

## **GENERAL MANAGER PROFILE: SEA COLONY BETHANY BEACH, DE**

### **GENERAL MANAGER AT SEA COLONY**

Loved by Mid-Atlantic families as the most dynamic tennis and residential community in the coastal town of Bethany Beach, Sea Colony offers an enviable opportunity as Vacasa, the managing entity, seeks a strategic leader to be the community's General Manager(GM).

Located about 130 miles east of Washington, D.C., and less than 15 miles north of bustling Ocean City, Maryland, Sea Colony is an active membership-style home ownership association in an outstanding location with a highly supportive and engaged activity-focused environment. The GM will be an active thought partner helping the managing company of Vacasa plan and execute the next level of member and staff experience, and while ensuring a continued vibrant future.

Consequently, Vacasa is seeking an energized, fully engaged, detail-oriented, proactive leader with exceptional communication skills and a strong focus on talent recruitment, retention, and development. The candidate should be enthused about the opportunity to live and work in a vibrant, beach town, and at a club poised to be recognized amongst the great recreational clubs of the mid-Atlantic!

[Click here to view a brief video about this opportunity.](#)

### **SEA COLONY**

Known as "The Premier Family Beach and Tennis Community," Sea Colony is a unique resort community located along Delaware's Atlantic Coast. The development began in 1972 and completed its final phase in 2012, forming the community members enjoy today. Lush landscaping surrounds more than 2,200 residences including condominiums, spacious townhomes, and private single-family homes. The community features a half-mile of picturesque private beach exclusively used by homeowners and their guests creating the perfect oasis for both tranquility and fun.

Sea Colony offers a wide array of amenities that cater to members' active lifestyles and family fun including hiking and biking trails, playgrounds, picnic areas, food and beverage options, water sports, tax-free eclectic shopping, and more. The Fitness Center provides aerobics classes and personal training. Beyond the private beach and beach equipment rentals, the community has 12 heated pools of a variety of sizes (two of which are indoor) as well as hot tubs, saunas, and a kids' splash pad.

With a robust racquets program, Sea Colony Tennis offers world-class instruction on 34 courts including 6 indoor and 14 Har-Tru. The Tennis Center is open year-round for lessons and clinics at all levels of play. Sea Colony is also home to USTA League teams and tournaments, and members enjoy a variety of tennis camps, tournaments, and private lessons available for all ages and seasons. Pickleball is also available and gaining popularity, as members participate in private lessons and clinics on the 8 pickleball courts.

Around-the-clock security offers homeowners peace of mind as they enjoy not only the features of Sea Colony, but also its convenient location along the coast and near championship golfing.

### **SEA COLONY BY THE NUMBERS**

- Over 2,200 residences
- Approximately \$9.5M Gross volume

- Approximately \$3.5M Annual dues volume
- 1.3M gross revenue in tennis
- Annual dues are \$2,900, billed in quarterly assessment fees.
- HOA fees are \$725 quarterly.
- The POS system used is Activenet and the accounting system used is AppFolio.
- There are 7 Board Members and 9 Committees (Racquet Sports, Fitness, Aquatics, Facilities, Activities/Community Outreach, Phase Affairs, Insurance, Retail, Technology, Security and Landscape)
- Average age of members is 60.
- Membership types include Winter Tennis, Summer Tennis, Seasonal Fitness, Monthly Fitness, and Summer.
- Approximately 1,900 memberships (all categories)
- Food and Beverage operations are by third-party vendors.

**SEA COLONY WEB SITE:** [www.seacolonytennis.net](http://www.seacolonytennis.net)

### **GENERAL MANAGER – POSITION OVERVIEW**

The GM will initially work hand in hand with the Sr. General Manager and will be responsible for much of the day-to-day administration and operations of Sea Colony. He or she directs and administers most aspects of the operations: the common areas, infrastructure, amenities, and staff, as well as all programs and activities, Board and Committee coordination and member/resident relations. Essentially all SC operations and staff management are responsibilities of the GM. Ideally, the GM has a proven record of success and stability in a similar community or resort properties with similar elements, as well as a history of driving a culture of excellence, accountability, continuous improvement, and professional development.

Having much of the operational responsibility for Sea Colony, the GM will support the Board by managing relationships with the community and community partners, and managing the annual operating plan, improving processes, rectifying inefficiencies, and implementing the policies of the Board, to which he/she is a strong and collaborative ‘thought partner.’

The General Manager:

- Reports directly to the Vice President of Operations and has clear ownership of day-to-day operations with specific emphasis on consistently enhancing an extraordinary lifestyle experience for member residents and their guests/tenants.
- Needs to be ‘action-oriented’ and possessive of strong visionary, leadership skills and knowledge/experience with both club and community operations.
- Proactively communicates with all internal and external constituencies. Outstanding communication skills are critical in this role. The GM is the primary communicator of all information for the SC and must have the ability to listen, engage, build trust, and be highly approachable. The GM also must be extremely responsive to the board(s), committees, and residents.
- Manages the annual and capital budgets, including monthly analysis and findings. The GM presents key findings to the board no less than monthly, with follow-up actions aligning with the annual and strategic plans, of which he/she is a key player in producing.
- Provides leadership to the board and contributing constituencies (committees, member residents, and staff) relative to crucial community assets and requirements. He or she recognizes the need to lead in balancing multiple interests, perspectives, and desires with SC’s business and financial objectives. Having a positive, upbeat, diplomatic style with a “strong backbone” as the top business leader of Sea Colony is critical for success.
- Manages all critical SC administration and assets including club and community common areas, and safety and security, while ensuring consistent service execution and delivery.
- Coordinates, streamlines, and consolidates all operational and administrative activities and processes while ensuring that strong SOPs are in place, understood, and followed by the team delivering the lifestyle experience expected at Sea Colony.
- Responds promptly to resident inquiries and requests and is adept at conflict resolution.

- Is the sole liaison with an on-site, five-person realty firm overseeing sales and rentals within Sea Colony. This partnership is important and contributes meaningful and growing annual revenues to Sea Colony.
- Will manage/oversee the summer reciprocal program with other similar local clubs.
- Will direct the internal marketing and communications function.
- Is a strong leader who is out in front on issues and provides the Board with proposed solutions and then executes approved solutions that lead to successful outcomes. The GM must maintain a consistent focus on priorities, goals, and objectives that have been established by the Board along with active strategic and risk management assessment.

#### **INITIAL PRIORITIES OF THE NEW GENERAL MANAGER**

- Be highly visible and interactive throughout the community, including initially attending all Board, committee, and other meetings to quickly meet residents and elected and appointed volunteers, learn their needs and expectations, and better understand the culture of SC. Be involved in participating and assessing the entire operation, but especially as it relates to “experience” areas. *LISTEN AND BUILD RELATIONSHIPS!*
- Understand history, amenities and services, financials, and residents’ expectations.
- Review the existing employee culture, organizational chart, and key staff and present thoughtful recommendations to the Board for structural changes, if any, to elevate the overall service culture. Build a culture of innovation and high performance and ‘tone at the top’ is critical to achieve this expectation.
- Collect, analyze, and report data on amenity usage and expenditures. Make recommendations to the Board on long-range and strategic planning initiatives as well as possible technology needs and potential enhancements.
- The Board is currently working on a strategic plan and the new GM will be instrumental in developing and executing that plan.
- Monitor, manage, and maintain financials to budget while in a continuous evaluation of its appropriateness to the overall expectations of the Board and community. Be initially focused on the significant insurance coverage and premium costs and thoroughly understand this aspect of operations because of the significant risk management needs of an oceanside community. Review and become familiar with all contractual agreements.
- Evaluate the overall experience, including the contracted F & B operations and the beach clubhouse and adjacent amenities where many members primarily judge their overall experience and satisfaction. Of critical importance is to obtain and evaluate member desires in this area, balancing casual and more formal desires, along with menu selections and the overall experience that best suits current and future members.
- Work with the Board and members to best utilize the limited space available to accommodate the various facilities (athletic and otherwise) desired by members. To work to determine the use of a newly acquired piece of property that represents Sea Colony’s last undeveloped area and to meet the large member demand for pickleball facilities.

#### **CANDIDATE QUALIFICATIONS**

- Has a minimum of 5 years of progressive experience in leadership roles in club and community management, resort management, or a related business background. Large-scale community management is preferred.
- Possessive of strong general management skills with verifiable strengths in team development, financial performance, exceptional member/resident service programming and communications, strategic planning, project management, and, most importantly, the ability to consistently achieve goals and objectives.
- Has a strong network of industry professionals and resource contacts that cover a wide range of functional skills and disciplines that would benefit SC.
- Is a true team builder; a person who embodies the persona of ultimate coach, mentor, and motivator; someone who brings out the very best in those around him or her (both staff and other community constituencies) by setting clear goals and expectations, providing consistent feedback and support, and who is respectful and professional in all interpersonal dealings.
- Possesses depth of experience in project management from conception to execution.
- Is a charismatic individual with a sense of style that is commensurately appropriate to the culture and expectations of a discerning membership group.

## **EDUCATIONAL AND CERTIFICATION QUALIFICATIONS**

- A bachelor's degree is preferred with a focus on Hospitality Management.
- In lieu of the degree, substantial private club or hospitality experience will be considered.
- Industry certifications such as CAM, CMCA, AMS, or PCAM are encouraged but not required.

## **EMPLOYMENT ELIGIBILITY VERIFICATION**

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification form upon hire.

## **SALARY AND BENEFITS**

Salary is open and commensurate with qualifications and experience. The Club offers an excellent bonus and benefits package including association membership.

## **INSTRUCTIONS ON HOW TO APPLY**

Please upload your resume and cover letter, in that order, using the link below. You should have your documents fully prepared to be attached when prompted for them during the online application process. Please be sure your image is not present on your resume or cover letter; that should be used on your LinkedIn Profile.

**Prepare a thoughtful cover letter addressed to Mr. Patrick Davis, Vacasa Vice President of Operations** and clearly articulate your alignment with this role; why you want to be considered for this position at this stage of your career; and why Sea Colony and the Bethany Beach, DE area will be beneficial to you, your family, your career, and the Community if selected.

**You must apply for this role as soon as possible but no later than Thursday, June 15<sup>th</sup>. Candidate selections will occur in late June with first interviews expected in mid-July and second interviews a short time later. The new candidate should assume his/her role in late summer.**

**IMPORTANT:** Save your resume and letter in the following manner:

"Last Name, First Name - Resume" &

"Last Name, First Name - Cover Letter – Sea Colony"

(These documents should be in Word or PDF format)

Note: Once you complete the application process for this search, you are not able to go back in and add additional documents.

[Click here](#) to upload your resume and cover letter.

If you have any questions, please email Alice Stevens: [alice@kkandw.com](mailto:alice@kkandw.com)

### **Lead Search Executive:**

Len Simard

Search & Consulting Executive

407-463-8923

[len@kkandw.com](mailto:len@kkandw.com)