

CCC Frequently Asked Questions Regarding New Pricing

Below is a list of the initial questions received regarding the new billing options, along with the Board's initial response. The final decisions regarding the rules and structure of the billing options are still under review. Please provide your thoughts and feedback to the Board for consideration.

An existing member is interested and eligible for one of the new pricing options. Can they go ahead and switch now?

No – We need to wait until Jan 1, 2011 so we don't disrupt our current budget year. When the Board decided to offer the new billing options, we decided to have them take effect in January, to allow the members plenty of time to evaluate their options under the new structure.

Can I have a bag and pull cart storage as an option on the Premier level instead of two bag storages?

Yes – On a space available basis.

Will Premier or Championship Golf level members have any other priorities or privileges beyond those available to Lifestyle members?

Yes – The Premier and Championship Golf members will be given priority for entry in club events such as the Member-Guest and in scheduling tee times. The details are still to be determined.

Can you change from one billing option to another?

Annually, members will choose their membership level (billing option) and be on that plan for the entire year. Each November, members may change their membership level, with those changes taking effect January 1 of the following year.

Why did the Board decide to change the amount and billing time of the assessment?

The assessment exists primarily to pay the debt service on the clubhouse renovations that occurred years ago. Since all membership categories use the clubhouse facilities, the Board decided to bill all membership categories the same assessment amount. The Board has also decided that use of the money collected on the assessment should be restricted to debt service for the building and other capital needs, but not for operating expenses. It is the Board's goal to see the assessment cover these capital needs, while the operating budget is balanced against dues and other operating revenues.

Why are some members' assessments going up significantly while others are coming down?

The goal was to have the assessment the same for all categories. The dues amounts for the different categories were adjusted accordingly, so that all categories had the same level of increase in total cost.

I signed a contract when I joined agreeing to pay a certain level of dues for three years. Is the club breaking my contract?

No - the club will honor all contracts, however, if you would like to upgrade to one of the new billing categories you may do so.

Does the Social Membership still exist?

Yes – the Social Membership has been re-branded to the Lifestyle Membership. The terminology change is consistent among private clubs and their efforts to attract and retain members. This option is an “a-la-carte” membership allowing individuals to experience private club membership on a “pay as you use” basis.

What is happening with the Century-Senior and Century-Social membership categories with the creation of the new Senior membership?

Century memberships still exist, we have just simply added a new, more encompassing, “Senior” category which includes all members 70 and older.

Why is the Food Minimum going away? Does the Board plan to discontinue food service?

The Board has no plans to discontinue food service. Food service is a vital benefit to club membership. The Board felt that with the other fee increases, that the food minimum could be eliminated for some categories. The food minimum will remain for Social Members and Golf Members being billed under the Lifestyle option. The key will be for members to continue dining at the club. If the membership does not use the dining facilities sufficiently, the board may re-establish a food minimum. Continuation of high quality food service is a priority of the Board.

Why did you increase dues but take away the food minimum?

After looking at many options for the club, it was determined a dues increase was necessary. We anticipate our members will continue to dine at the club, and remain committed to providing high quality food service.

If I have a Premier Golf Membership, will my tournament fees include my cart fee?

Golf Members billed at the Premier option will receive unlimited cart fees, including all “club” events. Non-club events held at CCC (Ratterman-Shell, Ralph Buckner Tournament, Becky Smith Memorial, etc) will be subject to their determined fees.

Will a Lifestyle Golf Member pay the same tournament fee as a Championship Golf or Premier Golf Member?

The 2011 tournament entry fees will be established based on recommendations from the Golf Committee, however the expectation is that a Lifestyle Member will pay a green fee or higher tournament entry fee than a Championship or Premier Golf Member.

Why did the Board choose age 70 for the new Senior Membership?

The club has been losing senior members, particularly those who were not eligible for the Century Club. We hope to retain those members with the new category. We also think the Lifestyle option will be attractive to retired members that have not reached 70 but do like to play golf occasionally.

Did the Board consider raising the age limit of a Junior Member to potentially attract more members to that category?

The Board did that option under consideration, but ultimately decided the Lifestyle package would be an attractive option to young families.

Is the club charging new members an initiation fee?

The Board has decided to suspend the initiation fees during the initial stages of this new campaign. Private club membership is down across the country and clubs are finding it very difficult to attract new members, especially with any material initiation fees. This is a great opportunity for prospective members to get in our club at a substantial savings. The initiation fees will likely be reinstated as we reach membership capacity.

The new structure requires members to choose a category and be in that for the full calendar year. What happens if a member becomes eligible for a new age category during the year (General at 36, Senior at 70, or Century at 72)?

If a member’s age change makes them eligible for a new category during the year, they can switch at that time.

If a member is being billed in the Premier category, does the entire family receive the cart privileges?

Yes – The privileges apply to the entire family the same as golf and other club privileges apply today. The same age rules regarding cart use also apply.

Is the Board concerned that too many members will choose lower priced billing options and potentially lose revenue to the club?

Yes – the Board is concerned about that, but CCC members have historically been very supportive of our club and we think will continue to do so. The new options will help us attract new members and increase participation in the club. Those new members will hopefully remain active and upgrade their membership to higher levels.

How many rounds with a cart do I need to play to make the Premier option worth it for me?

If you and your family play more than 5 rounds per month with a cart, the Premier option will actually save you money. But keep in mind, how many more rounds per month would you play, if they did not cost you any more in fees? Would it not be nice to run out and play an extra 4, 5 or 9 holes with a cart at no additional cost?

Can I transfer my membership to my spouse?

The board is not opposed to transferring a membership to a spouse, but each request must be in writing with an explanation of the reason for the request. The Board will respond to the request expeditiously and may assess a transfer fee.

If a member decides to resign from the club, can they rejoin at a later time without paying initiation fees?

Members that resign and then reapply for membership at a later date would be subject to the rules and current promotions offered by CCC. There would be no guarantee that a member reapplying for membership wouldn't have to pay an initiation fee.

It appears the new rates are unfair for those people ages 36-69. Why do juniors and seniors get special rates?

All private clubs are trying to attract new members while at the same time retain their current member base. To build a membership base for the future, private clubs need to solicit and cater to members who are in their 20's and 30's. By offering junior rates, the club is attempting to develop member loyalty that will help retain these members for many years into the future. On the other end of the spectrum, we have seen some of our longest term members opt to resign because they don't utilize the facilities as often as they used to. By designing membership categories with or without golf as well as by offering senior rates to those over 70, we hope to retain our longest-term members for even more years to come.

Why doesn't the club have a Single Membership Rate?

In developing our current membership categories, the Board took many different membership options under advisement. These options included single memberships, pool only memberships, clubhouse only memberships, etc. After looking at the options and running multiple usage forecasts/projections, the board decided to go with three levels of membership (lifestyle, general, and premier) and three types of membership (junior, general, and senior).