



CITY OF LONG BEACH

C-10

DEPARTMENT OF PARKS, RECREATION & MARINE

July 24, 2007

2760 N. Studebaker Road, Long Beach, CA 90815-1697

(562) 570-3100 • FAX (562) 570-3109

www.lbparks.org

HONORABLE MAYOR AND CITY COUNCIL

City of Long Beach
California

RECOMMENDATION:

Receive and file the January 1, 2006 to December 31, 2006 Long Beach Municipal Golf Commission Annual Report and continue the Commission in its existing format for the next calendar year. (Citywide)

DISCUSSION

The Long Beach Municipal Golf Commission has prepared an annual report for the period of January 1, 2006 to December 31, 2006, to keep the City Council informed of its activities. The report summarizes the activities and accomplishments of the Long Beach Municipal Golf Commission activities, meetings, and provides statistics regarding course play and revenues for the year.

The Long Beach Municipal Golf Commission is proud of the work they have accomplished during the past year and appreciate the support provided by the Mayor, City Council, and staff.

TIMING CONSIDERATIONS

City Council action on this item is not critical.

FISCAL IMPACT

None.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,
Tonny Christensen, Chairperson
Long Beach Municipal Golf Commission

By:

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PHIL T. HESTER
DIRECTOR OF PARKS, RECREATION AND MARINE
Attachment

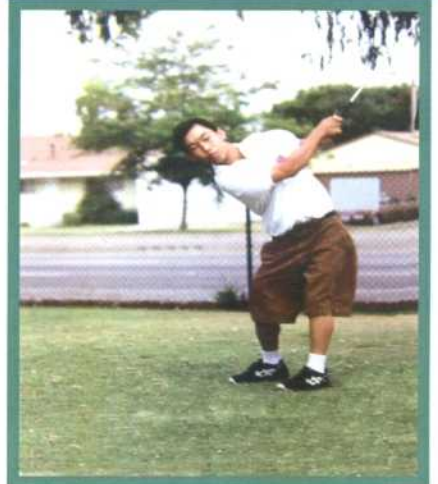
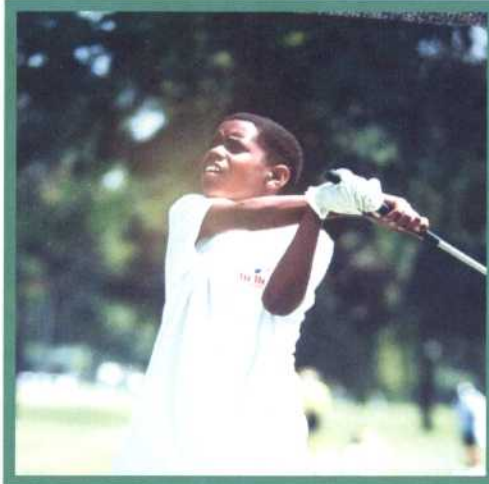
APPROVED:

Handwritten signature of Anthony W. Batts in black ink.

ANTHONY W. BATTIS
CITY MANAGER

ANNUAL REPORT – 2006

Long Beach Municipal Golf Commission



Department of Parks, Recreation & Marine
2760 Studebaker Road, Long Beach CA 90815



INTRODUCTION TO THE DEPARTMENT OF PARKS, RECREATION AND MARINE

The City of Long Beach Department of Parks, Recreation and Marine is charged with the responsibility to serve the leisure time interests of over 500,000 people living in an area that comprises over 50 square miles, which are as diverse as the people themselves.

Under the direct leadership of the City Manager and City Council, the Department operates and maintains 112 neighborhood and community parks, El Dorado Regional Park, 28 community centers, two major tennis centers, two historic ranchos, five golf courses, three marinas, eleven miles of beaches and waterways and special facilities, all totaling over 3,100 acres.

Long Beach operates one of the nation's busiest public golf course systems comprised of five golf courses where over 500,000 rounds of golf are played annually. It is also the home of a nationally recognized junior golf program serving the youth of the community.

Beyond the park system, the Department oversees the activities and functions of the Museum of Art, El Dorado Nature Center, community gardens, Long Beach Municipal Cemetery, a 3.1-mile beach bike path, as well as bicycling, hiking, and riding trails within the City and the County's trail network.

Water-based recreation is a major function of the Department wherein three marinas, six miles of beaches, five launch ramps, three swimming pools, three man-made lagoons and/or lakes, and seven fresh water ponds for urban fishing programs are located within the City. The Leeway Sailing and Aquatic Center has operated since 1929, and the Long Beach Rowing Center has been the home of numerous Olympic athletes. Marine Stadium is a premier site for rowing and boating.



INTRODUCTION TO THE DEPARTMENT OF PARKS, RECREATION AND MARINE (continued)

The Department proudly boasts of a Senior Center operating out of a large, 80,000 square foot building. Senior Services are also provided at five satellite facilities throughout the city.

Recreation programs are provided at 28 community centers, numerous ballfields and game courts, 69 tennis courts, school sites, etc. The Long Beach Municipal Band is one of the oldest municipal bands in the United States.

Natural resource protection is also a major concern of the Department, which provides one of the finest Nature Center facilities and programs in Southern California. Located in El Dorado Park, this 100+ acre reserve allows patrons to experience the untrammled beauty of nature within the urban environment. A smaller nature preserve is located in North Long Beach adjacent to Deforest Park.

The Department also has oversight responsibility for the City's two historic sites by monitoring the operations of Rancho Los Alamitos and directly operating the facilities at Rancho Los Cerritos.

Current efforts to expand the utilization of our facilities and programs include the acquisition and development of more open space for the City's growing population and greater utilization of public facilities through cooperative arrangements between public agencies and the private sector. This is particularly true in terms of agreements with the Long Beach Unified School District, the Conservation Corps of Long Beach, the Chamber of Commerce, Visitors and Convention Bureau, and major private corporations. In addition, the Department has embarked on the development of a long-term strategic plan that will incorporate many of the recommendations provided in the Long Beach 2010 Strategic Plan. Parks are for people and the Department of Parks, Recreation and Marine seeks to stay in step by providing its citizens with top quality leisure services. Additional information regarding the Department's programs and facilities can be found at www.lbparks.org.





Department of Parks, Recreation and Marine

Long Beach Golf
MISSION STATEMENT

The City of Long Beach will provide a quality recreational experience that fosters the game of golf by operating our golfing assets in a welcoming manner that respects local culture and contributes to the quality of life for all of its citizens and visitors.





ORGANIZATION OF THE MUNICIPAL GOLF COMMISSION

The Long Beach Municipal Golf Commission consists of 13 members. Ten (10) members represent the organized men's and women's clubs from Recreation Park 18-hole, Recreation Park 9-hole, Skylinks, El Dorado, and Heartwell Golf Courses. The remaining three (3) members are designated as members-at-large. Commissioners are appointed by the Mayor.

THE MUNICIPAL GOLF COMMISSION

Created on April 10, 1923, as the "Greens Committee", this group of citizens evolved into the Long Beach Municipal Golf Commission on November 7, 1956. In 1992, the number of members was increased to the current 13 Commissioners.

Serving in an advisory capacity, the Municipal Golf Commission makes recommendations on such issues as course policy, capital improvement projects, allowable tournaments, course fee structure, and any other matters that might arise pertaining to the game of golf in the City of Long Beach.

DUTIES

The duties of the Long Beach Municipal Golf Commission include the following, per City Ordinance 2.42.030:

1. Generally advise the City Manager and City Council on all matters concerning the operation of the courses and development of facilities;
2. Recommend to the City Manager and City Council, the adoption of rules and regulations pertaining to the golf courses;
3. Recommend fees to be charged for the use of the golf courses; and
4. Act in an advisory capacity to the City Manager and City Council on matters pertaining to the proper functioning of the golf courses.

The Long Beach Municipal Golf Commission elected the following officers and committee members during 2006:

Tonny Christensen, Chairperson, Heartwell
Matt Knabe, Vice-Chairperson, Member-at-Large
Shirley Johnston, El Dorado
Don Lucarelli, Skylinks
Ray McElhenney, El Dorado
Becky Turley, Recreation 18
Robin Bellamy, Skylinks

Betty Hatcher, Recreation 9
Harold Peabody, Recreation 18
Gail Berns, Heartwell
John McCann, Recreation 9
Len Kennett, Member-at-Large

**LONG BEACH MUNICIPAL GOLF COMMISSION
2006**



Members (left to right)

Robin Bellamy, Shirley Johnston, Len Kennett, Gail Berns, Becky Turley, Ray McElhenney, Betty Hatcher, Tonny Christensen, Hal Peabody, Don Lucarelli, John McCann, and Matt Knabe

The following committees were established during 2006:

Capital Improvement

- John McCann, Chairperson

Fees and Charges

- Matt Knabe, Chairperson

Policies and Procedures

- Matt Knabe, Chairperson

Long Beach Golf Hall of Fame

- Len Kennett, Chairperson

Tournaments Committee

- Harold Peabody, Chairperson

Junior Golf Advisory Committee

- Betty Hatcher, Chairperson

Department of Parks, Recreation and Marine Support Staff:

Phil Hester, Director

Thomas Shippey, Manager of Maintenance Operations Bureau

Terry Lortz, Superintendent of Golf Operations

Emy Arteaga, Clerk Typist III

SUBCOMMITTEES OF THE MUNICIPAL GOLF COMMISSION

Committees were established with the following objectives for the year 2006:

Capital Improvement - John McCann, Chairperson

With approximately \$300,000 set-aside yearly for Capital Improvement Projects from revenues brought in to the City from the five golf courses, this committee is charged with evaluating and prioritizing the various proposed capital projects for each course.

Fees and Charges - Matt Knabe, Chairperson

This committee is responsible for evaluating any fee increases proposed. This oversight is especially important during times when the whole fee schedule is restructured. At this time, the committee plays an essential role in balancing the City, the golf community, and the contract operator's needs.

Policies and Procedures - Matt Knabe, Chairperson

The Golf Operations Manual is the guiding document for the policies and procedures that govern behavior on and off the golf course. Occasionally modifications or additions are needed to address certain situations, and it is the responsibility of this committee to evaluate and make recommendations regarding these changes.

Long Beach Golf Hall of Fame - Len Kennett, Chairperson

Started in 1995, the Long Beach Hall of Fame Committee elects inductees once a year based on his or her exemplary contribution to the game of golf in the City of Long Beach.

Tournaments Committee - Harold Peabody, Chairperson

Certain charity tournaments have been "grandfathered" in and may hold their tournaments every year. Any tournaments that have not been "grandfathered" must go before this committee and present their petition for play. As with all the subcommittees, recommendations then go to the full Commission for approval and recommendation to the Director of Parks, Recreation and Marine.

Junior Golf Advisory Committee - Betty Hatcher, Chairperson

This committee is responsible for reviewing the Junior Golf Program, the Little Linksters Program and the Traveling Golf Clinics for possible improvement and expansion citywide. The goal is to successfully provide opportunities for youth to learn and enjoy the game of golf. Renewed emphasis is being focused on reaching the disadvantaged and at risk-youth in all of the City Council Districts. This committee is made up of four representatives from the Municipal Golf Commission, an At-large community representative, and staff members from the Community Recreation Services Bureau, the Golf Operations Division of the Maintenance Operations Bureau, and American Golf Corporation.

ATTENDANCE

Name	# Excused	# Unexcused	Perfect Attendance
Gail Berns	0	0	Yes
Robin Bellamy	0	0	Yes
Tonny Christensen	1	0	No
Betty Hatcher	0	0	Yes
Shirley Johnston	0	0	Yes
Len Kennett	0	0	Yes
Matt Knabe	1	0	No
Don Lucarelli	0	0	Yes
John McCann	0	0	Yes
Ray McElhenney	2	0	No
Harold Peabody	0	0	Yes
Becky Turley	0	0	Yes

GOLF COMMISSION MEETING DATES FOR 2006

January	25	July	Dark
February	22	August	23
March	22	September	27
April	26	October	25
May	24	November	15
June	28	December	Dark

The Municipal Golf Commission meetings are held on the fourth Wednesday of each month at 3:30 p.m. The meetings are held at the Long Beach Junior Golf Academy building, 6730 E. Carson Street. These meetings are open to the public.

The City of Long Beach intends to provide reasonable accommodations in accordance with the Americans with Disabilities Act of 1990.



ACCOMPLISHMENTS, ACTIVITIES, AND FUTURE GOALS 2006

A. Golf Operations Manual:

The Golf Operations Manual contains the policies and procedures for the operation of our Long Beach golf courses. The manuals were updated with lists of Commissioners, Standing Committees and revised policies in 2006.

B. The Municipal Golf Commission:

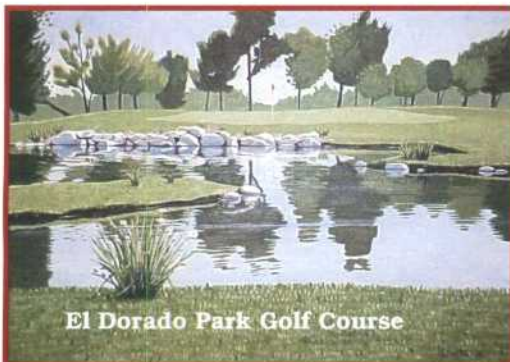
- The Commission and City Staff worked closely with others to develop, design, and edit new promotion and marketing efforts for the City of Long Beach Golf related opportunities. These included: the new LBCGolf.com website, new colorful Long Beach Golf Festival banners, links from the Department's website to Chamber of Commerce and American Golf website, American Golf's weekly email promotions, newspaper advertisements and coupons, new flyers, Dedicate-A-Tree brochures/applications, and Junior Golf Newsletter.
- The Commission and City staff worked closely with American Golf staff bringing enhanced customer services including improved pace of play to our golfers through the now well-accepted GPS System on the golf carts at Skylinks, El Dorado, Recreation Park 18, Recreation Park 9 and Heartwell Golf Course. Cart ridership has subsequently increased by 5% to 70% of all golfers.

C. Capital Improvement Program:

The Capital Improvement Program Standing Committee met on a regular basis with staff from the Department of Parks, Recreation and Marine and American Golf to develop and update the Capital Improvement Program (CIP) for each of the five City golf courses. The City courses generate approximately \$850,000 in revenue each year that is set-aside in the Golf Capital Improvement Fund for necessary course improvements. The CIP continues to be monitored by the Municipal Golf Commission through the monthly Golf CIP Improvement Fund Report.

Listed below are some highlights of the projects for 2006

El Dorado:



1. Repaired driving range netting from wind damage.
2. Renovated old maintenance building to a state of the art shop.
3. Added sand to the fairway and greenside bunkers.
4. Renovated clubhouse and on course restrooms.

C. Capital Improvement Program (continued):

Recreation Park 9:



1. Contracted out pruning of large trees.
2. Refurbished clubhouse bathrooms.
3. Painted interior and exterior of clubhouse.
4. Repaired portions of roof and AC screening.
5. Upgraded security system in clubhouse.

Recreation Park 18:



1. New sand in all traps.
2. Replaced all ball washers.
3. Added tee signs to each tee box.
4. Refurbished 7th hole bathrooms.
5. Lasers leveled and resod tee boxes on 9 different holes.
6. Contract tree pruning.
7. Added fencing to separate parking lot & 10th tee box.
8. Repaired leaking roof in proshop.
9. Banquet room door replacement.
10. Upgraded security system.
11. Converted to electric tee sheets.

Heartwell:



1. Repainted all tee signs.
2. Trimmed approximately 200 trees.
3. Installed new fan in men's restroom.
4. Build & install entertainment center in the restaurant.
5. Painted beams and walls in the restaurant.
6. Added sand to #12L, #15R, & #17 bunker.
7. Renovated #3, #4, #15, & #16.
8. Added soil to smooth out lake edge.
9. Sodded and reshaped edge of #13 greenside bunker.

C. Capital Improvement Program (continued):

Skylinks:



1. Removal of all Myophrum on Clark
2. Retrofitted the pump station.
3. Replaced existing doors in maintenance yard.
4. Sod project to enhance the area between #1 & #10.
5. Added landscape material between banquet room & parking.
6. Repaired the Hall of Fame lights.
7. Repaired the three fountains on the course along with the submergeable lights.
8. Hedge trimming of the Bougainvillea along Clark.
9. Installed three flagpoles in front of the clubhouse.

D. Long Beach Golf Hall of Fame:

On April 27, 2006, the Long Beach Golf Hall of Fame Committee, in conjunction with the Municipal Golf Commission, proposed a slate of three inductees for the 2006 Long Beach Golf Hall of Fame. The slate was selected based on induction criteria that were approved in 1994-95, by the Golf Commission and the Long Beach City Attorney's Office. The Golf Commission members at the May 24, 2006 meeting unanimously approved the slate. The following is the list of inductees: **Lisa Georgeson, Don Knabe, John Richardson, and Bob San Jose**. The inductees were honored on July 30, 2006, at the conclusion of the Long Beach Open by Mayor Bob Foster and Skip Rowland, Chairman of the Municipal Golf Commission.

E. Long Beach Golf Festival:



2006
The 2006 Annual Long Beach Golf Festival featured nine tournaments, which provided competitive golfing opportunities for the very diverse public sectors.

These included the following tournaments:

- **16th Annual Senior Amateur Championship** – Held May 10 -12th at El Dorado Park and Recreation Park 18 Golf Course, 188 participants. Championship Flight winner: Jim Myers from Oceanside shot 219 (3 over par). As the champion, Jim Myers received an invitation to play in the amateur field of the 2006 Long Beach Open.
- **81st Annual Match Play Championship** – Held June 3-4 (qualifying dates); June 10, 11, 17 & 18 (match play); played at Skylinks Golf Course, 127 participants. Final 36-hole match result: Dane Bagnell of San Berna-

E. Long Beach Golf Festival (continued)

dino defeated Karl Katnik of Santa Ana 4 & 3. As the champion, Dane Bagnell received an invitation into the Amateur field of the 2006 Long Beach Open.

- **76th Annual Women's City Championship** – Held June 22-23; played at El Dorado Park and Recreation Park 18 Golf Courses, 102 participants. Championship Flight winner: Amie Cochran of Torrance shot 145 (1 under par).
- **36th Annual Men's City Championship** – Held July 7-9th; played at Recreation Park 18, Skylinks, and El Dorado Park Golf Courses, 385 participants. Championship Flight winner: Blake Moore of Monrovia shot 201 (15 under par). As the champion, Blake Moore received an invitation to play in the amateur field of the 2006 Long Beach Open.
- **Crosby Memorial Junior Championship** – Held June 28th at Recreation Park 9 and 18 Golf Course. 173 participants (39 in 11 and under age flights and 134 in 12 and over age flights).
- **Long Beach Open Amateur Qualifying** – Held July 19th at Recreation Park 18 Golf Course, 132 participants. The following qualifiers (top 9 from field) were given invitations into the amateur field of the 2006 Long Beach Open: Ryan Panichpakdee, Sean Shahi, Cass Traub, Karl Katnik, Andrew Gunson, Adam Frey, Trey Caldwell, Chris Davis, and Brian Hollenbeck.
- **Long Beach Open Charity Pro-Am** – Held July 26th at El Dorado Golf Course, 128 participants. Format: each group had 3 amateurs and 1 professional and the team played 2 best balls of the foursome. Proceeds of \$6,000 benefited the Assistance League of Long Beach and \$5,000 was donated to the California State University Long Beach golf teams (men and women).
- **\$155,00 Long Beach Open** – Held July 27- 30th; played at Skylinks and El Dorado Golf Course, 312 participants (full field) - 300 professional and 12 amateurs. In addition to the field being full, there were 20 people on a waiting list to get in. Champion: Mike Cuning of Phoenix, AZ shot 268 (19 under par) and received the winner's check for \$28,000. Ted Oh of Torrance finished in second place one stroke behind the winner. Travis Johnson of Bellflower and Douglas Diemer of San Diego tied for third place three strokes behind the winner.
- Low Amateur: Ryan Panichpakdee of Long Beach shot 286 (1 under par). Ryan was the low qualified from the Long Beach Open Amateur Qualifying Tournament. Mayor Bob Foster attended the awards ceremony and presented the winner's check along with Skip Rowland, Chairman of the Municipal Golf Commission.

In 2006, The Long Beach Golf Festival featured nine tournaments, which included the 81st Annual Match Play Championship, 16th Annual Senior Amateur Championship, and 76th Annual Women's City Championship, Crosby Memorial Junior Golf Championship, 36th Annual Men's City Championship, Long Beach Open Amateur Qualifying, Long Beach Charity Pro/Am, \$155,000 Long Beach Open, and the Volunteers' wrap-up tournament.



(Pictured Left to Right)
Bob Chaffee, Director of Long Beach Golf Festival
Mike Cunning, and Mayor Bob Foster

There were approximately 1,551 golfers from all over the United States, who played over 3,308 rounds of golf during the Festival. Over 123 volunteers donated 3,000 hours to staff the tournaments. Funds were raised for the following organizations through the Festival: \$6,000 to Assistance League of Long Beach, \$5,000 to California State University Long Beach golf teams. In addition, various goods and services were donated to other charity golf tournaments and community fundraising events.

The Long Beach Golf Festival now has its own website. It is lbgolffestival.com and was initiated in January 2004. This year its usage by the public has grown tremendously compared to last year. As of August 4th it has had: 11,589 unique visitors to the website; 25,080 visits viewing 100,501 pages; and 240,093 hits. The website has proven invaluable in getting out information, entry forms, pairings and results for each of the events.

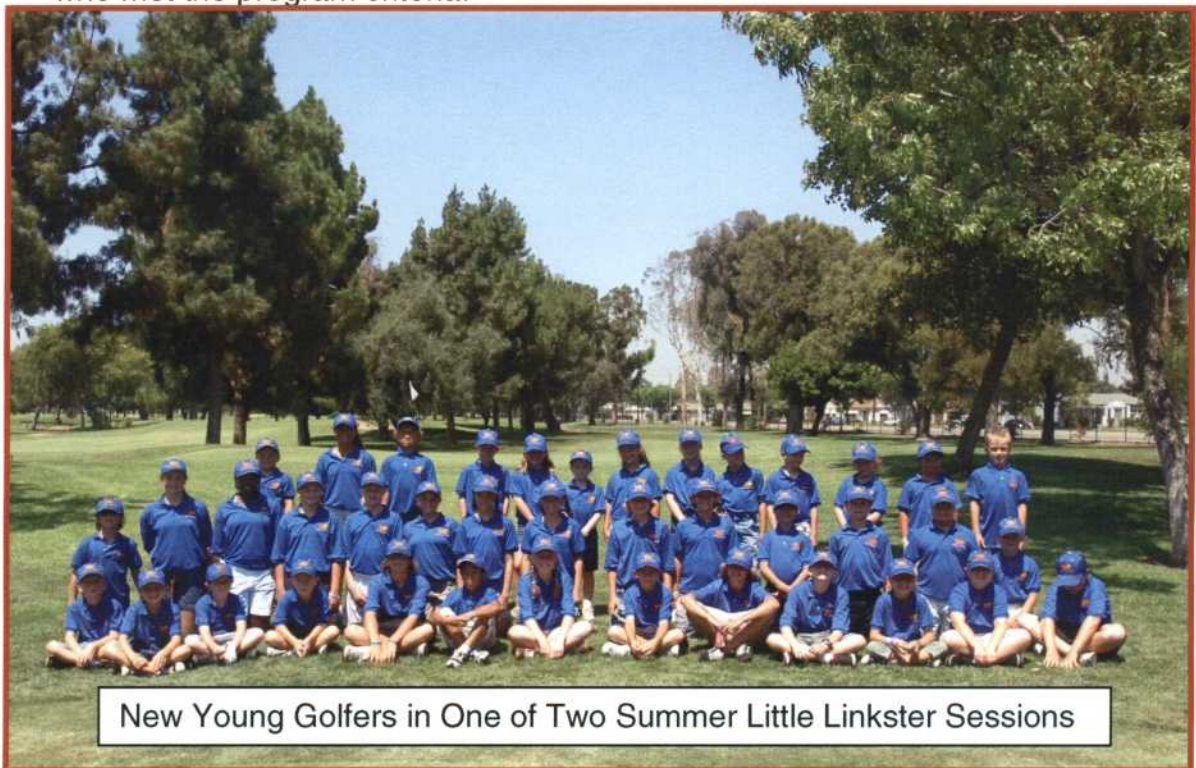
F. Long Beach Junior Golf Association:

The Long Beach Junior Golf Association continues to grow. When founded in 1991, the program only had 33 youths participating. The program has since grown to over 885 youths, ages 7 to 17, currently enrolled as members, and has become the premier grass roots junior golf program in Southern California and possibly the nation.

G. Long Beach Little Linksters:



- The Long Beach Little Linksters conducted two introductory golf instruction programs for youth between the ages of 8-13, at Heartwell Golf Course.
- A total of 80 youngsters participated in the two-week long Little Linksters programs.
- The program is funded from grants and donations from individuals in the community, various clubs and organizations. Golf professionals and local physical education instructors facilitate the event. Junior Golf Association leaders donated their time to teach. An \$85 fee was charged per junior to help cover the cost of custom golf equipment.
- Five youth from the City of Long Beach Gang Prevention program and five youth from the Long Beach Unified School District Special Education program also participated in the Little Linksters. The remaining participants were youths who met the program criteria.



New Young Golfers in One of Two Summer Little Linkster Sessions

On the last day of the program, the junior golfers played 6 holes with sponsors and received a set of Tour Edge clubs for completing the program. The week culminates with a BBQ Awards Banquet for juniors and parents. In 2006 90% of the participants applied for four weeks of group lessons and were given the opportunity to join the year-round Long Beach Junior Golf Association program at Heartwell Golf Course.

H. **Community Outreach – Get A Grip Program:**

- The Long Beach Get-A-Grip Program was offered in three phases of progressively more advanced golf instruction.
- Phase I was held at eight public parks throughout the City of Long Beach, and Phase II was held at the practice range at Heartwell Golf Course (par-3). Phase III of the program will offer year-long scholarships to 15 youth that have participated in both of the first two phases, to the Long Beach Junior Golf Association at Heartwell Golf Course. Phases I and II are structured as instructional clinics, with boys and girls ages 8-16 participating together in both phases.



Youth at City Parks receiving introductory golf lessons

Youth who complete one of the free two-day clinics and are interested in learning more may progress to Phase II of the program, which involves a free, two-hour instructional clinic at the practice range at Heartwell Golf Course. The City provided bus transportation to take youngsters from the ten public parks to

Heartwell. During this clinic, participating youngsters worked on skill development on the driving range, chipping area, and practice putting green. The rules and etiquette of golf are also presented during this clinic. Approximately 200 youth participated in the second phase.



Introductory Golf Skills Development Clinics on City Parks

Scholarship applications were distributed to these youth to apply for the third phase of the program. Scholarships are awarded based on completion of the program, genuine interest in golf, and family financial need. City junior golf program supervisors, park site supervisors, and American Golf Corporation instructors make the selections for scholarship awards. Juniors in the Long Beach Junior Golf Association receive six hours of skill-development instruction by golf professionals at the practice range at Heartwell Golf Course.



Individual Golf Instruction for Youth at our City Parks

I. Special Education Golf Clinic:

Each year, the Long Beach Unified School District brings approximately 100 youngsters and some of the special education teachers to Skylinks Golf Course each year for a special two-hour golf clinic, followed by a boxed lunch.



Instructors from all of the Long Beach courses adapt their instruction for those students on crutches and in wheelchairs.

J. Special Olympics:



On the weekend of June 5, 2006 the Special Olympics for golf were held at Recreation Park 9 Golf Course. There were 80 players each day.



These photos show the spirit and enjoyment of the athletics, their families, and friends both on and off the course. Athletes traveled from all over California to enjoy a weekend of competition and the pure satisfaction of the game.

First Annual Mayor's Trophy Charity Tournament



First Annual Mayor's Trophy Charity Tournament



First Annual Mayor's Trophy Charity Tournament



First Annual Mayor's Trophy Charity Tournament



First Annual Mayor's Trophy Charity Tournament



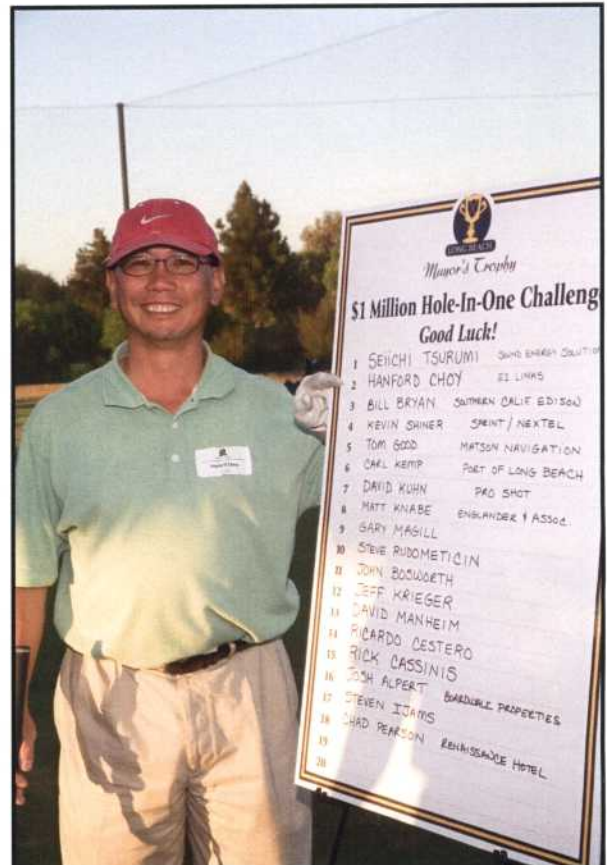
First Annual Mayor's Trophy Charity Tournament



First Annual Mayor's Trophy Charity Tournament



First Annual Mayor's Trophy Charity Tournament



First Annual Mayor's Trophy Charity Tournament

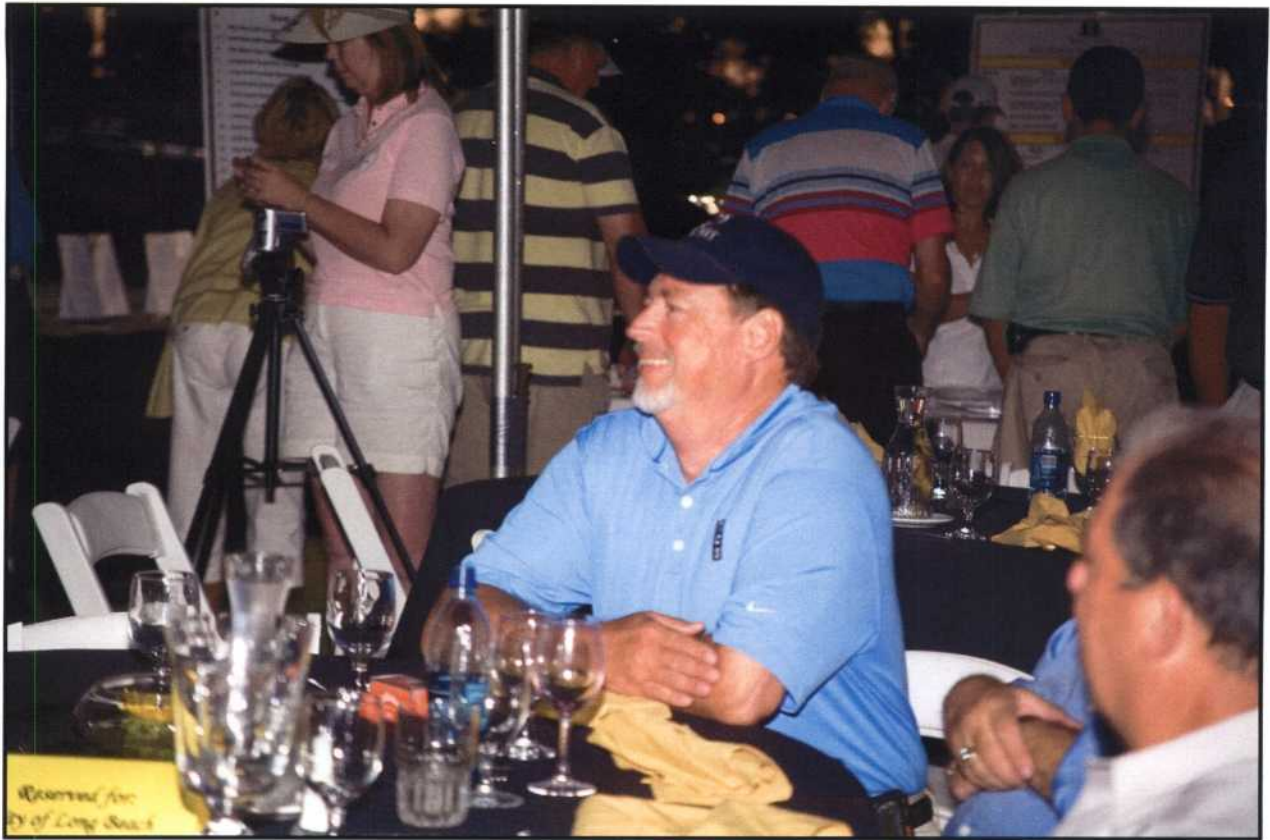


First Annual Mayor's Trophy Charity Tournament



Final Total was \$38,000 raised for Junior Golf Programs

First Annual Mayor's Trophy Charity Tournament



First Annual Mayor's Trophy Charity Tournament



First Annual Mayor's Trophy Charity Tournament



GOLF COURSE INFORMATION

Name and Location	Facilities Available
El Dorado Park Golf Course 2400 Studebaker Road Long Beach, CA 90815 (562) 430-5411 - 18-Hole, Par 72	Clubhouse, pro-shop, cart rentals, driving range, restaurant, banquet facilities, group and individual golf lessons, and golf club rentals.
Heartwell Park Golf Course 6700 E. Carson Street Long Beach, CA 90808 (562) 421-8855 - 18-Hole, Par 54	Clubhouse, pro-shop, cart rentals, lighted driving range, coffee shop, golf club rentals, group and individual golf lessons, lighted golf course. Open until 10:00 p.m.
Recreation Park 18 Golf Course 5001 Deukmejian Drive Long Beach, CA 90804 (562) 494-5000 - 18-Hole, Par 72	Clubhouse, pro-shop, cart rentals, lighted driving range, restaurant, banquet facilities, wedding gazebo, group and individual golf lessons, and golf club rentals.
Recreation Park 9 Golf Course 5000 E. 7th Street Long Beach, CA 90804 (562) 438-4012 - 9-Hole, Par 31	Pro shop, snack bar, cart rentals, and golf club rentals.
Skylinks at Long Beach Golf Course 4800 E. Wardlow Road Long Beach, CA 90804 (562) 421-3388 - 18-Hole, Par 72	Clubhouse, pro shop, cart rentals, lighted driving range, sports pub, coffee shop, group and individual golf lessons, and golf club rentals.
Long Beach Parks, Recreation and Marine Administration Building 2760 Studebaker Road Long Beach, CA 90815 (562) 570-3100 FAX: (562) 570-3109	
Long Beach Junior Golf Program Heartwell Junior Golf Academy Building 6730 E. Carson Street Long Beach, CA 90808 (562) 570-1272 FAX: (562) 570-1274	
Long Beach Golf Festival Heartwell Junior Golf Academy Building 6730 E. Carson Street Long Beach, CA 90808 (562) 570-8163 FAX: (562) 570-1274 Email: LBGolf Festival.com	

2006 GOLF COURSE PLAY AND REVENUE

COURSE PLAY

Recreation Park 18-Hole
113,387

El Dorado Park
100,442

Recreation Park 9-Hole
88,312

Skylinks
76,199

Heartwell Park
88,559

Total Rounds Played:
466,899

COURSE REVENUE

Recreation Park 18-Hole
\$1,121,667

El Dorado Park
\$1,221,406

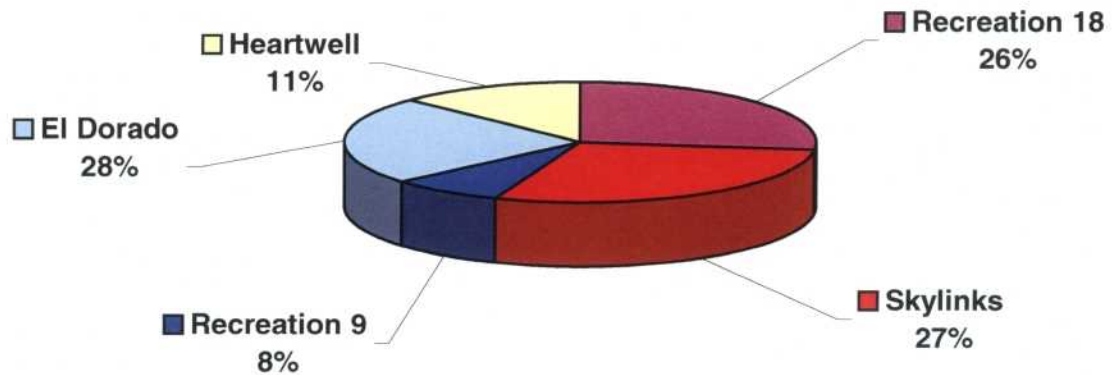
Recreation Park 9-Hole
\$326,785

Skylinks
\$1,160,754

Heartwell Park
\$476,673

Total Revenue:
\$4,307,285

2006 Golf Course Revenue

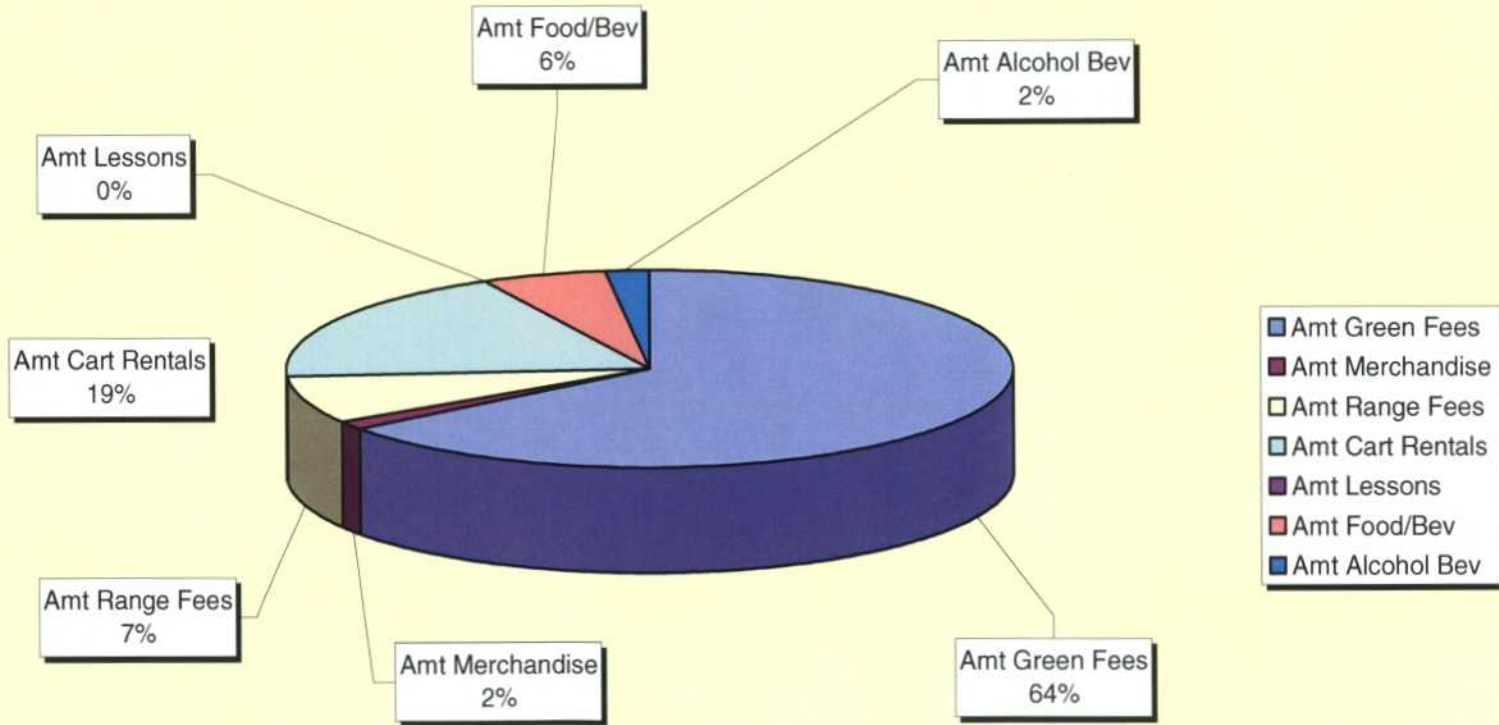


The City of Long Beach receives a percentage of gross revenue from the operation of the five City golf courses. American Golf Corporation pays the City of Long Beach a variety of percentages for greens fees; merchandise sales, range fees, cart rentals, and lesson income. In addition to the revenue received from American Golf Corporation, the City also receives a percentage of gross revenue from each of the restaurant and snack bar facilities at each golf course.

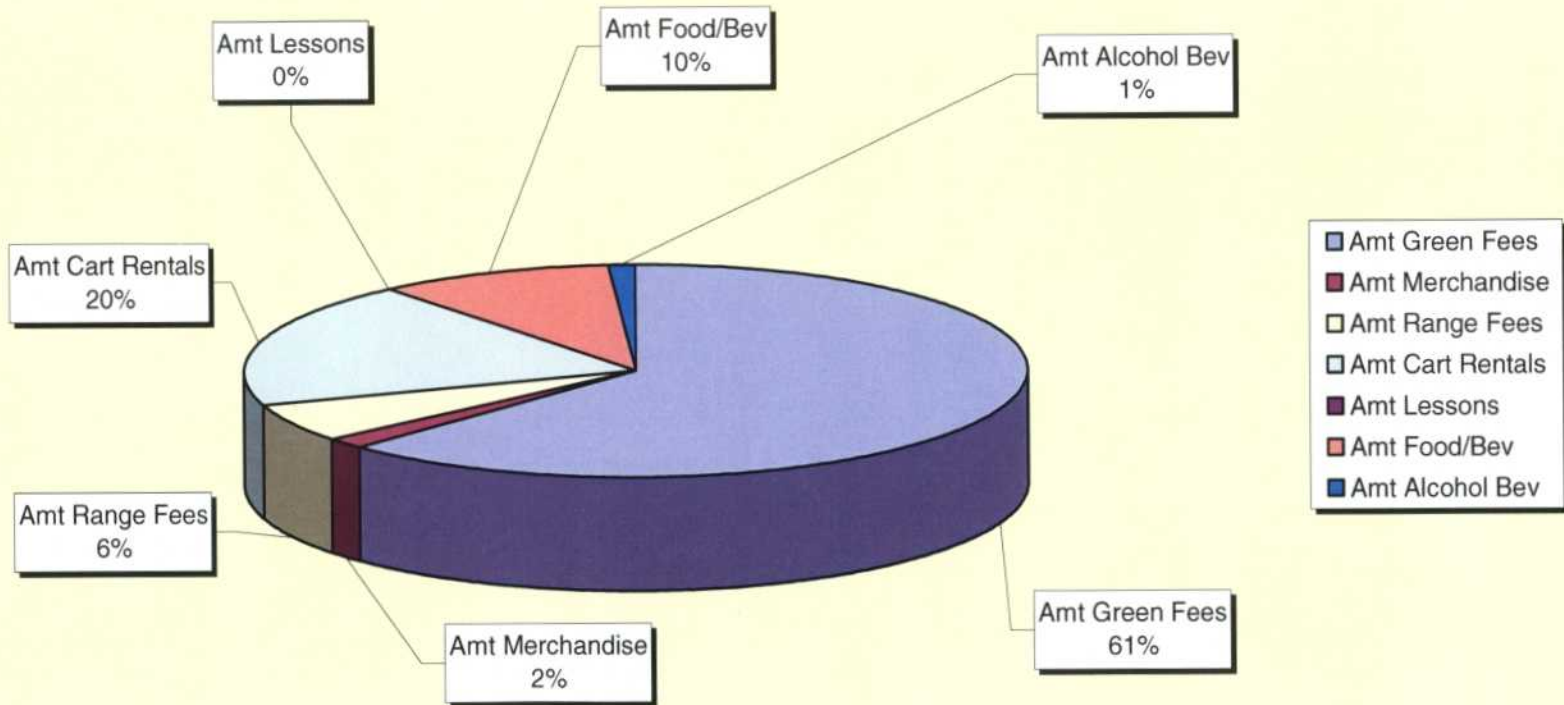
The following pie charts provide an overview of the 2006 revenue by category and percentages generated at each course.

The bar charts, which follow, compare 2006 and 2005 annual revenue and rounds of play.

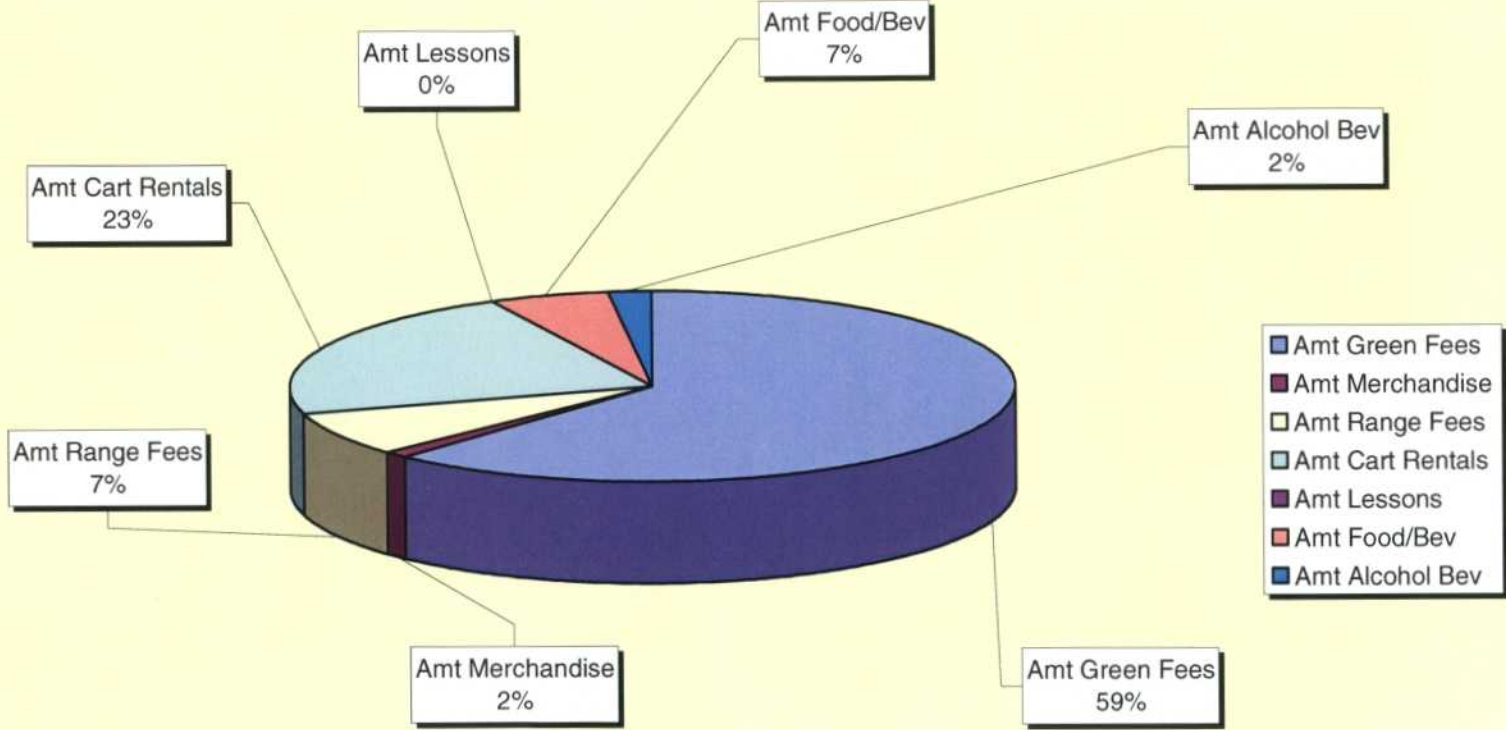
SKYLINKS AT LONG BEACH GOLF COURSE REVENUES
2006



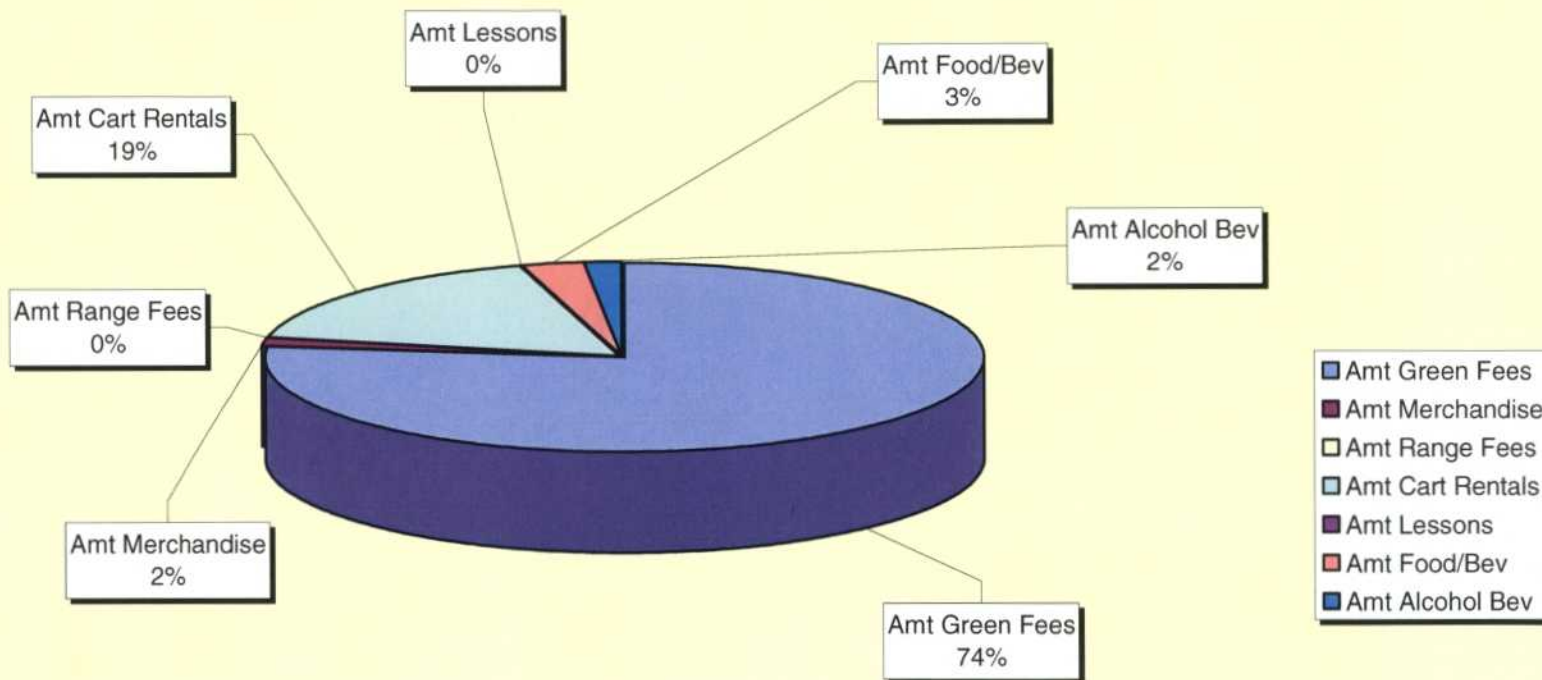
**EL DORADO PARK GOLF COURSE REVENUES
2006**



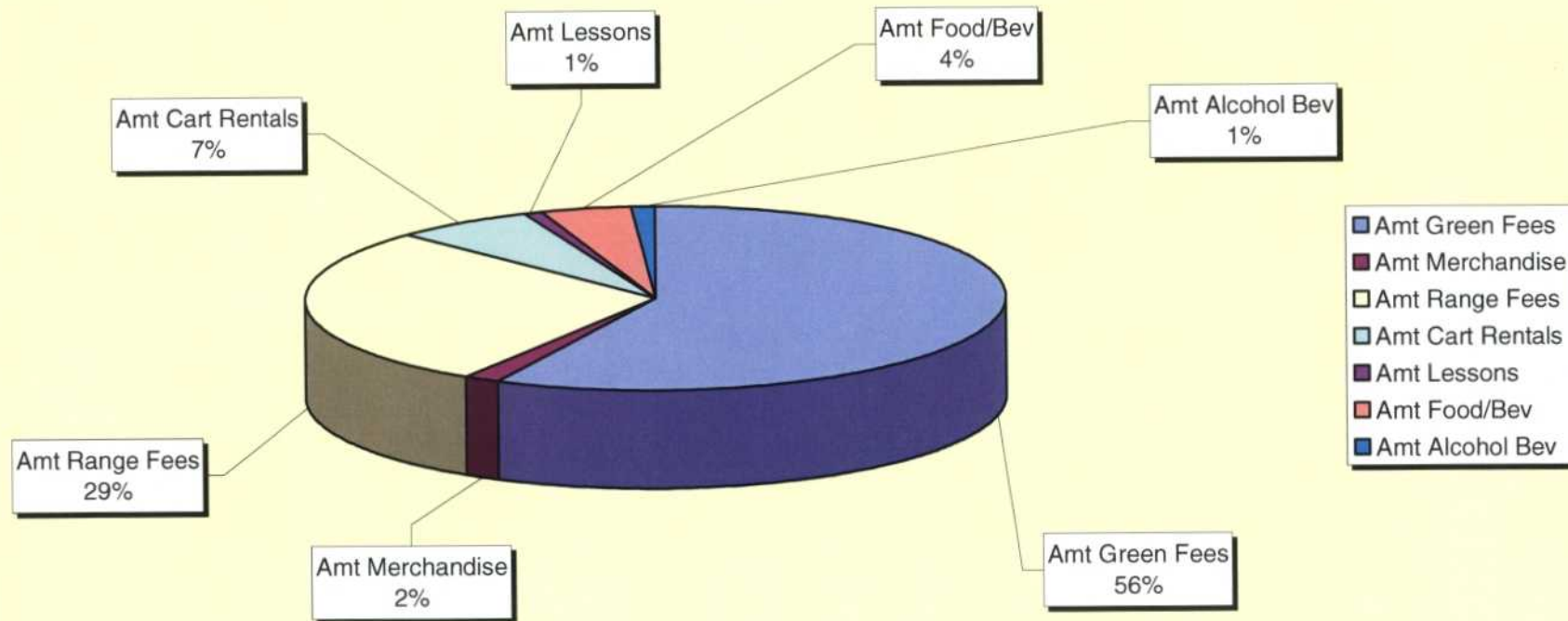
**RECREATION PARK 18 GOLF COURSE REVENUES
2006**



**RECREATION PARK 9 GOLF COURSE REVENUES
2006**

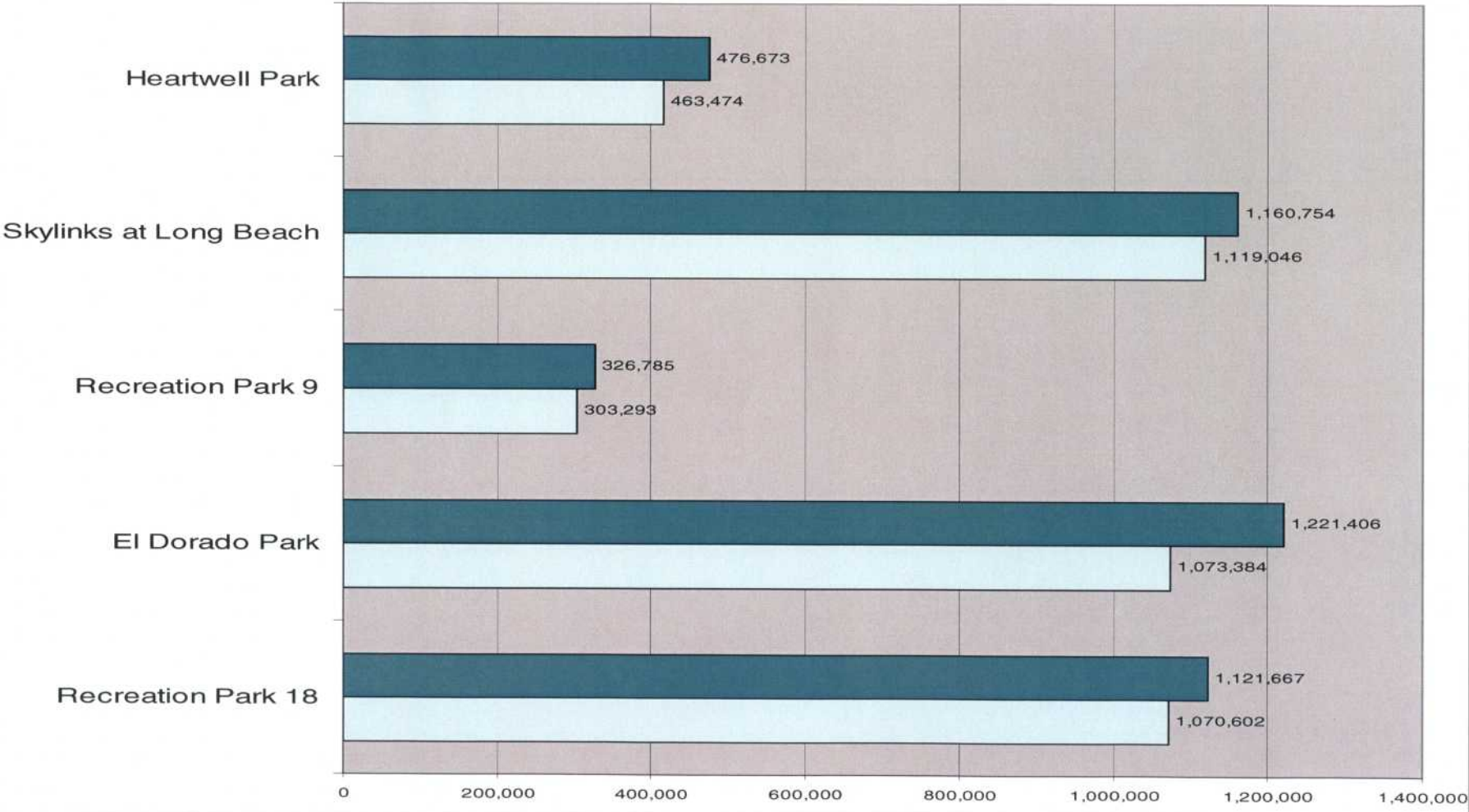


**HEARTWELL PARK GOLF COURSE REVENUES
2006**



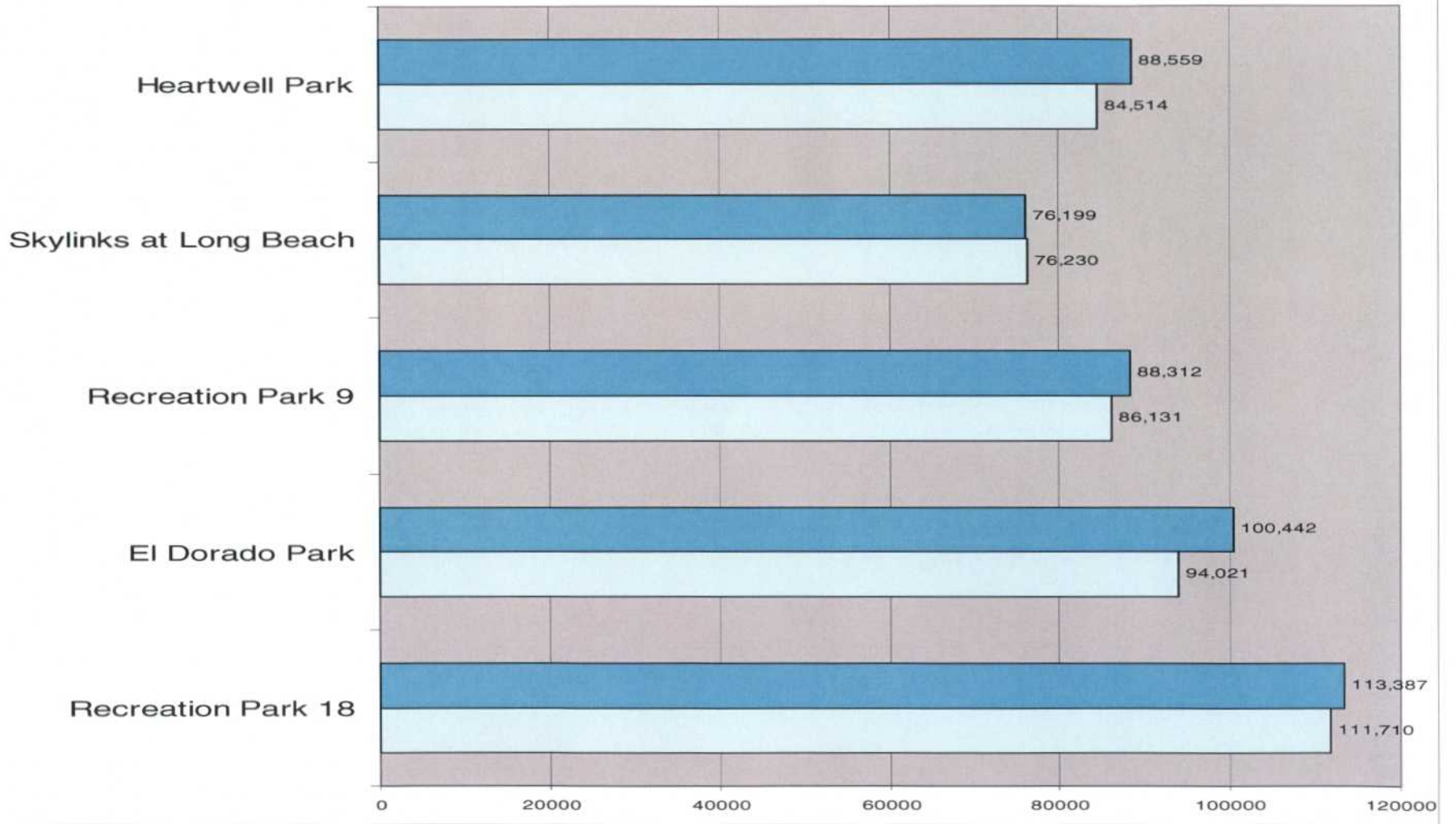
GOLF COURSE REVENUE COMPARISON

□ Revenue 2005 ■ Revenue 2006



GOLF COURSE ROUNDS COMPARISON

□ Rounds 2005 ■ Rounds 2006



**CAPITAL IMPROVEMENT PLAN
LONG BEACH GOLF COURSES - 2006**

El Dorado Golf Course	Cost
Willow Tunnel Drains/Pumps	\$16,000
Bulk Material Storage Bins/Employee Parking Area - DWP Easement	30,000
Wrought Iron Fencing – North of Clubhouse	13,000
Subtotal	\$59,000

Recreation 18 Golf Course	Cost
Protective Fence Behind #12 Green	\$16,000
Replace Sidewalk Along Driving Range	5,000
Employee Parking Areas – Oil Properties Enclosure	7,000
Renovate #13 Tee	12,000
Replace Trees – Micro Burst Damage	10,000
Upgrade Reservation Telephone Answering System	4,000
Renovate Vending Machine Enclosure at Driving Range	8,000
Replace Windscreen Along #14	1,800
Subtotal	\$63,800

Recreation 9 Golf Course	Cost
Reconstruct Greens #1 & 9	\$120,000
Replacement Trees – Micro Burst Loss	5,000
Subtotal	\$125,000

Heartwell Golf Course	Cost
Replace Cart Path Staging Area Between #1 & 10	\$25,000
Replace Asphalt and Fence at Driving Range Tee	25,000
Electrical Lighting Replacement	15,000
New Entry Sign and Landscaping	10,000
New Course Identification Signs (2) on N/E & N/W Street Corners	10,000
Sand & Equipment Storage in Maintenance Yard	30,000
Perimeter Fencing (Carson/Palo Verde – 8 feet)	35,000
Design Lake Renovation	5,000
Renovate Clubhouse Restroom	5,000
Subtotal	\$160,000

GRAND TOTAL	\$407,800
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GOLF CIP PROJECTS
Recommended for Future Years

El Dorado Golf Course	Cost
Replace Cart Path/Service Road – Eastside	\$50,000
New Restroom at #5 & #6	75,000
Upgrade Driving Range – Re-establish Lighting	170,000
Perimeter Fencing Replacement – Along Parking Lots	35,000
Slurry Seal and Stripe Parking Lots	20,000
New Signage	20,000
Subtotal	\$370,000

Recreation 18 Golf Course	Cost
New Restroom at #7	75,000
Protective Fencing – Southside of Driving Range	70,000
Rebuild #10 Tees – Change to One Level	20,000
Computerized Reservation System	20,000
New Signage	30,000
Subtotal	\$215,000

Recreation 9 Golf Course	Cost
New Cart Paths	\$130,000
Reconstruct Green #3	60,000
Enlarge Tees #4, & 6	10,000
New Signage	10,000
Subtotal	\$2,000

Heartwell Golf Course	Cost
Protective Fence at East end of Driving Range	\$80,000
Renovation of Lakes	150,000
New Roof on Clubhouse	30,000
Construct Cart Paths & Staging Area	175,000
New Signage	20,000
Subtotal	\$455,000

GRAND TOTAL	\$ 972,000
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