Member Informational Meetings

October 9 & 10, 2018

Meeting Agenda

- Welcome and Introductions
- Why and Why Now?
- Overview of the Planning Process
- Review of Primary Design Considerations
- What Have the Members Told Us?
- Overview of the Long Range Master Plan
  - Phase I
  - Phase II
  - Future Considerations
- Overview of Program Costs
- Overview of Cost to Members
- Timeline Going Forward
- Questions and Answers *(Exit Surveys Distributed)*

Background on Chambers

- Established in 1899
- Offices in Baltimore, Dallas, Minneapolis, DC and Naples
- Serve National & International Clients
- Hundreds of Private Club Projects
- Professional Staff of Planners, Architects, Interior Designers
- **Today…** ***Largest Planning & Architectural Design Firm that specializes in the Private Club Industry***

Background on Chambers

- Rated within the Top 20 for Hospitality Design Nationwide
- For the past 25 years rated within Top 100 Design Giants
- *Golf Inc*. Magazine – 10 People Shaping the Future of Private Clubs
- Recent Selective Awards:
  - **2017, 2016, 2015, 2014, 2013, 2012 Planning Firm of the Year** *(BoardRoom)*
  - **2017 Golden Fork Awards** / Cape Fear Country Club (*Golf Inc.)*
  - **2016 New Clubhouse of the Year** / Cape Fear Country Club (*Golf Inc.)*
  - **2016 Golden Fork Awards** / St. Clair Country Club (*Golf Inc.)*
  - **2016 Dining Room Design Firm of the Year** / St. Clair CC *(BoardRoom)*
  - **2014 Clubhouse Renovation of the Year** / St. Clair Country Club (*Golf Inc.)*
  - **2013 Clubhouse Renovation of the Year** / Long Cove Club (*Golf Inc.)*
  - **2010 Clubhouse Renovation of the Year** / Charlotte Country Club (*Golf Inc.)*
  - **2010 New Clubhouse of the Year** / Inverness Country Club *(Golf Inc.)*

Why and Why Now?

Oakbourne
Country Club

Why and Why Now?

Embracing Planning vs. Projects

Comprehensive Study of all Club Facilities

Enhancing the Member & Guest Experience

Facilities that are always the highest quality

Identifying Opportunities to Increase Member Utilization and Attract New Members

Relevancy and Value / Retention & Recruitment

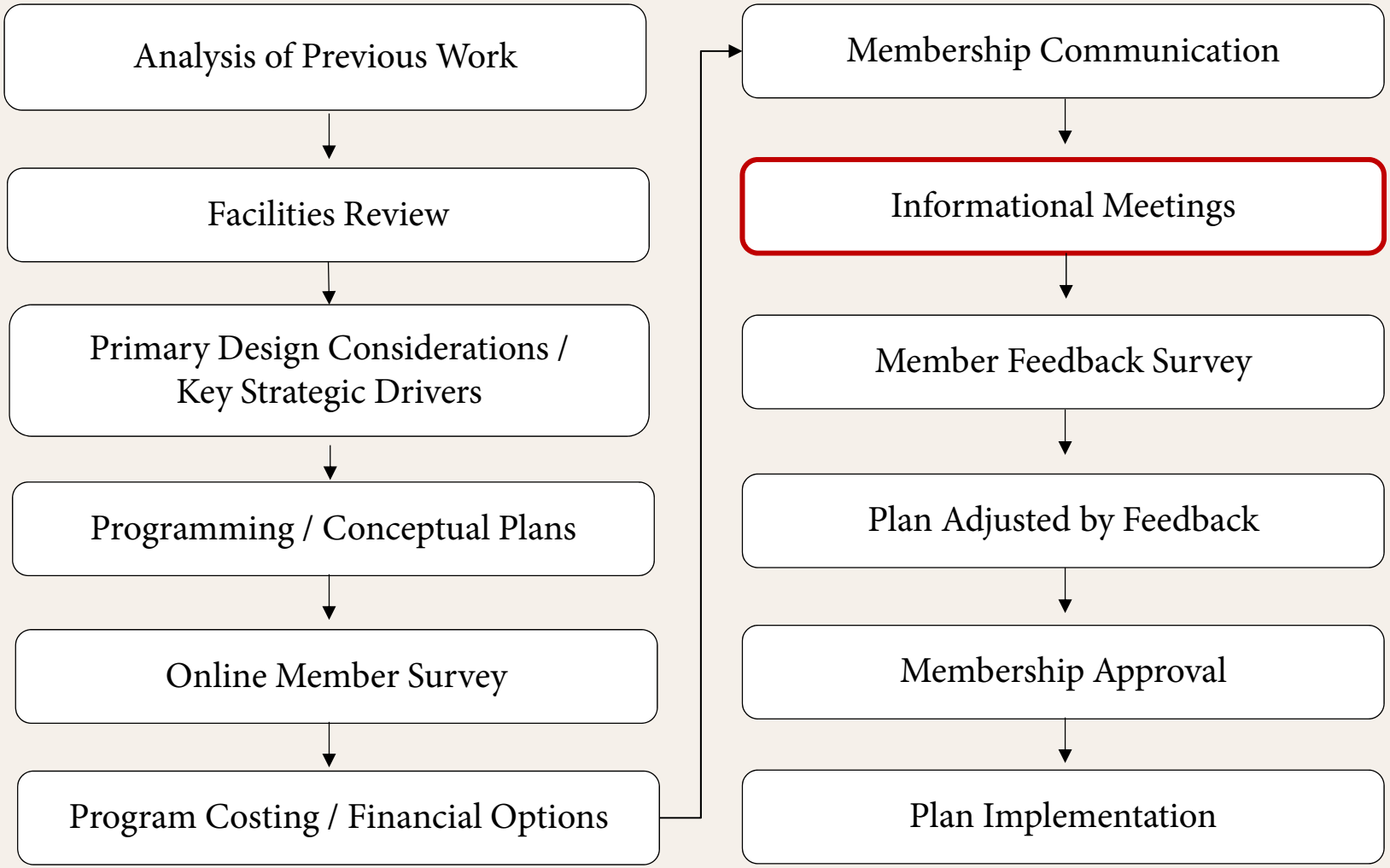
Doing Nothing is not an Option

There is a defined useful life to everything / Addressing Deferred Maintenance

Overview of the Planning Process

Oakbourne Country Club

Planning Process



Primary Planning & Design Considerations

Oakbourne
Country Club

Study the entry sequences into the Clubhouse for everyday Member traffic (dining, locker rooms, etc.), Member and Guest arrival for an event or private function, as well as Member and Guest travel paths throughout the Clubhouse.

Study the current Member dining experience by developing the proper balance between upscale vs. casual areas, adult vs. family areas, indoor vs. outdoor dining and programmed vs. spontaneous areas.

Study and evaluate potential for providing outdoor dining terraces and socialization / fire pit areas.

Evaluate the current Kitchen facility and Kitchen operations / equipment, including functionality, service deliveries and storage.

Evaluate enhancements to the current Ballroom / Prefunction Room to include while not limited to expanded capacity, properly sized restroom facilities, audio visual capabilities and adequate storage space.

Incorporate enhancements to the Golf Course and Practice Facilities for inclusion in the Long Range Facilities Master Plan

Study options for improvements to Golf "Experience" with improvements to the Locker Rooms and Lounges, Wet Areas, Halfway House and Cart Staging / Storage areas.

Study and evaluate enhancements to the pool facilities to include while not limited to the main pool, children's pool, pool decks, changing rooms, snack bar, playground, etc.

Study and evaluate enhancements to the tennis facilities to include but not limited to courts, lighting fencing, programming, restroom facilities, etc.

Primary Design Considerations

- Create areas within the Clubhouse to showcase the Club's rich traditions and history.
- Study and evaluate enhancements to our administrative areas and back of the house storage needs.
- Study the current private club trends for potential inclusion in the Oakbourne Country Club offerings.
- During the planning efforts, develop a logical implementation sequence for phasing improvements.
- As we create the Vision for future facilities and experience, recognize and embrace the cultures and traditions of Oakbourne Country Club.

What Have the Members Told Us?

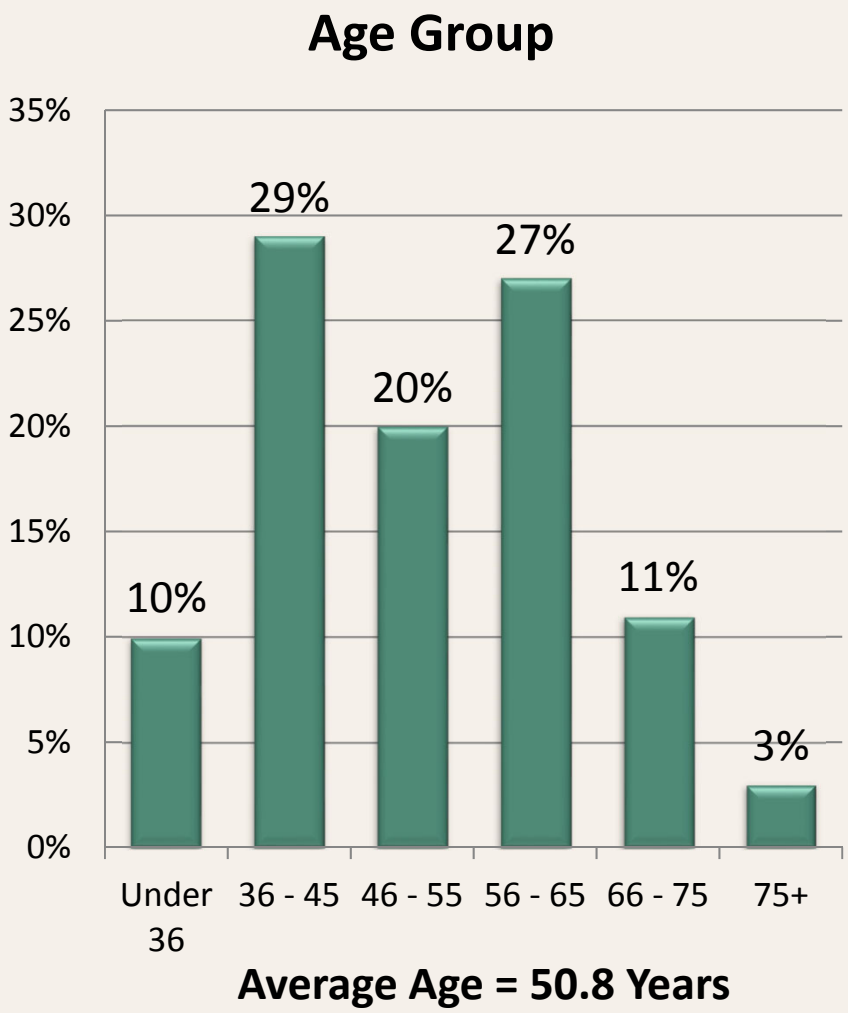
Overview of the Membership Survey Results

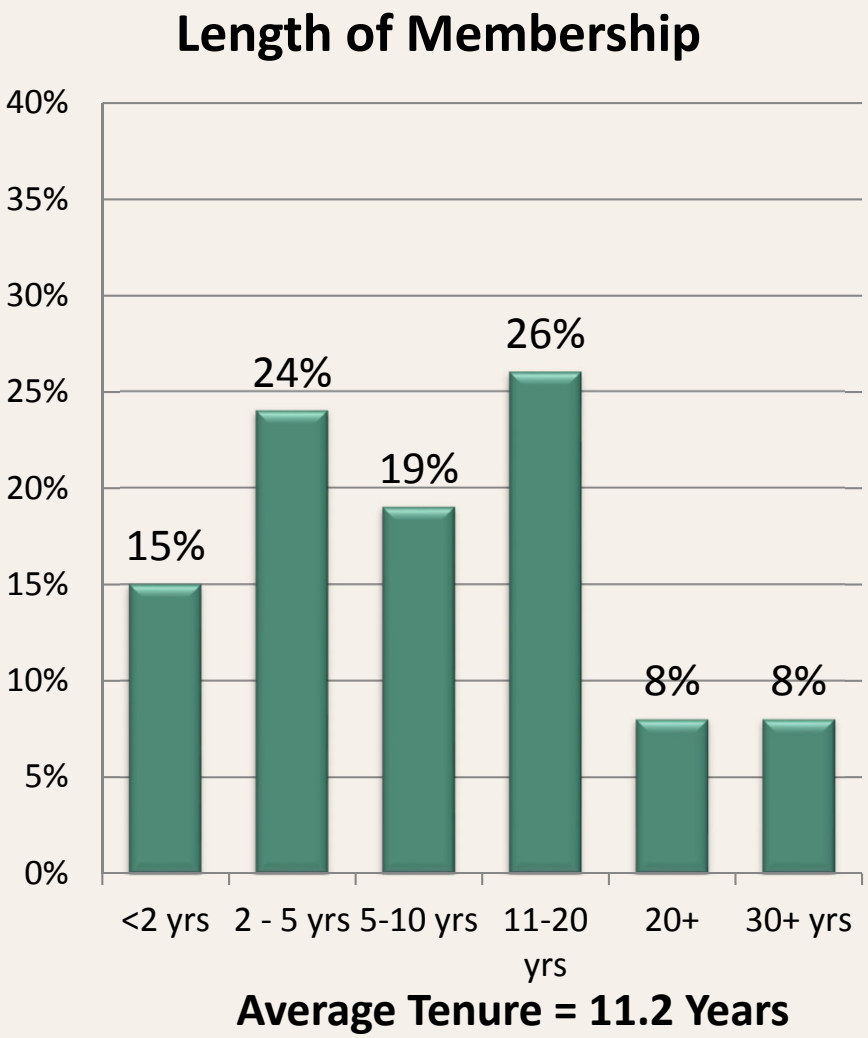
Oakbourne Country Club

Membership Survey Process

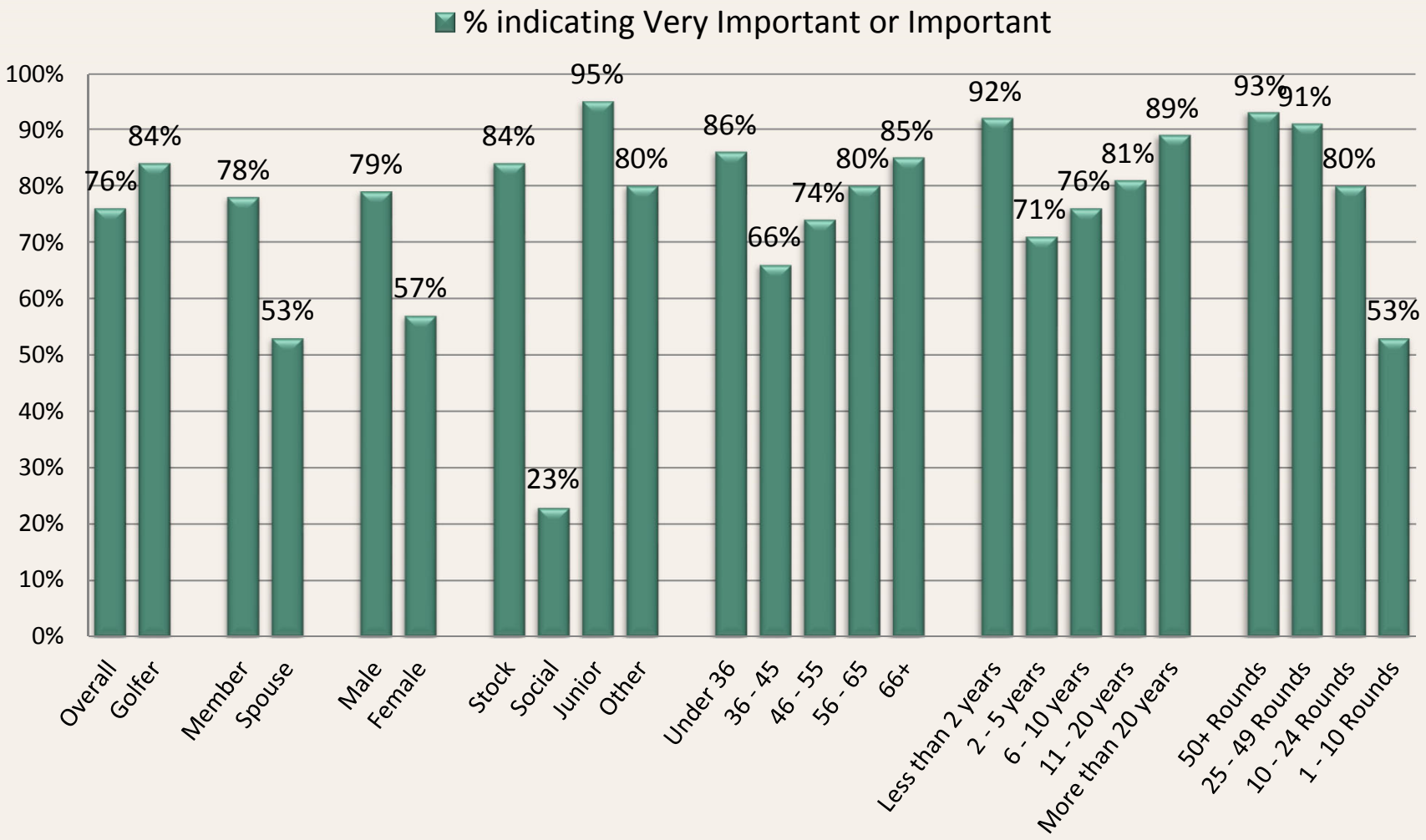
- Based on the Master Planning Committee's discussion to date regarding the development of a Long Range Plan for the Club, a Survey was developed to solicit input from Membership on the various improvements discussed and priorities for implementation
- The survey was emailed to all Members and Spouses for their completion.
- 320 Surveys were returned including 280 Member Surveys and 40 Spouse surveys resulting in 38% of the overall Membership responding including 46% of the Stock Membership Category.
- Given this response, there is a 95% confidence level that if every Member responded to the Survey, we would be within ± 4.6% of the overall statistics.

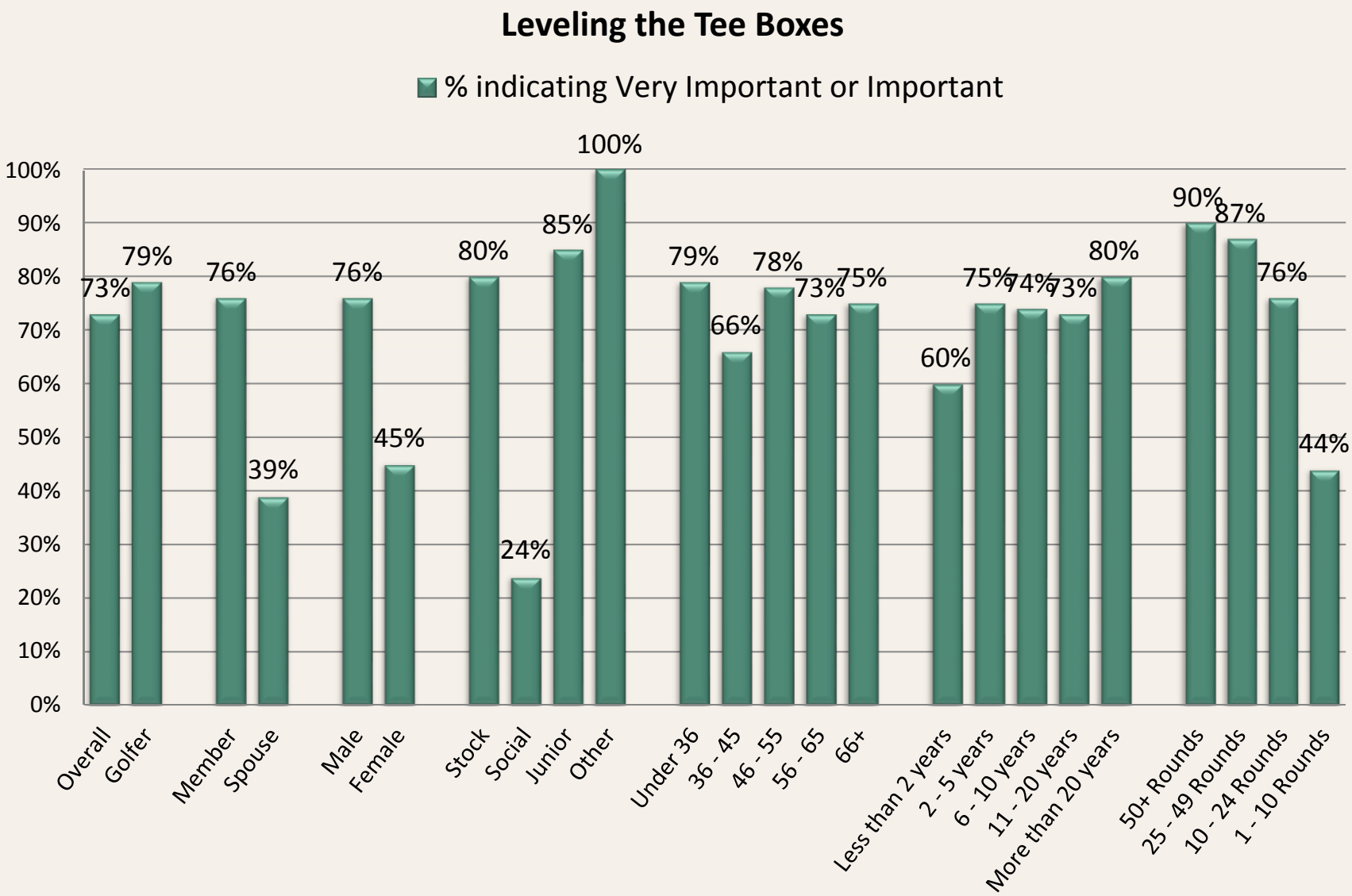
Member Demographics



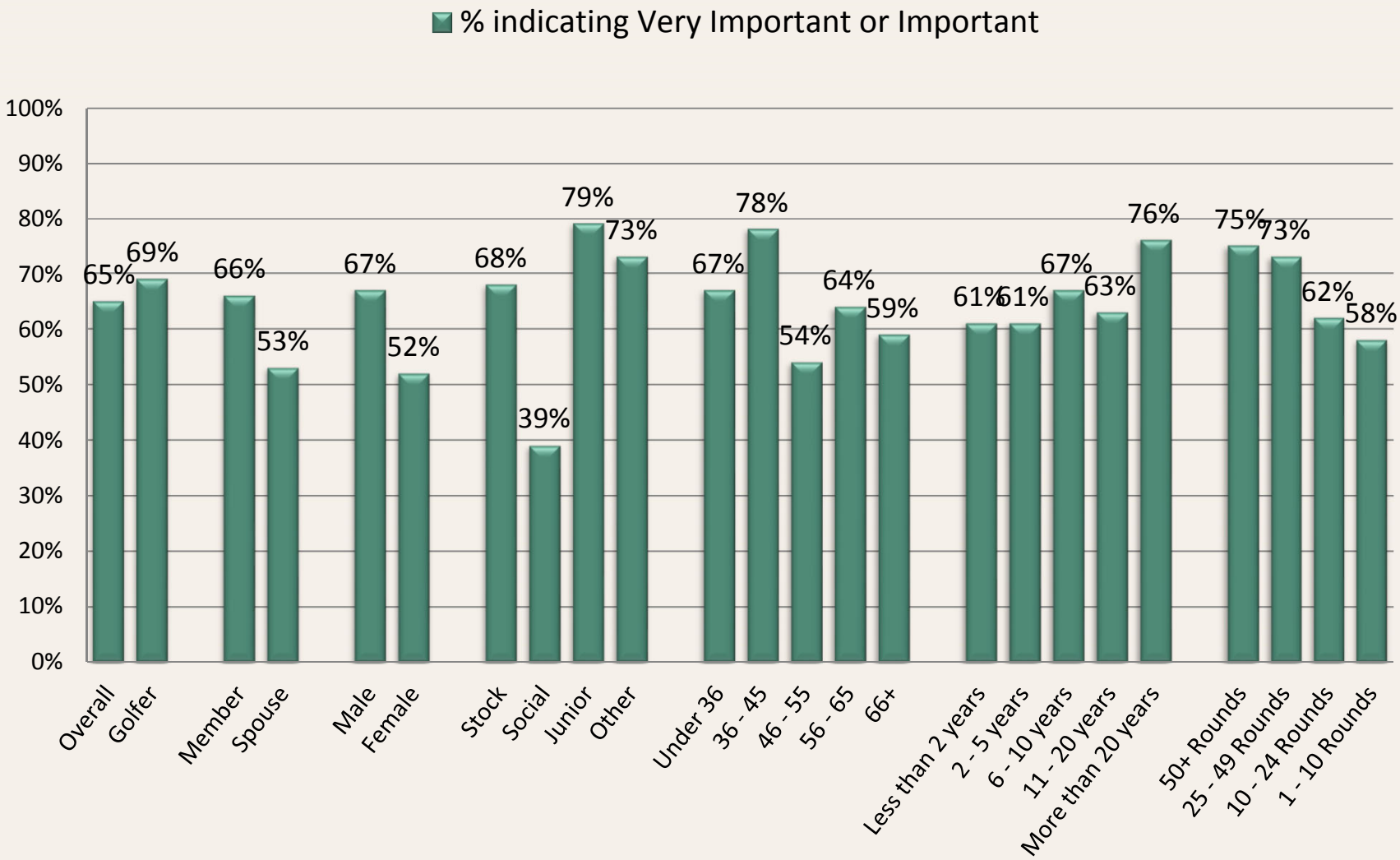


Strategic Tree Removal

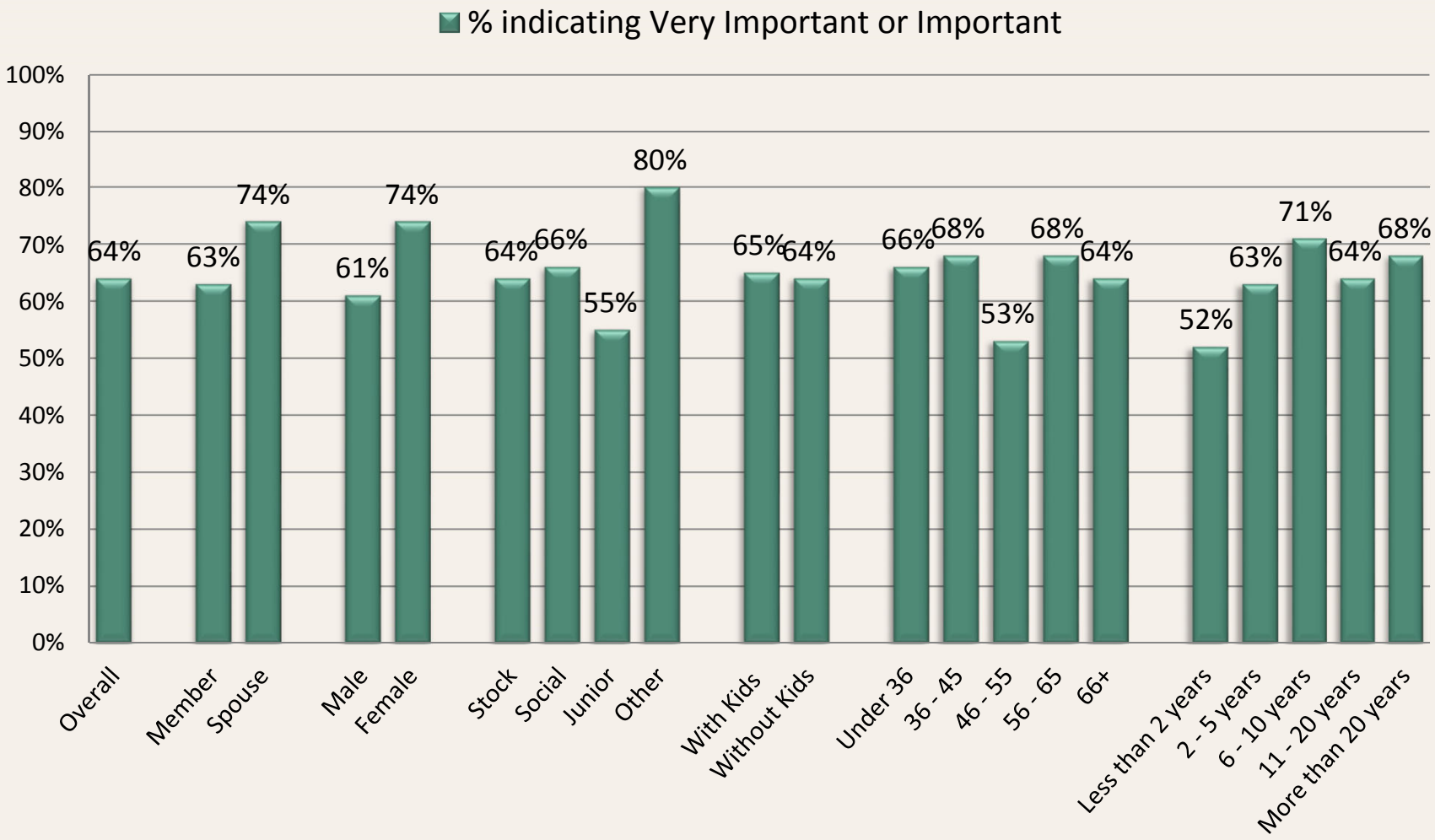



Leveling the Tee Boxes
% indicating Very Important or Important
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
73%
79%
76%
39%
76%
45%
80%
24%
85%
100%
79%
66%
78%
73%
75%
60%
75%
74%
73%
80%
90%
87%
76%
44%
Overall
Golfer
Member
Spouse
Male
Female
Stock
Social
Junior
Other
Under 36
36 - 45
46 - 55
56 - 65
66+
Less than 2 years
2 - 5 years
6 - 10 years
11 - 20 years
More than 20 years
50+ Rounds
25 - 49 Rounds
10 - 24 Rounds
1 - 10 Rounds

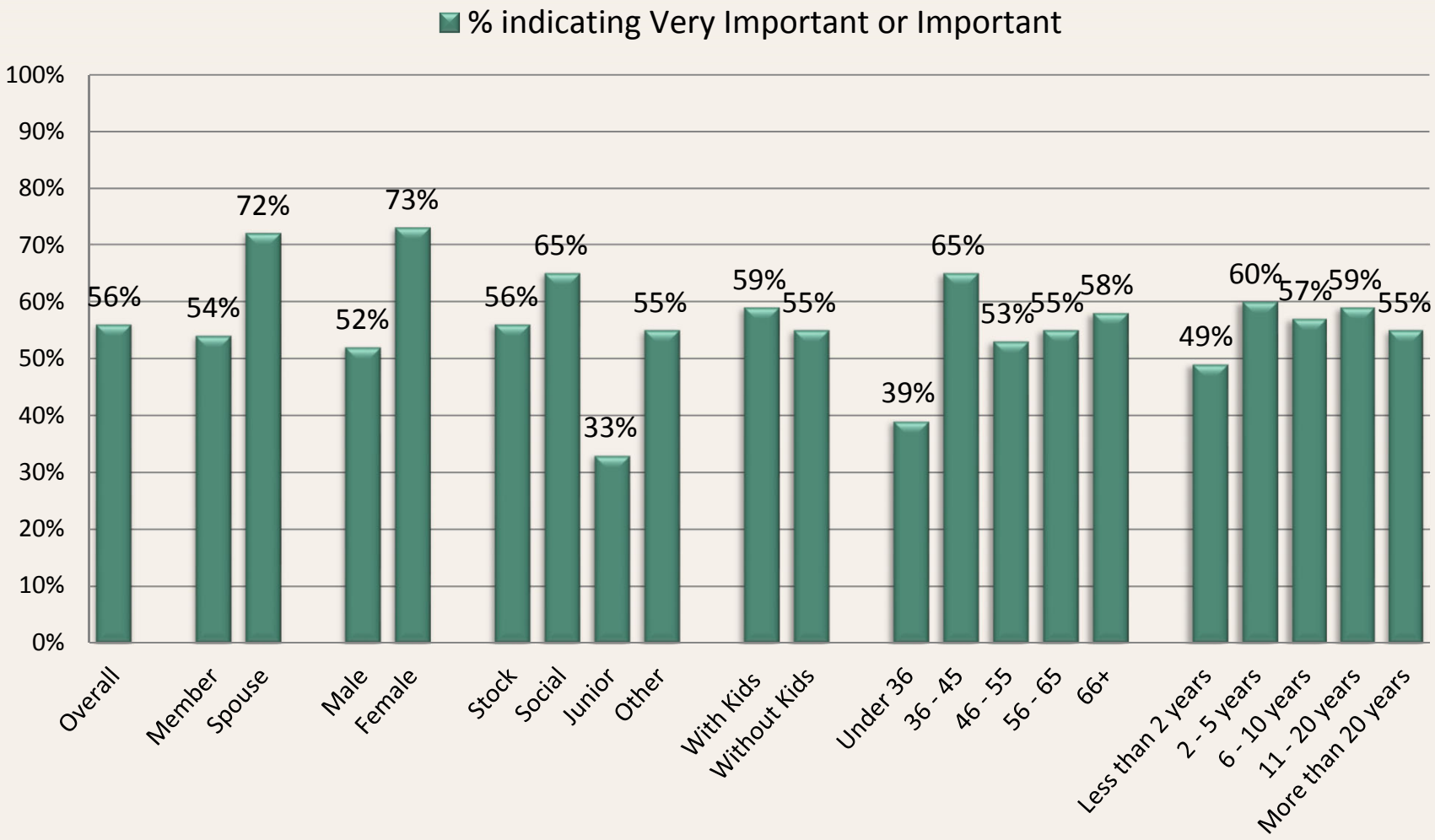
Enhancements to the short game area / chipping green



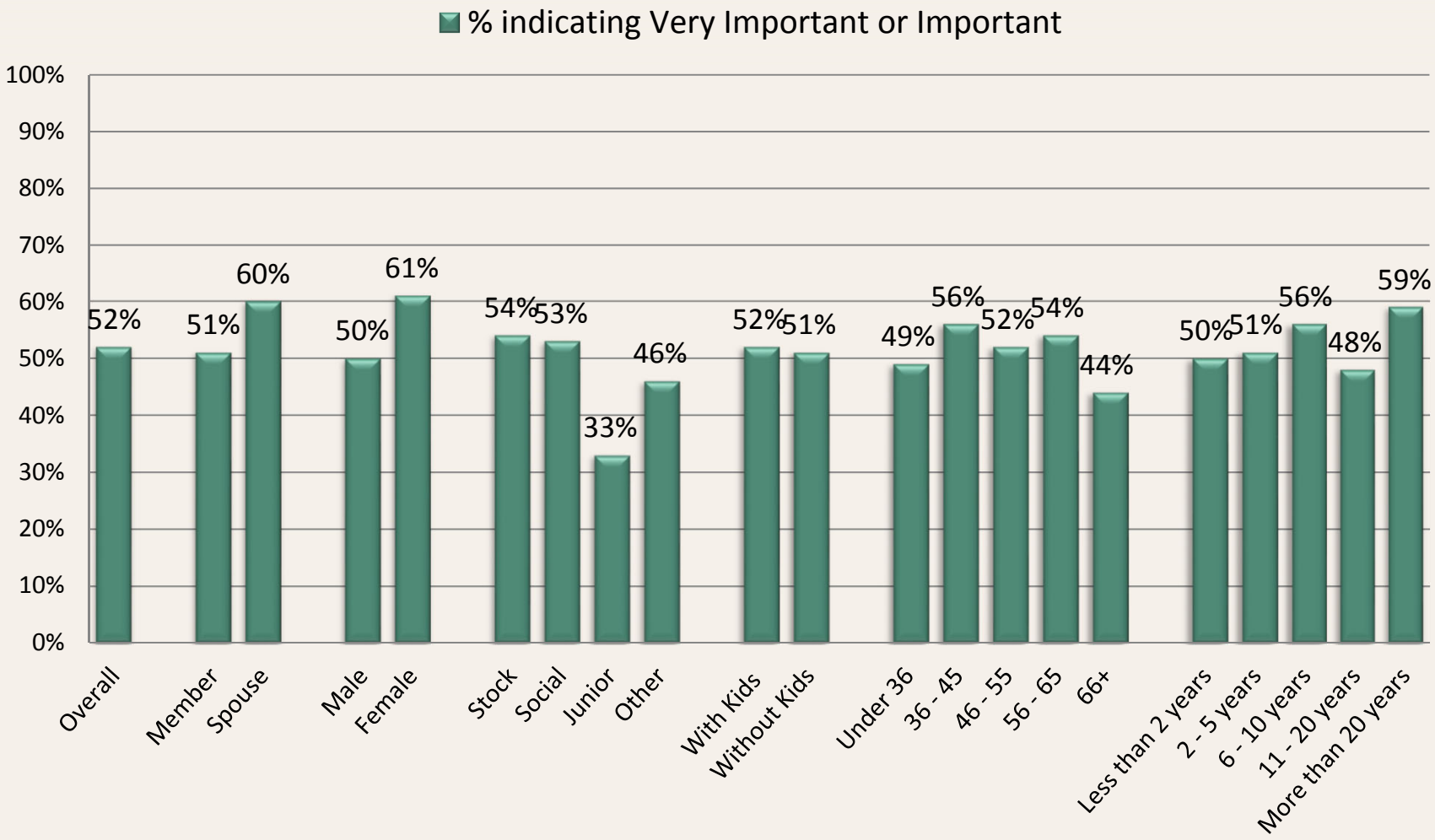
Renovating the current kitchen facility to provide improved service efficiencies and menu offerings



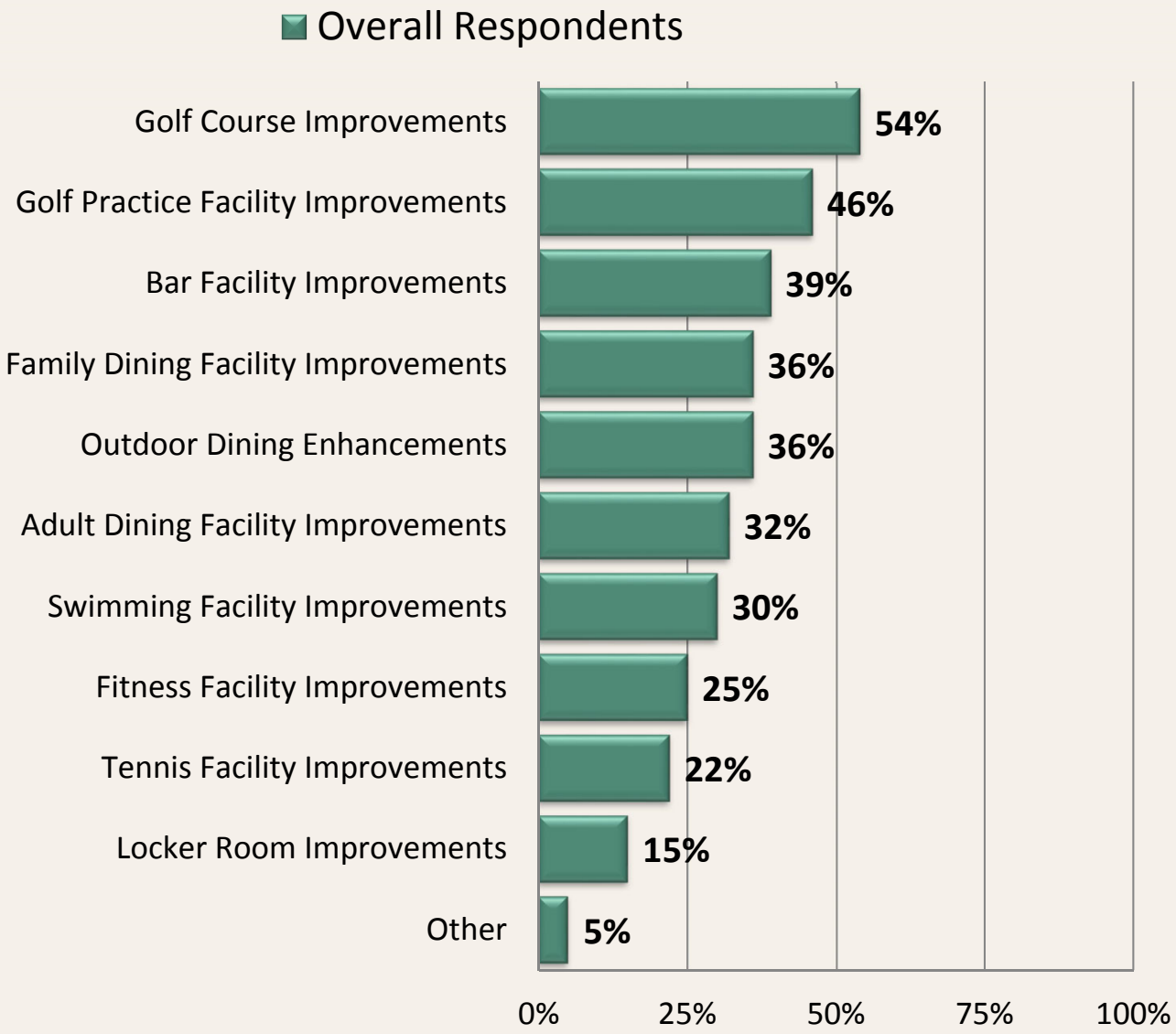
Providing an improved sense of arrival / first impression as you enter the Clubhouse



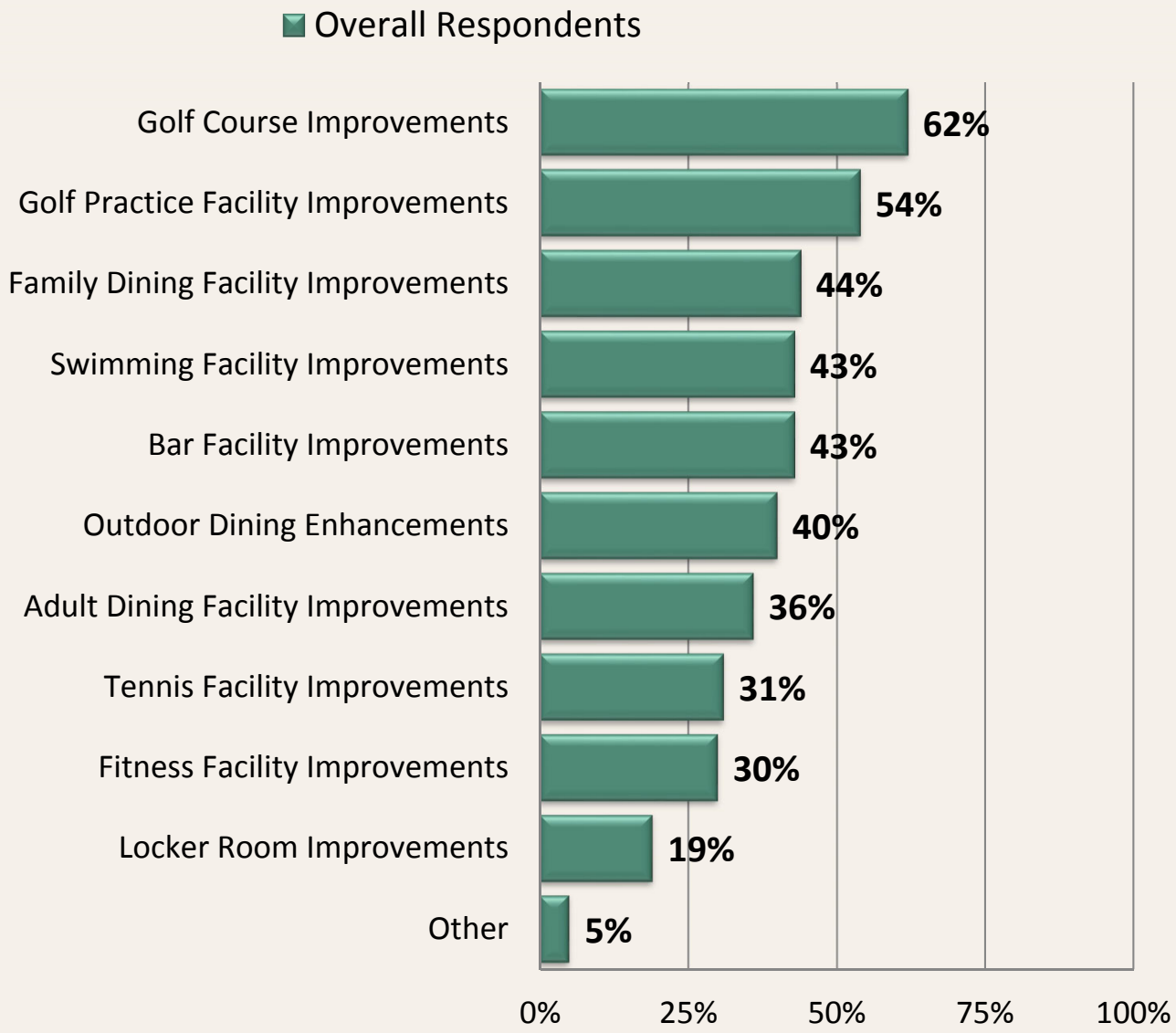
Developing a mixed couples bar / grille type experience with TV's, areas for socialization and an enhanced adult oriented dining experience



In your opinion, which of the following facilities, if improved / enhanced, will have increase your utilization of the Club? (PLEASE CHECK ALL THAT ARE APPLICABLE)



In your opinion, which of the following facilities, if improved / enhanced, will have a positive impact on the Club's ability to attract prospective new members? (PLEASE CHECK ALL THAT ARE APPLICABLE)



Overview of the Long Range Master Plan

Oakbourne Country Club

Overview of the Long Range Master Plan

Based on the priorities established by the Membership from the Survey:

Phase I Components:

- **Golf Course Improvements**
  - Strategic Tree Removal
  - Tee Leveling / Re-grassing
  - Cart Path Repairs
  - Golf Course Equipment
  - Short Game Practice Facility Enhancements
  - Driving Range Net Replacement
- **Clubhouse Improvements**
  - Kitchen Renovation
  - Ballroom Aesthetic Upgrades
  - Foyer / Front Entry Upgrades
  - Roof Updates

Overview of the Long Range Master Plan

Based on the priorities established by the Membership from the Survey:

Phase I Components (continued):

- **Pool Facility Improvements:**
  - Pool Changing Room Renovations
  - Additional Shade Elements
- **Tennis Facility Improvements**
  - Lighting Upgrades
  - Fencing Upgrades

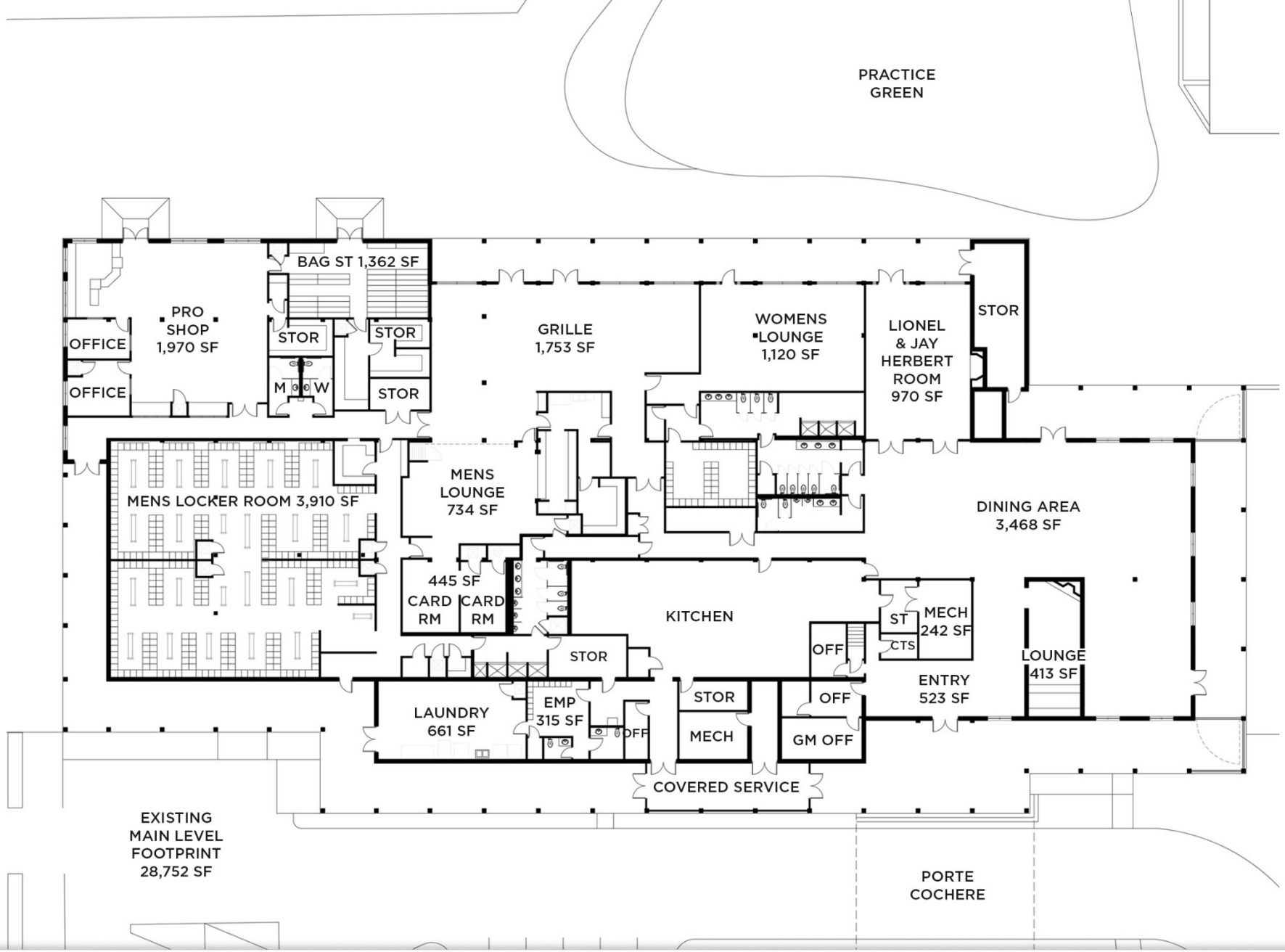
Phase II Components:

- **Clubhouse Improvements**
  - Bar / Dining Improvements
  - Men's Lounge Enhancements

Overview of the Master Plan

Phase I – Clubhouse

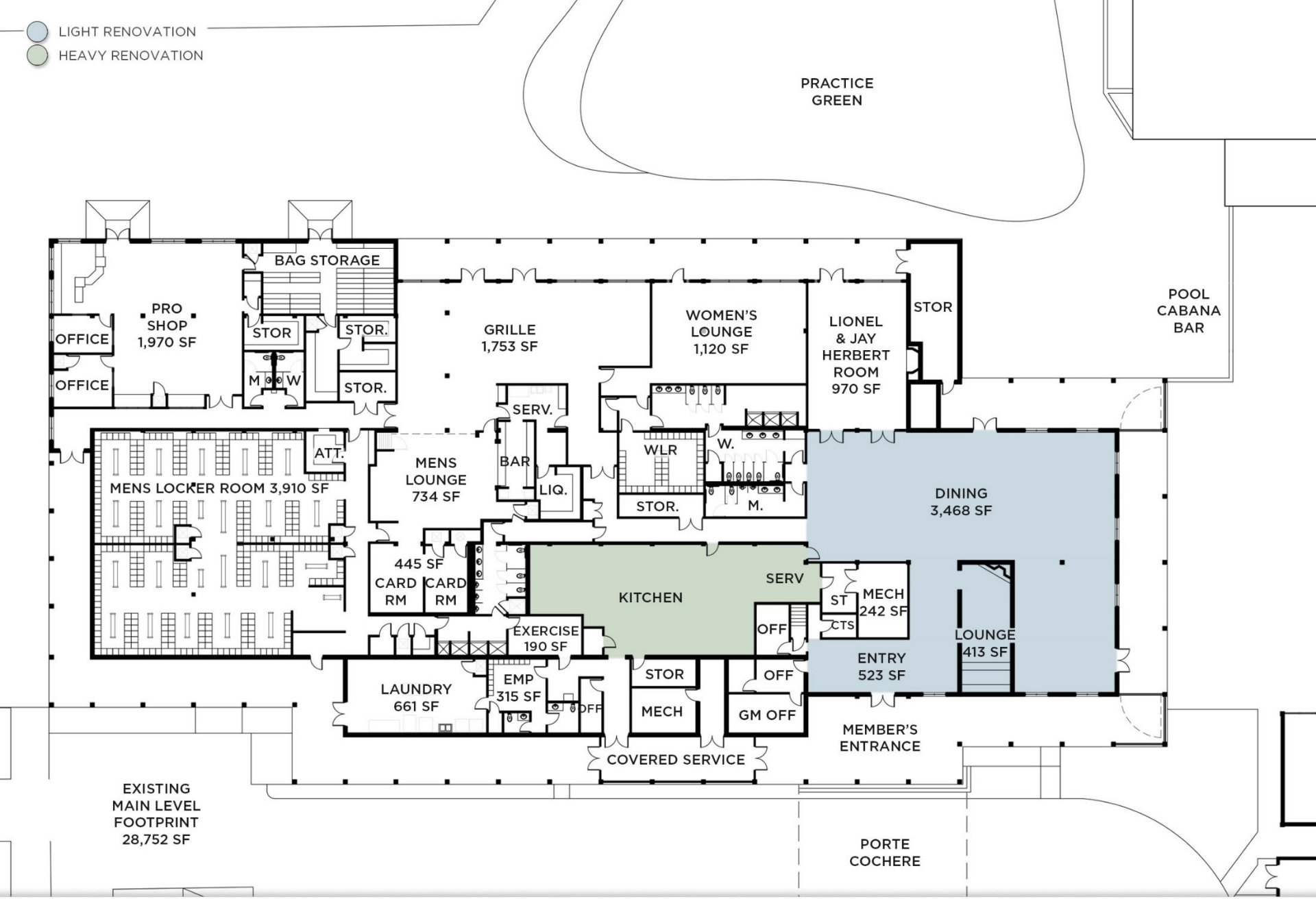
Oakbourne Country Club



OAKBOURNE COUNTRY CLUB | EXISTING CLUBHOUSE PLAN

Facilities Master Plan | Existing Conditions

CHAMBERS ARCHITECTURAL ASSOCIATES
PLANNING
ARCHITECTURE
INTERIOR DESIGN
PURCHASING



OAKBOURNE COUNTRY CLUB | CLUBHOUSE PLAN - PHASE I

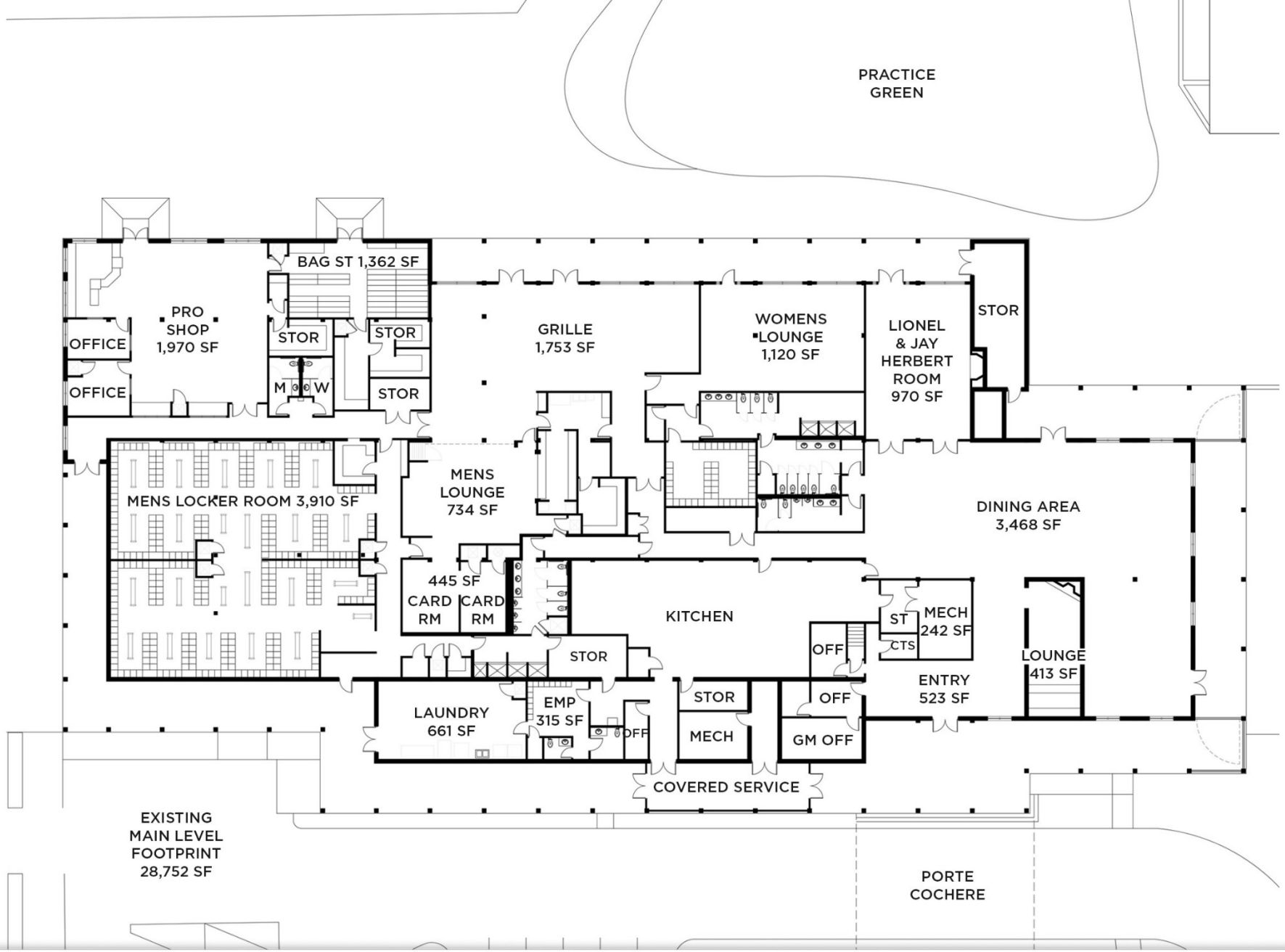
Facilities Master Plan | October 2018

CHAMBERS ARCHITECTURAL ASSOCIATES
PLANNING ARCHITECTURE INTERIOR DESIGN PURCHASING

Overview of the Master Plan

Phase II - Clubhouse

Oakbourne Country Club



OAKBOURNE COUNTRY CLUB | EXISTING CLUBHOUSE PLAN

Facilities Master Plan | Existing Conditions

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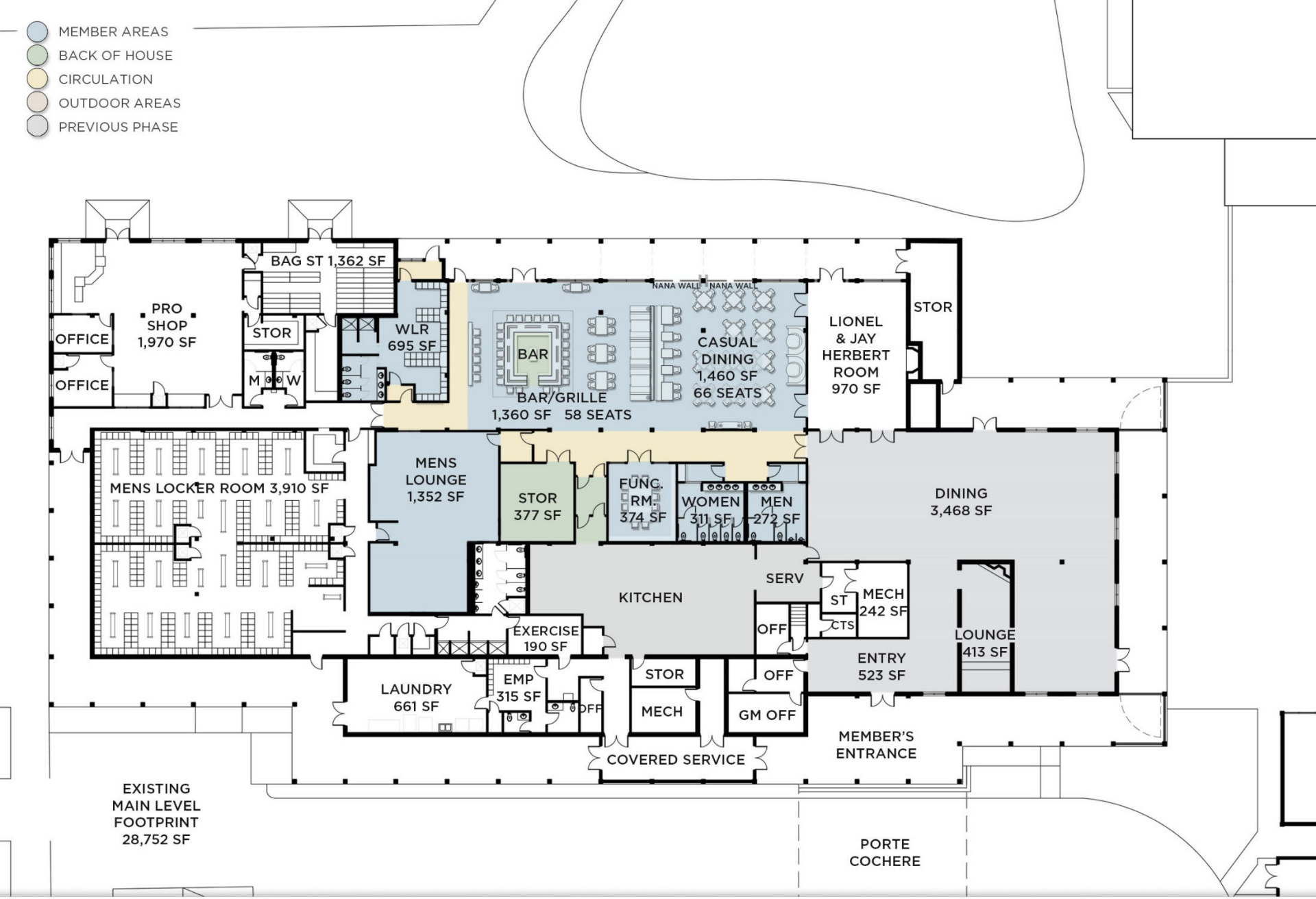
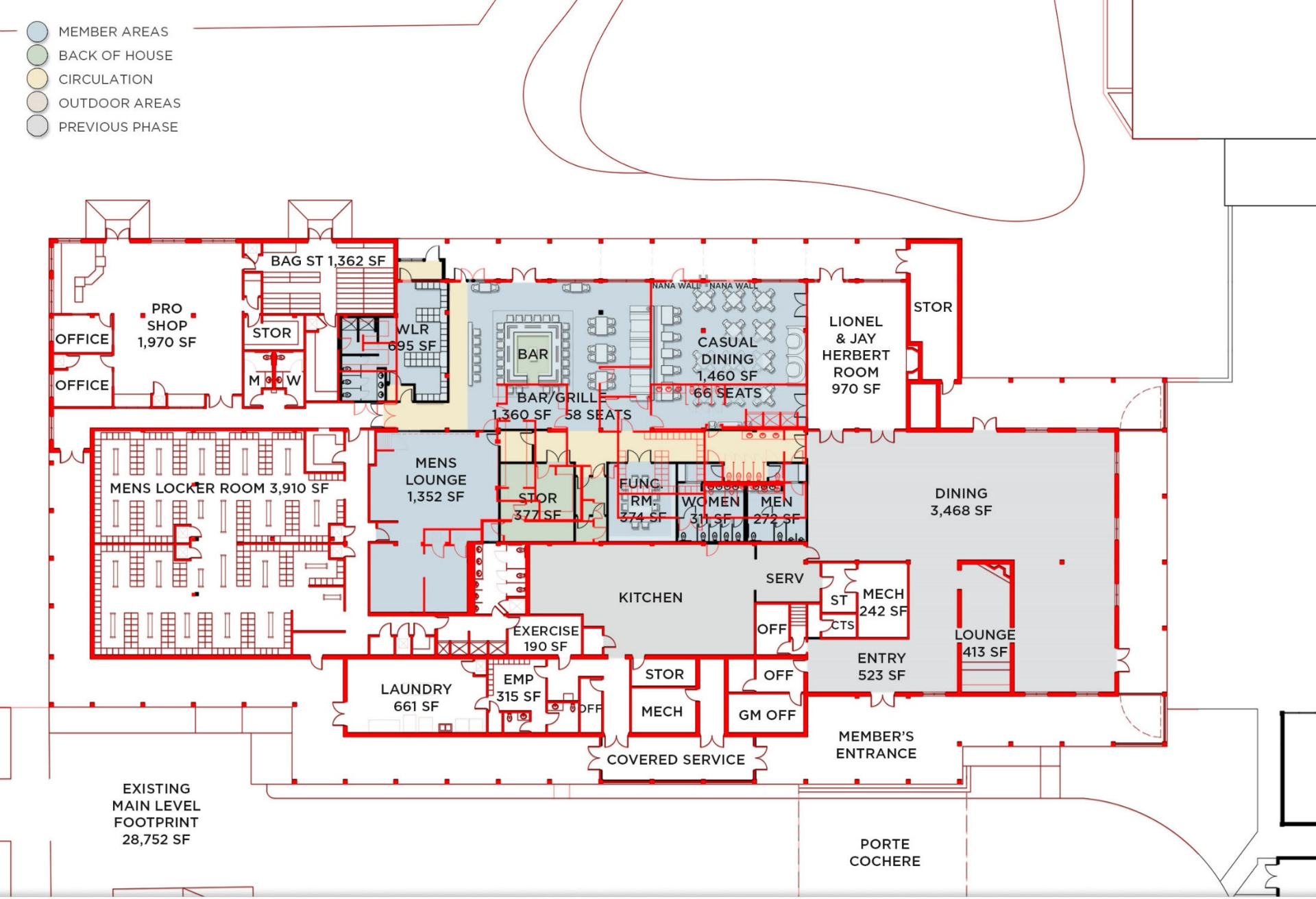


OAKBOURNE COUNTRY CLUB | CLUBHOUSE PLAN - PHASE II

Facilities Master Plan | October 2018

CHAMBERS ARCHITECTURAL ASSOCIATES
PLANNING ARCHITECTURE INTERIOR DESIGN PURCHASING



OAKBOURNE COUNTRY CLUB | CLUBHOUSE PLAN - PHASE II

Facilities Master Plan | October 2018

CHAMBERS ARCHITECTURAL ASSOCIATES
PLANNING ARCHITECTURE INTERIOR DESIGN PURCHASING

Existing Member Dining area

Artist Conceptual Rendering of Proposed Member Bar

Artist Conceptual Rendering of Proposed Member Bar / Grille

Overview of the Master Plan

Future Considerations

Oakbourne Country Club

OAKBOURNE COUNTRY CLUB | CLUBHOUSE PLAN - FUTURE PHASE

Facilities Master Plan | October 2018

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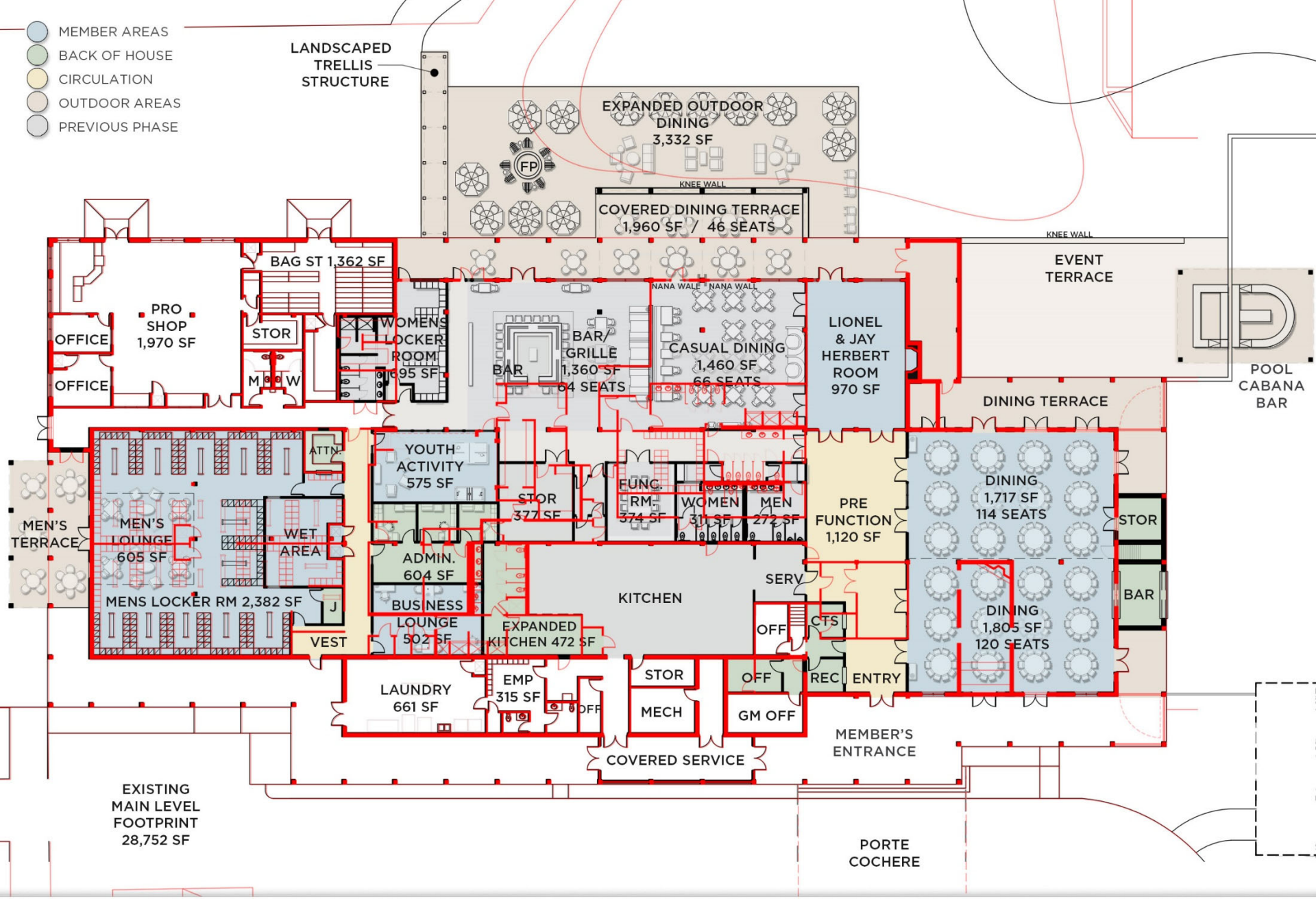
INTERIOR DESIGN
PURCHASING



OAKBOURNE COUNTRY CLUB | CLUBHOUSE PLAN - FUTURE PHASE

Facilities Master Plan | October 2018

CHAMBERS ARCHITECTURAL ASSOCIATES
PLANNING
ARCHITECTURE
INTERIOR DESIGN
PURCHASING

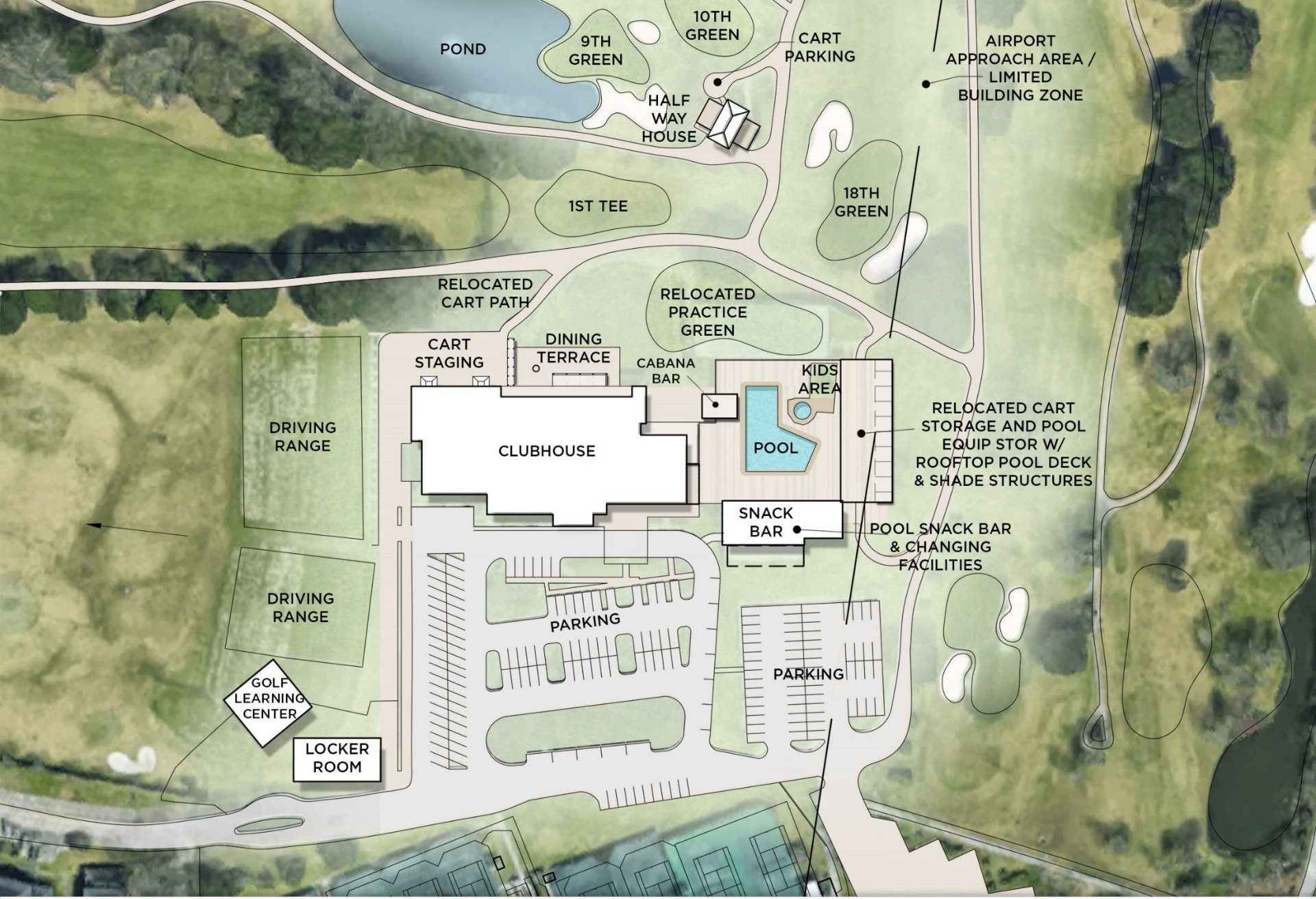
Existing Outdoor Dining area

Artist Conceptual Rendering of Outdoor Dining Terrace

OAKBOURNE COUNTRY CLUB | EXISTING SITE PLAN

Facilities Master Plan | April 10, 2018

CHAMBERS ARCHITECTURAL ASSOCIATES
PLANNING
ARCHITECTURE
INTERIOR DESIGN
PURCHASING



OAKBOURNE COUNTRY CLUB | PROPOSED FUTURE PHASE SITE PLAN

Facilities Master Plan | September 2018

Oakbourne Country Club

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PLANNING
ARCHITECTURE
INTERIOR DESIGN
PURCHASING

OAKBOURNE COUNTRY CLUB | HALFWAY HOUSE LOWER LEVEL PLAN

Facilities Master Plan | September 2018

CHAMBERS ARCHITECTURAL ASSOCIATES
PLANNING
ARCHITECTURE
INTERIOR DESIGN
PURCHASING

OAKBOURNE COUNTRY CLUB | HALFWAY HOUSE UPPER LEVEL PLAN

Facilities Master Plan | September 2018

CHAMBERS ARCHITECTURAL ASSOCIATES
PLANNING
ARCHITECTURE
INTERIOR DESIGN
PURCHASING

Program Costs

Oakbourne
Country Club

Cost Estimate

- To develop a cost estimate for implementation of the proposed Phase I, the Club's Golf Course Architect, Baxter Spann developed the Golf Course component costs and Chambers developed a pricing document set to send to a local general contractor for a detailed estimate
- **Phase I Component Costs**
  - Golf Course / Golf Practice Facility Improvements $710,000
  - Kitchen, Ballroom Upgrades, Roof Upgrades $750,000
  - Pool and Tennis Enhancements $350,000
  - Phase I Total $1,810,000
- **Phase II Component Costs**
  - Member Dining & Bar / Men's Lounge $1,400,000
- Cost Estimates are inclusive of hard construction costs, site work, equipment, contingency and soft costs

Cost to Members

Oakbourne
Country Club

Overview of the Financial Model

- Club Leadership worked with Chambers and Club Management to develop multiple financial models to support the implementation of Phase I of the Master Plan.
- *The Primary Goals of the Financial Model were:*
  - Develop a funding method that had the least financial impact to the Membership as possible while being fiscally sound
  - Seek input from the Club's current bank to understand if the model is viable and their willingness to assist in lending
  - Base the model on existing Membership levels and allow for new members fees to accelerate debt payoff and timing of future Master Plan phases

Cost to Members

Membership Category	Phase I	Phase I & II Combined
	Monthly Capital Payment	Monthly Capital Payment
Stock Member	$45 / mo.	$80 / mo.
Junior Member	$23 / mo.	$42 / mo.
Social Member	$12 / mo.	$22 / mo.
Super Senior / Honorary Member	$0 / mo.	$0 / mo.

Financial Notes:

1. Not all Membership Categories are listed
2. Membership categories contribution is based on a pro-rated amount in relation to the current dues
3. Model is based on a10-year term, 5% interest and 90% of the current Membership level

Timeline Going Forward

Oakbourne
Country Club

Questions & Answers

Exit Surveys Distributed

Thank You!!

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