BOCA WEST
COUNTRY CLUB



REIMAGINING AND REINVESTING

Boca West Capital Improvement Strategies

- How Boca West Identifies Needs, Wants, Priorities and Sequences
- How our Board Members, Committees and Leadership Play a Role in Decision Making
- Boca West [our Country Club Life Reimagined]
- The Future of “Lifestyle” Residential Country Clubs “In My Opinion” [our Boca West Thinking]

Capital Needs, Wants, Prioritizing and Sequencing

- GM driven Annual Risk Assessment
- GM driven 10-Year Master Plan
- *Updated Annually and Presented to the Board at the Board Retreat for Healthy Discussion*

- Long Range Planning
  - *Long Range Planning Committee Consists of All Board Members – Sensitive Topics*
  - *Changed from Strategic Planning to move the Board out of "Today"*
  - *Goal is to have an updated Long Range Plan every other year, evaluating 10 years and beyond*

Risk Assessment
Sample of 2023 Annual

RISK IDENTIFIED	WHAT IS AT RISK?	MITIGATION CONTROL MEASURES	RISK RATING 1-3 3 highest 2022	RISK RATING 1-3 3 highest 2023	TIMELINE OF CONCERN	RESPONSIBILITIES and STRATEGIC THINKING
Golf Course Facilities Aging ***Sequence of Course Renovations in Need*** *#2 Built in 1971/rebuilt in 2005* *#4 Built in 1982/rebuilt in 2006* *#1 Built 1969/rebuilt 1997/re-grass 2013* *#3 Built 1974/ rebuilt 1999/re-grass 2015*	Loss of Members, Revenues, Reputation, and the ability to maintain existing level of Play and Demand Industry Standard - Expected Course lifespan 20—30 years	In reviewing Course Master Plans it does not make sense to spend $2-4 million on Bunker and re-grassing when ***complete rebuilds are a possibility shortly thereafter.*** Cart paths, and serious other needs along with Irrigation	2	2	Complete Rebuilds to be Planned – **Estimated Dates** Course 1 – 2026 (26 yrs) Course 3 – 2028 (30 yrs) Course 2 – 2030 (23 yrs.) Course 4 – 2031 (24 yrs.)	*Palmer, Jim Fazio and DYE design teams are no longer an option moving forward.* *We have engaged Fry Straka Design* GM, Dir. of Golf, and Director of Golf Course Maintenance along with Special Projects Committee - putting plan together on next steps on Master Plan.
Racquets Center Facility Aging ***Court Facility is over 35 years old Condition of Courts, walkways, surfaces, structural aging issues***	***Membership Reputation along with Membership and Staff Safety.***	To review and create a master plan for the Future **Interim Plan to resurface some Courts over next year plus**	3	3	*2 Years* *Looking at 2025 and 2026 Renovations*	GM, Dir. of Tennis along with Director of Engineering to review ways to solve immediate concerns that fit into a longer vision for the facility.

Facilities Master Plan
Sample of 2023

PROJECT	TIMELINE	GOALS TO ACCOMPLISH	ESTIMATED BUDGET	COMPLETION DATE
Racquet Center Courts and Outdoor Areas	Summers 2025 and 2026	Phased infrastructure rebuild • Courts #18 & #19 converted to parking – • *est. 44 parking spots added* • Convert O'Brien's Court into Event Lawn	To Be Finalized	Over 2 OFF Seasons Final Phase December 2026 Completion
Palmer Golf Course #1 Includes an 18-Hole Putting Course and a 9-Hole Short Course (tees ranging from 75 - 125 yards)	March 1, 2026 - December 2026	Rebuilt 1997/Re-grassed 2013	Approved by Membership March 2025	12/26/2026
Palmer Golf Course #3- Relative to reworking Driving Range and Short Game Areas, New Cart Path Traffic Route	Undetermined Start Date - to be presented to members for approval	Rebuilt 1999/Re-grassing 2015	Pending Future Capital Improvement Project and Approval	TBD
Golf Performance Learning Center, Adjacent to Diving Range	Undetermined Start Date - to be presented to members for approval	To create a newly curated performance center for members to get lessons, get clubs regripped, and create a new hospitality experience with event bar.	TBD	TBD

Annual Risk Assessment
Sample of 2025

RISK IDENTIFIED	WHAT IS AT RISK?	MITIGATION CONTROL MEASURES	RISK RATING 1-3 3 highest 9/2024	RISK RATING 1-3 3 highest 9/2025	TIMELINE OF CONCERN	RESPONSIBILITIES and STRATEGIC THINKING
Golf Course Infrastructure/Aging *Working on Master Plan for this decade for updates to the Golf Courses.* ***Current Rounds are slightly decreased but leveling off*** **Plan is being finalized - with presentation to Members to update the Golf Facilities to add a 9 hole par three and a 18 hole putting coarse – in addition to full rebuild to Course 3 and 1**	Loss of Members, Revenues and Staffing	**Master Plan Completed on future redesigns and enhancements in line with "tomorrows Player"**	2	3 Course Infrastructure	With aging population – concerns to be addressed **550 plus Golfers over age 82** ***Working on Master Plan***	Board along with Golf Committee and Management
Racquet Center Facility Aging **Court Facility is 35 years old** Condition of Courts, walkways, surfaces, structural aging issues	Membership Reputation along with Membership and Staff Safety.	**Plan to present Renovation program to Membership in January to begin in Summer 2025**	2.5	3	1-2 Years Looking at 2025 and 2026 Renovations	Renovation is crucial to assist with the increased demand and condition of the facility
Clubhouse Storage Issues **Hoping Program is approved in Club Improvement Plan – this part is planned in 2026**	Not being able to satisfy demand	Currently, we cannot operate efficiently with volume of business. Needs to be addressed.	2	3	2 Years	GM, AGM, Director of Culinary and Director of Food & Beverage working with Architect and Engineers to develop program.

10-Year Master Plan
Sample of 2025

PROJECT	TIMELINE	GOALS TO ACCOMPLISH	ESTIMATED BUDGET	COMPLETION DATE
Loading Dock and Admin Operations Building	Loading Dock Expansion Starting July 2025 - Completion by December 2025. Employee and Admin Building October 2025 - December 2026	Expanded Storage at CC Loading Dock Employee Break Room Expansion Employee Locker Room Updates Kitchen expansion for increased demand Improved offices.	Approved by Membership March 2025	Loading Dock December 2025 Admin Building Fall 2026 Kitchen Expansion Fall 2027
Re-Purpose of Golf and Activities Building	Phase 1: Spring 2026 - Dec 2026 Phase 2: Spring 2027 - Dec 2027	To add new amenity opportunities for member usage to include a new Bar/Lounge, new Card Rooms and Activity Rooms, New Men's and Ladies Locker Room	Approved by Membership March 2025	December-27
Palmer Golf Course #1 Includes an 18-Hole Putting Course and a 9-Hole Short Course (tees ranging from 75 - 125 yards)	March 1, 2026 - December 2026	Rebuilt 1997/Re-grassed 2013	Approved by Membership March 2025	December-26
Living Room (Country Club) Lounge Expansion with Terrace and Storage Below. To Include Review of Palm Room and Executive Suite Areas for Expansion.	Undetermined Start Date - to be presented to members for approval	Expand the footprint of the capacity relative to Panache/Ballroom and possible after golf reception space.	Pending Future Capital Improvement Project and Approval	Currently matching up with Course 3 and Range Timing - TBD

Board Decision Making:

Role of Boca West Committees, Board and Leadership

- **Committees** present challenges/recommendations throughout the year
  - *Shared with Management and Board*
- The **Board** is updated monthly throughout the year on physical plant challenges from my General Manager board reports which inspire strategic dialogue
- The **Board** receives annual updates at the Board Retreat on the Risk Assessment and the 10-Year Master Plan timing

It is extremely "fluid" based on usage, member feedback, aging facilities, costs, and current events

Committee "Decision" Making:

Role of Boca West Committee, Board and Leadership

- Special Project Committee – Co-Chairs, Chairman & General Manager
  - *Board oversight and assist with monthly management Board reports*
  - *Status of Design/Construction and support of Management*
  - *Involved along the way, from birth of a project to Member Approval and Vote*
  - Would assist in design meetings, Bank meetings on finance to support direction
  - Would make final Recommendations, Motions or Resolutions needed at Board meetings to move projects forward

- *Special Project Committee Members Consist of:*
  - *General Manager and the Department Heads involved in a specific scope being contemplated… i.e. Director of Golf for Golf renovations*
  - *Board Chairman*
  - *Golf Chairman, or Lifestyle and Wellness…. Etc.*
  - *Previous Chairmen of the Board for continuity*
  - *Treasurer/Chairman of Finance*
  - *Legal Chairman*

Member Approved Capital Construction Projects

Project Accountability Matrix

FUNCTION	MANAGEMENT	BOARD SPECIAL PROJECTS COMMITTEE	BOARD
Recommends Construction Projects along with Scope, Plan and Timeline	Recommends	Reviews Concepts	Final Approval
Proposes/ Recommends/Negotiates/ Executes Agreements with Final Design Consultants	Recommend and Approves	Review prior to Management final approval	Be Informed
Further Refine Project Phases and Scope with all Design Consultants on Drawings	Recommend and Approves	Be Informed	Be Informed
Execute/Negotiate Agreements with Legal and other Advisors as Necessary	Recommend and Approves	Be Informed	Be Informed
Review and Approval of Final Plans (Concept Presented to The Board)	Approves	Reviews Concepts and Presents	Final Approval
Selection of Owners Rep/Project Manager and/or Firm	Approves	Be Informed	Be Informed
Construction Oversight – from Planning to Completion	Approves	Be Informed	Be Informed on a regular basis
Procures and Reviews Construction Bids from Contractors (Presented to Management)	Review and Recommends	Be Informed/ Recommends	Final Approval
Approval of Budget to Present to the Membership	Review and Recommends	Review/ Recommends	Final Approval
Work on Financing with Banks when Required (Financing Agreement Signed by GM)	Review and Recommends	Review/ Recommends	Final Approval

Member Approved Capital Construction Projects:

Project Accountability Matrix

FUNCTION	MANAGEMENT	BOARD SPECIAL PROJECTS COMMITTEE	BOARD
Approval of Final Construction Types of Contracts and Demo with Contingency (Contracts signed by GM)	Review and Recommends	Review/ Recommends	Final Approval
Approval of Scope Changes that occur during Construction	Approves	Be Informed	Be Informed
Change Orders that Incur Costs During a Project	Approves	Be Informed/ Recommends	Be Informed– Unless Substantial Amount of 15% or more which will cause Final Approval of costs.
Ongoing Communicating with the Membership at Various Stages	Approves	Be Informed	Be Informed/ Recommends

BOCA WEST COUNTRY CLUB

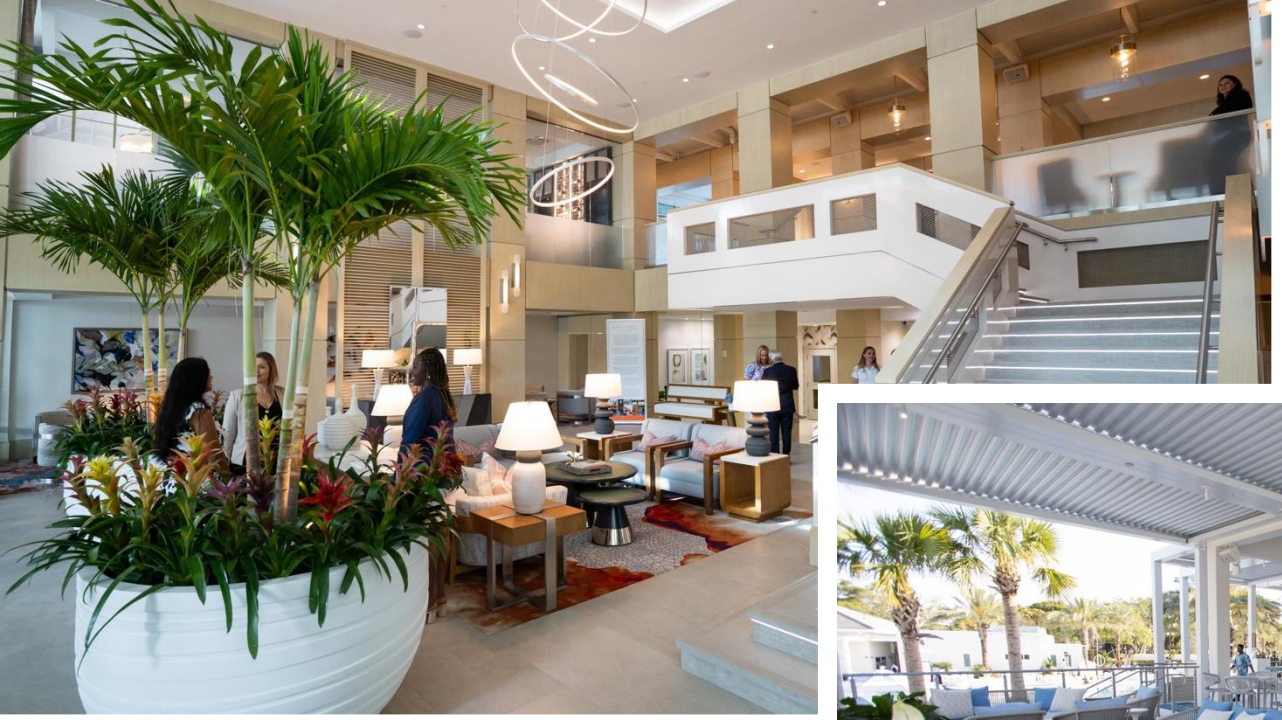
– LIFE REIMAGINED –

Last 20 years - $350 million invested

including what was approved in March 2025

March 2020 Capital Program

- Members approve $85M Capital Project – Multi Year Program
  - *Mr. D's and Drive Suites – Partnering with In Range Radar technologies.*
  - *Country Club "Cosmetic" Renovation of Lounge, Restaurant and Grand Ballroom*
  - ***The Creation of the Lifestyle and Wellness Center***
    - **Four-lane lap pool**
    - **Family pool with zero entry**
    - **Kids' pool and splash pad**
    - **New adult pool**
    - **Spa Garden**
    - **Market Square**
    - **Additional seating throughout**
    - **New pool restaurant and bar**
    - **New bathhouse with showers and lockers**
    - **Two activity/multipurpose lawns**
    - **New Studios; Spin, Pilates, Movement and Indoor & Outdoor Core Training**
  - Crafted, an Art & Epicurean Studio, features two studios: a full culinary display kitchen studio and an arts & crafts studio featuring glass and clay kilns.







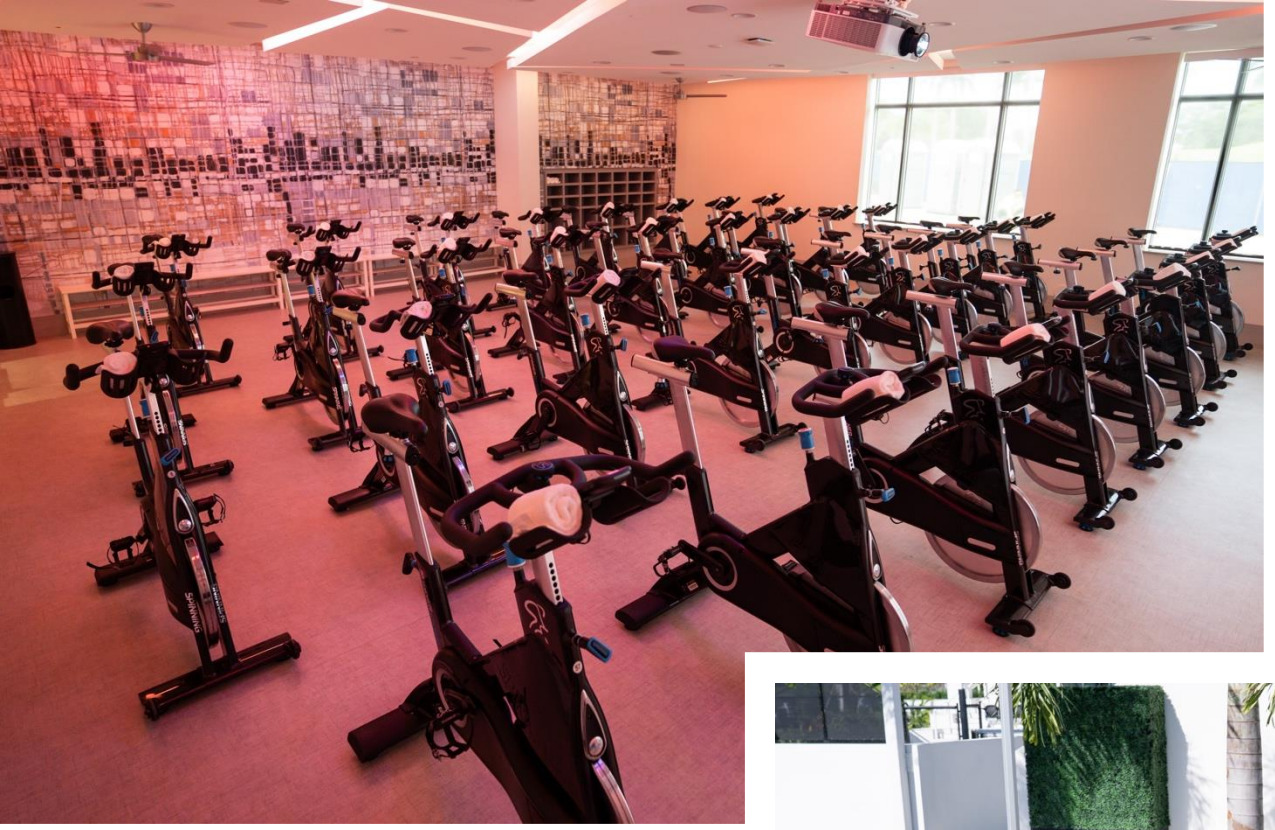


















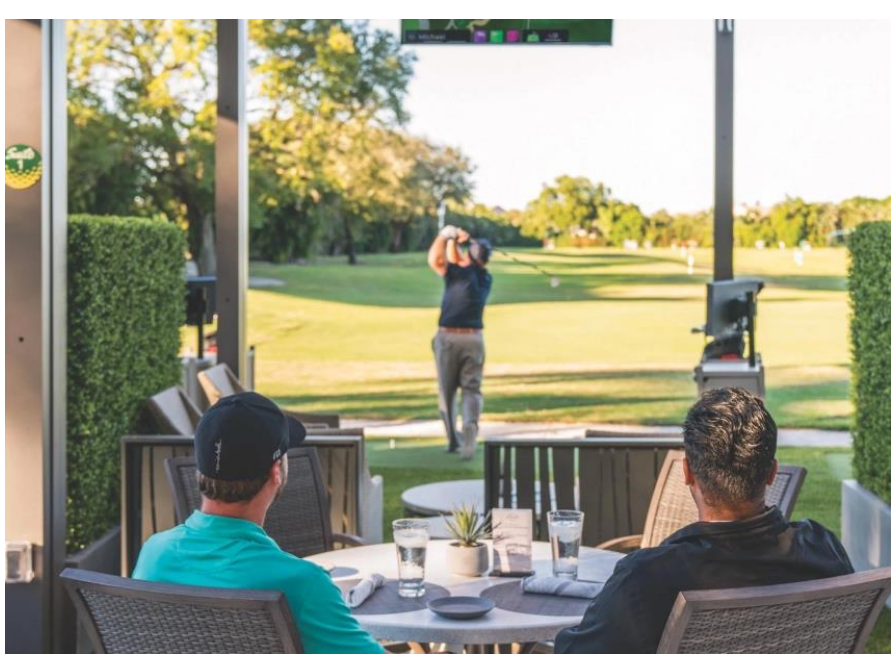





19TH HOLE
Mr.D's


Mr.D's






Mr.D's

March 2025 Capital Program

- Members approve $95M Capital Project – Multi Year Program
  - ***Total Rebuild of Palmer Course 1*** *– to include new 18-Hole design, 9-Hole Short Course and 18-Hole "Himalayan" Putting Course*
  - ***Employee Experience Center*** *– to include breakroom & lounge, training Lab, HR offices, Boca West Vitality Beverage Bar, Game Area, indoor and outdoor dining, showers & locker rooms..**"University feel"***
  - ***Complete Rebuild of entire Racquets Facility*** *–*
    25 Pickleball Courts (12 covered) and Pickleball Club (shop, lockers, showers)
    24 Tennis Courts
    2 Stadium Courts – Pickleball and Tennis
    Event Lawn for Events and Wellness
  - ***Renovation and Reimagining of Grand Central and Prime Cut Restaurants***
  - ***New Lobby Noodle Bar*** *- conversion from Card Room*
  - ***Repurposing Golf*** *into Event Rooms along with 2 new locker rooms 1,400 lockers to 600 locker rooms*

Sample Slides of 2025 presentation of Capital Improvement Program to Boca West Membership....

BOCA WEST
COUNTRY CLUB

BOCA WEST CAPITAL IMPROVEMENT PLAN 2025:

[Sampling of Collateral Mailing & Microsite]

Introduction and Opening Remarks on the Proposed Club Capital Improvement Program



Jeanine Banks
Chairman of the Board & CEO
Co-Chair Special Projects Committee



Matthew Linderman, CCM
President, COO and General Manager
Co-Chair Special Projects Committee



The members leading the Club's governance, as well as Management and industry professionals involved in the process of planning for these special projects, include:

Special Projects Committee/Board Members:

Jeanine Banks – Chairman of the Board and CEO, Co-Chair Special Projects Committee

Matthew Linderman – President, COO and General Manager, Co-Chair Special Projects Committee

Joan Attermann – Board of Governors

Enid Hoffman – Immediate Past Treasurer, Board of Governors

Philip Kupperman – Special Projects Committee

Jonathan Schraub – Board of Governors

Danny Schulman – Special Projects Committee, Board of Governors

Bob Schwartz – Special Projects Committee, Board of Governors

Arthur Schwartzman – First Vice President, Board of Governors

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Management:

Matthew Linderman – President, COO, and General Manager

Kathy Campbell – Chief Financial Officer

John Collings – Assistant General Manager

Russell Devick – Project Manager/Owners Representative

Paul Griffin – Director of Culinary

John Joyce – Director of Racquet Sports

Jeremiah Lockhart – Director of Agronomy

Felipe Murcia – Clubhouse Manager

Jaclyn Schomber – Project Manager/Owners Representative

Travis Wehrs – Director of Golf

Professionals

MOUW ASSOCIATES, INC
CONSTRUCTION MANAGERS
Since 1956

SPINA O'ROURKE
+ PARTNERS

LARSON NICHOLS
INTERIOR DESIGN

FRY STRAKA
GLOBAL GOLF COURSE DESIGN

edsa

MAZZELLA
GOLF RENOVATIONS

P&A
Peckar & Abramson, P.C



Proposed New Master Plan

Highlighted numbers indicate areas included in this project

Legend:

1. Pickleball Check-in
2. Proposed Covered Pickleball Courts
3. Pickleball Courts
4. Racquet Event Lawn
5. West Tennis Courts
6. Tennis Check-in
7. East Tennis Courts
8. Parking Lot Expansion
9. Country Club Building
10. Administration and Operations Expansion
11. Kitchen and Loading Dock Expansion
12. Golf and Activities Center
13. Mr. D's 19th Hole and Drive Suites
14. Golf Course 1

RACQUET CENTER OVERVIEW

WEST RACQUETS	APRIL 2025 – NOVEMBER 2025
PICKLEBALL CENTER	MAY 2025 – MAY 2026
EAST RACQUETS	MAY 2026 – NOVEMBER 2026

Racquet Center Overview

Objective:

- Rebuild **all tennis and pickleball courts, sidewalks and infrastructure.**
- The renovation plan includes a buildout of a **new pickleball complex** and building that will showcase our **new Pickleball Center Court** for events and exhibitions, as well as the cosmetic upgrade to the existing Racquet Shoppe.
- **When completed, there will be 24 tennis and 25 pickleball courts**.
- The addition of a **new Event Lawn**.



EXISTING RACQUET FACILITIES SHORTCOMINGS:

Our current tennis facilities were built close to 40 years ago and over that time several deficiencies have arisen that limit the Club's ability to provide premier services to its members.

KEY DEFICIENCIES:

- The **tennis courts have damaged irrigation systems that negatively affect playability**, and deteriorated fencing and canopies that affect aesthetics and safety.
- The outdated furnishings lack the elevated look that Boca West is known for.
- **Pickleball facilities have been in place for a much shorter time but have quickly become a widely popular activity** for our members and currently do not meet the demand in nearly every aspect.
- **Key elements like showers, lockers, restrooms, seating, and shade structures are non-existent or subpar for the current and future Racquets population**, and it would be a disservice to our community and future members not to include these improvements in the upcoming renovations.
- **Our Racquet Center is challenged by aging facilities that are heavily used by our members**. This area is one of the legacy facilities and requires constant updates and repairs. Given the Club's stated goal of ensuring it is among the top-rated residential country clubs in North America, the Board and Club Leadership recognized that continuing to update this area would not be sufficient to provide a consistent and positive member experience.

The following images showcase some of the Racquet Center deficiencies



▲ Cracked sidewalks presenting safety issues



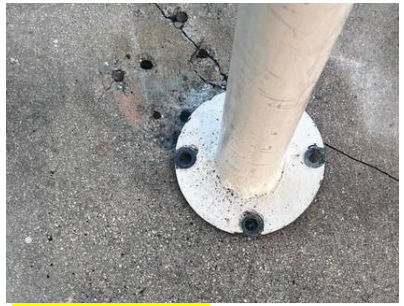
▲ Edge of court lifted due to root growth



▲ Rusted canopy poles throughout



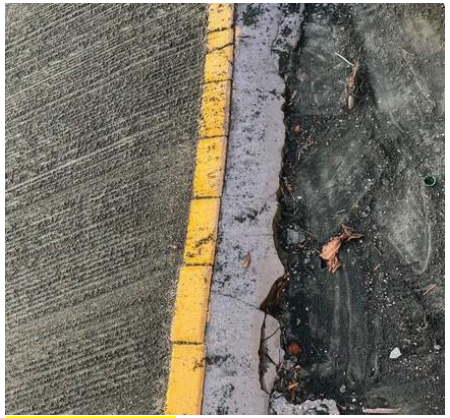
▲ Roots pulled from watering system pipes



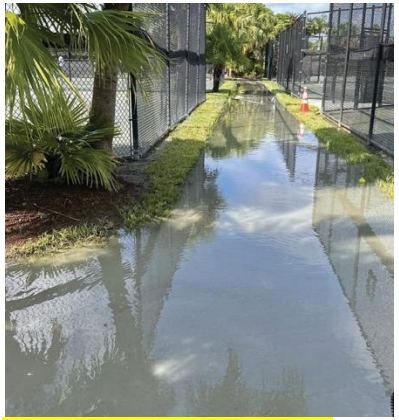
▲ Detached canopy pole



▲ Faulty watering system. Court is both wet and dry at same time



▲ Damaged concrete



▲ Flooded walkway due to poor drainage

Proposed Racquet Center Renovation Details

Although the Club's tennis courts have all been resurfaced numerous times over many years, **the facility's infrastructure and drainage are both close to 40 years old and continue to cause many issues.** With the growth we have experienced in pickleball, and what we expect the future demand to be, we propose a plan that will, if approved, meet both our current and our projected facility and program needs.

The Club intends to redesign the layout of the pickleball courts, adding 11 new courts with 12 covered, allowing for play year-round, regardless of climate conditions. In addition, a new pickleball building that includes lockers, showers, restrooms, a pickleball-exclusive shoppe, a stadium court for exhibitions, and social areas for events. Tennis courts and facilities will be completely renovated with new sidewalks, canopies, irrigation system, court surface, fencing, and furnishings. This is a much-needed renovation that will greatly benefit the membership for many more years to come.

Timing:

If approved, **this work will begin in the Summer of 2025 and be phased over two years so member play can be accommodated throughout the construction period with as little disruption as possible.** The project will be separated with construction on the west courts in Summer 2025 and the east courts (by the Country Club) in Summer 2026.

This expansion will include:

- An **updated Tennis Shoppe and terrace seating**
- **Newly Built Pickleball Shoppe**
- **Wraparound terrace seating at Pickleball**
- **Event bar with warming kitchen for events**
- **Restrooms with showers and changing areas**
- **Day Lockers**
- **Stadium seating for Pickleball Court**
- **Additional stadium seating at Tennis Center Court**

This expansion will also **include an Event Lawn to accommodate exhibitions and events** associated with Racquet Sports which includes a structured roof that will cover 12 pickleball courts.

ADDRESSING THE GROWTH OF PICKLEBALL

Since 2021, our **pickleball** check-ins have increased by a **staggering 313% and tennis check-ins have increased by 80%.** Since November, both have continued to trend upward. In addition to the increase in existing member use, more prospective members are inquiring about Racquet Sports during tours. Having a state-of-the-art facility will help solidify Boca West's reputation as the leading Racquet Sports facility in South Florida.



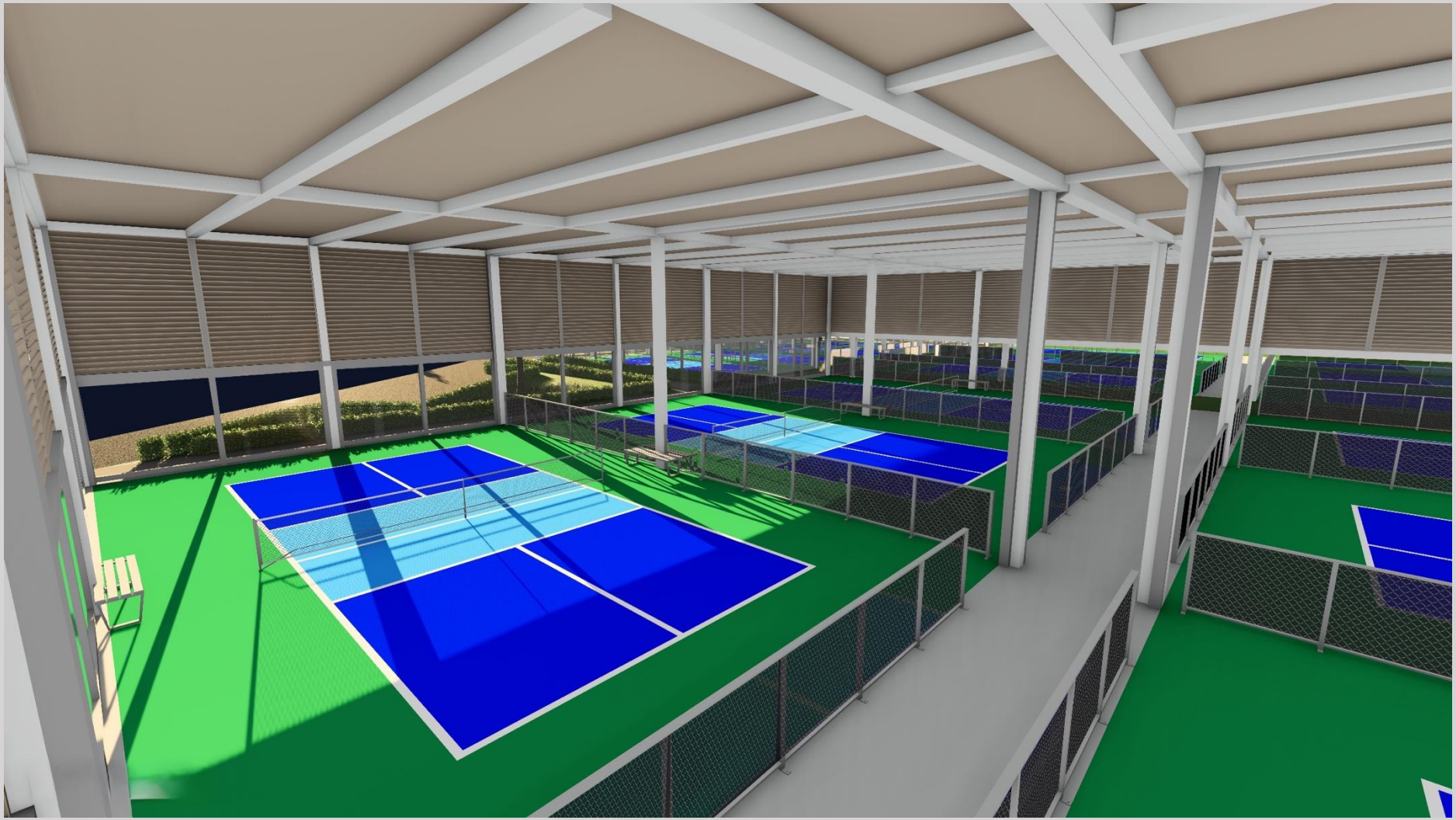
Proposed Racquet Center Site Plan

Legend:

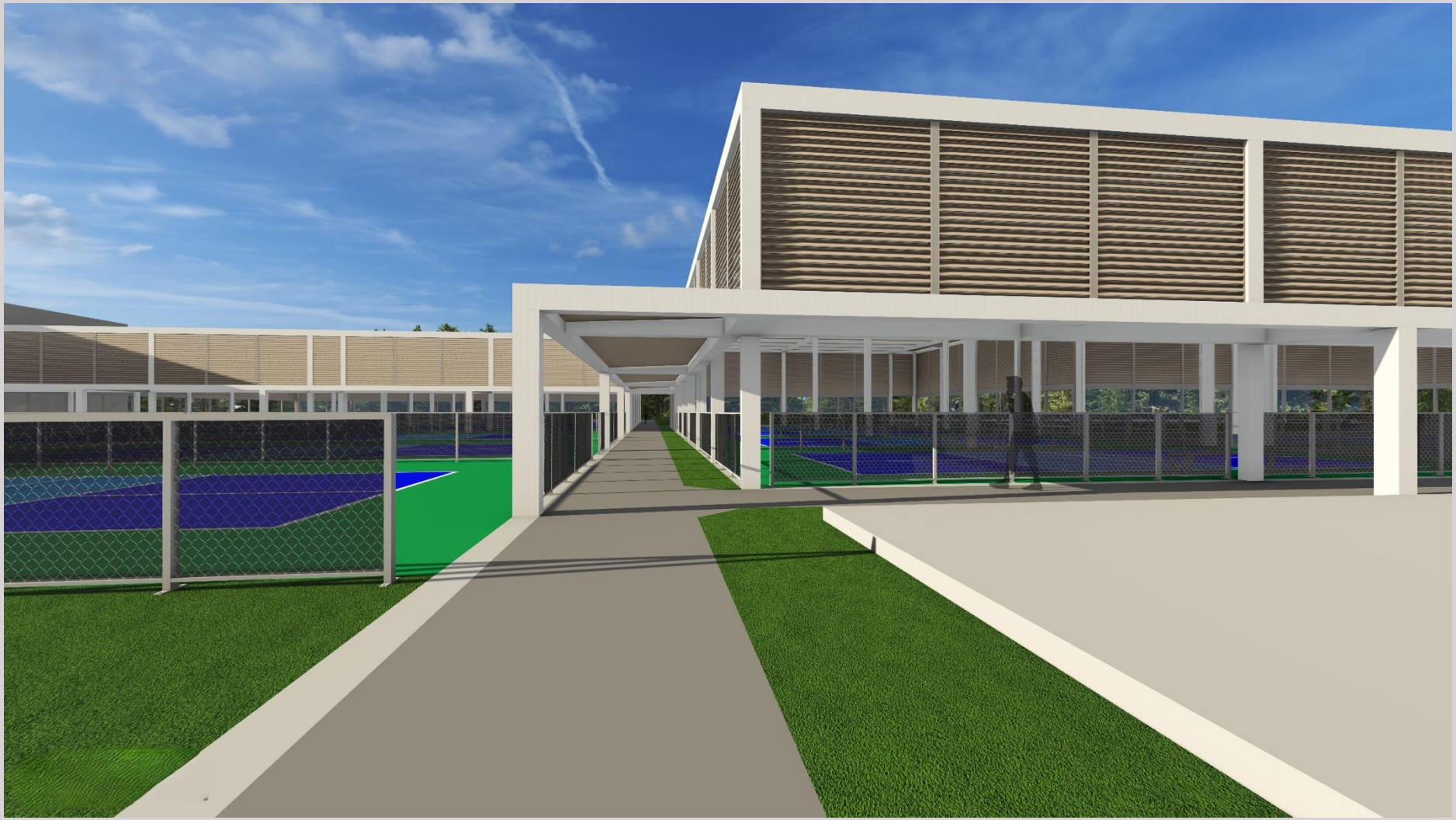
1. Existing Har-Tru Surface Tennis Courts To Be Rebuilt
2. Additional New Tennis Courts
3. Maintenance Storage
4. . Existing Parking Lot
5. New Event Lawn Area =5,200 Sf (130 feet x 40 feet)
6. New Screen Fence at Loading Dock
7. Stadium Tennis Court
8. Tennis Center
9. Covered Pickleball Courts
10. Pickleball Center
11. Uncovered Pickleball Courts
12. Stadium Pickleball Court
13. 2 Existing Tennis Courts Converted to Car Parking
14. Golf Cart Parking



Pickleball Center Rendering



EXAMPLE OF PROPOSED INTERIOR OF COVERED STRUCTURE



GOLF COURSE 1 OVERVIEW

MARCH 2026 – DECEMBER 2026

Work Includes:
18-Hole Putting Course and a 9-Hole Himalayan Short Course
Starter Building and Comfort Stations

Golf Courses and Facilities

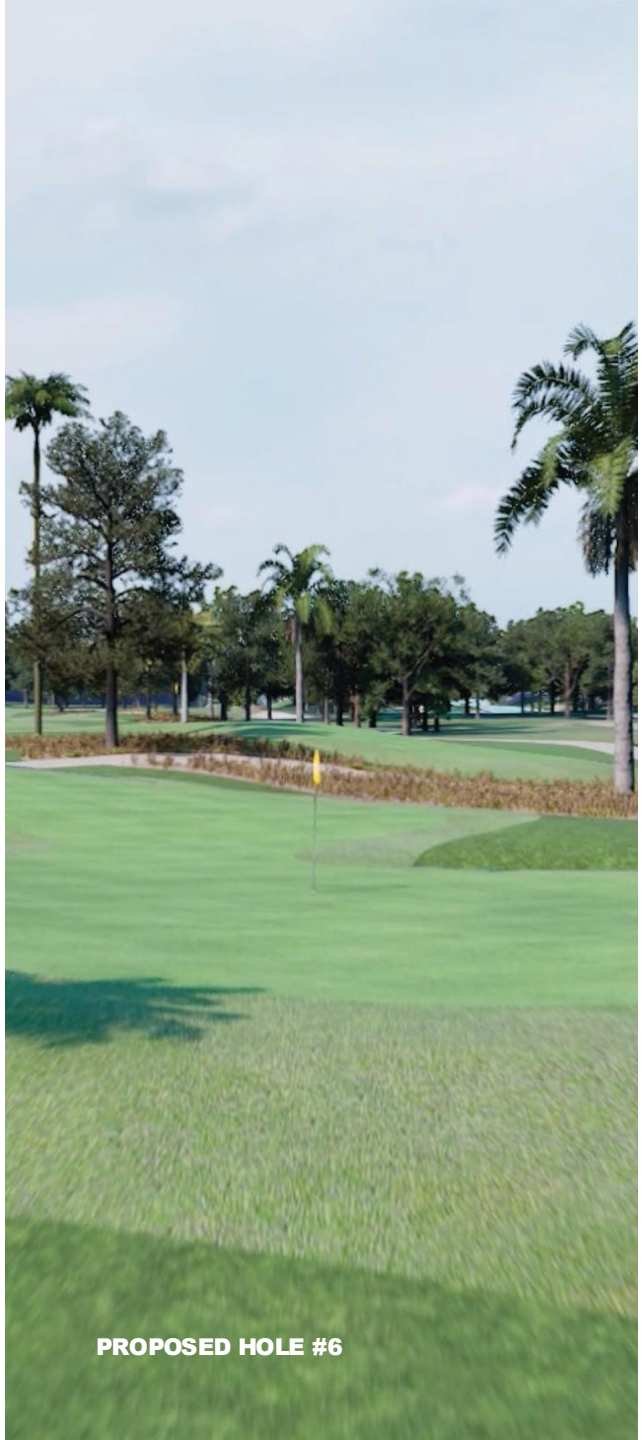
Over the last few years our Board and Management have communicated to members the need to update all four golf courses and related facilities and our desire to do so systematically over the remainder of this decade. **Due to the age of all our golf course irrigation systems (over 40 years old), coupled with the unavailability of almost all replacement parts, antiquated bunkers, and the age of the grass itself, our infrastructure is at a stage that requires us to implement complete rebuilds rather than ineffectively continuing to maintain the antiquated components and systems.** If approved, the current plan is to commence with a total renovation and redesign of Course 1.

Timing:

The renovation of Course 1 is anticipated to begin at the end of the 2026 peak season.

Details of renovation:

- **This total rebuild will include an 18-hole redesigned course, with no lost yardage and updated Comfort Stations.**
- In addition, given the surplus acreage already existing, and to accommodate the reality that 25% of rounds played are 9-hole rounds, **a new 9-hole Short Course and an 18-hole Putting Course will be added in the area behind the Aquatics Center.**
- Our golf architecture firm, Fry/Straka Global Golf Design, developed this plan to add these forward-thinking new amenities, enabling Boca West to continue to compete with golf and country clubs around us. **The planned opening for this project is anticipated for December 2026.**


PROPOSED HOLE #6

Design keys:

COURSE 1 LENGTH:
With the goal of creating a true championship-length course at Boca West, Course 1 can be stretched to more than 7,300 yards, certainly long enough to test even the best golfers. On the other hand, the front tee yardage will be 3,000 yards shorter at 4,300 yards, making it playable for these with a wide variety of abilities. The new forward yardages will also remove significant forced carries. **Fry/Straka were mindful of residents' views throughout their design.**

9-HOLE SHORT COURSE:
In recent years, many facilities have created engaging and enjoyable par-3 short courses, designed to challenge strong golfers, while also allowing younger players, families, and others to enjoy the game. Don't mistake these courses for the "pitch-and-putt" of the past; the Short Course at Boca West will feature nine holes from 75 to 110 yards over a parkland setting. **Easily walked, and taking only a short time to play, it will present an alternative for Boca West members seeking golfing options.**

18-HOLE PUTTING COURSE:
As part of the goal to create golf alternatives, Fry/Straka has designed a Putting Course within Course 1. Found in many great golf destinations in the world – including St. Andrews, Scotland; Bandon Dunes, Oregon; and Pinehurst, NC – putting courses are very large putting surfaces. Given their size, the golf designers are able to build more contour, creating a fun and challenging option for members. **This will allow strong players to work on their short game, while families, children, and others can use the space in a variety of ways.**

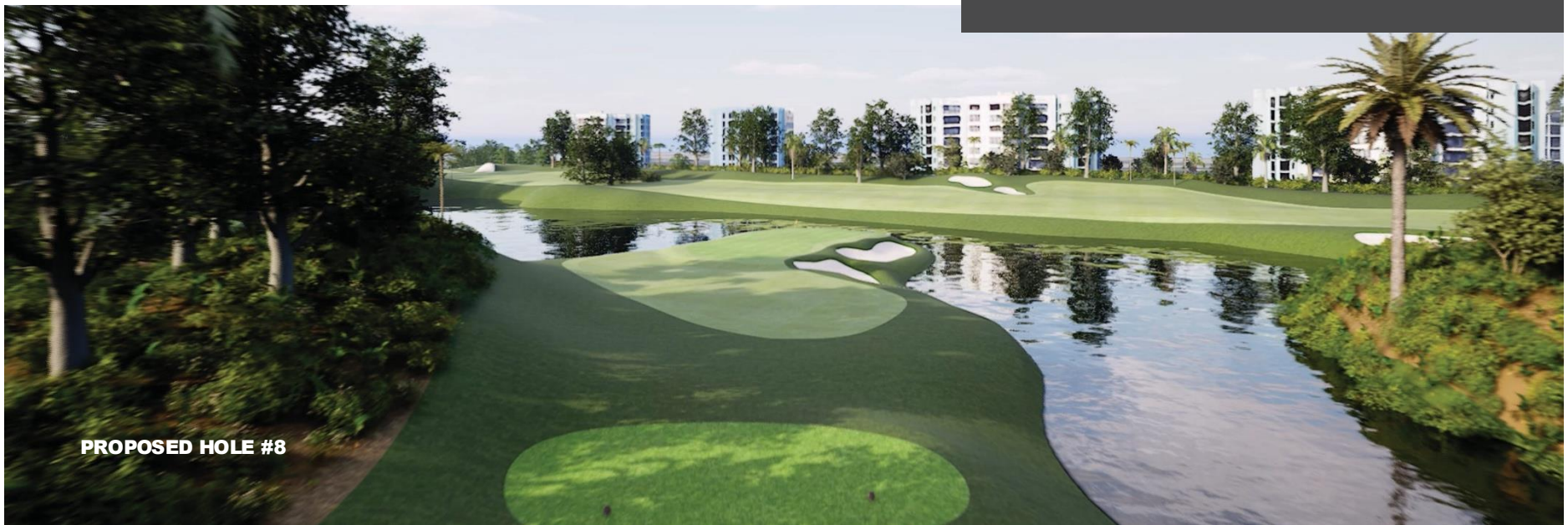
The Reconstruction of Course 1 and the development of a 9-Hole Short Course and 18-Hole Putting Course

Course 1 was created in 1969 and was renovated in 1997 and regrassed in 2013. To renovate Course 1, Boca West's leadership undertook a lengthy process to identify the appropriate golf architects to lead the project. After careful consideration and significant consultation with golf architects and industry leaders, Boca West selected the international golf architecture firm of Fry/Straka Global Golf Course Design. Fry/ Straka are renowned for their work throughout the world, from Canada, throughout the U.S., to Dubai, the United Arab Emirates, as well as throughout Asia.

"Fry/Straka went to great lengths to understand our membership," said Jeanine Banks, Chairman of the Board of Governors. "Jason and Dana spoke with the Club's leadership, and spent a considerable amount of time and effort determining how Club members utilize our golf courses today by using trackers to understand how the courses were being played and forecasted how they'll use them in the future."

KEY DESIGNS BY FRY/STRAKA INCLUDE:

- Erin Hills in Wisconsin, which held the U.S. Open
- Calusa Pines in Naples, which has long been touted as a Top 3 course in Florida
- The highly regarded reconstruction of Union League in New Jersey
- The restoration of Belleair, which *Golf Week* ranked 77 in the U.S. after Fry/Straka's work.



PROPOSED HOLE #8

Why Course 1?

Course 1 has what is described in industry vernacular as "core golf," which is essentially corridors where golf holes run adjacent to other holes. Since these holes are in singular corridors with residential homes on one side, Fry/Straka can undertake a significant renovation that includes adding elevation and repositioning hazards. In turn this will make the course more interesting and enjoyable. **The new design will challenge the Club's best players while making it more playable for golfers of all skill levels.**

The renovated course will see Fry/Straka create landforms that will add elevation to the design unlike anything in our area. This will allow the designers to create some dramatic holes, like the new 8th, a par 3 that plays downhill, dropping over 25 feet. Similarly, the 11th hole, a mid-length dogleg par 4, will feature a tee shot that drops 20 feet from tee to green.

Redesigning Course 1 presents a great opportunity for Boca West to update one of its key golf courses, while creating new golf experiences at the same time, says Jason Straka. **"We're going to create unique landforms unlike anything that really exists in the area, and that will really transform the way Boca West members think of Course 1,"** Straka says. "At the same time, the reworked routing allows us to build both the Short Course and a Putting Course, which will engage Club members with different golf options than currently exist at the Club today."



Future of Lifestyle "Residential Country Clubs"

- Longevity and Wellbeing are the primary drivers of Luxury Clubs, Hotels, Resorts, Destinations Globally
- Next Generation of "Clubs" – Desirability is no longer enough
  - *Must Deliver measurable impact on Members Health and Quality of Life*
  - *Integrated services, experiences, product spaces and offerings – Departments collaborating focused on wellness*
- Lifestyle Country Clubs have been delivering wellbeing for decades – the rest of the world is catching up

Our Members cannot live without us

Future of Lifestyle "Residential Country Clubs"

- Our average age is 70, average age of buyer is late 50's
- Long Range Planning looking at todays 45-year-olds (10-years out)…With their goal of Boca West when they're age 55
- Wellness is not transactional – its Social!
  - *42% of 1 Trillion Dollar spend in real estate wellness and wellness in general is driven by 30-45 age groups – they prioritize mindfulness, purpose, genuine transformation*
  - *45-59 age group looking for their "third place" (home, work, Boca West ☺) – balance, breathing room and someone to take care of them*

Boca West Live Well Concept:
Nourish, Connect, Move, Focus, Recover













Challenges Along the Way…

- As Board Members Change – get them up to speed as soon as possible
- Ensure you have solid Consultants that understand the importance of Relationship and "Partnering"
- Project Manager/Owner's Representative – Partner with someone or a firm that understands your culture, vision, and how you "Tick"… who will protect the Club and execute Your Vision "Not Theirs"
- Money… Ask for enough because what you build must be current and future driven – Especially if planned over three years

Boca West Country Club Next Moves…

- Expand our Wellness Center even more
  - 5 Studios to 7 – which will have a focus on "Recovery"/Pilates
- Double size of Driving Range
  - Includes addition of Golf Performance Center
- Outdoor Amphitheater on the Great Lawn
  - Additional Outdoor Lawns for events and wellness
- Second Garage and Expanded Parking
  - Vehicle count in the community has doubled over the past 3 years.
- Expanded New Member Park – for wellness and the Dogs!
- AND MUCH MORE….

THE IMPORTANCE OF BRANDING



CRAFTED
AN ART AND EPICUREAN STUDIO



Panache
RESTAURANT





PRIME CUT
THE PLACE FOR STEAK

BOCA WEST
COUNTRY CLUB

LR
THE LIVING ROOM
bar & lounge











BOCA WEST
life



BLUE POINT



LIVE WELL
LIFESTYLE & WELLNESS