

FGCC F&B Strategic Plan – 20+ Year Vision

Prepared on January 18, 2021

The overall strategic plan is to offer:

- Three distinctly different dining venues to provide menu variety along with high levels of food and service quality to the FGCC members and guests.
- Snack bar venues to serve the golfers and marina patrons.
- A functional facility for large or special events.

This plan is intended to satisfy the community's needs for F&B venues for 20+ years. Listed below are the individual venues with descriptions of their intended purposes.

1. Stonehenge: Currently serves as a casual sports bar. Will be introducing an “enhanced” menu this Spring with more menu items, more variety and a few higher-priced items. The snack bar will be served from the main kitchen. This venue will host a variety of “theme nights” where the dining menu will be replaced by the theme night menu. Over time, this venue should transform into an enhanced dining experience and retire the sports bar motif.
2. Heatherhurst: Should be renovated starting November 2021 so it is ready for the 2022 golf season, and still function as a daytime snack bar. The renovation design is intended to enhance customer service and increase revenues. Consideration should be given to naming this venue.
3. Dorchester: Should remain unchanged as a daytime snack bar. Consideration should be given to naming this venue.
4. Druid Hills: Should be replaced with a new clubhouse with construction beginning no later than November 2022 so the new facility is ready for the 2024 golf season. It should serve as a sports bar and lounge with a traditional sports bar menu and activities. (This venue will compete with places like Spikes.) This venue will also serve as a snack bar for the golfers. The design and atmosphere of this venue could be changed if the Village Center venue is not constructed, or could be affected by the type of venue constructed in the Village Center (see below).
5. Village Center Venue: Should be a joint venture with the Developer. The venue should be a “fast casual” offering similar to the Grinder House in downtown Crossville. This venue could also include a “beer garden” and should offer live entertainment and special events. It is anticipated that this venue will be operated by FGCC unless the developer can find another

operator. The addition of this venue supports the Village Center concept embodied in the current FGCC Strategic Plan.

6. St. George Marina: Equipment to allow for an expansion of the menu (for special events such as fish fries, shrimp boils, BBQ, etc.) should be added when the facility is renovated winter of 2022/2023.
7. CCC: Should be utilized with minor equipment enhancements for larger club events (Thanksgiving, Mother's Day, Women's Club, etc.) as well as large outside banquets. Some events could be catered from Stonehenge after Legends is torn down, while others will be catered by outside providers.