

# Highland Woods Golf and Country Club

A photograph of the Highland Woods Golf and Country Club clubhouse at dusk. The building is a large, light-colored structure with a covered entrance supported by white columns. Several tall palm trees are planted in front of the building, and an American flag flies on a tall pole to the left. The scene is illuminated by warm interior and exterior lights, creating a welcoming atmosphere. The sky is a deep blue, and the foreground shows a paved area and a landscaped island with flowers.

Investing in our future...  
Project 2022









## President's Message:

Highland Woods is known as the "hidden gem" located just off U.S. 41. We, our family and guests enjoy all that our community has to offer: our beautiful golf course and practice facilities, terrific indoor and patio dining, a top-notch fitness facility, multiple pools, bocce, and tennis, all in an idyllic tropical setting.

As with any jewel, it is important to maintain the luster and for that reason we are proposing Project 2022 to you. Our Mission Statement indicates that we should provide new or upgraded services, amenities, facilities, and activities that increase the value of each members' residence as well as providing activities that enhance member enjoyment and make HWGCC competitive with other like communities.

Project 2022 began in early 2020 when the Board of Trustees decided to create the Strategic Planning Committee. The pandemic slowed the process but in late 2020 six community members, along with three Members of the Board of Trustees began the process of developing a long-range plan.

The Planning Committee conducted focus groups and did a community wide survey. Our membership cited a cabana with outside dining, a "resort like" pool and pickleball as the areas that needed to be created and/or improved. The Committee developed plans to address these concerns. Committee members visited other like clubs and communities to evaluate current and planned amenities. Comparisons were developed, and ideas and lessons learned were incorporated into the planning process. They met with experts to design this plan which meets the goals defined.

Numerous member meetings will be held to discuss these options and to allow residents to add input. These meetings are critical in making Project 2022 a member-based plan based on input and feedback received.

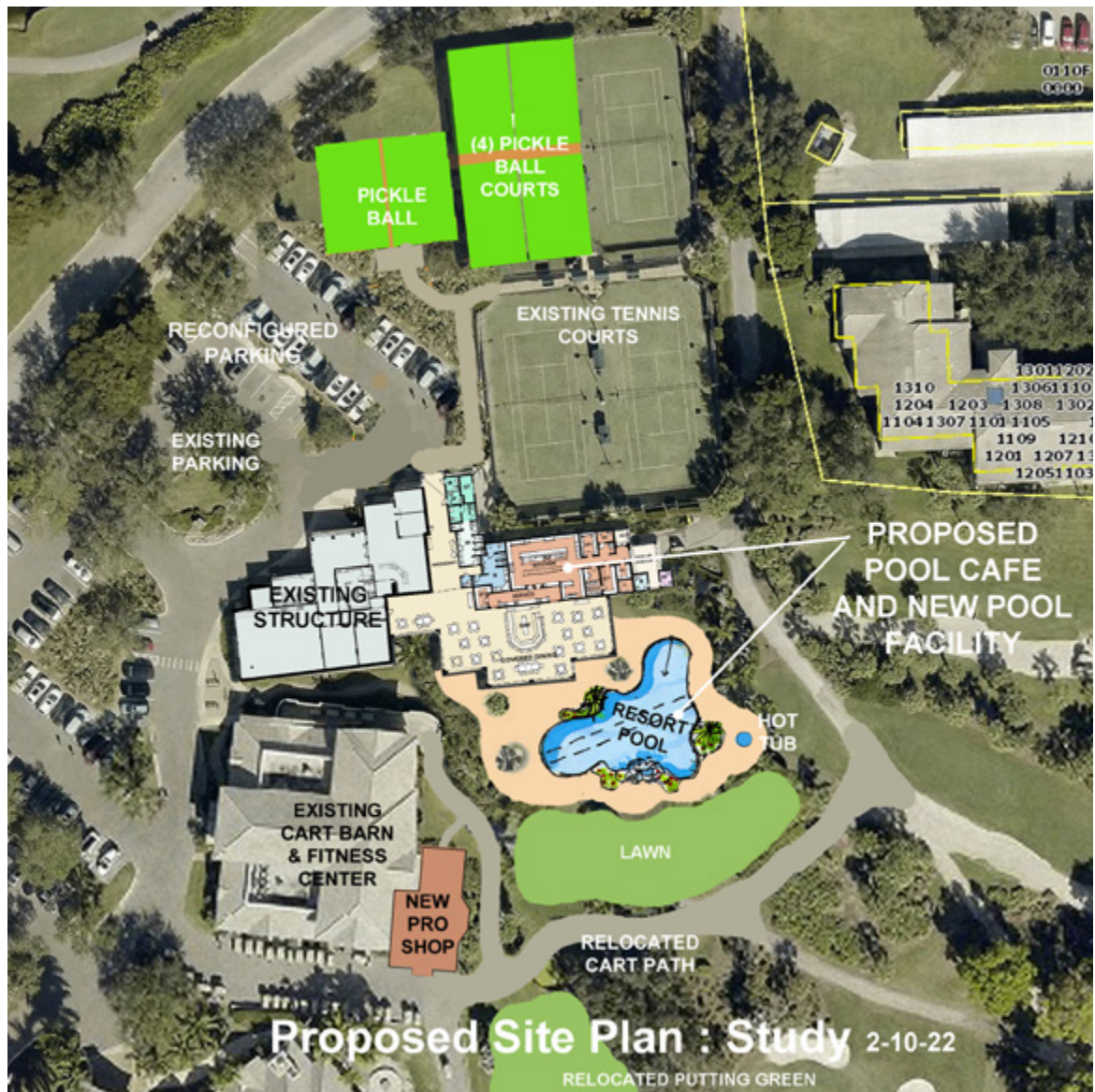
This brochure provides you with the Committee's recommendations for a new pool, cabana/café, pro shop, and racquet facility. Golf renovations are also proposed.

We will soon be at the point of member decision. I urge you to review this brochure thoroughly and carefully and if you have questions or concerns to contact your Board of Trustees representative or anyone on the Planning Committee. If we expect to remain competitive, attract new members, fulfill our mission statement, and continue to be a successful and desirable community I recommend you vote yes on this major improvement project.

**Board President**

*"Our strategies will provide new or upgraded services, amenities, facilities, and activities that increase the value of each members' residence as well as providing activities that enhance member enjoyment and make HWGCC competitive with other like communities. The strategic plan is derived from a compilation of data collected from the HWGCC community and external sources. This compilation of data identifies HWGCC's strengths, weaknesses, threats, risks and opportunities both internal and external."*





## Project Goals:

To incorporate our members' preferences and provide/enhance amenities while keeping an element of synergy in one central place. Based on what you have told us, you will see on the following pages the proposed projects to enhance your way of life at Highland Woods and create extraordinary moments.

- Create a Resort Style Pool with lap lanes, soft seating areas and attractive ambiance.
- Create a Poolside Café that offer dining with a island-style bar, open dining and a kitchen that offers both hot and cold light fare menu.
- Create a Racquet Facility, including 6 pickleball courts and 3 Har-Tru surface tennis courts.
- Provide a new Pro Shop that includes a larger retail space, restrooms and changing room.
- Create a larger putting green.
- Greens resurfacing improvement.
- Address required additional parking based on proposed enhancements located in the satellite parking by the Heathermoor buildings.

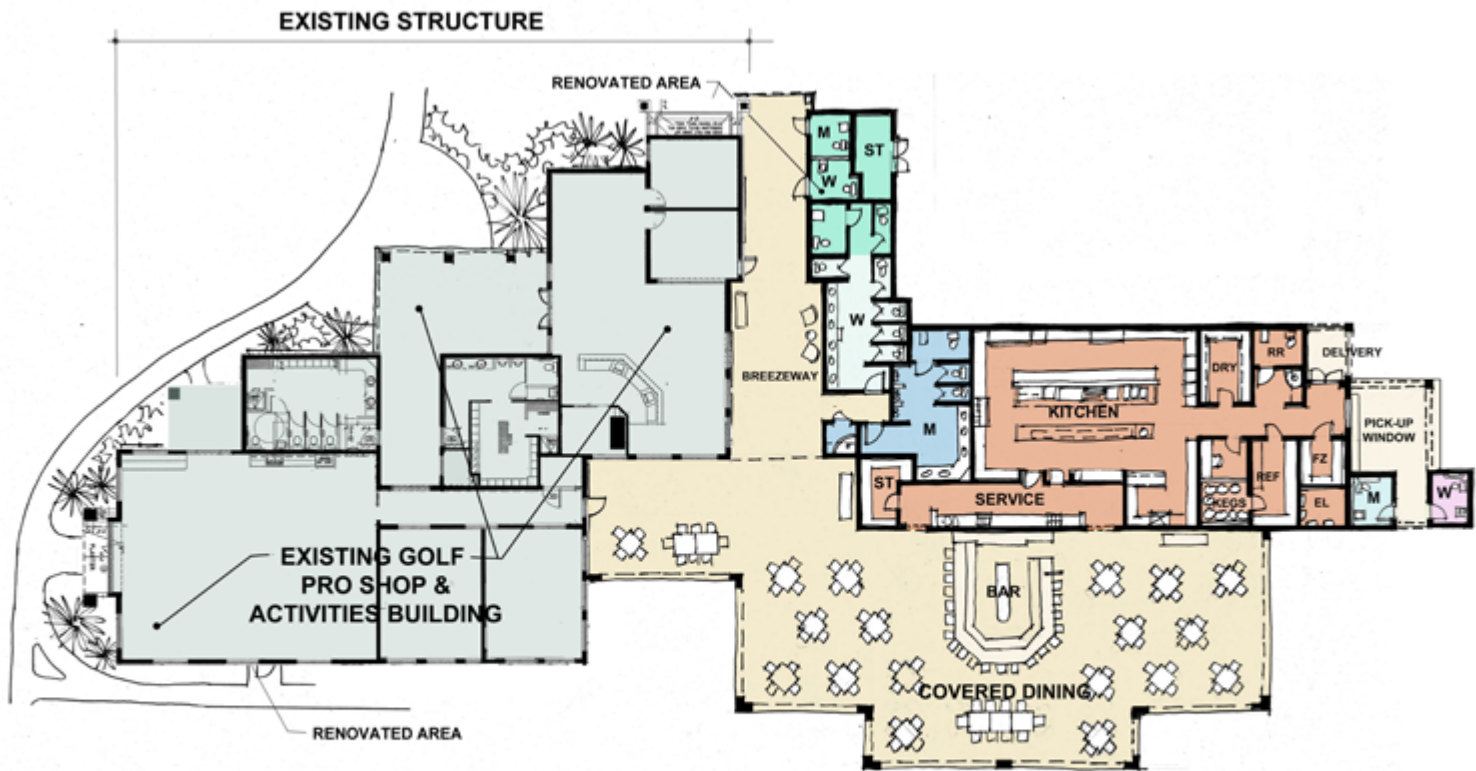




## Highland Woods Golf and Country Club Pool Café Concept

Dining and drinking at Highland Woods is not just going out for a bite. This is the social center of our Club. Everyone comes together at the Club where a drink or a meal becomes a social encounter. The Pool Café addresses our member “wants” by offering another unique venue with a more casual atmosphere. This expansion adds and elevates an already adequate and established dining facilities by offering the following:

- Lagoon/Resort Style Pool (est. 3200 sq. ft.) surrounded by lush landscaping and includes:
  - Two 25-meter (est. 85 ft) lap lanes, a hot tub and a water feature
  - A beach or zero entry (graduated depth) for easy walk in
  - An ADA certified chair for handicapped access
  - Salt water and geothermally heated
  - Lounge chair and soft seat dining
- Pool Café providing a resort-style space for casual eating and perfectly suited for the active Highland Woods lifestyle.



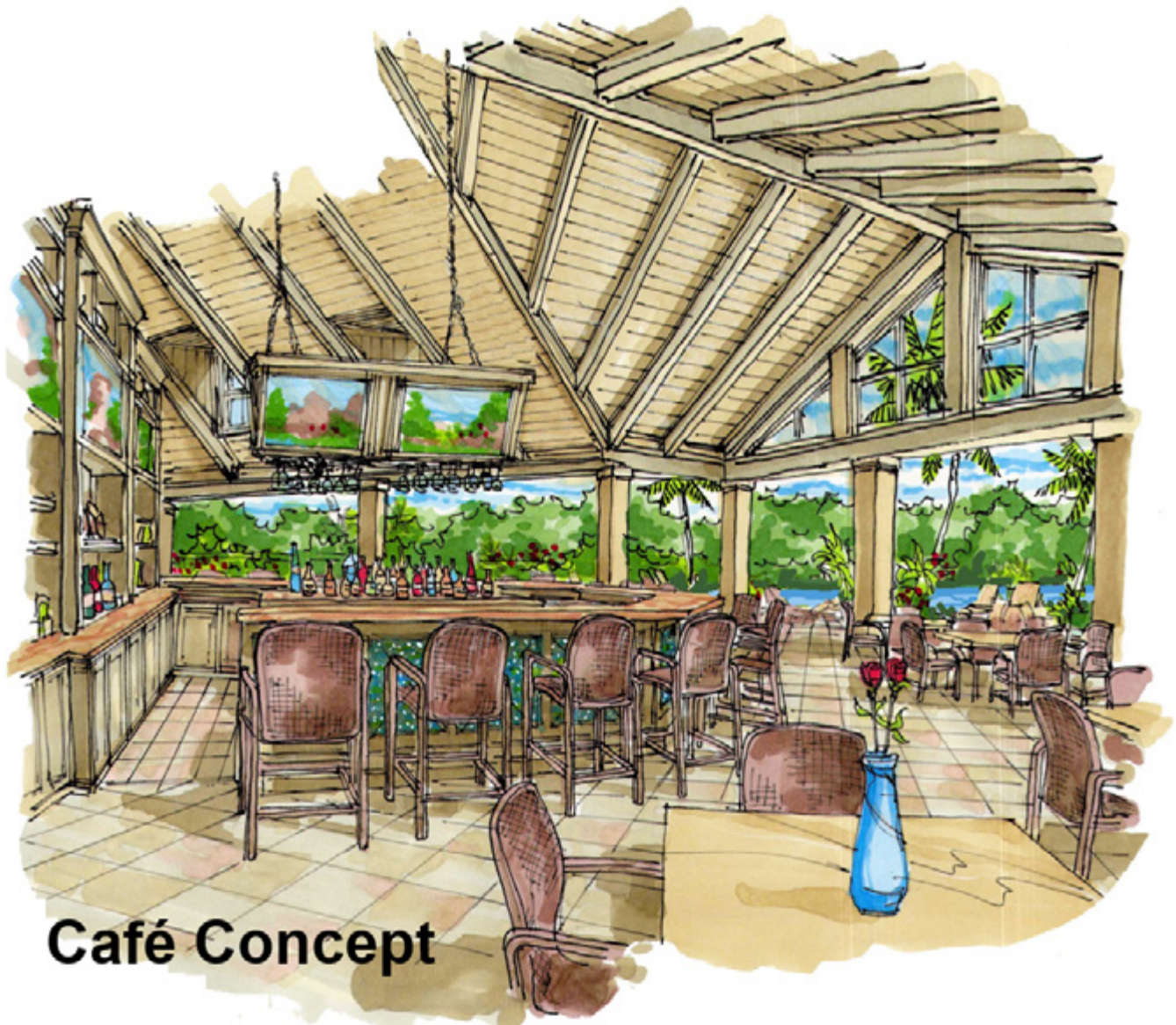
## Proposed Activities Building and Pool Cafe Concept Floor Plan

The new Pool Café provides another focal point of our Highland Woods experience, bringing together the Café Bar & Dining, Tennis, Pickleball and Pool. The new casual and open dining atmosphere will surely become a hub for golfers, tennis and pickleball players needing a refreshment break or a social outlet for players before or after their matches. In addition to regular daily use, it will be wonderful venue option for outdoor special events.

### Pool Café Includes:

- Island-Style Bar Seating/view.
- Increase dining and 19<sup>th</sup> hole options.
- Provide shaded dining.
- Entertainment area.
- Sound systems and TVs for Sports and Entertainment.
- Pick-up Window for Members.





## Café Concept

The new Pool Café (estimated 3600 sq. ft.) provides another unique character venue where Highland Woods members, family and guests can have a casual, spontaneous dining and social interaction in an inviting ambiance with a tropical feel. The open-air dining and outdoor soft seating will be an attractive option for members to dine al fresco or enjoy a cocktail at sunset.

Club membership usage studies have been conducted by RSM US LLP and Golf Global National reflects this type of venue increases member usage in the Club. Developers and other like communities have also seen this upward trend and are quickly enhancing their Clubs to provide this casual island-style amenity to their fold.

***“We are creating a space where people want to be.”***

– Architect David Humphrey





## Highland Woods Golf and Country Club Proposed Golf Pro Shop

The Golf Shop will be relocated to a new estimated 1900 sq. ft. annex of our existing Cart Barn/ Fitness building bringing our Golf Operation together. The new Golf Shop will be better able to serve our members and ease the check-in process while members are perusing the merchandise.

The new and larger putting greens (not visible here but located closer to the 18<sup>th</sup> green) will be more easily accessed on foot than our current putting green.

Views from the gym will be minimally impacted: Two of the windows are in the stairwells. The studio will have new equipment in the rear studio window area. The treadmills will have a bit of roof slope visible, but the viewers eye will be drawn beyond to enjoy the view of the café and pool.

(\*And repurposing the old Pro Shop provides better situated space for member meetings and leisure activities.)





## Proposed Golf Pro Shop

1920 SF

10-14-21

The new Golf shop will provide an improved layout to better service our members during day-to-day operations as well as during tournaments. The expanded Golf Shop will also include an office, necessary storage & work stage, changing room, restroom facility and covered entries. The first place a golfer goes is to the Golf Shop – this promises to be a wonderful start to a round.





## The Racquet Facility

**Pickleball** is the Number 1 requested amenity improvement in the focus groups and survey. The sport is recognized by SW Florida realtors as becoming increasingly more important to buyers. The sport is easy to learn, and the ongoing cost is low.

The Racquet Facility will include 6 new pickleball courts with an upgraded asphalt, rubber surface. Every effort will be made to ensure the pleasing aesthetics and sound abatement as required by the City of Bonita Springs.

The remaining 3 tennis courts will be refurbished with Har-Tru surface.

This Racquet Facility will be state of the art and built with premium surfaces, as good as it gets without being indoors. It will provide a much needed social and playing area for our pickleball and tennis players.









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