

BallenIsles

Exactly Where You Want To Be

PALM BEACH GARDENS, FLORIDA: “Some clubs choose to live in the past, we choose to live in the future,” said Chris Card, general manager and COO at BallenIsles Country Club. “Touting that you hosted a major tournament decades ago does little to enhance the member experience if your clubhouse is dated and golf course in need of repair.

“Our job is to look into the crystal ball and create a strategic plan that forecasts needs five to seven years in the future. The community bucks most trends. Across the board, our fitness, pool, tennis, and golf programming grows ever more in usage. Best of all, we are able to continue to invest in amenities without assessments—our club’s financials are that strong.”

BallenIsles is a member-owned private community with 1,575 homes. Members have access to three golf courses, a 72,000 square-foot contemporary clubhouse, a 62,000 square-foot sports complex, a Cosmo and Company spa, 22 tennis courts, three restaurants, and an inviting resort-style pool.



Bistro 105, with its open-air kitchen, provides a relaxed elegance for lunch or dinner.



Artist rendering of the new clubhouse lobby lounge.



During renovation of the East Course, 2,600 additional trees and 20,000 new shrubs were planted.

BALLENISLES has been ranked an Emerald Club by *Boardroom Magazine*. Its tennis facility is ranked No. 1 in the country by the USTA.

“Business is robust,” reported Card. “We have a little bit of ‘rocket fuel’ that our competitors lack. In order to stoke real estate sales, the original developer did not require residents to purchase a club membership. The bylaws were changed years ago, tying the two together. Each year, we have a number of resales that convert over to the required membership covenant. These new members tend to utilize the facilities more, spend more, and we receive the one time initiation fee. The end result is more capital to reinvest back into the club.

“My motivation is to make every day a little better at BallenIsles,” said Card. “We recently renovated two of our courses, with the third course scheduled for a facelift by Rees Jones in the works. The club also just approved, by an overwhelming majority, a major expansion and modernization of the main clubhouse that includes a new fine dining venue and more multi-function space. Our ‘clubs within the club’ are growing in participation, stressing available meeting space.”

CHECKS AND BALANCES

The U.S. Constitution divides the national government into three branches. While each is independent, procedures set by our Founding Fathers limit the misuse of power.

Most private clubs have a Board of Directors that function in the same manner. Committees make recommendations to the Board and in turn, the Board makes recommendations to the membership. Democracy prevails with a majority vote.

“Personalities, obligations, and hidden agendas are factors not to be heeded,” said Jack Cook, president of the Board at BallenIsles. “To effectively manage, you must have a deep love of your community and a little bit of craziness. My wife teased me that if I was elected, under no terms would she agree to move out of the community!”

“My purpose is to lead our eight other Board members toward common goals,” said Cook. “Decisions have far reaching effects from quality of life to property values.

“These are big decisions. For example, our main clubhouse capital project is a \$35 million investment, an amount greater than the cost to build the majority of private clubs in operation across the country today.” ■

BallenIsles is 15 minutes north of the Palm Beach Airport (PBI) and near all of the Palm Beach cultural activities.

For more information, please visit ballenises.org, or you may call (561) 775-4763.