

City Council Agenda Item Memo

From: Kristin Zimmerman, Parks, Recreation and Forestry Director

Council Meeting: November 25, 2025

Subject: Resolution 25-095: 2026-2027 Edgebrook Golf Course Clubhouse & Driving Range Manager Agreement with Moen Management

Presenter: Kristin Zimmerman, Parks, Recreation and Forestry Director

Summary and Recommended Action:

Staff recommends approval of the 2026–2027 Edgebrook Golf Course Clubhouse & Driving Range Manager Agreement with Moen Management. The updated Agreement strengthens operational consistency, clarifies responsibilities, and simplifies the financial structure compared to the previous contract. Key changes include a shift from a variable incentive payout to a flat contract fee, creating more predictable budgeting for the City, and updated terms for food and beverage service to support expanded offerings. Operational expectations for staffing, customer service, inventory management, and tournament coordination have been refined to ensure consistent service delivery and alignment with City policies. These updates provide clearer accountability, stabilize annual costs, and enhance the overall quality of operations at Edgebrook Golf Course.

Item Details:

Edgebrook Golf Course continues to be a significant quality-of-life asset for the City of Brookings, providing residents and visitors with seasonal recreation, social connection, and access to a well-maintained public amenity. The course also contributes to the local economy by attracting tournaments, league play, and daily golfers who support local restaurants and retailers. Its presence enhances community appeal, strengthens local tourism, and reinforces the City of Brookings as a vibrant, active, and welcoming place to live, work, and visit.

The City of Brookings contracts with Moen Management for the operation of the Edgebrook Golf Course Clubhouse, Pro Shop, and Driving Range. This management model has provided consistent daily operations, high-quality customer service, and support for tournaments, leagues, and special events. The proposed 2026–2027 Agreement continues this structure while outlining responsibilities, financial terms, and operational expectations for both parties.

The Agreement establishes a two-year term beginning January 1, 2026, through December 31, 2027. Moen Management will continue to operate the clubhouse, driving range, pro shop, and food and beverage services as an independent contractor. The City will provide facility access, utilities, maintenance of all grounds and infrastructure,

POS system support, and establishment of greens fees, season pass rates, and sponsorship opportunities.

The Manager is responsible for daily operations, seasonal staffing, customer service, inventory purchasing, tournament coordination, and adherence to all City policies and related regulations. The City will retain all revenues associated with green fees, memberships, packages, cart rentals, and sponsorships, while the Manager retains revenues from daily driving range operations, pro shop sales, and food and beverage service.

Edgebrook Golf Course Revenues

| | <u>2025 (11/14/2025)</u> | <u>2026 (estimate)</u> |
|---------------------------|--------------------------|------------------------|
| Pro-Shop Revenue | \$ 144,664.63* | \$205,000.00 |
| Daily Driving Range | \$ 56,701.40 | \$45,000.00 |
| Golf Fees and Memberships | \$ 656,814.15 | \$735,750.00 |
| CIP Fee | \$ 49,784.03 | \$40,000.00 |
| Total Revenue | \$ 907,944.21 | \$1,025,750 |

Edgebrook Golf Course Expenses

| | <u>2025</u> | <u>2026 (estimate)</u> |
|--|-----------------------|------------------------|
| Maintenance Operations & Clubhouse Support | \$514,306 | \$646,557 |
| Contract Fee - Clubhouse Management | \$70,000 | \$105,000 |
| Incentive - Clubhouse Management | \$117,468.62* | \$0 |
| Revenue Share - Pro Shop and Driving Range/Bucket of Balls | \$ 246,396.45* | \$245,000 |
| Capital Projects & Equipment | \$278,000 | \$227,750 |
| Total Expenses | \$1,120,471.07 | \$1,224,307.00 |
| Edgebrook Bottom Line | \$ -212,526.86 | \$-198,557.00 |

Edgebrook Golf Course is projected to see total revenues increase from \$907,944 in 2025 to \$1,025,750 in 2026, driven by anticipated growth in pro-shop sales, possibly expanding to include food service, which is currently limited. Increase cart rates and continued strength in golf fees and memberships.

On the expense side, total costs are expected to rise from \$1,120,471 in 2025 to \$1,224,307 in 2026. A significant portion of this increase is tied to higher maintenance and operational expenses, including the golf cart lease.

Despite revenue growth, the course is projected to continue operating at a deficit. The 2025 year-end shows a -\$212,526 loss, with 2026 estimated to improve slightly but remain negative at -\$198,557.

Legal Consideration:

City Attorney's Office has completed a review of the contract.

Strategic Plan Consideration:

- Fiscal Responsibility – The City of Brookings will responsibly manage resources through transparency, efficiency, equity, and exceptional customer service.

- **Safe, Inclusive, Connected Community** – The City of Brookings will create an environment for inclusive programs, gathering places, and events where the community can safely live, work and come together to participate in opportunities for learning, recreation and enjoyment.
- **Service and Innovation Excellence** – The City of Brookings will provide an accessible environment committed to ongoing innovation and outstanding service through listening and engagement.
- **Sustainability** – The City of Brookings will meet environmental, community and economic desires and needs without compromising future generations' quality of life by strategically planning, implementing and maintaining infrastructure and facilities.
- **Economic Growth** – The City of Brookings will support effective diversified community investment and equitable opportunities for prosperity.

Financial Consideration:

Edgebrook Golf Course operates as an Enterprise Fund, and is projected to generate \$1,025,750 in revenue for 2026, an increase from \$907,944 in 2025, driven by higher pro-shop sales, expanded limited food service, and increased golf fees and memberships. However, total expenses are also projected to rise from \$1,120,471 in 2025 to \$1,224,307 in 2026, largely due to increased maintenance and operational costs, including a significant increase in the golf cart lease and the updated clubhouse management contract fee.

Despite improved revenue performance, the course is expected to continue operating at a deficit, with a projected 2026 shortfall of approximately \$198,557. The proposed 2026-2027 Clubhouse & Driving Range Manager Agreement formalizes the financial responsibilities and revenue distribution between the City and Moen Management to ensure operational continuity while managing costs within available resources.

Supporting Documentation:

Resolution

Management Agreement