



PARKS AND RECREATION DEPARTMENT

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CITY COUNCIL INFORMATIONAL MEMORANDUM

Meeting: March 5, 2024

To: Cupertino City Council

From: Parks and Recreation Department

Re: Blackberry Farm Golf Course Fee Increase

Background

At the *July 18, 2023, City Council* meeting, Councilmembers unanimously approved the Fiscal Year 2023-24 Fee schedule relating to annual CPI adjustment and recommended adding the golf course fee increase as a future agenda item. Councilmember Wei made a friendly amendment to approve the FY 2023-24 Fee Schedules as recommended and add the golf course fee increase and nexus study for traffic impact fee as future agenda items. Councilmember Chao accepted Councilmember Wei's friendly amendment. The motion as amended by Councilmember Wei was carried unanimously.

At the February 6, 2024, City Council meeting, the Council was presented with the cost allocation plan, user fee study, and cost recovery policy item. The staff report for this item reported that Parks and Recreation fees are market-driven and that fees will be administratively updated per Resolutions No. 04-350, authorizing the City Manager to set all recreation fees. Council consensus at the February 6, 2024, Council meeting agreed that Parks and Recreation fees should be based on market rate. To assess market rates for Blackberry Farm Golf Course fees, staff researched similar 9-hole courses in Santa Clara County. Results are shown in the chart below:

Price Comparison		Adult		Junior		Senior		Replay (2nd Round)		Rentals Comparison			Foot Golf Comparison				
City - Course Name		R	NR	R	NR	R	NR	Replay (2nd Round)		Carts	Pull Carts	Clubs	R		NR		
Sunnyvale - Sunken Gardens (9M)																	
Weekday		\$22	\$24	\$16	\$16	\$22	\$24	\$16		\$16	\$5	\$10	N/A		N/A		
Weekend/Holiday		\$25	\$28	\$16	\$16	\$25	\$28	\$18		\$18							
San Jose - Rancho Del Pueblo (9M)													Adult	Junior	Adult	Junior	
Weekday		\$18	\$18	\$9	\$9	\$13	\$13	\$10		\$10	\$12	\$4	\$12	\$12	\$7	\$12	\$7
Weekend/Holiday		\$20	\$20	\$10	\$10	\$13	\$13	\$10		\$10			\$12	\$7	\$12	\$7	
Cupertino - Blackberry Farm (9M)													Adult	Junior	Adult	Junior	
Weekday		\$16	\$18	\$15	\$17	\$15	\$17	\$12		\$14	\$7 Single \$14 Shared	\$3	\$10	\$13	\$10	\$15	\$12
Weekend/Holiday		\$18	\$20	\$15	\$17	\$18	\$20	\$12		\$14			\$13	\$10	\$15	\$12	

In chart: R = Resident, NR = Non-Resident

Based on the results and rates of other similar 9-hole golf course charges, an announcement to increase the Blackberry Farm rates was made on February 26. On April 1, new fees will be as follows:

	Adult		Junior		Senior		Replay (2nd Round)		Footgolf -Adult		Footgolf -Junior		Pull Cart	Power Cart
Current Fees	R	NR	R	NR	R	NR	R	NR	R	NR	R	NR		\$7 Single
Weekday	\$16	\$18	\$15	\$17	\$15	\$17	\$12	\$14	\$13	\$15	\$10	\$12	\$3	\$14 Double
Weekend/Holiday	\$18	\$20	\$15	\$17	\$18	\$20	\$12	\$14	\$13	\$15	\$10	\$12		
Proposed Fees														
Weekday	\$17	\$20	\$16	\$19	\$16	\$19	\$13	\$16	\$13	\$15	\$10	\$12	\$4	\$10
Weekend/Holiday	\$19	\$23	\$18	\$22	\$18	\$22	\$15	\$18	\$13	\$15	\$10	\$12	\$4	\$10

In chart: R = Resident, NR = Non-Resident

Customers will be notified of the fee increases through signs posted at Blackberry Farm Golf Course, a message on the webpage, e-blast, and social media posts.

Sustainability Impact

No Sustainability Impact.

Fiscal Impact

Based on previous years rounds and rentals the fee increase would bring in approximately \$61,000 more revenue per fiscal year.

California Environmental Quality Act

Not Applicable.

Prepared by: Rachelle Sander, Director of Parks and Recreation

Reviewed by: Matt Morley, Assistant City Manager

Chris Jensen, City Attorney

Approved for Submission by: Pamela Wu, City Manager