

[Harding Park Golf Course--Fee Increase.]

Ordinance amending Section 12.12 of the Park Code to increase fees at the Harding Park golf course by fifteen percent (15%); and to require the Recreation and Park Department to produce a mid-year report on the effect of the increase, and to prepare a three (3) year fiscal viability plan to substantially reduce the General Fund contribution to the golf program.

Note: Additions are single-underline italics Times New Roman;
deletions are ~~strikethrough italics Times New Roman~~.
Board amendment additions are double underlined.
Board amendment deletions are ~~strikethrough normal~~.

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

Section 1. The San Francisco Park Code is hereby amended by amending Section 12.12, to read as follows:

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

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

1. Target Revenues. Greens fees shall be set at such levels to cumulatively generate an average minimum of \$4,278,000.00 annual revenues in 2002 dollars ("Target Revenues") at the Golf Courses in the first five fiscal years of operation following reopening of the Golf Courses after renovation ("Years 1--5") (and subject thereafter to annual increases in the amount of increases in the applicable Consumer Price Index as described in Section 12.12(e) below), which amount shall be prorated if the Golf Courses reopen with less than a full fiscal year remaining in Year 1. In setting greens fees to achieve the Target Revenues, it shall be assumed that legal residents of the City and County of San Francisco who hold current and

1 valid cards issued for a fee by the Recreation and Park Department (the "Department")
2 identifying them as residents of the City ("Residents") shall play at least 50% of funds at
3 Harding Park Golf Course, and no more than an average of 76,560 rounds shall be played
4 each full year at Harding Park Golf Course during Years 1 – 5 and no more than 64,600
5 rounds each full year at Fleming Golf Course during Years 1 – 5.

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

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

18 4. Caps. Regardless of any discounts for certain subcategories of play, the average
19 cost per round of Resident greens fees at Harding Park Golf Course across any and all
20 subcategories of Resident play (weekday, weekend, senior and junior) fees shall not exceed
21 \$28 in Year 1. The average cost per round of non-resident greens fees at Harding Park Golf
22 Course across any and all subcategories of non-resident play (weekday, weekend, preferred
23 and Bay Area Resident) shall not exceed \$88 in Year 1. The average cost per round of
24 Resident greens fees at Fleming Golf Course across any and all subcategories of Resident
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play (weekday, weekend, senior and junior) shall not exceed \$13 in Year 1. The average cost per round of non-resident greens fees at Fleming Golf Course across any and all subcategories of non-resident play (weekday and weekend) shall not exceed \$20 in Year 1.

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

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

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

(1) Weekday (Mon. – Thurs.)

	Standard	No. Cal. Resident*	S.F. Resident
	\$135.00 + \$155.00 +	\$89.00 + \$102.00	\$46.00 \$53.00
Off-season/Aerification**	\$115.00 + \$132.00 +	\$79.00 + \$91.00 +	

Twilight	\$105.00 + \$121.00 +	\$69.00 + \$79.00 +	\$35.00 \$40.00
Super Twilight (5 p.m.)		\$45.00 \$52.00	

(2) Weekend (Fri. – Sun.)

	Standard	No. Cal. Resident	S.F. Resident
	\$155.00 + \$178.00 +	\$99.00 + \$114.00 +	\$59.00 \$68.00
Off-season/Aerification**	\$135.00 + \$155.00 +	\$89.00 + \$102.00 +	
Twilight	\$125.00 + \$144.00 +	\$79.00 + \$91.00 +	\$44.00 \$51.00
Super Twilight (5 p.m.)		\$55.00 \$63.00	

(3) Junior

Weekday	Weekend
\$15.00 \$17.00	\$20.00 \$23.00

(4) S.F. Resident Senior

Weekday	Weekend
\$31.00 \$36.00	\$59.00 \$68.00

(5) Tournament

	Weekday	Weekend
	\$115.00 + \$132.00 +	\$135.00 + \$155.00 +
Off-season/Aerification**	\$100.00 + \$115.00 +	\$115.00 + \$132.25 +

+ 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.

(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.)

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

(2) Weekend (Fri. – Sun.)

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

(3) Junior

Weekday (Mon. – Thurs.)	Weekend (Fri. – Sun.)
\$10.00	\$13.00

(4) S.F. Resident Senior

Weekday (Mon. – Thurs.)	Weekend (Fri. – Sun.)
\$14.00	\$19.00

(5) Tournament

Weekday (Mon. – Thurs.)	Weekend (Fri. – Sun.)
\$30.00	\$41.00

(6) Replay

Weekday (Mon. – Thurs.)	Weekend (Fri. – 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. All such fees and charges for the Harding Park Golf Course Park shall be increased in fiscal year 2007-2008 by 15% over their fiscal year 2006-2007 amounts.

(g) Annual Increases. Upon the first day following the end of Year 1, regardless of whether Year 1 consisted of a full fiscal year or only a part thereof, and upon the first day of each fiscal year thereafter, greens fees for Residents at the Golf Courses may, with the approval of the Commission, be adjusted in the following manner: Each fee shall be multiplied by a fraction, the numerator of which is the Consumer Price Index for All Urban Consumers (base years 1982--1984 = 100) for the San Francisco-Oakland-San Jose area, published monthly by the

1 United States Department of Labor, Bureau of Labor Statistics (the "Index"), for the quarter
2 immediately preceding the start of the fiscal year during which the increase will be effective
3 (the "Adjustment Index") minus the Index for the June of the preceding year (the "Base
4 Index") and the denominator of which is the Base Index. The product of this calculation shall
5 be added to the current fee to obtain the increased fee which shall thereafter be payable,
6 except that in no instance shall the fee be less than that in effect immediately prior to this
7 calculation. Or, fees may be increased up to \$1.00 upon approval of the Commission.

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

14 (h) The Recreation and Park Department shall prepare and submit to the Board of Supervisors:

15 (1) a report of the effect of this increase on golf course revenue and rounds of play by
16 January 1, 2008;

17 (2) a three (3) year fiscal viability plan for the courses that substantially reduces the
18 amount of General Fund support for the operation and maintenance of the courses, and includes, but is
19 not limited to, a program for obtaining financial sponsorships for funding the courses.

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

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