



# United By A Common Goal

*The Broadmoor and Sea Island link together as sister resorts.*



COLORADO SPRINGS, COLORADO: Like a diamond ring and proposal, some things are meant to go together. The combination of The Broadmoor in Colorado, and Sea Island in Georgia, two Five-Star, Five-Diamond resorts, now under one ownership, is a marriage designed to last.

"Philip Anschutz, owner of The Broadmoor, bought out his partners last summer to own Sea Island outright," explained Steve Bartolin president of the new Broadmoor-Sea Island Company. "Although our two resorts are separated by 1,500 miles, there is a similar culture of service and tradition. A change in ownership at either property is noteworthy. The Broadmoor, holding its

centennial celebration next year, has had only three owners. The Cloister at Sea Island, founded in 1928, had two."

The success of Philip Anschutz crosses many industries. "He certainly isn't a one-hit wonder," continued Bartolin. "His businesses include oil and railroads, and he was the founder of Quest Communications. His entertainment division controls 110 major arenas including Staples Center and L.A. Live in Los Angeles, California.

"His love affair as a hotelier started early in life with visits to The Broadmoor," said Bartolin. "At the tender age of 5, he revealed to his parents that one day he was going to buy the hotel. It took him a few years, but he did it!

Mr. Anschutz has placed both resorts into a 100-year trust to assure they maintain their singular identity and remain best in class. Considering how hotels are treated as commodities on Wall Street, his actions show his commitment for the long term, or shall we say very long term."

## EVERY SKILL, EVERY PLAYER

Sea Island is the only resort in the world to achieve four Forbes Five-Star ratings eight years in a row with The Cloister, The Lodge, The Georgian Room, and The Spa at Sea Island receiving the prestigious designation.

The resort offers five uniquely different accommodations: The Cloister (near the beach), The Lodge (an English-style manor suited for golfers), The Inn (closest to outside boutiques and restaurants), Broadfield (a 5,800-acre sporting club and lodge), and Cottages (ideal for family reunions). The Cloister, The Lodge, and The Inn have 390 rooms combined. There is 87,400 square feet of indoor/outdoor meeting space to accommodate all types of groups for meetings or incentive trips.

During its opening year, President Calvin Coolidge visited for the holidays and started a tradition of presidents, royalty, and other luminaries planting a sapling.

After WWII, General Eisenhower visited to celebrate, and more recently, Sea Island was host to the G-8 Summit of world leaders in 2004.

"It's easy to see the resort's appeal," said Bartolin. "Amenities include five miles of private beach, a 65,000 square-foot spa, three swimming pools, the posh Beach Club, Yacht Club, Shooting School, and Camp Cloister. Some of the more eclectic activities are sea turtle dawn patrol, horseback riding on beach, and a falconer's experience.

Sea Island is steeped in golf tradition and home to three championship golf courses, including Seaside and Plantation, site of the PGA TOUR's RSM Classic.

With \$44 million in earnings, Davis Love III, 21-time winner on the PGA TOUR and a two-time U.S. Ryder Cup Captain, has played a large role in crafting the Sea Island golf experience. "Davis, affectionately known by the younger pros as 'Uncle Davis,' learned how to play golf from his father, practiced with his brother, and introduced the game to his son at Sea Island," said Brannen Veal, director of golf operations at Sea Island. "His story mirrors many of our repeat guests. Where else offers ocean-view championship golf courses and an award-winning Golf Performance Center with two instructors in *Golf Digest's* 'Top-50' and one in *Golf Magazine's* 'Top 100.' "It's no surprise that more PGA TOUR pros live and train on Sea Island than any other golf destination in the country."

*Seaside Course* has hosted the PGA TOUR's RSM Classic for the past seven years. "It is our most famous



From your balcony at The Lodge at Sea Island, you'll overlook the outstretched sea, savor the smell of s'mores around a crackling bonfire, and delight in milk and cookies served right before bed. Enjoy 24-hour butler service and a luxurious rose-petal bath, drawn just to your liking. Against the sun setting over the water, a bagpiper crosses the 10th fairway of the Plantation Course, a cherished signal of the end of another Sea Island day.



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course because of its location,” detailed Veal. “It’s a links design that runs next to the Atlantic Ocean and is bordered by sweeping sand dunes mixed with native grasses and wildflowers.”

*Plantation Course* unfolds among a forest of ancient live oaks, cedar, and Georgia long-leaf pines. “When you see those trees, you know you are in the South,” said Veal. “It opened for play in 1928 and an old corn and cotton barn served as its original clubhouse. The greens are slightly raised and well bunkered.”

*Retreat Course* is the friendliest design. “Big undulating greens and wide-open fairways make it a member favorite. In some ways, it has a Pinehurst feel,” said Veal.

**LONGEST RUNNING FIVE-STAR RESORT**

During The Broadmoor’s grand opening almost a century ago, 400 guests, including billionaire John Rockefeller, danced to the sounds of the Boxhorn Orchestra. The resort has earned the coveted Five-Star rating since the cost of a gallon of gas was 25 cents. “We have cherished the accolade for 57 consecutive years,” said Bartolin. “We don’t rest on our laurels. Hardly a year goes by without a major upgrade. After a \$120 million refurbishment and expansion, The Broadmoor looks her finest.”

The resort offers two championship courses, multiple pools, 25 boutique shops, a luxurious spa, 19 dining establishments, and 185,000 square feet of meeting space. Its golf courses have hosted 22 major tournaments, including

seven USGA Championships, and has been named *Golf Magazine’s* No.1 Golf Resort in North America.

**VACATION YOUR WAY**

The Broadmoor’s main campus has 784 opulent guest rooms and suites. In recent years, the resort has added a trio of over-the-top boutique options at The Broadmoor Fly Fishing Camp, The Ranch at Emerald Valley, and Cloud Camp. “These offerings expand the boundaries of the typical resort experience,” lauded Bartolin.

The Ranch at Emerald Valley, surrounded by 100,000 acres of Pike National Forest, is an all-inclusive retreat that combines the rustic charm of a wilderness enclave with The Broadmoor’s trusted luxury and service. Cloud Camp, with only 24 rooms, sits 3,000 feet above the main resort. The arrival, via a hike, mule, or Cadillac Escalade is part of the adventure. Rooms feature unobstructed 360-degree views that showcase the splendor of Pikes Peak and offer an authentic Colorado



The Georgian Room at The Cloister on Sea Island is the only Forbes Five-Star restaurant in Georgia.



(Above) East Course at The Broadmoor will host the 2018 Senior Open. (Left) The Broadmoor’s Penrose Room, Colorado’s only Forbes Five-Star, AAA Five Diamond restaurant.



escape located on the historic site of Broadmoor founder Spencer Penrose’s Cheyenne Lodge.

Located 75 minutes west of the resort, along a five-mile stretch of Colorado’s famed Tarryall River, is The Broadmoor Fishing Camp. Bordering 120,000 acres of the Lost Creek Wilderness, it offers the opportunity to experience some of the best fishing under the guidance and tutelage of professional Broadmoor guides.

**WALKING IN THE FOOTSTEPS OF LEGENDS**

The Donald Ross designed East Course at The Broadmoor is known for its wide, tree-lined fairways and mountain vistas. Home to many of golf’s major moments, including Jack Nicklaus’s first “big” win at the 1959 U.S. Amateur, and Annika Sorenstam’s victory at the 1995 U.S. Women’s Open, the East Course is one of only 12 courses in America to receive a five-star rating by *Golf Digest*.

“Many industry professionals debate how to grow the game. Everything from bigger cups to shorter courses is discussed,” said Russ Miller, director of golf operations at The Broadmoor. “Here, we are steadfast in traditional beliefs. Both our East and West courses are masterful designs. They force you to think one shot ahead and require the fading art of strategy.”

“The Broadmoor has a reputation for hosting majors. Much of our time is dedicated to preparing for the upcoming 2018 Senior Open. We are always forward thinking and value our strong relationship with the USGA.”

**AMERICA THE BEAUTIFUL**

“The Broadmoor and Sea Island are independent and we want to maintain their singular identities as one-of-a-kind destinations,” said Bartolin. “At the same time, combining two Five-Star, Five-Diamond resorts—both steeped in history, tradition, service, and excellence—offers many synergies. Under the direction of The Broadmoor–Sea Island Company, the goal is to strengthen both resorts through sharing of best practices, training, development and marketing.

“Katharine Lee Bates, professor and lyricist, was so moved by our surroundings and famous Pikes Peak that she wrote the popular patriotic song, *America the Beautiful*. Now, with the combination of The Broadmoor and Sea Island, we can offer the finest experiences from ‘purple mountain majesties...from sea to shining sea.’” ■