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**PRESS RELEASE:
FOR IMMEDIATE RELEASE**

PRO-ACTIVE COALITION WORKING TO RESTORE COMMUNITY ASSET

A community based group known as the Ranch House Coalition is reaching out to neighboring communities in Central and Northern Arizona to join its efforts to purchase and restore the once famed Ranch House Restaurant and Beaver Creek Golf Course. With the goal of re-establishing affordable quality year round play and relaxed dining, the Coalition hopes to attract supporters to invest in a part of Arizona's historical landmark through its membership drive presently underway.

Like so many rural communities in Arizona, Beaver Creek's Lake Montezuma began as a ranch. In the late 20s through 40s one of the largest and most prestigious dude ranches in Rimrock, the Soda Springs Ranch, was regularly supported by the wealthy patrons. One such frequent patron of Soda Springs, Charles Bell, liked the area so much that he bought a near-by ranch known later to become the Bell Ranch. In its hay day, the restaurant at the ranch hosted such names as Clark Gable, Jane Bryan and Betty Davis, who was married at the Ranch House in 1940. Bell Ranch was later subdivided and called Lake Montezuma.

In the late 50s, Phoenix radio and television personality Lew King, who is best known for having discovered Wayne Newton, would become the first person to exploit the ranch's development potential. One of his first moves was to change the name of the place to Lake Montezuma, recognizing its connection to Montezuma Well and Montezuma Castle. The name also recognized the pond on the ranch that he expanded into a lake.

Designed by the famous golf course architect Jack Snyder, ASGCA, the 18-hole golf course opened in 1962. Beaver Creek Golf Course measured 6486 yards from the longest tees and had a slope rating of 120 and a 69.8 USGA rating. The course featured 3 sets of tees for different skill levels.

Falling on hard economic times and poor management, the Beaver Creek Ranch House and Golf Resort was closed in late 2009 which devastated the sub-rural communities of Lake Montezuma and Rimrock. As the second largest employer in the unincorporated area of Beaver Creek, the loss of the golf course compounded the economic recession and further contributed to area's loss of jobs and tax revenues, a bank branch closure, loss of tourism trade, declining property values and unstable environmental conditions around the lake.

Although these trends are mirrored in other clubs and courses throughout Arizona, none has been as severe as in Beaver Creek. Statewide growth in the golf business happened as a result of real estate communities built around golf facilities. The golf course added value to the project. As in Lake Montezuma, a lot of high-end exclusive golf country clubs began as the centerpiece of a residential development. Once all of the lots were sold the course was left to survive on its own, but in the case of Lake Montezuma, without an HOA in place to contribute to the maintenance operation.

The golf course In Lake Montezuma, now closed for almost 2 years, is the centerpiece of the community. The groomed lawns, matured trees, irrigation water rights and pristine lake made the entire community a very pleasant place to live. It was not only the economic engine that drove the area's commerce; it was the pastoral setting that created the aesthetic charm that made it so appealing.

The answer to the shifting economic and demographic aspect of the golf industry: Open the course to public ownership and membership. The folks in Beaver Creek are doing just that. Today, a Coalition of residents and stakeholders (The Ranch House Coalition) are finding ways to purchase and restore the course by establishing a community investment fund and non-profit group responsible for hiring golf and hospitality industry experts to plan, market and manage the facility. For more information, contact (928) 567-4083 or go to www.RanchHouseCoalition.com