



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

# Los Lagos Golf Course Update

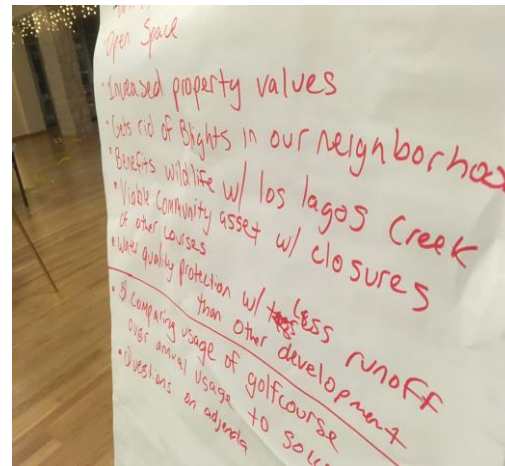
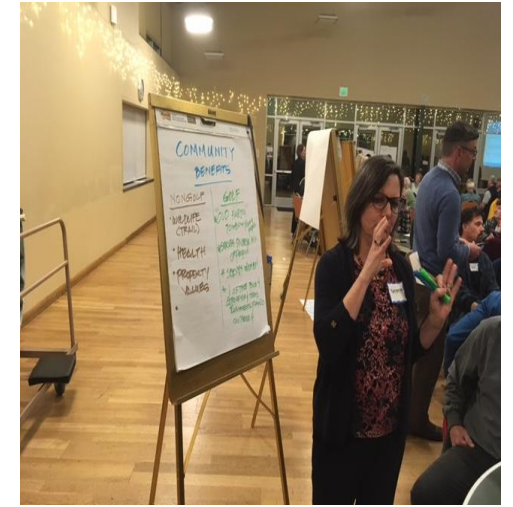
City Council Meeting, February 06, 2018

# 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

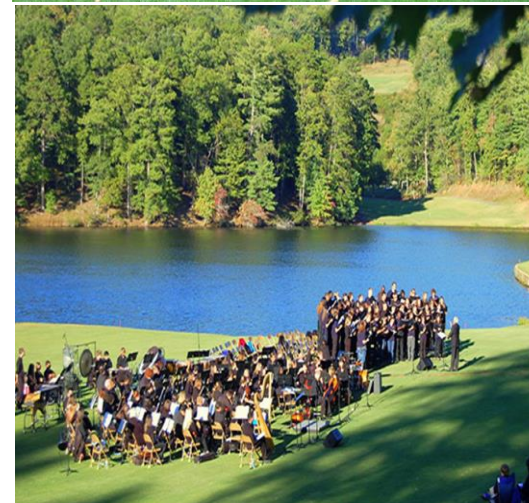
# Community Concerns



- 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*





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

# Questions?

