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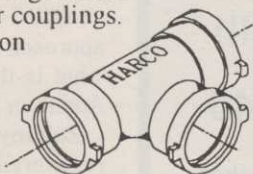
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Bear's Best

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want to run under a couple of holes, so we're going to let them do that first before we finish the last two holes."

Total development costs – including course construction, clubhouse and maintenance equipment – amounted to \$21 million for the Las Vegas facility. "Las Vegas is an expensive place to build with all the rock in the area," mentioned Richey. "The Atlanta project will be in the \$14 million range."

MARKETING APPROACH

A fore caddie system will be in place at the two courses. "They will be able to provide strategy for players as well as any background information on individual holes," said Richard Ellis, managing director of Bear's Best. "On each tee, there also will be signs marking the hole that's been replicated. Our Web site, www.bearsbest.com, offers a detailed description of each hole at both the Las Vegas and Atlanta layouts.

"We want to make sure that people who experience the Las Vegas course know that there's more than one," Ellis said. "The bag tags we give players when they arrive, hats and even menus are labeled Atlanta/Las Vegas. The course in Atlanta will be identical, all except the hole selections. Clubhouse, carpets, everything in detail will look the same at each establishment." ■