

 **first tee**  
monterey county

**BBB**

**BOOTS ★ BOTTLES ★ BBQ**

**SEPTEMBER 9, 2023**

**PRESENTED BY**



**BENEFITING**

 **first tee**  
monterey county

# WELCOME TO THE 12TH ANNUAL BOOTS, BOTTLES & BBQ

On behalf of the thousands of young people served by First Tee - Monterey County: thank you for being here! On behalf of the Board of Directors, staff, and the event committee: we are proud to welcome you to our 12th Annual Boots, Bottles & BBQ!

Boots, Bottles & BBQ, or BB&B, began as a casual BBQ founded by our former Chairman, David Gill, to introduce the community to First Tee - Monterey County but it has grown into THE event of Salinas Valley! Raising over \$1.2M last year, this event goes well beyond great food, fine wine, lively auctions, and memorable entertainment. It is about uniting community and business leaders to rally for the youth we serve in our golf and life skills classes, after-school educational support, and college scholarships and mentoring.


As a result of your generosity, we are continuing to expand our programs throughout Monterey County. Within this last year, we expanded programming into South County by taking over the operations of the King City Golf Course on November 1st, 2022 - 18 years to the day since we began operating the Twin Creeks Golf Course in Salinas. The flooding and destruction of two thirds of the golf course in January was a setback, but it inspired our team. Thanks to an extremely supportive community, we have dramatically increased our impact. By the end of July 2023, FTMC surpassed its goal to impact 200 youth in South County and was able to positively impact the lives of nearly 2,000 youth! Throughout the summer, FTMC served over 600 youth every week across Monterey County.

Although the BB&B is just one day per year, the impact of your generosity lasts year-round. Our participants are on our campuses every school day, after school, weekends, and for camps during school breaks. We personally invite you to visit us when the kids are on property and experience the wonder for yourself. The laughter, the joy, the feeling of family and community are truly a remarkable sight, and it would not be possible without you!

In gratitude,



**Geoff Couch, Board Chairman**



**Nick Nelson, CEO**

*P.S. Remember, it's for the kids!*





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Ollie Nutt Co - Founder 1941 - 2021

# FIRST TEE - MONTEREY COUNTY

**First Tee – Monterey County (FTMC)** is the largest youth-serving nonprofit organization in Monterey County. FTMC has impacted the lives of over 100,000 youth and influenced an additional 50,000 since its inception. FTMC is Building Game Changers by delivering a targeted curriculum of golf and character development, life skills, academic support, higher education, mentorship, and career development. By seamlessly integrating the game of golf with a life skills curriculum, we create active learning experiences that help kids build inner strength, self-confidence, and resilience that kids can carry to everything they do.

FTMC is serving its community at multiple locations including Twin Creeks Golf Course in Salinas, the King City Golf Course in King City, and other programming sites in Greenfield, Gonzales, San Ardo, Lockwood, Castroville, Carmel, Prunedale, and soon Pajaro Golf Course. With long-term goals to expand to 25,000 young people in the future, First Tee is dedicated to expanding its impact to event more locations throughout Monterey County.



**Building Game Changers**

## Five Key Commitments

Pursuing Goals

Growing Through Challenges

Collaborating with Others

Building Positive Self Identity

Using Good Judgment



# FIRST TEE - MONTEREY COUNTY

**First Tee – Monterey County at King City** began operating the King City Golf Course (KCGC) on November 1, 2022, and on January 9, 2023, due to excessive rainfall, the San Lorenzo Creek completely flooded all but 3 holes of the FTMC operated facility. When the water level subsided, six holes of the course were covered with between 2 and 6 feet of mud and debris. The KCGC staff was able to create 6 modified, short golf holes to attract some play and revenue. They even started to plan exciting golf tournaments for community members and families to play!

FTMC took the setback to the golf course an opportunity to focus on First Tee programming throughout the rural communities of South County. Through new and existing partnerships, FTMC increased its impact on the youth of South County by bringing FTMC curriculum to them! FTMC served 1,195 youth in the 2022-2023 school year. Additionally, First Tee at King City continued to serve the community over the summer by providing free golf lessons. First Tee – Monterey County will continue to serve the South County communities including King City, San Ardo, Lockwood, and Greenfield with plans to expand to more in the Fall.



 **first tee**  
monterey county  
at **King City Golf Course**

**1,825**  
youth impacted  
in South County

# TAYLOR FARMS CENTER FOR LEARNING

**The Taylor Farms Center for Learning (TFCFL)** offers programs guided by its three pillars of Academia, STEAM (Science, Technology, Engineering, Art and Math), and LEAP (Life Exploration and Preparation).

The TFCFL is open to youth 7–22 years old in Monterey County and supports First Tee – Monterey County participants, CSUMB students, Pay It Forward scholars, and alumni of First Tee – Monterey County. The TFCFL aims to offer a safe and enriching environment where youth can engage in activities that support their academic growth and overall success. Activities include academic enrichment, after-school and weekend STEAM workshops, chess club, coding and game design, and college and career exploration activities.

Over the last year, First Tee – Monterey County was able to have 3 teachers on staff as Golf & Life Skills Coaches to ensure efficient overlap between First Tee curriculum and STEAM activities including one in King City.

**720**

hours of STEAM  
brought to  
YMCA Campers

**1,497**

STEAM and  
Afterschool Golf  
Class Attendees

**4,352**

impact hours for  
Fall, Winter, and  
Spring Camps



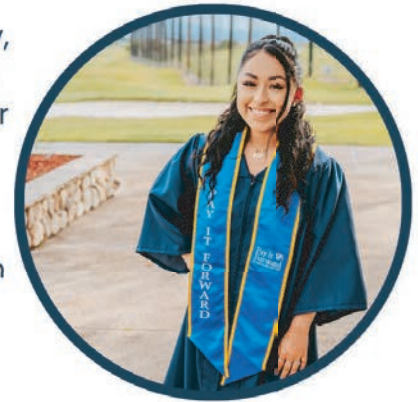


# PAY IT FORWARD SCHOLARSHIP AND MENTORING PROGRAM

## Pay It Forward Scholarship and Mentoring Program (PIF)


provides \$20,000, four-year scholarship at California State University, Monterey Bay, to local Monterey County high school seniors who will be first-generation college students. Each PIF scholar is mentored for four years by a community leader who encourages their career growth and helps them navigate through college. Scholars must mentor a participant at First Tee – Monterey County for five hours each month. Through additional life skills classes, scholars also learn important skills like time and stress management, budgeting, credit building, resume writing, and interviewing.

- 82% overall graduation rate
- 62% graduating in 4 years or less
- Over 4 million dollars in scholarships raised
- Alumni working locally and nationally at CSUMB, Girl's, MLS Headquarters, Natividad Hospital, Salinas Valley Health, Salvation Army, Scribe America, Sun Street Centers, Superior Court, and Local School Districts.



**51%**

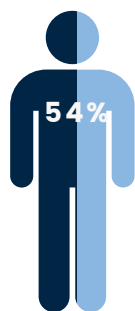
of PIF scholars graduate with honors cum laude, magna cum laude, summa cum laude



**7,093** hours of volunteer  
commitment equating to  
**\$202,434** worth of support

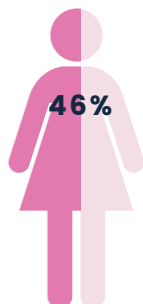


**10,100** pounds of fresh fruit and produce  
has been distributed to local families in  
partnership with Brighter Bites

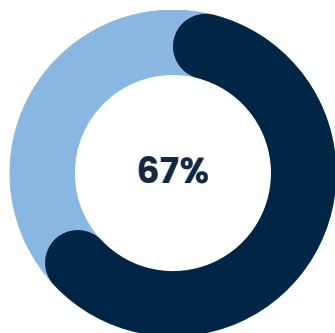


**Male**

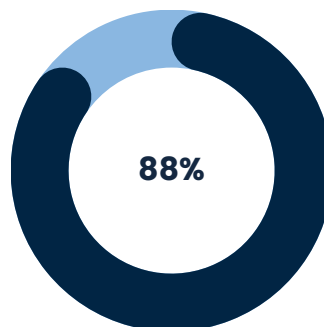
Gender Enrollment



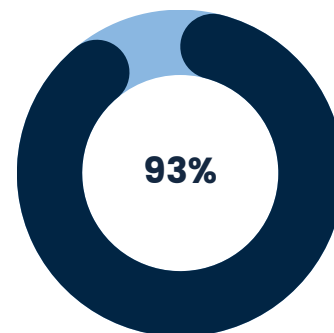
**Female**



First Tee -  
Monterey County  
Staff are Alumni



Participants  
Supported by  
Financial Aid



Socio Economically  
Disadvantaged  
served





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**103,250**  
Youth Impacted Since 2004

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**AND growing in 2023!**

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### Monterey County's Challenges

- Homelessness
- Lack of parental figure
- Gang-related pressures
- Low academic proficiency rates
- Truancy | Chronic Absenteeism
- Low graduation rates
- English-language learners
- Socioeconomically disadvantaged
- Youth mental health

### First Tee's Resolution

- Providing a **safe and fun** environment
- 40% of participants are more likely to meet or exceed **proficiency in state testing standards**
- FTMC participants are 4x more likely to **avoid chronic absenteeism**
- Impacted participants receive **24+ hours of First Tee curriculum** every school year
- **Bilingual** teachers and coaches are always available
- **Financial aid** opportunities are always available.  
No one is turned away

## FUND THE NEED

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**\$34,000**

Fund a First Tee Coach  
in King City

**\$24,000**

Sponsor a 150  
participants from a new  
region to attend First  
Tee - Monterey County  
Summer Camp

**\$15,000**

Provide 50 tablets for  
homework and STEAM  
assistance to our KC and  
Salinas campuses

**\$9,960**

Sponsor the busing  
of 60 kids throughout  
South County to 2  
weeks of summer camp  
at King City Golf Course

**\$5,039**

Provide programming  
equipment to one new  
contracted school for  
over 300 kids

**\$2,500**

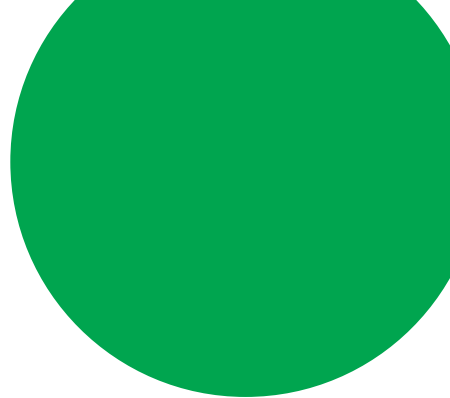
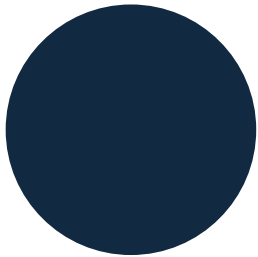
Sponsor one FTMC  
Alumni for one semester  
at CSUMB in the Pay It  
Forward Program

**\$1,054**

Sponsor transporting 10  
North County Kids from  
their school to Pajaro Golf  
Course for after-school  
programming twice a  
week for one month

**\$350**

Sponsor one FTMC  
participant for one  
year of Golf and Life  
Skills programming



at **King City Golf Course**

**SAVE THE DATE**


**Game Changers "Gala"**

**Saturday March 2nd, 2024**

**King City, Ca – Orradre Building**







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**Chevron is proud to support the  
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for providing youth of all backgrounds an  
opportunity for a brighter future.







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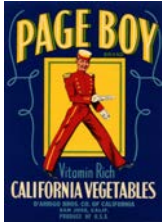


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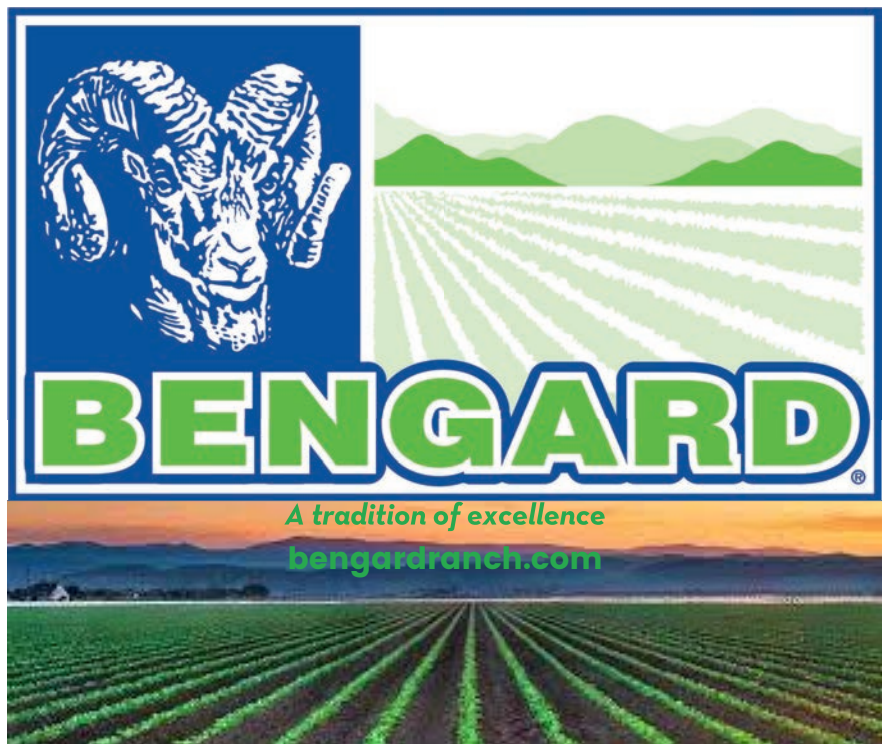


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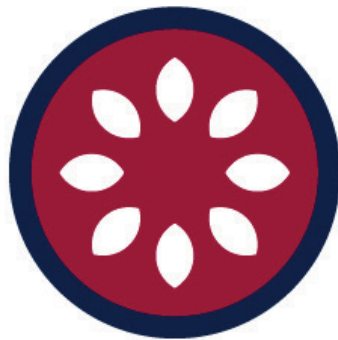
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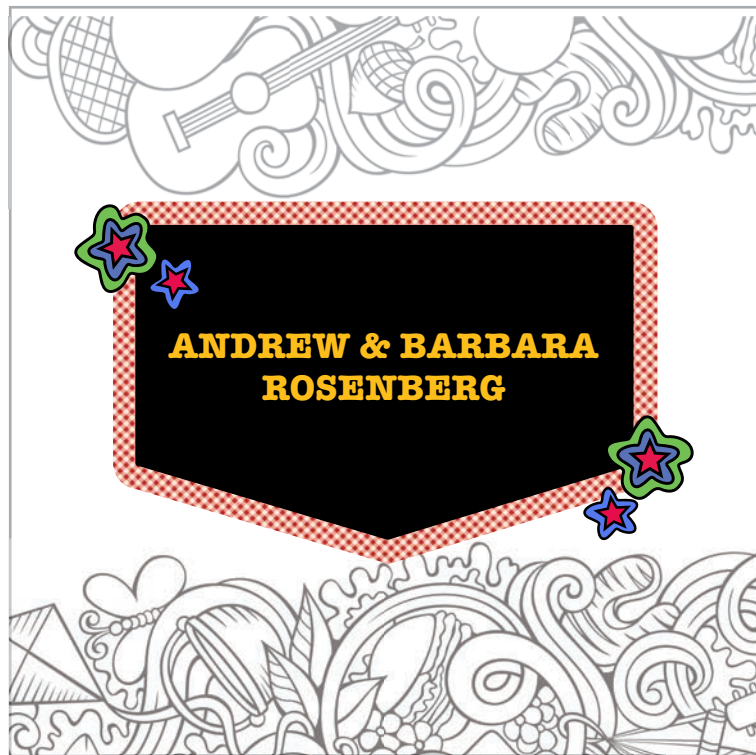
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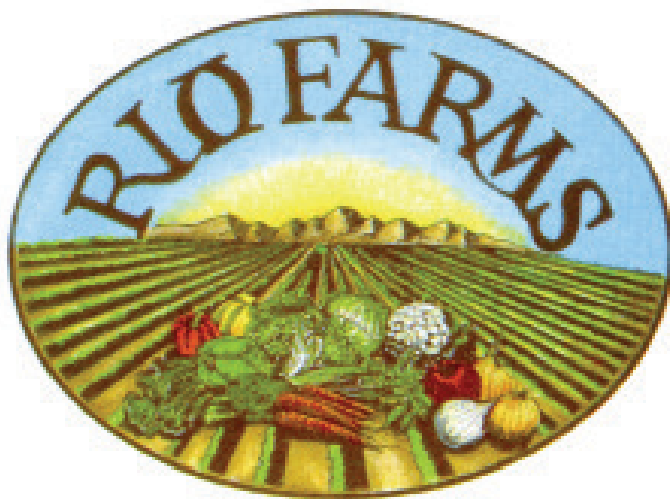
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VÉRITÉ





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The logo for Verité, featuring a stylized 'V' shape composed of two white lines with a red diamond in the center.

VÉRITÉ



# BOOTS, BOTTLES & BBQ PRODUCTION TEAM



## **Fundraising Consultant, Event Producer:**

Alla Zeltser - Alla & Co.

## **Audio/Visual:**

Paul Cain - Cain Sound

## **Collateral Design:**

Joshua Quiwa

## **Photography:**

Stafford Bain Visuals,  
Josh Hires Photography

## **Music:**

The Mulligans, The Highwayman Show

## **Flowers:**

Green Valley Floral

## **Rentals:**

Stuart Rentals, PAR, STAR

## **Strolling Dinner:**

King City Young Farmers, Kleinfeldt Family BBQ,  
Akira Aptos, Parker Presents: Bill Oysterman,  
Marianne's Ice Cream, Frost Cupcake Factory

## **Video:**

Lost Coast Media





## EVENING AGENDA

- 4:30 pm** Spectacular Wine Tasting  
and Strolling Dinner
- 6:45 pm** Live Auction with David Gill and Steve John  
with special guest, Randy Hahn, Play-by-Play  
Commentator for the SJ Sharks
- 8:30 pm** Country Music Star  
The Highwayman Show



### The HIGHWAYMAN Show

“The Highwayman Show” pays heartfelt and powerful tribute to the timeless music of Johnny Cash, Willie Nelson, Waylon Jennings, and Kris Kristofferson. Tony Suraci, “The Highwayman,” is a gifted and soulful vocalist who channels the spirits of all four voices in an exhilarating performance. Together they capture the essence of the mid-70s outlaw country era. From the best Cline/Joplin/Carter duets to the signature trumpets of Ring Of Fire, the show delivers the crowd-pleasing classics like Me and Bobby McGee, On The Road Again, Good Ole Boys, and Folsom Prison Blues -- with the excitement of an encore from start to finish!



FIRST TEE - MONTEREY COUNTY  
945 South Main Street, Suite 210, Salinas, CA 93901  
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