

Services Available

World Wide Golf Development, Ltd. provides an array of consulting services that are custom designed to suit the needs of our clients. In general, most of our services fall into one of the categories listed below. Additionally, from time to time, clients will engage us in specific projects unique to their needs.



- ❖ **Initial Market Investigation.** A general overview of the market and the project giving the client a quick look at the potential for a project.
- ❖ **Market Feasibility Study – Development.** A study to ascertain the market and financial potential of a particular site to be developed as an alternative golf facility. This in-depth study includes: community overview, defining the market, area demographics, competition, potential market share, site analysis, projected I/O analysis, significant findings, and recommendations.
- ❖ **Market Feasibility Study – Acquisition/Refinancing.** The acquisition of existing facilities requires careful planning and knowledge of both the property under consideration and its market area. Additionally, a careful complete due diligence will paint a clear picture of the potential for present and future revenue generation and debt retirement.
- ❖ **Operational Audit.** Operational structure and procedures strongly impact profitability of individual profit centers along with the entire operation. Balancing product and service quality with maximum revenue generation and cost efficient operation requires a dedicated ongoing effort. Periodic external reviews validate any internal analysis and can be used as a strategic planning tool.
- ❖ **Feasibility Study Review.** WWG will validate the credibility of work conducted by another firm. Additionally, if a second opinion is needed WWG will prepare a second opinion for the client.
- ❖ **Custom Golf Market Demand Analysis.** This analysis is to quantify the strength of a particular area's golf market and potential demand for all types of golf services.
- ❖ **Site selection.** A mistake at this level can be a disaster. WWG will help reduce this risk.
- ❖ **Plan feasibility.** WWG will review the financial projections and test them for reasonableness.
- ❖ **Assistance with Planning Commissions and Zoning Boards.** We have prepared expert opinion letters and testified before commissions and boards on the issues of lighting, traffic and parking, and other related topics.
- ❖ **Facility construction considerations.** There are numerous issues to consider at this stage to avoid problems later.
- ❖ **Building and pro shop design considerations.** Certain features should be included that will result in future benefit.
- ❖ **Equipment selection.** Which equipment and the extent of automation are issues WWG will help with.
- ❖ **Staffing.** How many people will you need? What are the skill levels needed? WWG helps with these issues.
- ❖ **Cash control techniques.** WWG offers ideas on how to avoid theft and losses in a predominantly cash business.
- ❖ **Advertising and promotions.** WWG has developed tried and true promotion and

advertising techniques. These include methods to work with not for profit organizations that help instill the range business as a good neighbor and community member.

- ❖ **Recommended vendors** for all aspects of the business. WWG has compiled a list of preferred vendors for virtually all of the business needs from business insurance to turf installers.
- ❖ **Follow up.** We maintain our site notes and records of every engagement so we can quickly refresh ourselves when questions come up after our involvement has ended.

For assistance with any of WWG consulting advisory services please contact us at (800) 597-3948.

Services & Fee Schedule



<u>Study Type</u>	<u>Timing</u>	<u>Professional Fees</u>
Services and Support of Existing FEC & Golf Practice Facility Operations		
Operational Review	3-7 Weeks	\$5,000 - \$20,000
Quarterly Management Review	2-6 Days	\$2,500 - \$5,000
Facility Business Plan Review and Development	4-5 Weeks	\$8,000 - \$15,000
Services and Support of New Facility Development		
Market Feasibility Study-Family Entertainment	5-8 Weeks	\$17,000 - \$25,000
Market Feasibility Study - Driving Range Dev	3-5 Weeks	\$12,000 - \$20,000
Feasibility Study Review	1-2 Weeks	\$3,500 - \$7,000
Services and Support of Facility Transactions (Purchase/Sale)		
Market Feasibility Study - Acquisition/Refinancing	3-4 Weeks	\$7,500 - \$20,000
Economic Impact Analysis Study		
Individual Facility Economic Impact Study	7-9 Weeks	\$12,000 - \$16,000
State/Regional Economic Impact Study	6-9 Months	\$40,000 - \$80,000
Customized Analysis/Review	Custom	Custom

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WWG Project Examples

The following examples are cited to demonstrate expertise in the Golf Driving Range Business:

In 2008, WWG conducted a thorough analysis of project potential for "Big Fun-CR," on the western coast of Costa Rica. The engagement included a several meetings with the principals to assess the scope of the project they contemplated. Key staff members travelled to Costa Rica to conduct a site survey and market analysis. Several days were spent gaining an understanding of the market, meeting with architects, engineers, key government and banking officials, refining the concept plan with the project owners and synchronizing the efforts of the development team and WWG. The final phase of the engagement was the preparation of a marketing analysis, development and operating financial projections, pro forma and a summary business plan for multi-lingual presentation.

From 2000 to 2005 a great deal of effort was placed in assisting existing facility owners weather the post-Family Golf era. Many facilities experienced a decline in value and revenue. Operational reviews along with Acquisition/Refinance Due Diligence Reviews were a popular tool used to assist owners and operators adjust to the radically new market circumstances.

In 1998, we have completed projects in Raleigh, North Carolina and Baltimore, Maryland and have started a second in that same area. The completed Baltimore project involved development of a range, miniature golf and batting cages along with associated facilities. The project underway involves an up-scale range and teaching facility along with a retail facility. We have completed the first phase of a complete golf practice facility at the famous Smuggler's Notch Resort in Vermont. The first golf teaching facility at a county golf course in Monroe County was completed in June 1998. Presently we are involved in major projects in Dutchess County New York, Queens, New York, Cleveland, Ohio, and two locations in Pennsylvania.

During 1997, we have consulted on numerous projects throughout the United States. In 1997 we expanded our market to South America where we are involved in the final stages of development of a golf course and driving range in Venezuela. WWGDL worked with Monroe County, New York and the private contractor operating the county courses to prepare plans for golf practice facilities at each of the county courses.

During 1996, World Wide Golf Development, in an effort to focus management attention on the consulting business and its American Range Company, a equipment manufacturing business, sold two company owned golf driving ranges. These facilities, Eaglecrest Golf Driving Range, located outside of Buffalo, New York, and Spinning Wheel Family Golf Driving Range, located near Syracuse, New York, served as laboratories for testing equipment and procedures. WWG managed these facilities as stand-alone profit centers. We dealt with the same labor, equipment, and marketing issues as every other facility owner.

During 1995 - 1996, World Wide Golf Development headed a “turn-key” development project to build and manage a 40 tee golf driving range in Canandaigua, New York. This project involved representing the owner at city planning board meetings, oversight of contractors and construction, staffing, advertising and promotions.

Of the more established facilities that we were involved with include Calverton Links in Long Island. We worked with this double tier range from ground breaking to opening. Other well-known examples of ranges where we had significant involvement include Oakdale Driving Range also in Long Island and Garden State Driving Range, Fairway Golf, both in New Jersey, Golf Park, Vienna, VA, Chantilly Golf Center and Chantilly, Virginia.

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