



INDIAN RIVER COUNTY, FLORIDA
AGENDA ITEM
Department of General Services

SANDRIDGE GOLF

Date: April 21, 2023
To: The Honorable Board of County Commissioners
Thru: Michael Zito, Assistant County Administrator
Beth Powell, Interim General Services Director
From: Bela Nagy, Golf Professional Sandridge Golf Club
Subject: Sandridge Golf Course Group Policy

BACKGROUND:

Indian River County owns and operates Sandridge Golf Club, a 36-hole daily fee golf facility. Over the past 5 years, revenue and round counts at Sandridge Golf Club have steadily risen to record numbers with over 119,000 annual rounds in fiscal year 2021-22. The Golf Club utilizes a tee time reservation system that allows patrons to book tee times 24 hours a day, 7 days per week. Tee times are available on a first come, first serve basis and fall into 3 tiers of users. County resident cardholders pay an annual fee for the privilege of making tee times up to 8 days in advance at a discounted rate. The general public is limited to making tee time reservations 4 days in advance at a non-discounted rate. The third tier includes organized user groups of 16 or more players who are often County cardholders. Group League play has traditionally enjoyed reserving tee times up to one year in advance under a user group agreement; to date Staff has been able to balance the competing demand from groups and individual cardholders. Group League play provides steady revenue to the golf club during non-peak times. Managed league play is beneficial to the efficient operations of the golf club and reduces wasted tee times Sandridge Golf Club does not currently charge a league membership fee or a premium advance booking fee for groups.

DESCRIPTIONS AND CONDITIONS:

Traditionally, staff has maintained adequate spacing for Group League play, County Card holders, and the general public to play. As these groups and the community have grown, the gaps have narrowed. As demand for tee times continues to increase, especially during the peak season, the need for a league play booking premium fee has become appropriate to place value on the ability to reserve blocks of tee times up to 1 year in advance. County cardholders are limited to one tee time per day up to 8 days in advance. For Group Leagues wishing to continue with the practice of setting up advanced tee times and pre-book the year, it is proposed herein to establish a booking convenience fee to separate the Group League booking privilege from the County Cardholder tier. The goal is to have Group League play managed efficiently so that there are no wasted tee times, as well as to maintain a balance of tee time inventory for County Card holders and the general public.

At the most recent assembly of the Florida Municipal Golf Association, Staff participated in a round table discussion with golf courses experiencing similar tee time reservation challenges. As a result, there are now several public golf courses that are evaluating a group reservation advance booking premium fee.

ANALYSIS:

Staff has analyzed options for implementing a booking premium surcharge or other fee that would place value on the ability to reserve tee times up to 1 year in advance. It was determined that a booking convenience fee would be appropriate for Group League play. The average cost per user as spread across the individuals within the organized group and averages \$20-\$50 per user per year. The surcharge is proposed to be assessed based on group size. Staff proposes implementing a Group League premium booking fee as follows:

Groups of 12 – 19 players	\$750.00
Groups of 20-29 players	\$1,000.00
Groups of 30-39 players	\$1,250.00
Groups of 40-49 players	\$1,500.00
Groups of 50-59 players	\$1,750.00
Groups of 60 or more players	\$2,000.00

The Group Leagues would be eligible to register and sign an agreement the first of October each year. The agreement will outline the Group League commitment, booking, and cancellation policies.

RECOMMENDATION:

Staff recommends that the Board of County Commissioners adopt the attached Group League Booking Policy, the associated fee schedule and the Group League Contract.

ATTACHMENT(s):

Proposed Sandridge Golf Club League Group Policy
Proposed Sandridge Golf Club League Group Agreement

APPROVED AGENDA ITEM FOR MAY 02, 2023