



ECONOMIC DEVELOPMENT PROPOSAL
FOR DAUPHIN ISLAND ALABAMA
SUBMITTED BY:



DAUPHIN ISLAND PROPERTY
OWNERS ASSOCIATION





BACKGROUND

Approximately two months ago, Dauphin Island Property Owners Association (DIPOA) began to discuss potential ways to improve upon the devastating economic situation created by the BP Deepwater Horizon Oil Spill. Dauphin Island's businesses, residents and visitors have suffered financially and emotionally by this event. Recognizing that DIPOA owns the largest contiguous, developed property on Dauphin Island, it was realized that this property could serve as one of the largest economic engines on Dauphin Island. The property consists of a 180-acre tract of pristine Gulf frontage known as Isle Dauphine Club. Developed in the early 1960's, Isle Dauphine has been creating memories on Dauphin Island for nearly 50 years. In order to determine the most suitable use for the property, a team of local professionals was assembled to prepare a master plan. The challenge was to come up with a plan that provides a great opportunity for economic development, yet preserve and enhance the natural beauty of Dauphin Island as well as maintain the "Fishing Village" atmosphere.

THE TEAM

The DIPOA has taken the initial lead in defining this unique opportunity, but The Town of Dauphin Island and all property owners must come together with a collective vision. The current team leading this effort consists of the following companies and individuals:



Dauphin Island Property Owners Association

As the owners of Isle Dauphine Club, the DIPOA serves as the entity in charge of supervising all operational, business and related activity within the Isle Dauphine Club. At this time, Mike Rogers serves as Secretary for DIPOA Board of Directors. Mike serves as the liaison between the DIPOA and the team. He brings experience in construction and development as President of Rogers & Willard, Inc. He also brings environmental experience to this effort having served on the boards of The Nature Conservancy of Alabama and Alabama Coastal Foundation. Mike has been a resident of Dauphin Island since 1974.

Head Companies, www.headcompanies.com

With more than four decades of development experience, Head Companies has been engaged in the development of residential, commercial, mixed-use and planned unit projects throughout the Southeast. Head Companies has been responsible for many successful projects along the northern Gulf Coast including Wild Heron, LaTerra and Indigo in Florida along with The Beach Club, Peninsula and Rock Creek in Alabama, to name a few. Led by David Head, David Head, Jr., and Richard Ogburn, Head Companies brings to this team the ability to assess land potential, coupled with a consistent vision of producing a quality product that will set market trends.

CSA Group, www.csagroupinc.com

CSA Group, Inc., is a progressive landscape architectural and planning firm located in Mobile, Alabama. The firm offers a broad spectrum of professional planning and design services for commercial, industrial, residential, educational, recreational and military projects. CSA's expertise in landscape architecture and planning helps to identify design strengths and produce functional and aesthetic solutions. The firm provides imaginative, realistic, and economic design solutions and is recognized for its functional



and workable designs, which are fully responsive to the client's objectives. James Crowe, one of CSA's founding partners, will serve as the central contact for CSA Group on this project.

Forrest Daniell & Associates, P.C., www.fdaniell.com

Forrest Daniell & Associates, P.C. has been specializing in mid-rise and high-rise coastal condominiums and resort hotels since 1997. The firm's services include master planning, design, construction documents and construction administration. Partners Forrest Daniell and Jeff Jordan both have their Masters degrees in Architecture and have won the only two design competitions they have entered, most recently for the Spanish Fort Community Center.

DW Golf Solutions/Nicklaus Design, www.dwgolfsolutions.com

DeWitt Weaver Golf Solutions, LLC is a privately held golf consulting company based in Atlanta, Georgia. DeWitt T. Weaver, Jr., along with his sons DeWitt III, Brian and Scott formed the limited liability company with the intent to serve the golf industry in all areas of golf instruction, golf course design and renovation, golf education and golf facility development and management. DeWitt Weaver is a Senior PGA Tour player with strong ties to Mobile and Dauphin Island. DeWitt has enlisted Nicklaus Design (www.nicklausdesign.com) as a design partner for this project, led by Chris Cochran.

Lewis Communications, www.lewiscommunications.com

Founded in 1951 in Mobile, Alabama, Lewis Communications is a branding and marketing firm specializing in resort and tourist destinations. From coastal resort residences and master-planned developments, CVBs and cultural attractions, Lewis Communications has enjoyed the privilege of branding some of the most successful



destination and tourism projects in recent years including Coastal Vision 3000/The BEACH, Sandestin Hilton Beach and Golf Resort, Kiva Dunes, Wild Heron, Alabama Bureau of Tourism and Travel and Robert Trent Jones Golf Trail, to name a few. Ellen Wingard, SVP/Managing Director and Tripp Lewis, Director of Business Development, serve as liaisons for this effort.

Direct Communications

Direct Communications is a public relations and communications firm specializing in governmental affairs and tourist destinations. Presently serving as the public affairs firm for the Town of Dauphin Island, Rick Heartsell and A. J. Jongerwaard will be the Town of Dauphin Island's central liaisons for this effort.

THE VISION

Isle Dauphine was once a thriving resort golf club for residents and visitors of Dauphin Island. Its pristine location, directly on the Gulf of Mexico, provides breathtaking views coupled with a unique sense of place. The vision is to restore Isle Dauphine to a condition that will create a major hub of activity on Dauphin Island for visitors and residents alike. The components of the project include: renovation of the current buildings on the property; construction of lodging including golf cottages, birding cottages and a hotel; construction of a destination pool, tennis courts and tennis pro shop; addition of beach amenities including concessions and water sports; renovated "Audubon Golf Sanctuary" championship golf course and educational features unique to this site.



The initial impact of this effort will create numerous jobs for construction projects as well as substantial long term job growth. Isle Dauphine is poised to be a new “crown jewel” for the State of Alabama. It will increase property values and the tax base, as well as provide increased tourism revenue.

The project will restore a sense of pride to Island residents and visitors who for years have recognized the potential of this property, but have watched it deteriorate due to a lack of funding. Isle Dauphine will be a destination for major events such as weddings, reunions and corporate retreats. Isle Dauphine will reestablish itself as the premier destination on Dauphin Island for family fun including swimming, sailing, golf, tennis and social events.

COMPONENTS OF THE VISION

Renovation of Existing Facility

Isle Dauphine is a historic landmark for Dauphin Island. The buildings are currently occupied and are structurally sound. However, since they were constructed in the early 1960's, the buildings are in need of ADA upgrades as well as cosmetic repairs and reprogramming of spaces. The buildings to be renovated consist of the three-story clubhouse with commercial kitchen, pool area with restroom/shower facilities and concessions and Golf Pro Shop and Grille. The current buildings will provide services to the pool and beach as well as meeting room and banquet facilities.

Lodging Component

Dauphin Island is in dire need of a commercial hotel. It will be widely used by tourists, but also business, academic, research/science and environmentalists who frequently conduct work on Dauphin Island.



The Dauphin Island Sea Lab, one of the area’s most renowned cultural attractions, is in constant need of lodging for visitors. It would also be desirable to provide a hotel that can serve as a military R & R component. The U.S. Coast Guard would like to provide facilities for their retirees and active duty personnel to be able to vacation on Dauphin Island. It is possible that the hotel could be guaranteed a certain number of reservations per year by the Armed Services. In addition to the hotel, eco-friendly cottages would be placed strategically around the property. The cottages would be located to attract birding enthusiasts and golfers as well as honeymooners. All new lodging components would be built using LEED principals and would be used as a public education tool for “Smart Building.”

Destination Pool

Isle Dauphine presently has the only public pool on Dauphin Island. The pool needs to be updated to the standards set by other coastal and resort properties. The pool, having received no renovation over the years, is today in its original 1960’s condition. A destination pool that will accommodate a large number of visitors will be a draw for residents and tourists as well as day visitors from Mobile and surrounding areas. The pool will be designed to be multi-purpose for children and adults, providing areas for fun, exercise and swim lessons.

Tennis Courts and Tennis Pro-Shop

A minimum of four new tennis courts will be built. The current tennis courts at Isle Dauphine are the only public courts on Dauphin Island. The new tennis facility will provide public access to tennis as well as attract group and tournament play. Grandstands and a pro shop will be provided for the facility.



Beach

With approximately one mile of sugar sand beach along the Gulf of Mexico, Isle Dauphine represents a great access point for people to enjoy beautiful scenery. The beach will employ lifeguards and personnel to provide sailing, kayaking and water activities. Umbrellas, beach chairs and towel rental will be available. A concession service will provide a much-needed amenity to beachgoers.

Golf Course

The current golf course constructed in 1962 has been used by professionals and amateurs alike. Countless young golfers learned to play on this course. The golf course was exceptional in its prime and even hosted major tournaments such as the Southeastern Conference NCAA Golf Championship. In 1979, Hurricane Frederic destroyed the bridge to Dauphin Island and the Club began a slow decline. At times, the course has seen over 2000 rounds played per month. However, the course today averages less than 500 rounds per month. Due to its unique setting, Isle Dauphine will be the only course in the United States sitting directly along the water frontage of the Gulf of Mexico.

The redesign will also allow the course to conform to the Audubon Golf Sanctuary Program. Under the Audubon Sanctuary program, the course will be designed to attract wildlife, particularly birds. The course design will embody the existing natural landscape in order to minimize the amount of acreage requiring constant maintenance. The Dauphin Island Water and Sewer board has run piping to the vicinity of the property that could provide reclaimed water for irrigation. DW Golf Solutions and Nicklaus Design believe the Isle Dauphine property poses the highest potential for golf course redevelopment that they have seen in the United States in 25



years. It represents the possibility of becoming one of a very few “true” links courses in the United States, accompanying such great courses as Brandon Dunes, Shinnecock Hills, and Kiawah Island.

Environmental Education

This unique property has a very diverse landscape. The property has Gulf front beach, primary and secondary dunes, maritime forest, a freshwater lake and occupies the highest point on Dauphin Island. Interpretive walking trails and boardwalks will be provided to educate visitors on this special landscape and the importance of its protection. A fire tower-style look out will provide visitors one of the best vantage points on the Gulf Coast to view sights including Fort Morgan, Fort Gaines, Sand Island Lighthouse, Dauphin Island Bridge and the Alabama mainland. Birding is presently one of the biggest tourist draws for Dauphin Island. During the fall and spring bird migrations, Dauphin Island is one of the top destinations in the United States for birders. The property will be designed to be birder friendly by providing birding habitat, trails and viewing locations.

Marketing

A new Isle Dauphine will require a new brand and the need for an aggressive local and regional marketing campaign. But first, the vision must be set forth in such a way that it will bring Dauphin Island’s community together. To do so, we will hold envisioning sessions with various stake holders to ensure the brand and future marketing campaigns are a success. Due to the constant negative publicity elicited by the BP oil spill in the Gulf of Mexico, marketing will play a crucial role in building consensus, awareness and support locally, regionally and nationally.



PROJECTED BUDGET

Renovation of Existing Facilities

a. Clubhouse	\$1, 250,000.00
b. Existing pool, restrooms and concessions	\$ 500,000.00
c. Existing Pro Shop and Grille	\$ 300,000.00
d. Fixtures, Furnishings and Equipment	\$ 500,000.00
e. Landscaping, Parking, Infrastructure	\$ 500,000.00
Total	\$ 3,050,000.00

Lodging Component

a. Hotel (120 Rooms)	\$9, 600,000.00
b. Cottages (52 each)	\$5, 200,000.00
c. Site Improvements/Parking	\$2,000,000.00
d. Fixtures, Furnishings & Equipment	\$ 500,000.00
Total	\$17,300,000.00

Destination Pool

a. Swimming Pool and Equipment	\$ 800,000.00
b. Pool Deck and Landscape	\$ 250,000.00
c. Chairs, Umbrellas and Accessories	\$ 150,000.00
Total	\$ 1,200,000.00

Beach and Amenities

a. Boardwalks, Storage, Gazebos	\$ 100,000.00
b. Umbrellas, Chairs, Towels	\$ 15,000.00
c. Sailboats & Kayaks	\$ 40,000.00
Total	\$ 155,000.00



Golf

a. Golf Course Design	\$1,100,000.00
b. Golf Course Construction	\$6,000,000.00
c. Golf Pro Shop	\$ 750,000.00
d. Maintenance/Cart Storage Facility	\$1,200,000.00
e. On Course Shelters (2)	\$ 100,000.00
f. Maintenance Reserve (2 years)	\$ 1,600,000.00
Total	\$10,750,000.00

Tennis Facility

a. New Tennis Courts (4)	\$ 150,000.00
b. Pro-Shop	\$ 150,000.00
c. Grand Stands	\$ 30,000.00
Total	\$ 330,000.00

Environmental Education

a. Interpretive Trails, Boardwalks, Lookouts	\$ 250,000.00
b. Fire Tower Lookout (Highest Point on Dauphin Island)	\$ 250,000.00
c. Signage	\$ 15,000.00
Total	\$ 515,000.00

Marketing

b. Branding/Vision/Identity	\$ 500,000.00
b. Regional Advertising/Publicity (3 yrs.)	\$2,250,000.00
c. Membership	\$ 250,000.00
Total	\$3,300,000.00



REVENUE PROJECTIONS

	Current Usage (est./year)	Projected Usage	Revenue
Lodging (nights)	0	18,250	\$1,825,000.00
Pool	2,700	12,000	\$ 72,000.00
Tennis (users)	0	7,300	\$ 58,400.00
Golf	4,500	25,000	\$1,500,000.00
Environmental	0	5,000	\$ 25,000.00
Beach	2,500	15,000	\$ 75,000.00
Events	10	100	\$ 150,000.00
Concessions	0	100,000	\$ 500,000.00
Total			\$4,205,000.00

Job Creation - Permanent

Lodging	25
Tennis	1
Golf	15
Events	2
Total	43

Job Creation - Part Time

Lodging	10
Pool	20
Tennis	1
Golf	8
Environmental	4
Beach	8
Construction Jobs	100
Total	151

PRELIMINARY MASTER PLAN

Dauphine Club & Golf Club Scorecard																					
HOLE	1	2	3	4	5	6	7	8	9	OUT	10	11	12	13	14	15	16	17	18	IN	TOTALS
Back	409	443	394	191	389	236	541	132	442	3379	470	454	628	459	413	163	220	459	570	3926	7215
PAR	4	4	5	3	4	3	5	3	4	35	4	4	5	4	4	3	4	4	5	27	72



SHEET

DATE	08.04.13
SCALE	1"=2000'
DESIGNER	JACK NICKLAUS
CHECKER	JACK NICKLAUS
DATE	08.04.13

NORTH

Dauphine Club & Golf Club
 Preliminary Routing Plan Opt C
 Dauphin Island, AL, USA

GOLF COURSE DESIGN BY

Jack Nicklaus

NICKLAUS
 DESIGN

JACK NICKLAUS

