

Addison Reserve

Placing You at the Forefront

*Its Lifestyle Complex is recognized as
"the No. 2 Fitness & Wellness Center in
America" by Club+Resort Business*





The influence of South Florida's founding architect, Addison Mizner, is apparent throughout the community and its Mediterranean-inspired clubhouse. Mizner believed that "the intersection of man and nature could benefit the former without harming the latter."

DELRAY BEACH, FLORIDA: Even naysayers would agree that Addison Reserve hasn't rested on its laurels as one of the top private golf communities on the East Coast. Over the past 15 years, the club has invested an average of \$550,000 *per month* on renewal and expansion of member facilities.

"Our Lifestyle Complex opened two years ago and our 75,000 square-foot Grand Clubhouse will reopen in time for season," said Michael McCarthy, CEO/GM at Addison Reserve. "With over \$75 million in amenities completed in recent years, our momentum continues with the focus now turning to renovation of our golf facilities. I have learned firsthand there is an art and science of 'blocking and tackling' with residents to avoid frustrations that mount during heavy construction. I've been fortunate to have a Board that allows us to implement our strategic plan without micro-managing. The good news is our core amenities are now complete and ready for use."

The past 18 months has brought a new generation of members to the community. "With 700+ families calling Addison Reserve home, our constituents are a mix of baby boomers, Generation X, and Generation Y," explained McCarthy. "As a planner, I am always thinking ahead. South Florida has an excellent selection of private clubs and I need to constantly keep my ear to the ground on what Generation Z will favor when they start to hit their peak earning years."

"I appreciate that service standards must match our amenities. All of our key department heads have a line of succession—even for my role. When possible, we try to promote from within. This enhances staff morale and reduces the learning curve. I am particularly proud that nine of my staff have transitioned away from Addison Reserve and are now general managers at other fine private clubs."

Did you know?

Delray Beach has been recognized as "America's Most Fun Small Town."

A LONGER, HEALTHIER LIFE

It's hard to believe that only a couple of years ago, Peloton was a relative newcomer to the American lexicon. Today, the company that sold its first bike on a Kickstarter campaign in 2013 for \$1,500 is now a \$3.6 *billion* corporation with global operations and more than 4.6 *million* active users.

“The bikes are definitely a hit with our membership,” said Grant Worthington, sports operations director at Addison Reserve. “But, we work hard to establish lifestyle options that extend beyond aerobic exercise. No matter your passion, we want you to live a longer, healthier life.”

During a golfer’s lifetime, they have more than a 50 percent chance of sustaining a serious injury, with one-third reporting back ailments as their leading complaint. Surprisingly, research reveals baseball and rugby players report a lower percentage of injuries each year than golfers. “It’s likely the overuse of muscles and repetitive movements that are the root of the cause,” explained Worthington.

“It’s still hard for me to believe our original treatment room in the golf clubhouse was almost an afterthought. Now, we offer modern training equipment, including 40 weekly movement classes. Our expert staffing provides a balance of pampering and conditioning with an on-site nutritionist, TPI certified trainers, and licensed physical therapists,” described Worthington. “Our goals aren’t to

Addison Reserve is a
Distinguished Elite club and is recognized as No. 5 out of the top 150 country clubs in the country and No. 32 in the world by Platinum Clubs of the World.

drastically change your eating habits or integrate a boot camp into your daily routine, but to educate and guide you to make better choices. To make sure we integrate a healthy foundation across all of Addison Reserve’s amenities, our nutritionist isn’t assigned to the fitness center,

but to our food and beverage department. Similar to the magic of compounding interest in your savings account, subtle habit changes add up!”

No matter how inclusive its fitness culture, each member’s comfort level varies. “One of our biggest surprises is usage of our three Pilates rooms which provides one-on-one instruction in a private setting,” continued Worthington. “As trends change, so do we. Planning includes the use of permanent outdoor fitness space to take advantage of our famous South Florida climate.

“While golf is our leading activity, 60 percent of our residents are active users of our wellness offerings, and we continue to shatter revenue numbers and participation year after year. Our analytical approach starts with so much more than a simple bench press, allowing you to stay ahead of the game.”

FROM PLAYER TO TEACHER

The Women’s Tennis Association (WTA) was founded almost a half century ago by the legendary phenom, Billie Jean King. In the ensuing years, the WTA has grown to include 50+ events spanning six continents.

“I was fortunate to play alongside the likes of Martina Navratilova and Tracy Austin,” reminisced Pam Telford, director of tennis at Addison Reserve. “I competed on the circuit for nine years and worked my way up to 14th in the world. Unfortunately, knee injuries sidelined me and I transitioned from being a player to a teacher.”

Addison Reserve has a robust racquets program with 100 active members, daily complimentary clinics, 11 tennis courts, and four pickleball courts. “I understand the advantages of having facilities right around the corner,” said Telford. “That’s how I was introduced to the sport. My dad always passed tennis courts on his way to work. One day, he encouraged me to try the game. After a couple of practice sessions, I was hooked. To this day, I wonder





Themed opening galas

are the highlight of the beginning of each season. Throughout the year there are lecture series, musical events, dining extravaganzas, and sports tournaments.

if those courts hadn't been on his commute, would I have ever had the opportunity to be introduced to a passion that means so much to me."

Pairing Addison Reserve's racquet facilities next to the Lifestyle Complex carried benefits. "If you are an avid tennis player, you know the wear and tear on your joints," advised Telford. "Whether you play competitively or are recuperating from a hip operation and are eager to play again, we can prepare your body to have success on and off the court."

SIZED RIGHT

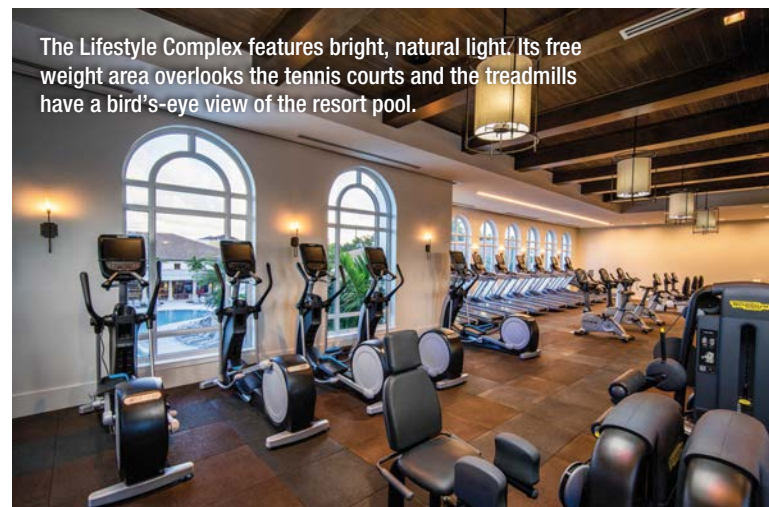
Approximately 80 percent of Addison Reserve residents play golf. "Golf will always be our leading amenity," expressed Kevin Baldizar, director of golf at Addison Reserve. "I think our strong participation is a testament to our three nine-hole Arthur Hills designs. Creatively named Trepidation, Salvation, and Redemption, each has individual characteristics making them remarkable tests of golf.

"Our Redemption Course is the shortest, but can be challenging," described Baldizar. "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 significant elevation changes [for South Florida].

"Most importantly, we are sized right. No matter the macroeconomic environment, our combination of the right scale, location, amenities, and service provides great appeal.

"Unfortunately, I fall into that category of golfers who sustained injuries with back issues for the better part of a decade," winced Baldizar. "Walking across the parking lot, versus a 30-minute drive to a physical therapist, is an undeniable convenience. Similar to how the PGA TOUR offers two trailers [called The Player Performance Center] as a mobile site for treatments, we offer the same ease of use with our dedicated team to keep you in tip-top shape." ■

For more information, please visit AddisonReserve.cc.



The Lifestyle Complex features bright, natural light. Its free weight area overlooks the tennis courts and the treadmills have a bird's-eye view of the resort pool.