



Item Brief

Meeting Date

February 24, 2026

Agenda Item

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

Information

The proposed ordinance amendments update the City's golf course rate structure and expand the definition of dynamic pricing.

The City's golf course experiences fluctuations in demand based on time of day, seasonality, and holidays. While the ordinance has historically allowed for a decrease of up to 50 percent of published rates to encourage golf course utilization during lower-demand periods, the current ordinance is silent on the use of dynamic pricing to manage utilization and maximize revenue potential during high-volume periods.

The proposed definition of Dynamic Pricing includes the following:

- Continues to allow rate adjustments of up to 50% below established rates at any time to encourage play during lower-demand periods.
- 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

In addition to dynamic pricing, the ordinance replaces the current language establishing fixed spring and fall twilight start times with a provision authorizing the City Manager or designee to determine the start time based on available daylight, seasonal conditions, and safe course operations in order to manage utilization and maximize revenue potential during low-volume periods.

Finally, staff is proposing changes to green fee rates as follows:

- 18-hole rates:
 - Weekday rate increase of \$1 (from \$37 to \$38)
 - Weekend rate increase of \$2 (from \$51 to \$53)

- Twilight rates:
 - Weekday increase of \$2 (from \$20 to \$22)
 - Weekend increase of \$2 (from \$28 to \$30)

If approved by Council, these changes will take effect on March 13, 2026.

Fiscal Impact

The proposed rate increases are projected to generate higher revenue per round while maintaining competitive pricing relative to similar courses in the region.

Recommendation

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