



Chuck Corica Park

1 Clubhouse Memorial Road
Alameda, CA 94502

To: Amy Wooldridge, City of Alameda
From: Ken Campbell, Greenway Golf
Date: April 18, 2019
Re: Alameda resident proposed rate modification

Amy,

Corica Park has experienced an ongoing increase in the cost of doing business, which includes higher labor costs, operating supplies, utilities, employee benefits, insurance and fuel. These areas of rising costs are not within the full controls of the operator as they are driven by the market and regional cost of business. If not offset with adjustments in the golf fees, these added expenses will present significant challenges to sustaining the desired quality of service and conditions of the property.

In support of this, Greenway Golf is submitting for review and approval a \$2 per round increase for Alameda resident walking golf fees and \$1 per round for Alameda senior golf fees. The intent is to consider smaller fee adjustments versus waiting several years and having to consider larger increases, which typically will have greater negative impacts. Below is an outline of the current and proposed resident fees.

Alameda Residents Current and Proposed South Course Green Fee Rates

Corica Park	Local Resident			Resident Senior	
Golf Rates	Mon-Thu	Friday	Weekend	Mon-Thu	Fri
South (Current)	40	40	50	30	35
South (Proposed)	42	42	52	31	36

Action: Request City approval, to be effective June 1, 2019, of a \$2 walking golf fee adjustment to \$42 weekdays/\$52 weekends and Holidays for Alameda residents and for Alameda senior residents of \$1 per player adjustment to \$31 weekdays/\$36 weekends and Holidays.

Sincerely,

A handwritten signature in cursive script that reads "Ken Campbell".

Ken Campbell
Greenway Golf