



Braemar Arena & Field General Manager
City of Edina



BRAEMAR ARENA & FIELD

Braemar Arena features three indoor and one outdoor regulation-size ice sheets for hockey and figure skating enthusiasts. Braemar Arena currently operates with 8.5 full-time employees. During the prime season, a typical high activity time will have one on-duty supervisor, three rink attendants and two concessions stand employees. Besides the full-time employees, Braemar Arena has approximately 90 part-time employees. The operating budget for Braemar Arena is \$2.6 million.

The Arena is classified as five separate buildings:

1. The West Arena opened in 1965.
2. The East Arena was called the Pavilion for 17 years. In 1987, the Pavilion was enclosed and the office area and ramp to the West Arena were added.
3. The South Arena addition was part of the 1996 park bond referendum and included the larger lobby area with concessions stand and bathrooms. The facility opened in 1997.
4. The Hornets Nest is the home to the Edina High School hockey teams and provides a public-private partnership through 10,275 feet of off-ice training and 3,000 square feet of retail space. The Hornets Nest opened in 2013.
5. The Backyard Rink opened in 2014. This outdoor facility is one of only a few covered outdoor hockey rinks in the state.

Significant partners of Braemar Arena include:

- Braemar-City of Lakes Figure Skating Club
- Breakaway Academy
- Edina Hornets High School hockey teams
- Edina Hockey Association
- General Sports
- Velocity Training Center

Braemar Field is a seasonal sports dome. It measures 400 feet long, 250 feet wide and 75 feet high, and is covered from November through April. The turf field is surrounded by a turf track that is open to the public when baseball and lacrosse practices are not taking place. The Edina Soccer Club, Edina Football Association, Edina Baseball Association and Edina Lacrosse Association were all instrumental in making Braemar Field a reality. The annual operating budget for Braemar Field is \$428,000.

THE POSITION: GENERAL MANAGER – BRAEMAR ARENA AND FIELD

The General Manager – Braemar Arena & Field is responsible for the overall management of the four-ice sheet complex and the adjacent year-round sports field, including facilities, operations, maintenance, concessions, customer service, sales, pricing and marketing.

Scope of Impact

The duties and responsibilities of this job are performed with latitude for independent judgment in accordance with Department and City policies and federal, State and local regulations. The incumbent is responsible for a budget of \$2.6 million and supervises six full-time employees and numerous part-time year-round employees.



ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Plans, directs and supervises the day-to-day operations of Braemar Arena & Field.
 - Develops and manages all long-term planning for arena and field operations, including capital improvement plans.
 - Maintains and replaces facility assets, equipment and related amenities, and ensures compliance with budgetary and spending requirements.
 - Develops and implements long-range master plans for the facility; oversees project design, preparation of specifications, bid processes and project implementation.
 - Manages facilities, handles scheduling and performs inspections.
 - Provides work direction for City facility staff on maintenance, improvement and renovation projects.
 - Evaluates procedures, policies and practices and makes necessary modifications based upon new innovations or for improved efficiency.
 - Develops strategies to provide optimum experience for the public.
 - Liaison to local athletic associations, clubs and educational institutions that are stakeholders of the facility operations.
 - Prepares reports for the City Council and Parks & Recreation Commission for decision-making purposes.
 - Manages Braemar Field operations, to include successful planning for operations, installation and removal of dome over the seasonal field.
 - Evaluates, approves and makes purchases of equipment and supplies.
 - Hires and supervises independent contractors.
 - Plans for usage and programs to maximize potential income.
 - Develops innovative uses for excess capacity ice time.
- Manages Braemar Field operations, including the hiring, training and supervision of staff; programming in the dome; scheduling; budgeting; accounts payable and receivable; facility maintenance and the installation, removal and storage of the seasonal dome and related accessories and equipment.



- Using independent judgment, provides supervision and leadership to Arena & Field personnel.
 - Makes and participates in decisions on matters of hiring, promotion, discharge, reward or disciplining employees under the span of control.
 - Sets goals and objectives for others to work toward and monitors performance.
 - Conducts ongoing feedback, coaching, mentoring and timely formal reviews of performance for assigned employees.
 - Encourages employee growth and development by providing or encouraging learning opportunities.
 - Assesses staff development needs and directs the provision of staff training.
 - Participates in decisions regarding the content of jobs and the number of staff within the functional areas under the span of control.
- Manages the facility's budgets.
 - Using independent judgment, prepares and monitors annual budget and capital improvement plan, making or recommending adjustments as necessary.
 - Develops short- and long-term business plans, including determining pricing, staffing, facility modifications and marketing.
 - Prepares requests for annual funding and presents requests to decision-makers for approval.
 - Approves expenditures for purposes and amounts that are within the budget and within the authorized approval limits of the job.
 - Negotiates with vendors and contractors and works to ensure the most cost-effective alternatives are identified when planning expenditures.
- Communicates courteously and professionally and maintains working relationships with others in carrying out job functions.
 - Directs ongoing promotional and public relations programs, including the use of social media.
 - Communicates with others relating to work assignments and progress of work or to convey information about conditions or work-related needs.
 - Maintains relationships with user groups as well as any other groups key to the function.

Performs other duties and activities as assigned.



POSITION QUALIFICATIONS

Minimum Qualifications:

The job requires a bachelor's degree in Parks and Recreation Administration or related field and at least five years of experience managing recreation programs and facilities, including at least two years of experience managing full-time and part-time staff. Must have experience with ice arena management. A valid driver's license or evidence of equivalent mobility.

Desired Qualifications:

A master's degree in Recreation Administration, Public Administration or Business Administration is desired. Experience in local government and working with City Council, boards and commissions is preferred.

Knowledge, Skills and Abilities Desirable for Successful

Job Performance:

- Knowledge of general accounting practices sufficient to create and manage the Arena & Field budget;
- Basic knowledge of functions and maintenance of ice arena refrigeration systems, ice-making techniques and related arena equipment;
- The ability to provide leadership to and motivate employees;
- The ability to negotiate contracts;
- The ability to plan and promote business volume;
- Knowledge of and ability to operate standard office software sufficient to manipulate data, draft reports and maintain records;
- Verbal and written communication skills sufficient to effectively present information and respond to questions from a wide variety of audiences and draft reports, communications and marketing materials, and reading comprehension skills sufficient to read, understand and interpret varied work-related materials;
- Interpersonal skills sufficient to exchange and/or convey information, provide work direction and maintain effective working relationships.



Physical and Mental Requirements:

Physical effort is light for most of the work, infrequent lift/carry up to 25 pounds. Report preparation and writing at times requires extended use of a keyboard.

Working Conditions:

Most work is performed in an indoors environment. Incumbents may be exposed to work near mechanical equipment and exposed to cold temperatures and noisy environments. There can also be exposure to potential hazards such as contagious diseases, body fluids, and hazardous chemicals (such as ammonia). The job may involve dealing with and calming individuals who are emotionally charged over an issue. Work interruptions are frequent.



Edina City Hall, 4801 W. 50th St.

THE ORGANIZATION

The City of Edina is a statutory city operating under a council-manager form of government. City of Edina employees deliver a wide range of quality services to the people who live, work and play in Edina. The City's employees are organized into 11 departments:

- Administration
- Finance
- Information Technology
- Communications
- Fire
- Police
- Community Development
- Human Resources & Risk Management
- Parks & Recreation
- Engineering
- Public Works

The City has approximately 345 full-time employees. Throughout the year, the number of part-time and seasonal staff fluctuates between 400 and 500 employees. Over the course of a typical year, the City employs more than 1,000 people.

The City's total budget, including enterprises, is \$144 million for 2023. The City's General Fund budget is \$55.1 million. In 2022, Edina has the sixth largest Estimated Market Value in the state, \$13.9 billion. The City enjoys AAA and Aaa bond ratings from S&P Global and Moody's Investor Services, respectively.

THE COMMUNITY

The City of Edina is a first-ring suburb on the southwestern border of Minneapolis, Minnesota. Edina is a part of the Twin Cities metro which is home to more than 3.4 million residents. Known for its outstanding quality of life, the community is home to an estimated 53,318 residents within an area of nearly 16 square miles. Edina is served by several major highways that bring significant amounts of people into the community throughout any given day. Minnesota State Highways 62 and 100 divide the city into four sections. U.S. Highway 169 and Minnesota Highway 100 extend north and south. Interstate Highway 494 and Minnesota Highway 62 extend east and west.

The City has become known for its quality residential housing stock and attractive neighborhoods. Although the emphasis has changed over the years from exclusively single-family housing to a more balanced mix of single- and multi-family housing types, the City's concern for overall quality in residential development remains a top priority.

Major industries with headquarters or divisions within the Edina include M Health Fairview Southdale Hospital, Southdale Center and Galleria malls, Nash Finch Co. and FilmTec Corporation. Edina's robust business community is based in three primary nodes: 50th & France, Greater Southdale and a professional/industrial district west of Highway 100. Numerous employers in the medical, retail, service, manufacturing and distribution industries are located in Edina. Edina is home to approximately 45,000 jobs that are expected to remain stable over the coming years.

More than 95 percent of available land is developed in Edina. In the recent past, the city has been going through a transformational redevelopment. Brisk activity in single-family redevelopment to multi-residential high-rises and commercial structures are examples of successful revitalization strategies.



Rosland Park, 4300 W. 66th St.



Arneson Acres Park, 4711 W. 70th St.



Centennial Lakes Park, 7499 France Ave. S.

OTHER CITY FACILITIES

The City of Edina provides a full range of City services, including police and fire protection; construction and maintenance of streets and infrastructure; water and sewer services, and more than 40 City parks.

Besides Braemar Arena & Field, the City also owns and operates several recreation facilities and enterprises:

- **Braemar Golf Course**

Braemar Golf Course features 18 regulation holes, nine-hole executive course, recently remodeled banquet facility, Red River Kitchen restaurant and the largest and longest-hitting Golf Dome in the Twin Cities area with 46 tee areas on two levels.

- **Centennial Lakes Park**

With a 24-acre park and pond, Centennial Lakes Park features more than 1.5 miles of paved pathways meandering around a 10-acre lake interspersed with beautifully landscaped grounds, 1,000 person amphitheater and a banquet facility.

- **Edina Liquor**

The City owns and operates three municipal liquor stores. Edina Liquor generates more than \$1 million per year in operating income and is consistently in the top three Minnesota municipal operations in both sales and net profit.

- **Edinburgh Park**

The completely enclosed, one-acre park features a junior-Olympic size swimming pool, a running track and fitness area, one of the largest indoor playgrounds in the country and a multi-purpose play area, all connected by meandering pathways.

- **Edina Aquatic Center**

Open June through August, the Edina Aquatic Center showcases an Olympic-sized pool, a three-meter diving board and lap swimming lanes. A surf simulator – the only outdoor FlowRider in the state – giant water slide and cable ride round out the Aquatic Center amenities along with a zero-depth entry pool and dry play area.

- **Edina Senior Center**

The Edina Senior Center hosts recreational, educational, health and social service events Monday through Friday.

- **Edina Art Center**

For participants of all ages, the Edina Art Center provides a place to enjoy art and a chance to learn how to create it.



Braemar Golf Course, 6364 John Harris Drive



Edina Aquatic Center, 4300 W. 66th St.



Edina Liquor – Grandview, 5013 Vernon Ave. S.



Braemar Arena's Next General Manager Will Oversee Generational Improvements at the Facility!

In 2022, Edina voters approved a local-option sales tax to fund \$13.5 million in critical infrastructure updates at Braemar Arena, including:

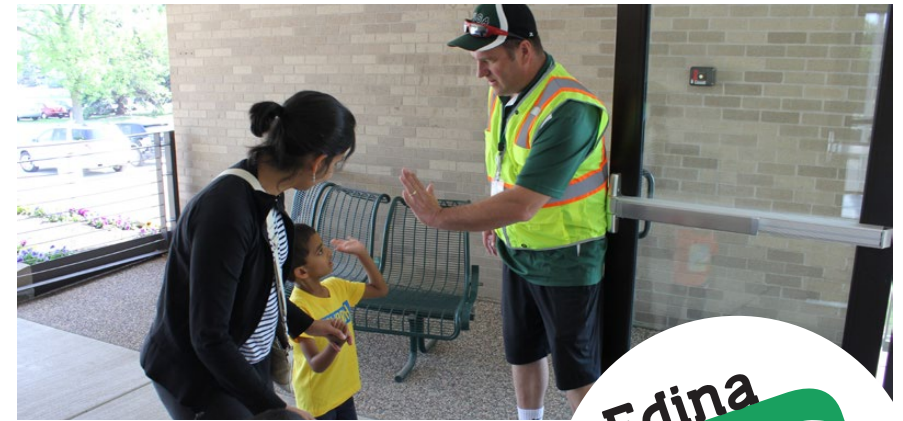
- Replaced HVAC system.
- Updated roof.
- Improved energy efficiency.
- Improved accessibility for residents with disabilities.
- Upgraded restrooms and locker rooms.
- Improved rink surfaces and the rink cooling system.

In November 2023, voters will decide if the same half-percent tax could also be used to support a \$31.7 million expansion of Braemar Arena that would include:

- Demolition of the South Rink and building two new ice rinks, resulting in four indoor rinks and one outdoor seasonal rink.
- A safe drop-off/pickup area.
- A larger lobby.
- More parking (100 new parking spots).

Braemar Arena is one of the busiest ice arenas in the entire state, hosting approximately 500,000 visitors every year from 158 Minnesota communities and 12 states. An expanded Braemar Arena would allow Edina's athletes and families to enjoy more ice time closer to home as well as support more tournaments and events that draw visitors from across the region.

The City-wide Work Plan, developed by staff and City Council, identifies key projects the City is hoping to accomplish during the two-year operating budget cycle. The Work Plan is designed to carry out the policy objectives set forth in the City's long-term planning documents. The City-wide Work Plan is then used by Directors to develop their Department Work Plans.



IQS in action

ORGANIZATIONAL VALUES

In Edina, our work with residents, coworkers and other customers is defined by Integrity, Quality and Service, the "Edina IQS." What do the Edina IQS look like in action?

Integrity

- We proactively and openly share information.
- We do what we say we are going to do.
- We are honest, ethical and transparent in our actions.
- We work for the common good and put the interests of the City above our own.
- We wisely use all City resources, including money, equipment and time.

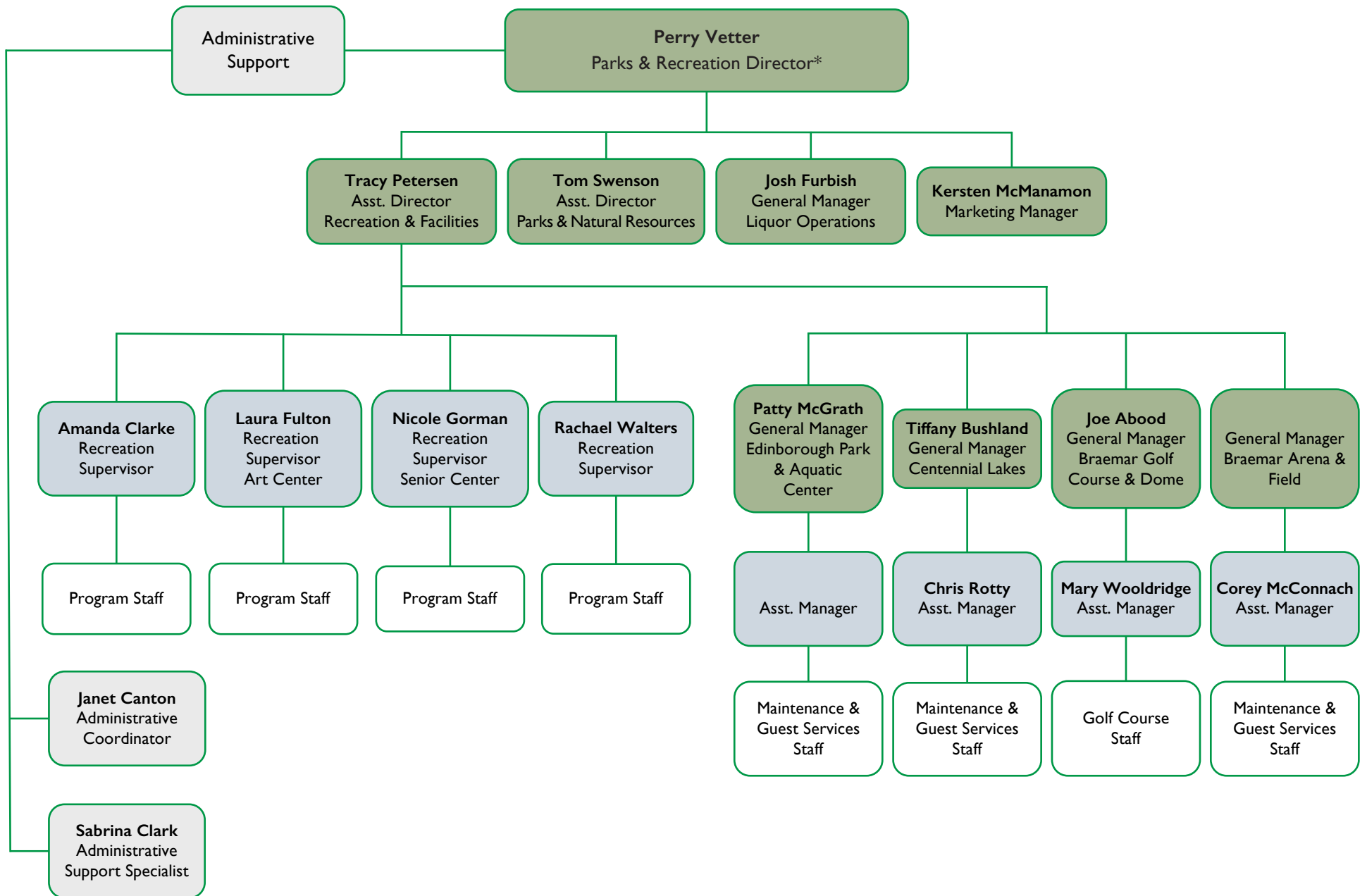
Quality

- We do accurate, high-quality work.
- We take smart risks and look for innovative solutions.
- We strive to provide the best long-term value for our residents.
- We show initiative by continuously improving our operations.
- We take pride in our work and in being a leading organization.

Service

- We welcome, listen to and seek to understand others.
- We strive to anticipate the needs of others and to exceed their expectations.
- We look for opportunities to work with others in solving problems.
- We seek out feedback and use it to improve our work.
- We support one another and work cooperatively.

Edina Parks & Recreation Department





COMPENSATION AND BENEFITS

The 2023 salary range for this position is \$100,497-\$119,640. The City of Edina offers a competitive benefits program, including participation in the Public Employees Retirement Association pension plan.

APPLICATION AND SELECTION PROCESS

Interested candidates should apply online by **Nov. 17, 2023** with resume, cover letter and contact information for five work-related references at www.govHRJobs.com to the attention of Executive Vice President Charlene Stevens, cstevens@govhrusa.com, and/or Vice President Pam Dmytrenko, pdmytrenko@govhrusa.com.

GovHRUSA
630 Dundee Road
#225
Northbrook, IL 60062
Telephone: 847-380-3240

Nov. 17: Deadline for Applications
Nov. 20-Dec. 5: Consultant and City Review/Screen of Candidates
Week of Dec. 11: First-Round Interviews
Week of Dec. 18: Second-Round Interviews/Facility Tour
Expected Start Date of Selected Candidate: **January 2024**

For more information on the City of Edina, visit EdinaMN.gov.

The City of Edina is an Equal Opportunity Employer.

