



## PARKS AND RECREATION DEPARTMENT

QUINLAN COMMUNITY CENTER  
10185 NORTH STELLING ROAD • CUPERTINO, CA 95014-5732  
TELEPHONE: (408) 777-3120 • FAX: (408) 777-1305  
CUPERTINO.ORG

### CITY COUNCIL INFORMATIONAL MEMORANDUM

Meeting: March 5, 2024

To: Cupertino City Council

From: Parks and Recreation Department

Re: Cupertino Senior Center Bingo and Hidden Treasures

#### Background

##### *Senior Center Bingo Activities*

The bingo operation by Senior Advisory Council has been a continuous part of the Senior Center activities since 1994. Bingo offerings are regulated by the Municipal Code Chapter 5.32. In 2018, staff worked with the City Attorney's Office to bring forward a fee waiver for room use pertaining to the bingo program. Staffing changes have allowed for a more accurate interpretation of the Municipal Code requirements governing how the bingo program should be administered in Senior Center. The Director of Parks and Recreation, working with the City Attorney, has refined and clarified the process to meet those requirements.

The bingo program is operated by the Senior Advisory Council. The Senior Advisory Council treasurer oversees the Advisory Council's bank account and payments for the Bingo applications. The Senior Advisory Council appoints Bingo committee members responsible for any proceeds brought in by the Bingo operation and then disbursed in the daily winnings. Bingo funds, purchasing of supplies, and cards are all administered through the Senior Advisory Board's bank account. Volunteers for the Senior Advisory Board will assist in selling supplies and running bingo games. If there are not enough volunteers available for the game, bingo is canceled for that day. City staff will only be responsible for setting up the room, which is consistent with any rental at the Senior Center.

Consistent with state law, staff are not involved in the operation, running the game, sales or purchasing of any equipment.

### *Hidden Treasures*

The first Hidden Treasures event took place at the Senior Center in 2002. Hidden Treasures is a staff run event with immense support from senior center volunteers. The event accepts donations from the community and in turn sells the donations for reasonable prices. The proceeds are then used to cover the direct costs of the event, including rental expenses, marketing, and materials and supplies. The remaining amount is incorporated into the Stay Active Fund. The Stay Active Fund is a city administered fund that helps members ages 50 and over remain active and engaged at the Cupertino Senior Center. This fund provides financial assistance through scholarships for members to offset the cost of a Senior Center membership and registration for classes and events. This fund is also used to bring in specialized speakers, secure educational films, and purchase resource materials, etc. for events and programs that promote prevention and preparedness of aging issues such as the Health Fair. The Stay Active Fund is a general fund account within the Senior Center budget. The use of funds from the proceeds of the Hidden Treasures event are submitted for Council approval in one of the Quarterly budget updates each year. On February 21, 2024, the City Council accepted the City Manager's mid-year financial report for fiscal year 2023-24. The key recommendations in that report included "Increase revenues by \$12,414 and appropriations by \$10,057 to account for Hidden Treasures proceeds." The October 2023 Hidden Treasures revenue covered \$1,168 in rental expenses, \$457 in marketing, and \$732 in materials and supplies. The remaining revenue is added to the Senior Center's Stay Active Fund.

### Sustainability Impact

No Sustainability Impact.

### Fiscal Impact

Bingo – \$17,750 for five years of facility fee waivers (approved by City Council July 16, 2019)

Hidden Treasures – Fiscal year 2023-2024 increase revenues by \$12,414 and appropriations by \$10,057 (approved by City Council February 21, 2024)

### California Environmental Quality Act

Not Applicable.

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Prepared by: Rachelle Sander, Director of Parks and Recreation

Reviewed by: Matt Morley, Assistant City Manager

Chris Jensen, City Attorney

Approved for Submission by: Pamela Wu, City Manager



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### CITY COUNCIL INFORMATIONAL MEMORANDUM

Meeting: March 5, 2024

To: Cupertino City Council

From: Parks and Recreation Department

Re: Blackberry Farm Golf Course Fee Increase

#### Background

At the *July 18, 2023, City Council* meeting, Councilmembers unanimously approved the Fiscal Year 2023-24 Fee schedule relating to annual CPI adjustment and recommended adding the golf course fee increase as a future agenda item. Councilmember Wei made a friendly amendment to approve the FY 2023-24 Fee Schedules as recommended and add the golf course fee increase and nexus study for traffic impact fee as future agenda items. Councilmember Chao accepted Councilmember Wei's friendly amendment. The motion as amended by Councilmember Wei was carried unanimously.

At the February 6, 2024, City Council meeting, the Council was presented with the cost allocation plan, user fee study, and cost recovery policy item. The staff report for this item reported that Parks and Recreation fees are market-driven and that fees will be administratively updated per Resolutions No. 04-350, authorizing the City Manager to set all recreation fees. Council consensus at the February 6, 2024, Council meeting agreed that Parks and Recreation fees should be based on market rate. To assess market rates for Blackberry Farm Golf Course fees, staff researched similar 9-hole courses in Santa Clara County. Results are shown in the chart below:

Price Comparison		Adult		Junior		Senior		Replay (2nd Round)		Rentals Comparison			Foot Golf Comparison				
City - Course Name		R	NR	R	NR	R	NR	Replay (2nd Round)		Carts	Pull Carts	Clubs	R		NR		
<b>Sunnyvale - Sunken Gardens (9M)</b>																	
Weekday		\$22	\$24	\$16	\$16	\$22	\$24	\$16		\$16	\$5	\$10	N/A		N/A		
Weekend/Holiday		\$25	\$28	\$16	\$16	\$25	\$28	\$18		\$18							
<b>San Jose - Rancho Del Pueblo (9M)</b>													Adult	Junior	Adult	Junior	
Weekday		\$18	\$18	\$9	\$9	\$13	\$13	\$10		\$10	\$12	\$4	\$12	\$12	\$7	\$12	\$7
Weekend/Holiday		\$20	\$20	\$10	\$10	\$13	\$13	\$10		\$10			\$12	\$7	\$12	\$7	
<b>Cupertino - Blackberry Farm (9M)</b>													Adult	Junior	Adult	Junior	
Weekday		\$16	\$18	\$15	\$17	\$15	\$17	\$12		\$14	\$7 Single \$14 Shared	\$3	\$10	\$13	\$10	\$15	\$12
Weekend/Holiday		\$18	\$20	\$15	\$17	\$18	\$20	\$12		\$14			\$13	\$10	\$15	\$12	

In chart: R = Resident, NR = Non-Resident

Based on the results and rates of other similar 9-hole golf course charges, an announcement to increase the Blackberry Farm rates was made on February 26. On April 1, new fees will be as follows:

	Adult		Junior		Senior		Replay (2nd Round)		Footgolf -Adult		Footgolf -Junior		Pull Cart	Power Cart
Current Fees	R	NR	R	NR	R	NR	R	NR	R	NR	R	NR		\$7 Single
Weekday	\$16	\$18	\$15	\$17	\$15	\$17	\$12	\$14	\$13	\$15	\$10	\$12	\$3	\$14 Double
Weekend/Holiday	\$18	\$20	\$15	\$17	\$18	\$20	\$12	\$14	\$13	\$15	\$10	\$12		
Proposed Fees														
Weekday	\$17	\$20	\$16	\$19	\$16	\$19	\$13	\$16	\$13	\$15	\$10	\$12	\$4	\$10
Weekend/Holiday	\$19	\$23	\$18	\$22	\$18	\$22	\$15	\$18	\$13	\$15	\$10	\$12	\$4	\$10

In chart: R = Resident, NR = Non-Resident

Customers will be notified of the fee increases through signs posted at Blackberry Farm Golf Course, a message on the webpage, e-blast, and social media posts.

Sustainability Impact

No Sustainability Impact.

Fiscal Impact

Based on previous years rounds and rentals the fee increase would bring in approximately \$61,000 more revenue per fiscal year.

California Environmental Quality Act

Not Applicable.

Prepared by: Rachelle Sander, Director of Parks and Recreation

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Chris Jensen, City Attorney

Approved for Submission by: Pamela Wu, City Manager