

FEE RECOMMENDATION

March 1, 2026

FOR: Golf Lesson fees for 2026
COST CENTERS: Foster Park Golf Course: Fund 439- R211
McMillen Park Golf Course and Range: Fund 439-R212
Shoaff Park Golf Course and Range: Fund 439-R213

FINANCIAL OBJECTIVE AND JUSTIFICATION STATEMENT:

Parks and Recreation continues to offer “affordable golf” options within our community through our four municipal courses and two driving ranges. Our lesson fee structure has not changed since 2021, while the area has seen increases in price. The suggested rate structure would still be inexpensive compared to the local market, and would allow our contracted instructors to make close to going market rate. The contract instructors receive 90% of the charged fees, with 10% retained by the course. ALL of our contract instructors are either PGA members or associates, ensuring that instruction given at our facilities is of top quality. These fee changes will allow us to retain top-quality instructors at a competitive price in the quickly-growing field of golf instruction at our courses.

- **McMillen/Shoaff/Foster private lesson rates**

• 30 min. adult	\$60
• 30 min. junior	\$45
• Adult 3-lesson series	\$150
• Junior 3-lesson series	\$125
• Adult 5-lesson series	\$240
• Junior 5-lesson series	\$200

PROJECTED OUTCOME: With these fee changes we will be able to provide our customer base with a quality product and drive new demand to our facilities. The long-term effect will be customer satisfaction and future revenue growth in all revenue streams which will strengthen our bottom line.

ATTACHED: 2021-2025 Schedule of Fees

2026 LESSON RATES

	<u>'21-'25</u>	<u>2026</u>
30 min. adult	\$50	\$60
30 min. junior	\$35	\$45
Adult 3-lesson series	\$125	\$150
Junior 3-lesson series	\$75	\$100
Adult 5-lesson series	\$200	\$240
Junior 5-lesson series	\$125	\$160