

Parks and Recreation Department

Golf Division Business Plan Update

**Park and Recreation Board
November 19, 2020**





Parks and Recreation Department 2020 Golf Division Business Plan Update





Customer Satisfaction Survey

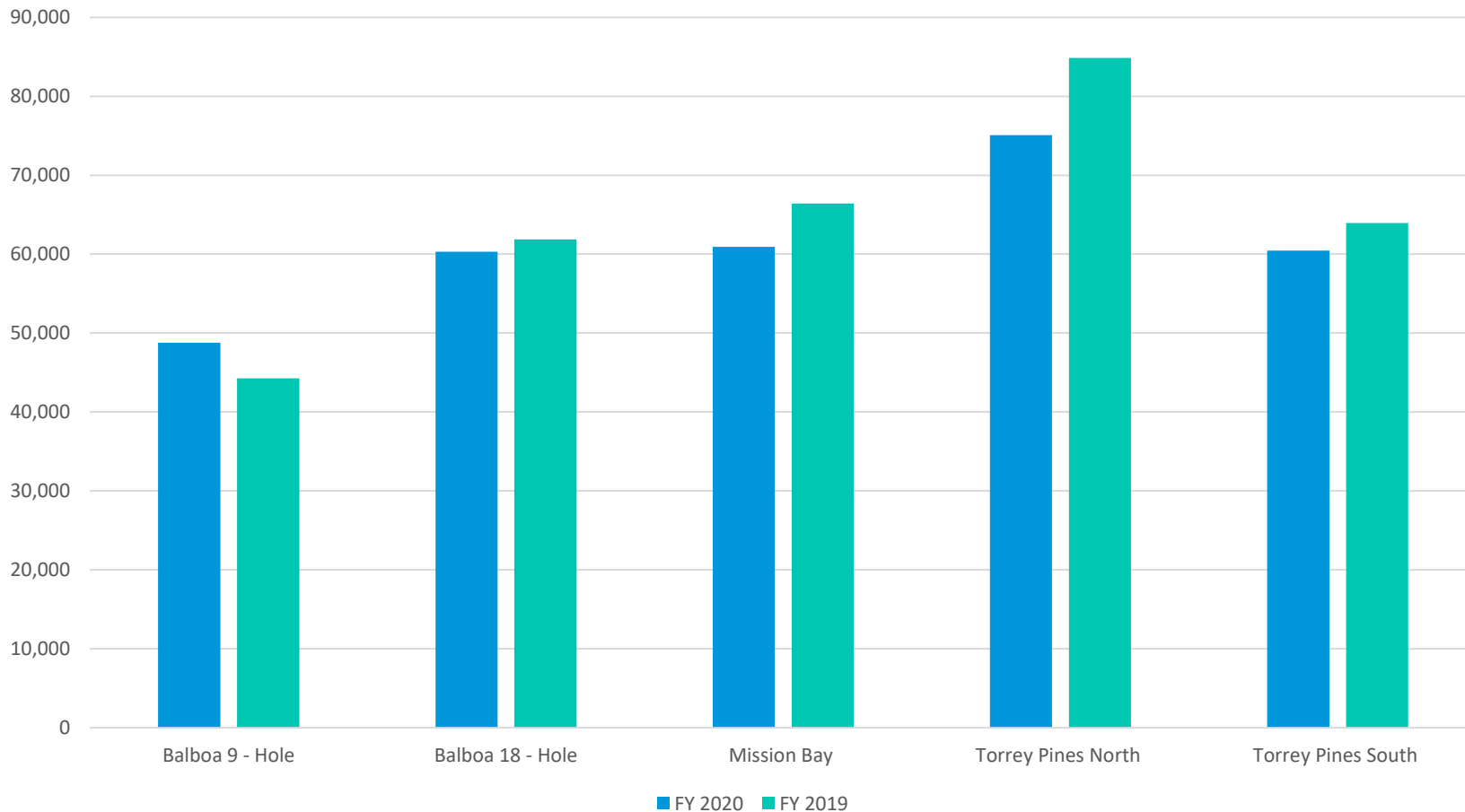
	FY 2021	FY 2019	FY 2017
Balboa Park	95%	90%	98%
Mission Bay	96%	93%	91%
Torrey Pines North	98%	93%	96%
Torrey Pines South	97%	93%	98%

Report Recommendations

- **Torrey Pines Golf Course**
 - Improve availability of tee time reservations
- **Balboa Park Golf Course**
 - Improve availability of tee time reservations
 - Improve the condition of the restrooms
- **Mission Bay Golf Course**
 - Improve overall course conditions

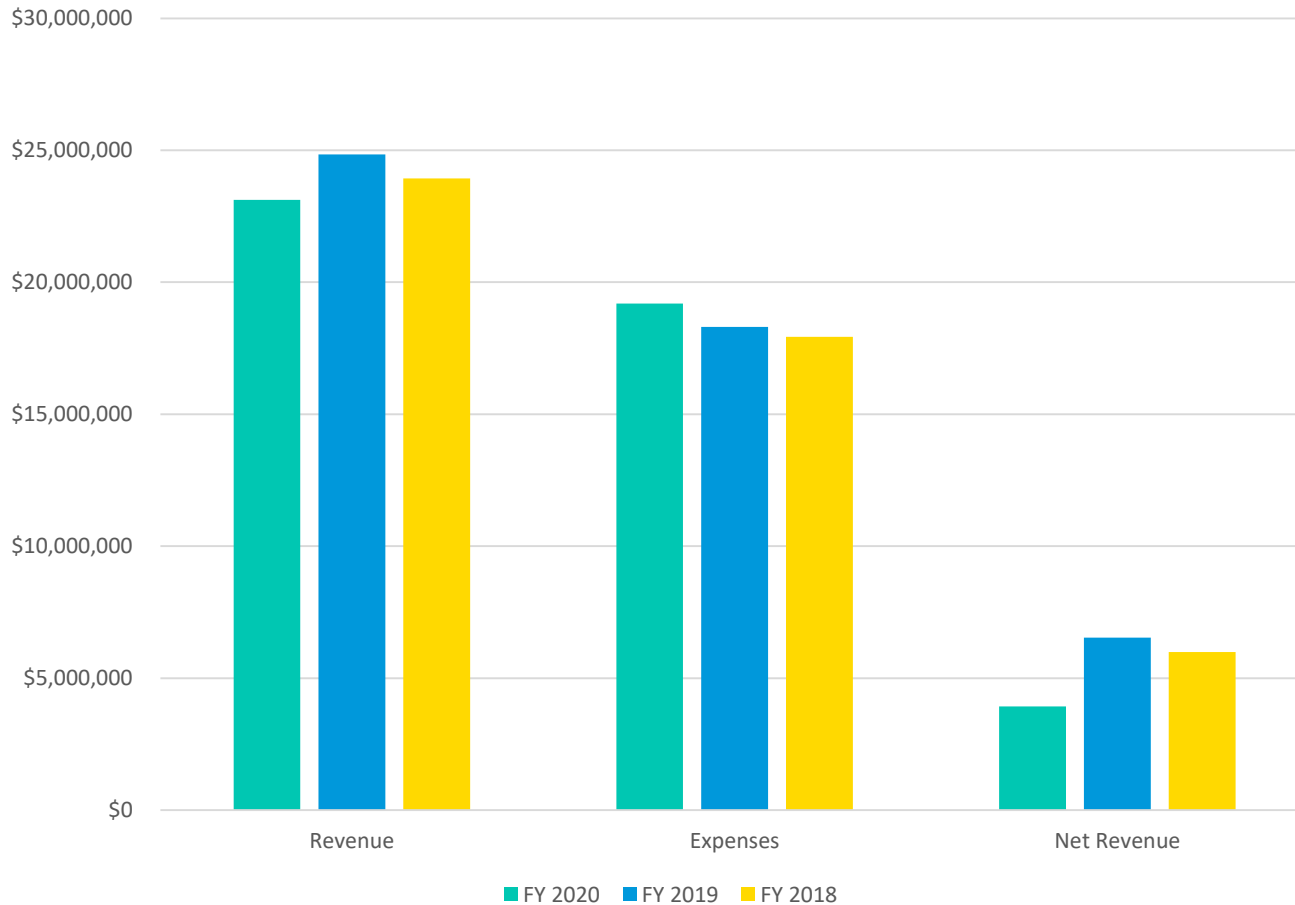


Annual Rounds Comparison





Financial Position



Capital Improvements Program (CIP)

- **Balboa Park Golf Course**
 - Bathroom Renovation
- **Mission Bay Golf Course Golf Course**
 - Irrigation and Lighting Improvements
 - Demolition and Portable Building Installation
- **Torrey Pines Golf Course**
 - North Course Drainage Project
 - U.S. Open Championship Driving Range
 - Torrey Pines Clubhouse Project



Fees

- Proposed increases for all courses except the South Course at Torrey Pines
- Effective January 1, 2021
- No increase to the Resident ID Card
- No increase to the Junior Monthly Ticket

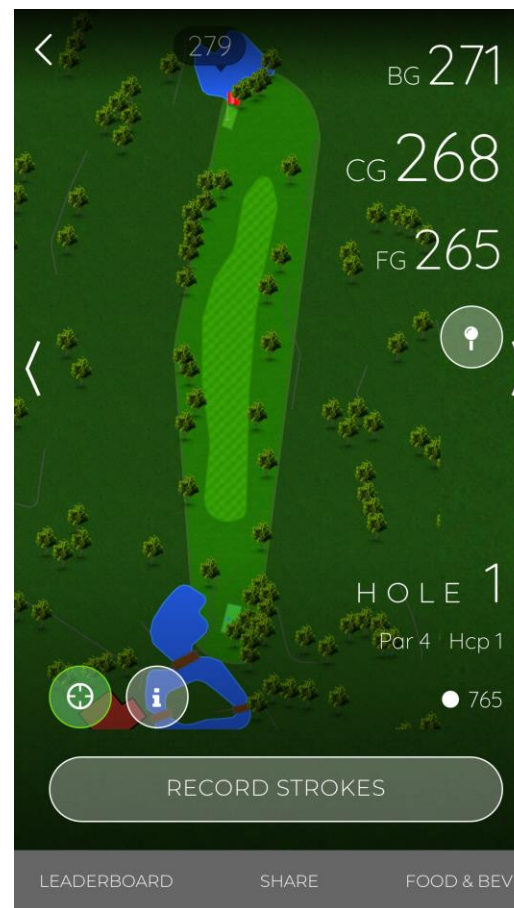
Accomplishments

- **Balboa Park Golf Course**
 - Began RFP for new cart fleet



Accomplishments

- **Mission Bay Golf Course**
 - Created Disc Golf GPS to enhance the customer experience.



Accomplishments

- **Torrey Pines Golf Course**
 - Completed South Course Renovation
 - Online advanced reservation program completed first year
 - Launched online only resident ID card purchases



Accomplishments

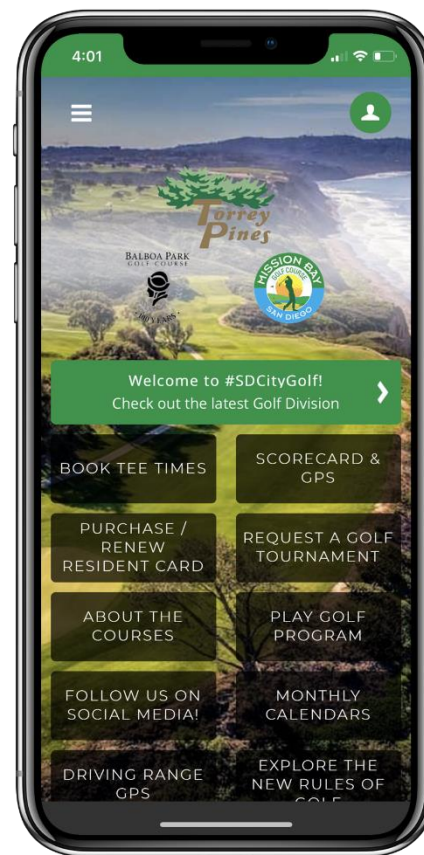
- **Torrey Pines Golf Course**
 - Two Top 100 Public Golf Course



Accomplishments

- **Marketing**

- 12,000 followers
- 15,000 downloads
- Online credentials to purchase resident ID cards and book tee times



Future Outlook

- Continue implementation of ongoing capital improvement projects at all three golf course facilities
- Commence preparation for 2021 U.S. Open Golf Championship



Questions?