ATTACHMENT 2

Callippe Preserve Golf Course

2023-2024 Competitive Market Assessment (General)

		Callippe Preserve Golf Course	Competitor A	Competitor B	Competitor C	Competitor D	Competitor E	Competitor F	Competitor G
Status	Status	Callippe Preserve Golf Course	Wente Vineyards	The Bridges	Poppy Ridge	Bayview	Coyote Creek	Cinnabar	Boundary Oak
	Distance from Course		22 miles	12 miles	15 miles	20 miles	42	43	25 miles
	Type of Facility	Public	Semi-private	Semi -private	Public	Public	Semi-private	Public	Public
Golf Course	Course Type	18 holes	18 holes	18 holes	27 holes	18 holes	36 holes	27 holes	18 holes
	Par / Rating / Slope								
	Architect	Brian Costello							
	Overall Condition (1-10)	7	9	7	7	6	7	7	6
	Yardage / Number of Holes								
Open Play	Rates:								
	Monday - Thursday Resident	$42.00	$126.00	$64.00	$59.00	$50-$65-$75	$66-$88	$70 b4 9am $90 after	$32.00
	Monday - Thursday Non-Resident	$49.00	$126.00	$64.00	$82.00	$50-$65-$75	$66-$88	$70 b4 9am $90 after	$39.00
	Monday - Thursday Res Twilight	$29.00	$59 (9 holes) $89 (18 holes)	$53.00	$45-$55	$50.00	$50-$68	$70.00	$25.00
	Monday - Thursday Super Twilight	$21 / $24	$59 (9 holes) $89 (18 holes)	$48.00	$40-$50	$50.00	$50-$68	$50.00	$22.00
	Friday	$42 / $49	$144.00	$75.00	$59.00	$50-$65-$75	$66-$88	$90 b4 9am $100 after	$56.00
	Friday	$49.00	$144.00	$75.00	$82.00	$50-$65-$75	$66-$88	$90 b4 9am $100 after	$52.00
	Friday Twilight Res	$29 / $39	$59 (9 holes) $99 (18 holes)	$64.00	$45-$55	$50.00	$50-$68	$90.00	$32.00
	Friday Super Twilight	$21 / $28	$59 (9 holes) $99 (18 holes)	$48.00	$40-$50	$50.00	$50-$68	$60.00	$22.00
	Weekend Resident	$58.00	$169.00	$98.00	$79.00	$95-$85-$75	$92-$113	$120.00	$45.00
	Weekend Non-Resident	$69.00	$169.00	$98.00	$102.00	$95-$85-$75	$92-$113	$120.00	$52.00
	Weekend Twilight	$39 / $46	$59 (9 holes) $99 (18 holes)	$75.00	$63-$73	$60.00	$65-$86	$90.00	$32.00
	Weekend Super Twilight	$28 / $33	$59 (9 holes) $99 (18 holes)	$53.00	$52-$62	$50.00	$65-$86	$60.00	$22.00
	Range Fees	$5/ $7/$12	Included	$9-$14-$17	$8-$14	$8-$14-$18			$6-$10
	Cart Fees	$18 & $14	Included		$18.00	Inc (20% off to walk)	Included	Included	$17-$12
	Trail Fees								
	Discounts (Senior, Junior, Student, etc.)	Sr. Mon- Fri $47							Sen Res: $26 Non-Res $32
Tournament	Driving Range / Clinics	Yes	Yes	Yes	Yes				Yes
	Green Fee Peak	$48-$68	$69-$170	$39-$69	$92-$112				$35-$38
	Green Fees Off Peak	$40-$68	$69-$170	$39-$69	$92-$112				35-38
	Cart Fees	$17.00		$20.00	$17.00				$17.00
	Range Fees	$3.00	$0.00		$7-$12				$6-$10
	Merchandise Credit	5.0	No	No	No				Yes
Annual Products	Annual Pass					249			
	Membership Products					First round free with friend, free dozen balls, free round on bday, one buddy pass, $15 off everyother round, 20% off on range balls.			
Weekday Offers:	Incentives or Promotions	Email and text offers depending on slow times.		Have a limited membership with discounts and rounds, and an all access unlimited membership					Various green fee and range specials during the year.
Weekend Offers:	Incentives or Promotions								