RESOLUTION NO. RES-2025-064

RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA APPROVING REVISED BENNETT VALLEY GOLF COURSE FEES

WHEREAS, the City owns the 150-acres Bennett Valley Golf Course (BVGC) facility including but not limited to an 18-hole golf course and driving range, pro shop, restroom, maintenance shops and yards, and restaurant, bar, and event center (banquet rooms); and

WHEREAS, Touchstone Golf, LLC (Touchstone) operates, maintains, and manages the BVGC under Agreement F002437 since June 7, 2022 for three-year term with an option to extend the term of the agreement for an additional two years; and

WHEREAS, the city and Touchstone mutually agreed in writing to extend the Touchstone Agreement F002437 for an additional two-years per the terms of the agreement commencing on June 8, 2025 through June 8, 2027; and

WHEREAS, in 2022 Touchstone conducted a market rate analysis of the local North Bay municipal golf operations and found that the BVGC fees were well under market rate and recommended annual increases in rates to remain competitive in the golf market; and

WHEREAS, on January 10, 2023, and May 7, 2024, City Council increased BVGC rates with a request for staff to return with a multiple-year proposal for future rate increases; and

WHEREAS, staff is proposing revised fees for the BVGC as set forth in Exhibit A – Bennett Valley Golf Course Fees for two consecutive years effective from July 1, 2025 – June 30, 2027; and

WHEREAS, on May 6, 2025, the Council held a duly noticed public hearing on the proposed revised, and eliminated fees, at which all those wishing to be heard were allowed to speak or present comments.

NOW, THEREFORE, BE IT RESOLVED that the Council of the City of Santa Rosa increases certain golf fees and establishes a new resident and non-resident fee as set forth in Exhibit A, which is incorporated as if fully set forth herein, effective July 1, 2025.

BE IT FURTHER RESOLVED that the revised golf fees set forth in Exhibit A supersede and replace the Bennett Valley Golf Course Fees and requirements set forth in Resolution No. RES-2023-007, which includes an increase in fees for two consecutive fiscal years at the Bennet Valley Golf Course.

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BE IT FURTHER RESOLVED that all such revised fees for the BVGC are effective on July 1, 2025.

IN COUNCIL DULY PASSED this 6th day of May, 2025.

AYES: (5) Mayor Stapp, Vice Mayor Alvarez, Council Members Bañuelos, Fleming, Rogers

NOES: (0)

ABSENT: (2) Council Members MacDonald and Okrepkie

ABSTAIN: (0)

RECUSE: (0)

ATTEST: _____ APPROVED: _____
City Clerk Mayor

APPROVED AS TO FORM: _____
City Attorney

Exhibit A - Bennett Valley Golf Course Fees

Exhibit A

BENNETT VALLEY GOLF COURSE FEES

July 1, 2025 – June 30, 2026

Green Fees	Existing / Proposed
Weekend - Resident Adult	$58 / $60
Weekend - Non-Resident Adult	$66 / $68
Weekend - Mid-Day	$46 / $48
Weekend - Twilight	$25 / $26
Weekend - Super Twilight	$25 / $26
Weekend - Junior	$17 / No change
Weekday - Resident Adult	$41 / $42
Weekday - Non-Resident Adult	$47 / $49
Weekday - Adult Mid-Day	$31 / $32
Weekday - Twilight	$22 / $23
Weekday - Super Twilight Rate	$22 / $23
Weekday - Resident Senior 60+	$33 / $34
Weekday - Non-Resident Senior	$38 / $40
Weekday - Senior Mid-Day	$26 / $27
Weekday - Junior	$14 / No Change
Friday – Resident	$44 / $45
Friday – Non-Resident	$50 / $52
Friday – Mid-Day	$34 / $35
Friday – Twilight	$22 / $23
Friday – Super Twilight	$22 / $23
Friday – Resident Senior	$36 / $37
Friday – Non-Resident Senior	$41 / $43
Friday – Senior Mid-Day	$29 / $30
Annual Membership Fee - Limited Single Resident	$1,477 / $1,738
Annual Membership Fee - Limited Single Non-Resident	$1,669 / $1,964
Annual Membership Fee - Limited Couple Resident	$2,360 / $2,776
Annual Membership Fee - Limited Couple Non-Resident	$2,668 / $3,139
Annual Membership Fee - Unlimited Single Resident	$2,553 / $3,004
Annual Membership Fee - Unlimited Single Non-Resident	$2,886 / $3,395
Annual Membership Fee - Unlimited Couple Resident	$4,085 / $4,539
Annual Membership Fee - Unlimited Couple Non-Resident	$4,618 / $5,131

BENNETT VALLEY GOLF COURSE FEES

July 1, 2026 – June 30, 2027

Green Fees	Existing / Proposed
Weekend - Resident Adult	$60 / $62
Weekend - Non-Resident Adult	$68 / $70
Weekend - Mid-Day	$48 / $50
Weekend - Twilight	$26 / $27
Weekend - Super Twilight	$26 / $27
Weekend - Junior	$17 / No change
Weekday - Resident Adult	$42 / $43
Weekday - Non-Resident Adult	$49 / $51
Weekday - Adult Mid-Day	$32 / $33
Weekday - Twilight	$23 / $24
Weekday - Super Twilight Rate	$23 / $24
Weekday - Resident Senior 60+	$34 / $35
Weekday - Non-Resident Senior	$40 / $42
Weekday - Senior Mid-Day	$27 / $28
Weekday - Junior	$14 / No Change
Friday – Resident	$45 / $46
Friday – Non-Resident	$52 / $54
Friday – Mid-Day	$35 / $36
Friday – Twilight	$23 / $24
Friday – Resident Senior	$37 / $39
Friday – Non-Resident Senior	$43 / $45
Friday – Senior Mid-Day	$30 / $32
Annual Membership Fee - Limited Single Resident	$1,738/ $1,911
Annual Membership Fee - Limited Single Non-Resident	$1,964 / $2,160
Annual Membership Fee - Limited Couple Resident	$2,776 / $3,054
Annual Membership Fee - Limited Couple Non-Resident	$3,139 / $3,453
Annual Membership Fee - Unlimited Single Resident	$3,004 / $3,304
Annual Membership Fee - Unlimited Single Non-Resident	$3,395 / $3,735
Annual Membership Fee - Unlimited Couple Resident	$4,539 / 4,993
Annual Membership Fee - Unlimited Couple Non-Resident	$5,131 / $5,644