



TOWN OF APPLE VALLEY

TOWN COUNCIL STAFF REPORT

To: Honorable Mayor and Town Council **Date:** March 26, 2013

From: Dennis Cron, Assistant Town Manager **Item No:** 4
Municipal Operations and Contract Services

Subject: ADOPT RESOLUTION 2013-14, A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF APPLE VALLEY, CALIFORNIA, CONFIRMING AND RE-ESTABLISHING USER FEES FOR THE APPLE VALLEY GOLF COURSE APPROVED BY RESOLUTION 2011-49 AND ADDING AUTHORITY FOR THE TOWN MANAGER OR DESIGNEE TO APPROVE SPECIAL PROMOTIONAL GOLF RATES AT THE APPLE VALLEY GOLF COURSE

T.M. Approval: _____ **Budgeted Item:** Yes No N/A

RECOMMENDED ACTION:

Adopt Resolution 2013-14, a Resolution of the Town Council of the Town of Apple Valley, California, confirming and re-establishing user fees for the Apple Valley Golf Course previously approved and established by Resolution 2011-49 and adding authority for the Town Manager or designee to approve special promotional golf rates at the Apple Valley Golf Course effective April 1, 2013.

SUMMARY:

Town staff, in consultation with the Golf Course contract staff, reviewed tee sheet management and maximizing programs in effect at golf course facilities in and around the region. Many golf course managers have the flexibility to authorize short-term, program specific, promotional rates to allow the Golf Course staff to maximize play on the golf course. These programs typically permit reduced cost for green fees on short notice, for a specific duration and only for specific periods of time, to attract golf play that may not otherwise get scheduled. Staff recommends the Town Council authorize the Town Manager or Designee authority to approve "Special Promotional Golf Rates". Existing Rates as adopted by Resolution 2011-49 shall remain in effect for all regularly scheduled golf play. Any "Special Promotional Golf Rate" authorized by the Town Manager or Designee would be required to list specific criteria that applies to the promotional rate and would apply only for specifically approved "Special Promotional Golf Rate" programs and periods. Each approved Special Promotional Golf Rate program shall also be announced and advertised on the Golf Course web-site. If

approved and authorized by the Town Council, this program will permit special, short term, short notice, reduced rates and other special programs for green fees that will allow the Town and the Golf Course management staff to maximize the tee sheet and generate additional revenue at Apple Valley's Golf Course.

BACKGROUND:

This proposed program is not intended to displace the regular rates paid for scheduled golf. To the contrary, the intent of this program will be to drive additional tee times by allowing the Town Manager or Designee to approve Special Promotional Golf Rates on those dates when the tee sheet has not been filled. The Golf Course Manager, in consultation with the Town shall recommend Special Promotional Rate programs for adding otherwise unscheduled golfing activity to the tee sheet. In these circumstances, the Town's expense for the daily operation at the Golf Course has already been determined. Adding additional play by allowing alternative short term rates will permit the golf shop to attract new players when the daily operational expenses of the Golf Course has already been committed.

FISCAL IMPACT:

Unknown at this time - Additional play will encourage additional activity and will likely increase golf shop sales, driving range sales and additional food and beverage sales. Revenue increases for golf operations are unknown at this time but slightly increased revenue can be anticipated due to play that would otherwise not have occurred.

ATTACHMENT:

Exhibits B1 – B3

EXISTING RATES (effective November 1, 2011)

RATE CATEGORY	Weekday	Weekend	Weekday Twilight	Weekend Twilight
Resident	\$25	\$35	\$15	\$25
Non Resident	\$30	\$40	\$20	\$30
Resident Senior (55 +)	\$20	\$30	\$10	\$20
Non Resident Senior (55 +)	\$25	\$35	\$15	\$25
U.S. Active Military	\$23	\$33	\$13	\$23
Junior Rate	\$12	\$12	\$12	\$12
Tournament/Groups	Min. \$25	Min. \$35	Min. \$15	Min. \$25
Cart Rental (all)	\$5	\$5	\$5	\$5
Non Golfer/Rider	\$10	\$10	\$10	\$10

RESOLUTION No. 2013-14

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF APPLE VALLEY, CALIFORNIA, CONFIRMING AND RE-ESTABLISHING USER FEES FOR THE APPLE VALLEY GOLF COURSE APPROVED BY RESOLUTION 2011-49 AND ADDING AUTHORITY FOR THE TOWN MANAGER OR DESIGNEE TO APPROVE SPECIAL PROMOTIONAL GOLF RATES AT THE APPLE VALLEY GOLF COURSE

WHEREAS, the Town Council of the Town of Apple Valley has previously adopted schedules for various services, materials and mitigations provided by the Town specifying that the cost of rendering such services, materials or mitigations should be borne by the beneficiaries of same; and

WHEREAS, the Town wishes to comply both with the letter and the spirit of Article XIII B of the California Constitution and limit the growth of taxes; and

WHEREAS, the Town desires to maintain a policy of recovering the full costs reasonably borne of providing services of a voluntary and limited nature, and including costs of preparing for hearing and adoption and administering of fees, such that general taxes are not diverted from general services of a broad nature and thereby utilized to subsidize unfairly and inequitably such special services; and

WHEREAS, the Town of Apple Valley has conducted an analysis of rates charged by other regional golf courses in the high desert; and

WHEREAS, based upon the State Guidelines to Implement the California Environmental Quality Act (CEQA), the proposed changes to the adopted Apple Valley Fee Schedule is not defined as a project and is, therefore, EXEMPT from further environmental review; and

WHEREAS, Beginning on July 1st of each future year the fees contained herein shall continue to be automatically adjusted by a percentage amount that is equal to or less than, as determined annually by the Town Council, the change to the Consumer Price Index, using the Los Angeles-Riverside-Orange County Consumer price Index for Urban Wage Earners and Clerical Earners for the previous twelve (12) month period (March to March). In compliance with State law, these fee increases shall only be implemented to the extent that a fee study justifies the actual Town cost in providing these services warrants said increases. Said fee study shall be filed with the Town Clerk at least (60) days prior to July 1st of each year; and

WHEREAS, amending the Apple Valley Fee Schedule is consistent with the Municipal Code of the Town of Apple Valley and shall promote the health, safety and general welfare of the citizens of the Town of Apple Valley; and

WHEREAS, it is the intention of the Town Council to develop certain revisions to its schedule of fees and charges based on the Town's budgeted and projected costs for providing such programs reasonably borne for the ensuing fiscal year; and

WHEREAS, The Town Council authorizes the Town Manager or designee to approve special promotional golf rates at the Apple Valley Golf Course; and

WHEREAS, all requirements of California law are hereby found to have been complied with in and for these proceedings;

NOW, THEREFORE, BE IT RESOLVED that the Town Council of the Town of Apple Valley, California, finds, determines and orders as follows:

Section 1. That the Apple Valley Fee Schedule is consistent with the Municipal Code of the Town of Apple Valley and shall promote the health, safety and general welfare of the citizens of the Town of Apple Valley.

Section 2. That, based upon the State Guidelines to Implement the California Environmental Quality Act (CEQA), the adopted Apple Valley Fee Schedule is not defined as a project and is, therefore, EXEMPT from further environmental review.

Section 3. The amendments to the schedule of fees for various services, materials and mitigations provided by the Town of Apple Valley as provided hereto, which amend and add to a portion of the Schedule of Fees originally adopted by Council Resolution No. 2011-49, are hereby approved and adopted.

Section 4. Prior enactments of the Town Council establishing fees and charges for services, materials and mitigations, attached hereto, are hereby amended to the extent that such prior enactments duplicate or are inconsistent with fees and charges established hereby; except as so amended, fees and charges for services, materials or mitigations in effect prior to adoption of this resolution and not amended hereby shall remain in effect.

Section 5. Severability. If any provision of this Resolution or the application thereof to any person or circumstances are held invalid, such invalidity shall not affect other provisions or applications and, to this end, the provisions of this Resolution are declared to be severable.

Section 6. Except where the minimum effective date is otherwise prescribed by law, the fees approved, increased and established herein became effective November 1, 2011.

Section 7. The Town Council authorizes the Town Manager or designee to approve special promotional golf rates at the Apple Valley Golf Course and herein become effective April 1, 2013.

APPROVED and **ADOPTED** by the Town Council of the Town of Apple Valley this 26th day of March, 2013.

Curt Emick, Mayor

ATTEST:

La Vonda M-Pearson, Town Clerk

**Apple Valley Golf Course
Daily Green Fee Rates - Exhibit B-1**

Reservation Type	*Booking Policy	Weekday	**Weekday Twilight	**Super Weekday Twilight	Weekend	**Weekend Twilight	**Super Weekend Twilight	Notes
Public (Non-Resident)	30 Days	\$30	\$20	\$15	\$40	\$30	\$21	
Senior Public (Non-Res)	30 Days	\$25	\$15	\$11	\$35	\$25	\$17	Age 55 and older, must show ID
***Apple Valley Resident	7 Days	\$25	\$15	\$11	\$35	\$25	\$17	Must have Valid Resident Card to receive Resident Rate
Senior Resident	7 Days	\$20	\$10	\$9	\$30	\$20	\$12	Age 55 and older, must have Valid Resident Card to receive Senior Resident Rate
U.S. Active Military	7 Days	\$23	\$13	\$9	\$33	\$23	\$15	Must have Active U.S. Military ID
**** Junior Rate	6 Days	\$12	\$12	\$8	\$12	\$12	\$8	Age 17 or younger, does not include golf cart
*****Tournament/Groups	12 Months	Min. \$25	Min. \$15	N/A	Min. \$35	Min. \$25	N/A	Groups of 13 players or more. Rates to be based on General Manager's discretion
Cart Fee	N/A	\$5	\$5	\$5	\$5	\$5	\$5	
Non Golfer/Rider	N/A	\$10	\$10	\$10	\$10	\$10	\$10	

Green Fee Rates do not include the use of Golf Cart.

Promotional Rates (i.e., Twilight and Super-twilight) discount rates offered to maximize tee sheet are to be recommended by Golf Course Manager and approved by the Town Manager or Designee.

*Booking Policy - Days in advance a Tee Time can be reserved for each Reservation Type when held by a credit card.

**Twilight and Super-twilight Rates - Starting times to be recommended by the Golf Course Manager and approved by the Town Manager or Designee.

*** Apple Valley Resident Rate

- \$5 Discount from Public Rate.
- Residents must purchase and have in possession a valid Resident Card to receive the Resident Rate.

**** Junior Rate

- Junior Rate is available daily when Twilight Rates begin.
- Juniors can receive the Junior Rate before Twilight if playing with a paying adult.
- Juniors under eight (8) years of age must be accompanied by an adult.
- Juniors must pay the posted Cart Fee in addition to the Junior Rate if using a Golf Cart.
- Juniors using a Golf Cart must have a valid drivers license.

*****Tournament/Group Rate

Shall not result in player fees of less than \$25 on weekdays or \$35 on weekends.

Apple Valley Golf Course
Monthly Pass Program - Exhibit B-2

Reservation Type	*Booking Policy	Monthly Rate	Cart Fee	Monthly Trail Fee Rate
Individual	6 Days	\$199	\$5	N/A
Family	6 Days	\$249	\$5	N/A
Individual w/ Trail Fee	6 Days	\$199 minus Trail Fee	N/A	\$51.55
Family w/ Trail Fee	6 Days	\$249 minus Trail Fee	N/A	\$51.55

Monthly Pass Rates include Green Fee and use of Golf Cart.

*Booking Policy - Number of days in advance a Tee Time can be reserved.

Trail Fee = \$50 effective June 23, 2010 plus annual CPI adjustment.

**Apple Valley Golf Course
Resident Card Program - Exhibit B-3**

Eligible	Resident Card Fee	Valid Dates	Notes
Individual Apple Valley Residents	\$50	One (1) Year	With purchase of a Resident Card, the holder will receive one (1) free round of golf at AVGC.

Resident Card is valid for One (1) Year from date of purchase.

Resident is eligible for one (1) free round of golf at Apple Valley Golf Course (weekday or weekend) with purchase of Resident Card.

Resident Cards will be sold at Apple Valley Golf Course.

Resident Cards will be issued to Residents of Apple Valley, determined by the Town's definition of a Resident. The Town will supply the golf course with a database of eligible resident addresses.

Resident Cards will give Residents a \$5 discount off Public Green Fee Rates. (Except Promotional Rates)