



Full Boardroom Approval

By Pamela Brill | April 20, 2020



The new private boardroom at Bishops Bay CC in Middleton, Wis., part of the last stage of a three-part renovation project, has become a popular spot for conducting business, both with those in the room and others who join via a conference-chat capability. “We have been amazed by how many of our members have a use for this space,” says Chief Operating Officer Jeffrey T. Murray.

As part of the last stage of a three-part, \$3 million renovation project

(<https://clubandresortbusiness.com/bishops-bay-cc-wraps-3m-clubhouse-renovation/>), Bishops Bay Country



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Club in Middleton, Wis., now boasts a private boardroom. The addition rounds out a myriad of design enhancements that include an updated clubhouse, casual dining spot and revamped dining room.

According to Chief Operating Officer Jeffrey T. Murray, the boardroom can accommodate 12 to 14 occupants and has become a popular spot for conducting member business.

"It has fully functional meeting components that allow our members to do presentations and conference chat with others not able to come," Murray says. "We have been amazed by how many of our members have a use for this space. We don't look to profit from it, just for our members to see value in their membership."

The first phase of the project, which kicked off following an in-depth member survey in 2016, included a 3,000-sq. ft. outdoor patio with seating for 110 overlooking Lake Mendota. It also included outdoor fire pits, a covered outdoor bar for 17, and all of the amenities of a bar. Club members can also take advantage of an 18-slip boat dock.

The patio project was completed in June 2016 and club officials report that it resulted in a 30 percent increase in member dining, while also driving membership sales.

The second phase of the member-engagement project included the development of a separate facility to house weddings, with the goal of driving additional revenue for the club.

As part of this phase, a 20,000-sq. ft., clear-span structure was erected on a lakefront concrete slab to handle weddings, special events and club functions for up to 300 people.

The club was scheduled to host 14 weddings in the summer of 2018.

The club's historic clubhouse is a manor once owned by John O'Connell, founder of Common Wealth Telephone Co. It was later sold to the local Catholic Diocese and was the home of the church's bishop for more than six decades.

The club hired Madison, Wis.-based Iconica to design the renovations that would meet members' needs while retaining the building's historic aspects.

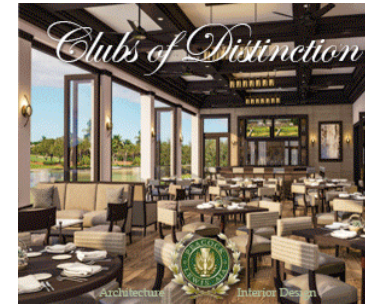
In October 2017, the club broke ground on a six-month renovation of the clubhouse that included the addition of a lakeside dining room to provide a casual dining environment for 80 members, complete with a 24-person bar.

Features of the bar include a 16-bottle, Napa wine-by-the-glass system. Bathrooms were added along with a connection to the outdoor banquet structure via a strolling path.

The project also included renovations to the main dining room and the addition of a private boardroom.

In 2018, the club reported that the renovation had already resulted in a 65 percent increase in food-and-beverage revenues, with the Napa wine system increasing wine sales by 97 percent.

The project had also resulted in an increase in profitability, the result of an increase in memberships and member utilization.



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The first two phases of the project were funded by the club's cash flow and donations from members, while the final phase was funded by a small monthly capital assessment from the membership.

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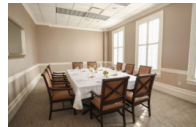
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