

## CANDIDATE PROFILE

Director of Recreation and Activities  
Boot Ranch  
Fredericksburg, TX  
[www.bootranch.com](http://www.bootranch.com)

Video Profile Feature



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## Organization

Boot Ranch is a private member community and club located in the famed Hill Country of Texas. Boot Ranch is an artful expression of luxurious Texas ranch-style living nestled deep in the heart of the Hill Country. The Club's mission statement is to be the finest private club community in Texas, located in the heart of the Hill Country. Boot Ranch is located five miles north of Fredericksburg, Texas, one of Southern Living's "Small Towns We Love." The area has an enduring appeal as a vacation destination, a great place to raise a family, and as an ideal place to retire. The town's German heritage is proudly displayed with 19th century stone buildings that line Main Street. The Club is located close to all Hill Country actives and major Texas cities:

- San Antonio – 1 hour
- Austin – 1.5 hours
- Dallas- Fort Worth – 4 hours
- Houston – 4 hours

The Club and community is nestled in the Texas Wine Country, second only to Napa Valley as a wine growing region. The Hill Country is home to more than 45 wineries and growing.

Boot Ranch is known for its renowned member service amid rustic ranch-style living, where members and their guests are greeted like family with vibrant social activities and outdoor adventures. Club amenities include:

- A 7,250 yard, 18-hole golf course and 34-acre practice park designed by famed PGA Legend Hal Sutton. The course and playing conditions continue to be rated as among the Top 10 in Texas by Golf Digest magazine.
- The 55,000-square-foot clubhouse village is located on the highest bluff on the property, overlooking Boot Ranch and the adjoining Hill Country. The Club won the Clubhouse of the Year by Golf Inc. The clubhouse village is designed as the heart of the development and includes 10 spacious lodge suites available for members and their guests. Also, there are 10 "Sunday Houses" (fractional homes) owned by the members with lodging and Club amenities and services.
- The Ranch Club is the center of warm weather activities featuring family and adult swimming pools, an outdoor bar and grill with wood-burning pizza ovens, tennis courts, and basketball and pickleball courts.
- The Longhorn Lake amenity features a private member beach club, swimming, fishing, paddleboats and two treehouses, as well as expansive play areas for children. The Longhorn Lake clubhouse is under design and development with a 2023-24 scheduled opening.

- The Metzger Market is a popular gathering market for coffee barista-made specialties, hand-dipped ice cream and essentials, as well as a community mail center.
- A gun and skeet shooting range.
- Five miles of hiking and mountain biking trails (these will continue to expand and grow as development moves forward).

[Please control click here for a short video.](#)

## Boot Ranch Club By The Numbers

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- Annual revenue: \$12,000,000
- Annual dues: \$21,181
- Initiation fee: \$200,000
- Home price range: \$1,500,000 – \$10,000,000
- Sunday House price range (per unit): \$780,000
- The total anticipated development of the Community is approximately 450 homes, including 16 Sunday Homes.
- The Club and community are being developed by Terra Verde Real Estate Group and Wheelock Street Capital.

## Position Overview

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The Recreation & Activities Director will organize and direct a “best in class” programming experience for members and their guests. Coordinate all member and youth events and activities throughout the year including summer kid’s camps, holiday functions, and monthly scheduled member activities. Work closely with department heads to ensure memorable experiences for the membership and their guests.

## Responsibilities

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- Collaborative Leadership: As a key member of the leadership team, you will immerse yourself in the Club's culture and work closely with department heads to align the Club's programs with their unique ethos.
- Strategic Planning: Partner with department heads to meticulously plan, develop, and execute age-appropriate programming that resonates with the diverse membership base.
- Event Calendar: Create a vibrant and enticing calendar of events catering to all age groups, ensuring that every member finds something exciting to look forward to.
- Sports and Activities: Collaborate with department heads to design sports-specific activities and events that cater to the interests of the athletic members.
- Family and Holiday Events: Coordinate and promote monthly family, holiday, and kids' events, fostering a sense of community and belonging among the members.
- Private Events: Assist in the preparation and execution of private and special events, making each occasion truly memorable.
- Youth Summer Camps: Oversee a comprehensive youth summer camp schedule, optimizing the use of the Club's amenities to provide enriching experiences.
- Team Management: Recruit, train, supervise, and certify camp staff, counselors, and lifeguards, ensuring a high level of safety and quality in all youth activities and camps.
- Future Amenities: Anticipate the programming needs of upcoming Club amenities, such as the Party Barn and strategize accordingly.
- Marketing Support: Collaborate with the Membership Sales Team and marketing staff by providing photos and marketing materials as needed to promote activities effectively.
- Effective Communication: Utilize social media and other communication platforms to promote activities before, during, and after events, keeping the membership informed and engaged.
- Budget Management: Prepare and manage an annual operating budget, ensuring resources are allocated effectively to support the success of the Club's programs.
- Active Participation: Be a visible presence at all Club functions, engaging with members and ensuring their experiences meet the Club's high standards.
- Continuous Improvement: Continuously evaluate and assess the success of the Club's programs, making data-driven adjustments to enhance member satisfaction.

# Competencies

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- Attendance/Punctuality: Is consistently at work and on time; ensures work responsibilities are covered when absent; and arrives at meetings and appointments on time.
- Dependability: Follows instructions, responds to management direction; takes responsibility for own actions; keeps commitments; commits to long hours of work when necessary to reach goals; and completes tasks on time or notifies appropriate person with an alternate plan.
- Quality: Demonstrates accuracy and thoroughness; looks for ways to improve and promote quality; applies feedback to improve performance; and monitors own work to ensure quality.
- Quantity: Meets productivity standards; completes work in timely manner; strives to increase productivity; and works quickly.

## Requirements, Education, Experience and Additional Qualities

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**QUALIFICATIONS** - To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **EDUCATION AND/OR EXPERIENCE:**

Associate degree (A. A.) or equivalent from two-year college or technical school; or two years related experience and/or training; or equivalent combination of education and experience.

### **KNOWLEDGE AND SKILLS:**

- Strong communication skills (both written and oral)
- Strong interpersonal and problem-solving skills
- Minimum 3-5 years related work experience in youth/child setting
- Current CPR & First Aid Certification
- Proficiency in computer technology and standard software platforms
- Proficiency in social media platforms
- Proven planning, organizational, and leadership skills
- Market and industry knowledge of current and future trends

### **LANGUAGE ABILITY:**

Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of an organization.

### **MATH ABILITY:**

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

### **REASONING ABILITY:**

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

### **COMPUTER SKILLS:**

To perform this job successfully, an individual should have knowledge of Word Processing software, and Jonas POS and Timekeeper software. Training is available for the Jonas system.

### **SUPERVISORY RESPONSIBILITIES:**

Supervises up to 15 employees. Is responsible for the overall direction, coordination, and evaluation of Club programming and activities. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include training employees; assigning and directing work; appraising performance; addressing complaints and resolving problems.

## WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**PHYSICAL DEMANDS** - The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, feel, talk and hear.
- The employee is occasionally required to stand; walk; run, reach with hands and arms; climb or balance; stoop, kneel, crouch or crawl, and taste or smell.
- The employee must frequently lift and/or move up to 20 pounds. Specific vision abilities required by this job include close vision.

## Competitive Compensation & Benefits

- This is a full-time salaried position with a full executive benefits package.
- Salary will be commensurate with qualifications and experience.
- Salary will be competitive with similar positions in elite PrivateCountry Clubs in Texas.
- Relocation allowance
- Professional organization dues

**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.**

**Note: The preferred method of contact is email. Please send your cover letter and resume in PDF format, attached via email with the subject line: Director of Recreation and Activities: Boot Ranch**




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GSI Executive Search has been serving the private club industry for over twenty years, providing a wide range of executive search and placement services. In addition to GM searches that have been performed recently, GSI consultants have done over 70 GM searches around the US in the last two years.