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GENERAL MANAGER PROFILE: LAKE MERCED GOLF CLUB DALY CITY, CA

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Situated on what was originally an expanse of sand dunes overlooking Lake Merced and the Marin Headlands beyond is The Lake Merced Golf Club. This 18-hole golf club is a magnificent jewel for golf purists and a wonderful example of what makes the great City of San Francisco and the surrounding region so special. In 1922 a group of local visionaries purchased a 140-acre plot of land just a few miles south of the Financial District of San Francisco and made it into what is now-a renowned historic landmark signified by the greatness of bold endeavor and achievement.

Lake Merced Golf Club is a Private Club that takes pride in a diverse membership, and offers a comfortable, friendly place for members to relax, to enjoy each other's company, to play golf and tennis, and to participate in a variety of social activities. The Club is dedicated to providing excellence in its facilities and services for the enjoyment of its members and guests.

The old Spanish style clubhouse and significant portions of the original course design are a fond but distant memory. What lives today is a resounding embodiment of the spirit that built this great club. The modern Clubhouse features the new Cypress Bar and Merced Room, which offer astounding views of the picturesque land that Lake Merced Golf Club rests on. The state-of-the-art locker rooms and pro shop are symbolic of the Lake Merced Golf Club mission, which guarantees excellence in its facilities and service. The relaxed Café Nineteen offers a casual venue for great conversation and company alike.

Above it all, the true pride of Lake Merced Golf Club is the course. The championship design has drawn many of the greats of amateur and professional golf to walk its flawless fairways over the past 95 years. The most recent course renovation was contracted to none other than Rees Jones, who is renowned for his ability to awaken Major Championship caliber golf courses. The current version does not take a back seat to many, and is most certainly a source of great pride for the current membership at Lake Merced Golf Club.

This great club has indeed changed over the years, but the spirit of the founders remains. While walking this lush green terrain one can breathe in the same sea breeze that whistled over these sand dunes in 1922; the same salty air which became the inspiration for Lake Merced Golf Club.

Lake Merced Golf Club, has a long history of supporting competitive golf at the amateur and professional levels. The club has played host to USGA qualifying tournaments for both the men's and women's U.S. Opens in recent years and in 2012 was the host venue for the USGA's Girls' Junior Championship and the Swinging Skirts LPGA Classic in 2014, 2015, 2016. The Club is the host venue for the LPGA Mediheal Championship through 2020 and just concluded this year's tournament on May 5th. Sei Young Kim emerged as the victor with this being her eighth career win.

The club is currently engaged in a long-term capital and strategic planning process that may result in a major capital project before the end of 2019. It should be noted that Daly City is a great place to live with affordable housing in the area.

LAKE MERCED GOLF CLUB BY THE NUMBERS:

- 485 Members, all categories
- \$6.9M Gross dollar volume
- \$3.9M Annual dues volume
- \$1.6M F&B volume
- 24,840 Rounds of golf annually
- 55 FTE
- 9 Board Members; elected to a 3-year term; eligible for re-election to a second 3-year term
- 501 (c) (7)

Lake Merced Golf Club website: www.lmgc.org

GENERAL MANAGER JOB DESCRIPTION

The successful candidate will have a deep appreciation of the game of golf, preferably with experience at another one of the country's great golf clubs. The ideal candidate will be an exceptional and respectful leader, with demonstrated ability to work with an active, engaged Board of Directors. Equally important are the skills to manage, mentor and support a core of loyal tenured employees, ensuring compliance with the dictates of California labor law practices.

The General Manager (GM) reports to the President of the Board of Directors at Lake Merced Golf Club. The GM is expected to provide quality leadership for the Club ensuring that members enjoy the finest level of service, a quality product and an exciting calendar of events. He/She is responsible for the success of all aspects of the Club goals and is expected to devote their full time and attention to operations, planning and staff performance and coordination. The GM has full responsibility for all day-to-day areas of the operations, including the oversight of the Club's income statement, balance sheet, cash flow, capital budget and long-range strategic plan.

INITIAL PRIORITIES

- Institute a Membership Marketing effort to attract new members.
- Establish effective and meaningful relationships with each of the multiple constituencies within the membership of the Club to assure that their reasonable expectations as Club members are satisfied. Encourage and promote full engagement in Club activities, and otherwise foster an open and inclusive atmosphere at the Club.
- Ensure that the Club's operations are conducted in accordance with budget and to the satisfaction of members and guests
- Oversee the timely preparation of accurate monthly and annual financial statements and related reports, and the delivery of financial statements and reports to the Finance Committee and the Board of Directors
- Supervise capital projects and ensure that they are completed within budgeted amounts
- Ensure that the operating and capital budgets are prepared on a timely basis
- Oversee the management of the day-to-day food and beverage operations effectively supervising the performance of the award-winning Executive Chef, the Catering and Club Events Manager, and the Beverage Manager
- Ensure that the golf course Superintendent and his team maintain the course in compliance with the Club's standards and to the satisfaction of members
- Establish relationships with local Community leaders who interface with the Club
- Ensure Clubhouse cleanliness, overall appearance, and employee, member and guest safety
- Maintain an effective relationship with the LPGA, USGA and NCGA
- Maintain effective working relationships with the general managers of other Bay Area golf clubs

CANDIDATE QUALIFICATIONS

A minimum of 4 - 5 years of verifiable, progressive leadership and management experience in an active, first-class hospitality environment NOTE: Those current Assistant General Managers or Club Managers at well-recognized clubs, with verifiable records of achievement, will be considered for this role.

- A verifiable career track that demonstrates a record of tenure and commitment to previous employers, and that career moves were for enhancement of skills and experiences as opposed to 'unplanned' career changes.
- Strong general leadership skills with verifiable strengths in team development, financial performance, diverse recreational amenity management (golf, family activities and others are especially desirable), quality food and beverage programming, exceptional member/guest service programming, strategic planning, project management, and most importantly the ability to consistently define and achieve goals and objectives.
- Proven credentials in quality food and beverage programming, highly regarded golf operations, exceptional member service programming, strategic planning, renovations, and capital project management
- Possesses exceptional financial and budgeting acumen.
- Possesses the ability to work well with the Board and Committees providing leadership and guidance, along with well-reasoned recommendations. The Club is not looking for a "caretaker" manager, but rather a club professional who recognizes the need to stay fresh and relevant in today's club environment.
- Outstanding communication skills, both in writing and speaking. Communication with members, guests and employees and personal visibility are highly important parts of the General Manager's responsibilities.
- Experience creating a positive work environment and boosting employee morale
- Team builder and mentor with an open, collaborative leadership style and who is committed to ongoing industry education for staff members
- A motivator and leader who can bring out the best in others by setting clear goals and expectations, promoting accountability, and by providing consistent feedback and support
- Promotes and maintains a culture of warmth and congeniality for all members, guests and employees and embraces being the "face" of the club
- A history of innovation, a champion of new ideas and initiatives, who seeks consistent improvement in member experiences and operational efficiencies
- Engages in critical benchmarking and financial metrics that lead to a proactive response to industry trends
- Knowledgeable in "best practices" of top-performing and high-member-satisfaction clubs and communities around the country
- A true appreciation of golf, its history and how to deliver an exceptional "experience" to members and guests.
- LPGA/PGA Tournament experience is desired but not required
- Technologically proficient and uses technology to improve service delivery to members, as well as to effectively manage and lead operations
- The ability to adapt and positively contribute to changing and evolving circumstances

EDUCATION AND CERTIFICATION QUALIFICATIONS

- A Bachelor's Degree from a four-year university or college is highly desirable, preferably in Hospitality Management.
- In lieu of the degree, substantial private club or hospitality experience will be considered.
- Certified Club Manager (CCM) designation preferred but not required.

SALARY & BENEFITS

Salary is open and commensurate with qualifications and experience. The club, along with the typical CMAA benefits, offers an excellent bonus and benefit package.

INSTRUCTIONS ON HOW TO APPLY

Please upload your resume and cover letter (in that order) using the link below. You should have your documents fully prepared to be attached when prompted for them during the online application process.

IMPORTANT: Save your resume and letter in the following manner:

“Last Name, First Name Resume” &

“Last Name, First Name Cover Letter”

(These documents should be in Word or PDF format)

Your letter should be addressed to **Mr. Jeffrey Pero, President**, and clearly articulate why you want to be considered for this position at this stage of your career and why Lake Merced Golf Club and the Bay area will likely be a “fit” for you, your family and the Club if selected.

Note: Once you complete the application process for this search, you are not able to go back in and add additional documents.

For directions on how to upload your resume and cover letter [visit this page](#).

If you have any questions please email Holly Weiss: holly@kkandw.com

[Click here](#) to upload your resume and cover letter.

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