



Park and Recreation Commission

City of Arts & Innovation

TO: HONORABLE COMMISSIONERS **DATE: MAY 15, 2023**

FROM: PARKS, RECREATION AND COMMUNITY SERVICES DEPARTMENT

SUBJECT: PROPOSED FEE INCREASE AT THE FAIRMOUNT GOLF COURSE; \$4.00 INCREASE WITHIN A THREE-YEAR PLAN BEGINNING JULY 1, 2023

ISSUE:

Provide an update on the proposed fee increase at the Fairmount Golf Course.

RECOMMENDATIONS:

That the Park and Recreation Commission provide feedback and receive the report for file.

BACKGROUND:

In 2014, the Parks, Recreation and Community Services Department (PRCSD) assumed responsibility for the management and operations at Fairmount Golf Course. Fairmount Golf course is open seven days a week from 7:00 a.m. – 6:00 p.m.

On November 19, 2019, City Council adopted a resolution amending the Master Fees and Charges Schedule in Resolution No. 21960. Included in those fees, was a fee increase for the Fairmount Golf Course.

DISCUSSION:

Fairmount Golf Course is supported through a combination of fees and General Fund support. The PRCSD has re-evaluated its golf course fees to generate additional revenue to assist with minimizing General Fund support and address operational and maintenance needs of the Golf Course. The proposed fees for Fairmount Golf Course are based on a market study (attachment 1) conducted by Staff. Annual rate increases are proposed to meet the market average. Comparable golf courses included in the market study were: Van Buren Golf Course, General Old Golf Course, El Prado Golf Course, Whispering Lakes Golf Course, Cottonwood Golf Course, Anaheim Hills Golf Course, and Dad Miller Golf Course. These courses were selected due to similar rate categories and affordability compared to other courses in the Inland Empire. City owned courses included in the study were Whispering Lakes Golf Course which serves residents of Ontario and Upland, Cottonwood Golf Course serving residents in Moreno Valley, and both Anaheim Hills Golf Course, and Dad Miller Golf Course serving residents in Anaheim. The goal of the Department is to offer competitive pricing to customers, but still be within the

market average. Staff proposes incremental rate increases over the course of three years.

Current Fees Since November 19, 2019			Year 1 : July 1, 2023 \$2 Playing Cost Increase		Year 2 : July 1, 2024 \$1 Playing Cost Increase		Year 3 : July 1, 2025 \$1 Playing Cost Increase	
	9 Holes	18 Holes	9 Holes	18 Holes	9 Holes	18 Holes	9 Holes	18 Holes
Weekday - Resident	\$ 13	\$ 21	\$ 15	\$ 23	\$ 16	\$ 24	\$ 17	\$ 25
Weekday - Non-Resident	\$ 14	\$ 23	\$ 16	\$ 25	\$ 17	\$ 26	\$ 18	\$ 27
Weekday - Senior Resident	\$ 9	\$ 13	\$ 11	\$ 15	\$ 12	\$ 16	\$ 13	\$ 17
Weekday - Senior Non-Resident	\$ 11	\$ 17	\$ 13	\$ 19	\$ 14	\$ 20	\$ 15	\$ 21
Weekday - Junior (17 & Under)	\$ 10	\$ 15	\$ 12	\$ 17	\$ 13	\$ 18	\$ 14	\$ 19
Weekend & Holidays - Resident	\$ 15	\$ 25	\$ 17	\$ 27	\$ 18	\$ 28	\$ 19	\$ 29
Weekend & Holidays - Non-Resident	\$ 17	\$ 29	\$ 19	\$ 31	\$ 20	\$ 32	\$ 21	\$ 33
Weekend & Holidays - Senior Resident	\$ 15	\$ 25	\$ 17	\$ 27	\$ 18	\$ 28	\$ 19	\$ 29
Weekend & Holidays - Senior Non-Resident	\$ 17	\$ 29	\$ 19	\$ 31	\$ 20	\$ 32	\$ 21	\$ 33
Weekend & Holidays - Junior (17 & Under)	\$ 13	\$ 21	\$ 15	\$ 23	\$ 16	\$ 24	\$ 17	\$ 25

Rentals & Extras Year 1 : July 1, 2023 One-Time Fee Increase		
	Current Fee	Proposed Fee
9-Hole Tournaments w/ Cart	\$ 19	\$ 30
Clubs	\$ 5	\$ 10
Golf Cart	\$ 7	\$ 10
Push Cart	\$ 4	\$ 5
Small Bucket	\$ 5	keep as is
Large Bucket	\$ 8	keep as is
Range Cards 10 Buckets	\$ 65	keep as is
Range Cards 20 Buckets	\$ 105	\$ 120

The Department's goal is to eventually be a self-sustained enterprise fund and set aside funding for an infrastructure account. In Fiscal Year 2021-2022 the Department offset 70% of expenditures through golf course fees. Increasing fees would assist the department in offsetting increased costs associated with landscape maintenance, address staffing needs and other operational needs. A fee increase would also assist in decreasing General Fund Support. The second goal of an infrastructure account would assist in setting aside funds for renovations and repairs. Since the Golf Course is fee based, it does not qualify for grant funding for renovations, and currently does not have funding set aside when costly repairs are needed, or aging infrastructure needs to be replaced.

To ensure the public has an opportunity to voice their opinion on the fee increase, the Department has implemented an outreach campaign. A Flyer was posted at the Fairmount Golf Course along with Social media posts to promote community outreach. The residents had the opportunity to speak to staff, leave a comment, and call or email the Department. The Parks, Recreation and Community Services Director has had meetings with stakeholders and experts in golf courses for further input on the fee increase.

The Fee Increase proposal is planned to be presented by the Finance Department to the Finance Committee and City Council and part of their mid-year budget proposal.

STRATEGIC PLAN ALIGNMENT:

The work contributes to **Strategic Priority 1 – Arts, Culture and Recreation** and **Goal 1.1.** – Strengthen Riverside’s portfolio of arts, culture, recreation, senior, and lifelong learning programs and amenities through expanded community partnerships, shared use opportunities, and fund development; and **Goal 1.2.** – Enhance equitable access to arts, culture and recreational service offerings and facilities.

This item aligns with each of the five Cross-Cutting Threads as follows:

1. **Community Trust** – Programming offered at Fairmount Golf Course through city staff and partners serve the public interest, benefit the City’s diverse populations, and result in the greater public good.
2. **Equity** – Fairmount Golf Course is supportive of the City’s racial, ethnic, religious, sexual orientation, identity, geographic, and other attributes of diversity and is committed to advancing the fairness of treatment, recognition of rights, and equitable distribution of services to ensure every member of the community has equal access to share the benefits of community progress. The goal of the Fairmount Golf Course is to provide an amenity for everyone to enjoy.
3. **Fiscal Responsibility** – Fairmount Golf Course has maintained market rates for years and has tried to sustain a low fee. Increased fees are necessary to assist with a changing market, increased costs, and minimizing General Fund support.
4. **Innovation** – Fairmount Golf Course is inventive and timely in meeting the community’s changing needs and prepares for the future through collaborative partnerships and adaptive processes.
5. **Sustainability & Resiliency** – Fairmount Golf Course is committed to meeting the needs of the present without compromising the needs of the future and ensuring the City’s capacity to persevere, adapt and grow during good and difficult times alike. The golf course is used as a training site for young golfers, and they are calling Fairmount Golf Course their home course.

FISCAL IMPACT:

There is no fiscal impact associated with this report. Based on Fairmount Golf Course statistics on rounds of golf; Department predicts a \$50,000 increase in revenue Year 1 for plays alone; a \$10,000 increase for the one-time increases; and Year 2 and 3 an additional \$25,000 each.

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Attachments:

1. Golf Course Market Study
2. Presentation