

## POSITION AND CANDIDATE SPECIFICATIONS

### DIRECTOR OF OUTLETS



## THE COUNTRY CLUB OF VIRGINIA RICHMOND, VIRGINIA

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Connecticut

Jackson Hole

California

Ohio

## **CLUB DESCRIPTION**

The Country Club of Virginia (“CCV”) is a world-renowned country club and one of America’s oldest and finest private, member-owned clubs located in Richmond, Virginia. The Club has consistently ranked among the nation’s top clubs by the Club Leaders Forum and is currently ranked the 8<sup>th</sup> Platinum Club of America. The Club features two campuses: the traditional full-service country club offered at Westhampton, with a historic clubhouse built in 1908, and the golf-centric clubhouse offered at James River. CCV offers 54 holes of golf with 18 holes at Westhampton and 36 holes located at James River. The Westhampton Campus amenities include a clubhouse (70,000 sq. ft.), a Fitness and Racquet Sports Complex (100,000 sq. ft.), a four-acre resort-style aquatic complex featuring five adult, family, and competition pools and a diving well, paddle tennis, platform tennis, pickleball, event lawns, youth activity areas, squash, indoor and outdoor tennis courts, fitness, group exercise and pilates studios, and a spa. The James River Clubhouse (36,000 sq. ft.) hosts the Dominion Energy Charity Classic in October as part of the PGA TOUR Champions Charles Schwab Playoffs. James River is located seven miles from Westhampton and offers dining and event space, a Men’s Grill, a Golf Performance Center, and locker rooms to complement its two championship golf courses. Additionally, the Club features a boat landing on the James River with storage for boats, paddle boards, and kayaks. Two exciting outdoor event venues are located on the James River property – the Red Brick Barn and the Farmhouse. The state-of-the-art Golf Performance Center opened in April of 2021.

The Country Club of Virginia is open daily year-round and provides five notable restaurant facilities – Ollie’s, The Grill, Cool Springs Cafe, and the Poolside Cafe at Westhampton, and the James River Dining Room – along with several snack bars. The Poolside Café operates from Memorial Day to Labor Day. The Club opened the Cool Springs Café as a fast-casual dining concept as part of its \$19.6 million expansion of its 100,000 sq ft Fitness and Racquet Sports facility in the summer of 2018. The Westhampton Clubhouse is one of Richmond’s most highly regarded event venues, with its two large ballrooms hosting many events that serve as the centerpiece to the social fabric of the Club’s 7,950 members. CCV’s banquet revenues exceed \$4 million, averaging over 40 weddings a year. Holiday covers in excess of 1,200 are not uncommon.

## **SCHEDULE OF OPERATION**

The Country Club of Virginia is open daily year-round with the exception of Christmas Eve, Christmas Day, and the Annual Summer Staff Outing, with varying hours depending on the season.

## **CAPITAL IMPROVEMENTS**

The Club has invested over \$62 million in the last ten years with a majority of that (\$47 million) in the prior five years. Capital improvements at CCV are funded without debt and without assessment. The Club has just completed a comprehensive Master Planning process and will break ground in January of 2025 for the first phase of the Master Plan – a major renovation of the James River restaurant and Clubhouse.

## CLUB METRICS AT A GLANCE

|  |                          |
|--|--------------------------|
| Total Gross Revenue:                   | \$50 million             |
| Annual Dues Revenue:                   | \$28 million             |
| Total Food Revenue:                    | \$8 million              |
| Total Beverage Revenue:                | \$3.2 million            |
| Percent of Revenue from Private Events | 42%                      |
| Employees: Year-Round/ In Season:      | 498/721                  |
| Total Number of Memberships:           | 7,950                    |
| Waitlist Members                       | 450                      |
| Average Age of Membership:             | 55                       |
| Number of Board Members:               | 15                       |
| Initiation Fee:                        | \$41,000(per adult)      |
| POS/Software:                          | Northstar                |
| Annual Covers                          | 275,000 (dining entrees) |
| Kitchens                               | 7                        |

## FACILITIES & AMENITIES OVERVIEW

### WESTHAMPTON LOCATION

- Historic 70,000 sq. ft. Clubhouse
- 18 Hole Golf Course (Par 72) and Golf Pro Shop
- New 100,000 sq. ft. Fitness and Racquet Sports Complex that include:
  - Squash Courts (4 single, 1 doubles)
  - Spa with treatment rooms
  - Men's and Womens' locker rooms (4)
  - Fitness Center featuring 3 group exercise rooms, 2 pilates studios, and wellness center
- 10-acre golf practice facility
- 12 Clay and 6 Har-Tru Outdoor Tennis Courts, 6 Indoor Courts
- Resort style Swimming Complex including 5 swimming pools and diving well
- Youth activity center including daycare
- Poolside Cafe
- Event Lawn and Main Terrace
- Informal dining at The Grill featuring indoor and outdoor seating and outdoor pizza oven
- Semi-formal dining at Ollie's featuring indoor and outdoor seating
- Fast-casual dining at Cool Springs Cafe
- Locker rooms at the pool, clubhouse and fitness/racquets complex

### **JAMES RIVER LOCATION**

- 36,000 sq. ft. clubhouse
- Two 18-hole golf courses
- Host of the Dominion Energy Charity Classic PGA TOUR Champions Charles Schwab Cup (since 2016)
- Men's and Women's Locker Rooms
- Golf Pro Shop
- Golf practice facilities that include 2 driving ranges, putting greens, short game areas, and a state-of-the-art indoor Golf Performance Center
- The Red Brick Barn and the Farmhouse event venues
- Boat launch and mooring on the James River

### **DINING VENUES AND EVENT SPACES**

| <b>Name</b>        | <b>Capacity</b> | <b>Location</b>           | <b>Hours</b>   |
|--------------------|-----------------|---------------------------|--|
| Ollie's            | 70/110          | Westhampton               | Tuesday – Saturday Dinner                              |
| The Grill          | 125/250         | Westhampton               | Tuesday – Sunday Dinner                                |
| Cool Springs Café  | 125             | Westhampton               | Every Day; Lunch and Dinner                            |
| The River          | 160/225         | James River               | Tuesday – Sunday; Lunch and Dinner                     |
| Golf Snack Bar (s) | ~               | Westhampton & James River |  |
| Pool Snack Bar     | 600             | Westhampton               | Every Day in Summer; Lunch and Dinner                  |
| Main Patio         | 800             | Westhampton               | Event Space; 4 <sup>th</sup> of July will serve 2,000+ |
| Grill Pizza Patio  | 40              | Westhampton               |  |
| Event Spaces       | Up to 800       | Westhampton               | Multiple Event Spaces and Sizes                        |

## POSITION SUMMARY: ASSISTANT DIRECTOR OF FOOD & BEVERAGE

**Reports to:** Director, F&B

**Supervises:** James River Clubhouse Manager  
Banquet Manager  
Ollie's Manager  
Cool Springs Café Manager  
The Grill Manager  
Poolside Café' Manager (Seasonal Position)

### LEADERSHIP FUNCTION

This newly created position of Director of Outlets will be responsible for all front-of-house food and beverage operations throughout the James River & Westhampton Campuses. The Director will provide leadership, support, and guidance to their team, along with a continuous focus on enhancing the service levels and member experience in the operation, which already enjoys a good reputation.

The Director will be responsible for service execution across both campuses, including developing, enhancing, and further refining existing standard operating procedures (SOPs), adjusting and adding standards and as the business evolves, and communicating and training on the SOPs.

The leader in this newly-created position will be responsible for the administration and upkeep of all front-of-house training materials, and oversight of the service practical program as a part of new hire training and onboarding.

Lastly, the new Director will be responsible for the Department beverage program including updating and maintaining the beverage menus, maintaining and updating the beverage costing sheets, and meeting with the vendors to determine future product options and replacement. The Director will work with the Communications Department and outlet managers to draft and approve updated beverage menus.

The Director of Outlets will also assist the Food & Beverage Director and the restaurant managers that report to them with the preparation of operational and capital budgets, and after Board approval, the management and control of operations to attain the desired results. The Director will also work with the F&B Director and the House Committee in the development of proposed policies, programs, and events. Their goal is to always help members and their guests enjoy the facilities and programs of the Club, with an especially discerning eye for detail in the service, food and beverage, facilities and upkeep of the Club.

Above all, the leader's primary focus will always be to support their team, improve the Club, and to develop talent to create future leaders.

## **FURTHER EXPECTATIONS INCLUDE**

- Provide platinum level service to members, guests and coworkers
- Ensure a clean and safe environment
- Know and embrace the mission statement
- Participate in weekly meetings, training and other Club-wide programs and Committees
- Perform other duties as assigned by the F&B Director

## **CANDIDATE SPECIFICATIONS: KEY SELECTION CRITERIA**

### **EXPERIENCE & CORE COMPETENCIES**

- A minimum of six years of related hospitality industry experience with at least three of those years in a managerial role in which subordinates were also managerial. Private club experience is preferred; however, candidates from luxury hotels/resorts or from similar high-end hospitality operations are welcome.
- A professional career record of achievement and relative employment stability – not a record of frequent job movement.
- Excellent managerial, leadership and interpersonal skills. Must have a record of success in building, training and leading an excellent, service oriented and cohesive team.
- Excellent customer service and communication skills; candidates must have the ability to communicate with members, guests, business contacts and staff effectively and comfortably.
- Demonstrated ability to develop and utilize systems and processes as a means to achieve consistency at scale.
- Must have an engaging, friendly, and energetic personal style and level of congeniality that allows them to be well received and accessible to a range of members and diverse workforce. Someone who genuinely enjoys being with the members, guests and team members.
- Must possess a high level of political acumen.
- Knowledgeable and passionate about hospitality, food and wine, service and the member/guest experience. Possessing advanced wine and beverage knowledge is beneficial.
- Must possess a sharp eye for detail in the overall management of the operation, especially in dining and general Clubhouse areas.
- Strong organizational skills with the ability to consistently follow through and follow up; be accountable and possess the ability to hold others accountable to SOPs, established standards and budget compliance.
- Must demonstrate appropriate analytical and project management skills as well as excellent communication skills across departments.
- Proficiency with Microsoft Office and Internet applications including Word and Excel, and experience and ease working with Club POS software.

- Experience with developing, implementing, and maintaining processes and procedures to effect structure, consistency and efficiency with operations.
- Ability to develop and maintain awareness of occupational hazards and safety precautions; skilled in following safety practices and recognizing potential hazards. Knowledge of and ability to perform required role in emergency situations.
- An understanding of the need to balance a respect for tradition and a sense of creativity and innovation.
- A strong personal work ethic.
- Possess the mindset and motivation to drive the Club to excellence, always.
- Effective communication through all department levels and throughout club.
- Knowledge of and ability to perform required role during emergency situations.
- Ability to stand for long periods and walk, climb stairs, balance, stoop, kneel, crouch, bend, stretch and twist or reach. Ability to move objects up to 50 pounds.