



GOLF IN VANCOUVER PARKS - Overview

Report Reference

Park Board Regular Meeting
Tuesday, October 22, 2019



To provide an overview of the Vancouver Park Board's golf services and operations, in response to the Board's request for information.



- Board Presentations (Referenced April 2019)
- Industry Overview
- Park Board Golf Overview
- Environment and Sustainability
- Growing the Game
- Planning and Investment
- VanPlay / Next Steps
- Questions

- May 2001 – [Golf Course Financial Sustainability Plan](#) report
 - [comprehensive analysis](#) of all golf operations
 - included extensive community engagement
 - introduction of golf capital reserve

- Nov 2012 – [Golf Metrics Update](#) presentation
 - provided in response to [July 2012 motion](#) directing staff to compile and report back on golf usage and revenue



Industry Overview

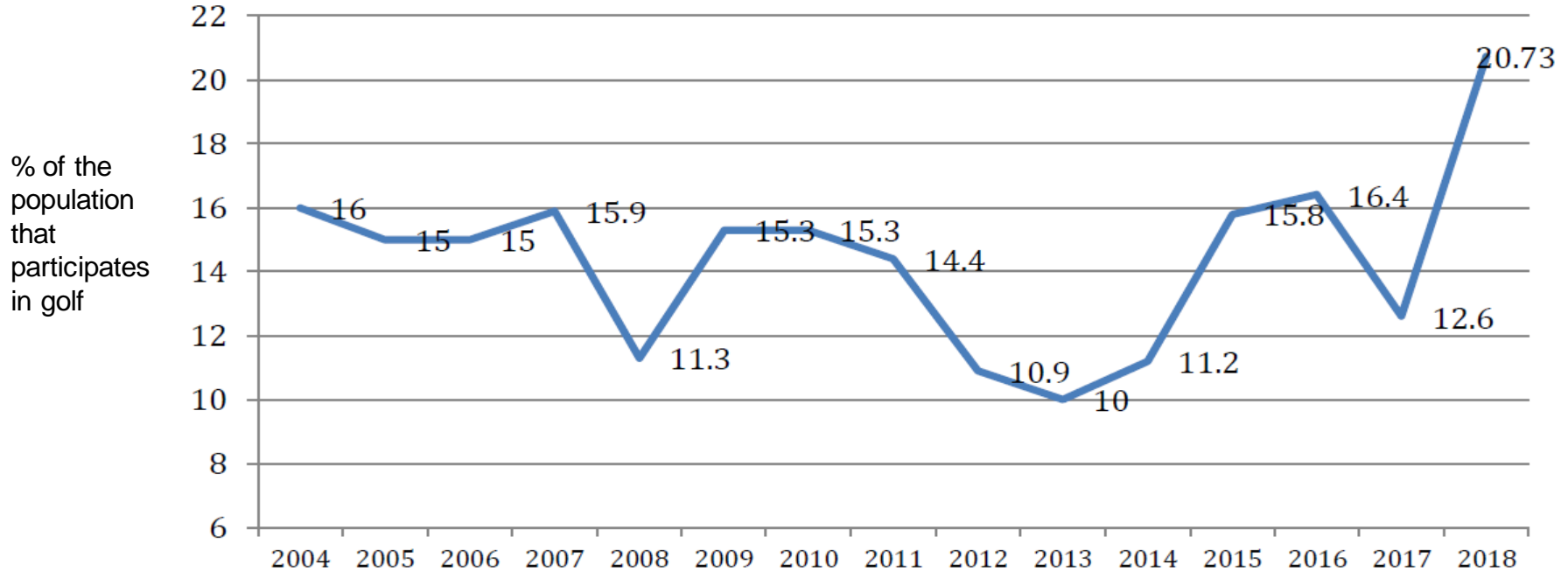
- **Regulation Course** - any nine-hole course 2,600+ yards in length (min par 33), or 18-hole course 5,200+ yards in length (min par 66); a combination of par 3, par 4 and par 5 holes;
- **Executive Course** - short courses with a variety of par 3, par 4 and/or par 5 holes; 18-hole executive courses are 5,200 yards in length or less (par of 65 or less);
- **Pitch & Putt Courses** - short par 3 courses where the holes average less than 100 yards in length; played with 3 clubs;
- **Driving Range** - facility where golfers can hit golf balls for practice.

- **Private Courses** - exclusive membership-based access; higher cost;
- **Semi-Private Courses** - offer limited amount of access to public players; majority of access for members; usually priced above market rate;
- **Public/Daily Fee Courses** - open to public; owned by private individual, management group or corporation; priced at market rates;
- **Municipal Courses** - open to public without restriction; generally priced at market rates; ability to provide discounts to specific user groups to promote development of the game.

- Canada's golf participation rate is 20%, representing approx. 5.7M golfers
 - Golf Facilities in Canada 2017 Edition
- Canada's golf participation rate is #1 of all countries in the world and nearly double that of the USA
 - National Golf Course Owners Association
- Based on participation, golf is the #1 recreational activity in Canada, played by more Canadians than hockey or soccer
 - Economic Impact of Golf In Canada Report – (Allied Golf Association 2014)



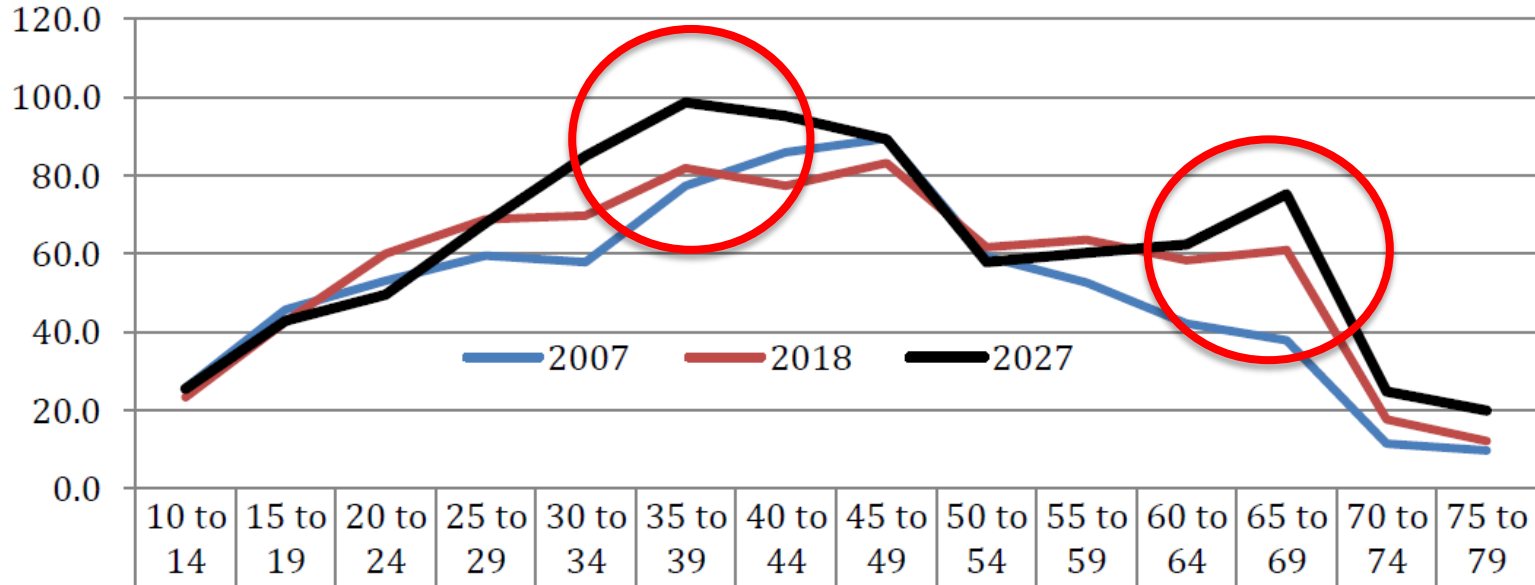
BC Golf Participation Rate



Over the past 14 years, the participation rate averages 15% and is mainly impacted by economic conditions, weather & demographic shifts

BC Golf Market of the Future – by Age Group

BC Golf Market of the Future



Participation is expected to continue to grow in the key demographics of 25 to 45 year olds and 60 to 79 year olds

Represented in 1000's
BC Golf Market Report - 2018

April 15-19, 2019 was the first official global “Golf & Health Week”

- Golf is a life long sport;
- Golfers live on average 5 years longer than non-golfers;
- Physical benefits include: improved cardiovascular risk-factor profiles, improved blood-glucose levels, and increased life expectancy;
- Psychological benefits include: improved self-esteem, improved confidence, reduced anxiety, and enhanced social connections

Golf in the Lower Mainland

- 57 regulation courses;
- 10 executive courses;
- 13 pitch & putt courses;
- other municipal golf facilities:
 - Burnaby (4)
 - North Shore (4)
 - Richmond (1)
 - Abbotsford (1)





Park Board Golf Overview



Three 18-hole Regulation golf courses:

1. Fraserview, **2.** McCleery, **3.** Langara

- variety of challenge offered for both beginner and advance players;
- 4.5 hours average to play.

Three 18-hole Pitch & Putt courses:

4. Queen Elizabeth, **5.** Rupert, **6.** Stanley

- only 3 clubs needed;
- all ages and ability levels
- 2 hours average to play.



Regulation golf operations are a partnership between Park Board staff and third party golf professionals.

- Park Board Responsibilities:

- Maintenance of greens and facilities (CUPE 1004)
- Clubhouse operations of food and beverage (CUPE 15)
- Overall strategy, pricing, programming, business systems, metrics & reporting and corporate compliance, marketing
- Stakeholder and contract management of professionals and clubs
- Capital project delivery and oversight

- Professional golf services:
 - Retail pro shop staffing and inventory
 - Lessons by PGA Professionals
 - Driving range operations including equipment
 - Daily tee sheet and on course management
 - Providing all rental equipment including clubs, carts and a fleet of power carts

- Golf operations are financially self sustaining
 - Generates over \$10M in gross revenue annually
 - Over \$3M in annual net revenue contributions are allocated to offset expenses in the Park Board Budget
- Golf operations has a self funded reserve account for capital projects associated with the golf courses

Regulation Courses



Fraserview Golf Course

- Opened in 1934
- Redesigned in 1998 for approx. \$10.3M
- 95 hectares
- 3.68km/2.3ml perimeter walking trail
- Average annual rounds = 60,000
- Designated Permanent Park Status: November 3, 1981
- Golf Shop, Driving Range, Restaurant, & Event Space



Langara Golf Course

- Opened 1926 by CP Rail; PB bought in 1973; BC's oldest public course (92)
- Redesigned in 1993 for approx. \$6.9M
- 46 hectares in size
- 2.73km/1.17ml perimeter walking trail
- Average annual rounds = 50,000
- Designated Permanent Park Status: January 28, 1993
- Golf Shop, Restaurant, & Event Space



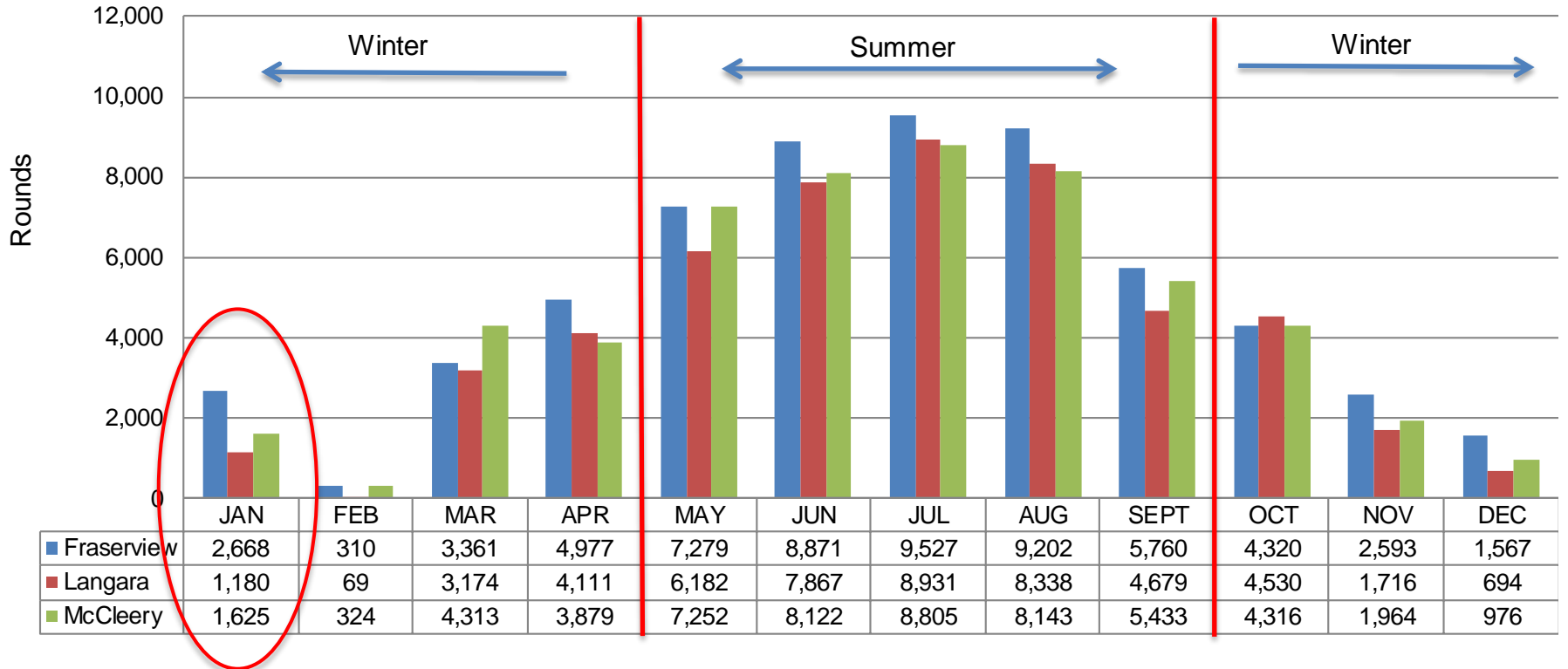
McCleery Golf Course

- Opened in 1959
- Course renovated in 1995 for approx. \$6.8M
- 47 hectares in size
- Average annual rounds: 50,000
- Designated Permanent Park Status: January 28, 1993
- Golf Shop, Driving Range & Restaurant
- Celebrated 60 years on July 3, 2019

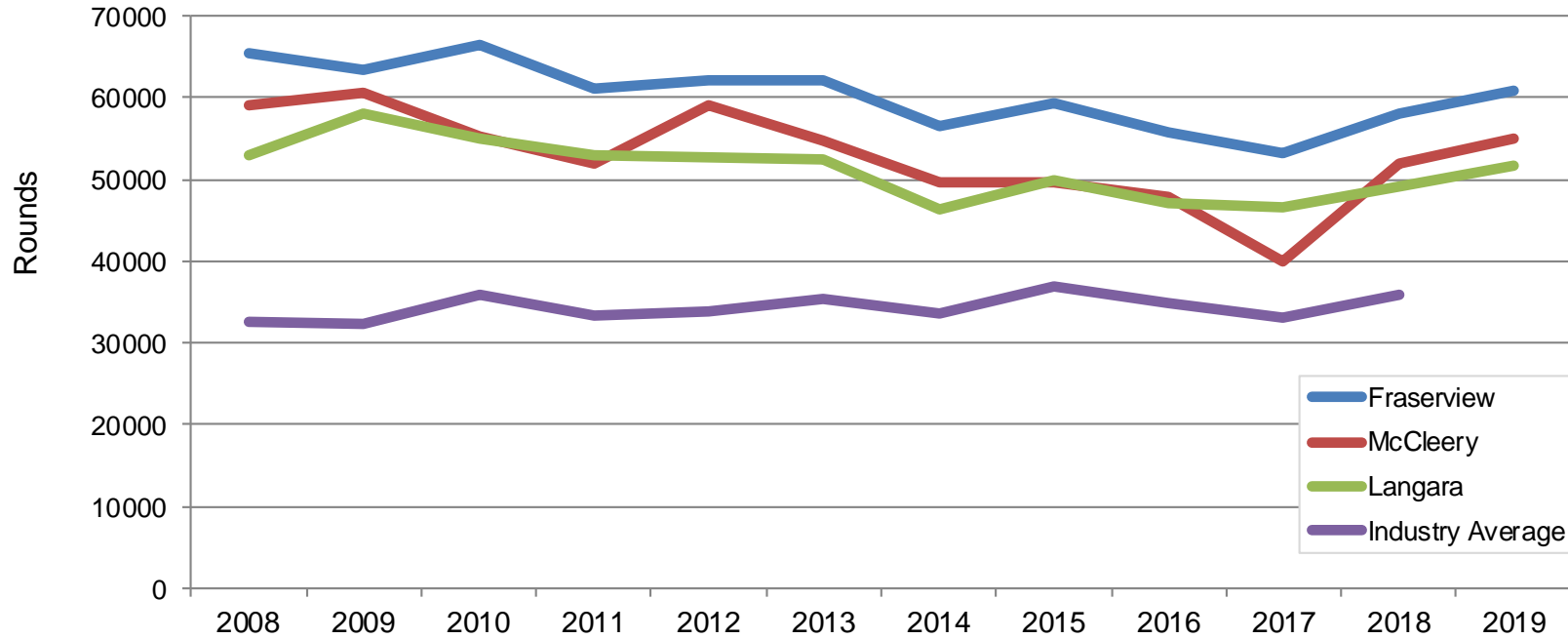


- Regulation courses are open 12 months a year and close only due to snow or lightning
- Summer season is May to September
 - 14 hour of daylight for play
- Winter season is October to April
 - 8 hours of daylight for play
- Northern BC and all other provinces in Canada have a playing season of no more than 7 months due to weather

Seasonality of Rounds by Month (2019 Forecast)



Regulation Courses Round History (2008 – 2019)



Fraserview	65425	63507	66424	61196	62184	62253	56656	59385	55749	53362	58132	60855
McCleery	59150	60712	55300	51999	59097	54823	49694	49606	47878	39999	52059	54917
Langara	53033	58139	55147	52928	52659	52582	46437	50043	47102	46665	49185	51602
Industry Average	32676	32377	35981	33268	33768	35517	33554	36886	34824	33201	35898	

	6am	9am		Noon			3pm			6pm				
January		8%	17%	21%	16%	18%	14%	4%	1%					
February	5%	7%	13%	18%	17%	15%	16%	9%	3%	1%				
March	14%	19%	29%	41%	50%	43%	38%	33%	19%	9%	3%	0%		
April	19%	24%	40%	47%	46%	42%	38%	37%	34%	29%	29%	17%	4%	
May	47%	49%	79%	84%	84%	75%	79%	75%	68%	57%	62%	64%	44%	5%
June	55%	60%	76%	79%	79%	75%	77%	74%	73%	61%	71%	74%	48%	10%
July	66%	72%	89%	90%	89%	83%	81%	82%	83%	72%	83%	80%	64%	16%
August	70%	70%	88%	87%	87%	81%	83%	80%	82%	81%	76%	65%	42%	5%
September	56%	42%	59%	63%	64%	60%	64%	65%	66%	58%	41%	23%	6%	3%
October		54%	42%	68%	68%	64%	66%	65%	56%	32%	16%	4%	3%	
November		31%	23%	40%	49%	43%	35%	22%	14%	3%	1%	0%		
December			12%	22%	28%	22%	14%	13%	4%	0%				

Summer Averages

Fraserview = 70%

McCleery = 62%

Langara = 63%

Industry = 44%

Winter Averages

Fraserview = 30%

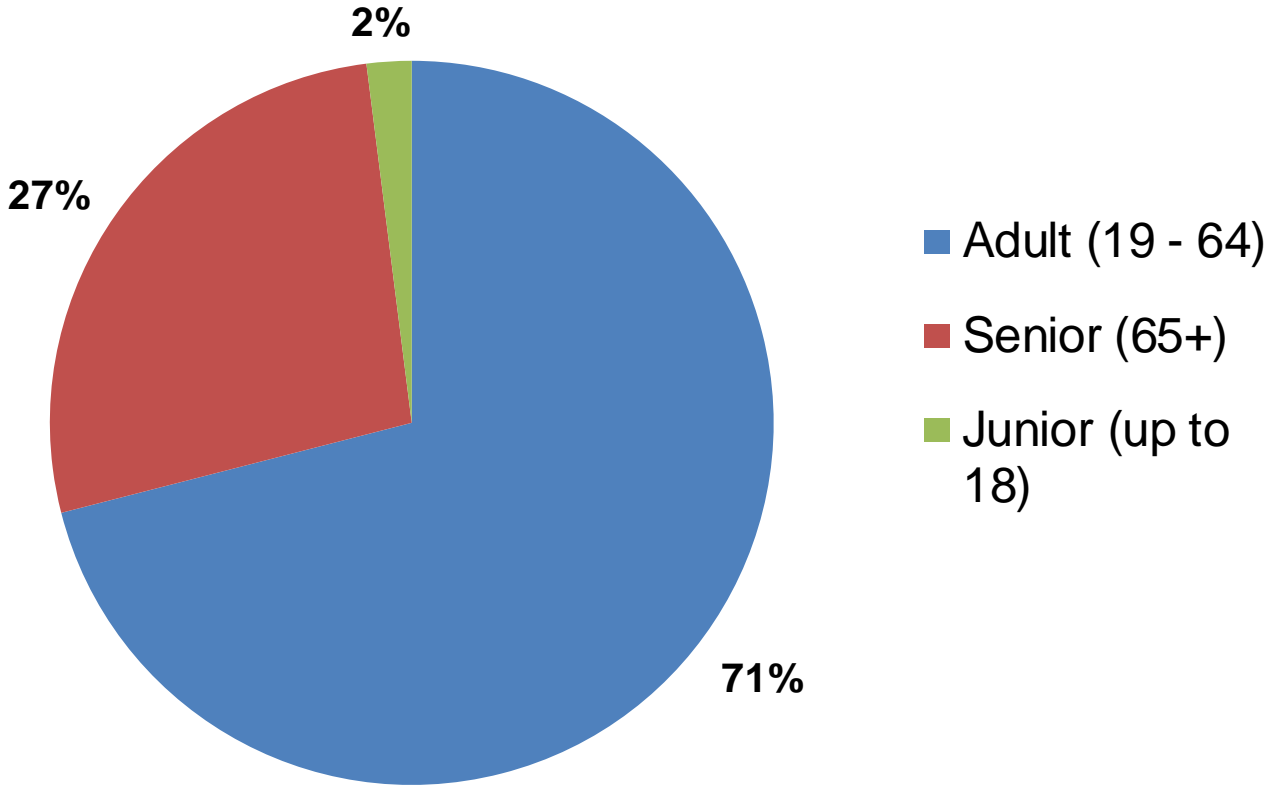
McCleery = 24%

Langara = 23%

Industry = 20%

Redlined areas indicate peak times of play during the day by month

- Prices change 6 times a year by season – Summer, Early Fall, Late Fall, Winter, Early Spring, Late Spring & Summer
- Tee time prices change 6 times a day – Back 9, Early Bird, Regular, Twilight, Sunset & Front 9.
- Pricing ranges from as low as **\$8.50 to \$67.00** for 4.5 hours of play equating to an hourly rate of **\$1.90 to \$14.90**
- There are 3 pricing categories – Adult, Senior & Junior
- Park Board Golf courses offer the highest Senior's discount available in the Lower Mainland of **30%** and **50%** for Youth



Park Board Hosted Golf Clubs



Club	Number of Members	Annual Rounds Played	Established
West Point Seniors Club	125	2100	1986 (founded in 1932)
Fraserview Mens	123	1500	1936
McCleery Tuesday Ladies	81	1400	1959
McCleery Mens	80	900	1959
Fraserview Tuesday Ladies	62	1550	1948
Langara Ladies	51	350	1971
Langara Mens	42	1350	1926
Fraserview Business Ladies	30	500	2003
McCleery Business Women	28	400	1998

Pitch & Putt Golf Courses



Park Board Pitch & Putt Courses

Queen Elizabeth Park

Opened in 1963

Course length: 1,370 Par: 54

QE Park Pitch & Putt



Stanley Park Pitch & Putt



Stanley Park

Opened before 1941

Course length: 1,200 yards

Par: 54

Rupert Park Pitch & Putt



Rupert Park

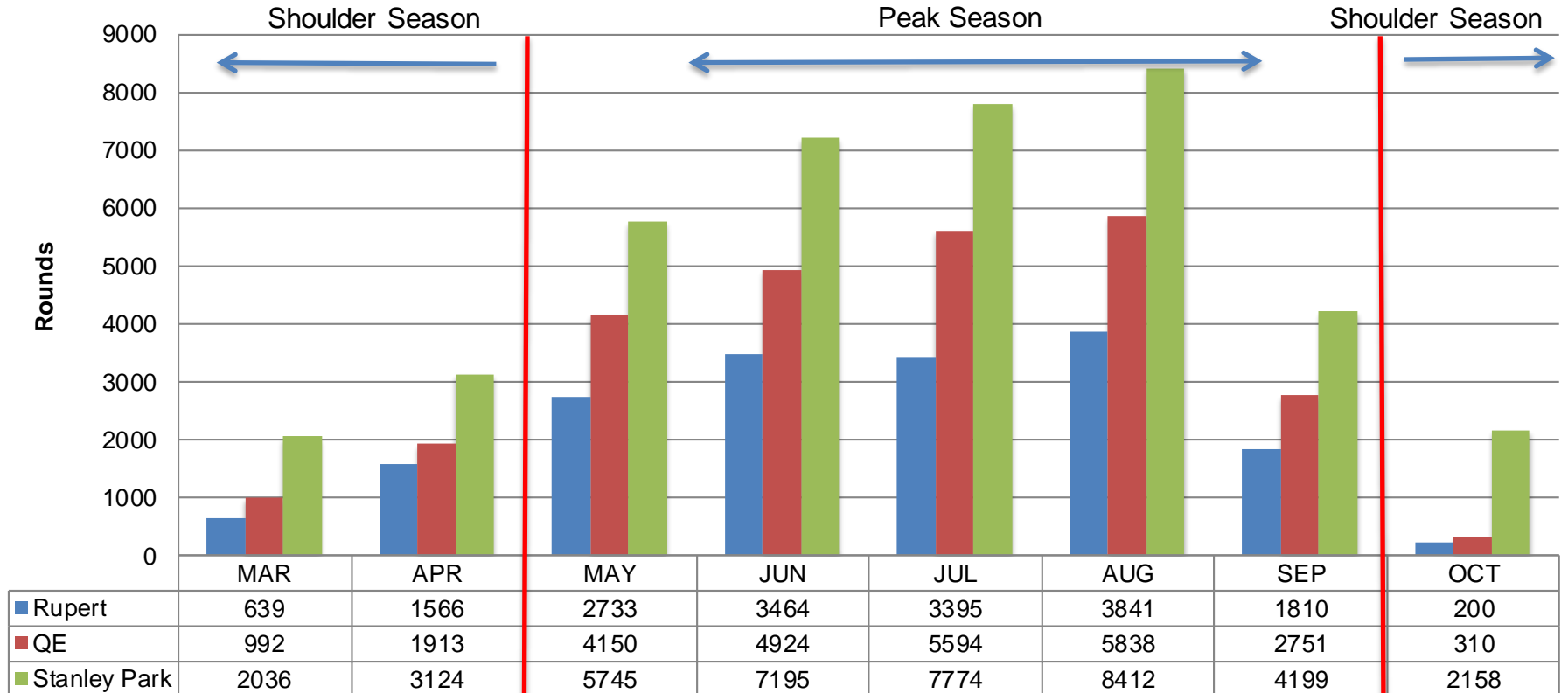
Opened in 1971

Course length:
1,235 yards Par: 54

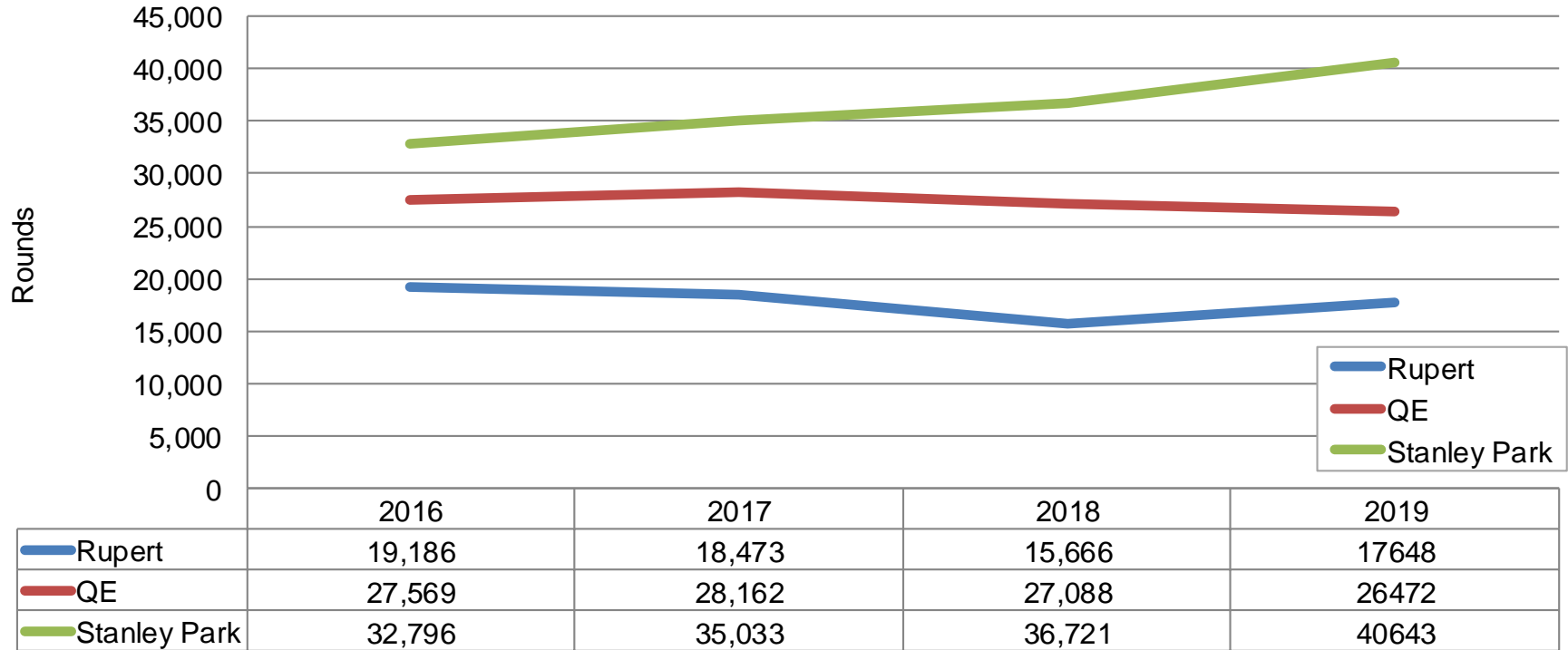
- Seasonally operated March to October; peak season May to September
- Open to public for free access from November to February
- Low barrier to entry: hosts all ages and abilities of players, including tournaments and junior golf programming
- YMCA's First Tee hosted at Rupert & Queen Elizabeth; collaboration between Park Board and YMCA - The First Tee of Greater Vancouver



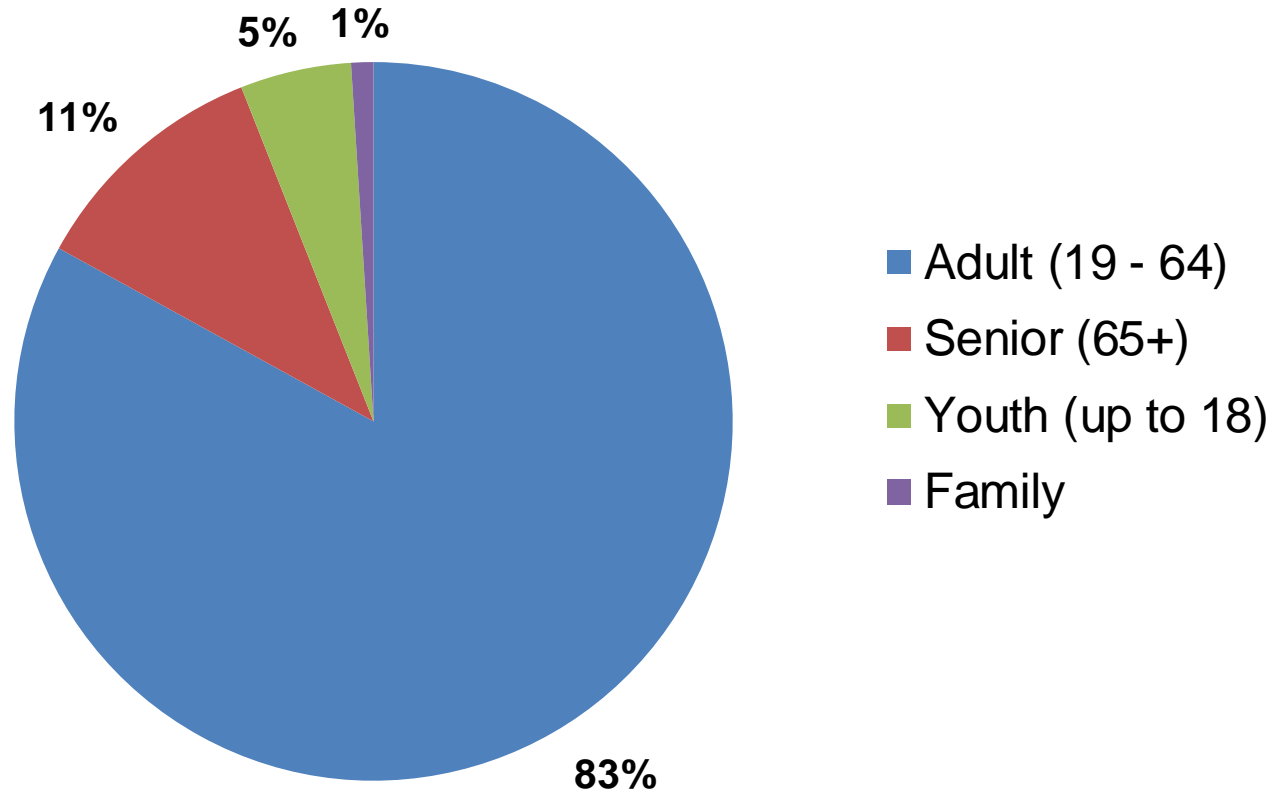
Monthly Rounds by Pitch & Putt Course – March to October 2019



Pitch & Putt Paid Round History* (2016 – 2019)



*Does not include free public play from Nov to Feb





Environment and Sustainability



- Over 50% of golf properties are non golf surfaces.
 - natural forests
 - water bodies - ponds, marshes, creeks and streams
 - walking trails
 - naturalized areas
- Non-essential golf surfaces have been naturalized
 - reduces carbon footprint by eliminating fertilizer inputs, water needs and fuel usage



- Vancouver Natural History Society (Nature Vancouver)
 - Conduct ongoing bird and waterfowl surveys
 - Nest Box Program
- Vancouver Youth Alliance
 - Pollinator gardens
 - Mason Bee program





- Over 4,000 trees planted

Audubon Certification

All 3 regulation courses are certified by Audubon International in all 6 key areas:

- Environmental Planning
- Wildlife and habitat management
- Water Conservation and Management
- Water Quality Management
- Outreach and Education
- Integrated Pest Management



- Difficult designation to achieve and maintain
 - Only 4.2% of B.C. golf courses are certified
 - Only 3.9% of courses are certified nation wide
- All Audubon certified properties must go through a comprehensive re-certification process every 3-years, demonstrating ongoing commitment to environmental stewardship.



- Soil and plant testing
 - Fertilizer programs created
 - Deliver precise nutritional needs to plant
- Foliar (liquid) fertilizers extensively used
 - Precise nutrient delivery
- Large-volume fertilizer spray applicators
 - Capacity to expand foliar nutritional programs

- Water management plans established
 - Conserve drinking water
 - Promote irrigation efficiency
 - Allow more flexible irrigation practices
- Water budgets established based on historical use
- Conservation targets established based on Metro Vancouver research and recommendations
 - target -191 mm/square meter of irrigated turf annually
 - Current average annual use on Metro Vancouver Golf Courses - 270 mm/square metre

- **Fraserview Golf Course**
 - Annual water budget - 65 531 cubic metres
 - Used 78.44% of budget through August
 - 64.25% water use through August 2019 from non-potable water sources

- **Water Sources:**
 - Pond Supply
 - Manual city water feed
 - Natural precipitation
 - Surface water run-off and Internal drainage systems
 - Storm Sewer Diversion from Kerr Street

- **McCleery Golf Course**
 - Annual water budget 59 772 cubic metre
 - 73.15% water use through July 2019 from non-potable water sources.(August data unavailable)

- **Water Sources:**
 - Pond Supply
 - Manual city water feed
 - Natural precipitation
 - Surface water run-off and Internal drainage systems
 - Multiple ground water streams
 - Low volume aquifer

- Langara Golf Course
 - Annual water budget of 72 647 cubic metres.
 - Used 62.84% of total water budget through August
 - 100% water use from non-potable water sources

- Water Sources:
 - Pond Supply
 - Natural precipitation
 - Surface water run-off and internal drainage systems
 - Aquifer



Langara Aquifer

- Source of non-potable water for golf irrigation
- Source of non-potable water for Parks and Urban Forestry during droughts
- City emergency water source

- Evapotranspiration rates and electronic moisture metre readings help determine nightly water use requirements
- Computer software generates optimal irrigation cycle and soak programs to minimize any potential for water run-off
- Irrigate May through September
 - irrigate with 100% non potable water from many different sources.
 - supplemented by city water feeds as necessary at McCleery and Fraserview
- City golf courses have accounted for 6.4% of the total water used for irrigation across the Park Board



Growing the Game

- Women's Golf Day
- My First Tournament
- Vancouver Golf Tour Women's Participation Support
- Women's 9 & Dine League
- #inviteHER campaign
- Singles Bookings

**WE'RE PROUD
SUPPORTERS
OF
WOMEN'S GOLF
DAY**

ENGAGE, EMPOWER & SUPPORT

#WOMENSGOLFDAY



June 4, 2019
WWW.WOMENSGOLFDAY.COM

- 9 Hole programming – “No Time....Play 9”
 - 9 Hole specials in morning and afternoon all year long
 - Women’s 9 & Dine program at Langara

- Forward Tees/Family Tees
 - 1st municipal courses in the BC to implement forward tees

Park Board Golf Junior Memberships

- Introduced in 2016 - 20 participants
- 2019 – 68 participants
- Over 1454 rounds YTD
- Approx. 20 rounds per player



JUNIOR MEMBERSHIPS
Full Size Benefits

Purchase or Renew before
March 31 and pay
ONLY \$399

Plus receive a bonus 30 game Pitch & Putt
match card to get your short game in shape

3 GREAT COURSES... ONE GREAT PRICE!

Junior Annual Memberships (Ages 12 - 18) - **\$449** plus GST
Unlimited Golf at Fraserview, McCleery and Langara until March 31, 2020
A Junior Member can bring a Junior Guest for \$18 plus tax

FRASERVIEW GOLF COURSE 604.257.6923	MCCLEERY GOLF COURSE 604.257.8191	LANGARA GOLF COURSE 604.713.1816
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FRASERVIEW • MCCLEERY • LANGARA
VANCOUVER
PARKS GOLF
VANCOUVER BOARD OF PARKS AND RECREATION

 VanParksGolf   @VanParksGolf 

- Juniors Lesson Programing
 - 21 year history
 - over 14,000 participants
- Inner City Youth Program
 - 20 year history
 - over 950 participants; recruited from Strathcona, Ray Cam & Thunderbird
 - 2 weeks every August
 - 100% funded by donation
 - instruction, t-shirt, cap & daily hot meal
 - fun environment focused on honesty, patience, respect, perseverance, & integrity





- Variety of programs offered, ranging from introductory camps to long-term player development for ages 4-18
- Focused on golf, social & life skills
- Overall participation has grown by 27% since 2017; over 900 participants in 2019
- Girls club player development ages 8-12 increased by 27% since 2017

Alternatively Abled Access Audits

Spring 2020, Park Board will be conducting adaptive golf audits to inform access and equipment required for alternatively abled golfers



Planning and Investment

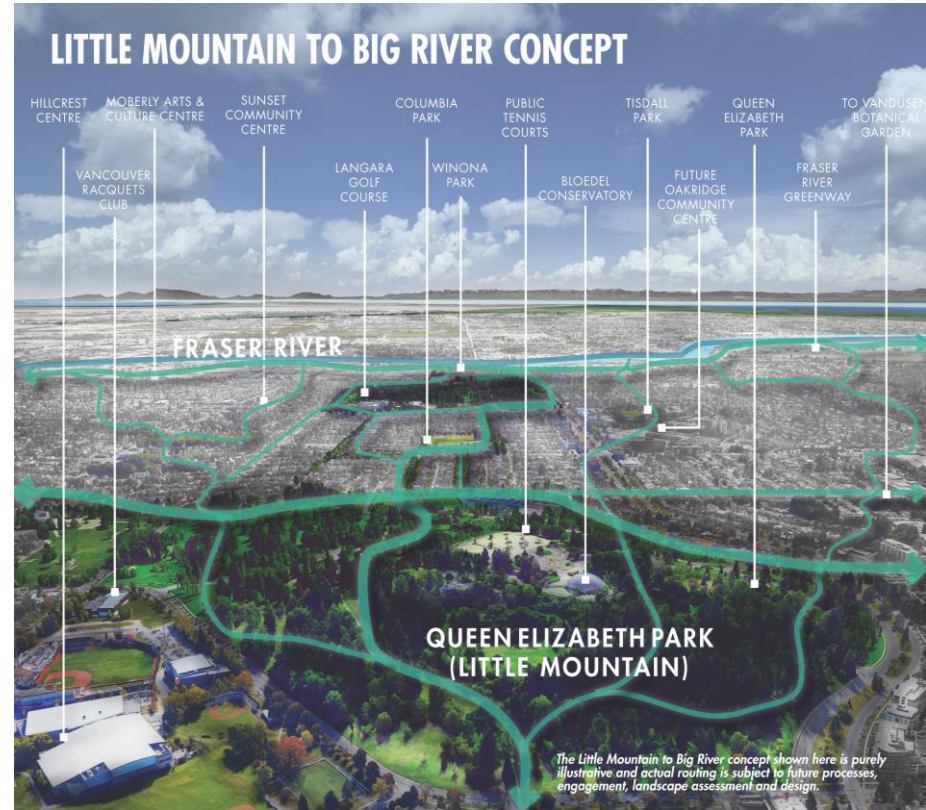


- Park Board established the Golf Capital Reserve in 2001 for golf related capital projects;
- Approved an annual contribution of \$271,000;
- Currently an annual contribution of \$300,000 from operating revenue is directed to the reserve;
- Reserve balance is approximately \$4.5M

- Capital projects, including:
 - on course improvements;
 - irrigation upgrades;
 - facility improvements; and
 - new amenities

- Langara drainage remediation:
 - incremental approach using internal Park Board staff resources

- Strategic Bold Move 3
“Connectivity” identifies the three regulation golf courses as significant recreational nodes and biodiversity hot spots;
- These large park spaces are major contributors to the city-wide network of parks and recreation opportunities



VanPlay’s “The Playbook” included the following Approach for Action:

- “6. Undertake a comprehensive review and analysis of golf courses, pitch & putt courses and driving ranges to understand local and regional context, use and demand which helps describe guiding principles and opportunities to expand programming options (Golf Strategy)”

R.1 CAPACITY, QUALITY + DIVERSITY

*Increase the capacity, quality
and diversity of recreation
amenities through strategic
management and investment.*



Conclusion



- Golf is popular and a growing sport in the Lower Mainland with proven health and wellness benefits.
- Municipal golf is an important link for providing access & community to a diverse range of residents and skill levels.
- Operations are fiscally sustainable and provide affordable recreation value based on cost per hour
- Courses provide key connectivity and biodiversity hotspots in the Park Board network
- Golf Operations are leaders in Park Board's efforts to further goals in water conservation, green space naturalization and preservation

- VanPlay recommended undertaking a comprehensive review and analysis of golf;
- Work on the “Golf Strategy” is planned to begin in 2020.

Questions?

