



Sunnyvale

Golf and Tennis Report

Jim Stark, Superintendent of Parks
Parks and Recreation Commission
September 8, 2021



Golf Course Maintenance Operations and Golf Shop Services Program 14000



Sunnyvale Golf Course

- **18 Holes, Par 70, Regulation Layout**
- **Built by City**
- **Opened 1968**

Sunken Gardens Golf Course

- **9 Holes, Par 29, Executive Course**
- **24 Stall driving range**
- **Built by Steve Borath in 1957**
- **Purchased by the City in early 70's**

Golf is a Profit Generating Enterprise

- **Market based pricing & business strategies**
- **Max participation with Max revenue**
- **Some resident/senior/junior advantages**



FY 2021/2022 Budget

Revenues \$4.1 Million

Expenses \$3.8 Million

Where are the revenues collected?

Daily Golf Fees

Discount Play Cards

Equipment Rentals

Sales of Golf Merchandise

Sales of Range Balls

Golf Lessons

A photograph of a woman in a grey sleeveless shirt and black pants swinging a golf club in a driving range. She is standing on a green mat. In the foreground, there is a red rectangular sign with white text that reads "CAUTION GOLFERS ONLY BEYOND RAILING SPECTATORS PLEASE STAY BACK". The background shows a chain-link fence and trees.

CAUTION
GOLFERS ONLY BEYOND RAILING
SPECTATORS PLEASE STAY BACK

What are the challenges?

(continued...)

Locally

- **Poor local economy**
- **Work environment has changed**
- **Changing demographics**
- **New/renovated golf courses**
- **Pricing/quality pressure from high end**
- **Golf is too...**

"Golf Operations"



- **\$2.2 million budget**
- **Full time staff of 14**
- **Staff works 5:00 am – 1:30 pm with coverage 364 days per year**
- **We also maintain our own buildings**

“Maintain Turf”

- **Total property – 175 acres (35 acres leased from NASA/Ames)**
- **2500 trees & 5 acres of ponds**
- **Golf Cart Paths**
- **Turf area – 140 acres**
- **Computerized irrigation**
- **Driving range**
- **Amenities**


"Mow Turf"

- **Mow 140 acres**
- **Various mowing heights and intervals**
- **4 acres of putting greens**
- **55-60 acres of tees, collars and fairways**
- **75 acres of rough**

“Maintain Equipment”

- **Full-time mechanic dedicated to golf course equipment**
- **65 large pieces of specialized equipment to maintain**
- **Need to meet golfer expectations each day**
- **Major focus on maintaining quality cut on turf grass**

“Maintain Bunkers”

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- **Rake 2-3 times per week**
 - **This hazard is #1 source of complaint at many courses**

Las Palmas Tennis Center



Operator Lifetime
Activities
15 Courts
4 Pickleball Courts
Café
Pro Shop
Locker Room