

CANDIDATE PROFILE

General Manager/COO

Travis Club
Austin, Texas

www.travisclubaustin.com



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Organization

Travis Club is a 1,500-acre private, family-centric luxury community nestled in the rolling hills and stately oaks along the scenic shores of Lake Travis. Every aspect of the master plan for Travis Club has been carefully considered to preserve the site's natural and scenic resources. Our goal goes beyond establishing the premier private club in the Hill Country – we aspire to set the standard for excellence throughout Texas. This journey starts with purposeful and principled planning. The community will feature an 18-hole golf course designed by Beau Welling, 10,000 feet of pristine lake frontage, an extensive club campus with amenities for all ages, and over 30 miles of private hiking and biking trails. With abundant programming, Travis Club will bring together the joy of family, community and the thrill of new adventures to offer an unmatched lifestyle for its members.

Future amenities at Travis Club will include a clubhouse campus near the practice facility featuring the Golf House, a multi-functional facility that will include a pro shop, bar and grille, outdoor dining terrace, locker rooms, hitting/simulator bays, a state-of-the-art fitness and wellness center, and the clubhouse. The Peninsula Club, beautifully situated along the shores of Lake Travis, will offer a wide range of family activities, including pools for splashing and sunning, racquet sports for tennis and pickleball, and ample lakeside lounging. Members will also enjoy food and beverage service with stunning lake views, as well as Duke's – a historic lake cabin featuring a unique tree bar nestled along the banks of Lake Travis.

Located on the southwest portion of the property, the marina will offer members direct access to Lake Travis through the boat club, as well as private slips for personal use. For a day on the water, the gear shed will be fully stocked with paddleboards, kayaks and other water sports equipment. The Marina House will enhance the experience with lakeside food and beverage service, making it the perfect place to unwind after a day of lake adventures.

The development team behind Travis Club includes several distinguished firms: Haas & Haynie, Castle Hill Partners, and The Baupost Group. Founded in 1898, Haas & Haynie brings a rich legacy in land development with projects like Estancia in Arizona and 3 Creek Ranch in Wyoming. Austin-based Castle Hill Partners adds a commitment to creating meaningful communities that leave a lasting legacy for all who call them home; with a proven track record, the firm has developed communities fostering a strong sense of place and purpose, including Clear Creek Tahoe, a 2,136-acre private mountain community in Nevada. The Baupost Group brings significant financial backing, with over \$20 billion under management. Additionally, Hart Howerton leads architecture and landscape design, Beau Welling Design handles golf course development, and Avid Trails ensures sustainable and thoughtfully designed trails throughout the community. The collaboration of these accomplished teams ensures that Travis Club will deliver an exceptional experience to its members.

By the Numbers

Annual Revenue:

- Annual Dues: Dues for all members are anticipated to begin January 1, 2026. Golf dues are anticipated to start around \$15,000 per year. The Sports and Social dues are expected to begin around \$10,000 per year. Members can expect dues to increase annually and as amenities are made available.
- Initiation Fee: Membership to Travis Club is mandatory upon application review and approval, and a property owner must join at a minimum as a Sport and Social Member of the Club. A Sports and Social Membership is included in the purchase price of any Developer property. The current Initiation Fee for Sports and Social Membership is \$80,000. An upgrade to a Golf Membership (if a Golf Membership is available) requires the payment of the difference between the amount the member paid for their Sports and Social Initiation Fee and the current value of the Golf Membership Initiation Fee, currently \$150,000.
- Homesite Price Range: Custom homesites are currently priced from the \$700s–\$3.5MM. First homes anticipated late 2026/early 2027.
- The total anticipated development of the Community is approximately 700 homes.
- Golf Course Expected Completion: Construction of the golf course commenced in the spring of 2024. The course is anticipated to open for limited play starting in the fall of 2025, followed by a grand opening planned for the spring of 2026.

What is the timing of other amenities and infrastructure?

- Projected Completion Date: Amenity
 - Spring 2025: Duke's/Covert House Park
 - Fall 2025: Phase 1 infrastructure complete. Golf course potentially open for limited play
 - Spring–Fall 2026: Front gatehouse with 24/7 security, golf course open for full play with two comfort stations and practice facility, Golf House (which includes food/beverage and Pro Shop), marina and initial trail systems.

**The balance of the amenities will be phased over time to accommodate the growing membership.*

Position Overview

We are seeking a proactive, dynamic and visionary General Manager/Chief Operating Officer (GM/COO) to lead the launch and early growth stages of the newest premier development and golf club in Austin, TX. This role requires a leader who embodies a startup mentality. The GM/COO will build and oversee all Club operations, working closely with the management team to build the member experience, drive operational excellence and ensure long-term financial stability. The ideal

candidate is passionate about the club industry, hospitality and luxury lifestyle operations, with the ability to lead, innovate as we establish Travis Club's reputation and member base from the ground up. The GM/COO will be responsible for recruiting and developing a dynamic team, building club culture and supporting real estate sales.

In this role, the GM/COO will collaborate with ownership and department heads to ensure consistent hospitality standards are upheld across all aspects of the Club's operations. A key focus will be on developing and refining SOPs, performance metrics and financial reporting to meet operational goals while delivering a world-class experience to members. With exciting developments on the horizon, the GM/COO will also have a unique opportunity to shape the club's future projects, contributing to its continued growth and success.

The ideal candidate is passionate about both the club industry and the entrepreneurial challenge of building a community. They will thrive on balancing high-level strategic initiatives with hands-on day-to-day operations, ensuring that every aspect of the Club's offerings supports a unique member experience and drives long-term value.

Key Characteristics

- **Startup Mindset:** Adaptable, creative, passionate, detail-oriented and unafraid to tackle new challenges as the Club evolves from concept to reality.
- **Driven:** Takes initiative to advance tasks independently while ensuring alignment with approved goals and objectives.
- **Team Builder:** Skilled at recruiting, training, and inspiring a cohesive team dedicated to member service and Club values.
- **Community Leader:** Embodies local community values, building meaningful connections - approachable leader with a talent for engaging with both staff and members.
- **Sales Supporter:** Works closely with ownership to support real estate and membership sales efforts, creating seamless integration between Club operations and sales goals.
- **Visionary Innovator:** Creative strategist who excels at delivering exceptional experiences and turning ideas into action.
- **Expertise in hospitality, food and beverage and member services,** with a track record of delivering excellence in these areas.
- **Effective communicator with an analytical mindset,** able to set clear, measurable objectives that drive member satisfaction and operational efficiency.
- **Comprehensive knowledge of financial reporting, general accounting principles, depreciation and the management of balance sheets and operational reports.**
- **Proven experience ensuring compliance with tax regulations and legal requirements.**
- **Skilled in overseeing capital assets, facility improvements and maintenance operations.**
- **Strong attention to employment laws, local and state incentive programs and other opportunities to optimize Club operations and further enhance its growth.**
- **An advocate for staff development, promoting a culture of mentorship, growth and professional development across all departments.**

Responsibilities

- **Team Development:** Recruit, train and inspire a dedicated team, ensuring staff are aligned with club culture and committed to delivering an exceptional member experience.

- **Member Experience:** Build and refine unique programming and Club experiences that resonate with members and reinforce Travis Club’s identity.
- **Operational Systems:** Establish SOPs, performance metrics and financial reporting from scratch, aligning all operational goals with delivering high-quality service.
- **Sales Integration:** Actively support membership and real estate sales by aligning Club services, member engagement, and community events with sales initiatives.
- **Strategic Growth:** Drive early-stage operational milestones, supporting both foundational and growth projects while managing budgets, staffing and facility development.

Qualifications

- A minimum of 5-7 years of progressive leadership experience in hospitality or a high-service environment.
- A seasoned professional from the club or hospitality industry with a track record of exceptional financial management, budgeting and business planning, delivering measurable success. The ideal candidate thrives in managing financial challenges while ensuring the delivery of high-quality services and innovative activities that attract and retain both members and staff.
- Must possess extensive experience managing large high-end clubs or luxury properties, ensuring exceptional service, and maintaining top-tier standards across all aspects of club operations.
- The ideal candidate should possess strong general management capabilities, verifiable strengths in inspiring leadership, financial performance and interpersonal skills, and experience in managing recreational amenities. The candidate must have impeccable integrity, be a highly visible and charismatic leader, and demonstrate outstanding membership relations and communication abilities—both written and verbal—with a sense of humor.
- The candidate should have a natural passion for member service and satisfaction, a “servant's heart” paired with a personal, hands-on and positive approach. The GM/COO should be visible and engaged with staff and members, not confined to the office and able to tactfully handle complex situations involving staff, members and guests.
- The candidate should have a genuine passion for coaching and mentoring department managers and employees, demonstrating proven leadership in team building, employee motivation and training programs.
- Candidate must demonstrate a proven ability to oversee financial performance strategically, implement effective marketing initiatives, and streamline operations to achieve organizational goals.
- Experience with new property development or major construction is a plus. Familiarity with large-scale property development or construction projects, providing insight into successfully managing timelines, budgets and quality control during significant capital improvements.

Education and Certifications

- A Bachelor’s degree in Hospitality Management, Business or a related field is preferred.
- Industry certifications such as CCM, CCE, or PGA are encouraged but not required.

Competitive Compensation

The salary for this position is competitive and commensurate with experience. An attractive benefits package, including performance-based bonuses, will also be offered.

Individuals who meet or exceed the established criteria as detailed in this position profile and posting are encouraged to send both a cover letter and resume to Tara Osborne at tara@gsiexecutivesearch.com in PDF format, attached via email with the subject line: Travis Club General Manager/COO.



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