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GENERAL MANAGER BELFAIR PROPERTY OWNERS' ASSOCIATION BLUFFTON, SC

THE GENERAL MANAGER OPPORTUNITY AT BELFAIR PROPERTY OWNERS' ASSOCIATION

Belfair, a residential community in Hilton Head, South Carolina, is actively seeking a General Manager (GM) to serve as a highly visible leader. The ideal candidate should possess a comprehensive skill set, and extensive hospitality and food and beverage experience, including high financial acumen, budgetary expertise, adept leadership and training capabilities, and a high level of emotional intelligence.

The GM will play a crucial role in elevating services, programming, and member experiences within the community. Effective communication is key, and the ideal candidate should be an excellent communicator, ensuring seamless interactions between members and staff. Collaboration with the Board of Directors, committees, and staff is essential, requiring a natural ability to work as a team.

As a visionary leader, the GM should be hands-on, proactive, and visible in cultivating strong connections with both staff and members. Tactful assertiveness is crucial for diplomatically navigating situations and expressing alternatives when needed. The candidate should possess the ability to take inventory of the operation, identify opportunities, and implement strategic improvements.

This role involves leading a community in a strong financial position, where members are satisfied with overall operations and have a vision for the future and will be responsible for maintaining and enhancing the community's positive trajectory.

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

ABOUT BELFAIR PROPERTY OWNERS' ASSOCIATION AND THE COMMUNITY

The story of Belfair began in 1881 when the husband-and-wife duo of William Telfair and Betsey Bellinger combined a part of each of their last names to establish their new majestic country estate. Until 1994 the estate was a working, plantation devoted to agriculture at which time the transformation to a world-class community began.

Belfair is conveniently located approximately 40 minutes from Hilton Head/Savannah International Airport, nestled in the heart of the low country, surrounded by natural majestic beauty. In 1994 Belfair plantation, LLC purchased the property to develop a private golfing community that consists of over 700.

Members and guests at Belfair have access to two Tom Fazio-designed courses. The East Course, inspired by the natural beauty of the Lowcountry, is framed by indigenous Live Oak trees draped in Spanish moss. The West Course, a traditional parkland-type golf course, is set in the frame of the Lowcountry, adorned with beautiful oaks and soaring pines.

The club boasts a substantial Learning Center with practice areas designed to enhance golf skills, including covered practice bays and an indoor driving suite. Additionally, a short Game Complex offers 100 yards for chipping and bunker practice, along with a 50,000 sq. foot "practice park." It has received CRAA Recognition as one of the top 50 practice ranges in the country.

The club has an active racquets program. Belfair provides 6 Har-Tru courts and a grass court overlooking the Colleton River. Recognizing the popularity of pickleball, the club now has added seven pickleball courts to its facilities.

The Sports & Lifestyle Campus allows members to lead a full and balanced life, featuring a 6,500 sq. ft cardio and training facility offering fitness classes such as yoga, Zumba, Spin, Golf Stretch, and Pilates. Personal training and sports therapy services are also available. The Campus includes an indoor pool pavilion, an outdoor pool, and a splash pad area for children.

Dining options abound in the community. The main clubhouse features the 1811 Grille, providing a more traditional club dining setting with a variety of menu options throughout the week, while, the Bistro offers a popular casual dining concept, ideal for meeting family and friends, especially on football weekends in the fall or after pickleball play. The main clubhouse also offers banquet space accommodating up to 200 people.

With 50 clubs within the club, there is something for every member to enjoy.

Belfair has been recognized as:

- Distinguished Club of America
- Platinum Club of America
- Audubon International Golf Course Certification
- GRAA Top 50 Private Ranges
- *Golfweek's* 2021 Best Residential Course

BELFAIR PROPERTY OWNERS' ASSOCIATION BY THE NUMBERS

- At present, there are 673 property owner members and 12 non-property owner members
- \$70,000 Initiation Fee
- \$21,752 Annual Dues and includes a 13% capital allocation of \$2828 annually
- Approximately \$8.0 M annual gross volume (excluding dues)
- Approximately \$13.0 M annual due volume (operating only)
- Approximately \$3.5M F&B volume Approximately 74,400 rounds of golf are played on 36 holes
- The club uses JONAS software for operations
- Approximately 104 full-time employees excluding contract labor, agronomy, and security
- There are 9 board members serving three-year rolling terms
- The average age of members is 62 years
- Committees at the Club include Architectural Review Board, Finance Committee, Golf, Greens, Community Standards and Beautification, Social, Lifestyle and Events ("House"), Fitness, Court Sports, Health and Clubs within a Club ("Active"), Infrastructure, Community Standards and Conflict Committee.
- Belfair is organized as a 501(c)(7) for-profit corporation
- At present, direct reports include Community Manager, Chief Financial Officer, Clubhouse Manager, Director of Administration Services, Director of Golf, Director of Agronomy, Marketing and Communications Manager, Sales and Real Estate Manager

BELFAIR PROPERTY OWNERS' ASSOCIATION WEBSITE: www.belfair1811.com

GENERAL MANAGER – POSITION OVERVIEW

The General Manager of Belfair Property Owners Association (Belfair) works for the Belfair Board of Directors and Club President to manage all aspects of club and community operations. (Belfair utilizes Troon as a management company and actual employment is through Troon, but reporting and accountability is to Belfair.) He/she recommends, coordinates, and administers the Club's policies as established by the Board of Directors. Additionally, he/she develops operating policies and procedures and directs the day-to-day work of all departments including golf operations, course maintenance, programs, POA operations, member services, food and beverage, fitness, security, accounting/budgeting, and human resources, racquets programs experience, and focuses on membership and marketing efforts. Specific emphasis on the continuous evolution to excellence and quality standards to enhance the experience for members and their guests is of primary importance, as is being the key leader of a positive, appreciative, and engaging culture for both members and staff.

The GM is expected to be a consummate and respectful professional in terms of diplomacy, transparency, honesty, integrity, accountability, leadership, and dedication. He/She must be able to inspire a very capable team at Belfair and earn the respect of the members and employees as well as the community at large; understanding how to gain and maintain the trust and confidence of these constituencies is a critical success factor at Belfair and is best accomplished by having a naturally approachable, interactive, and involved style. Possessing a high "EQ," being politically adept, and not shying away from respectfully direct conversations are important, including in the boardroom and with committee involvement. Additionally important is being a strong team developer, mentor, and advocate for their success, defining a clear vision for success, and holding everyone accountable for reasonable results.

Belfair is a busy and multi-faceted operation that requires significant administrative and organizational skills and possessing strong financial acuity is important, as is the ability to analyze and convey important financial information and expectations to various Committees, the Board, and the leadership team. With the upcoming strategic capital improvements and planning for their successful opening upon completion, planning, conveying, and execution of each of these areas are critical success factor skills of the new GM. Of further importance is having modern technology skills and the ability to envision how to leverage technology to elevate or improve efficiencies, member experiences, or staff follow-up and responsiveness.

Well-developed communication skills, both verbally and in writing, while important at all clubs, are of utmost importance at Belfair. The GM must be comfortable and effective in being able to communicate with all levels of staff, with the varying demographics of the membership, with outside vendors and community leaders, and in both one-on-one and large group settings. Exceptional personal presentation and "presence" are critical in this role as is a sincere and natural facing and approachable style. Collaborating with the Board, Committees, and Senior Staff, the GM must be focused on ensuring that the Club's vision is relevant, topical, and well-constructed and that all involved know their accountabilities. Of further importance is the continued development of data-based presentations and decision-making, therefore capturing actionable data and using it to 'educate' staff and constituencies is important.

INITIAL PRIORITIES OF THE GENERAL MANAGER

The following priorities have been identified for likely initial primary focus:

- Member Engagement - Meet and sincerely interact with and engage as many members as possible. Build trust, schedule interactive times, and follow up on details. Being "present, visible, approachable and front facing" and involved in all operations, especially in member high usage areas/times is important. This will be critical to understanding and developing key reopening plans, understanding how members use their club, where staff have 'gray' areas in their roles, and how to further enhance both member and staff experiences.
- Food and Beverage Management - Evaluate the overall F&B program and fully understand the current plans on how each of the operations are expected to function and who/when they will serve. As with many clubs, F & B operations are of critical importance and under higher levels of expectation on consistency and experience. Reimagining products and services to meet Members' needs in the F&B space is critical to success in the role.
- Team Building - Truly get to know the team and advocate for their success. Spend time with the entire team getting to know them, their abilities, and aspirations, and further their already strong mutual respect and collaborative approach to supporting one another and the Club's overall mission. As part of this onboarding, evaluate the overall talent recruitment, retention, and development process to ensure Belfair remains competitive in a very labor-challenged market. The entire 'team' dynamic --- adding key roles with the new amenities, evaluating current responsibilities, determining reasonableness and relevance, and then ensuring onboarding, training, and aligning with the desired 'culture' of Belfair will be top priorities.
- Leadership - Develop the Board and Committee relationship, working to create a strong bond and communication exchange of diplomatic openness. The GM must be "respectfully assertive" in making his/her opinion part of the discussion and help to ensure a big-picture view is always considered in policy-making and directional changes. Being exceptionally well-versed in Belfair bylaws, CCRs, policies, and rules is critical, as is taking a strong look at and providing recommendations on roles and responsibilities for both staff and volunteer stakeholders.

CANDIDATE QUALIFICATIONS

Ideally, a minimum of 7-10 years of progressive leadership/top-level general management experience in either a private member-owned country club community with significant, multi-dimensional operations, or leading resort/hospitality operations outside of the club industry in a similar dynamic, progressive, and relevant operation. Leading in a strong model and taking “ownership,” accountability, and responsibility while doing so are verifiably necessary traits and experiences.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A bachelor’s degree is required with a focus on Hospitality Management.
- In lieu of the degree, substantial private club or hospitality experience will be considered.
- Industry certifications such as CCM, CCE, or PGA 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 the Belfair search committee/Ms. Kelly Boss and Mr. Bill Oberdorf 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 Belfair and the Bluffton, SC area will be beneficial to you, your family, your career, and the Club if selected.

You must apply for this role as soon as possible but no later than Friday, March 8, 2024. Candidate selections will occur in mid-March with first Interviews expected in late March with second interviews in early April. The new candidate should be ready to assume his/her role no later than May 15, 2024.

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – Belfair”

(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 Patty Sprankle: patty@kkandw.com

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