

KOPPLIN KUEBLER & WALLACE

THE MOST TRUSTED NAME IN EXECUTIVE SEARCH AND CONSULTING

GENERAL MANAGER PROFILE: ST. PETERSBURG YACHT CLUB ST. PETERSBURG, FL

THE GENERAL MANAGER OPPORTUNITY AT ST. PETERSBURG YACHT CLUB

The St. Petersburg Yacht Club (SPYC) has a long tradition of sailing and racing excellence. The Club is seeking a General Manager (GM) who is an effective hands-on leader, business executive, and someone with impeccable credentials. The successful candidate should be widely respected and regarded for how he/she conducts business, as well as for the results achieved thus far in his/her career. Especially critical is to be a keen developer/mentor of staff and ensure that necessary and appropriate accountabilities are in place for all levels of employees within the SPYC organization.

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

ST. PETERSBURG YACHT CLUB

Established in 1909, the St. Petersburg Yacht Club is a Platinum Club of America and the World. With approximately 2,425 members, the Club is located on Tampa Bay in downtown St. Petersburg and encompasses five venues: the Main Club (consisting of two dining rooms, an indoor lounge with waterfront terrace, an outdoor Tiki Bar and pool overlooking the Bay, banquet facilities seating up to 450 persons and a four-level parking garage); the Docks adjacent to the Main Club; the nearby Sailing Center (home to the club's sailing programs and approximately 100 Club owned boats); the Snell Isle Marina also on Tampa Bay about three miles north; and the Beach Club located near the Gulf in historic Pass-a-Grille about 10 miles west (consisting of a dining room, a waterfront lounge, a swimming pool and a marina). The excellence of the Club's facilities and staff, combined with its commitment to the highest standards in dining, boating, and member experience, has brought the club honors and awards throughout the years.

The Club annually hosts between 25-30 regattas ranging in size from less than 10 to more than 300 boats and from less than 20 to more than 800 participants, including World Championships. A typical regatta will run 3-6 races over a period of several days. During this time, the participants will be treated to numerous food and beverage functions at the Club, often including an awards banquet to close out the regatta.

The Main Club and Sailing Center are open six days a week year-round (closed on Mondays). Snell Isle Marina is open five days a week (closed on Mondays and Tuesdays), the Main Docks are open seven days a week, and the Beach Club is open five days a week (closed on Tuesdays and Wednesdays).

The Club has recently approved a Master Plan for the redevelopment of an aging main clubhouse in downtown St. Petersburg, targeting construction to start in 4 – 5 years. The General Manager will be expected to assist the Building Redevelopment Oversight Committee through the planning and construction process. It is anticipated that the Club will engage an outside project manager to oversee the project on a daily basis. Additionally, the club is nearing completion of an extensive new event pier and 475-foot floating dock that is expected to be completed this year.

SPYC is a 501c7 and a founding member of the Florida Council of Yacht Clubs (FCYC).

ST. PETERSBURG YACHT CLUB BY THE NUMBERS:

- 2425 Members, all categories
- 127 Boat Slips
- 175 Full-Time Employees – 195 Seasonal Employees
- Initiation Fee is \$12,500 + \$2,500 Capital contribution.
- Approximately \$16.4M Gross volume
- Approximately \$6.3M Annual dues volume
- 18 Board Members with 3-year terms
- Approximately \$5.8M F&B volume, 55% a’ la carte / 45% club and outside events
- Average Age of Member is 61
- Club POS and Accounting Systems are Jonas

ST. PETERSBURG YACHT CLUB WEBSITE: www.spyc.org

GENERAL MANAGER JOB DESCRIPTION

The General Manager (GM) is hired and retained by the Board of Directors and reports to the Commodore. The GM has clear “ownership” for the day-to-day operations of SPYC, while focused on the achievement and maintenance of an annual business plan for the Club, and all the necessary elements, activities, and staff to support this focus. Specific emphasis on consistently enhancing an extraordinary experience for the members and their guests is primary to this role. He/She is responsible for managing the entire inventory of key assets (physical and staff) including clubhouse, sailing, marina, food and beverage, and others, to ensure consistently meeting clearly defined expectations of service execution and delivery.

The GM will provide leadership to contributing constituencies (Board, Committees, Members, and Staff) relative to key programming, events, and activities at the Club, recognizing the need to lead in balancing multiple interests, perspectives, and the Club’s business and financial objectives. Successful administration of all operations of SPYC, while meeting annual tactical and strategic goals and expectations, is critical, as is keeping a clear appreciation of maintaining high member satisfaction levels in the course of doing so. The GM will be leading all aspects of the organization and should have the “visionary leadership” to make necessary and sometimes bold decisions in the best interests of the Club.

CANDIDATE RESPONSIBILITIES

- Coordinate and implement Board policies
- Assure a high level of member satisfaction, including soliciting member feedback and improving the sense of “inclusiveness” for all members
- Provide ongoing evaluation of the physical plant and equipment, anticipate needs, and oversee capital projects
- Develop and monitor SPYC protocols to ensure compliance with local, state, and federal laws
- Professionally manage all SPYC staff, including regular performance reviews that reflect achievement against individual performance goals. Provide guidance and support to staff to help them perform at an optimum level.
- Improve Club operational efficiency and effectiveness
- Manage the annual budget. Review income and cost relative to goals and recommend corrective action. Implement controls to safeguard funds.
- Be a source of continuity and professionalism in Club operations across changes in Flag and Board leadership.
- Be informed of club industry “Best Practices” (i.e., governance, bylaws, member surveys, policies and procedures, etc.)

CANDIDATE QUALIFICATIONS

- A minimum of 5 - 7 years of progressive leadership/management experience in (preferably) a private member-owned yacht club, or leading hospitality operations outside of the club industry in a similar hospitality operation.

- Strong personal qualities of integrity, confidence, credibility, energy, commitment, and humor along with exemplary ethics.
- Possess exceptional financial and budgeting acumen.
- Demonstrated skills in food and beverage operations and quality are essential.
- Technologically proficient and recognizing best practices use of technology to improve 'high touch' service delivery to members, as well as to more effectively manage and lead operations.
- Someone who respects the history and traditions of the Club, while also being an innovator and a champion of new ideas and initiatives, looking to consistent improvement of member experiences and operational efficiency.
- A true, confident, diplomatic, and competent club industry professional with exceptional "executive presence," who recognizes the importance of accountability, and who has a strong history of success in working with member boards and committees.
- Outstanding communication skills are necessary for this role and to be successful at SPYC. As the primary communicator of much of the information at the Club, proven outstanding verbal and written skills are absolutely critical, as is a keen ability to "listen," "engage," "build trust" and "be highly approachable." One must have a strong "executive presence" and truly understand the unique and compelling culture of the club.
- Must be visionary and mission-oriented; anticipating how the Club continues to evolve is important, as is being actively 'networked' in the industry to the point of being at the forefront of trends in clubs. He/She should be able to project and steer the club in the right direction for the benefit of the membership.
- A "hands-on" leader who recognizes the balance between leading, doing, and delegating.
- A visible, sincerely engaged, and hard-working leader who brings ideas to the table and can express those ideas thoughtfully and easily to team members, the Board, and Committees.
- Being strategic in focus and able to gain support and execute approved plans and directions, sometimes exhorting the Board to make actionable decisions, albeit with a strong and natural ability to analyze and communicate the reasons behind recommendations.
- Being naturally outgoing, conversant, respectful, and diplomatic, but able to diplomatically say "no" when appropriate.
- Recognizing the need for the continuation of an "employer of choice" approach to attracting, retaining, and developing staff at every level within the greater SPYC organization.
- Innately understanding, empathetic, reliable, and relatable to members and staff at all levels.
- Possessive of a strong financial acumen for hospitality trends and metrics, and able to fully comprehend and explain P/Ls, balance sheets, cash flow, and operating, capital, and project management budgets.
- The ability to adapt and positively contribute to changing and evolving circumstances.
- A true "partner" with the Board, recognizing that he/she needs to be a creative problem solver whose ability to convey ideas, suggestions, and solutions in a thoughtful, well-reasoned manner with a high level of integrity results in high levels of respect.
- Yacht club or marina experience preferred

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A bachelor's degree from a four-year university or college is highly desirable, preferably in Hospitality Management, Business, or Finance.
- In lieu of the degree, substantial private club or hospitality experience may be considered.
- Certified Club Manager (CCM) designation preferred.

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 & BENEFITS

Salary is open and commensurate with qualifications and experience. The club, along with the typical CMAA benefits, offers an excellent bonus and benefits package.

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 Mr. Brian Smith, Search Committee Chairman, and clearly articulate why you want to be considered for this position at this stage of your career and why St. Petersburg Yacht Club and the greater St. Petersburg area will likely be a “fit” to you, your family and the Club if selected.

You must apply for this role as soon as possible but no later than Friday, July 5, 2024. Candidate selections will occur mid-July with the first Interviews expected in late July and the second interviews a short time later. The new candidate should assume his/her role in late September 2024.

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – St Petersburg Yacht Club”

(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 Holly Weiss: holly@kkandw.com

Lead Search Executive:

Samuel D. Lindsley
Search & Consulting Executive
216-509-2250 (M) – Cleveland, OH
sam@kkandw.com

www.kkandw.com