



STONETREE RATE STRUCTURE INCREASE FOR FY23

RS-22-098

August 9, 2022

Membership Analysis

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- ❑ For Fiscal Year 2022 Stonetree had 206 Green Fee Memberships
- ❑ 133 Members have a Stonetree Cart Membership
- ❑ 50 Members have a Personal Cart Membership
- ❑ 23 Green Fee Members do not have a Cart Membership
- ❑ 123 Green Fee Member are seniors or have the military discount
- ❑ We added 16 new members for fiscal year 2022 thus far and 13 members for fiscal year 2021
- ❑ 37% of our rounds are Green Fee Membership rounds and 63% are public rounds
- ❑ APR YTD for Green Fee Members is \$18.60 and for Public is \$30.59
- ❑ We recommend offering a Stonetree Cart Membership option for anyone who doesn't own their personal cart

Definitions

- ❑ Green Fee Membership: Golfer who has purchased an annual membership
- ❑ Public rounds: Non annual membership rounds of golf. Public/open play/tournament play
- ❑ APR: Dollar per round
- ❑ Stonetree Cart Membership: Green Fee Member who does not own their own cart
- ❑ Personal Cart Membership: Green Fee Member who does own their own cart

Current Annual Green Fee Membership

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Residency	Green Fee Memberships
Killeen	92
Harker Heights	89
Nolanville	2
Belton	10
Temple	2
Kempner	1
Lampasas	1
Copperas Cove	6
Salado	3
Total	206

Proposed Increase- Green Fee Membership with Non-Resident Option

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Annual Membership	Current	Resident Proposed	Non-Resident Proposed
Adult	\$1,200.00	\$1,400.00	\$2,000.00
Additional Family Member	\$ 540.00	\$ 640.00	\$1,240.00
Senior 65+	\$ 950.00	\$1,100.00	\$1,700.00
Active-Duty Military	\$ 950.00	\$1,100.00	\$1,100.00
Junior 18 & Under**	\$ 400.00	\$ 400.00	\$1,000.00
Golf Cart Storage Fee	\$ 500.00	\$ 500.00	\$500.00
Personal Cart	\$ 600.00	\$ 600.00	\$600.00
Stonetree Cart – New Fee (optional)	N/A	\$ 950.00	\$1,550.00
Driving Range - Member	\$ 350.00	\$ 400.00	\$1,000.00
Driving Range - Public	\$ 450.00	\$ 525.00	\$1,125.00

**12 and under play for FREE when playing with a paying adult. Includes Green Fee Membership

Stontree Cart Membership – Senior Resident Rate

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Rounds per year	Non-Membership Weekday Rate w/ cart - \$37	Savings w/ Green Fee & Stonetree Cart Membership	Rate per Round
55	\$ 2,050.00	\$ 0.00	\$ 37.00
62	\$ 2,300.00	\$ 250.00	\$ 33.07
80	\$ 2,960.00	\$ 910.00	\$ 25.63
120	\$ 4,440.00	\$ 2,390.00	\$ 17.08
160	\$ 5,920.00	\$ 3,870.00	\$ 12.81

- At the FY 23 proposed rate, a Senior Green Fee Membership would be \$1,100 and if they chose to utilize the optional Stonetree Cart Membership for \$950, the total cost would be \$2,050/year. If the Senior Member did not choose the optional Stonetree Cart Membership, they would pay the daily \$16 Cart Fee

Proposed Increase – Public Rates w/ Cart

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Weekday	Current	Proposed	% Increase
9 Holes	\$23.00	\$26.50	14%
18 Holes	\$39.50	\$44.00	11%
AD Military	\$ 5.00 Off	\$ 5.00 Off	0%
Senior	\$33.50	\$37.00	10%
Junior	\$15.00	\$15.00	0%
Twilight	\$26.00	\$30.00	15%
Super Twilight	\$23.00	\$26.00	13%
Weekend	Current	Proposed	% Increase
9 Holes	\$31.00	\$35.00	13%
18 Holes	\$47.50	\$54.00	14%
AD Military	\$ 5.00 Off	\$ 5.00 Off	0%
Senior	\$47.50	\$49.00	3%
Junior	\$18.00	\$18.00	0%
Twilight	\$33.00	\$36.00	9%
Super Twilight	\$28.00	\$31.00	11%
Golf Cart 9 holes	\$11.00	\$11.00	0%
Golf Cart 18 holes	\$16.00	\$16.00	0%

Cities reviewed

Public Rates with Cart	Stonetree		Hills of Cove	Sammons	Mill Creek	Clear Creek	Delaware Springs	Cottonwood	Forrest Creek	Crystal Falls
	Current	Proposed								
Weekday										
9 Holes	\$23.00	\$26.50	\$22.00	\$21.75	N/A	\$26.00	\$28.00	\$38.00	\$33.00	\$32.00
18 Holes	\$39.50	\$44.00	\$34.00	\$35.00	\$50.00	\$41.00	\$43.00	\$47.00	\$53.00	\$47.00
Senior 65+	\$33.50	\$37.00	\$31.00	\$30.00	N/A	\$31.00	\$2.00 Off	\$37.00	\$39.00	\$42.00
Junior 18U	\$15.00	\$15.00	\$13.00	\$5.00	N/A	\$13.00	\$2.00 Off	\$20.00	50% Off	\$18.00
AD Military	5.00 Off	5.00 Off	N/A	\$30.00	N/A	\$31.00	\$2.00 Off	N/A	\$39.00	\$42.00
Twilight	\$26.00	\$30.00	\$27.00	\$24.00	\$25.00	\$31.00	\$25.00	\$38.00	\$39.00	\$38.00
Super Twilight	\$23.00	\$26.00	\$25.00	N/A	N/A	N/A	N/A	\$28.00	\$29.00	N/A
Weekend										
9 Holes	\$31.00	\$35.00	\$22.00	N/A	N/A	\$31.00	\$36.00	\$43.00	\$53.00	\$35.00
18 Holes	\$47.50	\$54.00	\$39.00	\$40.00	\$60.00	\$46.00	\$53.00	\$55.00	\$73.00	\$60.00
Senior 65+	\$47.50	\$49.00	\$36.00	\$40.00	N/A	\$46.00	\$ 2.00 Off	\$55.00	\$63.00	\$50.00
Junior 18U	\$18.00	\$18.00	\$13.00	\$ 5.00	N/A	\$15.00	\$ 2.00 Off	\$20.00	50% Off	\$18.00
AD Military	\$ 5.00 Off	\$ 5.00 Off	N/A	N/A	N/A	\$41.00	\$ 2.00 Off	N/A	\$63.00	\$50.00
Twilight	\$33.00	\$36.00	\$32.00	N/A	\$30.00	\$36.00	\$30.00	\$38.00	\$49.00	\$45.00
Super Twilight	\$28.00	\$31.00	\$30.00	N/A	N/A	N/A	N/A	\$28.00	\$35.00	N/A

Profit/Loss

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	FY16	FY17	FY18	FY19**	FY20	FY21	FY22 Forecast	FY23 Proposed
Total Revenue	\$1,070,403	\$1,043,385	\$1,075,040	\$939,400	\$1,163,397	\$1,300,369	\$1,386,307	\$1,600,625
Expenses	\$1,444,371	\$1,451,161	\$1,404,241	\$1,183,134	\$1,318,284	\$1,352,728	\$1,298,317	\$1,411,211
Net Income	(\$373,968)	(\$407,776)	(\$329,201)	(\$243,734)	(\$154,887)	(\$ 52,359)	\$1,965	\$70,355

**** Indigo Golf managed the property for half of this year**

Alternatives

- ❑ Option 1: Do not approve the increase in fees at Stonetree Golf Course
- ❑ Option 2: Approve the proposed increase in fees at Stonetree Golf Course
- ❑ Option 3: Approve the proposed increase in fees at Stonetree Golf Course with changes

Recommendation

- Staff recommends the increase in fees for the golf course. The course conditions and facility improvements align Stonetree appropriately in the competitive market while still providing an affordable option to the Killeen Community