

Council Meeting of
March 22, 2011

Honorable Mayor and Members
of the City Council
City Hall
Torrance, California

Members of the Council:

SUBJECT: Parks and Recreation Commission and Community Services – Approve fee changes at Sea Aire Golf Course and adopt RESOLUTION.

RECOMMENDATION

Recommendation of the Parks and Recreation Commission and the Community Services Director that City Council approve fee changes and adopt a **RESOLUTION** setting new fees for Sea Aire Golf Course.

Funding

Not Applicable.

BACKGROUND

The City has a projected budget shortfall for the current 2010-11 fiscal year of \$5.5 million due to revenue shortfalls. On October 12, 2010, the City Manager proposed modifications and revisions to the 2010-2011 fiscal year operating budget to bring it back into balance. As part of the solution, the Community Services Department was asked to raise fees to achieve an additional \$250,000 in revenues in the Recreational and Cultural Services Divisions. Based on the Market Rate Study, one of the areas staff felt could be increased was golf fees at Sea Aire Golf Course.

Based on participation rates at Sea Aire Golf Course of approximately 25,000 participants a year, the Department calculated that increases in fees could raise \$95,000 over a 12 month period.

The Department proposed the following fee increases:

Group*	Old Fee per Round (Approved for 2010-11)	Proposed New Fee per Round
Youth (17 and under)	\$4	\$6
Seniors (50 and over)	\$4	\$8
Adult (18-49)	\$6	\$10

The Community Services Department informed the public about the pending increases by posting signs at all program facilities (such as Sea Aire Golf Course), classrooms, and on the Department's website.

The senior citizen community expressed their concern over the proposed fee increases at Sea Aire Golf Course prior to the budget meeting. These concerns led the Community Services Director to recommend to the City Manager that the fee increases for seniors be withdrawn. At the October 12, 2010, Council meeting, staff were directed to conduct additional analysis and bring back a recommendation through the Parks and Recreation Commission as soon as possible. However, the adult and youth golf fee increases were approved as planned.

At the October 19, 2010, Council meeting, the City Council asked staff to include youth fees in the analysis. As this analysis was addressing two of the three fee categories, staff felt it would be appropriate to review adult fees at the same time.

ANALYSIS

The Recreation Services Division staff conducted an exhaustive analysis of golf courses throughout Southern California to find relevant courses that provide an "apples to apples" comparison and match up with Sea Aire's unique qualities as a municipal pitch-and-putt course at 510 yards. The criteria developed for comparison is as follows:

- Municipal courses
- 9 Hole Pitch-and-Putts
- Courses under 1,000 yards

Executive courses (3 par+) and courses over 1,000 yards were excluded because they provide a different golf experience than Sea Aire, while private courses were excluded as they set their rates based on a different profit model.

To better understand the needs of its most active users, staff met with members from the American Youth Golf Association, the Sea Aire Senior Golf Club, and the Sea Aire Ladies Golf Club to discuss possible fee alternatives. The Senior and Ladies Clubs are City Charter Clubs and have a long standing relationship with the City. Their feedback was very informative and helpful in assisting staff with user issues relevant to determining prices. Their input has been incorporated into the proposed fee structure in the table below.

The most significant change to the proposed pricing structure is a shift from one fee to the industry standard of prime time/non-prime time fees. This model allows the City to maximize cost recovery during its busiest times, but still offer savings to the public during the times when the course is least used. At the time of analysis, Torrance defines prime time as weekends and holidays.

Due to the uniqueness of Sea Aire, staff were only able to identify two comparable courses, Burbank-De Bell and LA City-Rancho Park, that met the evaluation criteria as short course municipal parks, but these proved to be valuable in establishing the local market rate. It is believed that the proposed fees are within the market rate for municipal courses and that there will not be a significant drop off in participation if these fees are implemented.

For a look at the course analysis and the additional information on all 25 courses in the evaluation, please see Attachments B and C.

2010-2011 New Fee Proposal

Group*	Old Fee per Round (Approved for 2010-11)	New Fee Non-Prime	New Fee Prime Time	Non-Resident
Youth	\$4	\$4	\$5	Rate +\$1
Seniors	\$4	\$4	\$6	Rate +\$1
Adult	\$6	\$7	\$8	Rate +\$1

*Youth are defined as 17 and under; seniors are 50+; and adults are 18-49

The Senior and the Ladies Golf Clubs, both City of Torrance Charter Clubs, will retain their current weekly reservations; the Ladies play on Thursday mornings from 8:30 a.m. to 11:00 a.m. while the Seniors play on Friday mornings from 8:30 a.m. to 11:00 a.m. Sea Aire is not open to the public during the Senior and Ladies clubs reserved times. As Charter Clubs, it is appropriate that members would continue to pay at Non-Prime Resident rates (\$4) during their reserved hours. In addition, Commission recommended that the Senior Discount Books be continued because of their convenience and popularity with the senior community. Under the new fee schedule, the Senior Discount Books allow for 11 rounds of golf for the price of 10 rounds (\$40) during non-prime hours.

At the November 9, 2010, Parks and Recreation Commission meeting, staff provided an analysis of the 2009-2010 participation totals for Prime/Non-Prime, Adult, Youth, Seniors, Residents and Non-Residents (Attachment D). This new information has allowed for a recalculation of potential revenue using revised participation numbers. Senior and youth advocates provided input on user issues which fostered a great deal of thoughtful discussion from the Commissioners and the public. The Commission voted to recommend that Non-Prime rates for youth and seniors remain unchanged at \$4 per round. The Commission also recommended to reduce the adult rates from \$10 to \$7 as they were concerned that if adult participation numbers dwindled so would the youth numbers. Staff will continue to monitor participation rates and evaluate marketing options.

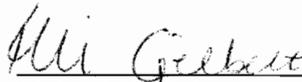
Subsequent to the November 9, 2010, Park and Recreation Commission meeting, staff continued to evaluate and analyze the impacts of the increased rates in both the youth and adult categories. The findings have further demonstrated that these increased fees

have greatly impacted not only the youth and adult participant levels, but also the overall revenue that was being achieved.

The Department believes that the new fees and changes to the additional pricing structure to prime/non-prime will achieve approximately \$68,000 in new revenue over the next 12 month period. This equates to a decrease of \$27,000 from the original revenue projection submitted on October 12, 2010. The anticipated loss of revenue will be addressed during the budget process for Fiscal Year 2011/2012. Staff will continue to monitor participation numbers and collect feedback from Sea Aire participants.

Respectfully submitted,

PARKS & RECREATION COMMISSION



KERI GILBERT
Chairperson



JOHN JONES
Community Services Director

NOTED:


LeROY J. JACKSON
City Manager

Attachments: A. Resolution setting new fees
B. Sea Aire Course Fee Study Summary
C. Sea Aire Market Fee Comparison
D. Sea Aire Revenue Projection
E. E-mails from various community members

RESOLUTION NO. 2011-XX**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF TORRANCE SETTING FEES FOR SEA AIRE GOLF COURSE BY AMENDING RESOLUTION 2009-66 (PORTION OF SECTION 14) - FEES FOR SEA AIRE GOLF COURSE**

WHEREAS, in 2009 City Council adopted Resolution 2009-66 setting fees for Sea Aire Golf Course; and

WHEREAS, in 2010 staff recommended increases to the fees at Sea Aire Golf Course to meet the market rate; and

WHEREAS, the public response to the fee increases led City Council to request further investigation and analysis by staff; and

WHEREAS, on November 9, 2010, the Parks and Recreation Commission approved new fees for Sea Aire Golf Course, including prime time and non-prime time categories and additional fees for non-residents; and

WHEREAS, the Community Services Department wishes to continue to provide the community with a unique golf experience; and

NOW THEREFORE, the City Council of the City of Torrance does hereby amend the portion of Section 14 of Resolution No. 2009-66 relating to the fees for Sea Aire Golf Course as follows:

Fees for Sea Aire Golf Course			
Group*	New Fee		
	Non-Prime	Prime Time	Non-Resident
Youth (17 and under)	\$4	\$5	Rate +\$1
Seniors (50 and over)	\$4	\$6	Rate +\$1
Adults (18 to 49)	\$7	\$8	Rate +\$1

INTRODUCED, APPROVED AND ADOPTED this 22nd day of March, 2011.

APPROVED AS TO FORM:
JOHN L. FELLOWS III, City Attorney

Mayor Frank Scotto
ATTEST:

by _____
Patrick Q. Sullivan, Assistant City Attorney

Sue Herbers, City Clerk

City of Torrance
Community Services Department
Sea Aire Golf Course Fee Study

ATTACHMENT B

Evaluation Criteria

- Courses are Municipal Courses.
- Courses are 9 Hole Pitch-and-Putts.
- Courses are under 1,000 yards.

Youth					City of Torrance Proposed Fee		
City and Course	Pub/Priv	Yards	Non-Prime	Prime	Non-Prime	Prime	Non-Resident
Burbank--De Bell	Public	645	\$ -	\$ -			
LA City--Rancho Park	Public	992	\$ 3.50	\$ 4.50	\$ 4.00	\$ 5.00	Rate +\$1
Municipal Market Average			\$ 1.75	\$ 2.25			
City and Course					City of Torrance Proposed Fee		
City and Course	Pub/Priv	Yards	Non-Prime	Prime	Non-Prime	Prime	Non-Resident
Newport Hyatt	Private	645	\$ 9.00	\$ 12.00			
Studio City--Weddington	Private	975	\$ 10.00	\$ 11.00			
La Jolla--Spindrift	Private	633	\$ 7.50	\$ 7.50			
Private Market Average			\$ 8.83	\$ 10.17			
Total Market Average			\$ 6.00	\$ 7.00			

Senior					City of Torrance Proposed Fee		
City and Course	Pub/Priv	Yards	Non-Prime	Prime	Non-Prime	Prime	Non-Resident
Burbank--De Bell	Public	645	\$ 2.50	\$ 8.00			
LA City--Rancho Park	Public	992	\$ 5.00	\$ 8.00	\$ 4.00	\$ 6.00	Rate +\$1
Municipal Market Average			\$ 3.75	\$ 8.00			
City and Course					City of Torrance Proposed Fee		
City and Course	Pub/Priv	Yards	Non-Prime	Prime	Non-Prime	Prime	Non-Resident
Newport Hyatt	Private	645	\$ 17.00	\$ 19.00			
Studio City--Weddington	Private	975	\$ 7.50	\$ 11.00			
La Jolla--Spindrift	Private	633	\$ 7.50	\$ 7.50			
Private Market Average			\$ 10.67	\$ 12.50			
Total Market Average			\$ 7.90	\$ 10.70			

Adult					City of Torrance Proposed Fee		
City and Course	Pub/Priv	Yards	Non-Prime	Prime	Non-Prime	Prime	Non-Resident
Burbank--De Bell	Public	645	\$ 4.00	\$ 8.00			
LA City--Rancho Park	Public	992	\$ 7.00	\$ 8.00	\$ 7.00	\$ 8.00	Rate +\$1
Municipal Market Average			\$ 5.50	\$ 8.00			
City and Course					City of Torrance Proposed Fee		
City and Course	Pub/Priv	Yards	Non-Prime	Prime	Non-Prime	Prime	Non-Resident
Newport Hyatt	Private	645	\$ 17.00	\$ 19.00			
Studio City--Weddington	Private	975	\$ 10.00	\$ 11.00			
La Jolla--Spindrift	Private	633	\$ 7.50	\$ 7.50			
Private Market Average			\$ 11.50	\$ 12.50			
Total Market Average			\$ 9.10	\$ 10.70			

Club Rates--Ladies Golf Club \$4 Thursday 8:30 am to 11:00 am
 Club Rates--Senior Golf Club \$4 Friday 8:30 am to 11:00 am

Senior Discount Books are available for \$40 (11 rounds of golf for the price of 10) and can be used during non-prime hours only.

SEA AIRE GOLF COURSE AND MARKET FEE COMPARISONS TO OTHER COURSES

(as of: 10-29-10)

NAME of COURSE	CITY, COUNTY or PRIVATELY OWNED	Distance and # of Holes	Pitch & Putt (short 3 par), Executive (short, 3-4 par), 18 hole (w/two 9 holes)	Time (Prime, Non-Prime, Twilight)	When	Resident & Non-Resident	Youth (17 & under)	Adult (18-49 yrs old)	Senior (50 & over)	DISCOUNT PROGRAMS		
										Senior "Age"	Additional Annual Fee for Sr Discount	Sr. Discount Program &/or Miscellaneous Information
1	Sea Aire Torrance City-owned LA County	510 Yards 9 Holes	Pitch and Putt	Prime Non-Prime Twilight	Current fees not split into these categories; only Resident/ Non-Resident fees exist for each age group Mon.-Fri.	Resident Non-Resident	Not applicable \$6 \$7	Not applicable \$10 \$11	Not applicable \$4 \$5	Not applicable	\$5 Sr.Club (at Bartlett) and \$5 Sr Golf Club @ Sea Aire	Discount Pass Program \$40 (11 passes for the Sr. resident price of 10)
2	Spin Drift La Jolla Privately Owned Open to Public	633 Yards 9 Holes	Pitch and Putt	Non-Prime Time Prime Twilight Non-Prime	Mon.-Fri. Sat/Sun and Holidays Not applicable	Resident Non-Resident	\$7.50 \$7.50 \$7.50	\$7.50 \$7.50 \$7.50	Not applicable	No difference between age or Res/Non-res. players; all pay same \$7.50	Not applicable	Not applicable
3	Newport Beach Hyatt Privately Owned Open to Public	645 Yards 9 Holes	Pitch and Putt	Non-Prime Prime Twilight	Mon.-Thur. Fri.-Sun.	Resident Non-Resident	\$9 \$12 \$12	\$17 \$19 \$19	\$17 \$19 \$19	No Senior Rate; Adults and Seniors pay same fee		
4	De Bell Burbank L.A. County	660 Yards 9 Holes	Pitch and Putt	Non-Prime Time Prime Twilight	Mon.- Thur. Fri/Sat/Sun, and Holidays 2 hrs before sunset, Non-Prime Mon.-Fri.	Resident Non-Resident	\$ \$4 \$8	\$4 \$4 \$8	\$2.50 \$4 \$8	60 + Must be a Resident for Discount		
5	Studio City Weddington Privately Owned Open to Public	975 Yards 9 Holes	Pitch and Putt	Non-Prime Time Prime Twilight Non-Prime	Mon.-Fri. Sat/Sun 2 hrs prior to dusk Weekdays Only	Resident Non-Resident	\$10 \$11 \$8	\$10 \$11 \$8	\$7.50 \$11 \$5.50	65+		
6	Rancho Park Los Angeles City City-owned	992 Yards 9 Holes	Pitch and Putt	Non-Prime Time Prime Twilight	Mon.- Thur. Fri/Sat/Sun, and Holidays Not applicable	Resident Non-Resident	\$3.50 \$3.50 \$4.50	\$7.00 \$7.00 \$8.00	\$5.00 \$5.00 \$8.00	55+ American Golf Membership Required	\$4 a month (\$48 annually) American Golf Senior Members	

Sea Aire versus other Pitch n Putts	Yards	Time (Prime, Non-Prime, Twilight)	When	Resident & Non-Resident	Youth (17 & under)	Adult (18-49 yrs old)	Current Fee Senior (50 & over)	Senior "Age"	Additional Annual Fee for Sr Discount	Sr. Discount Program &/or Miscellaneous Information
Average Yards of other Courses	781 yards	Non-Prime time	3 Mon.- Thur. & 2 Mon.-Fri.	Resident Non-Resident	\$6.80 \$7.00	\$9.10 \$10.70	\$7.90 \$10.70	2 have no Sr rate (Adult/Sr's same fee) Average of the 3 that do have Senior rates identify Sr's as = 60+ yrs old	Only one other course charges addnl fee of \$4 mo. (\$48 annually)	No other courses had any additional Discount or other miscellaneous program to reduce fees
		Twilight-time (2 hrs prior to dusk)	3 Fri/Sat/Sun & 2 Sat/Sun 3 without & 2 with	Resident Non-Resident	\$6.00 \$7.00	\$6 \$7	\$4.75 \$5.75			

"Proposed" Raise to Sea Aire Golf Course Senior Fees:
Resident \$8 (Senior Discount Pass Program proposed: 10 passes for \$64 which equals \$6.40 per round)
Non-Res \$9

SEA AIRE GOLF COURSE AND MARKET FEE COMPARISONS TO OTHER COURSES

NAME of COURSE	CITY, COUNTY or PRIVATELY OWNED	Distance and # of Holes	Pitch & Putt (short 3 par), Executive (short, 3-4 par), 18 hole (w/two 9 holes)	Time (Prime, Non-Prime, Twilight)	When	Resident & Non-Resident	Youth (17 & under)	Adult (18-49 yrs old)	Senior (50 & over)	Senior "Age"	Additional Annual Fee for Sr Discount	Sr. Discount Program &/or Miscellaneous Information
7 Lake Forrest	Lake Forrest Orange County	1115 Yards 9 Holes	Executive Course Par 29	Non-Prime Time	Mon-Fri	Resident	\$12	\$14	\$9	55+	\$4 a month for American Golf Senior Members	Juniors 13 and Under
				Prime	Sat./Sun. and Holidays	Non-Resident	\$12	\$16	\$12			
				Twilight	Not applicable	Non-Resident	\$14	\$16	\$12			
8 The Lakes	El Segundo City-owned	1327 Yards 9 Holes	Executive Course Par 29	Non-Prime Time	Mon.-Fri.	Resident	\$7	\$8	\$6	55+	Not applicable	Juniors 13 and Under
				Prime	Sat./Sun.	Non-Resident	\$8	\$11	\$8			
				Twilight	Not applicable	Non-Resident	\$11	\$13	\$10			
9 Cerritos Ironwood	Cerritos City-owned	1468 Yards 9 Holes	Executive Course Par 29	Non-Prime Time	Mon.-Fri.	Resident	\$6.50	\$9	\$7	60+		
				Prime	Sat./Sun.	Non-Resident	\$7.50	\$11	\$7.50			
				Twilight	Not applicable	Non-Resident	\$7.50	\$12	\$12			
10 Bixby Village	Long Beach City-owned	1567 Yards 9 Holes	Executive Course Par 29	Non-Prime Time	Mon.-Fri.	Resident	\$7	\$13	\$8	62 +	Gift Card (pay \$80 for \$88 gift card)	Junior 14 and below
				Prime	Sat./Sun.	Non-Resident	\$7	\$13	\$8			
				Twilight	N/A	Non-Resident	\$7	\$15	\$15			

Time (Prime, Non-Prime, Twilight)	When	Resident & Non-Resident	Youth (17 & under)	Adult (18-49 yrs old)	Current Fee Senior (50 & over)	Senior "Age"	Additional Annual Fee for Sr Discount	Sr. Discount Program &/or Miscellaneous Information
No differences; all the same	7 days wk	Resident	\$6	\$10	\$4	50 & over	\$5 Sr. Club & \$5 Sr. Golf Club	Discount Pass 40 (11 passes for the Sr.
Non-Prime time	3 Mon.- Thur. & 2 Mon.-Fri.	Resident	\$8.13	\$11	\$7.50	To Qualify as a Sr. Average Age for Senior Citizen		
Prime-time	3 Fri/Sat/Sun & 2 Sat/Sun	Non-Resident	\$8.63	\$12.25	\$8.13	68		
Twilight-time (2 hrs prior to dusk)	3 without & 2 with	Non-Resident	\$8.88	\$12.75	\$11.75			
		Resident	\$9.88	\$14	\$12.25			
		Non-Resident	NA	NA	NA			
		Non-Resident	NA	NA	NA			

Sea Aire versus Exec Courses

Yards	Sea Aire (Torrance)
510 yds	Average Fees of Executive Courses with longer yards than a Pitch n Putt & several 4 &/or 5 par holes
Average Yards of other Exec Courses	1,369 yards

"Proposed" Raise to Sea Aire
Golf Course Senior Fees:

Resident \$8
Non-Res \$9

(Senior Discount Pass Program proposed: 10 passes for \$64 which equals \$6.40 per round)

SEA AIRE GOLF COURSE AND MARKET FEE COMPARISONS TO OTHER COURSES

NAME of COURSE	CITY, COUNTY or PRIVATELY OWNED	Distance and # of Holes	Pitch & Putt (short 3 par), Executive (short, 3-4 par), 18 hole (w/two 9 holes)	Time (Prime, Non-Prime, Twilight)	When	Resident & Non-Resident	Youth (17 & under)	Adult (18-49 yrs old)	Senior (50 & over)	Senior "Age"	Additional Annual Fee for Sr Discount	Sr. Discount Program &/or Miscellaneous Information
11 Southgate	Southgate L.A. County	1010 Yards 9 Holes	Par 3	Non-Prime Time	Mon-Fri	Resident	\$4	\$5	\$4	55+ Senior Discount	Not applicable	Not applicable
				Prime	Sat./Sun. and Holidays	Non-Resident	\$4	\$5	\$4			
				Twilight	Not applicable	Non-Resident	\$5	\$6.50	\$5			
12 Los Feliz	Los Angeles City-owned	1043 Yards 9 Holes	Par 3	Non-Prime Time	Mon-Thur.	Resident	\$2	\$5.50	\$4	65+ Must have Resident Senior Card for Discount		
				Prime	Fri./Sat/Sun and Holidays	Resident	\$2	\$5.50	\$4			
				Twilight	N/A	Non-Resident	\$2.50	\$6.25 Fri \$7 Wknd/Hol	\$4.75 Fri \$7 Wknd/Hol			
16 Manhattan Marriott	Manhattan Beach Privately owned Open to Public	1220 Yards 9 Holes	Par 3	Non-Prime Time	Mon-Thur.	Resident	\$17	\$17	\$17			
				Prime	Fri./Sat./Sun.	Non-Resident	\$17	\$17	\$17			
				Twilight	Not applicable	Non-Resident	\$19	\$19	\$19			
17 Compton	Compton L.A. County	1300 Yards 9 Holes	Par 3	Non-Prime Time	Mon-Fri	Resident	\$5	\$5	\$5	65+		
				Prime	Sat./Sun. and Holidays	Non-Resident	\$5	\$5	\$5			
				Twilight	Not applicable	Non-Resident	\$6	\$6	\$6			

Time (Prime, Non-Prime, Twilight)	When	Resident & Non-Resident	Youth (17 & under)	Adult (18-49 yrs old)	Senior (50 & over)	Senior "Age"	Additional Annual Fee for Sr Discount	Sr. Discount Program &/or Miscellaneous Information
No differences, all the same	7 days wk	Resident	\$6	\$10	\$4	50 & over	\$5 Sr Club & \$5 Sr Golf Club	Discount Pass 40 (11 passes for the Sr.
Non-Prime time	3 Mon.- Thur. & 2 Mon.-Fri.	Resident	\$7	\$8.38	\$7.50	To Qualify as a Sr. Average Age for Senior Citizen		
Prime-time	3 Fri./Sat/Sun & 2 Sat/Sun	Non-Resident	\$8.13	\$9.44	\$8.69	61		
Twilight-time (2 hrs prior to dusk)	3 without & 2 with	Resident	NA	NA	NA			
		Non-Resident	NA	NA	NA			

Yards	Sea Aire (Torrance)
510 yds	Average Fees of Par 3 Courses with longer yards than a Pitch n Putt but less than Executive all 3 par holes
Average Yards of other Exec Courses	1,143

Sea Aire versus Par 3 Courses

"Proposed" Raise to Sea Aire
Golf Course Senior Fees:
Resident \$8
Non-Res \$9

(Senior Discount Pass Program available: 10 passes for \$64 which equals \$6.40 per round)

SEA AIRE GOLF COURSE AND MARKET FEE COMPARISONS TO OTHER COURSES

NAME of COURSE	CITY, COUNTY or PRIVATELY OWNED	Distance and # of Holes	Pitch & Putt (short 3 par), Executive (short, 3-4 par), 18 hole (w/two 9 holes)	Time (Prime, Non-Prime, Twilight)	When	Resident & Non-Resident	Youth (17 & under)	Adult (18-49 yrs old)	Senior (50 & over)	Senior "Age"	Additional Annual Fee for Sr Discount	Sr. Discount Program &/or Miscellaneous Information
18 Alondra Park	Lawndale L.A. County	1000 yards 9 Holes	18 Hole Pitch and Putt Back 9	Non-Prime Time	Mon.-Fri.	Resident	\$2.75	\$12	\$7	60+ Need County Card		
				Prime	Sat/Sun, Holidays	Non-Resident	\$4	\$14.50	\$7			
				Twilight	2pm and after	Non-Resident	\$4	10.25/11.25	\$7			
19 Heartwell	Long Beach L.A. County	1016 Yards 9 Holes	18 Hole Pitch and Putt either 9 available	Non-Prime Time	Mon.-Fri.	Resident	\$12.50	\$12.50	\$7	61+ Long Beach Senior Card		Senior Residents \$11 before 12pm \$7 after 12pm Every Day Pricing
				Prime	Sat./Sun. and Holidays	Non-Resident	\$15.50	\$15.50	\$15.50			
				Twilight	N/A	Resident	\$17.50	\$17.50	\$17.50	n/a	n/a	
20 Dominguez	Dominguez L.A. County	Front 1036 Back 1047 9 Holes	18 Hole Pitch and Putt either 9 available Par-54	Non-Prime Time	Mon.-Fri.	Resident	\$5	\$12	\$12	Not applicable		
				Prime	Sat./Sun, and Holidays	Non-Resident	\$7	\$13	\$13			
				Twilight	Not applicable	Non-Resident	\$7	\$13	\$13			
21 Scholl Canyon	Glendale L.A. County	1500 Yards 9 Holes	18 hole Executive Course any 9 available for play	Non-Prime Time	Mon-Fri	Resident	\$8.50	\$10	\$8	60+ American Golf	\$4 a month for American Golf	9 holes only during wk twilight only on wknds
				Prime	Sat./Sun, and Holidays	Non-Resident	\$10	\$10	\$10			
				Twilight	MA	Non-Resident	\$10	\$10	\$10			
22 Los Verdes	Palos Verdes LA County City-owned	2879 Yards 9 Holes	18 holes w/ two 9 hole back 9 available in am	Non-Prime Time	Mon.-Friday	Resident	\$25.25	\$25.25	\$20.25	65+ Senior Discount on 9 holes during week	Not applicable	Not applicable
				Prime	Sat./Sun. and Holidays	Non-Resident	\$28.75	\$28.75	\$28.75			
				Twilight	Not applicable	Non-Resident	\$28.75	\$28.75	\$28.75			
23 Big Rec Park	Long Beach City of Long Bch	Back 3000 Yds. 9 Holes	18 holes w/ two 9 hole back 9 available in am	Non-Prime Time	Mon.-Thur.	Resident	\$16.50	\$16.50	\$16.50	65+ Long Beach Seniors Only	\$4 mo. dues (\$48 annual)	
				Prime	Fri./Sat./Sun. and Holidays	Non-Resident	\$18.50	\$18.50	\$18.50			
				Twilight	after 2pm	Non-Resident	\$17/\$20 \$20/\$24	\$17/\$20 \$20/\$24	\$18.50			
24 Victoria	Carson L.A. County	3434 Yards 9 Holes	18 holes w/ two 9 hole back 9 only	Non-Prime Time	Mon.-Friday	Resident	\$16.25	\$16.25	\$16.25	Not applicable		
				Prime	Sat./Sun, and Holidays	Non-Resident	\$20.75	\$20.75	\$20.75			
				Twilight	NA	Non-Resident	\$20.75	\$20.75	\$20.75			
25 Harbor Wilmington	Wilmington L.A. County	Blue 3155 Yds Red 3003 Yds 9 Holes	9 Hole Executive Course	Non-Prime Time	Mon.-Thur.	Resident	\$5	\$16	\$16	65+ Need County Card		
				Prime	Fri./Sat./Sun.	Non-Resident	\$6	\$18	\$18			
				Twilight	Not applicable	Non-Resident	\$6	\$21	\$21			

SEA AIRE GOLF COURSE AND MARKET FEE COMPARISONS TO OTHER COURSES

NAME of COURSE	CITY, COUNTY or PRIVATELY OWNED	Distance and # of Holes	Pitch & Putt (short 3 par), Executive (short, 3-4 par), 18 hole (w/two 9 holes)	Time (Prime, Non-Prime, Twilight)	When	Resident & Non-Resident	Youth (17 & under)	Adult (18-49 yrs old)	Senior (50 & over)	Senior "Age"	Additional Annual Fee for Sr Discount	Sr. Discount Program &/or Miscellaneous Information
Sea Aire versus 18 hole Courses w/ 9 hole options	Torrance	510 yds	Sea Aire	No differences; all the same	7 days wk	Resident	\$6	\$10	\$4	50 & over	\$5 Sr Golf Club	Discount Pass 40 (11 passes for the Sr.
		Average Yards of 18 hole courses w/9 hole option 2,108	Average Fees of several 18 hole courses with 9 hole options. Longest yard courses, with many 4 & 5 par holes.	Non-Prime time	3 Mon.- Thur. & 2 Mon.-Fri.	Resident	\$10.19	\$13.39	\$11.44	2 have no Sr rate (Adults/Sr's same fee)	Only one other course charges addnl fee of \$4 mo. (\$48 annually)	No other courses had any additional discount or other miscellaneous program to reduce fees
				Prime-time	3 Fri/Sat/Sun & 2 Sat/Sun	Resident	\$12.06	\$15.44	\$13.67	Average of the 3 that do have Senior rates identify Sr's as = 60+ yrs old		
				Twilight-time (2 hrs prior to dusk)	3 without & 2 with	Resident	\$8.42	\$15.13	\$13.50			
						Non-Resident	\$9.42	\$15.13	\$13.50			

"Proposed" Raise to Sea Aire Resident \$8 Non-Res \$9
 Golf Course Senior Fees: available: 10 passes for \$64 which equals \$6.40 per round)

A **Pitch-and-putt course** (players only need 2 clubs, a pitching wedge & putter) or an approach course like **Sea Aire** is shorter than a par-3 course, primarily for beginners and experienced golfers to practice pitching, chipping, putting. Might include holes

Sea Aire Golf Course
Revenue Projection

33029
29726

Rounds in 2009-2010
Minus 10% Drop Off in 2010-11

Status	Group	Current Fee	Proposed Fee	Difference	Number of Rounds	Revenue
Resident	Youth--Prime	\$ 4	\$ 5	\$ 1	2210	\$ 2,210
	Senior--Prime	\$ 4	\$ 6	\$ 2	1247	\$ 2,495
	Adult--Prime	\$ 6	\$ 8	\$ 2	3762	\$ 7,524
	Youth--Non-Prime	\$ 4	\$ 4	\$ -	2721	\$ -
	Senior--Non-Prime	\$ 4	\$ 4	\$ -	6714	\$ -
	Adult--Non-Prime	\$ 6	\$ 7	\$ 1	5846	\$ 5,846
				22500		
				Sub Total		\$ 18,075
Non Resident	Youth--Prime	\$ 5	\$ 6	\$ 1	1212	\$ 6,062
	Senior--Prime	\$ 5	\$ 7	\$ 2	530	\$ 2,651
	Adult--Prime	\$ 7	\$ 9	\$ 2	1950	\$ 9,752
	Youth--Non-Prime	\$ 5	\$ 5	\$ -	878	\$ 6,149
	Senior--Non-Prime	\$ 5	\$ 5	\$ -	522	\$ 2,610
	Adult--Non-Prime	\$ 7	\$ 8	\$ 1	2133	\$ 10,665
				7226		
				Sub Total Rounds		
					Sub Total Revenue	\$ 37,887
				Total Rounds	29726	
	**Senior Discount Pass Books	\$ 40				\$ 12,000
	10 Rounds x \$5.00					
	X 300 Pass Books					
					Total Revenue	\$ 67,962

Horton, Sean

From: SCENTSBYSANDY@aol.com
Sent: Friday, March 04, 2011 6:19 PM
To: Horton, Sean
Subject: Course Fees

I felt it necessary to send an email and give my opinion on the fees and other issues at Sea-Aire Golf Course.

First of all I am left handed and the mats for those that are left handed are always DIRTY. It would be nice if left handed players had the same level of cleanliness that those that are right handed has at the course. I have been going there for years and it just seems to get worse rather than better.

The raise of fees to \$11.00 per person is simply OUTRAGEOUS to say the least. Also raising fees without any improvements is even worse. This used to be a good place to take the kids, that people could afford and that is no longer so. At \$11.00 per person it is hardly affordable. It would be less expensive to take the kids to the movies. It is clear that the owners of Sea-Aire Golf Course are no longer concerned with having a family environment where a FAMILY can afford to go and enjoy themselves as a family.

There has to be better ways to make money without being greedy and making it impossible for us to stay in our neighborhood and enjoy a family outing. This is one family, and I am sure there are many more, that will no longer be going to spend outrageous amounts of money to go to your golf course.

Sorry you felt the need to stop families from enjoying themselves at reasonable rates.

Sincerely,
Residents of Torrance

Sandy Snow
Ronnie Taylor
Allen Wittig

Horton, Sean

From: Jeff & Christy [hoysrus@roadrunner.com]
Sent: Sunday, February 06, 2011 6:51 PM
To: Horton, Sean
Subject: Sea Aire green fees

Dear Sean,

I am sending this note to express my extreme disappointment and objection to the decision made several months ago to raise the green fees at Sea Aire Golf course. That decision came only about 2 months after an increase in fees that was implemented in July of 2010. Then, in October 2010, another increase was implemented, this time a ridiculously large increase.

My wife and I had been playing an average of 4 rounds per week and all the starters can verify that as we know them all. We have been playing this frequently for almost 20 years. If you do the math, this adds up to an enormous amount of golf at Sea Aire.

Since the implementation of the ridiculously high green fees, we have simply and regretfully ceased playing at Sea Aire.

Word reached us that the Parks and Rec. Dept was re-evaluating the fees and that prompted us to send this note. Hopefully, this note will be taken into consideration and fees will be returned to something more reasonable. At that time, we will gladly resume our play at Sea Aire Golf.

Please feel free to reply to this e-mail if you wish. Hopefully, Jeffrey and Christy Hoy

Horton, Sean

From: Zapot0111@aol.com
Sent: Friday, February 25, 2011 1:15 PM
To: Horton, Sean
Cc: Jackson, LeRoy; Jones, John; millpie@sbcglobal.net
Subject: Visit to Sea-Aire Golf Course on Sunday February 20, 2011

Dear Mr. Horton:

I am sending this correspondence to you regarding my recent visit to our wonderful City of Torrance treasure and hidden gem, the Sea-Aire Golf Course, this past Sunday afternoon. In fact, to my knowledge, this is the only golf facility available to the general public within the city's approximately 21 square miles.

My golfing buddy and I arrived just before 3:00 p.m. for a nice afternoon of golfing as we have enjoyed at Sea-Aire many, many times over the years. When the office attendant requested \$20.00 for the two of us to play a round of golf, we went into sticker shock, to say the least. We could not believe that a round of golf at this nine hole facility could possibly cost in the double dollar digits per player (\$10.00 each for city residents and \$11.00 each for non-residents). The office attendant indicated that the current rate went into effect at the start of the fiscal year which was July 1, 2010. The former rate was \$5.00 each for city residents and \$6.00 each for non-residents. This means that the rate for City residents increased **100%** overnight from June 30, 2010 to July 1, 2010 while the rate for non-residents increased slightly less at **83%**. Both rate increases seem quite excessive to us. We can understand that fee increases are necessary from time to time, but a rate of 100% which amounts to a doubling of the fees is a bit much to endure all at once. We reluctantly paid the \$20.00 and went on to start our round of golf.

While practicing my swing when teeing off at the first hole, I noticed immediately that something in the view was different. The seven palm trees to left had a different look. That was it...the one closest to the tee off was now a faux palm tree because it was now actually a cell tower site appropriately disguised to blend in with the landscape. Bravo to the City for allowing a cell tower in this location (my guess because the elevation is great for reception) and blending it in so well with the landscape. I checked with the office attendant and he indicated the cell tower palm tree was constructed in the summer of 2010. This got me thinking about the excessive rate increase that was implemented during this very same period. These are some of the questions that I have thought about and would truly appreciate some answers to:

1. What telecommunications company did the City of Torrance enter into an agreement with for the use of City property for a cell tower site at Sea-Aire and what are the terms of such agreement? Specifically, what revenue stream does the City realize from such agreement for the use of the Sea-Aire golf course property?
2. If the Sea-Aire golf course property is now bringing in a new revenue that did not previously exist, would one not rationalize that maybe golf course rates should **decrease** rather than **increase**? This seems logical to me but maybe I am missing some of the other pieces to the puzzle. Please enlighten me if you can. (Honestly, if actually ever considering decreasing rates is taboo from the City's perspective, I could live with just rolling back the rates to what they were prior to the start of this current fiscal year and leaving them there as long as the new revenue stream at the golf course property continues).

In conclusion, I would appreciate a response to the questions I have raised regarding the Sea-Aire golf course facility and would like to further mention that the rest of our Sunday afternoon golf adventure at Sea-Aire was a great experience as it usually is with exception, of course, to the excessive fees currently in force.

Sincerely,

John P. Gilbert
 3426 W 226th Street
 Torrance, California 90505
 Home telephone: (310) 326-1486
 E-mail: zapot0111@aol.com

cc: LeRoy J. Jackson, City Manager
John R. Jones, Community Services Director
John E. Miller, Torrance Resident and Fellow Sea-Aire Golfer

Horton, Sean

From: Wes Davidson [WesD@allaccessinc.com]
Sent: Tuesday, February 22, 2011 4:34 PM
To: Horton, Sean
Subject: Sea-Aire Golf Course Fees

Hello Mr. Horton,

I was told to contact you regarding the new rates at Sea-Aire golf course in Torrance. If you have ever played there, then you know that the new \$10 fee (for Torrance residents) is absolutely overpriced. Please reconsider the fees. I love going to this mini pitch and putt, but I will have to go elsewhere if these rates stay the same. Thank you for your time.

Sincerely,

Wes Davidson

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Horton, Sean

From: John Lee [johnlee123@sbcglobal.net]
Sent: Sunday, February 27, 2011 9:37 PM
To: Horton, Sean
Subject: Sea Aire golf

Sir,
Why the drastic change in price??? I know that our city is looking at budget cuts but lets get real. Sea Aire is a community based recreation site designated towards seniors and the "father-son/daughter" weekend getaway. The price the city is charging for this pitch and putt is an outrage. Lets get real here, although i love this hideaway, it is a glorified park that has grass cut a little shorter on nine circular pieces of lawn with a hole in the center. The condition of this course has been the same since I started playing here when I was 7,-26 years ago and I'm sure if you speak to some of the seniors it's been longer than that. I'm all about raising prices to cover the cost of inflation, but not to help pull the city out of debt. Lets cut out the rose float (\$100,000) which means a whole lotta nothing, before price gouging the residence of Torrance.

John