LETTER OF INTENT TOWARDS ESTABLISHING A PUBLIC PRIVATE PARTNERSHIP WITH FIRST TEE SILICON VALLEY

MAY 9, 2022

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BACKGROUND AND PARTNERSHIP PROPOSAL

- 2009 to present active collaboration with First Tee Silicon Valley (FTSV)
  - Youth development, life skills and core values
- Participation
  - 250 - 300 youth per year at Baylands Golf Links (BLG)
  - 38% female and 62% male
  - 25% Palo Alto, 18% East Palo Alto, 13% Redwood City, and 44% other Mid-Peninsula youth
  - Grades 2 – 12, with 45% in grades 2 – 4
- Partnership proposal to expand enrollment
  - Goal of 1,000 youth per year at BLG location
  - 5,000 youth through outreach programs at schools and youth organizations
FTSV PROGRAM

History — 23 Years
1997 — First Tee established — youth development through golf, long-term mentoring
1999 — San Jose Sports Authority creates Eagles at Rancho Junior Golf Program
2005 — Eagles become First Tee - San Jose serving Santa Clara County
2009 — Classes begin at Palo Alto Municipal Golf Course and input into renovation
2012 — Name changed to First Tee - Silicon Valley and East Palo Alto added
2013 — FTSV becomes independent as Future Talent - Silicon Valley
2015 — FTSV moves to Moffett Field temporarily during course renovation
2018 — FTSV returns to Baylands Golf Links where program grows to 290 in 2019
2018 — Service area expanded north to Highway 92

Programs
- Curriculum that seamlessly integrates life skills and golf skills
- Coaches (>100) who are caring, safe & well-trained for character building
- Youth range from 2nd to 12th grade
- All are welcome regardless of background or ability to pay
- Classes at golf courses after-school and all day Saturdays
- Outreach in- and after-school including at Youth Serving Organizations
- Locations in Palo Alto, San Jose, and Gilroy

Fast Facts
- Over 86,000 youth impacted since 2005
- Diversity: >40% Girls and >85% Non-White
- Over 30% of participants are from low income families
- More than 80% of participants receive A's or B's in school
PUBLIC PRIVATE PARTNERSHIP PROPOSAL

Baylands Golf Links - Vision
Impact >6,000 Local Youth Annually

Our Vision
- Establish Baylands as FTSV’s Mid-Peninsula home for the long-term
- Create a secure area in exchange for long-term access
- Raise range netting, add Embarcadero netting and complete youth area
- Grow from ~250 to 1,000 youth/year in classes and >5,000 youth/year in outreach
- Conduct >65% of classes within the secure youth area
- Explore future training center, classrooms, and more with City

Benefits to Kids
- Annual Participant Impact — Classes (1,000) & Outreach (5,000)
- Annual Participant Investment — Classes $500,000 & Outreach $100,000
- Classes — progressive skills (e.g., golf readiness for high school teams)
- Outreach — collaborate with PAUSD and RCSD at over 20 schools
- YSO’s — partner with Police Activities League and EPA Junior Golf
- Proximity to low income areas — East Palo Alto and North Fair Oaks

Benefits to Public Golfers
- Improved facility beyond FTSV programs
- Access to existing short game area and youth area when not used by FTSV
- Additional customer base from family participation
- Recommend well-defined community benefits such as lower rates for:
  - Palo Alto residents and East Palo Alto residents;
  - Seniors and Juniors (e.g., high school teams and general public); and
  - FTSV participants and their families
PUBLIC PRIVATE PARTNERSHIP PROPOSAL

First Tee Silicon Valley

Baylands Golf Links - Project
Raise Netting + Complete Youth Area + Open Short Game Area

Total Cost >$4.2M
- Higher Range Netting for Safety ~$2,300,000
- Perimeter Netting Along Embarcadero ~$300,000
- Youth Area ~$800,000
- Miscellaneous Improvements ~$300,000
- Construction Management ~$500,000

Preliminary Fundraising
- $200,000 Pledge from SAGA Foundation
- $100,000 Estimated from Wadsworth Golf Charity Foundation
- Capital Contributors with a City Commitment (e.g., LOI)

Other Privately-Funded Facilities for Comparison
- Harding Park GC (SF), and Twins Creeks GC (Salinas)
LETTER OF INTENT

Facilitate discussions towards agreements for a partnership, facility use, and construction

- Staff and FTSV to work together over the next 18 months and come back to City Council for approval
  - Establish timeframe and details
  - Secure continuing facility use access at BLG for FTSV’s youth development, life skills, core values, and golf programs
  - Detail infrastructure improvements and construction plan
  - Establish length of term and mutual renewals based on cost share of infrastructure repairs and improvements

Recognize interest of parties to enter into a partnership

- Substantiate basis for FTSV to fundraise
Infrastructure improvements
- Replacement of existing and aged nets and raised height of driving range netting and poles
- Additional safety retention netting along Embarcadero Rd.

Opens up underutilized golf practice facilities
- Youth Practice Area
- Short Game Practice Area

Establishment of BLG as FTSV’s home in the Mid-Peninsula
- Long-term facility use access to grow youth participation

Further establishment of youth participation in golf
- Immediate growth as current program is at capacity with waitlists
- Long-term customer base of youth and families