



Mayor Robert E. Simison

City Council Members:

Treg Bernt
Joe Borton
Luke Cavener

Brad Hoaglund
Jessica Perreault
Liz Strader

MEMORANDUM

TO: Mayor Simison and City Council

FROM: Mike Barton, Parks Superintendent

DATE: January 4, 2022

RE: 2022 Lakeview Golf Course Season Pass and Greens Fees Pricing

Background:

It's been 14 months since we've taken over the operation of Lakeview Golf Course which has given us a chance to evaluate the operation and make progress on deferred maintenance. During this time, we've also made significant progress increasing customer satisfaction as evidenced by our customer surveys. Over the last 14 months there's been significant inflationary pressure on the costs of materials and labor. In spite of this inflationary pressure and significant expenses due to deferred maintenance, we've been able to minimize operational losses.

Discussion:

To help achieve our goal of recovering 100% of the operational cost, the time has come that we must propose price increases for 2022. I have attached two different comparative market analysis showing two options for season pass offerings/pricing and one option for an across the board 6% increase to green fees. I will be making a short presentation to recap the financial performance of the golf course along with an explanation of the proposed fee options.

Council Direction:

Any change in the fees must be noticed and have a public hearing. We are seeking feedback regarding what fee structure should be noticed and brought back as a resolution for consideration and approval.