

BOCA WEST COUNTRY CLUB LIFE REIMAGINED

*A cruise ship of amenities on land.
“Offering a top residential country club lifestyle.”*

By Mark Pazdur, Publisher

BOCA RATON, FLORIDA: A quick question to test your friends and family: Did more Americans play golf or vacation on a cruise liner last year? The latest data reports that 31+ million passengers boarded a boat in 2023, while about 40 million players, about one in seven adults, visited a golf course.

More than two dozen cruise lines market to North Americans, and no two are alike. Several companies operate massive vessels with on-board water parks, and others specialize in intimate, boutique itineraries. Similarly, the choice of golf communities runs the gamut from those that welcome outsiders to clubs that require you to know the “secret knock at the door” to gain access. Both operate with

a high-fixed cost structure and a strong service culture.

For the sixth year in a row, Club Leaders Forum ranked Boca West among the “Top-15 Clubs in the World.”

Recognized as one of the largest private equity-owned residential communities in the United States, it spans 1,400 acres of lush tropical landscaping. Its 55 residential villages border waterways and four golf courses designed by Pete Dye, Jim Fazio, and Arnold Palmer.

“Many members think of us as a cruise ship on land due to the extensive variety of amenities and over-the-top quality of service and products. Boca West is more than a club; it is family, and that is why generations of members continue to connect and enjoy the countless amenities all within this private country club community,” said Matthew Linderman, president, COO and GM at Boca West Country Club.

WATER WORLD PLUS...

This season, members enjoyed the new Aquatics Center at Boca West. “It was an ambitious project for \$70 million that required six phases of county permits,” reported Linderman. “Feedback has been tremendous. With new indoor and outdoor fitness and wellness options [offering 100 weekly organized classes], there is nothing quite like plunging into one of our five pools [nearly 100,000 square feet] after your workout.

“Currently in construction is our multi-million-dollar art and epicurean demonstration space, The Studio, that will accommodate virtual as well as hands-on education, arts and crafts, culinary instruction, and tastings for





Pictured above: Brand new Aquatics Center. Pictured right, Boca West was the first country club in the nation to install Inrange radar tracking technology. The gamification system provides entertainment out of seven equipped hitting bays. Bottom left, one of Boca West's ten dining venues. Bottom right, Boca West is expanding its pickleball facilities from 14 to 25 courts. It has become the newest "happy hour" gathering spot.



Golf is the lifeblood of Boca West. After interviewing several firms, the club chose Fry/Straka Global Golf Course Design to lead it through the process of fully redeveloping its courses over the next six years.

wine, whiskey, and everything in-between. This will be a true art and epicurean venue for members to enjoy and explore their creativity. We are also in the early stages of renovating our golf and racquet facilities," stated Linderman. "Following trends in the industry and member requests, we will build a state-of-the-art golf performance center, practice facility, an 18-hole putting course, and a nine-hole short course to complement our existing four championship-length designs."

FORWARD THINKING

With the significant investments in Boca West's infrastructure, one could surmise assessments have skyrocketed.

"It couldn't be further from the truth," grinned Linderman. "We have never had an assessment or food and beverage minimum. Our previous Boards have been forward-thinking by exclusively allocating joining fees for capital projects. Although our Lifestyle Center was impacted by inflation and supply chain delays, ample funds were available either in the bank or with our robust pipeline of home sales to cover the cost demands."

Outside vendors fight for contracts to supply Boca West. "We pay on time and believe if we treat them right, they will treat us right. It has delivered benefits to us in spades," said Linderman. "Our restaurant pricing is competitive with popular local venues, but we deliver greater quality and value. For example, our culinary staff calls it 'The Boca West Trim.' Our beef provisions supplier delivers cuts with less fat around the edges, providing more



steak for the buck! We consider our vendors as partners—we treat them right. They are in business to make money but work with us.”

THE PROMISE

Matthew has taught his department managers to “find a way to turn a frown into a smile; we will never sacrifice quality.”

“It was a challenge during the construction of the Lifestyle Center,” admitted Linderman. “With limited pool and dining options allowing families to congregate or venues to use, we transformed the driving range into a fun zone with a bounce house in the evenings and one of our parking lots into an ice-skating rink during that period. Although it didn’t necessarily solve the problem, members appreciated the efforts and all the activity options.

“Being named a ‘Top Workplace for a Large Employer’

legitimized our philosophies,” continued Linderman. “*Management* are our promise *leaders*, and *staff* are the promise *keepers*. During on-boarding new employees, we teach the importance of following the PROMISE, which stands for Passionate, Refined, Ownership, Mindful, Innovative, Safe, and Empathy.

“Like many private clubs, there has been a boom in golf and rounds played at Boca West. We count 25 percent more golfers today than five years ago,” concluded Linderman. “Many of our new members are younger and still working. With so many entertainment options available in South Florida and all of our departments reporting increased usage, it substantiates that if you provide a quality offering and value, success will follow.” ■

For more information, please visit BocaWestCC.org.

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The club organizes over 600 social events annually.

