

Parks and Recreation Department  
Golf Operations Division

Item #102

Expansion of the Golf Operations Division  
Advance Reservation Program

Parks and Recreation Board  
October 16, 2025

# Background

## Advance Reservation Program

In 2006, the Golf Operations Division launched its Advance Reservation Program for Torrey Pines Golf Course.

- Purpose: To provide residents with access to additional tee times
- Days/Cost:
  - 0-7 days – Free of charge
  - 8-90 days – Additional fee for residents and non-residents



# Background

## Program Benefits

- Provides customers with direct access to the golf course
- Combats against third-party tee time broker activity
- Redirects revenue back to the City

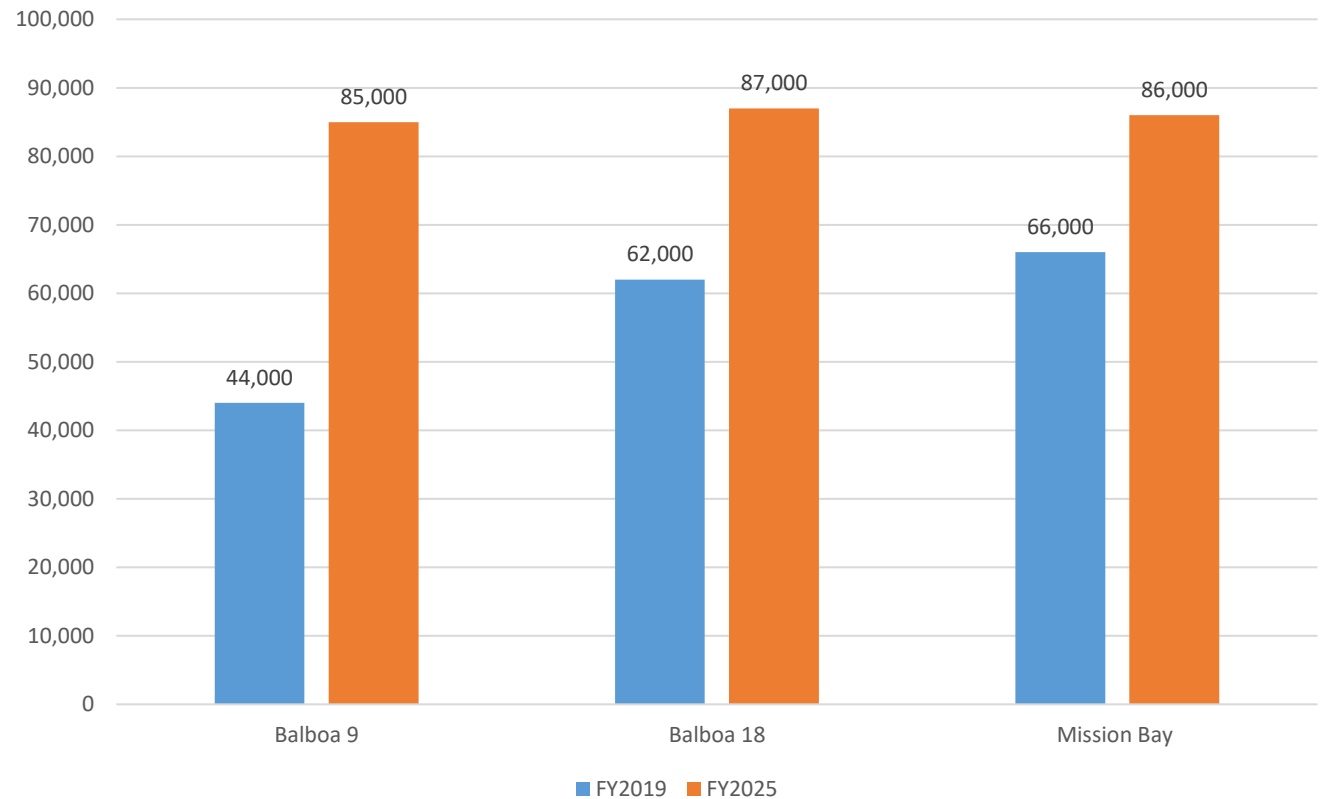


# Golf's Rise in Popularity

## Rounds of Golf

Substantial increases in play have occurred since FY 2019:

- 93% at Balboa 9
- 40% at Balboa 18
- 30% at Mission Bay



# Current Access Issues

## Balboa Park Golf Course

- Tee times have been difficult for guests to secure since FY 2020.
- Most tee times are gone within minutes of release.
- Some stakeholders claim bot technology is responsible for the lack of tee times.
- Until September 2025, there was no evidence of a secondary market for Balboa or Mission Bay Golf Course.
  - One case has come to the Division's attention and is being monitored.

# Proposed Solution

## Expand the Advance Reservation Program

Expand the current program to include Balboa Park 18- and 9-hole Courses and Mission Bay Golf Course

- \$10 non-refundable per player fee to book tee times 8-90 days in advance
- No cost to player to book tee times 0-7 days in advance
- Players can book up to two tee times per day



# Advance Reservations

## Benefits

- Protects resident access.
- Improves access and flexibility.
- Mitigates use of “bot” technology.
- Ensures tee sheet integrity.
- Maintains course affordability.
- Expands an existing program that has been successful and highly utilized.



# Advance Reservations

## Local Municipality Benchmarking

### Coronado Golf Course

- \$25 to book 3-14 days in advance
- Residents can book free 0-7 days in advance with proof of residency



### Mission Trails Golf Course

- \$5 to book 8-30 days in advance



# Advance Reservations

## Implementation Timeline

If approved, the Program can be implemented as early as November 2025

## Public Notification

- Facility signage
- Newsletter (*On the Tee*)
- San Diego City Golf App
- Social media
- City website ([sandiego.gov/golf](https://sandiego.gov/golf))



# Previous Actions and Recommendation

Staff presented proposal at the July 17, 2025, Municipal Golf Committee Meeting

- Committee voted 5-2 to approve the proposal but suggested that the \$10 fee serve as a deposit for green fee, not an additional fee.

Staff Recommendation: Implement original proposal

- Keeps program consistent with existing structure
- Provides an additional revenue stream to help fund facility improvements



BALBOA PARK  
GOLF COURSE





# Questions