

GENERAL MANAGER/CHIEF OPERATING OFFICER PROFILE: SARASOTA YACHT CLUB (SYC) SARASOTA, FL

THE GENERAL MANAGER/CHIEF OPERATING OFFICER (GM/COO) OPPORTUNITY AT THE SARASOTA YACHT CLUB

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

An amazing opportunity exists for candidates with a successful track-record of leadership and high-quality operations management at experience centric club operations or high-end establishments in the hospitality industry. We are conducting the General Manager/COO search for the Sarasota Yacht Club. The candidate will be an integral part of a high-performing team at one of the most exclusive yacht clubs in Florida.

The Club prides itself on its unique and prized culture of highly personalized service and relationships that foster a social hub for the enjoyment of its membership. The General Manager/COO role at SYC is one best suited to a leader who truly enjoys being the 'face' of the Club, being highly engaged and interactive with member families, and epitomizes the "servant's heart" so appropriate to a high performing hospitality environment. Situated in one of the most beautiful areas in Florida---Sarasota---where families treasure the multi-generational nature of the community, this is an opportunity for a qualified manager to make a long term 'home,' being appreciated for providing competent, committed and sincerely engaged leadership.

SYC, with a long history dating back to 1907, has weathered the Great Depression and WWII, thriving in the 'baby boom' era, the rise of the auto industry and the more recent economic recession. Since the early days, the Club's activities evolved around aquatics, paddle sports, yachting and sailing, and social activities. Located across the water from the North End of Siesta Key, SYC was incorporated in 1926.

The Marina is located in the sheltered waters of Sarasota Bay just off the Intracoastal Waterway in flowing tidal waters between New Pass and Big Pass, providing deep water access to the Gulf of Mexico. The Marina has 110 slips that can accommodate yachts up to 120 feet. The Club's membership has a wide variety of nautical interests, and activities are planned for all boat owners and members who share a common interest in the love of the sea. The Fleet Captain organizes fleet activities for the Club's boaters and facilitates all boating events, including day, weekend, extended, and sunset cruises, and the invitational regatta.

The Club also has sailboats, kayaks, and paddleboards available for members and their guests. Watersport enthusiasts can arrange for a guided tour with a local waterways expert or sailing lessons with one of the Club's qualified coaches. Kayakers can sign up for eco-tours led by Mote Marine Laboratory scientists or simply head out from the Club for a leisurely sunset paddle with friends.

The Club offers several choices for dining. Each gathering spot offers its own unique character and are perfect for small intimate gatherings or large parties. The clubhouse showcases spectacular views of the marina and Sarasota Bay, with private event locations in the three Ringling Dining Rooms. The Yardarm Patio and Waterfront Terrace are options for more casual outdoor events. The Porthole Bar and Neptune Lounge are lively areas for our members. The Regatta Rooms are the boardrooms which can accommodate a round table for up to 25 guests, as a whole, or twelve guests in each the Regatta I and the Regatta II. The newly added Conference Room is equipped with an executive conference table, with seating for 12, and a large LCD screen with HDMI hook ups.

Additional amenities and activities include a fitness center, heated pool, two indoor bars, a pool bar, multiple meeting rooms, a grand dining room, waterside terrace, and lunch dock.

SARASOTA YACHT CLUB BY THE NUMBERS

- At present, there are approximately 703 dues paying members
- \$9,500 Marina Membership fee
- \$7,000 Social Membership fee
- \$7,500 Annual dues
- Approximately \$9M Gross revenues from all sources
- \$2.7M Dues volume
- \$2.8M F&B volume
- 80 Employees (53 full-time, 27 part-time)

SYC Brand Statement

The Sarasota Yacht Club is the waterfront connection for a diverse group of “fun-loving” people who enjoy award winning dining, extraordinary experiences, and engaging activities in a welcoming environment.

SYC Mission Statement

The Sarasota Yacht Club is a premier, full service, family-oriented private yacht club dedicated to the enjoyment of Members, their Families, and their Guests.

SYC Vision Statement

The Sarasota Yacht Club will be a vibrant, member-driven, multigenerational yacht club providing all members with extraordinary experiences and legendary services.

For additional information, please preview the **SARASOTA YACHT CLUB WEBSITE:** www.sarasotayachtclub.org

GENERAL MANAGER/CHIEF OPERATING OFFICER (GM/COO) POSITION OVERVIEW

The GM/COO will be responsible for all day-to-day operations of The Sarasota Yacht Club. The new GM/COO will be a highly visible, hands-on leader who can work collaboratively with team members to manage dining, marina and building maintenance, finance, private parties, catering, member communications, recreational and children’s programs. The GM/COO is ultimately responsible for delivering outstanding service and memorable experiences to the multi-generational membership and their guests.

Reporting to the Commodore, the GM/COO leads the organization in accomplishing its mission of being a vibrant, member-driven, multi-generational yacht club providing all members with extraordinary experiences and legendary services. The position conveys the SYC values in a manner that is well understood, widely supported, consistently applied and effectively implemented. Key responsibilities include:

- Recognizing and rewarding employee’s achievements and inspires commitment from their subordinates.
- Having good skills in directing and motivating people and knows how to interact with employees. Delegates and effectively broadens employee opportunities.
- Verifiable strength in strategic planning and working closely with boards, committees, local municipalities, and other key contributors in developing, **executing**, and updating strategies to success and relevancy.
- Strong personal qualities of worth, confidence, integrity, credibility, energy, commitment, and humor.
- Strong history of success and keen understanding of quality Food & Beverage operations, including revenue growth, training, innovation and creativity, and strong service culture development.
- A verifiable motivator and leader who can bring out the best in others by setting clear goals and expectations, holding them accountable for outcomes, by providing consistent feedback, support and through respectful interaction and professionalism.

- An organizationally focused individual who recognizes that obsession with details and consistency of delivery at a high-level result in high member and associate satisfaction, high levels of quality and an overall outstanding member experience. Keen understanding of quality in all aspects of the club and club operations (F & B, marina and recreational amenities, maintenance, programming, etc.), as well as demonstrable success in leading clubs to continued relevancy and successfully managing evolving membership demographics.
- Fosters cordial and respectful relations with members, while at the same time ensuring that SYC rules are consistently applied by staff and followed by members and guests.
- Maintains exceptional member relations by creating a quality environment through staffing, programming, operations, and maintenance.
- Is committed to making SYC a vibrant, member-driven club and promotes the development of a positive and respectful relationship between members and SYC staff.
- Attracts, develops, trains, supervises, motivates, and retains an effective senior management team capable of achieving objectives. Selection and, if necessary, dismissal of members of the senior management team will require the Commodore's approval for the first twelve months of the new GM/COO's employment.
- Leads the development and annual update of the long-term strategy; stays abreast of industry trends and challenges and proposes annual objectives and plans that meet the needs of members, employees, and other stakeholders; ensures consistent and timely progress toward strategic objectives; with board guidance, allocates resources consistent with strategic objectives.
- Works closely through and with the Commodore to keep the Board of Directors fully informed on all important aspects of SYC operations. Is effective at taking the lead in pressing for actionable decisions. Facilitates the Board's governance and committee structure. Implements Board policies and recommends policies for Board consideration.
- Is responsible for achieving operating and financial results consistent with board-approved goals and objectives.
- Proposes appropriate annual and longer-term financial objectives, including the capital budget plan, and manages operations to consistently achieve these goals.
- Positions SYC as a positive community citizen as outlined by SYC Cares. Maintains a positive image with FCYC and with the businesses, institutions, and other entities that support the work of the club.

EMPHASIZED KEY CHARACTERISTICS

- *Outstanding communication skills are necessary for this role and to be successful at SYC.* 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 strong "executive presence" and truly understand the unique and compelling culture of the club.
- Must be a 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 on the forefront of trends in clubs. He/She should be able to project and steer the club in the right directions 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 that 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 it 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 SYC 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.

INITIAL PRIORITIES OF THE GENERAL MANAGER

- Learn the culture of SYC by listening, being approachable, meeting with the Board, Committees, staff, and members as often as possible.
- Immerse into the Strategic Plan, understand clearly the goals of the plan and begin to prepare actions items to activate the plan through measurable goals and milestones.
- Review food and beverage operations and staff recruitment, service, training, and retention programs in this area and, if necessary, implement improvements to continue to move toward consistent excellence in this area.
- Immerse into the budget, the Club's financial history, and gaining full appreciation of how SYC has functioned, evolved over the years, and administers to its defined needs and goals.

DESIRED 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.
- 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.
- The ability to adapt and positively contribute to changing and evolving circumstances.
- As noted above, 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.
- Working knowledge of Spanish is a plus.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A Bachelor's Degree from a four-year university or college is highly desirable, preferably in Hospitality Management.
- From the club industry, Certified Club Manager (CCM) designation is desired, but not required. If without such designation, a commitment to on-going and lifelong learning and strong networking capabilities is critical. If outside of the traditional CMAA background, having verifiable professional development that clearly provides confidence in one's ability to lead a club and hospitality operation like SYC.

SALARY & BENEFITS

Salary is open and commensurate with qualifications and experience and befitting a club of the size and scope of The Sarasota Yacht Club.

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.

Preparing a thoughtful letter of interest and alignment, clearly articulating your “fit” with the profile and the above noted expectations and requirements is necessary.

Your letter should be addressed to Robert Darbelnet, Search Chair, and clearly articulate why you want to be considered for this position at this stage of your career and why SYC and the Sarasota area will likely be a “fit” to you, your family and the Club if selected.

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter”

(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.

For directions on how to upload your resume and cover letter [visit this page](#).

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

If you have any questions please email Holly Weiss: holly@kkandw.com

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