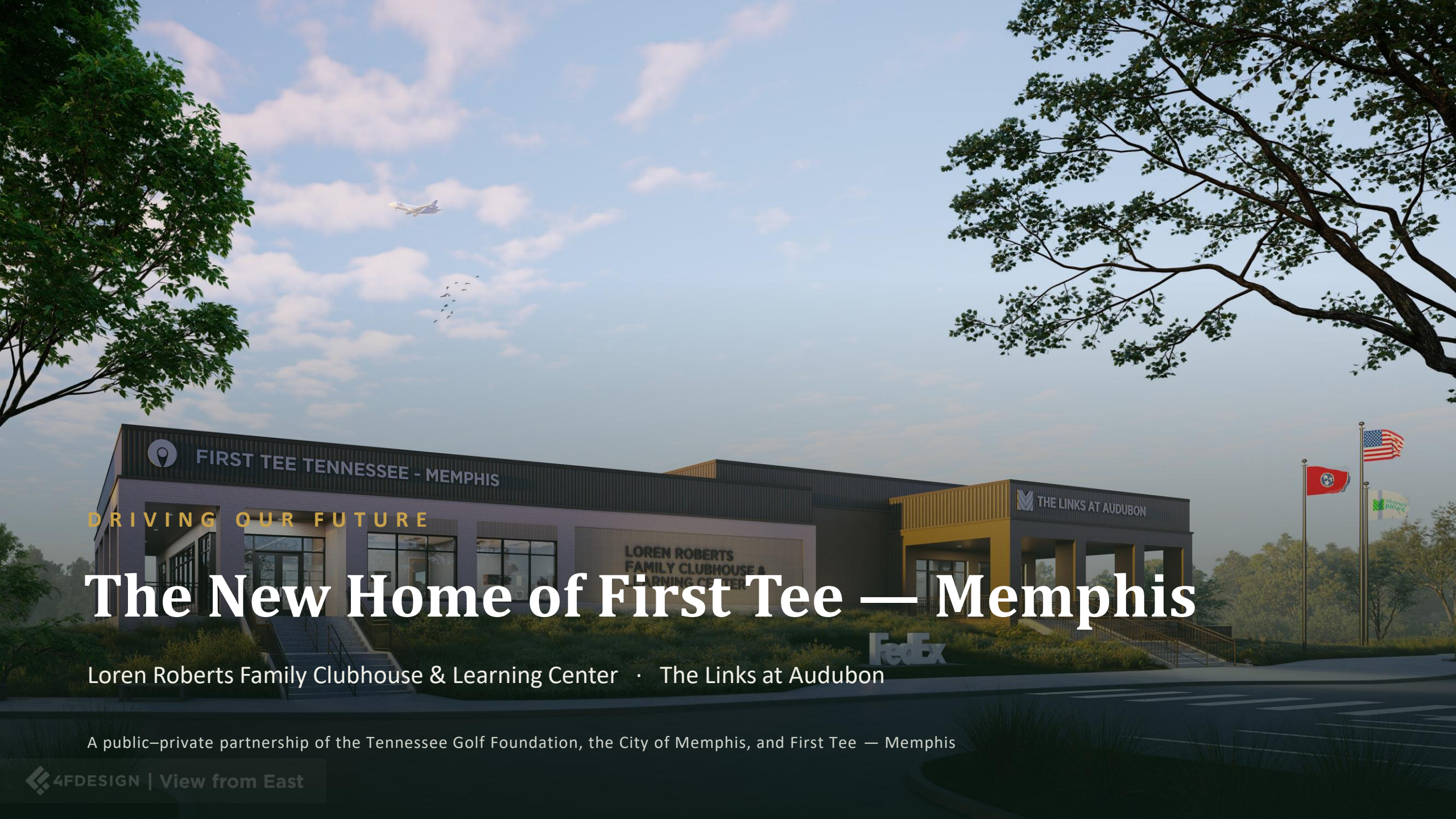




DRIVING OUR FUTURE

The New Home of First Tee — Memphis

Loren Roberts Family Clubhouse & Learning Center · The Links at Audubon

A public-private partnership of the Tennessee Golf Foundation, the City of Memphis, and First Tee — Memphis

THE OPPORTUNITY

A once-in-a-generation investment in Memphis

First Tee — Memphis is building its first-ever permanent home — the Loren Roberts Family Clubhouse & Learning Center at The Links at Audubon, the reimagined municipal course in the heart of the city.

It will anchor year-round youth development that uses golf to teach character, academic discipline, and life skills to thousands of Memphis-area young people — while giving the City a debt-free public asset and a new civic landmark at Audubon Park.



Inside the new clubhouse — a welcoming home for families, golfers, and neighbors.

Public funding

secured — private support now being raised

365 days

a year of youth programming

Debt-free

gifted to the City of Memphis

THE PARTNERSHIP MODEL

A true public-private partnership

Three partners, each doing what it does best, to build a lasting community asset.

1

Tennessee Golf Foundation

BUILDS THE FACILITY

Leads design and construction of the clubhouse and learning center from the ground up.

2

City of Memphis

RECEIVES & HOSTS

Once complete, the finished facility is gifted to the City — to own and host as a public asset.

3

First Tee — Memphis

CALLS IT HOME

Operates youth golf and character-education programming on site, year-round.

Once built, the completed facility becomes the permanent home of First Tee — Memphis — open to the public, owned by the City.

The Nine Core Values

The character curriculum behind every First Tee program — the habits that help young people advance in school, in work, and in life.



Honesty

Telling the truth



Integrity

Doing the right thing, always



Sportsmanship

Playing fair, win or lose



Respect

Treating others as you'd want to be



Confidence

Believing in yourself



Responsibility

Owning your actions and choices



Perseverance

Pushing through obstacles



Courtesy

Being polite and considerate



Judgment

Making good decisions

PROVEN OUTCOMES

The results are measured — and they show up in school

First Tee's national program tracks what happens to the young people who come through it. The life skills built on the course carry directly into the classroom and beyond.

98%

graduate from high school

86%

pursue college,
university, or military
service

100%

transfer the skills they
learn on the course to
school

84%

credit First Tee with
making them better
students

73%

report high confidence
to do well in school

Not a building — measurable advancement in the lives of Memphis young people.

A program already changing lives — here at home

First Tee — Memphis puts golf to work as a tool for youth development, reaching thousands of area young people each year and carrying the mission forward long after they leave the course. The new clubhouse gives that work its first permanent, year-round home.

7

program sites delivering golf and character education across Memphis

91%

of alumni give back in their community — nearly 4× the national average of 22%

Age 5

the youngest a child can begin — First Tee starts them early

What that looks like on the ground

Year-round, across the city

Programming runs at seven sites — in schools and on the course — reaching Memphis-area young people who might never otherwise pick up the game.

Character first, from age five

The Nine Core Values are taught to children as young as five, building the confidence and discipline that carry straight into the classroom.

A ripple that lasts

Memphis alumni give back to their community at nearly four times the national rate — the clearest proof the program's impact outlives the program.

A LOOK INSIDE

One building, built for the whole game



Simulator Suite

Year-round coaching and play with state-of-the-art technology



Dining & Gathering

A welcoming spot for families, members, and the community



Champions Lobby

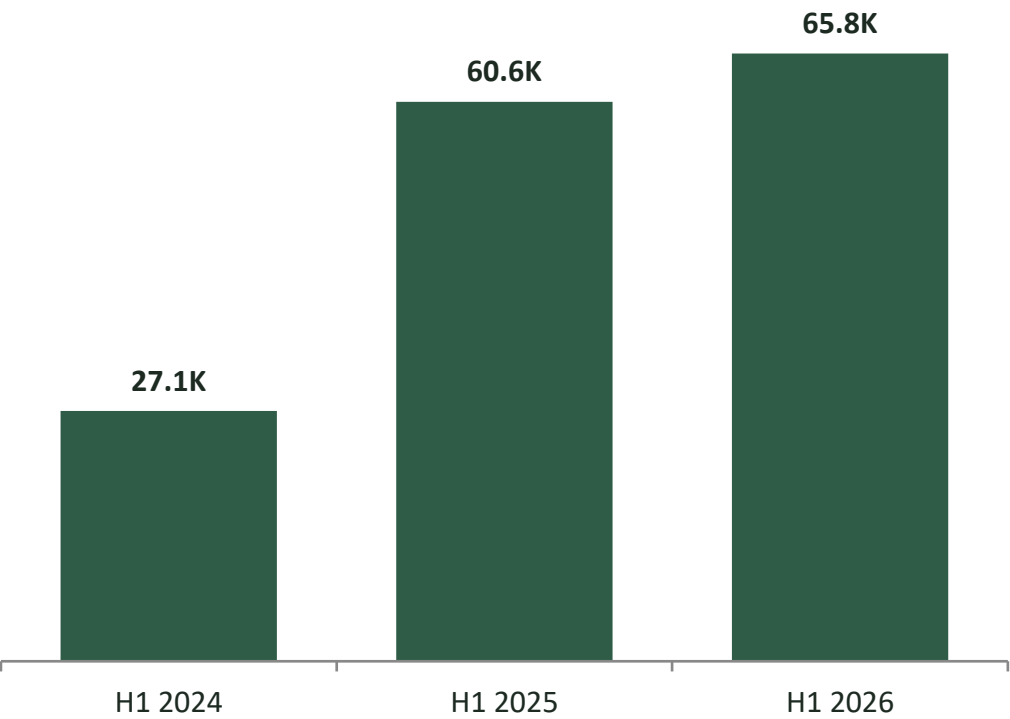
The first connection point for every visitor — celebrating Memphis golf and its champions

A destination open to all Memphians and visitors — not just golfers.

Real, growing reach — measured independently

The Links at Audubon has moved from a mid-pack municipal course to a top 10% draw — a venue that puts a partner's brand in front of a large, growing, on-site audience all year.

Visits, January–June (like-for-like)



+143%

visits over two years (H1 2024 → H1 2026)

89th

percentile of U.S. attractions — up from 80th

83 min

average time on site — up from 67

Top 6

of 40 draws within 15 miles

OUR FIRST FOUNDING PARTNER

FedEx joins as a Founding Partner

- FedEx is the first of only three Founding Partners.
- The FedEx berm carries the FedEx brand into the course landscape, directly in front of the clubhouse.
- Seen by golfers, program families, park visitors, and event and broadcast audiences — 365 days a year.
- The featured backdrop for tournaments, clinics, and media days at The Links at Audubon.



Rendering: the FedEx berm fronting the Loren Roberts Family Clubhouse & Learning Center.

THE FEDEX SKILLS LAB

FedEx invests in the kids through the FedEx Skills Lab

- It's where First Tee — Memphis delivers its character, academic, and life-skills curriculum around the Nine Core Values.
- Every young person in First Tee — Memphis learns and grows in this room — backed by FedEx.



Rendering: the FedEx Skills Lab inside the Loren Roberts Family Clubhouse & Learning Center.

Why this project matters

For First Tee — Memphis

- Its first permanent, year-round home — no more borrowed space.
- Capacity to reach far more Memphis youth, with proven, measurable outcomes.
- A signature venue for events, clinics, and community partnerships.
- A stable base to grow the mission for generations.

For the City of Memphis

- A debt-free public asset — built by the Foundation, gifted to the City.
- A new civic landmark in the heart of the city at Audubon Park.
- Youth development and a workforce pipeline that strengthens the whole community.
- A revitalized municipal course that drives visitation and civic pride.

GET INVOLVED

Let's build this — together

Every partner helps open the Loren Roberts Family Clubhouse & Learning Center debt-free — and gives Memphis young people a permanent place to grow.

1

Explore the fit

Find the partnership level and assets that match your goals.

2

Visit the site

Walk the course, the clubhouse-front berm, and the learning lab with our team.

3

Tailor a proposal

We'll build a package around your brand, your budget, and your community priorities.

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