



The new 12-hole Golf Park complements the 18-hole Jack Nicklaus Signature Course on property. It features bent grass greens and bluegrass fairways. Barefoot golf is encouraged. Each green has two cups: a standard size and eight-inch cup. Undulations are designed to feed the ball toward the hole, even on mishits.



Tony Mitchell and Jack Nicklaus mark the opening of the Golf Park at Red Ledges. Photo by Austen Diamond Photography.

All In The Family

The Golf Park at Red Ledges—a new concept in the evolution of the game.

HEBER CITY, UTAH: (20 minutes from Deer Valley and Park City): “I must admit, my husband’s career is a bit out of the norm. Most people work to play golf, but Jack played golf to work,” teased Barbara Nicklaus.

Jack and his wife Barbara are busier than ever. The Nicklaus Design business is thriving (particularly outside the United States) and their charity, Nicklaus Children’s Health Care Foundation is expanding from a small grass roots organization into a significant player in South Florida’s healthcare with the Children’s Hospital in Miami and dozens of outpatient clinics.

“Our life affords us to visit the most amazing places on earth,” said Barbara. “But it always feels good to go home to your family. We can’t take loved ones for

granted. When our daughter Nan was 11 years old, she would uncontrollably start and stop gagging. The doctors were stumped. After many tests, an MRI discovered a dark mass on her lung. The stress was enormous. A scope revealed a blue crayon was lodged in her chest. Relief turned to concern when surgery and recovery required a stay in an oxygen tent. My hope is our foundation will create happy endings for generations of families with sick children.”



Jack and Barbara Nicklaus are avid fishermen. Their dog Bunker, pictured at the helm, seems to have mastered the water as well.

RUNNING THE RIVER

Jack is known for being a true competitor on and off the course. “We both love to fish,” said Barbara. “I think he could fish 24/7. When we are on the river together, we have a silent bet of who can catch the bigger fish.”

When asked, who usually wins, Jack’s rebuttal was swift. “I always want Barb to win. Happy wife, happy life,” winked Nicklaus.

DELIVERING WHAT TODAY’S BUYER WANTS

The Nicklauses flew to Utah for the grand opening of the Golf Park at Red Ledges.

“I am not known as an innovator, but rather a traditionalist,” said Jack. “Golf is the greatest sport on earth, but faces challenges. Most other sports are played in three hours or less. Golf is typically a five-hour commitment.

“There are hurdles to grow the game we love so much, and they aren’t new. Our sport is difficult to master and time consuming,” detailed Nicklaus. “What has changed, however, is society. Parents are looking for fast, fun, and family-friendly activities.

“I think the new Golf Park at Red Ledges is a great application to what today’s consumers yearn for,” said Jack. “The name Golf Park is appropriate. The focus is the 12-hole short course, but it can be utilized for so much more. I imagine families grabbing a wedge and putter for a quick sunset round, couples walking their dogs, and kids kicking the soccer ball around. The casual environment is inclusive.” ▶



STATE OF THE PRIVATE CLUB INDUSTRY
Dana Garmany was in attendance for the Golf Park Grand Opening

“THERE IS A TUG OF WAR between memberships who prefer white tablecloth and blue blazer dinners and those looking for a more relaxed atmosphere. A generation ago, the husband made the decision to join a club. Now, it is a family decision.”

— DANA GARMANY, CEO OF TROON

“RED LEDGES GOLF PARK may not be the game we know, but it is an excellent family-friendly ‘feeder system’ to the sport. I give kudos to Mr. Nicklaus, who I consider to be the greatest golfer of all time, and Red Ledges for realizing the changing demographics.”

— MARK KING, PRESIDENT OF ADIDAS GROUP NORTH AMERICA, AND FORMER CEO OF TAYLORMADE

"GOLF AS AN OLYMPIC SPORT had its bumps in the road. It won't make a difference in participation levels in mature golf markets of the United States, Japan, and Australia, but has the potential to kick-start the sport in countries like China and Russia who have strong ambitions to win medals. It will raise the level of awareness of golf worldwide." – JACK NICKLAUS



A QUICK PUTTING TIP FROM THE GOLDEN BEAR: "Carefully evaluate where water drains from on the green. Your ball will follow the flow of water." – JACK NICKLAUS

THE GENESIS OF THE IDEA

"Jack and I have been close friends for a long time," explained Tony Burns, developer of Red Ledges. "We have played together for the past 27 years at the Doral Pro-Am. It has been a heavy burden on me to 'carry' Jack all of those years," teased Tony.

"Building Red Ledges has been a passion of mine. It took decades and 27 different land purchases to acquire the property," recalled Tony. "This has been no small endeavor. When it became time to build our signature course, my list of architects was short; in fact, only one name: Jack Nicklaus."

During its grand opening year, the Jack Nicklaus Signature Course at Red Ledges was named the best new private golf course by *Golf Magazine*.

"I wasn't keen on adding a short course or par-3 course to the roster of amenities. When Jack suggested the Golf Park, I was intrigued and a little unsure of his exact vision, but excited about the concept," continued Tony. "We have a lot of member amenities. The Golf Park has drawn the most buzz, for sure."

A DEVELOPER I STAND BY

Red Ledges is pulsing with activity. Fifty-five homes are under construction or in design review. Over an eight-year stretch, 450 homesites have been sold.

"The community had a long and interesting journey," said Jack. "Tony opened my design during the teeth of the downturn. Business was tough and real estate sales were virtually non-existent. Tony has the resolve I see in only one out of 100 developers to deliver on all of his promises. He stayed with it, is a man of his word, and I am so proud of him."

During the ceremonial ribbon cutting of the Golf Park, an aspiring golfer in the audience cautiously asked Mr. Nicklaus, "When did you start to play?"

With a broad smile, Jack asked, "How old are you?"

"I'm seven," boasted the youngster.

"Well, you have a three-year head start on me," said Jack.

The jovial exchange was a fitting end to the celebration marking the opening of what likely will become a family friendly, member amenity other private communities will look to replicate in the years to come. ■

For more information, please visit RedLedges.com