



Item	06
Meeting	2010 Apr 12

COUNCIL REPORT

TO: CITY MANAGER **DATE:** 2010 March 18

FROM: DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

SUBJECT: 2010 BURNABY GOLF FEES BYLAW

PURPOSE: To request approval for the 2010 Burnaby Golf Fees Bylaw.

RECOMMENDATION:

1. **THAT** approval be given for the 2010 Burnaby Golf Fees Bylaw as detailed on Attachment #1 circulated under separate cover.

REPORT

At its 'Open' meeting of 2010 March 17, the Parks, Recreation and Culture Commission received the attached report and adopted the two recommendations contained therein.

A handwritten signature in cursive script that reads "D. Ellenwood".

Dave Ellenwood
DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

MC:tc
Attachment
P:\ADMIN\TC\DATA\COUNCIL\100317\PK - 2010 BURNABY GOLF FEES BYLAW

Copied to: Director of Finance
City Solicitor

TO: CHAIR AND MEMBERS
PARKS, RECREATION & CULTURE COMMISSION

FROM: DIRECTOR PARKS, RECREATION AND CULTURAL SERVICES

SUBJECT: 2010 BURNABY GOLF FEES BYLAW

RECOMMENDATIONS:

1. **THAT** the 2010 Golf Fees be approved as outlined in this report.
2. **THAT** Council be requested to approve the 2010 Burnaby Golf Fees Bylaw as detailed on Attachment #1 circulated under separate cover.

REPORT**BACKGROUND**

A Golf Fees bylaw is required under the Community Charter for all fees and charges related to the public use of municipal facilities. The 2010 Burnaby Golf Fees Bylaw will apply for the period 2010 May 01 to 2011 April 30.

The 2010 fees for golf services are presented at this time of the year to allow the proposed fees to fall into line with the local golf industry after evaluating the market conditions. This provides opportunity for the City to ensure that its pricing remains appropriately competitive.

This report will clarify all fee recommendations for the City's golf services, including all proposed green fee rates and restrictions for Burnaby Mountain Golf Course and Driving Range, Riverway Golf Course and Driving Range, Kensington Pitch and Putt, and the Central Park Pitch and Putt golf courses. If approved, these rates will form the 2010 Burnaby Golf Fees Bylaw.

RECENT TRENDS IN THE LOCAL GOLF MARKET

Current market research indicates that there is an over-supply of both tee times and driving range stall availability throughout the Lower Mainland. Market saturation and the dramatic decrease in rounds due to poor weather and subsequent course conditions in recent years has caused the local golf market to become increasingly competitive in order to maintain volumes. This has forced golf course operators to develop a variety of rate structures to maintain loyalty and stimulate non prime-time use at their facilities. Yield management incentives such as tee time pricing are promoted in many ways to create value for the customer, and improve utilization and profitability for our sites.

2010 GOLF SERVICES – FEE DETERMINATION

The following factors were considered in the determination of the 2010 fee structure:

1. Current fees/market comparison (Attachment #2).
2. Public response to services and associated fees.
3. Current and projected market demands and price ranges and recognition of the need to stimulate golf activity during weekday and non prime time periods. Fee recommendations are based on comparable public and private golf services in the Lower Mainland.
4. Budget restrictions and revenue targets.
5. Review of adjustment of average yield rates to offset increasing operating expenses.
6. Adjustment of base fees to reflect weekday Senior rates at 75% and weekday Junior rates at 65% of the posted Adult rate.
7. Adjustment of fees for rounding to the nearest \$0.25 of the existing base rates; excluding all applicable taxes.

2010 GOLF SERVICES – FEE RECOMMENDATIONS

1. Increase green fee and service rates 1.5 to 3% at Burnaby Mountain and Riverway to offset inflation and increased operational costs.
2. Increase green fee rates 1.5 to 5% at Pitch and Putt facilities to maintain market position and to offset inflation and increased operational costs.
3. Establish new off-season rates for Pitch and Putt facilities to stimulate play during the off-season.
4. Round base rates of driving range fees and continue to offer low season increased ball counts per bucket transaction.
5. Apply rounding of posted base rates to the nearest \$0.25.

To: Parks, Recreation & Culture Commission
From: Director Parks, Recreation and Cultural Services
Re: 2010 BURNABY GOLF FEES BYLAW

.....Page 3

Golf Services - Definition of Weekday/Weekend

Weekday: Monday through Thursday (with the exception of statutory holidays).

Weekend: Friday, Saturday, Sunday, and all statutory holidays.

- Sunrise specials are not available on statutory holidays.
- Senior rate to be offered on the Remembrance Day statutory holiday in honour of war veterans. This holiday occurs in non-prime season when booking demand is substantially decreased.

* The Pitch and Putt facilities continue to recognize Fridays (with the exception of those falling on statutory holidays) as a weekday.

SUMMARY

The proposed 2010 fees for Burnaby's golf services are believed to be fair and moderate in comparison with other local golf facilities. This value pricing for our golf facilities and services should ensure that the City maintains its market share in the golf industry. It is recommended that the 2010 golf fees be approved as outlined.



Dave Ellenwood
DIRECTOR PARKS, RECREATION AND CULTURAL SERVICES

DOC:lmr
Attachments (2)
p:\Admin\Golf\golffeebylaw\2010GolfFeesBylawReport.doc

Copied to: Director of Finance
City Solicitor

Burnaby Mountain Market Comparison - Proposed Adult Rates 2010					
Base Rates - taxes not included					
	Regular Season		Off season		Average fee
	weekday	weekend	weekday	weekend	
Carnoustie	\$38.09	\$47.62	\$32.38	\$40.00	\$39.52
Guildford	\$40.00	\$48.57	\$28.58	\$34.29	\$37.86
Fort Langley	\$42.86	\$47.62	\$26.67	\$34.90	\$38.01
Langara	\$49.00	\$55.00	\$23.75	\$23.75	\$37.88
McCleery	\$53.00	\$59.00	\$35.00	\$35.00	\$45.50
Newlands	\$38.10	\$47.62	\$33.33	\$38.10	\$39.29
Burnaby Mountain	\$36.00	\$45.00	\$31.25	\$38.00	\$37.56

Riverway Market Comparison - Proposed Adult Rates 2010					
Base Rates - taxes not included					
	Regular Season		Off season		Average fee
	weekday	weekend	weekday	weekend	
Fraserview	\$57.00	\$63.00	\$38.00	\$38.00	\$49.00
Hazelmere	\$55.00	\$65.00	\$35.00	\$45.00	\$50.00
Northlands	\$60.95	\$65.71	\$38.09	\$38.09	\$50.71
Peace Portal	\$55.00	\$63.00	\$36.00	\$36.00	\$47.50
Surrey Golf Course	\$51.00	\$57.00	\$35.00	\$45.00	\$47.00
Swan-e-set Resort	\$49.00	\$65.00	\$29.00	\$45.00	\$47.00
Riverway	\$46.00	\$55.00	\$40.00	\$46.00	\$46.75

Pitch & Putt Market Comparison - Proposed Adult Rates 2010					
Base Rates - taxes not included					
	Regular Season		Off season		Average fee
	weekday	weekend	weekday	weekend	
Queen Elizabeth	\$12.52	\$12.52	\$9.38	\$9.38	\$10.95
Rupert Park	\$11.62	\$11.62	\$8.76	\$8.76	\$10.19
Stanley Park	\$12.52	\$12.52	\$9.38	\$9.38	\$10.95
West Richmond (9h x 2)	\$9.99	\$9.99	closed	closed	\$9.99
Central Park / Kensington	\$10.75	\$10.75	\$9.00	\$9.00	\$9.88

		Driving Range Market Comparison - Proposed 2010 RATES (pre-tax)					
		PEAK SEASON			OTHER PROMOTIONS		
FACILITY	TOTAL # STALLS (HEATED)	FEE	# OF BALLS	\$/BALL	FEE	# OF BALLS	\$/BALL
Burnaby Mountain & Riverway	BM - 60 (30)	\$2.90	25	\$0.12	4.75	75	\$0.06
		\$4.75	50	\$0.10			
	RW - 54 (25)	\$13.00	150	\$0.09			
	\$31.50	500	\$0.06				
	\$138.00	2500	\$0.06				
Fraserview & McCleery	FR 45 (0)	\$3.33	34	\$0.10			
		\$4.29	51	\$0.08			
	MC 35 (20)	\$7.62	102	\$0.07			
	\$34.29	510	\$0.07				
	\$152.38	2550	\$0.06				
Hastings	70 (3)	\$4.76	75	\$0.08	early bird 9:00 - 12:00 \$3.90 for 90 Balls		
		\$13.33	225	\$0.07			
Meadows Golf	60 (35)	\$5.95	66	\$0.09			
		\$10.48	132	\$0.08			
Westwood Plateau	60 (40)	\$6.50	80	\$0.13			
		\$60.00	800	\$0.12			
		\$250.00	4000	\$0.10			
Mikasa (Richmond)	67 (60)	\$5.24	60	\$0.09			
		\$179.00	3,000	\$0.06			
Musqueam	80 (40)	\$4.71	50	\$0.09			
		\$8.80	100	\$0.09			
		\$189.00	2,500	\$0.08			
Seymour Creek	80 (40)	\$5.71	70	\$0.09			
		\$10.48	140	\$0.08			
		\$15.24	210	\$0.08			
Takaya	78 (58)	\$2.85	30	\$0.10	Sr \$5.24 loyalty card	75	\$0.73
		\$6.19	75	\$0.87			
Pacific Golf Academy	94 (14)	\$5.24	60	\$0.09			
		\$40.00	600	\$0.07			
		\$87.62	1250	\$0.73			
Eaglequest (Coquitlam)	67 (60)	\$6.95	60	\$0.12	\$37 Membership provides \$45 worth of balls & further promotions.		
		\$12.99	120	\$0.11			