



# *The Coral Gables*

GOLF & COUNTRY CLUB

## Granada Golf Course And Phase II of the Coral Gables Golf & Country Club

*Commission Meeting  
Tuesday, March 10, 1926*

**CORAL  
GABLES**  
THE CITY BEAUTIFUL



# Granada Golf Course Past and Present

- The Granada Golf Course opened in 1923
- Oldest operating public 9-hole course in Florida located in a historic district
- Rounds played exceed 67,000 rounds annually with 86 active golf course members benefitting from unlimited rounds and tee times
- In FY15, members exceeded 14,000 annual rounds played
- Demand now exceeds optimal play capacity for maintaining course quality



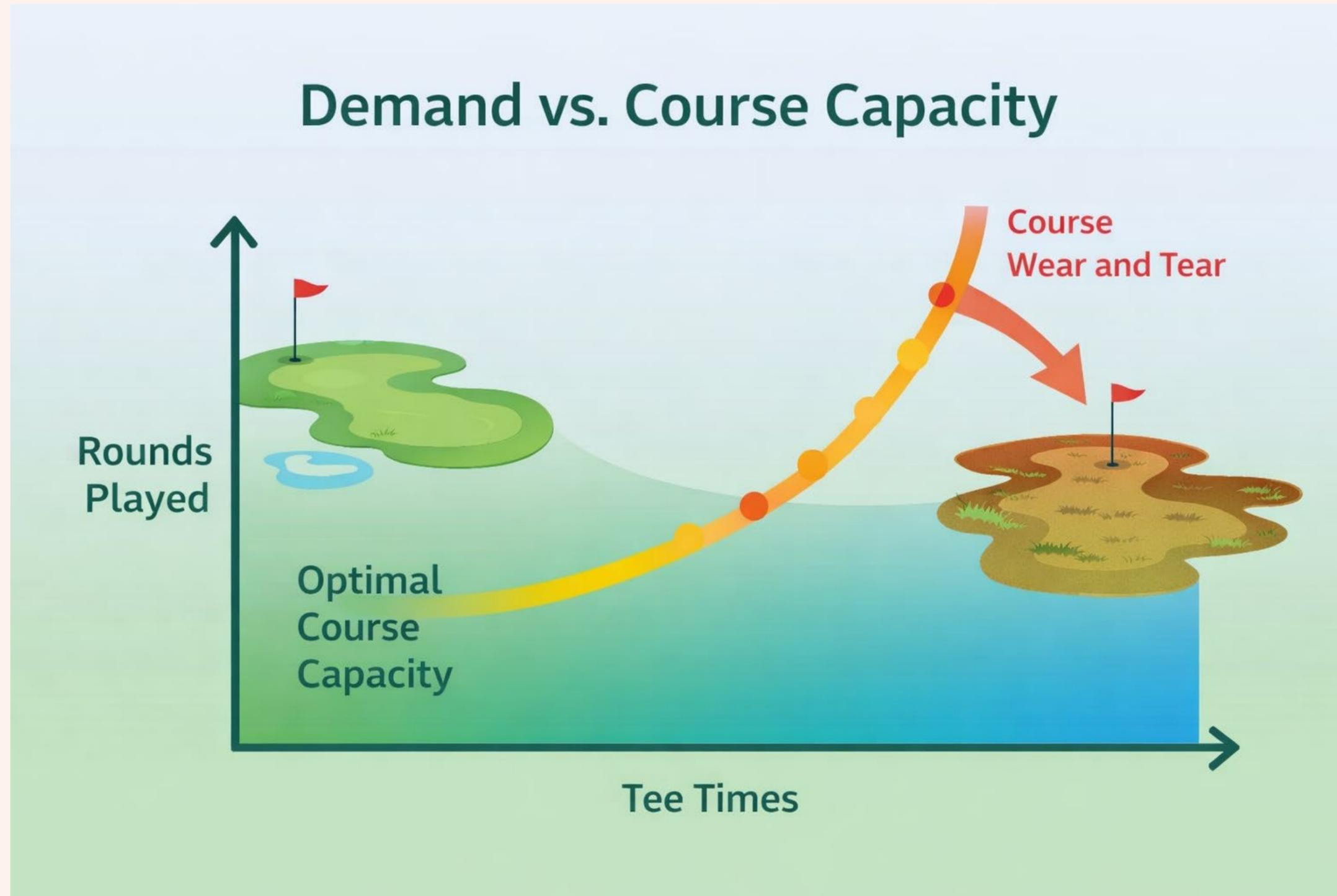
# Granada Golf Course Staff Recommendations

- With over 67,000+ annual rounds, Granada is one of the most heavily used public courses in South Florida
- Increased demand requires enhanced maintenance and operational adjustments to capacity, fees, and membership structure
- Recommendation to invest in one-year pilot program with professional golf course maintenance contractor
- Provide for a 50% discount off greens fees for veterans and active military personnel



## Excess play has caused:

- Compacted turf
- Stress on greens and tee boxes
- Reduced recovery time
- Higher maintenance requirements
- Declining playing quality



## To address capacity:

- Adjust pricing to moderate demand
- Adjust pace of play and tee time availability
- Increase maintenance investment
- Adjust membership structures

# Maintenance Improvement Strategy

- The last comprehensive course renovation was completed in 2014
- Recommend to elevate Granada to country club quality standards with enhanced maintenance and a limit of 50,000 rounds annually
- Contract with BrightView, a national golf course maintenance provider through a limited pilot period of one year through a commission approved bid waiver to provide daily maintenance and renovation of all tee boxes prior to the heavy rain season
- Initiate RFP for a professional golf maintenance provider moving forward
- Approximate cost of enhanced contracted maintenance services: \$818,274
- Annual maintenance budget increase of approximately \$250,000

# Why BrightView

- Largest landscape construction and maintenance company in America with over 270 branches and 22,000 employees
- 45 years experience in outsourcing golf course maintenance
- **Currently maintain:**
  - Biltmore Golf Course
  - Palm Beach National Golf Course
  - Championsgate Golf Course
  - Daytona Beach Golf Course
- **Benefits:**
  - Professional agronomic oversight
  - Consistent turf quality
  - Access to specialized equipment
  - Scalable workforce

# Proposed Fee Structure Adjustments

- Community Recreation department maintains a five-year fee schedule
- Fees generally see a 5% percent increase every two years

## Proposed Granada Golf fee increases:

Category	Current Fee	Proposed Fee Increase
Tee Time – Resident	\$22.00	\$30.00
Tee Time – Non-Resident	\$28.00	\$39.00
Twilight – Resident	\$19.00	\$27.00
Twilight – Non-Resident	\$26.00	\$35.00
Ride & Save – Resident	\$38.00	\$45.00
Ride & Save – Non-Resident	\$45.00	\$59.00
Green Replay – Resident	\$19.00	\$27.00
Green Replay – Non-Resident	\$26.00	\$35.00
Junior – Resident	\$11.00	\$13.00
Junior – Non-Resident	\$15.00	\$17.00
Golf Cart	\$17.00	\$18.00

\* Non-resident rates remain 30% above resident rates

# Enhanced Club & Golf Membership

## Coral Gables Golf & Country Club Golf Membership:

Maximum membership capacity not to exceed 100 members.

- Includes current country club amenities
- Provides 30 free annual rounds of golf
- Provides a \$5 discount for additional rounds
- Priority tee time access: 7-days in advance
- **Singles membership cost:**
  - Resident \$2,100 / Non-Resident \$2,730
- **Couples 2-person membership cost:**
  - Resident \$3,434 / Non-Resident \$4,465



# New Veteran and Military Discount Program

## **Purpose:**

To provide discounted tee time opportunities for active military personnel and veterans

- Those eligible will receive a 50% discount off greens fees in the respective residency category
- Proper identification will be required
- Discount will be provided at time of purchase



Coral Gables Golf and Country Club, Miami, Florida.



*The Coral Gables*

GOLF & COUNTRY CLUB

