

ITEM	5
MANAGER'S REPORT NO.	20
COUNCIL MEETING	92/03/23

TO : MUNICIPAL MANAGER 1992 MARCH 19

FROM : DIRECTOR RECREATION & CULTURAL SERVICES

RE : LETTER FROM MR. C.W. HAMILTON CONCERNING DRIVING RANGE FEES

PURPOSE : To respond to Mr. C.W. Hamilton's concern regarding driving range fees.

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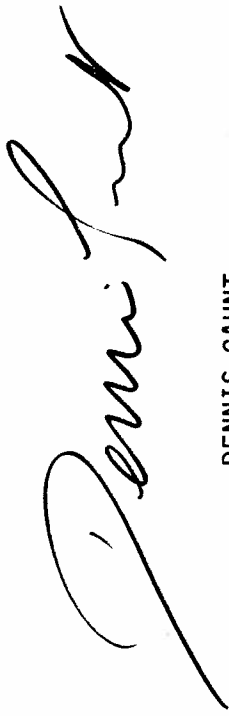
RECOMMENDATION:

1. THAT a copy of this report be sent to Mr. C.W. Hamilton.

REPORT

At its meeting of 1992 March 09 Council received correspondence from Mr. C. Wayne Hamilton regarding driving range fees at the Burnaby Mountain Golf Course.

The attached report on this subject was received by the Parks & Recreation Commission at its meeting of 1992 March 18. The two recommendations contained therein were adopted by the Commission.



DENNIS GAUNT  
DIRECTOR RECREATION &  
CULTURAL SERVICES

tc  
Attach.

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~~ITEM 04  
DIRECTOR'S REPORT NO. 06  
COMMISSION MEETING 92/03/18~~

RE: LETTER FROM MR. C.W. HAMILTON CONCERNING DRIVING RANGE FEES

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RECOMMENDATIONS:

1. THAT a copy of this report be forwarded to Council for information purposes.
2. THAT a copy of this report be sent to Mr. C.W. Hamilton, 1605 Augusta Avenue, Burnaby, B.C. V5A 2V7.

REPORT

Appearing under Correspondence in the Agenda is a letter from Mr. Hamilton concerning driving range fees.

Attached to Mr. Hamilton's letter is a comparison chart of local Driving Ranges which the following will comment on:

- a) The chart includes Musqueam which has not been open since September 1991 and the fees quoted are last year's (1991), which for 50 tokens was \$120.00 not \$100.00 as stated.
  - b) Not included in Mr. Hamilton's survey are:
    - Mayfair Lakes:
      - \$ 3.00 for 30 balls or 10¢ per ball
      - \$24.00 for 300 balls or 8¢ per ball
    - Fraserview:
      - \$ 2.35 for 30 balls or 7.3¢ per ball
      - \$31.50 for 600 balls or 5.3¢ per ball
- also,
- Coyote Creek has had a fee increase recently and the new rates are:
    - \$ 2.50 for 35 balls or 7.1¢ per ball
    - \$40.00 for 875 balls or 4.6¢ per ball.

Other ranges used in staff's survey included:

- Lion's Gate (now closed), but the 1991 fees were:
  - \$ 4.00 for 55 balls or 7.3¢ per ball
  - \$65.00 for 1,100 balls or 5.9¢ per ball
- Mikasa:
  - \$ 4.00 for 50 balls or 8.0¢ per ball
  - \$40.00 for 600 balls or 6.7¢ per ball.

As noted both Musqueam and Lion's Gate are closed pending renovation work. If both were open in 1992, their fees would be in the same range as Burnaby.

Attached is a comparison similar to Mr. Hamilton's but includes all ranges staff usually survey.

Responding to Mr. Hamilton's conclusions, Burnaby is competitive with 5 of the 11 ranges in the survey.

The 3 ranges, Carnoustie, Meadow Gardens and Meadows Golf Centre, are within 5 miles of each other and are in a continual price war even though acknowledging that they are under valued at 5.0¢ to 5.5¢ per ball.

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Many factors have to be considered in pricing range fees, such as quality of balls, quality of mats, and range and field conditions. Burnaby is ranked highly in these areas and to maintain this level of service, fees must reflect the costs of balls, mats and maintenance.

Mr. Hamilton also commented on the number of balls dispensed per token. The ball machines used at Burnaby will only vend 30 balls per token. Other facilities selling 35, 40, 45 or 50 balls are hand dispensing or using machines that can vary the number of balls dispensed.

Staff have noted Mr. Hamilton's concern about a better deal on volume purchases and will look at this aspect of the fees as part of our discussions on fees and charges for 1993.

Based on the information from the various ranges and taking into consideration all the factors, it is felt that Burnaby's fees are competitive and in line with other driving ranges in the Lower Mainland.

FS:ps  
Attach.

D/PAULA 2/17

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RANGE	1 TOKEN	# OF BALLS	DISCOUNTS	# OF BALLS	COST PER BALL
CARNOUSTIE	\$2.50	50	n11	-	5.0¢ per ball
MEADOW GARDENS	4.00	80	n11	-	5.0¢ per ball
MEADOWS GOLF CENTRE	2.75	50	n11	-	5.5¢ per ball
COYOTE CREEK	2.50	35	\$ 40.00	875	7.1¢ per ball to 4.6¢
FRASERVIEW	2.35	30	31.50	600	7.3¢ per ball to 5.3¢
LIONS (1991 rates)	4.00	55	65.00	1,100	7.3¢ per ball to 5.9¢
MIKASA	4.00	50	40.00	600	8.0¢ per ball to 6.7¢
MUSQUEAM (1991 rates)	3.25	40	120.00	2,000	8.2¢ per ball to 6.0¢
BURNABY MOUNTAIN	2.68	30	20.12	300	8.9¢ per ball to 6.7¢
UNIVERSITY	4.00	45	70.00	900	8.9¢ per ball to 7.8¢
MAYFAIR	3.00	30	24.00	300	10¢ per ball to 8¢

DRIVING RANGE COMPARISONS

FS:seo/ps  
 1992 March 12  
 D/PAULA 2/16

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