

Filling your tee sheets | Innovative leaders: The modern pro shop

Golf Inc.™

JANUARY/FEBRUARY 2024



AMENITIES

Adding the right amenity can make a big difference to your bottom line.
Plus, we recognize the winners of this year's Amenity of the Year awards.





AMENITY OF THE YEAR 2024



Fitness centers, wellness centers and pools still carry the day, but golf-specific amenities are making a comeback.

BY TREVOR MASON

Golf is a lifestyle, an inherently active one. Many courses choose to enhance that lifestyle with a variety of amenities. Sometimes it's a restaurant, sometimes a fitness center, sometimes a pool complex. These are all designed to help patrons feel they're getting the most for their dollar.

While golf courses — especially at private clubs — have added more and more non-golf amenities in recent years, many are expanding and enhancing their driving ranges and practice facilities, wheth-

er the old-fashioned way or by way of technology. Modern developments such as Power Tee and Toptracer allow golfers to get high-tech feedback on how they can improve their games. We would be remiss if we didn't honor these contributions as well.

Red Ledges in Heber City, Utah, took first place in this year's competition with an impeccably designed fitness center meant to evolve the existing amenity of-fering into something more comprehen-

sive while still showcasing the beauty of the surrounding landscape, something southern Utah has in ample supply.

Judging was conducted by Peter Cafaro, senior vice president at JBD JGA Design & Architecture; Bryan Woodward, vice president of operations for Crescent Hotels & Resorts; and a panel of Golf Inc. editors. Entries were judged on efficiency, aesthetics and financial impact.

Here are this year's winners.



Red Ledges

Best New Amenity: Fitness Center
Heber City, Utah

Architect: Z Design Group

Interior Design: Clay Pryor Interiors

Contractor: Okland Construction

The owners of Red Ledges wanted to add a fitness center to their already robust amenity offerings, not only to satisfy the wants of current members but also to accommodate growth and attract new members.

Z Design Group sought to match the “mountain modern” aesthetic of the rest of the property while maximizing the usable space and optimizing function and efficiency. They took full advantage of the spectacular views of southern Utah by installing large windows and elevated patios. A warm color palette blends with wood, stone and oxidized metal to evoke the feeling of the red rocks so prevalent in

the area.

The goal, they said, was to “create a delightful and memorable experience for current and future users.”

A 1,331-square-foot covered patio and fitness studio were built above the existing pool locker rooms. They connect to a new two-story building, which houses a multipurpose studio, staff offices, a lobby and storage area. The new fitness center has a dedicated cardio and strength space, which accommodates 40 members at a time, and a movement studio, which hosts a variety of classes and boot camps. The lower floor houses The Signature Shop, which sells golfing attire and accessories; golf cart storage; staff support amenities; and the house-keeping department.



Clockwise from left: overall fitness center view; stationary fitness room and movement studio; rooftop patio details



WHAT THE JUDGES SAID:

“The beautiful architectural integration of the complex into the surrounding landscape creates a harmonious and visually pleasing environment.

The simple yet sophisticated interior design of the facility contributes to its appeal with contemporary clean lines, natural aesthetics and a sense of understated elegance.” – *Peter Cafaro*

“Mountain Modern design blends in harmony with existing club amenities. Large panoramic views of the surrounding terrain mix in well with comfortable but sophisticated design. Record visits show the alignment of member needs and will result in more growth.”

– *Bryan Woodward*

