



Oct. 21, 2016

TO: Eric Hansen  
City Manager  
City of Mason  
6000 Mason-Montgomery Road  
Mason, OH 45040

FROM: Scott Tolley  
Senior Vice President  
Nicklaus Companies/Nicklaus Design

Dear Eric:

I would like to again thank you for the time and support you have dedicated to the Nicklaus Companies over the recent months, and for the kindness you have shown to my family and me during a very challenging time. I also want to reiterate my sincere appreciation for the interest you and the good people of Mason—including Mayor Victor Kidd, Ashley Chance, Diana Nelson and other members of the City Council—have shown in Jack Nicklaus and Nicklaus Design, and the opportunity to submit a proposal that would retain our design consulting services, while the City Council, Golf Committee and the other leaders of Mason evaluate and determine the next steps in a possible renovation and redesign of the Golf Center.

As I have mentioned many times before, as a proud Ohioan and someone who is passionate about his golf course design work, Mr. Nicklaus is very eager and enthusiastic to give the Golf Center a renaissance of sorts and to meet your vision for a golf facility on “par” with the tremendous Lindner Family Tennis Center.

Because of that, it is our desire and hope to remain engaged with the City of Mason, while critical decisions are being made in regards to the future of the Golf Center.

Within this letter, I wanted to provide you a proposal that would keep Nicklaus Design—including our Senior Design Associates, Production Staff, Technical Support Team, Marketing & Communications department, and certain members of the management team, including Mr. Nicklaus, if and when needed—available to the City of Mason to help guide and support all those involved during this process.

## **I. SERVICES PROVIDED**

As for the services available to the City of Mason or to Browning Day, if they are representing the collective interests of the Lindner Family Tennis Center and the Golf Center of Mason, this would include but not be limited to:

- Provide ongoing input and recommendations on the Master Plan of a sports complex, and/or the collaborative working relationship between the Golf Center and Tennis Center.

- Provide critical input on all aspects related to a renovation and redesign of the Golf Center, including:
  - Routing of the golf course
  - Design specifics related to the eventual new course (e.g. length, playability, functionality)
  - Land plan issues, such as location and/or re-location of important vertical structures, such as the clubhouse, maintenance facility, parking, etc.
- Assist the Mason team in working with land-planners, other engineers, irrigation consultants, and other necessary contractors and subcontractors who might be involved in this evaluation and decision-making process.
- Assist in the production of bid documents for the golf course construction.
- Assist with preliminary costing estimates.
- Coordination with the function and space planning of the clubhouse, and assistance with best practices related to club and course operations.

## **II. AVAILABLE/ACCESSIBLE STAFF:**

Our goal at Nicklaus Design and the Nicklaus Companies is to maintain open lines of communication with all “stakeholders” in the Golf Center of Mason and a future world-class sports center, and to make available to the City of Mason, or its representatives, Nicklaus personnel who can provide valuable input, support and guidance, as well as answer questions and provide necessary resources to advance the project. Such staff might include but not be limited to:

- **A Senior Design Associate.** This would be an accomplished designer of the level and experience of Chad Goetz, who accompanied Mr. Nicklaus on the initial site visit to the Golf Center. Chad is the only Nicklaus staffer who has earned membership in both the American and European Societies of Golf Course Architects. As background, no fewer than 25 past and present designers who have worked alongside Jack Nicklaus are members of the prestigious American Society of Golf Course Architects. Chad or a Design Associate with an ability and experience equal to his will become the primary contact between Nicklaus Design and the City of Mason and/or its representatives.
- **Nicklaus Design Production Staff.** Should Mason require assistance on new or revised master plan documents, Nicklaus Design leads the industry in computer-aided golf course design. We utilize T2Green software, which is our own specially created, proprietary software application for developing digital files of golf course contour plans. All of our construction documents, including the initial Preliminary Routing Plans are developed in a digital format for easy collaboration among project planners and engineers. Our system allows our Designers to quickly evaluate and offer many routing concepts for our client’s consideration. Through a precise quantity takeoff system, accurate sizes of greens, tees, fairways and bunkers as well as cut-and-fill calculations are provided for negotiation with contractors. The quality and precision of our plan production is without comparison in the industry. In addition, revolutionary software has been developed by Nicklaus Design’s in-house staff and our partners at industry-leading Perfect Parallel. This “virtualizes” plan documents into 3-D space, using a proprietary gaming platform. These tools allow us to rapidly prototype a 3-Dimensional view of our proposed design once the initial grading plans are created. Not only can virtual tours be created, including 3-D fly-overs for early marketing and promotional efforts, but the entire site can be evaluated—flying around in a photo-realistic 3-D environment using a gaming controller—before ground is ever broken.

- **Manager of Technical Applications Bobby Root.** Mr. Root is currently responsible for the development of Nicklaus Design Proprietary software created exclusively in-house, integrating mapping and 3-D applications for real-time simulation and game play. He personally developed the software that automates golf course design construction drawings, bill of materials, earthwork calculations, 3-D rendering/videos, and photo-realistic animations that can be played on Golf Simulators. He also provides oversight on project management software and development; management and administration of job costing and resource management program; and marketing assistance with time-critical video editing and computer graphics artwork.
- **Nicklaus Marketing & Communications Support.** A primary objective of Nicklaus Design in assisting owners and developers in the development of their golf course is to work together to create opportunities to maximize the value of the project's association with the Nicklaus organization. To this end, the Nicklaus Companies Marketing and Communications Division is available to consult with course or club staff and marketing principals, as well as their media and public relations representatives, to provide resource information on how to best utilize the Nicklaus name and image in the future promotion of their golf course development. From the first draft of a press release, the Nicklaus team offers support and guidance to clients during the process of writing and distributing news material about a project's signing, ground-breaking, construction status or grand re-opening. In addition to a Jack Nicklaus social media audience that exceeds 550,000, the Nicklaus Companies has other important and impactful vehicles that aid in the promotion of our Nicklaus Design clients—from the company's e-newsletter, *Golden Bear Insider*; to the nicklaus.com web site, which receives almost 200,000 page views per month; to leveraging the longstanding, impactful relationships with key golf media, including current and past partnerships with *Golf Digest*, *GolfWorld*, *Golfweek*, *LINKS* and other print/digital outlets, as well as the most important broadcast outlets in the sports industry—from Golf Channel to broadcast partners, such as CBS and NBC.
- **Jack Nicklaus.** If and when needed, Mr. Nicklaus will make himself available to Nicklaus Companies staff and to representatives of Mason to provide critical advice and input.

### **III. TERM OF THE CONSULTING RELATIONSHIP**

The term of this consulting relationship or retainer would be **one (1) year** from the date of signing.

### **IV. CONSULTING FEE**

- The fee or compensation to retain the services of Nicklaus Design and designated staff at the Nicklaus Companies would be Seventy-Five Thousand Dollars (\$75,000).
- Fifty (50) percent of the fee, Thirty Seven Thousand Five Hundred Dollars (\$37,500), would be payable by the end of the calendar year 2016. The balance of the fee, Thirty Seven Thousand Five Hundred Dollars (\$37,500), would be payable within the first quarter of 2017.
- Should there be a request for any staff member of Nicklaus Design or the Nicklaus Companies to make a visit to Mason for a site visit, meeting, presentation or other needs, all expenses related to travel and accommodations will be reimbursed by the City of Mason.

Jack Nicklaus has been designing world-class golf courses for almost 50 years and currently Nicklaus Design as a company has over 400 golf courses open for play in 41 countries—with No. 400 opening just a couple months ago as part of Mr. Nicklaus' donated efforts to design a new course for wounded and disabled military personnel at American Lake Veterans Golf Course outside Tacoma, Wash. His dedication to providing unparalleled golf course design services is exemplified in the quality of work that he and his design team consistently create and produce.

With golf courses designed in 39 states, including 11 in the great state of Ohio, we are very experienced and knowledgeable about golf course construction in every part of our country, particularly Ohio.

It is no coincidence that three of the five global finalists in *Golf Inc. Magazine's* 2016 Renovation of the Year contest were Nicklaus Design layouts—specifically Jack Nicklaus Signature Golf Courses. And twice in the last few months, Jack Nicklaus was hand-picked by CBS News to be the global voice on golf course design in its hugely popular *CBS Sunday Morning* annual "Design Show" viewed by a national audience of 6 million.

Given the chance, this is the level of success and notoriety Mr. Nicklaus would like to bring to Mason.

Eric, our hope is that by retaining certain services provided by Nicklaus Design and, most important, maintaining open lines of communication with the City of Mason, Mr. Nicklaus and his team will later earn your trust, earn your confidence, and, yes, earn the opportunity to orchestrate a re-birth of the Golf Center. We also hope it reinforces his level of commitment to Mason and the role Mr. Nicklaus and his team could play in creating a golf amenity that is equal to or perhaps even superior to that of the Tennis Center, and in the end, help Mason produce a sports complex unlike many in the state or country.

Following your review of this proposal, I would be delighted to answer any additional questions you might have and we look forward to receiving any new or updated information that you might obtain on the City of Mason Golf Center.

There is no more important priority in the life and career of Jack Nicklaus than family, and nothing that makes him prouder than his home and his community. I feel confident that you and all the leaders of Mason share a likeminded passion and commitment to family and community. So we hope to one day soon be able to have Mr. Nicklaus give back once again to the state of Ohio and to the City of Mason through his work on the Golf Center, and to establish of reunion of sorts with this important member of the extended family of Nicklaus Design clients and significant chapter in Mr. Nicklaus' design history.

Once again, Eric, thank you for the opportunity to present this proposal on behalf of Mr. Nicklaus and Nicklaus Design, and for taking the time to review and present this document to the City of Mason leadership. I hope we have given you compelling reasons to further our dialogue.

Very truly yours,

  
Scott Tolley  
Senior Vice President  
Nicklaus Design, LLC  
Office: (561) 227-0300  
Direct: (561) 227-0458  
Cell: (561) 714-4385

for the city   
C. Ty MANAGER