



CITY OF SANTA BARBARA
PARK AND RECREATION COMMISSION REPORT

AGENDA DATE: December 12, 2007
TO: Park and Recreation Commission
FROM: Golf Division, Parks and Recreation Department
SUBJECT: Proposed Policy Changes for Shotgun Tournaments

RECOMMENDATION: That the Commission approve the recommended changes to the Shotgun Tournament policy at the Santa Barbara Golf Club.

DISCUSSION:

Staff is recommending changes to the Shotgun Tournament policy at Santa Barbara Golf Club in order to have a written policy consistent with actual practice and a desire to expand the policy to draw more golfers to the golf course. Of the 100 or so public tournaments held at the golf course, approximately 3 – 4 are shotgun tournaments. Existing policy states the Park and Recreation Commission, as authorized by City Council, shall have authority to establish and adjust policies and procedures as necessary related to use of Santa Barbara Golf Club for tournament play.

A shotgun tournament is where the tournament players start a round of golf all at the same time at each of 18 holes on the course. Single shotgun tournaments can complete play in less than 5 hours, and double shotgun tournaments are defined as one shotgun in the morning and one in the afternoon. The main advantage of a shotgun tournament is that all players start and end at the same time; the main disadvantage of a shotgun tournament is that the golf course cannot be used by public players until the shotgun tournament is completed.

Regular public tournament events (held only on Fridays, Saturdays and Sundays) begin with one foursome starting at Hole #1, and then each foursome follows in succession. Members of the public can begin play before and after the tournament.

Current Policy

The current policy states:

Shotgun tournaments will be scheduled during the months of September to April only (not allowed May through August) on Mondays. Shotgun groups must pay

green fees for a minimum of 100 players, and a maximum of 120 players, plus a shotgun fee of \$500.

The Shotgun group must purchase food service at a minimum of \$6.00 per player (rate would apply to actual number of players). Shotgun tournament groups must use power carts for all players (cart rate would apply to actual number of players).

Proposed Changes

The current policy states tournaments may only be scheduled during the months of September to April, and only on Mondays. Besides the “tournament greens fee” that each player pays, there is an additional shotgun fee for the group; \$500 on Mondays (the extra fee is paid for the privilege of exclusive use of the golf course during the shotgun tournament). Actual practice is to schedule shotgun tournaments from September through May on Mondays and Fridays. The current policy does not have the language for Fridays at the additional fee of \$1,000.

Staff is recommending that shotgun tournaments also be held on one Monday per month, in the months of June through August. This will add an opportunity for golfers to enjoy a shotgun tournament during the summer months, on a Monday, which is the slowest play day of the week. In order to keep the course partially open to the public on these Mondays when a shotgun tournament would be scheduled, a shotgun tournament would be held in the afternoon, and an “open to the public” shotgun tournament would be held in the morning. Holding a shotgun tournament for the public is very popular at the golf course and requested often.

The current policy also states the shotgun group must purchase food service at a minimum of \$6.00 per player, and the proposal is revise the language in the policy to peg the minimum cost that a tournament player must spend on food at the cost of a basic lunch box (current cost is \$10) at Mulligans Café, the restaurant at the golf course. In addition, the minimum food service purchase cost would be approved by the Golf Advisory Committee when Mulligans increases their basic lunch box price. Having a requirement for the purchase of food service at the golf course restaurant protects the revenue stream for the restaurant when the golf course is closed to the public for the shotgun tournaments.

The recommended policy language is:

Shotgun tournaments may be scheduled during the months of September to May on Mondays and Fridays. Shotgun groups must pay green fees for a minimum of 100 players and a maximum of 120 players, plus a shotgun fee of \$500 for Monday play and \$1,000 for Friday play.

Shotgun tournaments may be scheduled during the months of June through August on one Monday per month, in the afternoon, scheduled at the discretion of the Director of Golf. Double shotguns will not be approved, but single shotgun tournaments may be held with the tournament group starting in the afternoon, and a shotgun tournament may be held in the morning, open to the public at large, scheduled at the discretion of the Director of Golf.

The tournament groups must purchase minimum food service at the current cost of a basic lunch box, per person (rate would apply to actual number of players); any increase in the cost of a basic lunch box would be approved by the Golf Advisory Committee.

Other proposed changes to the policy are for updating purposes only, as they reflect current practice, or were approved during previous fiscal years:

1. Weekend is defined as Friday, Saturday and Sunday for public tournaments.
2. Double shotgun tournaments, held in September through May, are generally scheduled for a 7:30 am and 1:00 pm start.
3. Golf carts are mandatory for weekend public tournaments (this assists with the speed of play). (Note: golf carts are already required for shotgun tournaments in the policy.)

Financial Considerations

Staff analyzed the financial effect of expanding the shotgun tournaments to the summer. A study was performed of number of rounds on Mondays from May 15, 2007 through September 11, 2007. The range of rounds was 181 - 473, the average being 247 rounds. At the current resident rate of \$29 (without discounts), average revenue for a Monday would be \$7,163. However, since most golfers have a discount such as the frequent user discount, the average revenue (at the rate of \$24) would be a high of \$5,928 for 247 rounds.

Under the proposed policy, having one shotgun tournament on one Monday a month during the months of June through August, with a group of 120 golfers at the tournament rate of \$30 would bring in revenue of \$3,600 in the afternoon. Also, a shotgun fee of \$500 would be paid, for a total of \$4,100.

A shotgun tournament for the public would be held in the morning with 100 players at \$24 each (the frequent user rate; some golfers would be paying more), would bring in \$2,400. Shotgun tournaments for the public are very popular, and usually filled to capacity. This would bring the total shotgun tournament revenue for a Monday in the summer to \$6,500; approximately a \$500 increase over an average day.

Thus, the golf course would not lose revenue from having one Monday a month in the summer scheduled for shotgun tournaments. In addition, the shotgun tournament in the afternoon would be utilizing Mulligan's for food service, increasing the concessionaire revenue.

Golf Advisory Committee Recommendation

At their regularly scheduled meeting of November 7, 2007, the Golf Advisory Committee unanimously recommended that the Park and Recreation Commission approve the proposed changes to the Shotgun Tournament Policy.

PREPARED BY: Nancy Woods, Parks and Recreation Business Manager

APPROVED BY: Nancy L. Rapp, Parks and Recreation Director