

Hampton Hall Club Listening, Instead of Speaking, to Members

The exclusive community embarks on phase one of improvements.

BLUFFTON, SOUTH CAROLINA: A successfully managed golf club typically has three funding buckets: (1) general operations (covered by member dues), (2) obligatory capital projects (funded through reserve dues), and aspirational capital projects (generated through initiation fees).

Currently, Hampton Hall Club is in the midst of a \$6.6 million capital project, without any member assessments, focused on the main clubhouse. “It’s our social hub of activity,” explained Eric Bischofberger, GM/COO at Hampton Hall Club. “Our planning started four years ago with a member-driven holistic overview to identify a series of projects that would most impact overall satisfaction. A decision was made early on to avoid a member assessment. It’s considered the ‘a’ word in the industry! I can



Its natural setting of sea grass, swaying in a coastal breeze with sharp flashes of bunker sand against manicured fairways, is eye-catching.



“I accomplished my goal of crafting a course that fits harmoniously with its surroundings.” —Pete Dye

say with confidence we have one of the best balance sheets in the country, with a cash asset ratio of 40 percent. Most clubs wish they were half that.

“It’s so important to listen, versus speak, to your membership. Feedback is so important. This is their club,” said Bischofberger. “We had an outstanding 86.5 percent of members’ vote, and our approval was 71.4 percent. If that is not a resounding vote of confidence in our capital projects, it is certainly close.



Main Clubhouse Rendering

The community offers a Pete Dye Signature course, an expansive practice park, multiple dining options, large banquet facilities, modern fitness facilities with an indoor lap pool and spa, tennis, pickleball, bocce, and a resort-style pool.

Hampton Hall Club has earned the prestigious Distinguished Club Designation with exceptional status—the hallmark of excellence for private clubs.

“This is only phase one of our planning process, with lots more in the pipeline. By bringing life to underutilized areas, we will create a better experience and likely drive more revenue. Yes, big projects create a buzz, but little things are equally important. We hired an acoustician to measure sound levels in the dining room to make sure we get it just right.” ■

For more information on membership opportunities, please visit HamptonHallClubSC.com.