

City of Palm Coast, Florida Agenda Item

Agenda Date: April 14, 2026

Agenda Item: E.2

Department	PARKS AND RECREATION	Amount
Division	PALM HARBOR GOLF CLUB	Org/Account #
Subject:	PRESENTATION - PALM HARBOR GOLF CLUB QUARTER 2 UPDATE	
Presenter:	James Hirst, Director of Parks and Recreation, Dennis Redican, Recreation Manager	
Attachments:	1. Presentation	
Background:	<p><u>UPDATED BACKGROUND FROM THE AUGUST 26, 2025, WORKSHOP MEETING:</u> At the August 26, 2025, Workshop Meeting, City Council requested that City Staff prepare a 6-month follow-up presentation on the Palm Harbor Golf Club. This presentation provides an update on current operations and projected budget performance for FY 26.</p> <p><u>UPDATED BACKGROUND FROM THE JUNE 24, 2025, WORKSHOP MEETING:</u> At the June 24, 2025, Workshop Meeting, City Council requested that City Staff prepare a follow-up presentation outlining potential operational options for the Palm Harbor Golf Club. This presentation includes updates on internal allocations, golf cart leasing vs. purchasing, golf fee waiver, tax appraisal, and options for future management of the facility.</p> <p><u>UPDATED BACKGROUND FROM THE APRIL 22, 2025, WORKSHOP MEETING:</u> At the April 22, 2025, Workshop Meeting, City Council requested a draft Request for Proposal (RFP) for the potential sale of Palm Harbor Golf Club, along with a review of golf rates needed to cover Capital Improvement Project (CIP) expenses. City Staff have prepared a presentation that includes the requested draft RFP, an overview of the recent property appraisal, a budget review, and rate scenarios to address both CIP and operational costs.</p> <p><u>UPDATED BACKGROUND FROM THE JANUARY 28, 2025, WORKSHOP MEETING:</u> At the January 28, 2025, Workshop Meeting, City Council requested additional information about the Palm Harbor Golf Club, including diversifying revenue options, a maintenance analysis, and budget projections.</p> <p><u>ORIGINAL BACKGROUND FROM THE JANUARY 28, 2025, WORKSHOP MEETING:</u> At the January 7, 2025, Business Meeting, City Council requested that City Staff provide a presentation on the Palm Harbor Golf Club, the City's historic golf course. The presentation will include an overview of the</p>	

current state of the facility, including operational performance, community engagement, and opportunities to enhance its value to the community.

This discussion is a part of City Council's broader goal to explore strategies for improving community assets and overall quality of life in Palm Coast. It also reflects Parks & Recreation's commitment to fostering spaces that allow residents and visitors to explore, connect, and play.

Recommended Action:
FOR PRESENTATION ONLY



Palm Harbor Golf Course

Fiscal Year 25-26

Q1 and Q2 Analysis

Agenda



- Implemented Changes
- Changes to Operations
- Expenditures – Current and Future Projections
- Revenue



Implemented Changes FY25-26

Q1 Updates

- New Fee Structure
- Improvements to Front of Building
- Improvements to all Signage
- Hole Sponsorships
- Par-Tee After Dark
- Walkers Punch Pass

Q2 Updates

- Limit 9-hole rounds in morning
- Staying open later





Outcomes

- **10/1/25 implemented new fee structure**
 - +/- \$10 increase based off years without an increase
 - Average round FY24-25 **\$28.22**
 - Average round FY25-26 **\$37.61**
- **Limit 9-holes in the mornings**
- **Focus group meetings with leagues**
- **Enhancing customer service**
- **Walkers Punch Pass**
 - \$200 for 20 rounds
- **Modified pass holder card**
- **Increasing summertime hours**
 - Golf carts out as late as 8pm
 - Afternoon men's leagues working with Loopers Par & Grille
 - Finalizing Tournament Play
 - Preparing for more programs to the course



Updates and New Opportunities

Walker's Punch Pass

- 152 Sold
- \$30,400 Revenue

Range

- 7,042 tokens sold
- \$63,225 Revenue

Pro Shop

- \$16,733 in merchandise sales

Community Events held

- FPC Baseball Fundraiser
- VFW Event

Tournaments

- 2 FSGA Junior Tournaments

Par-Tee After Dark

- 84 players (\$2,180)

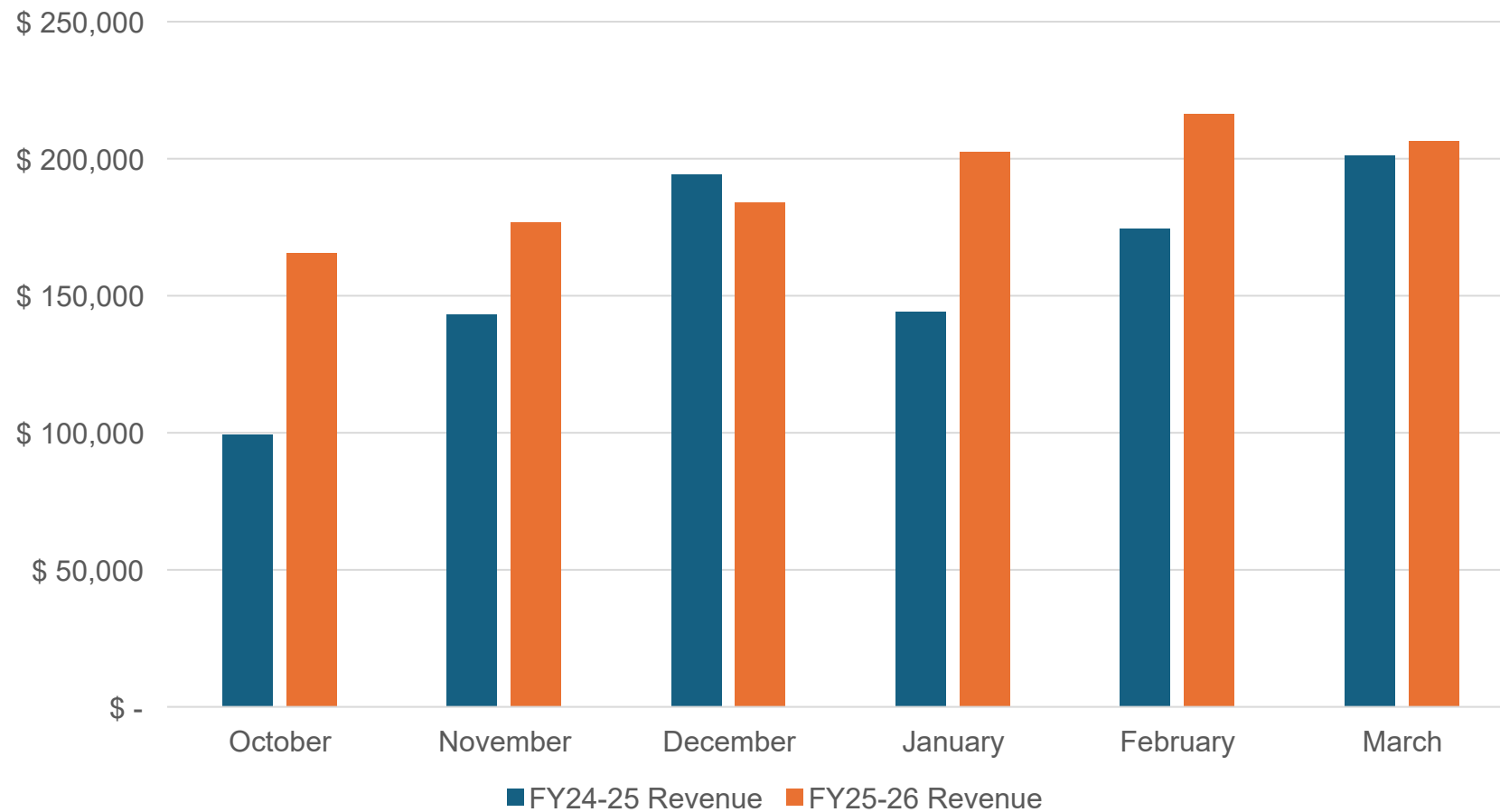
Sponsorships

- \$1,000





FY25-26 Revenue



Expenditure vs. Revenue Comparison



	FY23-24	FY24-25	Year to Date*	FY25-26 Projections*
Revenue	\$1,678,070	\$1,814,557	\$1,161,245	\$2,255,047
Expenditures	\$1,864,472	\$1,908,870	\$812,009	\$2,182,422

*Based on 3/31/26 numbers



Maintenance Needs

In Progress:

FY25-26

- Pump Irrigation System \$278,000

Future:

FY27

- Replace 50 Golf Carts and Replace 17th Tee Box

FY28

- Replace 22 Golf Carts and Green Renovation Plan

FY29

- Bunker Renovation Plan





Upcoming Opportunities

- Coastal Niners Women's Tournament
- US Senior AM Tour
- Northeast Florida Senior Tournament
- Seagals 18 Women's Tournament
- Wine and Nine
- More Night Golf