

Competitive Market Analysis Chula Vista Golf Course

Green and Cart Fee Rates	Current CVGC Resident	Current CV Non-Resident	Proposed Resident Changes	Proposed Non-Resident changes	Resident Increase	%	Non resident Increase	Percent Increase	Percent Increase	Planned Increase in Revenue
<i>Weekday</i>										
Standard walking	\$ 20	\$ 25	22.00	27.00	2.00	10.0%	2.00	8.0%	1552	\$ 3,104.00
Senior walking	\$ 11		15.00		4.00	36.4%			11543	\$ 46,172.00
Twilight walking	\$ 13	\$ 16	15.00	19.00	2.00	15.4%	3.00	18.8%	1478	\$ 4,434.00
Super Twilight walking	\$ 10	\$ 10	10.00	13.00	0.00	0.0%	3.00	30.0%	1762	\$ 5,286.00
Early Bird Back 9 walking	\$ 12	\$ 15	13.00	16.00	1.00	8.3%	1.00	6.7%	337	\$ 337.00
<i>Weekend</i>										
Standard walking	\$ 29	\$ 38	31.00	39.00	2.00	6.9%	1.00	2.6%	1924	\$ 1,924.00
Twilight walking	\$ 16	\$ 19	19.00	21.00	3.00	18.8%	2.00	10.5%	1584	\$ 3,960.00
Super Twilight walking	\$ 13	\$ 16	13.00	16.00	0.00	0.0%	3.00	18.8%	976	\$ 2,928.00
Early Bird Back 9 walking	\$ 14	\$ 17	15.00	18.00	1.00	7.1%	1.00	5.9%	563	\$ 563.00
Resident cards	\$ 12		20.00		8.00	66.7%			644	\$ 5,152.00
								Total		\$ 68,708.00
Golf Cart Rates:	Shared Carts \$15					Individual Rider Carts \$20				