

2024 GOLF RATES

JANUARY 26, 2024



PURPOSE – NO ACTION

Provide the Board of Directors with the golf fees plan and methodology for the 2024 operating season

MEMBER VALUE

There are three primary guiding principles used when setting the golf rates

1. Value for the membership
2. Provide a high-quality golf experience
3. Cover the majority of the direct operating expenses through revenues

The result is a number of member benefits

- Member green fees are \$40-\$85 lower than public and NCGA rates
- Members have access to the tee sheet prior to all other users
- Members are the only golfers that have full access to the tee sheet online
- Members discount for range balls
- Members have a 10% discount for merchandise in the shop
- Members have access to season passes (also available to public) and multipacks (not available to public) at reduced rates
- Tahoe Donner does minimal advertising to the public, leaving most tee times for members and their guests – public play is less than 10%

MEMBER VALUE – CON'T

Charter Clubs

- Golf Course times are reserved for our three Charter Clubs to host a variety of activities
 - Weekly play days and special events throughout the season
 - Over 1,800 tee times reserved for club play each summer

Quality Course

- In 2023, Tahoe Donner Golf Course was awarded the #17 course in the country by Golf Now
 - Courses are rated by participants in Golf Now's loyalty program
 - Courses are rated based on value, course condition, layout, pace of play, staff friendliness and on course amenities
 - It is noteworthy that golfers paying our public and NCGA rates are giving Tahoe Donner very high marks on our value to price relative to the course quality and upkeep, as well as customer service
 - Prior to last year, Tahoe Donner did not appear on this list of top golf courses



CONSIDERATIONS FOR SETTING RATES - COST PRESSURES

LABOR RATES
CONTINUE TO
INCREASE DUE TO
MINIMUM WAGE
INCREASES* AND
THE CHALLENGING
LABOR MARKET IN
THE REGION

SUPPLY COSTS
HAVE CONTINUED
TO INCREASE AS A
RESULT OF
INFLATION

INCREASED
LEVEL OF
COURSE CARE TO
PROTECT THE
INVESTMENT

	2021	2022	2023**	2024 BUDGET
TOTAL ROUNDS	18,897	16,571	12,373	16,500
COST PER ROUND	\$79.40	\$113.26	\$131.80	\$116.38

*2024 minimum wage increase of 3.23%

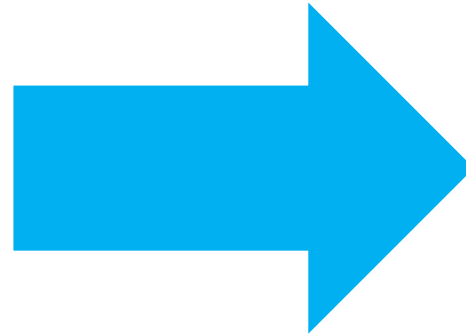
**Winter 2023 impact: Opening dates – 9 holes on June 24, 18 holes on July 1

CONSIDERATIONS FOR SETTING RATES - REVENUES

VOLUME MATTERS – HIGHER VOLUME PRODUCTS PRODUCE THE MOST REVENUE CHANGE

Highest volume of rounds by type:

- Season pass – 31%+
- Multi-pack – 4%
- Prime green fee
 - Member – 11%
 - Guest – 12%
- Twilight green fee
 - Member – 5%
 - Guest – 3%



- NO INCREASE ON MEMBER DAILY GREEN FEES
- 2% - 3% INCREASE ON MEMBER SEASON PASS PRODUCTS
- \$5 INCREASE ON GUEST PRIME FEES ACCOMPANIED BY A MEMBER
- NEW: GUEST ON CARD PRODUCT, +\$10 - \$20 PER ROUND
- 3% - 4% INCREASE ON PUBLIC SEASON PASS PRODUCTS
- \$5 - \$15 INCREASE ON NCGA & PUBLIC GREEN FEES



HIGHLIGHT OF HIGHEST VOLUME AND NEW PRODUCTS

Pass Products	2023	2024
Member 5-Day Plus Pass	\$1,650	\$1,700
Member Unlimited Pass	\$2,100	\$2,150
Member PM Pass	\$950	\$975
Daily Products	2023	2024
Member Prime Green Fee	\$110	\$110
Guest w/Member Prime Green Fee	\$145	\$150
Member Twilight Green Fee	\$80	\$80
Guest w/Member Twilight Green Fee	\$115	\$115
New Products	2023	2024
Guest on Card Prime	NA	\$165
Guest on Card Twilight	NA	\$125



2024 REVENUES

	2023 Actuals	2024 Budget
Season pass revenue	\$178,770	\$239,625
Season pass rounds	3,298	4,900
Season pass rounds to total rounds	27%	30%
All other round revenue	\$745,951	\$992,650
All other revenue	\$403,105	\$389,828
ROUNDS	12,373	16,500
TOTAL revenue per round	\$107.32	\$98.31
TOTAL cost per round	\$131.80	\$116.38

THANK YOU

APPENDIX: SIDE BY SIDE RATE COMPARISON

*indicates rate includes golf car		
Rate Name - 2023	Pre/Post	Core
Green Fees: Member		
Member Prime	\$ 90.00	\$ 110.00
Member Twilight	\$ 70.00	\$ 80.00
Member Super Twilight	\$ 55.00	\$ 60.00
Member Last Light (walking only)	\$ 25.00	\$ 30.00
Member Junior Last Light (walking only)	\$ 25.00	\$ 30.00
Member 9Hole Thursday	\$ 45.00	\$ 45.00
Member Junior *After 12:00PM*	\$ 35.00	\$ 35.00
Green Fees: Guest		
Guest Prime	\$ 105.00	\$ 145.00
Guest Twilight	\$ 90.00	\$ 115.00
Guest Super Twilight	\$ 70.00	\$ 85.00
Guest Last Light (walking only)	\$ 30.00	\$ 45.00
Guest Junior Last Light (walking only)	\$ 30.00	\$ 45.00
Guest Ladies 9Hole Thursday	\$ 55.00	\$ 55.00
Guest Junior *after 12:00PM*	\$ 45.00	\$ 45.00
Guest Card Prime	\$ 105.00	\$ 145.00
Guest Card Twilight	\$ 90.00	\$ 115.00
Guest Card Super Twilight	\$ 70.00	\$ 85.00
Green Fee: NCGA		
NCGA Prime	\$ 125.00	\$ 160.00
NCGA Twilight	\$ 100.00	\$ 125.00
NCGA Super Twilight	\$ 80.00	\$ 100.00
Green Fee: Public		
Public Prime	\$ 135.00	\$ 190.00
Public Twilight	\$ 100.00	\$ 135.00
Public Super Twilight	\$ 80.00	\$ 100.00
Public Junior *after 12:00PM*	\$ 60.00	\$ 60.00

*indicates rate includes golfcar			Variance		Pre/Post	Core
Rate Name - 2024	Pre/Post	Core	Pre/Post	Core		
Green Fees: Member						
Member Prime	\$ 90.00	\$ 110.00	\$ -	\$ -	0.0%	0.0%
Member Twilight	\$ 70.00	\$ 80.00	\$ -	\$ -	0.0%	0.0%
Member Super Twilight	\$ 55.00	\$ 60.00	\$ -	\$ -	0.0%	0.0%
Member Last Light (walking only)	\$ 25.00	\$ 30.00	\$ -	\$ -	0.0%	0.0%
Member Junior Last Light (walking only)	\$ 25.00	\$ 30.00	\$ -	\$ -	0.0%	0.0%
Member 9Hole Thursday	\$ 45.00	\$ 45.00	\$ -	\$ -	0.0%	0.0%
Member Junior *After 12:00PM*	\$ 35.00	\$ 35.00	\$ -	\$ -	0.0%	0.0%
Green Fees: Guest						
Guest With Member Prime	\$ 110.00	\$ 150.00	\$ 5.00	\$ 5.00	4.8%	3.4%
Guest With Member Twilight	\$ 90.00	\$ 115.00	\$ -	\$ -	0.0%	0.0%
Guest With Member Super Twilight	\$ 70.00	\$ 85.00	\$ -	\$ -	0.0%	0.0%
Guest Last Light (walking only)	\$ 30.00	\$ 45.00	\$ -	\$ -	0.0%	0.0%
Guest Junior Last Light (walking only)	\$ 30.00	\$ 45.00	\$ -	\$ -	0.0%	0.0%
Guest Ladies 9Hole Thursday	\$ 55.00	\$ 55.00	\$ -	\$ -	0.0%	0.0%
Guest Junior *after 12:00PM*	\$ 45.00	\$ 45.00	\$ -	\$ -	0.0%	0.0%
Guest Card Prime	\$ 125.00	\$ 165.00	\$ 20.00	\$ 20.00	19.0%	13.8%
Guest Card Twilight	\$ 100.00	\$ 125.00	\$ 10.00	\$ 10.00	11.1%	8.7%
Guest Card Super Twilight	\$ 80.00	\$ 100.00	\$ 10.00	\$ 15.00	14.3%	17.6%
Green Fee: NCGA						
NCGA Prime	\$ 130.00	\$ 175.00	\$ 5.00	\$ 15.00	4.0%	9.4%
NCGA Twilight	\$ 105.00	\$ 140.00	\$ 5.00	\$ 15.00	5.0%	12.0%
NCGA Super Twilight	\$ 80.00	\$ 100.00	\$ -	\$ -	0.0%	0.0%
Green Fee: Public						
Public Prime	\$ 140.00	\$ 195.00	\$ 5.00	\$ 5.00	3.7%	2.6%
Public Twilight	\$ 105.00	\$ 140.00	\$ 5.00	\$ 5.00	5.0%	3.7%
Public Super Twilight	\$ 80.00	\$ 100.00	\$ -	\$ -	0.0%	0.0%
Public Junior *after 12:00PM*	\$ 60.00	\$ 60.00	\$ -	\$ -	0.0%	0.0%

APPENDIX CON'T



2023 Product	
Multi-Pack (do not include cart)	
Member 5-Play Package	\$ 425.00
Member 10-Play Package	\$ 800.00
Member 20-Play Package	\$ 1,500.00
Guest 10-Play Package	\$ 1,200.00
Ladies 9 Hole 10-Play Package	\$ 340.00
Golf Passes (do not include cart)	
Member Unlimited Pass	\$2,100.00
Member Weekday Plus Pass (5 Day)	\$1,650.00
Member Weekday PM Pass	\$950.00
Public Unlimited Pass	\$2,785.00
Public Weekday Plus Pass (5 Day)	\$2,285.00
Public Weekday PM Pass	\$1,185.00
Golf Junior Member Pass	\$400.00
Golf Lessons	
Private Lesson - 1 Hour	\$ 100.00
Private Lesson - 30 Minute	\$ 60.00
Private Lesson - Junior (45 Minutes)	\$ 80.00
Golf Clinic - Junior	\$ 30.00
Golf Clinic - Adult	\$ 30.00
Golf School - Junior	\$ 290.00
Playing Lesson - Private (1.5 hours)	\$ 160.00
Private Lesson - 1 hour (FlightScope)	\$ 125.00
Club Rentals	
Rental Set	\$50.00
Premium Rental Set	\$65.00
9 Hole Rental	\$30.00
Premium 9 Hole Rental	\$40.00
Driving Range	
Member Token (1)	\$8.00
Member Token (2)	\$12.00
Public/Guest Token (1)	\$10.00
Public/Guest Token (2)	\$15.00

2024 Product		Variance	
Multi-Pack (do not include cart)			
Member 5-Play Package	\$ 425.00	\$ -	0%
Member 10-Play Package	\$ 800.00	\$ -	0%
Member 20-Play Package	\$ 1,500.00	\$ -	0%
Guest 10-Play Package	\$ 1,200.00	\$ -	0%
Ladies 9 Hole 10-Play Package	\$ 340.00	\$ -	0%
Golf Passes (do not include cart)			
Member Unlimited Pass	\$2,150.00	\$ 50.00	2.4%
Member Weekday Plus Pass (5 Day)	\$1,700.00	\$ 50.00	3.0%
Member Weekday PM Pass	\$975.00	\$ 25.00	2.6%
Public Unlimited Pass	\$2,900.00	\$ 115.00	4.1%
Public Weekday Plus Pass (5 Day)	\$2,350.00	\$ 65.00	2.8%
Public Weekday PM Pass	\$1,225.00	\$ 40.00	3.4%
Golf Junior Member Pass	\$400.00	\$ -	0.0%
Golf Lessons			
Private Lesson - 1 Hour	\$ 100.00	\$ -	
Private Lesson - 30 Minute	\$ 60.00	\$ -	
Private Lesson - Junior	\$ 80.00	\$ -	
Golf Clinic - Junior	\$ 30.00	\$ -	
Golf Clinic - Adult	\$ 30.00	\$ -	
Golf School - Junior	\$ 290.00	\$ -	
Playing Lesson - Private (1.5 hours)	\$ 160.00	\$ -	
Private Lesson - 1 hour (FlightScope)	\$ 125.00	\$ -	
Club Rentals			
Rental Set	\$50.00	\$ -	
Premium Rental Set	\$65.00	\$ -	
9 Hole Rental	\$30.00	\$ -	
Premium 9 Hole Rental	\$40.00	\$ -	
Driving Range			
Member Token (1)	\$8.00	\$ -	
Member Token (2)	\$12.00	\$ -	
Public/Guest Token (1)	\$12.00	\$ 2.00	20.0%
Public/Guest Token (2)	\$18.00	\$ 3.00	20.0%