Galyean focusing on golf resort market

By J. BARRY MOTHES

EWISBURG, W.Va. — His kids call him Mr. Spa. It's a simplification, to be sure, but Tag Galyean, an architect, designer and design consultant, deserves the nickname as much as anyone.

Galyean, 55, is carving himself quite a niche these days in the resort world. He renovates, houses, hotels and spas, many of them for historic resorts with famous golf courses. His fast-growing portfolio is heavy with prestigious names: the Broadmoor in Colorado, Pebble Beach in California, the Greenbrier in West Virginia, The Cluster at Sea Island in Georgia.

Spas — indulgent respites from reality usually offering some combination of swimming, saunas, massage and other bodily refreshers — are one of Galyean's design specialties. Lucky for him, or maybe more accurately thanks in part to him, spas are enjoying a revival at resorts looking for another client- pampering revenue source to go along with tennis and golf.

But Galyean's work also occasionally takes him directly into the golf realm, as the new 100,000-square-foot multilevel Broadmoor club- house/recreational complex shows. Tag Galyean is well-connected to the golf world. His younger brother, Gary, lives in Lewisburg, because of a job at the Greenbrier resort in the mid-1980s, an early renovation and redevelopment project he describes as a personal and professional epiphany.

"I moved onto the grounds at Greenbrier and did everything, the designing and building, in a very hands-on style in a master-builder type project," he said. "I lived in the bowels of the resort and, as a mature designer, had this master builder experience at one of the best-managed places in the world.

"I came out of that experience understanding resorts in a way other designers don't ever have an opportunity to understand. It's not brain surgery or anything, but resorts are a different world and it is complex."

The new five-star Greenbrier spa and fitness center project drew rave reviews and was cited as the first contemporary recreational facility of its kind to become a successful profit center for a resort.

Since the Greenbrier project in the mid-1980s, Galyean has enjoyed an impressive procession of projects. From 1990-1992 he was retained by Guinness Enterprises to represent the company's design interest in U.S. golf-resort development and international spa development. There was the $13 million renovation project at The Equinox in Vermont in the early 1990s with golf course architect Rees Jones (Galyean oversaw the rebuilding of the hotel). There was the $30 million resort development called the Lodge at Koele on the island of Lanai for CSX Resorts. There was Hanbury Manor northeast of London and, of course, the five-star spa and clubhouse at the fabled Broadmoor in the Rocky Mountains.

Currently, Galyean is working on a new clubhouse/spa/recreational complex at the Kingsmill Resort in Williamsburg, Va., for Anheuser-Busch. He's also working up a spa facility at famed Pebble Beach and another at Doral in Florida — all places with strong reputations as golf resorts.

"To my knowledge it's unprecedented that the same designer is working at all these places," said Galyean in a telephone interview, "except the Olmsted brothers, who worked as [landscape] designers at the turn of the century. It's also unprecedented that the designer is living in Lewisburg, W.Va., rather than Fifth Avenue in New York.
Galyean: Dr. Spa
Continued from page 67

Continued from page 67

...do with electronics, faxes, or Sausalito or some other
Galyean: Dr. Spa
...doesn't matter where you are if
you have the reputation to produce."

Galyean left the big-city architecture and design world in
the mid-1980s to become a freelance design consultant. A
graduate of the Pratt Institute, he also serves as a thesis
advisor at the Massachusetts Institute of Technology and
lectures on resort master
architecture and design world
is essential to their success," he
also said. He added, "It's got a bit of fantasy about it."

"Two, the success is immedi-
ately readable. There's so
much about this that's like
weather issues, seasonal issues
—
...is about making people
happy, romantic, calm. It's a
mission. You open the doors to
a place and the guests com-
ment in the first 48 hours like
..."The work is challenging. There's always disruptions,
weather issues, seasonal issues
—and I like that, too. The need
to integrate all these different
disciplines in a symphonic way
is essential to success. But it's
not as if I'm the only one. I
work with teams of great,
talented people — hundreds of
them."

Naples stadium
Continued from page 3

be an elegant and visually dis-
tinctive facility which combine in
one building a clubhouse,
built-in exterior sponsor display
booths, permanent grandstand
seating for up to 12,000 spec-
tators and a limited number of
Stadium Suites. Combined with
spectator flow around the base
of the structure (front of the
grandstand), upward of 25,000 spectators will witness the
final four holes of each round."

In addition to the three
courses, the golf complex will
include a hotel/resort featuring
a major national hotel with cor-
porate meeting facilities and
several hundred golf cottages.

Golf Course Classifieds
To reserve space in this section, call Diana Costello-Lee at 207/846-0600

SEEKING EMPLOYMENT
CERTIFIED GOLF COURSE
SUPERINTENDENT
Experienced in all phases of course con-
struction, grow-in & rebuilding. Willing to travel
in states, or abroad. Good communicator,
administrator, resource manager environ-
mentalist & scientist. Have a portable labo-
atory for on-site analysis of turf & soils. One
call does it all! 1-909-794-8702.

PROJECT MANAGER/SUPERVISOR
Seeks position with developers, owners or
contractors building new or renovating golf
courses. In the field from planning through
in growth. BS in agronomy/turf manage-
ment, and club management. 1-941-924-
8963.

HELP WANTED
FLORIDA TERRITORY REP
Territory Sales Reps needed for company
selling the best water treatment systems for
wash racks to Golf Course Superinten-
dents. We have great sales support, includ-
ing providing qualified sales leads, great
references, car and travel allowances and we
offer high commissions. We are looking for
an experienced sales rep to handle the
Florida market. Other markets are also open.
Fax your resume to EoZyme Environmen-
tal at 206-236-4890.

BUSINESS OPPORTUNITIES
REQUEST FOR PROPOSAL
The Huntsville-Madison County Airport Au-
thority-Huntsville, Alabama, is soliciting pro-
posals until January 31, 1997, to operate an
18-hole public golf course, adjacent to Hunts-
ville International Airport. This course was
operated by the City of Huntsville as a
municipal course for the past 25 years. To
obtain a Request For Proposal contact the
Huntsville-Madison County Airport Au-
thority Box 20008, 1000 Glenn Hearn Blvd.
Huntsville, AL 35824 Attn: Butch Roberts (205) 772-9395 ext 260

MARKET & FEASIBILITY STUDIES
Professional pre-development consultation
services to the golf industry. Market Analy-
ses and Financial Feasibility Studies for
business plans and funding requests. Call
Mark Walley, Golf Services Group at 313-
669-2097.

FOR SALE
FLAGS & POLES FACTORY DIRECT
save as much as 40% on personalized
flags. Save also on flagpoles and other
equipment. Fast, personal service guaranteed.
1-800-476-7705 Four Seasons Golf
Company, Greensboro, NC.

ARCH STYLE STEEL BUILDINGS
Build it yourself and save money! For cart
and equipment storage. Factory direct. Save
money on buildings in stock. 30 x 40 x
42 x 76; 51 x 90. Easy to erect. Archway
Steel Buildings: 1-800-344-2724.

LASER MEASURING
Laser measuring and sprinkler yardage
markers. We do it all! Laser measure &
installation of custom metal yardage mark-
ers for all types of sprinkler heads. Fairway
Yardage Designs: 1-800-368-2448.

HOW TO ORDER A CLASSIFIED AD
RATES: $50 per column inch (25-35 words, including a bold headline). Each additional 1/4 inch is $30. If ordering a logo, please indicate and include an ad
size $45; for a blind box, please indicate and include an extra $20. All line ads must be
paid in full. All rates are per insertion. For more information, call Diana Costello-Lee
at (207) 846-0600. To place your classified ad, mail your ad copy with payment to: Golf Course News, PO Box 997, 38 Lafayette St., Yarmouth, ME 04096
or fax to: (207) 846-0657

Your Name
Company Name
Address
City State Zip
Daytime Phone

Page 68
February 1997