

GENERAL MANAGER PROFILE: THE MILWAUKEE ATHLETIC CLUB MILWAUKEE, WI

THE GENERAL MANAGER OPPORTUNITY AT THE MILWAUKEE ATHLETIC CLUB

A tremendous opportunity exists for a dynamic and experienced leader to coordinate the re-opening of The Milwaukee Athletic Club (MAC) as it enters a new era in its completely renovated thirteen-story building in downtown Milwaukee.

With a \$68 million-dollar renovation underway, the MAC will include member only spaces like the member lounge and co-working spaces, private rooftop restaurant, bar, performance golf simulator suites and a vast array of fitness options including cardio and strength training, group fitness, swimming, and basketball. In addition, a destination worthy speakeasy and event spaces will be open to the public and Members alike. Additionally, the Club is iconic in the community for being the longest operating club in Milwaukee with historic spaces and a long member list of the “who’s who” in the city.

This is an ideal opportunity for an energized, highly competent, skilled, diplomatic and engaged leader who has an outstanding network of peers in the industry and is a long term “visionary” with a true servant’s heart. Having been part of a startup would be a significant advantage for the new General Manager (GM), as he/she will be employee #1 and responsible for the build-out of the organizational chart, processes and procedures, and a myriad of other opening details as the foundation for long term success.

[Click here to view a brief video about this opportunity.](#)

THE MILWAUKEE ATHLETIC CLUB AND COMMUNITY

Eight young men founded the Milwaukee Athletic Club on September 18, 1882, for the express purpose of "developing of the bodily powers through gymnastic and other exercises." The MAC formed basketball, swimming, track, baseball, and other teams, which competed throughout the United States. The MAC was housed in nine different buildings before establishing its present clubhouse in 1917 and is located in the East Town neighborhood of Downtown Milwaukee, Wisconsin.

Upon completion of the renovation, the new MAC will feature 54 class A apartments, several retail spaces, a speakeasy bar, and approximately 17,000 sq. ft. of indoor meeting space. The remainder of the building will house the athletic and social club, 16,300 sq. ft. of office and first floor retail space.

The new Milwaukee Athletic Club event spaces will be completely revamped to create one of the best wedding and event centers in the city. The MAC has a unique competitive advantage over other event centers by being able to offer a variety of event room sizes ranging from as little as a few hundred square feet to the “Grand Ballroom” at over 5,000 sq. ft. The Club is the only building in downtown Milwaukee to offer this variety of event room rentals and will give an advantage over all other venues in the market. These event spaces will be open to both Member and non-Member events. Other competitive advantages that the MAC provides are:

- On-Site garage parking
- Rooftop deck with 360 Degree Views of the city
- Historic Ballroom
- Dedicated event staff

VISION STATEMENT: The MAC is the finest and most exclusive social and athletic Club, providing all ages of professionals the opportunity to network, connect business life with family/social life, enjoy access to select clubs and functions, all while building a healthy lifestyle in a state-of-the-art fitness center.

Wisconsin’s largest city, Milwaukee, has come into its own economically and culturally in recent years and the market’s local community and multifamily industry have reaped the benefit of this growth.

Financial services, professional services, and manufacturing are cornerstones of the local economy, with the latter’s international customer base generating significant job growth and demand Class A multifamily housing.

Demand within the market also stems from training and conference events held by the area's healthcare, insurance, and related companies.

The Milwaukee area is home to the international headquarters of seven Fortune 500 companies: Northwestern Mutual, ManpowerGroup, Kohl's, WEC Energy Group, Rockwell Automation, Harley-Davidson, and Fiserv. The Milwaukee MSA ranks fifth in the U.S. in terms of the number of Fortune 500 company headquarters per person. In the last two decades, the services sector, anchored by Fortune 500 companies such as Northwestern Mutual and Kohl's Corporation, has been the fastest-growing segment of the regional economy, a shift from the area's historic reliance on manufacturing.

MILWAUKEE ATHLETIC CLUB FACTS:

- \$8.0M projected first full year Club Revenue
- \$3.8M projected full first year F&B Revenue
- \$3.9M projected first year Dues Revenue
- MAC is a 501(C)(7) not for profit corporation
- Approximate 80 full time employees
- There is an Advisory Board of Directors comprised of 10 members
- MAC Partners is comprised of Interstate Parking Company, J. Jeffers & Company and The Milwaukee Athletic Club.

MILWAUKEE ATHLETIC CLUB WEB SITES: thenewmac.org/ and macwi.org/

GENERAL MANAGER POSITION OVERVIEW

The new General Manager will be tasked with following and executing on the critical path to re-opening this iconic property by fourth quarter 2021. Duties to include department personnel hiring, operational and organizational oversight, consulting with the ownership group and presenting best practices recommendations in all facets of the property while continuing to position MAC as a world class private social and athletic club in the Milwaukee market for both members and staff.

The new MAC is expected to set a standard for modern day athletic/social clubs in the U.S. and the GM will provide quality leadership and a positive, respectful and energized image for MAC and its amenities, and is expected to be a highly proactive leader in the community, developing key relationships and being an active driver of membership growth in combination with the membership team he/she assembles. He/She will lead with the ultimate goal to provide members and guests with premier service in all facets of the club experience, and an exciting, innovative and creative calendar of events. The Club will have a year-round family focus with child minding facilities on property.

The GM at the MAC will assure the smooth, efficient daily operation of the Club to provide the members and guests with the environment for which the Club was historically known to provide in a highly respectful, engaging and involved manner, recognizing his/her positive impact on the senior staff and associates by doing so. Again, this is intended to be done in a modern, relevant manner to attract a wide array of community leaders and business professionals to the dynamic, innovative and vibrant operation.

He/She will oversee top-flight food and beverage operations in a la carte, events and meeting space venues.

The GM will ensure that a premium group of senior staff is in place to lead their respective departments, and that they have clearly defined goals and objectives, and are held accountable to achieve these memorialized targets. The GM will coordinate with MAC Partners and the Milwaukee Athletic Club Board of Directors, as appropriate, on department head compensation, benefits, performance appraisal, disciplinary, and other significant personnel actions, ensuring that MAC is competitive to its key comparable club set. The GM will conduct interviews and appraise applicants for each key position and exercises final approval authority over all senior staff and other 'high touch' position hiring. These roles will provide the ultimate foundation to success with the new MAC and having a strong history of staff recruitment, retention and development is an especially necessary skill set.

Critically important, the GM ensures that appropriate and necessary commitment is in place for the training and further development of all senior staff, department heads and other personnel, recognizing that top tier delivery and consistency of the member experience at MAC is paramount to meeting its ultimate 'brand' mission.

The GM is responsible for maintaining a positive and healthy working environment throughout the Club, one that is free of safety risks and all forms of harassment. The GM must be a naturally approachable, interactive, engaged leader who personifies the culture of the new MAC by the way he/she conducts him/herself. The GM will be personally involved and sincerely 'engaged' in front of house matters in all areas of MAC operations, recognizing the need to be an active and positive 'face' and ambassador of the Club.

The GM is ultimately responsible for the approval of contracts, and overall expense management as well as revenue generation to deliver on the 'brand' goals of the new MAC, through close coordination with MAC Partners and the MAC Board of Directors, and is in charge of all operational decision-making and outcomes at the Club.

CANDIDATE QUALIFICATIONS

- A minimum of 7 - 10 years of progressive experience as General Manager in a hospitality environment, with a leadership role relative to management across diverse range of amenities (e.g. – fitness & wellness, aquatics), as well as food & beverage and family programming. Ideally, having opening experience of significant new venues is of great value to the new MAC Partners.
- Have a strong understanding and experience in the key performance indicators that drive successful programming for the social, athletic, business, and financial aspects of the Club.
- Experience running for profit and not for profit private clubs and/or other relevant hospitality enterprises.
- Involvement with traditional, member-driven, private clubs with top reputations is most attractive, but candidates from all relevant, innovative and successful hospitality environs will be considered.
- Proven leadership qualities with a demonstrated ability that would allow one to believe that he/she can effectively direct, coordinate and control all facets of a full service, high volume private club with approximately an \$8.0M initial operating budget and up to 1400+ members.
- An especially strong set of professional credentials in all significant, full-service club operational and strategic planning competencies.
- Sound overall financial management and administrative skills with particular strengths in internal controls, financial controls, general accounting, budgeting, management information, and critical success path planning.
- Exceptionally strong communication skills, both written and verbal, with the distinct ability to function effectively before a wide variety of groups and forums. Communication with members and personal visibility are extremely important aspects of the General Manager's responsibilities.
- Experience relative to fitness offerings, including gyms, aquatics, and spas, is relevant. With responsibility of the GM to lead these key success factor amenities, someone with the business sense to ensure high-performance of each asset is much preferred.
- Experience working with committees and boards. Possess the ability to effectively work with committees and boards to help balance the needs, wants and desires of the Membership while working within the framework of a strategic plan and/or budgeted guidelines established by the Club and MAC Partners.
- An overriding sense of quality consciousness that pervades every part of the club's operations, both within and outside the clubhouse. This includes most importantly a well-selected, competently trained, high quality, courteous and efficient staff. The need is for an accomplished team builder, as well as a passionate, charismatic and dynamic leader.
- Strong prior experience in coordinating and overseeing major club improvement projects, especially as these relate to construction and renovation.
- A strong network of contacts within the private club and hospitality industry for networking and data collection, comp set comparison and various other disciplines.
- A take-charge person with exceptional passion for the new MAC. Highly visible to the membership and staff alike, approachable, mature (not necessary in age), and well-rounded as a manager, leader and team builder.
- Able to build a cohesive management team, which functions well on behalf of the membership as well as with mutual respect for each other.
- Capable of a high degree of initiative and resourcefulness in directing the activities of a large, full service, downtown social and athletic club; able to present a consummately professional image to the staff, membership, and the general public.
- Decisive, a good delegator, but one who also follows up as necessary on what is delegated.

- A creative individual with good personal taste who is tactful in dealing with individuals and groups. Someone with an appropriate and respectful style and commensurate sense of humor.
- A committed doer with great drive, high-energy and staying power who, through personal example, encourages others to get things done. Possesses an elevated work ethic and instinctively knows when to be seen, regardless of day or time.
- A professional with the personality and experience to manage the interests of MAC Partners and the MAC Membership.

EDUCATION

A college graduate, with Certified Club Manager (CCM) designation being viewed as highly desirable, or similar credentialing in other hospitality organizations.

SALARY AND BENEFITS

Open and commensurate with the geographic region and size of club operation, qualifications, and experience, with an incentive opportunity based on reasonable metrics will be developed. 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.

Preparing a thoughtful letter of interest and alignment, clearly articulating your “fit” with the profile and the above noted expectations and requirements is necessary. Your letter should be addressed to **Tony Janowiec and Danielle Bergner, MAC Partners and the MAC Board of Directors** and clearly articulate why you want to be considered for this position at this stage of your career and why MAC and the Milwaukee area will likely be a “fit” to you, your family and the Club if selected.

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter - MAC”

(These documents should be in Word or PDF format)

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

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

If you have any questions please email Katy Eliades: katy@kkandw.com

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