



To Whom It May Concern:

We write on behalf of the City of San Diego’s Municipal Golf Committee (MGC), for which we serve as committee members. Our Committee is appointed by the Mayor and City Council to serve as a citizens’ advisory group to the City’s Golf Division with respect to the public golf courses directly operated by the City--Torrey Pines, Balboa and Mission Bay.

Mission Bay Golf Course (MBGC) has been part of our golfing and recreation community for 65 years. It is a public, 18-hole, 2700-yard golf course operated by the Golf Division.

MBGC represents about 25% of the area covered by the De Anza Revitalization Plan (Plan). We write to voice our strong support for Mission Bay Golf Course’s ongoing inclusion in the Plan and remain as an 18-hole public golf course.

We want to convey to you the unique role which MBGC plays in affordable and accessible public golf throughout the City. MBGC is A LOCAL TREASURE because of its practice facilities, unique layout, and holes which enable a complete golfing experience. Its importance to younger and older golfers, due to its length and walkability, cannot be ignored as a healthy recreational activity. It provides a significant habitat supportive of bird life and we hope that it will soon be certified by Audubon International as environmentally well planned and operated.

MBGC is an “alternative golf course” meaning that it is composed of many par 3s, a few par 4s, and can be played in only a couple of hours. The golf industry has learned over the years that a large percentage of golf courses are so long and hard, that people had to be professionals to enjoy the round. Alternative golf courses are more enjoyable to many levels of golfers. MBGC is user friendly in that you don’t have to own an expensive set of clubs to play the course, pay outrageous green fees for access, and be an expert golfer to enjoy your round of golf. Alternative golf courses are on the rise throughout the country and are being built by more municipalities because of their unique social and recreational opportunities. They are less intimidating, welcome more casual golfers, are an excellent place to network, and introduce new golfers to the game.

A new era in golf is being marked by the rise in popularity of alternative golf courses. Goat Hill Park in Oceanside, California, a par 65 course, has thrived based on a partnership with Linksoul and John Ashworth. Sweetens Cove Golf Club in Tennessee, a nine-hole course, has drawn national recognition and awards. Golf Digest is currently in the later stages of developing a list to rank the top alternative golf courses in the United States. MBGC is the perfect facility for this exciting time in golf. Limitless possibilities exist for improving, marketing and continuing to promote the virtues of MBGC.

MBGC has long served as a pipeline to the bigger public golf courses in San Diego like Balboa and Torrey Pines. If you talk to any regular at Torrey Pines Golf Course or Balboa Park Golf Course, they will know someone that first learned to golf at MBGC.

Prior to the current pandemic, MBGC played host to nearly 900 students from 12 high schools throughout the City who use the course as an essential part of their practice and high school competitions. We are optimistic that \$12,000,000 will soon be invested in MBGC, using allocated Golf Enterprise funds, to replace the aging club house and associated infrastructure with a more up-to-date and attractive facility. These improvements are expected to further enhance the experience and revenues of MBGC.

We encourage you to come out to see the ladies club that regularly plays at MBGC on a weekly basis. Many of the members of the ladies' club are retirees who enjoy the relaxed layout and setup of this alternative course.

MBGC is the only night-lit course in the City where kids can practice after school in the winter. It also provides a unique recreational experience to the citizens of San Diego by providing a robust program for footgolf and disc golf. These are additional attractive and healthy recreational alternatives for kids after school.

In fiscal year 2020, July 2019 through June 2020, MBGC contributed rent payments of \$295,000 to the General Fund which would be reduced proportionately by a reduction in acreage for the course. The use of this area for parkland, instead of a golf course, would actually increase the General Fund expenses by \$650,000 per year if it was turned into general parkland. MBGC is on pace on pace to break the 70,000 round benchmark and has seen staggering participation rate at the driving range, which brings thousands more users to use the practice facilities.

Golf is currently thriving in the COVID world as it provides one of the only activities that can still go forward with proper social distancing. More people are playing golf than ever before and the numbers support this. In September 2020, there was a 75% increase in year over year revenue at Mission Bay. The first quarter of fiscal year 2021 alone saw an increase of 7994, or 42%, from the previous year, which allowed the course to generate \$983,000, a \$350,000 difference from fiscal year 2020.

So when the time comes, the Municipal Golf Committee urges everyone to voice their support for Mission Bay Golf Course in the De Anza Revitalization Plan and help us express how vital it is in providing affordable and accessible public golf and recreation for the citizens of San Diego. If you would like to receive updates on matters impacting the Mission Bay Golf Course or support the MGC's efforts, please reach out to us at the email below.

Very Truly Yours,

The San Diego Municipal Golf Committee

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