

City of Santa Fe, New Mexico

DATE: July 17, 2020

TO: Public Works Committee
Finance Committee
Governing Body

VIA: _____
John P. Muñoz, Parks & Recreation Department Director

FROM: Jennifer Romero, MRC Manager

RE: Request approval of Greens Fee/Golf Cart Fee Rate Implementation – Effective August 1, 2020

SUMMARY:

Effective August 1, 2020, per the recommendation of the Marty Sanchez Links de Santa Fe (MSLDSF) Advisory Board, a Sub-committee of Parks and Recreation Advisory Committee (PARC), requests your approval to implement a greens fee & golf cart fee rate increase as follows:

Fee Type	NM Resident Current Fee	NM Resident Proposed Fee	Increase Amount	Increase %	Out of State Current Rate	Proposed Rate	Increase Amount	Increase %
18 hole walking	\$30.00	\$32.00	\$2.00	6.67	\$35.00	\$40.00	\$5.00	14.29
18 hole with cart	\$48.00	\$50.00	\$2.00	4.17	\$53.00	\$55.00	\$2.00	3.77
18 hole senior walking	\$25.00	\$27.00	\$2.00	8.00	\$28.00	\$30.00	\$2.00	7.14
18 hole senior with cart	\$36.00	\$38.00	\$2.00	5.56	\$42.00	\$44.00	\$2.00	4.76
9 hole walking	\$23.00	\$25.00	\$2.00	8.70	\$28.00	\$30.00	\$2.00	7.14
9 hole with cart	\$34.00	\$37.00	\$3.00	8.82	\$40.00	\$42.00	\$2.00	5.00
9 hole senior walking	\$20.00	\$22.00	\$2.00	10.00	\$25.00	\$27.00	\$2.00	8.00
9 hole senior with cart	\$28.00	\$30.00	\$2.00	7.14	\$32.00	\$34.00	\$2.00	6.25
G-28 walking	\$16.00	\$17.00	\$1.00	6.25	\$22.00	\$23.00	\$1.00	4.55
G-28 senior walking	\$13.00	\$14.00	\$1.00	7.69	\$20.00	\$21.00	\$1.00	5.00
18 hole junior walking	\$14.00	\$15.00	\$1.00	7.14	\$14.00	\$15.00	\$1.00	7.14
9 hole junior walking	\$10.00	\$11.00	\$1.00	10.00	\$10.00	\$11.00	\$1.00	10.00
G-28 junior walking	\$9.00	\$10.00	\$1.00	11.11	\$9.00	\$10.00	\$1.00	11.11
Weekday tournament (Tuesday-Thursday)	\$44.00	\$46.00	\$2.00	4.55	\$44.00	\$46.00	\$2.00	4.55
Weekend tournament (Friday-Monday)	\$46.00	\$48.00	\$2.00	4.35	\$46.00	\$48.00	\$2.00	4.35
5 round volume discount	\$135.00	\$150.00	\$15.00	11.11	\$165.00	\$190.00	\$25.00	15.15
10 round volume discount	\$250.00	\$280.00	\$30.00	12.00	\$300.00	\$360.00	\$60.00	20.00
20 round volume discount	\$460.00	\$520.00	\$60.00	13.04	\$560.00	\$700.00	\$140.00	25.00
30 round volume discount	\$630.00	\$750.00	\$120.00	19.05	\$780.00	\$990.00	\$210.00	26.92
Cart Fee for 18 holes	\$18.00	\$20.00	\$2.00	11.11	\$18.00	\$20.00	\$2.00	11.11
Cart Fee for 9 holes	\$11.00	\$12.00	\$1.00	9.09	\$11.00	\$12.00	\$1.00	9.09

Currently, our rates are significantly lower than our competitors. A Golf Course Competitor Rate Comparison spreadsheet is attached for review; reference Exhibit B. As a result of the impacts of COVID-19, in an effort to offset the overall maintenance expense and cost of reclaimed water infrastructure, and to increase revenue generated by the MRC, we request your review and approval of the proposed greens fee rate and golf cart rate increase; reference Exhibit A, FY20/21 Proposed Rate Increase spreadsheet.

Initially, we completed a 3-year average of rounds/revenue generated. However, because we transitioned point of sale systems from Jonas to Teensap in 2018, the “Fee Type” rates outlined could not be broken out. As a result, 2019 rounds and cart sale, were used to make projections.

If rounds and cart sales remain the same as 2019, we project to generate \$1,547,340 in revenue (an increase of: \$232,332.85. However, given COVID-19, a more realistic increase is projected to be approximately \$116,166; if rounds increase by 3%, we project an increase of \$211,384 in revenue and if rounds decrease by 3%, we project a decrease in revenue of \$41,186.

A 3% increase or decrease is used as an example because it is within a realistic possibility of growth or downturn. The 3% column shown on Exhibit A is calculated by taking the rounds in 2019 and increasing them by 3% then multiplying that number by the proposed new rate for the particular round profile.

Given the COVID-19 circumstances, the MSL Golf Course Advisory Sub-committee, and Parks & Recreation Commission (PARC) were unable have a recorded meeting. As a result, we are requesting that the proposal be submitted as part of the revenue generating ideas for the new fiscal year 20/21 budget.

New Mexico Golf Limited (NMGL), the Pro-shop contractor is in agreement with this request.

ACTION RECOMMENDED:

We kindly request your review and approval of the rate increase and forwarding to the Finance Committee and Governing Body Committee for review and approval.

Attachments: Exhibit A: FY20/21 Proposed Rate Increase spreadsheet
Exhibit B: Golf Course Competitor Rate Comparison Spreadsheet
Legislative Request Form
FIR Template

Cc: MRC File
Julio "Alo" Broadsky, Head Golf Professional
Jesse Guillen, Legislative Liaison

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CITY OF SANTA FE, NEW MEXICO

BILL NO. 2020-__

Councilor Signe I. Lindell
Councilor Joanne Vigil Coppler

AN ORDINANCE

AMENDING SECTION 23-7.4 RELATING TO GOLF RATES AT THE MRC.

BE IT ORDAINED BY THE GOVERNING BODY OF THE CITY OF SANTA FE:

**Section 1. Subsection 23-7.4 SFCC 1987 (being Ord. No. 2013-26) is amended
to read:**

23-7.4 MRC Golf Rates.

[REMAINDER OF PAGE LEFT BLANK INTENTIONALLY]

A.

Type	NM Resident Rate	Out of State Rate
18 hole walking	[\$30] <u>\$35</u>	[\$35] <u>\$40</u>
18 hole with cart	[\$48] <u>\$50</u>	[\$53] <u>\$55</u>
18 hole senior walking	[\$25] <u>\$27</u>	[\$28] <u>\$30</u>
18 hole senior with cart	[\$36] <u>\$38</u>	[\$42] <u>\$44</u>
9 hole walking	[\$23] <u>\$25</u>	[\$28] <u>\$27</u>
9 hole with cart	[\$34] <u>\$37</u>	[\$40] <u>\$42</u>
9 hole senior walking	[\$20] <u>\$22</u>	[\$25] <u>\$27</u>
9 hole senior with cart	[\$28] <u>\$30</u>	[\$32] <u>\$34</u>
G-28 walking	[\$16] <u>\$17</u>	[\$22] <u>\$23</u>
G-28 with cart	[\$27] <u>\$28</u>	[\$32] <u>\$33</u>
G-28 senior walking	[\$13] <u>\$14</u>	[\$20] <u>\$21</u>
G-28 senior with cart	[\$20] <u>\$23</u>	[\$26] <u>\$29</u>
18 hole junior walking	[\$14] <u>\$15</u>	[\$14] <u>\$15</u>
9 hole junior walking	[\$10] <u>\$11</u>	[\$10] <u>\$11</u>
G-28 junior walking	[\$9] <u>\$10</u>	[\$9] <u>\$10</u>
Weekday tournament (Tuesday-Thursday)	[\$44] <u>\$46</u>	[\$44] <u>\$46</u>
Weekend tournament (Friday-Monday)	[\$46] <u>\$48</u>	[\$46] <u>\$48</u>
5 round volume discount	[\$135] <u>\$150</u>	[\$165] <u>\$190</u>
10 round volume discount	[\$250] <u>\$280</u>	[\$300] <u>\$360</u>
20 round volume discount	[\$460] <u>\$520</u>	[\$560] <u>\$700</u>
30 round volume discount	[\$630] <u>\$750</u>	[\$780] <u>\$990</u>

1 B. Hometown Hero Rate. All active military and retired military, city and county
2 law enforcement officers, city and county fire department members, and corrections officers
3 working within Santa Fe County may receive the senior rate as noted in subsection A above.
4 Players seeking the senior rate must show military or law enforcement ID. The hometown hero
5 rate is only valid Monday-Friday after 10 a.m. and Saturday-Sunday after 1 p.m.

6 C. In order to maximize revenues, be competitive with area golf courses, and
7 respond to market conditions, the city manager may, upon review by the city finance director,
8 authorize in writing an increase or decrease of twenty-five percent (25%) to the rates described in
9 paragraph A above. Such rate change shall be published in a local daily newspaper. Such rate
10 change shall apply to the general public [~~and shall not be available to a particular group or~~
11 ~~individual~~]. The city manager may also occasionally authorize special, short-term promotional
12 rates.

13 D. Gross receipts tax shall be paid on all greens fees set forth in paragraphs A
14 through C above. The sum of the rate and gross receipts tax shall be rounded to the next highest
15 quarter.

16 E. Juniors under the age of eighteen (18) and associated with a high school golf
17 team or a golf program [~~will be allowed to hit~~] may each hit two (2) large buckets of range balls
18 [~~each~~] after 3:30 p.m., free of charge while participating in a scheduled season.

19 F. Once each fiscal year, the city may sponsor a benefit tournament to support
20 children and youth recreation programs at the genoveva chavez community center and the MRC.
21 [~~The applicable tournament rates will not be paid from the~~] Tournament revenues[~~, but~~] will be
22 incorporated into the annual MRC rate analysis and proposed rate structure to cover the
23 tournament fees that would have been applicable.

24 PASSED, APPROVED, and ADOPTED this ___ day of _____, 2020.
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1 APPROVED AS TO FORM:

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4 ERIN K. McSHERRY, CITY ATTORNEY

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25 *Legislation/2020/Bills/Golf Course Rate Change*

Fee Type	2018									2019			2018/19			Revenue Projections		
	NM Resident		Increase Amount	Increase %	Out of State		Increase Amount	Increase %	Rounds/Individual Sales 6/1 thru 12/31	Rounds/Individual Sales	3% increase in rounds	Rounds average	2019 Revenue	same amount of rounds in 2020 as 2019	3% increase in rounds in 2020	3% decrease in rounds in 2020		
	Current Fee	Proposed Fee			Current Rate	Proposed Rate											Current Rate	Proposed Rate
18 hole walking	\$30.00	\$32.00	\$2.00	6.67	\$35.00	\$40.00	\$5.00	14.29	91	76	78	84	\$2,077.00	\$3,040.00	\$3,120.00	\$2,960.00		
18 hole with cart	\$48.00	\$50.00	\$2.00	4.17	\$53.00	\$55.00	\$2.00	3.77	1080	1233	1270	1157	\$29,935.00	\$34,524.00	\$35,560.00	\$33,516.00		
18 hole senior walking	\$25.00	\$27.00	\$2.00	8.00	\$28.00	\$30.00	\$2.00	7.14	3078	4614	5998	3846	\$138,420.90	\$147,648.96	\$191,936.00	\$113,568.00		
18 hole senior with cart	\$36.00	\$38.00	\$2.00	5.56	\$42.00	\$44.00	\$2.00	4.76	1650	2073	2695	1861	\$47,678.31	\$51,824.25	\$67,375.00	\$39,875.00		
9 hole walking	\$23.00	\$25.00	\$2.00	8.70	\$28.00	\$30.00	\$2.00	7.14	10793	15382	15844	13088	\$276,879.06	\$307,643.40	\$316,880.00	\$298,680.00		
9 hole with cart	\$34.00	\$37.00	\$3.00	8.82	\$40.00	\$42.00	\$2.00	5.00	5461	6911	7118	6186	\$124,394.94	\$138,216.60	\$142,360.00	\$134,200.00		
9 hole senior walking	\$20.00	\$22.00	\$2.00	10.00	\$25.00	\$27.00	\$2.00	8.00	11027	14130	18369	12579	\$184,945.76	\$213,221.70	\$277,188.21	\$164,013.21		
9 hole senior with cart	\$28.00	\$30.00	\$2.00	7.14	\$32.00	\$34.00	\$2.00	6.25	8227	10835	14086	9531	\$108,607.50	\$119,401.70	\$155,227.72	\$91,851.70		
G-28 walking	\$16.00	\$17.00	\$1.00	6.25	\$22.00	\$23.00	\$1.00	4.55		1733	1785		\$27,728.00	\$29,461.00	\$30,345.00	\$28,577.00		
G-28 senior walking	\$13.00	\$14.00	\$1.00	7.69	\$20.00	\$21.00	\$1.00	5.00		4395	4527		\$57,135.00	\$61,530.00	\$63,378.00	\$59,682.00		
18 hole junior walking	\$14.00	\$15.00	\$1.00	7.14	\$14.00	\$15.00	\$1.00	7.14		297	306		\$4,158.00	\$4,455.00	\$4,590.00	\$4,320.00		
9 hole junior walking	\$10.00	\$11.00	\$1.00	10.00	\$10.00	\$11.00	\$1.00	10.00		134	147		\$1,340.00	\$1,474.00	\$1,617.00	\$4,598.00		
G-28 junior walking	\$9.00	\$10.00	\$1.00	11.11	\$9.00	\$10.00	\$1.00	11.11		95	98		\$855.00	\$980.00	\$980.00	\$920.00		
Weekday tournament (Tuesday-Thursday)	\$44.00	\$46.00	\$2.00	4.55	\$44.00	\$46.00	\$2.00	4.55										
Weekend tournament (Friday-Monday)	\$46.00	\$48.00	\$2.00	4.35	\$46.00	\$48.00	\$2.00	4.35										
5 round volume discount	\$135.00	\$150.00	\$15.00	11.11	\$165.00	\$190.00	\$25.00	15.15		9	9.25		\$1,157.13	\$1,350.00	\$1,387.50	\$1,312.50		
10 round volume discount	\$250.00	\$280.00	\$30.00	12.00	\$300.00	\$360.00	\$60.00	20.00		2	2.1		\$476.20	\$560.00	\$588.00	\$532.00		
20 round volume discount	\$460.00	\$520.00	\$60.00	13.04	\$560.00	\$700.00	\$140.00	25.00		7	7.2		\$3,066.70	\$3,640.00	\$3,744.00	\$3,536.00		
30 round volume discount	\$630.00	\$750.00	\$120.00	19.05	\$780.00	\$990.00	\$210.00	26.92		21	22		\$12,600.00	\$15,750.00	\$16,500.00	\$15,000.00		
Cart Fee for 18 holes	\$18.00	\$20.00	\$2.00	11.11	\$18.00	\$20.00	\$2.00	11.11		14130	14554		\$184,945.76	\$282,600.00	\$291,080.00	\$274,120.00		
Cart Fee for 9 holes	\$11.00	\$12.00	\$1.00	9.09	\$11.00	\$12.00	\$1.00	9.09		10835	11160		\$108,607.50	\$130,020.00	\$133,920.00	\$126,120.00		
Total													\$1,315,007.76	\$1,547,340.61	\$1,737,776.43	\$1,397,381.41		
Increase/Decrease from 2019														\$232,332.85	\$422,768.67	\$82,373.65		
Increase factoring in COVID-19														\$116,166.43	\$211,384.34	\$41,186.83		

GOLF COURSE COMPETITOR RATE COMPARISON 2020

Exhibit "B"

GOLF COURSE	Weekday rates	Weekend rates	Cart fee
Marty Sanchez Links de Santa Fe	Mon - Fri	Sat- Sun	
	\$ 30.00	Same as wkday	\$ 18.00
After 2 PM	\$ 23.00	Same as wkday	\$ 11.00
(505) 955-4400 ext. 4			
Santa Fe Country Club	Tues - Thurs	Fri - Sun	
	\$ 31.00	\$ 43.00	\$ 19.00
After 2 PM	\$ 25.00	\$ 30.00	\$ 10.00
(505)471-2626			
Paa-Ko Ridge	\$ 200.00	\$200	Includes Cart and Range Balls
After 2 PM	\$95	\$95	
(505)281-6000			
Towa Golf Resort	\$ 69.00	\$ 69.00	\$18
After 2 PM	\$ 49.00	\$ 49.00	
(505)455-9000			
Black Mesa	Mon - Fri	Sat- Sun	
	\$ 82.00	\$ 87.00	Included
After 2 PM	\$ 52.00	\$ 52.00	
(505)747-8946			
Pueblo de Cochiti	\$ 59.00	\$ 69.00	Included
After 2 PM	\$ 39.00	\$ 49.00	

GOLF COURSE COMPETITOR RATE COMPARISON 2020

Exhibit "B"

Los Alamos Golf Course	\$ 31.50	\$ 34.50	\$ 15.00
(505)662-8139			
Taos Country Club	Mon-Thurs	Fri-Sun	
	\$ 71.00	\$ 82.00	\$ 20.00
After 2 PM	\$ 44.00	\$ 50.00	
(575) 758-7300			
Arroyo Del Oso	Mon-Thurs	Fri-Sun	
	\$ 26.00	\$ 32.50	ncludes Cart
After 2 PM	\$ 21.00	\$ 24.50	
(505) 884-7505			

Comments	Tournament Rates
*Seniors- \$18	Tues-Thurs: \$44.00
	Fri-Mon: \$46.00
*Seniors-no rate	Mon-Sun:65.00
*Seniors -no rate	
Rates apply Mon-Thurs only	
*Seniors-\$55 only Sun-Thur	
	Rates Vary-\$75-95
*Seniors-\$10 Less	Monday-Thursday \$59
	Friday-Sun \$69
*Seniors-(M-Th) \$47	
*Seniors- (F-Sun) \$57 Less	Mon-Thur: \$55-\$72
	Fri-Sun: \$60-\$120

GOLF COURSE COMPETITOR RATE COMPARISON 2020

Exhibit "B"

*Seniors-(M-Th) \$3 Less	
*Seniors-no rate	
*Seniors weekdays \$19 Senior weekends \$32.50	

Type	NM Resident Rate	FY20/21 NM Resident proposed rate	Out of State Rate	FY20/21 Out of State proposed rate
18 hole walking	\$30.00	\$32.00	\$35.00	\$40.00
18 hole with cart	\$48.00	\$50.00	\$53.00	\$55.00
18 hole senior walking	\$25.00	\$27.00	\$28.00	\$30.00
18 hole senior with cart	\$36.00	\$38.00	\$42.00	\$44.00
9 hole walking	\$23.00	\$25.00	\$28.00	\$30.00
9 hole with cart	\$34.00	\$37.00	\$40.00	\$42.00
9 hole senior walking	\$20.00	\$22.00	\$25.00	\$27.00
9 hole senior with cart	\$28.00	\$30.00	\$32.00	\$34.00
G-28 walking	\$16.00	\$17.00	\$22.00	\$23.00
G-28 with cart	\$27.00	\$28.00	\$32.00	\$33.00
G-28 senior walking	\$13.00	\$14.00	\$20.00	\$21.00
G-28 senior with cart	\$20.00	\$23.00	\$26.00	\$29.00
18 hole junior walking	\$14.00	\$15.00	\$14.00	\$15.00
9 hole junior walking	\$10.00	\$11.00	\$10.00	\$11.00
G-28 junior walking	\$9.00	\$10.00	\$9.00	\$10.00
Weekday tournament (Tuesday-Thursday)	\$44.00	\$46.00	\$44.00	\$46.00
Weekend tournament (Friday-Monday)	\$46.00	\$48.00	\$46.00	\$48.00
5 round volume discount	\$135.00	\$150.00	\$165.00	\$190.00
10 round volume discount	\$250.00	\$280.00	\$300.00	\$360.00
20 round volume discount	\$460.00	\$520.00	\$560.00	\$700.00
30 round volume discount	\$630.00	\$750.00	\$780.00	\$990.00
Cart Fee for 18 holes	\$18.00	\$20.00	\$18.00	\$20.00

Cart Fee for 9 holes	\$11.00	\$12.00	\$11.00	\$12.00
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FISCAL IMPACT REPORT

General Information:

(Check) Bill: X Resolution: _____

Short Title(s): **AN ORDINANCE AMENDING SECTION 23.7.4 RELATING TO GOLF RATES AT THE MRC TO INCREASE GREENS FEES AND GOLF CART FEES** _____

Sponsor(s): Councilor Lindell and Vigil Coppler

Reviewing Department(s): Parks & Recreation Department

Staff Completing FIR: Jennifer Romero Date: 07/17/20 Phone: 955-4465

Reviewed by City Attorney: *[Signature]* Date: 7/31/2020

Reviewed by Finance Director: _____ Date: _____

Summary:

This Bill is intended to increase greens fee and golf cart rates offered at the Marty Sanchez Links de Santa Fe golf course. The proposed rates are comparable to the rates charged at other golf courses in the area.

Departments Affected By:

Parks & Recreation

Consequences of Not Enacting Legislation:

If the City does not implement a rate increase, it will continue to see a decline in revenue.

Conflict, Duplication, Companionship, or Relationship to Other Legislation:

None identified.

Performance and Administrative Implications:

Implementing a rate increase will generate revenue for the facility which has been diminished as a result of COVID-19. It will also provide revenues for investment in effluent water infrastructure.

Fiscal Implications:

Please refer to attached "2020 Rate Increase Spreadsheet".

Fiscal Impact

_____ Check here if no fiscal impact

Expenditures

Expenditure Type	FYE __	FYE __	FYE __	Require BAR (Y/N)	Recurring (R) or Non-recurring (NR)	Fund	3-Year Total Cost
Personnel and Benefits*	\$ _____	\$ _____	\$ _____	_____	_____	_____	
Capital Outlay	\$ _____	\$ _____	\$ _____	_____	_____	_____	
Contractual/ Professional Services	\$ _____	\$ _____	\$ _____				
Operating	\$ _____	\$ _____	\$ _____		_____	_____	\$ _____
Total:	\$ _____	\$ _____	\$ _____				\$ _____

* This includes all staff time associated with executing the job functions of the proposed legislation.

Expenditure Narrative:

Revenue

Revenue Type	FYE 20-21	FYE 21-22	FYE 22-23	Recurring (R) or Non-recurring (NR)	Fund
General Fund	\$ _____	\$ _____	\$ _____	_____	_____
Special Revenue	\$ _____	\$ _____	\$ _____	_____	_____
CIP	\$ _____	\$ _____	\$ _____	_____	_____
Enterprise	\$116,166	\$211,384	\$ _____	R	530
Internal Service	\$ _____	\$ _____	\$ _____	_____	_____
Trust and Agency	\$ _____	\$ _____	\$ _____	_____	_____
Federal	\$ _____	\$ _____	\$ _____	_____	_____
Other	\$ _____	\$ _____	\$ _____	_____	_____
Total	\$ _____	\$ _____	\$ _____		

Revenue Narrative:

The proposed rate restructuring is consistent with rates offered by other, nearby golf courses and will allow MSL to increase its revenue by approximately 102,582 per year, with a projected increase of 3% from 2019 actual revenue received in fee types outlined in Exhibit "A"

Golf Course Rate Change (For Signature)

Final Audit Report

2020-07-31

Created:	2020-07-31
By:	Jeff Norris (jtnorris@ci.santa-fe.nm.us)
Status:	Signed
Transaction ID:	CBJCHBCAABAA1hA-jLLqpw5HMoJgSMHQ2mgGpRrkWVvm

"Golf Course Rate Change (For Signature)" History

-  Document created by Jeff Norris (jtnorris@ci.santa-fe.nm.us)
2020-07-31 - 2:48:25 PM GMT- IP address: 63.232.20.2
-  Document emailed to Erin McSherry (ekmcsberry@santafenm.gov) for signature
2020-07-31 - 2:49:45 PM GMT
-  Email viewed by Erin McSherry (ekmcsberry@santafenm.gov)
2020-07-31 - 5:30:38 PM GMT- IP address: 174.62.11.171
-  Document e-signed by Erin McSherry (ekmcsberry@santafenm.gov)
Signature Date: 2020-07-31 - 5:34:54 PM GMT - Time Source: server- IP address: 174.62.11.171
-  Signed document emailed to Jeff Norris (jtnorris@ci.santa-fe.nm.us), jbguillen@santafenm.gov and Erin McSherry (ekmcsberry@santafenm.gov)
2020-07-31 - 5:34:54 PM GMT