



Corica Park Golf Club

2018 Annual Plan Review

January 31, 2018

Corica Golf Annual Plan

2017 HIGHLIGHTS

Golf Courses –

Overall course conditions on North and par-3 course were excellent all year especially given the record 31" of rain. Property experienced significant wind storm on April 6th, 2017, which damaged maintenance storage facility, equipment, and caused damage to 56 trees.



Damage from April 2017 Storm



Flooding on North from heavy rains

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2017 HIGHLIGHTS

Facilities/Operations:

North Course Golf Cart Replacements –
Replaced 40 of 80 golf carts on North with plans to change out remaining fleet with North remodel.

Golf Practice Matt Replacement –
Replaced 15 practice range matts at range.

Founders Club Membership –

A new limited golf program was developed to create a core group of Brand Ambassadors for the reopening of the South Course. The Founders Club members enjoy special privileges on all courses.

Critical Rainfall Amounts -

- 2017 Total: 31.53" | 2016 Total: 25.71" | 2015 December total: 15"
(*2017 included 56 days of precipitation; 27.23" Jan-Apr & 4.16" Oct – Dec)



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2017 HIGHLIGHTS

FootGolf – Footgolf was introduced for play on the par-3 course. FootGolf is a new sport that combines golf and soccer and can be played along side regular golf. In its first year at Corica Park, 759 rounds were played.



Corica Park FootGolf Introduces more kids to the property and as one of the top conditioned local courses it assisted training efforts for the Oakland FootGolf club to win the 2017 National FootGolf Championship

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2017 HIGHLIGHTS

Facilities/Operations:

In advance of the South Course reopening, a Property rebranding program has been designed, which included a refresh of logo/name and plans developed for a clubhouse exterior update, shop remodel and new signage.

New website and url address developed...
CoricaPark.com



2017 Rounds & Revenue Recap –

North Rounds	62,109
South Rounds*	n/a
Par-3 Rounds	20,030
Total Rounds	81,139
Total Facility Revenue	\$2,419,410

* South Course closed all of 2017

South Course Renovation 2017 Recap –

The core portion of the course was completed in 2017, which includes:

- All shaping, drainage, irrigation & finish work completed on all holes
- All fine turf playing areas seeded and germinated
- All cart path curbing completed
- Cart path internal drainage completed

Project Summary

146,446 LF of golf course drainage was installed into the golf course, this also includes 312 catch basins throughout the fairways and roughs.



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2017 HIGHLIGHTS

South Course 2017 Continued –

- 210,560 tons of a sandy loam was used to cap the entire golf course to improve drainage and the growing medium for turf grasses. The sand cap ranges from 8 to 12” deep. The sandy root zone is already assisting in plant health with root depths from 7 to 12”. Deeper root structure allows for less water and fertilizers lowering the impact to the environment.
- 27,130 LF of cart path has been installed with rolled curbing on both sides. Final 3” of the path to be installed when native areas are complete. Path has drainage inlets installed to manage water that accumulates.



South Course Renovation 2017 Recap Continued –

- The entire course was planted out and is at various stages of development. The grasses used on the fine turf areas were selected for being the most drought tolerant and low inputs in terms of fertilizers and chemicals, which lowers the impacts to the surrounding environment. These grasses also provide the best playing surfaces for golf.
- In addition all native grass areas are planted out with true Californian native grass species, these grasses were selected because they provide habit to many species of birds, amphibians, reptiles and insects that support the local ecosystem.



New planted grasses in process of growing-in

South Course Renovation 2017 Recap Continued –

- Native Grasses - The south course is the only course in northern California that has used these native grasses throughout the entire heavy roughs and property fringes. The development of the native grasses is a time consuming and expensive process, but once mature they become much easy to maintain and blend well to the surrounding grass land areas of Alameda and the Bay.



Blend of new California native grasses and fine turf

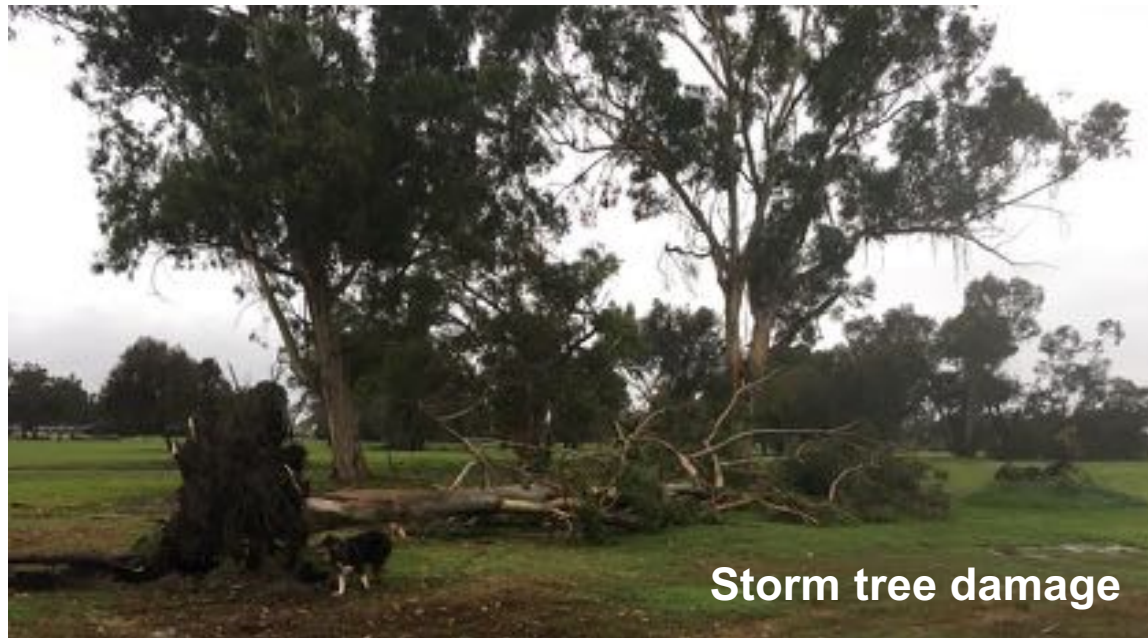
South Course Renovation 2017 Recap Continued –

- Ponds, Channels and Wetlands – Have been planted out with native aquatic plants to improve water quality, provide habit and manage storm water flow. These improvements to the aquatic areas are already showing great benefit to habit support for frogs, fish, Crustaceans and birds. Interestingly the current North course does not have any of the aquatic life the south is showing.



South Course Renovation 2017 Recap Continued –

- Trees - Many large non native trees have perished due to the drought for several years and then extensive rain fall, this has weakened these non-native species and they have succumbed to insect and root rot diseases. Also severe storms caused significant tree damage where many of the trees blew over in the storm events.



Storm tree damage

South Course Renovation 2017 Recap Continued –

- New Plantings - The loss of non-native trees has allowed for improved development of native grasses and replacement with more Californian native tree species which will provide a greater habit diversity and are more conducive to the environmental conditions of the site. Additional native trees that fits into the Rees Jones Design plan for the south course will planted as part of a long range plan over the next 5 -7 years.



California native grasses, trees and



plants have been placed on South

South Course Renovation 2017 Recap Continued –

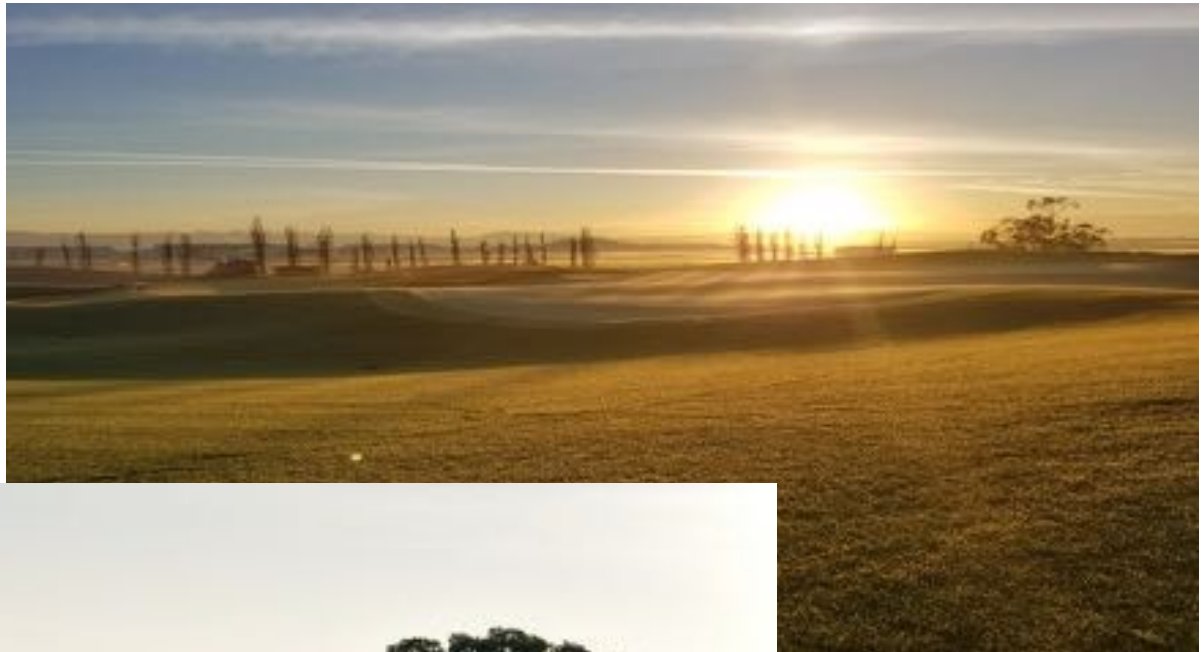
- South On-Course Restroom, Pump-station & Electrical Buildings –

All have been reroofed, paneling/sightings and paved around. The water line to the restroom building was also upgraded to the property line as it was in very poor condition and needed to be replaced.



South Course Renovation 2017 Recap Continued –

- Significant progress was made in 2017 on the south course renovation. The last hole 15 was planted in December 2017.



South Course Renovation 2017 Recap –

Construction & Opening Impacts –

- April 2017 storm resulted in turf seed and much of the sand cap to be blown off two holes, which resulted in about 2-3 week delay to redo.

Additional delays occurred from challenging sand deliveries and crews having to be redirected to address trees that had died from the dramatic changes in climate and moisture. The trees presented potential safety concerns, as such resources were directed to remove them. This was time consuming due to the size of the trees.

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2018 PREVIEW

New LinkSoul Retail Shop -

Greenway and golf apparel company LinkSoul will begin a retail partnership that will include a full remodel and repair of the existing Pro Golf. Repairs begin in January and are expected to take 60-75 days to complete then will be restocked and set up for reopening targeted for March. A temporary shop is to operate out of the admin office adjacent to the shop. Alameda residents and local club members will receive merchandise discounts.



North Course Renovation Plans Submission -

Updated plans have been submitted to City and are under review for proposed upgrades to original repair plans for North Course. Scheduled to go before City Council spring 2018 for review and vote. Objective is to ensure best repair of North and position it as a quality value priced course.

North Course Plans Proposed:

- Propose to close 9-holes at a time to complete repairs
- Full renovation and elevation of all 18-holes as a parkland redesign to ensure proper drainage and exciting playing conditions
- Repair and replacement of all tees, fairways, bunkers, roughs & greens
- Installation of drain tiles and catch basins for improved drainage
- New cart paths

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2018 PREVIEW

Clubhouse Improvements:

Carried over from 2017, Clubhouse plans consist of updating men's and women's restrooms, golf shop and exterior clubhouse re-facing/painting. Golf shop to be completed March followed by restrooms and clubhouse.

Club Branding (Refresh):

New signage and merchandise is planned for Property as part of the rebranding for Corica.



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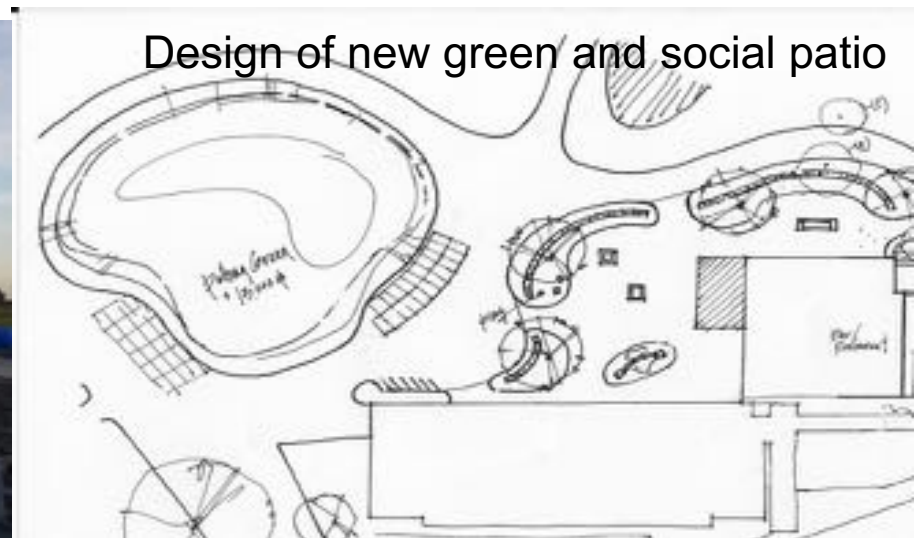
2018 PREVIEW

New Putting Green: Work on a new 10,000 Sq. ft. practice putting green is underway January 2018, scheduled to reopen summer 2018

Social Patio: Area around shop, Jim's and clubhouse/existing patio is being resurfaced with stone pavers. A 2ft. stone wall matching the bridges on south will be placed to define area. There will also be two custom fire pits and expanded social areas and new Commuters Memorial. Expected completion is spring 2018.



Demo of practice range



2018 Rounds & Revenue Projections -

North Rounds	30,000
South Rounds*	39,000
Mif Par-3 Rounds	21,000
*Total Rounds	90,000
Total Facility Revenue	\$2,882,000

- Projections currently assume a May south course reopening but are subject to change based on actual opening date. Rounds on North projection reflect expected impact from opening of South Course.

Corica Golf Annual Plan

2018 PREVIEW

Key Management Positions:

Plans are in development to further elevate efforts on creating fun entertainment experiences at the Club. In support of this golf management positions are being restructured with additional new positions added. These include:

Director of Fun (aka Dir. of Golf) - Position will serve as the senior onsite golf operations manager and ensure all services and products are delivered to expected standards while being a relentless promotor of fun.

Event Director – A dedicated position is being created to focus on sales and service of outings and special events. This will be a full-time position to assist in the planning of all service clubs, outings & tournaments.

Guest Services Manager – This position will serve as assistant to the Dir. of Fun and focus on guest service training with all staff and implementation of service standards and premiere packages.

Marketing Manager – Will focus on social media & marketing of programs.

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2018 PREVIEW

South Course Grand Opening – Summer 2018

Plans are in development to support the opening all 18-holes of South course in May/June time frame. This includes finalizing rates, preview events, staffing plans, press releases, course amenity package, marketing and promotional campaigns.

Alameda Resident South Course Rates: A range of golf rates have been reviewed with Golf Commission and received unanimous support. South Course planned resident rates will be submitted for City approval in Feb.

South Course Golf Carts:

In conjunction with opening of the south course, a new golf fleet will be put in place. The new fleet will be a premium color golf cart with fold down windshields, sand bottles, GPS and onboard USB charging station.

Best New Course/Top 100 Course Submissions: Coria Park South Course is being reviewed for Best New Course and Top Public Courses in America.