

Innovative leaders in turf | Golden Fork awards

Golf Inc.™

MARCH/APRIL 2024



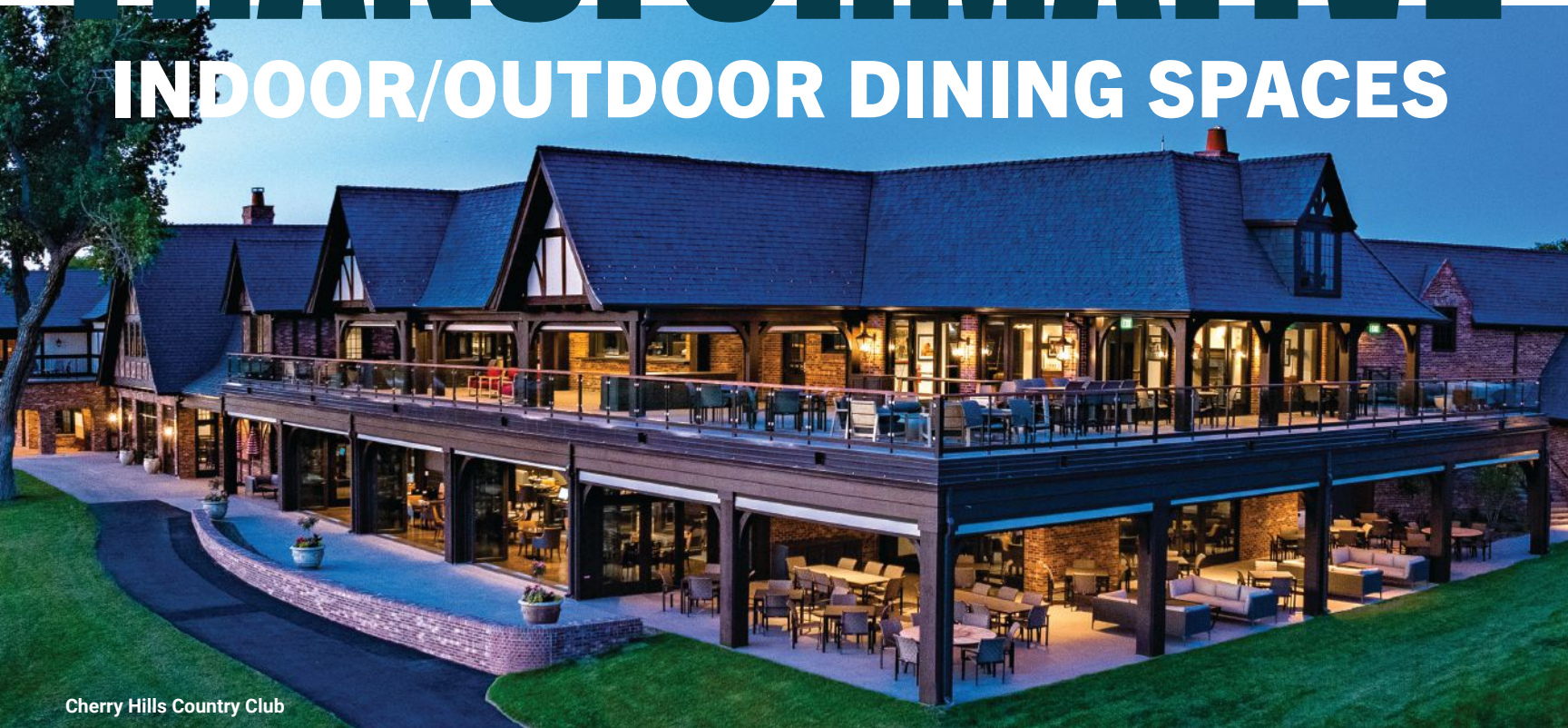
TOP SALES of 2023

With new investors entering the golf market, course sales had one of the best years ever.



2024 GOLDEN FORK AWARDS

TRANSFORMATIVE INDOOR/OUTDOOR DINING SPACES



Cherry Hills Country Club

Whether casual or elegant, modern or traditional, this year's Golden Fork honorees have two things in common: happy members and guests and strong F&B revenue growth.

BY MICHELLE WEYENBERG

Casual and comfortable or upscale and elegant, the dining spots preferred by golfers and club members offer ever-changing seasonal menus. Indoor/outdoor spaces are also a plus, given their views of the golf course and surrounding landscape.

Golf Inc.'s ninth annual Golden Fork Awards recognize 11 golf venues that have introduced new dining opportunities or have improved existing ones during the past year. They're leading the way in dining at golf courses and clubs.

For example, take a look at Renaissance Golf Club in Haverhill, Massachusetts. Its new pub called The Boot is reminiscent

of the great pubs of Scotland and Ireland.

"The Boot has been a game changer for Renaissance," said Jeff Isbell, general manager. "This new amenity has brought an exciting energy to our member dining experience. New indoor-simulator member leagues are actively utilizing the space. Usage is up, smiles are up, and so are revenues."

Or consider the renovation of the bar, lounge and adult dining room at Carolina Country Club in Raleigh, North Carolina. The club has seen reservations increase by 240% since the space reopened.

"Activity and utilization exceeded our projections with the over-reaching senti-

ment that this is the single best improvement we have made to our clubhouse facilities since it opened in 1992," said Jack Slaughter, general manager.

Nominees were divided into three categories: New Private F&B Facility, New Public/Resort F&B Facility and Remodeled F&B Facility.

Golf Inc.'s editors assessed the entries based on concept and planning, aesthetics and appearance and financial impact. Bill Stott, principal of The Architectural Offices, and Bill Langley, general manager of Quail Ridge Country Club, served as guest judges.

Here are the Golden Fork honorees.



RUST | ORLING
ARCHITECTURE

WWW.RUSTORLING.COM
703.836.3205



CONGRATULATIONS TO
THE CROSSVINES FOR
THIS OUTSTANDING
AWARD!

REMODELED F&B FACILITY PRIVATE



2ND PLACE

RIVIERA COUNTRY CLUB
Coral Gables, Florida

Architect: Peacock + Lewis

Interior Designer: Peacock + Lewis

Contractor: US Construction

The Family Grille was originally a relaxed, family-oriented café by the pool, but members were looking for a more upscale, vibrant bar atmosphere. The design team transformed the space while preserving many original architectural elements, such as the ceiling, millwork, windows and doors.

The bar was completely redesigned



to be larger with a new, curved shape.

Floor lamps and six high-backed leather banquettes now anchor the space.

The club has noted a 20% to 25% increase in F&B sales.

REMODELED F&B FACILITY PRIVATE



3RD PLACE

RED LEDGES
Heber City, Utah

Architect: Z Design Group

Interior Designer: Z Design Group
in collaboration with Clay Pryor
Interiors

Contractor: Okland Construction

"Best described as Mountain Chic meets Urban design," the judges said.

A clubhouse expansion included a new casual family dining area, a bistro/bar and an intimate, upscale dining room.

Organic materials and abundant textures were carefully selected. Massive windows bring the outdoors in.

The menus offer daily, weekly and seasonal specials, and the club uses



Open Table software for reservations and dining room management.

Since the remodel, the club has seen a large uptick in business, and dinner is served seven nights a week.

"Having such great design and build partners helped us maximize our spaces and create three distinct and elegant dining spaces," said John Johnson, general manager.