

Club and Golf Industry Friends: Golf Business Advisors is assisting **Bent Creek Country Club** in Lititz, Pennsylvania in their search for a new General Manager.

Outlined below is an overview of **Bent Creek Country Club** and the General Manager position. Although previous General Manager experience is preferred, they may consider candidates who have been in Assistant positions as Clubhouse Managers (or with other similar titles) with excellent experience at top private clubs.

If you know of someone that may have an interest in this position, please ask them to forward their resume to golfadvise@widowmaker.com by the August 25 deadline.

Thank you for your cooperation and assistance. Jeff

Jeff Fleishman
Golf Business Advisors



Bent Creek Country Club Overview

The **Bent Creek Country Club** is the premier family-oriented private club in Lancaster County providing golf, tennis, fitness and swimming, along with banquet and dining facilities and an array of social activities for its membership. The Club has quietly built a reputation for its

understated elegance, its breadth of amenities, and its broad appeal to families of all ages in its dedication to promoting an active lifestyle.

Bent Creek Country Club is the centerpiece of the 550 home Bent Creek gated residential community and currently has over 535 total Member families, of which 275 are Golf Member families, and operates with an annual budget of over \$5.5 million.

The Club's Mission is to provide their members with excellent, competitive sports facilities, programs in golf, tennis and swimming, fun family focused social activities and fine dining. All of these will be provided in an atmosphere which values personal attention and the traditions, heritage, and etiquette of the games they play.

The spectacular Jay Morrish designed championship golf course opened in 1991 and was cited by the USGA as “a benchmark for golf courses in the Mid-Atlantic region.” The course is a par 71 from all five sets of tees, and has a yardage ranging from 5,120 yards from the forward tees up to 6,660 yards from the championship tees. It is a course that has been designed to be easy to walk, featuring the visual appeal of gently rolling hills, beautiful lakes, and a meandering creek. The playing surfaces are bent grass greens, fairways, and tees.

The elegant clubhouse overlooks the golf course and includes four dining options ranging from a very casual Café to a Bar and Bar Patio, a pool bar and snack bar, and also a more formal Mixed Grille, plus a number of special event rooms. The Bent Creek Culinary Staff is highly skilled at taking Lancaster County's wonderful resources of fresh meat and produce and transforming them into creatively prepared dishes, ranging from light appetizers, salads and sandwiches to four-star dinner presentations. Outstanding food and beverage for Members and Guests is a hallmark of Bent Creek Country Club.

The tennis facility features six Har-Tru surfaced courts that are also lit for evening play, and the fitness center features the latest in fitness equipment. The heated Olympic-sized pool provides activities for the entire family, including the Swim Team.

The Club's website is www.bentcreekcc.com .

General Manager Position Overview

The **General Manager** for **Bent Creek Country Club**, while administering the By Laws, policies and rules established by the Board of Directors, will serve as the Chief Operating Officer and is responsible for the management of all aspects of the Club's day-to-day activities. The General Manager will ensure maximum Member and Guest services and satisfaction, an effective financial operation, maintenance and repair of Club facilities, contribution to the Club's membership goals, establishment of plans for the implementation of the Club's long-range plan and the security and protection of the Club's facilities. The General Manager reports directly to the Club President, is an advisory member of the Board of Directors and an ex-officio member of all standing committees.

The General Manager will oversee and direct the Club's Department Heads and be responsible for the entire Club operation, including the following key areas:

- **Member and Guest Relations** -- provide outstanding service to Members and Guests, including tours of the Club's facilities
- **Food and Beverage** – oversee both a la carte and special events with outstanding food and warm, friendly and efficient service
- **Golf Operations** – oversee the golf operations by working closely with the Head Golf Professional, including tournaments, programs, tee times, equipment and merchandise
- **Golf Course Maintenance** – oversee the golf course maintenance by working closely with the Superintendent and staff to ensure Member satisfaction as it relates to the look and playability of the course
- **Tennis Operations** – oversee the tennis operations, including court maintenance, court times, programs and tournaments
- **Pool** – oversee the pool, including safety, instruction, Swim Team and programs
- **Human Resources** – oversee the hiring, training, and terminating of all Club personnel and establish specific personnel policies, hourly wages, compensation and benefit programs, job descriptions, annual performance reviews and personnel procedures
- **Housekeeping** – oversee the daily cleanliness of all areas of the Club
- **Capital Improvement Projects** – oversee any CIP projects in progress and work with the Board on planning for possible future projects (\$800,000 in progress and planned over next three years)
- **Membership Sales and Marketing** – oversee the ongoing Membership sales and marketing activities and serve as the Membership Director
- **Club Communications** – oversee the regular Club emails and monthly newsletters and any other Club collateral
- **Budgeting and Accounting** – oversee the development of the annual budgets and daily, weekly and monthly financial reporting, including accounts payable and accounts receivable by working closely with the Business Manager
- **Contracts** – review and approve all Club contracts in accordance with guidelines established by the Board
- **Policies** – uphold and enforce the By Laws, rules, policies and procedures of Bent Creek Country Club
- **Committees** – work closely with each committee (including attending their respective meetings) in order to assist them in their roles with the Club
- **Other** – conduct weekly Department Head staff meetings, conduct regular meetings of all BCCC employees, attend and report at all Board of Directors meetings, attend all committee meetings and represent Bent Creek Country Club in working with the CMAA, USGA, PAGA, NGCOA, PAPGA, and other club and golf organizations, including speaking to outside groups and any other duties as assigned by the Club President

Additional Information

Bent Creek Country Club is seeking a General Manager with excellent private club General Manager experience required or excellent experience as a Clubhouse Manager (or with other similar titles) with a minimum of 10 years of experience working at outstanding private clubs. In addition, the CMAA certification and a college degree are preferred.

The Board is seeking a new General Manager that will manage the day-to-day operations of the Club, be detail oriented, and have a strong understanding of Club finances, excellent communication skills and experience in membership recruitment and retention.

The position reports to the President and the Board of **Bent Creek Country Club**. This position is year-round, will manage a staff of approximately 160 people (based on the season) and will begin by approximately October 1, 2017, or before if possible.

The salary and benefits for this position include a salary beginning in the \$125,000 range commensurate with the successful candidate's experience. Benefits include health and life insurance, 401K after one year, CMAA dues, paid vacation and a reasonable relocation allowance for moving into the area.

Interested candidates should provide their resume to golfadvise@widowmaker.com by the August 25 deadline.