

STRATEGIC PLAN 2020-2024



DESERT MOUNTAIN CLUB



STRATEGIC PLAN VISION, MISSION AND SUCCESS



VISION STATEMENT

Our vision is to become the finest private club and community for golf and recreational lifestyle activities in North America.

MISSION STATEMENT

We will provide our members and employees with an exceptional experience consistent with our vision to be the finest club and community for golf and recreational lifestyle activities in North America.



What Does Success Look Like for Desert Mountain in 2024?

1. We will have 90+% membership satisfaction in all major areas.
2. We will grow our membership in this five year period to the desired level of 2,050 Equity Golf Members.
3. We will deliver outstanding services with a membership cost that is competitive and sufficient to fund our operations and capital spending without assessment, if possible.
4. Our Golf, Food & Beverage, Lifestyle amenities, Club infrastructure and programming will be consistently relevant and exceptional.
5. An increased number of Club members will also be homeowner residents.
6. The members, the Board and the management team will have a trust based relationship that contributes to a positive Club culture.

GOAL ONE

Grow Equity Golf Memberships to 2,050

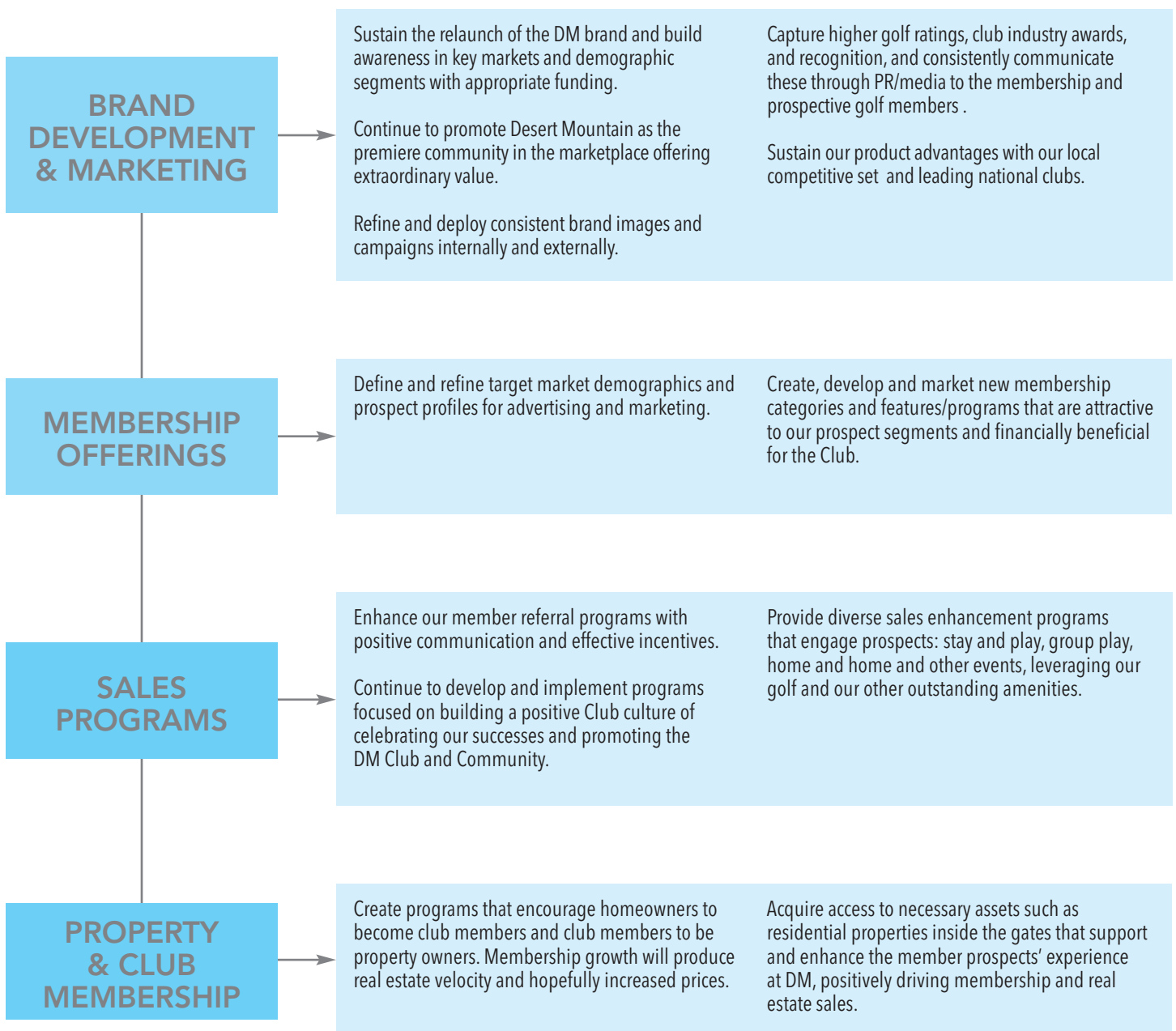
GOAL ONE STRATEGIES

1. Build the Desert Mountain brand as the finest private club and community for golf and recreational lifestyle activities in North America.

2. Enhance and develop our marketing resources and initiatives for targeted brand and marketing campaigns.

3. Develop a relevant, consistent, and sustainable portfolio of membership offerings and programs to grow the Club's total membership levels.

BUILDING BLOCKS



GOAL TWO

Manage Club finances to support current and long-term financial sustainability, enabling Desert Mountain Club to continue to offer a compelling value proposition

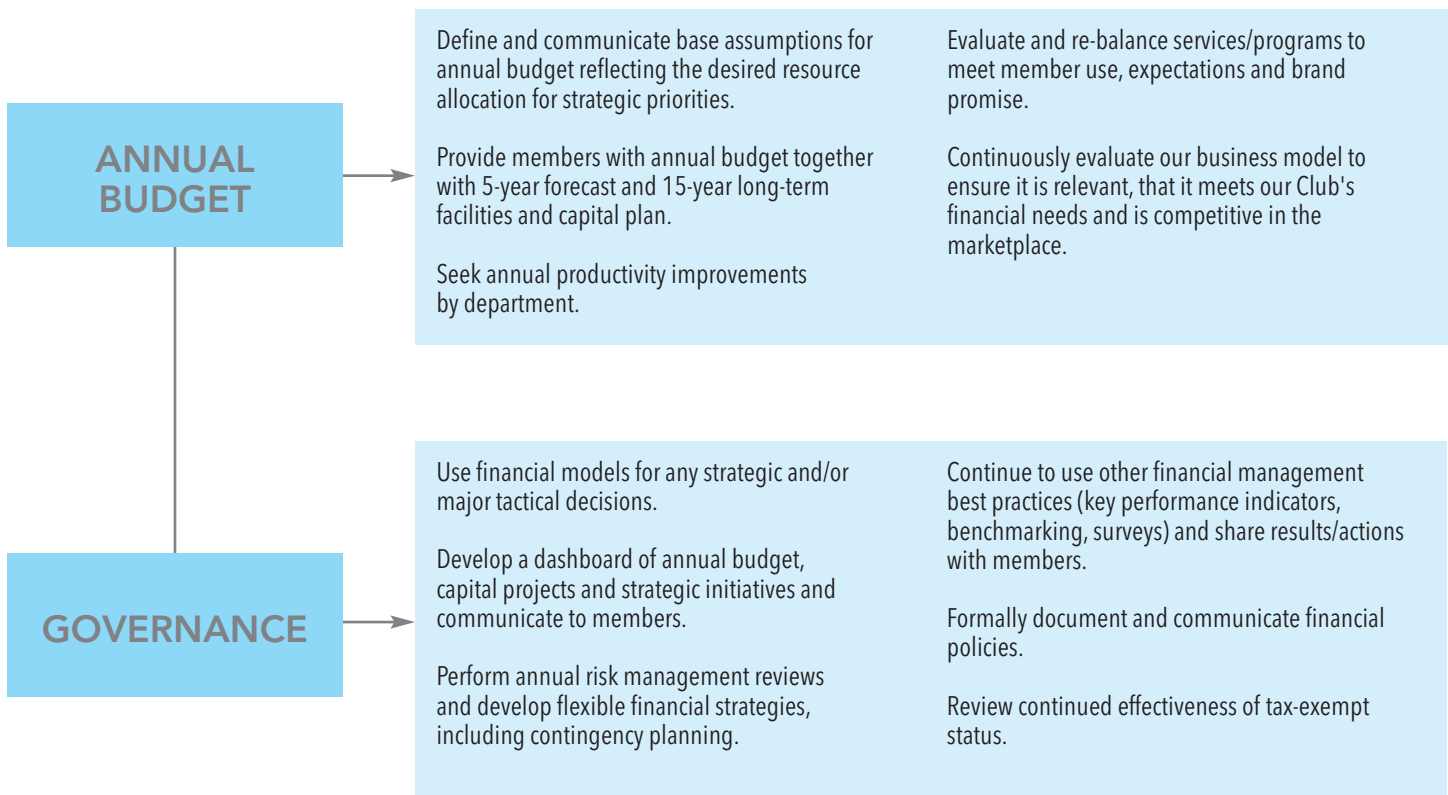
GOAL TWO STRATEGIES

1. Manage operating costs and annual dues to a level sufficient to fund operations, capital requirements and reserves consistent with our brand, mission and vision statements without assessments, if possible.

2. Review capital structure for sustainability and efficiency. Prioritize capital projects to balance member expectations, infrastructure needs, and new amenities.

3. Create an effective process for communicating Club financial matters to the membership.

BUILDING BLOCKS



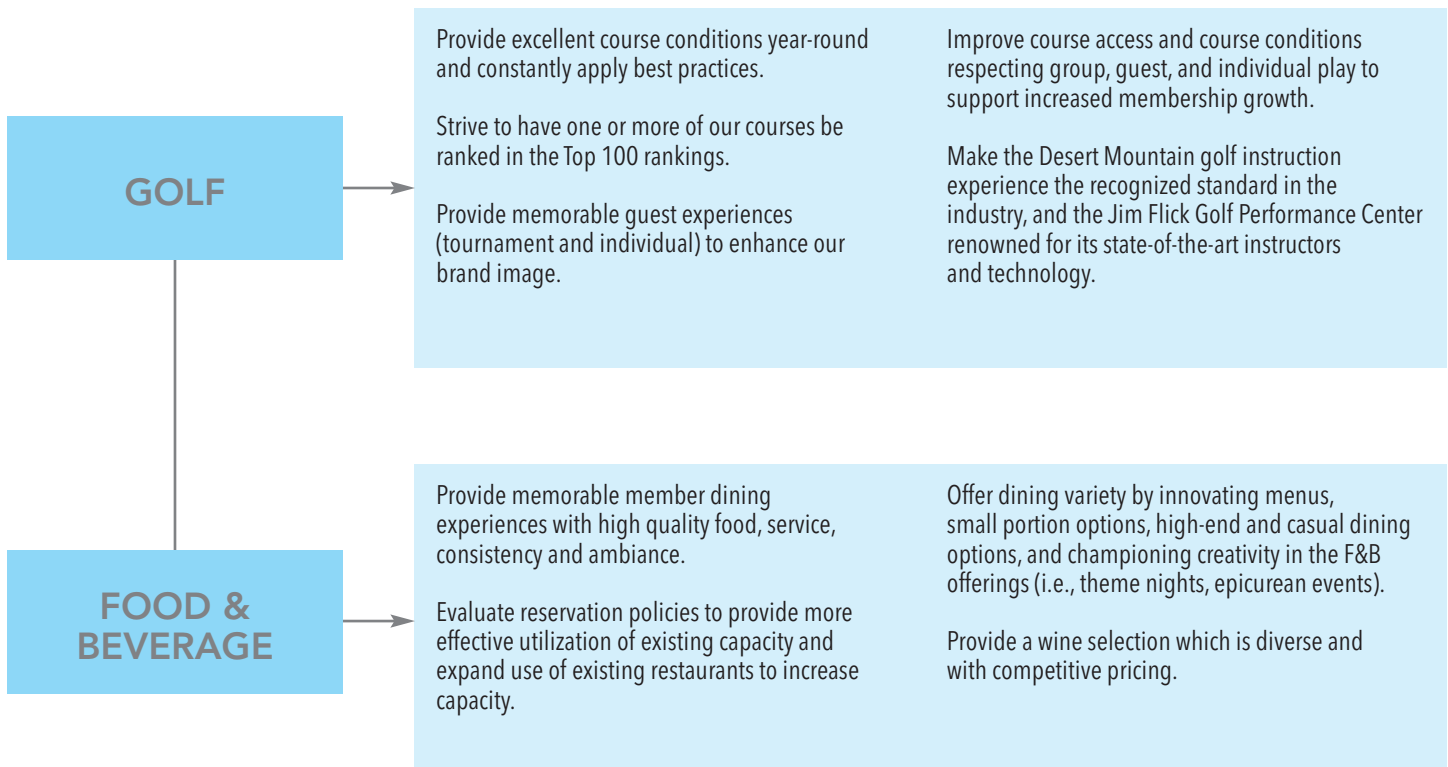
GOAL THREE

Fulfill the DM brand promise as the finest private club and community for golf, and recreational lifestyle activities in North America, achieving an overall membership satisfaction rating of 90+%

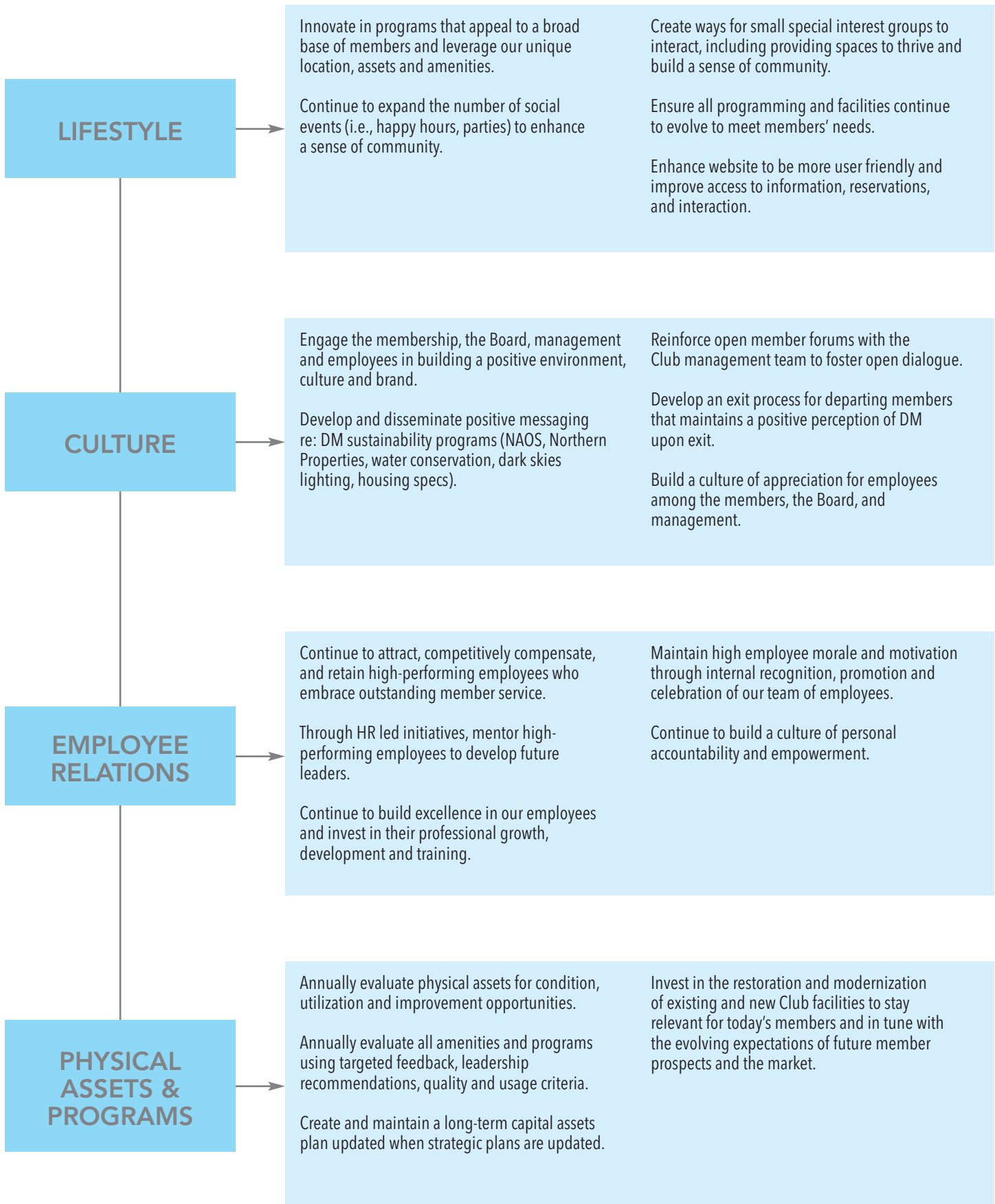
GOAL THREE STRATEGIES

1. Deliver exceptional golf experiences with well-maintained courses and facilities, ensuring optimal access.
2. Attract, develop, and retain motivated, well-trained and high-performing employees.
3. Innovate in all aspects of our Club programming to deliver consistent, relevant product and excellent service.
4. Enhance and evolve our distinctive choice of Lifestyle amenities and programs to remain a leader in the marketplace.
5. Promote an inclusive, collaborative, trust-based Club culture, where members, Board Members, management and employees practice active, positive promotion of our Desert Mountain brand.
6. Continue to evolve and enhance the Board governance model to ensure the Board is a strategic entity and allows our CEO and management team to run our operations.

BUILDING BLOCKS



BUILDING BLOCKS





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