budgeted? Yes
3. If Budgeted, Which Line? Golf Revenue

FISCAL SYNOPSIS:

Without approving Resolution 2012-07, the golf course rates would remain in effect from 2011.

BACKGROUND INFORMATION

The 2011 golf year was the worst performing year on record since the village purchased the course in 1997. To assist with generating more rounds of golf in 2012, staff has proposed a new more simplified rate schedule. Please see the attached Resolution for the new rates.

For 2012, the proposal calls for Green Fees to be set at \$14.75 for daily rounds. This rate will be in effect for weekdays and weekends. In previous years, the course had a higher rate for weekend rounds. The 2011 weekday rates were \$14.25 and the weekend rates were \$16.25.

League rates are changing from \$13.25 in 2011 to \$13.00 in 2012. Staff is attempting to create a larger difference between league rates and daily rates in order to promote more league play. In 2011, there was one league that moved to another course. We have been notified of one other league that is moving to another course in 2012. Staff desires to strongly promote league growth in 2012 and hope the slightly lower rate will help.

A new season pass has been added for juniors (defined as individuals under the age of 16). One area currently suffering in golf is less participation by younger individuals. By offering a very low priced season pass to juniors, we are hoping to spur more play from this group of people.

One of the golf punch cards offered in Resolution 2012-07 will give two free rounds of golf for anyone purchasing 19 rounds of golf. Staff is using 19 rounds since the largest league playing on Tuesdays will be playing 19 rounds of golf in 2012 and we hope these individuals will purchase this punch card. The other punch card will offer one free round of golf for the purchase of 9 rounds. In 2011, punch cards were authorized for 20 rounds of 18 holes and 20 rounds of 9 holes of golf but no cards were sold.

ATTACHED INFORMATION

- I. Resolution 2012-07

The Village of Howard, Wisconsin

**RESOLUTION #2012-07
"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	
	9 Holes	18 Holes
Daily Green Fees	\$14.75	\$20.00
League Green Fees	\$13.00	
Junior/Senior (16 & under and 60 & over) Green Fees	\$12.50	\$18.50
Power Cart – per person	\$8.00	\$13.50
Season Pass – Junior (16 & under) Green Fees	\$200.00	
Season Pass – Limited Senior Green Fees	\$300.00	per season- Monday-Friday
Season Pass – Unlimited Senior (60 & over) Green Fees	\$450.00	per season- Sunday-Saturday
Season Pass - Limited 17-59 years Green Fees	\$500.00	per season- Monday-Friday
Season Pass - Unlimited 17-59 years Green Fees	\$575.00	per season- Sunday-Saturday
Golf Cart punch card 9 holes 21 rounds	\$275.50	
Golf Cart punch card 9 holes 10 rounds	\$130.50	
½ Golf Cart punch card - 19 holes 21 rounds	\$152.00	
Pull Cart rental	\$2.50	
Golf Club rental	\$7.00	

Adopted by the Board of Trustees of the Village of Howard, Brown County, Wisconsin, this 12th day of March, 2012.

Burt R. McIntyre, Village President

Christopher A. Haltom, Clerk

