

REPORT OF GENERAL MANAGER

NO. 08-308

DATE November 7, 2008

C.D. Various

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: PROPOSED GOLF RESIDENCY CARD WITHOUT RESERVATION PRIVILEGES

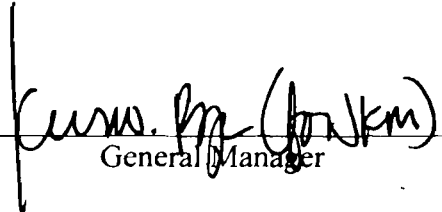
V. Israel _____	J. Kolb _____
H. Fujita _____	F. Mok _____
S. Huntley _____	*K. Regan _____
R. Adams _____	M. Shull _____

Approved \_\_\_\_\_

Disapproved \_\_\_\_\_

Withdrawn \_\_\_\_\_

*AS Commented for on Exhibit A*

  
 \_\_\_\_\_  
 General Manager

RECOMMENDATION:

That the Board approve the implementation of a Golf Residency card without reservation privileges at a cost of \$10 for a one-year card and \$25 for a three-year card, to be effective upon Board approval.

SUMMARY:

In June 2008, the Board approved the implementation of a Resident/Non-Resident fee structure for all City of Los Angeles golf courses, effective July 1, 2008. Fee increases ranging from \$3.00 to \$11.00 were implemented, depending on the golf course and day of the week, to all Non-Residents at the City's golf courses. In order to obtain the Resident green fee, golfers who reside within the City of Los Angeles are required to purchase and present a Resident reservation card. Proof of residency is required in order to purchase a Resident reservation card. Each individual golfer within a group is required to present a Resident reservation card to obtain the discount (i.e. one Resident member of a foursome cannot receive the discount for all four golfers).

Presently, the Department offers Resident and Non-Resident reservation cards with a differential price structure for the purchase of the card. In the last two months since the implementation of the Resident/Non-Resident fee structure, many communications have been received by the Golf Division requesting a Residency card without reservation privileges for golfers who regularly golf on a walk-on basis. As a result, the Department is proposing the implementation of a

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Residency card without reservation privileges at a reduced cost. Currently, the cost for a Resident reservation card is \$25 for one year and \$50 for three years. The Department is proposing that the cost for Residency cards without reservation privileges be \$10 for one year and \$25 for three years (Exhibit A).

It is proposed that \$5.00 of each one-year Residency card sold and \$15.00 of each three-year Residency card sold be deposited into the Department's General Fund. This amount is the same as the amount that is deposited for Resident cards with reservation privileges. The remainder of the funds will be deposited into the Department's Golf Reservation Account, Fund 302, Department 89, Account 850K, to be utilized to offset costs related to the processing and issuance of Residency cards.

FISCAL IMPACT STATEMENT:

Minimal fiscal impact to the Department's General Fund is anticipated, as it is not expected that the quantity of Residency cards without reservation privileges sold will be significant.

This report was prepared by James N. Ward, Golf Manager.

**EXHIBIT A****GOLF**  
(Revised 07/08)

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

*\$1.00 from all 18-Hole Play fees to Special Facility Accounts for marshaling and golf course improvements.*

*\$0.75 from Harbor Park, Penmar, and Roosevelt Play fees to Special Facility Accounts for marshaling and golf course improvements.*

*\$0.50 from Rancho Park 3 Par Play fees to Special Facility Account for marshaling and golf course improvements.*

*\$0.25 from Los Feliz 3 Par Play fees to Special Facility Account for golf course improvements.*

**SECTION I STANDARD FEES****RESIDENT GREEN FEES**

**\*\*\*MUST HAVE RESIDENT RESERVATION CARD TO RECEIVE RESIDENT DISCOUNT\*\*\***  
Regulation Courses (Woodley Lakes, Wilson, Harding, Hansen Dam, Encino, Balboa, Rancho Park)

	<u>Weekdays</u> (Mon-Thurs)	<u>Friday</u>	<u>Weekends &amp;</u> <u>Holidays</u>
Regulation			
18-Hole Play	\$26.00	\$30.00	\$34.00
9-Hole Play	\$16.00	\$18.50	\$21.00
Other Courses			
Harbor Park	\$16.00	\$18.50	\$21.00
Penmar	\$14.50	\$16.75	\$19.00
Roosevelt	\$14.50	\$16.75	\$19.00
Rancho Park 3 par	\$ 7.00	\$ 7.50	\$ 8.00
Holmby Park 3 par	\$ 3.00	\$ 3.50	\$ 4.00
Los Feliz 3 par	\$ 5.50	\$ 6.25	\$ 7.00
(Replay \$3.00 Monday to Friday only)			

**NON-RESIDENT GREEN FEES**

	<u>Weekdays</u> (Mon-Thurs)	<u>Friday</u>	<u>Weekends &amp;</u> <u>Holidays</u>
Regulation Courses			
18-Hole Play	\$31.00	\$35.00	\$39.00
9-Hole Play	\$19.00	\$21.50	\$24.00
Other Courses			
Harbor Park	\$19.00	\$21.50	\$24.00
Penmar	\$17.50	\$19.75	\$22.00
Roosevelt	\$17.50	\$19.75	\$22.00
Rancho Park 3 par	\$10.00	\$10.50	\$11.00
Holmby Park 3 par	\$ 5.00	\$ 5.50	\$ 6.00
Los Feliz 3 par	\$ 8.50	\$ 9.25	\$10.00
(Replay \$6.00 Monday to Friday only)			

GOLF - (continued)

## SECTION II RESIDENT DISCOUNTED FEES

\*\*\*MUST HAVE RESIDENT ~~RESERVATION~~ CARD TO RECEIVE RESIDENT DISCOUNT\*\*\*  
(with the exception of Juniors)

### SENIOR CITIZEN GREEN FEES (age 65 and over)

Must be a reservation card holder (or for Rancho Park 3 par and Los Feliz, provide identification showing proof of age and residency within the City of Los Angeles) to be eligible for discounted fees. Discounted fees are only effective during non-holidays, Monday through Friday.

No replay rates at any course.

	<u>Weekdays (Mon – Thurs)</u>	<u>Friday</u>
Regulation Courses		
18-Hole Play	\$17.00	\$20.00
9-Hole Play	\$10.00	\$12.00
Other Courses		
Harbor Park	\$10.00	\$12.00
Penmar	\$ 9.00	\$11.00
Roosevelt	\$ 9.00	\$11.00
Rancho Park 3 par	\$ 5.00	\$ 5.50
Los Feliz 3 par	\$ 4.00	\$ 4.75
Holmby Park 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 19<sup>th</sup> 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 do not need to be certified but must be accompanied by an adult.

Weekend/Holiday access: Junior golfers will be charged the weekend junior rate on weekends and holidays, on a walk-on basis only, subject to no existing reservations and no call sheet.

<u>Weekdays only, except as above</u>	<u>Tournament</u>	<u>Weekdays (Mon-Friday)</u>	<u>Weekend &amp; Holiday (Sat-Sun) &amp; Permit Play*</u>
Regulation			
18-Hole Play	\$11.00	\$6.00	\$7.00
9-Hole Play	n/a	\$5.00	\$6.00
Other Courses			
Harbor Park	\$6.00	\$5.00	\$6.00
Penmar	\$6.00	\$5.00	\$6.00
Roosevelt	\$6.00	\$5.00	\$6.00

\*High Schools, classes, etc.

GOLF - (continued)

All day	<u>Weekdays</u>	<u>Weekends</u>	<u>League w/permit</u>
	<u>(Mon-Fri)</u>	<u>(Sat-Sun)</u>	<u>&amp; Reserved Time</u>
Rancho Park 3 par	\$3.50	\$4.50	\$5.00
Los Feliz 3 par	\$3.50	\$4.50	\$5.00
Replay	\$2.00	\$2.50	
Holmby Park 3 par	\$2.00	\$2.00	\$2.00

SENIOR CITIZENS LIFELINE GOLF PROGRAM (65 years or older)

Green fees under the Senior Citizens Lifeline Golf program apply to all courses, except Holmby Park, for weekday play only (Monday to Friday). 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 Weekday Green Fees. Purchase of a Golf Reservation Card is not required.

	<u>Weekdays</u>	<u>Friday</u>
	<u>(Mon-Thurs)</u>	
Regulation Courses		
18-Hole Play	\$13.00	\$15.00
9-Hole Play	\$ 8.00	\$ 9.25
Other Courses		
Harbor Park	\$ 8.00	\$ 9.25
Penmar	\$ 7.25	\$ 8.50
Roosevelt	\$ 7.25	\$ 8.50
Rancho Park 3 par	\$ 3.50	\$ 3.75
Los Feliz 3 par	\$ 2.75	\$ 3.25

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.

GOLF - (continued)

MIDDAY, TWILIGHT, AND SUPER TWILIGHT FEES

Times and fees for Midday, Twilight, and Super Twilight rates are subject to approval of the General Manager.

		<u>Weekdays</u> <u>(Mon-Thurs)</u>	<u>Friday</u>	<u>Weekends</u> <u>&amp; Holidays</u> <u>(Sat-Sun)</u>
Midday*		\$3.00 less than 18-hole green fees		
Twilight	18-Hole	Same as 9-hole green fees		
	9-Hole	\$ 8.50	\$10.25	\$12.00
Super Twilight	18-Hole	\$10.00	\$10.75	\$11.50

\*Midday rates (\$3.00 less than 18-hole green fees) will begin at the discretion of the General Manager.

**SECTION III NON-RESIDENT DISCOUNTED FEES**

SENIOR CITIZEN GREEN FEES (age 65 and over)

Must be a reservation card holder (or for Rancho 3 par and Los Feliz, provide identification showing proof of age and residency within the City of Los Angeles) to be eligible for discounted fees. Discounted fees are only effective during non-holidays, Monday through Friday.

No replay rates at any course.

	<u>Weekdays</u> <u>(Mon – Thurs)</u>	<u>Friday</u>
Regulation Courses		
18-Hole Play	\$22.00	\$25.00
9-Hole Play	\$13.00	\$15.00
Other Courses		
Harbor Park	\$13.00	\$15.00
Penmar	\$12.00	\$14.00
Roosevelt	\$12.00	\$14.00
Rancho Park 3 par	\$ 8.00	\$ 8.50
Los Feliz 3 par	\$ 7.00	\$ 7.75
Holmby Park 3 par	No Discount Allowed	

GOLF - (continued)

STUDENT/JUNIOR GREEN FEES (Junior rates apply until September 1 of one's year of high school graduation or one's 19<sup>th</sup> 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 do not need to be certified but must be accompanied by an adult.

Weekend/Holiday access: Junior golfers will be charged the weekend junior rate on weekends and holidays, on a walk-on basis only, subject to no existing reservations and no call sheet.

Weekdays only, except as above	<u>Tournament</u>	<u>Weekdays</u>	<u>Weekends &amp; Holidays</u>
		<u>(Mon-Fri)</u>	<u>(Sat-Sun)</u> <u>&amp; Permit Play*</u>
<u>Regulation Courses</u>			
18-Hole Play	\$11.00	\$6.00	\$7.00
9-Hole Play	n/a	\$5.00	\$6.00
<u>Other Courses</u>			
Harbor Park	\$6.00	\$5.00	\$6.00
Penmar	\$6.00	\$5.00	\$6.00
Roosevelt	\$6.00	\$5.00	\$6.00

\*High Schools, classes, etc.

All day	<u>Weekdays</u>	<u>Weekends &amp;</u>	<u>League w/permit</u>
		<u>Holidays</u>	
	<u>(Mon-Fri)</u>	<u>(Sat-Sun)</u>	<u>&amp; Reserved Time</u>
Rancho Park 3 par	\$3.50	\$4.50	\$5.00
Los Feliz 3 par	\$3.50	\$4.50	\$5.00
Replay	\$2.00	\$2.50	
Holmby Park 3 par	\$2.00	\$2.00	\$2.00

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.

GOLF - (continued)

MIDDAY, TWILIGHT, AND SUPER TWILIGHT FEES

Times and fees for Midday, Twilight, and Super Twilight rates are subject to approval of the General Manager.

		<u>Weekdays</u> <u>(Mon-Thurs)</u>	<u>Friday</u>	<u>Weekends</u> <u>&amp; Holidays</u> <u>(Sat-Sun)</u>
Midday*		\$3.00 less than 18-hole green fees		
Twilight	18-Hole		Same as 9-hole green fees	
	9-Hole	\$10.50	\$12.25	\$14.00
Super Twilight	18-Hole	\$13.00	\$13.75	\$14.50

\*Midday rates (\$3.00 less than 18-hole green fees) will begin at the discretion of the General Manager.

**SECTION IV OTHER FEES**

FEE FOR REGISTRATION CARDS

One-Year Card

Resident	\$25
<b>Residency (No Reservation Privileges)</b>	<b>\$10</b>
Non-Resident	\$40
Non-Resident Senior	\$25

Three-Year Card

Resident	\$65
<b>Residency(No Reservation Privileges)</b>	<b>\$25</b>
Non-Resident	\$100
Resident and Non-Resident Senior	\$65

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.

WEB RESERVATION FEE FOR NON-CARDHOLDERS

All Courses\* - \$5 Non-refundable fee per player

\*With the exception of Los Feliz – 3 Par, Rancho Park 9 – 3 Par, and Holmby Park, where reservations are not taken.



GOLF - (continued)

TOURNAMENT FEES

	<u>Weekdays</u> <u>(Mon-Thurs)</u>	<u>Friday</u>	<u>Weekends &amp; Holidays</u>
18-Hole	\$35.00	\$37.50	\$45.00 (Griffith Park & Sepulveda courses only, see Tournament Policy)
9-Hole	\$18.00	\$19.50	(See Tournament Policy)
Rancho Park 3 par	\$ 9.00	\$ 9.50	
Los Feliz	\$ 7.00	\$ 7.50	

SHOTGUN TOURNAMENT FEES

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

	<u>8.00 a.m. Shotgun</u>	<u>10.00 a.m. Shotgun</u>
Tournament Fee	\$40.00	\$60.00
Electric Cart Fee	1/2 regular cart fee	1/2 regular cart fee
Golf Shop Fee	\$5.00	\$5.00
Restaurant Fee	\$5.00	\$5.00
Total Per Person Fee	\$50.00 plus 1/2 regular cart fee	\$70.00 plus 1/2 regular cart fee

ELECTRIC CART RENTAL - HARBOR GOLF COURSE ONLY

\$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 Park courses only	\$0.25/each
Harbor Park Golf Course	\$3.00/set with bag

GOLF BALL SALES

New golf ball sales \$1.00/each

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 Cours