

Pebble Beach water reclamation project wins state recognition

CARMEL, Calif. — The wastewater reclamation project financed by and serving the irrigation needs of Pebble Beach Co. and its courses received the 1994 "Project of the Year" award from The Water Reuse Association of California.

The project was chosen from nominees throughout California for developing and implementing a public benefit reclamation project utilizing a public-private partnership.

The partnership includes Pebble Beach Co. plus three special district public agencies — the Carmel Area Wastewater District, Pebble Beach Community Services District and Monterey Peninsula Water Management District.

The wastewater project provides tertiary-treated reclaimed water for irrigation of golf courses and other recreational open space areas in Pebble Beach, replacing 800 acre feet of potable water previously used for these areas. The freed potable water will be split between Monterey Peninsula

communities, two Pebble Beach subdivisions and the Pebble Beach Co.'s proposed new golf course and subdivision.

No taxpayer dollars were used for financing the \$33.9 million project. Bond financing came from Certificates of Participation (COPs) issued by MPWMD. Revenues from the sale of reclaimed water will repay the bonds. Pebble Beach Co., guaranteed repayment of the COPs and any shortfall, if operating expenses of the reclamation project exceed revenue generated from the sale of reclaimed water.

The reclaimed water is transported through pipelines from the CAWD plant south of Carmel to as far north as Spanish Bay. Distribution is provided to Monterey Peninsula CC, Cypress Point GC, Poppy Hills GC, Spyglass Hill, Pebble Beach Golf Links, Peter Hay GC, The Links at Spanish Bay, athletic fields at Robert Louis Stevenson School, Pebble Beach Practice Range and Collins Field Equestrian Center.

Resort Management

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assistant superintendent at Merion Golf Club in Philadelphia.

"Tom is responsible for agronomic issues at all three courses," DeLozier said. "He's a single-digit-handicap golfer, world traveler, very critical person and stern taskmaster. He does a great job."

In fact, the main thing differentiating RMA from its competitors, — particularly the American Golfs, ClubCorps and other large outfits — is the personal attention each course receives from RMA's primary people, DeLozier said.

"We're a small firm divided into specialized talent areas such as agronomy, instruction, food and beverage. That lets us focus on our clients' needs. Personal involvement is important to me," he said.

DeLozier, 42, isn't without ability and a track record of his own. A Cornell University School of Hotel Management graduate, he has 15 years of club management and resort experience. After a brief stint as a touring pro, he worked with Seabrook Island Resort in Charleston, S.C., the Marriott Corp. and Orange Tree Golf Club in Phoenix before opening RMA in 1987.

Mike Conner, a longtime executive with Cork and Cleaver restaurants and founder of Eggery restaurants in Phoenix, became DeLozier's partner two years later.

RMA's first contract was Stone Creek in 1988. A year later, it added ASU-Karsten, which came through DeLozier's involvement with the booster group drumming up support for the layout.

"Many people thought the course would never happen," DeLozier remembered. "Pete Dye called it the worst location for a golf course in Tempe. There were parking lots, ball fields and a dump on the site. But the more people said it was impossible, the more attractive it became. It's always seemed to be that way with me. The more people say a project looks unattractive, the more things I see that I like."

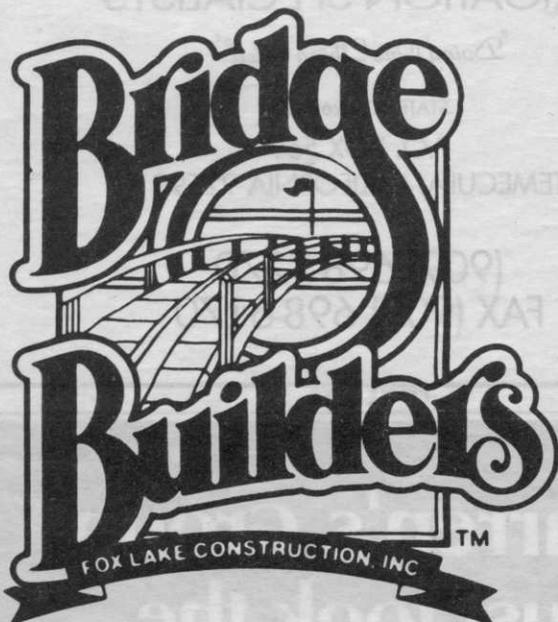
That first university course contract led to the second.

"Someone stuck his head in my office one day and said a guy on the phone from Wisconsin wanted to know if we'd run a course they wanted to build there. They faxed us a 67-page proposal that included their desire for a comprehensive instruction program, affiliation group for faculty and staff and other things we'd done at ASU. They asked us to fax examples of what we'd done at ASU and how we would balance the financial needs of operating a golf course against their desire to assure student access. We replied and were selected the preferred contractor."

With two-thirds of its courses of the university type, RMA is becoming somewhat of an expert in the operation of school layouts. The major difference between a college course and a regular daily-fee layout is the amount of work involved in getting anything done, DeLozier said. A university setting requires more committee meetings and political considerations. Small issues become big issues requiring more time to resolve, he added.

RMA has no numerical goals regarding how many courses it hopes to manage, DeLozier said. It doesn't depend solely on management contracts, but also provides marketing and financial feasibility studies, facility design, product sales, management and operational analysis.

"We're happy to do a small number of courses and watch each one develop its own personality," he said.

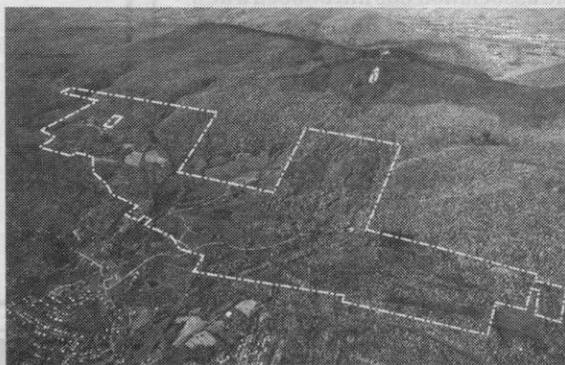


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