

# The Club at Rancharrah



## General Manager/COO Profile: The Club at Rancharrah, Reno, Nevada

### **The Opportunity**

The iconic Harrah Mansion, once owned by casino magnate Bill Harrah, is being transformed into The Club at Rancharrah (“The Club”), Northern Nevada’s consummate private club. In 1957 magnate Bill Harrah designed the “perfect place” to live in a setting that was like no other and named it Rancharrah. Other than the Harrah family and his guests including celebrity headliners and U.S. Presidents, it has remained private until today. Now, this legendary estate has been reimagined, embracing its rich history and stunning landscape. Situated amidst extraordinary natural beauty and abundant conveniences, this landmark property is being transformed into a 141-acre master planned community that promises to be Reno’s most prestigious address. Our goal is to hire a qualified GM/COO to champion the culture and business operations to elevate and drive the overall experience with excellence in all aspects that this Club and one-of-a-kind setting provides.

## **Rancharrah**

Rancharrah is a private, gated 141 acre private community for approximately 650 residents that will live in the most ideally located and highly amenitized property in the Reno area. Situated to the east and north of some of the most elegant residential properties in the area yet also positioned to the west and south of the high-end retail properties of the region. Rancharrah offers easy access to the freeway and 1/10th of a mile from Whole Foods, Nordstrom, PF Chang's, and a regional mall with Cheesecake Factory and Macy anchors.

Within Rancharrah's gates, residents will live among mature trees and can choose elegant homes ranging from custom homesites to build their own multi-million dollar dream home to a mix of finished homes including detached semi-custom houses and clustered high-end residences that include dedicated elevators.

The amenities of Rancharrah are robust and are all accessible by foot to create a village community with walking trails and social gathering venues. The amenities provide a variety of gathering opportunities, shopping conveniences, and tranquil places to enjoy the gracious setting of Rancharrah.

Rancharrah amenities include:

- The Club at Rancharrah - the reimagined transformation of the 36,000 sq. ft. Rancharrah Mansion into a social and wellness club, described in more detail below.
- Unique park-like features such as The Reflection Pond and Rose Garden
- The 10 acre Great Lawn and lakes at the entrance to the Club at Rancharrah.
- The Equestrian Center – a 52,000 sq. ft. indoor climate-controlled facility which includes 52 in and out boarding stalls, a championship sized riding arena and an upper viewing bar and lounge facility that may host events or simply allow for a relaxed view of the horses in training and performance.
- Direct access to Bartley Ranch Park – adjacent to Rancharrah and over a pedestrian and equine bridge is a 130 acre park that supports equestrian activities and also includes an outdoor amphitheater which hosts world class entertainment and historic landmarks such as the oldest school in Nevada.
- The Village at Rancharrah – a 13 acre public retail center positioned as the most expensive retail space in the area created as a complement to the residential development. Restaurants, coffee hubs, shopping and services such as dry cleaners and some offices will surround a core village green for farmers markets, art and music all looking over the park toward The Club at Rancharrah. This retail community will be accessible by the public just outside the Rancharrah gates, but only a short stroll across the Rancharrah Great Lawn for residents to access by foot or car.

## **The Club at Rancharrah**

Members will be primarily residents of Rancharrah and the Reno/Tahoe area. All residents of Rancharrah are automatic members of The Club. In addition, a limited number of non-resident and corporate memberships are available to the non-resident community. The members of The Club at Rancharrah come from many walks of life. They lead inspired and active lives, pursuing dreams to the outdoors, social activities, business and philanthropy leaders, horse lovers, skiers, artists and collectors.

The centerpiece of The Club is the iconic Harrah mansion, welcoming members with its relaxed sophistication and timeless architecture that pays homage to the estate's rich history and elegant grounds. This completely redesigned 36,000 sq. ft. mansion will be transformed into the The Club showcasing authentic and iconic architecture with a Ralph Lauren toned elegant yet casual style on interior design embracing its elegance and a

nod to the equestrian and the history of Bill Harrah, his casino empire and his world-renowned car collection. It is surrounded by gracious grounds in a park-like setting and stunning views of the surrounding mountains.

### Restaurant Bar and Culinary Experience

Members will socialize around intimate cozy fireplaces or beneath airy portals, relax with a drink in the two-story bar lounge with an antique fireplace and outside terraces, or enjoy casual and fine dining in the restaurant overlooking the beautiful gardens, lakes and expansive mountain range. The restaurant will be vibrant and flexible offering chefs farm to table solutions, a charcuterie bar and open kitchen with live fire flame grilles allowing for the ability for presentations or just to engage with the culinary skills of the chef. The Club will promote local farms and growers for fresh and innovative menus. Craft cocktails and fresh drinks at the bar. Programming will pull “celebrity” opportunities for chefs, wine makers, tobacconists, spirit makers and more to be a welcome part of the rotation of culinary experiences. Wonderful event spaces accommodate private functions from an intimate get together to large, lavish parties and weddings.

The Club at Rancharra will offer innovative seasonal dishes promoting local growers, farms and ranchers—presented in warm, sophisticated surroundings accompanied by friendly, attentive service. The Grill and its attached lounge offer comfort food, a light bite, or inspired culinary specialties. The outdoor pool is located just off the spa side of the mansion and will serve light fare to be enjoyed while relaxing by the pool with the family.

The Club’s dining experiences extend beyond its restaurant venues. Programming for Members will be to discuss cooking techniques or the farm-to-table trend at Chef’s Tables, enjoy various wine tasting dinners, and participate in cooking classes on site led by the Chef himself. The Club continually seeks ways to enrich members’ culinary enlightenment as well as tap into Nevada’s rich local farm fresh food.

### Health and Wellness

Health and wellness are a significant component of the culture and member experience at Rancharra. With expansive facilities and services that include a cardio floor, movement studio and strengthening room, club Members can enjoy truly exceptional fitness programming including spa services at the luxurious full-service spa. Rancharra is committed to an active healthy lifestyle and Member socialization that stretches well beyond the main clubhouse. A team of professional staff members provide programming and services for members to achieve their fitness and wellness goals in a uniquely personal environment. It would be very easy to spend a day at Rancharra as a wellness destination to immerse oneself from cardio and strength training, to spa treatments to a healthy flavorful dining experience at the restaurant.

Programming is critical to the delivery of wellness. Members will always be able to exercise within their self-motivated routine. Rancharra will also provide an approachable solution to fitness for those that need a hand. Programs that cater to a variety of age or activity levels will be offered. Whether onsite or special events to hike on guided tours in Tahoe, a variety of classes to stimulate an array of activities and disciplines will cater to the needs of the membership. An awareness to drive social connectivity will always be carefully managed to create a very inviting, easy and compelling approach to fitness.

Spa and pampering will be delivered as a special component to wellness. Contained within the Mansion will be a spa that provides a robust menu of massage treatments, facials, manicure and pedicure and retail. The spa is connected to both the men’s and women’s locker rooms which contain steam and sauna rooms.

Wellness is also positioned with healthy menu choices from the restaurant. Classes for complete wellness of activity and culinary programming will be a part of a wholistic approach at Rancharrah.

### Business Meetings and Events

The Club at Rancharrah may well become the business venue in the area. The restaurant and bar will be an ideal venue for business discussions and socializing for lunch and dinner. Card rooms, board rooms and event spaces are also available for small to large meetings.

There are ample event areas to allow for Member hosted events. It is important that large events can occur without impacting the normal use of The Club. A private event room with two balconies can accommodate 100 person events. Beautiful tents in the lawns can accommodate even larger events to 400+.

### **Culture**

Excellence, integrity, respect, and environmental and social responsibility are cornerstones of The Club's vision. The Club at Rancharrah is on the forefront of conservation efforts to preserve the mansion, park and lakes and has already received a BANNER Award for their tree preservation program.

Most importantly, is the culture of The Club. The incredible facilities are only the architecture for which to build the sense of place. The energy of the people, the welcoming and accommodating nature of the staff, the programming of activities and the way one feels when at The Club is what will set Rancharrah apart. This is the job of the management team and is forged from the top. How this culture is embraced by the staff and carried forward as tradition is what will create the legacy.

The mansion at Rancharrah will open its doors as the reimagined Club at Rancharrah the summer of 2019. First impressions are key and execution is essential. We are looking for the right person to capture and deliver this new experience to its members in a manner that will set The Club apart and honor the incredible service and iconic lifestyles that were once dominated by Bill Harrah's personal touch and worldly vision.

For more information, visit [www.TheClubatRancharrah.com](http://www.TheClubatRancharrah.com)  
[www.Rancharrah.com](http://www.Rancharrah.com)

### **Position Description**

The General Manager will serve as The Club's Chief Operating Officer and the face of The Club. The GM/COO reports directly to and will be held accountable by The Club Board of Directors. Responsibilities encompass managing all aspects of The Club including its activities and the relationships between The Club and its Advisory Board of Directors, Members, guests, employees, community, vendors, government and industry. The GM/COO will coordinate and administer The Club's policies as defined by its Board of Directors. The GM/COO will develop operating policies and procedures and direct the work of all department managers, implement and monitor the budget as approved annually by the Board of Directors, monitor the quality of The Club's products and services and ensure maximum member and guest satisfaction. The GM/COO is responsible to secure and protect The Club's assets, including facilities, equipment, and natural resources.

**Essential Duties:**

- Inspires and leads the senior management team and staff to provide exceptional experiences for Members, their families, and guests regardless of their area of interest or facility and amenity usage.
- Maintains an engaged and highly visible presence in all areas and programs members participate in.
- Ensures the highest standards for food, beverage, sports and recreation, equestrian, social and entertainment and other related club services and programs.
- Plans, develops and approves specific operational policies, programs, procedures and methods in concert with general policies.
- Coordinates the development of The Club's long-range and annual (business and strategic) plans.
- Develops, maintains and administers a sound organizational plan; initiates improvements as necessary.
- GM/COO shall be personally involved in interview, selection and orientation of ALL of The Club employees to ensure a consistent level of team composition.
- Coordinates and serves as a member of all club committees.

**Key areas of focus and responsibility:**

- Communication
- Financial planning and execution
- Leadership and collaboration with Reno Land Company, Inc.
- Membership growth
- Strategic planning
- Staff leadership
- Visible engagement with all of The Club Members and interest groups

**Candidate Qualifications & Experience**

The ideal candidate will be a true leader with exceptional club management experience, knowledge and skills. The candidate must have a proven record of strong operational management and will have impeccable "attention to detail" attributes. A constant highly visible and engaged personality with members and staff alike will be essential for success at The Club at Rancharra. Demonstrated skills in food and beverage operations and quality are essential.

Ten to fifteen years of general management experience in similar multi-dimensional, member owned, high quality, private clubs are preferred. A four-year college degree in a related field of study and the CCM designation is desirable.

The successful candidate will be a proven businessperson with exceptional financial, budgeting, and business planning skills that have yielded verifiable results. In particular, the candidate must enjoy and embrace the challenge of strong fiscal management while at the same time delivering the quality and range of services and innovative activities to enable The Club at Rancharra to attract and retain Members and staff.

## *The Club at Rancharrah: General Manager/COO Position Profile*

Strong general management skills with verifiable strengths in inspirational leadership, financial performance, “people” skills and recreational amenity management are desired. Especially strong credentials in quality food and beverage operations and programming; golf operations; exceptional member/guest service programming; fitness, aquatics and wellness programming; strategic planning; renovations and project management; and most importantly, the ability to consistently create positive memorable experiences for Members and their guests are also desired.

The prospective GM/COO must have a record of impeccable integrity, and be a highly visible, charismatic, passionate professional and have outstanding membership relations and communication skills, both written and verbal, including a sense of humor.

The candidate should have an innate penchant for “customer service and satisfaction” with a personal, hands-on and positive style for doing this. The GM/COO should by nature not be an “in the office person” .... but someone who is “out” with the staff and members. The candidate should have the demeanor to professionally and tactfully handle challenging staff, member and guest issues.

The ideal candidate is someone who clearly understands and promotes an environment of “Trust and Respect,” but who also recognizes that such trust and respect is earned over time and that in all regards, the key leadership (both paid and volunteer) have a responsibility to verify these traits.

The new GM/COO will enjoy positively coaching department managers and employees and must demonstrate proven leadership skills in team building, employee motivation and service training. The ability to collaborate with the Board and Committees is essential, as is a strong ability to work with the Board to further establish and memorialize clear roles, responsibilities and overall metrics for sustainable success.

He/She must be capable of a high degree of initiative, innovation and resourcefulness in directing the activities of a very busy family-oriented country club, fitness, and equestrian operation; able to demonstrate a consummately professional image to the staff, membership, and the public at all times.

He/She must have verifiably strong organizational skills, and an obsession with covering the details necessary to consistently achieve high levels of quality, satisfaction and outstanding member experiences.

The candidate should be active and well respected in his or her local and national CMAA organization.

This position is available immediately.

### **Application**

We prefer you send your resume and cover letter to Paris Fruscione at [Paris@Renolandinc.com](mailto:Paris@Renolandinc.com)  
(Please provide documents in Word or PDF format)

Thank you for your interest

If you have any questions, please email Paris Fruscione at [Paris@Renolandinc.com](mailto:Paris@Renolandinc.com) or contact me at 602-363-7474