


# Flagler Golf Management, LLC

Proposal

- ▶ Flagler Golf Management, LLC (“FGM”), will negotiate and enter into a 40 year lease agreement for the 34 acre parcel inclusive of the entire property including all buildings, equipment, fixtures in an “As Is,” “Where Is,” condition, including clubhouse, and existing beer and wine license with the City of Flagler Beach, Florida, currently known as Ocean Palm Golf Course.

- ▶ FGM will bring the golf course and clubhouse to operational condition, within 120 days of lease commencement. Greens will be over seeded for this winter and replant in the Spring of 2016 for the growing season.
  - ▶ FGM will renovate clubhouse at its own expense. Cost of the renovation shall not exceed 50% of the building value.
  - ▶ The Driving Range will be shortened and modified for IRONS ONLY.
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Fazio Golf Design

World renowned

- ▶ At our sole and absolute expense, we will team with, **WORLD RENOWNED** golf course design team **FAZIO GOLF DESIGN**. We will redesign, as it deems fit, and increase the agriculture to a more pristine condition over the next 2 years. This will give the venue a highly sought after appeal for the local and visiting golfer.



- ▶ FGM will employ a PGA member (“Manager”) to manage the golf and clubhouse operation at a highly professional level. Manager will promote and conduct various weekly men’s and ladies golf leagues and tournaments, as well as instructional clinics.
- ▶ Manager will also be highly proactive in the “hook-a-kid on golf” concept and will conduct FREE clinics and golf etiquette and introduction to bring a feel of local golf community to the local schools.





# Lease Term

- ▶ The lease term will be for \$1.00 for the first five (5) years of the lease and then 3% of the gross revenue derived from the entire operation to include golf, food, and beverage for the remaining thirty-five (35) years. However, this revenue will not include revenue earned by golf professionals receiving compensation for lessons.



# Capital Improvements

Repair irrigation system (including 2 new pumps and controllers)	\$80,000.00
Remove Brazilian Pepper, chip Brazilian Pepper for cart path & common area mulch	\$20,000.00
Clubhouse repair	\$50,000.00
Water and electric connection	\$500.00
Dumpster – construction only	\$600.00
Security cameras	\$1,200.00
Replant greens/Over seed	\$7,000.00
Driving range net	\$5,000.00
Range ball dispenser & picker	\$2,000.00
Total	\$166,300.00

# New and Used – Golf Course Equipment

Greens mower	\$4,000.00
Tee mower	\$4,000.00
Fairway mower – reel	\$4,000.00
Fairway mower – hydraulic reel	\$10,000.00
Rough mower – rotary	\$6,000.00
Rough mower –reel	\$4,000.00
Small tractor	\$15,000.00
400 pound spreader	\$2,000.00
100 gallon spray rig	\$2,000.00

# Continued– New and Used Golf Course Equipment

Utility vehicle	\$10,000.00
Top dresser	\$2,500.00
Small equipment/hand tools	\$4,000.00
Course equipment (flags, coolers, markers, etc.)	\$1,000.00
Pickup truck	\$7,500.00
6'x12" trailer	\$1,000.00
Golf carts (10)	\$30,000.00
Miscellaneous tools	\$1,000.00
Total	\$108,000.00
Capital Improvements	\$166,300.00
<b>Total Investment from FGM</b>	<b>\$274,300.00</b>

# Additional Improvements

- ▶ FGM will remove the Brazilian Pepper trees plaguing a great portion of the property. We ask the City to contribute their budget money used for current mowing (\$14,700).

# Salaries

Pro	\$25,000.00 + bonus
Working Superintendent	\$35,000.00
Labor (2 @ \$25,000.00 each)	\$50,000.00
Mechanic -part-time	\$10,000.00
Total	\$120,000.00 (+)



# Budget

Irrigation Supplies	\$3,000.00
Fertilizer	\$15,000.00
Pest Management	\$10,000.00
Overseeding	\$1,200.00
Equipment Repair	\$5,000.00
Equipment Rental	\$4,000.00
Equipment Replacement	\$10,000.00
Fuel & Oil	\$5,000.00
Sand & Topsoil	\$2,000.00
Utilities (water & electric)	\$10,000.00
Portable Restroom (between #5 & #7 green)	\$1,200.00
Insurance	\$2,500.00
Total	\$68,900.00
Total from Salaries	\$120,000.00
<b>Annual Operating Costs</b>	<b>\$188,900.00</b>



- ▶ FGM estimates the Golf Course should have 20,000 rounds of golf per year. Greens fees shall remain low to attract more play at \$20/9 holes (\$400,000.00).
- ▶ Additional revenues to include:
  - ▶ Driving range operation (\$10,000.00).
  - ▶ Golf cart and club rental (\$20,000.00).
  - ▶ Food and beverage (\$40,000.00).
  - ▶ Expected gross revenue (\$470,000.00)

# Net Revenue Projection

- ▶ Gross revenue projection \$470,000.00
- ▶ Annual Operating Costs **\$188,900.00**
- ▶ Projected Net Revenue **\$281,100.00**







- ▶ The City of Flagler Beach will maintain a “friendly” public/private partnership with Flagler Golf Management, LLC, throughout the term of the lease to establish a mutually beneficial partnership lease with both parties.

# Duane McDaniel, MGRM

- ▶ **AS Degree – Golf Course Operations – Lake City – 1977**
  - ▶ **Certificate of Competency – Irrigation – Palm Beach – 1986**
  - ▶ **Certificate – Landscape/Irrigation Auditor – Irrigation Association – 1996**
  - ▶ **Irrigation License – Flagler County – current**
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# Terrence M. McManus, MGRM

- ▶ 1986–1988 PGA National Resort and Spa, Palm Beach Gardens, FL  
Director of Outside Operations– Managed staff and operations of this world class golf resort to include 350 golfcarts, driving range, and tournament coordination. During my tenure was the PGA NATIONAL was the sight of the 1987 PGA
- ▶ CHAMPIONSHIP, 1986–1990 PGA SENIORS CHAMPIONSHIP.
- ▶ 1989–1991 Caesar’s Atlantic City Resort and Casino, Atlantic City, New Jersey
- ▶ VIP SERVICES AND INTERNATIONAL MARKETING HOST– Established and maintained relationships between casino and the top .5% of players of the world gaming industry.
- ▶ 1991–1995 CASSARA SIGNATURE PROPERITES, MIAMI BEACH, FLORIDA
- ▶ VICE–PRESIDENT of HOTEL/CUSTOMER DEVELOPMENT– Involved in all aspects of planning, marketing, designing of a brand new 1000 room hotel on Miami Beach. Project was eventually sold to JW Marriott Hotel Co.

- ▶ **2000–PRESENT RENT FINDERS USA AND JORDYN TAYLOR INTERNATIONAL REALTY AND DEVELOPMENT, PALM BEACH, FL AND WANCHAI, HONG KONG**
- ▶ **FOUNDER/ CEO/PRESIDENT– Started a General Real Estate firm in South Florida in 2000. By Mid 2001 had taken company to a publicly traded entity with 17 locations, over 300 agents. In 2006 prior to the Real Estate collapse, JTP did over \$100,000,000.00 in Real Estate sales and lease values for a revenue of over \$10,000,000.00. I have been the Broker of Record for over 50,000 RE transactions. I brought JTP back to a private company and have maintained such since 2011. Since 2011, while maintaining 100% ownership of Rent Finders USA, I have shifted my focus to RE asset management to include acquisition, renovation, management and sale. I have successfully renovated and sold over 300 properties in the last 4 years and have done renovations in excess 10,000,000.00.**

# SCHOLARSHIP AWARD



- ▶ FGM will establish a scholarship program to be named by them at a later time.
- ▶ FGM will conduct an annual golf tournament with the proceeds from the tournament and other revenue sources to be given to a selected LOCAL high school applicant.
- ▶ Selection of said applicant will be made by a scholarship committee consisting of City of Flagler Beach commission members, FGM, and other advisors.