



CENTURY GOLF PARTNERS
ARNOLD PALMER GOLF MANAGEMENT



MANAGEMENT PROPOSAL

FEBRUARY 20, 2017

CENTURY GOLF PARTNERS
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Board of Supervisors
Golden Lakes CDD
313 Campus Street
Celebration, FL 34747

To The Board of Supervisors:

Thank you for the opportunity for Century Golf Partners to provide a proposal to manage The Club at Eaglebrooke. The enclosed proposal outlines our experience in managing private clubs, public and resort golf courses, and the general structure we would recommend as the manager of Eaglebrooke. To acquaint you with a few highlights about our company, a brief overview follows. A more detailed history and composition of our company is provided in our proposal.

Century Golf Partners was established for the purpose of acquiring and managing country clubs, resorts and daily fee golf courses. The company was created in 2005 by several highly successful golf industry veterans from national golf management companies and has collectively managed more golf clubs over their careers than any other management group in the industry. Our business approach is to *partner* with communities to create successful, fun and sustainable clubs. To that end, our mission is simply "*To Be A Good Partner*" which is the driving principal behind all our business decisions.

Century partnered with golf legend Arnold Palmer, and owns the Arnold Palmer Golf Management company. This company - under Century's direction - provides professional management, exceptional experience and one of the most respected brands in golf to qualified clubs. The Arnold Palmer name has proven to be particularly effective in the operation of quality golf clubs; it is Century's intention to utilize the Arnold Palmer Golf Management brand in the operation of The Club at Eaglebrooke.

Our team has a long history of working with municipalities and other unique owners in the operation of golf clubs. We have managed and leased golf clubs from municipalities from coast to coast. We believe we have excellent relationships with each of the municipalities with whom we work and have delivered exceptional golf experiences and financial performance. We invite the CDD to contact anyone with whom we work for reference.

We also have extensive relationships with the PGA Tour, PGA of America, and the USGA. The Century principals have operated courses that have hosted over 100 PGA, LPGA and Senior PGA tournaments, including 18 "major" tournaments. Today, in Florida, we oversee the Honda Classic, played annually at PGA National Resort & Spa. We also hosted the PGA Tour Champions Q-School last November at Walt Disney World Resort's Magnolia Course.



Our management entity, Arnold Palmer Golf Management, employs approximately 2,500 people dedicated to superior management of all facets of golf club operations including: revenue generation, yield management, loyalty growth and retention, expense control and margin management, agronomy, banquet and tournament sales, clubhouse operations, capital improvement management, and accounting and technology systems. Our team has pioneered industry leading revenue generation and yield management systems, as well as innovative player development programs that provide both recurring revenue and an expanded consumer demand base.

APGM operates all of its courses exclusively with in-house personnel, each trained, supervised and inspired by APGM professionals. We do not outsource any part of our management responsibility, and do not rely on third parties for the execution of any aspect of our work.

It is our hope that this proposal will establish our technical abilities to execute the management of Eaglebrooke at an extremely high level. Equally importantly, we hope to demonstrate the passion with which we conduct our business, and the strong desire we have to *partner* with the members, the community residents and the Golden Lakes CDD. We are confident that together we can achieve the Board's objectives for Eaglebrooke.

We look forward meeting the Board of Supervisors on Monday evening, and welcome any questions during our presentation. Should you have any questions about this proposal prior to the meeting, or about Century Golf Partners and Arnold Palmer Golf Management, feel free to call Greg Adair at 972-980-2202 or Chris Hamill at 407-808-4999.

On Behalf of Century Golf Partners,

Greg Adair
Partner

Chris Hamill
Principal