

REPORT OF GENERAL MANAGER

APPROVED
DEC 14 2011

NO. 11-330

DATE December 14, 2011

BOARD OF RECREATION
and PARK COMMISSIONERS

C.D. Various

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: SCHEDULE OF RATES AND FEES – GOLF SENIOR CITIZEN GREEN FEES
PILOT PROGRAM

R. Adams _____
H. Fujita _____
V. Israel _____

*K. Regan _____
M. Shull _____
N. Williams _____

General Manager

Approved _____

Disapproved _____

Withdrawn _____

MS (C) included

RECOMMENDATION:

That the Board approve the proposed changes to the Schedule of Rates and Fees for Golf (Attachment A) as outlined in the Summary of this Report, effective January 1, 2012, subject to the approval of the United States Army Corps of Engineers, where applicable.

SUMMARY:

The City of Los Angeles (City), Department of Recreation and Parks (Department), Golf Division maintains and operates seven 18-hole golf courses, three 9-hole golf courses, two 9-hole 3-par golf courses, one 18-hole pony course and a state-of-the-art junior training facility for the enjoyment of the game of golf by the residents of the greater Los Angeles area. Beginning July 1, 2008, the Department implemented two significant changes in the Golf fee structure:

- July 1, 2008: Across the board fee increase; including premium rates; and implementation of a resident vs. non-resident fee structure
- July 1, 2010: Up to 25% fee increase on 18-hole golf facilities

However, slow economic conditions, as well as, a declining national golf market has led to a decrease in rounds at our City golf facilities. For example; rounds decreased 25% from FY 2008 to FY 2011, with senior play decreasing by 19% (Attachment B). The City's golf courses had well over 200,000 fewer rounds in FY 2011 than in FY 2008.

REPORT OF GENERAL MANAGER

PG. 2

NO. 11-330

Our research shows that over 29% of City golfers that use our courses on weekdays are seniors. The definition of a senior in current terms is a golfer 65 years and older in possession of a City golf player card. Seniors receive a significant fee discount on weekdays only. The player card costs \$25 annually (\$65 for 3 years). Currently, a golfer that meets the age requirement but does not hold a player card does not qualify for the senior discount.

Therefore in an effort to offer an incentive to increase play, the Department is proposing the following changes to the senior discount program for at least a one year period. Our proposal is as follows:

- Reduction in senior discount age requirement from 65 to 60 years;
- Elimination of requirement to hold a player card to receive senior discount; and
- Allow senior discounts on weekends, after 10:00 am, at non-premium golf courses on a discretionary basis as dictated by demand.

Summarized below are senior age card requirement comparisons for competing golf systems/courses:

Golf Course	Senior Age	Card Required
City of Los Angeles	65	Yes
Knollwood (LA County)	65	Yes
Simi Hills (Simi Valley)	60	No
Olivas Links (Ventura)	60	Yes
Buenaventura (Ventura)	60	Yes
De Bell (Burbank)	60	No
Brookside (Pasadena)	60	No

The Department believes that by reducing the senior age requirement from ^{end}65 to 60, eliminating the need for player cards to receive the senior discount, and offering ~~week~~ ^{week} senior discount on non-premium courses City golf courses will allow us to better compete with surrounding golf courses in attracting senior play during the week. In addition, senior golfers will often bring full-paying customers to play in the senior's group. We believe this modification will also generate additional revenue related to golf cart rental.

The above proposed modifications will be analyzed during the one year period to evaluate this modification to our current program.

REPORT OF GENERAL MANAGER

PG. 3

NO. 11-330

FISCAL IMPACT STATEMENT:

This fee modification could potentially have an impact on the RAP General Fund if the program does not result in an increase in senior rounds played. This is due to the fact that the Golf Division's contribution to RAP's General Fund is dependent on revenues generated through the various golf fee programs.

This report was prepared by James N. Ward, Golf Manager.

GOLF
(Revised July 1, 2010 January 1, 2012)

Whenever the General Manager or designee (Assistant General Manager) deems that a discount rate is appropriate for marketing, or due to course condition or temporary circumstances, the established twilight, super-twilight and mid-day rates will be utilized.

All fees generated from golf operations shall be deposited into the Golf Special Fund.

SECTION I STANDARD FEES

RESIDENT GREEN FEES

MUST HAVE RESIDENT PLAYER CARD TO RECEIVE RESIDENT DISCOUNT

(with the exception of Harbor Park, Rancho Park 3 Par, Los Feliz, and Holmby Park)

Regulation Courses (Woodley Lakes, Wilson, Harding, Hansen Dam, Encino, Balboa, Rancho Park)

	<u>Weekdays</u> <u>(Mon-Thurs)</u>	<u>Friday</u>	<u>Weekends &</u> <u>Holidays</u>
Regulation			
18-Hole Play			
Rancho Park/Wilson	\$33.00	\$37.00	\$43.00
Other 18-Hole	\$30.00	\$34.00	\$40.00
9-Hole Play			
Rancho Park/Wilson	\$20.00	\$22.00	\$25.00
Other 9-Hole	\$19.00	\$21.00	\$24.00
Other Courses			
Harbor Park	\$16.00	\$18.50	\$21.00
Penmar	\$14.50	\$16.75	\$19.00
Roosevelt	\$14.50	\$16.75	\$19.00
Rancho Park 3 par	\$ 7.00	\$ 7.50	\$ 8.00
Holmby Park 3 par	\$ 3.00	\$ 3.50	\$ 4.00
Los Feliz 3 par	\$ 5.50	\$ 6.25	\$ 7.00
(Replay \$3.00 Monday to Friday only)			

NON-RESIDENT GREEN FEES

	<u>Weekdays</u> <u>(Mon-Thurs)</u>	<u>Friday</u>	<u>Weekends &</u> <u>Holidays</u>
Regulation			
18-Hole Play			
Rancho Park/Wilson	\$38.00	\$42.00	\$48.00
Other 18-Hole	\$35.00	\$39.00	\$45.00
9-Hole Play			
Rancho Park/Wilson	\$23.00	\$25.00	\$28.00
Other 9-Hole	\$22.00	\$24.00	\$27.00
Other Courses			
Penmar	\$17.50	\$19.75	\$22.00
Roosevelt	\$17.50	\$19.75	\$22.00

SECTION II RESIDENT DISCOUNTED FEES

*****MUST HAVE RESIDENT PLAYER CARD TO RECEIVE RESIDENT DISCOUNT*****
 (with the exception of Juniors, Harbor Park, Rancho Park 3 Par, Los Feliz, and Holmby Park)

SENIOR CITIZEN GREEN FEES (age 65 60 and over)

~~Must be a reservation card holder to be eligible for discounted fees.~~ Discounted fees are only effective during non-holidays, Monday through Friday **and on weekends after 10:00 a.m. at non-premium golf courses on an as-needed basis.**

No replay rates at any course.

	<u>Weekdays (Mon – Thurs)</u>	<u>Friday</u>
Regulation		
18-Hole Play		
Rancho Park/Wilson	\$20.00	\$23.00
Other 18-Hole	\$19.00	\$22.00
9-Hole Play		
Rancho Park/Wilson	\$13.00	\$15.00
Other 9-Hole	\$12.00	\$14.00
Other Courses		
Harbor Park	\$10.00	\$12.00
Penmar	\$ 9.00	\$11.00
Roosevelt	\$ 9.00	\$11.00
Rancho Park 3 par	\$ 5.00	\$ 5.50
Los Feliz 3 par	\$ 4.00	\$ 4.75
Holmby Park 3 par	No Discount Allowed	

STUDENT/JUNIOR GREEN FEES (Junior rates apply until September 1 of one's year of high school graduation or one's 19th birthday, whichever comes first)

Any golfer age 12 or younger must be certified to play and must be accompanied by an adult. Golfers 12 years of age and younger at Los Feliz and Holmby do not need to be certified but must be accompanied by an adult.

Weekend/Holiday access: Junior golfers will be charged the weekend junior rate on weekends and holidays, on a walk-on basis only, subject to no existing reservations and no call sheet.

	<u>Tournament</u>	<u>Weekdays (Mon-Friday)</u>	<u>Weekend & Holiday (Sat-Sun) & Permit Play*</u>
Weekdays only, except as above			
Regulation			
18-Hole Play	\$11.00	\$6.00	\$7.00
9-Hole Play	n/a	\$5.00	\$6.00
Other Courses			
Harbor Park	\$6.00	\$5.00	\$6.00
Penmar	\$6.00	\$5.00	\$6.00
Roosevelt	\$6.00	\$5.00	\$6.00

*High Schools, classes, etc.

All day	<u>Weekdays</u>	<u>Weekends & Holidays</u>	<u>League w/permit</u>
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	<u>(Mon-Fri)</u>	<u>(Sat-Sun)</u>	<u>& Reserved Time</u>
Rancho Park 3 par	\$3.50	\$4.50	\$5.00
Los Feliz 3 par	\$3.50	\$4.50	\$5.00
Replay	\$2.00	\$2.50	
Holmby Park 3 par	\$2.00	\$2.00	\$2.00

SENIOR CITIZENS LIFELINE GOLF PROGRAM (65 years or older)

Green fees under the Senior Citizens Lifeline Golf program apply to all courses, except Holmby Park, for weekday play only (Monday to Friday) AFTER 12:00 PM. Seniors who qualify for the Department of Water and Power Lifeline Rate exemption or qualify for Supplemental Security Income (SSI) from the Social Security Administration and present additional identification, showing proof of age and residency within the City of Los Angeles, will be issued a card verifying eligibility that will entitle Seniors to a discount equal to 50% of Weekday Green Fees. Purchase of a Golf Reservation Card is not required.

	<u>Weekdays (Mon – Thurs)</u>	<u>Friday</u>
Regulation		
18-Hole Play		
Rancho Park/Wilson	\$16.50	\$18.50
Other 18-Hole	\$15.00	\$17.00
9-Hole Play		
Rancho Park/Wilson	\$10.00	\$11.00
Other 9-Hole	\$9.50	\$10.50
Other Courses		
Harbor Park	\$ 8.00	\$ 9.25
Penmar	\$ 7.25	\$ 8.50
Roosevelt	\$ 7.25	\$ 8.50
Rancho Park 3 par	\$ 3.50	\$ 3.75
Los Feliz 3 par	\$ 2.75	\$ 3.25

RATE REDUCTION WHEN TEMPORARY GREENS ARE IN USE

When more temporary greens are in use than the number stated below, regular weekday and weekend green fees only will be reduced as follows:

	<u>18-Hole Rates</u>		<u>9-Hole Rates</u>	
	<u>More than 3</u>	<u>More than 6</u>	<u>More than 2</u>	<u>More than 4</u>
Standard Green Fees only	\$2.50	\$5.00	\$1.50	\$3.00

Note: Temporary Green Discount does not apply to alternate greens. Discounts also do not apply to Senior & Junior green fees or other discounted rates.

MIDDAY, TWILIGHT, AND SUPER TWILIGHT FEES

Times and fees for Midday, Twilight, and Super Twilight rates are subject to approval of the General Manager.

		<u>Weekdays</u> <u>(Mon-Thurs)</u>	<u>Friday</u>	<u>Weekends</u> <u>& Holidays</u> <u>(Sat-Sun)</u>
Midday*		\$3.00 less than 18-hole green fees		
Twilight	18-Hole	Same as 9-hole green fees		
	9-Hole	\$ 8.50	\$10.25	\$12.00
Super Twilight	Rancho Park/Wilson	\$13.00	\$14.00	\$15.00
	Other 18-Hole	\$12.00	\$13.00	\$14.00

*Midday rates (\$3.00 less than 18-hole green fees) will begin at the discretion of the General Manager.

SECTION III NON-RESIDENT DISCOUNTED FEES

SENIOR CITIZEN GREEN FEES (age 65 60 and over)

~~Must be a reservation card holder to be eligible for discounted fees.~~ Discounted fees are only effective during non-holidays, Monday through Friday **and on weekends after 10:00 a.m. at non-premium golf courses on an as-needed basis.**

No replay rates at any course.

	<u>Weekdays (Mon – Thurs)</u>	<u>Friday</u>
Regulation		
18-Hole Play		
Rancho Park/Wilson	\$25.00	\$28.00
Other 18-Hole	\$24.00	\$27.00
9-Hole Play		
Rancho Park/Wilson	\$16.00	\$18.00
Other 9-Hole	\$15.00	\$17.00
Other Courses		
Penmar	\$12.00	\$14.00
Roosevelt	\$12.00	\$14.00

STUDENT/JUNIOR GREEN FEES (Junior rates apply until September 1 of one's year of high school graduation or one's 19th birthday, whichever comes first)

Any golfer age 12 or younger must be certified to play and must be accompanied by an adult. Golfers 12 years of age and younger at Los Feliz and Holmby do not need to be certified but must be accompanied by an adult.

Weekend/Holiday access: Junior golfers will be charged the weekend junior rate on weekends and holidays, on a walk-on basis only, subject to no existing reservations and no call sheet.

Weekdays only, except as above	Tournament	Weekdays	Weekends & Holidays
		(Mon-Fri)	(Sat-Sun) & Permit Play*
Regulation Courses			
18-Hole Play	\$11.00	\$6.00	\$7.00
9-Hole Play	n/a	\$5.00	\$6.00
Other Courses			
Harbor Park	\$6.00	\$5.00	\$6.00
Penmar	\$6.00	\$5.00	\$6.00
Roosevelt	\$6.00	\$5.00	\$6.00

*High Schools, classes, etc.

All day	Weekdays	Weekends & Holidays	League w/permit
	(Mon-Fri)	(Sat-Sun)	& Reserved Time
Rancho Park 3 par	\$3.50	\$4.50	\$5.00
Los Feliz 3 par	\$3.50	\$4.50	\$5.00
Replay	\$2.00	\$2.50	
Holmby Park 3 par	\$2.00	\$2.00	\$2.00

RATE REDUCTION WHEN TEMPORARY GREENS ARE IN USE

When more temporary greens are in use than the number stated below, regular weekday and weekend green fees only will be reduced as follows:

	18-Hole Rates		9-Hole Rates	
	More than 3	More than 6	More than 2	More than 4
Standard Green Fees only	\$2.50	\$5.00	\$1.50	\$3.00

Note: Temporary Green Discount does not apply to alternate greens. Discounts also do not apply to Senior & Junior green fees or other discounted rates.

MIDDAY, TWILIGHT, AND SUPER TWILIGHT FEES

Times and fees for Midday, Twilight, and Super Twilight rates are subject to approval of the General Manager.

		<u>Weekdays</u> (Mon-Thurs)	<u>Friday</u>	<u>Weekends</u> & <u>Holidays</u> (Sat-Sun)
Midday*		\$3.00 less than 18-hole green fees		
Twilight	18-Hole		Same as 9-hole green fees	
	9-Hole	\$10.50	\$12.25	\$14.00
Super Twilight	Rancho Park/Wilson	\$16.00	\$17.00	\$18.00
	Other 18-Hole	\$15.00	\$16.00	\$17.00

*Midday rates (\$3.00 less than 18-hole green fees) will begin at the discretion of the General Manager.

SECTION IV OTHER FEES

FEE FOR REGISTRATION CARDS

One-Year Card

Resident (with Reservation Privileges)	\$25
Residency (No Reservation Privileges)	\$10
Non-Resident (with Reservation Privileges)	\$25
Resident and Non-Resident Senior (with Reservation Privileges)	\$25

Three-Year Card

Resident (with Reservation Privileges)	\$65
Residency (No Reservation Privileges)	\$25
Non-Resident (with Reservation Privileges)	\$65
Resident and Non-Resident Senior (with Reservation Privileges)	\$65

NO SHOW PENALTY

\$5.00 (per individual)

Penalty to be charged when starter cannot fill no-show vacancy from the course's call waiting sheet.

WEB RESERVATION FEE FOR NON-CARDHOLDERS

All Courses* - \$5 Non-refundable fee per player

*With the exception of Los Feliz – 3 Par, Rancho Park 9 – 3 Par, and Holmby Park, where reservations are not taken.

TOURNAMENT FEES

	<u>Weekdays</u> <u>(Mon-Thurs)</u>	<u>Friday</u>	<u>Weekends & Holidays</u>
18-Hole	\$40.00	\$40.00	\$50.00(Griffith Park & Sepulveda courses only, see Tournament Policy)
9-Hole	\$18.00	\$19.50	(See Tournament Policy)
Rancho Park 3 par	\$ 9.00	\$ 9.50	
Los Feliz	\$ 7.00	\$ 7.50	

SHOTGUN TOURNAMENT FEES

For morning events or afternoon events as part of a “double shotgun”, the package rate, per person, includes the following:

	<u>8.00 a.m. Shotgun</u>	<u>10.00 a.m. Shotgun</u>
Tournament Fee	\$45.00	\$65.00
Electric Cart Fee	1/2 regular cart fee	1/2 regular cart fee
Golf Shop Fee	\$5.00	\$5.00
Restaurant Fee	\$5.00	\$5.00
Total Per Person Fee	\$55.00 plus 1/2 regular cart fee	\$75.00 plus 1/2 regular cart fee

ELECTRIC CART RENTAL - HARBOR GOLF COURSE ONLY \$10.00

HAND CART RENTAL

Holmby, Los Feliz, & Rancho 3 par	\$1.00
All other courses	\$3.00

GOLF CLUB RENTAL

3 par and Holmby Park courses only	\$0.25/each
Harbor Park Golf Course	\$3.00/set with bag

GOLF BALL SALES

New golf ball sales	\$1.00/each
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GOLF COURSE LOCKER RENTAL

	<u>Rancho</u>	<u>Sepulveda</u>	<u>Griffith</u>
Daily	\$2.50	\$1.50	\$2.50
Monthly	\$7.50	\$5.00	\$7.00
Annual			
Small	\$25.00	\$10.00	---
Medium	\$30.00	\$25.00	---
Large	\$42.00	\$35.00	\$40.00
Giant	\$50.00	---	---

FUND RAISING EVENTS (Non-Department Sponsored)

By Board Approval Only. Limited to 2 Events Per Year Per Course

City of Los Angeles
Department of Recreation and Parks
Golf Division
Summary of Rounds Played (FY 2008 vs. FY 2011)

Facility	Senior Rounds			Weekday Rounds			Weekend Rounds			Total Rounds		
	FY 2008	FY 2011	Variance	FY 2008	FY 2011	Variance	FY 2008	FY 2011	Variance	FY 2008	FY 2011	Variance
Wilson/Harding	28,321	18,686	-34.0%	134,376	89,540	-33.4%	59,399	45,850	-22.8%	193,775	135,390	-30.1%
Encino/Balboa	28,553	22,805	-20.1%	108,285	74,097	-31.6%	55,911	41,734	-25.4%	164,196	115,831	-29.5%
Rancho Park	17,713	17,102	-3.4%	79,149	64,439	-18.6%	33,140	27,949	-15.7%	112,289	92,388	-17.7%
Hansen Dam	9,352 ¹	10,033	7.3%	50,023	37,055	-25.9%	31,101	22,531	-27.6%	81,124	59,586	-26.5%
Woodley Lakes	13,970	10,329	-26.1%	57,054	36,758	-35.6%	29,313	20,820	-29.0%	86,367	57,578	-33.3%
Harbor Park	33,458	26,493	-20.8%	85,474	69,734	-18.4%	33,357	25,496	-23.6%	118,831	95,230	-19.9%
Penmar	22,758	18,761	-17.6%	74,317	64,447	-13.3%	30,663	26,002	-15.2%	104,980	90,449	-13.8%
Roosevelt	22,428	19,422	-13.4%	69,419	55,585	-19.9%	27,921	19,498	-30.2%	97,340	75,083	-22.9%
Total	176,553	143,631	-18.6%	658,097	491,655	-25.3%	300,805	229,880	-23.6%	958,902	721,535	-24.8%

Notes: (1) Hansen Dam rounds in FY 2008 were impacted due to irrigation project.