

ClubCorp to develop Texas A&M layout

DALLAS—ClubCorp has signed a letter of agreement to develop Traditions Golf and Country Club in Bryan, Texas.

The country club will cater to the alumni membership of Texas A&M University as well as serve as the home fairways to Texas A&M University's men and women golf teams.

"This is a wonderful example of how the private sector is pairing with public institutions, like Texas A&M, for mutual benefit," said Robert Dedman Jr., chief executive officer of ClubCorp. "By developing and operating this country club, we are creating a revenue source for the school that hadn't existed previously."

ClubCorp has developed similar "university club" concepts such as the Boston College Club for alumni of Boston College; the Carolina Club for the University of North Carolina at Chapel Hill; University Center Club for Florida State University; the University of Texas Club for the University of Texas at

Austin; the George Washington Club for George Washington University; and ClubFlorida for the University of Florida.

After a marketing phase, construction is expected to commence on the university club property this summer. A limited number of memberships will be available, but they are not offered exclusively to Texas A&M alums.



"Our men and women golf teams will have a first-class, world championship, tournament-style golf course for their practice and playing," said Wally Groff, Texas A&M athletic director. "This will benefit the golfing program for years to come because of what it will do for our recruiting efforts."

The signed agreement includes the participation of Golden Bear International, the city of Bryan, C.F. Jordan, and Campus Hotels of Chicago, Ill.

Golden Bear International is designing the 18-hole course.

The city of Bryan has made the land available for lease and expects the development to contribute significantly to the area's tax base.

C.F. Jordan is a 30-year-old professional construction company that has completed more than \$4 billion worth of projects for both public and private clients across the country. With headquarters in El Paso, the company also has offices in Dallas, San Antonio and College Station.

Campus Hotels has agreed to oversee the development of a hotel on the property adjacent to Traditions Golf and Country Club. In addition to the course, clubhouse and hotel, a residential component is a part of the overall plan.

Palmer to take over Bay State college course

SOUTH HADLEY, Mass. — Arnold Palmer Golf Management has entered a long-term lease to renovate and operate Donald Ross-designed The Orchards Golf Course here. Laid out in 1922 and operated ever since as a semi-private club, The Orchards is wholly owned by Mount Holyoke College.

Palmer's proposed \$1.5 million in improvements will focus first on completing the 1997 refurbishment plan put together by Mount Holyoke and The Orchards membership. Architect Ron Prichard is scheduled to complete his refurbishment work in 2000. The shingle-and-fieldstone clubhouse will also receive a substantial face lift.

The management company has also established a \$500,000 endowment to be administered as the college sees fit, geared toward support of the Mount Holyoke golf team.

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