



“Dataw Island Club is one of the first and, to this day, one of the finest master planned communities in the Southeast.”

– TOM FAZIO, GOLF COURSE ARCHITECT



DATAW ISLAND CLUB

MAKING THE RIGHT DECISION

SAINT HELENA ISLAND, SOUTH CAROLINA: Hard work has always been one of our country’s founding values. Last year, Americans skipped 488 *million* earned vacation days. When they face a challenge, they commit to find a solution.

Dataw Island Club, located between Hilton Head Island and Charleston, has a diverse membership ranging from retired CEOs of Fortune 500 companies to school teachers.

“It’s not about comparing successful careers, it’s about who you are today,” described Bill Paddock, president of the Board at Dataw Island Club. “The club’s culture brings out the best in people. There are no labels.”

The club, like many private communities, aggressively addressed a decline in membership and rounds played.

“Our Board knew it had to roll up its sleeves, address the issue, and come up with a solution. It was not going to kick-the-can down the road,” said Paddock.

“Rounds played dropped 20 percent in a five-year period. Board members were at loggerheads. We all agreed there was an urgent need to address the ‘big picture.’ But how? It was critical to roll out a new membership plan offering a product that would interest today’s buyer.”

THE KEY WAS FLEXIBILITY

Last year, the club revamped its membership plans. A new membership choice included a “bucket” of rounds, ranging from 10 to 40 per year.

“There was some trepidation if we were making the right decision,” revealed Paddock. “Members who played every day questioned if we were turning our backs on one of the club’s best amenities.”

At the one-year mark with the new membership plans, 20 percent of members who had been on an unlimited golf membership *downgraded* to a bucket of rounds, and 30 percent of members who had been on a sports or social membership *upgraded* to include some golf. The net result? Both rounds played and revenue increased.

“It’s been an absolute success,” praised Paddock. “Offering the flexibility to match your needs resonates with our existing members and part-time, pre-retiree prospects. I wouldn’t be surprised if we don’t become a model for other private clubs.” ■

For more information on Dataw Island Club and their Experience Package, visit Dataw.org or call (866) 683-2829.