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# Golf Inc.™

JULY/AUGUST 2018



David Pillsbury,  
CEO, ClubCorp

# Cool

CLUBHOUSES

THIS YEAR'S  
CLUBHOUSE OF THE  
YEAR HONOREES  
EMBRACE STYLISH,  
MODERN VENUES  
PERFECT FOR  
MEANINGFUL  
EXPERIENCES AND  
FAMILY ACTIVITIES.



# J. BANKS

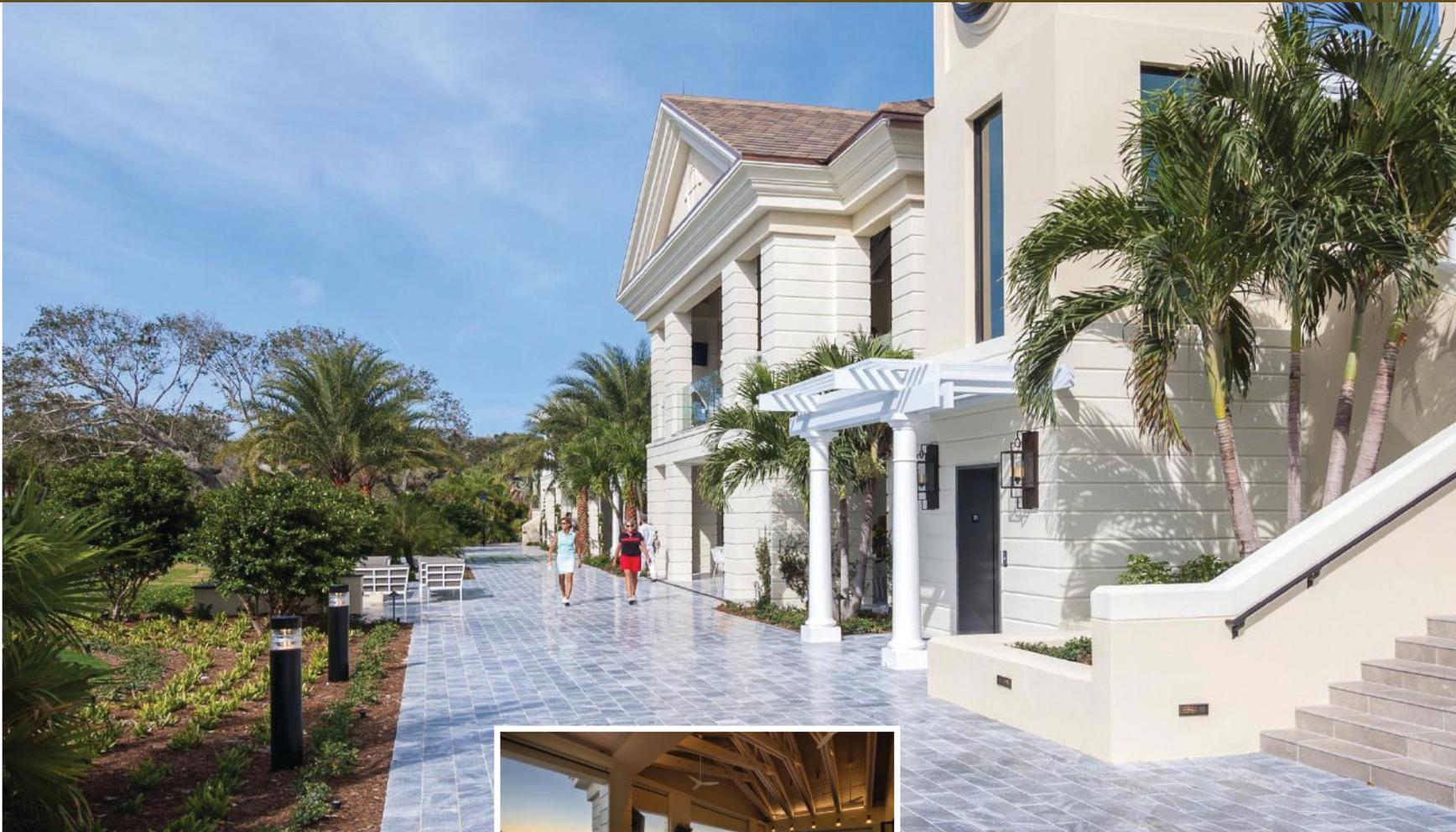
DESIGN GROUP



DESIGNERS OF  
JOHN'S ISLAND CLUB  
#1 PRIVATE CLUB REMODEL

J. BANKS DESIGN GROUP

35 N. Main Street | Hilton Head Island, SC 29926 | [jbanksdesign.com](http://jbanksdesign.com) | 843.681.5122



FIRST PLACE

**JOHN'S ISLAND CLUB**

Vero Beach, Fla.

**Owner:** John's Island Club

**Clubhouse architect:** Peacock + Lewis Architects and Planners

**Interior design:** J. Banks Design Group

**Contractor:** The Weitz Co.

**Construction cost:** \$13 million

It's hard to believe that a clubhouse at the beach in Florida could be gloomy. But the one at John's Island Club, built in 1995, did not exactly take advantage of that big red sphere in the sky.

"The rooms were dark," said Brian Kroh, general manager. And those rooms weren't meeting the needs of an evolving membership, either. The clubhouse didn't have a casual indoor restaurant.

The renovation changed all of that. A host of improvements were made. Casual dining was

added, as well as balconies to increase and encourage outdoor activities. Windows and sliding panels were installed to brighten up the place.

"The outdoor dining, the fire pits, the causal food – all of that changed the way people use the club," Kroh said.

One of the cooler new features is the Village Market, which sells grab-and-go items and coffee. Members can access it from the pro shop, so there's a lot of foot traffic. It's become one of the more popular features, he said.

The original clubhouse was built when golf was the club's main focus, Kroh noted.

"We've become a true family environment," he said. And the members wanted a clubhouse that met their needs. So the club responded – in a winning way.

**What the judges said:**

"[This entry] to me was the clear winner. Beautifully finished, clean look, great indoor/outdoor. Love the market that goes into the pro shop. Well done."

– Steve Cenicola