

"OUR MEMBER/GUEST GOLF AND TENNIS TOURNAMENTS have always proven popular. So, we recently started a Member/Guest Spa Day. Instead of a tee prize, we provide a beach bag tote and an innovative water bottle with fruit infuser."

- TIFFANY DE SOUZA, DIRECTOR OF SPA AND FITNESS

OPTIMUM LIVING

Frenchman's Creek defines the art of well-being.

PALM BEACH GARDENS, FLORIDA: Virtually each CNBC commercial break extolls the benefits of diversification in financial planning. Private club communities are realizing the importance of appealing to a broader audience beyond a core golfer.

"I question any Board that holds onto the mantra of 'this place was founded exclusively as a golf club and must remain so,'" explained Tiffany De Souza, director of Spa and Fitness at Frenchman's Creek Beach & Country Club. "Optimal living extends far beyond quality golf. At our community, 40 percent of members don't play golf, but almost all use our wellness facilities in some fashion."

Private golf clubs expanded fitness and spa areas by 22 percent to an average of nearly 15,000 square feet over the past couple of years.

"It's a trend I see continuing," reported De Souza. "Our modern, 24,000 square-foot, stand-alone fitness center is open 24 hours per day, offering the ultimate flexibility for our residents.

"Each member has a different meaning of health and wellness. To some, it incorporates the physical body with strength and cardio training a priority. To others, it's more spiritual in nature. The bottom line is to find a balance of what resonates with you to make you feel good.

"We cater to all constituents," continued De Souza. "Our conditioning options reach beyond Pilates and a treadmill. Two of our more specialized programs include an aqua spin class that utilizes water as resistance and gyrotonic machines that stress rotational movement in many directions [great for the golf swing]. We complement our fitness classes with wellness forums, nutrition lessons, and even offer canine CPR seminars." ■

For membership information, contact Pamela Rudd, Membership Director, at (561) 784-6505 or e-mail PRudd@FrenchmansCreek.com.

Residents have access to a private beach club steps from the Atlantic Ocean, a newly renovated 110,000 square-foot clubhouse with five themed dining venues, a 5,500 square-foot Sports Bar, Jim Fazio and Robert Cupp courses, a 24,000 square-foot fitness center with a wellness program affiliated with Jupiter Medical Center, 13 Har-Tru tennis courts, three pickleball and bocce ball courts, stocked fishing lakes, a children's activity center, and a dog park.

