



City Council Memorandum

City of Arts & Innovation

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: JULY 28, 2015

FROM: PARKS, RECREATION AND COMMUNITY SERVICES DEPARTMENT WARD: 1

SUBJECT: IMPLEMENTATION OF PROMOTIONAL PROGRAMS AT FAIRMOUNT PARK GOLF COURSE AND \$3.00 PULL CART RENTAL FEE

ISSUES:

The issues for City Council consideration is to approve implementation of promotional programs for reasonable marketing purposes and pull cart rental fee of \$3.00 at Fairmount Park Golf Course.

RECOMMENDATIONS:

That the City Council:

1. Authorize the Parks, Recreation and Community Services Director the ability to offer and implement promotional programs at Fairmount Park Golf Course for reasonable marketing purposes; and
2. Approve the fee of \$3.00 for pull cart rental.

COMMITTEE RECOMMENDATION:

On July 15, 2015, the Community Services and Youth Committee, with Chair Burnard, and Vice Chair Soubirous present, unanimously approved giving the Parks, Recreation and Community Services Director the ability to offer and implement promotional activities at Fairmount Park Golf Course for reasonable marketing purposes and approved the fee of \$3.00 for pull cart rental.

BACKGROUND:

In February 2013, the Parks, Recreation and Community Services Department (PRCSD) took over the operation of the Fairmount Golf Course. The City invested more than \$650,000 in capital improvements at the site that included installation of an automated irrigation system, turf and building renovations, tree trimming, electrical upgrades, purchase of a golf cart fleet, acquisition of landscape maintenance equipment, and removal of significant quantities of debris. The driving range reopened for public use in June 2013, and the golf course reopened in late September 2013. Staff issued an RFP for a golf course operator in August 2014, but ultimately decided, with support from the Park and Recreation Commission on October 20, 2014, as well as the Community Services Youth Committee on November 19, 2014, on keeping the operations in-house.

Fairmount Golf Course has experienced growth both in terms of revenue, and rounds of golf

played. In 2014 and 2015, Special Olympics used the course as a training location for their coaches. In early 2015, the first Ladies Club was started, and has grown to 12 members, and the course was recently rated for a ladies' handicap for the first time. The course hosted the Redlands Majestic League high school match play in 2015, and has been approached by Riverside's Arlington High School to serve as the Lions' host course for their boys and girls teams for the 2015/2016 school year. The upcoming City Council Regatta event was expanded this year to include events at the golf course.

A customer comment card was implemented in December 2014. To date, 111 responses have been received, and 91% of the responders rated the course as good or excellent in customer service, food and beverage, course conditions, driving range, green fees, and maintenance. The card also offers an opportunity to provide an email address, and to date, over 250 golfers have expressed interest in receiving information on the course by email.

In July 2014, PRCSD entered into an agreement with Valley Crest Golf Course Maintenance, Inc., to provide full landscape maintenance services. Feedback from the golfers consistently indicates that the course has never been in better condition, and Staff continues to strive for improvement. The fairways, tees, and greens were fully renovated in October/November 2014 (dethatched, aerated, and over-seeded), and the greens were aerated, sanded and seeded in May 2015.

The contract with the existing food and beverage concessionaire expires this month, and after evaluating proposals received for a recent Request for Proposals for Food & Beverage Services, the City of Riverside will enter into an agreement with a new vendor, effective July 1, 2015. The new vendor will offer an expanded menu featuring more food and alcohol choices, increased marketing, extended hours of operation, and special deals for food and golf purchases.

Fairmount Golf Course has flourished under PRCSD management over the past two years. Continued support for the golf course enables PRCSD to offer affordable recreational golf opportunities to people of all ages and ability levels. The pull cart rental rate of \$3.00 is in the low to mid-range compared to six local golf courses (General Old - \$2, Van Buren Golf Center - \$10, Echo Hills - \$2, Paradise Knolls - \$3, Colton - \$2, and Green River - \$5). The Fairmount Park Golf Course is a very walkable 9-hole golf course and several customers have expressed interest in renting pull carts. The Department has acquired 10 pull carts to make available to customers.

PRCSD is seeking approval to authorize the PRCSD Director to expand the course offerings such as:

- Offer promotions such as:
 1. Veteran discounts (match to Senior rates)
 2. Holiday specials
 3. Mid-week email blast specials (for example, if play is slow on Wednesday afternoon, registered golfers will receive an email notification that green fees are reduced for the remainder of the day)
 4. Retail merchandise markdowns/special sales (summer kick-off, Christmas, etc.)
 5. Sponsorship for local high schools to serve as their home golf course
 6. Monthly golf punch cards
 7. Driving range punch cards
 8. Volunteer marshal program
 9. Youth programs
- Establish a pull cart rental rate of \$3.00

Budget Category	Adopted	Actual
	FY 14-15	FY 14-15
Expenditures	662,666	502,837
Revenue	300,000	451,784
GF Subsidy	362,666	51,053

The average monthly rounds of golf played have increased from 1,980 in the last calendar year to 2,970 rounds of golf per month in the current year.

FISCAL IMPACT:

If a \$3.00 pull cart rental fee is instituted, it is estimated to generate an additional \$1,800/month in golf course revenue.

Prepared by: Adolfo Cruz, Parks, Recreation and Community Services Director
Certified as to
availability of funds: Brent A. Mason, Finance Director/Treasurer
Approved by: Alexander T. Nguyen, Assistant City Manager
Approved as to form: Gary G. Geuss, City Attorney

Concurs with:



John Burnard, Chair
Community Services and Youth Committee