

APPROVED

REPORT OF GENERAL MANAGER

JAN 04 2006

NO. 06-09

DATE January 4, 2006

BOARD OF RECREATION
and PARK COMMISSIONERS

C.D. 5

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: RANCHO PARK GOLF COURSE - EXEMPTION FROM GOLF TOURNAMENT POLICY TO ALLOW A WEEKDAY SHOTGUN TOURNAMENT ON FEBRUARY 24, 2006, TO PERMIT THE NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE TO CONDUCT ITS INAUGURAL CELEBRITY GOLF TOURNAMENT

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|------------------|----------------|
| *J. Combs _____ | J. Kolb _____ |
| H. Fujita _____ | F. Mok _____ |
| S. Huntley _____ | K. Regan _____ |
| B. Jensen _____ | M. Shull _____ |

Robert Jensen (fa)

 General Manager

Approved /

Disapproved _____

Withdrawn _____

RECOMMENDATION:

That the Board:

1. Approve the request of the National Association for the Advancement of Colored People (NAACP) to hold its Inaugural Celebrity NAACP Celebrity Golf Tournament at the Rancho Park Golf Complex on Friday, February 24, 2006; and,
2. Direct staff to issue an exclusive use permit to the NAACP in accordance with the terms described in the body of this report.

SUMMARY:

The NAACP is requesting a shotgun golf tournament on the Rancho Park Golf Course. Because Golf Tournament Policy does not permit shotgun tournaments on Rancho Park Golf course, Board approval to allow the shotgun start is required.

The NAACP is holding the 37th Annual Image Awards on Saturday, February 25, 2006, taping live at the historic Shrine Auditorium and airing the show on Fox television network at a later date. Presented annually, the NAACP Image Awards is the nation's premier event celebrating the outstanding achievements and performances of people of color in the arts as well as those

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individuals or groups who promote social justice through their creative endeavors. The NAACP Image Awards has long been one of Hollywood's beacon multi-cultural celebrity events attracting high profile actors, musicians, athletes, business people, and community leaders. As part of the festivities this year, the NAACP would like to conduct a celebrity golf tournament at Rancho Park Golf Course on Friday, February 24, 2006.

The NAACP Image Awards Celebrity Challenge is a one-day celebrity charity golf tournament open to the public as spectators. The NAACP is the beneficiary of 100% of the proceeds. The format is a shotgun scramble, teeing off at 10:00 a.m. with an awards buffet at the facility following the golf tournament.

Because this is the inaugural event and because it is held on a weekday, it is difficult to estimate the number of spectators. The estimated attendance is 500-1,000 spectators, who will be charged a nominal fee for tickets.

Golf Tournament policy does not permit shotgun tournaments at Rancho Park Golf Course; however, staff feels that allowing this well-known group to conduct this golf tournament will enhance the prestige of the Department's golf system and help to attract business. Because this tournament is conducted during the slower winter months, the impact on the golfing public will be at a minimum, and the financial obligations to the golf course will be satisfied through this permit. At its November 28, 2005, meeting, the Golf Advisory Committee endorsed the recommendation to permit this waiver of Golf Tournament Policy.

FISCAL IMPACT STATEMENT:

The NAACP is being charged \$18,670 to reimburse the golf course for lost green fees and to reimburse golf maintenance and operations for overtime hours needed to prepare the course and work the tournament. The event organizers have been alerted that February sometimes brings heavy rains that could cancel the event; therefore, a \$2,500 deposit will be required for possible damage to the course during the event or for a cancellation fee of \$1,000 in the event of a rainout. The rain cancellation fee would be used to reimburse the Department for the personnel salaries to perform extra advance preparation of the course.

Report prepared by James N. Ward, Golf Manager