

January 8, 2018

Dear Halifax Plantation Member,

As we all begin what we all hope will be a very special 2018, both personally, and for Halifax Plantation, I would like to thank the membership for their many years of support of the Club. The Club ownership and staff truly appreciate all that the membership contributes to make our Club special.

I have been fortunate to join The Club this past December as your General Manager. Prior to Halifax Plantation, I was serving in a similar position with Ballyhack Golf Club, a Private Destination Club and member of the *Golf Digest Second 100* best courses in the United States, located in Roanoke, VA. Prior to Ballyhack, I served for seven years as Vice President of Operations for Honours Golf located in Birmingham, AL, until the company was sold. Included within my responsibilities was the oversight for the Slammer & Squire and King & Bear Golf Clubs located within The World Golf Village in St. Augustine, FL. I am not a stranger to Florida golf and I look forward to the future for Halifax Plantation.

Since inception, Halifax Plantation Golf Club has served as the social and recreational centerpiece of the Halifax Plantation Community. The Club has been operated and managed as a marketing amenity with the primary objective for the developer. Traditionally, the Club has been operated at an operating loss which limited the amount of change and progress the Club could achieve.

Halifax Golf Club, LLC, which recently acquired the Club, includes individuals with collective golf ownership and management experience with over 50 golf courses and clubs throughout the South and Middle- Atlantic Regions. The ownership plans to benefit from the Club's well-deserved reputation for providing Ormond Beach and the surrounding communities a consistently well-maintained golf course and full-service clubhouse with tremendous food and beverage offerings. The ownership is prepared to operate the club for the long-term, while encouraging improvements along the way.

Over the past 90 days, our efforts have focused on a successful administrative transition to include policies and administrative procedures, short-term planning and people management, while at the same time, observe how the club functions on a daily basis. During this time, we did invest \$90,000 to upgrade the course irrigation pumping station.

As we move into 2018, it becomes important that we begin the path as some of North Florida's finest semi-private clubs. To achieve this vision, the Club's decisions will be predicated on:

- Maintaining the Club as the centerpiece for recreation and social activities within Halifax Plantation, while serving as an attractive amenity to support future growth within Halifax Plantation.

- Market and advertise the Club in a fashion that will attract more membership, golf and social activity. Revenue growth is of utmost importance in protecting what we have, while providing for many needed improvements.
- Streamline the membership category offerings to simplify decision making and encourage year-round support. All active, in-use annual membership categories will be grandfathered.
- Enhance the Club social calendar by continuing the traditional favorites while mixing in new programming. This includes improving the frequency and quality of our member communication.
- Offering clubhouse, golf and sports operations that we all can be proud. This will include some immediate upgrades to our tennis, swim and exercise facilities.
- Establish Halifax Plantation Golf Club as a self-supporting operation that will justify our owner's investment in our club.

The Club staff is excited about the future and everyone remains committed to the member experience. We believe membership has its privileges, and we would like to see more members. If you have the opportunity to refer a member prospect “our way”, we would appreciate the chance to discuss the Club and explain how they can be part of our “new beginning”. Once again, thank you for all that you do for our Club.

Happy New Year,

Joe Zaleski
General Manager
manager@halifaxplantation.com