

PROPOSED NEW 2002 MEADOWBROOK GOLF COURSE FEES

(1) Meadowbrook Golf Course Daily Green Fees (Includes sales tax and development fee)

| | <u>2001</u> | <u>City 2002</u> | <u>New 2002</u> |
|-------------------------|-------------|----------------------|---------------------|
| 9-Hole Weekday | \$13.25 | \$14.50 | \$14.50 |
| 9-Hole Weekend/Holiday | \$15.75 | \$17.25 | \$17.25 |
| 9-Hole Jr./Sr. Weekday | \$9.75 | \$10.75 | \$10.75 |
| 18-Hole Weekday | \$23.25 | \$25.50 | \$25.50 |
| 18-Hole Weekend/Holiday | \$26.00 | \$28.50 | \$28.50 |
| 18-Hole Jr./Sr. Weekday | \$18.75 | \$20.50 | \$20.50 |

(2) Meadowbrook Golf Course Season Passes / Punch Cards / Range Passes (Season Passes do not include development fee or sales tax.) (Punch Cards include sales tax.)

| | <u>2001</u> | <u>City 2002</u> | <u>New 2002</u> |
|--|---------------|----------------------|---------------------|
| Adult Single | \$565.00 | \$590.00 | \$475.00 |
| Adult Couple | \$780.00 | \$820.00 | \$760.00 |
| Senior Single (Weekdays Only) | \$400.00 | \$425.00 | \$405.00 |
| Senior Single (Anytime) | \$480.00 | \$520.00 | \$425.00 |
| Senior Couple | \$650.00 | \$700.00 | \$660.00 |
| Each Additional Family Member | \$65.00 | \$75.00 | \$75.00 |
| City Employee | \$135.00 | \$145.00 | \$145.00 |
| Child (14 & Under) | \$85.00 | \$90.00 | \$90.00 |
| Junior (15-18) | \$135.00 | \$145.00 | \$145.00 |
| School Team | \$50.00 | \$55.00 | \$55.00 |
| Driving Range (Unlimited) | \$100.00* (a) | \$110.00* (a) | \$175.00* |
| Driving Range (Unlimited) With Golf Pass | N/A | N/A | \$110.00* |
| Range Balls (Small Bag) | \$4.25* | \$4.50* | \$2.50* |
| Range Balls (Large Bag) | \$5.25* | \$5.50* | \$4.00* |
| 25-9 Hole Punch Card | \$300.00 | \$330.00 | \$330.00 |

* Includes sales tax

(a) Limited to 25 large bags.

(3) Meadowbrook Golf Course Cart Storage / Cart Rental / Trail Fees / Lockers

| | <u>2001</u> | <u>City 2002</u> | <u>New 2002</u> |
|-----------------------|-------------|----------------------|---------------------|
| Gas Cart Storage | \$255.00** | \$275.00** | \$275.00** |
| Electric Cart Storage | \$275.00** | \$295.00** | \$295.00** |
| Trail Fee Annual | \$175.00** | \$180.00** | \$180.00** |
| Trail Fee Daily | \$11.00* | \$12.00* | \$12.00* |
| Cart Rental (9 Hole) | \$13.00* | \$14.00* | \$14.00* |
| Cart Rental (18 Hole) | \$22.00* | \$24.00* | \$24.00* |
| Yearly Cart Rental | \$490.00** | \$525.00** | \$525.00** |
| Locker | \$40.00** | \$40.00** | \$40.00** |

* Includes sales tax

** Does not include sales tax

2002 MEADOWBROOK RATES/REVENUES WITH CURRENT FEE SCHEDULE

(NO CHANGES)

ASSUMPTIONS:

| | |
|-------------------------------|-----------|
| 2001 Meadowbrook Expenses | \$755,427 |
| Assume 0% Expense Reduction | \$0 |
| Subtotal | \$755,427 |
| Assume 3% Inflation | \$22,663 |
| Total Estimated 2002 Expenses | \$778,090 |

| | | |
|--|-----------|--|
| Assume 2002 = 2001 Daily Fee Rev. x 110% | \$268,406 | |
| Assume 2002 = 2001 Other Revenues x 107% | \$331,365 | (Golf cart fees, range ball sales, food & beverage sales, etc. |
| Required 2002 Season Pass Revenues | \$178,319 | |

| | |
|----------------------------------|----------|
| Assume 2002 = 2001 Season Passes | 692 |
| Required Ave. Season Pass Cost | \$257.69 |

| SEASON PASSES: | 2001/ 2002 Quantity | Current Pass Cost Per Person | Percent Discount From Adlt. Sgl. | Cost Above Required Ave. Cost (Per Person) | Cost Above Required Ave. Cost (Total) | Total Pass Revenues |
|--------------------------------------|---------------------------|---------------------------------------|---|---|--|---------------------------|
| Adult Single Passes | 96 | \$590 | 0% | \$332 | \$31,902 | \$56,640 |
| Adult Couple Passes (Each Spouse) | 58 | \$410 | 31% | \$152 | \$8,834 | \$23,780 |
| Subtotal | 154 | | | | \$40,736 | \$80,420 |
| Senior Single Passes (Weekdays only) | 26 | \$425 | 28% | \$167 | \$4,350 | \$11,050 |
| Senior Single Passes (Anytime) | 42 | \$520 | 12% | \$262 | \$11,017 | \$21,840 |
| Senior Couple Passes (Each Spouse) | 34 | \$350 | 41% | \$92 | \$3,139 | \$11,900 |
| Subtotal | 102 | | | | \$18,506 | \$44,790 |
| 25-Round Punch Cards | 57 | \$330 | N/A | \$72 | \$4,122 | \$18,810 |
| SUBTOTAL ADULTS & SENIORS | 313 | | | | \$63,363 | \$144,020 |
| Junior Passes (15 - 18 Years Old) | 197 | \$145 | 75% | (\$113) | (\$22,200) | \$28,565 |
| Child Passes (14 Year Olds & Under) | 75 | \$90 | 85% | (\$168) | (\$12,577) | \$6,750 |
| Add'l Family Member Passes | 16 | \$75 | 87% | (\$183) | (\$2,923) | \$1,200 |
| School Team Passes | 36 | \$55 | 91% | (\$203) | (\$7,297) | \$1,980 |
| SUBTOTAL YOUTH | 324 | | | | (\$44,997) | \$38,495 |
| City Employee Passes* | 55 | \$145 | 75% | (\$113) | (\$6,198) | \$7,975 |
| GRAND TOTAL | 692 | | | | \$12,169 | \$190,490 |

**2002 MEADOWBROOK RATES/REVENUES WITH NEW PROPOSED FEE SCHEDULE
(CITY PAYS EMPLOYEES DISCOUNT BELOW REQUIRED AVERAGE SEASON PASS COST)**

ASSUMPTIONS:

| | |
|-------------------------------|-----------------|
| 2001 Meadowbrook Expenses | \$755,427 |
| Assume 0% Expense Reduction | <u>\$0</u> |
| Subtotal | \$755,427 |
| Assume 3% Inflation | <u>\$22,663</u> |
| Total Estimated 2002 Expenses | \$778,090 |

| | | |
|--|------------------|---|
| Assume 2002 = 2001 Daily Fee Rev. x 110% | \$268,406 | |
| Assume 2002 = 2001 Other Revenues x 107% | <u>\$331,365</u> | (Golf cart fees, range ball sales, food & beverage sales, etc.) |
| Required 2002 Season Pass Revenues | \$178,319 | |

| | |
|----------------------------------|-----------------|
| Assume 2002 = 2001 Season Passes | 692 |
| Required Ave. Season Pass Cost | \$257.69 |

| <u>SEASON PASSES:</u> | <u>2001/ 2002 Quantity</u> | <u>Proposed Pass Cost Per Person</u> | <u>Percent Discount From Adlt. Sgl.</u> | <u>Cost Above Required Ave. Cost (Per Person)</u> | <u>Cost Above Required Ave. Cost (Total)</u> | <u>Total Pass Revenues</u> |
|--|------------------------------------|--|---|---|--|------------------------------------|
| Adult Single Passes | 96 | \$475 | 0% | \$217 | \$20,862 | \$45,600 |
| Adult Couple Passes (Each Spouse) | <u>58</u> | \$380 | 20% | \$122 | <u>\$7,094</u> | <u>\$22,040</u> |
| Subtotal | 154 | | | | \$27,956 | \$67,640 |
| Senior Single Passes (Weekdays only) | 26 | \$405 | 15% | \$147 | \$3,830 | \$10,530 |
| Senior Single Passes (Anytime) | 42 | \$425 | 11% | \$167 | \$7,027 | \$17,850 |
| Senior Couple Passes (Each Spouse) | <u>34</u> | \$330 | 31% | \$72 | <u>\$2,459</u> | <u>\$11,220</u> |
| Subtotal | 102 | | | | \$13,316 | \$39,600 |
| 25-Round Punch Cards | <u>57</u> | \$330 | N/A | \$72 | <u>\$4,122</u> | <u>\$18,810</u> |
| SUBTOTAL ADULTS & SENIORS | 313 | | | | \$45,393 | \$126,050 |
| Junior Passes (15 - 18 Years Old) | 197 | \$145 | 69% | (\$113) | (\$22,200) | \$28,565 |
| Child Passes (14 Year Olds & Under) | 75 | \$90 | 81% | (\$168) | (\$12,577) | \$6,750 |
| Add'l Family Member Passes | 16 | \$75 | 84% | (\$183) | (\$2,923) | \$1,200 |
| School Team Passes | <u>36</u> | \$55 | 88% | (\$203) | <u>(\$7,297)</u> | <u>\$1,980</u> |
| SUBTOTAL YOUTH | 324 | | | | (\$44,997) | \$38,495 |
| City Employee Passes* | 55 | \$145 | 69% | (\$113) | (\$6,198) | \$7,975 |
| City Subsidy for City Employee Discount | <u>—</u> | | | | <u>\$6,198</u> | <u>\$6,198</u> |
| GRAND TOTAL | 692 | | | | \$397 | \$178,718 |

* City employee passes can be discounted to the extent the City wants to provide an employee benefit to its employees. However, the City taxpayers and not the golfers should pay for the discount provided. For a \$145 season pass, 55 passes would cost the City taxpayers 55 x (\$257.69 - \$145) = \$6,198.

Factors that can further increase revenues or decrease required golf fees:

1. Reduced season pass fees plus advertising should bring more golfers to Meadowbrook, thereby increasing season pass revenues.
2. More golfers will increase "other revenues".
3. City can possibly take steps to reduce Meadowbrook's operation and maintenance expenses.