

Date of Hearing: May 13, 2026

ASSEMBLY COMMITTEE ON APPROPRIATIONS

Buffy Wicks, Chair

AB 1954 (Ward) – As Amended April 21, 2026

Policy Committee:	Arts, Entertainment, Sports, and Tourism	Vote:	8 - 0
	Privacy and Consumer Protection		15 - 0

Urgency: No State Mandated Local Program: No Reimbursable: No

SUMMARY:

This bill prohibits a person or operator of a third-party golf reservation service platform from listing, advertising, promoting, selling, or transferring golf course reservations on a third-party service platform without a written agreement from the golf course operator.

FISCAL EFFECT:

- 1) Costs (Unfair Competition Law Fund) of an unknown but potentially significant amount to the Department of Justice (DOJ) to bring enforcement actions as authorized by this bill. Actual costs will depend on the number of enforcement actions pursued by DOJ and the amount of additional work created by each action, but costs may be in the hundreds of thousands of dollars annually.

- 2) Ongoing cost pressures (Trial Court Trust Fund, General Fund) of an unknown but potentially significant amount to the courts in additional workload resulting from adding an activity to Unfair Competition Law (UCL). Actual costs will depend on the number of cases filed and the amount of court time needed to resolve each case. It generally costs approximately \$1,000 to operate a courtroom for one hour. Although courts are not funded on the basis of workload, increased pressure on the Trial Court Trust Fund may create a demand for increased funding for courts from the General Fund. The state budget provides annual General Fund backfills to the Trial Court Trust Fund to offset revenue reductions. This backfill was \$117.3 million in 2025-26.

The Legislative Analyst’s Office recently warned of General Fund structural deficits of around \$35 billion per year in the 2027-28 fiscal year and ongoing.

COMMENTS:

- 1) **Purpose.** According to the author:

Golf is an incredibly popular sport in California, and its courses attract tourist from all around the world. This legislation is necessary to prevent bad actors from taking advantage of reservations systems for personal gain, as well as taking opportunities from local residents whose taxpayer dollars go towards the upkeep and maintenance of those public and municipal facilities.

- 2) **Background.** With over 220 golf courses statewide, California has some of the highest demand for tee times, particularly in urban areas of the state, in the country. Due to this high demand, there have been instances of individuals setting up tee time brokering businesses by reserving tee times in bulk online at popular golf courses, both public and private, and reselling them for a profit, often in violation of municipal regulations. While brokering tee times is not inherently disadvantageous for a consumer or golf course operator, proponents of this bill argue it is disadvantageous when it occurs without the consent of the golf course operator. Speaking to this point in support of the bill, the California Alliance for Golf states the following:

To be clear; it's important to emphasize that this bill does not in any way affect agreements that are freely entered into for ostensible mutual benefit. It only affects brokering without the consent of the public agency that owns the golf course or the management group that the public agency has put under contract to operate its golf course. There are many well-known and popular vendors in that space. They operate by written agreements that bring benefit to both municipality and vendor, not to mention golfers, and would not be affected by AB 1954.

This bill establishes the listing, advertising, promoting, selling, or transferring of golf course reservations on a third-party reservation service platform without the golf course operator's written consent as an unlawful business practice.

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