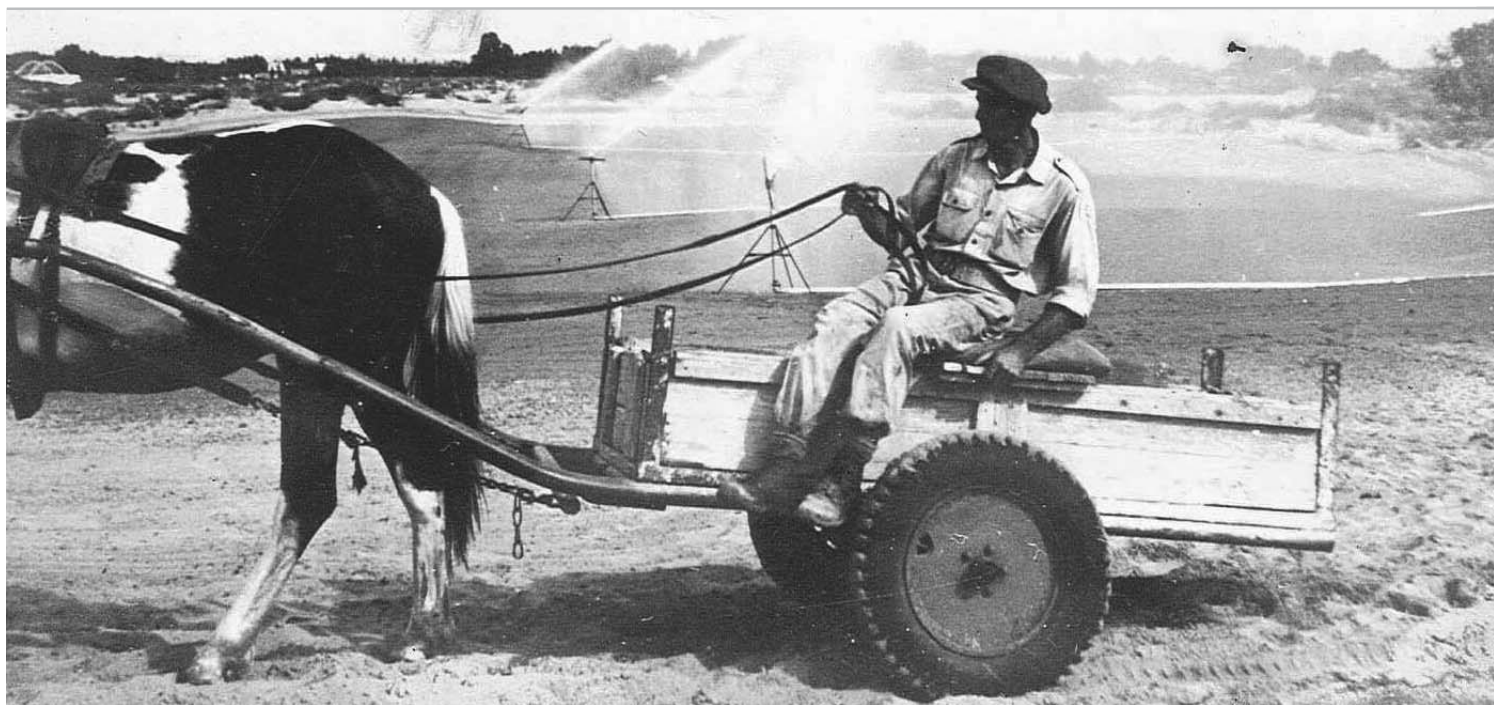




CAESAREA GOLF
A Pete Dye Signature Course







Legend has it that before the State of Israel was established Baron James de Rothschild explored the lands of Caesarea. The endless sand dunes he saw reminded him, a dedicated golfer, of Scotland's sand-strewn courses. During that visit the vision which remained with him for many years was born:

“To establish
a town
at Caesarea
with a
professional
golf course”.

Rothschild. The Family, the Baron and the Vision

Baron Edmond de Rothschild, a man of vision, played a significant part in the history of the Jewish People and of the State of Israel. Many years before the Zionist movement was established, history tells us of the enormous contribution made by the Baron's family to the State of Israel, a contribution unique for its varied fields of activity and its extended continuity.

It all began in 1882 – a year that reshaped the baron's world view. Pogroms against Russian Jews led him to the conclusion, innovative for its times, that world Jews are in a state of existential danger due to their religious affiliation and therefore need a place where they can live in peace. He believed that the natural place for Jews to live is the land of their forefathers. This conclusion was the trigger that motivated the family's philanthropic activities which from that day on were aimed at the settlement and development of the Jewish community in Israel.

Baron Edmond Benjamin de Rothschild believed that the Jews of Israel must acquire a state of economic independence by developing sources of income that could support them and help them prosper. Initially, it seemed that the only practical option was to encourage an agricultural society. Thus, in the late 19th century and the beginning of the 20th, the baron expanded his activity and purchased additional lands. On these lands the baron settled new settlers and helped them build their houses and cultivate the land by providing funding, employing agricultural experts and purchasing new agricultural equipment. With the frequent help of the baron, the first signs of industry and entrepreneurship began developing among the Jews of Israel.

When Baron Edmond Benjamin de Rothschild passed away in 1934 he was already known as the "father of the Jewish settlement". When he died he left lands covering about 500,000

dunams as well as around 30 towns which changed the history of the Land of Israel and the Jewish People. Baron Edmond de Rothschild, grandson of the "well-known benefactor", managed the family's banks, wineries, art collections and many other businesses. Similar to his grandfather, he too was considered a dedicated and enthusiastic Zionist. While his grandfather, Edmond Benjamin, left his mark by purchasing lands and settling them, Baron Edmond de Rothschild will be remembered for his contribution to the industrialization of Israel and his generous contributions to educational and cultural institutions.

The Chairman of the Caesarea Foundation is Benjamin de Rothschild, great-grandson of the "well-known benefactor". His representative in Israel, deputy chairman of the Caesarea Foundation, is Adv. David Efrati, and the Director of the Caesarea Development Corporation is Assa Abramsky.



Well Known Benefactor
Edmond Benjamin de Rothschild



Edmond de Rothschild



Benjamin de Rothschild

In 1962 Edmond de Rothschild established the Caesarea Foundation. The foundation, through the Caesarea Development Corporation, is an instrument for realizing the vision of Baron Edmond Benjamin de Rothschild:

“Establishing a unique flourishing community in Caesarea and ensuring a source for philanthropic resources”.







The Caesarea Edmond Benjamin
de Rothschild Foundation



The Caesarea Edmond Benjamin
de Rothschild Corporation

The Caesarea Foundation, headed by Baron Benjamin de Rothschild, is a foundation owned in equal parts by the Rothschild Family and the Government of Israel, since the baron offered the State to share in his vision – at no cost.

The purpose of the foundation and the basis of its existence are the development of the town of Caesarea through the Caesarea Development Corporation – the executive branch of the foundation, and use of contributions stemming from this development in order to aid Israeli communities in the fields of education and higher education.

The Caesarea Development Corporation is responsible for managing and bettering the unique town of Caesarea in the following areas:

- Development and bettering of prestigious residential areas.
- Providing enrichment to residents of the town.
- Providing high-quality services and maintenance.
- Developing the Caesarea Business Park as the main source of employment and commercial center in the area.
- Developing the archeological national park and its vicinity as a tourist center.
- Managing the Caesarea Golf Club.

All profits of the Caesarea Development Corporation from its various activities, deducting expenses incurred in development of the town, are transferred regularly to the Caesarea Foundation and used for furthering the baron's philanthropic activities:

- Donations to schools of higher education and primary and secondary schools.
- Assisting institutions for children at risk and underprivileged students.
- Regular annual contributions to local municipalities in the vicinity of Caesarea.

The foundation is committed to donate each year 67% of its profits and no less than \$2 million, i.e. even in a year characterized by losses the foundation donates significant sums to the community. Over the past seven years the foundation donated more than NIS 350 million.

The managing council of the foundation, which consists of representatives of the Rothschild Family and of the State of Israel, is responsible for approving all donations.

The foundation does not distribute dividends to its owners and its staff is small and efficient.

The Caesarea Foundation and the Caesarea Development Corporation



One of the first acts of the Caesarea Foundation was to realize the baron's dream and establish an international golf course at Caesarea. In order to promote this issue, the foundation appointed Max Rowe, representative of the British branch of the Rothschild Family in Israel.

The founding committee, which convened in 1958 with Teddy Kollek as Chairman, at the time Director of the Prime Minister's Office, included Director General of the Ministry of Tourism, Meir de Shalit, Dr. George Peterson, FAO representative in Israel, Mr. Khan Bollack, representative of Edmond de Rothschild, and Abba Eban as leader of the group.

Fred Smith, chief architect of the Carter Seeds Golf Course in England, received free rein to build an state-of-the-art 18-hole golf course. Israeli architect Prof. Mansfield was hired to design the club house, while Hershel and Carol Binyamin were hired by Max Rowe to manage the future club.

Even before the Caesarea Golf Club was opened, international marketing activities began at a small office on Mandaly St. in Tel Aviv, which also served as the site of the first golf lessons in Israel... The club managers were sent to England to spread the news of its opening among all golf clubs in order to recruit members

and find a professional manager. Charlie Mendelstem was chosen for the task and he served as professional manager for the next 35 years.

In August 1960 the club was unofficially opened by Abba Eban and Arthur Luria – two of the few golfers then in Israel. The official opening took place in January 1961, under the auspices of Mrs. Dorothy de Rothschild and before an audience of two thousand guests, among them government ministers, ambassadors, and all the “high society” of Israel at the time.



Caesarea Golf Club. Fascinating Heritage, Magnificent Present and Promising Future.



After decades of intensive activity, fascinating matches, hosting the Maccabiah games, VIP visits and the establishment of a unique Golf Academy, a decision was made in 2005 to further the baron's vision and place Caesarea on the map of international golf by remodeling the old course.

Pete Dye, one of the most influential and creative golf architects in the history of golf, was entrusted with designing the new course.

Paul "Pete" Dye was born in 1925 in Ohio and in time became a world-famous

legend in the design of golf courses. Nine of his courses are featured on the Golf Digest's list of the 100 best courses in the world. He has recently received the honor of being inducted into the World Golf Hall of Fame, located at the World Golf Village at St. Augustine, Florida.

The Caesarea golf course, 6,570 meters (7,185 yards) of immaculate paspalum fairways, was designed according to a philosophy developed by Pete Dye, which includes the art of multiple tees. The use of multiple tee placements

makes each hole a challenge for the finest players, yet thoroughly playable and enjoyable for the average golfer. Another noticeable trade mark of Pete Dye are the strategically placed fairway and Eye Brow bunkers, nestling between wild sand dunes that give this course its unique character and beauty.

Pete Dye's magic touch is evident in each of the courses he designed worldwide, courses that have become milestones for golf advocates and development the golf communities in their vicinity.

*Championship Course





Pete Dye –
World leading
golf course architect

A stylized, handwritten signature of Pete Dye in black ink.

