

SAN JOSE GOLF INSIDER

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COMMUNITY SPIRIT

COURSES SERVE AS HUBS
FOR FAMILY FUN AND
SUPPORTING GOOD CAUSES



FORCE OF NATURE

CITY PROPERTIES PUT STRONG
FOCUS ON THE ENVIRONMENT

GOOD FOR THE GAME

PROGRAMS APPEAL TO A
WIDE VARIETY OF PLAYERS



TEAM EFFORT

CITY OF SAN JOSE AND COURSECO MAKE A POSITIVE IMPACT AT TWO LOCAL COURSES

INTRODUCTION

TEAM EFFORT

How the City of San Jose and CourseCo are making a difference at two local courses

In a partnership that has spanned two decades, the City of San Jose and CourseCo have accumulated a long list of accomplishments at Los Lagos and Rancho del Pueblo golf courses.

Through the years, CourseCo has managed the properties utilizing its core values, which include financial performance, community inclusion, environmental stewardship and stakeholder communication.

Today, those efforts are paying huge dividends at both courses.

From a financial standpoint, Los Lagos and Rancho del Pueblo have made remarkable turnarounds. Like many golf properties across the United States, the courses were hit hard by a downturn in golf in the last decade, and there was talk of shutting them down.

However, financial performance at the courses began to improve, and when the pandemic hit and residents in the area sought recreational activities to get outdoors, Rancho del Pueblo and Los Lagos were uniquely situated to embrace the influx of golfers that either returned or jumped into the sport for the first time.

The results have led to dramatically improved financial re-

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INTRODUCTION



Los Lagos Golf Course has seen major increases in rounds played.

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sults, and the courses that were once a draw on City resources are now generating significant operating profits.

In addition, the other measures that have been put in place over the years continue to flourish. Both courses are beloved for their excellent playing conditions as well as their usefulness for people of all ages and backgrounds.

Community engagement activities at Los Lagos and Rancho del Pueblo are at an all-time high as they begin to return following the pandemic. Holiday events at both courses have been extremely popular, with some drawing hundreds of area residents. The courses have also effectively engaged golfers – especially juniors – with

programs designed to grow the game and customer base.

Environmentally, Rancho del Pueblo and Los Lagos continue to set the bar high, and are two of only 61 golf courses in California that have achieved Audubon Certification for Golf, which means they help to protect and sustain the land, water, wildlife, and natural resources in and around the golf courses.

And, finally, CourseCo continues to work closely with the City of San Jose to ensure Los Lagos and Rancho del Pueblo are valuable assets to the community they serve.

What follows is an in-depth look at some of the major accomplishments made at two of the City’s municipal golf courses.

BY THE NUMBERS

Revenue increases at Los Lagos and Rancho del Pueblo

The pandemic and creative programming led to an influx of golfers that have dramatically changed the financial fortunes of Rancho del Pueblo and Los Lagos golf courses over the last three years.

LOS LAGOS FISCAL YEAR PERFORMANCE

| | 2018-19 | 2019-20* | 2020-21 |
|-----------------------------|--------------------|--------------------|--------------------|
| Rounds | 46,368 | 49,448 | 71,366 |
| Green Fees | \$1,298,657 | \$1,469,424 | \$2,278,487 |
| Carts | 469,939 | 534,872 | 795,707 |
| Range | 345,142 | 383,135 | 801,576 |
| Merchandise | 152,938 | 126,925 | 169,593 |
| Instruction | 68,385 | 52,791 | 190,860 |
| F&B Sales | 423,148 | 329,174 | 275,839 |
| Other | 26,033 | 20,845 | 143 |
| Total Revenue | \$2,784,242 | \$2,917,165 | \$4,512,205 |
| Net Operating Income | \$(603,543) | \$(279,564) | \$1,000,902 |

* Closed 7 weeks in 2019-20

RANCHO DEL PUEBLO FISCAL YEAR PERFORMANCE

| | 2018-19 | 2019-20* | 2020-21 |
|-----------------------------|--------------------|--------------------|--------------------|
| Rounds | 20,035 | 24,216 | 46,363 |
| Green Fees | \$216,505 | \$272,646 | \$591,825 |
| Carts | 14,286 | 14,526 | 26,367 |
| Range | 121,944 | 141,009 | 312,610 |
| Merchandise | 63,081 | 49,717 | 72,338 |
| Instruction | 50,121 | 53,365 | 88,628 |
| F&B | 44,014 | 47,138 | 70,521 |
| Other | 7,643 | 4,688 | 12,075 |
| Total Revenue | \$517,594 | \$583,089 | \$1,174,365 |
| Net Operating Income | \$(513,695) | \$(458,993) | \$43,368 |

* Closed 7 weeks in 2019-20



GOOD FOR THE GAME

San Jose courses offer programs and opportunities for a variety of players

Rancho del Pueblo and Los Lagos golf courses play important roles for golfers in the San Jose area, especially for those traditionally underserved in the game.

Both properties offer great courses and practice facilities for players of all ages, and Rancho del Pueblo is especially ideal for beginners and seniors due to its shorter length and brisk speed of play.

The City of San Jose and CourseCo, which manages the two properties, have also embraced programs that have had a huge impact on junior golfers in the area.

Both courses, for instance, offer PGA Jr. League, a program that is similar to



From PGA Jr. League to high school golf, Los Lagos and Rancho del Pueblo play an important role in the community.

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GOLF PROGRAMS



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Little League where participants wear uniforms and compete against other teams in their area. The league is designed to be fun, instructive, and accessible to all children, regardless of background or circumstance.

Additionally, the two San Jose courses have a long history with the First Tee, a nationwide organization that teaches kids life skills through the game of golf.

CourseCo co-founded the program at Rancho del Pueblo in 2005 as the First

Tee of San Jose, but it has grown throughout the area and is now known as the First Tee of Silicon Valley. It is one of the most successful chapters in the organization in regards to retention and progression, and Rancho del Pueblo serves as the home course with Los Lagos as a partner location.

Another area where Los Lagos plays an important role in the game is high school golf. Twenty-six high schools – which includes boys and girls teams – utilize Los Lagos for practicing purposes and team matches.

The importance of Los Lagos to local golf is something that should not be underestimated, according to Paul Osterkamp, the golf coach at Mt. Pleasant High School.

“Without Los Lagos, the lack of other facilities would hinder the ability of golf teams throughout the area to continue their golf program,” he said.

The Junior Golf Association of Northern California utilizes Los Lagos as well, holding two big tournaments every year – the Ski Week Classic and the Second Harvest Junior Classic.

POSITIVE IMPACT

RANCHO DEL PUEBLO HAS PLAYED A MAJOR ROLE IN THE LIVES OF TWO STAFF MEMBERS

To show how Rancho del Pueblo Golf Course can impact a child’s life, just take a look at two of its staff members.

After learning to play the game at



Rancho del Pueblo when he was 12 years old, John Spadafore (*top*) went on to get his first job at the course during college in 2012. The 25-year-old now works in the accounting field, but is still on staff part time and serves as a First Tee lead coach.



Similarly, Borina Sutikto (*bottom*)

practiced her first putt on the green at just 8 years old, and has maintained a staffing position at Rancho del Pueblo since 2020. Now 18, her golf achievements have been recognized on a national level, and she attends the University of Santa Clara on a golf scholarship.

COMING TOGETHER

Los Lagos and Rancho del Pueblo serve as hubs for family fun and supporting good causes

By maintaining a keen interest in community engagement, Rancho del Pueblo and Los Lagos golf courses have become much more than places for San Jose golfers to shoot for pars.

As part of an ongoing partnership with CourseCo's management team, the courses also serve as central hubs for residents to partake in non-golf activities that bring families and the community together, whether it's for holiday events or to support good causes.

Several years ago, in fact, Los Lagos increased the number of opportunities for community engagement to at least one per month, and hired a Director of Community Events to focus on program development. Prior to the pandemic, the course added an Easter Egg Hunt, Holiday Open House, Octoberfest,

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Sixth-graders from Carolyn Clark Elementary School visit Rancho del Pueblo for field trip combining FootGolf and math.

COMMUNITY INCLUSION

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Drive-In Movie Nights, Paint & Wine Nights, a Pet Run, Nature Walks and a National Night Out.

Some of the holiday events drew hundreds of residents to the golf course.

“These events have been very successful and expose Los Lagos to the community, especially those who don’t necessarily play golf,” said Los Lagos PGA General Manager Scot Hathaway. “We want to ensure both the San Jose courses are a community space. It’s about us doing our part and getting involved in the community.”

In addition to everything from traditional Indian weddings to a Vietnamese Young Talent Show, Los Lagos has also served as a site for the Golf for Life program. In partnership with local hospitals, Los Lagos offers instruction to stroke survivors on how to make golf part of their physical fitness plan. The event offers a platform for community awareness and the many resources available to help those impacted by a stroke.

At Rancho del Pueblo, the course’s annual Visit with Santa has offered residents the opportunity to celebrate the season and indulge in coffee, snacks and games on the putting green.

“The event is always a big hit with the families and kids in the area,” said Golf Operations Manager Colleen Henry. “Both golfers and non-golfers stop by to visit.”

Rancho del Pueblo is also the site of the Second Harvest Food Drive, which was originally a holiday event, but grew into an annual summer tournament for the Junior Golf Association of Northern California that recently raised \$10,000 for Second Harvest of Silicon Valley. So many kids compete in the event it is played at Los Lagos as well.

Additionally, sixth-grade teacher Bernadette Marcias of Carolyn Clark Elementary School in the Evergreen School District supervises an annual field trip to Rancho del Pueblo where students have fun playing FootGolf and learning math.



Oktoberfest at Los Lagos.



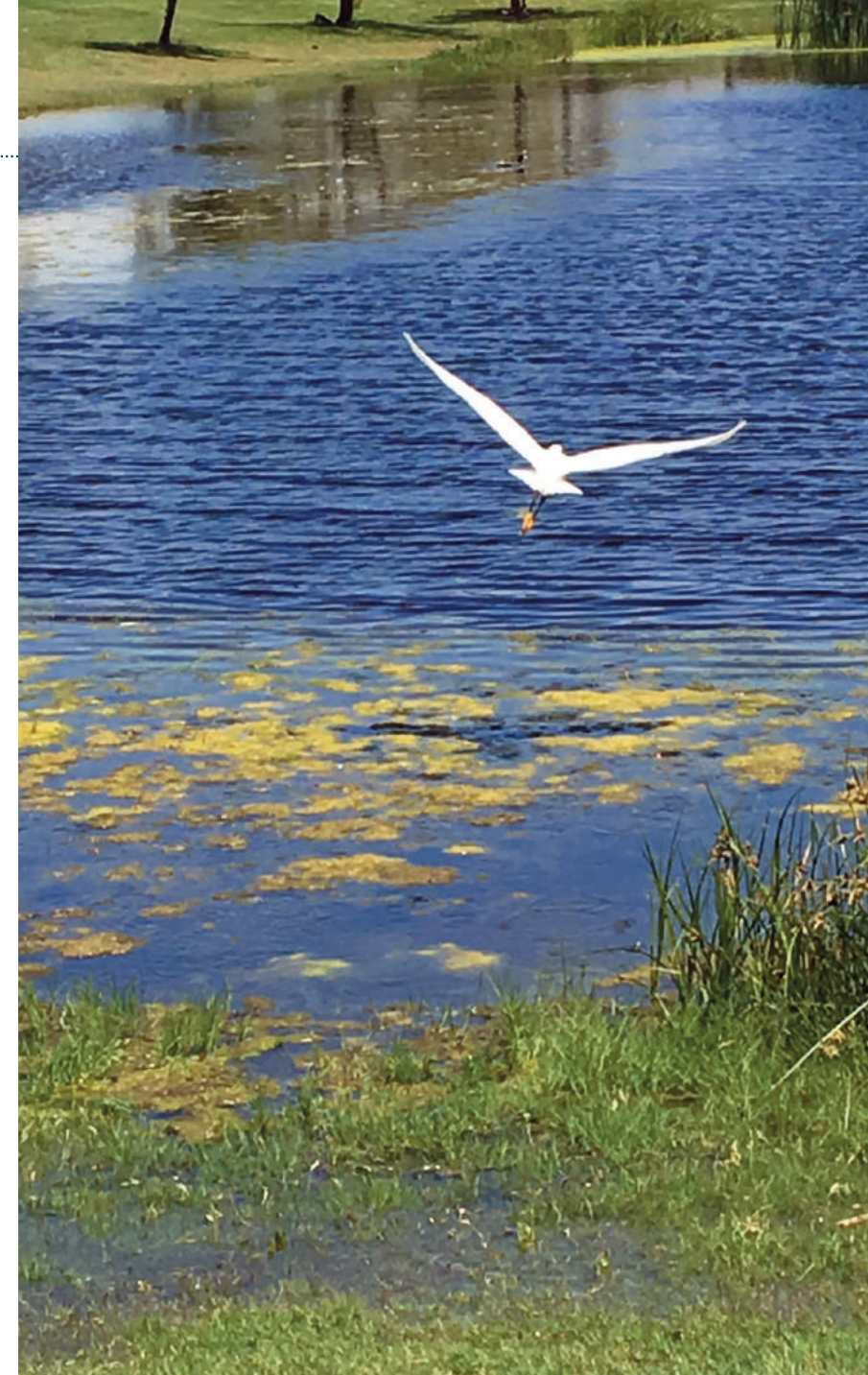
Santa visits Rancho del Pueblo.



Easter Egg Drive Thru event at Los Lagos.



Paint and Sip at Los Lagos.



FORCE OF NATURE

Los Lagos, Rancho del Pueblo golf courses put strong focus on the environment

Environmental responsibility and stewardship are always top of mind at Rancho del Pueblo and Los Lagos golf courses. The city of San Jose and CourseCo, which manages the properties, consistently work to uphold and improve maintenance and sustainability practices to ensure the properties are a positive influence on the community.

As part of that effort, Rancho del Pueblo and Los Lagos are two of only 61 courses in California that have achieved certification from the Audubon Cooperative Sanctuary Program for Golf. Los Lagos earned the distinction in 2004 and Rancho del Pueblo in 2006.

Both courses have re-certified every three years since, which means they have upheld six key requirements – environmental planning, wildlife and habitat management, outreach and education, chemical use reduction and safety, water conservation, and water quality management.

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ENVIRONMENTAL STEWARDSHIP

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“These efforts demonstrate that the courses are environmentally responsible,” said Los Lagos Golf Course Superintendent Don Paul. “Through Audubon certification, we show that we care about the environment and we have put practices in place to protect it.”

At Los Lagos, those practices have included efforts such as using mostly recycled water for irrigation, implementing an outreach program with Stonegate Elementary School that taught third-graders the science behind agronomy, and holding First Green events, where kids learn about the properties of water, types of soil, and the basics of golf course maintenance.

In April 2021, Los Lagos partnered with the Keep Coyote Creek Beautiful organization to put together a Nature Walk that educated people about the creek that runs through the golf course, and all the plant and wildlife that resides there.

“It went well and we look for-



ward to doing it again,” said PGA General Manager Scot Hathaway.

Rancho del Pueblo, which also uses irrigated water from a lake on property, recently cleared and cleaned the body of water, and improved its capacity in order to store enough water to irrigate the entire course in the future.

“Environmental stewardship is one of the most important governing principals that guides CourseCo in how the company operates, and that is certainly true at the two San

Jose courses,” Paul said.

Golfers and the community at large benefit from the environmental efforts as they lead to a reduction in ground water use and more playable course conditions.

They also provide a habitat for birds, plants, and other animals, such as the Eastern Red Fox at Los Lagos.

“We’ve allowed the Red Foxes we have on the course to thrive and to make the player’s round more memorable,” Hathaway said.