

CALLIPPE PRESERVE GOLF COURSE
2019 - 2020 Competitive Market Assessment (General)

		CALLIPPE PRESERVE GOLF COURSE	Callippe w/ \$1.00 Increase	Wente Vineyards	The Bridges	Poppy Ridge	Los Positas	Canyon Lakes	San Ramon	Boundary Oak
	Distance from Course			18 miles	12 miles	15 miles	12 miles	14 miles	13 miles	25 miles
	Type of Facility	Public	Public	Semi-Private	Semi-Private	Public	Public	Public	Public	Public
Golf Course	Course Type	Open 7 Days	Open 7 Days	Open 7 Days	Open 7 Days	Open 7 Days	Open 7 Days	Open 7 Days	Open 7 Days	Open 7 Days
	Par / Rating / Slope	72	72		72 - 74/144	72 - 74.5/137	72 - 71.9/130	71 - 71.8/133	72 - 71.2/127	72 - 73.8/134
	Architect	Brian Costello	Brian Costello	Greg Norman	Johnny Miller	Rees Jones	Robert Graves		Clark Glasson	Robert Graves
	Overall Condition (1-10)	8	8	8	8	8	7	7	7	7
	Yardage / Number of Holes	6748 / 18	6748 / 18	7181 / 18	6861 / 18	10641 / 27	6723 / 27	6373 / 18	6526 / 18	7100 / 18
Open Play	Rates:									
	Monday - Thursday Resident	\$40.00	\$41.00	\$94.00	NA	\$66.00	NA	NA	NA	\$28.00
	Monday - Thursday Non-Resident	\$47.00	\$48.00	\$119.00	\$65.00	\$78.00	\$39.00	\$45.00	\$33.00	\$34.00
	Monday - Thursday Twilight	\$31.00	\$32.00	\$69.00	\$49.00	\$50.00	\$28.00	\$0.30	\$25.00	\$0.22
	Monday - Thursday Super Twilight	\$22.00	\$23.00	\$69.00	\$39.00	\$38.00	\$20.00	NA	\$15.00	\$19.00
	Friday Resident	\$40.00	\$41.00	\$139.00	NA	NA	\$0.39	NA	NA	\$40.00
	Friday Non-Resident	\$47.00	\$48.00	\$149.00	\$75.00	\$78.00	\$39.00	\$45.00	\$0.33	\$0.46
	Friday Twilight	\$31.00	\$32.00	\$79.00	\$54.00	\$50.00	\$28.00	\$35.00	\$25.00	\$28.00
	Friday Super Twilight	\$22.00	\$23.00	\$79.00	\$44.00	\$38.00	\$20.00	NA	NA	\$19.00
	Weekend Resident	\$56.00	\$57.00	\$115.00	NA	\$86.00	\$48.00	NA	NA	\$40.00
	Weekend Non-Resident	\$67.00	\$68.00	\$149.00	\$85.00	\$99.00	\$48.00	\$65.00	\$55.00	\$46.00
	Weekend Twilight	\$44.00	\$45.00	\$79.00	\$70.00	\$68.00	\$32.00	\$40.00	\$33.00	\$28.00
	Weekend Super Twilight	\$31.00	\$32.00	\$79.00	\$44.00	\$38.00	\$22.00	NA	\$15.00	\$19.00
	Range Fees	\$5, \$8, \$10	\$5, \$8, \$10	\$10 unlimited	\$8, \$13, \$16	\$6 & \$10	\$5 & \$7	\$5 & \$7	\$6 & \$10	\$6 & \$10
	Cart Fees	\$16.00	\$17.00	Included	\$20.00	Included	\$15.00	Included	\$10.00	\$17.00
Trail Fees										
Discounts (Senior, Junior, Student, etc.)	\$39 M-Tu Seniors	\$39 M-Tu Seniors	\$79 M-Th Seniors	\$44 M-Th/\$49 F	CGA & SCGA discount	\$28 Seniors M-F	Senior rates M-Th	Sr - \$30 ride/\$24 walk	Sr - \$43 ride/\$27 walk	
Tournament	Driving Range / Clinics									
	Green Fee Peak	\$89.00	\$90.00	\$135.00	\$89.00	\$86.00	\$57.00	\$65.00	\$61.00	\$72.00
	Green Fees Off Peak	\$64.00	\$65.00	\$120.00	\$59.00	\$68.00	\$72.00	\$45.00	\$42.00	\$60.00
	Cart Fees	Included	Included	Included	Included	Included	Included	Included	Included	Included
	Merchandise Credit	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00
Annual Products	Annual Pass	N/A	N/A	\$599/\$699 10 rounds (M-Th) & 5 Clue Wente Discount	Loyalty Card \$10-\$13 discount					
	Membership Products	\$199 & \$279	\$199 & \$279		\$239-\$539/Month	NCGA Membership	LoyalTEE Club \$99-\$277			
Weekday Offers:	Incentives or Promotions	Email & Text Offers for off peak or off	Email & Text Offers for off peak or off	\$550 membership, receive 5 free Sundays after 11am includes GF/CF		\$15 off for wkdays & wkends with	2 for \$70 anytime during off season 2		Pre-purchase 6 rounds	Green Fee & Range specials throughout
Weekend Offers:	Incentives or Promotions					\$125 for NCGA membership & discounts in pro shop and restaurant.	9 Rounds for \$190 (M-F)		Loyalty clubs \$59-189 and receive rewards the more you play.	