

FRIENDS IN HIGH PLACES

*Jack Nicklaus, Cliff Drysdale, and Jim McLean
unite at Red Ledges.*

By Mark Pazdur, Publisher

HEBER CITY, UTAH: (20 minutes from Deer Valley and Park City): Building Red Ledges has been a passion for codevelopers Tony Burns and Nolan Archibald. The two have been college buddies for almost six decades, both received college scholarships (Tony for baseball and Nolan for basketball), and they excelled in business (Tony is chairman emeritus of Ryder Systems and Nolan is the retired chairman of Black & Decker).

Resolute patience was required to develop Red Ledges. It took Tony and Nolan 33 years and 27 different transactions to



acquire the necessary 2,000 acres for the private community.

When concept became reality, it didn't take long for the two-some to select a golf course architect. "My list of architects was short. In fact, only one name: Jack Nicklaus," said Burns. "Jack and I have been close friends for a long time. We have played together for almost three decades. It has been a heavy burden on me to 'carry' Jack all of those years in Pro-Ams."

ATTENTION TO DETAIL

Red Ledges is considered one of the West's premier four-season mountain communities. The land is characterized by rugged topography, wide-open spaces, fascinating land formations, and some of the most beautiful mountain views anywhere. Amenities include a Jack Nicklaus Signature Course, a first of its kind Jack Nicklaus Golf Park, Cliff Drysdale Tennis School, and Jim McLean Golf Academy. "Not many in the business are able

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The Publisher's Page



"Tennis is having a renaissance at private clubs. We clearly see a resurgence in participation. I consider tennis professionals to be the Pied Piper of the sport. It is their job to encourage play.

Our philosophy is to get you on the court, have fun, learn, and eventually 'graduate' to friendly competition. We scout for the best, fresh from college professionals, looking to make tennis their career. Their gusto is infectious.

"I got to know Tony Burns well from frequent interactions in Florida and was intrigued with his vision for Red Ledges. I am proud to have my Cliff Drysdale Tennis School at the community. I have so much confidence in the project that I purchased a homesite. It wasn't a 'sweetheart' deal, I can show you the check!

"Tennis and golf have similarities. I think Jack Nicklaus summed it up best, 'the golf swing is nothing more than a topspin forehand in tennis.'" – CLIFF DRYSDALE

to pick up the phone and establish partnerships with Nicklaus, Drysdale, and McLean," said John Johnson, general manager at Red Ledges. "Talk about connections!

"Our location is also a major selling point," continued Johnson. "Delta Airlines has a hub in nearby Salt Lake City. You can literally catch a morning flight in New York and play golf by late lunch. There's only four traffic lights between the airport and the Red Ledges' Greeters Cottage.

"I grew up in Colorado and appreciate the awe and majesty of earth and Mother Nature. Red Ledges offers the big mountain views of Vail, Colorado; the topography of Santa Fe, New Mexico; and the red rocks of Southern Utah. It's an incredible combination.

"Since Jack and Tony have a deep personal friendship, I think Mr. Nicklaus afforded us more attention...and it shows in our course routing. The green placements were carefully chosen to take advantage of the natural red rock, juniper trees, and terrain."

A SWITCH-A-ROO

Two years ago, Jack Nicklaus was scheduled to appear at Red Ledges to personally announce the groundbreaking of a new short course. A Jack Nicklaus media event is no small undertaking. The

"The greater Park City/Deer Valley real estate market is healthy. With limited inventory, prices are up and transaction levels are stable. We are fiscally responsible and the only major development in the area that didn't take a trip through bankruptcy during the great recession. We may not be the biggest in town, but I am convinced we are the best." – MITCHEL BURNS, COO, RED LEDGES



"Tony Burns and I became fast friends during the PGA TOUR's Doral-Ryder Open in Miami. He is a special guy who always remains positive and strives for the best in everything. With Nicklaus and Drysdale onboard, opening my golf school at Red Ledges seemed like a natural fit. I think the trio of Nicklaus, Drysdale, and McLean is compelling." – JIM MCLEAN

opportunity to have the Golden Bear for a meet-and-greet soirée isn't a daily occurrence.

"I had been planning the event for months," said Mitchel Burns, COO of Red Ledges. "We were eager to announce plans for a Nicklaus short course to complement our existing Nicklaus Signature design. With media and members comingling awaiting Jack's presentation, Mr. Nicklaus through me a curve ball."

"Mitchel, I reviewed the routing and concept, and to be blunt, it stinks," winced Nicklaus. "I want to create something better—a first of its kind par-3 'golf park.'"

Stunned, Mitchel questioned Jack on the change of plans. "Trust me. I'm going to make it good," pitched Nicklaus. "It will be family friendly and Red Ledges will be able to tout it as an original—the first Jack Nicklaus Signature Golf Park."

Intrigued with the idea, Mitchel agreed and Jack announced the news during the press conference.

"We ran with the idea," said Burns. "We all know someone we wish to enjoy golf with, but playing a regulation length course is intimidating. Our Nicklaus Golf Park is a 12-hole, high quality alternative for beginners and high handicappers."

Features include bent grass greens, bluegrass fairways,

and undulations are designed to feed mishits toward the hole. Barefoot golf is encouraged and each green has two cups: a standard size and an eight-inch cup. While golfers have priority right of way, joggers, dog walkers, picnickers, and fathers and sons playing catch have equal access.

"It has been a smash hit. Even traditionalists love it," commented Burns. "One of our more popular betting games with our low handicap members takes place at the Golf Park. Once all players are on the green, they have a choice to make. They can hole-out in the regulation sized cup or putt toward the eight-inch cup, with a penalty of a half stroke. It brings a whole new dimension to what is already a thinking man's game.

"We utilize the Golf Park for so many activities, including an occasional kite flying contest," continued Burns. "During season, we host Red Hot Wednesdays, where a gourmet hot dog, chips, and a soda will set you back three dollars. I like to refer to Red Ledges as a community with a sense of community. We always have something going on."

"I am not known as an innovator, but rather a traditionalist," said Nicklaus. "Golf is the greatest sport on earth, but faces challenges with societal shifts. Families are looking for fast and fun activities. I think the Golf Park at Red Ledges is a great application to what today's members yearn for." ■

Red Ledges was rated "Best Value in Second Homes" by the *WSJ Real Estate Journal*. For more information, visit RedLedges.com.