



Horseshoe Bay Golf Club - Egg Harbor, Wisconsin
Assistant General Manager

Horseshoe Bay Golf Club is a unique 24-year-old private golf club positioned right in the heart of the historic Door Peninsula, in beautiful Northeastern Wisconsin. With 53 beaches spanning wide-open sand dunes and rare limestone shores, nearly 300 miles of shoreline, Door County is renowned for some of the most beautiful beaches in Wisconsin and the Midwest at large. Nestled in the Town of Egg Harbor, Horseshoe Bay Golf Club offers golf, dining, swimming, and other activities on a seasonal basis. The membership of 656 is active in all areas of the club and is diverse in its background as they come to us from all over the country, but all have strong ties to the Midwest.

Since 2000, this individually owned Golf Club has provided Door County vacationers and residents the private club experience. Club membership is currently full, with a membership count of 656 with 225 as social members representing over 20 states. At the height of the season Horseshoe Bay Golf Club employs around 110 staff members. Horseshoe Bay is a seasonal club, open from May through October for golf and May through December for Food & Beverage. Club revenues of over \$7 M with approximately 18,000 rounds and annual food and beverage revenues of more than \$1.9 M. Member dining generates 75% of total food and beverage revenues. The F&B Operation is open 7 days per week from May through October and has limited dining, 3 days per week, in November and December.

The Club recently completed a \$7.5 M Clubhouse remodel in 2023 to sustain membership growth with proper sized facilities; right sizing the kitchen capacity for our food service demand, increasing capacity for indoor casual dining by reimagining the main dining facility, providing additional outdoor covered dining under a fixed structure on the north end of the property, adding administration offices and private meeting space, and increasing main level storage to improve operating efficiencies. The Club currently is in the development stage of creating an employee housing community on property in addition to its off-property offerings with intention to break ground March of 2025. This initiative aims to provide convenient and affordable housing options for college interns, J-1 Visa students, and seasonal professional staff enhancing employee satisfaction and retention.

About the Position

The Assistant General Manager (AGM) is a newly established role aimed at enhancing the member experience through active, visible leadership, staff development, and a keen attention to detail. Reporting directly to the Chief Operating Officer (COO), the AGM is responsible for leading the day-to-day operations of staff functions relating to Clubhouse, Food & Beverage, Beach Club, Housekeeping, and Facility Maintenance. The AGM supports the COO with the development and implementation of related budgets, operating reports, reforecasts, and forecasts regarding these areas of responsibility, and the management and control of operations to attain the desired results.

The role is designed for an individual with a proven history of continued achievement in roles such as Director of F&B or Clubhouse Manager, who brings strong dining expertise, wine knowledge, and a high-end service demeanor looking to gain experience at Horseshoe Bay Golf Club as a steppingstone to advance to a GM/COO role within the next 3-5 years.

Key Responsibilities:

Member & Staff Engagement

- The AGM is required to maintain a high level of daily member engagement. The successful candidate should be confident in this high visibility role.
- Given the visibility of this role and the active nature of the Club, it is required that the individual possess a high level of organizational and time management skills.
- Be an effective communicator, engage with, observe, learn, and listen to the Members and staff. Ability to mentor staff “in the moment”.
- Possess a strong passion and desire to be present during times of high business volume. Leading by example and working directly with fellow managers and service professionals.

Leadership

- Provide strong mentorship and direction of the F&B and Clubhouse teams so they can focus on improving service levels and continued growth.
- Be a focused and consistent evaluator of personnel, ensuring that standards of conduct and delivery are met; this includes oversight of high standards of appearance, hospitality, service, cleanliness of the food and beverage and clubhouse facilities.
- Collaborate with department heads to optimize staff scheduling, programming, performance management, and employee relations.
- Responsible for interviewing, hiring, training, planning, assigning, directing work, evaluating performance, rewarding, and disciplining associates; ensure they

receive the necessary training and resources to perform their roles as well as promoting professional growth through continued education.

- Perform annual evaluations of Clubhouse and F&B department heads and assist department heads with annual evaluations of staff.
- Attend and participate in Club Committee meetings as directed by the COO.
- Implement effective daily, weekly, and monthly communication across the clubhouse teams.

Financial

- Works alongside the COO and Controller on the development, execution, and overall management of all capital and operating budgets including long term forecasting.
- Identify revenue growth and cost optimization opportunities, contributing to the Club's overall financial success. Embrace the use of systems (including regular inventory processes) and technology to assist in the management of the club's F&B outlets and the financial performance of the operation.
- Ensure effective and efficient staff scheduling for F&B and Clubhouse teams while balancing financial objectives with Member satisfaction goals.
- Monitor financial reports, analyze variances, and recommend corrective actions as needed.

Candidate Qualifications

We are seeking an AGM who is deeply focused on enhancing the member experience and fostering employee growth, while collaborating closely with the COO on strategic planning, operational improvements, and financial development. The AGM will provide genuine leadership, demonstrating honesty and integrity with a positive, energetic approach. They will build strong emotional connections with members, inspire employees to exceed expectations, and lead a high-performing team of talented managers.

Essential Qualifications

- Bachelor's degree in hospitality management (or equivalent), or eight or more years of the necessary and appropriate experience in private club management.
- Certified Club Manager (CCM) designation or proof of a strong commitment to obtaining this designation and a member of Club Management Association of America (CMAA).
- Strengths in effective communication, organization, team development, training, budgeting, financials, and sales.
- Proven leader who can manage employees, motivate, and build lasting relationships; considers themselves a self-motivator.

- Ability to manage confidential information with discretion, be adaptable to competing demands, and demonstrate the highest level of member service and response.
- Proven ability to execute operations at a level that will ensure a premier club experience.
- Strong knowledge of POS systems, financials, budgets, procedures and processes.

Date Position Available

Immediately

Salary and Benefits

This position offers a competitive salary, incentive compensation program, and an excellent benefit package which includes medical, dental, vision, life insurance, short-term disability, Safe Harbor 401K, paid time off, clothing allowance, meal allowance, and more.

Please send resumes to:

Please submit your resumes and cover letters to Chief Operating Officer, Andrew Morel at amorel@horseshoebaygolfclub.net or mail to:

Andrew J Morel, CCM
Chief Operating Officer
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