

City of Mississauga
Corporate Report



<p>Date: August 14, 2023</p>	<p>Originator's files:</p>
<p>To: Chair and Members of Budget Committee - Fees and Charges</p> <p>From: Jodi Robillos, Commissioner of Community Services</p>	<p>Meeting date: October 4, 2023</p>

Subject

2024 Recreation & Culture Program Fees and Rental Rates - Golf

Recommendation

That the corporate report dated August 14, 2023 entitled "2024 Recreation Program Fees and Rental Rates – Golf" from the Commissioner of Community Services be received for information.

Executive Summary

- This report is supplemental to the 2024 Recreation and Culture Program Fees and Rental Rates report, dated August 14, 2023, where the applicable by-laws includes the golf fees as outlined.
- In 2023, a survey indicated that 33% of golfers at Lakeview, and 35% of golfers at Braeben are Mississauga residents. Demand for golf has remained high at our City courses coming out of the pandemic due to competitive pricing, proximity of courses, recent improvements, excellent course conditions, and high overall customer satisfaction.
- In response to previous direction from council, current market conditions, competitive benchmarking and the established pricing strategy, all golf green fees at Lakeview, Braeben Championship, and Braeben Academy courses are recommended to increase by 5.5% in 2024, to be offset with a discount for Mississauga residents.
- Residents of Mississauga who provide proof of address will be given a 5% discount off of their green fee starting in 2024. This discount would apply to all green fee categories at Lakeview, Braeben Championship, and Braeben Academy courses.
- Additionally, residents of Mississauga will be given priority booking access for tee times, with the ability to book online tee times one hour earlier beginning at 8pm seven days in advance, compared to non-residents who will be able to book beginning at 9pm. These operational changes aim to provide better access and incentives for Mississauga residents to golf at our three City courses.

- With these two changes above, it is recommended that the multi-game pass program (12 rounds for the price of 11) at Lakeview be limited to Older Adults only.

Background

This report is supplemental to the 2024 Recreation and Culture Program Fees and Rental Rates report, dated August 14, 2023, where the applicable by-law includes the golf fees as outlined.

The fees charged for Recreation offerings are reviewed on an annual basis and, in accordance with the Municipal Act, 2001, adjustments for program fees, rentals, and memberships are recommended to Council for approval. This report addresses questions from the November 30, 2022 and January 23, 2023 Budget Committee meetings and provides additional context related to the proposed golf green fees for 2024.

Over the past few years, City golf courses have seen overwhelming demand that has outpaced the available supply of tee times available to customers. This has been especially the case at Lakeview, where the most in-demand tee times (morning to early afternoon and weekends) are very difficult for golfers to obtain. In most cases, these preferred tee times are booked solid seven days in advance, within a few minutes of the online booking software activating at 9pm daily.

Council had requested that staff investigate the feasibility of providing Mississauga residents priority booking opportunities as well as a discounted green fee.

Comments

To assess the residency of customers, in 2023 Golf Services conducted a survey of over 2,000 golfers over five randomly selected dates from May 6th to June 3rd, 2023. The survey found that 33% of golfers at Lakeview and 35% of golfers at Braeban were Mississauga residents.

In response to previous direction from council, current market conditions, competitive benchmarking and the established pricing strategy, it is recommended that all golf green fees at Lakeview, Braeban Championship, and Braeban Academy courses are to increase by 5.5% in 2024.

To help improve access and provide Mississauga residents with further incentive to play the City's courses, where customers are able to provide proof of Mississauga residency will receive the following benefits beginning Spring 2024 at Lakeview, Braeban Championship, and Braeban Academy courses:

1. A 5% discount off green fees.
2. Priority online booking access for tee times. Residents will be able to book their tee time one hour earlier (8pm) before non-residents (9pm), seven days in advance.

Because the most popular tee times are booked within minutes, giving just one hour advanced priority is preferred compared to an entire day to keep the booking platform programmed on the regular seven day window and this model is anticipated to cause less confusion and frustration for customers.

Further, with these two recommended changes above, it is also suggested that the multi-game pass program (12 rounds for the price of 11) at Lakeview be limited to Older Adults only.

Golf rates will be advertised at the 5.5% increase price, but with clear wording and direction about the new benefits for residents in 2024. All rates will default to the non-resident rate and golfers will be required to provide proof of residency in advance to access the discount and priority booking status.

The chart below illustrates a sample of fees, outlining the incremental increase for both residents and non-residents with the discount applied:

Fee Name	2023	2024 Resident	Increase	2024 Non-Resident	Increase
Lakeview Weekday	\$67.70	\$67.85	\$0.15	\$71.42	\$3.72
Lakeview Weekend	\$77.88	\$78.05	\$0.17	\$82.16	\$4.28
Lakeview Older Adult	\$52.21	\$52.33	\$0.12	\$55.08	\$2.87
Lakeview Junior	\$30.53	\$30.60	\$0.07	\$32.21	\$1.68
Braeban Weekday	\$48.23	\$48.34	\$0.11	\$50.88	\$2.65
Braeban Weekend	\$69.91	\$70.07	\$0.16	\$73.76	\$3.85
Braeban Older Adult	\$39.82	\$39.91	\$0.09	\$42.01	\$2.19
Braeban Junior	\$28.32	\$28.39	\$0.07	\$29.88	\$1.56
<i>*fees listed are pre-HST</i>					

Staff anticipate some pushback from non-residents on the fee increase and the introduction of a tiered booking system that provides priority to residents. Further, validating addresses and residency will add an additional step for the customer's first check-in process, though staff will continue to aim to ensure a quality customer experience for all.

Financial Impact

By raising green fees by 5.5% across the board, along with an estimated and assumed increase to 50% residents booking tee times at Lakeview, Braeban Championship, and Braeban Academy, the offsetting 5% resident discount will increase overall revenues to the desired 3%.

Conclusion

Through implementing both a discount on green fees and priority booking, staff anticipate increased access to golf for Mississauga residents at all three courses. This change is aligned with our goal to support healthy and active lifestyles for those who choose to make Mississauga their home.



Jodi Robillos, Commissioner of Community Services

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