

Agenda Report

July 20, 1998

TO: City Council

FROM: Rose Bowl Operating Company (RBOC)

SUBJECT: Increase in Brookside Golf Course Rates for Members of the Men's and Women's Golf Clubs Who are Not Residents of the City of Pasadena

RECOMMENDATION:

It is recommended that the City Council approve a Club Card for members of the Brookside Men's and Women's Golf Clubs who are not residents of the City of Pasadena, in the amount of \$50 annually. It is further recommended that the City Council direct the RBOC to enter into the necessary amendments of its contract with American Golf Corporation to effect this program.

BACKGROUND:

On March 16, 1998 the City Council approved the recommended fee increases and "directed the RBOC to return to Council in three months with a plan to rectify the issue raised regarding non-resident club members who are afforded lower green fees".


The week following the City Council's action, the Golf Course Advisory Committee (GCAC) held a meeting to determine what strategy would be used and decided that America Golf Corporation (AGC) should research the issue and provide recommendations. Two weeks later the GCAC and representatives from AGC met to discuss the subject. The letter dated June 19, 1998 from AGC (copy attached) provided two options. Option B, to institute a Non-Resident Member Fee for Men's & Women's Club members, was the one recommended and approved. Club members would be able to participate in tournaments or have the ability to play at the resident rates by using a Non-Resident Club Member Card which would be available at \$50 annually.

On Thursday, July 2, 1998 the RBOC reviewed the matter in detail and unanimously approved a Non-Resident Member Fee of \$50 annually.


FISCAL IMPACT:

Revenues would be shared as stated in the contract: 35% to the RBOC and 65% to AGC, which could generate an additional \$5,000 to \$7,000 annually to the RBOC. AGC would be responsible for 100% of the cost to administer the program.

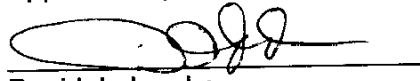
Respectfully submitted,


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