

Golf Course Rates and Dynamic Pricing

City Council Regular Meeting February 24, 2026

Discuss and consider action: Ordinance No. 2026-05: T. Nash

AN ORDINANCE OF THE CITY COUNCIL OF BURNET, TEXAS, AMENDING THE CITY CODE OF ORDINANCES SECTIONS 74-37, ENTITLED “DEFINITIONS,” AND 74-38, ENTITLED “GOLF COURSE RATES”; PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE



Bluebonnet Capital of Texas

Golf Rates

The proposed ordinance amends Sections 74-37 and 74-38 of the City of Burnet Code of Ordinances.

- **Green Fees** – Increase weekday 18-hole rate by \$1.00 (from \$37 to \$38) and weekend/holiday 18-hole rate by \$2.00 (from \$51 to \$53).
- **Twilight Rates** – Increase weekday and weekend rates by \$2.00 (Weekday from \$20 to \$22; Weekend from \$28 to \$30)
 - Replaces fixed spring and fall twilight start times with a provision allowing the City Manager or designee to set the start time based on daylight, seasonal conditions, and safe course operations to better manage utilization and maximize revenue potential.



Dynamic Pricing

- Golf course demand fluctuates by time of day, season, and holidays.
- Current ordinance allows up to a 50% rate reduction during low-demand periods to encourage play.
- Ordinance does not currently address dynamic pricing for high-demand periods.

Proposed Dynamic Pricing Definition

- Continues to allow rate reductions of up to 50% below established rates to encourage play during low-demand periods (**Current Practice**).
- Allows rate increases of up to 50% above established rates on City-defined holidays and the immediately adjacent Saturday and Sunday to manage demand and maximize revenue (**Proposed New Practice**).



Questions?

Recommendation

- Staff recommends approval of Ordinance No. 2026-05 as presented.



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