



SAN JOSE

**PARKS, RECREATION &
NEIGHBORHOOD SERVICES**

Los Lagos Golf Course Update

City Council Meeting, February 06, 2018

Background

- **2015 Auditor's Report on Golf Courses** – “City needs a new Golf strategy”
 - Lower financial risks (Debt service and ongoing City subsidies)
 - Underutilization of scarce open spaces
 - Develop a more aggressive customer growth strategy
- **Council Direction** – “....Begin a community engagement process...”

Community Engagement Process

- **3,949 Registered Participants**

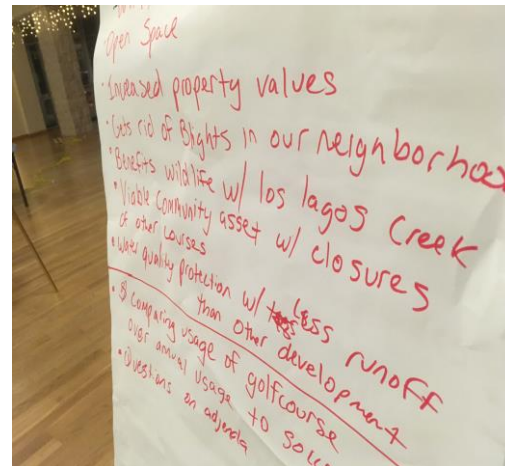
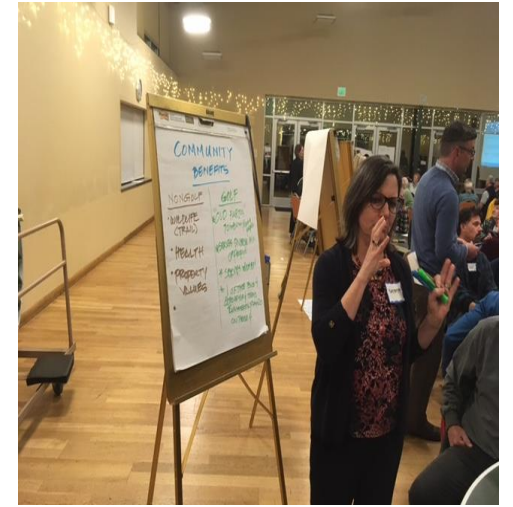
- Surveys

- 3 Citywide workshops

- **Additional Input**

- Nextdoor.com

- Email and website



Community Feedback

Course Benefits: Beyond the Green

- Golfers: Play and Pride
 - All-ages: “Meets the needs of seniors and juniors”
- Community Members: Neighborhood Haven
 - Environmental, wildlife resource

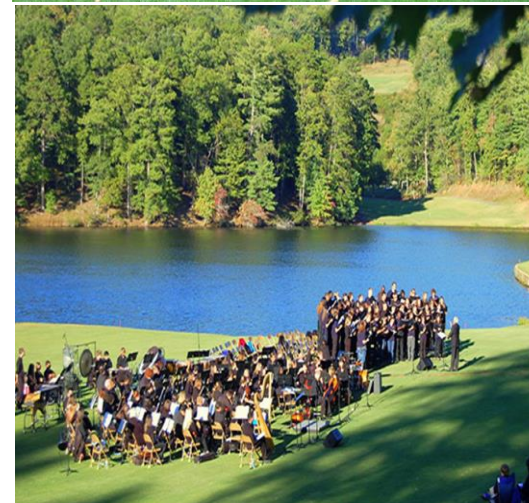
Community Concerns



- Homelessness along the creek
- Limited Recreation Choices
- Unmet community needs
- Underutilized assets

Community Recommendations

1. Maintain as Open Space
2. Take Holistic Approach
3. New Non-Recreational Revenue
4. New Recreational Revenue
5. Diversify Public Use
6. Improve Trail and Bike path
7. Improve Course Marketing
8. Explore refinancing bonds and restructuring wages



Parks and Recreation Commission

1. Remain parkland and continued public use space
2. Alternative Revenue streams

Guiding Principles And Path Forward

1. Open Space & Recreation

Keeping Golf as the primary inter-generational recreational offering and increasing related activities such as Top Golf

2. Financial Sustainability

Remain focused on increasing park utilization and fee generation

3. Opportunity Awareness

Open to opportunities to re-develop site to meet community recreational needs while maintaining environmental and open space attributes and goals



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Questions?

