

REPORT OF THE GENERAL MANAGER


NO. 02-187

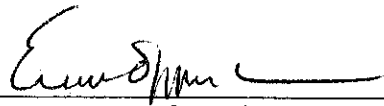
DATE May 1, 2002

CD _____

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: PROPOSED CHANGES TO RATES AND FEES FOR GOLF

J. Combs		J. Kolb	_____
T. Coroalles	_____	M. Tamuri	_____
J. Duggan	_____	M. Matthews	_____
H. Fujita	_____		



 General Manager

Approved _____ Disapproved _____ Withdrawn _____

RECOMMENDATION

That the Board approve the changes to the Schedule of Rates and Fees for Golf as outlined on Exhibit A and authorize staff to amend the Schedule of Rates and Fees to incorporate these changes effective May 4, 2002, subject to approval by the U. S. Army Corps of Engineers where applicable.

SUMMARY

The Department established the current green fees for play at our facilities on November 1, 1999. Historically, the Department has compared its fees with those charged at Los Angeles County courses due to the similar playing conditions and clientele. This past fall the County increased its 18-hole fees from \$20.00 weekdays and \$25.00 weekends (the same as our fees) to \$21.00 weekdays and \$27.00 weekends. Staff recommends that the Department's fees be increased to these levels. In addition, staff recommends that fees to play nine holes at an 18-hole course be increased to \$12.50 weekdays and \$16.00 weekends. Green fees at nine-hole courses would be increased to \$11.50 weekdays and \$15.00 weekends.

Senior rates will now be indexed at a 40% discount from the standard fees (rounded to the nearest 25 cents). By indexing senior rates, future increases can be applied fairly and consistently through a standard formula. This approach will result in a slight increase in fees at some courses, and a slight reduction in fees at others.

To permit the Department to be competitive in the golf market, increase revenue, and provide a greater level of service and customer satisfaction, staff recommends the fee structure outlined on Exhibit A. Based on the current level of rounds played it is estimated that an additional \$700,000 will be realized annually to the Department's General Fund and about \$220,000 will be deposited in the Golf Surcharge account to provide additional capital improvements and support to the golf courses.

In addition, a minor refinement to the policy for Junior certification is proposed. Juniors at Los Feliz will no longer be required to be certified.

REPORT OF GENERAL MANAGER

PAGE 2

NO. 02-187

The Golf Division is currently undertaking a comprehensive feasibility study which will include the evaluation of pricing trends and marketing techniques. At the conclusion of this study, a comprehensive fee analysis will be presented to the Board.

At its meeting of March 25, 2002, the Golf Advisory Committee reviewed this matter and took the following position: "The Golf Advisory Committee endorses this fee increase package in the confidence that it represents the last act of the pre-Golf Division era, one characterized by over reliance upon golf revenues to generate income for non-golf purposes, and the first act in the Golf Division era, one characterized by the need to dedicate golf revenues to the prudent asset management necessary to protect the long-term revenue producing capacity of the Department's fourteen golf facilities."

Since the Golf Advisory Committee action, the methodology for determining senior discounts has been revised. As of the submittal of this report, the Golf Advisory Committee had not yet convened to discuss this change however, it was calendared for the committee's April 23, 2002 agenda.

This board report was prepared by Cleve Williams, Golf Operations.

EXHIBIT A

****Proposed changes are in bold text. Proposed deletions are in ~~strikeout~~ text.**

GOLF

(New fees to be effective ~~November 1, 1999~~ **May 4, 2002**)

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

\$1.00 from all 18-Hole Play fees to MRP for marshaling and golf course improvements.

75¢ from Harbor, Penmar, and Roosevelt Play fees to MRP for marshaling and golf course improvements.

50¢ from Rancho 3 Par Play fees to MRP for marshaling and golf course improvements.

25¢ from Los Feliz 3 Par Play fees to MRP for golf course improvements.

SECTION I STANDARD FEES

GREEN FEES

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

	<u>Weekday</u>	<u>Weekends & Holidays</u>
18-Hole Play	\$20.00 21.00	\$25.00 27.00
9-Hole Play	12.00 12.50	15.00 16.00
 Other Courses		
Harbor	\$11.00 11.50	\$14.00 15.00
Penmar	11.00 11.50	\$14.00 15.00
Roosevelt	11.00 11.50	\$14.00 15.00
Rancho 3 par	5.00	6.00
Holmby 3 par	2.00	3.00
Los Feliz 3 par	4.00	5.00
(Replay \$2.00 weekday only)		

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.

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GOLF - Continued

SECTION II DISCOUNTED FEES

SENIOR CITIZEN GREEN FEES (age 65 and over)

Must be registered card holder (or provide identification, showing proof of age and residency within the City of Los Angeles at Rancho 3 par, Los Feliz and Holmby) to be eligible for discounted fees. Discounted Fees are only effective during non-holidays, Monday through Friday. **Senior discount rates are computed at 40% off the Standard Fees, rounded to the nearest 25 cents.**

No replay rates at any course.

	<u>Weekday</u>	<u>Weekends & Holidays</u>
18-Hole Courses	\$12.00 12.50	
9-Holes on Regulation Courses	8.00 7.50	
Harbor	6.50 7.00	
Penmar	6.50 7.00	
Roosevelt	6.50 7.00	
Rancho 3 par	4.00 3.00	
Los Feliz 3 par	2.50	3.50 3.00
Holmby 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 13 or younger must be certified in order to play **and accompanied by an adult.** Golfers 13 years of age and younger at Los Feliz and Holmby do not need to be certified but **must be accompanied by an adult.**

<u>Weekdays only</u>	<u>Tournament</u>	<u>Reserved Time & Permit Play*</u> Discount Rate	<u>Stand by</u> <u>Walk-on</u>
18-Hole Courses	\$9.00	\$7.00	\$5.00
9-Holes on Regulation Course	n/a	5.00	4.00
Harbor	5.00	5.00	4.00
Penmar	5.00	5.00	4.00
Roosevelt	5.00	5.00	4.00

*High Schools, classes, etc.

<u>All day</u>	<u>Weekday</u>	<u>Weekends</u>	<u>League w/permit & Reserved Time</u>
Rancho 3 par	\$3.00	\$4.00	\$4.00
Los Feliz 3 par	3.00	4.00	4.00
Replay	1.50	2.00	
Holmby 3 par	1.50	1.50	1.50

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GOLF - Continued

SENIOR CITIZENS LIFELINE GOLF PROGRAM (65 years or older)

Green fees under the Senior Citizens Lifeline Golf program apply to all courses, except Holmby, for weekday play only. Seniors who qualify for the Department of Water and Power Lifeline Rate exemption, Pacific Bell Universal Lifeline Flat Rate, 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. Purchase of a Golf Registration Card is not required.

	<u>Weekday</u>
18-Hole Courses	\$8.00
9-Holes on Regulation Courses	6.00
9-Hole	
Harbor	4.50
Penmar	4.50
Roosevelt	4.50
Rancho 3 par	3.00
Los Feliz 3 par	2.25

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.

~~\$1.00 from Midday fees to MRP for marshaling and golf course improvements.~~

~~50¢ from Twilight and Super Twilight fees at regulation courses to MRP for marshaling and golf course improvements.~~

~~75¢ from Twilight fees at Harbor, Penmar, and Roosevelt to MRP for marshaling and golf course improvements.~~

(Continued)

GOLF - Continued

		<u>Weekday</u>	<u>Weekends & Holidays</u>
Midday*	(\$3.00 less than 18-hole green fees)	\$17.00	\$22.00
Twilight**	18-Hole (9-hole rates)	12.00	15.00
	9-Hole	6.50	9.50
Super Twilight**	18-Hole	7.00	8.50

*Midday rates (\$3.00 less than 18-hole green fees) will begin, at the discretion of the General Manager, any time after 12:00 p.m. at selected 18-hole golf courses only, and will be charged until the twilight rate goes into effect.

**Twilight and Super Twilight rates will begin at the discretion of the General Manager at any time beyond 1:00 p.m. (Super Twilight goes into effect approximately 2 - 3 hours after the Twilight rate and may vary from course to course.)

SECTION III OTHER FEES

FEE FOR REGISTRATION CARDS \$10.00 from each registration card sold to MRP for youth scholarships, outreach, golf training, etc.

	<u>Resident/Non-Resident/Non Resident Seniors</u>			
Three Years	\$35.00 /	\$90.00	/	\$35.00
Two Years	30.00 /	60.00	/	\$30.00
One Year	25.00 /	30.00	/	\$25.00

Registration is for three year cycles. The current cycle begins January 1, 2000 and will continue through December 31, 2002. The fee noted shall apply for shorter periods of time and shall not be reduced (prorated) for either late registration, early terminations, or residency changes.

TOURNAMENT FEES

~~\$1.00 from all 18-Hole Play fees to MRP for marshaling and golf course improvements. 75¢ from Harbor, Penmar, and Roosevelt Play fees to MRP for marshaling and golf course improvements. 50¢ from Rancho 3 Par Play fees to MRP for marshaling and golf course improvements. 25¢ from Los Feliz Play fees to MRP for golf course improvements.~~

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GOLF - Continued

	<u>Weekday</u>	<u>Weekends & Holidays</u>
18-Hole	\$27.00	(See Tournament Policy)
9-Hole	13.50	(See Tournament Policy)
Rancho 3 par	7.00	
Los Feliz	6.00	

SHOTGUN TOURNAMENT FEES

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

Tournament Fee	\$30.00
Electric Cart Fee	½ regular cart fee
Golf Shop Fee	\$5.00
Restaurant Fee	\$5.00
 Total Per Person Fee	 40.00 plus ½ regular cart fee

For afternoon events, not as part of a "double shotgun," a tournament surcharge amount of \$2,800 will be added to the above per person fees.

<u>ELECTRIC CART RENTAL - HARBOR GOLF COURSE ONLY</u>	\$10.00
	\$ 8.00 Single Rate

HAND CART RENTAL

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

GOLF CLUB RENTAL

3 par and Holmby courses only	\$.25/each
Harbor Golf Course	\$3.00/set with bag

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GOLF - Continued

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.