



Golf Course Operations – Highlights

Council Approved Guiding Principles: Quality, Sustainability, Accessibility, Affordability, Community Benefit, Accountability

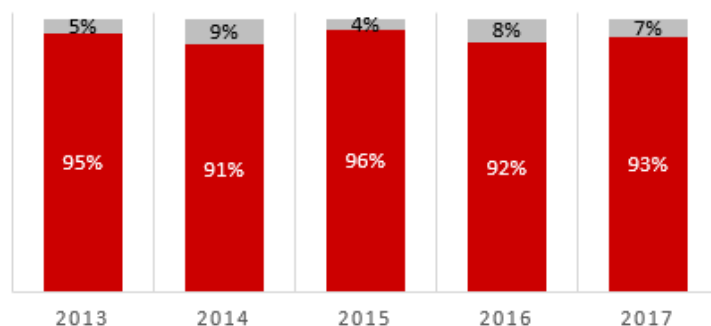
300,000+

Visits to municipal golf courses each year.

GOLF TAX SUPPORT RATES

2013 - 2017

■ Tax Support Rate



Tax Support \$(000)

2013	2014	2015	2016	2017
\$503	\$964	\$435	\$885	\$710

Annual tax support: Percentage of total golf expenditures funded through tax support. Remainder is funded through golf revenues

Annual revenues are subject to the impact of inclement weather or other factor. (e.g. 2017: 67 days weather and 2014: September Snow Event)

Implementation of the Council Approved Golf Sustainability Work Plan initiatives is on-going with the aim to enhance operating and capital sustainability.

Updated: May 2018



Overall satisfaction with City Golf Courses.

2017 Golf Customer Satisfaction Survey

30,000+ Winter Visits for cross country skiing, tobogganing and Lions Festival of Lights

Sustainability Work Plan

\$525,000

Average revenue increase due to new fee structure and food & beverage enhancements

2015/2016/2017

66,000

Senior, Junior and Family rounds of golf annually

2017 & 2018 initiatives

2017: pilot contracting of select grounds maintenance activities.

Savings to date: \$20,000

2018: McCall Lake Golf Course capital renovations underway, expand sponsorship initiatives, advance off season winter use.

Golf is the #1 outdoor recreation activity for Calgarians over 65.

2015 Facility Design and Enhancement Study

83%

Golfers state physical activity is the primary benefit from playing golf at city courses.

2017 Golf Customer Satisfaction Survey

Value for Money

And likelihood to recommend received the highest ratings ever in 2016.

2016 Golf Customer Satisfaction Survey

Cost, Convenience, Accessibility

Top 3 responses to what customer's value most about City courses.

2017 Golf Customer Satisfaction Survey

For many, City courses are the difference between being able to participate in the sport and not being able to participate at all.

Beyond Provision of Golf

- Multi-use opportunities offered
- 750 acres of green space relief
- Stewards of significant corporate infrastructure (i.e. storm water drainage, utility and road rights of way and water reservoirs).



Golf Benefits - Highlights

Weekly League Play

- 38 weekly block booking clubs
- 1,120 tee times each week
- Majority of league players are seniors

Fun and Affordable

- Family rates at Par 3 courses
- Events for beginners, youth, families and ladies
- FREE golf for kids – Take A Kid to Course Week event
- Range of discount options for seniors and youth

Small Groups/tournaments

- Over 1,500 players participate in small group bookings (e.g. wedding parties, team building events and church groups.)

Winter Use

- Cross country skiing at Confederation Park, Shaganappi Point, Lakeview and Maple Ridge
- Special event venue (e.g. Lions Festival of Lights, Calgary Stampede 100 year fireworks displays)

Schools

- 3000 student visits to driving ranges and Par 3 courses

Community Event Connections

- Golf Ambassadors attend local community events to create awareness of affordable, accessible golf.
- Community Association driving range nights with introductory golf lesson
- Access to community groups (e.g. Special Olympics, Kerby Centre, Guyana Canada Cultural Society, Golf around for Women, etc.)

Collaborations & Partnerships

- Junior golf programs and camps
 - Work with Calgary Board of Education, Catholic School Board, Mount Royal University, University of Calgary, Recreation Leisure Centre's, Calgary After School
- Foothills Nordic Ski Club
- Calgary Ski Club
- Calgary Lion's Club – Festival of Lights

Subsidy Opportunities

- Work with 13 low resourced schools throughout Calgary
- Connecting to youth through local service clubs: Big Brothers & Big Sisters, Kids Upfront, Metis Family Services, Catholic Immigration Society, Child & Family Services, Children's Link Society, Closer to Home.
- Fee Assistance – reduced rates for individuals and families registered via The City of Calgary Fair Entry program

Accommodating Special Needs

- Golf X-press golf cart available to those unable to play from a standing position
- Special needs golf carts at all locations for golfers with mobility challenges.
- Access to courses for golfers with a family member unable to play due to a disability.
- Group bookings for persons with health-related challenges (e.g. Association for Rehabilitation of the Brain Injured, Stroke Recovery patients program)