

Introduced By: Council Member Hoffman
Adopted: February 18, 2019

RESOLUTION NO. 2029-2019

**RESOLUTION OF THE CITY OF JACKSONVILLE BEACH, FLORIDA,
ESTABLISHING GOLF COURSE FEES, AND ESTABLISHING
DEFINITIONS AND GUIDELINES FOR THE GOLF OPERATION**

WHEREAS, The City of Jacksonville Beach operates the Jax Beach Golf Club; and

WHEREAS, the City desires to amend the rates, charges and fees for the Golf Club.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF JACKSONVILLE BEACH, THAT:

SECTION 1. There is hereby established a schedule of rates, charges, and fees for the Jax Beach Golf Club as shown on Attachment "A", made part of this Resolution.

SECTION 2. The City Manager shall establish policies for the golf course.

SECTION 3. DEFINITIONS:

- a. **DISCOUNT CARD:** Persons can purchase a discount package that will provide a discount on greens fees. Discount Card may be prorated to provide a 50% reduction for purchases after May 1 of the current fiscal year. All City employees budgeted to work at least 20 hours per week qualify for the Discount Card and do not have to pay the annual fee..
- b. **BEACHES ENERGY SERVICES CUSTOMER:** A person who is an active Beaches Energy Services residential customer. All applicants will be verified through Utility Billing and a current Driver's License. If utilities are not listed in applicant's name, applicant's name is required to be listed as a third party at that residential address in the Utility Billing system. Beaches Energy Services Residential Customers qualify for the BES Discount Card. .
- c. **SENIOR:** A person, age 65 or over, regardless of the location of the senior's residence. Senior rates apply Monday through Thursday only (walking or riding). Senior rates do not apply on Holidays that fall on weekdays.
- d. **JUNIOR:** A person 15 years of age or under. Junior rates apply after 12:00 noon weekdays and weekends, (walking or riding).

- e. **WALKING:** Walking is allowed anytime on Monday, Tuesdays, Wednesdays and Thursdays. On Fridays, weekends, and public holidays walking is only allowed after 12 noon.
- f. **FOOD AND BEVERAGE POLICY:** All purchases of food and beverages consumed at the golf course must be made through the golf course concessionaire. Consumption of food and beverages purchased through outside sources is not allowed.
- g. **GOLF ASSOCIATIONS:** Groups recognized by the City of Jacksonville Beach Golf Course. Tee times are reserved in advance for their use. However, tournaments, holidays or course maintenance may cause a deviation in their schedule. The golf course manager and/or golf course superintendent can alter these times to work in the best interests of the golf course. Special rates require prior written approval of the City Manager.
- h. **HOLIDAYS:** Weekend Rate applies to all holidays. Golf cart usage will be required prior to 12:00 on all holidays. The golf course may be closed on Christmas Day, December 25. All public holidays are recognized for this purpose:
- i. **AFTERNOON RATE:** Lower rate charged in the afternoon as an incentive to increase player count. Afternoon rate will start at 1:00 pm beginning June 1 and ending September 15 each year.
- j. **TWILIGHT RATE:** Lower rate charged in the late afternoon as an incentive to increase player count. Twilight rates apply when 18 holes cannot be played due to darkness and are at the discretion of the Facility Manager to adjust seasonally.
- k. **TOURNAMENT:** A scheduled, organized event that requires the prior written approval (to include the tournament rate) of the City Manager or his/her designated representative.
- l. **ANNUAL PASS:** Prepayment of Greens Fees in advance. No new passes shall be issued as of January 1, 2002. Passes that exist on the effective date of this Resolution may be renewed on the annual anniversary of the date of purchase. Annual Pass fees are \$395 for residents and \$600 for non-residents. Cart fees for Annual Pass holders are \$20 for 18 holes and \$15 for 9 holes.
- m. **EMPLOYEES:** Golf staff employees may play with their guests only during unused tee times and at the discretion of the Facility Manager. The golf staff employee rate is \$5.00 and their guests may pay the Discount Card rate.

SECTION 4. RATES

- a. Rates are established as shown in Attachment A.

SECTION 5. RATE ADJUSTMENTS:

- a. The City Manager or his/her designee has the authority to offer promotional rates including the driving range (either discounted or increased) based on time of day, or season, or both, including tournaments, to optimize daily play.
- b. The City Manager or his/her designee may adjust the rates approved in the Resolution annually, in an amount not to exceed the annual percentage increase in the Consumer Price Index for All Urban Consumers (CPI-U) for the previous calendar year.

SECTION 6. WAIVER OF FEES:

- a. Daily greens fees may be waived for all PGA professionals, golf course managers and golf course superintendents upon presentation of proper identification. Visiting professionals, managers and superintendents will be permitted to bring up to two guests with the greens fees waived, however cart fees are required. The City of Jacksonville Beach golf course facility manager or superintendent must be playing with the group.
- b. Daily green fees and surcharge will be waived for students who are designated as members of the Duncan U. Fletcher Middle School or High School golf team during a practice or competitive match. This will be applicable only during their interscholastic season and is subject to availability of space. This will not include any weekends or holidays.
- c. Daily green fees may be waived or reduced for current City of Jacksonville Beach golf professionals, golf course facility manager and golf course superintendent with the prior written approval of the City Manager or his/her designee.

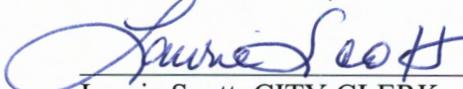
SECTION 7. Resolution No. 2022-2018 is hereby repealed in its entirety.

SECTION 8. This Resolution shall become effective March 1st 2019.

AUTHENTICATED this 18th day of February, 2019.



William C. Latham, MAYOR



Laurie Scott, CITY CLERK

ATTACHMENT A -- Golf Course Rates

Resolution No. 2029-2019

(All rates subject to sales tax)

	RIDE			
	Weekday		Weekend	
	18	9	18	9
1. Open	\$ 40.00	\$ 25.00	\$ 48.00	\$ 29.00
Open Afternoon	\$ 35.00	\$ 22.00	\$ 41.00	\$ 27.00
Open Twilight	\$ 25.00	na	\$ 26.00	

	WALK			
	Weekday		Weekend	
	18	9	18	9
	\$ 25.00	\$ 18.00	\$ 48.00	\$ 29.00
	\$ 20.00	\$ 16.00	\$ 41.00	\$ 27.00
	\$ 15.00	na	\$ 26.00	

2. Member	\$ 33.00	\$ 19.00	\$ 37.00	\$ 22.00
Member Afternoon	\$ 29.00	\$ 15.50	\$ 33.00	\$ 20.00
Member Twilight	\$ 20.00	na	\$ 22.00	

	\$ 20.00	\$ 14.00	\$ 37.00	\$ 22.00
	\$ 15.00	\$ 14.00	\$ 33.00	\$ 20.00
	\$ 13.00	na	\$ 22.00	

3. Senior	\$ 27.50	\$ 19.00	na	na
4. Junior*	\$ 12.00	\$ 8.00	\$ 12.00	\$ 8.00
5. Annual Pass	\$ 20.00	\$ 15.00	\$ 20.00	\$ 15.00

	\$ 20.00	\$ 12.00	na	na
	\$ 10.00	\$ 6.00	\$ 12.00	\$ 8.00
	na	na	\$ 20.00	\$ 15.00

Driving Range	\$ 5.61
Discount Card	\$ 175
BES Discount Card	\$ 125