

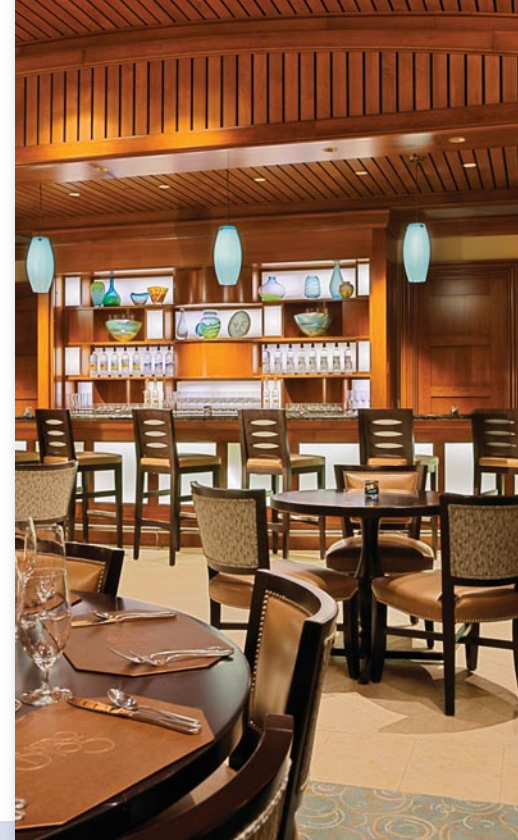
# BALLENISLES

## A CASE STUDY FOR SUCCESS

*The Platinum Clubs of America has awarded the community as one of its "Top-35 Residential Clubs" for its resort lifestyle.*

**PALM BEACH GARDENS, FLORIDA:** There are 168 hours in a week. After factoring in eight hours of sleep per night, a 40-hour work week, time for errands, meals, exercise, and family commitments—you are typically left with 35 hours of free time per week or about five hours per day.

"In reality, you only have complete control over 20 percent of your time," said Brian Merbler, director of marketing at BallenIsles. "When you get down to brass tacks, it's easy to understand how today's societal demands make it difficult to commit four hours for a round of golf. The game has not become longer, harder to learn, nor does it cost more. In fact, a case can be made that golf is more accessible than ever. While the game has remained static, life's pace has accelerated."



(Left) Stylish Bistro 105 offers an open-air kitchen and a casual, family-friendly dining experience similar to what you would find at Romano's Macaroni Grill.



Over \$650,000 has been invested *every month* for the past *seven years* into member amenities at BallenIsles.

### A PROBLEM AND A SOLUTION

BallenIsles has a history of championship golf. Its three golf courses have hosted the Senior PGA Championship, PGA Championship, and World Cup of Golf. It was also home to The PGA of America until 1988.

As a member-owned club, residents control their destiny. "Anyone who has participated on a board knows how contentious meetings can be," said Merbler. "We all understood we couldn't rest on our golfing laurels. BallenIsles needed to offer the whole package. Our goal was to have BallenIsles evolve and become like piazzas

in Italy, the town square where families—and not just the men who are golfing—meet on weekends."

Competition in South Florida's private golf community market is stiff. BallenIsles' members knew they weren't the only golf course, pool, and social arena in town. "We had to build the best to compete," explained Merbler. "Everything was evaluated from top to bottom."

The membership has approved over \$55 million in upgrades and additions in the last seven years.

Today, BallenIsles is energized with activity. Members have access to a 72,000 square-foot contemporary club-

**BALLENISLES' "CLUBS WITHIN THE CLUB"** include six bridge teams, multiple book clubs, a photography club, and a wine lover's club. At least five fitness classes are scheduled in the Fitness Center's aerobics room each day.

### HAS GOLF BECOME MORE EXPENSIVE IN RELATIVE TERMS?

Golf balls were made of feathers and leather centuries ago. They were handmade, difficult to manufacture, and inconsistent in quality. Each golf ball cost the equivalent of \$14 in today's dollars.

house, a 62,000 square-foot sports complex, Cosmo and Company spa, 22 tennis courts, three restaurants, and a resort-style pool on a lushly landscaped setting—not to mention its 54 holes of championship golf.

Tennis is almost as popular as golf at BallenIsles.

"Our Tennis Pavilion is staffed by six professionals, has a stadium court [seating for 500], 19 clay courts, and two hard surface courts. The complex is so complete, Olympic Gold Medalists Venus and Serena Williams both train here," revealed Merbler.

Plans are under way to approve a significant clubhouse upgrade. "BallenIsles provides the foundation of a lifestyle that many people desire to live," concluded Merbler. ■

*BallenIsles is six miles to the beach, minutes from world-class shopping in Palm Beach, and less than an hour's drive from three international airports.*

*For more information, please visit [BallenIsles.org](http://BallenIsles.org), or you may call (561) 775-4763.*