

# A Legacy of Success

*The Landings Club commits to a major \$25 million investment in new amenities.*



Artist rendering of the new Marshwood Clubhouse.

SAVANNAH WAS RANKED in 2016 by *Travel+Leisure* as the No. 3 best city in America and No. 9 in the world.

SAVANNAH, GEORGIA: Although golf has been a fixture in America since the late 1800s (Shinnecock Hills in New York opened 12 holes in 1891 and Chicago Golf Club in Illinois opened in 1894), the term “golf community” did not exist in the industry lexicon until the early 1970s.

What today seems to be a natural pairing of real estate on a golf course was an unproven business model when Lee Trevino won the U.S. Open and British Open in a span of three weeks back in 1971.

Two of the early golf community pioneers were Union Camp with its Landings on Skidaway Island development in Georgia and The Lyle Anderson Company which founded Desert Highlands in Arizona. As the years passed, and other golf communities opened, both earned a reputation as best in the country.

## THE TRANSITION TO MEMBER OWNED

The Landings Club occupies 4,500-acres of Skidaway Island, about a 25-minute drive from River Street in downtown Savannah. The hallmark of the private community is access to six golf courses designed by Arnold Palmer, Tom

Fazio, Arthur Hills, and Willard Byrd.

The key to launching The Landings was accessibility. When a bridge was completed, linking Skidaway Island to the Mainland, construction started in earnest. Ups and downs ensued when the national economy entered a hard recession during the OPEC gas shortage.

Union Camp persevered and the club gained worldwide attention when it received the “Oscar” of real estate honors, The Urban Land Institute Award for Excellence, for the best planned and executed large scale residential community in the nation.

It took 10 years for Union Camp to turn a profit on its significant investment and another decade to sellout real estate before turning the club over to members.

“By any measure, The Landings has been a success,” commented Steven Freund, executive director of The Landings Club. “There is a not so funny joke in the golf development world that it’s the third developer on a project that makes money. Union Camp was our developer from day one, all promises were delivered, and our club is thriving and stronger than ever.”

## By The Numbers

4 Clubhouses ~ 2 Full-Service Marinas ~ 30 Miles of Trails ~ 150+ Stocked Lagoons ~ 6 Pickleball Courts  
32 Har-Tru Tennis Courts ~ 35+ Youth Camps ~ 5 Pools ~ 2-Acre Farm

THE CLUB’S LEAF (Life Extension and Fulfillment) program provides a road map to vital living.

THE WOMEN’S GOLF ASSOCIATION at The Landings is the largest club-based, amateur women’s golf organization in the U.S.

## BUILDING ON A STRONG FOUNDATION

Four years ago, the process started on a holistic review of the club’s amenities. “We knew our Marshwood Clubhouse, the first clubhouse to be built, needed attention,” said Freund. “The deeper we dug, the decision was made to prepare an extensive plan that touched other parts of the community.”

When the first plan was presented to members, the vote failed. “Being honest, it was a disappointment,” winced Freund. “We learned our membership wanted to vote on each project, not a bundled all-or-nothing proposition. We also realized we missed the mark on incorporating a larger fast, casual dining venue.”

After the dust settled on the initial vote, management had a decision to make. “Do you budget for the mission or adjust the mission for the budget? The latter is a bad choice in my opinion,” critiqued Freund.

The new plan went to member vote in March and passed overwhelmingly. “It was a home run. We unbundled the master plan into three capital projects that includes a complete rebuild of the Marshwood Clubhouse, adding a Marketplace bistro, pickleball and bocce courts at the

Franklin Creek Campus, and a major expansion to the Wellness Center,” said Freund.

“All told, a \$25 million investment will be made in the coming years. Even with dues increases to fund construction,” stated Freund, “our monthly membership costs are less than many top private clubs that provide access to only one course.”

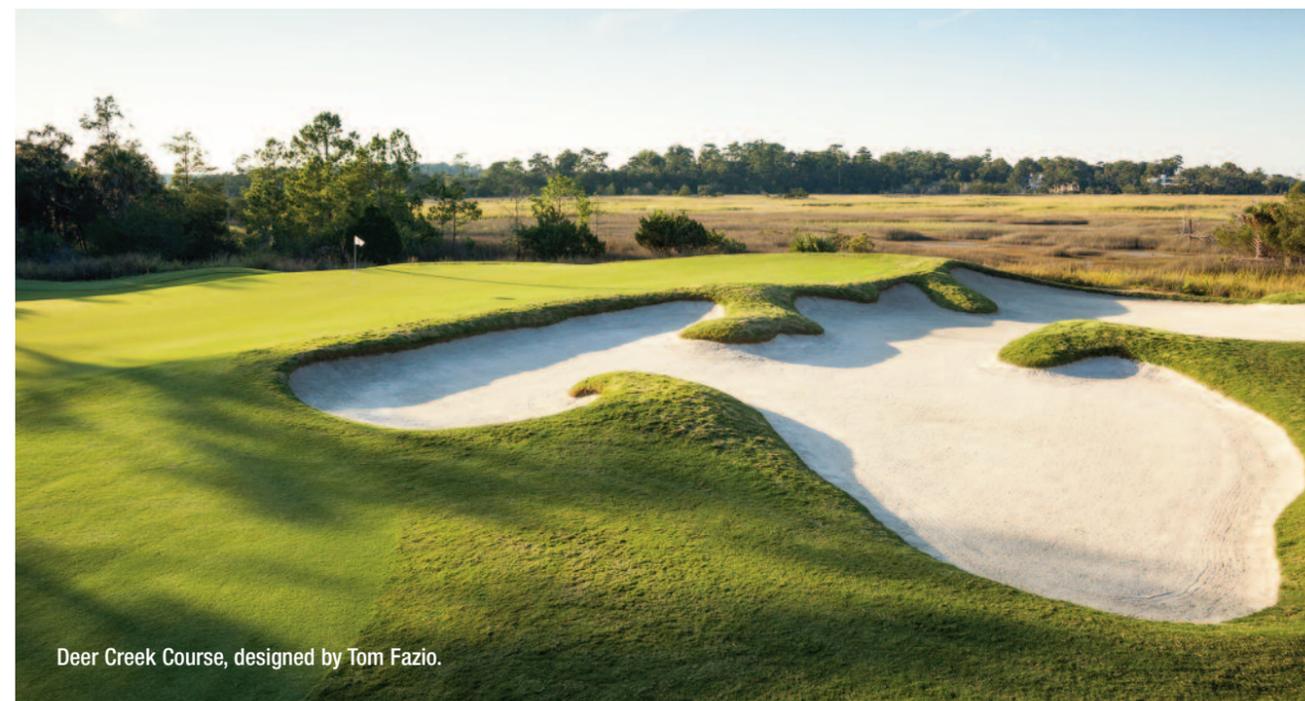
## A GOLFER’S DELIGHT

“From its inception, The Landings was destined to be one of the country’s finest residential communities,” explained Tom Fazio. “It offers top-notch golf. Not many private clubs in the world can compare to its diverse courses and overall amenities. The setting is ideal for great living. I refer to it as a golfer’s golf club delight.

“I have many golf courses I am proud of,” said Fazio. “If I placed my top 15 designs into a hat, and only one could be picked, I would be happy to stake my reputation on my course at The Landings and the quality golf experience it delivers.” ■

For membership information, visit [LandingsClub.com](http://LandingsClub.com).

ALL SIX GOLF COURSES AT THE LANDINGS CLUB have been designated as Audubon Cooperative Sanctuaries.



Deer Creek Course, designed by Tom Fazio.