

- How the Golf Division ensures 70% of tee times are reserved by residents
- Discuss the advance reservation program and some of the factors that influence demand as well as availability

Over the past 15 years, the two documents that have helped guide the decision making in the Golf Division are the 2006 business plan and the 2012 business plan. The 2012 business plan was able to allow the Golf Division to improve operational flexibility to adapt to market changes and laid the groundwork for the division to commit to online reservations improving services to guests. Online reservations launched in May of 2016 and advanced reservations launched in July 2019.

Mr. Howard shared a spreadsheet with the committee which showed the projected percentage of tee times available to residents and non-residents. The template was created by the Golf Division to ensure that residents were able to book at least 70% of available tee times. Of the 33,609.5 available tee times throughout the year, residents can book 23,949.14 of them equating to 71.26%. The other tee times are allocated to non-resident advance reservations 19%, hotel tee times 5%, and tournament rounds 5%.

Some of the things that influence demand are the annual Farmers Insurance Open, the North and South courses being ranked as a Golf Digest top 100 course that the public can play, the U.S. Open being held on the South Course, as well as the influx of 12,200 new resident ID card holders since the COVID 19 pandemic began.

Mr. Howard shared another graph with the committee showing the increase of advance reservations being purchased by residents. In FY18 9% of advance reservations were purchased by residents. In FY19 that number decreased to 7%. In FY20 that number more than doubled to about 20% and in FY21 that number increased again. Mr. Howard thought this was due to the fact of multiple things coming together at the same time such as the COVID surge in golf, the increase in overall participation rate, the increase in the amount of people coming to the facility, and it was the year that they had the least amount of availability. Mr. Howard does not see this trend lasting forever and he believes there will be a shift in demand as things beginning to slow down.

AGENDA ITEM

201. Mission Bay Golf Course Revitalization Plan Letter of Support

Mr. Reyes stated there was no public comment on this agenda item.

Mr. Carlson stated that the Mission Bay Golf Course letter of support was successfully sent out to numerous groups including:

- City Council
- Local schools
- Southern California Golf Association
- Farmers Insurance and the Century Club
- City of San Diego Parks and Recreation Department director Andy Field.

Mr. Carlson would like to know the status of the De Anza Cove master plan and the environmental plan (EIR). Mr. Howard stated that he has not heard any new information regarding either the master plan or the EIR in the last couple of months. Mr. Carlson would like to know the direction of the master plan and the EIR so the committee is able to put something out there, potentially to local news outlets, to keep Mission Bay Golf Course going. He is concerned that the master plan is going to end up removing Mission Bay Golf Course and the committee needs to do whatever they can to try and prevent that.

Meeting adjourned at 7:23 p.m.