


**FOR INFORMATION ONLY**

**CITY OF LOS ANGELES  
Department of Recreation and Parks**

March 17, 2004

**TO: BOARD OF RECREATION AND PARK COMMISSIONERS**

**FROM: JON KIRK MUKRI**  
General Manager



**SUBJECT: MARTY TREGNAN YOUTH GOLF ACADEMY OPERATIONS OVERVIEW**

Since the Marty Tregnan Golf Academy opened in July 2000, the Academy has consistently fulfilled two important goals: providing young people with the best golf instruction and training opportunities available in a safe and comfortable environment; and providing active participants and past members with a variety of opportunities to play the game of golf.

By reaching out to under-served youth who have limited access to golf programs and opportunities, the Academy also achieves gender and ethnic parity mirroring the diversity of Los Angeles. The Department has recruited and transported children from fifty-seven recreation centers over the past three years to participate in this program. Programs at the Academy have built camaraderie among young people of diverse backgrounds and have helped each participant develop self-esteem and strong inter-personal skills while learning to play golf.

In calendar year 2003, more than 2,400 youth participated in various instructional programs at the Academy. More than 200 parents were able to learn the game of golf side by side with their children. Additionally, 600 more youth participated in camps, tournaments, team play and other outreach activities. While many of the programs offered at the Academy are taught by Department hired golf instructors, much of the success of the Academy operations and programming is dependent on a strong working relationship between the Department and partnering golf programs that provide golf instruction, course maintenance, and a secure level of financial resources from private donors, fundraising, grants, and fees.

One of those partners, the Los Angeles Junior Chamber of Commerce Urban Youth Golf Program (UYGP), assists the Department in providing golf instruction and opportunities for youth at the Academy. This partnership was entered into through a Right of Entry Permit that was executed in September 2000, for a term of three years ending on June 30, 2003. Since May 2003, staff has been working with UYGP to execute a new permit with terms agreeable to both parties. On February 4, 2004, staff reported to the Board that a new three year Right of Entry Permit had been negotiated with UYGP. Subsequent to that meeting, staff has been advised by UYGP that they are not interested in extending the term of the permit beyond June 30, 2004, despite language in the agreement that would allow cancellation at any time with thirty days

Marty Tregnan Youth Golf Academy Operations Overview  
Page 2

notice. Staff has issued a modified Permit on February 5, 2004, to reflect the desired term ending date and is awaiting a response from UYGP. In the interest of providing continued uninterrupted service beyond June 30, 2004, plans have been developed to maintain the same high level of service and quality programs utilizing existing staff.

The Department views the Academy and programs in place at the facility as the central building block for development of a comprehensive City youth golf program. The Academy programs can be expanded at Harbor, Los Feliz, and Roosevelt and initiated at Penmar and Rancho Par 3 facilities. Moreover, the Van Nuys facility, if successfully acquired, will provide an ideal venue in the Valley to implement programs similar to the Academy.

The Academy is currently operated by Department recreation staff. A reorganization plan proposed by the Golf Manager in May 2003 to move the Academy under the Golf Division was approved by the previous General Manager. While that plan and re-organization of the entire Department was never fully implemented, plans for re-organization under the new General Manager are under consideration including plans to place the Academy under the Golf Division.

The Academy facility fits with the Golf Division's strategic plans to help reverse the loss of play from City courses by reaching five specific market segments: youth, families, women, beginners and seniors. Long term programming plans will focus attention on these market segments as well as expansion of youth golf programs throughout the City.

This report prepared by John Mallon, Charles Singer, and Randy Kelly