

When investing in fitness makes sense | Clubhouse of the Year

# Golf Inc.™

JULY/AUGUST 2019



Royal Golf Marrakech, Morocco

Troon's new CEO,  
Tim Schantz

## A future so **BRIGHT**

Why Troon, ClubCorp  
and other large  
management companies  
are bullish on the future  
of golf as a business.



# CLUBHOUSE OF THE YEAR

## Renovation



### WHAT THE JUDGES SAID

“The transformation of the spaces from drab to warm, inviting and spectacular is fantastic. The old terrace that serves as the bar and the dining space with the folding glass walls are a perfect example of what’s working in the club world today.”

## First Place (tie)

### Bear Lakes Country Club

WEST PALM BEACH, FLA.

**Owner:** Membership

**Architect:** Peacock + Lewis Architects

**Interior Design:** Peacock + Lewis Architects

**Contractor:** Mouw Associates

**Construction cost:** \$6.6 million



WITH AN EQUITY membership that takes pride in having one of the lowest collective handicaps in the area, and featuring two Jack Nicklaus Signature courses, Bear Lakes Country Club is a golf-centric club. And that sensibility guided the clubhouse renovation.

Brian Idle, president of Peacock + Lewis Architects, was a newly hired young architect assigned to another project when his firm designed the original clubhouse 35 years ago. After more than three decades of small improvements to the building, the membership decided to go for a full renovation and came back to Peacock + Lewis.

While working with the existing foundation and exterior, Idle said, they fully updated the color schemes and fixtures and reoriented the interior layout to better in-

tegrate the clubhouse with the golf course.

“The amenities are now engaging the activity on the golf course rather than closing the door on it,” he said. “Club design 30 or 35 years ago tried to isolate the activity on the course from what was going on in the clubhouse because it was felt you’d disturb putts on the 18th green if people were having too much fun in the clubhouse.”

Marius Ilie, general manager of the club, said members wanted an upgraded facility that would encompass a great social life. The results, he said, have blown away the members with whom he has spoken.

Ilie said an enlarged kitchen has allowed staff to elevate the event programming to match the new surroundings. The combination of the improved facilities and a new social calendar has led to more than 40 new members since the renovation was unveiled in the fall.