

# The Country Club of the Crystal Coast

...where friends connect

By John Ferguson

As many of the readers of *The Shoreline* already know, since we experienced the damage from Hurricane Florence, the Board of Directors of The Country Club of the Crystal Coast has been working to ensure the long-term success of this wonderful activity center. The viability of the club to the membership, and I dare say the entire community, is an integral part of our lives here in Pine Knoll Shores. Having the club around is not only important for the activities it provides, but it also helps support the town financially and is a partner in solving issues needing attention in the town such as stormwater resolution and even cell phone coverage. I also believe we play a part in maintaining the value of our private residences. So, for the last several months, the board felt our best approach to keeping the club a viable entity was to find a buyer that would provide us with the best future possible for all stakeholders.

We have been extremely fortunate to have two separate member groups step forward with an interest in purchasing the club. Although both offers to purchase would provide us with the opportunity to succeed in the long term, one emerged as an opportunity to not only keep us operating, but also significantly improve the golf course, clubhouse, tennis center and our other facilities.

On the eve of this New Year, the membership of the club was presented with information on the many improvements to the club that our new owner will provide. Having a great facility with replaced greens, improved beautification and functionality of the course, as well as improved tennis, pool, and clubhouse facilities, will set us up for success. However, these important improvements are only the first part of the solution.

To complete this trek toward being a premier club for many years, a change in our operating model is vital. To ensure that we have the best operational team, we will be contracting with Carolinas Golf Group, which has a reputation of improving clubs and turning them into premier facilities. They have operated many golf courses with great success, and we are very happy that they will be coming on board to assist us.

I am very pleased to announce through this article that the membership has overwhelmingly approved of the sale, and work has already begun to bring our club to the premier status by the end of this summer. Our vision is to become the premier membership club for recreation, social and dining opportunities where memorable stories are created through building friendships and strong relationships with our community.

To this end, on January 18 we invited town management, our members, and former members in the area to attend a reception to announce the sale of the club and see firsthand the planned changes to which we all look forward. This meeting also had a second objective, which was to express how excited our current membership is about these improvements, show everyone just what they would be getting should they return to this organization, and how we can further integrate our needs with those of the town.

It is our expectation that the sale of the club will be finalized very early in February. Plans have been approved for rebuilding our facilities and golf course. Work has begun already to get our new clubhouse completed as has the cleanup of the golf course. So, if you have been thinking of joining our club, or any other club in the area, and have not done so, we would be very pleased if you would be part of this new beginning at The Country Club of the Crystal Coast.

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