

PCOA Club Recommendation Form

PLATINUM CLUBS® OF AMERICA 2023 -2024

Please choose one:

ADD A CLUB TO THE BALLOT

Club Name

Washington Golf and Country Club

Website

<https://www.washingtongolfcc.org/>

General Manager Name

Patrick Tobey

Address

3017 N. Glebe Road, Arlington, Virginia 22207

General Manager Email

PTobey@WashingtonGolfCC.org

Phone

(703) 558-0550



Please explain how *your* club meets the
Seven Selection Criteria

1. UNIVERSAL RECOGNITION

Members of the Metropolitan Club headed by Col. Henry May (the first President of Washington Golf Club and 1897 U.S.G.A. committee member), Edward F. Riggs (Riggs Bank) and Sir Julian Pauncefote (the first British Ambassador), were among the prominent Washingtonians who founded Washington Golf and Country Club in 1892 later to be incorporated in 1894.

Washington Golf and Country Club became known as the “Chosen Playground of Presidents.” Presidents Theodore Roosevelt, William H. Taft, Woodrow Wilson, Warren G. Harding, and Calvin Coolidge were all members; and Taft, Wilson, and Harding were active golfing members at the Club.

The late Rear Admiral P.M. Rixey, who served as the White House physician during both Presidents William McKinley’s and Theodore Roosevelt’s administrations, was figuratively considered the founder of Washington Golf and Country Club, for it was because of him that the Club established its permanent home in Arlington, Virginia.

It was at Washington Golf and Country Club that for the first time in recorded golf history in the United States, that the Commander-in-Chief of the United States Army and Navy – Warren G. Harding - participated in a golf tournament.

2. EXCELLENCE IN AMENITIES AND FACILITIES

Washington Golf and Country Club (WGCC), established in 1894, is the oldest private country club in Virginia. Its close proximity to the Nation's Capital is just one of the many attractions of membership. The Georgian-style 44,000 sq ft clubhouse sits on one of the highest points in historic Arlington, Virginia. It looks out over one of the most beautiful and challenging 18-hole golf courses in the region and offers views across the Potomac River to the skyline of Washington, D.C. Situated on over 130 acres, the WGCC complex also includes a newly renovated golf course, putting and practice greens, a swimming pool, 10 outdoor tennis courts, five-court indoor tennis facility, and a recently renovated, well-equipped fitness center. A popular attraction is a new, state of the art, year-round golf practice facility - The Turn. The Turn includes indoor putting and chipping areas, 18 TrackMan hitting bays, and two golf simulators. The Turn also boasts a 60-seat restaurant and bar.

The golf course stats are: 18 holes, Par 70, 6,309 yards, Slope 129 & Rating 71.6.

The Clubhouse features formal and informal dining rooms, a tap room, a men's grill, a ladies lounge, various outdoor dining areas, as well as a cocktail lounge, meeting and party rooms accommodating groups of 18 to 60 persons, and a large, attractive ballroom, with a capacity of 300-400.

The Club has a dining rating system that is measured by member submission of a comment card with has resulted in a 97% overall approval rating averaged among the Club's seven dining areas. In recent years the Club has implemented loyalty dining programs, farm to table programs, family home meals as well as the successful implementation of mobile app ordering at the pool, on the golf course as well as several areas around the clubhouse. These areas include the fire pits, the members' rocking chairs and pool lounge chairs.

Over the past 14 years Washington Golf and Country Club has enhanced the facilities while completing nearly \$50 million in capital improvements. These include a complete pool renovation that included Colorado touchpads and Colorado scoreboard; a tennis pro shop, additional tennis courts and a golf pro shop and fitness center. After 100 years, the Club underwent a complete golf course renovation that included the addition of The Turn.

Along with the golf course, the Clubhouse has experienced many upgrades that include computers and networking, multiple restroom renovations and redesigns, a redesigned multi-use ladies lounge, the conversion of an underutilized storage closet into a full-service barber shop, enhanced cooking equipment, new flooring, and the introduction of a cardboard bundler to reduce trash waste. Common areas around the property have also been addressed over the past 14 years - trash area, tennis and clubhouse roofs, new card room, new meeting rooms, new beverage storage areas, and the creation of new offices.

Washington Golf and Country Club ensures that members are never bored. The fun is kicked up with many innovative and popular events. One of the most popular events is the club's annual Halloween event. The main attraction is a professionally created haunted house, but there are many other activities to keep the members entertained such as a laser maze, zip line, escape room, reptile show, movies, and plenty of food and beverages. This is an event that members look forward to every year. In fact, it is so popular, the Club is considering making it a two-day event in the future. No holiday is untouched. Members can count on an array of activities and social events throughout the year.

Other events include trivia nights, family movie nights on the lawn during the summer, a beer and music fest, oyster invasion event, the creation of an internet café where members can choose to work from the club, and a sold-out annual July 4 celebration. These are just a few examples of the many entertainment and social events offered to Washington Golf and Country Club members. It is no surprise that the club has a waiting list of over six years.

The Club has introduced and grown a multitude of junior programs, most notably the highly successful

swim and dive teams. These teams include over 250 child athletes and have won over 20 consecutive Country Club Swim and Dive Association championships. The members also enjoy tennis clinics that cater to over 200 juniors on a weekly basis while the junior golf clinics are held weekly and host 250 kids.

On a monthly basis (sometimes bimonthly), the Club, in collaboration with Disabled American Veterans, hosts dinners to honor recovering disabled American veterans from Walter Reed National Military Medical Center who are sponsored by WGCC members.

3. CALIBER OF STAFF AND PROFESSIONAL SERVICE LEVELS

The Club moved its onboarding to a streamlined digital platform that has accelerated the start dates for new employees. Feedback from new hires has been positive. An employee referral program was implemented, resulting in many new hires that the Club would not have gotten without the referrals.

Something unique and helpful offered by the Club was an English as a Second Language program – free of charge to the employees. This was well attended.

Another area in which the Club is strong is in its partnerships with local universities to recruit new employees. The Club regularly partners with Marymount University, George Mason University, and James Madison University to host on campus job fairs. Additionally, the Club serves as a resource for the James Madison University's student chapter of the Club Managers Association of America. This relationship helps the Club build a strong internship program. Many speaking and educational opportunities are provided to staff.

Over the past 14 year the majority of the senior positions have been redefined with a high focus on the member experience, carried by the motto of "how do we get better?" This conversation, as well as an open approach and the encouragement of self-development, allows the full team to strive for constant improvement.

General Manager Patrick Tobey created and continues to implement the Five Pillars of Success – staff, facilities, communication, education, and leadership. These pillars are the foundation and guiding principles of the Club's management team.

Patrick Tobey also implemented a monthly, interactive education program called Train the Trainer. The intention of the program is targeting the assistant managers on the future expectations and member trends. There is a high focus on the assistants to move into future roles in the industry.

4. ENGAGEMENT AND COMMITMENT OF MEMBERSHIP

Washington Golf and Country Club is committed to membership development. Over the past 14 years, the membership has gone from a waitlist of 18 months to now, 221 future members on a waitlist. This waitlist is currently 6.5 years.

The Club introduced a comprehensive new member orientation program that is hosted by department heads and focuses on what new members can expect in their first few months at the Club.

Over 75% of the Club's members completed a Club benchmarking comprehensive survey. In addition, digital feedback platforms were successfully implemented through the Club app. Finally, after each meal guests are given comment cards to fill out in order for the Club to measure member feedback.

5. GOVERNANCE AND PRUDENT FISCAL MANAGEMENT

The Club partnered with Club Benchmarking to implement the Capital Reserve Study and a full inventory of current assets was completed to include purchase price, placed in service dates, and useful life information.

This information was utilized to tie into the Capital Strategies Model (CSM) to push our long-range planning and forecasting from the current five-year plan all the way out to 20 years. This includes current membership information, future membership assumptions, and annual P&L information to forecast future operational and capital funds necessary to maintain current obligatory capital needs as well as aspirational capital spend. These models and strategies will greatly improve the Club's long-range planning to allow for a more cohesive plan which will align with cash flow data over the years.

The board of directors and committee liaisons work together to achieve the Club's goals. Each year the committees submit their goals to the board of directors in order to ensure constant improvement. Using a detailed governance manual, this information is vital to staying on track. Through strategic planning and board of directors retreats, goals from the previous year are looked at and evaluated and new goals are developed for the next year.

In 2020 Washington Golf and Country Club created a separate 501(c)(3) foundation named The Shield Foundation. This foundation, with tax deductible donations from the membership, provides scholarship, hardship relief, and annual holidays funds to the employees of the Club. Further, the Shield Foundation assisted with the financial support of the staff during the Covid-19 pandemic.

6. ADAPTING TO CHANGING TIMES

During the COVID-19 crisis, Washington Golf and Country Club implemented many innovative ideas and programming, such as an express carryout kitchen utilizing the pool snack bar kitchen. It also offered virtual fitness classes and panel discussions with the Food and Beverage team hosted via zoom. The Club also implemented online voting for the annual Board of Director elections.

In order to stay current in a technology-based world, the Club's website underwent a multiple redesign that included the introduction of the Club's mobile application platform. The Club conducted beta testing and a launch. The app allows members to view statements, pay their bills, make reservations, and conduct mobile ordering via the app. Food and beverage orders can be submitted around the Clubhouse as well as on the golf course. The app further provides the opportunity to send push notifications quickly to the membership thus complimenting the email notifications.

Technology enhancements include:

- Fore Tees App that allows for online scheduling of tee times and simple communications with the golf professional staff.
- Digital Wine List offerings that include QR codes. This enables members to view and order wine from a tablet as well as from their smart phone.
- Fitness App provides members with easy class registration and calendar access to the variety of fitness programs offered.
- A web-based beverage inventory system.

7. OVERALL EXPERIENCE

At the Club, we pride ourselves on offering a warm, congenial atmosphere to employees. It is our wish that all employees will be proud to be a part of a professional staff, dedicated to rendering the finest services to the Club's members. We are a people business; our intent is to keep employees well-informed and content so that those sentiments are passed along to our members. Teamwork is the foundation for all we do. Without teamwork we lose the framework and the spirit to achieve our goals. At the Club our goals are: 1. Maintaining the highest level of pleasant and efficient service. 2. Consistency. 3. Offering nothing less than the best for our members and their guests.

In addition to our commitment to our team and their professional development, we are proud to provide our new committee members with an annual orientation. During this orientation we share with them the core values that we rely on to ensure committee success. Each department head shares with all committees their department goals and the vision for the upcoming year. This is accompanied by a full facility tour as

well as introductions to the staff.

Further, we as a Club are committed to the successful transition of our new board members each year. They are welcomed to a full day orientation with the general manager. This orientation is designed to assist the new board members of what their role as a board member includes as well as defining what key responsibilities are managed by the general manager and the board of directors.

Clubs are encouraged to provide a brief presentation on how their Club meets or exceeds the Seven Selection Criteria outlined on this form. For example, Clubs in previous years have utilized fast-loading platforms such as Adobe Spark, Microsoft Sway, a flipbook presentation, or a dedicated webpage on their website.

Upload files or email to: Cyndie.Heap@ClubLeadersForum.com

Please upload your optional presentation here.