

Technology forecast | Largest management companies by region

Golf Inc.™

JULY/AUGUST 2018



David Pillsbury,
CEO, ClubCorp

Cool

CLUBHOUSES

THIS YEAR'S
CLUBHOUSE OF THE
YEAR HONOREES
EMBRACE STYLISH,
MODERN VENUES
PERFECT FOR
MEANINGFUL
EXPERIENCES AND
FAMILY ACTIVITIES.





SECOND PLACE LAKE TOXAWAY COUNTRY CLUB

Lake Toxaway, N.C.

Owner: Lake Toxaway Country Club

Clubhouse architect: Kuo Diedrich

Interior design: Traci Rhoads Interiors

Contractor: J. Davis Construction

Construction cost: \$5.2 million

Views. Views. And more views. When you are at the largest private lake in North Carolina with the Blue Ridge Mountains as a backdrop, you can't get enough of them.

And that was what Lake Toxaway Country Club had in mind when it went about its club-



house renovation. Originally two buildings – dating to the 1980s – made up the clubhouse, but a decision was made to join them to create a whole new experience.

Multiple dining venues were created, including the Firestone Grille & Porch, which



was honored in Golf Inc.'s Golden Fork contest previously. It includes a covered dining room porch that offers, yes, views.

As the entry reads:

"The size, orientation and rooflines of the buildings and spaces allowed for the unique opportunity to breathe new life into the tired buildings and focus on the club's best amenity: the lake and mountain views."

What the judges said:

"Thank God someone is paying attention to the national trends. The theme of elegant casual could be felt throughout this new clubhouse. This new look and added functionality will bring a breath of fresh air to the staff and members alike for all their events. This new look will improve everything around it."

– Frank Benzakour

THIRD PLACE GLEN HEAD COUNTRY CLUB

Glen Head, N.Y.

Owner: Glen Head Country Club

Clubhouse architect: None

Interior design: Angela Grande Design

Contractor: Danny Surielow

Construction cost: \$1.5 million

Glen Head Country Club on Long Island is evolving. Members can wear jeans. Families are welcome. The only problem: The clubhouse was not evolving with it.

The contest entry stated that the clubhouse felt "cold and heavy." When entering, one felt "like you were entering a hole with no feeling of the outside."

Give the club credit for having some major

self-awareness. And also for doing something about it.

The renovation brought the club more in line with how it was progressing membership-wise – bringing in more sunlight, adding modern furnishings and expanding outdoor dining.

"The members were very forward thinking and insisted that the club needed to have a unique style that represented the culture of the club and how its members wanted to live there," the entry said.

