

June 15, 2021

Residents Of The Greater Rock Creek Communities –

I write this note to you with the hopes that together, Golfco and the Rock Creek communities, can achieve something unique and special for the overall community that we share. Something that will **permanently:** protect, stabilize, and enhance your property values into the future, provide the community with a vastly improved clubhouse/social center amenity where residents can create and share experiences for a lifetime, and ensure Rock Creek Golf Club will remain a golf club.

We know what is possible. Our team has lived and worked in club-based communities for most of their lives. We know the sense of community including the positive and memorable impacts of what it means to be part of a club...lasting invaluable memories created with family, friends, and business associates as well as being part of something special and exclusive.

We see an opportunity to explore with you a revitalization of the Rock Creek Golf Club from what it is today **into something special**...a community center that is the focal point of the neighborhoods. A place that offers a range of opportunities for residents to enjoy...a destination for people to come, engage, and create experiences...more than just a place to play a round of golf.

We would like to see this for the golf club and communities. But there is a lot of work needed to accomplish this vision. The business of the Rock Creek Golf Club is improving, but there is still a long road to complete before the turnaround is complete. In addition, our basic turnaround program does not include **transformational change** of the clubhouse and grounds. To achieve that, additional community support is needed. We are confident we can advance what exists today into something benefitting all the residents of the communities of Rock Creek. If done correctly, the Rock Creek Golf Club will become a shining example of how a partnership between private business ownership and engaged communities can provide residents a club social amenity they can be proud of, protects/enhances property values, and sustains into the future. **We strongly believe that the long-term health and vibrancy of the Rock Creek communities and the Rock Creek Golf Club is mutually dependent.**

We view the joint success of the Rock Creek Golf Club and the local RC communities as a 3-legged stool. With any 3-legged stool, all the legs need to be strong for the stool to be on a solid foundation and not tip over. With Rock Creek Golf Club, we believe there are 3 components necessary to transform. The first pillar is a great golf course in terms of appearance and playability. The second pillar is a modern diverse clubhouse and grounds that appeal to more than just golfers. The third pillar is strong community support and engagement. With all 3 legs soundly in place, we are confident the club can live up to its potential and positively impact the overall community.

The first leg is well underway with the purchase of new golf carts, course maintenance equipment, POS improvements, enhanced F&B offerings, etc. We have received a lot of feedback that course conditions have improved significantly. We hope to continue to make improvements over the coming years.

The second leg is the clubhouse and grounds. We hired a professional firm with impeccable golf and hospitality industry credentials to provide a plan to transform the clubhouse and grounds and overcome its current dilapidated state. We required that their solution incorporate features that would appeal to the greater Rock Creek communities beyond golf. The proposed plan integrates solutions for modern dining, meeting rooms, retail, “grab n’ go” dining, separate bar area, outside dining/relaxation, and indoor golf simulation/video gaming.

The last leg of the transformation is support and engagement of the RC communities. Since we took over operations, support from the communities has been encouraging. But to achieve a larger transformation vision, more is needed. Based on discussions with community representatives, interviews, survey results, and workshops with residents and current club members, we have prepared a proposal for consideration by the local RC community residents that elicits direct financial support. In exchange for the requested financial support, the communities in Rock Creek will secure **three basic components of value**:

Golfco’s promise to offer up the existing clubhouse and deliver for you on the transformation vision for the club and our commitment to preserve Rock Creek Golf Club (RCGC) as a golf club
Social Memberships with associated benefits for communities of Rock Creek, and
Property value protection/enhancement.

The requested support equates to **about \$1 per day per household**.

If this is something of interest to you, we ask that you engage with your peer residents and POA Board representatives to best determine how you would like to engage with us and take advantage of this great opportunity. Our objective is to determine by the **end of August** whether something can be agreed with the communities. We would encourage residents to engage with us through our GM, Steve Harris, Scott Schneider, our COO, or with me directly. We are excited about what this potentially means for your community and look forward to working with you and providing a new clubhouse experience for all residents to enjoy.

Very Truly Yours,

Patrick O. Schneider

Managing Partner,
GolfcoPartners, LLC