

DECISION PAPER



Issue: **2019 Group Golf Rates**

Public Price, including shared Cart	2018 Season	2018 Season	2018 Season	2019 Season	2019 Season	2019 Season
	12-15 players	16-23 players	24+ players	12-15 players	16-23 players	24+ players
Early Season, Prime Time	\$72	\$68	\$64	\$72	\$68	\$64
Early Season, Twilight	\$62	\$58	\$54	\$62	\$58	\$54
Peak Season, Prime Time	\$133	\$127	\$124	\$139	\$134	\$129
Peak Season, Twilight	\$109	\$104	\$99	\$114	\$109	\$104
Late Season, Prime Time	\$77	\$73	\$69	\$94	\$89	\$79
Late Season, Twilight	\$62	\$58	\$54	\$79	\$74	\$64

Early Season: 2018, Open to 6/8 2019: Open to 6/13 Prime Time to 1:50pm, Twilight 2:00+
 Peak Season: 2018, 6/9 to 9/10 2019: 6/14 to 9/15 Prime Time to 1:50pm, Twilight 2:00+
 Late Season: 2018, 9/11 to close 2019: 9/16 to close Prime Time to 1:20pm, Twilight 1:30+

Member at Member Rate (green fee & shared cart) at date and time of play.
 Guests at Guest Rate (green fee & shared cart) at date and time of play.
 Guests of 3 Maximum per playing Member, remainder at Public.
 Prices exclude Tournament Fee of \$2 per player. Group minimum is 12 players.
 Contracts, terms and deposits apply to all Group business, including 1 payment tender.

Group Golf Sales – \$87,000 Budget 2019; \$73,000 Actual 2018 \$74,000 Actual 2017 \$84,000 Actual 2016, \$73,000 Actual 2015. *2018 Details: Early \$1,900 Peak \$46,400 Late \$25,000*
 Budget 2019 has a nonpeak growth driver of \$7,000 and pricing driver group relatd of \$3,000.

Pricing rationale is designed to encourage shoulder season groups. For peak season, while taking group golf business, only a nominal discount is provided. Competitor information based on our current research indicates the following group golf pricing:

	OG/GC	Coyote	Edgewood	Grizzly	Incline	Whitehawk
May-June	\$120	\$100	\$140-220	\$75 MAY	\$120-140	\$99 MAY
July-Sep	\$160	\$150	\$240-280	\$115	\$150	\$129
Oct	\$120	\$100	\$180-200	\$75	\$120-\$140	\$99

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This rate recommendation was collaborative developed with Director of Finance, Director of Operations, Group Sales Manager and Golf Shop Manager. The General Manager has reviewed and approved the recommendation.

For 2019, pricing changes have an estimated \$3,000 impact, assuming no change in volume, season, or time mix to 2018. This increase is anticipated in 2019 Budget, as portion of pricing driver.

Recommendation:

Approve 2019 group golf rates as presented in 2019 columns presented above

Prepared By: Michael R. Salmon, Director of Finance, 4/10/2019

Miguel Sloane, Director of Operations

Board Meeting Date: April 27, 2019

General Manager Approval to Place on the Agenda: *RPE*