The Board of Governors of Gulf Harbour Golf & Country Club, with the assistance of Humphrey Rosal Architects, developed this Membership Survey with the goal of establishing a comprehensive Strategic Plan, which responds directly to the member’s needs and desires. While this survey was also intended to gain insight into the deficiencies and desires of the operations and programs, the main emphasis of the survey was on the Club facilities themselves, as they have a direct impact on the Club’s ability to perform as desired.

The response to date has been excellent and demonstrates the strong engagement by so many members, and provides valuable feedback from over 1/3 of our Membership to date. It’s also still not too late to add your voice to the Membership Survey. Just log on to the Club web site and click the link to the Survey, or call the Club office at 239-433-5111 for assistance.

The Membership Survey was extremely successful in identifying the most important opinions relating to individual club elements, as well as to establish an apparent priority between those elements. This information will create a high degree of confidence in converting these goals into a program to guide the Master Plan Design process.

Clearly, the Membership is proud of the current facility, programs and services, and views these opinions as adjusting those various elements to meet their current needs while adding value and longevity to an already wonderful overall amenity.

While the actual survey results are available for your review, the following summaries indicate the general Membership’s responses to each respective section of the survey questionnaire, and to a large extent, the repeated comments or suggestions “written in” by members.

**SECTION ONE: CLUBHOUSE**

Ninety eight percent of those members responding to the Survey use the dining facilities on a regular basis. Slightly over half of those use the facilities most often for dinner or special events, and overwhelmingly prefer a casual dining atmosphere to a more formal setting.

The general sizes of Johnny Brown’s, the Main Dining Room and the Private Dining Room basically satisfy the needs of the members, as well as those varieties of locations to dine.

Clearly evident in the Survey and reinforced repeatedly in the comment section, was the desire to separate the Bar area itself from the rest of Johnny Brown’s, due to the distinction of activities between the two areas, as well as the Bar contributing largely to the terrible acoustical condition in the combined areas. All dining areas require great attention to acoustical attenuation, as Johnny Brown’s, especially, has long been in need of noise reduction.

There was significant support for maintaining existing or enhancing an exterior dining venue, capitalizing on the beautiful views. Members also strongly supported the need to support banquet functions, while not jeopardizing the members’ a la carte dinning.
Finally, Members were fairly evenly split on assessing the current interior décor, while acknowledging the need to update and stay in tune with current trends, however, without losing the gracious and distinctive identity that it currently enjoys.

It should be noted that among concerns voiced with respect to dining facility usage, dress code and hours of operation were repeatedly desired to be addressed, in terms of more casually acceptable attire and increased hours and/or days of operation, respectively.

Better acoustical attenuation for dining venues is the most desirable feature on the top five issues list; followed by a more casual dining; separating Johnny Brown’s from the Bar; more outside dining; and finishing with creating better views from all locations.

**SECTION TWO: FITNESS CENTER**

The vast majority of respondents use the Fitness Center to some extent at GHGCC, and most also agree that the recent upgrades have made a difference in their usage of the center, as well as the programs offered, with a moderate desire to increase the weight training and cardio areas to avoid congestion during peak usage times.

The respondents are equally divided on the necessity to increase the aerobic room which is significant since that means half of the users are not satisfied with the current size. Users are also basically satisfied with the ancillary facilities in the locker room area.

The top five requested issues voiced by the over 500 respondents of the survey and through their comments begin with a larger aerobic classroom area with additional classes; followed by “no changes at all”; creating a lounge area to relax and meet friends; improved treatment rooms and an equal number of requests for improved locker room facilities and better views.

**SECTION THREE: GOLF PROGRAM**

The Golf Locker Room areas are used by about half of the members responding to the survey, and are basically pleased with the facilities offered. If changes are made, the main elements to study for reconfiguration are, to provide food service to slightly enlarged lounge areas, add dry and wet saunas, and increase the card rooms. Adding a massage room and enhanced shower areas were minor requests.

The majority of members’ use the Golf Pro Shop and most agree it is properly positioned, however, half of the respondents feel it could be increased in size to accommodate more, and more diverse merchandise, which was the most requested comment. Second was a “Swing Analysis” and Teaching Center followed close behind by “no changes required. Investigating a more conducive location for the Pro Shop was fourth, and considering a lounge area rounded out the top five list.

While we are attempting to identify problems with this survey rather than solicit solutions, many members commented that relocating the Pro Shop to the old Sales Center may have a lot of merit for all concerned.

**SECTION FOUR: TENNIS PROGRAM**
Most of the Tennis members responding are happy with the tennis program and the facilities the Club offers. Most also agree that an enhancement to the viewing seating, event staging and beverage capabilities would be a valuable asset to the program.

Almost two thirds of the respondents feel an additional tennis court would be important to the program, and most are basically pleased with the locker room facilities. Most members use the Tennis Pro Shop and feel it is appropriately located, but could be a bit larger if possible.

Other than a quarter of members feeling no change is necessary, the most important element expressed about the program is the desire to have a good sized viewing gallery of the courts, followed by more retail space, a better event staging area (which could be coincidental with a strategically place viewing area), and a tennis lounge area.

SECTION FIVE: POOL AND TIKI BAR

The Membership is almost evenly divided on the Tiki Bar fulfilling their needs, with over half using the venue for beverage service as a poolside amenity or after golf, and a third using it for dining purposes. A strong majority feel it is a hub of activity, but would use the Tiki Bar more often if it offered more covered outdoor seating, a larger kitchen with expanded menu and improved service, had more bar seating, and enhanced overall environment for a more resort-style feeling with better views.

Members acknowledged through their comments, the traditional conflict between golf and fitness users, with the pool users when accessing food and beverage, which design would be taken into consideration should an expansion occur. The view potential and overall atmosphere was repeatedly represented as a goal to any adjustment in the pool and Tiki Bar area.

SECTION SIX: PRIORITIES

While members of the community are clearly passionate about the facilities, programs and services provided by Gulf Harbour Golf and Country Club, we have attempted, in this section, to ask them to focus on prioritizing and gauge their assessment of each area or function against one another, in hopes of establishing a clear set of programmatic goals for a strategic plan, which will guide the Master Planning process. The “Program” established by this survey is a fluid set of goals that may change slightly in priority once the designs and their associated costs are determined. Any adjustments are always presented and decided upon by the members and should not be considered any deviation to information received through this survey and comment process.

The highest priority voiced was the desire for a general remodeling of the Club with enhanced aesthetics, and most importantly acoustics. The second most popular request was the reconfiguration/expansion and separation of Johnny Brown’s from the Bar area. This would also have a great impact on reducing the noise, and if expansion options exist, to increase the vista opportunities for that area.

Creating a useful function for the old Sales Center was the third highest priority, possibly considering the relocation of the Pro Shop, as members have commented. The fourth highest priority expressed was the expansion and/or relocation of the Tiki Bar with an increased kitchen
and expanded menu. This has proven to be an extremely valuable asset to many other communities, and has had a significant impact on reducing the losses associated with the food and beverage service, while providing an extremely popular venue for interaction and daily use to its members.

An even distribution of members identified a virtual tie for the fifth and sixth spot on the priority list; those being additional and better outside covered dining and the expansion of the Fitness and Aerobic center with expanded services and treatment rooms.

A three-way tie occurs for the seventh through ninth priorities as well, which involves equal votes for the expansion and/or relocation of the Golf Pro Shop, Main Dining Room expansion with dance floor, and the expansion of the Kitchen to accommodate additional seating and enhanced views. The later is an important issue that understandably may need to be done in any case, yet may not be readily apparent to the members.

The element felt least required by the members to be changed was the reconfiguration of the Locker Rooms and Card Rooms.

I would like to thank the Board of Governors along with the guidance of your General Manager, Lonnie Eberhard, and all the Club members who participated in the survey, for making this a valuable and informative tool.