

Addison Reserve's Esplanade Renovation Scores with a Success Story

BY JO CALLI

"IT'S A JEWEL OF TRANQUILITY WHERE THE OUTSIDE WORLD'S TENSIONS SIMPLY MELT AWAY."

Sounds enticing....and indeed it is for members of Addison Reserve Country Club in Delray Beach, FL. But development of club's Esplanade renovation just didn't happen.

It took some time; plenty of planning and hard work, but Addison Reserve now boasts one of the finest state-of-the-art fitness and spa facilities in the country. "A true success story", members say, as the vision and mission defined by the will of the majority has come to fruition.

"In our Asian Zen-style spa, we've created a relaxing environment – where our members can relax and rejuvenate – complete with dazzling waterfalls, luxurious and

spacious locker rooms and steam showers providing our members a new level of service and serenity," intones Michael McCarthy, Addison's chief executive officer and general manager.

The Esplanade renovation, with the evaluation process and approval for the first major renovation and improvement at Addison Reserve since it was built in 1996, has been no small undertaking.

In the planning stages, Addison's board of governors and management had to be fully cognizant of the diverse needs and wants of over 1,400 members and address the needs of the entire community.

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SPA FRONT ENTRANCE



POOL SIDE AT THE ESPLANADE COMPLEX: LEFT TO RIGHT GRANT WORTHINGTON, FITNESS AND SPA DIRECTOR; CAROLINA GILLESPIE, FITNESS OPERATIONS MANAGER; MICHAEL MCCARTHY, CEO; AND GABRIELLA GRAMAGLIA, SPA MANAGER



ADDISON RESERVE MEMBERS' VALENTINE'S DAY SPIN-A-THON AT THE FITNESS CENTER



THE BISTRO AT THE ESPLANADE

No doubt that's why it was said during the planning period that 'the devil lurked in the details', to confuse and divide the membership.

Of course, some of the difficulties can be traced to the fact that the old facility didn't meet the demands of Addison Reserve members. At peak times, particularly in the mornings, the number of members populating the limited workout space wrestled with a congested and potentially hazardous situation.

The spa's two treatment rooms were too small to use efficiently and didn't provide the look or feel of a real spa.

However, it was the members' desire to retain the small-club feeling, without sacrificing first-class amenities. Addison's membership approved what was to be a \$6.5 million project in July 2005. McCarthy joined the club in the midst of an unfinished renovation plagued by delays, cost overruns and design issues. The final tab is just under \$9 million.

McCarthy's arrival was met with the highest of expectations and anticipation, and he launched a reevaluation of the entire project understanding that maintaining the spirit of the 1920's and Addison Mizner's world of high society and Old Florida Charm was paramount to the members. It had to be seen and felt in every architectural detail!

McCarthy also realized the shifting environment for private clubs, changes taking place in the way people live and play and the importance of members increasing emphasis on exercise, and the growing awareness that spa services add greatly to a sense of well being.

McCarthy made necessary improvements and enhancements while protecting members' investments...by modifying the design and the exterior and interior esthetics. The fitness and spa programs were also reevaluated and equipment modified to meet necessary changes.

The result? A renovated and expanded 11,500 square foot fitness center featuring a strength and cardio area, a free weights areas and a Pilates studio, along with a new high-tech kinesis studio.

The luxurious spa incorporates facilities for stress-relieving massages, rejuvenating body wraps, nourishing facials and pampered hands and feet.

The Esplanade renovation included expansion of the tennis pro shop and the addition of a state-of-the-art practice court. The Bistro restaurant features casual dining in a stunning environment.

The impact of this major expansion and renovation on Addison Reserve is huge.

“When we started the project, 70 of 717 homes at Addison were for sale,” McCarthy explains. “Now there are about 20 for sale. This speaks volumes about how happy our members are to be living here.”

And the new facilities have driven up revenues from \$15.5 million total revenue in 2006 to just under \$21 million for the club’s 2009 budget...an unbelievable growth pattern in a down economy!

As well these improvements are making Addison a much younger place to be. It’s McCarthy’s belief, that in today’s changing environment, the future customer in the private country club is the 40-52 year old female with children.

“It’s no longer your father’s country club. Gone are the days of men having the freedom of spending most of the day at the club. Today’s parenting is much more of a partnership, and that partnership has changed private clubs. For instance, future customers are shopping for deals and amenities their families can use and enjoy such as water slides, spas and baby-sitting services in addition to the traditional country club amenities,” McCarthy stressed.

The survival of private clubs depends on their ability to adapt and modernize. And while many younger families might be in a financial position to afford golf memberships, they cannot justify the amount of time it takes to play golf at this point in their lives.

“Accepting that today’s men share in the responsibility of raising the children, it’s a matter of understanding that if we can draw women and children at the club, the men will follow,” McCarthy suggested.

“And the way we attract women is by providing family-centric amenities through spa and/or fitness.” The club has recently implemented “Healthy Fitness” for kids aged 5 – 14...after-school workouts with a certified trainer at Addison’s fitness center.

“This promotes the importance of physical fitness for our children at the

club. In turn this leads to parents picking their children up at 5 or 5:30 p.m. after a fitness class and going for an early family dinner at the new Bistro, giving us business that we’d never have seen at that time of day,” McCarthy opined.

The club, complimenting the Healthy Fitness children’s program, has created healthy dining options for children. “Kids Bucks” program is designed to encourage the children to make healthier menu choices. In return their ‘Kids bucks’ can be redeemed for movie tickets and Toys-R-Us gift certificates or at the Club for a 30-minute golf or tennis lesson.

The healthier the food choice, the higher the denomination kids receive. For instance, chicken fingers and fries gets them a \$1 value Kids Buck versus the \$4 value for choosing fish and steamed vegetables.

Another family-centric amenity – Kids Zone –allows members to leave their children with highly trained staff members while the member receives a personal training session, a group fitness class or a spa service.

“This is very positive for younger members with families in particular, who look to clubs promoting safe and trusted environments, and it provides

activities that will work with their busy lifestyles. It’s a win-win,” McCarthy exclaims.

The members of Addison clearly understand the importance of positioning the club and community for the future.

In addition to the successful Esplanade project, Addison Reserve has completed its golf course restoration project. Twenty-seven holes beautifully renovated and refreshed in the summer of 2007, to pristine condition, while incorporating a state-of-the-art irrigation system and some modern design elements that enhance playability.

Now the club is focusing on upgrading its main clubhouse facilities. And Addison Reserve now has a strategic plan embraced and supported by the membership. It’s the roadmap that will enable the club to fulfill its goals, ensuring that living in Addison Reserve and belonging to the club consistently offers the highest quality and value of any private club in the South Florida area. **BR**

Jo Calli is executive assistant to AR’s CEO Michael McCarthy. For further information please call (561) 455-1213 or via email: jocalli@addisonreserve.cc



ADDISON KIDS ZUMBA DANCE CLASS AT THE FITNESS CENTER