



FAIRMOUNT GOLF COURSE – FEE INCREASE PROPOSAL

Parks, Recreation and Community Services
Department

Park and Recreation Commission

May 10, 2023

FEES AND CHARGES STUDY

1. The last fee study was conducted in 2019. The last fee increase took effect July 1, 2021.
2. In January 2023, study showed that fees were below the market value.
3. Goal of PRCSD is to offer competitive pricing but stay within the market value to ensure PRCSD is receiving adequate revenue for use of its amenity.



FEE INCREASE PLAN

July 1, 2023

- Increase playing fees by \$2.00
- Increase one-time costs

July 1, 2024

- Increase playing fees by \$1.00

July 1, 2025

- Increase playing fees by \$1.00



PROPOSED FEES

Current Fees Since November 19, 2019	Year 1 : July 1, 2023 \$2 Playing Cost Increase		Year 2 : July 1, 2024 \$1 Playing Cost Increase		Year 3 : July 1, 2025 \$1 Playing Cost Increase			
	9 Holes	18 Holes	9 Holes	18 Holes	9 Holes	18 Holes	9 Holes	18 Holes
Weekday - Resident	\$ 13	\$ 21	\$ 15	\$ 23	\$ 16	\$ 24	\$ 17	\$ 25
Weekday - Non-Resident	\$ 14	\$ 23	\$ 16	\$ 25	\$ 17	\$ 26	\$ 18	\$ 27
Weekday - Senior Resident	\$ 9	\$ 13	\$ 11	\$ 15	\$ 12	\$ 16	\$ 13	\$ 17
Weekday - Senior Non-Resident	\$ 11	\$ 17	\$ 13	\$ 19	\$ 14	\$ 20	\$ 15	\$ 21
Weekday - Junior (17 & Under)	\$ 10	\$ 15	\$ 12	\$ 17	\$ 13	\$ 18	\$ 14	\$ 19
Weekend & Holidays - Resident	\$ 15	\$ 25	\$ 17	\$ 27	\$ 18	\$ 28	\$ 19	\$ 29
Weekend & Holidays - Non-Resident	\$ 17	\$ 29	\$ 19	\$ 31	\$ 20	\$ 32	\$ 21	\$ 33
Weekend & Holidays - Senior Resident	\$ 15	\$ 25	\$ 17	\$ 27	\$ 18	\$ 28	\$ 19	\$ 29
Weekend & Holidays - Senior Non-Resident	\$ 17	\$ 29	\$ 19	\$ 31	\$ 20	\$ 32	\$ 21	\$ 33
Weekend & Holidays - Junior (17 & Under)	\$ 13	\$ 21	\$ 15	\$ 23	\$ 16	\$ 24	\$ 17	\$ 25

Rentals & Extras Year 1 : July 1, 2023 One-Time Fee Increase		
	Current Fee	Proposed Fee
9-Hole Tournaments w/ Cart	\$ 19	\$ 30
Clubs	\$ 5	\$ 10
Golf Cart	\$ 7	\$ 10
Push Cart	\$ 4	\$ 5
Small Bucket	\$ 5	keep as is
Large Bucket	\$ 8	keep as is
Range Cards 10 Buckets	\$ 65	keep as is
Range Cards 20 Buckets	\$ 105	\$ 120



CURRENT STATE



1. Greens are well manicured and gets lots of compliments from golfers.
2. Fairways are good; the recent overseeding came out nice and are currently being cut at 5/8"
3. Tees are in good shape and are being cut at 5/8"
4. Lighting was added to the driving range. This has allowed for extended hours.



STATS/DEMOGRAPHICS



6 MONTHS PLAY JULY - DECEMBER 2022		
Month	9 Holes	18 Holes
July	2,387	182
August	1,916	178
September	1,777	167
October	1,204	109
November	1,938	136
December	2,236	128
TOTAL	11,458	900

8 HIGH SCHOOLS' HOME COURSE
Arlington
Arroyo Valley
Bethel Lutheran
Canyon Springs
Grove
Notre Dame
Packing House Academy
Rialto

FEBRUARY 2023 PLAYERS	
Youth	51
Regular	1,167
Senior	688
TOTAL	1,906

SOUTHERN CALIFORNIA GOLF ASSOCIATION (SCGA) JUNIOR GOLF CLUB
70% : 30% Revenue Split with City
130 Youth per Session

COMMUNITY OUTREACH



1. Flyer
2. Social Media
3. Survey

4. Stakeholder Meeting
5. Community Meetings

FUTURE PLANS – PROGRAMMING/MAINTENANCE

1. Designated Recreation Services Coordinator
2. 40' x 60' Golf Cart Barn with electricity
3. Shade Structure over hitting surface in Driving Range
4. Tree Trimming Plan
5. Irrigation upgrade - new irrigation system and pump
6. Purchase of new carts (lithium battery carts for longer life)
7. New Chipping Green
8. Completion of the netting install
9. WiFi Connectivity
10. Camera/security system
11. DG Cart Trail on course



FUTURE PLANS – CIP PROJECTS

1. Netting replacement- \$1,000,000
2. Cart Paths renovation - \$800,000
3. Pitch and putt course - \$2,000,000
4. Clubhouse area exterior renovations (lakeside plaza, lake clean-up, restrooms, move storage bin or provide better storage solution, golf cart storage, etc.) - \$5,000,000
5. Clubhouse interior renovations – snack bar upgrade, restroom improvements, indoor seating, etc. - \$5,000,000
6. Double deck driving range
7. Consider programing such as Top golf
8. Frisbee golf overlay

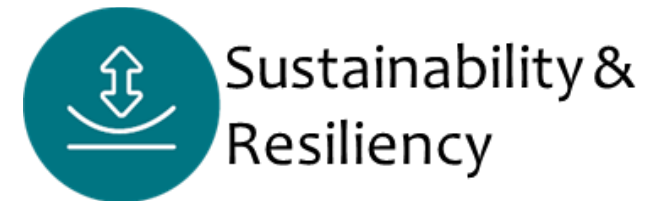


STRATEGIC PLAN ALIGNMENT

Envision Riverside 2025 Strategic Plan Priorities

#1 Arts, Culture and Recreation

Cross-Cutting Threads



RECOMMENDATIONS

That the Park and Recreation Commission provide feedback and receive the report for file.