

APPROVED

APR 04 2021

REVISED

BOARD OF RECREATION AND PARK COMMISSIONERS

BOARD REPORT

NO. 24-078

DATE April 04, 2024

C.D. Various

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: APPROVAL OF REVISED GOLF RULES, REGULATIONS & CODE OF CONDUCT AND IMPLEMENTATION OF A PILOT PROGRAM CHARGING A NON-REFUNDABLE DEPOSIT FEE TO GOLF TEE TIME BOOKINGS

*B. Aguirre	<u>BA</u>	M. Rudnick	_____
B. Jones	_____	C. Santo Domingo	_____
B. Jackson	_____	N. Williams	_____



 General Manager

Approved X Disapproved _____ Withdrawn _____

RECOMMENDATIONS

1. Approve the revised Golf Rules, Regulations & Code of Conduct as set forth in Attachment A of this Report, effective immediately upon approval of this Report by the Board of Recreation and Park Commissioners (Board);
2. Approve the proposed updates to the Schedule of Rates and Fees for Golf, as set forth in the Attachment B to this Report, effective immediately, upon approval of this Report by the Board; and
3. Authorize Department of Recreation and Parks (RAP) staff to make technical corrections as necessary to carry out the intent of this Report.

SUMMARY

RAP's Golf Division maintains and operates seven (7) 18-hole golf courses, three (3) 9-hole golf courses, two (2) 9-hole pitch and putt golf courses, and a golf training academy. The twelve LA City golf courses are all extremely popular and have been generating over one million rounds annually since 2021. The golf courses are also a good value, in line with the Golf Division's mission statement of providing well-maintained, accessible, and affordable golf courses for the enjoyment of the game of golf for City of Los Angeles residents and visitors.

Demand for golf tee times increased during the COVID-19 pandemic, while the supply of available tee times was reduced due to the lengthening of tee intervals from 8 minutes to 10 minutes. This supply and demand challenge has made it increasingly difficult for golfers to book tee times, particularly popular weekend tee times.

BOARD REPORT

PG. 2 NO. 24-078

Additionally, recent media reports and feedback from the golfing community has highlighted concerns regarding the brokering of tee times. While various manners of brokering and/or reselling of tee times may be occurring, one brokering practice of major concern involves brokers reserving tee times as they regularly become available to the public, advertising and selling these tee times for an additional fee, and then cancelling and immediately re-booking the tee times under the names of individuals who paid these additional fees.

When the City is made aware of unpermitted tee time brokering, it takes action to cancel associated tee times and suspend associated player card accounts. Website security measures have also been implemented by RAP's golf reservation management system vendor to identify and block suspicious web activity to help prevent the use of unpermitted bots or other computer programs attempting to obtain tee times.

In an effort to further address the brokering of golf tee times, this report recommends the following immediate actions for Board approval.

Golf Rules and Regulations

RAP staff has prepared revisions to the Golf Rules, Regulations & Code of Conduct (Golf Rules) to – among other things – clarify the existing prohibition of brokering tee times and establish a non-refundable deposit per golfer to be collected at the time of booking. The revised Golf Rules also explicitly state that violations of the Golf Rules may result in fines and/or prosecution pursuant to Los Angeles Municipal Code Sections 11.00(M) and 63.44(G). These fines and/or prosecution could result in potential fines of up to \$1,000 or 6 months of jail time. The proposed Revised Golf Rules are set forth in Attachment 1 of this Report, which is marked to show the changes from the current Golf Rules.

Pilot Program: Non-Refundable Deposit Fee

RAP is also proposing the implementation of a pilot program that requires the payment of a non-refundable deposit of \$10 per booked round for each individual player. Upon Board approval, the \$10 per round non-refundable deposit will be charged at the time of booking. If the golfer cancels or does not show for the tee time, the deposit will be forfeited. If the golfer plays, the \$10 deposit will be applied to their green fee at check-in.

This type of non-refundable booking deposit has been successfully implemented by other popular public golf courses, including municipal courses in San Francisco and New York City.

The proposed \$10 non-refundable deposit is intended to deter brokers, as the cancellation of the tee time to rebook in their customer's name will now cost an additional \$40 per foursome, significantly reducing the broker's profit. In addition, by implementing the non-refundable deposit, the volume of cancelled tee times may decrease, making more tee times available to book to the general public. Additionally, implementation of a non-refundable deposit will ensure verification of golfer credit cards upon booking and guarantee collection of no-show fees in the event golfers don't cancel their tee time outside of the 24-hour cancellation window.

BOARD REPORT

PG. 3 NO. 24-078

RAP staff plans to report back to the Board regarding the implementation of this non-refundable deposit pilot and regarding additional strategies to address tee time brokering concerns.

TREES AND SHADE

The approval of this Report will have no impact on existing trees and shade at RAP facilities

ENVIRONMENTAL IMPACT

The approval of this Report does not require a determination under the California Environmental Quality Act (CEQA).

FISCAL IMPACT

There is no negative impact on RAP's General Fund, as all revenue and expenses related to the operation of the City's golf system is deposited to or paid from, the Golf Operations Special Fund.

STRATEGIC PLAN INITIATIVES AND GOALS

Approval of this Board Report advances RAP's Strategic Plan by supporting:

Goal No. 2: Offer Affordable and Equitable Recreation Programming

This Report was prepared by Rick Reinschmidt, Golf Manager, Golf Division

LIST OF ATTACHMENTS/EXHIBITS

- 1) Attachment A – Golf Rules, Regulations & Code of Conduct
- 2) Attachment B – Golf Rates and Fees Manual

RULES, REGULATIONS & CODE OF CONDUCT

Rules, Regulations & Code of Conduct (hereinafter "Golf Rules") and regulations for the L.A. City golf courses are promulgated by the Department of Recreation and Parks Board of Commissioners. *Violations of these Golf Rules may result in fines and/or prosecution pursuant to Los Angeles, per Municipal Code Section 11.00(M) and §63.44(G).*

SPECTATORS / CADDIES / CHAPERONES

- **Griffith Park, Rancho Park, Sepulveda, Hansen Dam, Woodley Lakes, Harbor Park**
 - Spectators and caddies age 18 and over are permitted with full electric car rental.
 - No spectators under age 18 – No exceptions.
 - Parents, guardians, and/or chaperones are permitted to accompany golfing minors.
- **Roosevelt, Penmar, Los Feliz 3-par, Rancho 3-par**
 - No spectators permitted.
 - Parents, guardians, and/or chaperones are permitted to accompany golfing minors.

ANIMALS / DOGS

- No animals are allowed on golf course grounds except for service dogs.

GOLF COURSE GENERAL RULES

- **All golfers:**
 - must be registered with the golf starter before starting his/her round of golf;
 - must have a set of clubs with a golf bag;
 - are expected to play without delay and comply at all times with local and USGA Rules of Golf;
 - must comply with the course management and Player Assistant's instructions;
 - may have only one ball in play (per USGA Rules of Golf);
 - may not practice on the golf course;
 - must keep golf cars at least 30 feet from greens and tees;
 - are expected to wear proper golf attire including appropriate golf shoes;
 - are expected to repair their divots, ball marks on greens, and rake bunkers;
 - maximum number of golfers per group on all 18 holes courses is four;
 - maximum number of golfers per group on all 9 hole courses is five.

GOLF CARTS & VEHICLES

- No personal golf riding carts or motorized riding vehicles of any kind are permitted on golf course grounds at any time.

JUNIOR GOLF POLICY

- **9 hole and 18 hole courses:**
 - Minimum age is 7 to play golf accompanied by a parent, guardian, or chaperone.
 - Minimum age is 13 to play golf unaccompanied.
- **Los Feliz 3-par and Rancho Park 3-par:**
 - Minimum age is 5 to play golf accompanied by a parent, guardian, or chaperone.
 - Minimum age is 13 to play golf unaccompanied.

GOLF INSTRUCTION

- No teaching or golf instruction is allowed anywhere on golf course grounds unless you have been issued a *Right of Entry* permit by the City of Los Angeles Department of Recreation and Parks Golf Division.

BOOKING A TEE TIME

- Brokering or advertising tee times for resale, without express written consent of the City of Los Angeles, Department of Recreation and Parks Golf Division, is strictly prohibited. *For purposes of this regulation, "brokering" includes the transfer of tee times through any web-based site, web-based application, any other applications, publication, or mobile device for a fee.*
- *Any golfer who obtains tee times through a broker or otherwise violates the Golf Rules is subject to cancellation of that golfer's tee time(s) and forfeiture of all paid fees and deposits, as well as cancellation of his/her player card.*
- Any golfer who has booked a tee time outside of City of Los Angeles accepted booking methods is subject to cancellation of tee time and forfeiture of all paid fees and deposits as well as cancellation of player card.
- Player card members are entitled to owning one (1) player card. Additional cards may be cancelled without refund.
- Only one reservation is allowed per person for any one day.
- The person booking the tee time is required to play in the group for which the tee time was made.
- The person booking the tee time should be prepared to present their Player Card and/or ID to the starter.
- The person booking the tee time is responsible for all members of their group.
- Player Card holder will be subject to suspensions and restrictions for failing to comply with the *Golf Rules and regulations* governing reservations, etiquette of game, rules of play, and personal conduct.
- Multiple reservations under the same Player Card or same name may be cancelled without notice.
- It is prohibited to use any computer program, bot, offline reader, and site search/retrieval application. Other manual or automatic devices, tools, or processes to retrieve, data mine, or in any way reproduce or circumvent the navigational structure, or presentation of the content or the site itself, for obtaining a City of Los Angeles Golf Reservation Tee Time is strictly prohibited. Violations of our policy will result in tee time cancellations and a loss of reservation and playing privileges. Our goal is to make the booking process fair to all golfers who wish to play at our facilities.

CANCELLATION, NO-SHOW, AND SHORT-SHOW POLICY

- *Cancellation Policy: A non-refundable deposit per golfer will be collected at the time of booking. The deposit will be applied to the golfer's tee time upon check-in at the golf course. The deposit will be forfeited upon cancellation, no-show or short-show.*
- *No-Show/Short-Show Policy: A \$10 per player no-show fee will be charged to the cardholder golfer who booked the tee time if a tee time is not checked in and paid for at least 20 minutes before the tee time and for any no shows/short shows in that tee time. Tee times must be cancelled or modified at least 24 hours in advance to avoid no-show and short-show fees.*
- Golf course reserves the right to fill any unused spaces *slots* or tee times.
- ~~Golfers are not due a refund of no-show fees unless they receive an official cancellation notice via email.~~
- You may cancel or modify your tee time through your account on our website www.golf.lacity.org or by calling (818) 291-9980.

CITY OF LOS ANGELES GOLFER CODE OF CONDUCT

City of Los Angeles Department of Recreation and Parks Golf Division takes great pride in the quality of its customers, staff, and golf facilities. This Code of Conduct is to ensure a safe, friendly, and respectful place for the public golfing community, visitors, and staff to gather in the spirit of cooperation, relaxation, good will, fun, and friendly competition. This Code of Conduct focuses on acceptable and unacceptable behavior.

All golfers and/or visitors at Los Angeles City Golf facilities are expected to conduct themselves in a manner that:

- Creates an environment and culture that is reflective of the personal integrity and respect taught in the Rules of Golf where it is written that we are capable of enforcing rules upon ourselves with honesty, integrity, and good sportsmanship. The same integrity, honesty, and good will are expected whether on the golf course or in any part of the clubhouse or golf shop.
- Is free of discrimination or any form of harassing behavior to fellow golfers, visitors, or staff.
- Acknowledges L.A. City Golf facilities as a family friendly environment and refrains from using obscenities and loud behavior inappropriate for children and respectable taste.
- Observes proper etiquette on and off the golf course, clubhouse, and golf shop.
- Show the utmost respect and dignity to fellow golfers, visitors, and staff.
- Does not damage the character, integrity, good will, property, and community view of L.A. City Golf facilities and/or its staff.
- Is reflective of an adherence to all ~~L.A. City Golf Rules and regulations.~~ **Golf Rules and regulations.**
- Demonstrates an understanding that golfers and visitors have no authority to instruct staff in job performance and duties.
- Understands that the City of Los Angeles management is responsible for instructing staff in the performance of their duties.
- Is vigilant in reporting real or perceived safety hazards to staff or management.
- Does not denigrate, talk down to, or scream at fellow golfers, visitors, or staff members and does not create unnecessary divisiveness through any manner.
- Does not misrepresent their position and/or authority to others.
- Proper golf attire is requested for all golfers, visitors, and guests.
- Complies with all City laws and regulations.

*Any golfer or visitor found to be in violation of the ~~City of Los Angeles Golfer Code of Conduct~~ **Golf Rules** may:*

- Have his/her Player Card revoked.
- Result in being removed from the facility.
- Have his/her playing privileges suspended.

GOLF(Revised September 1, 2022 **April 5, 2024**)**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	\$65.00	\$20.00
Wilson	\$65.00	\$20.00
Encino	\$60.00	\$20.00
Balboa	\$60.00	\$20.00
Woodley Lakes	\$60.00	\$20.00
Hansen Dam	\$60.00	\$20.00
Harding	\$60.00	\$20.00
Harbor Park	\$40.00	\$13.00
Penmar	\$35.00	N/A
Roosevelt	\$35.00	N/A
Rancho Park 9	\$20.00	N/A
Los Feliz	\$20.00	N/A
Tournaments	\$95.00	\$20.00

Other Golf Fees

Fee Description	Ceiling Price
Player Card	\$35.00 per year
Hand Cart Rental	\$12.00
Golf Club Rental	\$4.00
Golf Club Set Rental	\$65.00
No Show Penalty	Total Reservation Price
Web Reservation Fee for Non-Player Cardholders	Total Reservation Price
Merchandise Sales	100% Markup
Driving Range Ball Rental	\$0.35 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	\$100.00 per hour
Non-Refundable Deposit	\$10 per round

*Fee available also for Golf Professional Lesson Services

II. 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	Green Fee Weekends & Holidays	Electric Cart
Rancho Park 18	\$39.00	\$50.00 / \$55.00*	\$16 per seat
Wilson	\$38.00	\$49.00 / \$54.00*	\$16 per seat
Encino	\$35.00	\$46.00 / \$51.00*	\$16 per seat
Balboa	\$35.00	\$46.00 / \$51.00*	\$16 per seat
Harding	\$35.00	\$46.00 / \$51.00*	\$16 per seat
Hansen Dam	\$33.00	\$44.00 / \$49.00*	\$16 per seat
Woodley Lakes	\$32.00	\$43.00 / \$48.00*	\$16 per seat
Harbor Park	\$19.00	\$24.00 / \$27.00*	\$10 per seat
Penmar	\$18.00	\$23.00 / \$26.00*	N/A
Roosevelt	\$18.00	\$23.00 / \$26.00*	N/A
Rancho Park 9	\$10.00	\$12.00	N/A
Los Feliz	\$9.00	\$11.00	N/A

*Fee applicable before 9:00am

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	Weekends & Holidays	Weekdays 9-Hole/ Twilight
Rancho Park 18	\$24.00	N/A	\$16.00
Wilson	\$23.00	N/A	\$16.00
Encino	\$22.00	\$26.00	\$14.50
Balboa	\$22.00	\$26.00	\$14.50
Harding	\$22.00	\$26.00	\$14.50
Hansen Dam	\$22.00	\$26.00	\$14.00
Woodley Lakes	\$22.00	\$26.00	\$14.00
Harbor Park	\$12.00	\$17.00	
Penmar	\$11.00	\$15.00	
Roosevelt	\$11.00	\$15.00	
Rancho Park 9	\$7.00		
Los Feliz	\$6.00		

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	Weekdays 9-Hole/Twilight
Rancho Park 18	\$19.50	\$12.50
Wilson	\$19.00	\$12.00
Encino	\$17.50	\$11.00
Balboa	\$17.50	\$11.00
Harding	\$17.50	\$11.00
Hansen Dam	\$16.50	\$11.00
Woodley Lakes	\$16.00	\$11.00
Harbor Park	\$9.50	
Penmar	\$9.00	
Roosevelt	\$9.00	
Rancho Park 9	\$5.00	
Los Feliz	\$4.50	

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.