

Purposeful Programming

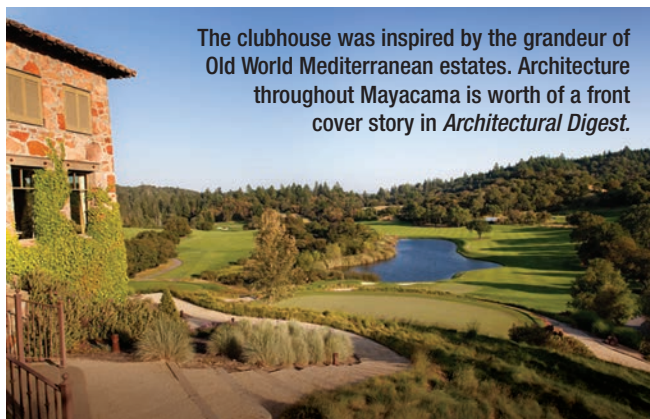
Mayacama — Since day one, the club's cornerstones have been to offer a premier golf and wine experience.

SONOMA COUNTY, CALIFORNIA: The ownership team at Mayacama has focused on the mantra of “hosting fewer events, but make them count.” Case in point is their family programming on and off the golf course. Their summer junior golf camps culminates with a junior member/guest with the golf staff outfitted in shirt and tie announcing each junior’s name as they approach the first tee.

“I think our thoughtful planning is paying dividends,” smiled Jonathan Wilhelm, developer of Mayacama. “The age of our membership roster continues to trend lower, with an average age of 49 years old. I consider our younger, more active demographic, one of our strongest assets. We are careful not to throw darts at the board to see what sticks. We analyze what our residents want and deliver. I think many private clubs over program and emphasize quantity over quality.”

JACK'S PERSPECTIVE

Last year, Jack and Barbara Nicklaus attended the 20th anniversary celebrations at Mayacama. “I was eager to provide Mr. Nicklaus a tour of the community,” recalled



The clubhouse was inspired by the grandeur of Old World Mediterranean estates. Architecture throughout Mayacama is worth of a front cover story in *Architectural Digest*.



Reminiscent of the intimate hillside villages of Tuscany, homes at Mayacama are a creative mingling of nature, art, and design. Villa owners have an enticing lease-back option. Villas placed into its member rental program enjoy the benefit of all operating costs (including property tax and golf dues) being covered.

Wilhelm. “He kept reiterating how beautiful the course had matured. When I asked him if there were any enhancements we should make to his design, the answer was swift and direct.”

“Nope. We got it right the first time,” expressed Nicklaus. “I love everything about the area, from the club’s vintner program to the wine cave just off the 18th green. It’s in a magnificent setting tucked into a box canyon in the golden hills of ‘Old California.’”

WHERE THE REDS ARE AS SMOOTH AS THE GREENS

Mayacama is located in the heart of Pinot Noir country. In a nod to the region’s heritage, its clubhouse offers more wine lockers than golf lockers.

“Our periodic wine dinners prove popular for our local and national members alike,” continued Wilhelm. “We have been careful to analyze the economic headwinds and to avoid a knee-jerk reaction in pricing. California’s wine country has experienced explosive growth in recent years and we have been selling our residence club and fractional ownership options faster than we can build the casitas. Our community is a scarce commodity with little competition. If your passion is playing a *Golf Digest* “Top 100” private club with the culture of Sonoma, Mayacama may be ideal for you. After all, tomorrow is promised to no one.” ■

For more information on membership, visit Mayacama.com.

The Ruse is a boutique, 11-room historic hotel in nearby Healdsburg, currently under renovation and managed under the Mayacama Hospitality Collection. Once complete, Mayacama members will have priority to join as social members to utilize its wide-ranging amenities in one of America’s most exclusive zip codes. Its 17,000 square-foot putting green, called The Corkscrew, will be a social gathering spot similar in nature to The Punchbowl at Bandon Dunes in Oregon.