

APPROVED
MAY 17 2006

REPORT OF GENERAL MANAGER

**BOARD OF RECREATION
and PARK COMMISSIONERS**

NO. 06-129

DATE May 17, 2006

C.D. Various

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: GOLF TOURNAMENT POLICY – PROPOSED REVISION OF GOLF TOURNAMENT POLICY

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Robert H. Jensen (fa)
General Manager

Approved

Disapproved

Withdrawn

RECOMMENDATION:

That the Board approve revisions to the Golf Tournament Policy as summarized below, effective immediately, and delineated in Attachment A.

SUMMARY:

The Golf Tournament Policy was last comprehensively revised in 1998, at the conclusion of an interactive process between staff and the Golf Advisory Committee. Since that time, while the policy has been changed only slightly, numerous factors in the golf industry have changed creating substantive issues as a direct result. Among those issues are:

1. Proliferation of "senior" golf clubs in the local municipal golf sector as a mechanism for absorbing under-utilized weekday access/demand;
2. Viability of increased weekend tournament access as a mechanism for both accommodating excess weekend demand and generating revenue;
3. Need for Department women's clubs weekend play opportunities;
4. Reality that a more flexible shotgun tournament policy would make the Department's courses more attractive to shotgun tournament organizers and more capable of revenue generation; and
5. Without a limited mechanism for the General Manager to permit scheduling of additional tournaments, the Department may lose potential revenue and fail to service the public in a manner sufficiently flexible to accommodate modern service expectations.

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The golf industry has experienced little growth since a peak in 1998. Staff and the Golf Advisory Committee spent many months analyzing the policy changes deemed necessary to not only mitigate some of the changes and pressures in the industry, but to overcome them. The proposed changes are summarized below:

All Sections

- The Department's General Manager will have the authority to permit the scheduling of additional tournaments, with required fees, to maximize the use of the golf courses;
- Recognition of Cesar Chavez Day and Columbus Day as holidays, with holiday rates attached, as well as day before or day after holidays which fall on Saturday or Sunday, respectively;
- Reserving the time between December 25 and January 2 for public access and not permitting tournaments during those dates; and
- Consolidation of two (2) small tournaments (maximum total of 80 players) into one (1) tournament for the purpose of reconciling the "one tournament per day" rule upon approval of the Golf Manager.

Section I – General Tournaments

- Enable the scheduling of weekend tournaments on a basis restricted by both system-wide frequency and time – with such scheduling performed in a manner minimizing public access impact and with none permitted to commence play prior to 10:00 a.m.;
- Direct that weekend tournaments pay a fee to Department's golf course concessionaires as a minimum payment for services. This payment will be equal to the minimum payment currently paid to concessionaires for shotgun tournaments.

Section II – Exempt Groups

- Change the method for calibrating the cap on annual tournament access from the current number-of-players methodology to an annual number-of-hours methodology in an effort to more accurately assess and track overall impact to the system.

Section III – Special Exemptions

- Specify that the rate charged to the Sun Valley Chamber of Commerce be the regular shotgun rate and not the premium shotgun rate. This group is currently permitted by Board action to hold a maximum of two (2) shotgun tournaments on two (2) Mondays annually, commencing at 11:00 a.m. at the regular shotgun rate.

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Section IV – Affiliated Groups

- Change fees for the Municipal Golf Association (MGA) clubs from a discounted rate to the regular weekend/holiday rate for weekend tournaments;
- Limit the number of annual weekend tournaments for Department men's golf clubs to twelve (12);
- Permit existing Department women's golf clubs limited weekend access;
- Enable the establishment of separate senior golf clubs with specifically delineated obligations and privileges;
- Permit Department golf clubs to cancel one (1) foursome of reserved times on day of play during an organized, prescheduled event;
- Direct that individual teams in MGA Team Play be responsible for payment of fees for all tee times reserved;
- Change the method for calibrating the cap on annual tournament access from the current number-of-players methodology to an annual number-of-hours methodology in an effort to more accurately assess and track overall impact to the system; and
- Eliminate the "MGA rate" for shotgun tournaments. Department clubs shall pay the "regular shotgun rate," including concession fees, for shotgun tournaments.

Section VI – High Schools, Colleges, and Classes

- A high school, college, junior class is permitted one (1) reservation per week per course, except during playoffs;
- High school and junior class play days are limited to weekdays, after 11:00 a.m., except during league playoffs.

Section VII – Shotgun Tournaments

- Designation of different fee structures for shotgun golf tournaments that commence at 8:00 a.m. from those that commence at 10:00 a.m.;
- Allowance of "modified" shotgun starts (less than full field of 128) with express advance approval of the Golf Manager.

The changes, unanimously endorsed by the Golf Advisory Committee at its regular meeting of January 23, 2006, are noted in Attachment A in bold italics. Attachment A is the completed proposed Golf Tournament Policy.

