



Agenda Item:

59

COUNCIL COMMUNICATION City Manager's Office

GENERAL INFORMATION

Agenda Date: 04/25/2005
05-223

Communication No.:

Agenda Item Type: Ordinance
No.:

Roll Call

Submitted by: Donald M. Tripp, Park and Recreation Director

SUBJECT—

Golf fee adjustments for 9-hole rounds.

SYNOPSIS—

Approval to adjust 9-hole green fees to better compete within the regional marketplace.

FISCAL IMPACT—

If 9-hole golf rounds this season are the same as in calendar year 2004, this change would decrease revenues by \$21,925. However, due to lower fees at other courses, a decrease in rounds beyond that amount is expected.

RECOMMENDATION—

Approval

BACKGROUND—

On March 28, 2005, by Roll Call No. 05-756, the Des Moines City Council approved the third reading of the ordinance to set the fees for the City's three municipal golf courses. Since this fee was approved, staff has recognized that several of our competitors have held their rates for 9-

hole rounds, placing the City of Des Moines courses at a disadvantage in this particular pricing category.

Staff, along with the Citizen Golf Advisory Committee, is recommending that the following green fees adjustments be made to stay competitive in the metropolitan golf market.

Blank Golf Course:	<u>Current</u>	<u>Recommended</u>
9-hole weekday	\$16.00	\$14.00
9-hole weekend	\$20.00	\$16.00

Grandview Golf Course:	<u>Current</u>	<u>Recommended</u>
9-hole weekend	\$17.00	\$16.00

Waveland Golf Course:	<u>Current</u>	<u>Recommended</u>
9-hole weekday	\$19.00	\$17.00
9-hole weekend	\$23.00	\$21.00

Staff recommends this fee adjustment to respond to the 2005 marketplace for 9-hole rounds of golf. Additionally, the following new programs are underway to promote interest in the sport and help generate additional revenue.

First Tee Program: At the May 6, 2005 City Council meeting, staff will recommend a Facility Use Agreement between the City and the Iowa Golf Foundation to begin the process of establishing a First Tee Facility at Grandview Golf Course. First Tee Chapters are youth golf instructional programs that incorporate “character counts” curriculum to teach youth the sport of golf and lifelong learning skills. With this designation, the Greater Des Moines First Tee Chapter will be eligible for various grants and subsidies to support course improvements and the program. Upon approval of the First Tee Facility Use Agreement, the City will be able to send two golf instructors, at minimal cost, to the First Tee training center in Florida, with the intent of incorporating the First Tee curriculum in the Summer Youth Golf Program.

Women’s Golf Instruction: This summer, for the first time, staff will be offering a Women’s Golf Instructional program at Blank Golf Course. This program is specifically designed for women and will be taught by Grandview’s Assistant Golf Pro, Kelly Hartzler.

New Americans: Staff is making an effort to market to new Americans by direct mailing information and golf brochures to local cultural organizations representing a growing population of persons not native to the United States.

Marketing: Staff has made strong efforts in the golf trade for marketing by concentrating on golf specific publications and promotions. These include television commercials on KPWP, ESPN, FOX Sports; and print ads in the Iowa Golf Magazine, Press Citizen Golf Guide, and Messenger Golf Guide (Northwest Iowa).