



Southern California Golf Association
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April 23, 2016

Mr. Craig Hooker, Park Designer
De Anza Project Manager
Park Planning / Planning Department
City of San Diego
1010 2nd Avenue, MS 413
San Diego, CA 92101-4155

Via E-mail: info@deanzarevitalizationplan.com

Subject: Mission Bay Golf Club / De Anza Revitalization Plan

Dear Mr. Hooker:

Identity of Commenter

The Southern California Golf Association (SCGA) is a 117-year old non-charitable nonprofit corporation incorporated under the laws of the State of California to provide certain public benefits to 446 golf courses, 1,250 member clubs and 145,000 individual members. While the Association's offices are in Los Angeles, the SCGA is very much a region-wide organization. The Association's President resides in San Diego County, and the Association's Secretary resides in the City of San Diego. The following comments are submitted on behalf of the entire organization.

Requested Action

That the Mission Bay Golf Course remain an integral component of the proposed De Anza Revitalization Plan by incorporating current Department plans regarding the issuance of an RFP for the refurbishment of the facility in conjunction with a long-term lease arrangement therefore conducive of generating revenue for the city's golf enterprise fund.

Comments

Mission Bay is an 18-hole, par 58 executive golf course and practice facility, the only such facility with night lighting in San Diego. It has served the community for 61 years and provided San Diego residents with precisely the kind of accessible and affordable golf experience conducive of introducing young persons and young adults to the game so that the ranks of those capable of playing and enjoying the city's regulation 18-hole facilities (Torrey Pines and Balboa Park) continue to be replenished. It is also conducive of keeping seniors in a recreational activity that they might otherwise be forced to withdraw from were their only choices very long and difficult courses such as Torrey Pines. The course played host to 60,000 rounds of golf in 2015, which is indicative of the facility's strong market position, a position that promises to become considerably stronger once the facility is refurbished per extant plans of the city's Parks Department.

Given that the Golf Division is ready to execute those refurbishment cum income generation plans, were the De Anza Revitalization Plan to incorporate them into its greater plan for the entire Mission Bay recreational complex, the Parks Department could move immediately thereon, and a newly renovated Mission Bay Golf Club could become one of the first anchors of a greater De Anza recreational complex. On the other hand, were renovation plans for Mission Bay Golf Club to be put on hold pending completion of a master plan for the entire area, San Diego residents would be significantly delayed in enjoying the fruits of those extant plans, and the city's golf enterprise fund would be denied the additional revenues sure to be generated thereby.

Golf is an important component of San Diego's economy, particularly that portion of it related to tourism. While Torrey Pines and the city's many resort and daily fee courses are the facilities that most come to mind when tallying up the dollars generated thereby, one must not forget that courses such as Mission Bay are the ones that provide the front end portal for those back end dollars --- the non-glamorous boiler room of the industry's economic engine, albeit a "boiler room" that generates real dollars while providing recreation to thousands of San Diego residents.

The SCGA would also echo the comments submitted by the Golf Course Superintendents Association of America (GCSAA) concerning the many environmental benefits of golf properties, partially among them the following:

- Turf grass acts as a filter that traps pollutants before they reach groundwater supplies;
- Turf grass reduces greenhouse emissions;
- Golf courses act as fire breaks;
- Golf courses prevent erosion and thus mitigate flooding during heavy storms; and
- Golf courses provide habitat for migrating birds and other wildlife.

Conclusion

Mission Bay Golf Club is a valuable recreational and financial asset as is. It can become a considerably more valuable recreational and financial asset as soon as the city pulls the trigger on the RFP it has spent considerable time putting together to upgrade, modernize, reimagine, and repurpose the facility. Doing so would be consistent with whatever the De Anza Revitalization or Master Plan finally envisages. No good purpose is served by delay. No good purpose is served by converting the Mission Bay Golf Club to another use or reducing the footprint in a way that would necessarily obviate the recreational and/or financial resonance of a repurposed Mission Bay Golf Club.

On behalf of the SCGA and its 145,000 members in general and San Diego members in particular, I want to thank you for considering our views.

Respectfully Submitted,

CRAIG KESSLER | Director, Governmental Affairs
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