



**SUBJECT: 1997 BURNABY GOLF FEES BYLAW**

**RECOMMENDATION:**

1. THAT Council be requested to bring forward the 1997 Burnaby Golf Fees Bylaw as detailed on Attachment #1 of this report.

**REPORT**

**BACKGROUND**

A Golf Fees Bylaw is required under the conditions of the Municipal Act to cover all fees and charges related to the public use of golf facilities. The 1997 Burnaby Golf Fees Bylaw will apply for the period January 01 to December 31.

1997 fees for golf services (i.e. green fees, driving range token prices) were not presented earlier in the year along with the Recreation Facility Fees, as it was felt the golf market was too volatile. Reviewing market trends in the pricing of golf services as late in the year as possible was thought to provide a more accurate indicator of general pricing in the golf industry. This would provide the opportunity for the City to ensure that its pricing remained appropriately competitive.

The determination of the 1997 fees reflects the following factors:

1. Current fees
2. Public response to services and associated fees
3. Current and projected market demands and price ranges. These are based on comparable public and private golf services in the Lower Mainland
4. Budget restrictions and revenue targets
5. General market trends in recreation and related leisure services areas and promotional considerations
6. Fees in most cases are adjusted to odd amounts to allow for rounding to the nearest .05 cents when G.S.T. is added. In several cases when the Point of Sale unit calculates the G.S.T., it is impossible to round to an even number.

**NOTES** (Referenced in Attachment #1)**1. Burnaby Mountain Golf Course - Adult 50 Round Pass**

- restricted to Monday - Friday

During the fees and charges process for 1996, it was recommended that the savings/reduction to purchase this pass be set at the 20% level, in comparison to a 31% reduction available with the 1995 rates. To this end, the price of the adult 50 round pass was increased by 8.3% for 1996. To achieve a level of 20% reduction off the regular green fee, the current price of the pass requires a 12.4% price increase.

For the period 1995 December 01 - 1996 November 15, 73 of these passes have been purchased.

**2. Burnaby Mountain Golf Course - Senior Annual Pass**

- restricted to Monday - Friday and a maximum of 3 times per week

During the fees and charges process for 1996, it was recommended that the price of the pass be brought to a level (over a 2 year period) where the average price per round would be equal to 50% of the regular adult green fee. The average number of rounds for annual pass holders is considered to be twice a week play for thirty-five weeks, or 70 rounds per year.

In 1996 the pass price increased by 42%, bringing the value of a round to 40% of the adult green fee in effect.

To achieve a level of 50% reduction per round off the regular adult green fee (based on an average of 70 rounds per year) a further increase of 29.6% is required in 1997. This will raise the cost of the pass from \$795.00 to \$1,030.00.

For the period 1995 December 01 - 1996 November 15, 70 of these passes have been purchased.

**3. Burnaby Mountain Golf Course - Senior 50 + 20 Punchcard**

- restricted to Monday - Friday

- Extra 20 rounds may only be played during winter months (November - February) or when 9 or more temporary greens are in play

It was also agreed during the fees and charges process in 1996 that this pass be increased in price over two years, to bring it to a level where the price per round would be equal to 50% of the adult green fees. In 1996 the punchcard price was increased by 33.9%

To achieve the objective in 1997, a further increase from \$830.00 to \$970.00 is required, an increase of 16.9%.

For the period 1995 December 01 - 1996 November 15, 72 of these passes have been purchased.

**SUMMARY**

The proposed 1997 fees for Burnaby's golf services appear to be competitive with other local facilities. Limiting the increases, as has been recommended, should ensure that the City maintains its market share in the golf industry.

It is recommended that the 1997 fees proposed for Burnaby's golf services be approved.

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Attachment  
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cc: Deputy City Manager - Corporate Labour Relations  
City Solicitor

PROPOSED 1997 GOLF FEE SCHEDULE

SERVICES	1996 FEE		1996 MARKET RANGE OF FEE	PROPOSED 1997 FEE		EXPLANATION OF VARIANCE
	Base fee	Incl. GST		Base fee	Incl. GST	
(Rates in effect 1997 January 01 to 1997 December 31)						
<b>GOLF</b>						
<b>a) Burnaby Mountain</b>						
<b>Adult</b>						
18 hole daily (not restricted)	\$27.10	\$29.00	\$27.50 - \$40.00	\$27.57	\$29.50	Inflationary adjustment
1st twilight fee/special	\$21.50	\$22.99	\$17.00 - \$26.00	\$21.96	\$23.50	Inflationary adjustment
2nd twilight fee/back 9	\$15.42	\$16.50	\$12.00 - \$22.00	\$15.65	\$16.75	Inflationary adjustment
Sunset	-	-	No comparison	\$10.98	\$11.75	New rate
Writer/non-prime fee	\$21.50	\$22.99	\$20.00 - \$28.00	\$21.96	\$23.50	Inflationary adjustment
11 round (not restricted)	\$271.03	\$290.00	No comparison	\$275.70	\$295.00	Inflationary adjustment
50 round (restricted)	\$981.31	\$1,050.00	No comparison	\$1,102.80	\$1,180.00	See Note 1 of report
<b>Senior/Junior</b>						
18 hole daily (restricted)	\$13.55	\$14.50	\$13.00 - \$27.00	\$13.79	\$14.76	50% of adult rate
1st twilight/winter	\$10.75	\$11.50	\$10.00	\$10.98	\$11.75	50% of adult rate
2nd twilight/back 9	\$7.71	\$8.25	\$6.00	\$7.85	\$8.40	50% of adult rate
Sunset	-	-	No comparison	\$5.51	\$5.90	New rate - 50% of adult rate
11 round (restricted)	\$135.51	\$145.00	No comparison	\$137.94	\$147.60	50% of adult rate
<b>Senior</b>						
Annual (restricted 3 days/week)	\$742.99	\$795.00	No comparison	\$962.62	\$1,030.00	See Note 2 of report
50 + 20 round (restricted)	\$775.70	\$830.00	No comparison	\$906.54	\$970.00	See Note 3 of report

NOTE: "At market value" means that the price is at the appropriate level in consideration of our public, quality of service and general market comparison. "Inflationary adjustment" means that the price increase is made to cover cost increases and still keeping within the market value.

**PROPOSED 1997 GOLF FEE SCHEDULE**

SERVICES	1996 FEE		1996 MARKET RANGE OF FEE	PROPOSED 1997 FEE		EXPLANATION OF VARIANCE	
	Base fee	Incl. GST		Base fee	Incl. GST		
<b>b) RIVERWAY GOLF COURSE</b>	<b>Adult</b>						
	18 hole daily (not restricted)	\$34.58	\$37.00	\$25.00 - \$90.00	\$35.51	\$38.00	Inflation and market
	11 twilight/early bird/special	\$27.10	\$29.00	\$20.00 - \$70.00	\$27.80	\$29.75	
	2nd twilight/back 9	\$20.09	\$21.50	\$12.00 - \$25.00	\$20.56	\$22.00	
	Sunset	-	-	No comparison	\$14.02	\$15.00	New rate
	Winter/non-prime fee	\$27.10	\$29.00	\$20.00 - \$70.00	\$27.80	\$29.75	
	11 round (not restricted)	\$345.79	\$370.00	No comparison	\$355.14	\$380.00	Inflation and market
	<b>Senior/Junior</b>						
	18 hole daily (restricted)	\$17.29	\$18.50	\$12.00 - \$50.00	\$17.76	\$19.00	50% of adult rate
	1st twilight/winter	\$13.55	\$14.50	\$10.00	\$13.92	\$14.89	
	2nd twilight/back 9	\$10.05	\$10.75	\$6.00	\$10.28	\$11.00	50% of adult rate
	Sunset	-	-	No comparison	\$7.01	\$7.50	New rate - 50% of adult rate
	11 round (restricted)	\$172.90	\$185.00	No comparison	\$177.57	\$190.00	
	<b>c) DRIVING RANGES</b>						
	Warm-up special	\$1.40	\$1.50	No comparison	\$1.40	\$1.50	50% of adult rate
1 token	\$2.66	\$2.85	\$2.75 - \$ 4.75	\$2.66	\$2.85		
3 tokens	\$6.54	\$7.00	\$6.50 - \$ 11.25	\$6.54	\$7.00		
10 tokens	\$19.63	\$21.00	\$19.50 - \$ 34.00	\$19.63	\$21.00		
50 tokens	\$88.78	\$95.00	\$95.00 - \$175.00	\$88.78	\$95.00		

NOTE: "At market value" means that the price is at the appropriate level in consideration of our public, quality of service and general market comparison.  
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PROPOSED 1997 GOLF FEE SCHEDULE

SERVICES	1996 FEE		1996 MARKET RANGE OF FEE	PROPOSED 1997 FEE		EXPLANATION OF VARIANCE
	Base fee	Incl. GST		Base fee	Incl. GST	
c) PITCH AND PUTTS	<b>Adult</b>					
	18 hole daily (not restricted)	\$7.01	\$7.50	\$7.25 - \$7.50	\$7.01	\$7.50
	Twilight	\$4.67	\$5.00	\$4.25 - \$5.00	\$4.67	\$5.00
	11 round (not restricted)	\$70.09	\$75.00	No comparison	\$70.09	\$75.00
	<b>Junior/senior</b>					
	18 hole daily (restricted)	\$3.50	\$3.75	\$3.7 - \$4.25	\$3.50	\$3.75
11 round (restricted)	\$35.05	\$37.50	No comparison	\$35.05	\$37.50	
<b>e) GOLF TOURNAMENTS</b>						
Booking fee (per player)	\$4.67	\$5.00	No comparison	\$4.67	\$5.00	
Tournament rates	Regular adult green fee only		No comparison	Regular adult green fee only		

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