

**DRAFT**

**Operational Review and Recommendations  
For City of San Francisco Golf Operations**

**San Francisco, California**

**Prepared For:  
City of San Francisco**

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## Sharp Park Golf Course - Golfer Survey

### Overview

NGF implemented GSP at Sharp Park to gauge opinions from the facility's golfers. A total of **143 surveys** were collected by NGF, with 47 completed by those identifying themselves as City residents. The ratings are displayed in the table below. More detailed findings are contained in the associated **GSP Appendix Book**.

### Grades

Sharp Park Golf Course 143 Responses 11/14/2006 – 1/8/2007		
Factor	Average Score (Scale 1-5)	Standard Benchmark Grade
6-Scenery and Aesthetics of Course	4.2	B+
14-Affordability	4.2	A+
2-Convenience of Course Location	4.1	B
10-Friendliness/Service of Staff	3.7	F
1-Overall Value of Course	3.6	C
3-Tee-time Availability	3.6	D+
13-Overall experience	3.3	F
7-Pace of Play	3.2	D
11-Food and Beverage Service	3.2	D-
8-Condition of Golf Cars	2.9	F
4-Overall Course Conditions	2.6	F
9-Amenities (clubhouse, pro shop, locker room)	2.5	F
5-Condition of Greens	2.5	F
12-On-course Services (restrooms, drinking water)	2.3	F

### Other Findings

1. Overall, Sharp Park golfers are showing very little loyalty compared to national benchmarks. It is clear that golfers at this facility are very unsatisfied on the issues of pace of play, on-course services (restrooms, drinking water), food/beverage service, condition of golf carts and friendliness of staff. However, we note that in addition to location and aesthetics being rated above average, this survey group seems to appreciate the affordability and overall value. The survey group noted that the golf course conditions, and the condition of the greens in particular, were in most need of improvement.
2. Our surveys also show a wide variety of other golf courses that are also played by Sharp Park golfers, including other City courses like Harding Park and Lincoln Park (both in the top five). Crystal Springs and the Presidio are the most popular other local facilities with this group, in addition to many other area golf facilities both public and private (consistent with lower loyalty).
3. The profile of the Sharp Park golfer is predominantly male (90%) and somewhat older (58% over 50) than the national benchmark. One key finding was that the course is as popular with Pacifica residents (22%) as San Francisco City residents (21%). The map displaying the origin of customers is displayed in **Appendix F** to this report.
4. The survey indicated that 74% of respondents think that the overall quality of the City's golf courses would improve if oversight and management of the golf system were not the