



Creating the Twin Cities Undisputed Leader



The GolfTEC Environment



Proven Path. Proven Results.

Approach & Understanding

- Create destination appeal for the Bunker Hills experience – “we” (Bunker Hills, GolfTEC, F&B staff) need to make it a great experience anytime someone spends time and money at “our” facility
- Create wide range of instructional programming to address needs of diverse Bunker Hills customer base
- GolfTEC and Bunker Hills staff members create a unified team of professionals to serve client base – offer great service in a fun environment



Approach & Understanding

- Equip building with state-of-the art teaching technology
- Staff facility with full time year round PGA golf professionals - goal would be to build business to have multiple Coaches on site
- Collaborate with Bunker Hills and Minnesota PGA on Get Golf Ready or other grow the game initiatives
- Currently already operate in a co-located environment with locations inside Golfsmith – we are very comfortable with co-located centers



Approach & Understanding

- Drive traffic from all 4 Improvement Centers to Bunker Hills to utilize facility for things cannot do at indoor Improvement Centers
 - Outdoor short game lessons
 - Playing lessons / ball flight
 - Events / outings
- Promotion, advertise, and marketing
 - Utilize and leverage all aspects of GolfTEC and Bunker Hills infrastructure and client databases
 - Minneapolis market gave over 20,000 lessons in FY 2012
 - Websites, newsletters, broadcast emails
 - In-center POP displays
- Drive revenue & traffic for Bunker Hills and GolfTEC – rounds, outings, corporate events, playing lessons, F&B, range usage, lessons, camps, simulator usage, etc.



- Deep and talented management team – nationally and locally
 - GolfTEC Minneapolis is owned by GolfTEC national co-Founders
- GolfTEC Minneapolis staff
 - 13 Coaches currently operating 4 Improvement Centers
 - 7 PGA Members
 - 1 PGA Member Certified in Instruction
 - 2 PGA Apprentices
 - 1 British PGA
 - Likely promote one or more staff members to be Director of Instruction at Bunker Hills
 - Likely all 13 staff members would utilize facility for short game and playing lessons periodically
- GolfTEC Minneapolis staff – taught over 20,000 individual private lessons



Experience - nationally

- Founded in 1995 in Denver, CO
 - First to standardize golf instruction
 - Fact-based golf lessons
- 165 locations in U.S., Japan, Mexico, Canada
- Industry Leader
 - 3,500,000+ lessons taught
 - 300,000+ clients
- Delivered 25%(est.) of U.S. golf lessons in 2012
 - No competitor has even 1% share
- **TEC = Technique, Equipment, Conditioning**
 - Creating Complete Golfers



- Four Improvement Centers open
 - Minnetonka, June 2005, Inside Golfsmith
 - Edina, June 2006, Inside Golfsmith
 - Roseville, April 2007, Inside Golfsmith
 - Eden Prairie, May 2008, Stand Alone

- GolfTEC fiscal year 2012 (Sept 1, 2011 – Aug 31, '12)
 - Lessons: 20,600
 - Fittings: 336
 - Custom clubs sold (one location only): \$100,000



Individual Private Lessons

- Swing Evaluations
- Lesson Plans & Programs – series of 5, 10, 15, 25, or 52 lessons
- Practice Memberships – allow our clients to practice using state-of-the-art video technology to monitor their progress
- Custom Club Fitting services
- Playing Lessons
- Outdoor short game lessons



Scope of Services

- **Camps**
 - Junior Camps – work with Bunker Hills to utilize what is in place and expand upon that platform
- **Clinics**
 - Provide relevant programming – Ladies Clinics, Beginner Clinics, etc.
 - Get Golf Ready or other PGA grow the game initiatives
- **Create and drive relevant programming for clinic price point**
 - currently see Bunker Hills offers \$60 clinics
- **Playing Lessons**
- **Corporate Outings**
 - Provide instructional needs to enhance corporate outing experience at Bunker Hills and expand revenue opportunities



- GolfTEC has Project Managers on staff who can help support all phases of design and build out of GolfTEC facility. We can begin design upon agreement of terms.
- GolfTEC utilizes a number of national vendors for signage, furniture, and other fixtures to ensure a quality and timely build out of a new facility.
- GolfTEC would like to be open for business during the summer of 2013 for the improvement center building. We understand range complex and short game area may not open until 2014. We can work to insure best guest experience during construction and are open to mutually agreeable adjustments to rent/revenue share during construction phases of the project.



- Financing – financials can be provided at appropriate time
- References – business references and co-located partner references can be provided
- Instructor Resumes – full resumes available upon request