Alexandria Golf Club
A Vision for our Future

The previous 6 years at Alexandria Golf Club have been very transformative. AGC has transitioned from a 215-member golf club, struggling to survive, to a vibrant and exciting 335-member golf club with a great future for the generations that will follow.

This inspiring transformation has been accomplished via a dedicated effort by many people along with the following attributes inherent with a successful golf club:

- Solid strategic plan
- Ability to prioritize and make difficult decisions
- Operational discipline
- Engaged and supportive membership

Over this 6-year period, AGC has transitioned from a financially unstable operation with a very limited ability to make needed capital investments to a profitable operation that is now making significant investments to strengthen the long-term future of the club. Listed below are just a few of those key investments:

- New HVAC systems
- New Clubhouse roof
- New Kitchen equipment
- Patio renovation and new furniture
- Clubhouse renovation
- New golf course maintenance equipment
- Driving Range renovation
- Parking lot repair and seal coating
- Hole 11 Safety Renovation - Design, Architectural Plan and Grading Plan complete. (Note: As communicated previously, Hole 11 renovation to be

completed from operating funds when golf contractor demand slows, and contractor labor costs become reasonable)

Through improved operations, and with the support of many generous donations of time and money from members, we have made amazing progress over a relatively short timeframe. We are grateful for that progress and for the success it has generated at Alexandria Golf Club!

Serving as President of AGC for the past 4 years has been a labor of love for me. I have been humbled to see the dedication of our Board of Directors, our employees, and our members in making AGC a better place and driving a more welcoming, family atmosphere. It has been inspiring to be part of our remarkable success!

As many of you know, my father was a PGA golf professional for 65 years and was raised in the Alexandria area. I grew up in the golf business and have been involved in golf throughout my lifetime. Like many of you, golf has taught me some valuable lessons that have served me well throughout my personal life and throughout my business career.

I believe the world would clearly be a much better place if more of our youth had the opportunity to play golf and learn some of the key lessons in life that the game can teach. I'll highlight just a few:

- Humility and respect
- Punctuality
- Integrity
- Focus
- Practice, persistence and listening
- Graciousness and sportsmanship
- Problem Solving
- Communication
- Quiet can be a virtue
- Never stop learning

Some of the most successful and inspiring people I have ever met possess many of these traits. Wouldn't it be great if we could provide an atmosphere for more

of our youth to learn these valuable characteristics at AGC? And wouldn't it be great if we could inspire future generations to have the same love for golf and for Alexandria Golf Club as many of us do?

We have worked hard to make AGC more family friendly where our youth can be introduced to the "game of a lifetime." It has been invigorating to see the strength and growth of Lisa Grimes' junior program during the past few years. It is great for families, great for golf and great for AGC! These youngsters will be future members of AGC and future leaders in our community.

As our membership grows and the AGC golf course becomes more congested, it becomes more difficult for unaccompanied juniors and our youngsters learning the game to easily access the golf course. In addition, many lesser skilled golfers are intimidated by the full length 18-hole course while golfers who are unable to devote 4 or 5 hours of their day to play a round of golf have few other options at AGC or in the Alexandria community. Providing a solution to these issues can generate significant benefits for our club going forward. Providing an opportunity for more of our Alexandria residents to play golf with family and friends helps everyone build a love for the game that will last a lifetime and it teaches our youth the valuable characteristics I highlighted above.

We have a unique opportunity at AGC. We own 70 acres of land to the south of the driving range and 8th hole. A small portion of those 70 acres directly to the south of the driving range is an incredible piece of land - a perfect venue to build a 9-hole Par 3 Course. The topography is terrific, the vistas are spectacular, and the overall contours of the land make it ideal for a Par 3 Course that would be transformational for AGC's future. The stunning AGC Par 3 Course would be the envy of most every golf club and community in the country. Envision the following:

- **AGC Par 3 Course** – A beautiful 9-hole par 3 course that is a perfect venue for golfers of all skill levels and all ages to develop a love for golf and for Alexandria Golf Club.
- A unique, 9-hole course where unaccompanied juniors can learn to play golf with family and friends.
- A fun and beautiful Par 3 Course where members and guests can enjoy a round of golf when time doesn't permit a round on the full-length course.

- An atmosphere where beginners are welcome and able to learn the game without being intimidated by a full length 18-hole course.
- An area to practice where youngsters could hone their golf skills without interfering with other adult full access members.
- A welcoming environment where juniors build memories and a love for golf and AGC while enhancing their desire to become AGC members in the future.
- A place and atmosphere where parents can feel confident their children are safe, having fun and learning personal skills that will serve them well as they grow and develop.
- Creating a special and unique benefit of membership at AGC – a Par 3 Course that will attract new, younger families to our club and to the Alexandria community. The Par 3 Course will help drive continued growth and success for years to come.
- Create a venue where we can enhance the success and popularity of our flagship Resorters Tournament. The Par 3 Course would allow us to add a Pee-Wee Division (9 years of age and under) to the Resorters which will provide each of the participants the opportunity to develop the spirit of competition and sportsmanship at a very young age. It might well become the most popular, and the most watched, division in our historic tournament!
- A facility that would include a modest building with the following attributes:
  - A small pro-shop to effectively operate and manage the par-3 course
  - A simple multi-purpose room that can function in 2 keyways. 1) During golf season it can used as a youth education and learning center to teach kids basic golf etiquette and safety along with the basic rules of golf prior to their unattended access to the course. 2) During the winter, it can be used as a golf simulator room where members can utilize the facility and technology to practice indoors and play golf on courses around the world in a simulated environment.
  - A spectacular upper deck that would provide a terrific atmosphere for families and friends to conveniently gather and watch the golfers on the par-3 course while enjoying a beverage or snack of their choice. The unique topography of the property would allow those gathered on the deck to view most of the holes on the course.
  - And of course, it would include restroom facilities

A terrific new Par 3 Course with a modest clubhouse would be an exciting addition to Alexandria Golf Club and would have a significant impact on our future success. It would also have a very positive impact on the Alexandria community and the families that reside here. A recent article in Golf Magazine described the broad and growing appeal of par-3 courses with the following:

"They're all about fun, families, friends, and inclusiveness. Their ability to include all players make them the ideal place to enjoy the game no matter one's age or ability."

We are fortunate to be able to offer one of the best valued memberships at any golf club in the country – this is a great blessing for a community our size and to each of us as members at AGC. Our goal, as a Board of Directors, has been to drive financial success that allows us to ensure our membership costs at AGC remain extremely reasonable. Annual membership costs at AGC are uncharacteristically low for the value we receive and the quality of golf course we enjoy. Significant increases to our annual membership dues or the implementation of a member assessment to allow us to complete non-essential projects is not something we would ever consider.

The Par 3 course project would be completed exclusively from fundraising efforts of members and community leaders. Although the overall financial success of par 3 courses around the county is well documented, we would not consider funding this project from current AGC operations nor would we take on any debt to complete the project. Once completed, the AGC Par 3 Course annual operating costs would easily be funded from the ongoing short course revenues and profits. The Par 3 course would not be supported by our current 18-hole course, nor would it impact our ability to effectively manage and maintain our current operations.

My excitement level and commitment to the success of AGC has always been very high. Personally, I am more excited about this project than anything we have ever done at AGC. That excitement stems from several important facts:

1. The piece of land the par 3 course would be built on is amazing – we can build 9 stunningly beautiful holes without much excavation work. The natural topography is ideal!
2. Because of the property characteristics, we could build the course for a fraction of what it would cost to build a par 3 course of its quality on a flat piece of land.
3. Because we already own the land, we incur no acquisition costs for the property.
4. We have AGC members with specific expertise required to build the par 3 course who have committed to donate their expertise and personal services to complete the project. This is a huge benefit to our club and community and is one of the reasons I love Alexandria Golf Club!
5. The completion of this project would benefit our club, the Alexandria community, and our youth for generations to come.
6. As members of AGC and as parents, grandparents, and great-grandparents, we can leave a legacy that will greatly benefit the generations that will follow us.

Our goal is to share the vision of this exciting AGC Par 3 Course with each of you. As our membership fully understands the overall vision and the benefits this project can deliver, I am confident most of our members will find the project worthy of a financial donation and a personal investment in the future of AGC, our community and our youth.

As Warren Buffet once said, "we can sit in the shade today because someone planted a tree 50 years ago." As members of AGC, and residents of the Alexandria community, we have an opportunity to figuratively "plant a tree that will provide shade for generations to come." I sincerely hope you will all have a strong desire to help us create something very special.

The following work has been done in preparation for the launch of the project and the beginning of our fundraising efforts:

A. We have designed the initial layout of this spectacular Par 3 Course to best utilize the natural topography of the property.
B. We have mowed the layout of the holes and identified the general location of teeing grounds and green complexes to provide each of you with the

opportunity to tour the property and envision the course in its completed state. You will easily be able to visualize the dynamic layout of the holes, the beautiful views on the course, and the amazing natural terrain that will make the AGC Par 3 Course something very special. **Effective today, you are welcome to tour the Par 3 course layout via golf cart or via walking**. We have walking paths and cart paths mowed for you to easily tour the course. We have also created an 'AGC Par 3 Course Tour Guide' that explains the golf course / clubhouse concepts along with a description of each hole to better guide you on your tour of this exciting project. **The "Par 3 Tour Guide" can be picked up in the pro-shop prior to your tour of the property.** I encourage each of you to make time to view the project and see for yourself why our excitement for the project is so high.

C. We have completed initial discussions with suppliers and contractors to determine an estimate on our costs to build the AGC Par 3 Course.
D. We have built an initial financial model to determine ongoing operating costs of the Par 3 Course and to ensure the operations would be financially successful.
E. We have developed a fundraising model we believe is realistic and reasonable for our members while providing significant benefits to our donors going forward.

Your AGC Board of Directors are extremely supportive, excited, and committed to this project and the benefits it will generate. We will make a significant commitment of time, energy, and personal financial resources to help complete the project. We hope you will consider supporting the project as well.

David Kjos and Bruce Leland have graciously volunteered to assist us in our fund-raising efforts. They will be reaching out to members although I have listed their contact info below if you would like to connect with them and discuss further:

David Kjos
Email: Kjosnews@gmail.com
Phone - 320-760-5955

Bruce Leland
Email: baleland@gmail.com
Phone: 320-805-0141

Regardless of your desire or ability to contribute to our fund-raising efforts, we are extremely grateful to each of you for your ongoing support of the club and your membership at AGC.

Completing an AGC Par 3 project would clearly set AGC apart from our competitors and would provide a benefit to the club and to our community that would positively impact AGC success and the development of our youth for generations to come.

Although my time as President of AGC is limited, my commitment to the success of the club, and to you as members, will never diminish. For many reasons, which I won't highlight here, Alexandria Golf Club holds a very special place in my heart. As I reflect on what AGC has meant to me through the years, my strong desire is to do everything possible to ensure future generations feel that same love for AGC. I know many of you feel the same way.

Funding and building an AGC Par 3 Course is an exciting opportunity for all of us. The project will add yet another unique benefit to Alexandria Golf Club and will enhance the attractiveness of our community while helping drive our overall success in the years to come. And most importantly, it will also allow us to leave a legacy that will provide significant benefits to our youth of today who will become the leaders of tomorrow!

Thanks for all your support as members of our special club! It's an exciting time to be a member at Alexandria Golf Club!

All the best,

Jerry Rose
AGC President