

APPROVED

MAR 20 2019

BOARD OF RECREATION AND PARK COMMISSIONERS

BOARD REPORT

NO. 19-052 Revised

DATE March 20, 2019

C.D. Various

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: CHANGES TO RATES AND FEES FOR TREGNAN GOLF ACADEMY AND GOLF FEES ASSOCIATED WITH GOLF PROFESSIONAL STALL RENTALS, GOLF GROUP LESSONS/CLASSES/CAMPS AND DRIVING RANGE BALL TRACKING TECHNOLOGY

AP Diaz	_____	V. Israel	_____
R. Barajas	_____	* S. Piña-Cortez	<u></u>
H. Fujita	_____	N. Williams	_____


General Manager

Approved X

Disapproved _____

Withdrawn _____

RECOMMENDATION:

1. Approve the proposed changes to the Department of Recreation and Parks' (RAP) Schedule of Rates and Fees for the Tregnan Golf Academy and Golf Fees associated with golf professional stall rentals, golf group lessons/classes/camps, and the use of driving range ball tracking technology as outlined in the body of this Report and as set forth in Attachment A and Attachment B of this Report;
2. Direct staff to request approval from the United States Army Corps of Engineers (USACE) for the revised golf fees for those golf courses located on USACE property; and
3. Authorize staff to make the changes outlined in this Report to the RAP Rates and Fees Manual effective April 1, 2019.

SUMMARY:

Tregnan Golf Academy

The Tregnan Golf Academy ("Tregnan") is a youth golf training facility located in Griffith Park. Its mission is to introduce the game of golf to youth and provide them with the skills, knowledge, and confidence to play the game throughout their lives. The focus of the academy is to reach out to young people from urban areas that have little or no exposure to the game of golf by making Tregnan accessible, affordable, and enjoyable. Tregnan is fully operated and maintained by RAP's Golf Division.

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The cost of operating Tregnan has increased over the last several years due to rising labor and material costs. As a result, RAP staff is proposing raising fees to offset some of the increase in costs and continue to be able to offer an excellent recreational and educational golf program for youth. The last increase in fees for Tregnan was in May 2009. RAP staff is proposing increasing open enrollment session fees from \$85.00 per class to \$99.00 per class. Open Enrollment sessions are the most common and popular class at Tregnan and class is comprised of eight sessions with each session being one hour and a half in duration. See Attachment A for a complete list of proposed fee changes. The proposed rates at Tregnan are comparable to fees charged by the Southern California Golf Association (SCGA) and First Tee, non-profit youth golf organizations, and well below private youth golf programs. Tregnan also offers scholarships to low income youth interested in learning the game of golf.

Other changes to the fee schedule for Tregnan include the elimination of the Tiny Tots and Pro Linkster golf instruction programs and the Girls Golf Club Tournament, all of which are not currently being offered by RAP. Also, the "Open Practice" option at Tregnan for non-members of Tregnan will be eliminated due to lack of use.

It is estimated that these changes to the Tregnan fee schedule will generate additional revenues of \$25,000 per year, which will be deposited into RAP's Fund 52H, Department 89, Account 89G401. Funds from this account are entirely utilized to pay for golf supplies and instruction.

Golf Professional Stall Rental Fee

RAP self operates and maintains five (5) driving ranges and the driving range at Tregnan Golf Academy. One of the key components of operating a driving range includes offering golf lessons to the public by golf professionals. RAP issues permits for golf professionals to teach golf lessons at its driving ranges. Amongst the many requirements, instructors are required to pay a monthly stall rental fee of \$500 per month from April through October and \$400 per month from November through March or an hourly stall rental fee. Staff is proposing the elimination of the hourly stall rental fee alternative for golf professionals except at Tregnan Golf Academy (Attachment B). It is extremely difficult for RAP staff to monitor and enforce payment by golf professionals paying the hourly fee at the golf course driving ranges. Monitoring and enforcing the hourly stall rental fee has led to many confrontations and altercations between RAP staff and hourly paying golf professionals as well as between monthly paying golf professionals and hourly paying golf professionals. The golf professionals currently paying the hourly fee will have the option to pay the monthly fee and continue to teach at the facility.

Golf Group Lessons, Classes, and Camps

The City's golf courses are occasionally in demand for group lessons, classes and camps, especially junior camps, by both existing City permitted instructors and outside for profit entities. RAP is proposing implementing a revenue share of these lessons, class, and camp fees equating to a maximum ceiling of twenty percent (20%) of the registration fees for each individual registrant for all groups that include two (2) or more registrants (Attachment B). The groups would be required to apply for a Right of Entry permit and will be approved on a case by case basis, depending on course availability.

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Driving Range Ball Tracking Technology

RAP staff is exploring leasing ball tracking technology for three of its driving ranges. Ball tracking technology shows the flight path of golf balls with valuable shot data and offers a fun, engaging, tech-driven experience that appeals to seasoned players as well as first-time golfers. This technology is typically rented for an hourly fee. RAP is proposing a ceiling driving range ball tracking technology fee of \$150.00 per hour (Attachment B). The hourly fee charged will be determined by market conditions and demand for each course.

It is estimated that driving range revenue at the facilities utilizing ball tracking technology will increase by 15%, or approximately \$250,000 annually, which will be deposited into the Department's Fund 52H, Department 89, Account 89G401.

The Golf Advisory Committee concurs with all proposed rates and fee changes and increases set forth in this Report.

FISCAL IMPACT STATEMENT:

There is no negative impact on RAP's General Fund, as all revenue is deposited to and expenses are paid from the Golf Operations Special Fund 52H.

Report prepared by Laura Bauernfeind, Golf Manager, Golf Division

LIST OF ATTACHMENTS/EXHIBITS

- 1) Attachment A: Tregnan Golf Academy Rates and Fees
- 2) Attachment B: Golf Rates and Fees

TREGNAN GOLF ACADEMY
(Revised ~~June 2009~~ **April 1, 2019**)

The Tregnan Golf Academy conducts Citywide programs in support of youth golf (ages 3 to 17), golf camps, and golf clinics. The Academy also provides group activities, instruction, and building usage to the public on a reservation basis.

Monies generated will provide a means of augmenting general programming at the Academy.

Golf Instruction

<u>Class</u>	<u>Fee</u>	
Tiny Tots	\$60.00	
Little Linkster	\$60.00	\$70.00
Pro Linkster	\$60.00	
Junior Tour	\$85.00	\$99.00
Family Golf	\$70.00	\$80.00
Open Enrollment	\$85.00	\$99.00
Recreation Center Group	\$40.00	\$50.00
Day Camp (Per Day)	\$30.00	\$35.00
<i>Adult/Senior Classes</i>		\$99.00

Tournaments

Girls Golf Club Tournament	\$10.00
9-Hole Tournament	\$10.00
Junior Executive Tournament	\$15.00
Tregnan Weekly Challenge	\$7.00

Open Practice (adult golfers over 18 must be accompanied by a youth age 6-17)

Members:	\$3.00 per day (unlimited hours)
Non-members:	\$6.00 per day (unlimited hours)
Special Group Practice:	\$45.00 per hour
(Maximum of 5 youth and subject to advance scheduling. Groups must maintain a ratio of one adult to every five youth.)	

Special Group Instruction: ~~\$150.00~~ **\$250 for two hours and \$150 for each additional hour** (Maximum of 10 people ~~for 2 hours~~)
Fee includes one hour of instruction and one hour of practice, balls, clubs and supervision during practice.

Equipment Rental

	<u>Members</u>	<u>Non-members</u>
Golf Balls (bucket of 40)	\$3.00	\$4.00
Golf Clubs (5 club bag)	\$2.00	\$3.00

Facility Use Fees

~~50% to be deposited in MRP Account~~

		<u>1st 2 hours</u>	<u>Each additional hour</u>
(Monday-Thursday)	Non Profit	\$500.00	\$150.00
	Profit	\$600.00	\$200.00
(Friday-Sunday)	Non Profit	\$700.00	\$250.00
	Profit	\$850.00	\$350.00

Special Use Fees

\$300.00 (maximum of 4 hours for City Agencies and Department sponsored groups)

ADDITIONAL CHARGES

Event Monitor	\$45.00 per hour (Permit groups must pay monitor for 1 hour before and after event)
Staffing	The per hour staff rate, as established in the GENERAL INFORMATION page, will be charged when facility is normally closed. (Permit groups must pay staff for 1 hour before and after event.)
Park Rangers	See applicable ranger fees
Furniture Rental	8 ft. table and 8 chairs \$50.00 per set

GOLF
(Revised ~~May 1, 2016~~ April 1, 2019)

I. CEILING PRICE

Maximum fee to be charged at each facility. Whenever the Golf Manager or designee deems that a different rate is appropriate for dynamic pricing, yield management, marketing, course conditions, temporary circumstances, special events and tournaments, the established fees may be modified as needed. Ceiling Price is to be adjusted for inflation annually.

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

Green Fees and Electric Golf Cart Fees

Facility	Green Fees Ceiling Price	Electric Golf Carts Ceiling Price Per Rider
Rancho Park 18	\$51.50	\$16.00
Wilson	\$50.50	\$16.00
Encino	\$45.00	\$16.00
Balboa	\$45.00	\$16.00
Woodley Lakes	\$41.00	\$16.00
Hansen Dam	\$42.00	\$16.00
Harding	\$45.00	\$16.00
Harbor Park	\$25.00	\$14.00*
Penmar	\$23.00	N/A
Roosevelt	\$23.00	N/A
Rancho Park 9	\$10.00	N/A
Los Feliz	\$9.00	N/A
Holmby Park	\$7.00	N/A
Tournaments	\$77.25	\$16.00

* ~~Fee is for single or double rider~~

Other Golf Fees

Fee Description	Ceiling Price
Player Card	\$30.00 per year
Hand Cart Rental	\$8.00
Golf Club Rental	\$2.00
Golf Club Set Rental	\$50.00
Locker Rental Daily	\$5.00 per day
Locker Rental Monthly	\$20.00 per month
Locker Rental Annual	\$100.00 per year
No Show Penalty	Total Reservation Price
Web Reservation Fee for Non-Player Cardholders	Total Reservation Price

Fee Description	Ceiling Price
Merchandise Sales	100% Markup
Driving Range Ball Rental	\$0.25 per ball
Driving Range Key Discount	30%
Driving Range Stall Rental Monthly	\$1,000.00 per month
Driving Range Stall Rental Hourly*	\$50.00 per hour
Electric Cart Special Use Rental	\$300.00 per day
Youth Golf Camp Permit Golf Group Lessons/Classes / Camps	\$100.00 per hour <u>20% of all registrant fees</u>
Driving Range Ball Tracking Technology	\$150.00 per hour

*Not Fee available also for Golf Professional Lesson Services

II. 2016 POSTED FEES

Whenever the Golf Manager or designee deems that a discount rate is appropriate for dynamic pricing, yield management, marketing, course conditions, or temporary circumstances, the established fees may be discounted as needed. Posted fees to be adjusted for inflation annually, or as deemed necessary.

Green Fees

Facility	Green Fee Weekdays (Mon-Thurs)	Green Fee Friday	Green Fee Weekends & Holidays	Electric Cart
Rancho Park 18	\$35.50	\$39.50	\$45.50	\$14 seat
Wilson	\$35.00	\$39.00	\$45.00	\$14 seat
Encino	\$32.00	\$36.00	\$42.00	\$14 seat
Balboa	\$32.00	\$36.00	\$42.00	\$14 seat
Harding	\$32.00	\$36.00	\$42.00	\$14 seat
Hansen Dam	\$29.00	\$33.00	\$39.00	\$14 seat
Woodley Lakes	\$28.00	\$32.00	\$38.00	\$14 seat
Harbor Park	\$17.00	\$19.50	\$22.00	\$12 per cart
Penmar	\$16.00	\$18.25	\$20.50	N/A
Roosevelt	\$16.00	\$18.25	\$20.50	N/A
Rancho Park 9	\$8.00	\$8.50	\$9.00	N/A
Los Feliz	\$6.50	\$7.25	\$8.00	N/A
Holmby Park	\$3.00	\$3.50	\$4.00	N/A

Senior Citizens (Age 60 and Over)

Senior Citizen discounted fees are effective Monday through Friday (non-holidays) and on weekends and holidays on an as-needed basis at the discretion of the Golf Manager or his designee.

Facility	Weekdays (Mon-Thurs)	Friday	Weekends & Holidays	Weekdays (Mon-Thurs) 9-Hole/Twilight	Friday 9-Hole/Twilight
Rancho Park 18	\$21.00	\$23.00	\$25.00	\$14.00	\$16.00
Wilson	\$21.00	\$23.00	\$25.00	\$14.00	\$16.00
Encino	\$20.00	\$22.00	\$24.00	\$12.50	\$14.50
Balboa	\$20.00	\$22.00	\$24.00	\$12.50	\$14.50
Harding	\$20.00	\$22.00	\$24.00	\$12.50	\$14.50
Hansen Dam	\$19.00	\$21.00	\$23.00	\$12.00	\$14.00
Woodley Lakes	\$19.00	\$21.00	\$23.00	\$12.00	\$14.00
Harbor Park	\$10.50	\$12.50	\$15.00		
Penmar	\$9.50	\$11.50	\$13.50		
Roosevelt	\$9.50	\$11.50	\$13.50		
Rancho Park 9	\$5.50	\$6.00			
Los Feliz	\$4.50	\$5.25			

Senior Citizen Lifeline Program (Age 65 and Over) Fees

Senior Citizen Lifeline Program discounted fees are effective Monday through Friday (non-holidays) 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 the weekday green fee.

Facility	Weekdays (Mon-Thurs)	Friday	Weekdays (Mon-Thurs) 9-Hole/Twilight	Friday 9-Hole/Twilight
Rancho Park 18	\$17.75	\$19.75	\$11.00	\$12.00
Wilson	\$17.50	\$19.50	\$10.50	\$11.50
Encino	\$16.00	\$18.00	\$10.00	\$11.00
Balboa	\$16.00	\$18.00	\$10.00	\$11.00
Harding	\$16.00	\$18.00	\$10.00	\$11.00
Hansen Dam	\$14.50	\$16.50	\$9.50	\$10.50
Woodley Lakes	\$14.00	\$16.00	\$9.50	\$10.50
Harbor Park	\$8.50	\$9.75		
Penmar	8.00	\$9.00		
Roosevelt	8.00	\$9.00		
Rancho Park 9	\$4.00	\$4.25		
Los Feliz	\$3.25	\$3.50		

Juniors

Junior fees 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 Park do not need to be certified but must be accompanied by an adult.

Facility	Weekdays (Mon-Fri)	Weekend / Holiday / Permit Play *	Weekdays (Mon-Fri) 9-Hole/ Twilight	Weekend & Holiday 9-Hole/ Twilight	Tournaments/ League Play
Rancho Park 18	\$8.00	\$15.00	\$6.00	\$10.00	\$15.00
Wilson	\$8.00	\$15.00	\$6.00	\$10.00	\$15.00
Encino	\$8.00	\$15.00	\$6.00	\$10.00	\$15.00
Balboa	\$8.00	\$15.00	\$6.00	\$10.00	\$15.00
Harding	\$8.00	\$15.00	\$6.00	\$10.00	\$15.00
Hansen Dam	\$8.00	\$15.00	\$6.00	\$10.00	\$15.00
Woodley Lakes	\$8.00	\$15.00	\$6.00	\$10.00	\$15.00
Harbor Park	\$6.00	\$10.00			\$10.00
Penmar	\$6.00	\$10.00			\$10.00
Roosevelt	\$6.00	\$10.00			\$10.00
Rancho Park 9	\$4.00	\$5.00			\$7.00
Los Feliz	\$4.00	\$5.00			\$7.00
Holmby Park	\$3.00	\$4.00			\$4.00

*High Schools, classes, etc.