

**APPROVED**  
JAN 02 2013

REPORT OF GENERAL MANAGER

NO. 13-008

DATE January 2, 2013

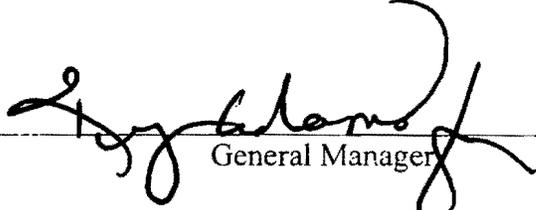
**BOARD OF RECREATION  
AND PARK COMMISSIONERS**

C.D. Various

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: SCHEDULE OF RATES AND FEES FOR GOLF PROFESSIONAL LESSON SERVICES

R. Adams _____	*K. Regan 
H. Fujita _____	M. Shull _____
V. Israel _____	N. Williams _____

  
 \_\_\_\_\_  
 General Manager

Approved                     

Disapproved                     

Withdrawn                     

RECOMMENDATION:

That the Board approve the proposed addition to the Schedule of Rates and Fees for Golf Professional Lesson Services as outlined in the Summary of this Report, effective immediately, subject to approval by the United States Army Corps of Engineers (USACOE) where applicable.

SUMMARY:

The City of Los Angeles (City), Department of Recreation and Parks (Department) currently self-operates three of the Department's five driving ranges. Self operation of the Rancho Park Driving Range began on October 1, 2011, self-operation of Woodley Lakes Driving Range began on October 31, 2011, and self-operation of the Hansen Dam Driving Range began on October 5, 2012. The Department's operation of these driving ranges currently consists of providing grounds maintenance of the range facility, rental of range balls, and offering professional golf lessons.

As a result of numerous planning discussions, and recent RAP Board action, Department management is in the process of contracting a consultant to assist in developing long term strategies for several parts of our golf operations. Eventually our consultant will weigh in on our future plans.

As an interim measure, it is proposed that the Department retain existing golf professionals to provide golf lessons at all self-operated driving ranges. The existing golf professionals have

## REPORT OF GENERAL MANAGER

PG. 2

NO. 13-008

already established reputations and clientele at the golf courses. The golf instructors will be required to:

1. Be fingerprinted and pass a background check;
2. Provide liability insurance in an amount to be determined by the City's Risk Manager;
3. Complete a permit application, and be issued a monthly permit to provide lesson services (permit will not include junior camps);
4. Pay rental fee to Department for the ability to provide golf lessons services;
5. Conform to all Department standards of conduct; and
6. Be required to be Class A Certified by the Professional Golfers Association (PGA) or be enrolled in the PGA apprenticeship program (excludes existing golf instructors).

Staff is proposing an addition to the Schedule of Rates and Fees (Attachment A) to include fees for golf professional lessons services. The golf professionals will have a choice between paying a monthly fee or hourly fee to provide lessons services. The proposed fees are as follows:

- Monthly fee of \$500 from April through October; \$400 from November through March; or
- Hourly fee of \$20

The proposed fees are based on a survey of local golf courses as well as a consideration of monthly rent paid by prior concessionaires for golf lessons. The hourly fee shall be paid at the starter's window prior to the beginning of each teaching session. The monthly fee shall be pre-paid and allows the instructor unlimited teaching access to the driving range. Due to the seasonal nature of golf, the monthly rent will be \$500 from April through October and \$400 from November through March. The proposed monthly rental fee will not be refundable regardless of weather and golf course conditions, except for range closures for more than five consecutive days. Proration of fees will not be permitted.

### FISCAL IMPACT STATEMENT:

There is no impact on the RAP General Fund, as all revenue will be deposited to the Golf Operations Special Fund. Through its reimbursement to RAP, the Golf Division contributes approximately \$1 million per year to RAP's General Fund.

This report was prepared by James N. Ward, Golf Manager.

GOLF  
(December 12, 2012)

**GOLF PROFESSIONAL LESSON SERVICES**

**Monthly Fee**

**\$500.00/month (April to October)**

**\$400.00/month (November to March)**

**Hourly Fee**

**\$20.00/hour**