

KOPPLIN KUEBLER & WALLACE

THE MOST TRUSTED NAME IN EXECUTIVE SEARCH AND CONSULTING

GENERAL MANAGER PROFILE: COWBOYS GOLF CLUB GRAPEVINE, TX

GENERAL MANAGER AT COWBOYS GOLF CLUB

Cowboys Golf Club is one of the most uniquely branded golf experiences in Texas and the country. One of the more unique features is the fact that it is an all-inclusive priced daily fee golf experience. Customers pay one fee that includes golf, cart, and all food and non-alcoholic beverages for the day. It's an excellent opportunity for that Golf/Hospitality professional to lead a team in a very progressive for-profit environment. The ideal candidate will have the ability to lead the overall operation by maintaining quality standards and maximizing profits, developing, and retaining employees, and delivering an unparalleled experience daily for the customer. Additionally, they will bring positive energy and a charismatic presence to the position while working closely with all departments, staff, and the Arcis Golf corporate team. The ability to drive revenue, exercise efficient yield management, and manage the expense side of the business is a necessary skill set while exhibiting the highest standards of hospitality to their customers, and team. Being abreast of the latest in golf technology will serve this individual well as Cowboys Golf Club strives to stay on the cutting edge of the industry. He/she will report to the Senior Vice President of Arcis Golf who is responsible for Cowboys Golf Club.

[Click here to view a brief video about this opportunity.](#)

COWBOYS GOLF CLUB

Etched into the rolling hills of Grapevine, Texas, Cowboys Golf Club stands out as the first and only NFL-themed golf club globally and one of the region's premier all-inclusive resort golf properties. Open to the public seven days a week, the club offers a myriad of amenities including golf, dining, hospitality, and event hosting. Its championship golf course is adorned with stone markers celebrating the rich history of the Dallas Cowboys, providing a unique experience for golfers of all levels.

Situated on 159 acres of pristine natural landscape in Grapevine, Texas, Cowboys Golf Club stands as a testament to the fusion of sporting prowess and natural beauty. Crafted by the renowned architect Jeff Brauer, this championship golf course transcends mere recreation, offering an immersive experience that pays homage to the legendary Dallas Cowboys.

Thick clusters of majestic trees border gently undulating fairways, leading golfers on a journey through a landscape teeming with life. Immaculately maintained greens beckon players of all skill levels, while dramatic elevation changes and dense forests provide strategic challenges and breathtaking vistas. With four sets of tees on each hole, Cowboys Golf Club ensures that every golfer can enjoy the thrill of the game amidst a backdrop of Cowboys history. Stone markers and visual tributes peppered throughout the course offer poignant reminders of the Cowboys' storied legacy, enriching the golfing experience with tales of triumph and glory.

Complementing the championship course is a picturesque golf practice facility, where players can hone their skills under the Texas sun. The Ring of Honor Kitchen and Bar (ROHK) invites guests to savor culinary delights inspired by the iconic ring that adorns Texas Stadium, paying homage to the luminaries who have graced the gridiron for the Dallas Cowboys.

The Club's spectacular contemporary-style clubhouse serves as a remarkable centerpiece for dining, socializing, and special events, and with the Hall of Honor stands as a sanctuary of reverence, showcasing the coveted Super Bowl trophies and memorabilia that immortalize the heroes of Cowboys lore.

Historical markers scattered along the golf course offer glimpses into pivotal moments and legendary players, weaving a narrative of sporting excellence that captivates fans worldwide.

COWBOYS GOLF CLUB BY THE NUMBERS

- \$15M Gross volume approximately
- \$5.2M F&B volume approximately
- Food Cost 23%
- 40% a la carte 60% catering & tournaments
- Guests pay a daily fee
- Annual Rounds of Golf 56,000
- 100 Employees (FT)
- Gross Payroll approximately - \$3.1M
- Club POS – E2 suite
- For-profit Club

COWBOYS GOLF CLUB: www.cowboysgolfclub.com

GENERAL MANAGER – POSITION OVERVIEW

The General Manager (GM) will oversee all Club departments and be present and have eyes on club operations. The GM will work in close collaboration with all departments, and the Arcis team, to result in a high standard of hospitality, service, quality, accountability, and creativity standards. The position requires excellent administration skills. It also requires timely communication and high visibility within all departments at all times.

The GM is responsible for the overall direction, coordination, and service of all Club departments. Also, provide assistance and guidance to the Department Heads through working closely with them, understanding, preparing, and supporting Club functions. The GM will carry out management responsibilities by Arcis Golf's organization's policies and applicable Federal and State laws.

It is understood that the GM will have lived and exhibited through their past experiences an overall understanding of the importance of the Pillars of Arcis Golf - Health and Wellness - Experiential Dining - Lifetime Sports -Arts and Entertainment.

PRIMARY RESPONSIBILITIES OF THE NEW GENERAL MANAGER

- Lead and direct all departments including golf operations, food and beverage, sales, merchandising, and agronomy. Ensures all departments are achieving goals and maintain strong working relationships.
- Allocate appropriate administration time for planning, budgeting, scheduling, training, and meeting with department heads to deliver an exceptional golf and hospitality experience for the customer.
- Enhance the feeling of intimacy throughout the club property by developing meaningful relationships with customers and staff.
- Partner closely with the Corporate Revenue, Sales, and Marketing teams to create and execute programming, marketing plans, sales, and pricing strategies.
- Ensure financial targets are being met and appropriate accounting procedures are being followed consistently. Monitor forecast and results on a daily/weekly basis and adjust as needed to achieve targets.
- Create and execute short-term and long-term operational and financial plans for the club.
- Responsible for the selection, development, leadership, and retention of talented staff.
- Ensure compliance with national programs such as Players Club, Core Beverage Program, Menu Program, Approved Product List, and Beverage Cart Program.
- Monitor forecast and results on a daily/weekly basis and adjust as needed to achieve targets. Ensure proper controls are in place and being followed to accurately track revenues, payroll, inventories, and expenses.
- Ensure staff provide excellent customer guest service.
- Ensures golf course complies with all federal, state, and local laws.

- Maintain a superior hospitality and service attitude motivated by making decisions based on what is best for the Company, customers, and staff.
- Maintain high ethical and moral standards that are reflected in all their daily interactions with anyone.

CANDIDATE QUALIFICATIONS

- Minimum 5 years of leadership experience in the golf, service, lodging, or hospitality industry preferred.
- Having a consistently upward-tracking leadership experience in a contemporary business model club, resort, or similar hospitality operation known for high service standards – and experienced golf/hospitality professional
- Experience in the for-profit space of the hospitality/club industry or a good understanding of the for-profit operating model.
- Tee sheet and yield management pricing experience
- Proven and verifiable leadership qualities with demonstrated ability to direct, coordinate, and control all facets of a busy, highly amenitized, full-service daily fee golf club.
- Excellent written and verbal communication skills.
- Proactive approach to problem-solving with strong decision-making capability, and the ability to pivot quickly.
- Ability to define and achieve high-performance goals and meet deadlines in a fast-paced environment.
- Ability to manage multiple projects and tasks simultaneously.
- Effectively builds strong relationships within the Arcis framework, and with customers and staff.
- A team builder. A person who embodies the persona of ultimate coach and motivator, bringing out the best in others by setting clear goals and expectations, providing consistent feedback and support, and treating others with respect and professionalism.
- A confident, diplomatic, and competent professional who is a doer and take-charge person and who recognizes the importance of accountability.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A bachelor's degree is preferred, with a focus on Hospitality Management a plus.
- In lieu of the degree, substantial private club or hospitality experience will be considered.
- Industry certifications such as CCM, CCE, or a PGA Certified General Manager are encouraged but not required.

EMPLOYMENT ELIGIBILITY VERIFICATION

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification form upon hire.

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience. The club offers an excellent bonus and benefits package including association membership and the following Team Member Lifestyle Perks:

- Medical, mental health, dental, and vision insurance
- Life Insurance
- Accident & Critical Illness Insurance
- Pet Insurance
- Paid time off
- 401(k) plan and match
- Food & Beverage discounts throughout the portfolio
- Golf benefits
- Employee assistance program
- Career Growth
- Flexible Schedules
- Development Opportunities

INSTRUCTIONS ON HOW TO APPLY

Please upload your resume and cover letter, in that order, using the link below. You should have your documents fully prepared to be attached when prompted for them during the online application process. Please be sure your image is not present on your resume or cover letter; that should be used on your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to Ronald Massey, Chief Human Resources Officer – Arcis Golf, and clearly articulate your alignment with this role why you want to be considered for this position at this stage of your career, and why Cowboys Golf Club and the Dallas-Ft. Worth, TX area will be beneficial to you, your family, your career, and the Club if selected.

It is suggested that you apply for this role as soon as possible as the position is currently open and it is desired to fill it in early 2024. Candidate selections will occur in March 2024 with first Interviews expected in March through early April, and second interviews a short time later. The new candidate should assume his/her role by May 1, 2024.

IMPORTANT: Save your resume and letter in the following manner:

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – Cowboys”

(These documents should be in Word or PDF format)

Note: Once you complete the application process for this search, you are not able to go back in and add additional documents.

[Click here](#) to upload your resume and cover letter.

If you have any questions, please email Bethany Taylor: bethany@kkandw.com

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