



THE LANDINGS CLUB

# A HISTORY OF THE LANDINGS CLUB

1973-2019

Dr. Norman Sanders



# CONTENTS

Foreword.....	3
The Development of Skidaway Island.....	4
The Development of The Landings.....	5
The Birth of The Landings Club.....	6
The Landings Club - A Private, Equity Member-owned Club .....	9





# FOREWORD

The purpose of this historical accounting is to highlight the events leading up to the development of Skidaway Island and The Landings community, and to memorialize the events that have contributed to the birth and development of The Landings Club as we know it today.

A fascinating book entitled: *"A Short History of Skidaway Island,"* written by V. E. "Tex" Kelly, was published in three editions (1980, 1994, and 2003). In his book, Mr. Kelly describes the influence, beginning in 1934, of Mr. & Mrs. Robert Roebing, the Union Camp Corporation, the Chatham County/City of Savannah Metropolitan Planning Commission and The Branigar Organization in the development of Skidaway Island and the subsequent birth of The Landings Club. Mr. Kelly spent most of his business career with Union Camp, and he and his wife Margaret were among the first residents of The Landings in 1974. Interestingly, Mr. Kelly served as County Commissioner, President of the Savannah Golf Club, and President of The Landings

Association in 1976 and 1977.

A second book of interest is *"The Golf Courses at The Landings on Skidaway Island,"* written in 1993 by a collaboration of Landings volunteers. This book offers a beautiful photographic and written illustration of The Landings Club's six championship golf courses. The Introduction, written by George Miller in 1993, gives a historical synopsis of

Branigar's involvement, beginning in 1969, in the development of The Landings community and The Landings Club.

Doris Gibson, the Club's long-standing Director of Membership, Marketing

and Communication, maintained and updated a record of Club milestones over the years, which has also been quite helpful in this effort.

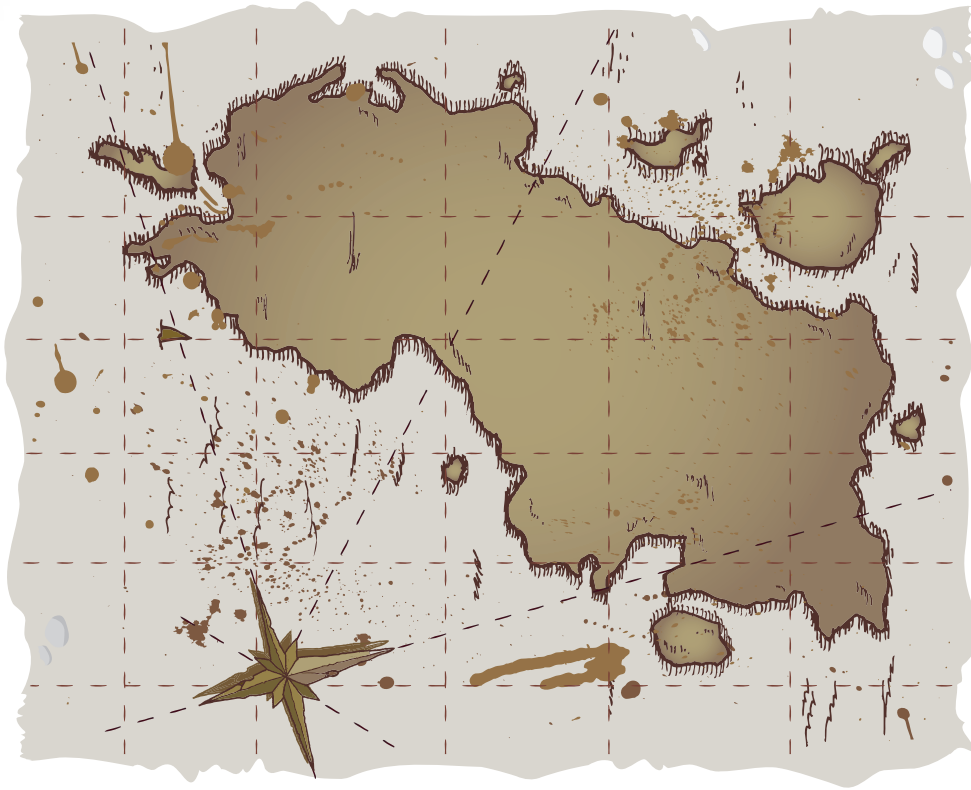
In addition, first-hand historical insight was generously shared by Richard Burke, President of the Branigar Organization at the time of the development of The Landings. The Landings became home to Mr. and Mrs. Burke, where they chose to raise their family, and where they continue to enjoy the tranquil, yet vibrant, Landings lifestyle in their retirement years.



THE LANDINGS CLUB



# THE DEVELOPMENT OF SKIDAWAY ISLAND



Tex Kelly's *"A Short History of Skidaway Island"*, paints a colorful portrait of Skidaway Island, dating back to the aborigines several thousand years ago. Most of Mr. Kelly's research was based on material provided by the Georgia Historical Society, the Branigar Organization, and the Union Camp Corporation.

Skidaway Island's history is frequently recorded during the Colonial, Revolutionary

War and Civil War periods, but less was written about the "quiet" periods before and after, until the early twentieth century.

For the purposes of this history, we pick up Mr. Kelly's accounting of the purchase of the Modena Plantation, which would later play a key role in the development of The Landings and The Landings Club. Speaking of the Modena Plantation on the northern end of the island, Kelly writes:





## A HISTORY OF THE LANDINGS CLUB

*“Here in 1934, Mr. Robert C. Roebeling brought his wife and two young children. Mr. Roebeling was in his early thirties. He was a member of a prominent New Jersey family. His grandfather...became nationally known when he built the Brooklyn Bridge....(After graduating from Harvard, Robert and his wife and children) reportedly sailed to many places aboard their schooner, the Black Douglas in search of an ideal spot... They found Skidaway Island and decided it was what they were looking for so they bought Modena and settled there.”*

The Roebelings lived on their schooner while the land was cleared and houses were constructed. They later bred and raised purebred Aberdeen cattle and Hampshire hogs on the property. The water tower and the large circular barn remain today as reminders of that time.

In 1941, The Union Bag and Paper Corporation bought 5,006 woodland acres on Skidaway Island from Citizens & Southern Bank for timber.

In 1943, Union Bag and Paper sold 672 acres (including Adams Point) to General Robert Travis. This was later re-purchased by Union Bag and Paper.

In 1964, Union Bag and Paper (now “The Union Camp Corporation” after a merger with Camp Manufacturing Company) offered to donate 500 acres of Skidaway Island property to the State of Georgia if the state would build a bridge to Skidaway Island. Mr. & Mrs. Robert Roebeling had also offered to donate part of their property for a marine research center. Union Camp’s proposal was declined by the state.

In 1965, The Chatham County/City of Savannah Metropolitan Planning Commission (MPC) asked the Governor of Georgia, Carl Sanders, for state support to build a bridge to the island. The Commission described the

Island’s future potential as a new town with a population of between 40,000 to 50,000, which would be one of the key elements in the future prosperity of Chatham County. Nothing came of this request.

In February, 1967 the MPC passed a resolution to “provide the necessary bridges and causeways to connect Skidaway Island and the mainland should the ... substantial Oceanographic Research Center be established on Skidaway Island”. The financing would require a referendum put before County voters to approve a bond issue in the amount of \$3,600,000. The MPC described the cost as “a small price to pay” in return for the “wealth of the sea” which could be “harvested immediately”, citing possible oil and sulfur resources.

On September 12, the MPC referendum was passed by Chatham County voters by a margin of nearly ten to one. Shortly thereafter, Mrs. Dorothy Roebeling donated 284 acres of high land in Modena Plantation to the State of Georgia for an oceanographic center.

In 1968, Union Camp donated 300 acres of high land to the Ocean Science Center of the Atlantic, and 200 acres of high land to the State for a State Park. The State later bought an additional 109 contiguous acres from Union Camp for the State Park.



# THE DEVELOPMENT OF THE LANDINGS

## THE LANDINGS

In 1969, construction began on the two bridges and 8.1 miles of roadway. This connection between Skidaway Island and the mainland spearheaded the development of The Landings.

Union Camp acquired 49% interest in The Branigar Organization, a well-respected developer based in Chicago. Union Camp later bought the remaining 51% ownership in Branigar, and transferred 500 acres to Branigar. Additional acreage was transferred at a later time.

Branigar was given the green light by Union Camp to begin the development of its 6,000-acre Skidaway Island property, and selected one of its employees, Harold Beck, to be the project director of the development called "The Landings".

Mr. Beck's first important decision was to hire the firm of Sasaki, Dawson and DeMay, of Watertown, Massachusetts to design the master plan for the first phase of The Landings. This firm enjoyed international renown in the field of resort and retirement community design.

Together, Harold Beck and Hideo Sasaki flew to Savannah and spent three days gathering information about Skidaway Island, by foot, boat, and helicopter. With this information, they laid out the basics of the master plan,

whereupon Sasaki set to work. Sasaki's vision was that the streets should resemble limbs of a tree, the houses should blend with forest growth, and the approach to the island from the bridge should resemble a green belt. Green space was a key design element.

In 1972, a dedication ceremony was held to celebrate the completion of the roadway and both bridges. The drawbridge was dedicated as the Roebling Bridge in honor of Mr. & Mrs. Robert Roebling, who had assured the establishment of an oceanographic center. It was acknowledged that the promise of an oceanographic center was the prime reason for passage of the bridge referendum.

Lot sales in the first phase of The Landings began in May of 1972.

*[Note: Branigar's masterful development of The Landings continued through 1991, when Phase IV, "Deer Creek" was opened. Milestones of this development are parenthetically noted below.]*





# THE BIRTH OF THE LANDINGS CLUB

## 1973

- After completing the master plan of that time, Branigar selected Arnold Palmer to design the first Landings Golf Course, to be named “Marshwood”.



## 1974

- Branigar sold the first Club memberships in “Marshwood-at-The-Landings” for \$500. These were non-refundable and non-equity memberships
- The Marshwood golf course, clubhouse and pool were completed in the spring, with the Grand Opening held in June. The clubhouse amenities included a pro shop, locker rooms and club storage.

- On September 4, Arnold Palmer dedicated the new 6,904-yard par 72 course, explaining his design as he played the 18 holes.
- The Landings Women’s Golf Association was established on September 4, with 40 initial members.
- The first Club Golf Professional, Frank Thompson, was hired and he remained as Head Professional of Golf until 1988.

## 1975

- The Marshwood Tennis Facilities (four Har-Tru courts) were added in early 1975.
- (Branigar established The Landings Association of property owners.)

## 1976

- The first nine holes of the Magnolia Golf Course, also designed by Arnold Palmer, were completed. The Marshwood course was then divided into two separate nine-hole courses, “Marshwood” and “Monastery”. Tee times could be arranged for any combination of the three nine holes – “Marshwood” (1st nine holes), “Monastery” (2nd nine holes) or “Magnolia” (nine holes). The Marshwood clubhouse served all three. Earl Haynes was given responsibility for the cart rental operation, locker rooms and club storage.



## A HISTORY OF THE LANDINGS CLUB

### 1977

- Union Camp purchased a 1,600-acre property called “Skidaway Island Plantation”, which was under development by P. H. Lewis from Atlanta. Mr. Lewis had lost his financing and had declared bankruptcy. The price paid by Union Camp was reported to be \$4.8 million. This property, now known as the Plantation area, included the brick Williamsburg entrance square of Midpoint and a nearly-completed 18-hole golf course designed by Willard Byrd (now known as the “Plantation” course).
- The Club joining fees were raised to \$750.

### 1978

- The first Men’s Invitational tournament was held in the spring.

### 1979

- (Union Camp transferred the “Skidaway Island Plantation” property to Branigar. The Landings Association covenants required a favorable vote of Landings Association members in order for this property to become a part of The Landings. Branigar put the question before the property owners, and the vote was overwhelmingly in favor of making this a part of The Landings, becoming Phase II, or “Plantation”. The portion known as “Midpoint” was intentionally designed to appeal to younger professional families from the Savannah area.)
- The final 9 holes of the Magnolia course were completed and dedicated on December 4, with Arnold Palmer playing the opening round on his 6,891-yard, par 72 course.
- The Ladies’ Nine-hole Golf Group was formed in the fall.

- Club joining fees were raised to \$1,000, still non-refundable and non-equity.

### 1980

- (Branigar hosted an oyster roast to celebrate the grand opening of Phase II, the “Plantation development”, which was to contain 2,100 lots.)
- The new joining fees were \$1,500.

### 1982

- The “Plantation” course, redesigned as a 6,759-yard links-style layout that doesn’t return to the clubhouse until the 18th hole, was completed and opened for play “without fanfare” in March, with Tommy Hilliard serving as Head Professional.
- The Club joining fees were raised to \$3,000.

### 1983

- The Franklin Creek Pool and Tennis Complex opened during the summer. The tennis complex included 10 Har-Tru courts.

### 1985

- Construction of the fourth golf course, named “Palmetto”, designed by Arthur Hills, was completed. This course, a 6,901-yard shot-maker’s layout, was rated by Golfweek as one of the top 50 development courses in the country.
- The Plantation clubhouse was dedicated in October with a concert by the Savannah Symphony Orchestra. This lovely southern-style clubhouse serves both the Plantation and Palmetto courses.
- The joining fees became \$5,000 for “Complete” memberships, and \$3,000 for Social/Tennis memberships.





## A HISTORY OF THE LANDINGS CLUB



### 1986

- The Marshwood greens, now 12 years old, were resurfaced.
- The new joining fees were \$7,500 for Complete memberships, \$4,000 for Tennis memberships and \$3,000 for Social memberships.
- The Marshwood pro shop and men's locker room were renovated.

### 1987

- The Franklin Creek tennis complex was expanded to include a 500-seat stadium, a full-service pro shop, and 10 additional Har-Tru courts, bringing the total to 20 Har-Tru courts.
- (Phase III, the "Oakridge" development, was officially opened, and Branigar built the Westcross bridge spanning Green Island Road.)
- (Branigar built "The Village on Skidaway Island", a complex of shops, banks, a gas station, a grocery store and a restaurant.)
- The Club hosted a Georgia State Golf Association tournament for the first time, the GSGA Senior Championship. Since that

time, a number of other state championship tournaments have been held at The Landings Club.

### 1988

- Arthur Hills was chosen to design the fifth course, a 6,675-yard par 72 layout named "Oakridge". It is one of the most scenic of the six courses, and it is noted for its split-level fairways and one 'graveyard' hole (a 200-year-old grave site was discovered during construction) complemented by a waterside gazebo. The Oakridge course was completed and opened for play.
- (The Landings Association took over security operations from Branigar that same year, and the property owners passed a special assessment to build an administration building.)
- The Club hosted the USTA 40's Tennis Championships for the first time. This tournament has been held at The Landings Club every year since that time, thanks to the generous support of Landings staff and volunteers.
- The Landings Line was first published in June.





# THE LANDINGS CLUB A PRIVATE, EQUITY MEMBER-OWNED CLUB

## 1989

- On May 19, Branigar presented an equity buy-out proposal to all property owners. For the first time, these would be equity memberships, and the joining fees would be partially-refundable. The amounts of the membership joining fees were \$22,500 for Golf memberships, \$9,000 for Tennis memberships, and \$5,400 for Social memberships.
  - Existing members who chose to purchase an equity membership were offered a credit that could be applied to the joining fee.
  - Existing members who chose not to purchase an equity membership were offered two options: 1) Resign and receive a refund of their original join fee; or 2) Continue with Club privileges through 1990.
  - Members who did not own property were required to either resign or purchase property.
- Four property owners filed a class-action suit in opposition to the terms of the buy-out. This was settled two years later.
- The Articles of Incorporation of The Landings Club, Inc. were established and the first Board of Governors named, consisting of 9 Branigar employees.
- The Landings Club became a private, member-owned equity Club in May.
- The number of Board members was increased to 13 in September, consisting of 7



- Branigar employees and 6 equity members.
- The golf membership cap was set at 2,182 on August 1st with 1,482 memberships sold during initial offering and 700 reserved by Branigar (150 for resale properties and 550 for company lots).
- The Club hosted the GSGA Senior Championship for the second time.
- In August, the joining fees were raised to \$25,000 for Golf memberships, \$10,000 for Tennis memberships, and \$6,000 for Social memberships.

## 1990

### **First General Manager: Pat McKenna**

- The Board of Governors retained a management company, Club Operations and Property Management, to manage Club Operations in May.
- (That same year, the Village Library was founded by a group of volunteers.)
- Branigar selected Tom Fazio to design the sixth golf course, "Deer Creek".
- (Branigar built the McWhorter bridge for walking, biking and golf cart traffic.)





## A HISTORY OF THE LANDINGS CLUB

- The Club hosted the GSGA Top 60 Women's Classic.
- The joining fees were raised to \$30,000 for Golf memberships, \$12,000 for Tennis memberships, and \$7,000 for Social memberships.

### 1991

**General Manager: Pat McKenna**

- (Phase IV, the "Deer Creek" development officially opened.)
- A grand opening was held for the Deer Creek Golf Course, Clubhouse and Pro Shop in June, with Gary McCord in attendance. At 7,094 yards, Deer Creek was known for its large tee areas, extensive mounding, elevated greens, grass bunkers, and two-tiered fairways. It boasted a 14-acre practice area including eight target greens, separate practice sand bunkers & chipping greens, and a 36-hole putting green.
- A settlement was reached with 21 members joining the Club under the settlement agreement.
- The equity plan was ratified by Branigar on July 1.
- The Player's Lounge was added to the Franklin Creek Tennis Complex in August.
- The Oakridge Fitness Center, offering state of the art fitness equipment, indoor and outdoor pools and 4 additional Har-Tru tennis courts, opened in October.
- The Club initiated a computer-based system for golf starting times, called "The Intelligent Tee Time Manager".

### 1992

**First Club President: Paul Hylbert**

**General Manager: Pat McKenna**

- The agreement with the Club's outside management firm, Club Operations and

Management Company, was terminated based on the realization that the size and scope of the Club required on-site, talented management in all functional areas. The Board of Governors adopted the Club Managers' Association of America's "General Manager Concept" model.

- The make-up of the Board of Governors changed to seven Equity members and six Branigar employees.
- Agreement was negotiated for Branigar to retain its financial responsibility for an additional year (to January 1, 1996) in exchange for dues increases of 10% per year. Based on the Club's capital requirements and Branigar's desire for a successful turnover with controlled costs, Branigar agreed to increase its funding of repair & replacement reserves to \$700,000 in 1995. The Club budget for 1992 was \$11,115,000, including \$55,000 depreciation.
- The Landings Club Employee Scholarship Foundation was established. This volunteer program continues today, awarding approximately forty thousand dollars each year to 30-35 Club employees or their children.

### 1993

**President: Paul Hylbert**

**General Manager: Pat McKenna**

- The Marshwood driving range was enlarged and rebuilt.
- Magnolia's irrigation system was replaced.
- The first Ladies' Member-Guest tournament (The Moon River Classic) was held in the fall.
- The Georgia Women's Golf Association selected Deer Creek as the site of the Amateur Ladies' Championship in the fall.



## A HISTORY OF THE LANDINGS CLUB

### 1994

**President: Nick Holloway**

**General Manager: Pat McKenna**

- An additional putting green was added to Oakridge and surfaced with TifEagle, which was the first installation of this grass outside of university test labs.

### 1995

**President: Nick Holloway**

**General Manager: Pat McKenna**

- The joining fees were raised to \$35,000 for Golf memberships, \$12,000 for Tennis memberships, and \$7,000 for Social memberships.
- The grand opening for the Oakridge clubhouse was held in April, marking the completion of recreational facilities as planned by Branigar for The Landings Club.
- The Plantation irrigation system was rehabilitated, including the installation of an OSMAC (On Site Management & Control) irrigation control system.
- The transition from developer-financed operating deficits, which had begun in 1989, ended December 31.
- The number of Board of Governors was reduced to nine, some of whom were to be equity members elected by the Club membership.

### 1996

**President: Lindsey Crump**

**General Manager: Pat McKenna**

- The turnover from Branigar to equity owners was realized January 1.
- The Board of Governors consisted of nine members, the majority of whom were equity members elected by the membership.
- The Board of Governors, in consideration of

the hours of operation of four clubhouses, and understanding the varying resources of the Club's diverse membership, elected to implement a monthly House Charge rather than a dining minimum. The Board felt the House Charge would accomplish two things:

- o The Board adopted a statement that individual tipping was to be discouraged and paying tips out of this house charge account would smooth out the pay to our staff.
- o The Board also felt this would encourage increased member use of the dining facilities since members' tips were covered up to a total monthly dining of around \$112. In other words, they had already paid tips on that amount of dining use so their tipping was "free" after that.

(The remaining balance of the House Charge, after wait staff tips were paid, subsequently became a source of some added general revenue for the Club.)

- The Club's first Strategic Plan was approved and published.
- A community vision was developed jointly by the Club and the Association, with the understanding that each would proceed with its own strategic planning.
- The Club, the Association and the Yacht Club formed a Community Coordination Council.
- The Club added OSMAC irrigation control systems to the Palmetto and Oakridge golf courses.
- (The Village Library dedicated its new building, funded by volunteer donations.)

### 1997

**President: Herb McKenzie**

**Interim General Manager: Kathy Hiebert**

- The Board of Governors consisted of nine





## A HISTORY OF THE LANDINGS CLUB

members, all of whom were equity members elected by the membership.

- The first all-member survey was conducted in April, the results of which indicated strong support for updating the clubhouses and renovating the Marshwood course.
- The Board of Governors approved a 5-year capital plan that included the Marshwood Clubhouse renovation, Deer Creek kitchen and bar area renovation, Plantation Clubhouse refurbishment and Ballroom expansion and the Oakridge Fitness Center expansion.
- Club members voted to approve \$4.6 million in long-term debt to finance these capital projects.
- The Board of Governors established a goal wherein the Club should host one major amateur golf tournament each year. Three reasons given in support of this goal were: to remain competitive with other comparable clubs, to give something back to the game, and to expose the golf community to potential members from outside the Savannah area.
- The Club's deep well permits to draw water from the Floridan Aquifer were renewed through December of 2005.
- (Curtis Lewis purchased the entirety of the Village property from Branigar.)

### 1998

**President: Ed Duffie**

**General Manager: Mike Byrne**

- The Deer Creek kitchen and bar renovation was completed in October.
- The Oakridge driving range was renovated and a back tee was added.
- The Plantation greens, now 16 years old, were resurfaced with TifEagle.
- (The Landings Association formed The Landings Company for the purpose of



funding advertising and marketing for the community.)

- (The Yacht Club bought Landings Harbor and Delegal marinas from Branigar for \$2 million, with the loan secured by The Landings Association as guarantor – approved by voters.)
- The Landings Line was renamed the “Club Line” on April 1.
- The Club hosted the Southern Golf Association's Junior Championship, won that year by Sean O'Hair.

### 1999

**President: Peter Crosby**

**General Manager: Mike Byrne**

- The Marshwood Clubhouse renovation was completed in November.
- The Magnolia greens, now 20 years old, were resurfaced with TifEagle.



## A HISTORY OF THE LANDINGS CLUB

- The Deer Creek bunkers, now 9 years old, were renovated.
- The Club began using the Chelsea Reservations System for golf tee times and tennis court times.

### 2000

**President: Ken Winnert**

**General Manager: Kathy Hiebert**

- The Club borrowed \$2.2 million of the \$4.6 million contemplated in the 1997 Five- Year Capital Plan at a rate of 7.86%.
- A capital assessment fee was added to the joining fee, effective April 1, resulting in a total joining fee of \$40,000 for Golf memberships, \$14,000 for Tennis memberships, and \$9,000 for Social memberships.
- A plan was started to develop alternative water sources and assure effective use of its water supply because the Club suspected that by 2005 it would no longer be able to rely on the Floridan Aquifer.
- The Plantation Clubhouse renovation and Ballroom expansion was completed in October.
- The Club hired its first Head Teaching professional.
- The Club hosted the GSGA Junior Championship.
- The Palmetto greens, now 15 years old, were resurfaced with TifEagle. Also, all of the bunkers of Palmetto and Oakridge were renovated.

### 2001

**President: Gary Bocard**

**General Manager: Kathy Hiebert**

- The Oakridge Fitness Center expansion was completed in January.
- Renovation of the 22-year-old Magnolia

Golf Course was completed, involving new irrigation and drainage systems, resurfaced fairways, concrete cart paths and curbing, and enlarged, resurfaced tees.

- The Club and the Association acquired title to the spray fields from Skidaway Island Utilities, Inc, and the obligation to manage water certificates that determine access rights of undeveloped property. The Club owns the North spray field, the Association owns the South spray field, and the Club owns all of the shallow wells.
- (Out of necessity, The Landings Association assumed the \$2 million debt of the Yacht Club, and the Yacht Club was merged into The Landings Association – approved by voters.)
- The Club hosted the GWGA Championship.

### 2002

**President: Sid Beauchamp**

**General Manager: Kathy Hiebert**

- In May, the Club applied for and was granted tax-exempt status under Section 501(c) 7 of the IRS code.
- In September, the Board approved that Equity Members in good standing for five or more years who sell their property and relocate to the Marshes may retain their equity membership at any level.
- The Landings Leadership Council was formed, composed of representatives of The Landings Association, The Landings Club, and The Landings Real Estate Company.
- A 3-Year Capital Plan was approved by the Board of Governors and presented to the membership in October. It included projects at the Marshwood, Plantation and Palmetto Golf Courses, and Franklin Creek Tennis Center.
- The last of six courses became certified by the Audubon Cooperative Sanctuary Program.





## A HISTORY OF THE LANDINGS CLUB

- The Club hosted the GSGA Junior Championship.
- In November, the first ever all-member capital assessment was approved, effective on December 1, for all current and future members. The assessment was \$1,650 golf, \$300 tennis and \$200 social memberships.
- In December, the Board agreed to make equity memberships available to property owners in the Marshview Landing development at the same time as the Association voted to annex the 60 lots to be developed.
- The joining fees were raised to \$41,650 for Golf memberships, \$14,300 for Tennis memberships, and \$9,200 for Social memberships.

### 2003

**President: John Sellick**

**General Manager: Kathy Hiebert**

- In January, the remaining Branigar memberships were purchased by the Club, giving the Club complete control of membership categories and structure.
- In April, the Board agreed to make equity memberships available to purchasers of the Moon River Landing property for negotiated fees at the same time as The Landings Association voted to annex the 111 lots.
- Renovation of the 29-year-old Marshwood course was completed in October, including renovation of the green complexes, installation of new irrigation and drainage systems, resurfaced fairways, rebuilt bunkers, concrete cart paths and curbing, and enlarged, resurfaced tees.
- The second All-Member Survey was conducted in November. The 62% response rate indicated general satisfaction with the Club's amenities and services and no significant interest in additional amenities

or significant investment to achieve an enhanced quality level. There was significant interest in non-smoking facilities.

- The Club hosted the Georgia State Seniors Championship for the third time.
- The Nature Trails shallow wells were added to the shallow well systems of the two sprayfields previously acquired by the Club. The Association owns the Nature Trail property, while the Club owns the shallow wells.

### 2004

**President: Lee Cassady**

**General Manager: Kathy Hiebert**

- The Franklin Creek Tennis building renovation was completed in August, with improved locker rooms, an expanded pro shop, a new central entrance, new staff office space, refurbished Players' Lounge, and an expanded outside patio observation deck.
- The Oakridge Clubhouse was redecorated and reopened as a non-smoking facility.
- Renovation of the 22-year-old Plantation course was completed. The scope included new irrigation and drainage systems, concrete cart paths and curbing, enlarged tees, rebuilt bunkers, and a new pump station that completes the water transportation system for shallow well sources.
- In October, the membership joining fees were raised to \$50,000 for Golf memberships, \$12,300 for Tennis memberships, and \$9,200 for Social memberships.

### 2005

**President: Mike Moy**

**General Managers: Kathy Hiebert/Alan Gamble**

- Renovation of the 20-year-old Palmetto



## A HISTORY OF THE LANDINGS CLUB

Golf Course was completed. Work included renovation of the green complexes, installation of new irrigation and drainage systems, resurfaced fairways, rebuilt bunkers, concrete cart paths and curbing, and enlarged, resurfaced tees.

- The Oakridge Golf Pro Shop was renovated.
- The Club hosted the first Landings Fourth of July Fireworks event at Deer Creek.
- The Fitness Center Expansion Committee was formed to study reports from two consultants. WTS and The McMahon Group both recommended increasing the size of the current Fitness Center in order to put The Landings Club on a competitive footing with other communities.
- Alan Gamble became General Manager on August 1.
- The Club hosted the WSGA Championship.
- Deep well permits were renewed through December, 2006.

## 2006

**President: John Courter**

**General Manager: Alan Gamble**

- The Franklin Creek tennis pro shop and café were renovated, and two hard-surface courts were constructed.
- Deep well permits were renewed through December, 2007.
- The Club hosted the GSGA Junior Championship.
- An International Labor program was implemented.
- The Board of Governors approved and announced a price increase in joining fees to become effective in April, 2007.
- The Club hosted The Landings Fourth of July Fireworks event at Deer Creek for the second time.
- The Club became debt-free when it paid the balance of its long-term debt.

## 2007

**President: Phil Boyer**

**General Manager: Alan Gamble**

- The Seven-Year Capital Plan was approved by the membership, which included renovation and expansion of the Fitness Center in 2008-2009, renovations of the Deer Creek and Oakridge golf courses in 2009 and 2011 respectively, and building new golf maintenance facilities in 2013.
- Magnolia tee surrounds were converted from sand to grass.
- Membership joining fees increased April 1. The fees for new Landings property owners who joined the Club within 60 days of closing were \$55,000 for golf, \$15,000 for tennis, and \$10,000 for social. The fees for those who joined after owning property for 60 days were \$65,000 for golf, \$18,000 for tennis, and \$12,000 for social.
- The Club hosted The Landings Fourth of July Fireworks event at Deer Creek for the third time.
- An at-large committee of Club members was appointed to conduct a thorough review of the Club Bylaws.

## 2008

**President: Dick Myers**

**General Manager: Alan Gamble**

- The Oakridge Fitness Center Expansion and Renovation began in September.
- Renovation of the 17-year-old Deer Creek Course began in November.





## A HISTORY OF THE LANDINGS CLUB

- The Bylaws Review Committee presented their recommendations to the Board of Governors, and the amended Bylaws were subsequently approved.
- The Club hosted The Landings Fourth of July Fireworks event at Deer Creek for the fourth time.
- The Club had experienced a downturn in the number of memberships, especially golf, over the preceding two years. A newly-designed membership projection model was created to forecast the membership levels over the next 5 years. Based on a number of historical parameters, this membership model projected a continuing decline in golf memberships over the foreseeable future.
- The Club hosted the GSGA Senior Championship for the fourth time.

### 2009

**President: Bruce Fischer**

**General Manager: Alan Gamble/Bruce Fischer (interim)**

- A national economic downturn and a slumping real estate market combined to contribute to an increase in membership resignations and downgrades, with no new golf memberships in the first few months of the year. In May, the Board of Governors approved a limited-time membership incentive that offered lower, non-refundable joining fees, beginning June 1. The partially-refundable joining fees of \$55,000-\$65,000 for golf were reduced to a non-refundable \$30,000 for Golf memberships, while the non-refundable join fees for Tennis and Social memberships were reduced to \$10,500 and \$7,000, respectively. One major hurdle to be addressed was the burden of the Club's prior refundable joining fee structure that dated back to 1989, when the Club became a member-owned equity club. The major source of capital income for most member-owned clubs is new membership joining fees. Yet, those on the Resigned Golf Waiting List were expecting refunds averaging nearly \$30,000 each – roughly the same amount as the reduced joining fee offer. In order to protect the Club's capital fund, a refund policy was established wherein one golf certificate refund would be reissued from the Resigned Golf Waiting List for every three golf joins under this program.
- The third All-Member Survey was conducted.
- In May, the expanded/renovated Oakridge Fitness Center was celebrated with a grand opening, featuring a nature photography contest for permanent display.
- The 22-year-old Oakridge greens were resurfaced in June.
- The Club hosted the USTA's Savannah Challenger tennis tournament for the first time, with great success.
- In June, the Finance Committee agreed that a permanent cash balance of \$3 million should be maintained in the capital account to protect against extraordinary events without resort to borrowing.
- For the first time, The Landings Association and the Club co-hosted The Landings Fourth of July Fireworks event, held at Oakridge.
- In October, the Club celebrated the reopening of the Deer Creek course, which had undergone a major redesign and renovation by Tom Fazio, using Celebration Bermuda grass and g-angle sand for the first time.
- The Club began a Continuous Quality Improvement (CQI) program throughout all departments, led by a volunteer team of talented facilitators.
- The Board of Governors accepted the resignation of General Manager, Alan Gamble. A search committee was formed to secure a first-rate replacement.



## A HISTORY OF THE LANDINGS CLUB

### 2010

**President:** Beth Tarjan

**General Manager:** Bruce Fischer (interim until May);

**Executive Director— May-December:** Steven Freund

- The Board of Governors agreed on the long-range financial goal that the Club would remain debt-free, with a pay-as-you-go policy predicated on a minimum balance of \$3 million in the capital fund being maintained at all times.
- A proposal to permit a limited number (100) of non-property owners to purchase golf memberships was approved by the Club membership.
- In May, Steven Freund accepted the Club's offer to serve as Executive Director and Chief Operating Officer.
- On April 30, the limited-time joining fee program expired, having attracted a number of new memberships. The Board decided that new joining rates would be set at \$33,000 for Golf memberships, \$12,000 for Tennis memberships, and \$8,000 for Social memberships, all of which would be non-refundable, equity memberships.
- The Board also decided that all equity membership join fees going forward should be non-refundable, to free future Club Boards from refund obligations. At some point in the future, there will no longer be a Resigned Waiting List for any category of membership.
- The Board of Governors voted to combine efforts with The Landings Real Estate Company in a cooperative national marketing initiative, especially aimed at the golf-centric market, to raise the level of awareness and interest in The Landings lifestyle and amenities.
- The Club again hosted the USTA's Savannah

Challenger tennis tournament.

- The Club hosted the Georgia Amateur Golf Championship on the Deer Creek course.
- The Club and the Association co-hosted The Landings Fourth of July Fireworks event, held at Oakridge for the second time.
- The 7-Year Capital Plan was adjusted to reduce the scope and timing of the Oakridge course restoration and the new maintenance facilities buildings.

### 2011

**President:** Norm Sanders

**Executive Director:** Steven Freund

- A new Landings Lifestyle video was released in February, designed for national marketing to prospective home buyers and Club members.
- The Club strengthened its cooperative national marketing efforts with The Landings Company.
- To boost lagging membership numbers, the Board of Governors voted to engage the services of the Creative Golf Marketing firm. The Club employed CGM's membership initiative, known as the "Ambassador Preview Membership Initiative," (APMI) an incentivized program involving current members inviting friends to preview Club membership for a year, paying only monthly dues and fees. If these preview members decided to join the Club within the first 60 days, they were offered substantially reduced joining rates. Beginning in mid-February and ending May 31, this initiative produced 290 new or upgraded Club memberships.
- In April, the renovated Oakridge Clubhouse opened with the introduction of its new Oakridge Steak & Pub dining facility, which offered both a sports bar and steak house.
- In June, at the conclusion of the APMI initiative, the previous non-refundable





## A HISTORY OF THE LANDINGS CLUB

joining rates for Golf memberships (\$33,000) and Tennis memberships (\$12,000) were reestablished, and the joining rate for Social memberships was reduced to \$5,000. At the same time, the three-for-one refund policy established for Golf in 2009 was extended to Tennis and Social Resigned Waiting Lists as well.

- Monthly membership surveys of 1/12 of the Club membership began in June, with data analysis conducted each month.
- A proposal for reduced joining fees and dues structures for younger members was approved in June.
- The Club hosted the USTA's Savannah Challenger tennis tournament for the third time.
- The Club and the Association co-hosted The Landings Fourth of July fireworks event, held at Oakridge for the third time.
- The Club hosted the Executive Women's Golf Association's Semi-final Championship in July.
- In August, the membership voted to approve The Landings Club's participation in the Private Club Network, designed to provide additional benefits to our members, and to generate additional exposure and awareness of The Landings Club among golf-centric private club members nationwide.
- The Club hosted the USGA Women's State Team Championship on the Palmetto course in October, resulting in valuable national exposure to our Club.
- The senior staff, with Board approval, decided on the strategy of targeting one golf course each year for aggressive restoration during the low-demand months.

## 2012

**President: Vicki McElreath**

**Executive Director: Steven Freund**

- The Landings Club established a new brand motto with "*the Island of Much More.*"
- Our Golf operations model was reorganized to create a unified leadership team, with the Director of Golf Tad Sanders overseeing two professional course maintenance teams: Director of Golf Course Maintenance North Tyson Heisel and Director of Golf Course South Chris Steigelman.
- A committee of Club members and staff created the Club's first Facilities and Land Use Plan (FLUP). This group assessed the current condition of all of our physical, structural and land assets, their remaining useful life, the cost to repair or replace, and the time frame in which to do so. This plan gives the Board of Governors and staff a comprehensive understanding of our long-term capital needs and estimated costs for the next ten years.
- The Club hosted the USTA's \$50,000 Savannah Challenger tennis tournament for the fourth time. Two-thirds of the competitors went on to play in the Grand Slam tennis events later in the year.
- The Club hosted the USTA National 55's tournament for the first time.
- The Magnolia Golf Course was restored over the summer months, converting the fairways to Celebration Bermuda grass (our second course to be converted to Celebration). Other work included selective tree removal replacement of bunker sand with "g-angle" sand, the repair of bunker drainage, bridges and course drainage systems, and enhanced course esthetics. The course reopened in October with rave reviews.
- The outdoor entrance of the Plantation Ball Room was renovated.
- The project to offer year-round enjoyment of the Marshwood pool was completed in the fall with the installation of a new heating system.



## A HISTORY OF THE LANDINGS CLUB

- Bocce and Pickleball were introduced as two new Club amenities. Two bocce courts were built, and one tennis court was re-purposed to provide a temporary pickleball court on a trial basis.

### 2013

**President: Tim Lindgren**

**Executive Director: Steven Freund**

- The Club completed the major restoration work on the Oakridge golf course, which was the remaining major portion of the Seven Year Capital Plan. This work included regrassing the fairways with Celebration Bermuda, a new efficient irrigation system, concrete cart paths, bunker restoration, bridge restoration, adding medal tees and various esthetic improvements. Oakridge reopened for play in October.
- The Marshwood driving range was significantly expanded and landscaped with stone pavers and a stone retaining wall.
- The Oakridge Pro Shop was renovated for better esthetics and functionality.
- The Marshwood fairways were also converted to Celebration Bermuda grass in the summer months to provide year-round playing conditions.
- The Landings Men's Golf Association was re-established early in the year, with over 200 members by year-end.
- Head teaching professional, Nicole Weller, received both National PGA and LPGA Junior Golf Leader Awards.
- Club member Doug Hanzel won the USGA Senior Amateur Championship, the Society of Seniors Championship and the Dixie Senior Championship.
- The front circle and entrance of the Franklin Creek Tennis Center was renovated, with new pavers, plantings and flags. Other areas of the tennis center were also upgraded with pavers,

landscaping, awnings and new outdoor furniture.

- The Club hosted the USGA Savannah Challenger tournament for the fifth time. This tournament won the award for the Georgia Power 2013 Sporting Event of the Year.
- The Club hosted the USTA National 55's tournament for the second year.
- The Oakridge Fitness Center received new decking for its two indoor pools.
- The Fitness Center received new Schwinn Performance bikes, new Cybex Eagle upper body equipment, new Precor Ellipticals and new Cybex Cardio Arc Trainers.
- The Fitness Center also received new lounge furniture and landscaping.
- In Club Operations, the WELL (What Excellence Looks Like) Training Program introduced certification and documentation for all front-line and back-of-the-house personnel.
- The Plantation ballroom foyer was renovated with new wall coverings and stone flooring.
- The Deer Creek rebranding and renovation project was completed on time and on budget. Now branded "Deer Creek - a Coastal Grill", the extensive interior and exterior renovation included a very popular new outdoor dining space complete with fire pits, awnings, lighting, fans and heaters.

### 2014

**President: Beau Anders**

**Executive Director: Steven Freund**

- The Plantation Ballroom was renovated with new ceilings, lighting, carpeting and wall artwork. Other interior areas were renovated as well.
- The rear exterior of the ballroom was terraced with stone work, and new plantings and exterior furniture were installed.
- The Palmetto golf course was restored in





## A HISTORY OF THE LANDINGS CLUB

accordance with our “one-course-a-year” intensive preventive maintenance program. The renovation included regrassing the fairways with Celebration Bermuda (our 5th course with Celebration), resurfacing the greens with Tif-Eagle, restoring the original dimensions of the greens, installing new g-angle sand in the bunkers, re-contouring two greens, and tree work and other landscaping improvements.

- Renovations were completed at three Golf Course Maintenance facilities as part of the previous Seven Year Capital plan.
- The LWGA celebrated its 40th anniversary.
- We hosted the GSGA Junior Sectional Challenge Match in July.
- The Club’s entire technology platform was replaced with a new, fully-integrated Northstar operating software system.
- The Facilities and Land Use Plan was updated, as was our Strategic Plan.
- The Club’s membership categories were redesigned in response to an extensive thought and analysis of the price of the amenities offered compared to the cost to run them. Tennis and Social memberships were replaced with Athletic and House membership levels. Golf members who joined prior to August 1, 2014 will be grandfathered into the previous membership levels and will have access to the Social membership category if they choose to downgrade in the future.
- A very popular new slide was installed at the Franklin Creek pool.
- State of the art lighting was added to Tennis Courts 6, 7 and center court.
- Three new pickleball courts were created, bringing the total to four courts.
- Pickleball and bocce participation had grown to 380 players and 350 players, respectively, by year-end.
- The Club successfully hosted the USGA Challenger for the sixth time.
- The Club hosted the USTA National 55’s tournament for the third year.
- In cooperation with The Landings Company and The Landings Association, the Club formed Vision 2020, a project designed to identify and attempt to address gap in existing housing availability versus the preferences of potential new members over the next several years.
- The Plantation Clubhouse added a recognized sushi chef to its staff, and introduced extensive sushi offerings to its menu.
- The Oakridge Fitness Center replaced its Cybex lower body equipment, and congestion issues related to functional training were addressed.
- The Board presented a preview of its tentative Facilities Master Plan and asked members for their feedback prior to the finalization in 2015 for vote.

## 2015

**President: Gary Hughes**

**Executive Director: Steven Freund**

- The Board hosted a second Town Hall Meeting to present its modified 10-year Facilities Master Plan and asked for member feedback before presenting to the membership for a vote on the project and the accompanying assessment.
- By a relatively narrow margin, the members voted to send the Facilities Master Plan proposal back to the Board for further consideration.
- The Plantation Golf Course underwent intensive restoration including re-grassing the fairways with Celebration Bermuda (the sixth and final course to be converted to Celebration fairways), new permanent Skidaway tees, g-angle bunker sand, and extensive tree work for improved esthetics and agronomics.





## A HISTORY OF THE LANDINGS CLUB



- New combination tee options were created on all golf courses.
- The Landings Club hosted the USTA Savannah Challenger tennis tournament for the seventh consecutive year.
- The Club hosted the USTA National 55's tournament for the fourth year.
- New bocce courts and pickleball courts were opened for play at the Franklin Creek Tennis Center to meet increasing member demand.
- The Plantation Golf Shop and Ladies card room received a face lift in September.
- Chris Kader, our new Director of Court Sports, and Jacob McLendon, our new Director of Fitness & Wellness, were enthusiastically received by our members and staff.
- The Club launched a new national golf-centric marketing campaign.
- A new six-month membership option was developed to attract more Canadian and other international members.
- The Club introduced electronic voting for all Club matters and offered electronic statement options for member convenience.
- From the earlier efforts of the Vision 2020 project, The Landings Association, The Landings Club and The Landings Company established The Landings Development Committee to study future development opportunities for our island, including new housing opportunities to attract future Club golf members. Utilizing some of the recommendations of the Urban Land Institute, this Development Committee is expected to have a major impact on our future."
- The Landings Club was recognized by a number of national organizations in 2015, being selected as one of "America's Healthiest Clubs" by Prevo Health Solutions, and one of Boardroom magazine's "Distinguished Emerald Clubs of the World", in recognition of our Club's membership experience.





## A HISTORY OF THE LANDINGS CLUB



### 2016

**President: John Kinnaman**

**Executive Director: Steven Freund**

- Real estate scorecard presented The Landings and The Landings Club with the BLISS Award for Best Georgia Community for 2016.
- Court Sports activity was simply booming, with the new Landings Women's Tennis Association, over 400 active pickleball players, and over 600 active bocce players.
- Members generously donated a historic amount of more than \$100,000 to the TLC Employee Needs Fund.
- We had a successful rejuvenation of Deer Creek Course, which included replacement of all bunker sand with 2,700 tons of

G-angle sand; shaping work; installation of a modern bunker drainage system; removal of contaminated grasses throughout the fairways, tees, and approaches; and the addition of a new set of Skidaway Tee complexes.

### 2017

**President: Peter Calder**

**Executive Director: Steven Freund**

- Our member-led Capital Project Committee and Board initiated a \$24.85 million investment plan, approved by the membership to upgrade our wellness center; improve the Franklin Creek campus with new courts, pool, and a brand-new dining venue; and to completely rebuild Marshwood Clubhouse.





## A HISTORY OF THE LANDINGS CLUB



- Member input prompted the concept and consideration of a new “fast-casual” dining venue, located at Franklin Creek.
- The Club was challenged by the prior fall’s Hurricane Matthew and the 2017 hurricane season impact of Irma but remained near budget and financially strong while successfully managing required cleanup and maintenance.
- Member support of The Landings Club Scholarship Fund and the Employee Needs Fund continued at high levels.
- In 2017, the Club was awarded a five-year contract with the Korn Ferry Tour. The first Club Car Championship at The Landings Club was scheduled for play on Deer Creek Course the following spring.

## 2018

**President: Cliff Frohn**

**Executive Director: Steven Freund**

- We had a successful inaugural year of the Club Car Championship at The Landings Club. The tournament set a record for volunteer sign-ups, and we had over 100 players and caddies hosted by Club members. Deer Creek Course received rave reviews from the pros, and the tournament ended with a large fan gathering around the 18th green.
- We launched our new TLC mobile app, as encouraged by member committees.
- New, additional pickleball and bocce courts opened for play this year. We celebrated the tenth anniversary of the St. Joseph’s/Candler





## A HISTORY OF THE LANDINGS CLUB



Savannah Challenger. We also experienced a growth of members winning medals at the regional pickleball tournaments and pickleball state championships.

- We opened The Deck at Franklin Creek on November 1, the first major completion for our three capital project efforts, and received positive responses and strong usage from our members.
- Our wellness leadership team did a great job creating temporary workout operations during the construction project. We had a soft opening of the new portion of Oakridge Wellness Center Thanksgiving week.
- We saw a record number of social events for members to enjoy—over 50 events total, including 10 new events. We started the year with a Polar Bear Plunge at Marshwood.



Mid-year, we celebrated July 4 with fantastic weather, great crowds, and superb fireworks. We ended 2018 with a New Year's Eve celebration, the Myriad Ball.

## 2019

**President: Cliff Frohn**

**Executive Director: Steven Freund**

- On January 8, we celebrated the official groundbreaking of the new Marshwood Clubhouse, and on January 10, we held the official grand opening of the expanded Oakridge Wellness Center.





## A HISTORY OF THE LANDINGS CLUB



- Our golf course maintenance team completed preventative maintenance work, focused on converting the Plantation collars and approaches to Celebration grass, repaired over 5,200 linear feet of cart paths, and remediated 13 green sites from excessive shade issues.
- We successfully executed our second Club Car Championship at The Landings Club as well as 45 member tournaments, increasing participation by 20%! We estimated members played nearly 180,000 total rounds of golf. Our team conducted 2,845 private golf lessons and 1,537 club fittings.
- Oakridge Wellness Center saw member visits increase by 32% over the previous year, and we enjoyed our first full pool season at the new Franklin Creek Pool.
- Court Sports experienced a significant participation increase in our Pickleball Club Championship (35%) and Tennis Club Championship (39%). Bocce set a new record with over 740 members participating in the fall league. We celebrated the eleventh year of the St. Joseph's/Candler Savannah Challenger.
- Almost all dining venues improved member satisfaction scores in the quality of food and service. This year also brought increased participation in Club social events, the successful execution of our first-ever Food and Beverage Festival in July; a brand-new, seasonal venue Sunset Cove; and our first gourmet trunk show at Oakridge Steak & Pub that highlighted the talents of our culinary team.





## A HISTORY OF THE LANDINGS CLUB



Today, The Landings Club offers a vibrant lifestyle in a beautiful, private setting that is difficult to find anywhere else in the country. Understanding the importance of increasing our golf (now full club) membership as we move forward, the Club, in cooperation with the Landings Company, continues to increase its national and international marketing efforts in order to increase awareness among the golf-centric community of potential new members.

The Club offers first-class amenities including six Audubon Sanctuary certified, championship golf courses, 31 tennis courts, 11 pickleball courts, eight bocce courts, a croquet lawn, three outdoor pools, two indoor pools, four clubhouses,

six dining facilities, and a world-class fitness/wellness center staffed by fitness professionals and personal trainers. Using data from monthly surveys and from direct member communications, the Club continues to assess the needs of its diverse membership, and responds accordingly by offering new, creative programming for members of all ages, ranging from tots to super-seniors. In addition, Club management stays abreast of developing industry-wide trends to assist the Board of Governors in its long-term strategic planning for the future.

The Landings Club is a private, residential member-owned club consisting of approximately 3,000 full club/golf, athletic/tennis, and house/social memberships.





---

A HISTORY OF THE LANDINGS CLUB



THE LANDINGS CLUB