



LAKE LURE GOLF COURSE

EST 1927

REVIVAL PROPOSAL

Presented by: Lie + Loft and Hickory Revival LLC

KEY POINTS

- **Long-term lease partnership**
- **No cost to Town of LL, zero subsidy**
- **Team, capital, and Revival Plan
to develop historical Town asset**

ECONOMIC SUSTAINABILITY

- **10,000 rounds - \$27 blended Greens Fee**
- **Preferred local rates**
- **Additional revenue opportunities:
events, F+B, merchandise, mixed use**

ENVIRONMENTAL SUSTAINABILITY

- Golf course x Green Space
- Audubon Certification
- Best practices
- Subject matter expert collaboration



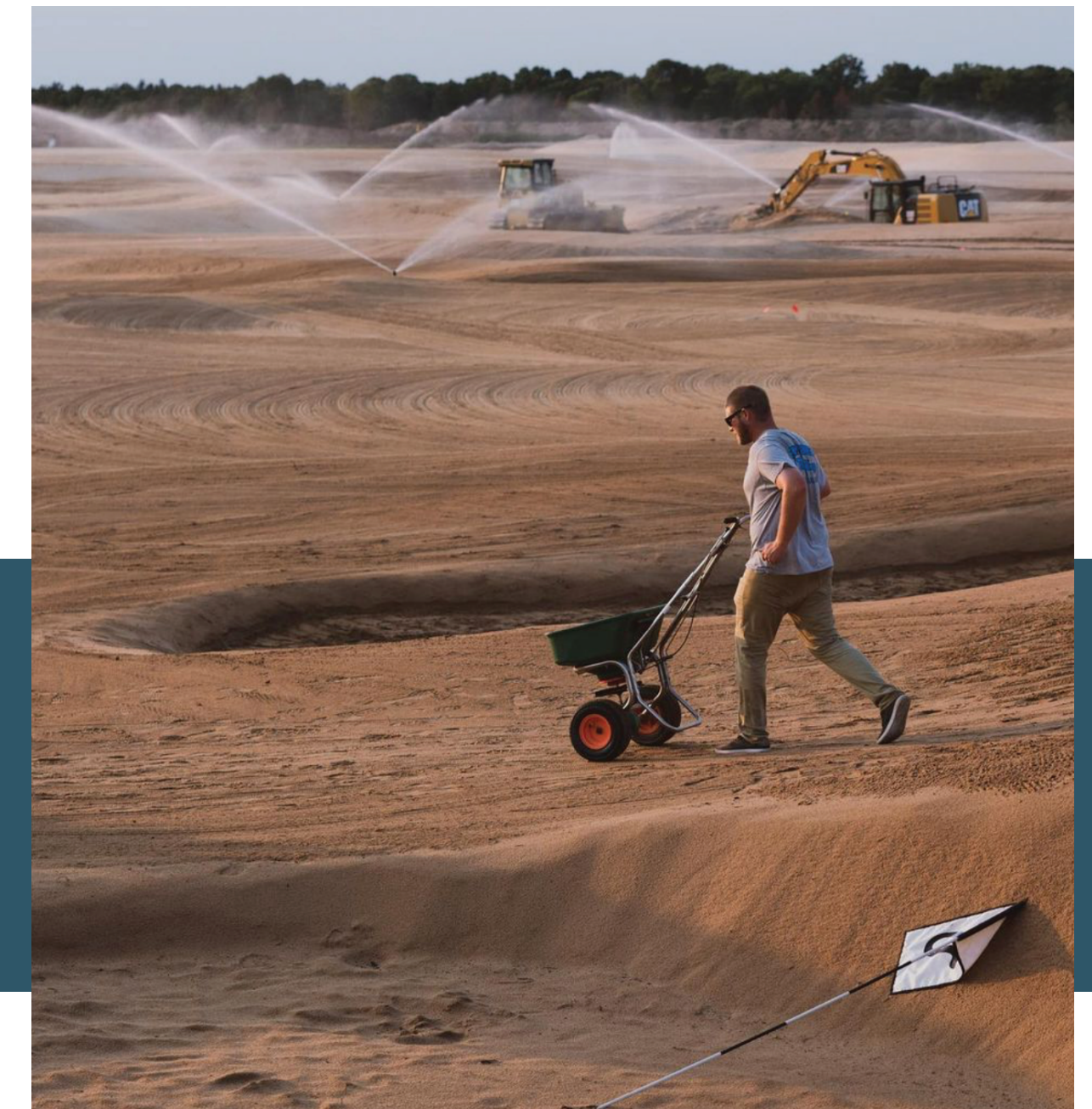
SOCIAL SUSTAINABILITY

- **41 million golfers in 2022, 3.3 million new**
- **USGA investment**
- **Community + Youth partnership in LL**
- **Multi-use recreation**

TEAM



- Intimately involved in opening + 4 golf courses in past 7 years
- Group of PGA Members, Tour Professionals professional marketers
- L+L and Hickory Revival



NEXT STEPS

- **Agreement in Principle**
- **Win-win solutioning with the Town**
- **Due Diligence period**

THANK YOU!

FULL REVIVAL PLAN:

