

PRESTWICK¹²
— Golf —

107 NE 4th Street
Crystal River, FL 34429

Making Golf More Fun for More People

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www.prestwick12golf.com

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Phone: 352-795-9010

In the tradition of Prestwick Golf Club, one of Scotland's first golf links, Prestwick 12 Golf is one of the most innovative and revolutionary new concepts in the game of golf.

Mission

In recent years, the growth of golf in America has leveled off, due largely to three major factors: time, affordability and the difficulty of new golf courses.

The mission of Prestwick 12 Golf is to work with developers, home builders, resorts and municipalities to create innovative golf courses and facilities that attract, entertain, teach and retain new and existing golfers while increasing the number of rounds played. In essence, the goal of Prestwick Golf is to *Make Golf More Fun for More People.*

Concept

The Prestwick 12 Golf concept revolves around the design and construction of 6 hole loops, forming 12, or if desired, 18 hole regulation length golf courses. Golfers have the option of playing any combination of 6 holes, each of which can be played in about 1 hour and 15 minutes. This central concept provides a solution to the problem of golf taking too much time and too much money to play.

Prestwick 12 Golf's strategic, rather than penal, design philosophy of working with and highlighting the natural attributes of the land also produces more player-friendly courses that challenge the skilled player, but provide safer routes of play for the novice golfer—making the game enjoyable for all levels of golfers. The courses also are designed for easy walking, saving players the expense of cart fees and providing healthy outdoor exercise. In addition, Prestwick 12 Golf facilities feature the GrayGolf Instructional Program with state-of-the-art practice centers designed to help new golfers enjoy learning the game.

Due to cost-effective design, construction and management techniques, along with the philosophy of working with the existing features of the site,

Prestwick 12 golf courses cost less to build and operate, resulting in significantly reduced green fees—and a profit center for course owners.

Historical Roots

Prestwick Golf Club, located on Scotland's Atlantic coast, was one of first links courses in the birthplace of golf. Originally composed of 12 holes, it hosted 13 British Open Championships, giving Prestwick 12 Golf historic roots and a marketing, merchandising and decorating theme.

Facilities

1. A 12 (or 18) hole regulation length golf course, including a variety of par threes, fours and fives, composed of two (or three) 6 hole loops. Alternate tees and double greens can be added to make the second playing uniquely different, and courses are also be designed to walk.
2. GrayGolf Instructional Program with expansive, state-of-the-art, practice and learning center designed for players of all skill levels, including special instruction and education programs for beginners.
3. Large Himalayas Putting Course.
4. Clubhouse with attractive Scottish décor including a grille room, golf shop and small locker-rooms. Golf staff is dressed in knickers.
5. Well-designed Turf Care Center—equipment is leased.

* Total Cost: For all facilities described above, approximately \$4 million (excluding the cost of the land) depending on the location and site.

* Note: If desired, three 6 hole loops, forming 18 holes can be constructed, and we also design, build and manage traditional 18 hole facilities.



Prestwick Golf Club, Scotland

Business & Financial Benefits to Investors & Development Partners

1. Innovative, high quality, cost-effective product
2. A Profit Center rather than a loss-leader investment
3. An outstanding Golf Amenity for residential developments
4. Homesite premiums created by the golf course environment
5. Significant exposure and publicity as a Prestwick 12 Golf client
6. State-of-the-art teaching facility featuring the proven, GrayGolf Instructional Program
7. Increased traffic and word-of-mouth advertising from daily-fee and resort golfers
8. A proven concept and brand for future developments
9. Turn-key golf facility, along with club management and operations created by an experienced, high quality development group with more than 75 years of experience in the golf business.

Market—Unlimited

1. Busy executives and parents
2. Families, including father/son duos
3. Beginners
4. Couples
5. Women—possibly on weekday mornings
6. Retirees
7. Community residents
8. Daily-Fee and Resort Guests
9. Junior golfers
10. Golfers who quit playing because of time or money
11. Occasional golfers who become frequent golfers
12. Golfers on limited budgets.

Prestwick 12 Golf Principals

Terry LaGree, President: *Golf & Residential Development, including course design and construction*

Cindy Brown, VP: *Marketing, Promotion and Public Relations*

Ron Kitchen, Jr., CFO: *Corporate Operations*

Tom Wheary, VP: *PGA Golf Professional, club operations and management*

W. Douglas White, VP: *Golf club management and operations, feasibility studies, golf industry consultant*

Client Services

1. Feasibility / Market Studies
2. Site Inspection and Evaluation
3. Community Master Plan
4. Golf Course Routing Plan
5. Golf Course Design
6. Golf Course Construction
7. Golf Course Grow-In
8. Golf Course Signage & Accessories
9. Construction of Maintenance Facility
10. Consulting on Purchase or Lease of Maintenance Equipment
11. Design & Construction of Clubhouse and Course Rest Areas
12. Club Management & Operations including staffing and training.
13. Extensive Marketing & Promotion of Prestwick 12 Golf brand

PRESTWICK ¹² at Inverness

Himalayas

<u>Hole</u>	<u>Par</u>	<u>Yards</u>
1	4	370
2	5	520
3	3	135
4	4	430
5	3	180
6	4	405
OUT	23	2040
<i>Alps</i>		
7	4	315
8	4	400
9	3	165
10	5	565
11	3	210
<u>12</u>	<u>4</u>	<u>390</u>
IN	23	2045
TOTAL	46	4085



Proposed 12 Hole Master Plan