

## FEATURED ARTICLE

# The Concession Golf Club

A KEVIN DAVES LEGACY TO THE 1969 RYDER CUP AND A TESTAMENT TO UNWAVERING LUXURY.

*His \$600 million, 1,232-acre residential golf community in Bradenton, Florida, is conveniently located just 10 minutes from Sarasota, less than one hour from Tampa, and named the best new private golf course in America for 2006 by Golf Digest magazine.*

BY EDWARD F. PAZDUR, CHAIRMAN & CEO

SARASOTA, FLORIDA: After reading this narrative, I'm confident you'll find Developer Kevin Daves to be a uniquely creative entrepreneur. He adroitly interweaved a histrionic Ryder Cup, Jack Nicklaus, Tony Jacklin, and an unprecedented deed of sportsmanship, by Nicklaus, into a legacy for The Concession, his private, luxuriant golf club. Here's a fresh and detailed version of the closing minutes at the 1969 Ryder Cup which inspired Daves to name his golf club The Concession. And, a brief introduction to the 82-year old classic because you're likely to be only passably familiar with it.

Let's start with the introduction. The Ryder Cup was officially born in 1927 as a biennial tournament intended for professional golf teams representing the United States and Great Britain before it was modified to include European professionals in 1979. The leaderboard today lists the U.S. with 28 wins and two ties in 38 competitions since its inception.

### YOU HAD TO SEE IT TO BELIEVE IT

The occasion, played 40 years ago, that inspired Kevin Daves was Great Britain's 1969 Ryder Cup. He named his luxurious residential golf club The Concession as a tribute to the greatest single sporting gesture in the history of sports that unfolded on the 18th hole at Royal Birkdale golf club in Southport, England.



LEFT: JACK NICKLAUS CONCEDES TONY JACKLIN'S TWO-FOOT PUTT AT THE 1969 RYDER CUP FOR A TIE. RIGHT: JACK NICKLAUS AND TONY JACKLIN TODAY.



That day, September 20, 1969, Jack Nicklaus stood on the 18th green with a one-stroke lead over Tony Jacklin, who was Britain's hot superstar at the time. He watched Jacklin anxiously read his final putt before a hushed throng of Brits. The entire gallery silently held its breath and tightly surrounded the 18th green. Jacklin's stress was shared all over the world. If he missed his two-foot putt, the Yanks would take home the trophy and Jacklin would become a scapegoat for decades to come. If he sank his putt, it would produce the first tie in Ryder Cup history—and Jacklin would be crowned a national hero!

## A STUNNING CONCESSION

Nicklaus, who sympathized Jacklin's deep anguish, walked over to him and stunned the world by conceding Jacklin's two-foot putt to automatically hand Jacklin and Great Britain a tie. It was the first tie, of only two, in the Ryder Cup's 82-year history.

Jack's exemplary sportsmanship inspired Kevin Daves and Tony Jacklin to name the golf club community The Concession and hire Jack, in association with Jacklin, to design and build the golf course. Daves also assembled an exceptional team of talented specialists to ensure a high-quality facility with five-star resort services worthy of its name.



**"THE MARKET WILL COME BACK. WE ARE DELIVERING A FIRST RATE, FIVE-STAR EXPERIENCE. OUR AMENITY PACKAGE, OUR LOCATION CLOSE TO A VIBRANT CITY AND OUR DIMINISHING HIGH-END INVENTORY SETS US UP FOR A DRAMATIC UPSWING. NOW IS THE TIME TO BUY." — KEVIN DAVES, DEVELOPER**

## NOW IS THE TIME TO BUY

Daves, who initially honed his high-end experience as developer and part owner of The Ritz-Carlton, Sarasota, recalled, "The country had just experienced 9/11 and the economy seized up when we opened The Ritz-Carlton, Sarasota in 2001. We are experiencing similar economic conditions today. It seems like our economy goes through these cycles about every seven years.

"Yes," he cautioned, "today you have to be concerned, but you must look beyond the short term. The market will come back. We are delivering a first rate, five-star experience. Our amenity package, our location close to a vibrant city, and our diminishing high-end inventory sets us up for a dramatic upswing when the market turns. That's why now is the time to buy," said Daves.

## STATE-OF-THE-ART AMENITIES

The golf course is about three miles from point-to-point with no out of bounds, a 23-acre practice facility, in-season caddies, a Jonathan Yarwood Golf Academy and a comfort station every three holes stocked with cold beverages, peaches and apples.

"The greens," said Nicklaus, "were built with the Advanced Aer underground system with five sensors under each green that measured moisture and heat. It triggers a computer that sends water or cool air through pipes to prevent



disease and keep the grass healthy throughout the year. My design concepts," continued Jack, "have evolved over the years and we've done some wonderful work. But, you always strive to do better. That's why you'll see more design on the floors of the fairway and more intricate design in the edge of the bunkers at The Concession."

"The course has Pro Angle sand, the best sand you can use," said Daves. "It was railed in from Northern Ohio and then trucked to The Concession. Our bunkers are all hand raked and rugged with Bahia grass to give the course a links feel."

A warm, intimate, inviting 33,000 square-foot clubhouse, about 500 feet long, is on track to open this summer. "I am an architect," said Daves, "and took the best designs I've seen and incorporated them into our design.

“For example,” he said, “I made sure all of the main rooms had dramatic views of the 10th and 18th holes and built two small port caches, one on each end of the clubhouse, for easy access, rather than one large entry in the center of the building. The small port caches make each end of the clubhouse brighter and more attractive.”

A second sports clubhouse, with construction to start this fall, will offer a resort-style swimming pool, Har-Tru tennis courts, croquet courts, and treatment rooms for massages.

To guarantee extraordinary food service, Sean Murphy, owner and head chef of Florida’s No. 1 rated restaurant, Beach Bistro, is in charge of food and beverage.

An added bonus for evening receptions, parties, or a simple afternoon ocean cruise members may commission The Concession, a 53-foot Selene yacht, docked at Marina Jack on Sarasota Bay in downtown Sarasota. This “floating beach club” has a range of 2,500 nautical miles.



AN ARTIST’S RENDERING OF THE CLUBHOUSE.

#### LUXURY HOME OPPORTUNITIES

The Concession features three adjoining enclaves of estate homes; Birkdale, Lindrick and Nicklaus Manor for a total of only 236 single family homes, ranging in size from one-half acre to over two acres. Barbara and Nan Nicklaus helped in the design concept of all 33 Nicklaus Manors, the cost of which includes a Signature Golf Membership.

“Working with the Nicklaus family has been wonderful,” said Daves. “Jack designed the course, Barbara and Nan helped in the concept of our Nicklaus Manor homes and Gary Nicklaus assisted us with market real estate. They have been so successful because they do things right.”

In charge of interior decoration is Adrienne Vittadini, who plans to draw from her recent visit to the Maison & Object home show in Paris, and Pamela Hughes, owner of Hughes Design Associates. Limestone floors have been ordered from Italy, Turkey, and South America, as well as custom designed rugs woven in India and Pakistan.

#### GOLF COTTAGE MEMBERSHIPS

If your preference is to buy a membership rather than real estate, The Concession has a \$60,000 non-equity, fully refundable Golf Cottage Membership that will allow you to stay in a luxurious four-bedroom, four-bathroom cottage for 28 days (14 in-season, 14 off-season), within walking distance to the clubhouse—and you pay for only one month of dues.

“If you are not ready to purchase real estate in Florida,” surmised Daves, “we have created our Golf Cottage Membership to make it possible for you to enjoy Florida at a cost of only one month of dues instead of 12 months of dues. This is a great way to still enjoy the Floridian lifestyle.”

*For information, write The Concession Golf Club, 18804 Ganton Avenue, Bradenton, Florida 34202; phone (941) 951-6484, or visit [theconcession.com](http://theconcession.com).*