



FOR IMMEDIATE RELEASE

Heritage Golf Group Acquires The Club at Cheval in Tampa Bay, FL. *Immediate Capital Improvements Already Underway.*

Tampa Bay, FL – April 21, 2025 – Heritage Golf Group, a leading owner and operator of private country clubs and upscale daily-fee golf courses across the U.S., is excited to announce its acquisition of The Club at Cheval from LKJ Management in Tampa Bay, Florida. This marks Heritage's 42nd club nationwide and its ninth in the state of Florida.

Located within the gated Cheval community, The Club at Cheval boasts an excellent 18-hole golf course designed by Steve R. Smyers. The property also features a newly renovated clubhouse and restaurant, nine Har-Tru tennis courts, two pickleball courts, a full-service fitness center, and a temperature-controlled pool. Known for its active membership, the Club offers dynamic fitness, tennis, and pickleball programming tailored to all skill levels. It also hosts a popular youth summer camp that offers premier golf instruction and programming aimed at growing the game.

“Expanding our presence in Florida, particularly in the Tampa market, has been a strategic priority for Heritage,” said Jim Oliver, Chief Operating Officer of Heritage Golf Group. “The Club at Cheval is a natural complement to our portfolio, and its proximity to TPC Tampa Bay, Lakewood Ranch Golf & Country Club, and our four other Southwest Florida clubs makes it a strong addition.”

Heritage Golf Group has immediate capital improvement plans for The Club at Cheval. The Steve Smyers Signature Golf Course will undergo a multi-million-dollar project that will transform the overall playability, aesthetics, and course experience. Renovation highlights include:

- **Greens Renovation:** The greens will be carefully excavated to remove accumulated organic material and thatch, while also restoring their original edges for improved playability.
- **Bunker Enhancements:** Bunkers will be strategically modified, removing redundant locations, merging smaller bunkers, and resizing others.
- **Tee Box Expansion:** Wherever possible, tee areas will be expanded to provide additional variety and enhance course setup options.
- **Practice Facility Reimagined:** The short game area will undergo a fresh redesign and the driving range tee will be laser-leveled offering an improved practice experience.

“This club already has an exceptional foundation, and we’re excited to take it to the next level through these extensive course renovations,” said Oliver. “Our goal is to elevate the golf experience for both current and prospective Cheval Members.”

During the renovation period, Heritage will provide Cheval Golf Members with reciprocal access to other Heritage Golf Group local clubs, including the neighboring acclaimed TPC Tampa Bay.

Additional enhancements to other areas of the Club will be guided by Member feedback and insights gathered through focus groups. Heritage will also place a renewed emphasis on enhancing the calendar of social and competitive events for Cheval Members and guests, underscoring its commitment to a vibrant, connected Club experience.

The Heritage team, with extensive proficiency in golf club operations, continues to elevate the member experience through transforming and improving amenities, operations, and programming at recently acquired clubs. The expanding network further enhances the value of Heritage Golf Group membership through the Heritage Plus Network—a reciprocal travel benefit that affords golf members access to other participating Heritage clubs.

About Heritage Golf Group

Since purchasing Heritage Golf Group in January 2020, the current ownership and leadership team has grown the company to include 42 clubs across the US. With its home office in northern Virginia, just outside Washington DC, Heritage clubs are located in Alabama, Colorado, Florida, Georgia, Illinois, Missouri, New Jersey, New York, North Carolina, Ohio, South Carolina, Tennessee, Virginia, Michigan, and Wisconsin. The company continues to grow by acquiring a mix of private country clubs in residential communities, member-owned clubs with growth potential seeking strategic alternatives, and premium daily-fee and resort golf properties in major resort destinations and metropolitan markets. Guided by the principle of evolving the golf experience to the highest level, each individual club’s amenities and operational systems are tailored to augment its unique assets. For more information, please visit www.heritagegolfgroup.com.

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