

1 [Park Code – Harding Park and Fleming Golf Courses Fees]

2
3 **Ordinance amending the San Francisco Park Code, Article 12, Section 12.12 to: 1)**
4 **authorize the Recreation and Park Commission to approve special promotions of up to**
5 **25% of the applicable rate, and increases of up to 50% for non-resident and tournament**
6 **fees at Harding Park and Fleming Golf Courses; 2) designate weekday and weekend**
7 **hours; and 3) making environmental findings.**

8 NOTE: Additions are single-underline italics Times New Roman;
9 deletions are ~~strike through italics Times New Roman~~.
10 Board amendment additions are double-underlined;
11 Board amendment deletions are ~~strikethrough-normal~~.

12 Be it ordained by the People of the City and County of San Francisco:

13 Section 1. Findings.

14 The Planning Department has determined that the actions contemplated in this
15 Ordinance are in compliance with the California Environmental Quality Act (California Public
16 Resources Code section 21000 et seq.). Said determination is on file with the Clerk of the
17 Board of Supervisors in File No. 110549 and is incorporated herein by reference.

18 Section 2. The San Francisco Park Code is hereby amended by amending Section
19 12.12, to read as follows:

20 **SEC. 12.12. FEES AT HARDING PARK AND FLEMING GOLF COURSES.**

21 (a) **Greens Fees.** The Recreation and Park Commission (the "Commission") is hereby
22 authorized to charge greens fees at Harding Park and Fleming Golf Courses (collectively, the
23 "Golf Courses") in the manner and in conformance with the standards set forth herein.

24 1. Greens fees shall be set at such levels to cumulatively generate an average
25 minimum of \$4,278,000.00 annual revenues in 2002 dollars ("Target Revenues") at the Golf

1 Courses in the first five fiscal years of operation following reopening of the Golf Courses after
2 renovation ("Years 1—5") (and subject thereafter to annual increases in the amount of
3 increases in the applicable Consumer Price Index as described in Section 12.12(e) below),
4 which amount shall be prorated if the Golf Courses reopen with less than a full fiscal year
5 remaining in Year 1. In setting greens fees to achieve the Target Revenues, it shall be
6 assumed that legal residents of the City and County of San Francisco who hold current and
7 valid cards issued for a fee by the Recreation and Park Department (the "Department")
8 identifying them as residents of the City ("Residents") shall play at least 50% of funds at
9 Harding Park Golf Course, and no more than an average of 76,560 rounds shall be played
10 each full year at Harding Park Golf Course during Years 1—5 and no more than 64,600
11 rounds each full year at Fleming Golf Course during Years 1—5.

12 **2. Optional Discounts.** Greens fees at Harding Park Golf Course may be discounted
13 for weekday rounds played by either Residents or non-residents, for weekday or weekend
14 rounds played by Resident junior or senior golfers, and for twilight rounds played by either
15 Residents or non-residents. The Commission also may establish discounted greens fees for
16 playing only the back nine holes at Harding Park Golf Course. Greens fees may be
17 discounted for certain non-residents who live within close geographic proximity to the Golf
18 Courses or who play with Residents ("Northern California Residents"). If the Commission
19 approves a discounted rate for Northern California Residents, the Commission shall set
20 standards defining who shall qualify for such discounted rate and shall limit the number of
21 rounds at that discounted rate.

22 **3. Optional Premium Rates.** In exchange for advance reserved tee times, non-
23 residents may be charged premium rates at Harding Park Golf Course.

24 **4. Caps.** Regardless of any discounts for certain subcategories of play, the average
25 cost per round of Resident greens fees at Harding Park Golf Course across any and all

1 subcategories of Resident play (weekday, weekend, senior and junior) fees shall not exceed
2 \$28 in Year 1. The average cost per round of non-resident greens fees at Harding Park Golf
3 Course across any and all subcategories of non-resident play (weekday, weekend, preferred
4 and Bay Area Resident) shall not exceed \$88 in Year 1. The average cost per round of
5 Resident greens fees at Fleming Golf Course across any and all subcategories of Resident
6 play (weekday, weekend, senior and junior) shall not exceed \$13 in Year 1. The average cost
7 per round of non-resident greens fees at Fleming Golf Course across any and all
8 subcategories of non-resident play (weekday and weekend) shall not exceed \$20 in Year 1.

9 **5. Miscellaneous.** Applicable weekend greens fee rates shall be charged on Fridays,
10 Saturdays and Sundays and legal holidays. Applicable weekday rates apply on all other days.
11 Greens fees per tournament player for playing in tournaments, which are defined as a block of
12 tee time(s) set aside for any group of 16 or more golfers, shall exceed the highest greens fee
13 that would be charged to Residents playing on the same day of any tournament. Discount
14 Resident greens fees shall not apply to tournament play by Residents. Weekend tournament
15 greens fees shall be greater than greens fees charged for weekday tournaments.

16 **(b) Commission to Select Final Rate Structure; Citizens Advisory Committee.**

17 The Commission shall select a final greens fees structure which meets the parameters set
18 forth in this Section. The Commission shall appoint a Citizens Advisory Committee consisting
19 of five (5) members to recommend to the Commission a greens fees structure for the Golf
20 Courses chosen from one of the models described below or that otherwise meets the criteria
21 set forth herein. The Commission shall take the committee's recommendation into
22 consideration in reaching a final decision regarding a fee structure for the Golf Courses.

23 (c) Notwithstanding the foregoing subsections (a) and (b), effective September 1,
24 2006, the following fees shall be charged at Harding Golf Course:

- 25 (1) Weekday (Mon.—~~Thurs.~~Fri., 12:00 PM)

	Standard	No. Cal. Resident*	S.F. Resident
	\$150.00	\$89.00	\$46.00
Off-season/Aerification**	\$139.00	\$79.00	
Twilight	\$120.00	\$69.00	\$35.00
Super Twilight (5 p.m.)		\$45.00	

(2) Weekend (Fri., 12:00 PM—Sun.)

	Standard	No. Cal. Resident*	S.F. Resident
	\$170.00	\$99.00	\$59.00
Off-season/Aerification**	\$150.00	\$89.00	
Twilight	\$140.00	\$79.00	\$44.00
Super Twilight (5. p.m.)		\$55.00	

(3) Junior

Weekday (<u>Mon.—Fri., 12:00 PM</u>)	Weekend (<u>Fri., 12:00 PM—Sun.</u>)
\$15.00	\$20.00

(4) S.F. Resident Senior

Weekday (<u>Mon.—Fri., 12:00 PM</u>)	Weekend (<u>Fri., 12:00 PM—Sun.</u>)
\$31.00	\$59.00

(5) Tournament

	Weekday (<u>Mon.—Fri., 12:00</u>)	Weekend (<u>Fri., 12:00 PM—</u>)
--	-------------------------------------	------------------------------------

	<u>PM)</u>	<u>Sun.)</u>
	\$115.00+	\$135.00+
Off-season/Aerification**	\$100.00+	\$115.00+

(6) Shotgun Tournament (120 players or more)—Tournament Rate plus per player:

\$10.00—Weekday/per player

\$15.00—Weekend/per player

(7) Accompanying Rider Rate (Non-Golfers): \$25.00.

+ Includes cart

*The Northern California is comprised of Alameda, Contra Costa, Marin, San Mateo, Santa Clara, Santa Cruz, Solano, Sonoma, Del Norte, Siskyou, Modoc, Humboldt, Trinity, Shasta, Lassen, Plumas, Tehama, Mendocino, Lake, Glenn, Butte, Sierra, Colusa, Sutter, Yuba, Nevada, Placer, Napa, Yolo, Sacramento, El Dorado, San Joaquin, Amador, Alpine, Calveras, Stanislaus, Toulumne, Mariposa, Monterey, San Benito, Merced, Fresno and Tulare Counties.

**Off-season is from December 1 to the last day of February/Aerification is from the first day that major greens aerification starts until 7 days after completion.

***Super Twilight tee times change seasonally as established by the Recreation and Park Commission.

(d) Notwithstanding the foregoing subsections (a) and (b), effective Fiscal Year 2005-2006, the following fees shall be charged at Fleming Golf Course:

(1) Weekday (Mon.—~~Thurs.~~ Fri., 12:00 PM)

Standard	S.F. Resident
\$25.00	\$20.00

(2) Weekend (Fri., 12:00 PM—Sun.)

Standard	S.F. Resident
\$30.00	\$22.00

(3) Junior

Weekday (Mon.— Thurs. Fri., 12:00 PM)	Weekend (Fri., 12:00 PM—Sun.)
\$10.00	\$13.00

(4) S.F. Resident Senior

Weekday (Mon.— Thurs. Fri., 12:00 PM)	Weekend (Fri., 12:00 PM—Sun.)
\$14.00	\$19.00

(5) Tournament

Weekday (Mon.— Thurs. Fri., 12:00 PM)	Weekend (Fri., 12:00 PM—Sun.)
\$30.00	\$41.00

(6) Replay

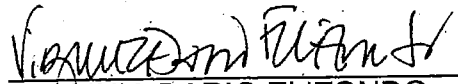
Weekday (Mon.— Thurs. Fri., 12:00 PM)	Weekend (Fri., 12:00 PM—Sun.)
\$11.00	\$11.00

(f) Other Fees and Charges. The Commission shall set the following fees charged at the Golf Courses: fees for motorized ~~and pull~~ cart usage, tournament fees, charges for driving range usage, reservation fees and cancellation fees, at levels comparable to those charged at Golf Courses of similar quality in the greater San Francisco Bay Area. The Commission may also approve special promotions not to exceed a ~~20~~ 25 percent discount of the applicable rate; and increases of up to 50 percent for non San Francisco resident and tournament fees.

1 (g) Annual Increases. Upon the first day following the end of Year 1, regardless of
2 whether Year 1 consisted of a full fiscal year or only a part thereof, and upon the first day of
3 each fiscal year thereafter, greens fees for Residents at the Golf Courses may, with the
4 approval of the Commission, be adjusted in the following manner: Each fee shall be multiplied
5 by a fraction, the numerator of which is the Consumer Price Index for All Urban Consumers
6 (base years 1982—1984 = 100) for the San Francisco-Oakland-San Jose area, published
7 monthly by the United States Department of Labor, Bureau of Labor Statistics (the "Index"),
8 for the quarter immediately preceding the start of the fiscal year during which the increase will
9 be effective (the "Adjustment Index") minus the Index for the June of the preceding year (the
10 "Base Index") and the denominator of which is the Base Index. The product of this calculation
11 shall be added to the current fee to obtain the increased fee which shall thereafter be payable,
12 except that in no instance shall the fee be less than that in effect immediately prior to this
13 calculation. Or, fees may be increased up to \$1.00 upon approval of the Commission.

14 All fees and other charges at the Golf Courses may, but are not required to, be
15 increased upon approval by the Commission at the same time and in the same manner as
16 greens fees increases, except that the non-S.F. resident and tournament greens fees may be
17 increased by up to two times the fraction produced in the above illustrated calculation (i.e., up
18 to twice the increase in the applicable Consumer Price Index.), or up to \$1.00, whichever is
19 greater.

20 APPROVED AS TO FORM:
21 DENNIS J. HERRERA, City Attorney

22 By: 
23 VIRGINIA DARIO ELIZONDO
24 Deputy City Attorney
25

FILE NO.

LEGISLATIVE DIGEST

[Park Code – Harding Park and Fleming Golf Courses]

Ordinance amending the San Francisco Park Code, Article 12, Section 12.12 to 1) authorize the Recreation and Park Commission to approve special promotions of up to 25% of the applicable rate, and increases of up to 50% for non-resident and tournament fees at Harding Park and Fleming Golf Courses; 2) designate weekday and weekend hours; and making environmental findings.

Existing Law

Currently, the Recreation and Park Commission may approve special promotions up to a 20% discount of the applicable rate.

Greens fees for weekdays are lower than those for weekends. "Weekdays" are defined as Monday through Thursday, "weekends" are Friday through Sunday.

Amendments to Current Law

- Authorizes the Recreation and Park Commission to approve promotions of up to 25% of the applicable rate, and to increase non-resident and tournament fees up to 50%.
- Defines "weekdays" as Monday through Friday noon, and "weekends" as Friday noon to Sunday.
- Deletes the reference to "pull carts" in Section 12.12(f) which was an error from a previous version of this section.

Background Information

After analyzing existing rates and comparing them to comparable, and competitive, golf courses, the manager of Harding Park Golf Course and Recreation and Park Department staff recommend revising the discount structure in order to better balance and maximize revenue.

FY 10-11 GOLF Phase D BUDGET

CHAR	OBJECT	DESCRIPTION	FTE%	HARDING/FLEMING	FTE%	LINCOLN	FTE%	SHARP	FTE%	GOLDEN GATE	FTE%	MCLAREN	FTE	GOLF OPERATING	FTE	Total FY 10-11 Budget
	SUB OBJECT	REVENUE														
	62831	GOLF FEES		5,138,419		1,100,000		1,250,000		530,000				605,000		8,523,419
		Handling		4,273,410												
		Fleming		885,009		1,100,000		1,250,000		530,000						
		Lincoln														
		Sharp														
		Golden Gate														
		Resident Cards Fees												505,000		
	35439	CONCESSIONS		2,554,057		80,000		120,000		130,000		50,000		0		3,104,057
		Handling and Fleming														
		Cart Fees		65,418												
		Practice Range		305,200												
		Pro Shop		686,182												
		Food & Beverages		1,481,887												
		General & Administrative		125,580												
		Lincoln				80,000										
		Sharp						120,000								
		Golden Gate								130,000						
		Mclaren Park										50,000				
	35431	ADVANCED RESERVATION FEES		0		0										0
	30150	INTEREST EARNED												10,000		10,000
	82899	Other Rec. Svcs. Charges (PRPGL/PG10)		310,000												310,000
	93013	GENERAL FUND SUPPORT												757,700		757,700
		REVENUE TOTAL		8,112,486		1,180,000		1,370,000		720,000		50,000		1,272,700		12,705,186
		EXPENDITURE														
001	CLASS	PERMANENT SALARIES	26.85	1,581,258	10.41	653,006	9.92	616,226	2.17	147,244	0.00	0	0.00	(9,145)	48.35	3,088,589
	3417	GARDENERS -	18.00	1,053,574	9.00	525,837	9.00	525,837	1.00	58,537					37.00	2,165,885
	3422	PARK SECTION SUPERVISOR	1.00	71,662	0.87	47,653	1.00	71,138	0.53	24,262					3.00	214,725
	3434	TREE TOPPER	1.12	81,490	0.75	54,563	0.75	54,563	0.39	28,373					3.01	218,979
	3438	TREE TOPPER SUPERVISOR	0.37	30,038	0.25	20,296	0.25	20,296	0.13	10,554					1.00	81,184

FY 10-11 GOLF Phase D BUDGET

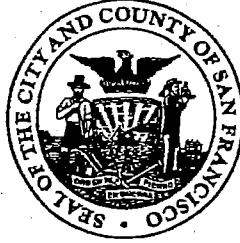
CHAR	OBJECT	DESCRIPTION	FTE/%	HARDING/FLEMING	FTE/%	LINCOLN	FTE/%	SHARP	FTE/%	GOLDEN GATE	FTE/%	MCCLAREN	FTE	GOLF OPERATING	FTE	Total FY 10-11 Budget
	7203	BUILDING & GROUNDS MAINT. SUP	1.00	90,090		0										90,090
	7228	Operating Engineer	1.00	84,408		0		0		0					1.00	84,408
	7347	Plumber	1.00	90,113	0.40	36,046	0.40	36,046	0.20	18,023			0.00		2.00	180,226
	7355	Truck Driver	3.00	219,590	1.00	73,197	1.00	73,197		0			0.00		6.00	385,984
	7514	General Laborer	0.38	21,499	0.25	14,146	0.25	14,146	0.12	6,790			0.00		1.00	56,679
	9995M	Positions not detailed														
	9993M	Attrition Savings											10.00			1,090
	STEPM	Step Adjustment	1.02	(67,795)	(1.91)	(121,713)	(2.73)	(182,670)							0.00	1,090
	9991M	Special Salary Savings		60		(529)		215		139					(5.89)	(369,979)
				6,439		2,500		2,360		566					(38)	(13,386)
013		MANDATORY FRINGE BENEFITS		685,626		270,682		255,429		58,759		0		(1,440)		1,269,056
		Overtime		685,626		270,682		255,429		58,759		0		(1,440)		1,269,056
		FRINGES		685,626		270,682		255,429		58,759		0		(1,440)		1,269,056
020		OVERHEAD		556,927		217,037		204,813		48,936		0				1,249,545
		City Indirect Cost Reimbursement(COWCAP)		556,927		217,037		204,813		48,936		0				221,832
		Department Overhead		556,927		217,037		204,813		48,936		0				1,027,713
		NON PERSONAL SERVICES		3,685,496		4,350		141,300		346,512		0		45,976		4,223,634
021	027	PROFESSIONAL & SPECIAL SERVICES		3,287,783		0		136,000		346,062		0		0		3,771,845
		Contractual - consultant svcs		3,287,783		0		136,000		346,062		0		0		3,771,845
		Management Fee		32,000				0		300,000						32,000
		GGP		32,000				0		300,000						32,000
		GGP - Driving Cage Payments		32,000				0		300,000						32,000
		Harding - Kemper		3,157,417				13,062		3,157,417						3,157,417
		Harding Reimburseables		3,157,417				13,062		3,157,417						3,157,417
		Incentive Fee		81,438				0		0						81,438
		Repayment of Loan		16,928				48,000		0						16,928
		San Mateo County Mosquito Abatement		16,928				48,000		0						16,928
		Water wheeling right (North Coast Water)		16,928				48,000		0						16,928
021	028	SCAVENGER SERVICES						90,000								90,000
021	031	RENT/LEASES EQUIPMENT		390,813										15,976		406,789
021	035	OTHER CURRENT EXPENSES	46%	6,900	29%	4,350	22%	3,300	3%	450						15,000

FY 10-11 GOLF Phase D BUDGET

CHAR	OBJECT	DESCRIPTION	FTE%	HARDING/LEWING	FTE%	LINCOLN	FTE%	SHARP	FTE%	GOLDEN GATE	FTE%	MCCLAREN	FTE	GOLF OPERATING	FTE	Total FY 10-11 Budget
040		MATERIALS & SUPPLIES - M&S	46%	203,375	29%	83,480	22%	83,479	3%	14,206				839,368		844,368
		EQUIPMENT		203,375		83,480		83,479		14,206				29,913		29,913
081		SERVICES OF OTHER DEPTS.				0		0		0				839,368		844,368
	081G4	Controller's Audit Fee												29,913		29,913
	081G1	City Attorney - Legal Services												0		0
	081PA	CS - Machinist												333,825		333,825
	081PE	VEHICLE LEASING												1,378		1,378
	081PF	FUEL												736		736
	081UL	LIGHT HEAT & POWER												61,826		61,826
	081TX	Tax Collector												170,000		170,000
	081W1	SEWER SERVICE CHARGES												51,296		51,296
	081W2	WATER CHARGES												190,394		190,394
097	097WP	PUC-Sewer storm drain cleaning		5,000										5,000		5,000
	097L9	Reserved for Litigation												0		0
091		REPAYMENT TO OPEN SPACE		1,038,516												1,038,490
		TOTAL OPERATING EXPENDITURE		7,956,198		1,228,555		1,301,247		615,657		0		1,096,591		12,085,223
060	FRPGOLD1	FACILITIES MAINTENANCE Golf Fac. Maint Fund		0		0		0		0				0		0
060	CRPGLF	CAPITAL FUND		609,963										0		609,963
	CRPGLF01	CAPITAL FUND		297,669										0		297,669
	PRPGLFBG10	PGA TOURNAMENT-HARDING PARK		310,000										0		310,000
	CRPGLFALL	Audit		2,394										0		2,394
		EXPENDITURE TOTAL		8,466,161		1,228,555		1,301,247		615,657		0		1,096,591		12,705,186

Surplus/Deficit (353,675) (48,556) 68,753 104,343 50,000 176,109 0

BOARD of SUPERVISORS



City Hall
Dr. Carlton B. Goodlett Place, Room 244
San Francisco 94102-4689
Tel. No. 554-5184
Fax No. 554-5163
TDD/TTY No. 554-5227

FOR YOUR INFORMATION SEE THE ATTACHED LEGISLATION

DATE SENT: May 13, 2011

FILE #:110549, 110550, 110551, 110552

DESCRIPTION: Park Code – Fees, Various Golf Courses

- FROM:
- Budget & Finance
 - City Operations & Neighborhood Services
 - City & School District Select
 - Government Audit & Oversight
 - Land Use & Economic Development
 - Rules
 - Public Safety

*Exempt per CEQA Guidelines
Statutory Exemption Section
15273 - Rates, Tolls, Fees, Charges.*

Brett Bollinger 5/19/11
Approved Planning Dept. Brett Bollinger
2011.0525E

The meeting to hear this file will be held on: _____ URGENT

(response needed within one week) **OR:** No date set yet

Hearing or Legislation referred to:

- Building Inspection Commission *Charter Section D3.750-5*
- Ethics Commission *Campaign & Governmental Conduct Code Section 1.103*
- Historic Preservation Commission *Charter Section 4.135*
- Planning - Code Amendment *Planning Code Section 302(b) and 306(a) (90 days to respond)*
- Planning - Environmental review – 30 days to respond
- Planning - Environmental review (fees) *CEQA CA Public Resources Code § 21000 et seq – 10 days to respond*
- Planning - Interim Controls *Planning Code Section 306.7(c)*
- Retirement Board *Campaign & Governmental Code or Elections Code*
- Small Business Commission *M01-33*
- Youth Commission *Charter Section 3.720-2; Charter Section 4.124 (12 day to respond)*
- FYI

