



Best Practices for Private Club Renovations

A quick guide on planning and expectations

EUSTIS CHAIR
CHAIRS THAT MEET THE TEST OF TIME
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Time for an Upgrade?



Increasingly over time, private country clubs are facing many challenges in obtaining new members and sustaining current members' interest. Many clubs feel the pressure to renovate to remain competitive among the other modern thriving clubs and facilities. Clubs then attempt to renovate to add value to their current customers and compete with perks of other clubs. With a now stronger economy, country clubs have more funds to invest in the future of their club and future engagement of members.

One of the largest challenges country clubs face is how to integrate and satisfy the needs of both older and younger generations. The older generation expects a formal, more sophisticated, high end experience, while younger generations are attracted to modern, casual, and fun atmospheres. Many past formal expectations for country clubs no longer suit the needs of millennials or families with young children, key target markets for current clubs. Thus, renovations are one of the best ways to capture the attention of people from all demographics, as well as create a facility that stands out and is second to none.

Lots to think about—we know! But don't worry, in this Country Club Renovation Guide we will give you all the tools and ideas to start you off on your journey to your dream country club renovation.



First Steps

Okay, here we go, from the top. At this point, all we know is that you may be considering and upcoming renovation. So what are the first things you should consider?

Know Your Club. Renovations can be tough because it's necessary to strike a balance between the original charm of the facility and an upgrade that will excite and delight all members. Is your club of historical or traditional style and are you looking to maintain the ambience? Or are you looking for a brand new atmosphere with a modern, state-of-the-art twist? When renovating, it's important to set the tone of the upgrade and be consistent throughout all spaces of the facility. Create your vision and work with architects and interior designers to craft your master plan.

Communicate with your Members. Who knows the needs of your members better than your members? Communication is absolutely key when designing your renovation. Make sure to survey members to find out their priorities and expectations before, during, and after your project. The number one priority to your facility is making the members happy, so check in throughout the process to get a beat your members' questions and concerns.





Plan Smart. For seasonal country clubs, the best time to renovate is in off seasons or lulls in member participation. If you're a summer yacht club, for example, plan your major construction or renovation in the fall or winter. Don't forget that these renovations take time, so know your timeline and plan your end of project date before your busy

season starts. Renovations can create anxiety in your members, as well as disruption to regular activities or events. So, try to plan your renovation at the optimal time for you club.

Hire Experts. Feeling overwhelmed? Don't worry, there are people that know exactly how to help you in each specific section of your renovation (including us!). There are talented professionals in the architecture, interior design, construction, and furniture design fields that are more than happy to assist you in your vision for your renovation.

Know Your Budget. Whether you're facing a large renovation project or a small one, budget is of the utmost importance. Your new renovation (hopefully) will last decades, so you want to find the highest quality, most cost-effective materials. The new furniture, fixtures, and equipment will be facing a ton of use in the years to come and nobody has time to do redo's or touch ups. Pick quality, cost effect products that will provide success in the future.



Save Money in the Future by Buying Quality Chairs Now

We all know how to distinguish between someone who's cheap and someone who's economical. The economical person has a forward-thinking mindset and plans their purchases that way; this is so that whatever they buy will cost them less money overall. The cheap person, on the other hand, doesn't. And, unfortunately, the cheap mindset ends up costing much more than an economical one.



We see this frequently with decision makers considering our chairs. Too often, the only times we are not selected are due to concerns over pricing; our chairs, being on the high end of all chairs, also command high cost. These institutions choose “cheaper” chairs instead, only to have them break down in five years. In these cases, they must purchase new chairs twice when it could have been avoided with tougher, better crafted chairs. This lesson goes for any major purchase: **go with the option least likely to give you a surprise bill down the line.**

If you're deciding between two products now and your main concern is cost, calculate how much each will cost you in the long run. Everyone wants to come in under budget and save money, but don't shortchange your future self in doing so. Who wants to keep paying for the same commodity when it could have been avoided?

Buying quality chairs like ours is a crucial part of environmental sustainability, and one that noticeably decreases your carbon footprint. Here's why: the service life of a Eustis Chair is, at minimum, twenty years. Our focus is on seating that can withstand the daily rigors of busy institutions, and it shows through decades of solid use. None of our competitors can match our warranty guarantee; our chairs will last long after others have been sent to the landfill. Additionally, as the only renewable construction material, wood remains your best choice for going green.

Need some examples? Just ask the Adirondack Library, who chose our chairs after their newer ones broke down. Or the Belmont Hill School, whose chairs are still so useful that they've been repurposed for a new area of the school. Or even Harvard University, whose freshman dining chairs were installed in the early 90s and still going strong today. They join the hundreds of institutions in the US that know what we do: there's no beating buying quality chairs for savings that meet the test of time.



7 Spaces to Consider for Renovation

Now that you know what to keep in mind when starting your renovation project, here are 7 spaces in your club to consider upgrading for a better member experience.



1. Dining Spaces. Dining spaces are some of the most important spaces in a country club both socially and financially. All members regardless of age want a nice place to be social and gather with friends and other members. Now a days, it's imperative that country clubs have several dining facilities to suit the needs of various demographics. Older generations tend to enjoy a more sophisticated or fancy experience, while younger generations or families with young children may want a more casual quick dining option. It's extremely important to create a dining setting that is comfortable and inviting to all members. And that's where we come in...Eustis Chair makes the most durable, sustainable, stacking and non stacking elegant seating...and we're always happy to help!

2. **Bars.** It's no secret that people gravitate towards a good bar. Bars are a wonderful place to gather, whether it's a beer with a few buddies after 18 holes of golf, or a nice glass of wine before an elegant dinner. Bars in country clubs can be both sophisticated and casual depending on the demographic you trying to draw. It's important to create a pleasant and comfortable place for a drink (maybe in a Eustis Bar Stool?).





3. **Golf Course.** If your Country Club has a golf course, consider re-vamping it. Along with the upkeep of the greenery, your golf course may need a few tweaks. As we progress technologically as consumers, we expect more and more technology—especially younger members. Can you add technology to your course or golf

clubhouse? Can you add to the course to make your course a hot spot for tournaments or events? The golf course can be a great source of revenue and potential renovations might separate you from other golf courses in the area.

4. **Pool.** Often, country clubs have a hard time catering to families with young kids. Country clubs have a reputation of primarily attending to older folks. And while this is important, it's equally important to create family friendly facilities. The addition or renovation of the country club pool has huge potential for an increase in revenue. Pools are a natural social hub and where people gather, food and drinks follow. Does your pool have the parameters to create a swim team and host swim meets? Does it have a poolside snack area or bar? In addition, young members that have grown up around the club and have had positive memories and experiences are likely to become members when they are adults or have families of their own, keeping your country club experience alive.



5. **Tennis Courts.** Tennis courts are another option for social engagement or an influx of traffic to the club. The more activities there are for members to partake in, the more time they'll spend at your facilities. Tennis courts may also create an opportunity for revenue in lessons or children's camps. Can you create country club tennis teams and host matches? Can you bring in non-members that are interested in tennis lessons?



6. **Gathering/Conference Spaces.**

Country Clubs that have large spaces for venues have the potential to create revenue by renting out large spaces. Few clubs or venues can suit big events or parties, so make your venue a local go-to. In our opinion, of course, the ability to provide enough seating that is comfortable yet beautiful is the most important component to an elite event

space, stackable chairs are a great way to maximize your space. We specialize in stacking (and non-stacking) chairs that stack 8 chairs high and will allow you to seat the whole conference with ease.

7. **Outdoor Spaces.** What is more picturesque than watching the sunset on an terrace or outdoor seating area? Having a well-designed and outfitted outdoor seating area will bring in more business by bringing in more traffic. Members love to order a drink (maybe at a new outdoor



bar?) and spend a couple hours hanging out with their friends enjoying the fresh air. The addition or renovation of an outdoor area may also bring opportunities for event hosting, parties, or activities.



How Many Eustis Chairs Can Fit in a Closet?

One of the benefits of our hardwood stacking chairs is new storage capabilities, as our chairs will take up less space than the average seating. To fully test this, we decided to see how many of our chairs will fit within a 9 ft by 6 ft closet, which seems to be common for our club and university clients. In the photos you can see our Merrimac models, which we have stacked ten high. For most of our stackable models we recommend stacking six to eight chairs, although up to ten is fine for chairs without arms.

The Results. After stacking, ten chairs take up about 36 inches by 18 inches of space. The 3' length was measured by how far out the stacked chairs extend, and the 1.6' width remained the same as the chair width. It took little time to stack these chairs and move them into this area.



Here's what we found: for our 9'x6' storage space, **we comfortably placed ninety chairs** in it thanks to our stackable feature. If we wanted to place additional chairs in this same closet space, we could add thirty more chairs – or three additional stacks – with very tight spacing between each stack, for a total usable space for one hundred and twenty chairs.



This stacking capability wouldn't be possible without our advanced joinery, unlike anything else on the market. The Eustis Joint, which makes our seating near-impossible to destroy, ensures that tensile stress from stacking won't cause them to break. In fact, your chairs are guaranteed to last for twenty years minimum with the Eustis Joint, which is the longest warranty we've seen for beautifully made wood chairs.

In our line of stacking hardwood chairs, we can stack both side and arm chairs as needed. Arm chairs can stack up to six high, while side chairs can stack up to eight or ten high; the stacking capabilities depend on the model and design. If you have a mix of side and arm chairs, they can be stacked together. In fact, they can be different models of Eustis Chairs and still stack fine! We send a quick guide with stacking chairs to show how to best take care of your chairs with stacking for storage, and are happy to offer further guidance at any time if so needed.



Next Steps

Feeling a little more at ease? Good! That's what we were hoping for. If you're prioritizing the needs and desires of your members, you are already going in the direction. Creating the most comfortable, competitive facility in your area is challenging and time consuming, but will be more than worth it in the end.



What is the next step? Aside from creating a more in-depth survey to find out your members' priorities, you're going to need to get together a board to make your renovation decisions. Then, do more collective and collaborative research to figure out exactly what you want the end result of your renovation to be. Once you have a rough plan, you can hire industry experts that will bring your ideas to life.



Remember, the possibilities are endless! This is a creative project just as much as it is functional. Now, you're well on your way to creating your dream country club.



Think you're ready to talk to us? We're always happy to chat with you and help you out with your future chair plans. Contact us online at eustischair.com, or directly at 978-827-3103. Thanks for your interest!

