

FEATURED ARTICLE



The Main Clubhouse

Four Compelling Reasons Why Shooting Star Is So Reassuring In Today's Difficult Economy

Shooting Star has been profitable every year. It's where you learn to appreciate the importance of family, wildlife, art, and life.

BY MARK PAZDUR, PUBLISHER

JACKSON HOLE, WYOMING: The success of Shooting Star is no fluke. Nor is it a surprising piece of luck in the middle of a slumping economy. There are basically four reasons contributing to the community's achievements. The first is Shooting Star's proprietorship. It is family owned and operated; second, it was designed by some of the world's top planners and architects; third, it is administered by bright and talented people; and fourth, it's in a stunning location, adjacent to the Jackson Hole Mountain Resort in the heart of the scenic Teton Mountains with elk, moose, and deer as neighbors.



COURSE ARCHITECT TOM FAZIO AND JOHN RESOR.



Nature is a part of your daily life here. Amenities include a Tom Fazio golf course, a Nordic Center, an Alpine Club, attractive residential opportunities and boutique shopping and fine dining in Teton Village and the Town of Jackson.

Many real estate developers spin a story about scarcity. "Here it's not spin," explains John Resor, Shooting Star's president. "It's fact. Less than three percent of the land in Jackson Hole is privately owned. The other 97 percent is preserved by the Grand Teton National Park, the Bridger Teton National Forest, the National Elk Refuge, and conservation easements. Shooting Star was planned so that it is contiguous to 1,800 acres of protected open space."

WYOMING: THE TAX-FRIENDLY STATE

Another salient advantage that Shooting Star enjoys is Wyoming's tax-friendly status, which, according to Bloomberg Wealth Management, makes it the most tax-friendly state in the nation. There is no state income tax, no estate tax, no gift tax, and low property taxes. Wyoming also does not tax out-of-state retirement income which is a real plus for retired second home owners.

FAMILY OWNED AND OPERATED

Resor is part of the family's third generation. In 1929 his grandfather bought the first 100 acres sight unseen on the advice of his 12 year-old son, John's father. Those 100 acres have grown to over 6,500 acres, making it the largest working cattle ranch in Jackson Hole, on which the family runs about 3,800 head of cattle every year.



"When we decided to develop a portion of the ranch, we knew we had to get it right," explained Resor. "That's why we hired Tom Fazio for the course and Hart Howerton for the clubhouse. Even when the economy turned, we didn't cut corners. We stuck to our original plan and our original budget and delivered both the course and the clubhouse last July. We've invested over \$130 million in Shooting Star and have been rewarded with over \$165 million in sales in less than three years. The only dividends that come out of the company are to pay taxes.

"A down economy," said Resor, "is a strong reason to deliver the best product. You have to fight for market share and you win by delivering a better experience. Last summer we had 150 families from 25 states and two foreign countries join Shooting Star which represented a market share of well over 90 percent of new memberships in Jackson Hole.



This winter we added seven more families. I can't say enough about the quality of our membership. I'll give you one example. When one of our members was selecting his lot, his long-time friend couldn't make the trip with him, so he selected two lots—one for himself and one for his friend. When it came time to close, he asked me to take \$200,000 off the price of his friend's lot and add it to the price of his lot. He explained that he thought he was getting too good a deal relative to his friend. It so happens that they attended Stanford Business School together and studied under Professor Jack McDonald, who was our first member. We now have six of Jack's former students as members.

“No question it’s been challenging, but even in this tough economy, we have closed \$45 million of cabin sales in the last nine months. We have been incredibly fortunate to have loyal customers who have taken a long-term view and stuck with us. In today’s economic climate, I don’t think a pure golf club experience is sustainable. We build amenities for the entire family, not just for golf purists. Families want to share more time together. Shooting Star is the perfect place for them to build those memories. We currently have two homes under construction and two in the planning stages. The first home to be completed will be by Jan and Chuck Davis. Chuck’s the CEO of Fandango.

“Protecting the environment is also critical,” continued Resor. “Our golf course manager, Bill Shrum, conducts rigorous monthly testing, which has proven that water exits Shooting Star cleaner than when it arrives. I believe our members are comforted by the fact that our family lives here. We are not going anywhere. If the roof leaks, they know where to find us. We’re not in it for a quick flip.”



HAYSTACKS, BY ROY LICHTENSTEIN.

THE IMPORTANCE OF ART

“Taking a long-term view allows us to do things other developers don’t do,” said Resor. “Take the art collection for example. In most clubhouses you’ll find relatively generic art that was purchased at the last minute. We spent about a year putting our collection together. We commissioned several artists and photographers, searched the Internet and galleries on both coasts and in Europe, and also supported local artists.”

The clubhouse now has 109 works of art with pieces by legendary artists Lichtenstein, Rauschenberg, Warhol, and Henry Moore; contemporary artists like William Beckman and Michel Tabori and local favorites September Vhay, Kathryn Turner, Molly Hirschfield, and even attorney turned photographer, Gerry Spence.



FOUR BULLS, BY WILLIAM BECKMAN.

THE CLUBHOUSE—RUSTIC BUT ELEGANT

The clubhouse was designed to reflect ranch architecture with reclaimed board and batten siding, porches with knee braces, and detailed truss work with hand-forged metal strapping. In the entry is a massive fireplace, flanked by two photo realistic paintings by Don Coen that were done on the Snake River Ranch when the cattle were being shipped. On the second floor is the spa with six treatment rooms, including a couple’s suite with a stainless steel Jacuzzi and limestone fireplace.

Next door is the *ladies’ locker room* which includes a steam room with 396 fiber optic lights that rhythmically change colors and create a soothing effect. “My wife and daughters experienced a fiber-optic lit steam room in Provence,” said Resor. “They convinced me to add the lights. The contractors thought I was crazy until they saw it work. It soon became one of their favorite parts of the clubhouse.”

The *men’s locker room* is spacious with ample room for a poker game or big screen TV viewing. Their steam room is circular, made from Ankara travertine, with a convex-shaped ceiling to collect moisture that drops in the center of the room and not on someone’s head.

“Aside from golf, we created amenities for the entire family so they could share time together and fashion lifetime memories.” — JOHN RESOR

The *clubhouse dining room* is intimate and divided into two sections by a circular wood-burning fire pit made from Frontier Stone and vented with a hammered copper hood. On one side are three cozy booths and six tables with chairs upholstered with Italian leather. On the other side are a copper bar, more tables, and an elegant wine storage



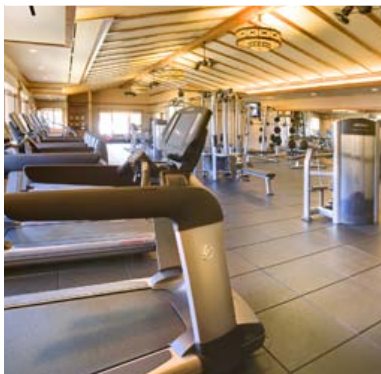
display where members can keep their vintage selections. The ceiling uses reclaimed barn wood with custom light fixtures created from hammered steel and rawhide. Executive Chef Michael Christie has already established himself as one of the very top chefs in Jackson Hole.

The *swimming pool complex* overlooks a lake and includes a 25-meter tension edge lap pool, a children’s pool, two Jacuzzis, and a fire pit.



A 2,400 square-foot *fitness center* features Life Fitness cardio equipment with an extensive array of free weights. The center is designed so you can work out, keep an eye on your children playing by the pool, and enjoy great views of the Tetons.

The Alpine Barn, built from reclaimed snow fence and recycled Douglas fir timbers, makes every morning a good morning with complimentary blueberry muffins, scones, yogurt, oatmeal, fruit, coffee, and *The Wall Street Journal*.



The Barn accommodates wedding receptions, special events and children. Youngsters have their own private room with computers and a large television. Oversized lockers can handle ski supplies for a family of six. The lockers are equipped with boot driers, shelves for helmets, and hooks for jackets and gloves.

A ski concierge is always on hand to provide direct access to the Jackson Hole Mountain Resort. The Club has two new, 14-passenger vans with leather

seating to shuttle members to and from the lifts. Your driver will hand you his card with his phone number so you can call him for a pickup whenever you’re ready to return.

“Jackson Hole is the most exciting ski mountain in North America,” says General Manager Mark Aulerich. “It’s known for its steep and deeps, but the resort still has 40 percent intermediate terrain and some great beginner slopes. The combination of an average annual snowfall of over 450 inches of snow and a huge amount of back-country terrain makes for an exhilarating experience.”

PEYTON MANNING AND CONDOLEEZZA RICE

"I worked for Tom Fazio for eleven years, and I've never seen a golf community get off to such a rock solid start," says Membership Director Mike Kramer. "We've had several notable people play the course our first summer, everyone from Rush Limbaugh to Bruce Jenner, but I think the most excitement was created when Peyton Manning played. I know I was psyched when John asked me to play with Peyton. For all his accomplishments, he is a very humble person.

"Condoleezza Rice also created a lot of interest. She was the guest of one of our members, Roland Betts, who himself is a low handicapper, the developer of Chelsea Piers, and a trustee of Yale. I believe Ms. Rice played 27 holes one day. She's very personable and the caddies really enjoyed working her foursome, with the Secret Service and all."

A CORE GOLF COURSE

When Fazio was asked about Shooting Star, he lauded the Resor family. "John's very persistent. He's a detail person and very hands on. To make sure I delivered to the family's level of expectation," recalled Fazio, "I built a core golf course to protect the open space and make the Tetons an awesome backdrop.

"My core-design concept eliminated the intrusion of interior streets, homes, and long walks from greens to tees. Playing the course feels more like a walk in the park rather than a ride through a crowded subdivision.

"As a destination, Jackson Hole would have to be in most people's top 10. Our family loves golf [Tom is a single digit handicap] and we're also a snow family. Golf in the summer and skiing in the winter makes Shooting Star a true year-round community.

"The Resor family is well capitalized, committed, and family oriented. They believe in quality construction and are responsible for the special golf course we have at Shooting Star today," concluded Fazio.

Tom remains in close contact and this summer he will host the first annual Silver Spur Men's Invitational Tournament at Shooting Star from August 26 through August 28.

For more information visit shootingstarjh.com; or you may phone toll free (877) 739-8062; or e-mail John Resor at jresor@shootingstarjh.com.

