

Memorandum

City of Lawrence

Parks & Recreation Department

TO: Diane Stoddard, Interim City Manager
 CC: Casey Toomay, Assistant City Manager
 Ernie Shaw, Interim Director, Parks & Recreation
 FROM: Mark Hecker, Assistant Director, Parks and Recreation
 DATE: Wednesday, November 18, 2015
 RE: 2016 Eagle Bend Golf Course Fees

Eagle Bend Golf Course and Learning Center has adjusted its fees at various times since opening in 1998 to ensure rates remain competitive with other area courses. In the summer of 2011, Eagle Bend and many other areas courses, reduced fees in an attempt to increase golf participation numbers that had been negatively impacted by a slumping economy. As the economy has improved, and participation levels have stabilized, most courses have increased green and cart fees to recover lost revenue.

In mid-2015, staff recommended and the City Commission approved minimal adjustments to green and cart rental fees to offset anticipated revenue shortfalls for this budget year. This small increase mid-year was helpful to bring our pricing a little closer to area golf courses. However, with a price gap still remaining we feel it is important to further adjust pricing, bringing us closer in line with other courses in the area.

We have surveyed area golf courses. Following is a breakdown of their average pricing with current and proposed Eagle Bend fees for the start of 2016.

EAGLE BEND FEES 2010-2015 (Proposed 2016)										
							Proposed	Increase	Current Avg.	
	2010	2011	2012	2013	2014	2015	2016	2015/2016	Area Courses *	Over/Under
9 weekday walking	\$13	\$13	\$10	\$10	\$12	\$13	\$15	\$2	\$19	-4
9 weekday riding	\$23	\$24	\$15	\$16	\$18	\$21	\$25	\$4	\$26	-1
18 weekday walking	\$20	\$20	\$15	\$15	\$19	\$20	\$22	\$2	\$26	-4
18 weekday riding	\$35	\$36	\$25	\$26	\$30	\$33	\$37	\$4	\$42	-5
9 senior weekday walking	\$13	\$13	\$8	\$8	\$10	\$11	\$12	\$1	\$18	-6
9 senior weekday riding	\$23	\$24	\$13	\$13	\$16	\$19	\$22	\$3	\$27	-5
18 senior weekday walking	\$20	\$20	\$13	\$14	\$15	\$16	\$17	\$1	\$21	-4
18 senior weekday riding	\$35	\$36	\$23	\$24	\$26	\$29	\$31	\$2	\$37	-6
9 weekend walking	\$15	\$17	\$17	\$17	\$17	\$18	\$20	\$2	\$22	-2
9 weekend riding	\$26	\$28	\$28	\$29	\$29	\$32	\$32	\$0	\$30	2
18 weekend walking	\$25	\$25	\$25	\$25	\$25	\$26	\$28	\$2	\$34	-6
18 weekend riding	\$38	\$41	\$41	\$42	\$42	\$45	\$49	\$4	\$51	-2
Numbers highlighted in yellow are the proposed fees for 2016										
Numbers highlighted in grey are average fees charged by public courses within 50 miles of Eagle Bend (see list below)										
Numbers highlighted in blue are the difference between Eagle Bend and Area Courses										
Golf Courses Surveyed										
Lake Shawnee; Heritage Park Golf Course; Alvamar - Public; Cypress Ridge; Forbes; Falcon Valley										

From the opening of Eagle Bend, the City Commission asked to be involved in the discussion of fee changes at the golf course. As the course has matured and the staff have become more accustomed to reading the local golf market, we believe there is an opportunity to increase revenue with a higher degree of flexibility in pricing our product as conditions change.

As with the hundreds of recreation class fees and facility reservation fees set by Parks and Recreation, the golf course staff need to have greater flexibility to adjusting fees to react to regional competition, weather conditions and course conditions. We feel we have a very good understanding of where we should be priced as a municipally owned public golf course. And understand that our pricing structure is a highly important factor in attracting and retaining golf patrons.

Requested Action

- 1) Authorize staff to increase 2016 golf fees at Eagle Bend Golf Course**
- 2) Authorize staff to adjust future fees at Eagle Bend Golf Course as needed to maximize operational efficiency.**