

**Twin lakes Golf & Country Club Business Plan
Fiscal Years 2010 to 2014**

The Twin Lakes Golf and Country Club business plan for 2010 and the years following is focused on stabilizing current membership while increasing new memberships. Increasing outside event sales, maximizing revenues from outside golf events and continuing to increase member satisfaction will continue to be given priorities. To achieve these goals the operations team will continue to develop sales and marketing programs to attract new members, new catering, wedding, and reception business and to attract new outside golf events. Increased membership provides the ability to substantially increase the number and type of social events for our new and current members.

We strive to be financially sound with sufficient reserves to handle present and future capital and operational needs. This will enable us to enhance the perceived value in belonging to Twin Lakes Golf and Country Club. Long term planning will be a much needed ally in accomplishing these goals, and member enhancements such as a fitness center and upgrades to the swimming pool facilities would become possibilities. Our goal is to continue to provide an efficient and well maintained golf complex and an exceptional amenities program for all members and the greater community to recreate.

Attached is the TLGCC 5 Year income and Expense Projection. The premise of this projection is based on expenses being maintained at an inflationary level. Increases in membership levels and therefore membership dues revenue are conservative. The impact of adding the TLHOA Amenities Program is primarily to the monthly dues income. The potential for increased utilization of the Twin Lakes' facilities is being measured on a cautious basis but very well could be significant.