



County of Los Alamos

Council Meeting Staff Report

January 7, 2020

Agenda No.:	H.
Indexes (Council Goals):	* 2019 Council Goal - Protecting and Maintaining Our Open Spaces, Recreational, and Cultural Amenities
Presenters:	Daniel Erickson
Legislative File:	12633-20

Title

Consideration of Temporary Fee Reductions for Season Passes at the Golf Course Due to Construction in 2020

Recommended Action

I move that Council approve temporary fee reductions, as per attachment A, for season passes at the Los Alamos County Golf Course for calendar year 2020, due to planned construction throughout the season.

County Manager's Recommendation

The County Manager recommends that Council approve the temporary reduction in fees as requested.

Body

On March 15, 2019, a Request for Proposal was issued for design services for the Golf Course Irrigation Renovation Project. Design is nearly complete, and construction is slated to begin Spring of 2020. While it is anticipated that the golf course will remain open during construction, it is expected that the facility will be limited to only 9 holes of play for the majority of the 2020 season.

County staff is currently preparing an updated user fee structure for Council consideration for all the facilities housed within the Community Services Department, however, this endeavor is not expected to be completed before the 2020 golf season begins. Season pass sales for the golf course typically commence in January. Staff proposes a season pass structure that reduces the cost of each type of pass by one half of the current 18-hole pass price. Attachment A show the proposed pass fees. Note that daily fees can be assessed based upon a 9-hole fee structure that is already established.

Even though half the golf course will not be open for use, the situation can be used as an opportunity:

- To increase sales of season passes due to decreased price;
- To attract new players with an increased likelihood of repeating golf course visits due to the affordability of the passes; and
- To entice casual golfers to purchase season passes when they might not have done so in the past.

Furthermore, staff believes patrons may be likely to buy season passes again in the 2021 season, when the full course is reopened, and the reduced season pass fees have expired.

Alternatives

Council could choose not to approve this proposed fee structure at this time, waiting to approve all proposed user fee changes later this year. Season passes would not be sold at the Golf Course for the 2020 season, however this course of action may lead to substantial negative feedback from the golf course user group.

Fiscal and Staff Impact/Planned Item

There is no staff impact due to the proposed fees. Past year's revenue from season pass sales is approximately \$160,000, and a reduction in the fee is anticipated to reduce this revenue however the

total will be dependent upon the number of passes sold.

Attachments

A - 2020 Proposed 9-Hole Golf Course Season Pass Fees