

# PROMONTORY

## *A Private Mountain Playground*

*“I felt it was critical to engage the entire family with options, no matter their age, and no matter the season.”* — FRANCIS NAJAFI, DEVELOPER

*“Playing golf in the mountains is a learning experience, but also what makes it so much fun.”* — JACK NICKLAUS

Painted Valley Course  
by Jack Nicklaus

PARK CITY, UTAH: One of the most famous phrases in Hollywood is Kevin Costner’s quote, “If you build it, they will come,” from the hit major motion picture *Field of Dreams*.

One can’t help but think Francis Najafi had the same thought as he stood among 7,200 acres (more than 11 square miles) of sagebrush more than 20 years ago. His vision ultimately created Promontory and turned it into one of America’s most exclusive addresses.

“Promontory could probably qualify for its own zip code from the USPS,” teased Kelli Brown, general manager. “The community is large by any scale and equals half the size of Manhattan in New York City. To say our density is less would be an understatement. We don’t have a single traffic light on the property [compared to 2,862 in Manhattan], and you can drive from our entranceway to the Salt Lake City International Airport in about 35 minutes without a single stop.”



The Promontory equestrian center features indoor and outdoor arenas; private horse stables; heated stalls; washing and grooming areas; and a private club lounge for viewing training, riding, and lessons.

“Promontory is beautiful. The scenery is unbelievable and the long-range views of Deer Valley and Park City are wonderful.” — PETE DYE



The Shed is a casual and family-friendly activity center that's designed to bring families together.



A beach at 7,000 feet! Promontory's private Beach Club is part pool, part lake.

### SUCCESS BY ANY MEASUREMENT

In recent years, Promontory has invested \$400 million in member amenities. “Our combination of modern facilities, cosmopolitan mountain architecture, and attention to detail has turbocharged our growth,” said Brown. “As a result, the average age of our buyer has trended younger and more affluent [now 58 years old]. One thing that hasn't changed: our commitment to deliver the finest multi-generational amenities. While our three golf courses are important assets, to call us a golf community wouldn't fairly represent the wealth of activities we offer.”

Kelli admits time management is key to success. “Whether recruiting for key positions, reviewing budgets, or refining seasonal menu offerings, it is hard to ‘turn off’ work when I get home. My philosophy of hiring the best, holding them accountable, and being kind when issues arise has served me well in my career,” advised Brown.

After completing The Hills short course last summer, Promontory isn't resting on its laurels. Next in the queue is an expansion of its Lavender Spa, the opening of Porto restaurant (its seventh dining venue on property), and the addition of six pickleball courts.

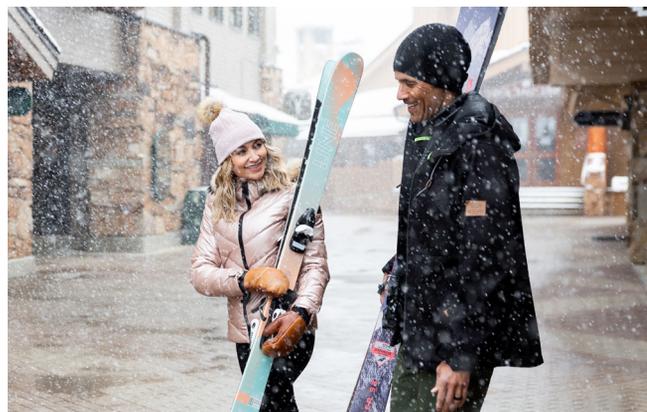
### 54 HOLES OF EXHILARATION

Complementing its Canyon Course (designed by Pete Dye) and Painted Valley Course (designed by Jack Nicklaus), The Hills short course (designed by Forrest Richardson/Jeff Danner) ushers in a new era of golf at Promontory. “I'm originally from Wales, and I can confidently say America is such a cool place to live, and Promontory delivers the best of Americana with unbeatable outdoor recreation options,” expressed Neil Jones, director of golf.

“Our Hills Course is entertaining and is by no means a gloried pitch-and-putt design. The creative layout includes an island green [surrounded by hand-laid rock], a Redan hole, and even a punchbowl green. It's ideal for families and beginners earning their sea legs.

“Painted Valley is classic Nicklaus with inviting fairways,” detailed Jones. “The Canyons displays the softer side of Dye with few forced carries and undulations that tend to feed your ball back into play. The best way to summarize our newest addition is simple: The Hills is pure fun for everyone!” ■

*For more information on lifestyle opportunities, please visit [PromontoryClub.com](http://PromontoryClub.com).*



Located on the ski mountain at Deer Valley Resort, the Alpine Lodge is a ski-in/ski-out haven for Promontory members.