

FOR IMMEDIATE RELEASE

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FOR INFORMATION

Rick Shoemaker (843) 681-1703

## THE HERITAGE GOLF COLLECTION PROMOTES RICK SHOEMAKER TO VICE PRESIDENT OF OPERATIONS ON HILTON HEAD ISLAND

*HILTON HEAD ISLAND, SC* – The Heritage Golf Collection on Hilton Head Island, a collection of Heritage Golf Group properties in South Carolina, is excited to announce the promotion of Rick Shoemaker to Vice President of Operations.

“Rick routinely demonstrates a commitment to building teams focused on the operational disciplines and processes which are essential to our company’s growth. He drives toward the highest standards—he is an invaluable asset to our ongoing success,” President John Hungerford.

Since Rick’s arrival, in March of 2015, he has improved operational efficiencies by being proactive and driving revenue during the Islands most challenging conditions. In collaboration with the Heritage Golf Group project management team, Rick has finalized numerous major improvement and renovations on Hilton Head Island:

The Heritage Golf Collection has completed significant renovation projects which include:

- **Port Royal Golf & Racquet Club, Oyster Reef Golf Club, and Shipyard Golf Club** – The expansion and renovation of the practice facilities along with an all new Club Car golf fleet that arrived in September of this year.
- **Port Royal Golf & Racquet Club** – Completed a greens enhancement project at Robber’s Row; updated cart paths, practice tees, sidewalk and the replacement of the outdoor furniture.
- **LagerHead Tavern** – The enhancement of the Oyster Reef clubhouse into LagerHead Tavern encompassed a complete overhaul of the interior of the building. Every detail from décor and interior architecture to the menu and service styles was thoughtfully redeveloped, creating an ideal place for friends and families to gather, socialize, relax and enjoy local, progressive cuisine with an assortment of craft beers, hand-crafted cocktails and Southern hospitality.
- **Brickyard Pub** – A renovation project inspired by the plantations former brick-manufacturing center involved a complete overhaul of the interior of the restaurant. The pub was transformed and is now decorated with mortar washed brick walls, a gorgeous wooden pine bar top, handsome leather club chairs, wooden pub chairs, saddle stools, copper pendants, bar chandeliers, saw-marked wooden tables, and sweeping, dark wood floors throughout. Brickyard Pub offers traditional pub fare with a low-country twist and provides a comfortable, rustic setting for guests to relax before or after a round of golf.
- **Robber’s Row Grille** – The enhancement of Robber’s Row Grille included an interior reimagining of the dining room, bar and verandah. The restaurant boasts a new comfy and cozy costal feel with a touch of southern charm.



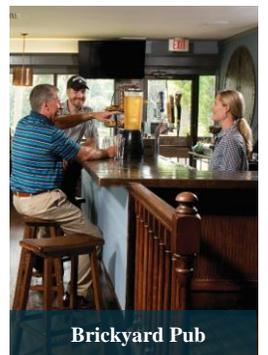
Rick Shoemaker



Port Royal Clubhouse



LagerHead Tavern



Brickyard Pub

Moving forward into 2018, the Heritage Golf Collection will continue with the following property enhancements as part of the current strategy to elevate and enhance the overall member and guest experience:

- **Port Royal Golf & Racquet Club** – Is currently constructing a new state-of-the-art Racquet facility which consists of eight new hydro clay tennis courts, an underground watering system, and two new standalone pickle ball courts, along with the all new Sports Shop to facilitate both golf and tennis members and guests in 2018. The New Sports Shop, which will serve as a single check in for all guests and feature both golf and tennis apparel.
- **Oyster Reef Golf Club** – In May of 2018, the golf course will undergo a complete bunker renovation project featuring the installation of Better Billy Bunker and the re-grassing of all 18 greens with Champions Bermuda.



The Heritage Golf Collection is investing more than \$10 million to continue the vision and master strategy of the three-award-winning golf resort-style properties. The improvements, renovations and new developments are a direct result of Heritage Golf Group's ongoing commitment to the Port Royal Golf & Racquet Club, Oyster Reef Golf Club and Shipyard Golf Club to provide a collection of golf & hospitality experiences its members and guests.

For more information contact Rick Shoemaker at [rshoemaker@heritagegolfgroup.com](mailto:rshoemaker@heritagegolfgroup.com) or call (843) 681-1703.

## **ABOUT THE HERITAGE GOLF COLLECTION ON HILTON HEAD ISLAND**

The Heritage Golf Collection ([www.hiltonheadgolf.net](http://www.hiltonheadgolf.net)) features a group of three premier, resort-style golf clubs including five award-winning golf courses and 99 holes of championship golf on Hilton Head Island, SC. Owned and operated by Heritage Golf Group, The Heritage Golf Collection includes Port Royal Golf & Racquet Club, Shipyard Golf Club, and Oyster Reef Golf Club. With a variety of resort amenities, Stay & Play Packages and a private country atmosphere, the Heritage Golf Collection on Hilton Head Island is the perfect choice for the perfect vacation.

## **ABOUT HERITAGE GOLF GROUP**

Heritage Golf Group ([www.heritagegolfgroup.com](http://www.heritagegolfgroup.com)), established in 1999, is an innovative, industry leading hospitality company and owner/operator of premier private, resort and daily fee golf properties spanning Florida, South Carolina, Georgia, Virginia, and Texas. Guided by the principle of evolving the private club and golf business experience to the highest level, each individual club's amenities and operational systems are tailored to augment their one-of-a-kind assets. With a commitment to delivering memorable experiences to its members and guests, the company is constantly expanding their team of experts in operations, golf, culinary, lodging, fitness, agronomy and special events. Backed by the financial strength of Tower Three Partners, an operationally oriented private equity firm, Heritage Golf Group is uniquely poised to expand through the acquisition of a tightly focused and selective group of first-class clubs.

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