

**COMMISSION REPORT**

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**TO:** CHAIR AND MEMBERS  
PARKS, RECREATION & CULTURE COMMISSION

**FROM:** DIRECTOR PARKS, RECREATION AND CULTURAL SERVICES

**SUBJECT:** 2017 BURNABY GOLF FEES BYLAW

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**RECOMMENDATIONS:**

1. **THAT** the 2017 Golf Fees be approved as outlined in this report.
2. **THAT** Council be requested to approve the 2017 Burnaby Golf Fees Bylaw as detailed on Attachment #1 circulated under separate cover.

**REPORT****BACKGROUND**

A Golf Fees bylaw is required under the Community Charter for all fees and charges related to the public use of municipal facilities. The 2017 Burnaby Golf Fees Bylaw will apply for the period 2017 May 01 to 2018 April 30.

The 2017 fees for golf services are presented at this time of the year to allow the proposed fees to fall into line with the local golf industry after evaluating the market conditions and competitor's rates. This provides opportunity for the City to ensure that its pricing remains appropriately competitive.

This report will clarify all fee recommendations for the City's golf services, including all proposed green fee rates and restrictions for Burnaby Mountain Golf Course and Driving Range, Riverway Golf Course and Driving Range, Kensington Pitch and Putt, and the Central Park Pitch and Putt golf courses. If approved, these rates will form the 2017 Burnaby Golf Fees Bylaw.

**RECENT TRENDS IN THE LOCAL GOLF MARKET**

Current market research indicates that an over-supply of both tee times and driving range stall availability remains throughout the Lower Mainland. Market saturation and the dramatic decrease in rounds due to poor weather and subsequent course conditions in recent years has caused the local golf market to remain increasingly competitive in order to maintain volumes. This has forced golf course operators to develop a variety of

rate structures to maintain loyalty and stimulate non-prime time use at their facilities. Yield management incentives such as tee time pricing are promoted in many ways to create value for the customer, and improve utilization and profitability for our sites.

### **2017 GOLF SERVICES – FEE DETERMINATION**

The following factors were considered in the determination of the 2017 fee structure:

1. Current and projected market demands, price ranges, and recognition of the need to stimulate golf activity during weekday and non-prime time periods. Fee recommendations are based on comparable public and private golf services in the Lower Mainland (Attachment #2).
2. Public response to services and associated fees.
3. Budget restrictions and revenue targets.
4. Review of adjustment of average yield rates to offset increasing operating expenses.
5. Adjustment of base fees to reflect weekday Senior rates at 75% and weekday Junior rates at 65% of the posted Adult rate.
6. Adjustment of fees for rounding to the nearest \$0.25 pertaining to rates when combined with all applicable taxes. If tax rates should change during term of bylaw, fees will subsequently be adjusted, for the purposes of marketing and cash handling, to the nearest \$0.25 once taxes are applied.

### **2017 GOLF SERVICES – FEE RECOMMENDATIONS**

1. Increase weekday and weekend rates \$0.95 at both Burnaby Mountain and Riverway Golf Courses. Increase weekday and weekend rates \$0.48 at Kensington and Central Park Pitch and Putts. Discounted daily fees such as Twilight, Sunrise, and Sunset are adjusted based on a percentage off of Adult daily 18 Hole base rate. When required, rates will be adjusted up or down to a maximum of \$0.25 to ensure rounding to the nearest quarter once taxes are applied.
2. Introduce Twilight Matinée rate on Weekends to stimulate activity in the 45 minute window prior to Twilight rate programs.
3. Introduce Sunrise Rate on Weekdays during Regular Season at the Pitch & Putts to stimulate activity in the early morning.

4. Increase driving range fees approximately 6 percent to achieve more consistent pricing with the current market. Continue to offer non-peak and off-season increased ball counts per bucket transaction in order to provide alternative pricing options.

#### **GOLF SERVICES - DEFINITION OF WEEKDAY/WEEKEND**

Weekday: Monday through Thursday (with the exception of statutory holidays).

Weekend: Friday, Saturday, Sunday, and all statutory holidays.

- Sunrise specials are not available on statutory holidays.
- Senior rate continues to be offered on the Remembrance Day statutory holiday in honour of war veterans. This holiday occurs in non-prime season when booking demand is substantially decreased.

\* The Pitch and Putt facilities continue to recognize Fridays (with the exception of those falling on statutory holidays) as a weekday.

#### **SUMMARY**

The proposed 2017 fees for Burnaby's golf services are believed to be fair and moderate in comparison with other local golf facilities. This value pricing for our golf facilities and services should ensure that the City maintains its market share in the current golf industry. It is recommended that the 2017 golf fees be approved as outlined.



Dave Ellenwood  
DIRECTOR PARKS, RECREATION AND CULTURAL SERVICES

DOC:lmr

Attachments (2)

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Copied to: Director of Finance  
City Solicitor

Burnaby Mtn Fee Comparison - Adult Rates 2016					
Base Rates - taxes not included					
	Regular Season		Off Season		Average Adult yearly net fee achieved - after applied discounts
	Weekday	Weekend	Weekday	Weekend	
<b>Langara</b>	\$52.00	\$58.00	\$27.00	\$27.00	<b>\$30.75</b>
<i>Redbook (4 for 3) /coupons</i>	\$39.00	\$43.50	\$20.25	\$20.25	
<b>McCleery</b>	\$56.00	\$62.00	\$32.00	\$32.00	<b>\$34.13</b>
<i>Redbook (4 for 3) /coupons</i>	\$42.00	\$46.50	\$24.00	\$24.00	
<b>Burnaby Mountain</b>	\$38.10	\$48.57	\$31.43	\$39.05	<b>\$39.29</b>
<i>no discounting</i>	\$38.10	\$48.57	\$31.43	\$39.05	

Riverway Fee Comparison - Adult Rates 2016					
Base Rates - taxes not included					
	Regular Season		Off Season		Average Adult yearly net fee achieved - after applied discounts
	Weekday	Weekend	Weekday	Weekend	
<b>Fraserview</b>	\$60.00	\$66.00	\$35.00	\$35.00	<b>\$35.63</b>
<i>Redbook (4 for 3) /coupons</i>	\$45.00	\$45.00	\$26.25	\$26.25	
<b>Northlands</b>	\$61.90	\$66.66	\$42.86	\$45.71	<b>\$44.28</b>
<i>Redbook \$10 off all green fees</i>	\$51.90	\$56.66	\$32.86	\$35.71	
<b>Riverway</b>	\$48.57	\$59.05	\$40.95	\$46.67	<b>\$48.81</b>
<i>no discounting</i>	\$48.57	\$59.05	\$40.95	\$46.67	

Pitch & Putt Fee Comparison - Adult Rates 2016					
Base Rates - taxes not included					
	Regular Season		Off Season		Average Adult yearly net fee achieved - after applied discounts
	Weekday	Weekend	Weekday	Weekend	
<b>Queen Elizabeth</b>	\$12.95	\$12.95	\$0.00	\$0.00	<b>\$6.47</b> (x 9 mos)
<i>Redbook (2 for 1) /coupons</i>	\$6.47	\$6.47			
<b>Rupert Park</b>	\$12.24	\$12.24	\$0.00	\$0.00	<b>\$6.12</b> (x 9 mos)
<i>Redbook (2 for 1) /coupons</i>	\$6.12	\$6.12			
<b>Stanley Park</b>	\$12.95	\$12.95	\$0.00	\$0.00	<b>\$6.47</b> (x 9 mos)
<i>Redbook (2 for 1) /coupons</i>	\$6.47	\$6.47			
<b>Ambleside</b>	\$11.60	\$11.60	closed Nov - Feb		<b>\$8.12</b> (x 8 mos)
<i>Vouchers 30% off</i>	\$8.12	\$8.12			
<b>Central / Kensington</b>	\$11.90	\$11.90	\$9.29	\$9.29	<b>\$10.60</b> (x 12 mos)
<i>no discounting</i>	\$11.90	\$11.90	\$9.29	\$9.29	

Driving Range Fees					
Base Rates - taxes not included					
Buckets	Qty	Pre-tax	Tax in	Price/ball Pre-tax	Market Range price/ball
<b>½ Bucket (Warm-Up)</b>	25 Balls	\$ 3.33	\$3.50	\$ 0.13	<b>No comparison</b>
<b>1 Bucket</b>	50 Balls	\$ 5.71	\$6.00	\$ 0.11	<b>\$ .09 - \$ .11</b>
<b>3 Buckets</b>	150 Balls	\$ 15.24	\$16.00	\$ 0.10	<b>\$ .08 - \$ .10</b>
<b>15 Buckets</b>	750 Balls	\$ 65.71	\$69.00	\$ 0.09	<b>\$ .07 - \$ .09</b>
<b>75 Buckets</b>	3,750 Balls	\$ 271.43	\$285.00	\$ 0.07	<b>\$ .07 - \$ .08</b>