

PERSIMMON GOLF ASSISTING REES JONES DEVELOPMENT

Persimmon Golf is in the business of managing the development and construction of new golf courses. The Bracebridge based company has been involved with the construction of many of Ontario's top new golf courses, including **Bigwin Island**, **Taboo** and **The Rock**, all in Muskoka, **Copper Creek** in Kleinburg and **Wildfire Golf Club** in the Kawarthas, just to name a few. Founded by a group of leading Golf Industry Professionals, Persimmon is managed by David Smith, who has over 20 years experience in the golf business.

Smith and his partner Bruce Flowers are now spending much of their time in the Niagara Falls area, one of Ontario's fastest growing golf markets. Persimmon is actively involved with both the new Rees Jones designed, **Grand Niagara Resort Golf Course** development, which is under construction and scheduled to

open in July 2005 and are the overall project managers for the proposed Arthur Hills-designed, **Niagara River Golf Club**, which is schedule to start construction later this year. Both projects will complement the world class Legends facility and will be a big part of making Niagara an international golf destination.

Having spent his entire professional career building and developing golf courses and resorts for prominent landscaper / golf developer Bruce S. Evans, Smith always felt that owners struggled through the development process, due to the fact that most people underestimate what really goes into the build out of a golf course. With this in mind, Smith formed Persimmon just over four years ago to work with owners to assist them through the process. Shaping the dirt and growing the grass is like the final coat of paint going into a

spectacular custom home. Prior to even putting a shovel in the ground there are all the details relating to site investigation, land acquisition, environmental assessments, engineering, rezoning, planning, financing, hydro, sewer, water, roads, parking lots – and the list goes on.

Although most people get into the golf development business to make money, it is their passion and love of the game that all too often drives their decisions relating to the golf course development. Smith insists that owners should have a strong business plan before starting anything and it is Persimmon's primary goal to try and keep the owner within the four corners of the business plan.

Although hard to believe in this day and age, golf courses are often completely built before it is known where the club will be positioned in the market place.

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