



STAFF REPORT ACTION REQUIRED

Community User Access to City-run Golf Courses

Date:	May 26, 2010
To:	Community Development and Recreation Committee
From:	Brenda Patterson, General Manager, Parks, Forestry and Recreation
Wards:	2, 10, 11, 16, 23, 35, 39
Reference Number:	P:\2010\Cluster A\PFR\CD34-062410-AFS#12183

SUMMARY

The purpose of this report is to report back to the Community Development and Recreation Committee prior to the expiry of the current extension of the Agreement between the City and Golf Plus Marketing Inc. and prior to the issuance of the next Request for Proposal (RFP), on ensuring continued access to community user groups, including seniors, women and youth, to City-run golf courses, and including any other goals or priorities of the City in this regard.

Under the terms of the current agreement with Golf Plus Marketing Inc. (GPMI), a variety of different programs and services are offered at each of the City-run golf courses. In addition, other programs and services that promote community access are administered by the golf professional staff.

The Parks, Forestry and Recreation Division will ensure that the current programs and services at each of the City-run golf courses continue to be provided and performed. The Parks, Forestry and Recreation Division will also ensure that access to community user groups including seniors, women and youth, continues to be offered and that any future program development related to the needs of any community user groups is included in future Requests for Proposal.

RECOMMENDATIONS

The General Manager of Parks, Forestry and Recreation recommends that:

1. the current programs and services at each of the City-run golf courses continue to be provided and performed and that access to community user groups including seniors,

women and youth, continues to be offered, with the provision of same incorporated into the terms of forthcoming Requests for Proposal.

Financial Impact

Since 2000, the City has been paying a management fee to GPMI for Professional Services to operate and manage the five City-owned golf courses. The management fee payable to GPMI for the new one year term is \$315,000. This funding is available in the Parks, Forestry and Recreation's Golf Courses Operating Base Budget.

In 2008, the five golf courses generated gross revenue of \$5.9 million, with expenditures of \$4.8 million, which included the management fees to GPMI and ground maintenance costs. Net revenue to the City was \$1.1 million.

In 2009, the five golf courses generated gross revenue of \$4.4 million, with expenditures of \$4.0 million, which included the management fees to GPMI and ground maintenance costs. Net revenue to the City was \$0.4 million. The net revenue was impacted by the 39 day labour disruption.

The Deputy City Manager and Chief Financial Officer has reviewed this report and agrees with the financial impact information.

DECISION HISTORY

At its meeting of March 12, 2010, the Community Development and Recreation Committee considered a letter (March 3, 2010) from Councillor Paula Fletcher, requesting that prior to the expiry of the contract extension for the City-operated golf courses and prior to the issuance of the next RFP, the General Manager of Parks, Forestry and Recreation report on ensuring continued access by community user groups, including seniors, women and youth, to the golf courses, and any other priorities in this regard. The Committee referred the item to the General Manager of Parks, Forestry and Recreation for a report back.

Committee Decision Document (Item CD31.8):

<http://www.toronto.ca/legdocs/mmis/2010/cd/decisions/2010-03-12-cd31-dd.htm>

ISSUE BACKGROUND

Parks, Forestry and Recreation Division is responsible for the operation of five (5) City-owned golf courses: Dentonia Park Golf Course, Don Valley Golf Course, Humber Valley Golf Course, Scarlett Wood's Golf Course and the Tam O'Shanter Golf Course. The courses are located throughout the City and offer a range of golf experiences from a par three facility to full length regulation golf courses. The City provides the direct operation in terms of grounds maintenance and since 2000 Golf Plus Marketing Inc. (GPMI) has provided the balance of the operation including professional golf instruction, golf clinics, ticket sales, cart rentals and pro-shop services. The contract, which was

recently extended by City Council for a one year term plus one further extension of one year, stipulates certain requirements for community and specified user group access.

COMMENTS

The chart below illustrates the variety of different programs and services currently offered at each of the City-run golf courses under the current Agreement as per Clause 9 of the Professional Services Agreement dated April 1, 2000 that states:

- (9) Conduct a free clinic:
- (a) for the benefit of junior golfers (under 18 years of age) at least two times per season, on a timetable basis, if so directed, and at locations designated by the Commissioner;
 - (b) for the benefit of senior golfers (65 years of age or older) at least one time per season on a timetable basis, if so directed, and at locations designated by the Commissioner;
 - (c) other times as mutually agreed.

The chart also illustrates other programs and services that have been incorporated and developed by the golf professional staff and City staff that promote community access.

Golf Course	Current Agreement Programs & Services	Additional Programs & Services Offered
Don Valley	<ul style="list-style-type: none"> • Free Senior and Junior Clinics & Junior weekend Camps • Club Championship for all divisions (Junior, Senior, Men & Ladies) • Hosts City Championships • Senior and Junior discounted rates 	<ul style="list-style-type: none"> • Beginners' Clinics • Junior membership program • Administrative Junior membership • Family night weekday evening 9 hole
Dentonia Park	<ul style="list-style-type: none"> • Free Senior and Junior Clinics & Junior weekend Camps • Weekday Monday- Thursday-replay value ticket • Club Championship for all divisions (Junior, Senior, Men & Ladies) • Senior and Junior discounted rates 	<ul style="list-style-type: none"> • Ladies' League (Monday evenings & Wednesday evenings) • Free Ladies' clinics • Senior Championships • Junior Championships • Men's Open Championships • Closest to the Pin Challenge to support Junior development program • Beginners' Clinics • Family night weekday evening 9 hole

Golf Course	Current Agreement Programs & Services	Additional Programs & Services Offered
		<ul style="list-style-type: none"> • Hosts City of Toronto Par 3 Championships • Junior membership program
Humber Valley	<ul style="list-style-type: none"> • Free Senior and Junior Clinics & Junior weekend Camps • Club Championship for all divisions (Junior, Senior, Men & Ladies) • Hosts City Championships • Senior and Junior discounted rates 	<ul style="list-style-type: none"> • Beginners' Clinics • Family night weekday evening 9 hole • Junior membership program
Scarlett Woods	<ul style="list-style-type: none"> • Free Senior and Junior Clinics & Junior weekend Camps • Club Championship for all divisions (Junior, Senior, Men & Ladies) • Senior and Junior discounted rates 	<ul style="list-style-type: none"> • Ladies' League (Weekday evenings) • Beginners' Clinics • Family night weekday evening 9 hole • Junior membership program
Tam O'Shanter	<ul style="list-style-type: none"> • Free Senior and Junior Clinics & Junior weekend Camps • Club Championship for all divisions (Junior, Senior, Men & Ladies) • Hosts City Championships • Senior and Junior discounted rates 	<ul style="list-style-type: none"> • Ladies' League (Tuesday evenings & Thursday evenings) • Free Ladies' Clinics • Senior Championships • Junior Championships • Men's Open Championships • Beginners' Clinics • Junior membership program • Family night weekday evening 9 hole

In addition to the above, the golf professionals are working with the Ontario Visually Impaired Golfers (OVIG) to develop a pilot program for the 2010 season that will engage the accessibility to bring blind and visually impaired people together to learn and play the game of golf.

Staff is committed to promoting equitable access to high quality, attractive, safe, well maintained and cost effective programs and services. The Parks, Forestry and Recreation Division will incorporate all of the programs listed above as specific criteria in any future golf operations RFP documents. This will ensure the continued provision and performance of programs and services, and the continued provision of community and specified user group access including seniors, women and youth, at each of the City-run

golf courses. Any future program development related to the needs of the various community user groups will be addressed through the terms of the golf operations agreement and subject to the agreement of the General Manager of Parks, Forestry and Recreation and the Operator.

CONTACT

Andrew Koropeski, Director, Parks, Parks, Forestry and Recreation, Tel: 416-392-7911, Fax: 416-397-4899, Email: akoropes@toronto.ca

SIGNATURE

Brenda Patterson
General Manager, Parks, Forestry and Recreation