

Hitting The Bullseye

IN CALIFORNIA'S WINE COUNTRY



Mayacama is rated a "2019 Top-100 Golf Course in the United States" by *Golf Digest*. The clubhouse was inspired by the grandeur of Old World Mediterranean estates.

"Mayacama embraces everything special about the area. It's in a magnificent, unspoiled setting with my course tucked into a secluded box canyon." – JACK NICKLAUS

SONOMA COUNTY, CALIFORNIA: The Golden State produces 81 percent of all U.S. wine and is the world's fourth leading winemaker after France, Italy, and Spain. It's estimated California vintners will produce more than 241 million cases of wine with sales exceeding \$35 billion.

Mayacama, a private club with a Nicklaus Signature golf design, is located in the heart of Pinot Noir country. In a nod to the region's viticultural heritage, the clubhouse offers more wine lockers than golf lockers.

"Since our family founded Mayacama, the region's popularity as a destination for wine has exploded. We are now located in the heart of some of the most prestigious vineyards in the world," described Jonathan Wilhelm, managing partner at Mayacama. "The quaint town of Healdsburg is a 20-minute drive to our north and Napa, often considered the epicenter of California's viticultural industry, is an hour to our southwest."

After several years of golf course capital enhancement projects, attention turned to refreshing the interior design of the clubhouse. "While Cabernet Sauvignon may taste better after years of aging, we are cognizant of maintaining the quality Mayacama is known for," said

Wilhelm. "I couldn't be more pleased with the work completed by J. Banks Design Group, whose résumé includes a who's who of private communities around the country. We carefully analyzed areas that were pretty to look at, but in reality, were little used space. We have expanded our bar and added more lounge area patio furniture on the outdoor balcony to heighten the experience."

Statistics show efforts are bearing fruit. "Demand for overnight accommodations by our fractional and national members continues to grow robustly," stated Wilhelm. "We recently completed four new villas and are now breaking ground on nine more—all within walking distance of the clubhouse."

"Our membership is active and skews younger than most private clubs. Since we are the 'shiniest penny in town,' affluent families find Mayacama appealing. I know it may be a college lesson straight out of 'Development 101,' but our broad array of activities and amenities hit the bullseye of what today's private club members are looking for." ■

For more information, please visit Mayacama.com.