

# PCOA Club Recommendation Form

PLATINUM CLUBS® OF AMERICA 2023 -2024

**Please choose one:**

ADD A CLUB TO THE BALLOT

**Club Name**

Palmetto Bluff Club

**Website**

<https://www.PalmettoBluff.com>

**General Manager Name**

Jeff Dekruif

**Address**

11 Village Park Square, Bluffton, South Carolina 29910

**General Manager Email**

[JDekruif@PalmettoBluff.com](mailto:JDekruif@PalmettoBluff.com)

**Phone**

(602) 405-7745



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

**1. UNIVERSAL RECOGNITION**

Palmetto Bluff is an iconic residential community club located adjacent to Hilton Head Island, South Carolina. It has previously been awarded the #2 best golf community in America.

<https://www.cnbc.com/2009/01/29/Americas-Top-Golf-Communities.html>

It is the most prestigious private club in this area, with the highest real estate values and initiation fees compared to neighboring Platinum clubs down the street of Berkeley Hall, Belfair, and Colleton River.

The Club's golf course, May River GC, is ranked #3 in South Carolina and #37 in America.

Inside the gates of the community also includes the 5 Star Forbes Montage Palmetto Bluff Resort which is the highest grossing revenue Montage property in their worldwide portfolio, recently hosting the wedding for global music star Justin Bieber. Montage Palmetto Bluff has been ranked #1 resort in the Southeastern United States.

**2. EXCELLENCE IN AMENITIES AND FACILITIES**

Palmetto Bluff Club's amenities are vast including:

May River Golf Club - ranked #3 in South Carolina and #37 in America  
6 club restaurants  
4 club pools  
6 club fitness venues  
175 acre equestrian facility with two barns and a show arena  
170 acre shooting club including clay shooting, axe throwing, and archery  
Saltwater and freshwater boat club and member boat storage  
RT's Market - boutique retail market, gas station, and EV charging hub  
Tennis & Pickleball facility with 8 har-true courts, croquet, bocce, and 6 pickleball  
4 lane bowling alley  
Children's camp  
Art loft  
Several tree houses and parks  
64 room off-site hotel for staff housing

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

The Club's senior leadership is lead by Jeff Dekruif, CCM (GM of the Club), Gray Ferguson (VP of Operations over the community), and supported by Rob Duckett, CCM President of South Street Partners which oversees Palmetto Bluff, Kiawah Island Club (#50 Platinum Club) and The Cliffs (Platinum Honorable Mention).

The Club's Executive Chef and head of all culinary operations is Rhy Waddington - the former long-term Executive Chef at Winged Foot Golf Club.

The Club's departments are well supported by a senior management team of over 30 individuals.

All new hires go through a 5 part series called PB101 which includes all-day training about history, the environment, the Club and community, and finishes with a tour on the water of the area and neighboring islands.

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

Palmetto Bluff Club has an exceptional membership of successful business leaders, celebrities, professional athletes, film actors, authors and artists.

17% of the membership has a net worth over \$20 million, and 40% of the membership has a net worth over \$10 million.

During COVID, the Club did not lay off a single employee and the membership quickly raised \$500,000 for any staff assistance needs.

The membership is committed to responsible growth and the Club has a separate 501c3 environmental protection organization called The Palmetto Bluff Conservancy. The Conservancy is committed to research, protection and education regarding the historic property.

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

The Club is governed by South Street Partners - developers of Kiawah Island Club and The Cliffs. South Street Partners are former executives of Discovery Land Co, developers of numerous Platinum clubs such as Estancia, Mirabel, The Hideaway, Madison Club, and more.

The Club has an Advisory Committee to ownership and membership, but the Committee has no decision making authority.

The Club has zero debt, professional asset reserve studies, and over \$20 million in cash in Club accounts.

South Street Partners is also backed by private equity investment group Henderson Capital.

The Club has annual revenues of approximately \$37 million.

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

In addition to the vast array of current amenities, the Club is about to embark on \$90 million dollars in facility upgrades including:

An additional 18 hole golf club designed by Coore-Crenshaw, including a new clubhouse, golf performance center, and furnished cottages

A 9 hole short course designed by King-Collins, which will have its own clubhouse and casual F&B outlet

A centralized fitness and wellness campus including sports fields

Kids Camp center with teen rooms and childrens rooms

2nd marina and boat dry stack facility

Production kitchen and new employee cafeteria

Club bakery

Club butcher shop

\$2M in renovations to Buffalo's restaurant, RT's market, and Canteen F&B outlet

Club recently debuted a member climated controlled storage facility, wine storage facility, floral shop, the Club's own ClubCar retail shop and parts/repair center, and rentable office space

The storage facility has plans for expansion to include:

Member car wash

Car detail facility

Oil change center

Classic/Exotic car storage

Dog grooming salon

Dog boarding/daycare center

## **7. OVERALL EXPERIENCE**

Palmetto Bluff at 20,000 acres is the largest remaining waterfront property on the East Coast, with 32 miles of waterways in the community. The Club/Community is nearly the size of the entirety of Hilton Head Island itself. There is simply nothing comparable to this community and Club anywhere in America.

Members enjoy an active, sporting lifestyle on both land and sea with a huge array of amenities and experiences to enjoy.

Video about Palmetto Bluff: <https://www.youtube.com/watch?v=PXbu50AgBbo>

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.**

Palmetto Bluff Club.pdf