

*experience Troon Privé*

## El Conquistador Country Club

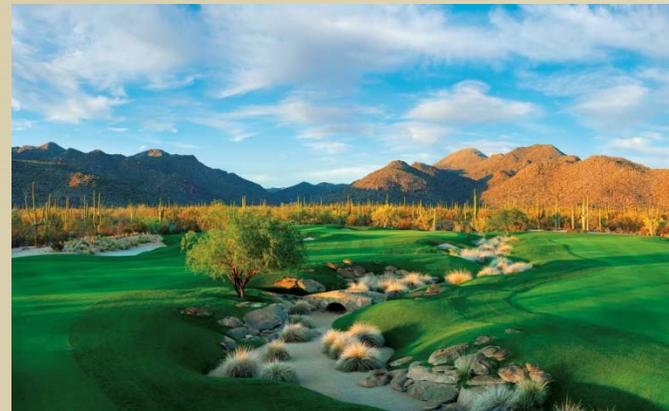


*December 8, 2014*

Troon Privé®

# Troon Background

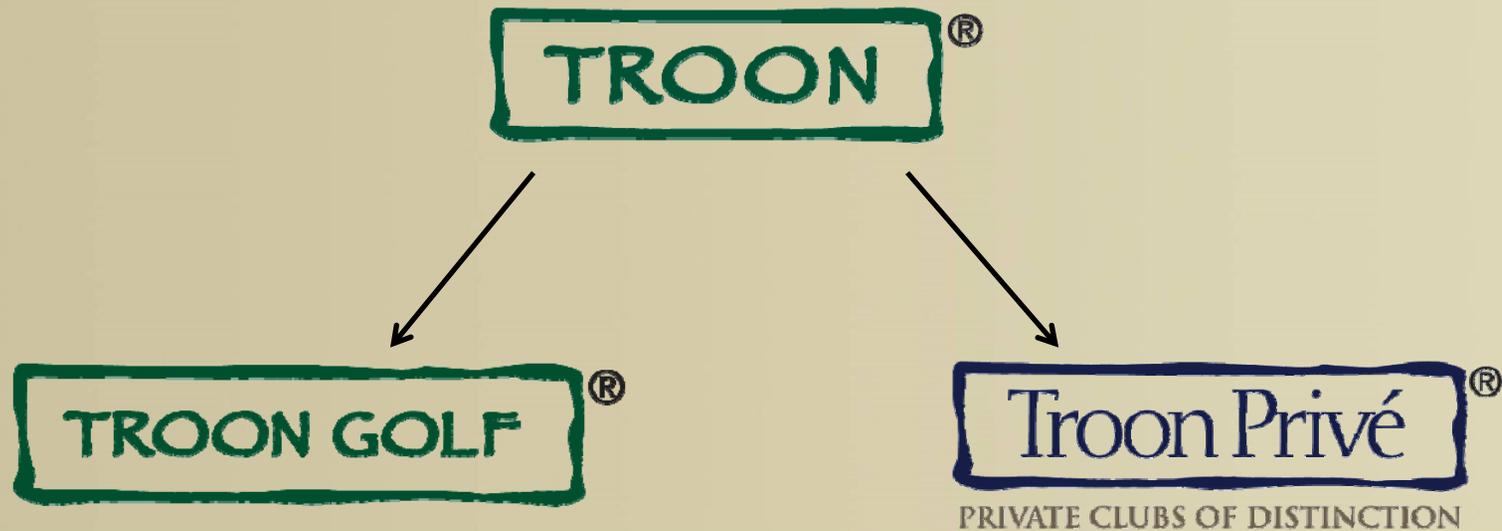
- Private company founded in 1990 – Troon North Golf Club, Scottsdale, AZ
- 1995 – Formed company model for hospitality management and support, growing to current infrastructure of 125 corporate support staff
- Currently manage more than 250 courses in 35 states and 29 countries, including more than 60 private clubs



About Us

Troon Privé  
PRIVATE CLUBS OF DISTINCTION

# Distinctive Services



- Fully established in 1996
- Comprises our Daily Fee, Resort, and Development properties

- Established as separate Private Club Division in 2007
- Currently comprised of 58 Clubs, with 26 member owned
- 10 new Equity Club partnerships since 2013

## Private Club Division



# Balanced Scorecard

GOAL #1 – Achieve Organizational & Governance Health

GOAL #2 – Leverage Our Direct Competitive Advantage

GOAL #3 – Delight & Retain Our Members

GOAL #4 – Develop & Retain Our Associates

GOAL #5 – Strategically Grow Our Membership Base

GOAL #6 – Hit The Numbers

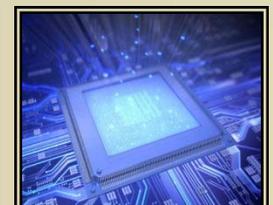
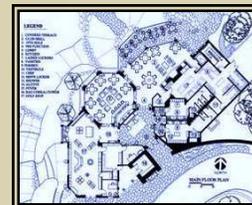


**Proven Approach with Annual Plan**

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# Areas of Expertise & Core Competencies

- Club & Golf Operations
- Agronomy
- Sales & Marketing
- Food & Beverage
- Procurement
- Retail
- Finance & Accounting
- Human Resources
- Risk Management
- Technology
- Legal
- Design & Development



Operational Excellence

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# Leveraging Economies of Scale



- Recruitment
- Employee Benefits
- Insurance
- Procurement
- HR Process/Payroll
- Sales & Marketing
- Training and Learning
- Best Practices
- Benchmarking

Cost Efficiencies for Facilities

# Sales, Marketing & Revenue Generation

- Ongoing Resources & Expertise
- Phase I: Initial Assessment
- Phase II: Strategic Development
- Phase III: Sales & Marketing Plan
  - Membership Offerings
  - Proactive Sales & Tactics
  - Outside Revenue Generation
  - Experiential Programming
  - Public Relations & Social Media
- Value Added Member Programs



**Cutting Edge Approach to Success**

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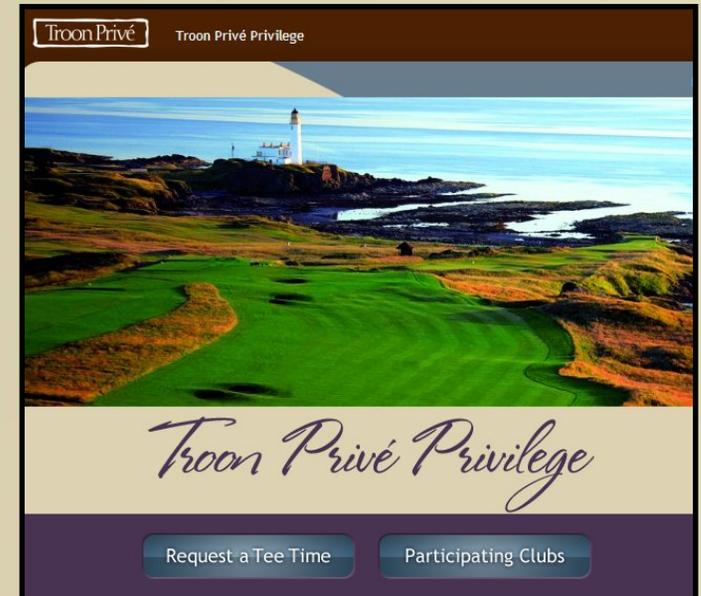
# Troon Member Programs

## Troon Advantage

- Allows preferred access to more than 100 daily fee & resort courses
- 30 day advanced booking window with up to 50% off standard rates

## Troon Privé Privilege (Optional)

- Extends a privilege for members to play at more than 50 Troon Privé courses for a cart fee
- Bring three guests at the host club's prevailing accompanied guest fee



**Drive Value with  
Full Member Benefits**



# So, What Does This Mean for El Conquistador Country Club?



**We Can Help  
Bring It All Together**

# Thank You & Questions