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Staff Report

STUDY
SESSION ITEM 3

To: Lemoore City Council
From: Joe Simonson, Parks and Recreation Director 
Date: February 13, 2014
Subject: Lemoore Golf Course Proposed Fee Rate Change

Discussion:

In light of recent discussions by City Council regarding the financial stability of the Lemoore Municipal Golf Course, Mr. Rich Rhoads, owner of Rhoads Golf will be at the City Council meeting on Tuesday, February 18, 2014 to discuss in detail a proposal to increase golf fees.

Please see the following information provided by Rhoads Golf.

Budget Impact:

Unknown

Recommendation:

Discussion Only.

Lemoore Golf Course Rate Proposal

Based on the information provided at the recent City Council Study Sessions, Rhoads Golf would like the city to consider the following proposal based on the fact that the City wants to continue to provide a quality golf course but does not want it to negatively affect the city general fund. After researching local competition and the fees, Rhoads Golf recommends the following rates:

2/5/14

Rate Comparison

	Valley Oaks Rates	Lemoore Current	Proposed
Weekday Green Fee 9	\$18	\$17	\$18
Weekday Green Fee 18	\$28	\$23	\$25
Weekend Green Fee 9	\$20	---	\$21
Weekend Green Fee 18	\$35	\$29	\$32
Weekday Junior	\$19	\$7	\$8
Weekend Junior	\$21	\$10	\$15
Weekday Military/Senior	\$19	\$17	\$19

Monthly Passes

Monthly Individual	\$165	\$125	\$140
Monthly Family	\$215	\$170	\$190
Family 3+	-----	\$220	\$225
Monthly SR. (Mon-Fri)	\$120	\$30 + \$6	\$30 + \$7
Monthly Junior		---	\$95.00

(Restriction Fri-Sun after 12)

Cart Fees

Cart fee per rider
\$15.00

These new rates include an approximate 10-12% increase. The nine-hole rates were adjusted to a lesser percentage so as not to surpass local competitors' rates. Rate increase is proposed to begin March 1, 2014.