



**TRINITY FOREST
GOLF CLUB**

VISION STATEMENT

A Club for Championship, Community and Camaraderie.

Built in the 6,000-acre Great Trinity Forest in Dallas, Trinity Forest Golf Club is intended to become one of the world's premier golf clubs, reestablishing Dallas as an integral part of golf's rich history and traditions. By hosting prestigious events, the club will elevate charitable activity and community enrichment, while creating a special place for members and their guests to enjoy the camaraderie of the game.

Honoring the past, present and especially the future of golf, Trinity Forest Golf Club is a place where anyone can celebrate the game. The club will be the site of the AT&T Byron Nelson beginning in 2018, and serves as the home course for Southern Methodist University golf teams. It also will host the world's best players during future PGA TOUR, NCAA and other esteemed golf tournaments. Plus, Trinity Forest Golf Club's commitment to help build a new facility for The First Tee of Greater Dallas is just the beginning of the club's pledge to support junior golf.



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FACT SHEET

Golf Facilities

- World-class facilities include an 18-hole Championship Course and nine-hole short course (the “Horse Course”).
- Course designers Bill Coore and Ben Crenshaw created a classic golf course design with traditional, strategic artistry illuminating the natural beauty of the area’s topography.
- Trinity Forest provides ample infrastructure for tournament hosting facilities. Current facilities satisfy all requirements of the PGA TOUR.
- Trinity Forest Golf Club is the home course of SMU’s golf teams.
- Trinity Forest Golf Club has an extensive state-of-the-art practice academy.
- The 10,000 square-foot Trinity Forest Golf Club Teaching Academy and SMU Golf House include four hitting bays with Trackman, Swing Catalyst and GEARS technology. The Academy also has a SAM Putt Lab, fitness center, offices, lounge areas and locker rooms.
- A 10-acre teaching center for The First Tee of Greater Dallas will be built adjacent to the Trinity Forest teaching academy.
- The playing surfaces of the Championship Course and Horse Course are comprised of: Trinity (L1F) Zoysia for tees, fairways and green surrounds, and Champion Ultradwarf grass on the greens.
- The 35,000 square-foot clubhouse was designed by Mark Finlay Architects and built by the Beck Group. The clubhouse includes a golf shop, men’s and women’s locker rooms with bars, the main bar and grill with private dining room, a 5000 square-foot event room, and two lounges and expansive balcony upstairs overlooking the Championship Course.
- Club contact information: 5000 Great Trinity Forest Way, Dallas, TX 75217; 214-646-3570, www.TrinityForestGC.com.

The Site

- The Great Trinity Forest includes more than 6,000 acres covered by a towering hardwood forest. The golf club site – which replaces a former landfill – covers 400 acres and is bordered by the Great Trinity Forest on all sides. The golf course sits on 160 acres.
- The site has elevation changes of up to 40 feet in certain areas.
- Trinity Forest Golf Club is located roughly 10 minutes from Downtown Dallas about one mile east of I-45 South off of the Loop 12.
- As of the July 2010 U.S. Census, the population of Dallas/Ft Worth is 6.4 million people, the fourth largest metropolitan area in the United States.
- There are 70,000 hotel rooms in Dallas alone, including more than 15,000 within a 10-mile radius of the Dallas Convention Center.

The Club Structure

- Trinity Forest is an invitation-only private club.
- Unaccompanied guest access is available at predetermined times for individuals and groups sponsored by members or hosted by the club.

PGA TOUR Involvement

Trinity Forest Golf Club will become the host of the AT&T Byron Nelson beginning in 2018. President of the club, Jonas Woods, issued the following statement regarding this monumental development:

NEW HOST OF THE AT&T BYRON NELSON

“The foundation of Trinity Forest is based upon championship, community and camaraderie. In terms of its physical attributes, Trinity Forest is purposely built to host the highest caliber golf competitions at every level, whether amateur, collegiate or professional play. Further, the club is structured to be an integral part of the Dallas community, and its social components are intended to build strong relationships among the members for the betterment of Dallas, as a whole. The AT&T Byron Nelson embodies all three tenets. Thanks to the Salesmanship Club of Dallas, AT&T and the PGA TOUR, the event brings the community together for a few days of golf and fun and raises significant funds for local charities. To get a chance to host this prestigious event is humbling and presents a tremendous responsibility. We are grateful for the opportunity and look forward to enthusiastically taking on the challenge. Bill Coore and Ben Crenshaw created a golf course very unique to Texas, and we believe it will provide a stout test for the best players in the world. And hopefully, we will deliver a fan experience to match.”

Jonas Woods
President, Trinity Forest Golf Club



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FREQUENTLY ASKED QUESTIONS

What is the Trinity Forest Golf Club?

The Trinity Forest Golf Club is a new private golf club featuring 18 holes of golf designed Bill Coore and Ben Crenshaw located in the South Dallas' Great Trinity Forest. It will become the site for the AT&T Byron Nelson beginning in 2018 and potentially other major professional and intercollegiate golf tournaments. Trinity Forest Golf Club was created explicitly to attract prestigious golf championships back to Dallas, thereby driving community impact and charitable activity.

Where is the site and how do I get there?

Roughly 10 minutes south of Downtown Dallas, the 400-acre facility is located within the 6,000-acre Trinity Forest in South Dallas on recaptured landfill property.

From Downtown Dallas, travel South on I-45 to Loop 12. Take Loop 12 East for approximately 1.5 miles. The club entrance is on the right.

What does the club include?

The club consists of an 18-hole Championship Course, nine-hole short course (Horse Course), state-of-the-art teaching academy and practice facility, 35,000 square-foot clubhouse, a 20-acre The First Tee of Greater Dallas facility, complete infrastructure needed to host PGA TOUR, USGA, NCAA and other major and corporate events.

Is the golf course private or open to the public?

The golf club will be private with designated times for guest, charity, corporate and non-member play.

Who is the golf course architect and what is the course style?

Bill Coore and Ben Crenshaw of Coore & Crenshaw Inc. are the designers of the Championship Course and the short course. The design of Trinity Forest honors classic golf course architecture with traditional, strategic golf and landscape artistry as the guiding philosophy. Trinity Forest resembles many of the great old courses of the Northeast U.S. and Great Britain with a links-style layout on a rolling meadow with tall native grasses, dramatic bunkering and green complexes.

What are the golf course stats?

<u>Tees</u>	<u>Yardage</u>	<u>Slope</u>	<u>Rating</u>	<u>Par</u>
Championship	7,450	134	76.0	72
Blue	7,150	132	74.8	
White	6,547	129	71.8	
Red	5,867	M: 119 W: 133	69.2 75.3	

Who owns the course?

The property is owned by the City of Dallas and leased to a private partnership created by the founders that control the operations of the course through its board of directors.

Is the facility available for charity or corporate golf tournaments? Could a member host an outing?

The Company hosts charitable golf tournaments for organizations selected by The Company and the Members. Members also have the opportunity on an as-available basis to host their own group golf outings or corporate tournaments.

How does the club preserve the natural environment?

In partnership with Trinity River Audubon Center, Trinity Forest implemented a Blackland Prairie Restoration Plan and created additional habitat opportunities for native plants and animals. This vital ecosystem has been reduced to roughly one percent of its original size, making it one of the most endangered ecosystems in the country. Trinity Forest Golf Club restored 75 acres of Blackland Prairie with native grasses and vegetation.

Who manages the course?

The course will be governed by the board of directors.

How does the development help the City of Dallas?

- One hundred percent of the income generated at the course will be contributed to Dallas-based educational and charitable organizations. Through the Salesmanship Club of Dallas and The First Tee of Greater Dallas, the club will materially help under-served communities in South Dallas.
- Relocating the AT&T Byron Nelson to South Dallas will bring significant exposure and resources to the area. It will relocate the hub of the tournament activities from Las Colinas to Downtown Dallas, resulting in increased hotel and sales tax revenues for Dallas that is currently being realized by Irving.
- For many years the AT&T Byron Nelson has been considered a premier event on the PGA TOUR., a distinction that has allowed the tournament to generate more than \$120 million for Dallas-area charities.
- The club’s community and charitable support will help strengthen and elevate the quality of the surrounding neighborhoods.
- It will create significantly greater national exposure for the City of Dallas through televised tournament coverage.



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KEY PERSONNEL BIOS

Richie Hare – Director of Golf

Richie Hare grew up in Plano, Texas, and after graduating from Sam Houston State University, he played professional baseball with the Detroit Tigers. During the baseball offseason, he worked at Preston Trail Golf Club where he later accepted his first full-time position in the golf business as an assistant professional in 1997.

In 2001, Hare joined Discovery Land Company and went to work at their new Vaquero Club in Westlake. Richie was named Head Golf Professional at Vaquero in 2005 and became Director of Golf in 2007. From 2004 – 2015, Vaquero has been ranked both the #1 Club and has received the Best Service award by the Dallas Morning News.

Richie also is a Level III TPI Golf Instructor, Level II TPI Golf Fitness Professional, Level II TPI Junior Professional and has earned LAB certification from Jason Glass. Richie was named Merchandiser of the Year in 2011 by the North Texas PGA and has been named a Top Instructor by Avid Golfer. Callaway Golf named him as a Master Staff Member.

Cameron McCormick – Director of Instruction

Cameron McCormick began coaching golf in his home country of Australia in 1998. Moving to the United States in 2000, he brought with him the coaching principles honed under the tutelage of the Victorian Institute of Sport coaches.

With a background in competitive golf, both collegiate, amateur and professional; in addition to knowledge in the biomechanics, motor learning and psychology domains, Cameron has developed an international reputation as a sought after coach to players at, or aspiring to, high levels of competitive mastery.

McCormick's client list covers the gamut from beginner to elite players. He is most well-known for coaching the #1 ranked player in the world; PGA Tour winner and 2015 Masters and U.S. Open Champion, Jordan

Spieth since the age of 12. His clients, past and present, include over 20 combined PGA, Champions, Web.com and LPGA Tour players and four of the last seven USGA Junior Amateur champions.

He is a Class A PGA Member, the founder of Altus Performance and serves at the Director of Instruction at the Trinity Forest Golf Club in Dallas, Texas. Cameron is a Golf Magazine Top 100 teacher and in 2015 was named the PGA of America Teacher of the Year. Recently listed as No. 5 on *Golf Digest's* 50 Best Teachers in America list.

Kasey Kauff – Director of Golf Course Grounds

Before being named the Director of Golf Course and Grounds for Trinity Forest Golf Club, Kasey Kauff served as the Director of Golf Course and Grounds at the Country Club of Orlando and the Golf Course Superintendent at the famed Atlanta Athletic Club in Johns Creek, Georgia. During his time at the Atlanta Athletic Club, Kauff was the lead superintendent on the Highlands course and was responsible for tournament preparation for the 2011 PGA Championship. Kauff will oversee all agronomical aspects of Trinity Forest including grow-in, turf management and irrigation efficiency. Kauff is known for his exceptional course and event preparation, as well as his knowledge of Zoysia and Champion Ultradwarf grasses, both of which are incorporated into the playing surface at Trinity Forest.

Bill Coore and Ben Crenshaw

The highly sought after and critically acclaimed design firm of Coore & Crenshaw Inc. – founded by Bill Coore and Ben Crenshaw in 1986 – was built upon the shared philosophy that traditional, strategic golf is the most rewarding, and the creation of courses that present this concept with the greatest artistry is the ultimate goal. Together they have collaborated on two dozen course designs worldwide including Bandon Trails and Bandon Preserve, Friars Head Golf Club, Streamsong Resort, Shanqin Bay Golf Club (China), Lost Farm at Barnboogie Dunes (Tasmania), Austin Golf Club and Sand Hills Golf Club. The firm has also renovated notable clubs throughout the United States including Brook Hollow Golf Club and Lakewood Country Club in Dallas, Houston Country Club, Prairie Dunes Country Club, Riviera Country Club, and most recently, Pinehurst #2 and The Maidstone Club.