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Reunion[®]

RESORT & GOLF CLUB

**Gather with legends and
create treasured memories.**



Photo courtesy of Kristen Weaver Photography

Reinventing the Private Club Experience



HAMMOCK DUNES
Club
Always in an Oceanfront State of Mind

Innovate and grow or stagnate and die.

This could have been the slogan of the private club industry ten years ago. Following the Great Recession, clubs across the country were forced to find creative ways to add more value in order to maintain their membership. Many that struggled to adapt to changing demographics and lifestyles were left without a future.



Aerial view of the clubhouse

Today, we're in a much different industry, with more excitement and variety than ever before. Gone are the days of male-dominated memberships focused on golf and long, formal dinners. Private clubs are reinventing themselves to cater to dual-income households with more activities for families and a focus on health and wellness.

At Hammock Dunes Club in Palm Coast, Florida, we see health and wellness as a key contributor to growth and understand that golf alone is just not enough to attract new members. As such, we are investing millions into new health and fitness initiatives

and creating programming that will appeal to a wide variety of ages and interests. In fact, we recently opened a new state-of-the-art health and fitness center with on-demand and personalized fitness programs, and a completely reimagined clubhouse to serve our members. From pickleball to croquet, bocce and tennis, our members are never left wanting more options. Here are some of the key opportunities that we see in the private club industry for driving membership in the future and attracting a larger Millennial, Gen X and Gen Y population.

- **Creative Programming** – Hammock Dunes Club is investing much more in youth programming and after school activities. Events such as, "Breakfast with the Bunny" and "Breakfast with Santa," that cater to the entire family are widely popular. The goal is to plan member experiences that are fun for youth and adults. Face painting, balloon artists and Easter egg hunts drive attendance over the Easter holiday. Other examples include Trivia and Tapas nights, Casino night, movie nights and wine dinners provide something interesting for everyone in the family. Overall, this new programming keeps members engaged and creates a fun, youthful atmosphere that attract others.



- A Reimagined Fitness Center** – Health and wellness continues to be a priority for Hammock Dunes Club. The addition of our new state-of-the-art fitness center and popular new fitness instructor, Walter Sam, proves this fact. The new fitness center is positioned in a prime location on the property, overlooking the pool and oceanfront. With the new fitness center also comes a host of group classes and private instruction. We've recently installed a well-known fitness app, MindBody for members to schedule classes for spinning, yoga, weight training and aqua aerobics. And, a new spin studio will be a popular addition for members and young adults.



Aerial view of the croquet field

- Croquet, Pickleball and Racquet Sports Programs** – Why? It's popular among retirees, it's easy to learn and allows for more social opportunities. Hammock Dunes Club boasts one of two croquet fields in the country located right along the Atlantic Ocean. The club is home

to 102 players – one of the largest in the state of Florida. The club was also named Croquet Club of the Year twice. Croquet and pickleball have taken off in the private club industry, creating additional revenue opportunities and new ways to keep members engaged.

The future is bright for the private club industry and innovation continues to be a driving force. Hammock Dunes Club is growing and we invite you to take a look at the experience we're creating in Palm Coast. We continue to focus on family and fun, and welcome you for a visit. 🏌️

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