# Winter Golf Greens Fees

## *Proposed Increase*

*(Action)*

# Step 1

## *Competitive Market Analysis*

### *Completed 9/1/2020*

| Quail Point GC | | |
|---|---|---|
| Corporate Owned | | |
| *Medford, OR* | | |
| Winter Fees | 9 Ride | $ 23.00 |
| | 9 Walk | $ 15.00 |
| | 18 Ride | $ 36.00 |
| | 18 Walk | $ 24.00 |
| Senior Fees | 9 Ride | No Senior Winter |
| | 9 Walk | |
| | 18 Ride | |
| | 18 Walk | |
| Cardholder Fees | 9 Ride | $ 22.00 |
| | 9 Walk | $ 14.00 |
| | 18 Ride | $ 35.00 |
| | 18 Walk | $ 23.00 |

| Stewart Meadows GC | | |
|---|---|---|
| Corporate Owned | | |
| *Medford, OR* | | |
| Winter Fees | 9 Ride | $ 27.00 |
| | 9 Walk | $ 17.00 |
| | 18 Ride | $ 38.00 |
| | 18 Walk | $ 24.00 |

| Lake Oswego GC | | | |
|---|---|---|---|
| Municipality | | | |
| *Lake Oswego, OR* | | | |
| | | **M-F** | **Sat & Sun** |
| Winter Fees | 9 Ride | No Carts | |
| | 9 Walk | $ 13.00 | $ 15.00 |
| | 18 Ride | No Carts | |
| | 18 Walk | $ 20.00 | $ 22.00 |
| Senior Fees | 9 Ride | No Carts | |
| | 9 Walk | $ 10.00 | $ 13.00 |
| | 18 Ride | No Carts | |
| | 18 Walk | $ 15.00 | $ 20.00 |

# Step 2

## *Compare & Contrast*

| | | Stewart Meadows | Quail Point | Lake Oswego | Oak Knoll (Current) | Oak Knoll (Proposed) |
|---|---|---|---|---|---|---|
| Regular | 9 Holes | $ 17.00 | $ 15.00 | $ 13.00 | $ 14.00 | $ 15.00 |
| Regular | 18 Holes | $ 24.00 | $ 24.00 | $ 20.00 | $ 20.00 | $ 22.00 |
| Senior | 9 Holes | N/A | N/A | $ 10.00 | $ 12.00 | $ 13.00 |
| Senior | 18 Holes | N/A | N/A | $ 15.00 | $ 18.00 | $ 20.00 |
| Twilight | 9 Holes | N/A | N/A | N/A | $ 10.00 | $ 10.00 |
| Twilight | 18 Holes | N/A | N/A | N/A | $ 19.00 | $ 17.00 |

All rate types could not be compared due to different pricing models at each golf course.

# Step 3

## *Sensible Increases*

| Type | Season | Holes | Walk/Ride | Current Fee | Proposed Fee | % +/- |
|---|---|---|---|---|---|---|
| Regular | Winter | 9 | Ride | $ 22.00 | $ 23.00 | 5% |
| Regular | Winter | 9 | Walk | $ 14.00 | $ 15.00 | 7% |
| Regular | Winter | 18 | Ride | $ 33.00 | $ 35.00 | 6% |
| Regular | Winter | 18 | Walk | $ 20.00 | $ 22.00 | 10% |
| | | | | | | |
| Senior | Winter | 9 | Ride | $ 18.00 | $ 21.00 | 17% |
| Senior | Winter | 9 | Walk | $ 12.00 | $ 13.00 | 8% |
| Senior | Winter | 18 | Ride | $ 29.00 | $ 33.00 | 14% |
| Senior | Winter | 18 | Walk | $ 18.00 | $ 20.00 | 11% |
| | | | | | | |
| Twilight | Winter | 9 | Ride | $ 18.00 | $ 18.00 | 0% |
| Twilight | Winter | 9 | Walk | $ 10.00 | $ 10.00 | 0% |
| Twilight | Winter | 18 | Ride | $ 28.00 | $ 30.00 | 7% |
| Twilight | Winter | 18 | Walk | $ 19.00 | $ 17.00 | -11% * |
| | | | | | | |
| Regular | Winter | 9 Hole Continuation | Walk | $ 6.00 | $ 7.00 | 17% |

*The current Twilight 18 Walk fee does not fit with current pricing scheme. A reduction was necesarry for this fee to fit our pricing plan.