



February 12, 2019

Mr. Tom Barwin  
Sarasota City Manager  
1565 1<sup>st</sup> Street  
Sarasota, Florida 34236

Re: Bobby Jones Golf Club

Dear Mr. Barwin,

I am writing to share our thoughts regarding the improvement plan for Bobby Jones Golf Club per our conversation today. We have followed the evolution of the proposed plans over the past year and spoken to some of the stakeholders in the process.

We applaud your efforts to reimagine and enhance Bobby Jones Golf Club. It has tremendous potential to be an asset (not a liability) to the City of Sarasota while enhancing the experience for golfers of all types. However, based on our years of experience building and managing clubs and knowledge of the current golf environment, we feel the ideal solution is:

- ★ One first class 18 hole championship course, remodeled with Donald Ross in mind;
- ★ A large driving range with indoor and outdoor golf instruction and academy; and
- ★ A new, modern clubhouse. Depending on the City's needs and desire to host special events, it could be as small as 5,000 square feet with a pro shop and snack bar - to something larger capable of hosting post-outing and member tournament events. This should be determined once the final course structure is in place.

In our view, there is no need for 45 holes of golf from both a demand and financial perspective: an 18 hole championship course, nine hole short course and major driving range will be much more profitable than 27, 36 or 45 regulation holes. Beginners, juniors, women, and aging Baby Boomers will really like the short course as well. We respect the NGF's study and often rely on them as well. It appears their assignment was to review the club as currently configured and not with any creative or real world options in mind.

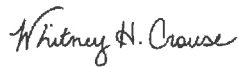
Municipal courses in the United States on the whole lose money. However, we believe a new and improved Bobby Jones Golf Club in Sarasota, if configured per the above, would be profitable of the City. Equally important, the cost to do of this revised concept would be half that originally contemplated. As a result, the acreage not used and reclaimed by the City could now be used for green space, parks, bike trails, etc., that benefit all the residents..

Our firm, Bobby Jones Links, currently manages 21 golf properties, including the Bobby Jones Golf Course in Atlanta, which we also oversaw the construction of the golf course and clubhouse. As you may have heard, the rebirth of this historic course has been a tremendous success for golfers and the City of Atlanta – as well as for the legacy of Bobby Jones and the family. Our company and leadership have experience at hundreds of clubs across the United States. You can find more information on our website: [www.bobbyjoneslinks.com](http://www.bobbyjoneslinks.com).

Of course, as one of the stewards of the Bobby Jones name, we'd be delighted to assist you any way we can to explore this alternative. If you'd like to discuss this in person, we'd be happy to visit with you at your convenience. We would also welcome you to Atlanta to visit Bobby Jones Golf Course and see what has been accomplished there!

Best wishes for the successful rebirth of another historic Bobby Jones course.

Sincerely,



Whitney Crouse  
Founding Partner



Mark Oldham  
Partner