

## **GENERAL MANAGER PROFILE: MINNEAPOLIS GOLF CLUB ST. LOUIS PARK, MN**

### **GENERAL MANAGER AT MINNEAPOLIS GOLF CLUB**

Minneapolis Golf Club is actively seeking a dynamic and engaged professional to lead all operations as General Manager. The ideal candidate for this position will be someone with exceptional communication and leadership skills, capable of cultivating a positive and inclusive atmosphere at the Club. Additionally, the Club seeks an individual who has a strong sense of clubs with a golf-centric culture, with the ability to celebrate tradition and history while driving innovation and consistency of service standards to enhance the Minneapolis Golf Club Member experience.

The General Manager will serve as the Club's visible leader, embodying the strategic vision of the Minneapolis Golf Club brand. They must effectively market the Club internally and externally and demonstrate financial acuity while addressing long-term capital needs. A successful candidate will have a proven track record of leadership and operations management with expertise in food and beverage operations. They should be results-oriented, committed to excellence, and dedicated to cultivating a thriving club environment.

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

### **ABOUT MINNEAPOLIS GOLF CLUB**

Minneapolis Golf Club, founded in 1916, is a renowned golf club located just seven miles west of downtown Minneapolis. It offers a classic yet modern golfing experience, with a historic course that has been updated with modern improvements. In 2020, the Club replaced its 100+ year-old turf with pure bent grass, improving playability and resilience. In the fall of 2024, the Club will complete the comprehensive Golf Course Enhancement Plan (GCEP) which includes renovating the bunkers, harmonizing the original course design with modern enhancements, and creating a best-in-class golfing experience. The Club also offers a picturesque short-game practice area, a driving range, an indoor swing simulator, and a welcoming membership for players of all ages and abilities.

Over the years, Minneapolis Golf Club has hosted numerous legendary golfers and tournaments, including the Minnesota State Open, the United States Amateur, and the PGA Championship. The Club has also been the venue for the Dayton's Challenge, a charity golf event benefiting the Children's Cancer Research Fund, featuring top players like Arnold Palmer, Jack Nicklaus, and Gary Player.

Beyond golf, Minneapolis Golf Club offers a variety of dining options, with menus featuring healthy and seasonal items. The Club hosts a range of social activities and events throughout the year, including Easter Egg Hunts, Mother's Day Brunches, pool parties, and holiday celebrations.

The Club's pool and patio area are popular for summer family fun, with swimming, recreational activities, and a swim team program for children. Additionally, the Club is a sought-after venue for wedding receptions and special events, with a variety of indoor and outdoor spaces, and highly rated food and service.

### **MINNEAPOLIS GOLF CLUB BY THE NUMBERS**

- At present, there are approximately 369 members.
- \$35,000 Initiation fee
- Annual Dues are approximately \$10,080
- Annual Dues Volume is approximately \$2.9M

- Approximately \$7.5M gross volume
- Approximately \$2.3M F&B volume
- Food Cost is budgeted 39%
- Gross Payroll approximately \$3.2M
- Approximately 52 Employees – Full-time, 108 – Seasonal/Part-time
- Approximately 28,000 rounds of golf played annually
- Club accounting and POS system: Jonas
- There are 10 Board Members with three-year terms
- Standing committees: Facilities, Finance, Golf, Green, House, Membership, Strategic Planning
- Average age of members is 54 years of age

**MINNEAPOLIS GOLF CLUB WEBSITE:** [www.minneapolisgolfclub.com](http://www.minneapolisgolfclub.com)

## **GENERAL MANAGER – POSITION OVERVIEW**

The GM position is responsible for all day-to-day operations of the Club. He/she directs and administers all aspects of the amenities, project development, staff, programs and activities, golf and grounds, pool, food/beverage, activities, and programs, to ensure consistently outstanding service delivery to the membership and their guests. The new General Manager will lead the Club in a way that allows the board to work in an advisory and strategic manner. Key to the new GM's success is the intuitive sense to be "present" and to sincerely engage with every generation of members and their guests. Celebrating tradition while introducing creative programming for all constituencies will also contribute to the success of the new General Manager.

Being a natural mentor to the team is also critically important, as is being a strong advocate for the team's success. The GM must be a proactive and assertive leader in the process of strategic planning, talent acquisition and retention, and membership activities/services programming, ensuring that each of these areas of focus considers current and future membership input and demographics. Additionally, he/she must expect to work to exceed the expectations of members and to recognize trends, evolving demographics, and what will help support the Club in the future. The new GM should have a history of success and of recognizing, respecting, and supporting the contributions of key managers and staff.

A key requirement is to be able to work proactively with the Board of Directors and Club committees who in turn will keep the GM focused on key goals, financial targets, budgets, and objectives that benefit the long-term well-being of Minneapolis Golf Club and ensure that future capital projects are successfully planned and executed, keeping all appropriate constituencies well-informed throughout.

Outstanding communication skills, both written and verbal, are necessary. Additionally, as the primary communicator of most of the information at the Club, a keen ability to listen, engage, build trust, and be highly approachable is also of critical importance.

Other key attributes, characteristics, and leadership styles of the successful new leader include:

- Outgoing, conversant, respectful, professional, and diplomatic, but able to say "no" when appropriate without alienating members or staff.
- Actively lead and be a "thought partner" with the Board of Directors, Committees, and contributors to the Club's success.
- Exhibit financial and budgeting acumen with prior significant P&L responsibility, as well as a true understanding of the balance sheet, member equity, capital reserve strategies, and cash flow.
- Possess outstanding leadership skills with the ability to delegate to key staff and department heads.
- Knowledge of developing, planning, managing, and executing capital projects.
- Strong people skills and a relationship builder, with the ability and know-how to bring diverse groups of people together for a common mission.

## **INITIAL PRIORITIES OF THE GENERAL MANAGER**

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- Listen, learn, and observe. Get to know the members, staff team members, culture, traditions, and history of Minneapolis Club.
- Be engaged, and highly visible, demonstrating “hands-on” leadership as needed to support the department heads.
- Create opportunities to build synergy amongst the Leadership Team; focus on accountability, mentoring, and professional development of each department head.
- Establish an understanding of all capital projects underway. Assume leadership of the projects in conjunction with the Board and appropriate club leadership.
- Examine the Club's financial standing, showcasing responsible fiscal management and accountability across both operating and capital budgets. Evaluate the overall member and service experience, especially in food and beverage operations, collaborating on a ‘game plan’ for quick enhancements as appropriate.
- Evaluate the current organizational chart based on the Club’s seasonal needs; ensure that the resources for human capital are allocated appropriately. Make any recommendations for changes to the Board of Directors.
- Develop the Board of Directors and Committee relationships, working to create a strong bond and communication exchange with the membership and staff.
- Focus on engaging all groups of Members at the Club. Gather a deep knowledge and understanding of what the members want and expect from their Minneapolis Golf Club experience. Work to build consensus amongst the various membership groups by listening, learning, observing, and educating.
- Partner with the Board of Directors to fine-tune the strategic vision for Minneapolis Golf Club to position the Club for success for years to come.
- Evaluate existing and past member marketing initiatives, strategies, and programs. Conduct market research and make recommendations on how best to position the Club for long-term success while achieving new member targets.

#### **CANDIDATE QUALIFICATIONS**

A minimum of 4-7 years of progressive leadership/management experience, preferably in a GM role in a golf-centric, private member-owned club. True ‘rising stars’ from the private golf club industry who have been verifiably well-mentored or those hospitality industry managers who come from top-quality environments and who possess outstanding relationship skills will also be considered.

#### **EDUCATIONAL AND CERTIFICATION QUALIFICATIONS**

- A bachelor’s degree is preferred with a focus on Hospitality Management.
- In lieu of the degree, substantial private club or hospitality experience will be considered.
- Industry certifications such as CCM are encouraged but not required.

#### **EMPLOYMENT ELIGIBILITY VERIFICATION**

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification form upon hire.

#### **SALARY AND BENEFITS**

Salary is open and commensurate with qualifications and experience. The Club offers an excellent bonus and benefits package including association membership.

#### **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. Please be sure your image is not present on your resume or cover letter; that should be used on your LinkedIn Profile.

**Prepare a thoughtful cover letter addressed to Mr. John Mackiewicz, Search Chairman,** and clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why Minneapolis Golf Club and the Twin Cities area will be beneficial to you, your family, your career, and the Club if selected.

**You must apply for this role as soon as possible but no later than Friday, May 16, 2024. Candidate selections will occur in late May with the first Interviews expected in June 2024 and the second interviews a short time later. The new candidate should assume his/her role in August 2024.**

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – Minneapolis GC”

(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 Alice Stevens: [alice@kkandw.com](mailto:alice@kkandw.com)

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