

CITY OF GOLDSBORO
AGENDA MEMORANDUM
JANUARY 18, 2011 COUNCIL MEETING

SUBJECT: Goldsboro Municipal Golf Course Membership Drive

BACKGROUND: The Goldsboro Municipal Golf Course currently has 216 members. A membership drive was last held June 1st, 2010 through July 31st, 2010. We registered 36 new members during the 9 week period. We have maintained 40% of the new members generated from the last drive.

DISCUSSION: Based on mathematical computations, a sample survey of existing customers and the state of the existing economy, it is our opinion that member car fees stay at \$12.00 and no increase in existing member dues should be taken. A *'Continual Membership Drive'* (Ongoing) should be undertaken with no 'Initiation Fee' at a new rate of \$240.00 per quarter Regular and \$210.00 per quarter Senior rates. This dues increase will keep GMGC in line with Southern Wayne and Lane Tree CC. Member incentive (free one month's dues per new member recruited) should be approved with the stipulation that each new member must retain their membership for one full year before credit can be issued. An increase of \$1.00 in non-member car fee should be approved. Seasonal passes should be adopted at \$125.00 each with the stipulation that it is for 'Green Fees' only and non-member car fees apply. Seasonal passes should apply for 30 days from date of purchase and must be presented before play. It is also understood that some members may drop their membership in the winter months of less activity, thinking they can rejoin when the weather is more acceptable to play. These members must understand that they may rejoin, but at the higher *new member rates*, which should discourage this practice.

RECOMMENDATION: The Goldsboro Municipal Golf Course Committee and Staff recommend the adoption of the membership drive at the prices indicated above.

Date _____
Ruben Wall, Parks and Recreation Director

Date _____
Joseph R. Huffman, City Manager