

## **HEAD PICKLEBALL PROFESSIONAL PROFILE: BONITA BAY CLUB BONITA SPRINGS, FL**

### **HEAD PICKLEBALL PROFESSIONAL OPPORTUNITY AT BONITA BAY CLUB**

The Head Pickleball Professional (HPP) opportunity at the beautiful Bonita Bay Club (BBC), which is located just outside of Naples in southwest Florida, is one of the premier private clubs and communities in the United States consistently being recognized as a *“Platinum Club of America.”* Founded in 1985, Bonita Bay Club enjoys a significant position in the community, boasting a wide array of amenities and a history of stability and tenure among its management team, membership, and governance.

The new Head Pickleball Professional will work directly with the Director of Sports (DOS) and the rest of the Sports Department to lead one of the most state-of-the-art and well-managed racquets and sports facilities in Florida. The successful candidate will be adaptable and versatile, fitting into the boutique, team-oriented culture at Bonita Bay Club, and should possess outstanding communication skills. Additionally, the new Head Pickleball Professional will be highly visible and available to the needs of members and staff, leading with humility and empathy. Strong organizational and administrative skills, along with creativity and innovation in programming to engage all skill levels and demographics, are essential to providing an exceptional member experience at BBC.

### **BONITA BAY CLUB AND COMMUNITY**

Bonita Bay Club, set within the 2,400-acre Bonita Bay community, is renowned for its extensive services, amenities, and facilities, with half of its land preserved as natural habitat. A decade after becoming member-owned, the club has excelled in innovative development and facility enhancement. Members of Bonita Bay Club form a close-knit community, united by tradition, integrity, and a welcoming atmosphere. Golf remains central, offering five world-class courses, including those designed by Arthur Hills and Tom Fazio's Cypress and Sabal courses within a sanctuary setting. The club's Sports Center boasts an active tennis program with 18 Har-Tru tennis courts, 10 pickleball courts, and a championship croquet court. Members can also enjoy a geothermal, zero-entry pool. The nearly 20,000-square-foot Fitness Center features Technogym equipment, K-stations, Kinesis One, and the new BioCircuit. Dining options cater to all tastes, offering everything from upscale dining to casual fare. Bonita Bay Club is dedicated to providing an unparalleled experience through its exceptional amenities and community-focused environment.

Moving forward, there are proposed plans for a \$2M pickleball expansion project. The plans include building five more pickleball courts, one of which will be a larger championship court with added seating around the facility. Additional enhancements include expanding the bathroom and locker room facilities, adding office space and more storage, and building a skybox viewing deck with a shaded pergola. The club is also completing a \$300,000 project featuring a large aluminum pergola with louvers that open and close and screens for shade and rain protection for pickleball players.

### **BONITA BAY CLUB BY THE NUMBERS:**

- Initiation Fee: \$200,000 Golf; \$80,000 Sports Members
- Annual Dues: Golf - \$18,300 annual; Sports - \$9,150
- Gross Revenue: \$50 Million
- Club POS & Accounting System: NorthStar
- # Employees - Club (FTE): 256; (PTE): 189
- Annual Racquets Budget: \$1.6 Million
- Number of Racquets Committee Members: 11
- Average age of members: 65 years old
- Annual Pro Shop Sales: \$605,000

- Number of Active Teams for Pickleball: 20 teams (winter), 15 (fall), 15 (spring)
- Number of Active Adult Players for Pickleball: 500

**BONITA BAY CLUB WEBSITE:** [www.bonitabayclub.net](http://www.bonitabayclub.net)

## **HEAD PICKLEBALL PROFESSIONAL - POSITION OVERVIEW**

The Head Pickleball Professional will serve as a department head within the Sports Center creating and leading a “best in class” pickleball program. He/She will take a proactive lead in developing a competitive and social program suitable for one of the most dynamic, creative, and expansive sports operations in Florida. The Head Pickleball Professional is responsible for all aspects of the operation, including oversight and leadership of the staff, the courts, while working in tandem with the Tennis, Facilities, and F&B team members. Responsibility extends to all areas of member service and satisfaction including programming and team play.

### **General**

- Maintain close relationships with the other Sports Center Managers (Sports Facilities Manager, Director of Instruction, Head Tennis Professional), along with the other external departments at BBC. Work together in the BBC team culture.
- Be a true visionary leader, who understands the needs of the membership and can proactively create a robust pickleball program.
- Studies pickleball and paddle trends and can diagnose potential departmental pitfalls and solve the issues with creative and proven decision-making.
- Have a growth-orientated mindset with entrepreneurial DNA.
- Be the face of the pickleball program and engage with the entire membership.
- Treat all members fairly, honestly, uniformly, and with respect.
- Uphold the rules and regulations of the club including guest provisions.

### **Finance and Budgeting**

- Work with the Director of Sports in preparation of the annual Sports operations budget, specific to Pickleball.
- Possess excellent organizational skills and administrative skills
- Work with the Director of Sports to implement and manage the annual Sports Center’s budget, which includes the Pickleball operation.
- Prepare recommended lesson and clinic fee structure using data collection and surveying.
- Monitor the collection of clinic fees, lesson fees, court fees, guest fees, team fees, etc.
- Assure accurate and timely billing to the membership.

### **Pickleball Program & Events**

- Build a “best in class” pickleball program of events for women, men, beginners, juniors, pro-am, sanctioned tournaments, and regular pickleball social events.
- Develop an annual calendar of activities, programs, and events for members.
- Periodically review and benchmark these programs against those at other Clubs to maintain the highest continuing level of quality for Club members.
- Direct and coordinate the formation of all club league teams.
- Create and organize team clinics and team practice sessions with team captains.
- Oversee scheduling of court time to provide the appropriate balance of clinics, open courts for seasonal court usage, and private instruction to maximize participation and enjoyment of all members.

### **Teaching / Instructional Program**

- Supervise and direct all Associate Pickleball Professionals in planning, organizing, and teaching of all instructional programs, lesson plans, and new programs.
- Operate outstanding instructional programs in pickleball for each major constituency of the membership including women, men, beginners, and junior players.
- Ensure accurate completion of member charges and payment for all “program lessons” – (i.e., team coaching and special instructional programs).

- Expectation is for the HPP to be on-court an average of 10 hours per week.
- Mentor associate pickleball professionals.
- Collaborate with the Director of Instruction to develop teaching protocols for all racquet sports.

### **Communication**

- Promote all aspects of the program to the membership accurately and in a timely fashion.
- Ensure that communication is regular and with the staff, helping to convey the club's culture to the membership.
- Weekly meeting with DOS, as well as regular updates concerning the program to the DOS - as needed.
- Provide timely and relevant updates for the racquets portion of the Club's website, newsletter, along with coordinating all changes in programming to the Sports Department's in-house, Events Coordinator and Special Projects Coordinator.
- Develop content for the weekly member email blasts.

### **Facility & Grounds**

- Coordinate and work with the Sports Facilities Manager to ensure that the courts are a first-class playing experience for members and their guests.
- Ensure that all areas of the racquet's facilities are always neat and clean.
- Inspect the courts/facilities daily before the start of play and before evening play; and ascertain that all necessary maintenance has been performed.
- Ensure that the necessary equipment for the maintenance and upkeep of the facilities is on hand and properly maintained.
- Keep the Director of Sports informed on the status of the facilities and equipment for the purpose of budgeting for replacement and repair items and of long-range capital replacement items.

### **Pro Shop**

- Work with the Pro Shop Buyer and associate professionals in staying current with industry trends.
- Develop and foster good working relationships with hard good companies, related to Pickleball.

### **Desired Candidate Qualifications/Experience/Selection Criteria**

The ideal candidate should be an engaging, charismatic, and energetic professional with a minimum of two to four years of experience teaching pickleball. A head professional or an assistant at a successful club and racquets program will be considered with appropriate experience.

### **Experience**

- A minimum of two (2) years of progressive leadership/racquets management experience in (preferably) a private member-owned club with multi-dimensional operations, or leading racquets operations outside of the club industry in a similar hospitality operation. An assistant racquets professional at a reputable club and racquets program will be seriously considered with appropriate experience and mentorship.

### **EDUCATION AND CERTIFICATION QUALIFICATIONS**

- College degree from a 4-year accredited university is preferred, or equivalent working experience in the racquets industry.
- Certified as a PPR, USPTA, or IPTPA for pickleball is a requirement. Ideally, the candidate is continuing to progress on their educational path.
- Knowledge of court maintenance including upkeep of hard-surfaced pickleball courts.

### **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 professional dues allowance, continuing education allowance, uniform allowance, and various other outstanding fringe benefits.

## **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 Ms. Paula Scheb, Director of Sports,*** and clearly articulate your alignment with this role and why you want to be considered for this position at this stage of your career and why BBC and the Bonita Springs area will be beneficial to you, your family, your career, and the Club if selected.

***You must apply for this role as soon as possible but no later than August 15th, 2024. Candidate selections will occur a week later, with a zoom interview expected shortly thereafter, with live, final interviews in late-August/early August, 2024. The new candidate should assume his/her role as soon as reasonable, ideally in October, 2024.***

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – Bonita Bay 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 Katy Eliades: at [katy@kkandw.com](mailto:katy@kkandw.com)

### **Lead Search Executive:**

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