

Sand Valley PUD Proposal

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Rec 5/23/14

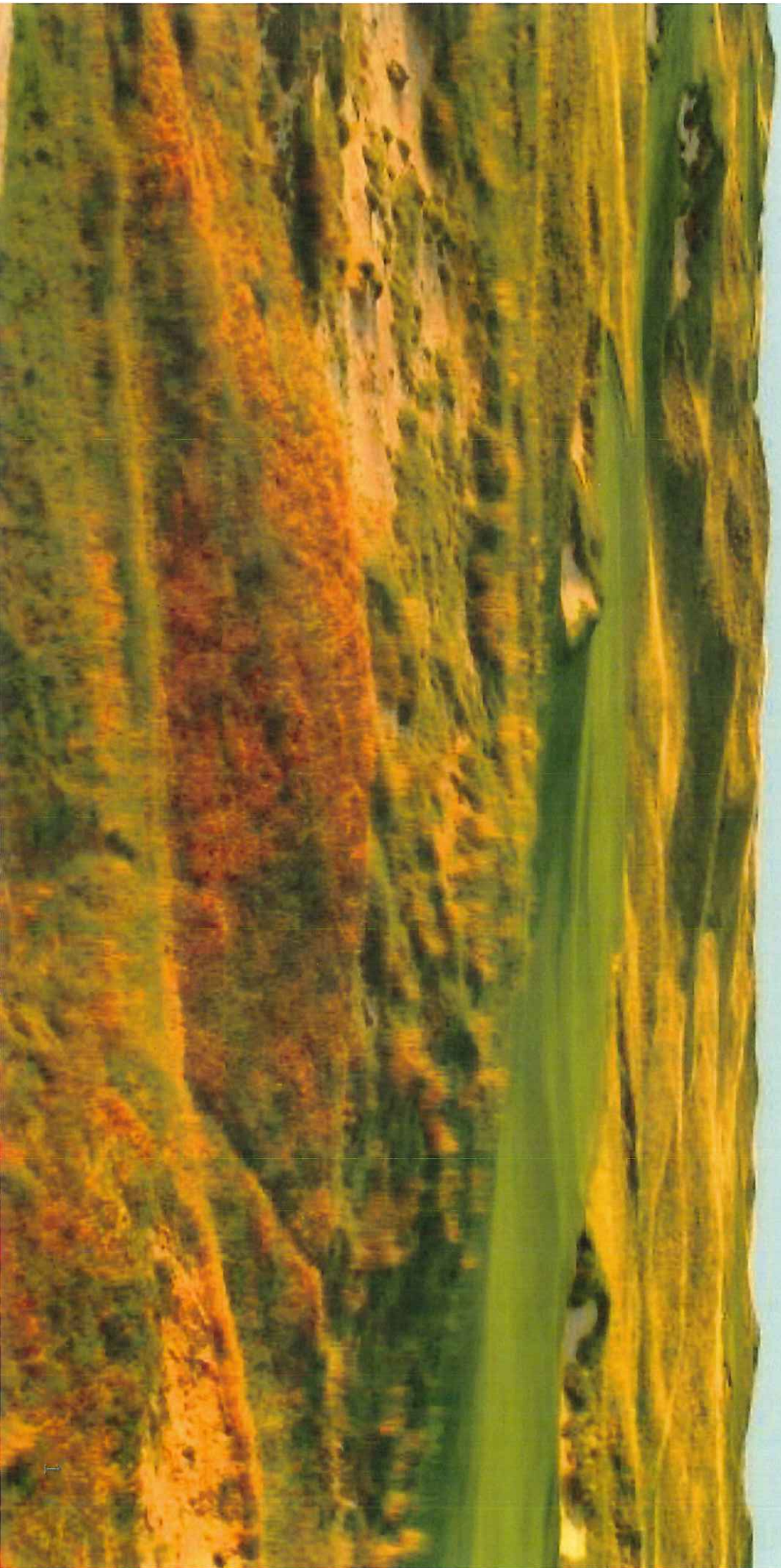


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Application Statement

The Sand Valley development project aims to return 1,480 acres of land currently supporting non-indigenous Red Pine species to its historic, and ecologically unique, status as a “Sand Barren.” As its centerpiece, the project will feature phased development of up to 90 holes of golf that harmoniously blend with the natural surroundings and incorporate elements of the native Sand Barren. The golf course design and the neighboring reestablished Sand Barren will be “partners” in the restored landscape, affording a unique experience to visitors.

A PUD ~~overlay~~ district will allow the Sand Valley project to conform to the spirit and intent of the Town of Rome’s Comprehensive Plan while promoting the restoration, preservation and conservation of a significant Wisconsin Sand Barren. In addition, the PUD ~~overlay~~ district will permit the development project to evolve in phases over time in a fashion that responds to, and respects, both the economic environment and the landscape upon which it is being developed. Stated differently, given the size and complexity of this development project, it is difficult, if not impossible, to plan it thoughtfully in its entirety in advance; use of a PUD ~~overlay~~ will allow the project to evolve in a more natural way within parameters approved by the Town of Rome.

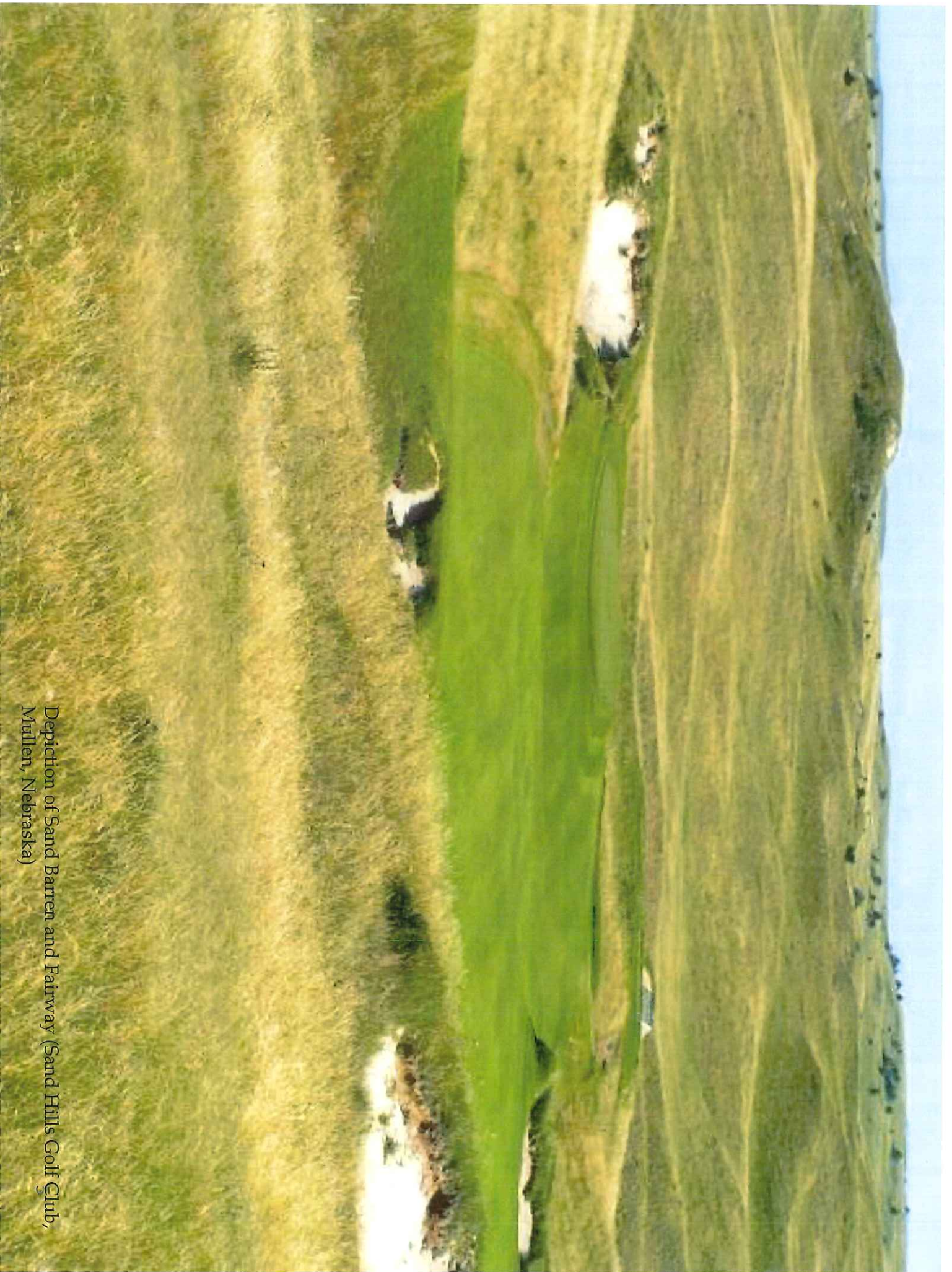
In the end, the PUD ~~overlay~~ district will allow Sand Valley to establish a unique visitor destination, restore the Wisconsin Sand Barren, and enhance public enjoyment of it through creation of multiple golf courses, accommodations, hiking and biking trails, cross country ski trails, and an abundance of open spaces for the enjoyment of guests and residents of the Town of Rome, Adams County, the State of Wisconsin, and, we anticipate, visitors from around the world.

The site stands out as an ideal location for golf because of its wonderful existing natural features. Starting with the first golf course—to be commenced in the project's first year—the developer will create a golf experience that is in harmony with, and highlights, the site's natural contours, including the Sand Barren vegetation. In many respects, the course will design itself. An example of how we anticipate one of the greens will look can be seen below.

The internationally recognized Golf Architecture firm of Coore & Crenshaw has been retained to design the first golf course. The firm will work directly with the local construction team of Oliphant/Haltom to build a golf course with minimal modification of the existing terrain.

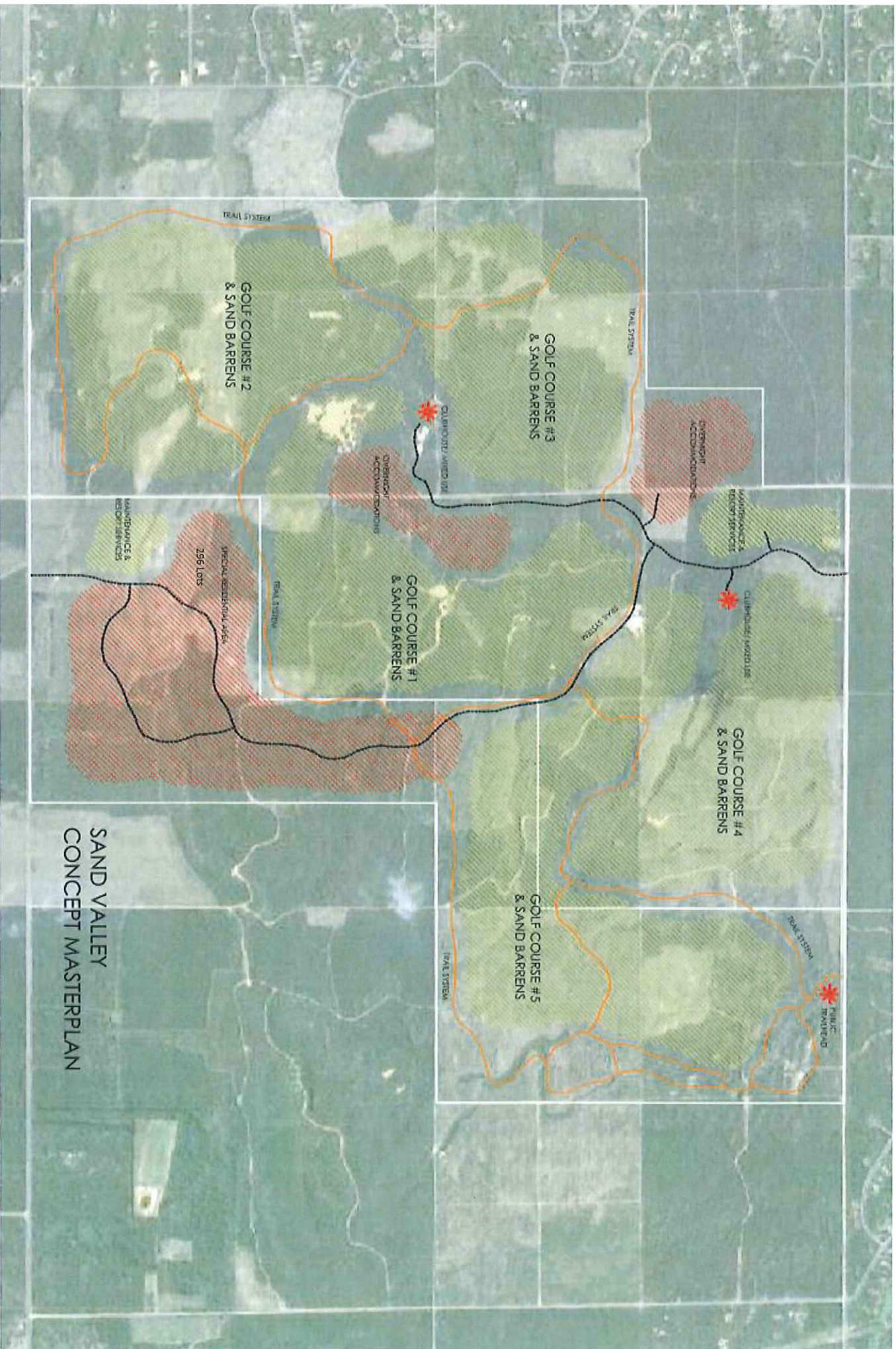


Sand Hills Golf Club,
Mullen, Nebraska
#1 Modern Course in America



Depiction of Sand Barren and Fairway (Sand Hills Golf Club, Mullen, Nebraska)

Conceptual Site Plan (subject to revision)



SAND VALLEY
CONCEPT MASTERPLAN

Roads and Walking Paths

The developer will build and maintain all roads, walking paths, and biking trails as private roads, open to the public. It is estimated that there will be 2.5 miles of private roads, and 6 miles of public walking paths and biking trails. All roads will be built in a way to accommodate fire and other emergency vehicles.

DEPICTION OF CONSERVATION AREA



NATURAL RESOURCE CONSERVATION AREA

The defining landscaping treatment of the Sand Valley Development will be the restoration, management, and preservation of the native Sand Barren ecosystem, which is described in detail below. Working with a local restoration consultant, Sand Valley will undertake what it anticipates will be the largest Sand Barren restoration in the history of Wisconsin. The Sand Barren will define the look and feel of all of the golf courses on site, and it will enhance the overall visitor feel with respect to the project.

Sand Barrens are globally rare natural communities characterized by sandy soils and featuring scattered Jack Pines mixed with Scrubby Hills Oak as the predominant tree species. These trees are interspersed with Hazelnut, Sand Cherry, and Prairie Willow Shrubs. Indigenous herbaceous species include Blueberries, Bearberries, Sweet Fern, June Grass, Little Bluestem, Sedges, Silky and Sky-Blue Asters, Lupine, and Blazing Stars, which make up the primary groundcover within the ecosystem.

Bird species typically found in Sand Barrens include the Kirtland's Warbler, Brown Thrasher, Black-billed Cuckoo, Field Sparrow, Clay-colored Sparrow, Blue-winged Warbler, Red-headed Woodpecker, Veery, Whip-poor-will and Red-shouldered Hawk, Whooping Crane, Trumpeter Swan and the Bald Eagle.

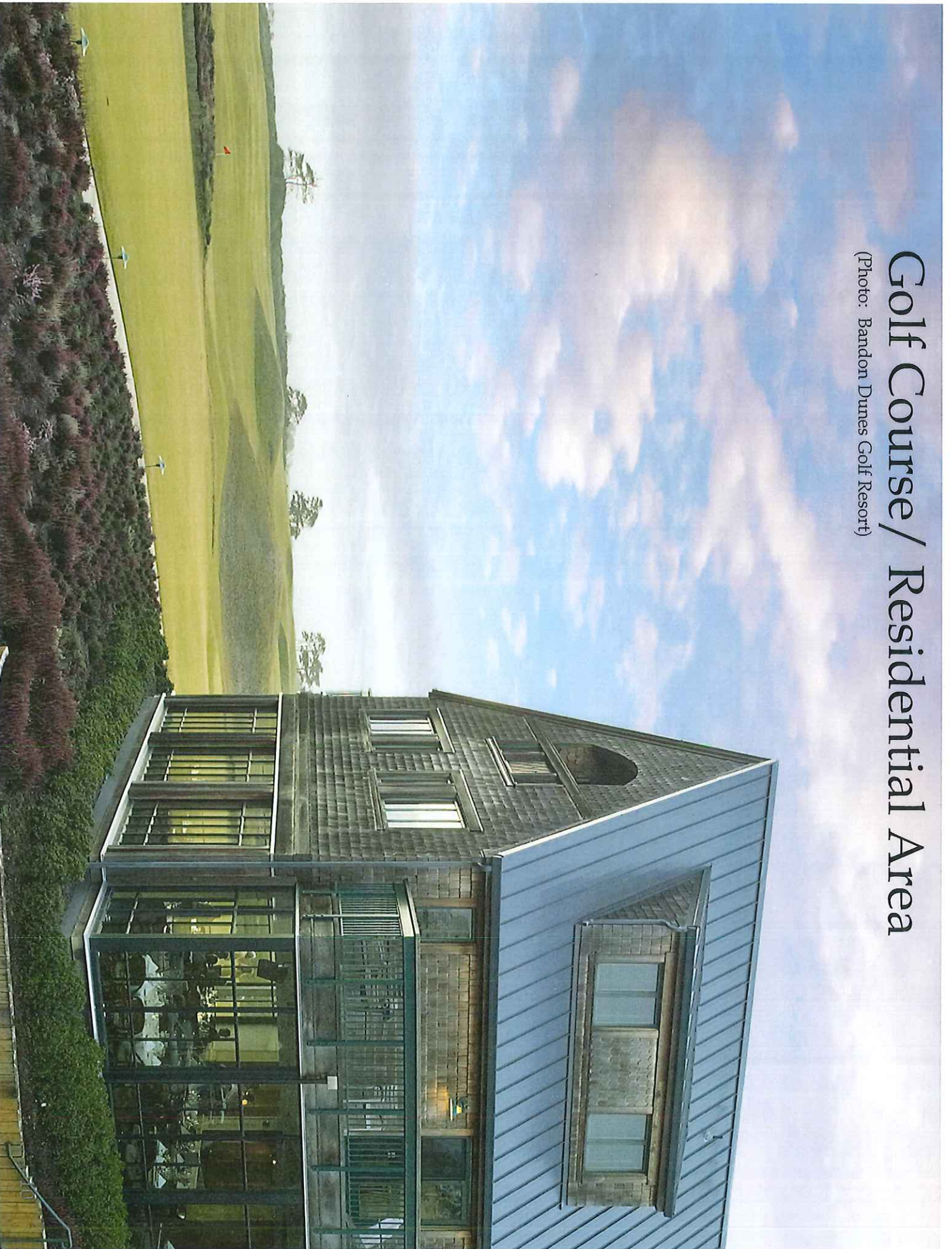
It is anticipated the Sand Barren restoration plan will follow this general sequence:

1. Phased removal of invasive Red Pine Monoculture;
2. Allow natural regeneration of Jack Pine and Oak;
3. Add supplemental seed of prairie and barrens species, as needed; and
4. Maintain Barrens through periodic thinning.

The golf course fairways, tee boxes and greens will feature traditional golf course grasses selected by the architects. However, after seeding the fairways and greens as necessary for golf, constructing the buildings accessory to golf, and building low density housing, the remainder of the property (being the vast majority of the site) will be open space, maintained as a Wisconsin Sand Barren as described above.

Golf Course / Residential Area

(Photo: Bandon Dunes Golf Resort)

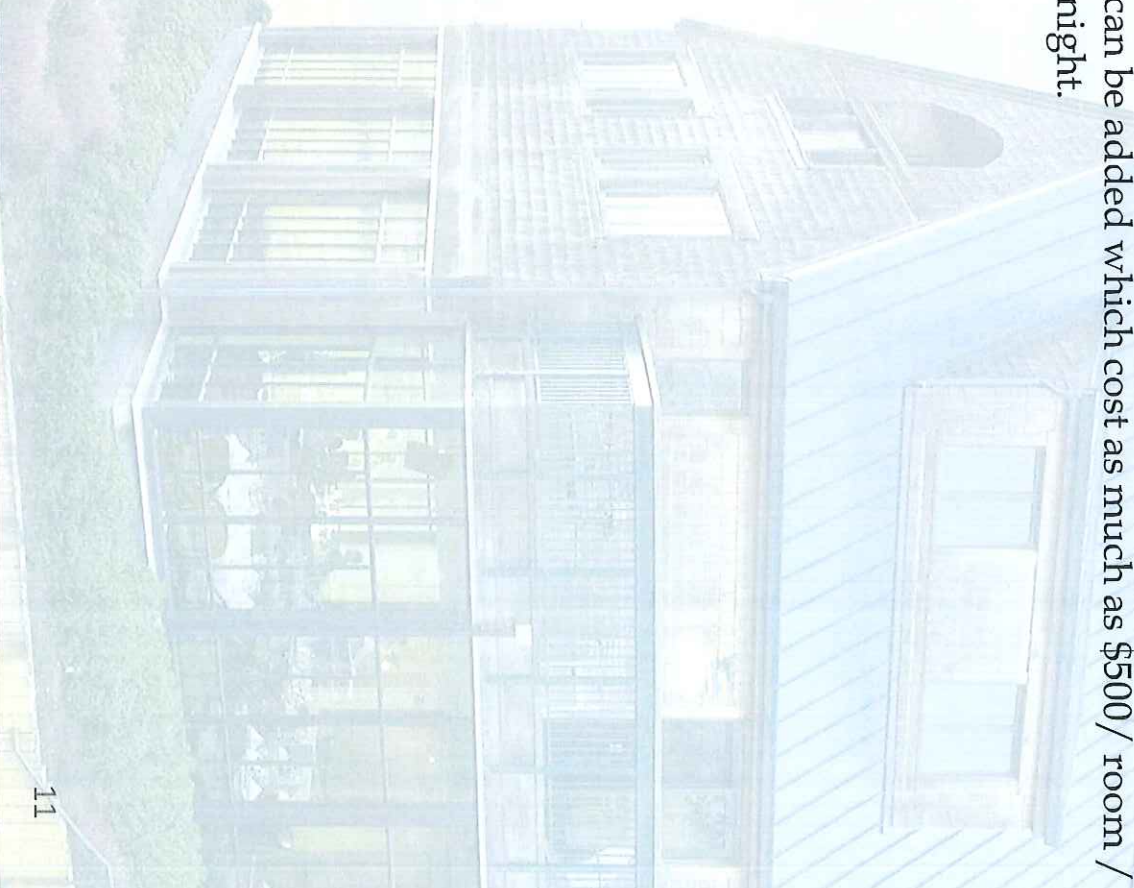


Overnight Accommodations

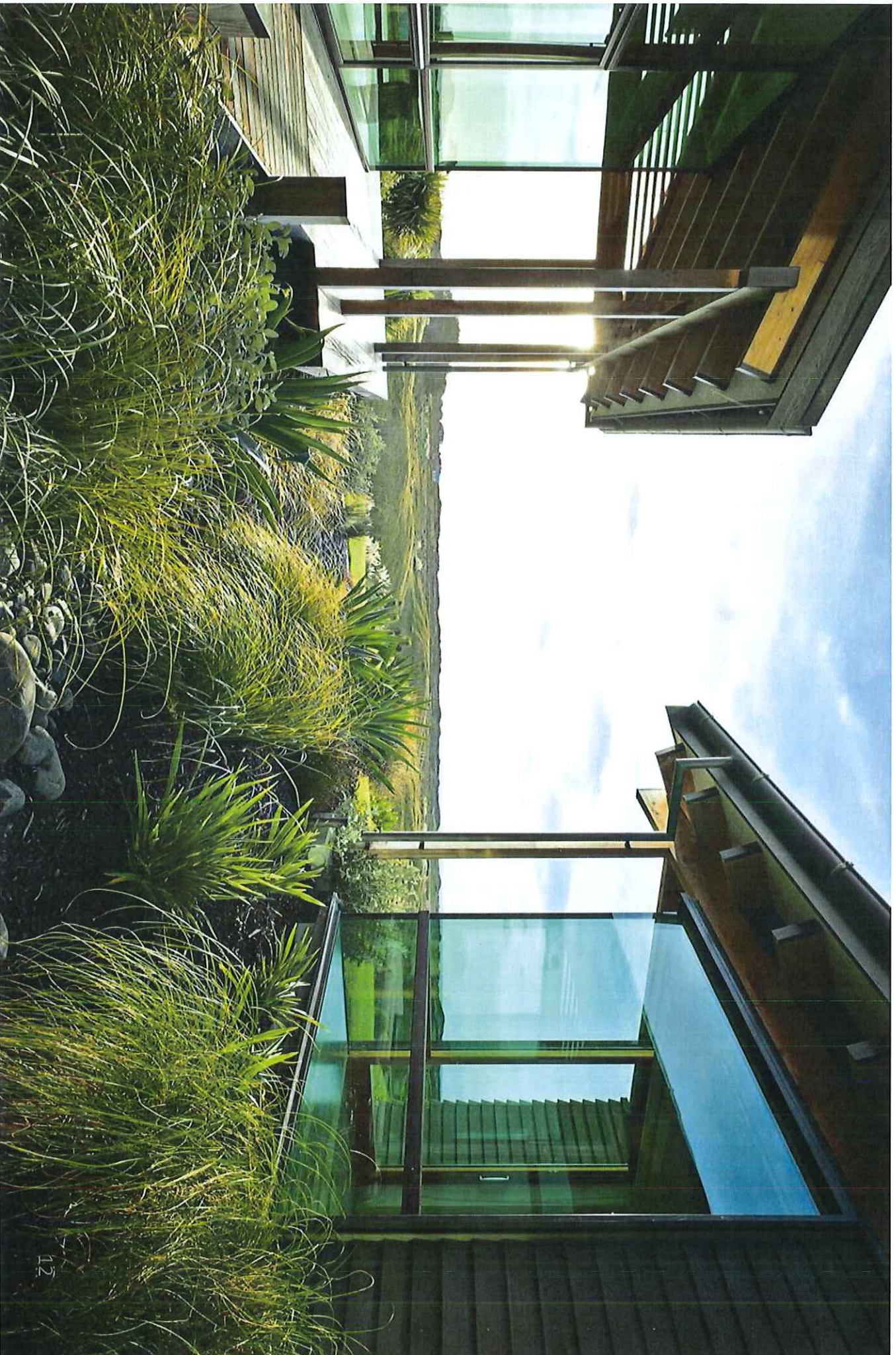
Sand Valley proposes to develop up to 90 holes of championship-quality golf with overnight accommodations easily accessible to each course. Accommodations may include lodges, cabins and cottages, which will be clustered in groups in an effort to reduce their impact on the overall site. It is anticipated that the location of the overnight accommodations would be generally as depicted on the Conceptual Site Plan, although subject to revision as the project evolves. While the developer has an overall vision of the size and scope of the project, it is anticipated that each golf course will be separately and uniquely designed and developed, on a sequential basis over the life of the project, and the location, size and nature of the accommodations will be determined in connection with each phase of the development.

Although the overall development will be harmonious and reflect a unified design concept, it is anticipated that each golf course will have a unique design and offer a singular golf experience. Thus, the developer is seeking initial approval of the project in the form of a PUD overlay, with the understanding that individual phases will be subject to detailed plan approval as the developer finalizes them for development.

The expected cost per room per night will start at \$200/ room. As the resort develops, luxury rooms can be added which cost as much as \$500/ room / night.



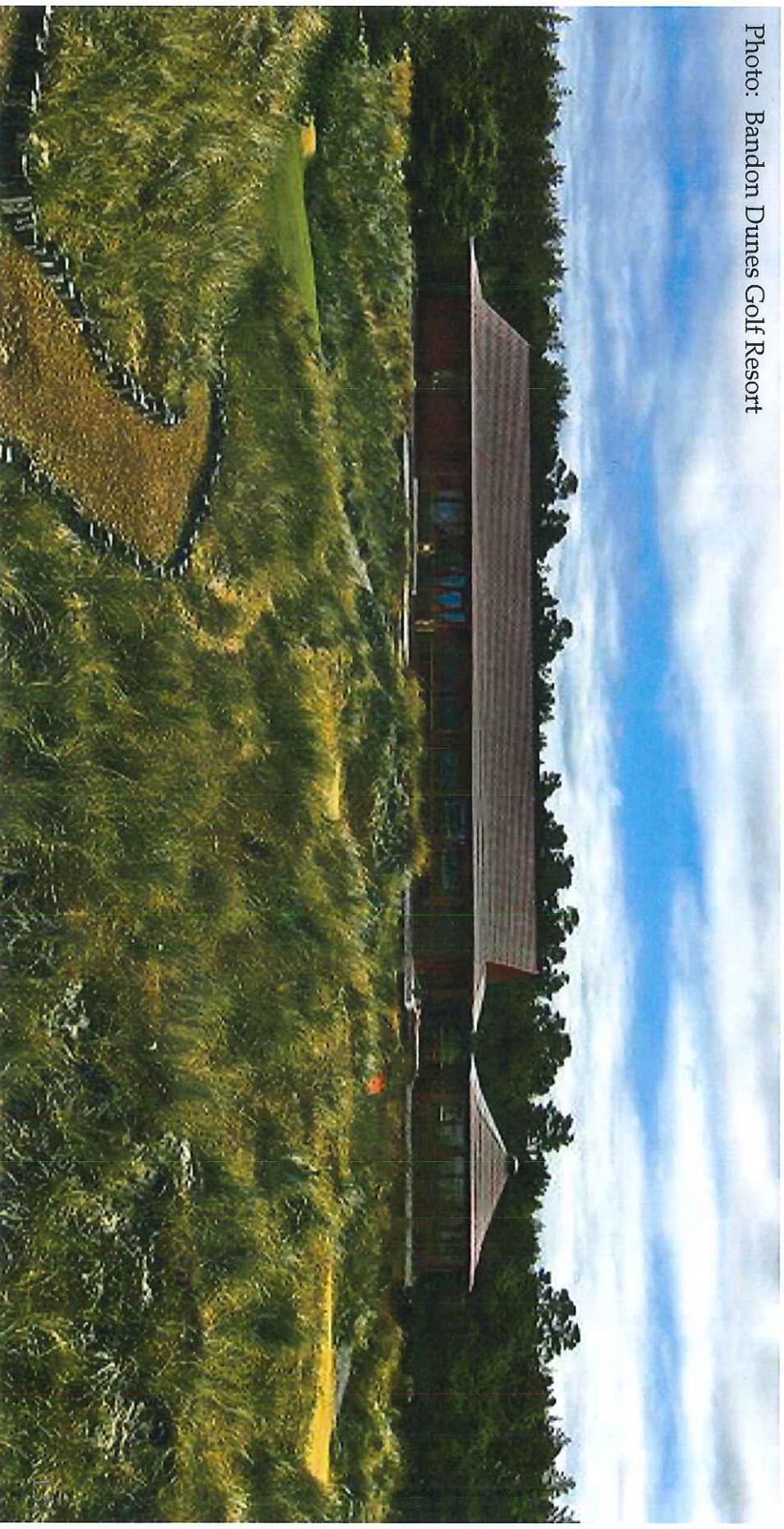
Special Residential Area



Special Residential Area

Over the life of the project, Sand Valley would like to develop and market single-family residences to its guests and the local community. Sand Valley would develop architectural specifications and standards to integrate the homes into the natural environment and the surrounding community. Emphasis would be placed on low density development not to exceed 1 home for every 5 acres of open space, or no more than 296 home sites. It is anticipated that the location of the Special Residential Area would be generally as depicted on the Conceptual Site Plan, although subject to revision as the project evolves.

Photo: Bandon Dunes Golf Resort



Population Analysis

An estimation of the daily overnight population is summarized in the table below:

Phase I (18 Holes)				
	Overnights Guests	Permanent Residents	Resident Employees	Total
Peak Season	75	0	0	75
Shoulder Season	0	0	0	0
Project Completion (90 Holes)				
	Overnights Guests	Permanent Residents	Resident Employees	Total
Peak Season	350	410	80	840
Shoulder Season	175	184	20	379

In addition to the overnight populations above, we would expect as many as 160 total golfers on the property per day per course.

Market Analysis

Market	Drive Time from Wisconsin Rapids	# Golfers	# Annual Rounds	Total Population	Average HH Income
Chicago (and Cook county)	4 hrs	1,057,740	23,180,301	8,894,438	\$85,219
Green Bay (and Brown county)	2 hrs 1 mins	126,357	2,388,024	875,359	\$65,871
Madison (and Dane county)	1 hrs 57 mins	145,668	2,758,057	1,007,941	\$71,840
Milwaukee (and Milwaukee county)	2 hrs 25 mins	314,814	6,000,668	2,204,976	\$72,290
Minneapolis (and Hennepin county)	3 hrs 26 mins	413,757	7,570,744	3,350,791	\$86,081

Within a 4 hour drive of the site, there are more golfers than any other golf development we've built- by a large margin. In addition to regional golfers, the national golfer will find this project much easier to get to (being centrally located) than any other development we've built.

Mixed Use Activity Zone

Photo: Bandon Dunes Golf Resort



In order to support the customary operations of a golf resort community, the developer seeks to include some or all of the following amenities on the site. The size, location, scope and necessity of the amenities will be determined as phases are developed:

- | | | |
|------------------------|-------------------------------|---------------------------------|
| Golf Courses | Meeting Facilities | Inbound/Outbound Shipping Areas |
| Maintenance Facilities | Local Craftsman Shops | Parking |
| Water Detention Pond | Practice Facilities | Massage Center |
| Pro Shops | Water Treatment Centre | Cultural/Visitor Centre |
| Caddie Facilities | Resort Administration Offices | Restaurants |

Anticipated Project Schedule

(Phase 1 Only)

Spring/Summer of 2014– Clear a minimum of 480 acres and a maximum of 1,400 acres of non-indigenous Red Pine, which will generate significant tax revenues for the Town as the acreage is withdrawn from the State of Wisconsin’s Managed Forest Law Program.

Spring/Summer/Fall of 2014– Discover golf routing for first 18-hole golf course.

Winter of 2014/2015 – Design full, detailed master plan for first golf course and all accessory buildings and infrastructure. The detailed master plan may include design and placement of Phase 1 irrigation, maintenance buildings, access roads, parking, clubhouse and overnight lodging.

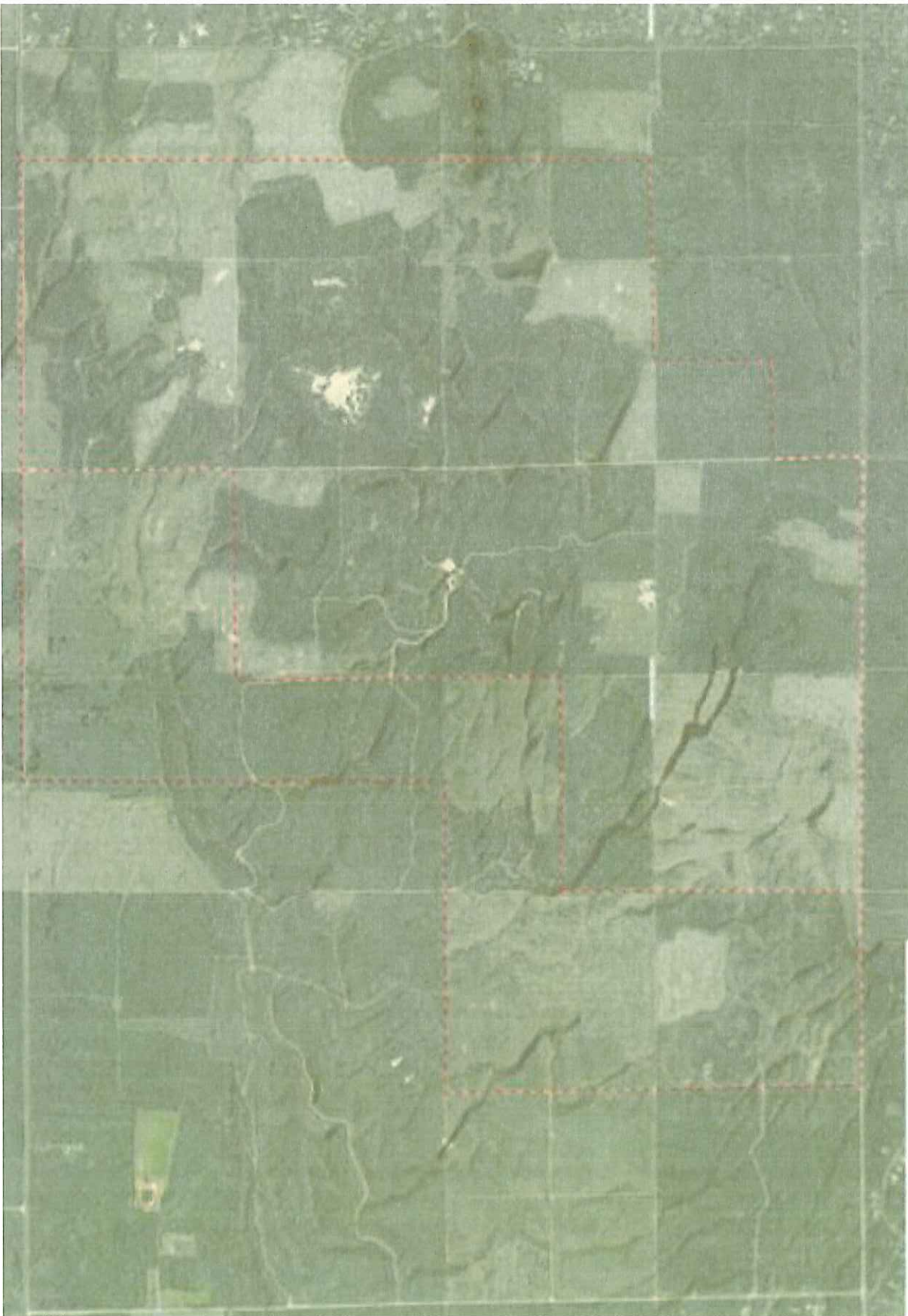
Spring/Summer/Fall of 2015– Begin construction of initial golf course as well as accessory infrastructure and buildings for Phase 1, creating jobs in construction and other businesses and adding to the local real property tax base.

Spring/Summer/Fall of 2016– “Grow in” year to prepare the turf on the initial golf course for public play. General development and maintenance of Sand Barren areas. Continued development and completion of Phase 1 improvements.

Spring of 2017– Initial golf course, including Phase 1 improvements, open to the public, creating the jobs described below.

2017 and Beyond – similar design and development timelines associated with later development phases of the project (potentially up to five phases), creating jobs and adding to the local tax base with commencement and completion of each new phase.

Topo / Aerial Map



Statistical Data

Employment:

For the first golf course, developer expects to employ (a) 7 to 10 people full-time year round, and (b) 25 to 35 part-time or seasonal employees. Developer also expects to utilize an active caddie program of 20 to 50 independent contractors per course. If developer completes construction of overnight accommodations in the first year of development, it is anticipated that these employment figures will be higher.

As a comparison, Bandon Dunes Golf Resort, which was constructed and is owned and operated by developer, in it's 15th year of operation, now has 5 golf courses with 475 full-time employees, 125 part-time employees, and 250 caddies.

Visitor / Golf Traffic:

Developer anticipates a minimum of 10,000 rounds and as many as 25,000 rounds of golf to be played each year on each course. We expect the majority of these visitors to come from Wisconsin, Illinois and Minnesota.

Phase 1

Financial Factors Summary

(all costs estimated)

GOLF COSTS

18 Hole Golf Course:	\$6,000,000
Road Improvements:	\$1,000,000
Maintenance Structures	\$1,000,000
Water Detention Pond	\$500,000
Sand Barren Restoration	\$1,000,000
Total Phase 1 Golf Development Costs	\$9,500,000

BUILDING STRUCTURES

Clubhouse	\$500,000
Overnight Lodging (60 units @ 100k / room)	\$6,000,000
Total Phase 1 Building Costs	\$6,500,000

Total Phase 1 Improvement Costs **\$16,000,000**

This summary outlines the anticipated investment for Phase 1 improvements, which consist of an 18-hole golf course and 16 overnight cottages. Developer's plan is to open the golf course to the public in 2017 and provide overnight cottages sometime within the first 4 years of golf course operation.

Considering the entire lifespan of the project, developer anticipates investing more than \$100 million in improvements in the form of construction of up to 90 holes of golf, practice facilities, overnight accommodations and other ancillary improvements.

Application and Project Status

- This will be a complex project that will be completed in phases over a number of years. As an initial step, and reflecting its commitment to this project, developer has acquired fee title to the approximately 1,500 acres of timberland on which it anticipates developing the project. The purchase was closed as a cash transaction in late 2013.
- The anticipated development timeline for the first phase of the project is outlined above. As detailed plans for each phase are finalized, they will be presented to the Town of Rome for approval. Developer is currently seeking approval of a PUD overlay in order to confirm the Town's initial support of the concepts associated with the project
- The developer has undertaken preliminary analysis of the property and its capacity to attract golfers and other visitors at levels consistent with the projections described in this application. Estimates of the costs of construction and the timing of completion of the improvements described in this application are based upon developer's experience in constructing and operating the Bandon Dunes Golf Resort, located in Oregon. Bandon Dunes is an internationally recognized golf resort development of a similar size and scope to the project described in this application.

Application and Project Status

(continued)

- Because of the size and complexity, as well as the phased nature, of this project, it would be imprudent to try to design the entire project at this time. The project will evolve much like a work of art, with the canvas of the landscape guiding its parameters and features. The evolution will allow the project to respond to new developments in the economy and discoveries made with respect to the underlying property. Such an evolution lends itself to application of a PUD overlay.
- Based upon the foregoing, this application includes those elements of the Petition described in Section 10.19(5)(b) of the Town of Rome Zoning Code that were feasible to prepare and, we believe, material to the Town's consideration at this time. Those elements are described in the index to this application, and they incorporate the best information and statistics available to developer at this early stage in the development process. The elements that have not been included will be addressed as detailed phase plans are prepared and presented to the Town for approval.
- If there are specific elements or issues associated with the Section 10.19(5)(b) Petition process that are not included in this package but that the Town of Rome would like addressed, developer is prepared to undertake reasonable efforts to do so.

Wisconsin Dunes

Wisconsin Dunes LLC purchased the 1500 acre site in 2013 from Plum Creek Timber Co.

Wisconsin Dunes is owned by Mike Keiser, who has developed or partnered in 3 international golf resorts.

Bandon Dunes

The first resort Mike Keiser developed was Bandon Dunes, in Bandon Oregon. Bandon opened in 1999 with 18 holes and a small lodge. While it is located in remote southern Oregon, Bandon has grown into an 85 hole golf resort ranked #1 Golf Resort in America by Golf Digest. The resort now has 186 rooms and four restaurants on the property. For more information, visit: www.bandondunesgolf.com

Cabot Links

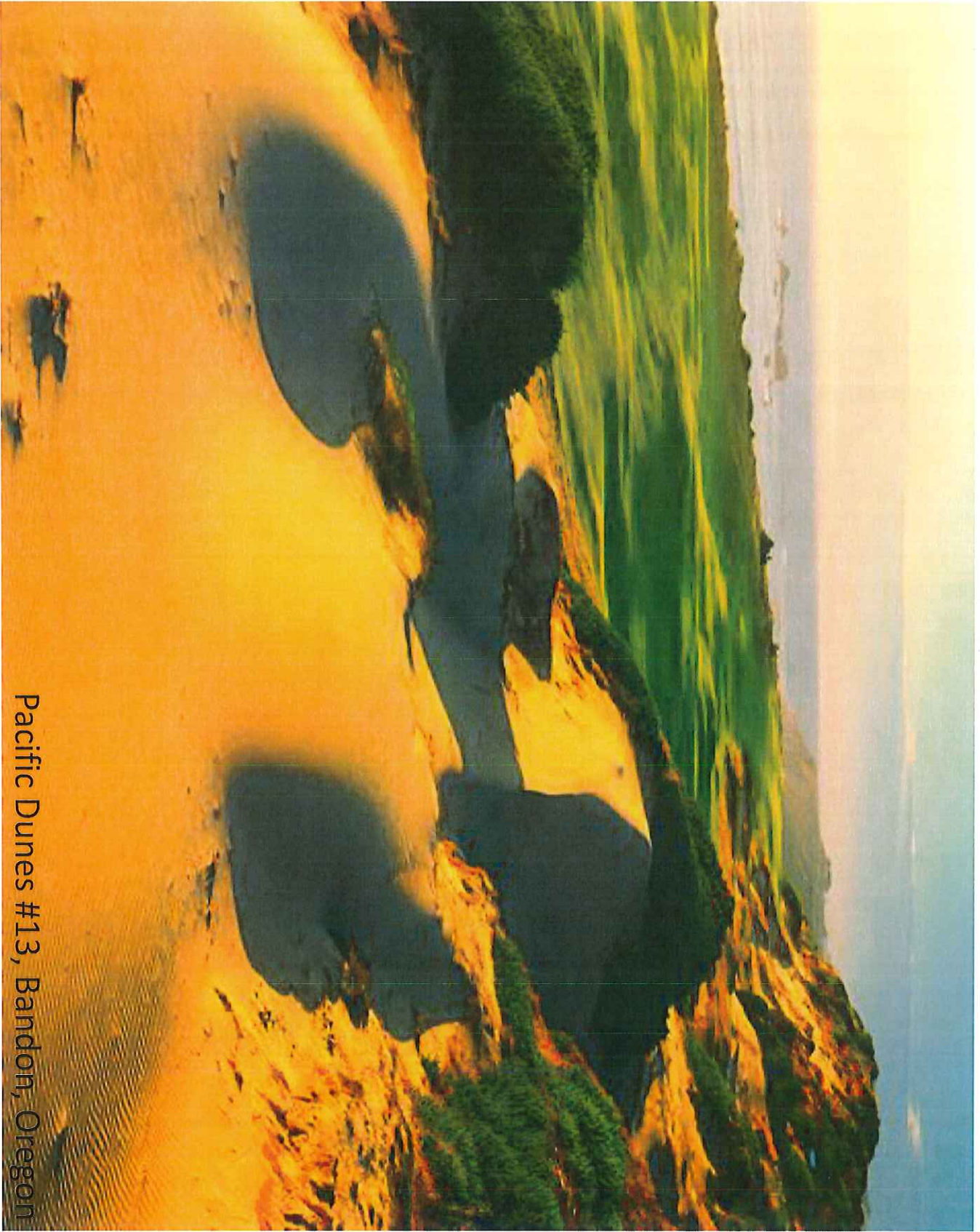
The first of two golf courses in Inverness, Nova Scotia, opened by Mike Keiser in 2013. Within it's first two years it was ranked as #42 golf course in the world and considered Canadas #1 golf destination. Please visit: cabotlinks.com

Barnbougle Dunes

Barnbougle Dunes opened in 2004 and now claims two of the top five golf courses in Australia. Mike Keiser teamed up with local developer Richard Satler to build the first links course of its kind in Australia. Located on the remote Island of Tasmania, Barnbougle Dunes has added a second golf course and is currently planning it's third course. Learn more at: barnbougle.com.au

In the final analysis, developer anticipates capitalizing on this unique property to establish an ecologically unique and sensitive destination golf resort of a quality and scope rivaling the top facilities in Wisconsin and across the country. We are excited about the possibilities and hope the Town of Rome shares that excitement. We request your support and partnership as we move forward in this effort.

If there are specific elements or issues associated with the Section 10.19(5)(b) Petition process that are not included in this package but that the Town of Rome would like addressed, developer is prepared to undertake reasonable efforts to do so. 23

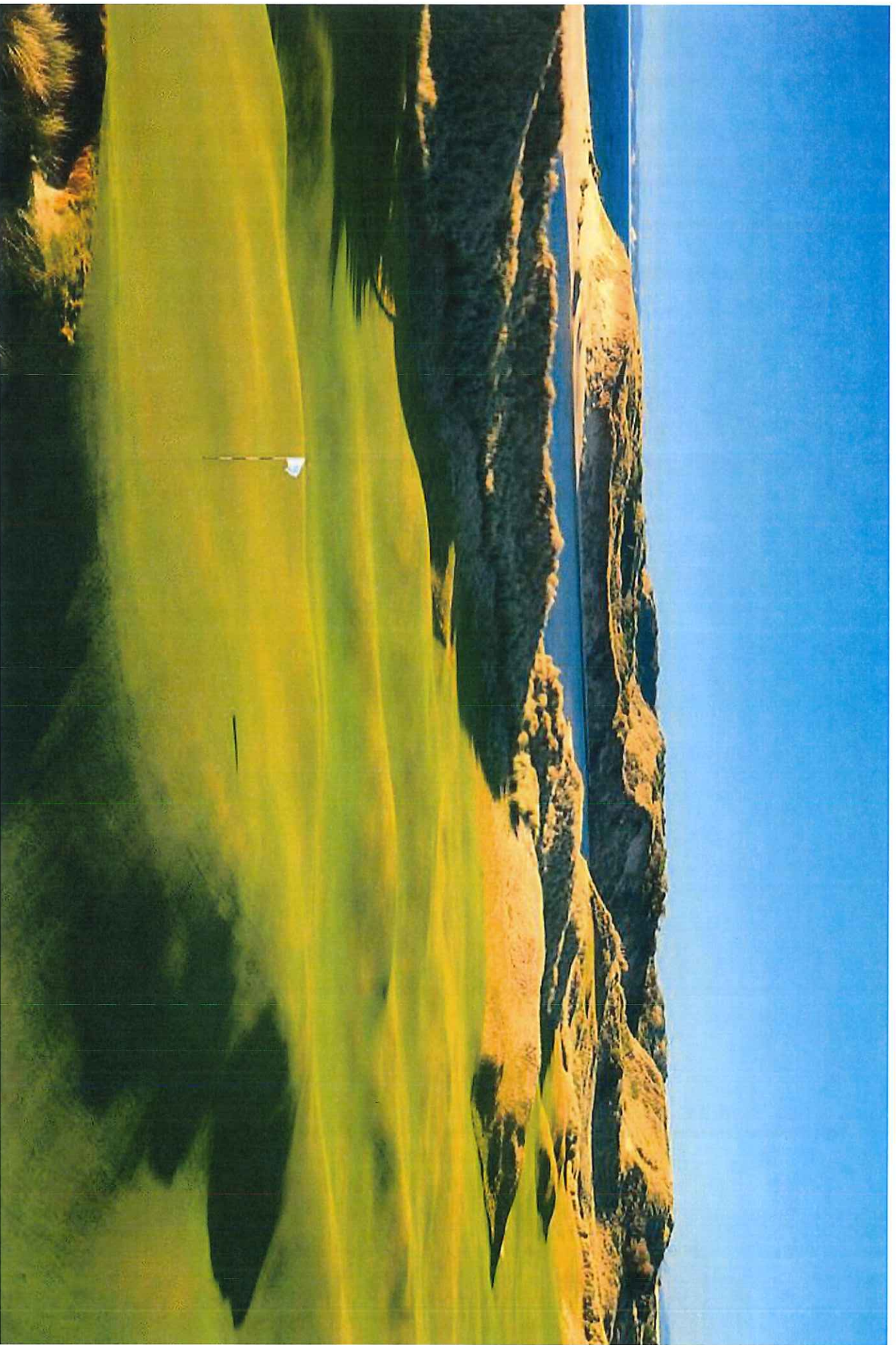


Pacific Dunes #13, Bandon, Oregon



Golf Digest

Cabot Links #15, Inverness, Nova Scotia



Barnbouge Dunes #17, Bridport, Tasmania