



REPORT

THE CITY OF SAN DIEGO TO THE PARKS AND RECREATION BOARD

DATE ISSUED: October 16, 2025

REPORT NO: 102

ATTENTION: Parks and Recreation Board
Agenda of October 16, 2025

SUBJECT: Expansion of the Golf Operations Division Advance Reservation Program

SUMMARY

Issue – Should the Parks and Recreation Board approve the expansion of the existing Golf Operations Division Advance Reservation Program to include Balboa Park and Mission Bay Golf Courses?

Department Recommendation – Recommend approval of the expansion of the Golf Operations Division Advance Reservation Program.

Other Recommendations – The following group has reviewed and considered the proposed project. Actions taken and recommendations made by this group are listed under Discussion below.

Municipal Golf Committee

Fiscal Impact – Revenue generated from expanding the Golf Operations Division Advance Reservation Program to all three Golf Operations Division facilities is estimated to be \$720,000 annually, resulting in an annual distribution of \$72,000 to the General Fund.

Water and Energy Conservation Status – The proposed expansion of the Golf Operations Advance Reservation Program complies with all water and energy conservation guidelines contained in Council Policy 200-14.

Climate Action Plan (CAP) Impact – N/A – Does not have a connection to the CAP

Strategic/Tactical Equity Plan Impact – This action relates to the City Strategic Plan's Priority Area "Protect & Enrich Every Neighborhood" by increasing public access to City residents through the provision of additional tee times; safeguarding City assets which include IT infrastructure; and generating revenue to address deferred maintenance.

Environmental – This activity is categorically exempt from CEQA pursuant to State CEQA Guidelines Section 15301 (Existing Facilities).

BACKGROUND

In 2006, the City of San Diego Golf Operations Division implemented the Golf Operations Division Advance Reservation Program to address both increased public demand for tee times at Torrey Pines Golf Course, as well as concern for third-party tee time brokers who would exploit the phone-in reservation system by booking multiple tee times and selling them for profit. This program was designed to provide interested players with the ability to book tee times beyond the existing 0–7-day free booking window for an additional non-refundable fee, without the aid of third-party for-profit entities. Doing so resulted in more opportunities for residents to secure tee times 8–90 days in advance, as well as provided additional flexibility, convenience, and security.

DISCUSSION:

Proposed Expansion of the Golf Operations Division Advance Reservation Program

Since Fiscal Year 2019 and the results from the pandemic's impact on outdoor recreation, rounds played at City golf facilities have increased significantly: Balboa Park 9-hole rounds increased 91% (from 44,000 to 85,000); Balboa Park 18-hole rounds increased 40% (from 62,000 to 87,000); and Mission Bay rounds increased 30% (from 66,000 to 86,000).

Contrary to expectations, demand has not subsided post-pandemic, as evidenced by the number of new and returning players. This has made booking tee times more challenging at Balboa Park and Mission Bay.

Based on the factors outlined above, the Golf Operations Division proposes expanding the existing Advance Reservation Program to include Torrey Pines, Balboa Park (18-hole and 9-hole courses), and Mission Bay Golf Courses.

Key features of the proposed expansion include:

- Free reservations for 0–7 days at all City facilities.
- A \$10 non-refundable per player fee for tee times booked 8–90 days in advance.
- A limit of up to two (2) tee times per day per player, up to 90 days ahead.

The \$10 fee promotes thoughtful booking practices, which will reduce cancellations and discourage customers from utilizing bot technology, thereby maintaining tee sheet integrity and allowing more opportunities for both residents and visitors to play City courses. The act of paying the fee is a manual action that can help mitigate the impact of automated bots, which can secure desired tee times within seconds.

It is worth noting that the Division also plans to implement a new point-of-sale system this fiscal year, which will help further improve operations and the overall customer experience.

Benchmarking

The proposed \$10 fee was based on the results of benchmarking that was done to compare the City's program with similar programs at comparable facilities:

- **Los Angeles Recreation and Parks Department:** Implemented a \$10 deposit per player (forfeited on cancellation) to combat resale markets.
- **Coronado Golf Course:** Charges \$25 per player for bookings 3-14 days in advance.
- **Mission Trails Golf Course:** Requires a \$5 fee for bookings 8-30 days in advance.

The proposed booking fee keeps City-operated golf courses competitive, affordable, and convenient when compared to other courses in the Southern California region.

Timeline and Public Notification

If the proposed expansion of the Program is approved, the tee sheet would be modified and transitioned within weeks with virtually no disruption to customers. The expansion of the Golf Operations Division Advance Reservation Program will enable the opening of the tee sheet 90 days in advance, allowing players at all City golf complexes to book tee times 8-90 days ahead. This will result in increased access, flexibility, security, and improved planning capabilities for residents and improved revenue streams for the Golf Division and General Fund.

News of the approved expanded Program would require staff to do the following:

- Post facility signage and distribute flyers.
- Include articles in the "On the Tee" newsletter.
- Send push notifications via the San Diego City Golf app.
- Make social media posts on Facebook and Instagram
- Provide updates on the City's golf website (sandiego.gov/golf).

Recommendation

Approve the expansion of the Golf Operations Division Advance Reservation Program as originally proposed.

Please note that the Municipal Golf Committee heard this item on July 17, 2025, where it was approved 5-2, with the recommendation that the proposed advance booking fee be replaced with a \$10 deposit that would be deducted from the green fee on the day of play and forfeited in the event of cancellations and/or no-shows.

Conclusion

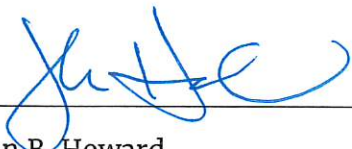
An expanded Advance Reservation Program will ensure equitable and efficient access to City golf facilities by offering more opportunities to secure tee times; increased flexibility; improved planning capability by patrons and staff; additional safeguards against excessive cancellations and bot technology; an overall improved customer experience; and additional revenue to help offset rising operating costs.

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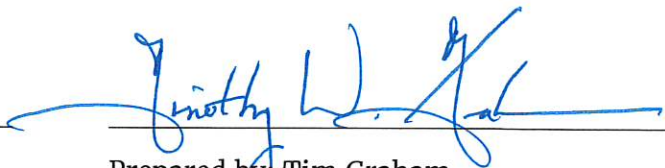
Expansion of Golf Operations Division Advance Reservations Program

October 16, 2025

Respectfully submitted,



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JH/tg

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