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MONTHLY

Asia's demographic shift

The end of golf,
by David B. Hueber

JULY 2013

PELICAN MARSH GARNERS WORLDWIDE RECOGNITION ...

Golf Course Renovation of the Year Finalist

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Pelican Marsh Golf Course Recognized by Golf Inc. Magazine

By Rick Virdinlia

The recently completed renovations to the von-Hagge designed golf course at Pelican Marsh Golf Club received 2012 Renovation of the Year honors from *Golf Inc.* magazine.

An annual international contest recognizing public and private clubs for their achievements in golf course renovations.

According to an article in July's *Golf Inc.* magazine, the judges considered the \$2 million renovation project at PMGC to be a wise investment and a superior effort... that not only helped the club recover their membership, increase the pace of play and stabilize maintenance costs, but also "... created a new buzz about the course."

Kimberly Doerseln, PMGC Marketing Director, noted that the renovations were undertaken without an assessment and focused on the club's members. "The renovations not only allow us to better control course maintenance costs, but to continue to provide the high, day-to-day level of play members have come to expect at Pelican Marsh," said Doerseln. "In fact, we sold 62 memberships during the renovations and are nearing our membership cap."

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The renovations included complete reconstruction of all tees, greens and surrounds, as well as softening of PMGC's signature mounds and the installation of a new, state-of-the-art greens irrigation system with the addition of 125 computer-controlled sprinkler heads

and the replacement of 25 fairway satellite boxes.

Additional work included rejuvenation of the practice facility's tees, putting green and chipping area, as well as the expansion of the course's preservation area by nearly 2.5 acres. Work also included upgrades to cart paths and player facilities, including the clubhouse.

Smelek Design, (A Von Hagge Legacy Group) the original architectural firm of the course, designed the renovations. Ryangolf Inc. oversaw construction.

Pelican Marsh Golf Club is a member-owned private club located on US 41, North of Vanderbilt Beach Road, next to Mercato. Their address is 1810 Persimmon Drive, Naples, FL 34109. Club and additional renovation information, including a video tour of the community and club, can be found online at www.PelicanMarshGC.com. Phone: (239) 597.0016.