

Memorandum

To: Louisville City Council
From: Recreation Advisory Board
Date: August 26, 2026
Re: 2027 Golf Course Fees, Annual Passes & Residents

The Recreation Advisory Board appreciates the opportunity to provide these recommendations to City Council for incorporation in the 2027 budget. The RAB has worked over the last three months to hear from constituents (residents and non-resident golfers), understand Council priorities, and analyze various financial models created by the finance staff. We believe these recommendations represent competing interests in the best possible way.

2027 Golf Fee Recommendation –

RAB recognizes the importance of the CCGC operating in a fiscally responsible manner. This includes balancing fees charged to the public with an awareness of the competitiveness of the local golf scene. While fee revenue should be maximized, this cannot come at the cost of pricing CCGC out of the market, thus impacting demand. Accordingly, even though it does not cover anticipated capital costs, the RAB recommends the following fees for the next two-year cycle.

- Fees should be increased in accordance with Model 4a. This includes a weighted average of 13.5% and a 6.5% increase in green fees for 2027 and 2028, respectively, recognizing that some categories (e.g., Saturday mornings) can bear a greater increase than other categories.
- The cost of cart rental and range balls should remain unchanged for 2027 and increase slightly for 2028.
- See Model 4a graph and chart for specific rates.
- Green fees alone cannot generate sufficient revenue to fund all of the capital projects that will be needed at CCGC.

2027 Annual Season Passes –

While sometimes considered a “loss leader”, the RAB believes that passes are an important offering to our most loyal customers. Pass holders, while avid golfers, are also great ambassadors for the CCGC. They bring full fee-paying guests to our course and support ancillary services such as golf shop merchandise and restaurant sales. The RAB recommends continuing the current pass programs as follows:

- Imperial - \$4300.00 for the year January-December 2027 (no proration)
- Regal - \$3500.00 for the year January-December 2027 (no proration)
- Monarch Pass - \$650.00
- Preferred Player Pass - \$200.00 (consider enhancing benefits with extra perks such as a nominal gift card to The Turn, golf balls etc.)

There should be no cap on the number of passes sold and no limitations to eligibility (e.g. current pass holder or resident).

Residents –

The RAB believes that it is important to recognize the value of Louisville residents to the long-term success of the Coal Creek Golf Course. As a municipal golf course, residents are at the core of our mission. Although actual counts are inexact, we estimate that approximately 3-5% of CCGC golfers are residents. We would like this number to be higher. Therefore, we recommend the following:

- Resident discounts on weekday green fees, consistent with Senior discounts.
- Early booking capabilities, similar to those offered to Imperial and Regal passholders.
- Resident Appreciation Days – ideally one in the Spring and one in the Fall. This could include happy hour specials, entertainment, clothing trunk shows, golf club demos, free range balls etc.

Proof of residency is required to be established in advance in order to take advantage of the resident benefits.

Respectfully,

Recreation Advisory Board Members