

RAPID CITY SENIOR MEN'S GOLF ASSOCIATION

A meeting of the Lacroix/Executive Rate Structure Committee was held at 9:00 AM On 18 February, 2002. The following members were in attendance, Rex Webb, Gerald Crisman, Warren Perry and Sandy Sanders. Orland Paulson was unable to attend. George Brown, Association President was also present.

The purpose of this committee is to explore ideas and present recommendations, which hopefully, will increase involvement of the community in golf played at the above cited courses. Our main goal was to explore avenues to increase play at Executive and LaCroix Links. We went under the assumptions that to increase play, thereby revenues, we need to decrease fees. LESS COST, MORE PLAY= MORE REVENUE. With these recommendations and others that are sure to come, we must not overlook the need to maintain the quality of the courses.

The following recommended rate changes apply to Executive and LaCroix only.

Daily Green Fees

The committee felt that play was slow on both courses, especially LaCroix, on the weekends. Keeping the weekend rates the same as weekdays hopefully will encourage more play.

Executive \$ 9.00 9 Hole Weekday and Weekend
LaCroix Links \$ 8.00 9 Hole Weekday and Weekend

In the 2001 season, 9281 Green Fees (WD & WE) were paid at Executive for a total of \$77,523.52. An estimate of 10,000 Green Fees in 2002 would amount to \$90,000.00
In the 2001 season, 5305 Green Fees (WD & WE) were paid at LaCroix for a total of \$39,174.53. An estimate of 6,000 Green Fees in 2002 would amount to \$48,000.00.

Season Passes/Punch Cards/Cart Rental

		<u>2001</u>	<u>2002 Estimated</u>
12 – 9 Hole Punch Card	\$ 85.00 *	183 @ \$ 85.00	150 @ \$ 85.00
25 – 9 Hole Punch Card	\$150.00 *	85 @ \$ 175.00	100 @ \$ 150.00
50 – 9 Hole Punch Card	\$275.00 *	29 @ \$ 325.00	60 @ \$ 275.00
75 – 9 Hole Punch Card	Eliminate	2 @ \$ 450.00	N/A
100- 9 Hole Punch Card	Eliminate	8 @ \$ 550.00	N/A
Senior Single (5 Day)	Eliminate	7 @ \$ 360.00	N/A
Senior Single	\$375.00 **	17 @ \$ 400.00	30 @ \$ 375.00
Senior Couple	\$500.00 **	9 @ \$ 540.00	15 @ \$ 500.00
Junior (15 – 18)	\$125.00 **	N/A	35 @ \$ 125.00
Child (14 & Under)	\$80.00 **	80 @ \$ 85.00	100 @ \$ 80.00
Cart Rental	\$8.00 *	750 @ \$ 8.00	800 @ \$ 8.00
		Total	
		\$72,135.00	\$81,775.00

* includes sales tax

** does not include sales tax

Total income for 2001 and estimated income for 2002 are listed below.

2001 Green Fees

\$ 77,523.52---Executive

\$ 39,174.53---LaCroix Links

2002 Passes & Punch Cards

\$ 72,135.00 --- Both Courses

Income, Both Courses

\$ 188,833.05

2002 Estimated Green Fees

\$ 90,000 --- Executive

\$ 48,000 --- LaCroix Links

2002 Estimated Passes & Punch Cards

\$ 81,775.00 --- Both Courses

Estimated Income, Both Courses

\$ 219,775.00

It is strongly recommended that a concentrated effort be applied to more publicity, to include green fees and detailed directions/maps for both course locations. Perhaps providing Brochures and/or Flyers to tourist location throughout the area would be beneficial. Among other ideas discussed was the possibility of selling passes to local Motels/Hotels that could be provided to their guests. If funding for publicity is a factor, perhaps it could come from the Development Fee Account. We also feel that directional signs throughout the city were inadequate. Ask a local how to get to Executive or LaCroix Links and most could not tell you.