

ATTACHMENT 2

CALLIPPE PRESERVE GOLF COURSE
2021-2022 Competitive Market Assessment (General)

		CALLIPPE PRESERVE GOLF COURSE	Competitor A	Competitor B	Competitor C	Competitor D	Competitor E	Competitor F	Competitor G
Status	Status		Wente Vineyards	The Bridges	Poppy Ridge	Los Positas	Dublin Ranch	Canyon Lakes	Boundary Oak
	Distance from Course	7	22 miles	12 miles	15 miles	12 miles	15 Miles	11 miles	25 miles
	Type of Facility	public	semi private	semi private	public	public	public	public	public
Golf Course	Course Type	18 holes	18 holes	18 holes	Three 9 Hole	27 holes	Par 63 18 Hole	18 holes	18 holes
	Par / Rating / Slope	From Back Tee	74.7 / 143	74 / 144	74.8 / 135	72.4 / 130	64.6 / 108	71.8 / 133	73.8 / 134
	Architect	Brian Costello	Greg Norman	Johnny Miller	Reese Jones	Robert Muir Graves	Robert Trent Jones Jr.		Robert Muir Graves
	Overall Condition (1-10)	7	9	6	7	6	4	6	7
Open Play	Yardage / Number of Holes	7	7101 Yards	6861 Yards	7106 Yards	6723 Yards	5079 Yards	6373 Yards	7100 Yards
	Rates:								
	Monday - Thursday Resident	\$ 41.00	\$ 139.00	\$ 59.00	\$ 72.00	\$ 40.00	\$ 45.00	\$ 42.00	\$ 29.00
	Monday - Thursday Non-Resident	\$ 48.00	\$ 139.00	\$ 59.00	\$ 92.00	\$ 40.00	\$ 45.00	\$ 42.00	\$ 35.00
	Monday - Thursday Twilight	\$ 32.00	\$ 89.00	\$ 49.00	\$ 65.00	\$ 29.00	\$ 36.00	\$ 28.00	\$ 23.00
	Monday - Thursday Super Twilight	\$ 23.00	\$ 59.00	\$ 44.00	\$ 60.00	\$ 21.00	\$ 26.00	\$ 18.00	\$ 20.00
	Friday Resident	\$ 41.00	\$ 169.00	\$ 64.00	\$ 92.00	\$ 40.00	\$ 45.00	\$ 42.00	\$ 42.00
	Friday Non-Resident	\$ 48.00	\$ 169.00	\$ 64.00	\$ 112.00	\$ 40.00	\$ 45.00	\$ 42.00	\$ 48.00
	Friday Twilight	\$ 32.00	\$ 99.00	\$ 59.00	\$ 65.00	\$ 29.00	\$ 36.00	\$ 28.00	\$ 23.00
	Friday Super Twilight	\$ 23.00	\$ 59.00	\$ 44.00	\$ 60.00	\$ 21.00	\$ 26.00	\$ 18.00	\$ 20.00
	Weekend Resident	\$ 57.00	\$ 169.00	\$ 89.00	\$ 92.00	\$ 49.00	\$ 62.00	\$ 62.00	\$ 42.00
	Weekend Non-Resident	\$ 68.00	\$ 169.00	\$ 89.00	\$ 112.00	\$ 49.00	\$ 62.00	\$ 62.00	\$ 48.00
	Weekend Twilight	\$ 45.00	\$ 99.00	\$ 69.00	\$ 83.00	\$ 33.00	\$ 47.00	\$ 37.00	\$ 29.00
	Weekend Super Twilight	\$ 32.00	\$ 59.00	\$ 49.00	\$ 72.00	\$ 23.00	\$ 36.00	\$ 23.00	\$ 20.00
	Range Fees	\$5/\$8/\$10	inc	\$8/\$13/\$16	\$7/\$12	\$5 / \$10	N/A	N/A	\$6 / \$10
	Cart Fees	\$17/\$13	INCLUDED	INCLUDED	INCL: \$18/\$13	\$16 Per Rider	INCLUDED	\$12	\$17
	Trail Fees								
	Discounts (Senior, Junior, Student, etc.)	SR: \$35 JR: \$17	N/A	Juniors \$40/\$30/\$20	Sen: \$55 NCGA \$75 Non	Sen: \$30 Junior: \$18	SEN: \$35 Junior: \$30	Sen: \$28 WD	Sen: \$23 Res Sen: \$28 Non
Tournament	Driving Range / Clinics								
	Green Fee Peak	68.0	\$ 115.00	\$ 85.00	\$ 127.00	\$ 58	\$ 57	\$ 62	\$ 52
	Green Fees Off Peak	79.0	\$ 115.00	\$ 85.00	\$ 127.00	\$ 58.00	\$ 57	\$ 62	\$ 58
	Cart Fees	53.0	\$ 65.00	\$ 66.00	\$ 58.00	\$ 34.00	\$ 40	\$ 24	\$ 36
	Range Fees	40.0	\$ 45.00	\$ 33.00	\$ 20.00	\$ 34.00	\$ 25	\$ 19	\$ 28
	Merchandise Credit	\$5.00 & \$7.00	inc	\$6 & \$10	\$5 & \$10	\$5 & \$7	\$5 & \$7	\$5 & \$9	\$5 & \$9
Annual Products	Annual Pass Membership Products								
Weekday Offers:	Incentives or Promotions	Email and text offers depending on slow times.	\$495 membership receive 5 free rounds and discounts on merchandise and lessons.	Reserve 4 days in advance and receive \$20 off rack rate.	Up to \$15 off for both weekday and weekends by booking in advance.	Two for \$70 anytime in winter. Two for One M_F anytime with coupon.	Various 2 for 1 deals and discounted rounds weekday and weekends.	Prebuy 6 rounds weekdays = \$149 weekends = \$249	Various green fee and range specials during the year.
Weekend Offers:	Incentives or Promotions		Sunday after 11:00 Includes green fee and cart.		\$125 for NCGA membership and discounts in shop and restaurant.	Nine rounds for \$190.00 M-F.	\$35 to join their yearly club and receive \$5 and \$10 off fees amongst other perks.	Loyalty clubs from \$59 to \$189 and receive gifts as you play more golf.	