

# Buffalo Run Golf Course Annual Pass Discussion



City Council Study Session  
October 28, 2019

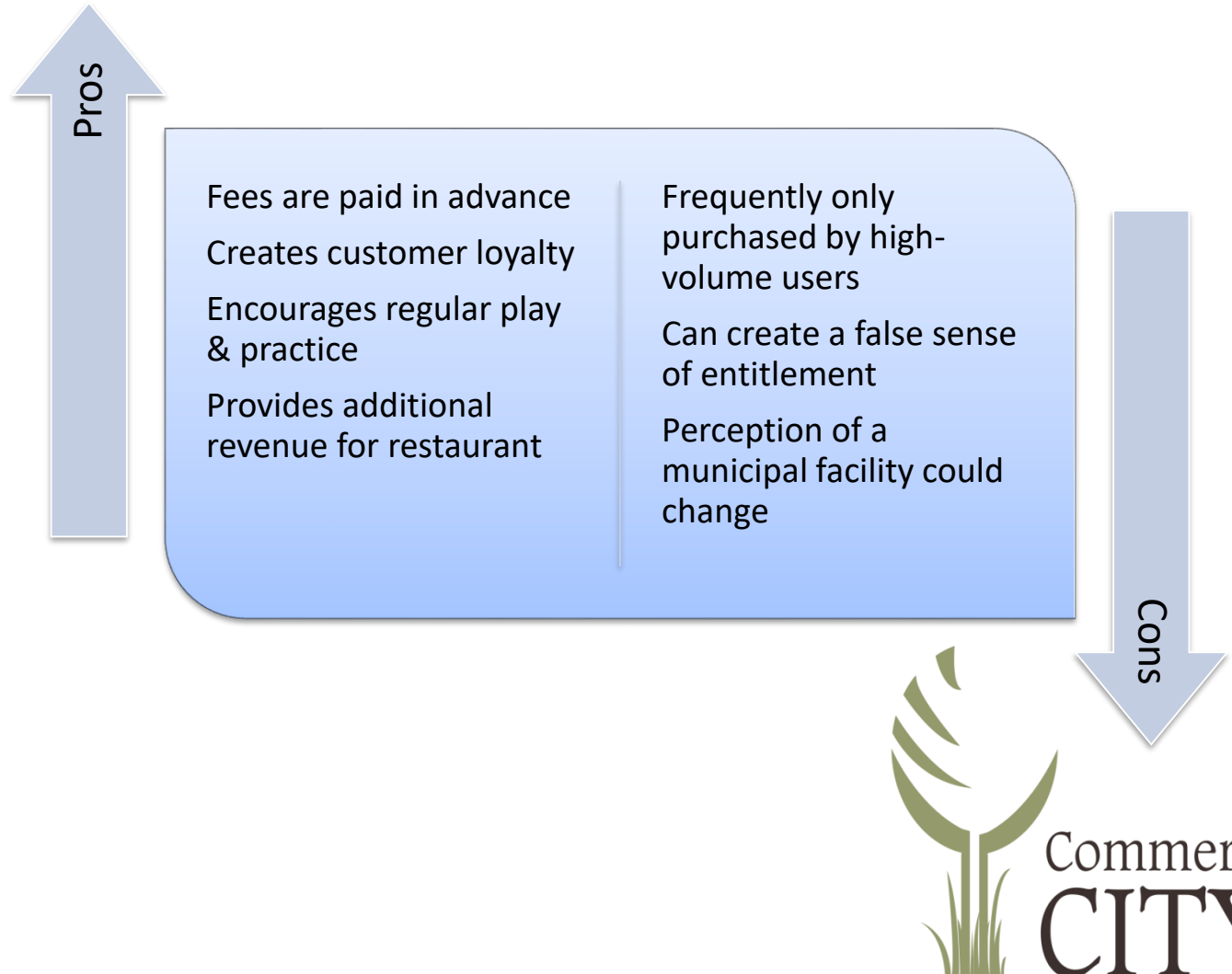


# Purpose

- During the August budget retreat, City Council requested information regarding an annual golf pass option for Commerce City residents at Buffalo Run Golf Course
- Discuss annual pass, local competitors & recommendation for Buffalo Run Golf Course



# Common Pros & Cons with Annual Passes



# Research & Feedback

Public courses in the metro area (including Buffalo Run\*) promote facilities through one or more special offers such as:

- Punch cards\*
- Corporate pass\*
- AVID Golfer Passport\*
- Green Saver Golf\*
- VIP Golf Passbook\*
- Preferred Players Pass\*
- Other (misc.)\*
- Annual passes



# Buffalo Run Corporate Pass

Passes have been offered for corporate groups since Buffalo Run opened in 1996; thirteen (13) corporate passes sold in 2019

- \$7,500 new pass
- \$6,500 renewal pass
- One tee time per day, maximum four players
- Monday – Friday excluding holidays
- 10 Sunday foursomes after 12:00 noon
- Complimentary riding cart
- Complimentary range balls on the day of play
- Merchandise discount 10%



# Different types of passes and incentives can be offered

- Individual
- Individual plus one
- Resident/Non-resident
- Other recognized group
- Weekday only
- Weekday/weekend
- Include riding cart
- Include practice range balls
- Discount food, merchandise, etc.



# Local Competitors

- Green Valley Ranch \$1,800 (M-TH)
- Thorncreek \$1,700 (M-F)
- Legacy Ridge \$2,000 (M-F)
- Colorado National \$2,470 (M-F)
- Todd Creek \$2,400 (M-F)
- Riverdale n/a

Passes include one or more incentives:

- Discounted riding cart fees
- Free round of golf for guest
- 10% discount in restaurant
- Complimentary USGA Handicap
- 15% discount on merchandise
- Advance tee time reservations



# Buffalo Run Golf Course

## Annual Pass Recommendation

- **Commerce City Resident Individual - \$1,200 (M-F)**  
(additional incentive - discounted riding cart fee \$10/person)
- No other incentives with annual pass - encourage participation in existing Buffalo Run Loyalty program (repeat rewards)
- **Additional household member(s) or other recognized group** receive 20% discount on Resident Individual Pass \$1,200 (M-F)

**Cost comparison based on playing one (1) time per week or fifty (50) times a year:**

- Resident daily rate - \$49 (18 holes w/riding cart);  
\$2,450 w/out tax
- Annual pass rate - \$34 (18 holes w/discounted riding cart);  
\$1,700 w/out tax
- **Discontinue Corporate Pass effective 2020 -**  
Offer Resident Individual rate to business owner  
& employees (non-transferable)





# Discussion

