

MEMORANDUM

To: Justin Long, City of Alameda

From: Greenway Golf Associates

Subject: Request South Course Resident Rate Adjustment – Corica Park (Effective 1/1/26)

Date: November 19, 2025

Greenway Golf Associates respectfully submits this request for an adjustment to the **resident rates for the South Course at Corica Park**, to be effective **January 1, 2026**.

Justification for Rate Adjustment

Resident rates for the South Course have not increased since November 2021, despite significant upward pressure on all operating costs over the past several years. Inflation has increased over 19% as measured by CPI-U San Francisco-Oakland-Hayward in that time and cost increases have directly impacted course maintenance, materials, utilities, and personnel expenses. The Producer Price Index for Golf Courses as published by the Bureau of Labor Statistics has increased by 29% in the last four years and the Bay Area subcategory in that nationwide number is estimated to be 45%.

Proposed Rate Structure

- The attached proposed resident rates include modest adjustments of \$5–\$8, depending on the day of week and category of play and is only half of what would be a full inflation adjustment at this time. We anticipate proposing the remaining half of this inflation adjustment at the end of 2026, to become effective 1/1/2027.
- These adjustments apply to the South Course only.
- Resident rates for North Course will remain unchanged given our new rates were introduced in March 2025, with no increase proposed for calendar year 2026.

Community Feedback

As part of this process, Greenway sought feedback from frequent resident players and local clubs. The responses were all favorable with an understanding by the golfing community of the need for a rate update given the widespread and much higher inflation for all goods and services in the last four years. Players and clubs alike expressed an appreciation for Greenway's efforts to maintain the value ethos and premium quality of the Corica Park experience.

Request for City Approval

Greenway respectfully requests the City's approval of the enclosed proposed resident rate schedule for the South Course, effective January 1, 2026.

Looking ahead, Greenway proposes to review resident rates annually prior to the start of each new year, recommending smaller, incremental adjustments when warranted, rather than extended periods without updates. This will differ slightly in 2026 when we expect rates to rise in similar proportion to this year as we continue to catch up with inflation from the past few years. We are very proud of Corica Park's transformation under Greenway's stewardship over the past 13 years and look forward to continued success in the decades to come.