

MISSION ACCOMPLISHED



The Club at Ibis has a member satisfaction rating in the top five percent of private clubs. Here's why...

WEST PALM BEACH, FLORIDA: In an industry where flat participation is the norm, when a club reports usage is up 40 percent year over year, an eyebrow is raised.

The Club at Ibis recently completed a \$37 million capital improvement project that touched almost every corner of the property. "We completed the three-year endeavor ahead of schedule and under budget," said Stephen LoGiudice, COO and general manager. "Usage was expected to be up after our significant upgrades. We budgeted a 20 percent increase and thought we might be overly optimistic. To have doubled our projections validates our success.

"There has been no letup at Ibis," stated LoGiudice. "The last couple of months have been the best in our community's history. In hindsight, it might have been wiser to increase our already much larger facilities during our recent project. We are the second largest private gated community in South Florida with 33 distinctly different neighbor-

hoods. Ibis has a look and price point for everyone. Our size allows us to provide nearly 30 different cultural associations, including those with a focus on painting, theater, cooking...and even a movie critic club," said LoGiudice. "You can get exhausted just looking at our social calendar."

Ibis has three Nicklaus-family designed courses: the Legend, the Heritage, and the Tradition, created by Jack Nicklaus Sr., Jack Nicklaus Jr., and Steve Nicklaus. Its practice facility (with a 144,000 square-foot seashore paspalum grass tee box) is larger than the White House in Washington, D.C.

AN EAR TO THE GROUND

"While all were proud of the renaissance, that's not to say the final product didn't require changes," said LoGiudice.

"I remember the famous commercial slogan, 'When E.F. Hutton talks, people listen.' It is critical to have an

"The **Legend Course** hosted The National Senior Club Professional Championship and the LPGA's Office Depot tournament. *Golfweek* named it one of the country's most distinctive courses, and *Golf for Women* rated the **Heritage Course** most women friendly in America. I think it's kind of special that the three of us designed golf courses in the same community. Each stands on its own." — JACK NICKLAUS

Surrounded by acres of the Grassy Waters Nature Preserve, **The Woodlands** is one of the final, new construction opportunities at Ibis. Each estate home is equipped with upgraded features including energy-efficient impact glass.

open ear to the members. What 'I think' isn't always right. Once the dust settled, our surveys revealed that we missed the mark on a couple of amenities," explained LoGiudice. "Since we are all time-starved, we chose to have one of our four restaurants be a gourmet buffet for both lunch and dinner. What worked great at lunch, wasn't so for dinner. So, the kitchen and dining room on the main floor of the clubhouse were reconfigured to create a more formal dinner experience.

"The end result is we have ratings of 91 percent overall and 96 percent in service satisfaction," beamed LoGiudice. "We are, hands down, the best value in Southeast Florida. Our dues and initiation fees are 20-30 percent less than our peers. Our size provides efficiencies and is an example of when 'bigger is better.'" ■

The Club at Ibis is located within a 20-minute drive from the Palm Beach Airport, Gardens Mall, Eissey Theatre, beaches of Singer Island, and the equestrian communities of Wellington.

For more information on membership opportunities, visit clubatibis.com or phone (800) 741-4500.



The Club at Ibis is almost a small town. Its 1,800 residents have access to nearly 30 different cultural associations ranging from photography to musical productions. Above, Martin Hall, director of instruction, provides a member clinic.