

THE CORAL GABLES GOLF AND COUNTRY CLUB CONCEPTUAL PLAN



City of Coral Gables
Community Recreation Department
Commission Meeting
Tuesday, Feb. 15, 2022

**CORAL
GABLES**
THE CITY BEAUTIFUL



The Coral Gables Golf and Country Club

Today's modern-day country club lifestyle:

While golf may be the soul of most country clubs; family gathering spaces and amenities have become the heart.



Coral Gables Golf and Country Club vision:

A world-class country club for our community to gather, grow and call home.

Membership Types – Phase I Implementation

Social Lifestyle Fitness Membership Options:

To include amenities such as the fitness center, steam room, smoothie bar, pool, pool-side bites, kids club and tennis courts with an initial two-court limit and programming discounts.

Maximum membership capacity not to exceed 2,000 members.

- Family Platinum Membership
- Family Fitness Membership
- Single Fitness Membership
- Single Junior Fitness Membership
- Single Silver (65+) Fitness Membership



Membership Types – Phase II Implementation

Tennis & Pickleball Membership Options:

Membership amenities to include use of six Har-Tru clay courts, phased addition of two new pickleball courts and instructional programming discounts.

Maximum membership capacity not to exceed 200 members.

- Family Tennis and Pickleball Membership
- Single Tennis and Pickleball Membership
- Single Junior Tennis and Pickleball Membership
- Single Silver (65+) Tennis and Pickleball Membership



Membership Types – Phase II Implementation

Golf Membership Options:

To include amenities such as the golf course, fitness center, steam room, smoothie bar, pool, pool-side bites, and programming discounts.

Maximum membership capacity not to exceed 200 members.

- Family Executive Golf Membership
- Corporate Golf Membership
- Single Golf Membership



Membership Package Details

Provide a separate pricing structure for residents and non-residents to encourage resident usage at a more affordable rate.

Provide a guest fee and limited usage structure to allow members to bring a friend or family member to introduce them to the club and its amenities.

As part of Phase II, golf members will have access to the Granada Golf Course which is a nine-hole Par 36 course.

Golf members enjoy 7-day advance tee times and opportunity to compete in men's and ladies' golf tournaments hosted by the Club.



Membership Package Details

Corporate memberships are sold in packs of four and allow for up to four single transferable memberships issued in a company's name. Corporate memberships are valid weekdays only.

Family memberships provide access for the member, spouse, and dependent children 21-years and younger.

Platinum memberships include 10% rental discount for banquet facilities, access to exclusive monthly and annual member social events and 25% discount on all programming and golf greens fees.



Café Space Operational Plan Options

Option 1: Concessionaire Agreement with Revenue Split

Revenues based on sales.

City provides/maintains interior set-up and equipment.

City retains access and use to café/kitchen space as needed and oversees quality control and approves menu selection and pricing structure.





Café Space Operational Plan Options

Option 2: Café Lease

Defined revenues through a lease.

Build-out and ongoing maintenance to be maintained by the tenant.

Survey required to identify available square footage for tenant's sole use to include kitchen space.

Requires separate folio number to allow for a for-profit enterprise.



Rental of Banquet Hall Facilities

City to solely manage the rental of banquet hall facilities through pre-set rental rates.

Catering of food and beverage services to be provided by outside external catering companies with option to provide City-staffed catering for small or internal rentals and programming.

Rental fees are based on an event up to five hours.

Additional fees apply for additional amenities and services.

External Catering Options:

- City listing of prequalified caterers with a revenue-split/percentage of sales incentive.
- Allow for the renters' preferred caterer the use of the catering kitchen at an additional fee.
- Both options are conditional to any City insurance and bond requirements.



Banquet Hall Floor Plan:





Banquet Hall Rentals

CORAL GRAND BALLROOM:

CURRENT CAPACITY

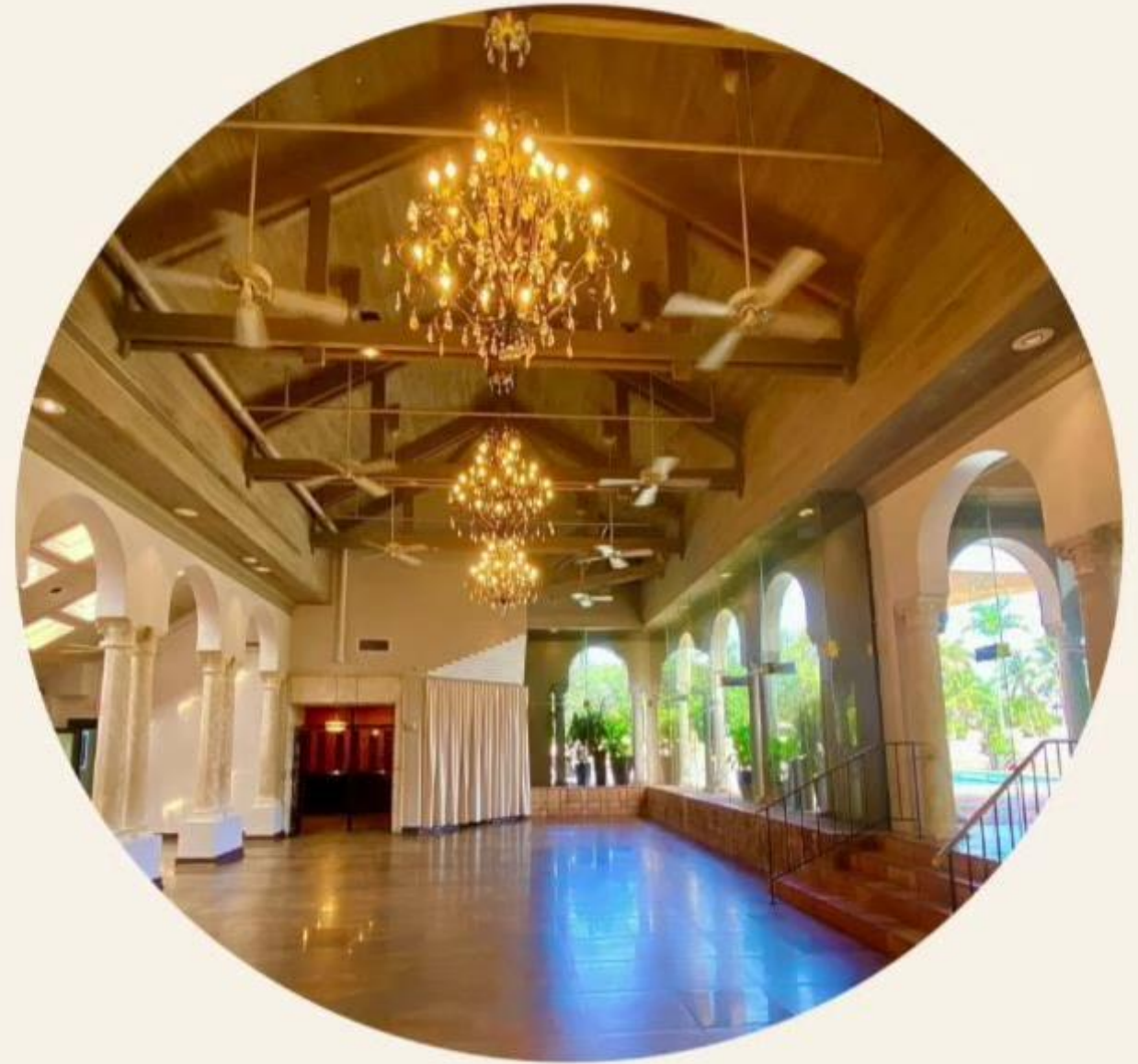
- BANQUET STYLE | 600 PEOPLE
- RECEPTION STYLE | 1,000 PEOPLE
- THEATER STYLE | 800 PEOPLE

Banquet Hall Rentals

**ATRIUM ROOM
WITH POOLSIDE ACCESS:**

CURRENT CAPACITY

- BANQUET STYLE | 150 PEOPLE
- RECEPTION STYLE | 250 PEOPLE



Banquet Hall Rentals

FOUNTAIN ROOM WITH PATIO ACCESS:

CURRENT CAPACITY

- BANQUET STYLE | 90 PEOPLE
- RECEPTION STYLE | 150 PEOPLE
- THEATER STYLE | 100 PEOPLE

Space to accommodate potential future restaurant or a members social lounge and bar with private outdoor dining experience.



Banquet Hall Rentals

MERRICK ROOM:

CURRENT CAPACITY

- BANQUET STYLE | 80 PEOPLE
- RECEPTION STYLE | 120 PEOPLE
- THEATRE STYLE | 100 PEOPLE

Recommended for the sole use of internal programming, seminars, meetings and exclusive member party rental options.





Social Activities



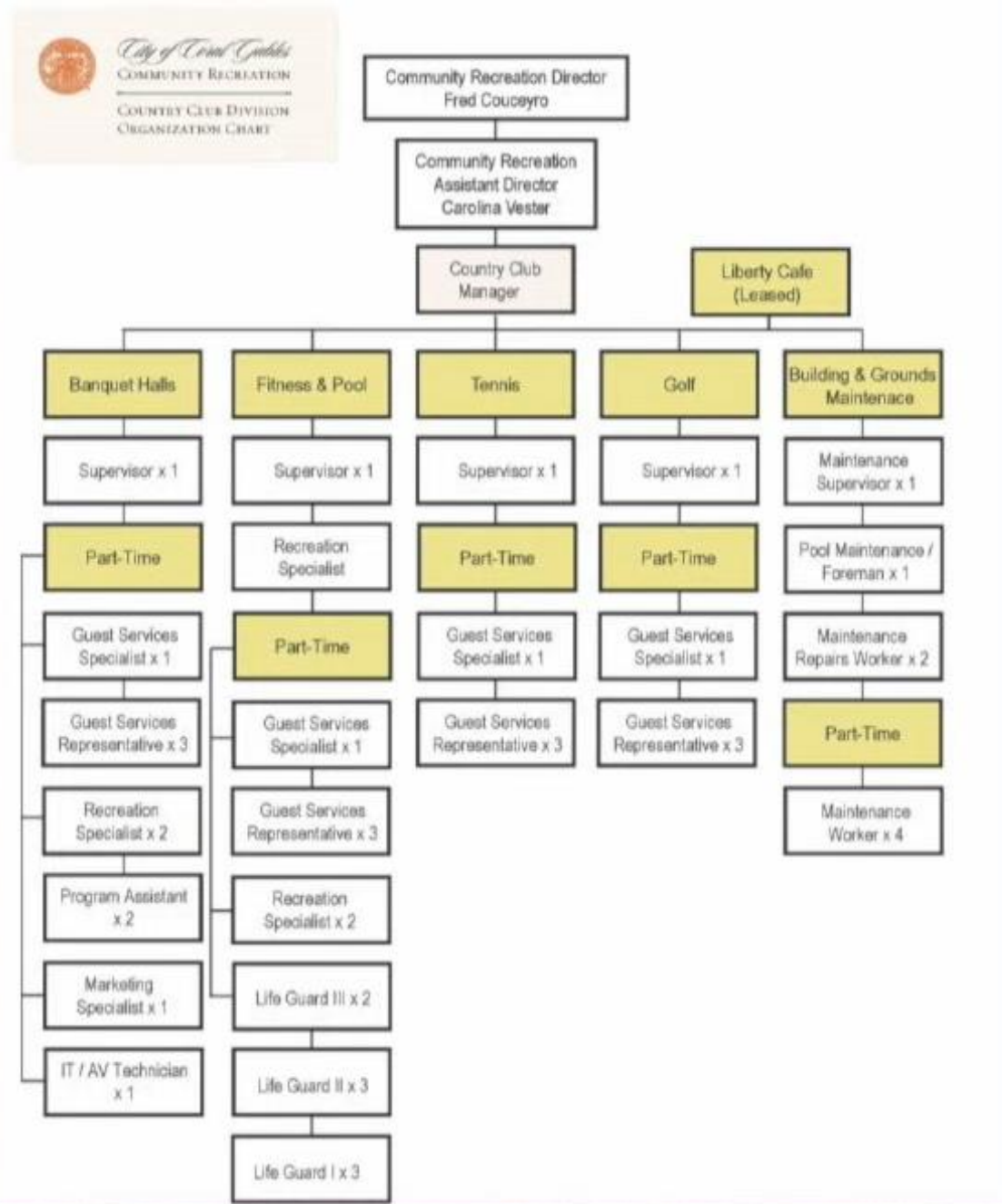
- Daddy Daughter Dance
- Dive-In Movies
- Cardboard Regatta Race
- Princess Night
- Superhero Night
- Adult Sock Hop
- Family Scavenger Hunts
- Family Theater Night
- Family Game Night
- Family Charades
- Family Trivia Night
- Talent Shows
- Pool Luau
- Magic Show
- Paint Night
- Crafting Workshops
- Murder Mystery Evening
- Swimming Lessons
- Aqua Fitness Classes
- New Member Meet & Greet
- Annual Member Social
- Parent Night Out
- Kids Club
- Exercise Classes
- Themed Seasonal Activities & Events

City Staffing Structure

Phase I:
7 FTE & 24 PTE

Phase II:
3 FTE & 12 PTE

Total Staffing Needs:
10 FTE & 36 PTE



Capital Improvement Needs

- Structural building repairs and ADA remediation.
- HVAC system, lighting and electrical repairs and upgrades.
- Pool vessel, pump room, copping and deck renovation.
- Historic window restoration & impact glass on non-historic windows.
- Complete kitchen redesign with potential separation of kitchen spaces.
- Wood restoration to include wood floors.
- Tennis pro-shop and clay courts renovation. Addition of pickle-ball courts.
- IT / AV / Alarm / Security infrastructure upgrade.
- Restroom renovations and on-going maintenance to gym and spa area.
- Parking lot and landscaping enhancements.
- On-going capital replacement of furnishings.



Coral Gables Golf and Country Club, Miami, Florida.

SOMETHING OLD IS NEW AGAIN

THANK YOU



**CORAL
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THE CORAL GABLES
GOLF AND COUNTRY CLUB

*Coral Gables' First Public Building
Celebrates 100 Years*

