

————— SAN JOSE —————  
**PARKS, RECREATION &  
NEIGHBORHOOD SERVICES**

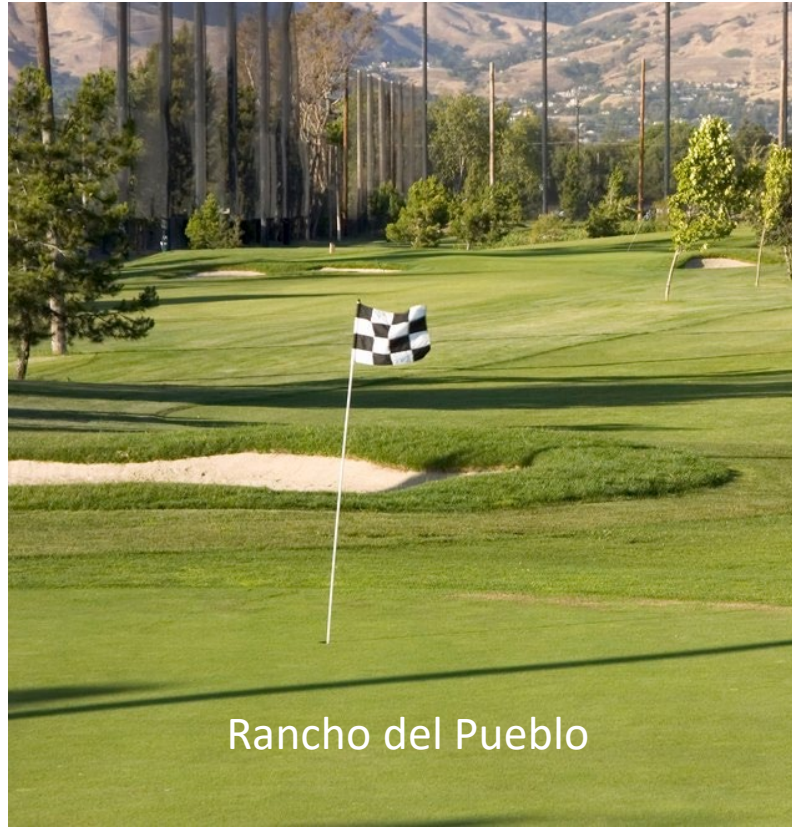
# Municipal Golf Courses Update

City Council  
March 15, 2022

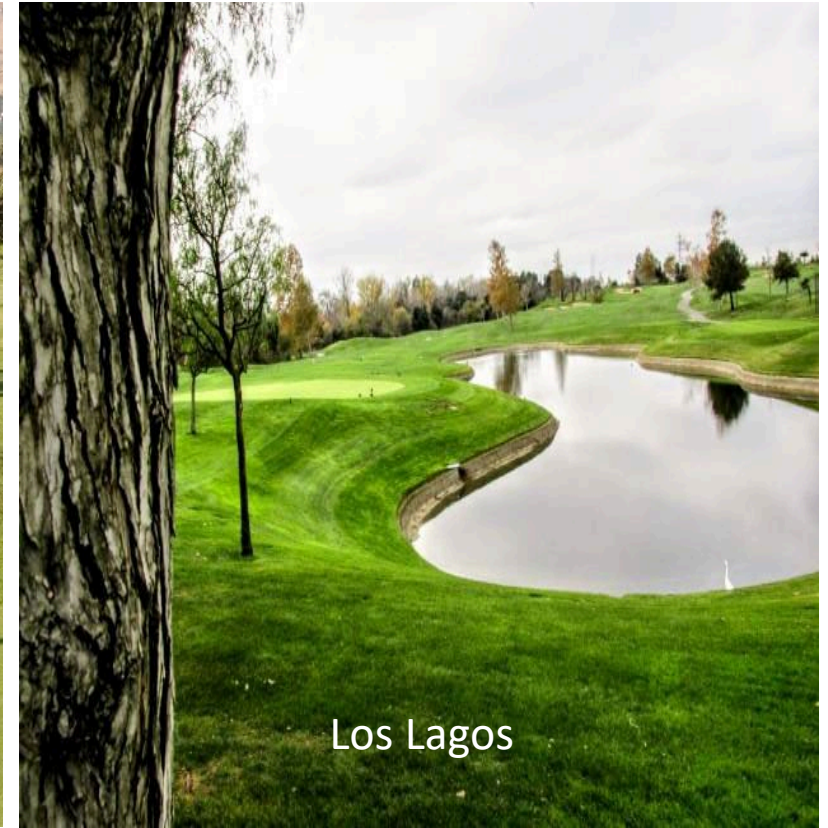
Jon Cicirelli, Director  
Avi Yotam, Deputy Director  
Troy Trede, Parks Manager



San Jose Municipal



Rancho del Pueblo



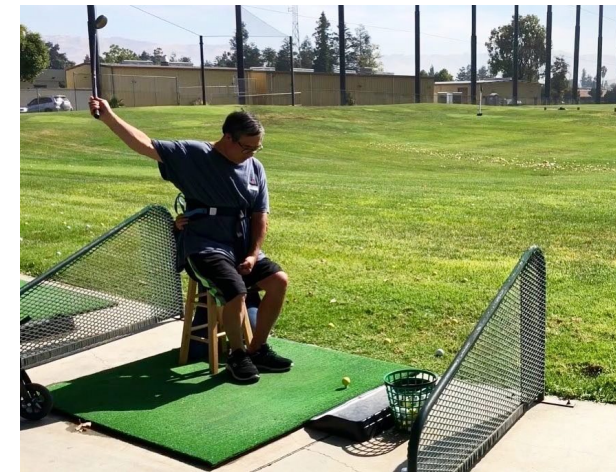
Los Lagos

# San José's Municipal Golf Courses

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# Recreational Benefits







## Community and Social Benefits







Photo by Michael Macor, The Chronicle

# Environmental Benefits

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# Golf Courses: Loss of Customers and Revenues Requires a New Strategy (September 2015)

## **Finding: The City needed a new golf strategy**

- Nationwide people played less golf than before
- The City's subsidies were increasing
- The City faced policy choices for how to best use scarce land



# Guiding Principles:

**Open Space & Recreation**

**Financial Sustainability**

**Opportunity Awareness**



## Los Lagos Golf Course Community Engagement Project

for the City of San José

# City Council Direction on Los Lagos



COUNCIL AGENDA:  
ITEM:

## Memorandum

TO: CITY COUNCIL  
FROM: Mayor Sam Liccardo  
SUBJECT: LOS LAGOS GOLF COURSE  
UPDATE  
DATE: February 5, 2018

APPROVED: *[Signature]*

DATE: 2-5-18

### RECOMMENDATION

Direct the City Manager to:

1. Proceed with unambiguous direction that any future use of the land encompassing the Los Lagos Golf Course must remain open to the public for recreational use.
2. Adopt staff recommendations and guiding principles, with the additional direction to return to Council in 12 to 18 months for a discussion of options for the recreational use of the site after having explored alternatives for paying off the debt that encumbers the parcels comprising the property. Those alternatives include, but are not limited to:
  - a. Proceeds from the sale of city property;
  - b. Funding from the upcoming State parks bond, should it be approved by the voters, or another source for conservation and recreational use;
  - c. Purchase by the City's Environmental Services Department for Municipal Water access to underground aquifers or for environmental protection, with accompanying recreational use;
  - d. Purchase by the Open Space Authority or other agency for conservation and recreational use;
  - e. A local ballot measure in 2018 or 2020 to fund parks land acquisition or operations; and
  - f. Any other financially feasible option that ensures that the land remains in public ownership.
3. In the meantime, consider a Qualified Management Agreement Request For Proposals that would encompass a relatively short duration, to enable staff maximum flexibility to recommend additional and/or alternative uses that will (a) expand access to the land by the public for recreation and exercise, particularly for families of modest means; and (b) reduce the financial operational burden on the Parks Department.



COUNCIL AGENDA: 2-6-18  
ITEM: 5.1

## Memorandum

TO: HONORABLE MAYOR AND  
CITY COUNCIL  
FROM: Councilmembers  
Rocha & Jimenez  
SUBJECT: LOS LAGOS GOLF COURSE  
UPDATE  
DATE: February 2, 2018

Approved: *[Signature]*

Date: 2-2-18

### RECOMMENDATION

That the City Council accept staff's report and approve the guiding principles for future work on Los Lagos as recommended by staff. (The guiding principles are listed on page 2 of the staff report.)

### ANALYSIS

We'd like to thank staff for all of their work on this issue, and thank the community for participating in the outreach process about the future of Los Lagos. Open space and recreation are very important to our community, and we are glad that we were able to take the time to hear from the public on this issue. In light of the feedback received from the public, we believe that staff has brought forward a very reasonable recommendation and are pleased to support it. We recommend approving the guiding principles recommended by staff on page 2 of their report.

Public parks and open space are a precious resource for our community. In decades past, San Jose leaders had the great foresight to acquire land that could be used for public purposes. It's an honor for us to continue to be stewards of that land and to support the Parks Department in ensuring that it will benefit our community today and for many generations to come.



COUNCIL AGENDA: 02/06/2018  
ITEM: 5.1

## Memorandum

TO: HONORABLE MAYOR  
And COUNCIL MEMBERS  
FROM: Councilmember Tam Nguyen  
SUBJECT: SEE BELOW  
DATE: February 6, 2018

Approved: *[Signature]*

Date: 2-6-18

SUBJECT: LOS LAGOS GOLF COURSE UPDATE

### RECOMMENDATION:

1. Accept Staff Report and Recommendation; and to include the following recommendations from community input:
  - a. Maintain City ownership and recreational land use of the Los Lagos property as golf course and park;
  - b. Diversify public utilization including investment for improved and diversified services and amenities, such as quality dining, banquets, conference venue, and events, etc...
  - c. Develop a marketing strategy to increase more players and attendants;
  - d. Explore and establish new revenue streams including new fee structure;
  - e. Explore refinancing or debt retirement options.
2. For future update and discussion of golf courses, include Los Lagos together with all city golf courses in global planning and strategic solution for consistency and uniformity.

### DISCUSSION:

I would like to thank staff for their dedicated hard work to serve San Jose residents with all city particularly want to thank the residents and stakeholders who came to the public meetings to give their input.

I appreciate the Los Lagos Management team for working with my office to host a productive community meeting last night and for their efforts in engaging the public and marketing the park to increase usage with all people of various background.

I strongly believe public input is essential and should be taken into consideration in setting policy especially when they impact the neighborhood and quality of life of residents. Open space and recreation is important and essential to a good quality of life for all people. I hope my colleagues will accept the recommendations above.

San Jose has a good plan and good intent to better serve our community with the golf course as an open space designation. Let's continue to promote this plan to ensure the community benefit not only for now but for the future generations to come.

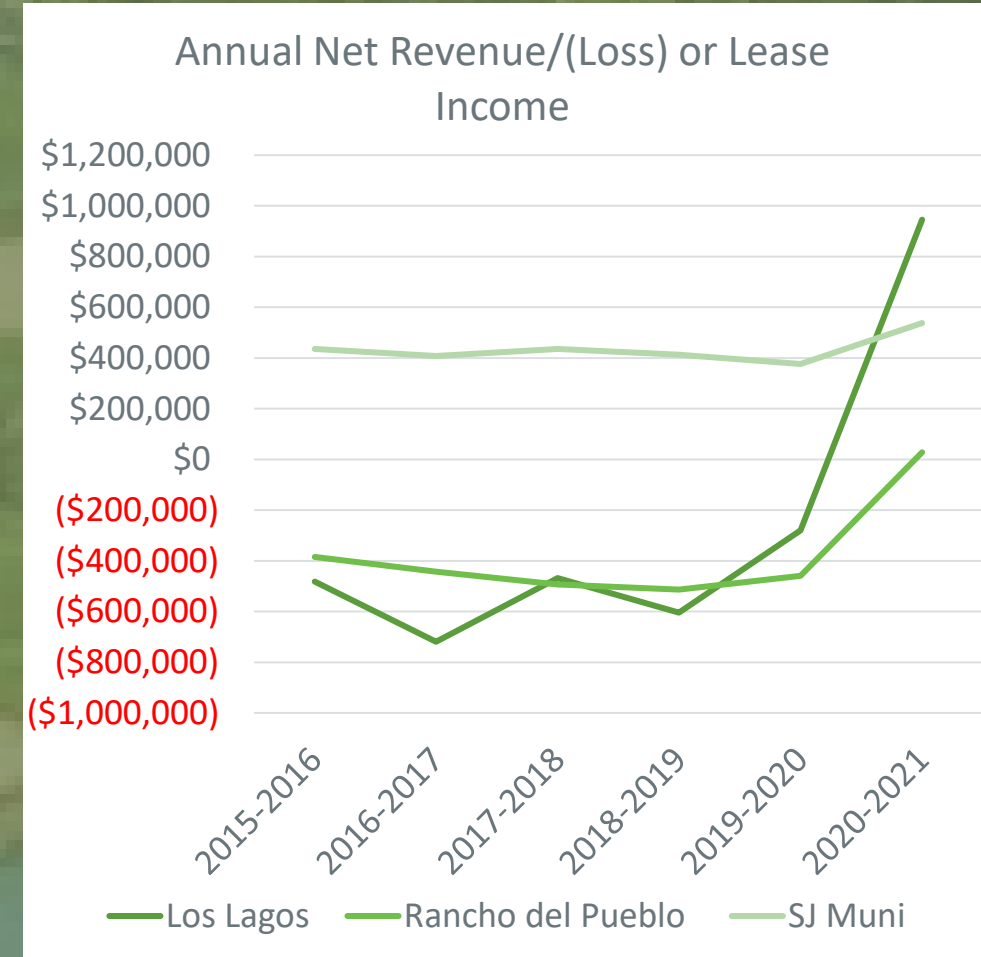
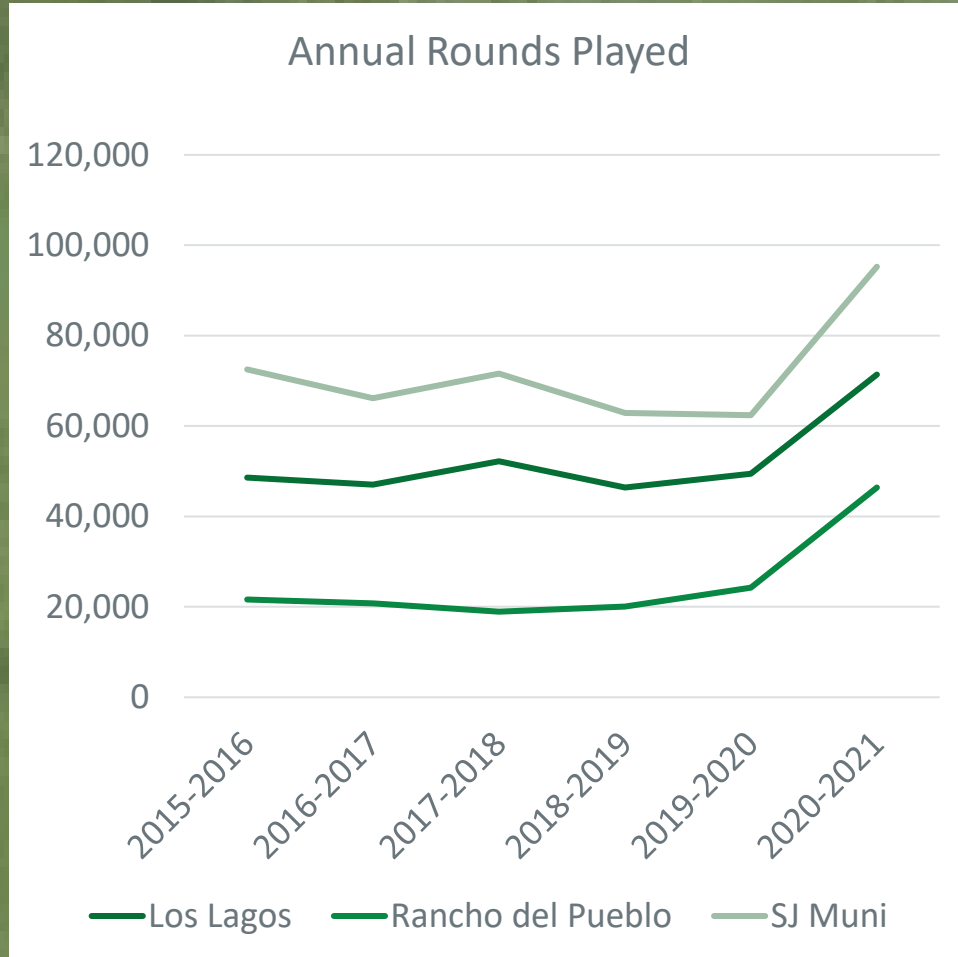


# Evaluation of Recreational Uses of Los Lagos


	Concept	Capital Cost	Ongoing Cost	Public Use Benefits	Potential Concerns
<b>Sports Complex</b>	Grade site to construct four multi-sport artificial fields (including soccer), concession building, restrooms, and other amenities including lighting and parking	Very High	Very High	Addresses major need, high-use expected	Price tag/no identified funding
<b>Regional Park</b>	Develop 20 acres for active use, including picnic areas and additional walking trails, renovate the clubhouse into an interpretive center that can also be an event space, and add new restroom and other amenities	High	High	Creates another venue for special events and celebrations	Cost/no identified funding, may be redundant, may not mitigate prohibited uses
<b>Open Space</b>	Allow land to naturalize and renovate the clubhouse into an interpretive center that can also be an event space	Medium	Medium	Preserves habitat, conserves water	Cost/no identified funding, may not mitigate prohibited uses
<b>Golf Course</b>	Maintain land use with ongoing capital repair	Low	Low/No	Aligns with past community feedback, retains space as a community and recreational programming option for all ages, including for events	Perception that golf is not welcoming to all, golf's resurgence might be short-lived



# Municipal Golf Course Performance 2015-2016 to 2020-2021







Next Steps: Issue an RFP for a lease agreement for Los Lagos, Rancho del Pueblo, and SJ Muni golf courses.

Recommendation based on:

- Guiding principles
- Prior community engagement
- Cost-benefit analysis of conversion
- Improvement in golf performance
- Better management structure under a lease
- Lifetime, accessible recreational opportunities



# Request for Proposal Process

Winter 2022 – RFP Development

Spring 2022 – RFP Issuance

Fall 2022 – RFP Award

RFP written to include:

- Loss protection to the Department/General Fund
- Expansion of public access
- Incentive for investments, marketing and efficiencies
- Flexibility to pivot if conditions change

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