



The ACE Club
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THE ACE CLUB STRATEGIC VISION

1. DEVELOPMENT OF THE GUIDING VISION AND MISSION STATEMENT

- To provide an exceptional corporate golf club experience to all of our members by leveraging an exclusive Gary Player Signature designed golf course, superior grill-based food options and white-glove service excellence to our members and their guests.

2. MEMBERSHIP CONSTRUCT

- Focus on increasing our membership by adding individuals and companies who want to share The ACE Club experience
- Create the role for a dedicated Membership Sales Director

3. ENHANCES THE MEMBERSHIP'S CLUB EXPERIENCE

- Create the role of Director of Member Services
- Develop and retain high performing workforce, offering ongoing training & development
- Initiate software to capture, manage and retain Member requests and experiences

4. CREATION OF A PLAN THAT ENSURES SOUND GOVERNANCE AND OVERSIGHT TO IMPROVE TRANSPARENCY

- Chubb Executive Committee & Operations Committee was created to work with General Manager
- Enable the ACE Club to set a clear direction to all with ongoing updates to the membership

5. DEVELOP MULTI-YEAR CAPITAL PLAN

- Identify and plan for capital investments to maintain an incomparable golf club and course

6. IMPLEMENTATION OF AN IMPROVED FOOD AND BEVERAGE OPERATION

- Partner with new operator and develop new menus, continue to innovate and adapt
 - Improve service culture
 - Continued compliance of safe food handling and responsible beverage service
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