

The Club at Cobble Creek
Board of Directors Memo to the Membership
September 11, 2022
Subject: Expansion of Clubhouse Tavern Facilities

The Board of Directors is reviewing proposed plans from the Long Range Planning Committee composed of HOA and Club members to enhance the dining experience, increase the capacity of the Tavern, and to expand the Tavern kitchen to provide a wider variety of menu options and specials, as well as, “in-house” catering for events increasing food and beverage capacity to meet the needs of the membership and public. The desire of the membership for a full-service restaurant could also be met through the kitchen and Tavern expansion.

Rationale: The BOD anticipates a growing demand on food and beverage services from the public and new Club members as the parcels of land to the South and West of Cobble Creek are developed as well as the development of Spruce Point North. The land to the South and West of Cobble Creek is under contract between WestStar and a front range developer with closure expected before the end of the year. We anticipate that this land will be developed in some manor to provide additional housing to the area. Spruce Point North will add additional Club members. And then there is Matt Mile’s planned development to the North of Cobble Drive. Not only will this increase housing in our area, but will increase Club membership. This in turn will increase the demand for seating and food and beverage service within the current crowded Tavern.

Additionally, the Board is anticipating increasing membership revenue stream through additional membership opportunities to the outside community.

Non-voting memberships: Non-voting Club memberships would be extended to non-residents who wish to participate in the social events offered to members of the Club at Cobble Creek. These members would have the same membership privileges as voting members with the exception of the right to vote in Club affairs. The club currently has several non-voting Club members dating before the transfer of assets from WestStar to the Club. This category of memberships is described within the Club Bylaws.

Corporate Membership Marketing: In addition, the Club will be marketing non-resident corporate and personal golf memberships. Increasing the rounds of golf played on our course is essential to the financial success of the Club. This in turn will increase the demand on the Tavern Business.

Outside Event Marketing: Active marketing for outside event sales is expected to increase the demand for catering services. This plan would eliminate transportation of food from the Creekside Kitchen to the catered event in all types of weather, thus improving quality and timeliness of the catered product.

Funding: Partial funding of approximately \$400,000 for this project would be sought through the City of Montrose Business Expansion Grant. These grant monies must be used by a business in a manor which benefits the City of Montrose. Expansion of our Tavern will equate to increased employment

opportunities and a restaurant capable of serving the public in addition to our membership. This application will be submitted in early Spring once the scope of the project is documented.

Use of Creekside Building: Expansion of the Tavern Kitchen would require the use of the space currently occupied by the Golf Pro-Shop. The proposal includes moving the Golf Pro Shop to the main dining area at Creekside. This would allow the Club to increase the area available for golf and logo merchandise sales. Also included in the proposal is the addition of a golf simulator at Creekside. This addition would allow golfers to practice their skills all year round and provide a tool for golf club fitting adding to the potential sale of golf club sets to the Golf Pro Shop revenue stream.

There is a critical need for increased office space and storage. This could be accomplished by placing the new office space at Creekside.

Leasing Creekside: This expansion proposal would negate the use of Creekside as a leased entity to outside businesses whether as a competing restaurant or other businesses. This space is better utilized to meet the growth needs of the Club at Cobble Creek.

Survey: A survey will be extended to the membership in the near future asking for input regarding these proposals and for alternative options. It is hoped that all members will take advantage of providing their input and engage in the future plan for our Club.