



Rancho Santa Fe Association

Board of Directors

Staff Report – Request for Board Action

Date: May 6, 2021

By: John Chanfreau

Item: Request Approval for Enrollment increase and Dues raise

Executive Summary:

Rancho Santa Fe Tennis Club is looking to raise the golf/tennis enrollment fees from \$500 to \$3,500 and golf/pickleball fees from \$250 to \$650. RSFTC would also like to raise dues in all categories. The overall increase is about 8% covering all membership classes. The Tennis Club Board is confident that the proposed membership enrollment fees and membership dues increases will enable the Tennis Club to achieve its goals for the upcoming fiscal year and be effective in its operations.

Background / Discussion:

- In the 2020-2021 fiscal year we had 10+ golf members join the tennis club in the tennis and pickleball membership categories. If we had these goals in place last year, we could have seen an estimated revenue increase of \$20,000+.

Golf/Tennis/Pickleball Enrollment Fee Goals: 2021/2022

- Tennis Enrollment: \$4000 / Pickleball Enrollment: \$750
 - Golf members joining tennis will receive a \$500 discount.
 - Golf members joining pickleball will receive a \$100 discount.

Last year's Enrollment Fees:

- Tennis Enrollment: \$3750 / Pickleball Enrollment: \$500
 - Golf members joining tennis received a \$3,250 discount.
 - Golf members joining pickleball received a \$250 discount

Membership Dues: In the 2021-2022 fiscal year we are looking to make increases to our dues in all membership categories.

- Resident Family dues are being raised \$100 annually (6% increase)
- Resident Single dues are being raised \$150 annually (11% increase)
- Former Resident Family dues are being raised \$100 annually (5% increase)
- Former Resident Single dues are being raised \$150 annually (9% increase)
- Resident Junior dues are being raised \$200 annually (25% increase)
- Pickleball dues are being raised \$100 annually (15% increase)
- Extended Family dues are being raised \$200 annually (16% increase)
- Extended Single dues are being raised \$55 annually (6% increase)
- Sponsored Member dues are being raised \$200 annually (7% increase)

Fiscal Impact:

Enrollment

- Tennis enrollment fees increase by \$3000 per new membership
- Pickleball enrollment fees increase by \$400 per new membership

Membership Dues

- Overall, taking into account all membership classes, membership dues are being increased almost 8%.
- With the raise of membership dues in 2021-2022 we are projecting a \$49,600 increase over the 2020-2021 fiscal year.

Recommendation:

The RSFTC hereby asks the RSFA to approve the Tennis/Pickleball enrollment fees associated with Golf membership and the raise of overall membership dues.