

**COUNCIL AGENDA: NOVEMBER 5, 2013**

**SUBJECT:** APPROVAL OF PORTERVILLE GOLF COURSE TWILIGHT RATE

**SOURCE:** PARKS AND LEISURE SERVICES DEPARTMENT

**COMMENT:** On March 19, 2013, the City Council approved a nine hole twilight rate of \$5 green fees and \$9 cart fee beginning at 3:00 p.m. Tuesday-Sunday during the months of daylight savings. Due to the popularity and increase of play with the twilight rate, Porterville Golf Course Professional, Casey Butler, is now requesting the rate be implemented year around.

Mr. Butler is proposing that the rate go into effect after 2:00 p.m. during the months of non-daylight savings time. Current fees are \$12 for nine holes and \$5 for each additional nine. The cart fee is \$11 for nine holes and \$20 for eighteen holes. The current contract with Mr. Butler states that the City agrees to pay him 21% of all green fees and 25% of golf cart fees collected. The golf course is open Tuesday-Sunday.

The twilight rate commenced April 2013. Attached is a comparison of April through September 2012-13. Foot traffic is calculated by the amount of players per round, including repeat play. Twilight players fall under the repeat 9.

The repeat 9 play increased every month since the inception of the twilight rate. Revenue numbers show a year-to-date increase of \$5,278 over the six months that were evaluated.

The Parks and Leisure Services Commission and staff recommend the implementation of the twilight rate during non-daylight savings time.

**RECOMMENDATION:** That the City Council approve the proposed nine hole twilight rate of \$5 green fee and \$9 cart fee beginning at 2:00 p.m. Tuesday-Sunday during the months of non-daylight savings time.

**ATTACHMENT:** Golf Course Attendance/Revenue Report

Dy Director MB Appropriated/Funded

J City Manager

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	Apr-12	Apr-13	May-12	May-13	Jun-12	Jun-13
9-hole	571	446	660	429	623	435
18-hole	55	111	71	63	59	65
repeat 9	35	564	47	808	18	605
monthly tickets	70	75	89	71	82	58
9 hole cart	227	218	291	204	63	69
18 hole cart	43	72	59	50	320	232
repeat cart	19	231	28	282	28	267
Golfers	661	1121	778	1300	700	1105
<b>Total</b>	<b>\$18,324.00</b>	<b>\$24,519.00</b>	<b>\$22,325.00</b>	<b>\$22,261.00</b>	<b>\$21,261.00</b>	<b>\$21,403.00</b>

	Jul-12	Jul-13	Aug-12	Aug-13
9-hole	587	315	505	411
18-hole	53	51	52	52
repeat 9	20	431	37	560
monthly tickets	68	58	73	65
9 hole cart	305	195	272	225
18 hole cart	56	47	53	53
repeat cart	25	180	27	210
Golfers	660	797	594	1023
<b>Total</b>	<b>\$19,220.00</b>	<b>\$16,511.00</b>	<b>\$17,961.00</b>	<b>\$19,674.50</b>