

# Pine Ridge Golf Center & Take-Out

Sedgwick, Maine

## Executive Summary



Between the Maine coast attractions of Blue Hill village and Stonington /Deer Isle, Pine Ridge Golf Center opened in 1997 to offer mini golf, a driving range and refreshments to the steady stream of travelers following the mid-coast tourism trail. The business was successful from the start, but grew exponentially beginning in 2008 when the founders' daughter added a fully-equipped snack bar with indoor and outdoor seating. Tasha's Take-Out earned a solid reputation for exceptional burgers, hand-cut fries, and ice cream specialties among travelers, locals, and lodging places that referred their customers for reliably good food and family fun time in the fresh ocean air.

The property's location is key to its value. With high visibility and convenient access on the state road between the coastal destination points of Blue Hill and Stonington, Pine Ridge benefits from local, seasonal, and tourist markets. The average daily traffic count (ADT) at the site is 3,210. This diverse customer base has supported this business's growth for over twenty years. With targeted marketing through social media and expansion of hours of operation the owners of Pine Ridge should expect continued growth in gross sales and bottom line returns.

***At a time when indoor-oriented food and entertainment venues are closing across the country, Pine Ridge offers a rare opportunity to incorporate social distancing into a successful business plan***

The 250-yard driving range includes 11 artificial turf tees, 2 grass tees and a sand trap practice area. The stalls are six feet apart, separated by wood barriers. The natural-landscape miniature golf course's shotgun start keeps small groups separate, and it can be easily monitored from the service window of the kitchen building. Food service is through two windows clearly separated to avoid clusters of customers. The kitchen line is set up for a single cook with a helper behind a counter six feet away. Table arrangements in the 14' x 32' customer seating building include booths that can be separated by sneeze guards, a separate room for a gift shop and two restrooms, one of them ADA accessible with an outdoor entry. There is also an open-air pergola, five well-spaced outdoor picnic tables with umbrellas and room for more. A separate, fenced play area for children includes a swing set, a sandbox and a large wooden play ship to climb.

Due to family obligations of the owners, including child care, the business has not taken advantage of the full tourism season. Over the past six years, Pine Ridge has been open an average of 74 days per season out of a possible 165 days between May 1 and October 12 (Columbus Day). Yet, the business has continued to show a healthy bottom line, a bottom line that could be exponentially increased by new owners implementing an effective plan for growth.

The Blue Hill Peninsula market area comprises a year around population of approximately 9,500. Additionally, there are hundreds of summer homes and thousands of day-trippers and overnight vacationers that create a strong seasonal market for area restaurants, motels, campgrounds and inns. For more information on the regional tourism economy, please visit:

<https://bluehillpeninsula.org/>

<https://downeastacadia.com/>

**Covid Update:** Following guidelines issued by the Maine CDC and Office of the Governor, Pine Ridge Golf Center did not open for the 2020 season. The business looks forward to a successful relaunch under new ownership May 1, 2021.



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