

How **mobile technology** is transforming operations **Top amenities** for clubs

Golf Inc.™

JANUARY/FEBRUARY 2015

2014 DEVELOPMENT of the **YEAR**

Jack Nicklaus' Quivira Golf Club takes top honors, the first Latin American course to do so.

Plus, guide to development opportunities in the Americas.



2014 DEVELOPMENT OF THE YEAR

FIRST PLACE: Quivira Golf Club — Cabo San Lucas, Mexico

BRIAN G. OAR - FAIRWAYS PHOTOGRAPHY

The globalization of golf manifests itself in this year's top honorees, which hail from Mexico, South Korea and the Big Apple

BY LAIRA MARTIN



FINALIST: Centurion Club — St Albans, Hertfordshire, United Kingdom

While the number of new golf courses opening each year has slowed worldwide, the quality of the projects — and their costs — continue to climb. That is no more readily apparent than in Golf Inc.'s 2014 Development of the Year competition — which honors projects that cost \$17.5 million, \$30 million and \$250 million.

That trend has boded well for Jack Nicklaus and his Nicklaus Design firm, which is one of the more expensive architectural firms for hire. Three of its projects were chosen in this year's competition, including first place for Quivira Golf Club, a private resort course meticulously carved into the oceanfront cliffs of the Baja Peninsula.

The Golden Bear's banner year continued when he teamed up with John Sanford to design the much-anticipated Trump Golf Links at Ferry Point, a public course in New York City, which came in third. The Nicklaus Club Beijing, a private club in China, was a finalist.

"We had three kinds of courses, all with different purposes," Nicklaus said. "I think they're all, in their own way, very unique, very sustainable, and all three will be very

successful."

Golf Inc. made the first change in 12 years to its judging process — adding economic and environmental sustainability as criteria. This year, project vision accounted for 40 percent of the judging, course routing was 15 percent, aesthetics were 25 percent, and environmental and economic sustainability were 20 percent.

Four industry leaders served as judges: Brian Curley of Schmidt-Curley Design, a past winner and one of Golf Inc.'s most powerful people in Asia; Oscar Rodriguez, vice president of Heritage Links with a background in construction; David Southworth of Southworth Development, a 2012 development honoree; and Mike Nuzzo, founder and principal of Houston-based Nuzzo Golf Design.

Entries came from six countries outside of the United States, including Russia, England, Morocco and South Korea, which is home to second-place winner, South Cape Owners Club. Courses in five states — Washington, New York, Arizona, Florida and South Carolina — were also in the running. Finalists include Gamble Sands in Brewster, Wash., and Centurion Club in St Albans, United Kingdom.

1ST PLACE

Quivira Golf Club

Cabo San Lucas, Baja California Sur, Mexico

Developer: Ernesto Coppel Kelly, Gran Arroyo del Cabo, S.A. de C.V.

Architect: Jack Nicklaus

Contractor: Diamond Golf

BRIAN G. OAR - FAIRWAYS PHOTOGRAPHY

JACK NICKLAUS designed Quivira Golf Club with the elements in mind. All 18 holes have ocean views, with seven holes playing toward, away from or along the ocean. The sand dunes of the rolling desert foothills and gusts of wind from the Pacific Ocean are natural hazards. And the vivid colors and contours of the granite cliffs should challenge and awe golfers.

"We designed it in such a way that allowed the elements to be a part of what's going on and freely adjust with the course over time," Nicklaus said.

A game at Quivira starts at sea level, climbs the cliffs and dunes to 300 feet above sea level and drops back down to the beach. Nicklaus used natural changes in pitch in the sides of the hills to carve out tees, fairways and greens. That allowed him to design four holes so that the golfers are looking down on the green as they tee off.

"We did that on the 5th hole, which is a short par 4," Nicklaus said. "You can stand on the tee and see about 280 yards. The fairway goes down to the right then doglegs down."

Quivira Golf Club is Nicklaus Design's sixth course in Los Cabos and its 23rd course in Mexico.

Nicklaus worked with the natural landscape of the property, keeping the land plan fully intact. Prior to development, the site was used as a location for the 2004 film "Troy."

"Quivira is an ever-changing property," Nicklaus said. "The sand blows down there, and we designed the bunkers for that, so they will change over time as the wind changes and erodes them. It gives it a more natural look. It changes it a bit, but it's a nice look."

He said the site posed design difficulties but ultimately led to an award-winning course.

"If you were asked if you would like to have this as your choice of sites, you would say 'no,'" he said. "You'd probably say, 'can we go find something a little easier to work with?' But sometimes you get a site that says, 'this is our land.'"

WHAT THE JUDGES SAID:

"An audacious project with lofty goals that seems to have been beautifully realized. The routing goes to lengths (literally) to make the most of its oceanfront setting, but the holes that this routing delivers all appear to offer opportunities for very memorable golf."

— David Southworth

"Spectacular course on a spectacular site, yet still pushes design trends in the details. When you get past the obvious wow factor, architecture enthusiasts will notice and appreciate the innovative treatments that abound."

— Brian Curley

BY THE NUMBERS

Construction cost: \$17.5 million

Development acreage: 1,850

Course acreage: 300

Greens fees: \$295

The course has received overwhelmingly positive reviews and has nearly reached its daily goal of 55 golfers. The projected revenue for 2015 is \$4.75 million and it expects a full roster of 250 private members.

2ND PLACE

South Cape Owners Club

Namhae-gun, Gyeongnam-do, South Korea

Developer: Handsome Corp.

Architect: Kyle Phillips of Kyle Phillips Golf Course Design

Contractor: A.M. Engineering

WHAT THE JUDGES SAID:

“Course aesthetics are handsomely integrated with a soft hand that mimics the spectacular setting. Just the right amount of development to ensure the economics work (even in the off-season) without impeding on the golf.”

— Brian Curley

“No doubt about the spectacular views of the ocean-front holes. Seems as if the club achieved its water conservation vision and minimal earthwork disturbance to achieve an overall wonderful project with golf course and modernized facilities.”

— Oscar Rodriguez

SOUTH CAPE OWNERS CLUB, positioned along the coastline of Namhae Island, is a par-72 course that embraces sustainability, the competition's newest area of judging.

“I don't know of any other course on the planet that has done more to collect and recycle rainwater on site,” said Kyle Phillips, the project's architect, in an email interview. “By utilizing SubAir climate control technology under all of the greens, the greens will require less chemical treatments.”

Phillips worked with owner and developer Jung Jae Bong to preserve the natural vegetation and water resources of the land.

“The design at South Cape was challenging due to areas of steep terrain and dramatic elevation changes throughout the site,” Phillips said. “The scale and precision of native tree and shrub planting and transplanting in South Korea far surpasses what is done in the Western world and serves to make the transition from the golf course to the surrounding landscape seamless.”

When Phillips joined the project, another firm had already routed the course. Phillips rerouted it to better fit the natural grades.

“We were able to reduce the earthwork quantities by over 40 percent, thus preserving a proportional amount of vegetation,” he said.

Nine holes have views of the coastline, which Phillips said was a strategic element of the design.

The course is the center of a luxury golf community, which includes 130 privately owned seaside villas. The course utilizes the property's natural peninsulas, to place

golfers on the site's precipice.

“I wanted golfers to experience all that the spectacular coastline has to offer without compromising the rhythm of the game,” Phillips said. “Even with the rugged natural terrain at South Cape, the course was designed to be walked in conjunction with their modern caddie system.”

The intersection of tradition and modernity is illustrated best in the futuristic clubhouse, which is 162,545 square feet and designed by Mass Studios.

BY THE NUMBERS

Construction cost: \$30 million

Development acreage: 480

Course acreage: 192

Greens fees: \$200 weekdays; \$350 weekends, holidays

PHOTO BY JOANN DOST

3RD PLACE

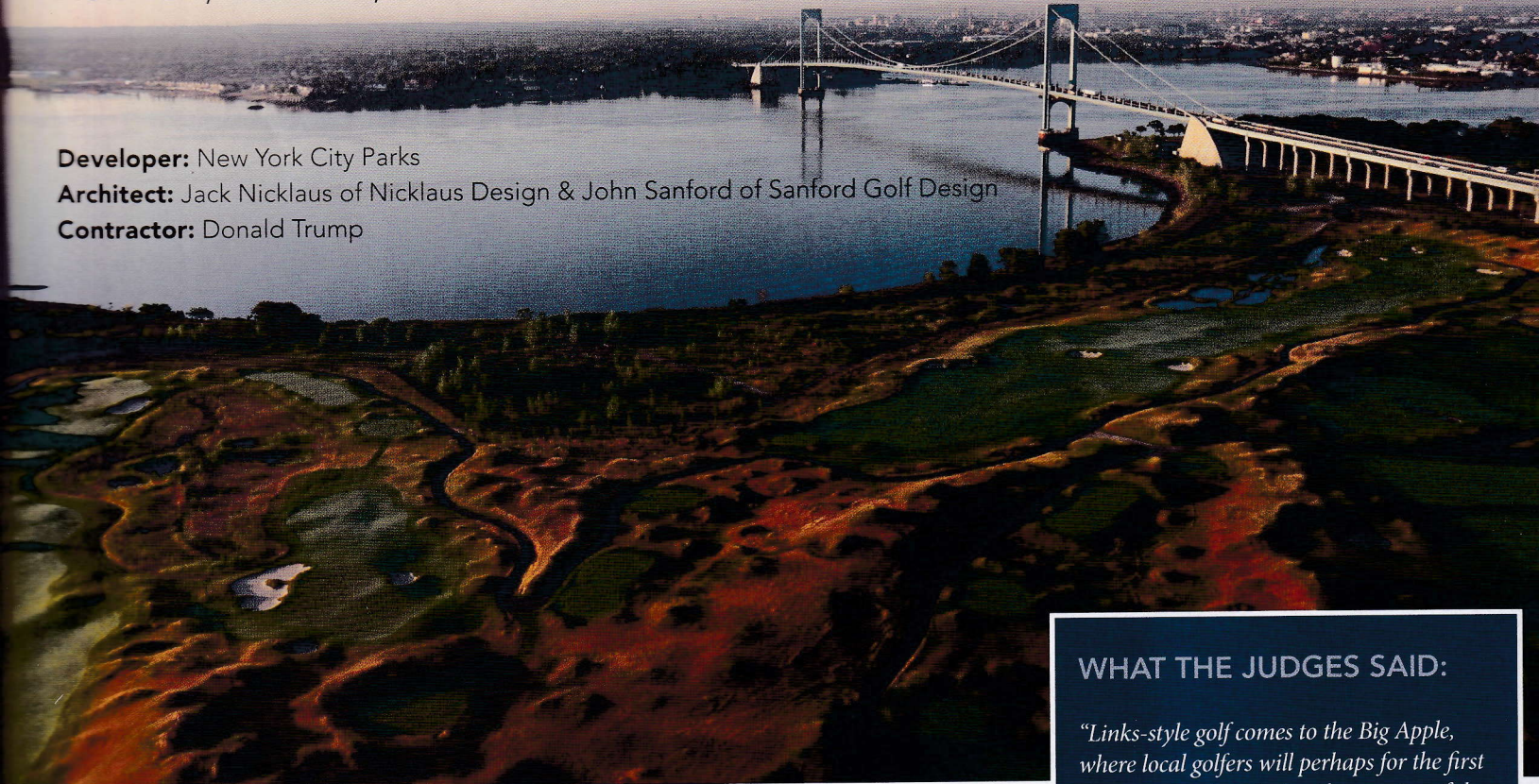
Trump Golf Links at Ferry Point

New York, New York, U.S.A.

Developer: New York City Parks

Architect: Jack Nicklaus of Nicklaus Design & John Sanford of Sanford Golf Design

Contractor: Donald Trump



BEFORE TRUMP GOLF LINKS at Ferry Point became the only tournament-quality course in New York City, it was a landfill. The success of the course, which has views of the Manhattan skyline, is a long time coming, since its original plan to open in 2001 was delayed because of costs and environmental issues.

The grand opening isn't until April, and it has already been dubbed by many as one of the greatest golf courses in the country, with 35,000 rounds projected for the first year.

"The city had 17 public facilities, but they wanted one to be a championship place in the city where they could hold a major event," Jack Nicklaus said. "We said we will make it as user-friendly as we can but also make it long enough and strong enough so if they decided they wanted to have a U.S. Open or PGA championship, they could."

Nicklaus was on the original design team 14 years ago when the plan was to build 27 holes. Donald Trump joined the project as operator and contractor in 2011, catalyzing the project's completion.

"Trump pushed the project a year sooner to completion than it would have otherwise," Nicklaus said. "I was pleased to be part of watching him get that done."

It's been revitalized into a treeless links-style 18-hole course, cutting the additional holes to preserve an adjacent park.

"We knew there are lots of difficulties growing trees on former landfills," said architect John Sanford. "It was fairly clear that this site, because of its openness, was a candidate to be a links-style course. We gave the public golfer a fairly wide fairway but the bunkers and landforms that interact with the fairways will still challenge the better players."

It's the most expensive public course in the country with construction costs exceeding \$250 million.

WHAT THE JUDGES SAID:

"Links-style golf comes to the Big Apple, where local golfers will perhaps for the first time get to enjoy playing this version of the Royal and Ancient game. The world needs more projects like this one."

— David Southworth

"In an era where minimalistic takes on spectacular sites take center stage, it is refreshing to see a monumental effort of transformation produce a dramatic yet very playable course highlighted with fescue-tinged features."

— Brian Curley



FINALIST

Gamble Sands

Brewster, Washington, U.S.A.

Developer: Cascade Holding Group L.P.

Architect: David McLay Kidd of DMK Golf Design

Contractor: Chip Caswell

ON THE CENTER TABLE of the Gamble Sands clubhouse sits a sign that reads, "Simplify and golf." It could very well be the course's motto. There are no luxury villas, no roads and no cart paths — just golf.

Architect David McLay Kidd knew he had to create something extraordinary

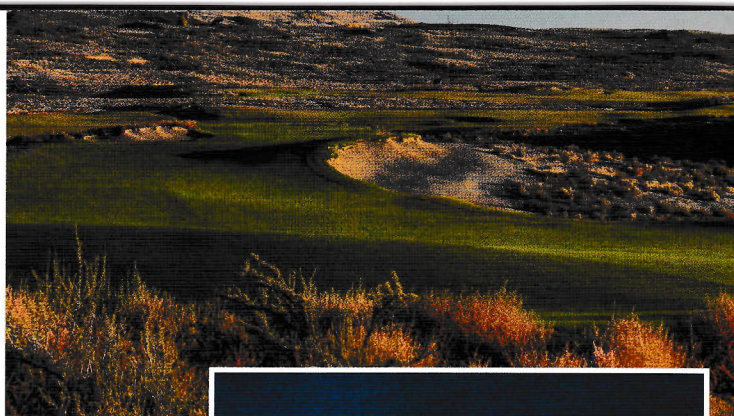
to entice golfers to travel to Brewster, Wash., because of its remote location. The Scotland native wanted to encourage economic growth and tourism for the Pacific Northwest town, which has a population of less than 2,500.

And making this magic turned out to be inexpensive. Construction cost was only \$2 million — the lowest of all entries.

The Gebbers family, which runs a farming business, wanted a natural, unforced golf course focusing on the natural topography while highlighting the views of mountains, the sweeping sand

dunes and the Columbia River.

"The low-key, family nature of the operation, as evidenced by its simple clubhouse, carries with it a certain charm," Judge David Southworth said.



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WHAT THE JUDGES SAID:

"An attractive, affordably built golf course designed for the average player should be far more in demand. The design, layout and simplicity should provide reasonable maintenance practices for years to come."

— Mike Nuzzo

BY THE NUMBERS

Construction cost: \$2 million

Development acreage: 700

Course acreage: 115

Greens fees: \$130 walk; \$150 ride

FINALIST

Centurion Club

St Albans, Hertfordshire, United Kingdom

Developer: Centurion Golf Management

Architect: Simon Gidman and Scott Evans of
Simon Gidman Golf Architecture

Contractor: Woollard Plant and Irrigation Control

TRAVELING THROUGH the 18 holes of the Centurion Club, located in the St Albans area of north London, designed by architects Simon Gidman and Scott Evans, is a varied adventure. The first five holes, surrounded by mature Scots pine trees, challenge the golfer — especially the dogleg par four at hole three.

The countryside views at holes six and seven are a welcomed distraction. And

from hole eight to 13, the golfer is thrust into an open course with a links-style feel.

There are dutifully designed, stone-lined water hazards at holes 17 and 18, and 80 bunkers throughout the course.



PHOTOS BY KENIN MURRAY

WHAT THE JUDGES SAID:

"For a new course, this development appears as if it had been there all along. The beautiful surroundings do not appear to have much disturbance of the natural features. A well-conditioned new course with a matured beauty."

— Oscar Rodriguez



BY THE NUMBERS

Construction cost: \$4.9 million

Development acreage: 190

Course acreage: 160

Greens fees: N/A

FINALIST

Nicklaus Club Beijing

Beijing, China

Architect: Jack Nicklaus of Nicklaus Design
Contractor: Flagstick

ON THE PROPERTY that is now Nicklaus Club Beijing once sat a golf club that sold only 50 memberships during the five years it sought members at \$10,000 a pop. Rebranding was in order for the failing club, which originally opened in 2008.

"We turned an absolutely terrible project that was unsuccessful into a very successful project and one that we are not only proud of but those in China will be as well," Jack Nicklaus said.

What transpired was not a renovation, but a complete redo. An additional 600 yards were added to the course, which now measures 7,225 yards.

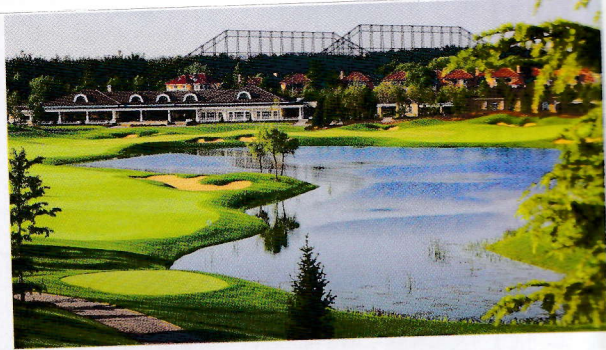
"They couldn't draw anyone to the course," Nicklaus said. "One of my business partners asked me to go by to see the course. I think he was giving me a little test to see what I would do."

Nicklaus gave the owner a few pointers. He said bringing in the original architects to reinvent the course would be the best financial choice, but the owners wanted Nicklaus himself to start at square one.

Since the 18-hole course reopened in May, the capital city club has 460 members who pay, 1 million RMB a piece, which is about \$162,000. The club is nearing its 525-member cap.

"The golf course looks spectacular," Nicklaus said. "Of the three courses [in the

competition], from a financial standpoint, it's the most successful."



BY THE NUMBERS

Construction cost: N/A

Development acreage: N/A

Course acreage: 125

Greens fees: \$230 weekdays; \$315 weekends, holidays

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WHAT THE JUDGES SAID:

"This project has some artistic shaping features. Very well thought out on the use of grasses and tree placement blending in with the man made changes in elevations. The end product has very manicured fairways and aesthetically beautiful transition areas between the holes wrapping up a solid new design."

— Oscar Rodriguez

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