

CITY OF MARYSVILLE AGENDA BILL

EXECUTIVE SUMMARY FOR ACTION

CITY COUNCIL MEETING DATE: 10/7/2019

AGENDA ITEM:	
Cedarcrest Golf Course Winter Rates	
PREPARED BY:	DIRECTOR APPROVAL:
TMizell	
DEPARTMENT:	
Parks, Culture and Recreation	
ATTACHMENTS:	
Yes	
BUDGET CODE:	AMOUNT:
SUMMARY:	

Historically, Cedarcrest Golf Course, along with other local golf courses, advertised their green fees Post-Tax (including sales & admissions tax) which was the industry standard. Recently, the industry standard has shifted from advertising green fees Post-Tax to Pre-Tax (less sales & admissions tax). To ensure consistency with the new industry standard and to remain competitive, we have adjusted the Winter Green Fee Rates from Post-Tax to Pre-Tax. All other rates remain the same as approved in resolution 2458.

Premier Golf introduced Dynamic Pricing at the Seattle Golf courses in 2018 and saw a strong financial performance. Cedarcrest will be using this tool to book tee times online, via the app and through the reservation center. This will allow Cedarcrest to discount rates in less desirable times but also elevate the rate at time of greater demand. It is expected to drive revenue and give golfers increased options to find a rate and time that best meets their needs.

RECOMMENDED ACTION:

Staff recommend approval of winter rates for Cedarcrest Golf Course updating resolution.

CITY OF MARYSVILLE
Marysville, Washington

RESOLUTION NO. _____

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MARYSVILLE,
WASHINGTON, ADOPTING REVISED GREENS FEES AND RENTAL FEES
FOR CEDARCREST GOLF COURSE.**

WHEREAS, staff and course operator Premier Golf have evaluated greens fees and rental fees at Cedarcrest Golf Course and at comparable golf courses; and

WHEREAS, setting fees as set forth in Exhibit A would maintain consistency with industry standards, offer competitive rates and are expected to meet revenue goals for the course.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MARYSVILLE that Resolution No. 2458 is repealed and the schedule of greens fees and rental fees in Exhibit A is adopted effective October 15, 2019.

ADOPTED by the City Council at an open public meeting this _____ day of _____, 2019.

CITY OF MARYSVILLE

By _____
JON NEHRING, MAYOR

Attest:

By _____
TINA BROCK, DEPUTY CITY CLERK

Approved as to form:

By _____
JON WALKER, CITY ATTORNEY

2019 Cedarcrest Golf Course Rate Proposal WINTER RATES

Adult Weekday & Adult/Senior Weekend					
11/1 thru 2/28					
	2019 Approved W/Taxes	2019 Approved W/O Taxes	2019 Proposed W/O Taxes	2019 Proposed W/ Taxes	Increase
18 holes WD	\$ 29.00	\$ 25.37	\$ 25.50	\$ 29.15	\$ 0.15
18 Holes WE	\$ 32.00	\$ 28.00	\$ 28.00	\$ 32.00	\$ 0.00
9 Holes WD	\$ 22.00	\$ 19.25	\$ 19.25	\$ 22.00	\$ 0.00
Twilight WD	\$ 22.00	\$ 19.25	\$ 19.25	\$ 22.00	\$ 0.00
Twilight WE	\$ 22.00	\$ 19.25	\$ 19.25	\$ 22.00	\$ 0.00
Tw-Late WD/WE	\$ 15.00	\$ 13.12	\$ 13.25	\$ 15.14	\$ 0.14
Early Bird	\$ 23.00	\$ 20.12	\$ 20.25	\$ 23.15	\$ 0.15
9 Holes WE (after Noon)	\$ 22.00	\$ 19.25	\$ 19.25	\$ 22.00	\$ 0.00
18 Hole playcard*	\$ 310.00		\$ 310.00	\$ 310.00	
Playcard WE Surcharge	N/A		N/A	N/A	
Adult Annual (valid anyday)*	\$ 1,815.00		\$ 1,815.00	\$ 1,815.00	
Senior 55+/Military (Weekday)					
11/1 thru 2/28					
18 holes WD	\$ 23.00	\$ 20.12	\$ 20.25	\$ 23.15	\$ 0.15
9 Holes WD	\$ 18.00	\$ 15.75	\$ 15.75	\$ 18.00	\$ 0.00
Twilight WD	\$ 22.00	\$ 19.25	\$ 19.25	\$ 22.00	\$ 0.00
18 Hole playcard*	\$ 235.00		\$ 235.00	\$ 235.00	\$ -
Senior Annual (Mon-Fri only)*	\$ 1,200.00		\$ 1,200.00	\$ 1,200.00	\$ -
Senior Qtr. Pass (Mon-Fri only)*	\$ 255.00		\$ 255.00	\$ 255.00	\$ -
Junior					
11/1 thru 2/28					
18 Holes WD	\$ 15.00	\$ 13.12	\$ 13.25	\$ 15.14	\$ 0.14
9 Holes WD	\$ 15.00	\$ 13.12	\$ 13.25	\$ 15.14	\$ 0.14
Twilight WD	\$ 15.00	\$ 13.12	\$ 13.25	\$ 15.14	\$ 0.14

*Includes Sales & Admissions Tax