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GENERAL MANAGER PROFILE: THE FORT FORT LAUDERDALE, FL

GENERAL MANAGER OPPORTUNITY AT THE FORT

The FORT, a new state-of-the-art pickleball and entertainment facility in beautiful Fort Lauderdale, Florida, is seeking a General Manager (GM) that will lead and oversee the daily operations of the unique venue. The GM will be responsible for ensuring operational excellence, delivering exceptional customer experiences, and driving business growth through strategic leadership and effective financial management. The ideal candidate will have a passion for sports and community engagement, with a proven record of managing large-scale recreational facilities. Additionally, the successful candidate must demonstrate a confident servant leadership style that fosters a positive culture, emphasizing team development, training, service, and organizational consistency. Strong skills in process development and financial management are also essential to maintain the highest levels of client satisfaction and retention.

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

ABOUT THE FORT

The FORT is a first-of-its-kind, multi-faceted club facility consisting of the Fort Lauderdale Pickleball Club, the Lake House Restaurant, The Lakeside resort area, and The FORT event center. The FORT will also be the official home of the Association of Pickleball Players (APP). This state-of-the-art facility features the world's first dedicated pickleball stadium along with 43 courts, including 14 weatherproof courts for all-year play. The FORT will cater to both casual and competitive players with leagues, lessons, and tournaments, making it a premier destination for pickleball enthusiasts. The FORT is also uniquely positioned to cater to the events market, working in conjunction with the newly renovated Fort Lauderdale Convention Center or the pre/post cruise market at Port Everglades, both 10 minutes away from the facility.

Beyond pickleball, The FORT offers diverse amenities. The Lake House provides a unique dining experience with freshly prepared dishes and signature cocktails, overlooking a 7-acre lake. The Clubhouse and Pro Shop are designed for players to relax, gear up, and enjoy food and drinks. The Lakeside Recreational Area will feature a tropical beach setting with palm trees, beach volleyball, bocce, paddleboarding, and other watersports, creating a resort-like atmosphere.

This innovative facility is part of a public-private partnership with the City of Fort Lauderdale, supporting local community initiatives, including charitable events and youth programs. The FORT promises to be more than just a pickleball venue, combining sports, dining, and social activities to create a vibrant community hub in South Florida.

THE FORT BY THE NUMBERS

- Annual Projections: Pro Shop \$4 M, Annual Dues \$4 M, and F&B \$9 M
- Projected Annual Gross Volume: \$20 to \$30 M
- The Fort is a for-profit organization
- The Fort uses Toast for Food and Beverage and play-by-point for Reservations

THE FORT WEB SITE: www.playthefort.com

GENERAL MANAGER - POSITION OVERVIEW

The FORT desires a hard-working GM who functions as the leader of the day-to-day operations of the business, working very closely with the ownership group on KPI's and unique metrics that will lead to success.

The GM is looked upon as the “face” of The FORT and, in “partnership” with key team members, is the primary driver to ensure that The FORT consistently executes at an exceptionally high level of personalized service. The GM will continue to look to enhance and elevate the overall membership, guest, and staff experience in order to keep The FORT at the forefront and cutting edge of entertainment and “FUN” in the greater Fort Lauderdale area.

Keys to his/her success will be exceptional leadership skills - capable of setting a clear vision for the Club, inspiring and motivating staff and players, and fostering a positive and inclusive environment for everyone. The GM will need to have strong business acumen - possess skills in budgeting, marketing, revenue generation, hospitality, operations, and facility management to ensure the Club’s success and sustainability.

Additional critical traits of the new GM are networking and relationship-building skills. The GM must be effective at building connections with partner organizations and the wider community and should have a keen eye for spotting potential partnerships that will open bigger opportunities for the Club.

The GM will have adaptability and change management skills; the Club and the pickleball and entertainment landscape is constantly evolving. The GM will be someone capable of taking the Club through ups and downs, staying updated with the latest developments, embracing innovation and data, and adapting strategies accordingly.

INITIAL PRIORITIES OF THE NEW GENERAL MANAGER

- Understand, embrace, and execute the Ownership’s vision and strategy. Work in clear “partnership” with Ownership, keeping them actively abreast of results, transparency.
- Aid in the creation and operation of the Club’s Master Plan.
- Proficient management of unique partnership and relationship with the Association of Pickleball Players (APP), which will use The Fort as their operational headquarters.
- Meet and sincerely interact with and engage as many guests and members as possible, “*be present!*” Build trust whenever and wherever possible.
- Bring all of the Club’s departments together with a clear focus on the “The Fort Team” and the Club’s goals and mission. Once hired, build and get to know the staff, evaluating their abilities, and aspirations, ensuring that they and their respective teams have clear expectations and accountabilities in place.
- Develop a report to provide the Ownership with a thoughtful “State of the Club” analysis, including recommended weekly/monthly KPI’s following ninety (90) days of overview and insight. This document will be part of the ‘roadmap’ to success, staff, plan, budget and other tactics and strategies for short and longer-term goals and should clearly spell out recommendations and opportunities to ensure “first class” delivery of a highly consistent member experience in all areas.
- Review capital projects in the planning process, adding insights and perspectives relative to viability and successful outcomes.

KEY RESPONSIBILITIES:

Operational Leadership:

- Oversee day-to-day facility operations, including staffing, scheduling, and maintenance of 43 pickleball courts, pro shop, restaurant, and banquet and event space.
- Ensure that the facility is safe, clean, and welcoming to all players and visitors.
- Implement and enforce operational policies, procedures, and standards for all departments (e.g., courts, retail, food & beverage, etc.) including the development of an all-encompassing, operational manual

Staff Management:

- Lead, motivate, and develop a team of 100 employees, including department managers, coaches, administrative staff, and customer service teams.
- Recruit, hire, and train staff, fostering a positive workplace culture with a focus on teamwork, professionalism, and continuous improvement.
- Conduct performance evaluations, identify development opportunities, and manage employee relations.

Customer Experience:

- Ensure the highest level of customer service by creating a welcoming and inclusive environment for players of all skill levels.
- Address and resolve customer complaints and issues in a timely and professional manner.
- Develop programs, leagues, events, and clinics to enhance customer engagement and retention.

Financial Management:

- Develop and manage the facility's annual budget, including revenue targets, expense controls, and profitability goals.
- Analyze financial data to make informed decisions regarding pricing, staffing, and operational improvements.
- Identify opportunities to grow revenue through partnerships, sponsorships, and special events.

Marketing & Business Development:

- Collaborate with the marketing team to develop strategies to promote the facility and grow membership.
- Build relationships with community organizations, businesses, and pickleball enthusiasts to enhance the facility's visibility and reputation.
- Lead efforts in securing tournaments, corporate events, and community engagement opportunities.

Facility & Equipment Management:

- Ensure that all courts, equipment, and amenities are maintained to the highest standards.
- Coordinate with maintenance and vendors for timely repairs, upgrades, and new installations.
- Monitor inventory and ordering of supplies and merchandise.

Health & Safety:

- Ensure that all safety protocols and procedures are strictly followed, including first aid, emergency response, and sanitation standards.
- Stay up to date with local, state, and national regulations related to facility operations, especially in the areas of public health, labor, and safety.

Reporting & Communication:

- Provide regular updates to ownership or the executive team on facility performance, operational issues, and staff matters.
- Foster open lines of communication with all employees, encouraging feedback and transparency.

CANDIDATE QUALIFICATIONS

- Be a visible, positive, energized leader who understands the dynamics in working with a diverse group of clientele and staff in a public/member club.
- Superior communication skills, exuding energy, and creativity.
- Proven track record in leadership and management, preferably in the resort/hotel, sports, or recreational industry.
- Proven track record in sales, revenue generation, yet still managing operational expenses.
- Possessive of a strong record of selecting and developing talent in club senior leadership roles, and helping those departmental leaders continuously develop themselves and their respective staffs in a desire to create a culture of continuous evolution to excellence in execution and delivery.
- Skilled in creating and implementing strategic plans; anticipating how the Club continues to evolve is important as is being at the forefront of trends in clubs.
- Possess a deep knowledge of active club operations, including a strong financial acumen and the ability to use data to help make decisions.
- An experienced hospitality professional who is a motivator and passionate, and can create an environment where the staff looks forward to coming to work every day.
- A confident, diplomatic, and competent professional who is a *doer* and take-charge person and who recognizes the importance of accountability. A problem solver who commands respect through professional interactions and integrity.
- A track record of results in governance/leadership partnership with ownership and boards.
- Naturally outgoing, conversant, respectful, and diplomatic, but able to say "no" when appropriate without alienating clientele or staff while doing so.

- Effective financial management skills through oversight of annual operating budgets.
- Uses plans and metrics to set goals, measure, and report on performance, and make corrections as needed.

EDUCATION AND CERTIFICATION

- A bachelor’s degree is preferred with a focus on Hospitality Management or Sports Management.
- In lieu of the degree, substantial resort, for profit private club or hospitality experience will be considered.
- Industry certifications such as CCM, CCE, or CMC 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.

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 – only show on LinkedIn profile.

Prepare a thoughtful cover letter addressed to **CEO/Founder, Mr. Brad Tuckman**. Clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why The Fort and the Fort Lauderdale area will benefit you, your family, your career, and the Club if selected.

You must apply for this role as soon as possible but no later than Thursday, October 10th. Candidate selections will occur in mid-October, with the first Interviews expected in late October, and the second interviews a short time later in early November. The new candidate should assume his/her role in mid-December/early January

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

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter - THE FORT”

(These documents should be in Word or PDF format)

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

If you have any questions, please email Katy Eliades: katy@kkandw.com

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