



City of San Diego

City of San Diego Park and Recreation Department Golf Division

Marketing Recommendations

**Business Plan Update Committee Meeting
December 01, 2011**



Format of Course Review

- Division Goals & Objectives
- Balboa Park GC
- Mission Bay GC
- Torrey Pines Golf Complex



Division Goals & Objectives

Develop a comprehensive marketing plan to include:

- Hire a Marketing Specialist
- Refine, expand & utilize our customer database
- Develop an interactive website
- Proactively solicit tournament play
- Develop strategic alliances & feeder markets
- Explore yield management capabilities
- Maximize Farmer's Insurance relationship



Balboa Park Golf Course

- Target downtown hotels
- Network within the community
- Host outings for Event Planners, Tournament Directors
- Investigate golf packages with lessees
- Maximize public relation opportunities with media, industry publications & golf associations



Mission Bay Golf Course

- Brand Mission Bay as “Mission Bay Golf & Learning Center”
- Hire a Director of Instruction and develop a complete Learning Center
- Target juniors, seniors and families
- Increase signage
- Establish leagues and group play
- Build a relationship with local hotels
- Produce Vendor Days with golf manufactures
- Market lunch and rush hour specials to downtown businesses and commuters



Torrey Pines Golf Complex

Primary

- 70/30 Rule: Go to 'access' vs. 'utilization' parameters
- Sell unused tee times to all patrons starting at 4 days in advance
- Leverage Torrey Pines to improve exposure and play at Balboa & Mission Bay Golf Courses

Secondary

- Utilize Email Club to fill voids
- Consider Super-Twilight Rates on the North Course
- Explore Southern California Rates
- Investigate lower group and tournament rates for the North Course.