



Birmingham Country Club

General Manager/Chief Operating Officer

Position Profile

Executive Summary

- Historic Michigan country club established in 1916
- Tom Bendelow designed golf course together with pool, tennis and paddle facilities
- “Distinguished Emerald Club of the World Award” by Distinguished Clubs
- Strong membership and financial condition
- Seeking a General Manager to build on the Club’s strong legacy and lead innovation in service and amenities

Birmingham Country Club By the Numbers

- 103 year history
- 625 member families
- 52 avg. member age
- 500+ children
- \$8.7M gross revenue
- \$3.8M annual dues
- \$3.1M annual f&b
- \$2.3M gross payroll
- 120 employees
- 22,000 golf rounds

Key Attributes and Areas of Focus

The successful General Manager will:

- Focus on superior member services and satisfaction
- Be a great team leader and team developer
- Have continual visibility to members and staff as the face of the club
- Act as a business partner with the Board and Committees
- Be a skillful communicator, reflecting enthusiasm, energy and creativity
- Provide effective financial management and oversight of annual budgets
- Manage the strategy and strategic scope of the Club

Mission Statement: *Committed to Excellence*

- Birmingham Country Club strives to be the most desired golf and country club in Southeast Michigan.
- We provide a range of golf, social, dining and athletic experiences to all ages of members, family and guests.
- Our staff endeavors to provide exceptional and personal service in a relaxed and inclusive environment.

The Market

The Club is situated in beautiful Birmingham, Michigan, a northern suburb of Metropolitan Detroit, located in one of the most affluent counties in the United States. With thriving global companies, top-ranked schools and a vibrant downtown, Birmingham is recognized as one of the top communities in the Midwest.

The Club

Birmingham Country Club provides its members with a unique experience that embodies Birmingham's diverse, progressive and still distinctly Midwest nature. With a history dating back to 1916, the Club is well known and enjoys a stellar reputation in the community. The family-focused membership is demographically balanced and active in all aspects of the Club. The Club is a true extension of the home and is the center of its members' social circles. In addition to a full program of golf, tennis, and paddle activities, we offer a wide array of social events, including large parties, such as our Holiday Ball and Fashion Show, along with smaller unique events like our Farm-to-Table dinner, Euchre Leagues, Detroit Symphony Orchestra Dinner, Wine Tastings, Seasonal Chef's Tables and Cooking Classes.

With a strong membership and financial performance, we have made significant investments in our Club to keep it vibrant and successful. The Club's historic 1931 Tudor Clubhouse was recently improved with the new, stylish Maguire Bar, updates to the Ballroom, Club Room, Fireside Room, Pro Shop and Men's Locker Room and a full refurbishment of the Ladies' Locker Room. We also completely renovated the Tennis House and expanded our Racquets Facility by adding four Paddle Courts, an outdoor fire pit and a beautiful Warming House with a fireplace. The Pool Complex recently saw the addition of the new, full-service Dive Bar and High Dive together with refurbished Boys' and Girls' Locker Rooms. We plan to continue to update and improve our facilities to position the Club for continued success.

Our golf course is our key asset. The 18-hole, par 72 golf course was designed in 1916 by Tom Bendelow to take advantage of the surprising and striking elevations of our 165-acre property and the Rouge River that runs through it. Like our Clubhouse, we have also recently invested in our golf course. In the past several years, we converted to bentgrass greens, enhanced our bunkering, improved the irrigation system, added drainage and replaced all of our nine bridges. The Club's golf program revolves around an active tournament schedule in conjunction with men's and ladies' leagues. A strong junior program and growing intra-club squad introduces and teaches future generations to enjoy the game.

Dining is a central part of the Birmingham Country Club experience. The high revenue food and beverage program relies primarily on member usage rather than banquet revenues as the main success driver. The overall feel of the Club is a relaxed but upscale bistro atmosphere, welcoming to families at every stage of life. The Club offers casual fare together with classic and creative entrées with a touch of international sophistication. In addition to core a la carte lunch and dinner service, the dining calendar features seasonal Chef's tables, wine dinners and special holiday events.

A variety of unique dining venues provide seating from 10 to 300. The Clubhouse features the Ballroom, Maguire Bar, Club Room, Fireside Room, Founders Pub and Patio. The Ballroom is ideal for large parties, weddings, banquets and buffets. The Club Room is designed for more formal (but relaxed) dining. The cozy Fireside Room is an ideal setting for medium-sized private events and cocktail receptions. The stylish Maguire Bar is the centerpiece of the Clubhouse with a large bar and casual dining. The classic Founders Pub is primarily for family dining. The Ballroom, Fireside, Club Room and Maguire function as separate, unique spaces but can be integrated and used together for larger weddings and events. The

expansive outdoor Patio is busy with a la carte dining during the warmer months and offers magnificent views of the putting green and golf course.

The Racquets Facility features two clay and four hard tennis courts, a Tennis House and Pro Shop as well as four paddle courts and a Warming House. With an experienced professional staff, avid players and novices can count on an exceptional racquets experience throughout the entire year. The tennis and paddle programs are extremely popular, measurably some of most successful in the region, boasting higher than average participation at every level, age group and demographic. The Racquets program is enhanced by club tournaments, special events and social activities.

The Pool Complex is centered around our 25-meter pool which supports our swim team as well as resort-style recreation. In addition to a large deck area, the Pool complex features the full-service Dive Bar and the second story High Dive with its own bar and pizza oven. Our swim team is very popular and very competitive. The Birmingham Barracudas were league champions in 2017, runners-up in 2018 and champions again in 2019.

Job Description

The General Manager (GM) is hired by the Board of Directors, reports to the Club President and is responsible for operating all aspects of the Club and carrying out the Board's policies. The General Manager serves as the Board's bridge to the staff and enables the Board to avoid the intricacies of daily execution that is the staff's responsibility. A coordinated and collaborative partnership between the Board and GM allows the Board to provide feedback and guidance to the GM on short-term initiatives but to focus primarily on long-term planning, goals and objectives. The General Manger works with the various committees and attends monthly Board meetings to report on the effectiveness of the Club's policies, operations and programs.

The characteristics and key attributes of a successful General Manager include honesty, straightforwardness, integrity, accountability and dedication. The General Manager must be a strong talent developer and leader with the staff. The General Manager must also demonstrate superior interpersonal relations skills and be a good communicator. All department heads, including Golf Course Superintendent, Executive Chef, Head Golf Professional, Membership Director, Controller and F&B Manager, report to the GM. The ability to collaborate with multiple stakeholders, including strong-willed Board members, is essential.

General Manager responsibilities include, but are not limited to:

- Interact positively with all members and serve as the face of the Club
- Manage all day-to-day Club operations, including, but not limited to, food and beverage, golf, racquets and pool operations
- Maintain exceptional guest and member relations by creating a premier environment through staffing, programming, service operations and maintenance
- Develop and implement effective communication strategies to meet the Club's goals, including membership marketing and orientation plans
- Manage and motivate staff by providing training, direction, supervision, evaluation and corrective action when required; conduct weekly department head meetings; act as a role model for all employees by demonstrating behavior and work ethics; and develop and implement performance review systems
- Prepare, produce and control overall budget, along with frequent analysis and monitoring of corresponding monthly and annual statements to maximize financial performance

- Work with, and attend meetings of, the Board and Committees
- Keep the Board apprised of the organizational climate, identifying problems either actual or anticipated, and share responsibility with the Board for the Club's organizational development
- Monitor progress towards long- and short-term objectives
- Develop relationships with vendors and other key industry players to increase loyalty and continually enhance, nurture and grow the Club's reputation

Candidate Qualifications

- A minimum of five (5) years of experience as a General Manger or an Assistant General Manager at a premium club
- Strong understanding of golf course conditioning and facilities maintenance
- Excellent communication skills together with website and social media savvy
- Knowledge of proper golf and tennis tournament, event and outing procedures, setup and administration inclusive of competition formats, tournament scoring and overall event management

Educational Qualifications

- College degree and, preferably, CCM or equivalent certification

Benefits

- The Club will provide a competitive salary based on experience
- Benefits package includes health insurance, vacation, vehicle allowance and 401k plan

Application

Please send your resume and cover letter explaining how your skills fit our GM role and the reasons you are seeking this position. Please send to the Club President by September 22 for consideration by the Search Committee. First round interviews are expected to be conducted and completed by mid-October with a decision made by the end of October 2019.

Lead Search Committee Executive:

Matthew Paroly
Club President
Email: paroly@att.net
Cell: 248-882-7236

