



A Place of Tranquility

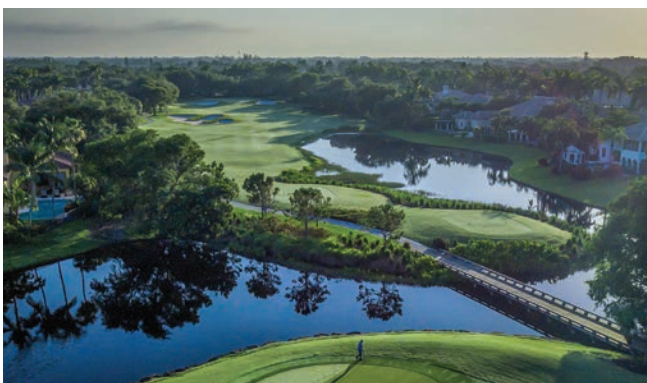
*Addison Reserve —
A South Florida Premier Lifestyle*

DELRAY BEACH, FLORIDA: Named “Most Fun Small Town in America” by USA Today, the seaside hamlet is known for its lively main street, thriving arts scene, and inviting beach weather. Addison Reserve, located in the heart of Delray Beach, ranked No. 7 out of the top 150 country clubs in the country and No. 32 in the world by Platinum Clubs of the World, provides unparalleled amenities in a secure, health conscious environment.

“Like all private clubs, we held a series of ‘all hands on deck’ meetings to confront the new normal,” explained Karen Sherman-Lavin, co-director of golf at Addison Reserve. “Our goal was to set standards to a level that would not only allow us to survive, but thrive.

“Several of our operational changes are likely to continue even after the pandemic has passed. One of our more popular enhancements was establishing The Market, our pantry service that offers delivery of food staples to residents. The convenience is undeniable if you are looking for a gallon of milk or realize you are out of sugar when baking cookies.

“We also created an online portal allowing members to purchase golf and tennis equipment and apparel,” continued Karen. “When we paused operations last spring, website sales peaked at 50 percent of golf shop revenue. Today, it still represents a healthy 10 percent of shop income.”



Each of Addison Reserve’s nines has a different look and feel. The Redemption Course is the shortest, but can be challenging. Shotmakers have an advantage with proper ball placement off the tee. The Salvation Course is longer and more forgiving. A long ball is your ally. Finally, the Trepidation nine is the most interesting with doglegs and surprising elevation changes for South Florida.

A PRIVATE MICROCOSM

Addison Reserve consists of 19 residential villages and 27 holes of Arthur Hills designed golf. Other amenities include a 70,000 square-foot golf clubhouse and the \$25 million Lifestyle Complex.

“Our resources allow us to provide an extra layer of service standards,” said Karen. “We invest in our members as much as they invest in us. In some ways, it’s an unwritten contract. For example, in order to provide an extra layer of comfort, we have custodians at each of our on-course bathrooms to sanitize after each use.”

The community continues to advance the member experience with a new botanical butterfly garden.

“It’s what I call our little extra piece of paradise allowing you to step into nature and breathe slightly easier,” smiled Karen. ■



For more information, please visit AddisonReserve.cc.