





Leading up to the US Open the South Course will reduce the number of twilight times beginning on May 2 and the last day of public play before the tournament begins will be on June 6. On April 26, the South Course will be cart path only. Mr. Howard did not know when the North Course would be closed to the public in preparation for the U.S. Open.

### **ACTION ITEM**

#### **201. Torrey Pines Advanced Reservation Program**

Mr. Burchill was concerned that no discussion was had shortly after the last MGC meeting to limit advance reservations leading up to the U.S. Open. Now it is within 90 days of the tournament and people can advance book tee times until the start of the event. Mr. Howard stated that he did not think there would be much action after the last meeting regarding limiting advance reservation and apologized if that was miscommunicated by himself.

Mr. Howard highlighted a few points regarding the advanced reservation system used at City golf facilities. He said that the reason for the implementation of the system was to give fair and equitable access for everyone, as well as providing a better experience for customers trying to book tee times. In 2015 the Golf Division was audited and one of the outcomes was that it was required to get a new reservation and point of sale system that was more efficient so customers could book online.

Mr. Howard continued to explain that the COVID 19 pandemic has also been a driving force behind the inability for customers to book tee times as readily as they had in the past. He stated that resident advanced reservations are up 273 percent year over year. Also, in FY21 the Golf Division saw an increase of 28% in resident ID card sales. This equates to roughly 4,700 new golfers playing at City golf facilities. These new customers are coming in with new ideas of how they want to access their tee times and are willing to advance book them, rather than wait until seven days before they become available to book online with no fee.

One major factor driving revenue at Torrey Pines is advanced reservations for non-residents. In the first 6 months of the fiscal year there was a 13% decline in non-resident reservations. The revenue at Torrey Pines is down 180,000 in total. The South Course revenue is down 350,000 dollars and it was noted that the small amount of non-resident play is the driving force behind revenue generation at Torrey Pines. Even though rounds being played are up at Torrey Pines, the revenue is down in comparison to last year.

Mr. Howard stated that by doing a manual count of the advanced reservation program, 60 percent of the tee times surveyed were being booked without using an advanced booking fee. Mr. Howard also stated the Golf Division is experiencing an extremely high demand of customers wanting to play at all facilities. He wants to remind everyone that the Division is focused on making sure resident access is protected. 70 percent of tee times are allocated for City residents and they make sure that is in place through the templates that are used on a daily basis.

## **202. Mission Bay Golf Course Revitalization Plan Letter of Support**

Mr. Howard stated that the letter was sent out to the roughly 40,000 individuals who are in the City of San Diego golf facilities database. He said that they had not been getting a lot of information back. Mr. Walshok stated that there were 73 emails that were sent back to the MGC which needed to be gone over and responded to. The letter has not gone out to council members yet as there has been a lot of turnover recently. Also, the senior leadership team thought it would be best if it was brought up to City Council directly from members of the MGC. Mr. Carlson suggested forming a sub-committee to go as a group and get on the agenda to discuss this with City Council members. Mr. Block requested that Mr. Howard get him a list of the high school coaches whose teams use Mission Bay Golf Course so he can reach out to them and gauge their interest in getting their support for the golf course. Mr. Carlson and Mr. Walshok will go through the emails that were sent back to the MGC email account.

Meeting adjourned at 7:22 p.m.