TopGolf Status and Update

December 5th, 2012
Presentation Agenda

• Public Input/Stakeholder Engagement
• Summary of Public Input - Addressing Concerns
• Crime Statistics Analysis
• Construction/Closure Timing
• Course Modifications/Configurations
• Results of Input/Concerns
• Next Steps
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>8/29</td>
<td>Golf Course Subcommittee</td>
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<tr>
<td>9/13</td>
<td>ES Chamber of Commerce</td>
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<tr>
<td>9/18</td>
<td>Golf Industry Stakeholders</td>
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<tr>
<td>9/19</td>
<td>Recreation and Park Commission</td>
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<td>9/25</td>
<td>Kiwanis Club</td>
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<tr>
<td>10/3</td>
<td>Golf Course Subcommittee</td>
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<tr>
<td>10/3</td>
<td>Golf Course Subcommittee (progress update)</td>
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<td>10/4</td>
<td>Rotary</td>
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<tr>
<td>10/11</td>
<td>Planning Commission</td>
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<td>10/11</td>
<td>Economic Development Advisory Council</td>
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<tr>
<td>11/8</td>
<td>ES Chamber of Commerce (endorsement/support)</td>
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<td>12/5</td>
<td>G/C Subcommittee</td>
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<td>(findings/analysis of input)</td>
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Remaining Public Input Schedule

• 12/19 – Recreation and Park Commission (findings/analysis of input)
• January/February ‘13 – City Council for consideration
Summary of Public Input – Addressing Concerns

• Alcohol-related concerns
  – Is TG is a Night-club?
  – Will there be increases in alcohol-related incidents?
  – Does TG serve alcohol?

• Course modifications
  – Would g/c close/go away?
  – Does the putting green, chipping area and sand trap get lost?
  – Can the par 4’s be retained?
  – Will there be reduced access to facility?

• Lack of Community Involvement – Why was the community not involved in this decision?
  – 10 public/stakeholder meetings and other less formal efforts conducted to date
  – Opportunity for public input in Environmental/Entitlement process
Summary of Public Input – Addressing Concerns

• TG Operational Concerns
  – Would costs significantly increase?
  – Does TG accommodate for children?
  – Would the driving range amenity remain available?
  – Would golfers retain the ability to warm up by hitting at the range?

• Accommodations for Golf pros – lessons and programs
  – How many golf pros would remain onsite?
  – What are the physical size of hitting stations – Are they sufficient size for small groups/lessons?
  – Can teaching pros use multiple stations for lessons/groups?
## Crime Statistics Analysis

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<tbody>
<tr>
<td></td>
<td>Non-Alcohol</td>
<td>Alcohol-related</td>
<td>Total Incidents</td>
</tr>
<tr>
<td>El Segundo - The Lakes</td>
<td>10</td>
<td>0</td>
<td>10</td>
</tr>
<tr>
<td>TG - Allen, TX*</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>TG - Dallas, TX</td>
<td>9</td>
<td>0</td>
<td>9</td>
</tr>
<tr>
<td>TG - Alexandria, VA</td>
<td>N/P</td>
<td>N/P</td>
<td>N/P</td>
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* = This data spans from 7/11 - 9/12 (14 month period - same period TG measured number of visits for this location to be 300,000)

N/A = Facility not operational until May 2011

N/P = data not provided by local law enforcement agency
Construction/Closure Timing

• Estimated closure time:
  – Golf Course (4-6 months)
    • Increase parking count
    • Course modifications
    • New pro-shop/food and beverage facility
  – Driving Range/TopGolf (7-8 months)
    • Construct new TopGolf facility
**First Configuration Proposed – No Par 4**

**Mod 1:** Absorb hole number 1 and convert to parking

**Mod 2:** Convert first par 4 (hole 4) into two par 3’s

**Mod 3:** Shorten hole 9 into a par 3
Putting Green, Sand Trap and Chipping Area
Mod 1: Absorb hole number 1 and convert to parking
Mod 2: Convert first par 4 into two par 3’s
Mod 3: Modify hole number 9 into a 230 yard par 4
Configuration 3 – 2 Par 4’s and over the lakes

Mod 1: Absorb hole number 1 and convert to parking
Mod 2: Create new hole number 3; located over the pond
Mod 3: Modify hole number 4 tee box to retain par 4
Mod 4: Modify hole number 9 into a 230 yard par 4
Configuration 4 – 3 Par 4’s and over the lakes

**Mod 1:** Create new tee box for hole number 1 (next to starter)

**Mod 2:** Convert hole number 2 to par 4

**Mod 3:** Create new hole number 3; located over the pond

**Mod 4:** Modify hole number 9 into a 230 yard par 4
Results of Input/Concerns

• Developer has created 3 additional conceptual site plans – addressing:
  – The inclusion of a putting green, sand trap and chipping area
  – Providing for versions that include zero, 1, 2 and 3 par 4’s for the existing course

• ESPD analysis of other TopGolf facilities demonstrated no increases in crime – including alcohol-related incidents
Results of Input/Concerns

• Accessibility concerns have been mitigated by increasing parking and designated parking for golf course

• TopGolf’s proposed facility will complement the existing youth programs
  – Continue and expand youth programs
  – Designate specific times and areas of facility for programs
  – Provide for more competitive experience
Results of Input/Concerns

- TopGolf facility is a driving range first – can be used for warming up

- Competitive pricing
  - Youth program agreements similar to existing operation
  - Reduced pricing for family and youth times
  - Targeted discounts for youth, seniors, military and other promotions
Results of Input/Concerns

• Community Involvement
  – Over 10 public forum presentations and other business outreach regarding TopGolf
  – Continued opportunity for public involvement in the entitlement process
  – TopGolf provides for an annual per facility marketing budget of $300,000 for:
    • Charitable events
    • Community fundraising
    • Business/corporate teambuilding
    • Community events
Results of Input/Concerns

• Community Involvement
  – Local developer engaged to manage project long term
  – Seek local contractors for construction/maintenance
  – Hire/retain existing personnel – inside track to existing employees
TopGolf: Next Steps

• TopGolf project including revisions based on public input to be presented to City Council for consideration

  – If project is approved – City staff to determine appropriate environmental review including process management

  – Entitlement process would be presented to Planning Commission for consideration – City Council for final approval
To provide input or for more information, please contact:

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