

ADDISON RESERVE

Offering Awe-Inspiring Amenities

“One of the not-so-subtle changes I implemented to its three nine-hole courses was a recontouring and repositioning of fairway bunkers.”

—REES JONES

DELRAY BEACH, FLORIDA: One of the newest trends among elite clubs is somewhat counterintuitive. In addition to having a traditional logo, some private communities are creating a second, more vibrant logo. A case in point is Addison Reserve, recognized as No. 4 out of the top 150 country clubs in the country and No. 23 in the world by Platinum Clubs of the World.

“We’ve had a 21 percent bump in golf shop revenue attributed to our secondary logo,” explained Michael McCarthy, CEO of Addison Reserve, Fellow of the Club Management Association of America, and Chairman of the National Club Association. “I read an article in *Golf Digest* highlighting the coolest logos in golf. Most have a tie-in to the club’s history. I started researching the history of our land [before Addison Reserve] and discovered it was a pepper farm.

“Our first stab at a logo was a single red pepper, but I met resistance from our Board,” McCarthy discussed. “They surmised that women wouldn’t want to buy it, so I went back to the drawing board. The next logo was an iguana. Considering they have become somewhat of a nuisance, it, too, was nixed. After much discussion, the logo of an otter was born. Its three body lines represent our three distinct nine-hole courses, and the dot in its body represents our racquet offerings.”

SO, WHAT’S NEXT?

“In the past six years, few corners of Addison Reserve have been untouched. After unveiling our Lifestyle Center and Clubhouse refresh, we completed a renovation of our three

Otter
Logo



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.”

nine-hole courses, creatively named Trepidation, Redemption, and Salvation by Rees Jones,” stated McCarthy.

“We are tripling the number of padel courts, but what has me excited is a focus on *preventive* health care.

“I had an eye-opening visit to Shanqin Bay in China, quite possibly the finest golf facility in the world,” continued McCarthy. “I describe it as Cypress Point marries Pine Valley. It’s that good. What impressed me was their emphasis on holistic health. We have purchased an Am-mortal Chamber for our spa. The machine breaks down harmful toxins in the body, provides a calming effect, and leaves you with caffeine-like energy.

“This is just our first salvo into preventive medicine,” concluded McCarthy. “I like to say the road to success is always under construction.” ■

For information, please visit AddisonReserve.cc.