

**TOWN OF BLACK MOUNTAIN BOARD OF ALDERMEN
REQUEST FOR BOARD ACTION**

Meeting Date: May 9, 2011

SUBJECT: Revisions to the Black Mountain Golf Course Membership Fee Schedule

AGENDA INFORMATION

Agenda Location: New Business
Item Number: 8-D
Department: Golf Operations
Contact: David Ballard, Operations Manager/Golf Pro
Presenter: David Ballard, Operations Manager/Golf Pro

BRIEF SUMMARY: Due to the already low number of full memberships, we feel it would be to our advantage to keep the membership rates consistent with last years rates. We don't want to drive off the members we already have. Instead of raising full membership rates, we propose to offer an opportunity for promotional members to upgrade to a full membership. If we can get one fifth of those members to upgrade, we can generate an additional \$40,000 in membership revenue.

MOTION FOR CONSIDERATION: To adopt the proposed updates to the Black Mountain Golf Course Membership fee scheduled as presented.

FUNDING SOURCE: N/A

ATTACHMENTS: Proposed fee schedule changes
Membership renewal letter
Golf Pro's Marketing Plan
Promotional Member Upgrade Proposal

MANAGER'S COMMENTS AND RECOMMENDATIONS: The golf pro presented this proposal to the Recreation Commission for recommendation on April 28, with mixed opinion. Due to lack of quorum, no recommendation is forthcoming from the Commission. This proposal has not been discussed yet in detail with the Golf Advisory Group or Town Manager.

Proposed Marketing Plan

1. We will continue pushing the full membership at reasonable rates (see attached membership form) to get current members to renew and gain additional full members.
2. We will offer a one time option for the current promotional members to upgrade their memberships to full memberships. The weekday only members can upgrade for \$300 and the seven day members can upgrade for \$150. This membership would allow them to play anytime and also give them the new option to walk. Their cart fees would need to stay at \$15, so current full members would still have the benefit of renewing and keeping their \$10 cart fees.
3. We will be offering the punch cards as an option for people who aren't interested in a membership, but would like to dedicate 10 or 20 rounds to our golf course at a lesser rate. They would be able to buy 10 rounds at \$25 per round or 20 rounds at \$20 per round. We would advertise this against our normal \$35 dollar weekend rate.
4. We will offer a Tuesday and Thursday promotion where foursomes can come and play for \$100. These are our slower days, so this may stimulate play during currently vacant tee times.

Black Mountain Golf Course

17 Ross Dr.

Black Mountain, NC 28711

(828) 669-2710

Promotional Membership Upgrade

We are excited to offer you a chance to upgrade your current promotional membership to a full membership. With your current membership you are either restricted to weekday only or seven days a week with no play before 12:00 pm on weekends. With this new offer you will be able to play seven days a week anytime you want. You will also now have the option to walk as opposed to riding all the time. Walking will be available anytime other than weekends before 12:00, which stands for anyone playing the golf course. The cart fee will stay at \$15 for 18 holes or \$8 for 9 holes. We encourage you to take advantage of this offer and start getting more out of your membership at The Black Mountain Golf Course. This will be a one time offer running through the months of May and June. Your membership will last to its current end date of May 1, 2012, so there is now fear of loosing any time on your current membership. Feel free to contact us in the Pro Shop at 669-2710 with any questions you may have. We look forward to hearing from you.

Check The Membership That Applies

___ Current Weekday Only Members Upgrade For \$300

___ Current Seven Day Members Upgrade For \$150

As a member of the Black Mountain Golf Course I promise to adhere to all rules and regulations enforced by the course. I accept responsibility for proper dress, behavior and attitude for myself as well as any guest(s) I may bring.

Signature _____

Date _____