



**Brookside Golf Course Fee Structure
Adjustments
City Council
June 15, 2020**



Brookside Golf Course Fee Structure Adjustments

2

Overview

- ❑ Current rates
 - ❑ For the first time since 2008, Brookside's golf fees were restructured in August 2019 bringing on average an additional \$1.50 per round.
 - ❑ Over 12 months this equates to over \$200K in additional net golf revenue
 - ❑ Los Angeles County raised their golf rates \$5-8 depending on the property March 2020.
 - ❑ Brookside currently is in general less expensive during peak times compared to both Los Angeles County and City golf courses.
 - ❑ Los Angeles County and Los Angeles City currently have a “not to exceed” structure for rate changes.
 - ❑ Brookside has and will continue to focus fee adjustments outside of youth and senior green fees.
 - ❑ Brookside is home of The First Tee of Pasadena, seven local high school teams and one local college golf team. All experience reduced fee or free golf.

Brookside Golf Course Fee Structure Adjustments

3

Not To Exceed Proposal

- ❑ Not To Exceed Structure
 - ❑ The RBOC would have the ability to adjust Brookside Golf Fees no higher than \$50 on standard green fees and no higher than \$90 (with golf cart) on tournaments/shotgun
 - ❑ Prior to changing rates the Brookside Golf Advisory Committee (made up of golfers of Brookside, seven are Pasadena residents) would provide input and the RBOC would approve the adjustments.
 - ❑ Brookside Golf Club will rely heavily on Los Angeles County and City golf course rates to make proper adjustment recommendations.

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WEEKDAY RATE OVERVIEW			
	BROOKSIDE	COMPETITION	
	Walk	LA County Santa Anita	LA City Wilson
<u>Course 1</u>	Current	Walk	Walk
PUBLIC 18H	\$34.00	m-th \$35 friday \$37	\$35.00
<u>Course 2</u>	Current	Walk	Walk
PUBLIC 18H	\$30.00	m-th \$35 friday \$37	\$32.00

WEEKEND/HOLIDAY RATE OVERVIEW			
	BROOKSIDE	COMPETITION	
	Walk	LA County Santa Anita	LA City Wilson
<u>Course 1</u>	Current	Walk	Walk
PUBLIC 18H	\$44.00	\$45.00	50/45 after 9
<u>Course 2</u>	Current	Walk	Walk
PUBLIC 18H	\$40.00	\$45.00	47/42 after 9

Brookside Golf Course Fee Structure Adjustments

5

Competitive Market Analysis

Facility	Ceiling Price (green fees)
Encino	\$45.00
Balboa	\$45.00
Woodley Lakes	\$41.00
Hansen Dam	\$42.00
Rancho Park 18	\$51.50
Wilson (Griffith Park)	\$50.50
Harding (Griffith Park)	\$45.00
Santa Anita	\$47.00

Brookside Golf Course Fee Structure Adjustments

6

Fiscal Impact

- ❑ It is anticipated that allowing more dynamic changes in pricing, based on the competitive market, could result in \$175,000 in additional annual net revenues at Brookside
 - ❑ Senior and junior rates will not drive these increases in revenue and are not expected to change at this time

Brookside Golf Course Fee Structure Adjustments

7

Thank you