


CITY OF LOS ANGELES
DEPARTMENT OF RECREATION AND PARKS

TO: BOARD OF RECREATION AND PARK COMMISSIONERS

FROM: ELLEN OPPENHEIM
General Manager 

SUBJECT: TREGNAN GOLF ACADEMY PROGRAM OVERVIEW - YEAR 1

The Tregnan Golf Academy was developed as a stand-alone golf training facility to train youth in all facets of the game of golf. The Academy targets low income youth, ages 7-17, with limited or no exposure to the game by reaching out to the general community through recreation centers operated by the City of Los Angeles Department of Recreation and Parks, local schools, and other youth servicing agencies.

Partnerships have been developed in the formation of the Academy, that include; American Golf Corporation, United States Golf Association, Griffith Park Trust, the Department's Golf Operations and the L.A. Junior Chamber of Commerce LPGA Urban Youth Golf Program (UYGP).

ACADEMY OPERATIONS

The current Academy operation is dependent on a strong working relationship between the Department and UYGP to supply transportation, recreational programming, professional golf instruction, course maintenance and a secure level of financial resources from private donors, fund raising, grants and fees.

The partnership between the Department and the UYGP allow recreation centers and the general public to enroll youth in junior golf programs. The UYGP in turn provides the instructors and assistance with the junior golf classes following the "Steps to Success" golf instruction guidelines. In addition, outreach efforts have begun to local schools and youth organizations to offer golf instruction to expand the use of the facility.

STATISTICAL SUCCESS

Since beginning operation in July 2000, the Department and the UYGP partnership introduced over 1500 boys and girls to the game of golf through a variety of recreational and instructional programs listed below:

Instruction Classes - July 2000 to June 2001

A total of 973 youth, (64% male and 36% female) registered and participated. Each registered youth participated in a ten week session of class consisting of weekly 1-1/2 hour lessons. Seventy-five per cent of the registrants were from inner-city recreation centers that were shuttled by van to and from the Tregnan Golf Academy.

Skill Challenges, Clinics, Tournaments

A total of 175 boys and girls participated in one of the three skill challenges that allowed parents to see first hand what their child had learned. A total of 250 youth participated in the winter break clinics that focused on chipping, pitching, driving and putting. Additionally, 200 members participated in 15 nine-hole tournaments. A total of 64 youth participated in three of those tournaments held over the Winter break

Raise the Bar

Thirty-six percent of the Academy membership is female, and female participation has been the most notable. Two Academy members participated in the Girls High School City Championships. Five Academy girls were nominated for the 'Amy Alcott Youth Leadership Award' for their excellence in Scholastic Achievement, Integrity, Leadership Potential, and Community Service. The winning youth was Diane Chavez, who was honored by the Mayor and Amy Alcott and invited to play in the Pro Am in the 2001 LPGA golf tournament held at the Wilshire Country Club.

PROGRAM RECRUITMENT

Youth Enrollment

Twenty-nine recreation centers participated in the summer session (2000), 16 centers in the winter (2000-01), and 34 centers this spring (2001). Many Academy members were re-enrollees and have advanced from the New Golfer Level and are actively working on the necessary skills and achievements to reach the next level.

Scholarship Fund Invitational Golf Tournament/Fundraising

Academy staff successfully conducted its inaugural Scholarship Fund Golf Tournament on March 21, 2001. This tournament raised over \$6,000 to help pay UYGP for instruction provided to inner-city youth participants. The tournament involved 138 golfers and secured 25 sponsors making the event a huge success. Additionally, over \$20,000 has been raised in the Brick by Brick campaign and private donations have been received in excess of \$18,900 to date.

Outreach Classes

Over 200 youth from homeschools, private youth services agencies and local LAUSD high schools participated in Academy staffed six week lessons throughout the year.

City of Hope LPGA Golf Tournament

The Tregnan Golf Academy was selected to send over 100 youth members to an instructional clinic hosted by members of the LPGA, on April 10, 2001 at Wilshire Country Club.

SECURING FUTURE SUCCESS

Much of the Academy operations have been funded through a grant from the United States Golf Association Foundation in the amount of \$325,000, and a grant from the Griffith J. Griffith Trust in the amount of \$240,000. Both grants are disbursed over a three-year period with the final installments of \$155,000 to be disbursed by October 2001. When these funds are expended, staff anticipates an annual need of \$295,000 from other revenue sources to keep programming at the current level. Staff is faced with developing a comprehensive marketing plan to access outside funding sources and other fund raising activities to meet these obligations. Other funding options will be considered as well.

Another challenge is to determine whether this program is best suited as a recreation function or a Golf Division function. Pending this decision, staff will be able to formulate the structure of a facility oversight committee to be comprised of members of the golf community, representatives of the various agency partnerships, and friends of the Academy as an advisory body to the Department. This committee will also assist the Department as an advocate for the developmental needs of the Academy.

This report was prepared by Randy Kelly, Chuck Singer, and Lydia Ritzman.