



**Meeting Agenda  
Monday, September 22, 2025**

**4:00 PM**

**REGULAR**

**Cocoa Beach City Hall  
2 South Orlando Ave.  
Cocoa Beach, FL 32931**

**WELCOME**

- A. Call to Order
- B. Public Comment
- C. Special Presentation  
Driving Range presentation
  - 1. Driving Range Presentation
- D. Staff Reports and Announcements
- E. Board Members Reports and Announcements
- F. General Public Comment
- G. Adjournment

Note: more than one member of the City Commission may be in attendance at the meeting and may participate in discussions.

Pursuant to 286.0105, Florida Statutes, the City hereby advises the public that if a person decides to appeal any decision made by this Board, agency or meeting or hearing, he will need a record of the proceedings, and that for such purpose, affected persons may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

In accordance with the Americans with Disabilities Act and Section 286.26, Florida Statutes, persons with disabilities needing special accommodation to participate in this meeting should contact the City Clerk at (321-868-3286), no later than 4:00 p.m., at least 48 hours prior to the meeting.



# Cocoa Beach Country Club Driving Range Proposal



**The Golf Industry is Rapidly Changing**  
 **Simulator Golf is the fastest-growing segment in the golf industry, driving new revenue sources and clientele for golf courses throughout the country.**  
**Golf courses all around Brevard County are either adding new driving range technologies or are planning to in the near future.**

**Top Golf is opening up in Viera**

**Duran Country Club is putting in a covered driving range with Trackman.**

**Savannah's Golf Course is adding a covered driving range.**

**Dubsdread Municipal Golf Course has just completed a brand-new covered Trackman range.**

**Rio Pinar just added a new covered range.**

# Business Concept



- ◆ The Leisure board, along with the golf course management team and commissioner Tumulty, has been in a series of meetings with a company called “Cover the Tees.”
- ◆ Cover The Tees specializes in installing covered driving ranges along with the latest launch monitor technologies, resulting in golf courses throughout the state and country dramatically increasing driving range revenues by as much as 5X.
- ◆ Launch monitor technologies such as Trackman enable patrons to play up to 700 golf courses around the world. Launch monitors provide technical feedback to players practicing and add a group opportunity to play the game at all levels, along with friends and family.











# What Cover The Tees is offering to Cocoa Beach Country Club

- ◆ Cover the tees (CTT) realized that municipality-owned golf courses were, for the most part, unable to fund new investments in driving range technologies, and as a result, developed a revenue-sharing plan enabling municipal courses such as ours to pay zero upfront money to build out a covered range with the latest technologies.

# Cover the Tees Proposal (CTT)

CTT will fully fund the construction and set up, including :

Site Work

Electrical/ Data

Fans

Lighting

Furniture

TVs

Roll up doors for teaching and fittings the garage bay

Launch monitor technology

Ball dispenser upgrades

Tech enhancements

Outdoor F&B facility

# NO OUT-OF-POCKET EXPENSE TO THE CITY.

- ◆ Once the new facility opens, the City /CBCC will get the previous year's baseline revenue plus the cost of range technology.
- ◆ CTT will receive the next 10% of the construction build cost.
- ◆ The remaining annual revenue will then be split 50/50 between CBCC and CTT for between 3-5 years, giving CBCC the option to buy back the range for the construction cost. Or continue as is

# Example of How It Works

- ◆ CBCC estimates \$100,000 in driving range sales in 2025
- ◆ Range build-out cost = \$500,000, including technology cost of \$35,000.
- ◆ CBCC gets the first \$100,000 of revenue plus the cost of technology \$35,000.
- ◆ CTT will then receive 10% of the build-out cost \$50,000
- ◆ Remaining annual revenue will be shared 50/50 between both parties.
- ◆ After 3-5 years, CBCC will have the opportunity to buy back the range for the original construction cost

# Creating New Revenue Streams

- ◆ •Hourly rentals
- ◆ •Memberships
- ◆ •Food and beverage
- ◆ •Company events/private parties
- ◆ •SIM Leagues
- ◆ •Equipment Rentals
- ◆ •Professional instruction
- ◆ •Merchandise sales
- ◆ •Club fitting and club sales
- ◆ Practice facility for our golf teams
- ◆ •Monday adult Co-ed league
- ◆ •Birdies and brews

# Marketing to new Audiences

- 7,000,000 Cruise passengers are looking for an excursion
- 42 hotels between Cape Canaveral and Cocoa Beach, each with a concierge looking for recommendations.
- Air B&B golf packages
- Social Media pages on FB, X, Instagram, and TikTok
- The Space Center, SpaceX, ULA, and Blue Origin are all looking for team-building opportunities.

# Conclusion

- Cocoa Beach Country Club has the opportunity to dramatically increase its revenues from adding a modern technology driving range facility
- Preliminary due diligence indicates that our driving range can increase its revenues fivefold
- Adding a Tiki bar with Food and beverage will also drive further revenue opportunities
- A rental reservation system will allow patrons to pre-book range space for group functions
- The teaching bay and club fitting service will attract a large number of golfers to our club.
- The new management team is turning losses into profits and we expect to generate a substantial profit in the coming months.
- No up-front money by the city is a no-brainer for us, just as the over one-million-dollar deal with the USTA.