



PAUL SMITH  
PUBLIC SERVICES DIRECTOR

## Public Services Department

### Memorandum

**Date:** September 5, 2017  
**To:** Honorable Mayor and Board of Commissioners  
**Through:** Mark LeCouris, City Manager  
**From:** Paul Smith, Public Services Director  
Howard Hunt, Golf Course Manager  
**Subject:** Resolution 2017-34, Changes in Fees for the Golf Course Division  
Recommendation for Approval

#### Recommendation

It is recommended that the Board approve the subject Resolution 2017-34 related to changes in fees at the golf course as further described herein.

#### Background

The golf course continues to optimize its marketing approach to increase business and adapt to changes in our customer base. An important part of our approach is listening to customer feedback on what customers would like to see and reviewing other golf promotional programs, particularly those most similar to ours: municipal golf courses in our area.

The golf course utilizes a seasonal pricing structure that is predominant in the industry. The seasonal pricing reflects changes in demand corresponding with optimal weather conditions and associated tourism. We utilize a 3-tiered seasonal pricing structure. This includes the Summer season, Winter season (peak), and the shoulder seasons on each side of Winter, known as Fringe seasons. We are finding good success with this seasonal structure and recommend continuing it with a slight increase (\$1 to \$2 per round) to reflect current pricing and conditions.

Feedback we hear from some of our customers is that the golf course should have a discount for residents of the City, and those that may not be year-round residents, but are City tax payers. Included in the recommended changes is the elimination of the Florida Resident discount and adding a new Discount Card program to be effective for the Summer season, when play needs the most promotion. The Discount Card is proposed to be *free* for residents of the City and those that may not be year-round residents, but are City tax payers. The Discount Card can be purchased by those that do not meet these requirements for \$30 annually. The Discount Card would entitle \$3 off regularly priced green fees before 3pm between June 1st and October 31st and would not apply to already discounted rates (leagues) and Special Rates. A Discount Card program is utilized by the City of St. Petersburg for their municipal courses. We believe this will be well received by our customers and enhance play. For year-round memberships, we will also propose to maintain a City resident or City taxpayer discount with the same terms of eligibility.

**RESOLUTION No. 2017-34**

**A RESOLUTION OF THE BOARD OF COMMISSIONERS OF THE CITY OF TARPON SPRINGS, FLORIDA, AUTHORIZING CHANGES IN THE FEES UTILIZED BY THE GOLF COURSE DIVISION OF THE PUBLIC SERVICES DEPARTMENT; INCLUDING ELIMINATION OF THE FLORIDA RESIDENT DISCOUNT, ADDING A DISCOUNT CARD PROGRAM; AND PROVIDING FOR AN EFFECTIVE DATE HEREOF.**

**WHEREAS**, the golf course is an enterprise fund and golf course fees are the primary source of income, and

**WHEREAS**, such golf course fees should be revisited and revised as needed based upon market conditions and course amenities and conditions, and

**WHEREAS**, the current Florida Resident discount program does not adequately recognize those that reside or own property in the City

**WHEREAS**, a new Discount Card program that is free to those that reside or own property in the City, and is available for purchase by those that don't meet these requirements, will provide a promotional program to encourage play from customers both within and outside of the City, and

**WHEREAS**, it is requested that the Board of Commissioners approve the changes to fees as recommended.

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COMMISSIONERS OF THE CITY OF TARPON SPRINGS, FLORIDA, THAT:**

**Section 1.** The City Manager does hereby recommend and the Board of Commissioners does hereby approve certain changes to fees to include:

- A. An updated seasonal fee schedule per Exhibit "A" attached hereto.
- B. A Discount Card program included in the proposed fees of Exhibit "A".

**Section 2.** This resolution shall be effective November 1, 2017.

Exhibit "A"; Golf Course Fees, Proposed Effective November 1, 2017

<b>Current Fees</b>			
Fee Description	Summer	Fringe	Winter
<b>Cart Fees</b>			
18 holes	\$12	\$12	\$12
9 Holes	\$9	\$9	\$9
9 Hole League Fee	\$7	\$7	\$7
<b>9 Hole Green Fees*</b>			
Early Bird Ride	\$19	\$21	\$22
Early Bird Walking	\$12	\$14	\$14
Florida Res. Ride	\$19	\$22	\$23
Florida Res. Walking	\$12	\$15	\$15
Non Fla. Res. Ride	\$21	\$24	\$25
Non Fla. Res. Walking	\$14	\$17	\$17
P.M. League Ride	\$13	\$16	\$16
<b>18 Hole Green Fees</b>			
Fla. Res. Ride	\$27	\$32	\$38
Fla. Res. Walking **	\$17	\$22	\$28
Non Res. Ride	\$30	\$35	\$41
Non Res. Walking **	\$20	\$25	\$31
P.M. Price break			
Ride	\$24	\$27	\$29
Walking	\$15	\$18	\$20
<b>Special Rates</b>			
League Weekday 18	\$23	\$26	\$31
League Weekend 18	\$26	\$31	\$36
Junior	\$11	\$11	\$11
Twilight Ride	\$20	\$23	\$24
Twilight Walking	\$14	\$15	\$16
Super Twilight	\$15		

<b>Proposed Fees</b>			
Fee Description	Summer	Fringe	Winter
<b>Cart Fees</b>			
18 holes	\$13	\$13	\$13
9 Holes	\$10	\$10	\$10
9 Hole League Fee	\$8	\$8	\$8
<b>9 Hole Green Fees*</b>			
Early Bird Ride	\$20	\$22	\$23
Early Bird Walking	\$13	\$15	\$15
Ride	\$20	\$23	\$24
Walking	\$13	\$16	\$16
P.M. League Ride	\$14	\$17	\$17
<b>18 Hole Green Fees</b>			
Ride	\$29	\$34	\$40
Walking**	\$19	\$24	\$30
P.M. Price break	after 12:00	after 1:00	after 1:00
Ride	\$26	\$29	\$31
Walking**	\$17	\$20	\$22
<b>Special Rates</b>			
<b>CTS Discount Card***</b>	<b>Free</b>	N/A	N/A
<b>Non-City Discount Card***</b>	<b>\$30</b>	N/A	N/A
League Weekday 18	\$24	\$27	\$32
League Weekend 18	\$27	\$32	\$37
Junior	\$12	\$12	\$12
Twilight Ride	\$21	\$24	\$25
Twilight Walk	\$15	\$16	\$17
Super Twilight	\$15		

\*9 hole walk or ride is allowed: before 8:15 A.M. and after 11:30 during Summer, after 12:00 during Fringe, and after 12:30 during Winter

\*\*18 hole walk is allowed: after 12:00 during Summer and Fringe, and after 1:00 during Winter

\*\*\*Discount Card entitles holder to \$3 off regularly priced Green Fees before 3pm between June 1st and October 31st. Discount Card does NOT apply to already discounted rates, such as leagues and Special Rates.

Above prices include tax

Prices changes are to start November 1, 2017 (start of Fringe season)