



**APPROVED**  
BY THE CITY COUNCIL

**NOV 5 1998**

OFFICE OF THE  
CITY CLERK



THOMAS V. LEE  
DEPUTY CITY MANAGER  
DOWNTOWN DEPARTMENT

CITY OF SACRAMENTO  
CALIFORNIA

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October 29, 1998

City Council  
Sacramento, California

Honorable Members in Session:

**SUBJECT: CAPITAL CITY GOLF CARD**

**LOCATION AND COUNCIL DISTRICT: ALL**

**RECOMMENDATION:**

It is recommended that Council approve the implementation of a Capital City Golf Card as part of the automated golf reservation/information system to: 1) monitor rounds and revenues played at City golf courses; 2) minimize lost revenues caused by customers who fail to cancel reservations for tee times; 3) provide Capital City Golf with information necessary to manage and market the City golf courses efficiently and effectively; 4) improve customer service; and 5) provide a photo identification card and tracking system.

**CONTACT PERSON:** Ann Weaver, Golf Manager, 433-6315

**FOR COUNCIL MEETING OF:** November 5, 1998

**SUMMARY:**

The Capital City Golf division will implement an automated reservation/information system in January 1999. The Capital City Golf Cards will be sold to golfers wishing to reserve tee times at any of the six (6) City golf courses. Golfers who do not purchase a Capital City Golf Card will use a credit card to reserve tee times. Effective February 28, 1999, the Camellia Card and Camellia Passport Cards will no longer be accepted as forms of identification for senior golf discounts. Seniors and juniors will be required to have a Capital City Golf Card in order to receive green fee discounts. Capital City Golf Cards will be good for one year from date of purchase and cost \$10.00 per year – senior and junior cards will cost \$5.00 per year. Current Camellia Card and Camellia Passport Cardholders will receive their first Capital City Golf Card free of charge.

**COMMITTEE/COMMISSION ACTION:**

None.

**BACKGROUND INFORMATION:**

On April 26, 1990, City Council approved implementation of a Senior Leisure Discount Program ("Camellia Card" Program) for residents of the City and County of Sacramento age 65 and older. The Camellia Card and Camellia Passport offer senior residents 20% and 50% discounts, respectively. Camellia senior discounts are honored at: City and County golf courses for weekday green fees; Crocker Art Museum, Sacramento Discovery Museum, Sacramento Zoo, Fairytale Town, McKinley Park Tennis Courts, City Swimming Pools, and designated classes offered by the City. Seniors complete a Camellia Card application and take their identification (showing age and Sacramento County residency or property ownership) to one of three community center locations where they may purchase their Camellia Card or Passport for a one-time fee of \$5.00 (replacement cards cost \$2.00). Currently, Camellia Cards and Camellia Passports are good for unlimited uses and do not expire. In order to obtain a Camellia Passport, applicants must be receiving MediCal and the first four numbers on their MediCal card must be 34-10, 34-13, 34-16 or 34-18.

During the last mid-year budget report, City Council approved the expenditure of capital improvement funds for the purchase of an automated reservation/information system for City golf courses.

On February 2, 1998, City staff met to discuss the impacts of the new Capital City Golf automated golf reservation/information system on the Camellia senior discount program. In attendance at this meeting were representatives from City facilities who currently honor Camellia senior discounts. A meeting was also held in February 1998 with Ron Suter, Sacramento County Parks and Recreation Department, to explain potential impacts to the County golf courses. Thom Oliver, Deputy Director for the Sacramento County Parks and Recreation Department, was also notified and mailed a copy of this staff report.

On August 19, 1998, a Senior Advisory Committee was formed (see Attachment A) to assist in the successful implementation of the new Capital City Golf Cards. The Senior Advisory Committee members represented local senior golf clubs (or Sons in Retirement "SIRS"). The Committee was provided information on how the new automated reservation/information system will operate and how it will affect senior golfers. The Senior Advisory Committee held subsequent meetings on September 18, 1998 and October 6, 1998.

On October 5, 1998, staff met with several members of the Sacramento Golf Council who frequently play golf at City golf facilities. The Sacramento Golf Council members were supportive of the proposed Capital City Golf Card, as summarized in Attachment B.

On October 10, 1998, the proposed Capital City Golf Card informational flyer (Attachment B) was posted at all City golf course locations as another means of notifying the public.

On October 13, 1998, staff met with home golf club representatives. The home clubs were supportive of the proposal as summarized in Attachment B.

On October 14, 1998, staff attended the Sons in Retirement – Branch 23 meeting to review the Capital City Golf Card program. The informational flyer (Attachment B) was distributed to the 191 members present at this meeting. Seniors were then given an opportunity to comment and ask questions, there were no negative comments made.

On October 19, 1998, staff attended the Sons in Retirement – Branch 93 meeting to review the Capital City Golf Card program. The informational flyer (Attachment B) was distributed to the 143 members present at this meeting. Seniors were then given an opportunity to comment and ask questions. Concerns were voiced about seniors having to pay \$5.00 per year for the Capital City Golf Card, instead of paying \$5.00 one time and the card being good for life. The need to update the computer data base each year is key to controlling no-shows and significant losses in revenues. Staff explained that the fee is a "maintenance fee" that will be used to cover labor and material costs to keep the system updated and operating.

#### **FINANCIAL CONSIDERATIONS:**

Capital City Golf is a self-supporting enterprise fund operation within the Downtown Enterprise Department. Since fiscal year 1994-95, the golf enterprise fund has operated at a deficit – with a deficit as high as 1.02 million dollars. Through the combined efforts and hard work by City staff, labor unions and our private golf shop and food and beverage lessees, the golf enterprise fund produced a profit of \$29,000.00 in FY1997-98.

The following information is pertinent to understanding how the new automated reservation/information system will work and includes important financial considerations:

- Effective January 1999, golfers will be able to call 916-264 TIME (264-8463) 24 hours a day to reserve tee times at any of the City's six (6) golf courses.

- It is estimated that the City loses \$674,000 annually (this figure does NOT include reservations that were filled off of the waiting list) to customers who make a reservation and then "no-show." The new automated system will enable the City to control no-shows by tracking each individual round of golf and charging players a fee for not canceling their unused tee time reservation. When a Capital City Golf Cardholder no-shows three (3) times, he/she will be denied access to the automated reservation system until the account is cleared through the administration office. Repeat no-show offenders will be charged a \$10.00 fee. Non-card holders will be charged a \$10.00 fee the first, and any subsequent, time they no-show. Reservations that are canceled by 8:00pm the evening prior to the scheduled tee time will not be counted as a no-show.
- Golfers will be required to purchase a Capital City Golf Card in order to gain access to tee times 8 days in advance or to receive senior or junior discounts. Seniors and juniors will be required to purchase a Capital City Golf Card for an annual fee of \$5.00 and must present their card to the starter to claim their discount. All others will pay \$10.00 per year for the Capital City Golf Card. Golfers who do not purchase a Capital City Golf Card will secure tee times reservations using a credit card and will have access to tee times 7 days in advance.
- Existing Camellia Cardholders and Passport Cardholders will be given their first Capital City Golf Card FREE of charge.
- The new Capital City Golf Card will serve as photo identification and include a bar code that will be scanned in through the point-of-sale (POS) system by the starter for quick check-in. Capital City Golf Cards will go on sale starting in December 1998 at these locations: Haggin Oaks Golf Complex; Bing Maloney Golf Complex; and the Capital City Golf Administration Offices. Capital City Golf Cards will be valid 1 year from the date of purchase - replacement cards will cost \$5.00.
- The fees collected from sale of Capital City Golf Cards will be used to maintain and upgrade the automated reservation system hardware and software; and cover material and labor costs. The City will be responsible for equipment and software system upgrades and supplies associated with issuing the Capital City Golf Cards (e.g. plastic cards and film). The golf shop lessees will be responsible for providing the labor to sell the cards and maintain the database. The City and golf shop lessees will each receive 50% of the revenue generated from the sale of the cards at their respective facilities. The City will retain 100% of the revenues from the sale of Capital City Golf Cards at the Golf administration office.
- Seniors, age 65 and older, will continue to receive green fee discounts Monday through Friday with a Capital City Golf Card – some area courses (including the County of Sacramento golf courses) are no longer offering senior discounts on Fridays.

- Seniors, age 65 and older, will continue to receive discounts of 20% off the normal peak weekday green fee rate with a Capital City Golf Card. Seniors in this category will no longer be required to be a resident of the City or County of Sacramento. Low income seniors, age 65 and older, who are residents of the City or County of Sacramento, will continue to receive a 50% discount off of normal peak weekday green fee rate with a Capital City Golf Card.
  
- Effective February 28, 1999, the old Camellia Cards, Camellia Passports and Junior Cards will no longer be accepted for green fee discounts at City golf courses. However; Camellia Cards and Camellia Passports will still be offered and accepted at other City facilities that currently participate in the Camellia Card Program. The Neighborhoods, Planning & Development Services Department staff will continue to sell Camellia Cards and Camellia Passports for discounts at other (non-golf) facilities at a one-time cost of \$5.00 per card.

**ENVIRONMENTAL CONSIDERATIONS:**

None.

**POLICY CONSIDERATIONS:**

Effective February 28, 1999, the Camellia Card and Camellia Passport cards would no longer be used for senior discounts at City golf courses. Seniors and juniors will be required to purchase a Capital City Golf Card in order to receive senior and junior discounts every twelve (12) months.

Seniors, age 65 and older, will no longer be required to own property or be a resident of the City or County of Sacramento in order to receive discounts of 20% off the normal peak weekday green fee rates. Golf discounts of 50% off normal peak weekday green fee rates for low-income seniors age 65 and older will continue to require proof of low-income status and residency within the City or County of Sacramento.

**MBE/WBE:**

Not applicable.

Respectfully submitted,



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Ann Weaver, Golf Manager  
Capital City Golf  
Downtown Enterprise Department

RECOMMENDATION APPROVED:



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Thomas V. Lee, Deputy City Manager  
Downtown Enterprise Department

RECOMMENDATION APPROVED:



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William H. Edgar  
City Manager

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# CAPITAL CITY GOLF

City of Sacramento, California

## SENIOR ADVISORY COMMITTEE

NAME	MAILING ADDRESS	TELEPHONE	FAX NUMBER
Bob Runge	2459 Via Camino Carmichael, CA 95608	482-6488	
Jack Rhondeau, Jr.	6817 Shalimar Way Citrus Heights, CA 95621	722-8383	
Harry Scott	8612 Midfield Way Sacramento, CA 95826	386-0155	
Ray Carlson	5865 Laguna Trail Way Elk Grove, CA 95758	684-3091	
Chuck Phillips	6745 Swenson Way Sacramento, CA 95831	428-2746	
Larry Gately Area 15 Golf Chair	2133 Third Avenue Sacramento, CA 95818	453-1388	
Robert Holmes Branch 23 Golf Chair	6628 Chandler Drive Sacramento, CA 95828	383-6088	
John Gisler Area 9 Golf Chair	1260 Vanderbilt Way Sacramento, CA 95825	923-2178	
Roy Vaughn Area 3 Golf Chair	1933 66 <sup>th</sup> Avenue Sacramento, CA 95822	421-2845	

# Attention Golfers!

**Proposal Being Presented to City Council at  
7:00pm on Thursday, November 5, 1998**

**915 I Street, City Hall, 2nd Floor – Meeting is Open to the Public!**

**Posted 10/20/98 – For more information contact Ann Weaver, Golf Manager at 433-6307**

- ▽ Effective January 1999, golfers can call the 916-264-TIME(8463) central reservation number 24 hours a day to make golf tee times at any of the six (6) City golf courses.
- ▽ In order for the City to maintain affordable pricing, we must control "no-shows." The City currently estimates a loss of \$674,000 per year due to unfilled no-shows.
- ▽ Golfers will be required to purchase a **Capital City Golf Card** in order to gain access to tee times 8 days in advance. Non-cardholders will have access to tee times 7 days in advance.
- ▽ Golfers who do not purchase a **Capital City Golf Card** will secure tee time reservations using a credit card, and will be charged for their no-shows. **Capital City Golf Card** holders will be denied access to the reservation system after three (3) no-shows and may be charged a fee for repeated no-show offenses.
- ▽ **Capital City Golf Cards** will go on sale at **Haggin Oaks, Bing Maloney** and the **Capital City Golf Administration Offices** starting in November or December of 1998. **Capital City Golf** courses will accept credit cards for payment of green fees.
- ▽ Effective 2/28/99, seniors and juniors must purchase a **Capital City Golf Card** in order to receive discounts at City golf courses. **Camellia Cards** and **Camellia Passports** will not be accepted for golf discounts at City courses after 2/28/99.
- ▽ **Capital City Golf Cards** will be good one (1) year from the date of purchase.
- ▽ **Capital City Golf Cards** will cost \$5.00 per year for seniors and juniors and \$10.00 year for all others. Replacement cards cost \$5.00.
- ▽ Current **Camellia Card** and **Camellia Passport Card** holders will get their first **Capital City Golf Card** FREE of charge.
- ▽ Senior discounts will be offered Monday through Friday - some courses (including the County) are no longer offering senior discounts on Fridays.
- ▽ Senior discounts of 50% off normal weekday peak green fee rates will continue to be offered to low-income Sacramento County and City residents age 65 and older with the purchase of a **Capital City Golf Card**.
- ▽ Senior discounts of 20% off normal weekday peak green fee rates will be offered to all persons age 65 and older (regardless of residency) with the purchase of a **Capital City Golf Card**.

APPROVED  
BY THE CITY COUNCIL

NOV 5 1998

OFFICE OF THE  
CITY CLERK

**RESOLUTION NO. 98-549**

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF \_\_\_\_\_

Capital City Golf Card

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SACRAMENTO:

That the City Manager is authorized to:

1. Implement the use of the Capital City Golf Card at City golf courses as recommended in this report.
2. Eliminate the use of Camellia Cards and Camellia Passport Cards for senior discounts at City golf courses effective February 28, 1999.
3. Offer seniors, age 65 and older, discounts of 20% off weekday peak green fee rates regardless of residency.
4. Continue to offer low-income senior residents of the City or County of Sacramento, age 65 and older, discounts of 50% off weekday peak green fee rates.

\_\_\_\_\_  
MAYOR

ATTEST:

\_\_\_\_\_  
CITY CLERK

\_\_\_\_\_  
FOR CITY CLERK USE ONLY

RESOLUTION NO: \_\_\_\_\_

DATE ADOPTED: \_\_\_\_\_