

# Sunnyvale Golf Program



City Council  
April 18, 2017

# Background

- Sunnyvale Has 2 Golf Courses
  - Sunken Gardens – 9 hole 30 acres
  - Sunnyvale Golf Course – 18 hole 145 acres (35 acres leased)
- Golf and Tennis Converted to Enterprise Fund In 2011 (Study Issue)
- Council Study Session on September 29, 2015
  - Golf industry decline
  - Cost recovery comparison
  - Policy options



# Three Options

1. Maintain Current Operations
    - Subsidies of \$600,000-\$1.3million
  2. Privatize Operations
  3. Explore Other Uses
    - Significant studies required
    - Outreach
    - Capital and operations funding
- Option 1 – Maintain Current Operations
    - Additional subsidies required





# Current Issues

- Operations
  - Cost of water
- Restaurant Concessions
  - Barrel 19 will open on April 22
- Decrease in Golf Revenue
  - Revenues down \$300,000 from original projections
- Overhead Costs
- Deferred Infrastructure
  - Old buildings
  - No reinvestment when profitable
  - Some PDF Improvements until FY 23/24
  - No future capital funds



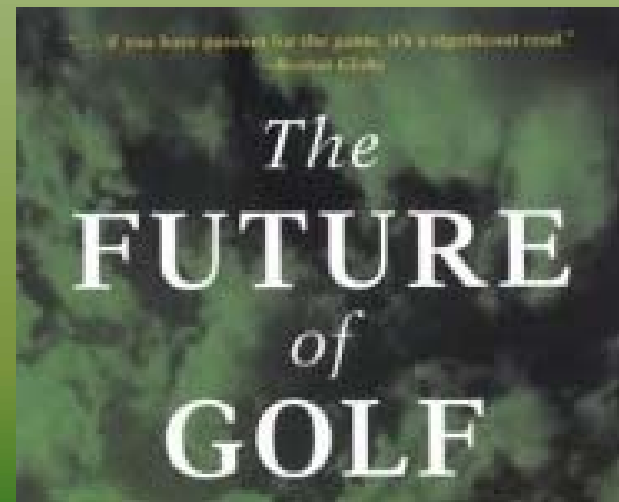
# Policy Development Schedule

- FY 2017/18 Recommended Budget
- Study Session to Review Outlook & Deeper Dive at Options
  - Nov-Dec timeframe
- Community Outreach/Engagement
- 5-year Fiscal Stabilization Strategy to Evaluate Options Comprehensively



# Moving Forward

- Subsidy of \$850,000 total for this year
- Proposed Budget - Subsidy Thru FY 2023/24
- Future Policy Options - Council Study Session
- Attract new patrons
  - Promotions
  - Development programs
  - Farmers market
  - Foot-golf
  - Website
  - Etc.





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