

APPROVED
MAY 20 2011

REPORT OF GENERAL MANAGER

NO. 11-140

DATE May 20, 2011

BOARD OF RECREATION
and PARK COMMISSIONERS

C.D. Various

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: NATIONAL RECREATION AND PARK ASSOCIATION AND PROFESSIONAL GOLFERS ASSOCIATION – 2011 NRPA/PGA FAMILY COURSE GRANT – RETROACTIVE AUTHORIZATION TO SUBMIT GRANT APPLICATIONS

R. Adams _____	K. Regan _____
H. Fujita _____	M. Shull _____
*V. Israel <u>RAI</u>	N. Williams _____

[Signature]
General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATIONS:

That the Board:

1. Retroactively approve the submission of a grant application to the National Recreation and Park Association (NRPA) and Professional Golfers Association (PGA) for the 2011 NRPA/PGA Family Course Grant for equipment with an approximate value of Ten Thousand Dollars (\$10,000), subject to approval by the Mayor and the City Council;
2. Direct Staff to submit the grant application to the Mayor, City Administrative Officer, and City Council for review and approval; and,
3. Authorize the General Manager to execute the resulting grant agreement, and any subsequent amendments thereto, pursuant to Administrative Code Section 14.6 et seq. as may be amended, on behalf of the City, subject to approval as to form by the City Attorney.

SUMMARY:

The 2011 NRPA/PGA Family Course grant provides special course tees to make golf more enjoyable, accessible and affordable for families, regardless of age and ability. It also provides strategies to help retain new golfers. The program touts that last year facilities that used the 2011 NRPA/PGA Family Course Grant marketing realized an average of \$8,200 in additional revenue. This increase was realized by the increase in rounds played which the grantee attributes to this

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marketing campaign. Grant recipients will receive the 2011 NRPA/PGA Family Course Program package for nine holes, valued at \$1,000 per application, which includes: tee plates (one PGA blue and one PGA gold tee plate for every hole, including the metal spike for installation); cart path plates (one PGA blue and one PGA gold cart path plate for every hole); program guidelines, which provide suggested guidelines on course set up and more; and access to templates for score cards, award certificates and more.

This grant program is intended to provide organizations the opportunity for families in their respective communities to enjoy outdoor activity on the golf course. The application due date was April 22, 2011. The Department is requesting retroactive approval to submit an application for each of the following ten courses: Rancho Park Golf Course, Wilson and Harding Golf Courses, Encino and Balboa Golf Courses, Hansen Dam Golf Course, Woodley Lakes Golf Course, Harbor Park, Roosevelt Golf Course, and Penmar Golf Course, for a total grant request of \$10,000.

To be eligible an organization must agree to offer "Get Golf Ready" programs, both group lessons and beginner outings, and promote these as recreational opportunities. Additionally, the organization must utilize "PGA Performance Trak," which is an online reporting mechanism, on a monthly basis to report and track rounds played and other key performance indicator data for the organization's golf course. Finally, the applicant must complete and return a short post program participation survey supplied by NRPA. The Golf Division has determined that they will be able to meet these requirements.

FISCAL IMPACT STATEMENT:

The acceptance of this grant does not require a match. There is no fiscal impact to the Department's General Fund except for staff time associated with processing of the grant application, and adhering to the reporting requirements, an amount for which has yet to be determined.

This report was prepared by Olujimi A. Hawes, Management Analyst II, Grants Administration.