

Redford Golf Group

Where Your Success Comes First



Robert Trent Jones Golf Trail

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Situation:

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- Grow and diversify the assets of the state's pension fund.
- Use Golf as an investment vehicle.
- Boost state tourism.
- Enhance economic development.
- Attract retiree's to the state.

Action:

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- Largest golf course construction project in industry history.
- Estimated construction costs of \$170 million.
- Collection of 10 golf facilities consisting of 24 golf courses.
- Supported by 4 hotels, major air carrier and international cruise line.
- Develop operational systems, programs and infrastructure to grow as a golf destination.

Results:

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- "Top Ten Golf Destination" in the World.
- Estimated annual economic impact of \$50 Million.
- State tourism revenues tripled, growing from \$1.8 to \$6.2 billion.
- Generated 5 million rounds of golf.

