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To: [CITYCOUNCIL-List](#)
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Subject: [EXTERNAL] Request for a Competitive Process — July 7 Closed Session Item 3-A (Enterprise Park Surf Pool Negotiations)
Date: Wednesday, July 1, 2026 8:59:23 AM
Attachments: [image001.png](#)

Dear Honorable Mayor and Members of the City Council:

I write on behalf of SurfLoch LLC, a San Diego-based designer, manufacturer, and operator of surf pool systems, regarding the closed session item on your July 7 agenda, Item 3-A, Conference with Real Property Negotiators concerning a portion of the Alameda Point Enterprise Park and the negotiating parties identified as the City of Alameda and Neptune Beach Surf Club Development Partners, LLC. I respectfully ask that this letter be entered into the public record.

Continuing interest in a commercial-property alternative. SurfLoch first expressed interest to City staff in 2025 and, as recently as January 2026, confirmed to the press that we remain interested in purchasing or leasing land at Alameda Point for a surf pool and potentially an accompanying hotel resort. Our preference has consistently been for property already targeted for commercial use and capable of outright purchase, rather than the leasing of public parkland. A purchase structure places the development risk on the buyer, generates sale proceeds the City could apply toward its substantial Alameda Point infrastructure obligations, and returns the parcel to the property tax rolls. We understand at least one additional developer also expressed interest during the same period.

Question regarding the absence of a competitive process. Our purpose here is not to oppose a surf facility in Alameda; given that developing surfing facilities are our primary business, we would welcome the opportunity to compete to build one. We respectfully question why a project of this scale and public significance appears to be advancing through negotiations with a single, predetermined developer rather than through an open, competitive solicitation? We note that the City's own October 2025 Request for Proposals for commercial brokerage services states that, for the disposition of real estate assets at Alameda Point, the City Council encourages a competitive public process in marketing, negotiating with, and selecting tenants. A negotiation conducted exclusively with one party appears difficult to reconcile with that stated preference, and a competitive process would allow the Council to test the terms now under negotiation against genuine market alternatives.

Request. Before the City commits to price and terms with any single party, we ask that

the Council consider directing staff to open a competitive solicitation for a surf pool or comparable visitor-serving use at Alameda Point, whether on the Enterprise Park site or on commercial property suitable for sale. Such a process would invite qualified developers, including SurfLoch, to submit competing proposals on transparent and equal terms, and would give the Council the benefit of comparison before any binding commitment is made.

We recognize that the matter is presently in closed session and that the details of the negotiation are not public. We do not seek disclosure of confidential terms; we seek only a fair and open opportunity to participate. I would welcome the chance to discuss our interest with the City at the Council's convenience.

Thank you for your consideration.

Regards,



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