

FILE NO. 050987

ORDINANCE NO. 180-05

W/20

1 [Golf Fees – Harding Park, Golden Gate Park.]

2

3 **Ordinance making environmental findings and amending the San Francisco Park Code,**
4 **Article 12, by amending Sec. 12.12 to increase the fees at Harding Park and Fleming**
5 **Golf Courses; amending Sec. 12.16 to increase the fees at Golden Gate Park Golf**
6 **Course; amending Sec. 12.20 to authorize an annual cost of living increase in golf fees;**
7 **and amending Sec. 12.33 to set a maximum fee for golf cart rentals.**

8

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

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

12

Section 1. Findings.

13

The Planning Department has determined that the actions contemplated in this
14 Ordinance are in compliance with the California Environmental Quality Act (California Public
15 Resources Code sections 21000 et seq.).

16

Section 2. The San Francisco Park Code is hereby amended by amending Section
17 12.12, to read as follows:

18

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

19

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

22

(1) Target Revenues. Greens fees shall be set at such levels to cumulatively
23 generate an average minimum of \$4,278,000.00 annual revenues in 2002 dollars ("Target
24 Revenues") at the Golf Courses in the first five fiscal years of operation following reopening of
25 the Golf Courses after renovation ("Years 1 – 5") (and subject thereafter to annual increases

1 in the amount of increases in the applicable Consumer Price Index as described in Section
2 12.12(e) below), which amount shall be prorated if the Golf Courses reopen with less than a
3 full fiscal year remaining in Year 1. In setting greens fees to achieve the Target Revenues, it
4 shall be assumed that legal residents of the City and County of San Francisco who hold
5 current and valid cards issued for a fee by the Recreation and Park Department (the
6 "Department") identifying them as residents of the City ("Residents") shall play 65% of rounds
7 at Harding Park Golf Course, which represents historic levels of Resident play, and that an
8 average of 76,560 rounds shall be played each full year at Harding Park Golf Course during
9 Years 1 – 5 and an average of 64,600 rounds each full year at Fleming Golf Course during
10 Years 1 – 5.

11 (2) Optional Discounts. Greens fees at Harding Park Golf Course may be
12 discounted for weekday rounds played by either Residents or non-residents, for weekday or
13 weekend rounds played by Resident junior or senior golfers, and for twilight rounds played by
14 either Residents or non-residents. The Commission also may establish discounted greens
15 fees for playing only the back nine holes at Harding Park Golf Course. Greens fees may be
16 discounted for certain non-residents who live within close geographic proximity to the Golf
17 Courses or who play with Residents ("Bay Area Residents"). If the Commission approves a
18 discounted rate for Bay Area Residents, the Commission shall set standards defining who
19 shall qualify for such discounted rate and shall limit the number of rounds at that discounted
20 rate for Bay Area Residents to no more than 5,000 annually.

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

23 (4) Caps. Regardless of any discounts for certain subcategories of play, the
24 average cost per round of Resident greens fees at Harding Park Golf Course across any and
25

1 all subcategories of Resident play (weekday, weekend, senior and junior) fees shall not
2 exceed \$28 in Year 1. The average cost per round of non-resident greens fees at Harding
3 Park Golf Course across any and all subcategories of non-resident play (weekday, weekend,
4 preferred and Bay Area Resident) shall not exceed \$88 in Year 1. The average cost per
5 round of Resident greens fees at Fleming Golf Course across any and all subcategories of
6 Resident play (weekday, weekend, senior and junior) shall not exceed \$13 in Year 1. The
7 average cost per round of non-resident greens fees at Fleming Golf Course across any and all
8 subcategories of non-resident play (weekday and weekend) shall not exceed \$20 in Year 1.

9 (5) Miscellaneous. Applicable weekend greens fee rates shall be charged on
10 Fridays, Saturdays and Sundays and legal holidays. Applicable weekday rates apply on all
11 other days. Greens fees per tournament player for playing in tournaments, which are defined
12 as a block of tee time(s) set aside for any group of 16 or more golfers, shall exceed the
13 highest greens fee that would be charged to Residents playing on the same day of any
14 tournament and may be set as high as the greens fees charged to non-residents with advance
15 reservations, if such a rate is set. Discount Resident greens fees shall not apply to
16 tournament play by Residents. Weekend tournament greens fees shall be greater than
17 greens fees charged for weekday tournaments.

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

1 (c) Notwithstanding the foregoing subsections (a) and (b), effective Fiscal Year 2005-2006, the
 2 following fees shall be charged at Harding Golf Course:

3	<u>(1) Weekday (Mon – Thurs)</u>	<u>Standard</u>	<u>Bay Area Resident*</u>	<u>S.F. Resident</u>
4		<u>\$125.00</u>	<u>\$81.00 \$82.00</u>	<u>\$34.00 \$35.00</u>
5	<u>Off season/Aerification**</u>	<u>\$105.00</u>	<u>\$68.00 \$78.00</u>	
6	<u>Twilight</u>	<u>\$80.00</u>	<u>\$58.00 \$60.00</u>	<u>\$25.00</u>
7	<u>Super Twilight (5 p.m.)</u>		<u>\$39.00</u>	
8	<u>(2) Weekend (Fri – Sun)</u>	<u>Standard</u>	<u>Bay Area Resident*</u>	<u>S.F. Resident</u>
9		<u>\$138.00</u>	<u>\$94.00</u>	<u>\$46.00 \$48.00</u>
10	<u>Off season/Aerification**</u>	<u>\$118.00</u>	<u>\$79.00 \$90.00</u>	
11	<u>Twilight</u>	<u>\$92.00</u>	<u>\$70.00 \$71.00</u>	<u>\$33.00 \$34.00</u>
12	<u>Super Twilight (5 p.m.)</u>		<u>\$49.00</u>	
13	<u>(3) S.F. Resident Junior</u>	<u>Weekday</u>	<u>Weekend</u>	
14		<u>\$15.00</u>	<u>\$20.00</u>	
15	<u>(4) S.F. Resident Senior</u>	<u>Weekday</u>	<u>Weekend</u>	
16		<u>\$21.00</u>	<u>\$46.00 \$48.00</u>	
17	<u>(5) Tournament</u>	<u>Weekday</u>	<u>Weekend</u>	
18		<u>\$99.00</u>	<u>\$109.00</u>	
19	<u>Off season/Aerification**</u>	<u>\$84.00</u>	<u>\$94.00</u>	

20 *The Bay Area is comprised of Alameda, Contra Costa, Marin, San Mateo, Santa Clara, Santa
 21 Cruz, Solano and Sonoma Counties.

22 **Off Season is from December 1 to the last day of February/Aerification is from the first day
 23 that major greens aerification starts until 7 days after completion.

1 (d) Notwithstanding the foregoing subsections (a) and (b), effective Fiscal Year 2005-2006, the
 2 following fees shall be charged at Fleming Golf Course:

3	<u>(1) Weekday (Mon – Thurs)</u>	<u>Standard</u>	<u>S.F. Resident</u>
4		<u>\$20.00 \$22.00</u>	<u>\$17.00</u>
5	<u>(2) Weekend (Fri – Sun)</u>	<u>Standard</u>	<u>S.F. Resident</u>
6		<u>\$25.00 \$27.00</u>	<u>\$19.00</u>
7	<u>(3) S.F. Resident Junior</u>	<u>Weekday (Mon – Thurs)</u>	<u>Weekend (Fri – Sun)</u>
8		<u>\$7.00</u>	<u>\$10.00</u>
9	<u>(4) S.F. Resident Senior</u>	<u>Weekday (Mon – Thurs)</u>	<u>Weekend (Fri – Sun)</u>
10		<u>\$10.00 \$11.00</u>	<u>\$15.00 \$16.00</u>
11	<u>(5) Tournament</u>	<u>Weekday (Mon – Thurs)</u>	<u>Weekend (Fri – Sun)</u>
12		<u>\$26.00 \$27.00</u>	<u>\$38.00</u>
13	<u>(6) Replay</u>	<u>\$8.00</u>	<u>\$8.00</u>

14 Model Greens Fees Structures. The following greens fees structures are examples of fee
 15 structures that meet the parameters set forth above.

16 Harding Park – Alternative 1

	<u>Weekday</u>	<u>Weekend/Holiday</u>
17 <u>Resident</u>	<u>\$25</u>	<u>\$35</u>
18 <u>Resident Senior/Junior</u>	<u>\$15</u>	<u>\$20</u>
19 <u>Bay Area Resident</u>	<u>\$45</u>	<u>\$65</u>
20 <u>Bay Area Resident Senior/Junior</u>	<u>\$35</u>	<u>\$55</u>
21 <u>Non-resident</u>	<u>\$80</u>	<u>\$100</u>
22 <u>Advance Reservation Non-resident</u>	<u>\$100</u>	<u>\$125</u>

23 Harding Park – Alternative 2

	<i>Weekday</i>	<i>Weekend/ Holiday</i>
1		
2	<i>Resident</i>	\$20
3	<i>Resident Senior/Junior</i>	\$14
4	<i>Bay Area Resident</i>	\$45
5	<i>Bay Area Resident Senior/Junior</i>	\$35
6	<i>Non-resident</i>	\$80
7	<i>Advance Reservation Non-resident</i>	\$125

8 *Harding Park - Alternative 3*

	<i>Weekday</i>	<i>Weekend/ Holiday</i>
9		
10	<i>Resident</i>	\$25
11	<i>Resident Senior/Junior</i>	\$15
12	<i>Bay Area Resident</i>	\$45
13	<i>Bay Area Resident Senior/Junior</i>	\$35
14	<i>Non-resident</i>	\$65
15	<i>Advance Reservation Non-resident</i>	\$90

16 *Harding Park - Alternative 4*

	<i>Weekday</i>	<i>Weekend/ Holiday</i>
17		
18	<i>Resident</i>	\$25
19	<i>Resident Senior/Junior</i>	\$15
20	<i>Bay Area Resident</i>	\$45
21	<i>Bay Area Resident Senior/Junior</i>	\$35
22	<i>Non-resident</i>	\$80
23	<i>Advance Reservation Non-resident</i>	\$100

24 *Harding Park - Alternative 5*

25

	<i>Weekday</i>	<i>Weekend/ Holiday</i>
<i>Resident</i>	\$25	\$35
<i>Resident Senior/Junior</i>	\$15	\$20
<i>Bay Area Resident</i>		
<i>Bay Area Resident Senior/Junior</i>		
<i>Non-resident</i>	\$75	\$100

Advance Reservation Non-resident
Fleming Alternative 1

	<i>Weekday</i>	<i>Weekend/ Holiday</i>
<i>Resident</i>	\$16	\$18
<i>Resident Senior/Junior</i>	\$8	\$12
<i>Non-resident</i>	\$18	\$22

(fd) Other Fees and Charges. The Commission shall set *all other the following* fees charged at the Golf Courses, *including, but not limited to*, fees for motorized and pull cart usage, tournament fees, *food and beverage charges*, 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.

(ge) 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 United States Department of Labor, Bureau of Labor Statistics (the

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

8 *New Resident Weekday Greens Fees =*
 9 *Current Resident Weekday Greens Fee +*
 10 *{Current Resident Weekday Greens Fee x*
 11 *Adjustment Index – Base Index divided by Base Index}*

12 All fees and other charges at the Golf Courses may, but are not required to, be
 13 increased upon approval by the Commission at the same time and in the same manner as
 14 greens fees increases, except that the non S.F. resident and tournament greens fees for ~~non-~~
 15 ~~residents~~ may be increased by up to two times the fraction produced in the above illustrated
 16 calculation (i.e., up to twice the increase in the applicable Consumer Price Index.), or up to
 17 \$1.00, whichever is greater. ~~All fee increases shall be rounded up or down to the nearest dollar.~~

18 Section 3. The San Francisco Park Code is hereby amended by amending Section
 19 12.16, to read as follows:

20 Sec. 12.16. GOLF FEES – GOLDEN GATE PARK.

21 The following use fees shall be charged for golfing at Golden Gate Park:

Category	Amount
Resident with card, weekday	\$8.00 <u>10.00</u>
Resident with card, weekend	\$10.00 <u>12.00</u>

1	Nonresident, weekday	\$13.00
2	Nonresident, weekend	\$17.00
3	Senior, weekday	\$5.00 <u>7.00</u>
4	Senior, weekend	\$9.00
5	Junior, weekday	\$4.00
6	Junior, weekend	\$6.00
7	Student	no fee
8	Tournament (weekdays)	\$16.00
9	Tournament (weekends)	\$24.00
10	Twilight weekdays	\$7.00
11	Twilight weekends	\$8.00

12 Section 4. The San Francisco Park Code is hereby amended by amending Section
13 12.20, to read as follows:

14 Sec. 12.20. ADJUSTMENT OF FEES.

15 *(a)* Beginning with fiscal year 2003-2004, fees set forth in this Article 12, *unless*
16 *otherwise specified*, may be adjusted each year, without further action by the Board of
17 Supervisors, to reflect changes in the relevant Consumer Price Index (*CPI*), as determined by
18 the Controller.

19 No later than April 15th of each year, the Recreation and Parks Department shall
20 submit its current fee schedule to the Controller, who shall apply the price index adjustment to
21 produce a new fee schedule for the following year.

22 No later than May 15th of each year, the Controller shall file a report with the Board of
23 Supervisors reporting the new fee schedule and certifying that: (a) the fees produce sufficient
24 revenue to support the costs of providing the services for which each fee is assessed, and (b)
25

1 the fees do not produce revenue which is significantly more than the costs of providing the
2 services for which each fee is assessed.

3 (b) All golf fees for San Francisco residents, juniors, seniors may be increased annually by the
4 CPI, or up to \$1.00, upon approval of the Recreation and Park Commission. All golf fees for non S. F.
5 residents and tournaments may be increased by two times (2x) the CPI, or up to \$1.00, whichever is
6 greater, upon approval of the Recreation and Park Commission.

7 Section 5. The San Francisco Park Code is hereby amended by amending Section
8 12.33, to read as follows:

9 Sec. 12.33. GOLF CARTS AND DRIVING RANGE BALLS.

10 (a) The rental charge for golf carts at all golf courses under the jurisdiction of the
11 Recreation and Park Department shall be up to \$26.00.

12 (b) The following fees shall be charged for buckets of balls at Harding Park:

- | | | |
|----|-----------------------------------|--------|
| 13 | (1) Small bucket (25 – 30 balls) | \$4.50 |
| 14 | (2) Medium bucket (45 – 50 balls) | \$6.50 |
| 15 | (3) Large bucket (70 – 75 balls) | \$9.50 |

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

18 By: 
19 VIRGINIA DARIO ELIZONDO
20 Deputy City Attorney

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24
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City and County of San Francisco

City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4689

Tails

Ordinance

File Number: 050987

Date Passed:

Ordinance making environmental findings and amending the San Francisco Park Code, Article 12, by amending Sec. 12.12 to increase the fees at Harding Park and Fleming Golf Courses; amending Sec. 12.16 to increase the fees at Golden Gate Park Golf Course; amending Sec. 12.20 to authorize an annual cost of living increase in golf fees; and amending Sec. 12.33 to set a maximum fee for golf cart rentals.

July 12, 2005 Board of Supervisors — CONTINUED

Ayes: 11 - Alioto-Pier, Ammiano, Daly, Dufty, Elsbernd, Ma, Maxwell, McGoldrick, Mirkarimi, Peskin, Sandoval

July 19, 2005 Board of Supervisors — PASSED ON FIRST READING AS AMENDED

Ayes: 10 - Alioto-Pier, Ammiano, Dufty, Elsbernd, Ma, Maxwell, McGoldrick, Mirkarimi, Peskin, Sandoval

Noes: 1 - Daly

July 26, 2005 Board of Supervisors — FINALLY PASSED

Ayes: 10 - Alioto-Pier, Ammiano, Dufty, Elsbernd, Ma, Maxwell, McGoldrick, Mirkarimi, Peskin, Sandoval

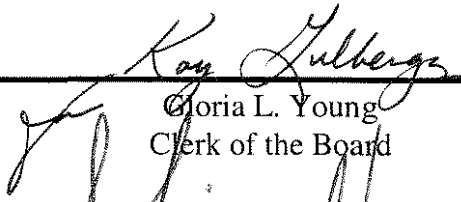
Excused: 1 - Daly

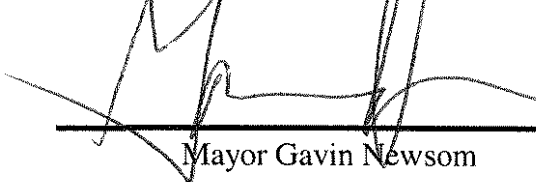
File No. 050987

I hereby certify that the foregoing Ordinance
was **FINALLY PASSED** on July 26, 2005 by
the Board of Supervisors of the City and
County of San Francisco.

JUL 29 2005

Date Approved


Gloria L. Young
Clerk of the Board


Mayor Gavin Newsom