

# PCOA Club Recommendation Form

PLATINUM CLUBS® OF AMERICA 2023 -2024

**Please choose one:**

ADD A CLUB TO THE BALLOT

**Club Name**

Bay Colony Golf Club

**Website**

<https://baycolonygolfclub.com>

**General Manager Name**

Michael Bradfield

**Address**

9740 Bent Grass Bend, Naples, Florida 34108

**General Manager Email**

[michaelb@baycolonygolfclub.com](mailto:michaelb@baycolonygolfclub.com)

**Phone**

(239) 592-9515



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

**1. UNIVERSAL RECOGNITION**

Bay Colony Golf Club, in beautiful Naples Florida, delivers the quintessential Naples Club experience in an uber-competitive luxury market. The Bay Colony brand and reputation sits atop all Private Clubs in SW Florida as acknowledged by the most discerning of members from throughout the world who call Bay Colony their winter home. From Fortune 500 CEO's (Caterpillar, Exxon Mobile, International Paper) to renowned celebrities, the exceptional membership at Bay Colony provides the backbone not only to the Club, but the the Naples community as a whole.

**2. EXCELLENCE IN AMENITIES AND FACILITIES**

When one mentions Bay Colony, you start with the golf course. Committed to maintaining the traditions of the grand ole game of golf, the 18 hold championship golf course was designed by Robert von Hagge who said of Bay Colony "One of the finest courses you will ever play..." The Bay Colony experience begins with a world class golf course, and complemented by an equally spectacular fine and casual dining in an elegant setting. The exceptional social lifestyle includes in-home custom catering and event planning services. Members travel the world with Club organized golf, sommelier wine trips and social trips including South Africa, the Mediterranean, France, and Italy.

Clubhouse renovations completed in 2018 and 2020, along with annual golf course improvements consistent and aligned with a 10 year golf course master plan demonstrate an ongoing commitment to reinvest in the facilities to remain not just relevant, but setting the bar in south Florida.

### **3. CALIBER OF STAFF AND PROFESSIONAL SERVICE LEVELS**

Bay Colony Golf Club membership is about celebrating life with a remarkable collection of extraordinary individuals who share similar values, beliefs, lifestyles, accomplishments and experiences. The Club and the course are without equal, but it is the people that make Bay Colony Golf Club special. The ladies and gentlemen who make the Bay Colony experience memorable and special don't just fit our culture, they are the culture. Yes. It's the compensation. It's the training. It's the leadership. It's the environment. But most important, it's written in the genetic code of that culture...an obsession with providing a superior experience.

### **4. ENGAGEMENT AND COMMITMENT OF MEMBERSHIP**

Recently, a Club Member said "When I bring a guest to the Club, they see that Bay Colony is a place that they ought to belong." Is that not the simplest yet most profound complement? The management/leadership team benefits every day by working with Club member volunteer leaders who ran some of the largest and most successful companies in the world. They understand that preserving the Club's culture is the singular most important responsibility we all share. With unwavering commitment to excellence and generational appeal, Bay Colony Golf Club purposefully positions itself strategically as the premium luxury brand.

### **5. GOVERNANCE AND PRUDENT FISCAL MANAGEMENT**

Today's Club's must be guided by sound governance and fiscal management, and Bay Colony is no different. With defined roles and responsibilities in our Board Policy Manual, a segregated committee structure of Board Committee's and Operating Committee's chaired by department heads, and newly formed Governance Committee...Bay Colony understands the need to continuously review our governance model and benchmark ourselves against the finest clubs in the country.

### **6. ADAPTING TO CHANGING TIMES**

A club's strategic plan defines the outlook and anticipates needs for the future. At Bay Colony, we have recently trimmed our strategic plan and map focus on 3 years with a 5 year max. By narrowing our focus on a short to mid term, this allows us to be more agile and flexible in our planning while also demanding regular and frequent plan audit to ensure our work is targeted and on point. Frequent member surveys are integrated into the planning so we aren't just guessing with our anticipation of needs. We begin to see trends and analyze those trends in data which allows us to not only respond to emerging issues, but also have data to lean on. Together, these tools help to make Bay Colony a great club.

### **7. OVERALL EXPERIENCE**

What differentiates Bay Colony as a great club? When you drive through the gates, you immediately know you're some place special. It's the details in the landscaping, the friendly wave from a grounds crew person, and the pristine fairways and estate homes. When you enter the Clubhouse, you are immediately captured by the warmth and elegance of both the entry and the greeting. The views from the Clubhouse onto the 9th or 18th holes are spectacular. The golf experience, the natural beauty, perfectly manicured fairways and world-class greens, are all complemented with the friendly and professional service people there to make your visit comfortable and uniquely perfect. The service experience is what makes Bay Colony special. The facilities, the golf course and practice facilities, the dining rooms, special events and wine program all make Bay Colony special. And combined, they make for a sensational overall experience.

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](mailto:Cyndie.Heap@ClubLeadersForum.com)

**Please upload your optional presentation here.**