

THE PLANTATION at Ponte Vedra Beach

General Manager/Chief Operating Officer Posting

Location

101 Plantation Drive
Ponte Vedra Beach, FL 32082

Age of Club

Established 1986

Number of Members

576

Club Ownership

Member-Owned (HOA)

Gross Dollar Volume

\$10,000,000

Member Dues Income

\$6,733,000

F&B Gross Revenues

\$1,700,000

Club History and Overview

The Plantation at Ponte Vedra Beach was initially developed in 1986 on 650 acres by the Florida Title Group of Jacksonville. Leland Burpee's vision created beautiful landscapes and viewpoints throughout the community. With detailed residential codes enhancing the property's natural beauty and serenity, most homesites include dramatic views of either the sixty acres of lakes or the 18-Hole golf course.

Centered within the community are the Clubhouse, fitness center, racquet center with tennis and pickleball, and The Commons, which includes a croquet lawn, walking path, and a large children's playground. The Association's gem is the Beach Club, less than 5-minutes away. The Beach Club boasts four-plus acres with over five hundred feet of oceanfront. Resting high on the Atlantic dunes, the Beach Club features a junior-sized Olympic pool, playground, a bar with indoor and open-air dining overlooking the ocean.

Transitioning to a Homeowners Association in 1994, Plantation is the only member-owned community in the immediate, coastal area. The Association is governed by a nine-member Board of Directors, each serving three-year terms. A Strategic Plan directs decision-making for the Association to achieve its vision and mission. A 15-year Master Plan is in place, with member discussions underway regarding potential expansion and enhancements of member-owned facilities.

With proximity to three A-rated schools, The Plantation has become attractive to families of all ages. We are projecting 2020 home sales to exceed seventy homes and building sites. Today available re-sale inventory is at an all-time low, with only four homes on the market. The Plantation is now fully built out. The forecast for future home sales is 30-35 annually.

Life in The Plantation

"Living here is living happier" is declared repeatedly by residents of The Plantation as they note how friendly everyone is and how easy it is to make new friends. Quality family time is not a remote thought when you live at The Plantation; it is a way of life. Walking your dog along the beach, splashing around the pool or riding bikes through the neighborhood are all things we do here together every day. Everyone enjoys having more time to spend pursuing their favorite activities at the beach, playing golf, tennis, pickleball, croquet, enjoying playtime at children's playground and sports field or working out at the fitness center.

The Plantation's neighborhood conveniences make everyday living easier, such as 24-hour security, private mail service and library.

Residences

The Plantation has 576 homes which offers buyers the opportunity to select the style and size of house that is right for them from estate to maintenance-free garden homes. All owners in The Plantation benefit from the equity arrangement as it ensures every owner has an equal voice in the important decisions facing the Club. Ownership provides automatic membership to all of the amenities. The Plantation is the best overall value in Ponte Vedra Beach.

Clubhouse Dining

25,000 sq. ft. casual and more formal dining areas along with private rooms are available for member functions and include the following options:

Main Dining Room	19th Hole	Rowe Room	Card Room	Presidents Room
125 seats	64 seats	25 seats	16 seats	40 Seats

Beach Club

The Beach Club is a two-mile ride from the A1A Gate and is open 365 days a year. Members enjoy a Junior Olympic-sized pool and pool deck with umbrella tables, chaise lounges, and BBQ grills for their use. A playground and open lawn, along with a beautiful pavilion with indoor and alfresco dining, a full-service bar and fire-pit for gathering in the evening are all reasons members enjoy the Beach Club for a day at the beach or special events.

Club Amenities

Plantation's golf course, originally designed by Arnold Palmer in 1986, was renovated in 2016, retaining Letsche Golf Design architect Greg Letsche for the design and MacCurrach Golf Course Construction to rebuild the course. The objective of the renovation was to enhance the member playing experience for every level of player. Every hole of the 7,100-yard, Par 72 course has six tee boxes. The golf renovation also updated the driving range and expanded the practice range to include a short game area. The golf course is considered one of the finest in Northeast Florida.

The fitness center, complete with cardiovascular and resistance machines, Pilates, and daily exercise classes, is on the first floor of the Clubhouse overlooking the big lake. With seven clay tennis courts, four of which are lighted, our players enjoy both community and league play. A small playground and half basketball court are next to the tennis courts. The Commons brought a beautiful new neighborhood gathering place for the neighborhood. The croquet court, playing field, children's playground nestled into the shade. and a walking path complete the list of activities. A West Indies-style pavilion graces and anchors The Commons with ample seating and grills for all to gather throughout the day. In 2020 Plantation invested in four temporary pickleball courts to gauge members' interest in the game; the experiment has been extremely successful, and permanent courts are being considered.

The Plantation Foundation

The Plantation Foundation is a 501(c)(3) not-for-profit corporation founded by residents of The Plantation at Ponte Vedra Beach in 2013. The Foundation is independent of the Association but operates with its full cooperation. Since inception, the Foundation has provided 49 employee scholars with tuition awards totaling close to \$395,000.

Job Description

The position is for a GM/COO (Manager). The primary objective is for the GM/COO to be the face of Plantation representing the Association internally and externally with integrity and excellence. The GM/COO's role is to ensure that the Association supports the Board's strategic goals and objectives to achieve the

Association's mission, vision and consistently meet or exceed the Member's expectations. The GM/COO must excel in financial management. The GM/COO is expected to uphold the culture, reputation, and exceed Member experience expectations.

The GM/COO must lead and inspire the management team and staff to be results-driven and member-centric. This individual will understand what determines "the highest level of service," and how to help others achieve this goal.

Plantation embraces the Balanced Scorecard system to develop business objectives and evaluate its successes and opportunities for improvement. The GM/COO will regularly provide performance summaries to the Board, participate in Board of Directors meetings, Standing Committee meetings, where practical and as needed, actively participate in the strategic planning process with the Board. The GM/COO will be visible and engaging with the Members. The GM/COO will also be visible and approachable to employees, fostering both department camaraderie and a Team Plantation culture.

Candidate qualifications

Among other talents and skills, the successful candidate will embrace the Association's vision and mission and consistently strive to provide the "best in its class" service and programs to its members and guests.

Additionally, the ideal candidate excels in all areas of communication and with all constituencies. The candidate must provide evidence that they are the best candidate to lead, inspire, and develop the staff. The candidate must have a proven record in the development and implementation of budgets. The GM/COO must provide evidence of their prior accomplishments in membership satisfaction in all aspects of club and HOA operations at the highest level of excellence.

This Association is in sound financial condition with a long-range understanding of its financial needs. The membership is looking for a leader that will continue to elevate the Plantation experience and maintain the Distinguished Club of America recognition that has been awarded to Plantation for the last two years in a row.

Candidates are encouraged to visit the Club's website for additional information at <https://www.theplantationpvb.com>

Candidate recommended requirements

- 4-year degree (Hospitality degree preferred)
- CCM designation and/or PGA Member with GM Certification
- Florida CAM license (within 60 days of employment) and HOA experience required
- 10-Years of Private Member Owned Country Club experience as a General Manager
- Strong (verifiable) background and experience in Food and Beverage
- Outstanding and proven track record in team recruitment, development, communication, recognition and training
- Project management leadership experience with significant capital improvement projects
- Outstanding references from prior Board Members/Owners
- Strong relationship management skills with both employees and members

Personal Conduct

- Conducts him/herself on and off The Plantation in a manner which reflects the integrity of The Plantation and the high personal standards expected of the Association staff.
- Maintains the highest standards of professional appearance, dress and personal conduct so as to command the respect of the Club membership and staff.
- Genuine and sincere demeanor in all interactions with members, staff, vendors and community relations.

Compensation Components

- Compensation will be competitive and consistent with high-end bundled communities in the Southeast region of the United States similar to The Plantation in size of membership and total revenue.
- Performance Bonus competitive with the club industry based on member and employee satisfaction surveys, financial performance and overall job performance.
- Employee benefits (including health insurance and 401K plan)
- CMAA Education Benefits Provided
- Relocation allowance provided

Projected Starting Date - March 2021

The Association will pay reasonable and customary expenses associated with the interview and relocation requirements.

The Association will offer an employment agreement to the successful candidate.

Applicants interested in applying for this position should forward their cover letter and resume to:

greg@clubspecialists.com

No Phone Calls Please