



# TOWN OF APPLE VALLEY

## TOWN COUNCIL STAFF REPORT

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**To:** Honorable Mayor and Town Council      **Date:** June 11, 2013

**From:** Dennis Cron, Assistant Town Manager      **Item No:** 7  
Municipal Operations and Contract Services

**Subject:** RATIFY THE REPEAL OF RESOLUTION NO. 2013-14, SPECIFIED USER FEES AT THE APPLE VALLEY GOLF COURSE AND APPROVING RESOLUTION NO. 2013-21 AUTHORIZING THE GOLF COURSE MANAGER TO ESTABLISH MARKET-BASED FEES AT THE APPLE VALLEY GOLF COURSE

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

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### RECOMMENDED ACTION:

Ratify the Repeal of Resolution No. 2013-14, specified user fees at the Apple Valley Golf Course and Adopt Resolution No. 2013-21, authorizing the Golf Course Manager, in consultation with the Town Manager or designee, to establish market-based fees at the Apple Valley Golf Course.

### SUMMARY:

At the May 28, 2013 Town Council meeting, the Council discussed and approved the Golf Course Manager to establish market-based fees at the Apple Valley Golf Course and Repeal Resolution No. 2013-14 which had established specified user fees at the Apple Valley Golf Course. This agenda item will formerly adopt Resolution No. 2013-21 and repeal Resolution No. 2013-14.

Town staff believes this will permit the fees for golf at the Apple Valley Golf Course to remain nimble and allow for quick-reacting promotional efforts intended to drive players to the green sheet. This will allow for much more flexibility and opportunity to maximize the revenue potential and allow the golf course manager to modify rates during inclement weather, extreme heat spells and for attracting players to the Golf Course who may not otherwise attempt to play because maybe the wind is blowing or it is cold.

**BACKGROUND:**

The Town of Apple Valley began management of the Apple Valley Golf Course on December 10, 2008. Promotional golf fees were adopted by Resolution 2008-67 on December 9, 2008. These fees were further modified by Resolution 2009-12 on April 28, 2009, again by Resolution 2011-49 on October 25, 2011 and again by Resolution 2013-14 on March 26, 2013. The last modification (March 2013) authorized the Town Manager to approve special promotional rates for short duration special programs, but it did not eliminate the existing fee ordinance.

**FISCAL IMPACT:**

The fiscal impact is uncertain at this time. It is the intention of Town staff and the Golf Course Management Team that increased flexibility with the tee sheet fee structure will permit modifications to golf programs that will add incentive for the recreational golfer to return to or choose to play at Apple Valley Golf Course because the fee structure will not be restrained by a set fee structure.

**ATTACHMENT:**

Resolution No. 2013 -21

**RESOLUTION No. 2013-21**

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF APPLE VALLEY, CALIFORNIA, AUTHORIZING THE GOLF COURSE MANAGER, IN CONSULTATION WITH THE TOWN MANAGER OR DESIGNEE, TO ESTABLISH MARKET-BASED FEES AT THE APPLE VALLEY COURSE AND REPEAL RESOLUTION 2013-14, WHICH PREVIOUSLY ESTABLISHED SPECIFIED USER FEES 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 of Apple Valley has conducted an analysis of how rates are established by other regional golf courses in the high desert; and

**WHEREAS**, The Town Council authorizes the Golf Course Manager, in consultation with the Town Manager or designee, to approve market-based fees at the Apple Valley Golf Course; and

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

**Section 1.** The Town Council approves to repeal Resolution No. 2013-14 which previously established specified fees at the Apple Valley Golf Course.

**Section 2.** The Town Council approves Resolution No. 2013- 21 authorizing the Golf Course Manager, in consultation with the Town Manager or designee, to establish market-based fees at the Apple Valley Golf Course and become effective July 1, 2013.

**Section 3.** The Town Clerk shall certify to the passage and adoption of this resolution and enter it into the book of original resolutions.

**APPROVED** and **ADOPTED** by the Town Council of the Town of Apple Valley this 11<sup>th</sup> day of June, 2013.

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Curt Emick, Mayor

**ATTEST:**

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La Vonda M-Pearson, Town Clerk