

# Community Services and Youth Committee Memorandum

*City of Arts & Innovation*

---

**TO: HONORABLE COMMUNITY SERVICES  
AND YOUTH COMMITTEE MEMBERS**

**DATE: OCTOBER 11, 2017**

**FROM: PARKS, RECREATION AND COMMUNITY  
SERVICES DEPARTMENT**

**WARD: 1**

**SUBJECT: UPDATE OF OPERATIONS AT FAIRMOUNT GOLF COURSE - DIRECT  
SUBMITTAL**

## **ISSUE:**

Receive an update on operations at Fairmount Golf Course.

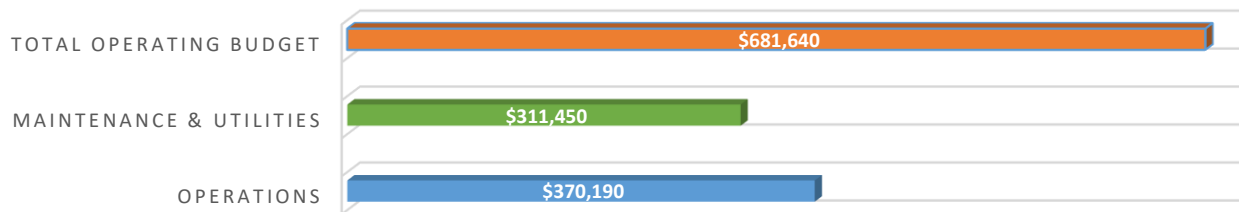
## **RECOMMENDATION:**

That the Community Services and Youth Committee receive an update and provide feedback on operations at Fairmount Golf Course.

## **BACKGROUND:**

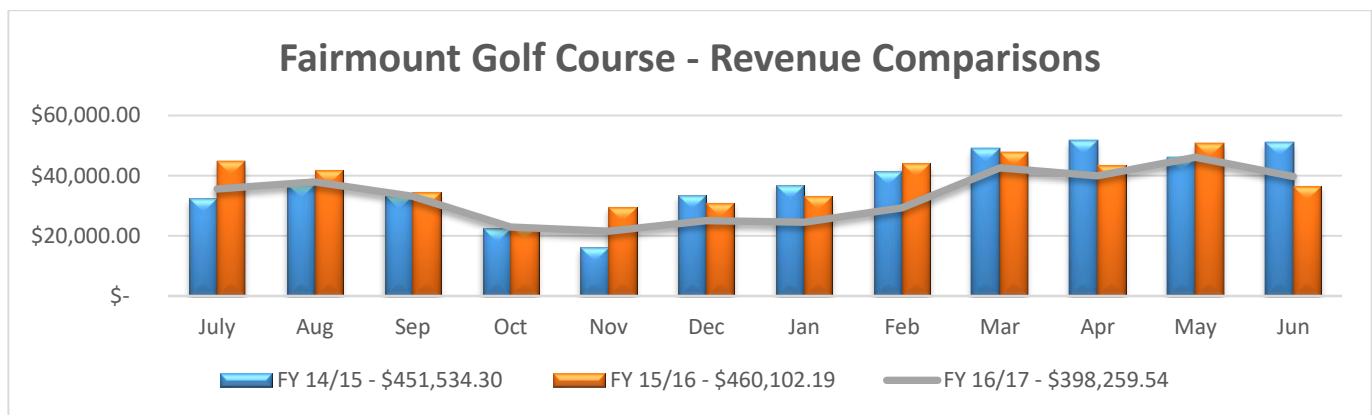
In 2014, the Parks, Recreation and Community Services Department (PRCSD) assumed responsibility for the management and operations at Fairmount Golf Course. Fairmount Golf course is open seven days a week from 7:00 a.m. – 7:00 p.m. (extended hours during daylight savings period). It is operated daily with a total of ten part-time staff (3.75 FTE) assigned to the facility. Responsibilities include opening/closing, cashiering, customer service, golf cart retrieval/return, course marshaling, driving range management and picking, and program planning. The operating budget is \$370,190.00 (personnel and non-personnel) and \$311,450.00 (maintenance services and utilities) for a total budget of \$681,640.00. All contracted maintenance and utilities are managed by the Parks Division. Additional administrative duties include recruitment of personnel, budget tracking/reporting, training, monitoring trends, seeking out partnerships, soliciting donations/sponsorship and developing benchmarks/goals/performance measures for the effective management/operations of golf course operations.

## OPERATING BUDGET - FAIRMOUNT GOLF COURSE



### DISCUSSION:

Since the PRCSD assumed oversight of operations, Fairmount Golf Course has generated \$1,309,896.00 in revenue. Although inclement weather and course maintenance impacted revenues in Fiscal Year 2016/17 (over 100 dates impacted by inclement weather / maintenance), a steady trend of increasing revenue had been seen. Below is a depiction of revenue trends for the past 3 years:

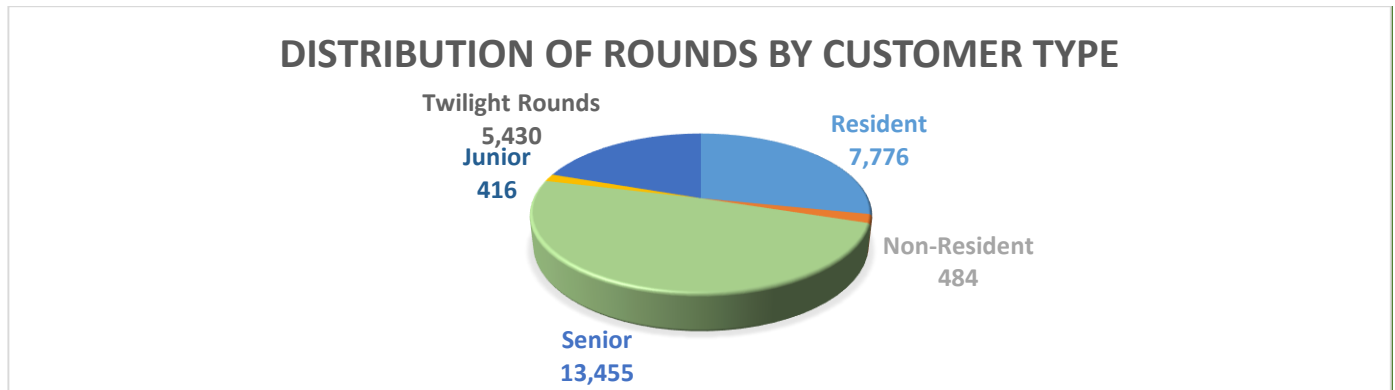


Much of the success of Fairmount Golf Course can be credited to the maintenance of the golf course and the programs/services now being offered at the facility. According to many of our patrons and avid golfers, this 9-hole course is a hidden gem within the City. With plush greens and well-maintained fairways, this par 32 course is both fun and challenging. The course features a clubhouse, driving range, practice greens, rental equipment and 9-holes for play. In addition to traditional golf rounds, Fairmount Golf Course is now offering youth programs (Starting New at Golf – SNAG, Junior Golf League), tournaments (April Fools Tournament, Father's Day Tournament), leagues (Woman's and Men's Club), special events (Buckets & Brews, Long Drive Competition) and instructional courses (Lunch and Learn program). Fairmount Golf Course also hosts several events throughout the year such as the Special Olympics Inland Region Tournament, Riverside Regatta/Golf Competition and several tournaments for local groups/businesses. Several local high schools throughout the Inland Empire have named Fairmount Golf Course their home site.

Along with new programs and services, several improvements were also made to course operations. In Fiscal Year 2016/17 a new website was launched, giving golfers the ability to book their tee-times online. Driving range targets were installed so golfers are able to practice their chipping and short game. The golf course was also upgraded with high speed internet services for improved connectivity, expansion of point-of-sale hardware, access to network drives and upgrading to voice over internet protocol (VoIP) telephone service. An 18-hole, American Foot Golf League (AFGL) sanctioned Foot Golf course was recently installed and programs/leagues

are slated to begin this October. Finally, expanded marketing for Fairmount Golf Course has been implemented such as an updated logo, banners, sails, and a full-spread in the PRCSD activity guide.

Fairmount Golf Course tracks rounds of golf sold by customer type. In Fiscal Year 2016/17 there were 27,561 rounds of golf sold. The table below is a distribution of the rounds sold:



Fairmount Golf Course provides a unique experience for the residents of Riverside. In addition to the relaxing atmosphere and ambiance of a golf course, it promotes health and wellness. With 49% of our customers being seniors and more than 50% of our customers opting to walk the course, Fairmount Golf Course has become a place to not only have fun, but to exercise while doing so. Staff are proud to serve the residents and are planning to continue enhancing the experience and services provided at the course.

A positive customer experience is the highest priority for staff. They assess operations and frequently gather customer feedback to find ways to continue enhancing programs/services. After gathering customer feedback, researching industry standards and assessing our current services, the list below identifies programs and capital improvements that will be incorporated once funds have been identified:

1. Construction of a new cart barn.
2. Increasing fleet of golf carts from 19 to 40.
3. Concessionaire services (food & beverage).
4. Driving range covers & netting.
5. Clubhouse improvements (furniture & floor).
6. Replacement of existing well system.

### **FISCAL IMPACT:**

There is no fiscal impact associated with this report.

Prepared by:	Adolfo Cruz, Parks, Recreation and Community Services Director
Certified as to availability of funds:	Adam Raymond, Chief Financial Officer / City Treasurer
Approved by:	Alexander T. Nguyen, Assistant City Manager
Approved as to form:	Gary G. Geuss, City Attorney

Attachment: Presentation