

File No. 130882

Committee Item No. 5

Board Item No. 30

### COMMITTEE/BOARD OF SUPERVISORS

#### AGENDA PACKET CONTENTS LIST

Committee: Budget and Finance Committee

Date: 10/23/2013

Board of Supervisors Meeting

Date: OCTOBER 29, 2013

#### Cmte Board

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| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Legislative Digest                           |
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Completed by: Victor Young Date October 18, 2013

Completed by: Victor Young Date 10/24/13

1 [Park Code - Harding Park Golf Course Temporary Reduced Greens Fees]

2  
3 **Ordinance amending the Park Code to set temporary reduced greens fees for the**  
4 **Harding Park Golf Course from December 2, 2013, through no later than May 31, 2014,**  
5 **to accommodate the renovation of the greens; and making environmental findings.**

6 **NOTE:** **Unchanged Code text and uncodified text** are in plain Arial font.  
7 **Additions to Codes** are in single-underline italics Times New Roman font.  
8 **Deletions to Codes** are in ~~italics Times New Roman font~~.  
9 **Board amendment additions** are in double-underlined Arial font.  
10 **Board amendment deletions** are in ~~Arial font~~.  
11 **Asterisks (\* \* \* \*)** indicate the omission of unchanged Code  
12 subsections or parts of tables.

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

14 Section 1. Findings. The Planning Department has determined that the actions  
15 contemplated in this ordinance comply with the California Environmental Quality Act  
16 (California Public Resources Code Sections 21000 et seq.). Said determination is on file with  
17 the Clerk of the Board of Supervisors in File No. 130882 and is incorporated herein by  
18 reference.

19 Section 2. The Park Code is hereby amended by revising Section 12.12.1, to read as  
20 follows:

21 **SEC. 12.12.1. HARDING PARK GOLF COURSE.**

22 (a) Greens Fees.

Fee Category	Weekday (6:00 a.m. Mon. – Fri. noon)	Weekend
Standard	\$155	\$175

Standard Twilight	\$85	\$100
Standard Junior	\$77	\$88
Bay Area	\$90	\$100
Bay Area Twilight	\$71	\$80
Bay Area Junior	\$45	\$50
Resident	\$52	\$66
Resident Twilight	\$41	\$50
Resident Junior	\$20	\$25
Resident Senior	\$37	\$66
Tournament	\$125	\$135

*Notwithstanding the greens fees specified in the chart above, during the greens renovation period (the period from December 2, 2013 through either May 31, 2014 or the date of completion of the 2013-14 greens renovation as certified in writing by the General Manager, whichever occurs earlier), the greens fees set forth in the chart below shall apply. At the end of the greens renovation period, this paragraph and the chart below shall expire by operation of law, and the City Attorney shall cause this paragraph and the chart below to be removed from the Park Code.*

**Greens Fees During the Greens Renovation Period**

<u>Fee Category</u>	<u>Weekday</u> <u>(6:00 a.m. Mon. – Fri. noon)</u>	<u>Weekend</u>
<u>Standard</u>	<u>\$50</u>	<u>\$55</u>
<u>Standard Twilight</u>	<u>\$50</u>	<u>\$55</u>
<u>Standard Junior</u>	<u>\$15</u>	<u>\$20</u>
<u>Bay Area</u>	<u>\$45</u>	<u>\$50</u>

1	<u>Bay Area Twilight</u>	<u>\$45</u>	<u>\$50</u>
2	<u>Bay Area Junior</u>	<u>\$15</u>	<u>\$20</u>
3	<u>Resident</u>	<u>\$30</u>	<u>\$40</u>
4	<u>Resident Twilight</u>	<u>\$30</u>	<u>\$40</u>
5	<u>Resident Junior</u>	<u>\$15</u>	<u>\$20</u>
6	<u>Resident Senior</u>	<u>\$25</u>	<u>\$40</u>
7	<u>Tournament</u>	<u>\$70</u>	<u>\$80</u>

8 (b) Replay Rate. A same-day replay rate is available to golfers who complete an 18-  
9 hole round for the following fee categories only: Standard, Bay Area and Resident. The  
10 replay rate shall be 30 percent of the originally purchased round. The replay round must be  
11 used by the purchaser of the full price round. Replay rounds may not be reserved in advance.

12 (c) Reservation Premiums. A \$10.00 per person fee shall be charged for advance tee  
13 times scheduled eight days or more in advance of the tee time.

14 (d) Practice Range. The following fees shall be charged for a bucket of balls for use at  
15 the Driving Range:

16	Small bucket (25-30 balls)	\$7.00
17	Medium bucket (45-50 balls)	\$9.00
18	Large bucket (70-75 balls)	\$12.00

19 (e) Shotgun Tournament (120 players or more). The following fees shall apply in  
20 addition to the regular Tournament Rate:

21 (1) Weekday Shotgun (per player) - \$10.00


22 (2) Weekend Shotgun (per player) - \$15.00

23 (f) Accompanying Rider Rate. The fee for non-golfers riding in a motorized cart shall  
24 be \$25.00 per person.  
25

1 Section 3. Effective Date. This ordinance shall become effective 30 days after  
2 enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the  
3 ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board  
4 of Supervisors overrides the Mayor's veto of the ordinance.

5  
6 Section 4. Scope of Ordinance. In enacting this ordinance, the Board of Supervisors  
7 intends to amend only those words, phrases, paragraphs, subsections, sections, articles,  
8 numbers, punctuation marks, charts, diagrams, or any other constituent parts of the Municipal  
9 Code that are explicitly shown in this ordinance as additions, deletions, Board amendment  
10 additions, and Board amendment deletions in accordance with the "Note" that appears under  
11 the official title of the ordinance.

12  
13 APPROVED AS TO FORM:  
14 DENNIS J. HERRERA, City Attorney

15 By:   
16 FRANCESCA GESSNER  
Deputy City Attorney

17 n:\legana\as2013\1400109\00872858.doc

**LEGISLATIVE DIGEST**

[Park Code - Harding Park Golf Course Temporary Reduced Greens Fees]

**Ordinance amending the Park Code to set temporary reduced greens fees for the Harding Park Golf Course from December 2, 2013 through no later than May 31, 2014 to accommodate the renovation of the greens; and making environmental findings.**

Existing Law

Section 12.12.1(a) of the Park Code sets greens fees for Harding Park Golf Course.

Amendments to Current Law

The ordinance would amend Section 12.12.1(a) of the Park Code to set temporary reduced greens fees for the Harding Park Golf Course during the greens renovation period (the period from December 2, 2013 through either May 31, 2014 or the date of completion of the 2013-14 greens renovation as certified in writing by the Recreation and Park Department General Manager, whichever occurs earlier).

At the end of the greens renovation period, the temporary reduced fees would expire by operation of law and be removed from the Park Code.

Background Information

The Recreation and Park Department is undertaking a renovation of the greens at Harding Park Golf Course in order to maintain an ongoing high quality of play at the course. To minimize impact to regular play and scheduled tournaments, the Department has scheduled the renovation to occur during the winter and early spring. During the renovation period, the Department will make a temporary greens area on the fairways available for play. Because the temporary greens area will not be of the same quality as the regular greens, the Department wishes to offer reduced greens fees during the renovation period to maintain a minimum level of customer activity on the course.

**Item 5**  
**File 13-0882**

**Department:**  
**Recreation and Park Department (RPD)**

## EXECUTIVE SUMMARY

### Legislative Objectives

- The proposed ordinance would amend the Park Code to set temporary reduced greens fees for the Harding Park Golf Course from December 2, 2013 through no later than May 31, 2014 to accommodate the renovation of the greens; and make environmental findings.

### Key Points.

- Under an existing 11-year agreement with RPD, Tournament Players Club (TPC) of California operates all clubhouse and golfing activities at Harding Park. Under this agreement, all revenues received by TPC are deposited to RPD and all operating expenses are paid by RPD, which is also responsible for maintaining the golf course and setting greens fees, subject to Board of Supervisors approval.
- RPD is proposing to replace all of the greens at Harding Park between December 2013 and April 2014, given that (a) Harding Park greens have not been renovated for ten years, the industry-standard for replacement of greens; (b) over the last ten years a specific pest of nematodes have invaded the golf course, resulting in poor greens conditions; (c) additional PGA tournaments are not scheduled until at least 2015, allowing sufficient time for the golf course to season and mature; and (d) golf course use declines during the winter months.
- Based on a competitive bid process, RPD selected Continental Golf to complete the renovations at a cost of \$1,233,903, funded by the Harding Park Golf Course Capital Fund, with a current balance of \$1,508,534.

### Fiscal Impacts

- The proposed temporary golf fees at Harding Park would be reduced by 20% to 81% from the existing fees. According to RPD, the percentage variation in the proposed reductions was developed by RPD and TPC staff in order to maintain a reasonable level of continued golf based on the historical actual usage of Harding Park during the winter months.
- The proposed reduction in green fees at Harding Park is estimated by RPD to result in a direct loss of approximately \$590,000 in greens fees and total operating revenue at Harding Park in FY 2013-14 as compared to FY 2012-13. Overall, RPD's estimated annual loss in FY 2013-14, after factoring in operating expenses paid to TPC and RPD's maintenance costs, is estimated at approximately \$1,205,621. The FY 2013-14 RPD budget already reflects the proposed reduction in greens fees and overall revenue, from the proposed temporary reduction in fees at Harding Park.
- The City's General Fund subsidizes the RPD Golf Fund for annual operating losses.

### Recommendation

- Given that the City's General Fund subsidizes the RPD's Golf Fund annual operating losses, and the proposed reduction in temporary greens fees at Harding Park is estimated to result in a \$1,205,621 annual operating loss to RPD in FY 2013-14, approval of the proposed ordinance is a policy matter for the Board of Supervisors.

**MANDATE STATEMENT**

Charter Section 2.109 requires that the Board of Supervisors approve or reject by ordinance any rate, fee or similar charge to be imposed by any City department, except as specified, within 30 days of submission by the Mayor. Charter Section 2.105 requires that legislative acts in San Francisco be by ordinance, subject to approval by a majority of the Board of Supervisors.

**BACKGROUND**

Harding Park Golf Course, a 163-acre, 18-hole City public course is located at 99 Harding Road adjacent to Lake Merced, and managed and maintained by the Recreation and Park Department (RPD). Harding Park Golf Course, originally opened in 1930, is host to various national golf tournaments, and last received extensive renovations in August 2003.

Under an existing 11-year agreement between RPD and Golf Course Properties, a private Professional Golf Association (PGA) authorized firm, Golf Course Properties created a subsidiary, Tournament Players Club (TPC) of California, to operate all clubhouse and golfing activities at Harding Park. This existing agreement extends from 2010 through 2021. Under this agreement, all revenues received by TPC are deposited to RPD and all operating expenses are paid by RPD, which is also responsible for maintaining the golf course and setting greens fees, subject to Board of Supervisors approval.

The RPD Harding Park Golf Course FY 2013-14 budget includes total operating revenues of \$6,747,277, and total operating expenses of \$3,619,613 to be reimbursed to TPC, resulting in net budgeted operating revenues of \$3,127,664 to RPD. In addition, RPD's FY 2013-14 budgeted costs (salaries, fringe benefits, overhead and materials and supplies) to maintain Harding Park Golf Course is \$4,333,285. Therefore, in FY 2013-14, Harding Park Golf Course is anticipated to incur \$1,205,621 of annual operating loss (\$3,127,664 less \$4,333,285).

According to Mr. Tom Hart, Property Manager at RPD, Harding Park hosted the recent following PGA tournaments:

- American Express Championship in 2005;
- President's Cup in 2009;
- Charles Schwab Championship Cup (Schwab Cup) in 2010;
- Schwab Cup in 2011; and
- US Open Sectional Qualifying in 2012.

Mr. Hart advises that Harding Park is scheduled to again host the upcoming Schwab Cup from October 28 through November 4, 2013. According to Mr. Hart, after the 2013 Schwab Cup, Harding Park is not scheduled to host any additional PGA tournaments until 2015 and 2016.

Mr. Hart reports that RPD is proposing to replace all of the greens at Harding Park, given that  
(a) Harding Park greens have not been renovated for ten years, the industry-standard for replacement of greens;



- (b) over the last ten years a specific pest of nematodes<sup>1</sup> have invaded the golf course, resulting in poor greens conditions;
- (c) additional PGA tournaments are not scheduled until at least 2015, allowing sufficient time for the golf course to season and mature; and
- (d) golf course use declines during the winter months.

The renovations to replace the greens at Harding Park are anticipated to commence on December 2, 2013 and extend for approximately four months, or until early April, 2014. Based on a competitive bid process, Mr. Hart advises that RPD received five bids and selected the lowest responsive bidder, Continental Golf at a cost of \$1,233,903. RPD will fund the renovations from the Harding Park Golf Course Capital Fund, which currently has a fund balance of \$1,508,534.

In accordance with Administrative Code Section 10.100-256(b)(2), the Harding Park Golf Course Capital Fund is financed with an annual set aside of \$250,000, increasing annually by the Consumer Price Index, to be used exclusively for capital improvements at Harding Park. According to Ms. Katharine Petrucione, Chief Financial Officer at RPD, in FY 2013-14, RPD budgeted \$320,000 for the Harding Park Golf Course Capital Fund. In addition, Mr. Hart notes that the PGA Tour, as part of their agreement with RPD, will contribute a total of \$400,000 in two installments of \$200,000 each to the Harding Park Golf Course Capital Fund, with one remaining installment of \$200,000 to be contributed by January 1, 2014.

## DETAILS OF PROPOSED LEGISLATION

The proposed ordinance would (a) amend Section 12.12.1 of the City's Park Code to establish temporary reduced greens fees for the Harding Park Golf Course from December 2, 2013 through no later than May 31, 2014 to accommodate the renovation of the greens; and (b) make environmental findings.

Table 1 below shows both the existing and proposed temporary Harding Park Golf Course greens fees and the resulting percentage reduction of each fee.

<sup>1</sup> According to a recent TPC Harding Park Greens and Bunker Project report, the specific pest, the *Anguina pacifica* nematode, is invasive in the existing *Poa annua* turf at Harding Park, causing significant damage to the greens and putting conditions. RPD's FY 2013-14 maintenance budget includes \$163,229 to treat all greens with neem oil to prevent more severe damage at Harding Park. The proposed replacement turf would be *Creeping bentgrass*, an alternative turf, more resistant to the *Anguina pacifica* nematode.

**Table 1: Existing and Proposed Greens Fees at Harding Park Golf Course**

Fee Categories	Weekday			Weekend		
	Existing	Proposed	Percent Change	Existing	Proposed	Percent Change
Standard <sup>2</sup>	\$155	\$50	68%	\$175	\$55	69%
Standard Twilight <sup>3</sup>	85	50	41%	100	55	45%
Standard Junior <sup>4</sup>	77	15	81%	88	20	77%
Bay Area <sup>5</sup>	90	45	50%	100	50	50%
Bay Area Twilight	71	45	37%	80	50	38%
Bay Area Junior	45	15	67%	50	20	60%
Resident <sup>6</sup>	52	30	42%	66	40	39%
Resident Twilight	41	30	27%	50	40	20%
Resident Junior	20	15	25%	25	20	20%
Resident Senior <sup>7</sup>	37	25	32%	66	40	39%
Tournament	125	70	44%	135	80	41%

The proposed ordinance would allow RPD to charge the reduced temporary greens fees from December 2, 2013 through either May 31, 2014 or the date of completion of the 2013-14 greens renovation as certified in writing by the General Manager, whichever occurs earlier. As discussed above, the renovation at Harding Park is anticipated to be completed in four months, or by early April, 2014. Mr. Hart advises that the proposed ordinance would allow RPD to charge the reduced temporary greens fees for up to six months, or through May 31, 2014, to allow for any unforeseen problems.

During this period of renovation of the Harding Park greens, Mr. Hart advises that golfers would be required to play on temporary greens<sup>8</sup>, which is likely to significantly reduce the number of

<sup>2</sup> Standard rates apply to rounds played by anyone outside of the Bay Area.

<sup>3</sup> Twilight rates apply to rounds commencing no earlier than four hours before sunset.

<sup>4</sup> Junior rates apply to persons 17 years of age and under.

<sup>5</sup> Bay Area rates apply to residents of San Francisco (without valid Resident Golf Card), Alameda, Contra Costa, Marin, Nap, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma counties who provide proof of residency.

<sup>6</sup> Resident rates apply to San Francisco residents and property owners who obtain a \$90 two-year Resident Golf Card from RPD.

<sup>7</sup> Senior rates apply to persons 65 years of age and above.

SAN FRANCISCO BOARD OF SUPERVISORS

players wanting to play at Harding Park Golf Course. In order to provide a more realistic price for the quality of golf course play that would be available and to encourage golfers to continue to play at Harding Park over the next four to six month renovation period, RPD proposed these reduced temporary greens fees.

On October 16, 2013, the Planning Department determined that the proposed ordinance is exempt pursuant to California Environmental Quality Act (CEQA).

## FISCAL IMPACTS

As shown in Table 1 above, the proposed temporary golf fees at Harding Park would be reduced by 20% to 81% from the existing fees. According to Mr. Hart, the percentage variation in the proposed reductions was developed by RPD and TPC staff in order to maintain a reasonable level of continued golf based on the following historical actual usage of Harding Park during the winter months:

- 73% Residents;
- 14% Bay Area;
- 5% Resident Seniors;
- 3% Standard;
- 3% Tournament; and
- 1% Juniors.

Mr. Hart notes that the more golf played at Harding Park during the construction period will not only provide needed greens fee revenues but also provide the golf shop and clubhouse food and beverage revenues, all of which directly accrue to RPD.

The proposed reduction in green fees at Harding Park is estimated by RPD to result in a direct loss of approximately \$590,000 in greens fees and total operating revenue at Harding Park in FY 2013-14 as compared to FY 2012-13. Overall, as shown in Table 2 below, RPD's estimated annual loss in FY 2013-14, after factoring in operating expenses paid to TPC and RPD's maintenance costs, is estimated at approximately \$1,205,621. FY 2013-14 budget already reflects the proposed reduction in greens fees and overall revenue, from the proposed temporary reduction in fees at Harding Park.

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<sup>8</sup> Mr. Hart advises that temporary greens are closely mowed areas created at the end of fairways near the actual putting greens. However, the grass, while mowed differently from the fairways to assimilate actual putting greens, does not respond in the same manner as mature putting greens.

**Table 2: RPD's FY 2012-13 and FY 2013-14 Approved Budgets for Harding Park Golf Course**

	<b>FY 2012-13</b>	<b>FY 2013-14</b>	<b>Difference</b>
Greens Fees Revenue	\$4,497,218	\$3,905,264	\$591,954
Total Operating Revenue*	7,329,818	6,747,277	582,541
Total Operating Expenses Paid to TPC	3,650,000	3,619,613	30,387
<b>Net Operating Revenue</b>	<b>\$3,679,818</b>	<b>\$3,127,664</b>	<b>\$552,154</b>
RPD's Maintenance Expense	4,010,506	4,333,285	(322,779)
<b>Net Annual RPD Losses</b>	<b>\$330,688</b>	<b>\$1,205,621</b>	<b>\$874,933</b>

\*Operating Revenue for FY 2013-14 does not include \$750,000 of one-time funds from 2013 Schwab Cup. Including the \$750,000 will result in total revenues of \$7,497,277 in FY 2013-14.

The estimated FY 2013-14 operating loss of \$1,205,621 reflects an increase of \$874,933, as compared to the \$330,688 Harding Park operating loss incur in FY 2012-13. The City's General Fund subsidizes the RPD Golf Fund for annual operating losses.

However, RPD anticipates that there may be a positive potential impact on the adjacent Fleming Park 9-hole Golf Course, which will not be undergoing renovations during the upcoming winter months, and where the greens fees will remain the same. However, Mr. Hart could not estimate what such potential impacts would be in terms of increased Fleming Park greens fees and overall revenues to RPD.

## **POLICY CONSIDERATIONS**

### **The Park Code Allows the RPD General Manager to Increase or Decrease Golf Course Fees**

San Francisco Park Code Section 12.12(d) provides that RPD's General Manager or his designee based on fluctuations in customer demand at Harding Park, Sharp Park and Lincoln Park golf courses may approve the following temporary fee increases and/or decreases:

- Discounts of up to 25% for greens fees;
- Increases of up to 50% for all non-resident fees and tournament fees; and
- Increases of up to 25% for resident fees.

Therefore, in addition to the proposed requested temporary reduced golf course greens fees at Harding Park, the RPD General Manager may further reduce or increase these greens fees based on golfer demand. Mr. Hart advises that the amount of such potential additional reductions or increases and the impacts on RPD revenues cannot be estimated at this time.

### **The Proposed Temporary Fee Reduction Would Increase the General Fund Subsidy to the Golf Fund**

Approval of the proposed reduction in greens fees will result in an estimated reduction in revenues of \$591,954 in FY 2013-14. Overall, it is estimated that the Harding Park annual shortfall would increase by \$874,973 from \$330,668 in FY 2012-13 to \$1,205,621 in FY 2013-14, as shown in Table 2 above. The annual shortfalls require a General Fund subsidy of equal amounts.

Alternatively, if the Board of Supervisors does not approve the proposed temporary reduction in greens fees, the reduction in revenues could potentially be higher than \$591,954 in FY 2013-14, if golfer demand declines significantly due to Harding Park renovations. However, as noted above, if customer demand declines, the General Manager is authorized under the Park Code to discount greens fees up to 25%.

### **RECOMMENDATION**

Given that the City's General Fund subsidizes the RPD's Golf Fund annual operating losses, and the proposed reduction in temporary greens fees at Harding Park is estimated to result in a \$1,205,621 annual operating loss to RPD in FY 2013-14, approval of the proposed ordinance is a policy matter for the Board of Supervisors.

**RECREATION AND PARK COMMISSION**  
**City and County of San Francisco**  
**Resolution No. 1308-002**

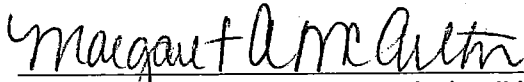
**HARDING PARK GOLF COURSE**  
**TEMPORARY FEE STRUCTURE**

**RESOLVED**, That this Commission does recommend that the Board of Supervisors approve a temporary greens fee structure, including flexible pricing, for Harding Park Golf Course during the period of the greens renovation beginning December 2, 2013 and ending no later than May 31, 2014.

Adopted by the following vote:

Ayes	6
Noes	0
Absent	1

I hereby certify that the foregoing resolution was adopted at the Recreation and Park Commission meeting held on August 15, 2013.

  
Margaret A. McArthur, Commission Liaison



Edwin M. Lee, Mayor  
Philip A. Ginsburg, General Manager

**Date:** August 1, 2013  
**To:** Recreation and Park Commission  
**From:** Tom Hart *TH*  
**Through:** Nicholas Kinsey *NK*  
**Re:** Harding Park Golf Course – Temporary Fee Structure

---

**Agenda Item Wording:**

Discussion and possible action to recommend that the Board of Supervisors approve a temporary greens fee structure, including flexible pricing, for Harding Park Golf Course during the period of the greens renovation beginning December 2, 2013 and ending no later than May 31, 2014.

**Background:**

Harding Park and Fleming Golf Courses were reopened after an extensive renovation on August 22, 2003. Since that time, Harding Park has gained a reputation as one of the finest 18-hole public golf courses in the country. Since the reopening, Harding Park has hosted the American Express Championship in 2005, The President's Cup in 2009, the Charles Schwab Championship ("Schwab Cup") in 2011 and will again host the Schwab this fall. The Third Amendment to the Master Tournament Agreement between the City and PGA TOUR, approved last year, assures premium tournaments at Harding Park through 2021.

Maintaining the course, especially the greens, at a high level of play, is not only a requirement in the Master Tournament Agreement between the City and the PGA TOUR but it is paramount in continuing to offer a premium golf experience to the public. Continued regular use of the course combined with intrusion of native grass species and parasitic infestations will compromise the health of the greens with time. The City grounds crew continues to keep Harding in the best possible condition but greens renovation, or "regrassing", is a process that all high-end courses are faced with eventually. The plans have been in place for some time to renovate the greens at Harding and the project is expected to begin December 2, 2013.

At the beginning of November, immediately following the Schwab Cup, the grounds crew will begin preparing temporary greens at the ends of the fairways. Care will be taken to provide a product that will offer a good golfing experience. However, since these temporary greens cannot match a seasoned, mature putting surface, staff has worked with the Tournament Players Club ("TPC") staff to develop a sensible rate structure during this period.

Reduced greens fee revenue at Harding was taken into account when preparing the Department budget for the 2013-14 FY. Department staff met with the TPC staff to develop a rate structure that would maintain a reasonable level of rounds played and offer the players a fair price for playing on temporary greens during the period of construction. The more continued traffic we have during this period will not only keep the green fee revenue stable but will also maintain reasonable golf shop and food and beverage sales.

The following chart shows the proposed discounted fees along with the current rates.

<b>HARDING PARK</b> <i>Classification</i>	<b>PROPOSED RATES</b>		<b>CURRENT RATES</b>	
	<i>Weekday</i>	<i>Weekend</i>	<i>Weekday</i>	<i>Weekend</i>
<b>SF Resident Card Holder</b> <i>73% of our play</i>	\$30	\$40	\$52	\$66
<b>Bay Area</b> <i>14% of our play</i>	\$45	\$50	\$90	\$100
<b>Non Resident</b> <i>3% of our play</i>	\$50	\$55	\$155	\$175
<b>SF Resident Card Holder- Senior</b> <i>5% of our play</i>	\$25	\$40	\$37	\$66
<b>Tournament</b> <i>3% of our play</i>	\$70	\$80	\$125	\$135
<b>Junior</b> <i>1% of our play</i>	\$15	\$20	\$20	\$25

*Carts are not included in any of the above rates, except for  
Tournament Rate*

Staff is requesting that flexible pricing, as stipulated in the Park Code Sec. 12.12(d), remain in force during this period to allow management all available marketing tools to react to supply and demand. The nine-hole Fleming Golf Course will remain open during the Harding greens renovation and will afford the public an alternative to the temporary greens on Harding. The Fleming rates will remain the same.

**Recommendation:**

Department management and staff support a recommendation from the Commission to the Board of Supervisors to approve a temporary greens fee rate structure, including flexible pricing, at Harding Park Golf Course beginning December 2, 2013 and ending no later than May 31, 2013 during the period of greens renovation.

**Financial Impact:**

The proposed rate structure will result in a reduction of approximately \$850,000 in greens fees at Harding Park. This difference is reflected in the approved 2013-14 budget.

**Supported By:**

Department management and staff  
TPC of California, Inc. management

**Opposed By:**

None known

**People to Contact:**

This item has been posted at Harding Park Golf Course





Edwin M. Lee, Mayor  
Philip A. Ginsburg, General Manager

September 12, 2013

*File 130882*

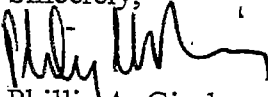
Angela Calvillo  
Clerk of the Board  
1 Dr. Carlton B. Goodlett Place  
City Hall, Room 224  
San Francisco, CA 94102-4689

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2013 SEP 16 AM 11:12

Ms. Calvillo:

Please find enclosed the original and three copies of an ordinance for consideration by the Board of Supervisors to amend the Park Code to set temporary reduced greens fees at the Harding Park Golf Course. Enclosed also is the accompanying Legislative Digest and a copy of Resolution No. 1308-002, confirming action taken by the Recreation and Park Commission.

Should you require additional information please contact Tom Hart of my staff. Tom can be reached at 415.831.2773 or [tom.hart@sfgov.org](mailto:tom.hart@sfgov.org).

Sincerely,  
  
Phillip A. Ginsburg  
General Manager

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

October 1, 2013

File No. 130882

Sarah Jones  
Environmental Review Officer  
Planning Department  
1650 Mission Street, 4<sup>th</sup> Floor  
San Francisco, CA 94103

Dear Ms. Jones:

On September 24, 2013, the following proposed legislation was introduced:

File No. 130882

Ordinance amending the Park Code to set temporary reduced greens fees for the Harding Park Golf Course from December 2, 2013, through no later than May 31, 2014, to accommodate the renovation of the greens; and making environmental findings.

This legislation is being transmitted to you for environmental review.

Angela Calvillo, Clerk of the Board

A handwritten signature in black ink, appearing to read "Victor Young".

By: Victor Young, Committee Clerk  
Budget and Finance Committee

Attachment

c: Monica Pereira, Environmental Planning  
Nannie Turrell, Environmental Planning

*Wa. factory exemption  
pursuant to CEQA  
Guidelines Section  
15273. Rates, Tolls,  
Fees and Charges  
Nannie Turrell  
10/16/2013*