

Parks and Recreation Department

Torrey Pines Tee Times

Municipal Golf Committee
December 16, 2021



Background

- **Golf Enterprise Fund – Est. 1991**
 - Created for the purpose of providing for the operations, maintenance and development of City golf courses.
 - Tee time templates maintain 70% of tee times for residents of San Diego

Background

- **Golf Division Business Plan 2006**
 - Increased access for residents by limiting special user groups access.
 - Created the Advanced Reservation Program to provide improved access and increase options to residents.

Background

- **Golf Division Business Plan 2012**
 - Improved operational flexibility to adapt to market changes.
 - Committed to online reservations to improve services to guests.

Background

- **Online Reservations**
 - Launched in May of 2016
 - Advanced reservations launched July 2019
 - Committed to online reservations to improve services to guests.

Tee Time Analysis

- **Assumptions**

- Tee time = foursome of golfers
- Time frame used - 6:30 a.m. through 1 hour of twilight
- Hotel tee times - 42% historical utilization rate
- Tournament rounds goal = 8,500 annually
- 19 days of closures for Junior World Championships and Farmers Insurance Open



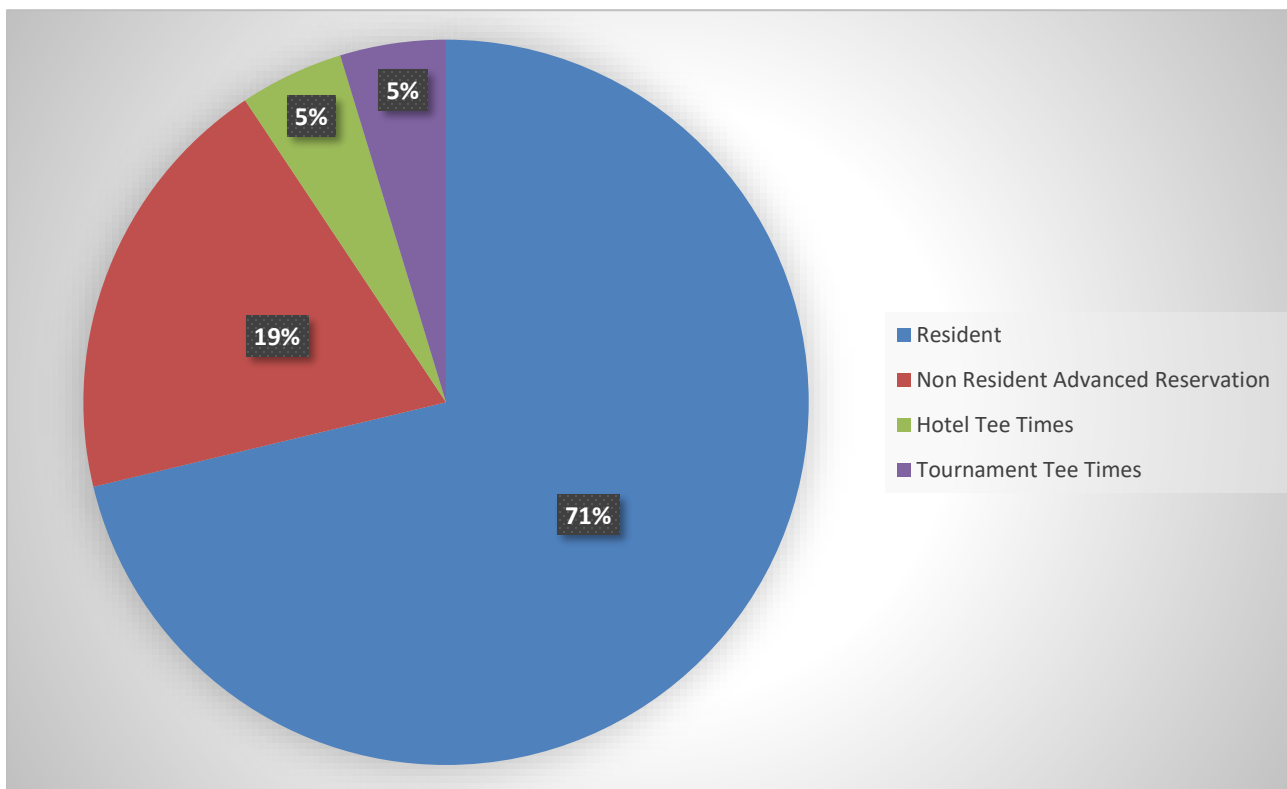
Tee Time Analysis

Projected Percentage of Tee Times Available to Residents from Templates / Actuals

	Days per Month	Total Daily Available Tee Times for Reservations	Total Available Tee Times per Month	Non-Resident Daily Allotment of Tee Times for Advance Reservation	Non-Resident Monthly Tee Times for Advance Reservation	Daily Allotment for Hotel Tee Times	Hotel Monthly Tee Times	Projected Tournament Rounds per Month	Projected Tournament Tee Times per Month	Total Projected Tee Times Available to Residents per Month
July	27	119	3213	22	594	4.5	122	350	65.63	2432
August	31	113	3503	21	651	4.5	140	650	121.88	2591
September	30	101	3030	19	570	4.5	135	650	121.88	2203
October	31	85.5	2650.5	17	527	4.5	140	1000	187.50	1797
November	30	79	2370	17	510	4.5	135	500	93.75	1631
December	31	75	2325	16	496	4.5	140	400	75.00	1615
January	16	75	1200	16	256	4.5	72	400	75.00	797
February	28	81	2268	17	476	4.5	126	1000	187.50	1479
March	31	99	3069	18	558	4.5	140	800	150.00	2222
April	30	99	2970	19	570	4.5	135	800	150.00	2115
May	31	111	3441	21	651	4.5	140	1000	187.50	2463
June	30	119	3570	22	660	4.5	135	900	168.75	2606
Totals	346	1156.5	33609.5	225	6519	54	1557	8450	1584.375	23949.13

Projected Percentage of Tee Times Available to Residents from Templates	71.26%
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Tee Time Analysis



Factors Influencing Demand

- **Annually** – Farmers Insurance Open
- **FY 2017** – North Course Remodel – Top 100 Golf Course
- **FY 2019** – South Course Remodel – Top 100 Golf Course
- **FY 2020** – Launched online resident ID cards

Factors Influencing Demand

- **FY 2020** – Covid-19 Pandemic
 - 10% increase in resident ID card sales
 - 2,200 new resident ID card holders
- **FY 2021** – 28% Increase in resident ID card sales
 - 10,000 new resident ID card holders
 - Database increased from 24,000 residents to 34,000 residents
 - 2021 U.S. Open

Factors Influencing Availability

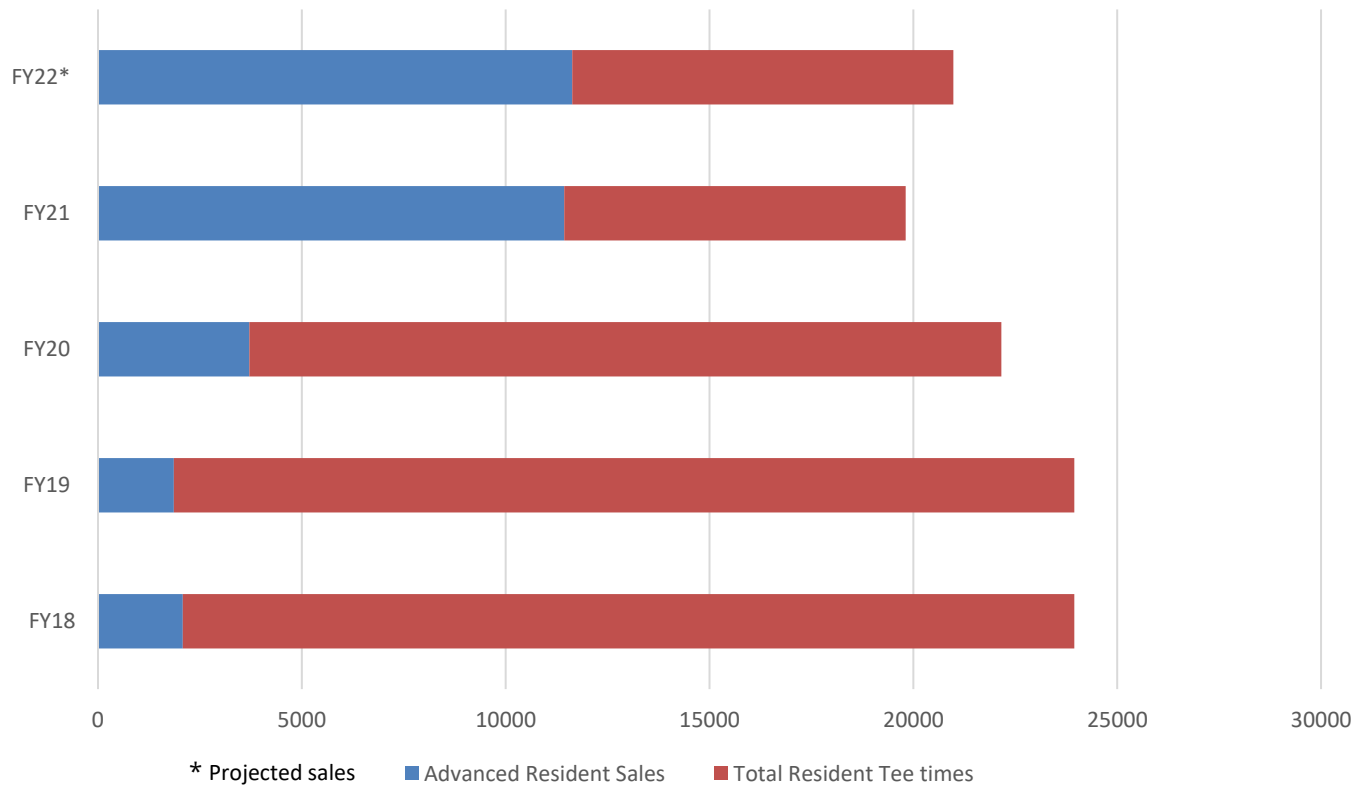
- **FY 2020** – Covid-19 Pandemic
 - Both courses closed for 41 days
- **FY 2021** – 2021 U.S. Open
 - North Course closed for two months
 - South Course closed reduced twilight for one month and closed for 15 days

Factors Influencing Availability

- **FY 2022** – North Course closed for two months
- **Annually** - Men's and Women's Clubs use 10% of resident access annually



Resident Advanced Reservations





Questions?