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**APPROVED**  
BY THE CITY COUNCIL



**AUG 5 1999**

OFFICE OF THE  
CITY CLERK

# Capital City Golf

*"The Exceptional Public Golf Experience"*

CITY OF SACRAMENTO  
8325 RIVER ROAD  
SACRAMENTO, CA 95832  
TEL 916.433.6307  
FAX 916.433.6317

July 20, 1999

ANN WEAVER  
GOLF MANAGER

City Council  
Sacramento, California

Honorable Members in Session:

**SUBJECT:** AUTHORIZING THE CITY MANAGER TO MODIFY GOLF COURSE FEES AND CHARGES WITHIN SPECIFIED LIMITS TO RESPOND TO COMPETITION IN THE GOLF MARKET

**LOCATION AND COUNCIL DISTRICT:** Council Districts 2, 7 and 8

**RECOMMENDATION:**

Capital City Golf staff recommends that City Council grant the City Manager approval authority of all golf course fees and charges at the City's Haggin Oaks, Bing Maloney, Bartley Cavanaugh and William Land golf facilities. If approved, the City Manager shall have the authority to increase any fee or charge up to fifty percent (50%) in any calendar year and to decrease any fee up to one hundred percent (100%) in any calendar year. An increase of any golf fee or charge of more than fifty percent (50%) in any calendar year shall require advance City Council approval.

**CONTACT PERSON:** ANN WEAVER, GOLF MANAGER (916) 433-6315

**FOR COUNCIL MEETING OF:** August 5, 1999

**SUMMARY:**

In a period of just four months (March 1999 to June 1999) four new golf courses opened for business in the Sacramento Region, they are: Wild Horse (Davis), The Ridge (Auburn), Turkey Creek (Lincoln), and Spanos Park (near Stockton) – more are on the way. By authorizing the City Manager to approve golf course fees and charges, the City's Capital City Golf division will be better able to respond to the competitive local golf market.

**COMMITTEE/COMMISSION ACTION:**

None.

CAPITAL CITY GOLF AFFILIATES:

ALISTER MACKENZIE GOLF COURSE AT HAGGIN OAKS • ARCADE CREEK GOLF COURSE AT HAGGIN OAKS • BARTLEY CAVANAUGH GOLF COURSE  
BING MALONEY 18-HOLE GOLF COURSE • BING MALONEY EXECUTIVE 9 GOLF COURSE • WILLIAM LAND 9-HOLE GOLF COURSE  
TEE TIME RESERVATIONS 916.264.TIME(8463)



**BACKGROUND INFORMATION:**

Attachment "A" is a copy of a recent golf course rate survey, conducted by Capital City Golf division staff in June 1999, which demonstrates the City's continued effort to provide affordable access to the game of golf in our community. Capital City Golf division staff are committed to our mission, vision and values (Attachment "B") as the guiding principles of how we intend to conduct business on behalf of the City of Sacramento.

Our competition has the ability to respond quickly with changes in golf fees and charges. Flexibility in pricing is common practice in the golf industry, and good customer service. On occasion, it is necessary to respond to customer concerns, requests from local charities, and marketing opportunities with discounted golf play.

The City courses provide the area's best golf discounts for seniors and juniors. On July 1, 1999, the City led the way by lowering the senior golfer eligibility age from 65 to 55. Capital City Golf shall continue to offer senior golfers a 20% discount off weekday green fees.

At the same time, the golf enterprise fund must be able to demand competitive golf rates during peak, high demand times and days. Approval of the recommendations contained in this report allow the Capital City Golf division to:

- React to the competition in a timely manner through pricing
- Financially stabilize the Golf Enterprise Fund
- Be responsive to customer service issues
- Continue to provide affordable access to the game of golf
- Continue to provide community support for local charity events
- Participate in marketing and advertising opportunities
- Continue to provide the area's best senior and junior golf discounts
- Improve maintenance and conditioning of City golf courses
- Provide funding for necessary capital improvements

**FINANCIAL CONSIDERATIONS:**

Capital City Golf is an enterprise fund operation within the Economic Development and Regional Enterprise Department. The ability to adjust pricing in a timely manner will have a positive effect on the Golf Fund and at the same time benefit the golfing community.

**ENVIRONMENTAL CONSIDERATIONS:**

This project is exempt from CEQA under Section 15273. There will be no physical impact to the environment as a result of the actions recommended in this report.

**POLICY CONSIDERATIONS:**

This policy is consistent with the City policy directing enterprise fund operations to be self-supporting.

**ESBD CONSIDERATIONS:**

The actions recommended in this report do not constitute a discretionary expenditure, consequently ESBD considerations do not apply.

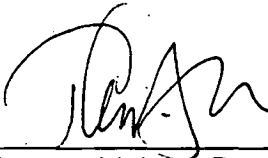
Respectfully submitted,



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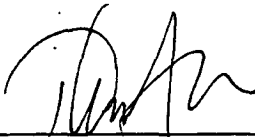
Ann Weaver, Golf Manager

**RECOMMENDATION APPROVED:**



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Thomas V. Lee, Deputy City Manager  
Economic Development & Regional Enterprise Department



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Robert P. Thomas  
City Manager

jr

**APPROVED**  
BY THE CITY COUNCIL

**AUG 5 1999**

OFFICE OF THE  
CITY CLERK

**RESOLUTION NO.** 99-445

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF \_\_\_\_\_

**A RESOLUTION AUTHORIZING THE CITY MANAGER TO  
MODIFY GOLF COURSE FEES AND CHARGES WITHIN  
SPECIFIED LIMITS TO RESPOND TO COMPETITION IN THE  
GOLF MARKET**

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SACRAMENTO:

1. Effective August 6, 1999, City Council authorizes the City Manager to modify golf course fees and charges as the City Manager deems appropriate to respond to highly competitive conditions in the local golf market. The City Manager shall have the authority to increase any fee or charge up to fifty percent (50%) in any calendar year and to decrease any fee up to one hundred percent (100%) in any calendar year.
2. An increase in golf fees of greater than fifty percent (50%) in a given calendar year shall require advance City Council approval.

\_\_\_\_\_  
MAYOR

ATTEST:

\_\_\_\_\_  
CITY CLERK

\_\_\_\_\_  
FOR CITY CLERK USE ONLY

RESOLUTION NO: \_\_\_\_\_

DATE ADOPTED: \_\_\_\_\_

## **Capital City Golf**

### **Mission...**

"Capital City Golf is a government and private enterprise partnership dedicated to providing friendly access to the life-enhancing experiences unique to the game of golf"

### **Vision...**

To create the exceptional public golf experience

### **Core Values...**

Trust...

Respect...

Honesty...

Integrity...

Caring

## Capital City Golf – City of Sacramento Fees & Charges Survey Information (6/99)

Type of Rate	Dry Creek	Light House	Diamond Oaks	Wild Horse	Rancho Solano	Micke Grove	Paradise Valley	Wood Creek	Teal Bend	Turkey Creek	Swenson Park	South Ridge	Ancil Hoff.	Mather	Cherry Island	Wildhawk	The Ridge	Spanos Park	Average Summary	Mac-Kenzie	Bing Maloney	Bartley Cavan.
<b>RESIDENT PEAK RATES</b>									See Item A	See Item B												
Mon-Thurs 18-holes	\$18.00	\$18.00	\$17.50	\$25.00	\$19.00	\$18.00	\$22.00	\$25.50	\$39.00	\$45.00	\$15.75	\$19.00	\$19.00	\$19.00	\$18.00	\$30.00	\$40.00	\$30.00	\$22.11	\$20.00^	\$20.00^	\$20.00^
Friday 18-holes	\$18.00	\$18.00	\$19.50	\$40.00 Sp	\$22.00	\$18.00	\$25.00	\$31.00	\$52.00	\$65.00	\$15.75	\$19.00	\$24.00	\$24.00	\$22.00	\$34.00	\$54.00	\$30.00	\$24.95	\$22.00^	\$21.00^	\$22.00^
Weekend/Holiday 18-holes	\$30.00	\$25.00	\$20.50	\$40.00 Sp	\$27.00	\$27.00	\$29.00	\$31.00	\$52.00	\$65.00	\$17.25	\$29.00	\$24.00	\$24.00	\$22.00	\$43.00	\$54.00	\$45.00	\$29.85	\$24.00^	\$24.00^	\$24.00^
Mon-Thurs 9-holes	\$10.00	\$13.00	\$11.00	\$15.00	\$11.00	N/A	\$14.00	\$15.50	\$21.00	N/A	N/A	N/A	\$11.00	\$11.00	\$10.00	\$15.00	\$19.00	N/A	\$12.96	N/A	\$ 9.50^	\$ 9.50^
Friday 9-holes	\$10.00	\$13.00	\$13.00	\$20.00	\$16.00	N/A	\$17.00	\$19.00	\$27.00	N/A	N/A	N/A	\$15.00	\$14.00	\$13.00	\$20.00	\$24.00	N/A	\$16.17	N/A	\$10.50^	\$10.50^
Weekend/Holiday 9-holes	\$16.00	N/A	\$13.00	\$25.00	\$16.00	N/A	\$17.00	\$19.00	\$27.00	N/A	N/A	N/A	\$15.00	\$14.00	\$13.00	\$20.00	\$24.00	N/A	\$17.45	N/A	\$10.50^	\$10.50^
<b>SENIOR PEAK RATES (Age)</b>	(62+)	(60+)	(65+)	(60+)	(60+)	(62+)	(60+)	(65+)	(N/A)	(N/A)	(62+)	(55+)	(65+)	(65+)	(65+)	(55+)	(65+)	(55+)	(61.3+)	(55+)	(55+)	(55+)
Mon-Thurs 18-Holes	\$13.00	\$14.00	\$13.00	\$17.00	\$13.00	\$13.00	\$14.00	\$18.00	N/A	N/A	\$10.00	\$12.00	\$15.00	\$15.00	\$14.50	\$24.00	\$24.00	\$24.00	\$15.84	\$16.00^	\$16.00^	\$16.00^
Friday 18-holes	(Tu/W)	\$14.00	N/A	N/A	N/A	\$13.00	\$14.00	N/A	N/A	N/A	\$10.00	\$12.00	N/A	N/A	N/A	N/A	N/A	\$24.00	\$14.50	\$17.50^	\$17.00^	\$17.50^
Weekend/Holiday 18-holes	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	\$11.50*	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Mon-Thurs 9-holes	N/A	N/A	\$8.25	N/A	N/A	N/A	N/A	\$12.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A	\$13.00	N/A	N/A	N/A	N/A	N/A	N/A
Friday 9-holes	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	\$19.00	N/A	N/A	N/A	N/A	N/A	N/A
Weekend/Holiday 9-holes	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	\$19.00	N/A	N/A	N/A	N/A	N/A	N/A
<b>JUNIOR RATES (Age)</b>	(17&<)	(18&<)	(17 &<)	(17&<)	(17&<)	(17&<)	(17&<)	(18&<)	(17&<)	(N/A)	(17&<)	(18&<)	(17&<)	(17&<)	(17&<)	(17&<)	(18&<)	(N/A)	(17.3&<)	(17&<)	(17&<)	(17&<)
Mon-Thurs 18-holes	\$13.00	\$9.00	\$13.00	\$10.00*	\$7.00*	\$13.00	\$7.00*	\$18.00	\$5.00*	N/A	\$10.00	\$12.00	\$8.25	\$8.25	\$8.25	\$15.00	\$15.00	N/A*	\$11.90	\$10.00^	\$10.00^	\$10.00^
Friday 18-holes	(Tu/W)	\$9.00	N/A	\$10.00*	N/A	\$13.00	N/A	N/A	\$10.00	N/A	\$10.00	\$12.00	\$8.25*	\$8.25*	\$8.25*	\$15.00	\$23.00	N/A	\$13.67	\$11.00^	\$11.00^	\$11.00^
Weekend/Holiday 18-holes	N/A	N/A	N/A	\$10.00**	N/A	N/A	N/A	N/A	\$10.00	N/A	N/A	N/A	\$8.25*	\$8.25*	\$8.25*	\$22.00*	\$23.00	N/A	N/A	N/A*	N/A*	N/A*
Mon-Thurs 9-holes	N/A	N/A	\$8.25	N/A	N/A	N/A	N/A	\$12.00	N/A	N/A	N/A	N/A	\$5.00	\$5.00	\$5.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Friday 9-holes	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	\$5.00#	\$5.00#	\$5.00#	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Weekend/Holiday 9-holes	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	\$5.00#	\$5.00#	\$5.00#	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>TWILIGHT/SUNDOWN RATES</b>																						
Monday -Thursday	\$12.00	\$13.00	\$12.00	\$15.00	\$13.00	\$13.00	\$17.00	\$17.00	\$28.00	\$30.00	\$11.75	\$10.00	\$15.00	\$15.00	\$14.00	\$19.00	\$29.00	\$20.00	\$15.36	\$15.00^	\$14.00^	\$14.00^
Friday	\$12.00	\$13.00	\$15.50	\$30.00***	\$17.00	\$13.00	\$19.00	\$20.50	\$38.00	\$45.00	\$11.75	\$15.00	\$22.00	\$24.00	\$18.00	\$24.00	\$34.00	\$20.00	\$18.58	\$15.00^	\$14.00^	\$14.00^
Weekend/Holiday	\$18.00	\$15.00	\$15.50	\$30.00***	\$17.00	\$18.00	\$19.00	\$20.50	\$38.00	\$45.00	\$13.00	\$15.00	\$22.00	\$24.00	\$18.00	\$29.00	\$34.00	\$24.00	\$20.13	\$15.00^	\$15.00^	\$15.00^
Notes:				Sp=Temp. Spec.w/Ct * > 12N ** >2pm ***= incl.cart	* >12N		* > 2pm		Item A: G/F Inc cart * w/ paying adult	Item B: All G/F incl. Cart & range	* >11am		* Mid-day # Twi-light	* Mid-day # Twi-light	* Mid-day # Twi-light	* Sun only >12N		*Jr. fees not establ. yet	Avg's exclude specials or G/F w/ cart/range	*Jr. rates after 2pm	* Jr. rates after 2pm	* Jr. rates after 2pm
<b>CART RATES</b>																						
PEAK 18-hole	\$20.00	\$20.00	\$20.00			\$22.00			N/A	N/A	\$20.00		\$22.00		\$22.00				\$20.86	\$22.00	\$22.00	\$22.00
PEAK 9-hole		\$10.00	\$11.00						N/A	N/A	\$12.00		\$12.00		\$12.00				\$11.40	N/A	\$11.00	\$11.00
PEAK Single-Rider 18-hole	\$10.00	\$14.00	\$11.00	\$11.00	\$14.00	\$11.00	\$14.00	\$12.00	N/A	N/A		\$10.00		\$11.00		\$ 6.00	\$12.00	\$12.00	\$11.38	\$14.00	\$14.00	\$14.00
PEAK Single-Rider 9-hole				\$ 7.00				\$ 6.75	N/A	N/A		N/A					\$ 7.00		\$ 6.91	N/A	\$ 8.00	\$ 8.00
Cart for the disabled (Y/N)																						
Pro Shop Telephone Number	(209) 745-2330	(916) 372-4949	(916) 783-4947	(530) 753-4900	(707) 429-4653	(209) 369-4410	(707) 426-1600	(916) 771-4653	(916) 922-5209	(888) 236-8725	(209) 937-7360	(530) 755-4653	(916) 575-4653	(916) 364-4354	(916) 991-7293	(916) 688-4653	(530) 888-7888	(209) 477-4653		(916) 575-2525	(916) 428-9401	(916) 665-2020

^ Note: Irrigation surcharge of \$.50/9 holes and \$1.00/18 holes included in City green fees listed above



DEPARTMENT OF COMMUNITY AND VISITOR SERVICES  
GOLF DIVISION SERVICE CENTER

CITY OF SACRAMENTO  
CALIFORNIA

8525 RIVER ROAD  
SACRAMENTO, CA  
95832

PH 916-433-6307  
FAX 916-433-6317

ANN WEAVER  
GOLF MANAGER

July 23, 1999

MEMORANDUM

To: Virginia Henry  
City Clerk's Office

From: Greg Schulte *GS*  
Capital City Golf

Re: Notice for August 5, 1999 Public Hearing

Capital City Golf will be having public hearing on the City Council date of August 5, 1999 regarding the golf fee structure. The proposed fee schedule changes are as follows:

Capital City Golf is recommending to the City Council that the City Manager be given the authority to increase any golf fee or charge up to 50% in any calendar year and decrease any golf fee or charge up to 100% in any calendar year. An increase of any golf fee or charge of more than fifty percent in any calendar year shall require advance City Council approval.

Your assistance in placing the appropriate notice in the Daily Recorder would be greatly appreciated. If you should have any questions, please call me at ext. 6316.

PPF DATE: \_\_\_\_\_  
HEARING DATE: 8-5-99 afternoon  
FINAL COUNCIL ACTION DATE: \_\_\_\_\_

*Karla - please place ad for:*

- ① July 27th and
- ② August 3rd

**CITY OF SACRAMENTO**

**NOTICE OF HEARINGS**

**PUBLIC NOTICE** is hereby given that on the date of August 5, 1999, at the hour of 2:00 p.m., the following hearing(s) will be held in the City Council Chambers, City Hall, Second Floor, 915 I Street, Sacramento, California:

Capital City Golf is recommending to the City Council that the City Manager be given the authority to increase any golf fee or charge up to 50% in any calendar year and decrease any golf fee or charge up to 100% in any calendar year. An increase of any golf fee or charge of more than fifty percent in any calendar year shall require advance City Council approval.

Further information may be obtained from the Office of the City Clerk, 915 "I" Street, Room 304, Sacramento, California (916) 264-5427.

**SACRAMENTO CITY COUNCIL**

**BY: VALERIE A. BURROWES  
CITY CLERK**

**AD NO. 8905  
RUN 2 TIMES:  
2 PUB PROOFS**

7/27/99 and 8/3/99