

Cupertino's Blackberry Farm, Scenic Circle bridge seeing increase in use

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Blackberry Farm saw a successful 2013 and the Scenic Circle bridge is seeing an uptick in use, according to a staff report delivered during the March 6 Cupertino Parks and Recreation Commission meeting.

City staff shared with the five-member commission that the recreational park at McClellan Ranch Preserve saw its most successful year on record in terms of revenue and attendance.

The park saw approximately 22,000 people use the swimming pool during its May through September operating season, recreation supervisor Molly James told the commission.

Approximately half of those pool users were Cupertino residents. In addition, the park saw 300 picnic site rentals, about half of which were also from Cupertino residents. Roughly 40 birthdays parties were also booked at the park.

James added that the concession stands at Blackberry Farm brought in approximately \$50,000 and that park users had purchased 22 barbecue packages that provide equipment and items needed for a successful barbecue. The barbecue packages were a new service offered by the city.

The upcoming 2014 season will not see fee increases. The annual Cupertino Day community barbecue on opening day will this year instead be an ice cream giveaway. The park will also be in full use July 4 as part of the city's annual Fourth of July celebration, which includes a \$5 barbecue, swimming and live music.

The 2014 season will also see three free movie showings on July 17, 24, and 31. Family films Honey, I Shrunk the Kids, Turbo and Hoot will be shown, James told the commission.

In 2013, three movies were shown, which brought in approximately 200 residents to view each film and approximately 400 residents for a viewing of the Disney-Pixar movie Brave.

City staff noted that residents were beginning to use Scenic Circle bridge to enter the park more often, particularly for the film viewings. The bridge is open every day at 7 a.m. and closes 30 minutes before dark.

The bridge opened at the start of summer 2011. The access path allows safer pedestrian and bicycle access from areas west of Stevens Creek to Blackberry Farm and nearby schools. The roughly 200-foot pathway leads through a gate along Scenic Circle and into the park by way of a small bridge across Stevens Creek.

Blackberry Farm is located at 21979 San Fernando Ave. The Scenic Circle path is located near the Captain Stephens Playground, behind the swimming pool and snack bar.

For more information about Cupertino parks and Blackberry Farm, visit cupertino.org.