

Prairie Trails Advisory Board

Prairie Trails Advisory Board Special Meeting November 8, 2018

City Hall – City Commission Room

5:30 p.m.

1. Review of Great Life Golf and Fitness Proposal

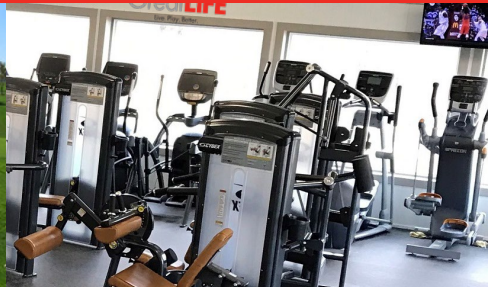
2018 Meeting Schedule

November 26, 2018



GreatLIFE

Live. Play. Better.



PRAIRIE TRAILS GOLF CLUB PURCHASE PROPOSAL

October 9, 2018

GreatLIFE
913 SE 29th Street
Topeka, KS 66605

October 9, 2018

INTRODUCTORY LETTER..... 3

OPERATIONS AND BUSINESS PLANS..... 4

 Golf Course Management..... 6

 Grounds Maintenance..... 19

 Golf Course Marketing..... 21

OPERATING EXPERIENCE | QUALIFICATION..... 23

PROJECT TEAM..... 27

ACQUISITION PROPOSAL 28

 Purchase Option..... 29

 Lease Option..... 29

 Management Option..... 29

CAPITAL IMPROVEMENTS..... 30

 Prairie Trails..... 30

 GreatLIFE Capital Improvement Examples..... 32

REFERENCES..... 33



Live. Play. Better.

TO ENRICH THE LIVES OF
FAMILIES AND INDIVIDUALS
THROUGH GOLF, FITNESS,
AND HEALTHY LIFESTYLES

David Dillner
City Manager
City Hall
220 East 1st Avenue
El Dorado, KS 67042

October 9th, 2018

Subject: Purchase proposal for Prairie Trails Golf Course Facilities and Assets

Dear David,

GreatLIFE Golf and Fitness is pleased to offer the enclosed proposal for the purchase, lease, or management of Prairie Trails Golf Club. We prefer the purchase option as it allows us the best opportunity for improvement to the facilities and provision for enhanced benefits to the citizens of El Dorado and beyond. However, we are willing to discuss the other options we have enclosed as part of this proposal if it is the City's desire to do so.

GreatLIFE Golf and Fitness "GreatLIFE" will provide all future acquisition, and/or other services as it relates to Prairie Trails Golf Club through its corporate offices.

GreatLIFE Golf and Fitness
Attn: Bryan Minnis
913 East 29th Street
Topeka, KS 66605

Mobile: (785) 766-5208
Office: (913) 802-4553
Email: bminnis@greatlifegolf.com
Website: greatlifegolf.com

Sincerely,

A handwritten signature in black ink that reads "Rick Farrant".

Rick Farrant
Founder and Principal
GreatLIFE Golf & Fitness

The GreatLIFE Management business plan is driven by our mission and our five vision points.

MISSION

To enrich the lives of families and individuals through golf, fitness and healthy lifestyles.

VISION

- Be the best in guest satisfaction, value and convenience for golf and fitness.
 - Help families build strong relationships through involvement in sports, fitness and healthy lifestyles.
 - Make a difference in people's lives, especially those of children.
 - Educate people about golf, fitness, nutrition and healthy lifestyles.
 - Support the GreatLIFE Cares foundation.
-

We believe these principles are wholly compatible with the City's Philosophy, Intent, and Expectations for the operation of its municipal golf course. Our vision to be the best in guest satisfaction, value and convenience in golf and fitness exceeds the City's expectation to have course conditions and customer service commensurate with other quality courses in the area. GreatLIFE provides a superior value and a better customer experience than traditional public golf models.

First, we wish to weigh in on some of the stated projections in the 2019 proposed city budget as they pertain to Prairie Trails Golf Club. One of the City's stated projections for 2019 is a short-fall funding for Prairie Trails out of the city's general fund. GreatLIFE would be able to immediately remedy this need by the city's general fund if a fair purchase agreement can be made. GreatLIFE would have the ability to close on January 2nd, 2019, thus eliminating this need and allowing the city to repurpose those funds for other needs within the city's budget.

Another stated projection by the city on behalf of Prairie Trails is the need to replace golf carts at an annualized leasing expense of \$45,000. This expense concern would also be eliminated as GreatLIFE is committed to providing a quality golf cart product for the patrons and members of Prairie Trails. While this expense may be considered part of the shortfall funding budgeted by the city, it represents the tremendous ongoing expense needs of golf course properties in today's golf economy. Many times these expected needs and the costs attributed to them are exacerbated by unexpected repair and replacement costs. Things like irrigation repairs, maintenance equipment repairs, golf course repairs due to erosion, clubhouse building repairs, etc., can come at unexpected times and can drastically alter the expense needs of a golf course property. GreatLIFE is not only financially equipped to handle such foreseen and unforeseen expenses but will commit to meet those needs for the foreseeable future as we work to expand our model throughout the greater El Dorado and Wichita areas.

GreatLIFE also commits as a part of its business plan to honor all contract agreements and terms with current members, tournaments, banquets and event bookings.

Our goal would be to make a seamless transition for the city, its patrons, and vendors. GreatLIFE has made over 60 transitions in its 25 plus year history. A strategic plan similar to the one depicted below would serve as a starting point for GreatLIFE and El Dorado to develop a specific plan that meets the needs of both parties regarding the transition of Prairie Trails Golf Club.

GreatLIFE TRANSITION ITEMS - 12.1.2017 - 1.31.2018					GreatLIFE TRANSITION ITEMS - 12.1.2017 - 1.31.2018				
Transition Item(s)	Assigned To	Date Assigned	Complete By	Date Completed	Transition Item(s)	Assigned To	Date Assigned	Complete By	Date Completed
GreatLIFE Contract Finalization					*Set Up Payroll Sweep				
*AI/Orion Contract Final					*POS System for Clubhouse (CPS)				
*Communication to Shiloh Springs Members and Patrons					*Insurance Coverage and Costs for both Recreational and Non-recreational Properties and Equipment				
*Press Release					*Set Up Insurance Coverage and Costs				
*Meeting with Staff					*Set Up Payroll Periods/Pay Dates				
*Staff Organization and Recommendations					*Accounts Payable Review and Procedures				
*Offer Sheets and Job Descriptions to Key Staff					*Cash Flow Analysis				
*General Staff Meeting by Department					*Accounting and POS cut over January 1				
*Employee Packets Filled Out and Entered					*Employee Handbook				
*Merchandise Buying Plan/Hold on Shiloh Purchases					*Capital Improvements Projects 2018				
*List of Current Vendors (Merchandise, F/B, Maintenance, Clubhouse)					*Web Hosting transfer				
*Membership Packet and Pricing to Shiloh					Meet with School District				
*Schedule of all Marketing Committed by GreatLIFE					Receipt of 2017 Financials				
*Events Packet, Policies, and Pricing to GreatLIFE					*Accounting Transactions to Julie Kempker				
*Schedule of Events Booked to GreatLIFE					*Introduce GreatLIFE current member celebration				
*Set Up Structure and Procedures for Accounting									
*Budget for 2018									
*Business Plan for 2018									
*Liquor License									
*Bank Account and Signers, etc.									
*Set Up Payroll Sweep									

The first goal is to provide the citizens of El Dorado and the surrounding communities with a great and affordable customer experience—including ease of obtaining tee times and membership opportunities. GreatLIFE has taken extraordinary steps to ensure ease of making tee times at our current golf facilities as we have increased the number of rounds played. Some of those steps are included as background information in this proposal. Since we are membership-based, and our vision includes being the best in guest satisfaction, value and convenience for golf, we have a vested interest in making tee-times available, and we are committed to improving this convenience at Prairie Trails Golf Club.

The second goal is to achieve revenue growth for Prairie Trails golf course through increased rounds played and the enhancement of ancillary revenue opportunities. Our proposal will show that the GreatLIFE model has proven successful in the Kansas City, Topeka, Wichita, Sioux Falls, Salina, and the Ozarks marketplaces in both increasing rounds and ancillary revenues.

The third goal is to ensure that the golf course assets (both existing and new) are properly maintained. We have demonstrated that we are able to increase rounds at our golf courses while ensuring proper maintenance. Maintenance standards to achieve this goal are included in this proposal.

The fourth goal is to contain expenditure growth by incentivizing efficient golf course management. GreatLIFE has been successful in a difficult market. As a private-sector business, we have competed with municipal courses that have had the benefit of taxpayer support. We have shown that we are able to not only survive, but thrive in these markets. We will bring that private-sector expertise to the operation of the Prairie Trails golf course. GreatLIFE is not anti-municipal golf. We serve many municipalities with our management services. We have also taken over ownership of several municipal courses. The point being made here is that operations that have the benefit of tax dollar support are often run less lean and with less emphasis placed upon customer base growth do to that safety net. We have learned how to operate effectively and grow exponentially under the power of our own revenue steam support, and therefore we are confident in our ability to sustain and more importantly improve the Prairie Trails property.

The fifth goal is to create a detailed plan for high priority capital improvements and maintenance needs. We have identified a few immediate considerations:

- New golf car fleet with the addition of 8-10 total number of golf cars available for daily and tournament use
- Zoysia turf installation to the fairways and deteriorated tees
- Remodel clubhouse with state-of-the-art fitness on main level, updated golf shop, and renovated lower level locker rooms, grill area, and patio
- Better Billy Bunker sand trap renovation and additions (GreatLIFE is an authorized installer of this system)
- Installation of Pickle Ball and Bocce Ball courts where old tennis courts reside

The sixth goal is to develop a comprehensive **master plan** and **long-term capital improvement plan**. The GL Management team has experience in doing capital improvements to golf courses and developing master plans for our own purposes as well as other ownership entities looking to improve their facilities and operations. GreatLIFE is supported by its Turf Division (Topeka Sod) and its Golf Course Renovation Division (GreatLIFE Restoration).

The seventh goal is to continue to strengthen and grow our highly valued Corporate Partnerships by building a network of support in the El Dorado and Wichita marketplace as we have done in other major markets. Just a few of our KC Corporate Partners:



Just a few of our KC Promotional Partners:



Just a few of our KC Perks Partners:



The eighth goal is to evaluate and implement leagues, tournaments, outings, and other types of organized play and programming while maintaining good public access to the course. GL Management has operated its courses with this goal in mind and views organized play as a vital part of its operations. Leagues at our GreatLIFE courses have blossomed. We believe we can bring the same success to the Prairie Trails Golf Course.

We also believe that we can work closely with the City to cross promote healthy activities offered by our two entities through marketing and potential combination packages offering multiple amenities to our 1,000 person Wichita Membership base, 80,000 regional membership base, and our over 1,500,000 regional patron base. We believe this is a worthy goal, and GreatLIFE is uniquely qualified to meet this goal. We also believe these types of programs are the future of golf and recreation. We have developed the model for growing the game of golf through combined recreation and wellness amenity programming thus expanding the market while other traditional programs have shown minimal or temporary results.

GreatLIFE has been successful in part because we are not bound by traditional thinking. Traditional golf has three main challenges in today's world: 1) it costs too much, 2) it takes too long to play, and 3) it is too difficult. These problems have caused people to play less golf. What the golf industry has interpreted as too many golf courses for the market, we understand as not enough play. People are simply doing other things. Our goal is to enrich their lives by getting families and individuals out doing things together. Golf and fitness are two things that can lead to a healthy lifestyle.

The GreatLIFE model addresses golf's three main challenges. We provide affordable memberships that traditional and new golfers recognize as a value. We encourage families and individuals to play with the available time they have. Sometimes that is only three or four holes. We have adapted our programming for this reality. We also make the pace of play a priority. We offer free clinics for families, kids and adults every week all summer long at our courses. All these efforts and our hospitality focus combine to create great value and sustainable growth in the golf industry.

While the golf industry is suffering across the country, it is flourishing in Kansas City, Topeka, Wichita, and Sioux Falls, due to GreatLIFE. In 2016 rounds at the courses operated by GL Management were up 63% at the facilities acquired by GreatLIFE compared to previous management, and revenues were up 47%. These results are stunning and beyond the wildest dreams of traditional golf. In addition, GreatLIFE fitness centers will have over 2.2 million visits in 2018.

Over 80,000 members and 1.5 million patrons have already enjoyed the outstanding value and benefits of GreatLIFE regionally. El Dorado has an opportunity to team with GreatLIFE to bring this value to all its residents and visitors.

Our mission is to enrich the lives of families and individuals through golf, fitness and healthy lifestyles. The GreatLIFE business model provides the vehicle for us to accomplish the mission. If we are to enrich lives through golf, we must address golf's three main challenges. That is the basis of the GreatLIFE membership model. We have lowered the barrier that keeps many people from becoming golfers by reducing the price of memberships. That opens the market to more people who have never played or rarely play golf due to cost. A natural place for us to attract more members is from the fitness industry, because fitness people are already inclined to be active.

Rick and Linda Farrant founded GreatLIFE Golf and Fitness in 2003. Rick, an agronomist by trade began his golf course ownership career in 1985, but it wasn't until that first golf and fitness collaboration in 2003 at Maple Creek Golf and Athletic center in Kansas City did things really take off. It was obvious that Rick and Linda had created something truly special and because of their willingness to try something drastically different, GreatLIFE is now the fastest growing golf company in the world today. GreatLIFE is more than a golf or fitness company however, as it is the most recognizable affordable recreation lifestyle membership opportunity offered anywhere in the country. With memberships starting as low as \$19.99 per month, GreatLIFE has a membership offering that almost anyone can afford. Add to that the incredible amount of benefits offered, GreatLIFE brings with it a life-changing recreational health and wellness program unmatched within the industry.

In addition to Fitness and other Recreation amenities, one of the great benefits GreatLIFE offers to its members its reciprocal offerings.

A few important facts about GreatLIFE membership reciprocation

- 1) All members have unrestricted use of any GreatLIFE Fitness facility
- 2) All members have some level of golf privilege at each and every golf facility within GreatLIFE
 - a. Members at the highest levels of membership can play lower levels without restriction
 - b. Members at base levels can use their membership privileges to play upper level facilities based upon certain time and cost restrictions (Members always have a considerable advantage for tee-time privileges over non-member patrons)
- 3) All members have Social Membership Privileges to GreatLIFE events throughout the network



Current Membership Programs for GreatLIFE KC

GreatLIFE
LEGEND
Collection



Membership at 17 GreatLIFE KC Courses
Membership at all GreatLIFE KC Fitness Centers
PLUS Full Pool and Social Privileges

RATES VARY AT EACH OF THE 4 LEGEND CLUBS

GreatLIFE
CLASSIC
PLUS
MEMBERSHIP



Membership at 13 GreatLIFE KC Courses
Membership at all GreatLIFE KC Fitness Centers
PLUS Full Pool and Social Privileges

INDIVIDUAL WITH CART: \$179⁹⁹

FAMILY WITH CART: \$229⁹⁹

*NO WALKING MEMBERSHIP RATE AVAILABLE

GreatLIFE
CLASSIC
MEMBERSHIP



Membership at Nine GreatLIFE KC Courses
Membership at all GreatLIFE KC Fitness Centers
PLUS Full Pool and Social Privileges

INDIVIDUAL NO CART: \$59⁹⁹ WITH CART: \$129⁹⁹

FAMILY NO CART: \$89⁹⁹ WITH CART: \$179⁹⁹

GreatLIFE
CHAMPION
MEMBERSHIP



Membership at Five GreatLIFE KC Courses
Membership at all GreatLIFE KC Fitness Centers
PLUS Full Pool and Social Privileges

INDIVIDUAL NO CART: \$49⁹⁹ WITH CART: \$99⁹⁹

FAMILY NO CART: \$79⁹⁹ WITH CART: \$149⁹⁹

GreatLIFE
LIFESTYLE
PLUS
MEMBERSHIP



Membership at Five GreatLIFE KC Courses
Membership at all GreatLIFE KC Fitness Centers
PLUS Full Pool and Social Privileges

INDIVIDUAL NO CART: \$34⁹⁹

FAMILY NO CART: \$44⁹⁹

*CART MEMBERSHIP RATE NOT AVAILABLE

GreatLIFE
FITNESS
PLUS
MEMBERSHIP



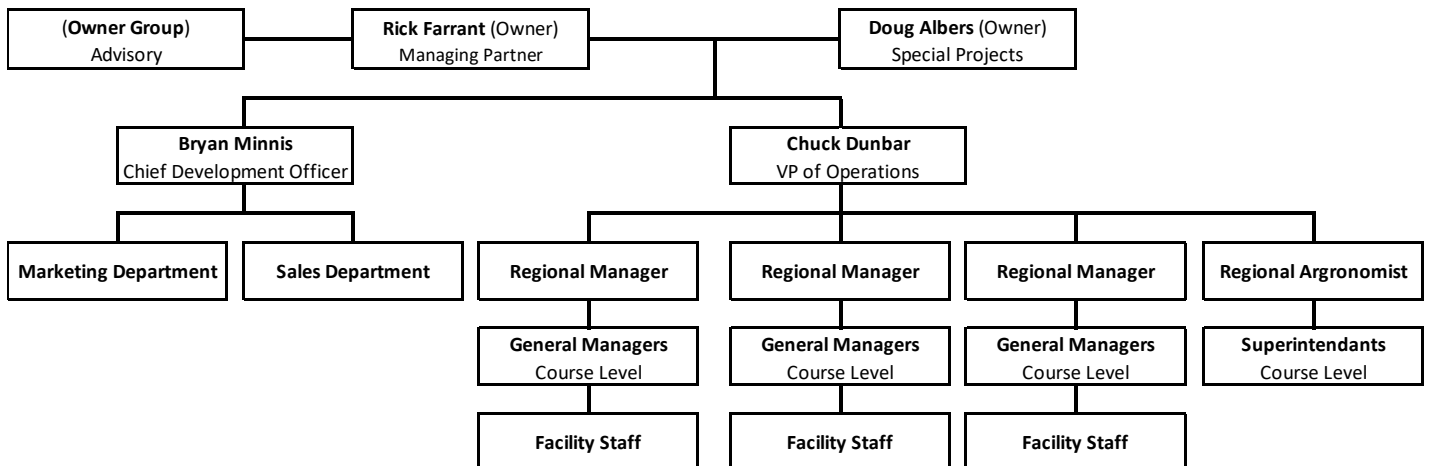
Membership at all GreatLIFE KC Fitness Centers
Monday Golf at Select GLKC Courses
PLUS Full Social Privileges

INDIVIDUAL \$19⁹⁹

FAMILY \$29⁹⁹



Kansas City Organizational Chart



SALARIES, WAGES, AND BENEFITS

GL Management offers competitive salary and benefit packages. We anticipate the following salary ranges for full-time supervisory positions.

Golf Course Manager/Head Golf Professional	\$42,000 - \$60,000 annually
Golf Course Superintendent	\$48,000 - \$60,000 annually
Assistant Golf Professional	\$28,000 - \$40,000 annually
Assistant Superintendent	\$28,000 - \$40,000 annually

Benefits for these positions include paid time-off, a percentage of health insurance premiums, a matching 401K benefit, playing and practice privileges, and discounts on purchases. Wages and benefits are dependent upon experience and performance.

GL Management offers competitive wage scales for full-time and seasonal hourly team members. Some team members in this category may qualify for salaried positions at a similar level of compensation. We anticipate the following wage scales for these positions.

Food and Beverage Manager	\$15.00 - \$20.00 per hour
Golf Shop Staff	\$9.50 - \$14.00 per hour
Golf Course Maintenance Staff	\$10.00 - \$15.00 per hour
Player Assistants (Marshals)	\$9.00 - \$12.00 per hour
Cart Attendants	\$8.75 - \$10.00 per hour
Food & Beverage Team (Inc Bev Cart)	\$8.75 - \$10.00 per hour

Benefits for these positions include playing and practice privileges, and discounts on purchases. Wages and benefits are dependent upon experience and performance.

HIRING TIMELINE

We would begin the hiring process for full-time and other key positions shortly after we are selected to purchase, lease or manage the facility. Our first hires would be golf course managers/head golf professionals, and golf course superintendents. We would interview current full-time El Dorado (Prairie Trails) employees for available positions. We anticipate beginning employment for golf course managers/head golf professionals and superintendents immediately upon transfer of ownership/management.

Hiring for other full-time and other key positions would follow hiring of golf course managers/head golf professionals and superintendents, who would be involved in hiring other positions. We also intend to interview current full-time and key El Dorado (Prairie Trails) employees for these available positions. We anticipate filling all full-time and other key positions for the facility within two weeks of the transfer of ownership/management.

CUSTOMER SERVICE

The first point of our vision is to be the best in guest satisfaction, value and convenience in golf and fitness. We are primarily in the hospitality business. Instead of customers, we have members, patrons, and guests. We plan to bring the same never-ending passion to be the best in guest satisfaction to Prairie Trails. Two elements that weigh heavily in guest satisfaction are friendliness and cleanliness.

Every staff member at GreatLIFE is trained in friendliness: a smile is part of the uniform, greet and thank customers, and whenever possible, call guests by name. At our golf courses, we use the 5/15 rule. If a guest is within 15 feet, make eye contact and greet the guest with a smile. If the guest is within 5 feet, we engage him or her in conversation with a friendly "hello" and a smile. We always answer the phones courteously and include our name in the greeting.

The cleanliness of our golf facilities exceeds every comparable course in the area. We live by the expression "you only get one chance to make a first impression." All team members from the owners and upper-level management to the newest team member are trained to notice anything out of order and address it. It is common to see our VP of Operations picking up cigarette butts in the parking lot and on the golf course. We teach everyone to follow his lead. Restrooms are continually cleaned.

Another factor in guest satisfaction is value. At GreatLIFE, our customers get a country club experience at a price that is affordable to almost anyone.

SURVEYS

While GreatLIFE uses surveys selectively for specific purposes, we rely mostly on personal contact with our customers and focus groups to provide feedback. We have created the GreatLIFE Ambassadors to provide member feedback about our services, programs and facilities. Ambassadors meet at least quarterly. When we survey our guests, we use online surveys or comment cards. One example is our GreatLIFE Tour program, in which golfers can rate every GreatLIFE course and affiliate course for friendliness, cleanliness and course condition. We would use similar strategies at Prairie Trails.

GOLF SHOP OPERATIONS

A PGA golf professional or qualified golf manager is in charge of the golf shop at each regulation 18-hole golf course operated by GL Management. Several GreatLIFE properties have more than one PGA professional on staff. We value PGA golf professionals and plan to have at least one at Prairie Trails for the foreseeable future.

The golf shop team members are responsible for providing our guests with outstanding service. They are trained to be the friendliest in the industry and to keep all areas of the clubhouse and grounds clean and neat. We have written procedures and checklists for all areas.

Golf shop hours of operation at Prairie Trails would be like those at our other Wichita and Kansas City area properties. These are typical.

November through February

Monday – Friday 8:00 am - 6:00 pm

Saturday – Sunday 7:30 am - 6:00 pm

March & October

Monday – Friday 7:30 am - 7:00 pm

Saturday – Sunday 7:30 am - 7:00 pm

April & September

Monday – Friday 7:30 am - 7:30 pm

Saturday – Sunday 7:00 am - 8:00 pm

May through August

Monday – Friday 7:00 am - 8:30 pm

Saturday – Sunday 6:30 am - 9:00 pm

TEE TIMES

Our current standard is that tee times may be made seven days in advance for patrons and 14 days in advance for members. Tee times are available in person, online or via phone. If a course does not have a tee time available at the time the member or patron prefers, we check with our other courses to meet the person's need.

Beginning in 2019, we will be making a changes to our software system to make tee time accessibility and convenience more mobile and web friendly.

GOLF SOFTWARE

GreatLIFE uses golf-specific software that was developed by Club Profit Systems and Cyber Golf specifically. The software integrates well with our membership base. It provides for online and mobile tee times. Golf shops also have access to book tee times at other courses to enhance member and patron satisfaction.

PACE OF PLAY

An important part of a golfer's experience is proper pace of play. While there are occasions of slow play on every golf course, pace of play is monitored at our courses and within commonly accepted norms. Where feasible, we monitor pace of play in the golf shops through our GPS system. Falcon Ridge is one of the busiest courses in the Kansas City area. With over 43,000 rounds annually it represents one of the more challenging places to maintain an enjoyable and acceptable pace of play.

2017 Falcon Ridge Average Pace of Play

May 3:52

June 4:02

July 3:55

August 3:51

We also use friendly starters and Player Assistants (Marshals) to keep play on pace at our busier courses. Player Assistants are given the freedom to reward guests for doing things right, such as proper pace of play. Assistants have and are trained with specific written instructions about pace of play and friendly guest interactions.

TOURNAMENT AND LEAGUE MANAGEMENT

We are experts in tournament management and growing golf outings. Our focus on member and patron experience is so good that we actually must turn away outings from our courses. We are confident that we can increase outings and provide additional revenues at Prairie Trails through outings. We provide full-service tournament management for all kinds of golf outings. Services include registering golfers, catering, custom scorecards, cart signs, rules sheets, sponsor signs, placing proximity markers on the course, posting results, providing prizes, gift cards and much more. Each outing receives specialized personal care from our professional staff. In 2017, we initiated online live tournament scoring that is available on mobile devices and displayed on monitors at our courses. We also have the ability to help charitable tournaments with increase participation through our member and patron network. GreatLIFE currently hosts some of the most prestigious golf tournaments in the region including professional events, amateur championships and some of the largest charitable events held in the Midwest.



GOLF SHOP MERCHANDISE

GreatLIFE has a full-time golf shop designer who buys and organizes merchandise in eye-catching, pleasing arrangements. Golf Shops like Falcon Ridge, Deer Creek, and Staley Farms have been recognized nationally for their quality and merchandising. GreatLIFE also employs 6 PGA professionals who have one numerous merchandiser of the year awards within their respective sections. We see merchandise sales as an area for growth in ancillary revenue at Prairie Trails. We will provide a fully-stocked golf shop with all the newest apparel, shoes, hats, balls, gloves, accessories, clubs and bags in golf. Custom club fitting will be offered along with full-service club repair. Members will receive 10-20% off merchandise.

GOLF CARS

We plan to have 68-72 cars available for daily use at Prairie Trails. We have agreements in place to add additional cars as necessary. The golf shop team is responsible for the cleanliness of our cars and the friendliness of our Car Attendants. Attendants have checklists to ensure the cars are properly stocked with amenities such as scorecards, pencils, and other features. We require guests to be 16 years or older to operate a golf cart. Guests are not permitted to use carts in an unsafe manner. GreatLIFE has national accounts with EZ-GO, Club Car, and Yamaha. These relationships allow us to keep newer and better serviced golf cars available to our members and patrons.



PLAYER DEVELOPMENT

GreatLIFE is growing the game of golf by bringing new people into the market. It is in our best interest to develop players of every skill level and age. We have taken this task seriously and have done an excellent job. We provide high-quality golf instruction programs for players of all ages and abilities, including individual and group lessons by PGA professionals. We also employ a LPGA teaching professional to enhance our women’s development programs. *Courtney Mahon, LPGA*

We currently offer these learning opportunities and intend to offer these and other programs at Prairie Trails.

- Free weekly clinics for families, juniors, and adults from May 15 to September 1. These clinics are open to all members and guests at no charge.
- Junior golf camps throughout the summer. These camps run Mondays – Thursdays from 8:30 a.m.–Noon. We teach all facets of the game of golf including, honesty, integrity, rules & etiquette. Cost is between \$130-\$150 per camper depending on membership type. **Scholarships are available from GreatLIFE Cares Foundation.**
- PGA programs: Grow the Game, PGA Junior League, Get Golf Ready, SNAG, and Youth on Course, Girls Golf and The First Tee
- Lessons – GreatLIFE has a Director of Instruction that hosts camps, clinics and individual lessons to all types of golfers. GreatLIFE employs PGA and LPGA professionals that have won numerous awards including National PGA Instructor of the Year and local section Instructor of the Year.



GreatLIFE
Golf & Fitness Club

FREE GOLF CLINICS
FOR THE ENTIRE FAMILY
(CALL TO SIGN UP)

COME. LEARN. PLAY. ENJOY!
OPEN TO ALL GreatLIFE MEMBERS AND THEIR GUESTS

Drumm Farm Golf Club

Junior Clinics: (Starting June 7) Wednesdays - 8:30 - 9:30 am	Adult Clinics: (Starting May 23) Tuesdays - 6:00 - 7:00 pm	Family Nights: (Starting May 21) Sundays - 5:00 - 6:00 pm
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Falcon Ridge Golf Club

Junior Clinics: (Starting June 5) Mondays - 8:00 - 9:00 am	Adult Clinics: (Starting May 22) Mondays - 6:00 - 7:00 pm	Family Nights: (Starting May 21) Sundays - 5:00 - 6:00 pm
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Liberty Hills Golf Club

Junior Clinics: (Starting June 5) Mondays - 8:00 - 9:00 am	Adult Clinics: (Starting May 22) Mondays - 6:00 - 7:00 pm
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Hillcrest Golf Club

Junior Clinics: (Starting June 6) Tuesdays - 8:00 - 9:00 am	Free Golf Clinic: (Starting May 20) Saturdays - 6:00 - 7:00 pm
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FOOD AND BEVERAGE OPERATIONS

Our food service is a strength. We commonly receive the highest possible health department rating. Food and Beverage Operations have potential for substantial growth. These operations at GreatLIFE courses provide more revenue than those of most comparable courses. At most of our Champion, Classic, and Classic Plus levels we operate a full-service bar and grille menu predominately prepared from our Fusion Ovens. These ovens which use microwave and convection oven combined technology allow us to prepare quick, high quality, and easy to prepare options for our members and patrons.

 DUFFER'S <small>BAR & GRILL</small>	
DRINKS	
16oz. Domestic Bottles	\$4.00
16oz. Import Bottles	\$4.50
16oz Domestic Draft	\$4.00
16oz Import Draft	\$4.50
Top Shelf Mixed Drinks	\$7.00
Call Mixed Drinks	\$5.00
Bottled Water	\$2.00
Bottled Coke Products	\$2.50
Energy Drinks & Iced Teas	\$3.00
GRAB & GO	
Sandwiches	\$5.00
Ham, Turkey or Roast Beef	
Fresh Fruit	\$1.00
Bananas & Apples	
Jacks Beef Jerky	\$3.00
Chef's Cut Jerky	\$3.00
Chef's Cut Jerky Bags	\$8.00
Dirty Potato Chips	\$1.50
Sea Salt, BBQ, Buffalo, S&P, Salt & Vinegar	
Almonds	\$2.00
Smoke House	
Peanuts	\$1.50
Salted or Hot	
Candy	\$1.50
FRESH MADE PIZZA	
CHOICE OF TOPPINGS MEAT: PEPPERONI, SAUSAGE, BEEF, BACON & HAM VEGGIES: MUSHROOMS, ONIONS & PEPPERS, BLACK OLIVES, GREEN OLIVES AND JALAPENOS	
12" THIN CRUST	
One Topping	\$9.99
Meat Lover	\$11.99
Supreme	\$12.99
12" DEEP DISH	
One Topping	\$10.99
Meat Lover	\$12.99
Supreme	\$14.99
16" BROOKLYN STYLE	
One Topping	\$13.99
Meat Lover	\$15.99
Supreme	\$16.99
APPETIZERS & BASKETS	
French Fries	Basket \$2.49
Onion Rings	Basket \$4.99
Cheese Balls	Basket \$5.99
Chicken Tenders	3 piece \$5.99
Add French Fries for \$1.00	
Chislic	5lbs. \$7.99
Add French Fries for \$1.00	
ALL FRENCH FRIES SEASONED WITH OUR SIGNATURE SEASONING SALT	
CHICKEN	
SERVED WITH FRENCH FRIES - SUBSTITUTE ONION RINGS \$2.00	
Grilled Chicken Breast	\$6.49
Chicken Bacon & Cheese	\$7.49
Chicken Breast Fritter	\$7.99
Breaded Buffalo Chicken	\$7.99
BURGERS & DOGS	
SERVED WITH FRENCH FRIES - SUBSTITUTE ONION RINGS \$2.00	
Hot Dog (no French Fries)	\$3.83
Hot Dog	\$4.83
Hamburger	\$7.99
Add cheese and/or bacon \$1.50 ea	
Mushroom & Swiss Burger	\$8.99
Swiss cheese & fresh mushrooms	
In fmo Burger	\$8.99
Pepperjack cheese, buffalo sauce & jalapenos	
WINGS	
Small Boneless Wings (6ea)	\$5.99
Large Boneless Wings (12ea)	\$11.99
Small Traditional Wings (12ea)	\$6.99
Large Traditional Wings	\$13.98
Small Chicken Drumies (6ea)	\$6.99
Large Chicken Drumies (12ea)	\$13.98
BUFFALO, HONEY BBQ, SPICY SWEET & SOUR RANCH AND BLUE CHEESE DRESSING AVAILABLE UPON REQUEST	



ALCOHOL SALES POLICY

GreatLIFE does not tolerate any team member selling alcohol to a minor. We will implement an alcohol sales policy according to the latest industry standards at all GreatLIFE golf courses. A sample policy is below.

ALCOHOL SALES POLICY

- We do not serve alcohol to anyone under 21 years old.
- It is your responsibility to card everyone who does not appear 30 years of age or older.
- You may only verify age with a valid driver's license. Do not accept any other form of ID.
- If there is any doubt that a person is over 21, say, "I'm sorry, but I cannot sell alcohol to you." Offer the person soft drink.
- If you sell to an underage person, you personally face a Class 1 Misdemeanor for sales to anyone under the age of 18, and a Class 2 Misdemeanor for sales to anyone ages 18 to 20.
 - A Class 1 Misdemeanor is subject to a maximum penalty of one year in jail and/ or a fine of \$2,000.
 - A Class 2 Misdemeanor is subject to a maximum penalty of 30 days in jail and/ or a fine of \$500.
- In addition, you may have your driver's license suspended or revoked for a minimum of 30 days up to a maximum of one year for selling to an underage person.
- If you suspect that someone may be intoxicated, or if the person has been drinking and is being difficult, do not serve alcohol to him or her. Ask for assistance from another team member. Offer to call someone or call a cab for the person.
- Violation of this policy may lead to immediate termination.



One of the most important factors in the guest experience of a golfer is the cleanliness of the grounds, including the parking lot, clubhouse area, practice greens, driving range, and the golf course. At GreatLIFE every team member is trained to notice anything on the ground that does not belong there, to pick it up and dispose of it. From parking lots to tee boxes and everywhere in between, our team members pick up scraps of paper, cigarette butts and tees. Our commitment to cleanliness testifies to our commitment to guest satisfaction.

COURSE MAINTENANCE STANDARDS

The Prairie Trails golf course is in very good condition. GreatLIFE will provide a level of golf course maintenance equal to or superior to the standards currently in place. The courses we operate in the Upper Midwest market are maintained to excellent standards and playability. Playability is paramount to us, and since we started GreatLIFE most of the changes we have made to our courses have been to improve playability, maintenance, and guest experience.

BUILDING MAINTENANCE STANDARDS

As stated above, the first point of our vision is to be the best in guest satisfaction value and convenience for golf and fitness. Friendliness and cleanliness are two important factors in guest satisfaction. We take pride in the cleanliness of our golf courses and fitness centers. They are some of the cleanest in the industry. Everyone at GreatLIFE from the VP of Operations onward cleans our buildings, grounds, and golf courses. We clean them while we are working and while we are playing. No one is above pulling weeds or picking up cigarette butts, whether in the parking lot or on the golf course.

We teach and live Quality Maintenance Tours. Every team member at our golf courses is trained and given a laminated Quality Maintenance Tour card (see next page). We hold everyone accountable performing the tasks and for keeping our facilities in the cleanest.



QUALITY MAINTENANCE TOURS

“You get ONE chance for a first impression”

- Entrance & parking lot – clean and neat
- Patio – pick up trash, weeds and music on
- Staging Area – neat, organized & clean
- Carts – clean & fully stocked

Tours – be aware of entire course & guests

- Smile & greet Guests
- Pick up all trash, cigarette butts
- Corporate Partners landscape area, neat, clean, weed free, trash receptacles, mulch spread out
- Tee boxes – neat, clean, pick up tees, fill divots
- Posts – upright, ropes tightened
- All bathrooms neat and clean
- Range balls picked up on driving range sides
- Driving Range – organized, neat & attractive

GL Management also has a full-time building maintenance and repair team that serves all our locations. This dedicated team is able to perform tasks that individual facilities are not able to accomplish. This team is available for projects at all GreatLIFE courses.



GreatLIFE Sales and Marketing Department along with HenkinSchultz and First Cut Marketing (outsourced marketing firms) have created a marketing plan that has proven successful in meeting our goals. The primary measure of the success of our marketing plan has always been the number of current memberships, so our focus has been on recruiting and retaining members. As an example of the success of our plan, GreatLIFE had zero members when we announced our new business on December 11, 2013 in Sioux Falls, SD. As of September 2018, our memberships have grown to over 18,000 (40,000 people). We also market specific golf courses, fitness facilities and programs. This approach has yielded remarkable results in year-over-year rounds and revenues at our golf courses. GreatLIFE Topeka has also grown to more than 11,000 (21,000 people) memberships. GreatLIFE Kansas City which has added 15 properties in the last 60 months (12 in the last 48 months) boasts an ever-growing membership of over 10,000 (25,000 people). This exponential growth is in part directly attributable to our ability to market and communicate effectively our opportunities. We anticipate that we will add an additional 10,000 (22,000 people) memberships over the next 36 months with the addition of our 4 new fitness facilities and one new golf facility (not Prairie Trails) currently being established.

GreatLIFE Connections

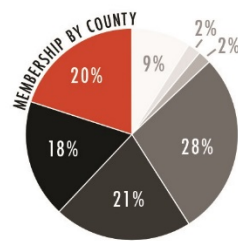
Nationally

Members	80,000 and growing
Patron Visits	1,650,000 per year
Email Database	185,000 unique
Social Media Members	14,200 Facebook likes
Website Visits	685,000 per year

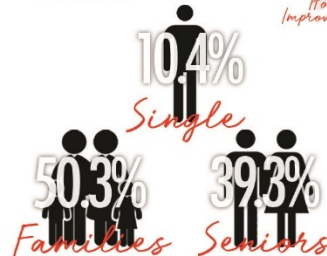
GreatLIFE



MEMBER DEMOGRAPHICS



GREATLIFE MEMBER INTERESTS



CONTACT US

JOIN@GREATLIFEGOLF.COM • (913) 802-GLKC



The marketing campaigns have also provided the kind of proven results Prairie Trails desires and deserve for its golf course, and we anticipate using a similar strategy to improve rounds and revenues at Prairie Trails.

While marketing is not the sole reason that GreatLIFE has significantly increased rounds and revenues at our facilities, it is a significant factor. The National Golf Foundation reported that the current 1.5% of gross revenue being spent on marketing golf per course in Kansas City seems more than sufficient. In 2016 and 2017 GL Management invested 3.9% of its gross revenues in marketing. If Prairie Trails becomes part of the GreatLIFE family, we would continue to invest approximately 3-4% in marketing going forward on behalf of Prairie Trails.

Much of the industry marketing strategy today is founded on the notion that the best way to increase rounds at a golf course is to take them from another course. We take a different approach at GreatLIFE. We are growing the game by adding new rounds. As a by-product of our marketing we have certainly taken rounds from other courses, but those rounds are a fraction of our increase in rounds.

If GL Management is awarded this opportunity, we would promote the quality of Prairie Trails, its value, and the great experience. In keeping with our mission, the GL Management marketing plan for Prairie Trails and the greater Wichita market would focus on growing the game by bringing new people to golf and bringing back players who have quit playing due to golf's main challenges. We would also continue to promote fitness and healthy lifestyles for both families and individuals. We would use a wide variety of platforms to reach the wide preference spectrum of the residents of El Dorado and the greater Wichita area.

Traditional Media

Our media plan has a budget for traditional media including television, radio, print and billboards. We would maintain a year-round presence in these media with various foci based on the seasons. Most of our media buys are in traditional media.

Social Media and Digital

Our social media and digital plan includes professional services, paid ads and an internal social media team. Among our social media goals are promoting our mission, recruiting and retaining members, building reach, responding to posts, promoting specific hashtags, and creative advertising.

Email

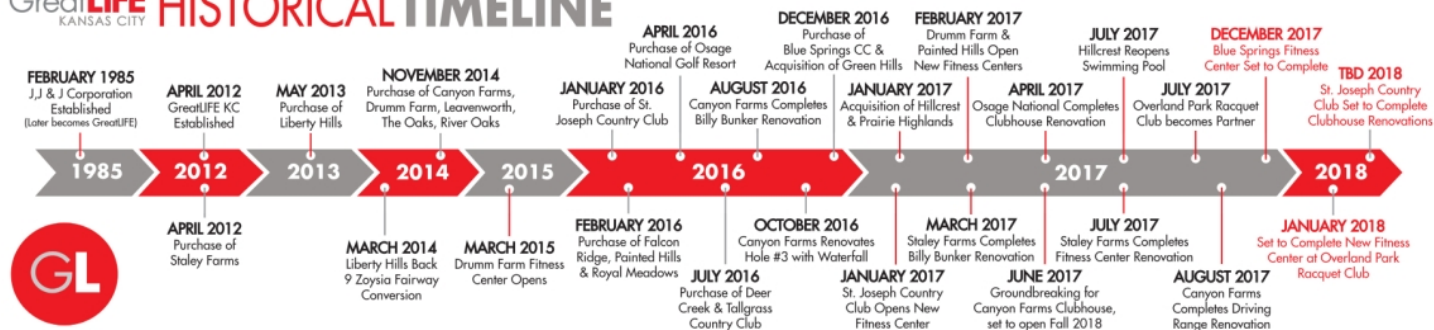
Our email plan is primarily to communicate important information to our members to increase patron satisfaction and promote golf, fitness, and healthy lifestyles.

OPERATING EXPERIENCE

GreatLIFE is a Kansas limited liability company founded by Rick Farrant to operate golf and fitness facilities is based on the GreatLIFE model developed by Rick and Linda Farrant in the Topeka, KS area.

GreatLIFE has experienced tremendous growth since then, and now operates a number of Golf, Fitness, Bowling, Miniature Golf, Footgolf, and other Recreation facilities throughout the Upper Midwest.

GreatLIFE HISTORICAL TIMELINE



Golf Properties within the GreatLIFE family of clubs: Owned / Managed / Franchised / Affiliated

Kansas

Abilene CC
Arkansas City GC
Berkshire
Burning Tree
Canyon Farms
Deer Creek
Falcon Ridge
GL North (Topeka)
Junction City GC
Lake Perry CC
Leavenworth GC
Ottawa CC
Osage City
Osawatomie GC
Painted Hills
Prairie Highlands
Prairie View GC
Safari Golf
Salina CC
Shawnee CC
Sterling Meadows
Tallgrass CC
The Oaks
Western Hills GC

Missouri

Blue Springs CC
Deer Lake
Drumm Farm
Green Hills
Greene Hills
Hail Ridge
Hillcrest CC
Lebanon CC
Liberty Hills
Maple Creek
Osage National
River Oaks
Royal Meadows
Shawnee Bend
Staley Farms
St. Joseph CC

South Dakota

Bakker Crossing
Central Valley GC
Edgebrook
Hidden Valley
Madison CC
McCook CC
Par Mar Valley
Parkston
River Ridge
River's Bend
Rock River
Rocky Run
Sunrise Ridge
The Bluffs
The Bridges
Wild Oak
Willow Bend

Minnesota

Adrian CC
Fulda Town & CC
Luverne CC
Worthington GC
Slayton CC

Iowa

Emerald Hills
Okoboji View



THE LARGEST MANAGEMENT COMPANIES

It was a challenging year for management companies. After several years of growth, the total number of courses managed by the largest 25 companies in the world declined by 1.3 percent, from 1,975 to 1,950.

Nine of last year's 25 largest saw declines, including Integrity Golf Co., which had grown

to 44 18-hole-equivalent courses. The Winter Garden, Fla.-based company is in the process of liquidating.

Even the largest companies saw slowdowns, with Troon growing by only two courses, after adding 36 the prior year. The following chart lists the number of 18-hole equivalents managed by each company in 2016 and 2017.



ClubCorp continued to expand its portfolio of private clubs, despite the fact that uncertainty hung over its head for much of the year. The public company purchased four properties in the first half of 2017, each located in a suburban community near a large East Coast metropolitan area: Norbeck Country Club near Washington, D.C.; Eagle's Nest Country Club near Baltimore; North Hills Country Club near Philadelphia; and Oakhurst Golf & Country Club outside Detroit.

The continued growth came despite a minority stockholder asking the company to consider its options, including a possible sale. The company announced it will not seek a sale the same day that CEO Eric Affeldt announced his plan to retire, most likely this summer.

GreatLife Golf & Fitness reported the most growth in the past year. It went on an acquisition binge in 2016, adding a dozen 18-hole-equivalent courses. But the Midwest company hopes future growth will come through franchisees. It is the first golf management company to get franchise approvals, and it offers a low-cost membership plan for golf and fitness.

		2016	2017
1	Troon Scottsdale, Ariz. Dana Garmany, Chairman & CEO	268	270
2	ClubCorp Dallas Eric Affeldt, President & CEO (Retiring)	192	200
3	Pacific Golf Management Tokyo, Japan Kotaro Tanaka, President & CEO	164	165.5
4	Accordia Golf Co. Tokyo Yuko Tashiro, President and CEO	164	158.6
5	Billy Casper Golf Vienna, Va. Peter Hill, Chairman & CEO	158	150.5
6	KemperSports Northbrook, Ill. Steve Skinner, CEO	131	134
7	Blue Green Groupe Saur Baillet-en-France, France Manuel Biota, CEO	86	91
8	American Golf Corp. Santa Monica, Calif. Jim Hinckley, CEO	86	76
9	Arcis Golf Dallas Blake Walker, CEO	66	65.5
10T	GreatLife Golf and Fitness Topeka, Kan. Rick Farrant, President	34.5	63
10T	OB Sports Scottsdale, Ariz. Orrin Vincent, Chairman	61.5	63
12	Marriott Golf Orlando, Fla. Jim Connelly, SVP, Operations and Owner Services	50	55

Accordia Golf is undergoing what is perhaps the biggest change for any of the largest management companies. MBK Partners, a private equity firm, is acquiring the Japan-based golf course operator for about \$760 million. Accordia runs 158.6 18-hole-equivalent golf courses, or about 5 percent of all courses in Japan. MBK plans to take Accordia private so it can focus on longer-term projects, such as the acquisition of golf courses at home and abroad. It hopes to focus on tourists, since Japan's population is shrinking. Accordia's management has endorsed the deal, and three major shareholders, who own a combined 22 percent of the company, have agreed to sell. Yuko Tashiro, named the most powerful woman in golf in 2016 by Golf Inc., is expected to remain as Accordia's CEO.

Marriott Golf continues to grow as its parent company expands worldwide. The golf division already manages 55 courses in 15 countries across five continents for Marriott's lodging brands — The Ritz-Carlton, JW Marriott, Westin, Sheraton, Gaylord Hotels, Le Meridien, Renaissance Hotels and Marriott Golf Academy. Its numbers could grow, as Marriott International plans to open 500 more hotels in the Asia-Pacific region before the end of 2021.

Continued on page 28 >



Back 9

PEOPLE IN THE NEWS

Farrant keeps buying; Tiger, Norman chart business path

No. 1. Rick Farrant

Farrant, who has been buying courses in the Midwest and transforming them with low-cost memberships, is ready to start a franchising division. In the past year, he has continued to perfect his model and acquire golf courses, including St. Joseph Country Club near St. Joseph, Mo., Falcon Ridge Golf Club in Lenexa, Kan., Painted Hills Golf Club in Kansas City, Kan., Royal Meadows Golf Club in Kansas City, Mo., Osage National in Lake Ozark, Mo., and GreatLife North in Topeka, Kan. That makes five 18-hole facilities and one 27-hole course added in 2016.



No. 2 Paul Latshaw

For only the fourth time in its 33-year history, the Golf Course Superintendents Association of America's top award will be presented to a golf course superintendent. Latshaw, who will receive the Old Tom Morris Award in February, worked at some of the best courses in the U.S. during his 38-year career, including Augusta National Golf Club, Oakmont Country Club, Congressional Country Club, Riviera Country Club and Winged Foot Golf Club. Along the way, he prepared courses for nine major championships. "I was a farm boy from central Pennsylvania who became a golf course superintendent," Latshaw said in a press release. "It sure was better than bailing hay and feeding chickens."

No. 3 Justin Beights

Beights, a Virginia developer, has created a company to acquire struggling golf courses, shut them down and conserve the land. He recently acquired The Royal Virginian Golf Course in Louisa, Va., and River's Bend Golf Club in Chester, Va. He plans to generate returns from government programs that offer tax credits and deductions for conservation easements, stream restoration, wetland

mitigation and nutrient credit creation.

No. 4 Tiger Woods

Woods officially launched his post-playing career with TGR, which consolidates all his business interests, including TGR Design, his golf course design company; TGR Live, which organizes tour events; the Tiger Woods Foundation; and The Woods restaurant. Next up? Woods is reportedly interested in selling clubs and balls, and some have speculated he may look into buying TaylorMade Golf, which is for sale.



No. 5 Greg Norman

Norman recently announced that he is rebranding his company. He is dissolving Great White Shark Enterprises and moving forward with The Greg Norman Co. The new company takes over his course-design business, branded merchandise and real estate investments. In the future, he plans to shift to more business-to-business services, and he has announced a new partnership with Verizon.



No. 6 Dominic Mocerì

Mocerì is developing a \$300 million, resort-style, master-planned community in Sterling Heights, Mich., which will retain Maple Lane Golf Club but reduce it from 27 to 18 holes. The 288-acre site will include a 30,000-square-foot event center with restaurants, exercise facilities and swimming pools. The community will cater to ages 55 and older.

No. 7 Peter Thomson

The five-time British Open champion has

retired from the golf course design business at the age of 89. After 51 years and designs in more than 30 countries, the Australian has stepped down because of age and health. He leaves behind two partners: Tim Lobb will move forward with Lobb + Partners, based in London, while Ross Perrett, based in Australia, will continue to use the name Thomson Perrett.

No. 8 Bill Murray

Murray and his five brothers have launched a golf apparel line designed to capitalize on the comedian's pursuits. The apparel will feature patterns from Murray's movies and lifestyle, including a shirt that features bunker rakes like the one used in *Caddyshack*. The brand's logo is a silhouette of Murray tossing a club in frustration. Shirts, priced at up to \$90, will be sold through Resignation Media, which operates TheChive.com.



PHOTO: LASH PHOTO AGENCY/SHUTTERSTOCK

No. 9 Ken Arimitsu

The long-time broker, based in Irvine, Calif., is on pace to complete \$90 million in transactions in 2016, including many that feature a redevelopment component. Deals include San Ramon Golf Club and The Bridges Golf Club in San Ramon, Calif., Empire Lakes Golf Course in Rancho Cucamonga, Calif., and Seven Hills Golf Club in Hemet, Calif.

He even brokered two courses twice within a year. Eagle Ridge Golf Course in Gilroy, Calif., sold in November 2015 and again in May. Sierra La Verne Country Club in La Verne, Calif., sold in December 2015 and again in May.



No. 2 & 3

RICK FARRANT

CEO
GreatLife Golf & Fitness
Topeka, Kan.

TOM WALSH

CEO
GreatLife Malaska Golf &
Fitness Club
Sioux Falls, S.D.



Rick Farrant



Tom Walsh

It's no secret that many clubs have added fitness centers. For some members, it's one of the more important amenities offered. However, Rick Farrant has taken that concept to the max.

Under his model, members have access to a network of fitness centers and golf courses at a low monthly price — as little as \$29.99 for an individual. For that price, you can play as much golf as you want. And take as many spin classes as you can.

In no time, you'll be as lean and as good at golf as Rory McIlroy. (No, not really...)

The first time Farrant incorporated fitness into a club and offered low-cost fees, he saw membership blossom to more than 1,000, he said. "I said to myself, 'This is kind of cool.'"

Actually, very much so. Since starting in the Topeka, Kan., area, he has branched out and now has more than 40 courses. He's taken some courses that were in bankruptcy and made them thriving enterprises again. The revenue that the fitness centers bring in has helped him improve the golf courses, making them more attractive for play.

Plus, the fitness centers, unlike golf

courses, can remain open all year, making the memberships more appealing. Indeed, the fitness component is sometimes more valued by the customer than the golf, he said.

"We have golf courses that have fitness centers," he said. "And then we have locations where the main attraction is fitness and the amenity happens to be golf."

It was no problem getting young people into the fitness centers, which boast the latest equipment. The golf courses? That was a different story. Like many operators, Farrant found that young people were not taking up the game of golf. However, because the membership price is so affordable and golf is available, he found that a number of people would experiment with it.

And guess what. "Now they're avid golfers," he said. "We're all in this together. We're all trying to figure out ways to bring golf back."

He's working to franchise his concept. He's adjusted his business plan over the years and now has it down to pretty much a mathematic formula.

"I've been doing it for 20 years and made a lot of mistakes," he said. "You

don't have to pay for my mistakes."

He found a partner in Tom Walsh, who applied the concept to courses he owned in Sioux Falls, S.D. His story is similar — only on steroids, jokes Farrant.

Walsh got stuck with a golf course. He had co-signed a note for it with a doctor friend, who then went bankrupt. Walsh had two choices: Cut a serious check or try and make the golf course work.

He chose the latter. Soon after taking over, he heard about Farrant's model.

He started GreatLife Malaska Golf & Fitness Club in January 2014 and now has nearly 20 golf courses participating — three of which he owns — and eight fitness centers, with more coming.

As with Farrant's model, the membership prices are incredibly low and offer unlimited golf and fitness. He already has 14,000 members.

"It's beyond anything we imagined," he said.

The company's mission is to help people live happy, healthy, balanced lives, he said.

"I get people thanking me every day," he said.

And it's great for golfers, he noted. Two of the biggest obstacles for today's players are time and money. This solves both. A golfer can play five holes and leave and not feel guilty, because he's not throwing money away.

"Or they can play 36," he said.



RICK FARRANT – PRINCIPAL & FOUNDER

Rick began his golf career as a certified golf course superintendent and still remains a GCSAA member. Rick is the creative genius behind the GreatLIFE model and still works daily to run the company. From oversight of golf course conditions, management, and acquisitions, Rick works tirelessly to fulfill the mission of GreatLIFE.



BRYAN MINNIS – CHIEF BUSINESS DEVELOPMENT OFFICER

A former golf instructor and professional, Bryan has served as Director of Sales and Marketing, Head Golf Professional, Director of Golf, and General Manager of many well-known properties such as The Wigwam Resort, The National Golf Club of Kansas City, and Alvamar. Bryan is considered one of the foremost authorities in sales and marketing and golf property acquisition within the city.



CHUCK DUNBAR – SENIOR VICE PRESIDENT OF OPERATIONS

Chuck's storied golf career as a PGA professional is unparalleled. 20+ years on the Monterey Peninsula before coming to GreatLIFE; Chuck previously served as the Head Golf Professional of Pebble Beach Golf Links for 16 years and also the Director of Operations of the famed Nicklaus Club – Monterey. Chuck lives by the principle of "The answer is yes, now what is the question".



BRENT STEPHENSON – REGIONAL AGRONOMY DIRECTOR

Brent is recognized as one of the Midwest's top agronomist. His mastery of the science is apparent in the conditions of GreatLIFE's regional courses. Staley Farms impeccable condition is considered to be one of the great accomplishments in the field of agronomy for Midwest tee to green bent grass facilities. Brent is an expert in green builds, trap renovations, irrigation repair & installation, and all other facets of course management.

As stated in the Introductory Letter it is our desire to reach a mutually acceptable agreement with El Dorado for the purchase of Prairie Trails Golf Club. We have had and continue to hold a high regard for this property and the community in which it serves. It is an invaluable piece of the recreation landscape in El Dorado and should remain so for decades to come.

Prairie Trails has not been immune from the downturn in the golf economy as evidenced in its financial history. The City, however, has chosen wisely to continue to maintain the property to high standards and continually invest in its infrastructure and upkeep. We feel that the property is in good condition, but also has some obvious and substantial expensive capital investment needs. As one of the largest acquirers of golf course real estate across the country over the past five years, GreatLIFE has had the privilege of investigating over 150 acquisition opportunities in that time. The challenge of making a wise golf course purchase is not to be taken lightly and requires a great deal of due diligence and general (golf) real estate industry knowledge. Our initial investigation into Prairie Trails Golf Club leads us to believe that we can make the property successful and profitable by leveraging several tools that GreatLIFE has at its disposal. Economies of scale buying power, reciprocal play privileges for members, employee and equipment share between properties, vast industry experience amongst its leadership, and significant capital investment will all be necessary factors in making Prairie Trails a successful property for the future.

We sincerely hope that the city government and citizens of El Dorado will weight heavily our desire and willingness to take on this challenge and our commitment to making Prairie Trails an exceptional expression of golf for El Dorado into the long-term future. It certainly does not come without risk. Nonetheless, we are excited and committed to the opportunity. As stated in our limited conversation with the city, El Dorado has several requirements for the buyer to be committed to keeping the golf course in tact and operating as such. We want to be very clear that we desire to do into the foreseeable future. We are golf industry people. We do not look at properties for their repurposing potential. We are not developers or golf course real estate flippers. We have never had a property fail and if we commit to this property we will do so with all the resources that GreatLIFE has at its disposal. We ask that those facts be considered when determining not just the value of the property, but the value of the buyer as well.

Thank you for considering our proposal and we look forward to reaching an agreement that pleases both parties.



PURCHASE

1. GreatLIFE will agree to purchase the Prairie Trails Golf Property and all its said assets for the amount of **Five Hundred and Fifty Thousand Dollars**.
2. Payment to be made in one lump sum on the date of closing.
3. GreatLIFE desires to close on the property by January 2nd, 2019.
4. GreatLIFE agrees to honor all contractual commitments as they pertain to membership agreements, tournament agreements, and all other event agreements made on or before October 20th, 2018.
5. GreatLIFE Golf and Fitness commits to invest a minimum of **Eight Hundred Thousand Dollars** in Capital Improvements over the first five years. These commitments may include but are not limited to:
 - a. Zoysia turf installation to the golf course fairways and tees as needed.
 - b. State of the art fitness center renovation to main clubhouse.
 - c. Lower level clubhouse improvements to locker rooms and member/patron lounge and patio area.
 - d. Golf shop renovation improvements.
 - e. Better Billy Bunker installations.
 - f. New and additional golf cart fleet as needed.
 - g. Addition of Pickle Ball and Bocce Ball courts.

LEASE

1. GreatLIFE will agree to lease the Prairie Trails Golf Property and all its said assets for One dollar per year for a term of five years with three renewable five-year terms.
2. Lease to be a triple net lease.
3. GreatLIFE will agree to commit to **Two Hundred and Fifty Thousand Dollars** of Capital Improvements to the property over the first five-year term
4. All capital improvements made by GreatLIFE shall be depreciated over a twenty (20) year period; and should GreatLIFE not remain on the premises for any reason a total of 20 years, GreatLIFE shall be reimbursed its total cost of improvements less the percentage of total depreciation. For example, if 1 million dollars of capital improvements are constructed and GreatLIFE leaves after 15 years, it would be owed \$250,000.

MANAGEMENT

1. GreatLIFE to manage Prairie Trails Golf Course for a term of five years with three renewable five-year options. Annual increase in management fee of 4%.
2. Annual Management Fee of \$36,000 per year to be paid monthly on the first day of each month.
3. Additional Management Fee of 10% of gross revenues exceeding \$600,001 per year. For example, if Prairie Trails annual gross revenues are \$900,000 GreatLIFE would be owed an additional \$30,000.

ZOYSIA TURF INSTALLATION

A priority project at Prairie Trails Golf Club will be to install zoysia turf as necessary in struggling fairways and on tee boxes. Topeka Sod, the turf installation arm of GreatLIFE has done numerous golf course zoysia installation jobs in across the Midwest. Better playing conditions and water conservation will accompany such as decision and GreatLIFE is committed to complete this capital improvement first.
Estimated Cost - \$250,000 - \$300,000

NEW GOLF CAR FLEET

An improved fleet of 68 – 72 golf cars would allow Prairie Trails to host more golf tournaments and more regular play without the burden of outsourcing golf cars. Some reconfiguration to the golf car storage situation would also currently need to be considered.
Estimated Cost - \$265,000 - \$295,000



2017 Zoysia Installation at Shawnee Country Club

2017 EZ-GO with Ion Battery System

FUTURE SIGHT OF PICKLE AND BOCCE BALL CENTER



A FEW EXAMPLES OF GREATLIFE'S COMMITMENT TO IMPROVE ITS PROPERTIES

St. Joseph CC - \$2,500,000

- Fitness Center Addition – 2016
- State of the Art Golf Instruction/Simulator Building – 2017
- New Roof – 2017
- Clubhouse Renovation with New Member Dining Facilities – 2018

Tallgrass CC - \$2,100,000

- Zoysia Farway Installation – 2016
- Clubhouse Renovation Complete with State of the Art Fitness Center Addition – 2017/2018

Blue Springs CC - \$700,000

- New Fitness Center – 2018
- New Golf Shop – 2018

Drumm Farm - \$1,100,000

- New Fitness Center – 2017
- Better Billy Bunker Renovation to Traps – 2017

Staley Farms - \$850,000

- Fitness Center Renovation – 2017
- Better Billy Bunker Renovation – 2017/2018

Hillcrest CC - \$230,000

- Pool Renovation – 2017
- New Bar and Grill Renovation – 2017

Shawnee CC – \$450,000

- Zoysia Renovation – 2016/2017
- New Golf Car Additions – 2017

Canyon Farms Golf Club - \$8,350,000

- New State of the Art Clubhouse Development – 2017/2018
- New Practice Facilities – 2017
- Golf Course Improvements – 2017



This list represents only a portion of the improvements being made to GreatLIFE facilities in the area. GL Management is committed to bringing the finest facilities, and finest services to the golf, fitness, and recreation marketplace.

REFERENCES

Vendor References | Financial Reference



Daniel Erickson – Director of Planning
Worked with GreatLIFE on acquisition of Shiloh Springs
(816) 858-3338



CAPITAL CITY BANK

Bob Fletcher – VP Commercial Lending
GreatLIFE Lender
(785) 330-1200



Dave Kaercher – Regional Sales Director
GreatLIFE Rep
(314) 322-7330



Roger Taylor – National Account Director
GreatLIFE Supplier
(706) 373-7138



John O'Leary – Golf and Sports Turf Sales Manager
GreatLIFE Supplier
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