

VICTORIA NATIONAL CONFERENCE CENTER

Newburgh, Indiana

Observations / Overview: Victoria National Golf Course (officially Victoria National Golf Club) is located in Newburgh. Victoria is a private 18-hole golf course that was designed by world-famous course architect Tom Fazio, and constructed in 1996 on land that had been used for strip mines from the 1950s until 1977. Developed and initially owned by Terry Friedman and family, the course was sold to Victoria Partners LLC in 2010.

As of August 2012, Victoria National is ranked as the 35th best golf course in America, according to Golf Digest. Victoria is certified in Audubon International's Cooperative Sanctuary Program for Golf Courses.

For additional information on Victoria National, visit their website at: <http://www.victorianational.com/>.

Victoria National is lifestyle development that continues to add to the Region's brand.

Recommendations / Implementation Strategy: While Victoria National has had success with hosting important golf events, they aspire to develop a golf course and associated facilities that will result in the course being selected as a venue for PGA and USGA major golf events on a regular basis. While the Evansville region's brand has been enhanced by golf events hosted at Victoria National, hosting a PGA and USGA major event creates considerable brand awareness in a very positive fashion. Framing a community in same narrative as a PGA event automatically creates a positive perception of the area for future residents and businesses.

A related development consideration is that as Victoria National continues to grow in popularity, so will the unique lifestyle residential development near the golf course. The Resource Group, an investment firm based in Jacksonville Florida has been working on a development plan for the Victoria National Golf Club since they came to Warrick County 5 years ago. Resource Group President Mike McCann indicates the planning concerns focus on both the affordability and land availability. McCann compares his development to similar projects that are happening in the southeast



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Victoria National Conference Center	Public	Private	Regional Cities	Total
Conference Center			\$ 2,000,000	\$ 2,000,000
Park and Recreation Facilities	\$ 6,000,000			\$ 6,000,000
Housing and Golf Facility Investment		\$ 28,000,000		\$ 28,000,000
Total	\$ 6,000,000	\$ 28,000,000	\$ 2,000,000	\$ 36,000,000

but remain lacking in the Midwest. McCann framed the Evansville region as being ready for such projects, as similar to Carmel twenty years ago.

Developers are prepared to make considerable investment in infrastructure to accommodate expansion of these new housing opportunities on the 2,000 acre site. While other components of our Regional Development Plan frame the importance of creating urban living options, it is essential to create a portfolio of residential options in order to attract talent. The existing residential housing associated with Victoria National has been a very important consideration of the area's success in attracting top talent in the medical, professional services and corporate sectors.

One of the remaining amenities to be developed is an event center facility. The Regional Cities Initiative would help to finance the conference center that would be located in Friedman Park that is adjacent to Victoria National. Warrick County also intends to include additional park improvements that will be of value to residents and the future success of Victoria National.

Project funding is outlined below:

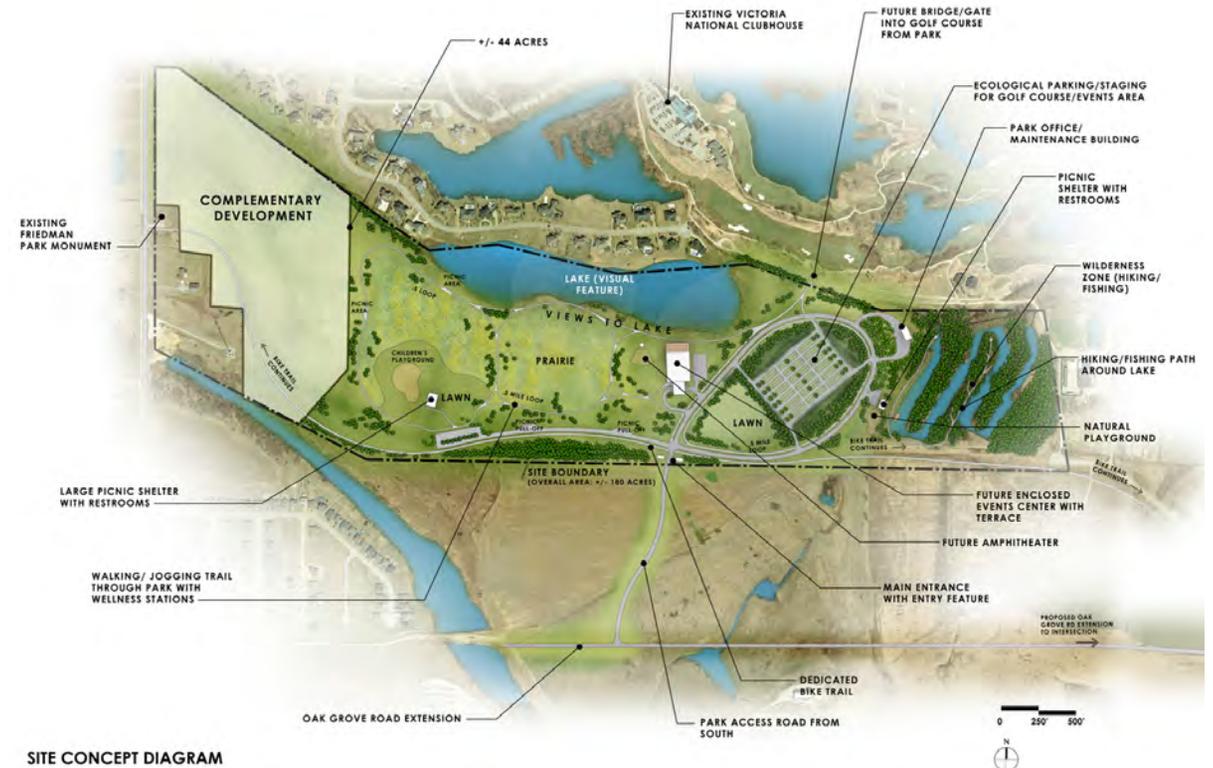
Friedman Park Event Center	
Warrick County Parks	\$6,000,000
Regional Cities Program	\$2,000,000
Total	\$8,000,000

The Friedman Park improvements include the following:

- Pedestrian bridge between Friedman Park and Victoria National
- Parking and staging areas
- Trails
- Playgrounds
- Picnic shelters
- Restrooms



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SITE CONCEPT DIAGRAM



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