



REPORT

THE CITY OF SAN DIEGO TO THE PARKS AND RECREATION BOARD

DATE ISSUED: October 11, 2024

REPORT NO.: 202

ATTENTION: Parks and Recreation Board
Agenda of October 17, 2024

SUBJECT: 2024 Golf Division Business Plan Update

SUMMARY

THIS IS AN INFORMATION ITEM ONLY. NO ACTION IS REQUIRED ON THE PART OF THE BOARD.

BACKGROUND

Since 1919, the City has managed and operated a municipal golf program for residents of, and visitors to, San Diego. Currently, the City operates three golf complexes: Balboa Park Golf Course, Mission Bay Golf Course, and Torrey Pines Golf Course.

In November 2012, the City Council approved the [Golf Division Business Plan](#) (the “Plan”) which provides a framework for operating and managing City-operated golf complexes. Since then, the Business Plan has served as the guiding document that Golf Division staff have used to improve customer service, effectively market City golf facilities, and place the Division on sound financial ground.

The Plan articulates the Golf Division’s goals which include the following:

- Provide excellent playing opportunities to the public
- Ensure golf complexes are properly maintained
- Preserve the Golf Enterprise Fund’s long-term financial sustainability

The Business Plan development process provides a mechanism for members of the Municipal Golf Committee to provide advisory input on a regular basis.

Once the Plan is updated and finalized, the Golf Division presents to the following entities: the Municipal Golf Committee, the City’s Park and Recreation Board (via an annual update at a fall meeting), and the City Council’s Environment Committee (via a triennial update).

DISCUSSION:

This report, in accordance with the adopted Business Plan, provides updates on the City’s golf courses, industry and market news, customer satisfaction, golf rounds, the Division’s financials, as well as the status of various Business Plan initiatives underway.

CITY OF SAN DIEGO GOLF DIVISION

The Golf Operations Division (Division) is one of eight operating divisions of the Parks and Recreation Department and is comprised of approximately 119.4 full-time equivalent (FTEs) employees. The senior management team includes a Deputy Director, an Assistant Deputy Director, two Program Managers, two Golf Course Managers, two Golf Course Superintendents, and a Supervising Management Analyst. The team is responsible for the management and delivery of golf course operations, turfgrass maintenance, and the performance of budgetary and administrative functions.

The Division's mission is dedicated to serving its patrons and players of all ages and abilities while enhancing their enjoyment of the game by providing a high-quality golf experience. It will fulfill its mission by utilizing the following goals and objectives:

1. To provide golf opportunities for all skill levels at the best overall value with excellent customer service.
2. To be the local and national leader in municipal golf operations and maintenance.
3. To be diligent stewards of the resources and finances within the Division, following the highest standards in transparency and accountability.
4. To continuously strive to improve our environmental practices, seeking to invest in long-term environmental sustainability at each of our facilities.
5. To recognize and invest in our employees.

GOLF COURSES

Since 1919, the City of San Diego has managed and operated a municipal golf program for residents and visitors. Currently, the City (via the Golf Operations Division of the Parks and Recreation Department) operates three golf complexes: Balboa Park Golf Course, Mission Bay Golf Course, and Torrey Pines Golf Course.

- [Balboa Park Golf Course](#) is a historic facility, built in 1919, near downtown San Diego and located at 2600 Golf Course Drive, San Diego, 92102. It features an 18-hole championship course and a 9-hole executive course.
- [Mission Bay Golf Course](#) is San Diego's only night-lit 18-hole executive golf course and practice facility and hosts over 200,000 customers annually.
- [Torrey Pines Golf Course](#) is an award-winning golf complex containing two 18-hole golf courses known as the North and the South. It is home to the Farmers Insurance Open held by the Professional Golfers' Association (PGA) every January and has served as host for the U.S. Open held by the United States Golf Association (USGA) in 2008 and 2021.

STAKEHOLDERS

The Division works with numerous stakeholders that represent a diverse cross-section of the San Diego golf community including:

- Balboa Park Men's Golf Club
- Mission Bay Women's Golf Club

- Balboa Park Women's Golf Club
- The Century Club of San Diego
- The Hilton La Jolla Torrey Pines
- The Lodge at Torrey Pines
- Lion Golf Academy
- PGA Tour
- San Diego Junior Golf
- Torrey Pines Club Corporation
- Torrey Pines Men's Golf Club
- Torrey Pines Women's Golf Club

BUSINESS PLAN

The current plan was created in collaboration with members of the public and stakeholders who examined all aspects of the operation. Staff led an ad hoc volunteer Committee (the Business Plan Update Committee) appointed by the Parks and Recreation Department to gather recommendations.

The purpose of the plan was to provide a framework that allows the Golf Division to:

- Successfully operate each of the golf complexes
- Provide high-quality golfing opportunities to the public
- Ensure that the golf complexes are properly maintained
- Maintain the Golf Enterprise Fund's long-term financial sustainability

The City Council approved the current [Business Plan](#) on Nov. 13, 2012, which offered two major changes from the 2006 Business Plan:

- **Flexibility** – The plan allows staff to target specific audiences, vacant tee sheet times, or tailor other specials as needed. These programs can be short or long-term, depending on their effectiveness and will be adjusted as needed. The type of special or promotion at each golf complex will be specific to that individual complex (see [Business Plan](#), pg. 19).
- **Plan Duration** – the [Business Plan Update Committee](#) indicated that staff should not be constrained by a specific plan duration, as was the case with previous Business Plans. Rather, the discussion of a “rolling plan” was suggested as a way to revisit issues and make minor adjustments to the Business Plan, rather than waiting for a plan to expire and then having to draft a new document (see [Business Plan](#), pg. 21).

The plan also focused the staff's attention by creating written procedures for Club Play, Junior, High School and College events, Tournament Play, Golf Course Buyouts, Public Shotguns, Advanced Reservations, and the Farmers Insurance Open (see [Business Plan](#), pg. 23).

THE MARKET

Interest in golf remains strong and sustainable. According to the 2023 Graffis Report from the National Golf Foundation (NGF), Golf's total reach has exceeded 123 million Americans, up 13% since 2019. Total participation has increased by over 53% in less than 10 years to 45 million participants. Golf rounds in 2023 increased nationwide as participation and demand for on-course and off-course golf continue to rise. The increasing interest and demand for all forms of golf has made it one of the fastest-growing sports in America.

Female golfers are now participating at unprecedented levels, with four straight years of increases totaling over seven million golfers and representing approximately 26% of on-course participation. Another key trend to note is the 58% increase in the number of Black on-course golfers in the U.S. since the beginning of the pandemic, representing an increase of more than 500,000 participants.

According to the NGF, at the midway point of 2024, U.S. rounds are trending 2% ahead of the midyear total from 2023. Rounds in San Diego continue to strengthen with a 2.7% increase in play over the previous year. Both Balboa Park and Mission Bay Golf Courses continue to see utilization rates that exceed yearly targeted projections matching Torrey Pines' consistently high numbers.

In Fiscal Year 2024, the Golf Division issued 41,039 new resident ID cards to new and existing customers as compared to 37,711 cards issued the year prior.

To ensure accessibility for senior golfers, the Golf Division continues to offer discounts on green fees to players 62 and over. The Division is also actively introducing the sport to the next generation through robust youth golf programs, targeting children and young adults both at City-operated golf facilities and recreation centers throughout the city.

In Fiscal Year 2024, the Golf Division focused on recruitment and reduce staff vacancies. Like many other businesses, the Division experienced staff shortages and struggled to balance operational needs and customer service thresholds due in large part to the COVID-19 pandemic. Fiscal Year 2025 will offer increased wages and an increase of three (3) FTEs to the budget, which is expected to have a positive impact on the City's ability to provide quality customer service and optimal course conditions.

GOLF OPERATIONS

CUSTOMER ENGAGEMENT

Resident Access

The City of San Diego offers high-quality golf experiences at competitive rates while trying to simultaneously protect access for the primary users of these facilities—the residents of San Diego. At Torrey Pines Golf Course, staff actively manages tee sheets to ensure that residents with an active resident ID card have access to 70% of all tee times. With this goal in mind, the Division has been able to meet the high demand from customers through numerous programming opportunities.

- **Advanced Reservations**

To meet the growing demand from customers to secure reservations and to reduce their reliance on third-party tee time brokers, the Advanced Reservation Program was created in 2006 to allow customers the opportunity to book tee times at Torrey Pines up to 90 days in advance. Much of this demand has been driven by the increase in notoriety of the golf course since hosting the 2008 and 2021 U.S. Opens, but it has also been fueled by rates set below market value and the increase in golf participation as a result of the pandemic. Since the inception of the program, management has implemented tee time templates, which are monitored and maintained daily, to ensure access is properly distributed between user groups.

- Club Play
Many golf course business models rely on Men's and Women's clubs to provide the foundation of a loyal customer base. While this isn't currently the case at all City-operated golf facilities, these clubs play a vital role in providing residents of San Diego a social and competitive recreational activity. Special Use Permits (SUP) are issued to each of the respective clubs to access tee times and outline their privileges while memorializing benefits the club provides to the City. Each club currently is allotted up to 180 hours annually of prescheduled tee times and are allowed to utilize that time in a variety of ways to serve the needs of their club.
- Golf Course Buyouts
A unique option born out of the 2006 Golf Division Business Plan allows customers to purchase the golf course for the day for a private event. Depending on the organizer's specifications, customers can bring as few as two guests up to 288 players. Though this option generally lends itself to corporate outings, it is open to all users.
- Junior, High School, and Collegiate Play
The City of San Diego is focused on bringing equity and diversity to all its programs and the Junior Monthly Ticket continues to encourage youth play with significant value at an affordable price. For nearly 20 years, the Division has offered the Junior Monthly Ticket for \$10.50 per month to all residents, 17 years old or younger, who have an active Resident ID Card. Once purchased, players can play for free during specified times at each course throughout the month.

The Golf Division continues to support high school and collegiate sports throughout the community. This past year, 24 local high school boys and girls teams utilized one of the three City-operated golf courses as their home course. These teams were able to enjoy over 2,600 rounds of golf throughout the course of the year. To cap off the season, the Division hosted the San Diego City Conference Finals at Balboa Park Golf Course, and for the second year in a row, Torrey Pines was host to the San Diego Section California Interscholastic Federation (CIF) Champions Tournament finals.

- Public Shotguns
When single-day tournaments/events occupy the tee sheet at Torrey Pines, management maximizes the golf course's utilization by offering public shotguns. This option allows residents to book tee times with no additional booking fees up to 90 days in advance while simultaneously increasing access for residents.
- Tournament Play
Tournaments can be booked for 16 to 144 players, from four to 24 months in advance. It is estimated that 25% of players who participate in these events are San Diego residents. This percentage is calculated in the overall allotment of allocated to residents.
- Waitwhile Virtual Waitlist
In December 2023, the Golf Division received approval to implement a virtual waitlist system. In February 2024, the Division successfully launched this service at Torrey Pines Golf Course, allowing customers to easily register and join the active waitlist.

Customers can join the waitlist from their phones via QR code or the San Diego City Golf mobile app from anywhere on the property without visiting the Golf Shop. They can view their place in line in real-time and are notified via text when a tee time becomes available.

The service has been well received, significantly streamlining the process for both users and staff. To date, more than 7,300 patrons have participated, with a service rate of 76%, resulting in approximately 5,600 guests served through the system.

Accessibility, Equity, and Diversity

City of San Diego municipal golf courses serve as a vital access point to the sport in a market saturated with member-only private golf courses and higher-priced options. City-operated courses provide multifunctional, affordable, and accessible golf facilities at a variety of price points to make the sport available to any member of the community who wishes to play.

- Accessibility Improvements

To align with the City's [Age Friendly Action Plan](#) and its goal to, "Expand recreation and social activities for older adults to support healthy aging," the Division is taking steps to ensure senior golfers can still enjoy the sport by improving accessibility. The Division has installed additional forward tees at Torrey Pines to reduce the length of each hole and make the experience more enjoyable for shorter hitters.

Additionally, Mission Bay Golf Course and Balboa Park 9-Hole Golf Course are seeing increased play from older adults due in large part to the reduced yardages and less challenging layouts. These courses allow older golfers to continue to play City courses and participate in an active, healthy lifestyle at an affordable price.

- Adaptive Golf

The Golf Division, in conjunction with the Parks and Recreation Department's Therapeutic Recreation Services program, celebrated the second annual Adaptive Golf Championship at Torrey Pines Golf Course on May 2, 2024. This event brought together 42 participants from around the world to compete in an event tailored to showcase their skills and abilities. The event was once again a tremendous success, and the Golf Division is looking into strategies to continue to grow the event.

- Farmers Insurance Open Agronomy Program

The Farmers Insurance Open Agronomy program utilizes 26 golf course superintendents, assistant superintendents, and assistants in training from around the world to assist in preparing the golf course for the annual PGA Tour event at Torrey Pines. As part of this program, the Division has partnered with the [Golf Course Superintendents Association of America](#) (GCSAA), The Toro Company, and [Women in Turf](#) to select women and individuals from underserved communities to participate in the agronomy program.

- Undertow Classic

The Golf Division continues to partner with the San Diego Parks Foundation to facilitate the Undertow Classic, a charity golf tournament held at Torrey Pines. The proceeds benefit Parks and Recreation General Fund programming. Now in its fourth year, the

event has continued to sell out and has raised over \$100,000 to help provide children in communities of concern with access to parks programming they may not otherwise be able to afford.

- Youth Golf

In Fiscal Year 2024, the Golf Division issued more than 1,250 Junior Resident ID cards and continues to offer several low-cost youth programs to encourage participation by future generations. The City's Junior Monthly Ticket Program allows golfers 17 years of age or younger who possess a valid resident ID card to purchase a ticket for \$10.50 at any City-operated course, which allows the golfer to play at no charge for 30 days in a specified time frames.

The Golf Division's P.L.A.Y. (Participate, Learn and Appreciate Youth) Golf program provides introductory golf activities from PGA-certified instructors to participants in the City's Summer Camp program as part of its weekly recreation center programming. There is no additional cost to participate, and the program exposes the sport to youth throughout the City, including many located in communities of concern who might not have the opportunity to play.

Junior World Golf Championship—The Golf Division has hosted this prestigious youth golf event at its facilities since 1968. The championship is the largest international event in the world and is unique for its representation and cultural diversity. This year, the tournament hosted approximately 1,200 participants between the ages of seven and 18, representing 52 countries and 42 states. Torrey Pines hosted the boys and girls 15-17-year-old age groups.

MARKETING AND BUSINESS DEVELOPMENT

The Division continued its successful strategy of utilizing internal marketing platforms, as well as traditional broadcast and social media, to effectively promote each facility and provide customers with the latest information about general course and maintenance updates, new initiatives, and upcoming events.

The Division also stayed focused on improving customer service and engagement via its in-house marketing platforms that include the "On the Tee" monthly e-newsletter, website, seven social media accounts, the sdcitygolf@sandiego.gov email for general inquiries, a mobile app and the addition of an online reservation messaging system.

Below is a synopsis of the marketing initiatives implemented:

- E-Newsletter

Since 2015, the monthly "On the Tee" e-newsletter has remained the primary form of communication with the City's customer base. The newsletter distribution list was updated in December 2023 to include non-resident golfers. This was in addition to resident adults and seniors with profiles in the ForeUp system. The distribution list currently stands at just over 118,000 recipients. The newsletter continues to achieve an

“open rate” of 60%, vastly surpassing the average open rate of mass emailing lists by more than 40%.

- Website

The Golf Division landing page <https://www.sandiego.gov/park-and-recreation/golf> continues to be the primary destination for residents and non-residents to find information about each course, its pricing and maintenance schedules, and the primary access point to the online reservation system to book available tee times. The redesign of the Torrey Pines webpage continues to be successful, and the Division is considering redesigns of both the Mission Bay and Balboa Park web pages and will work with the City’s IT web team as needed.

- Social Media

Launched in early 2016, the Division continues to maintain seven social media accounts for all three City-operated golf courses and has grown to have a combined total of more than 44,000 followers. In compliance with A.R. 90.61, each course currently produces content for its own Facebook and Instagram accounts.

In addition to Facebook and Instagram, Torrey Pines Golf Course also has a Twitter (X) account. Each account is designed to promote and market the courses both locally and nationally and build brand loyalty and engagement. The Torrey Pines Instagram account is the most popular of the City’s social media accounts and recently surpassed 34,000 followers.

The Division has increased the frequency and engagement of content for all three facilities to capitalize on the increased interest in golf and build engagement and loyalty year-round. The Division has also found success promoting social media accounts through the “On the Tee” e-newsletter.

- Email

The Division created a general email account, SDCityGolf@sandiego.gov, to provide customers an outlet to ask questions regarding City golf facilities. The account receives thousands of emails each year and provides a direct connection to Division staff when phone lines are full.

- Mobile App

The “San Diego City Golf” mobile app provides golfers real-time access to online reservations, resident card purchases and renewals, and digital scorecard features complete with GPS functionality.

To date, the app has received more than 78,000 downloads with more than 29,000 active users. This year, the Division utilized the app as the primary communication method to promote public shotguns with tremendous success.

The Division continues to explore the possibility of incorporating additional features into the app for increased convenience, such as food and beverage purchase options, greens fee payments, and the creation of a digital resident card.

- Media Outreach

The Golf Division continues to secure local, national, and international media placements in daily and industry publications due in large part to the international reputation of Torrey Pines and its hosting of the annual PGA Tour event, currently known as the Farmers Insurance Open.

The division will continue to seek opportunities to keep City golf facilities top of mind in the local and national media and support Farmers Insurance Open marketing and promotional initiatives as appropriate.

FARMERS INSURANCE OPEN

The 2024 [Farmers Insurance Open](#) marks the 57th time the annual PGA Tour stop has been held at Torrey Pines Golf Course and the 15th year Farmers Insurance has sponsored the tournament. The four-day event reaches a national and international audience, broadcasting to over 17.3 million viewers, and serves as a valuable marketing tool for the Division and the city as a whole.

The tournament infuses additional revenue into the local economy by typically hiring more than 200 vendors, recruiting more than 1,100 volunteers, and attracting fans from all 50 states and 17 countries, with an estimated total economic impact of \$67.5 million to the San Diego County

GOLF ENTERPRISE FUND

The purpose of the Golf Enterprise Fund is to protect the City's General Fund from obligation or cost incurred by the operation of its three municipally owned and operated golf courses. Doing so ensures that revenues generated by the Division are used for the continued operation and maintenance of City golf facilities. The Division also pays a percentage of its revenues into the General Fund to operate within City limits.

With the construction of a new clubhouse at Mission Bay and Torrey Pines Golf Course, the division will continue to explore new revenue streams and address staffing and budgetary constraints accordingly to ensure the long-term health of the Fund.

Golf Rounds

As shown in Table B, rounds played at all City-operated courses increased 2.7% to 419,843 in Fiscal Year 2024. The increase is in line with the overall increase in the region.

Table B – Annual Rounds Comparison

	FY 2024	FY 2023
Balboa 9 - Hole	80,638	74,883
Balboa 18 - Hole	80,367	76,998
Mission Bay	83,071	84,971
Torrey Pines North	93,932	91,476
Torrey Pines South	81,835	80,395
Total	419,843	408,723
Percentage Change	2.7%	

Overall, the numbers significantly exceed the targeted rounds at each facility and are indicative of the nationwide increase in demand. It is anticipated that rounds will remain higher than target numbers for the foreseeable future, which will keep the Division focused on customer service and retention to improve the overall experience at each facility.

Table C – Golf Division FY 2024 Annual Rounds

	Target Rounds	Actual Rounds	Difference	% of Target Met
Balboa 9 - Hole	60,000	80,638	20,638	134%
Balboa 18 - Hole	70,000	80,376	10,367	115%
Mission Bay (1)	75,000	83,071	8,071	111%
Torrey Pines North	82,800	93,932	11,132	113%
Torrey Pines South	64,000	81,835	17,835	128%
Total	351,800	419,843	68,043	119%

(1) Night Golf was suspended January 11, 2023, due to lighting issues.

**Targets are based on historical averages as well as the optimal number of rounds played while being able to maintain a quality golf experience.*

Budget, Revenue, and Expenses

The City of San Diego operates by Fiscal Year, which runs from July 1 through June 30. In Fiscal Year 2024, the Golf Division’s operating budget was \$25 million. The Division’s net income is projected to exceed \$14 million. The increase in revenue is attributed to the continued success of Balboa Park and Mission Bay Golf Course in being cost recoverable, an increase in participation in the advanced reservation program, and continued demand of resident and non-resident play. Over the course of Fiscal Year 2024, revenue increased by approximately \$2.5 million or 6.6%, while expenses increased by nearly \$2.4 million or 10.5%, as shown in Table D.

Table D – Golf Division Revenue vs. Expenses

	Revenue	Expenses	Net Revenue
FY 2024	\$39,397,440	\$25,312,525	\$14,123,419
FY 2023	\$36,931,438	\$22,896,067	\$14,035,371

Capital Improvement Program

The City utilizes the Golf Enterprise Fund to upgrade each of its facilities and improve golf course conditions and the customer experience. Recent capital improvement projects include:

- Mission Bay Golf Course Clubhouse Replacement and Renovation Project Update
 In 2023, contractors installed a new irrigation system to enhance course conditions and optimize water usage. They also made significant infrastructure upgrades, including a new electrical system, regarding the driving range, and building a new clubhouse. The build-out of the food and beverage facility is expected to be completed in 2025.
- Mission Bay Driving Range Lighting Repairs
 The Division invested over \$130,000 to repair the outdated lighting system on the driving range. The project has vastly improved the illumination of the driving range during the evening, and lowered energy costs, resulting in a better product for customers and reduced energy demand during peak hours.
- Torrey Pines Clubhouse and Maintenance Building
 Staff has initiated a project to replace the existing clubhouse and maintenance facilities that includes demolition of the current structures and relocation of the putting greens. The new clubhouse will include the golf shop, cart barn for 150 golf carts, and office space for Golf Division management and administrative staff. In December 2023, a Request for Proposal was released. Staff has reviewed proposals, selected an architect, and are working towards finalizing a contract.
- Balboa Park Golf Course 9-Hole Improvement Project
 Staff is coordinating with the Engineering and Capital Projects Department to realign the nine-hole course and develop a short game facility to comply with the Golf Course Drive Improvement Project, which will realign the road to create a safer path of travel.

RATE OVERVIEW

The Golf Division will be implementing fee increases for all City Operated Golf Courses on Jan. 1, 2025 (see Attachment 1). The increase is capped at 3% for residents and 5% for non-residents, depending on the day of the week. These increases were based on improvements to the overall golf experience, year-over-year expense increases, and funding of future capital improvement projects.

In addition, the Division is expanding the junior monthly ticket program by offering a \$75 annual rate. This new rate streamlines the purchasing process into one convenient transaction while encouraging young golfers to play all year long. If preferred, junior golfers can still choose the monthly ticket option.

CONCLUSION

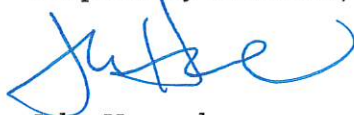
Using the 2012 Business Plan as a guide, the City of San Diego Golf Division remains a leader in municipal golf operations. Due to investments in infrastructure, sound fiscal stewardship, and a dedication to providing an enjoyable experience for golfers of all ages and abilities, the Division was able to host a record number of rounds in 2024.

With the sport's continued popularity, we anticipate that revenue will remain strong. The Division will utilize net proceeds to make improvements to its facilities and pursue sustainability efforts in accordance with the City's Climate Action Plan.

From a customer service perspective, the Division will explore ways to further simplify the online reservation system and resident ID card renewal process. The Division will seek to improve the customer experience and provide opportunities for all players to enjoy the sport through its P.L.A.Y. Golf and adaptive golf programming.

In Fiscal Year 2025, the City expects to hire a consultant to assist in creating a new comprehensive Business Plan that builds upon the successes and lessons learned from the 2012 version. The Division will collaborate with its stakeholders to create a new plan, ensuring the public can provide recommendations. The Division will then present the draft plan to the Municipal Golf Committee, the Parks and Recreation Board, and the Environment Committee for review and comment. Afterward, the completed version will be presented to the City Council for final approval.

Respectfully submitted,



John Howard
Deputy Director, Parks and Recreation
JH/dl



Prepared by: David Lanni
Golf Course Manager, Parks and Recreation

Attachment(s): 1. Proposed Rate Increases for Calendar Year 2025

cc: Councilmember Joe La Cava, Council District 1
Kristina Peralta, Deputy Chief Operating Officer, Neighborhood Services
Andy Field, Director, Parks and Recreation Department
John Howard, Deputy Director, Parks and Recreation Department
Tim Graham, Assistant Deputy Director, Parks and Recreation Department
Members of the Municipal Golf Committee

Proposed Rate Increases for Calendar Year 2025

BALBOA PARK 9 HOLE GOLF COURSE PROPOSED FEE INCREASES CY25		
TYPE OF FEE	Current Fees	New Fees *
RESIDENT	2024	2025
9 Holes – Weekdays Adult	\$17	\$17.50
9 Holes – Weekdays Junior	\$16	\$16.50
9 Holes – Weekdays Senior	\$13	\$13
9 Holes – Weekends / Holidays	\$22.50	\$23
NON-RESIDENT		
9 Holes – Weekdays Adult	\$23	\$24.50
9 Holes – Weekdays Junior	\$18	\$19
9 Holes – Weekends / Holidays	\$29	\$31
TOURNAMENTS		
Tournament – Weekdays – Tee Times	\$23	\$24.50
Tournament – Weekdays – Shotgun Start	\$23	\$24.50
Tournament – Weekends / Holidays – Tee Times	\$29	\$31
Tournament – Weekends / Holidays – Shotgun Start	\$29	\$31
BOOKING FEES		
Booking Fee – Consecutive Tee Time	\$5.50	\$6
Booking Fee – Shotgun Start	\$11	\$12
COURSE BUY-OUT FEES		
1 Day Course Buy-Out (Monday / Thursday)	\$18,743	\$19,680
1 Day Course Buy-Out (Friday/Sunday and Holidays)	\$22,050	\$23,153

*Posted rates are rounded to the nearest half-dollar.

BALBOA PARK 18 HOLE GOLF COURSE PROPOSED FEE INCREASES CY25		
TYPE OF FEE	Current Fees	New Fees*
RESIDENT	2024	2025
18 Holes – Weekdays Adult	\$37	\$38.50
18 Holes – Weekdays Junior	\$33	\$34
18 Holes – Weekdays Senior	\$27	\$28
18 Holes – Weekends / Holidays	\$46	\$48
Twilight Weekdays	\$23.50	\$24
Twilight Weekends	\$28	\$29
NON-RESIDENT		
18 Holes – Weekdays Adult	\$51	\$54
18 Holes – Weekdays Junior	\$35.50	\$37
18 Holes – Weekends / Holidays	\$64.50	\$68
Twilight Weekdays	\$30.50	\$32
Twilight Weekends	\$39	\$41
TOURNAMENTS		
Tournament – Weekdays – Tee Times**	\$51	\$54
Tournament – Weekends / Holidays – Tee Times**	\$64.50	\$68
BOOKING FEES		
Booking Fee – Consecutive Tee Time	\$5.50	\$6
Booking Fee – Shotgun Start	\$11	\$12
COURSE BUY-OUT FEES		
1 Day Course Buy-Out (Monday / Thursday)	\$20,948	\$21,995
1 Day Course Buy-Out (Friday/Sunday and Holidays)	\$26,460	\$27,783

*Posted rates are rounded to the nearest half-dollar.

**Tournaments at Balboa Park Require Cart Rental

MISSION BAY GOLF COURSE PROPOSED FEE INCREASES CY25		
TYPE OF FEE	Current Fees	New Fees *
RESIDENT	2024	2025
18 Holes – Weekdays Adult	\$28	\$29
18 Holes - Weekdays Senior	\$21	\$22
18 Holes - Weekends / Holidays	\$35	\$36
9-Holes Adult Weekday	\$16.50	\$17
9-Holes Senior Weekday	\$12	\$12.50
9-Holes Weekend/Holidays	\$22.50	\$23
NON-RESIDENT		
18 Holes – Weekdays Adult	\$36.50	\$38.50
18 Holes – Weekdays Junior	\$26	\$27
18 Holes - Weekdays Senior	\$36.50	\$38.50
18 Holes - Weekends / Holidays	\$46	\$49
9-Holes Adult Weekday	\$22	\$23
9-Holes -Weekdays Junior	\$15	\$15.50
9-Holes Senior Weekday	\$22	\$23
9-Holes Weekend/Holidays	\$28	\$29.50
TOURNAMENTS		
Tournament – Weekdays	\$36.50	\$38.50
Tournament - Weekends / Holidays	\$46	\$49
BOOKING FEES		
Booking Fee – Consecutive Tee Times	\$6	\$6
Booking Fee – Shotgun Start	\$11	\$11
COURSE BUY-OUT FEES		
1 Day Course Buy-Out (Mon-Thurs)	\$19,845	\$20,837
1 Day Course Buy-Out (Fri-Sun)	\$23,153	\$24,310

*Posted rates are rounded to the nearest half-dollar.

TORREY PINES NORTH COURSE PROPOSED FEE INCREASES CY25		
TYPE OF FEE	Current Fees	New Fees*
RESIDENT	2024	2025
18 Holes – Weekdays (Mon. – Thurs.) Adult	\$48	\$50
18 Holes – Weekdays (Mon. – Thurs.) Junior	\$48	\$50
18 Holes – Weekdays (Mon. – Thurs.) Senior	\$35	\$36
18 Holes – Weekends (Fri. – Sun.) / Holidays	\$64	\$66
Twilight Weekdays (Mon. – Thurs.)	\$31	\$32
Twilight Weekends (Fri. – Sun.)	\$37	\$38
9-Hole Only (back 9) – Weekends (Fri. – Sun.)/ Holidays	\$37	\$38
NON-RESIDENT		
18 Holes – Weekdays (Mon. – Thurs.) Adult	\$148	\$155
18 Holes – Weekdays (Mon. – Thurs.) Junior	\$103	\$108
18 Holes – Weekdays (Mon. – Thurs.) Senior	\$148	\$155
18 Holes – Weekends (Fri. – Sun.) / Holidays	\$185	\$194
Twilight Weekdays (Mon. – Thurs.)	\$88	\$92
Twilight Weekends (Fri. – Sun.)	\$111	\$117
9-Hole Only (back 9) – Weekends (Fri. – Sun.)/ Holidays	\$111	\$117
TOURNAMENTS		
Tournament – Weekdays (Mon. – Thurs.) **	\$141	\$155
Tournament – Weekends (Fri. – Sun.) / Holidays**	\$176	\$194
BOOKING FEES***		
Resident	\$32	\$32
Non-Resident	\$50	\$50
Tournament Consecutive Tee Time	\$50	\$50
Tournament Shotgun Start	\$72	\$72
COURSE BUY-OUT FEES		
1 Day Course Buy-Out Weekday (M-Thur)	\$59,535	\$62,512
1 Day Course Buy-Out Weekend (F-Sun) Holidays	\$70,560	\$74,088

*Posted rates are rounded to the nearest dollar.

** Tournaments at Torrey Pines Require Cart Rental

***Booking Fees Frozen at CY24 rates for CY25

TORREY PINES SOUTH COURSE PROPOSED FEE INCREASES CY25		
TYPE OF FEE	Current Fees	New Fees*
RESIDENT	2024	2025
18 Holes – Weekdays (Mon. – Thurs.) Adult	\$69	\$71
18 Holes – Weekdays (Mon. – Thurs.) Junior	\$69	\$71
18 Holes – Weekdays (Mon. – Thurs.) Senior	\$48	\$50
18 Holes – Weekends (Fri. – Sun.) / Holidays	\$85	\$88
Twilight Weekdays (Mon. – Thurs.)	\$42	\$43
Twilight Weekends (Fri. – Sun.)	\$51	\$53
NON-RESIDENT		
18 Holes – Weekdays (Mon. – Thurs.) Adult	\$234	\$246
18 Holes – Weekdays (Mon. – Thurs.) Junior	\$163	\$171
18 Holes – Weekdays (Mon. – Thurs.) Senior	\$234	\$246
18 Holes – Weekends (Fri. – Sun.) / Holidays	\$292	\$306
Twilight Weekdays (Mon. – Thurs.)	\$141	\$148
Twilight Weekends (Fri. – Sun.)	\$176	\$185
TOURNAMENTS		
Tournament – Weekdays (Mon. – Thurs.) **	\$234	\$246
Tournament – Weekends (Fri. – Sun.) / Holidays**	\$292	\$306
BOOKING FEES***		
Resident	\$32	\$32
Non-Resident	\$50	\$50
Tournament Consecutive Tee Time	\$50	\$50
Tournament Shotgun Start	\$72	\$72
COURSE BUY-OUT FEES		
1 Day Course Buy-Out Weekday (M-Thurs.)	\$89,303	\$93,768
1 Day Course Buy-Out Weekend (F-Sun) Holidays	\$103,635	\$108,817

* Posted rates are rounded to the nearest dollar.

** Tournaments at Torrey Pines Require Cart Rental

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