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## **Coral Hospitality and Arrowhead Golf Club Announce Acquisition and Capital Improvements**

Naples, Fla. – In June of 2011, Coral Hospitality along with a group of qualified investors successfully closed on the acquisition of Arrowhead Golf Club in Naples, Florida. Arrowhead Golf Club has been recognized as the best public golf course in Southwest Florida for the past 10 years. The new ownership group recognized an opportunity to make Arrowhead even better by providing committed capital dollars for improvements, expanded membership programs, improved amenity offerings and service enhancements under the direction of Coral Hospitality.

Designed to further establish Arrowhead Golf Club as the premier public golf destination in Southwest Florida, Arrowhead has completed a preliminary \$200,000 improvement program over the last four months along with restructuring of all club operations.

Highlighting the improvements at the Arrowhead Golf Club are clubhouse and course enhancements bringing members a new level of service and comfort. With the expansion and furniture additions to the patio, it can now comfortably accommodate up to 60 members -- ideal for leagues, group gatherings, events and enjoying the Naples weather. Also new are outdoor and indoor televisions, clubhouse doors, artwork, and renovated restrooms on course and in the clubhouse. The Pro Shop has been updated with a new design and merchandising, as well as the addition of a beverage area.

With a commitment to provide a stellar golf experience, Arrowhead decided to bring maintenance of the golf course under club control in December. These efforts are led by newly appointed superintendent, Auggie Lucio, whose past experience includes Naples National, Grey Oaks and The Strand. This decision will allow the club to commit additional dollars to course condition improvement and first-class playing surfaces. Initial enhancements included expansion of the club oversee program, turf enhancement, tree trimming and greens improvement. Under the professional supervision of Auggie Lucio and club direction, course conditions have quickly become the best in years at Arrowhead.

Under the lead of James Mason, the newly appointed General Manager, service training programs and standards were implemented and reinforced, to uphold Arrowhead's commitment to be the Best Public Course in Naples, as voted by *Naples Daily News* readers for more than ten years running. The club implemented a new restaurant concept "The Pub at Arrowhead" along with a new exciting menu and the addition of culinary professionals to ensure a top amenity for guests.

Through the recent renovations, Arrowhead aspires to grow the game of golf in Naples and Southwest Florida through Junior Programs, Get Ready Golf, seasonal leagues, group outings and lessons. Offering a new menu of memberships with a three-tier program - Platinum, Gold and Summer - Arrowhead strives to make golf accessible to all. The new ownership is committed to making Arrowhead the premier, best-conditioned public golf club in Southwest Florida.

ArrowHead Golf Course is located at 2205 Heritage Greens Drive, Naples, Florida 34119. For more information please call (239) 596-1000 or visit [www.arrowheadgolfnaples.com](http://www.arrowheadgolfnaples.com).

Coral Hospitality, ranked a Top 5 independent management firm for the past eight years, is a full-service hospitality management and investment company specializing in clubs, associations and resorts. Earning an industry reputation of increasing revenue for owners while maintaining service and value as its major focal points, Coral Hospitality has widened its spectrum to include a diverse portfolio of resorts, hotels, condominiums, private golf clubs, marinas, spas and community associations. Currently managing a collection of more than 25 properties throughout the southeastern United States and Caribbean, Coral Hospitality operates each with a core belief in providing thoughtful service in unique surroundings. Coral Hospitality continues to pursue a growth plan to enhance its portfolio with new resorts and clubs, as well as identifying additional capital partners with similar interests in developing and managing unique properties within the hospitality industry. For additional information on Coral Hospitality, visit [www.coralhospitality.com](http://www.coralhospitality.com).

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