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GENERAL MANAGER PROFILE: LEMON BAY GOLF CLUB ENGLEWOOD, FL

THE GENERAL MANAGER OPPORTUNITY AT LEMON BAY GOLF CLUB

An exceptional opportunity for an experienced candidate with a successful track record of achievement, leadership and high-quality hospitality operations management experience. We are conducting a search for a General Manager at a fully Certified Audubon Cooperative Sanctuary.

[Click here to view a brief video about this opportunity.](#)

LEMON BAY GOLF CLUB

Six miles north of the Gasparilla Island bridge lies a golf course facing the Gulf of Mexico. This is the home of the Lemon Bay Golf Club. Graced by nature with mature native pines, small lakes and ponds, they serve as home to their original ancient Florida Residences — flocks of exotic tropical birds and the nesting aristocrats of Lemon Bay, the white capped American eagle. They are all here protected by this Audubon sanctioned golf club.

Lemon Bay Golf Club is a private club with 325 members interested primarily in golf. In fact, they are celebrating their 32nd anniversary this year. A most notable feature is the friendliness of the staff and the membership. For men, women, and couples, it is almost always possible to "get a game" of like-minded golfers who are interested in playing in beautiful surroundings on a challenging course. The course itself is a beautiful Audubon sanctioned 18-hole layout with many wildlife species, including bald eagles, shorebirds, and alligators. Trees, a great variety of colorful plant life, and tasteful landscaping present a distraction for the eye but can also hide errant golf balls. The clubhouse is oriented to serving golfers, and features several dining areas, a golf shop, and locker rooms.

A multimillion-dollar golf course renovation project will be started next year and completed in 2023-2024.

LEMON BAY GOLF CLUB MISSION STATEMENT

The mission of Lemon Bay Golf Club is to be a traditional golf club, in keeping with the vision of our founding members. We strive to promote a love of the game, to encourage congeniality among all members and guests, to be responsible citizens of the community and to respect our environment.

LEMON BAY GOLF CLUB BY THE NUMBERS:

- 325 members with a profile of a successful person who is passionate about golf and the quality of their club experience.
- 25,000 rounds of golf annually
- \$60,000 Initiation fee
- \$10,000 Annual dues
- 29 Full time Employees, 15 Seasonal
- \$5.1M Gross volume
- \$2.9M Annual dues volume
- \$367K Food and beverage volume
- 9 Board members with 7 Committees: Governance, Finance, Audit, Golf, Green, House, and Membership
- 74 Average age of members

LEMON BAY GOLF CLUB WEB SITE: LemonBayGolfClub

GENERAL MANAGER JOB DESCRIPTION

The General Manager (GM) is responsible for helping set and support the mission and vision of Lemon Bay Golf Club. This executive has operational management authority over the daily operations of the club, as well as establishing short- and long-term organizational goals, objectives, plans, and policies subject to approval of the Board of Governors (Board). The General Manager represents and serves the membership of Lemon Bay Golf Club.

He/she is responsible for the financial and operational stability of the club and other external activities. Duties include direction setting, management of staff and all workforce issues as directed by the Board of Lemon Bay Golf Club, including the focus on maintaining quality facilities, safety, services, and programs throughout all social and recreational offerings.

The GM is responsible for ensuring that the organization follows all state and federal regulations governing the operation of private clubs. The GM is expected to operate the Club as a first-class organization relative to all stakeholders, including the Board of Governors, the current membership, and the employees. In addition, she/he is the Board's liaison to the staff of the Club and, as such, allows the Board to focus on longer-term strategic issues and avoid short-term operational issues, which are the staff's responsibility.

The GM will work closely with the President to develop the Board agenda and to make certain that the Board has the appropriate reports and financial information it needs to monitor club operations, to understand its financial position, and plan for future club needs. The GM will provide administrative and financial direction, will review adherence to operational goals, and the GM will be available for managerial counsel on all matters. The GM will work closely with the Board and the various department heads to ensure that the primary goal; a high level of membership satisfaction among the many constituencies is achieved.

The GM helps the Board arrive at a consensus about important matters by providing pertinent information and interacts with the Board to investigate more efficient operating procedures and new club activities. He/she will also complete all responsibilities and duties as prescribed in the club bylaws and will perform other duties as directed by the Board.

The GM will play a critically important role in maintaining and enhancing the spirit and culture of the Club, its membership, and its employees. He/she will be a visible, warm and welcoming person who will be personally involved in the front of the house; both in terms of setting the tone and the training of employees and in being personally present at events, both big and small. The GM must understand and enhance the intangibles that make BGC a unique environment in the world of private, member-owned golf clubs.

The GM has all club department heads reporting to him/her, including Director of Golf, Golf Course Superintendent, Human Resources Manager, and Food and Beverage Manager. The GM will assume or delegate these duties and responsibilities if the department head is absent or disabled.

To be successful, the General Manager must:

- Must understand, appreciate and be additive to our culture.
- Must be adroit at developing relationships, being a respectful and diplomatic, but candid “thought partner” with the Board and Committee members.
- Must be experienced overseeing complex capital and operational projects
- Must instill a high-performance culture throughout the Club by involving associates in the decision-making process of how ‘work gets done’ and help to further an already desirable and rewarding work environment.
- Must have a strong “forward focus” on technology and social media

- Must possess strong financial acumen and exceptional administrative skills, including a clear understanding and development of KPIs for the organization, and able to articulate their meaning and trending analysis. Ability to create and oversee a system identifying key ratios to track (payroll, net F & B, etc.) as well as valuable 'dashboards' for oversight and enhancement of operations.
- Must be analytical in nature and skill set that translates into performance objectives that are easily articulated, understood, and turned into backing for making overall member satisfaction a top priority for the organization.
- Must help create value and for those that draw resources from the Club and help to prioritize allocation of resources.
- Must be able develop and install a performance management system, ensuring that standards of conduct and member engagement are met; this includes oversight of high standards of appearance, hospitality, service, and cleanliness of all facilities, as well as the key financial metrics that are agreed upon.
- Must have an enthusiasm and aptitude for teaching and training, developing, and enhancing orientation and training programs for all Club personnel, working, as necessary, with the managers directly responsible for those operations.
- Must ensure effective and efficient staffing and scheduling for all facilities and non-golf functions while balancing financial objectives with member and guest satisfaction goals.
- Must have strong administrative skills and proven ability to recognize and articulate the needs of Lemon Bay Golf to maintain a healthy financial position in the future through analytical rigor and data accumulation for enhanced decision-making.

CANDIDATE QUALIFICATIONS

- A minimum of 4-6 years of progressive leadership/management experience having a consistently upward tracking leadership experience in a contemporary business model club or similar hospitality operation known for high service standards. The club will consider both current GMs, as well as those "rising stars" with the necessary potential, but who are currently in exceptional club environments as an Assistant General Manager, Club Manager, or having similar responsibilities.
- Strong interpersonal and communication skills, both written and verbal, with the proven ability to make effective presentations of information and recommendations.
- Good judgment and sound decision-making skills, resolving problems in a timely manner, as confirmed in reference checking and interviewing.
- Detail oriented with the ability to exercise good time management skills, as well as the ability to instill such proficiencies in others with whom he/she will be working with if selected.
- Ability and history to function as the administrative link between departments.
- Experience in planning and administering training and professional development programs for himself/herself and club personnel.
- Experience in developing/implementing long-range (strategic) and annual (business) plans, operating reports, forecasts, and budgets, with a strong understanding of hospitality and service balanced against financial efficiencies.
- Able to monitor safety conditions and employees' conformance with safety procedures; updates emergency plans and procedures and assures that effective training for these programs is conducted in all departments.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A Bachelor's Degree from a four-year university or college is highly desirable, preferably in Hospitality Management.
- In lieu of the degree, substantial private club or hospitality experience will be considered.
- Industry certifications preferred but not required, preferred designations: CCM, CCE, CMC, PGA

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience befitting a club the stature and significance of Lemon Bay Golf Club. The club, along with the typical CMAA benefits, offers an excellent bonus and benefit package.

INSTRUCTIONS ON HOW TO APPLY

Please upload your resume and cover letter, in that order, using the link below. You should have your documents fully prepared to be attached when prompted for them during the online application process.

Preparing a thoughtful letter of interest and alignment with the above noted expectations and requirements is necessary. Your letter should be addressed to Mr. Peter Powell, President and Lemon Bay Golf Club Search Committee, and clearly articulate why you want to be considered for this position at this stage of your career and why The Lemon Bay Golf Club and the Englewood area will be beneficial to both you and the Club if selected.

You must apply for this role as soon as possible but no later than October 15, 2021. Candidate selections will occur late-October with first Interviews expected in early November 2021 and second interviews a short time later. The new candidate should assume his/her role in mid-December 2021.

IMPORTANT: Save your resume and letter in the following manner:

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter, Lemon Bay Golf Club”

(These documents should be in Word or PDF format)

Note: Once you complete the application process for this search, you are not able to go back in and add additional documents.

[Click here](#) to upload your resume and cover letter.

If you have any questions, please email Holly Weiss: holly@kkandw.com

Lead Search Executive:

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