



**Item:** Resolution 10121 Golf Fees  
**From:** Park and Recreation Department  
**Initiated By:** Park & Recreation Department & Golf Advisory Board  
**Presented By:** Joseph Petrella, Park and Recreation Director  
**Action Requested:** Conduct Public Hearing and approve Resolution 10121

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**Public Hearing:**

1. Mayor conducts public hearing, calling three times each for proponents and opponents.
2. Mayor closes public hearing and asks the will of the Commission.

**Suggested Motion:**

1. Commissioner moves:

“I move that the City Commission (approve/deny) Resolution 10121 Golf Fees.”

2. Mayor calls for a second, discussion, and calls for the vote.
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**Staff Recommendation:** Staff recommends the City Commission approve Resolution 10121 setting the Golf Fees for the 2016 golf season.

**Background:** In order to sustain current operations and position the golf courses for future self-sustainability, fees need to be established that will help off-set operational expenses, equipment replacement expenses, capital-improvement expenses, debt, and staff cost-of-living increases. According to industry benchmark standards, net revenue for one (1) golf course should be approximately \$200,000. Currently, the golf courses do not meet industry standards.

The FY2016 budget was predicated on a 6% increase on golf fees. Staff is confident that they can meet operating expenses without the full increase. Staff recommends the following increases: 6% increase on Joint Season Passes, Eagle Falls’ Season Passes and Green Fees, Trail Fees, Carts, and Cart Storage. Eagle Falls has not reached the market breaking point and has the cheapest rates in the area compared to similar courses.

The elimination of the Couples Pass and the Cybercard was presented with specific detail to the City Commission at their October 20, 2015 work session. The presentation highlighted that there were 31 couples passes sold and 1,440 Cybercards sold in FY15/16. The intent of the Cybercard was to bring new green fees players to the course, offering them a free round of golf and future golf discounts for one season. Cybercard revenue received during the 2015 season equaled the “giveaways” at \$85,000. Cybercard discounts given in 2007 were \$27,626, in 2015 discounts reached \$99,342 (through September). Green fee rounds played have been in a slight decline and have not increased as expected with the Cybercard discount. Applying the discount on a couples pass puts staff in a predicament as to when to apply the discount since we do not have a clearly defined definition of who qualifies as a couple. Anaconda Hills Season Passes, Greens Fees and Junior Fees will not be increased.

**Fiscal Impact:** In FY15 the golf courses net revenue combined was \$56,150 which is low due to the \$234,000 bond payment. Without the bond payment net revenue would have been \$290,150. The increase in fees is projected to bring in an additional \$33,000 in revenue and begin to move the courses closer to meeting industry standards.

**Alternatives:** An alternative would be to not increase golf course fees.

**Concurrences:** On August 24, 2015, staff reviewed the proposed fees with members of the Golf Advisory Board. The Golf Board recommended that the City Commission approve the golf fees as presented.

**Attachments/Exhibits:** Resolution 10121 Golf Fees.

**RESOLUTION NO. 10121**  
**A RESOLUTION TO ESTABLISH GOLF FEES FOR**  
**EAGLE FALLS GOLF CLUB AND ANACONDA HILLS GOLF COURSE**

**WHEREAS**, the Park and Recreation Department’s primary focus is to enhance the overall health and livability of our community; and

**WHEREAS**, the City Commission adopted Resolution 10041, “A Resolution to Establish Golf Fees for Eagle Falls Golf Club and Anaconda Hills Golf Course” on December 3, 2013. Said fees have not been adjusted since that time; and

**WHEREAS**, the Park and Recreation staff strives to provide quality facilities and programs at affordable prices so customers can realize the personal and social benefit attributed to a great golf experience; and

**WHEREAS**, having considered the cost of operation, administration and maintenance of both golf courses, it is deemed necessary and appropriate to adjust fees associated therewith, thereby reducing the subsidy from the general fund.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF GREAT FALLS, MONTANA, that the fee structure for green fees, cart storage, yearly and daily trail fees and cart rentals are hereby established as follows:**

<b>AH: Anaconda Hills Golf Course</b>	<b>EF: Eagle Falls Golf Club</b>				
	<b>AH</b>	<b>EF</b>	<b>Joint</b>		
<b>SEASON PASS</b>					
Adult Full Season Pass	510.00	600.00	700.00		
Adult Restricted Season Pass	395.00	480.00	540.00		
Junior Full Season Pass	210.00	230.00	255.00		
Junior Restricted Season Pass	170.00	180.00	190.00		
	<b>AH</b>	<b>EF</b>	<b>Joint</b>		<b>Anytime</b>
<b>TRAIL FEE</b>					
Daily Trail Fee					15.00
Season Trail Free			300.00		
<b>CART STORAGE FEE</b>					
Storage Cart Gas		265.00			
Storage Cart Electric		300.00			
	<b>AH</b>	<b>EF</b>	<b>AH</b>	<b>EF</b>	
	<b>weekday</b>	<b>weekday</b>	<b>weekend</b>	<b>Weekend</b>	<b>Anytime</b>
<b>GREEN FEES</b>					
18 Hole Green Fee	26.00	32.00	30.00	35.00	
9 Hole Green Fee	16.00	19.00	18.00	20.00	
Junior Green Fee (all day)	15.00	17.00	17.00	18.00	
<b>GREEN FEE SPECIALS</b>					
Weekday Swing Time 1:00-4:00	18.00	21.00			

Weekend Swing Time 2:00-on			21.00	25.00	
Swing Time Cart Rental (per person*)			*12.00	*12.00	
<b>CART RENTAL</b>					
Cart Rental 9 Hole (per person*)					*10.00
Cart Rental 18 Hole (per person*)					*15.00
Annual Cart Pass					715.00
<b>TOURNAMENT</b>					
Tournament Reservation Fee					5.00

The Park and Recreation Director or the Director's designated representative has the option to offer special short term promotions, up to a maximum of a 25% discount, for the purpose of marketing the golf courses, encouraging increased usage and resulting in improved revenue based on the following criteria: 1) During blocks of unused tee times due to weather, holidays, other events in the area, shoulder seasons and other unexpected slow times; and/or 2) Special pricing intended to increase frequency of play.

BE IT FURTHER RESOLVED BY THE CITY COMMISSION OF THE CITY OF GREAT FALLS, MONTANA, that Resolution No. 10041 is hereby repealed.

**PASSED AND ADOPTED** by the City Commission of the City of Great Falls, Montana, this 3<sup>rd</sup> day of November, 2015.

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Michael J. Winters, Mayor

ATTEST:

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Lisa Kunz, City Clerk

(Seal of the City)

APPROVED FOR LEGAL CONTENT:

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Sara R. Sexe, City Attorney