



The Tribute Pays Homage to Golf's Birthplace, Traditions and Spirit

In a magnificent tribute to the birthplace of golf and its rich traditions, golf course developer Matthews Southwest, noted golf course architect Tripp Davis and American Golf have pooled their talents to create a new golf club called The Tribute in the city of The Colony, in the North Dallas area.

Scheduled to open in October, 1999, The Tribute is being designed with the influence of great holes from such renowned Scottish links as St. Andrews, Muirfield, Troon and Prestwick, and an eye toward crafting one of the most authentic links-style courses in the U.S.

"Our goal is to provide guests with the most authentic Scottish golf experience possible," says American Golf Executive Vice President of Acquisitions, Joseph Guerra. "Those of us who are not fortunate enough to visit the birthplace of golf will be able to experience the closest thing possible right here in the U.S. From the Linksland golf course design to the Scottish-style food and beverage served in our authentically designed clubhouse, The Tribute will embrace the spirit and traditions of Scotland."

Designed to immerse guests in the Scottish experience from the moment they arrive, The Tribute is being developed on 250 acres of ranch land on the eastern shoreline of Lake Lewisville, and will be open to the public. To capture the unique feel of the "Linksland" — characterized by wind swept dunes and sea washed grasses — more than twice as much earth is being moved on the site than is typical in the development of the average golf course. The term "Linksland" is actually a geological/geographical term that refers to the land that "links" the upland areas of Scotland to the sea.

When complete, the par-72 layout will measure 6,972 yards from the back tees, and, with four sets of tees on each hole, will provide players of all skill levels with an enjoyable challenge.

One of golf's best young architects, Tripp Davis is a golf "purist" who has found the design of The Tribute to be both a rewarding challenge and a study in the most classic of golf courses. "While I have never thought of myself as having a specific style, I have always been influenced by the great courses of Scotland," says Davis.



"The Tribute will provide both an exceptional golf experience and a look at the finest golf course architecture from golf's birthplace. The site bears a strong resemblance to the Scottish coast, and really lends itself to what we are doing. And, as in Scotland, the wind will be a factor on the course."

Davis disputes the notion of the course having a "signature hole," but says the 126-yard, par-3 5th, influenced by the "Postage Stamp" hole at Royal Troon, and the 461-yard, par-4 17th, influenced by the "Road Hole" at St. Andrews, will be the most memorable. "We have been able to spend the time to make every hole very unique. The Tribute will offer a good balance between difficult holes and more playable holes, but all of them will definitely be interesting," adds Davis.

Although the exact origin of the game of golf is debatable, most agree it was first played more than 600 years ago when Scottish sheep herders used their staffs to knock rocks around to pass the time. There is no doubt, however, that the birthplace of the game of golf as we know it today was in the "Linksland" of Scotland...a rich heritage that will be celebrated at The Tribute.

World-class amenities at The Tribute will include an expansive 12,000-square-foot clubhouse facility featuring an authentic Scottish motif, encompassing men's and women's locker rooms, a restaurant and pub serving Scottish specialties and beverages, a large full-service pro shop, and a beautifully appointed meeting room seating up to 200 guests. Between 12 and 18 lodging rooms are also being considered. A 25-acre practice facility including a 60-stall driving range, pitching and putting greens and a one-acre putting course is also planned.

"We are very excited about the theme, design and quality of The Tribute," says Jack Matthews, president of Matthews Southwest, the property's developer. "We believe it will be the crowning feature of our 1,200-acre master planned lakeside community, which will also include a marina, community park, and several residential villages."



Jack Matthews



Jack Matthews is president of Matthews Southwest, a privately-owned development company based in Denton County, north of Dallas. In addition to developing The Tribute at The Colony on Lake Lewisville, the company is currently involved in redeveloping the old Sears headquarters in Dallas into high-end residential loft apartments and office space. Matthews Southwest is also involved in developing a number of corporate headquarters and large industrial projects in Mexico and Canada.

Q: What unique attributes are being used to replicate the Scottish experience?

A: The Tribute's championship golf course was meticulously designed by golf course architect Tripp Davis to resemble some of the greatest holes of such incomparable Scottish courses as St. Andrews, Prestwick and Royal Troon. Beyond the unique nature of the course itself - which is guaranteed to provide guests with the look, feel and play of a Scottish course complete with wind-swept dunes and other quirky details characteristic of

Linksland layouts - guests will enjoy a myriad of Scottish-themed amenities including a beautiful clubhouse featuring Scottish cuisine and beverages; exquisitely appointed meeting rooms featuring a Scottish motif; an expansive practice facility; and a number of lodging rooms designed to provide guests with the comfort, service and ambiance of a Scottish Inn. The Tribute will offer the sights, sounds, tastes and feel of Scotland... even a few sheep will graze near the fairways!

Q: Why was Tripp Davis selected to design The Tribute?

A: Tripp was chosen because of his refreshing attitude, his enthusiasm for the project, and his willingness to learn about and overcome the challenges inherent in building an authentic Scottish links. Tripp is an exceptional mixture of golfer, architect and historian - a characteristic we felt was invaluable in developing this extraordinary property.

Q: What other amenities are planned for the site?

A: What distinguishes The Tribute from other golf properties is that the course will not abutt a residential area. A resort environment encompassing approximately 1,400 high-end residences and luxury condominiums will share the property; however, the layout will offer golfers a serene and rugged golf oasis very similar to the environment one might experience in Scotland. The city of The Colony is also considering a major park, as well as a hotel and convention center to the north of the golf course.

Q: What factors did you take into consideration when selecting American Golf to operate The Tribute?

A: We interviewed six highly qualified management companies prior to selecting American Golf. Many of these companies offered a beautiful course, and others offered financial strengths. However, American Golf offered the complete package including an exceptional golf experience with unmatched management and maintenance expertise.

Q: What do you see as American Golf's greatest strengths?

A: American Golf's commitment to the business of golf and the company's people, management skills, which are exceptional.

Q: In mid-October, 1998, American Golf hosted a preview event for The Tribute. How did the event turn out?

A: We were very pleased. American Golf's public relations staff conveyed a comprehensive impression of The Tribute Scottish experience. Even more importantly, the event accurately represented the attention to detail and emphasis on quality we expect of the finished product. This gave us a good start on our pre-marketing plan.

Q: Would you recommend American Golf to others?

A: We already have!

