



# TC Golf & Country Club's \$3.5 Million Expansion

## Outdoor Pool and Dining Just Some of the Improvements

At the end of last year's golf season, the Traverse City Golf & Country Club (TCG&CC) officially broke ground on its first major expansion in 20 years. The project will add a new outdoor swimming pool to the property, revamp several holes on the golf course – under the direction of notable golf course architects Renaissance Golf Design – and make numerous changes to the clubhouse itself. The TCG&CC is hoping to open the facilities on or before July 1.

With a price tag of \$3.5 million, this particular improvement project is a substantial undertaking for the TCG&CC. However, it's also an improvement that the club membership very adamantly wanted. According to General Manager Diane VanderVeen, last year's May 9 vote for the capital improvements saw a turnout of roughly 90 percent of eligible voters. Among those voters, the project passed with an 80 percent approval rating. The message, she said, was clear: it was time for the TCG&CC to evolve.

"This was a mandate," VanderVeen said. "Doing this suite of improvements was something our community really wanted."

For VanderVeen, the new improvements are a chance to "update the complexion of the club" and expand its focus. Broadly, the goal is to be more things to more people, whether by expanding the athletic offerings of the club or by adding new events like game nights to the calendar. More specifically, though, the TCG&CC is especially interested in attracting young families to the table.

"Something we hear a lot is how people are going out as a family and looking for things to do in town," VanderVeen said. "We're hoping to be the place that people think about for that, because we're going to

have a lot of different aspects of family-centered activity to provide."

Central to the growing family-friendly appeal of the club is the swimming pool. TCG&CC Membership Director Susan Ling says she's been hearing for years about how members of the local community wanted an outdoor recreational pool. Excepting local resorts, there has been no such facility in Traverse City until now.

The swimming pool will be the core of the TCG&CC's new programming strategy, so it stands to reason that the club is pushing to finish that aspect of the project as soon as possible. With an ambitious timeline and not a moment to waste, the swimming pool contractor for the project, B&B Pool Service & Supply Co. poured concrete for the pool in January. Since then, the company has been working under a tent – and with the aid of some much-needed propane heat – to keep construction rolling through a brutal winter.

Once completed, the pool will be a draw not just for recreational opportunities, but also for teaching, learning, and exercise. One segment of the main pool will have four lap lanes, available for open lap swimming and programs such as swim and lifeguard lessons. Another area will be used for recreational play – including water volleyball – and for group exercise classes like water aerobics. Separately, there will be a zero entry pool intended for younger kids and complete with fun water features.

Another child-friendly improvement on the docket is a brand-new kids activity space. VanderVeen says that specific plans for that room are

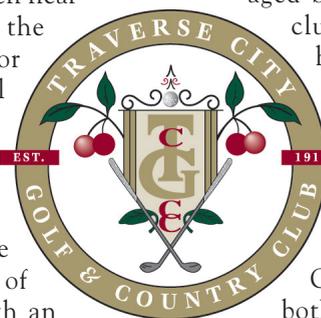
still being sketched out, but that the goal is for it to be an "active play zone, providing a dedicated space for both physical and social development."

"Sports and fitness provide life-long benefits," VanderVeen said. "This space, along with our other junior programming including sports and golf camps, is one more benefit we can offer to our members' families."

Also on the list of improvements are a 4,000-square-foot outdoor dining space overlooking the golf course and a fitness facility with outdoor views and a space for group fitness classes. In the pub-style dining and activity area, the TCG&CC is adding two state-of-the-art indoor golf simulators. The simulators, from the brand TrackMan, pair immersive graphics with smart software that can perform swing analysis and other benchmarking. TrackMan technology is used by top coaches and golfers around the world to hone performance and craft. The software also incorporates 30 different golf courses, to keep things fresh and entertaining for players just using the simulators for fun. Ling says the variety will be perfect for the winter golf leagues that TCG&CC will be adding to its programming calendar come next winter, headed up by Scott Hebert, the club's head golf pro.

When the simulators aren't in use, the projectors and large screens will be available for video gaming or for viewing movies and sporting events.

Collectively, the improvements mark the start of a new chapter for the TCG&CC – an institution that already has a storied history. 2019 marks the club's 104th year, while the renovations and improvements represent just the latest incarnation of the clubhouse and grounds. The clubhouse, for instance, has been rebuilt several times, due to both necessity (two previous versions were badly damaged by fires) and preference (in 1998, the club membership voted to tear the clubhouse down to its footprint and build a modernized version in its place).



Between the new improvements and quality work from TCG&CC's contractors – including Traverse City based Cornerstone Architects, Comstock Construction, and Renaissance Golf Design, – VanderVeen and Ling are both confident that the enhancements to

the club will bring about an evolution in the membership. TCG&CC currently boasts over 400 member families.

"We're positioning ourselves for some pretty nice growth this year," Ling said. "We are undertaking most of these improvements so that we can meet what a lot of people have asked for. People in Traverse City are looking for the kinds of amenities and programming we are going to be offering."

With a busy summer of road work on the way for Traverse City – including the reconstruction of Eighth Street and the replacement or repair of several downtown bridges – VanderVeen says there is one other perk of the TCG&CC: it's an escape.

"We like to consider ourselves an 'oasis' for our members, for when the hustle and bustle of Traverse City gets to be a little bit much," VanderVeen said. "We are just steps away from the heart of downtown Traverse City, and we're inviting people to come on up into the oasis and get away!"