

Legislation Text

File #: 16-4216, **Version:** 1

RESOLUTION NO. 2167 AUTHORIZING ANNUAL PASS PROMOTIONS FOR PLAY AT THE MINT VALLEY GOLF COURSE

COUNCIL STRATEGIC INITIATIVES ADDRESS:

Continue effective financial management

Address quality of place issues

CITY ATTORNEY REVIEW: REQUIRED

SUMMARY STATEMENT:

A team of department staff, golf course advisory committee members, and the golf course operations manager have met to discuss last year's marketing plan and successes. The marketing successes included a greater online presence with updated website, social media integration, installation of a golf course billboard, mailer coupon distribution, promotional materials, and increased pass holders due to the previous preapproved use of discount promotion. The course received an increase of 11% in overall revenue and a 13.8% increase in season pass sales over 2014.

As the group looked towards enhancement in 2016, the group discussed a recommendation that would require council action: the ability to encourage play at Mint Valley Golf Course by providing promotional deals for annual pass sales. The group recommended endorsing three payment options for annual pass sales.

- 1) New members to the course could purchase annual passes at the full rate prior to the April 1 start date, and begin playing immediately.
- 2) An early incentive of a 5% discount would be offered to new or returning members who pay in full by March 4, with the pass start date beginning on April 1.
- 3) A payment plan option of the full annual pass fee would be offered, allowing new or returning members to pay half by April 1 and the other half by July 1.

While there can certainly be negative impacts from discounting prices, once prices are established, the group believes it would be a risk worth taking. With the new installation of the cart storage facility, the thought behind the promotion is to entice new golfers not only to store their carts at Mint Valley but also to allow for a greater number of passes to be sold. Resolution No. 2167 attached authorizes the City Manager or his designee to authorize the promotions on a one-year basis to evaluate the program and submit to council for renewal if successful.

RECOMMENDED ACTION:

Motion to adopt Resolution No. 2167