



The Marina

THE "NEW GOLD"

"OF THE MILLIONS OF ACRES SPANNING THE WESTERN UNITED STATES, none are perhaps more ideal for outdoor recreation than those of Coeur d'Alene."
—SHATANA POLE, GM AT THE GC AT BLACK ROCK

The Golf Club at Black Rock—Where water doesn't necessarily translate to a golf hazard.

in Coeur d'Alene, Idaho

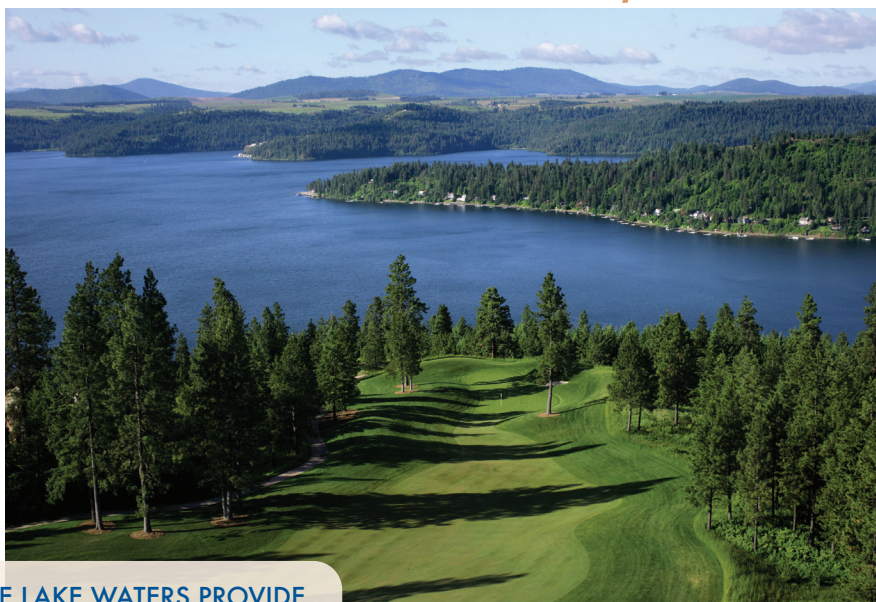
COEUR D'ALENE, IDAHO: According to a *Golf Digest* study, if you look at all private golf clubs in the United States—both standalone clubs and residential golf communities—46 percent have waiting lists, and the median initiation fee is \$56,000. It is a two-edged sword in the sport. If you want to join a club today, you might need to wait a couple of years. On the positive side, even if the macro economy softens, it's likely private clubs still have a long fiscal runway ahead of them.

The waitlist to secure a boat slip in popular marinas is less discussed, which can stretch from a few months to over a decade.

"One of the perks of membership at The Golf Club at Black Rock is priority status on securing a boat slip. "Our waitlist is long, but Black Rock residents receive preferential treatment as slips become available [85 percent of boat dock owners are Black Rock residents]," explained Jeff Messenger, general manager at Black Rock Marina. "A central location on the lake makes our 129 boat slips a hot commodity. We are mid-lake with Coeur d'Alene to our north [flush with summertime crowds] and the town of Harrison to our south [much preferred by locals for its quieter yet lively atmosphere]. Our setting makes us more valuable than gold bullion."

CUE THE WILDLIFE

Lake Coeur d'Alene is ranked as one of the five most beautiful lakes in the world by *National Geographic*. "Big money can buy the best food and booze, but it can't replicate our lake experience," continued Messenger. "After all, time is the only thing money can't buy. With a simple phone call, we can



"DEEP BLUE LAKE WATERS PROVIDE A STRIKING CONTRAST to the lush green grass and flashes of bright white bunkers. It's hard to believe, but photos really don't capture the essence of Black Rock."
—JIM ENGH, GOLF COURSE ARCHITECT

have your boat stocked with provisions, fueled, and ready to go in under an hour.

"Wildlife is a constant companion. It's not uncommon for bald eagles to be soaring above you, looking for fresh fish from the lake or a herd of moose cooling themselves in the crystal-clear water.

"In addition to our full-service marina, we manage Shooters Bar & Grill, where we like to say 'happy hour starts at sunrise.' Just imagine your child catching a couple of rainbow trout and having our chef prepare dinner with your 'fresh catch of the day' as you enjoy our signature cocktail called The Rockford Bay Lemonade [made with huckleberry vodka, huckleberry puree, and lemonade]. Simply put, you will never be treated better than at Black Rock." ■



The second clubhouse

For more information, please visit BlackRockIdaho.com.