

CANDIDATE PROFILE

General Manager

Useppa Island Club & Marina
Bokeelia, FL



N 26°39'59" W 82°12'42"

USEPPA ISLAND
CLUB & MARINA
EST. 1855

www.useppa.com

The Organization

Rich in tradition and driven by excellence, the Useppa Island Club and Marina has standards designed to protect the long legacy of this beautiful island.

The history of Useppa Island stretches far beyond the history of the Club. Continuously inhabited for over ten thousand years, the island was once home to the Calusas, one of the most sophisticated native societies to have evolved in North America. Centuries later, the surrounding waters were populated by fierce pirates. Legend has it that in the late 1700s, a pirate named Jose Gaspar kidnapped the Spanish princess Joseffa de Mayorga. When his attempts to capture Joseffa's heart were met with contempt, Gaspar used Useppa Island to imprison the proud princess, and the isle came to be known as "Joseffa's Island."

In 1894, the island was acquired by Chicago streetcar magnate John M. Roach who built a home on it to escape the northern winters. Eventually Roach built a hotel on Useppa. One of the guests was New York advertising executive and Florida land owner, Baron Collier, who eventually developed much of Southwest Florida, including "Tamiami Trail." Collier eventually bought the island and it became a getaway for industry giants, celebrities and political bigwigs.

Of late, the island has been owned and operated by one family until a group of homeowners formed Useppa Island Partners LLC to lead the purchase of and restoration of the island and operations. The sale took place in September of 2025.

Located off the coast of Southwest Florida in the Pine Island Sound, Useppa was severely impacted by hurricanes in 2022 and 2024. Under the new ownership and with an infusion of significant capital, nearly every aspect of the Club, Marina and common property has been or is being restored.

USEPPA ISLAND CLUB AND MARINA DETAILS

- Gross Dollar Volume: \$10,000,000 historically, projected to grow to \$15,000,000 within two years
- Dues Volume: \$4,000,000
- F&B Volume: \$2,000,000
- Memberships: 110 Homeowners, 750 Social Members - projected initiation fee income \$1,000,000/year 2026-2030
- Average Member Age: 60
- Initiation Fee: \$75,000 Homeowner, \$20,000 Social Membership
- Dues: \$444/month plus assessments of \$1600/month for homeowners
- Board Members: 7
- Full-Time Staff: 80
- Seasonal Employees: 40

The General Manager reports to both the Chairman of the Board and the CEO.

Direct reports include Service Manager, Rooms and Rentals Director, Dock Master, Chief Financial Officer, Shoreport Manager, Food and Beverage Manager, Events Coordinator, Club Secretary and Membership Director.

Position Overview

This will be a special, non-traditional position. The General Manager will be the first under the new ownership, responsible for leading all Club operations. This individual will work very closely with the Board in developing strategies for growth and new programming. The departments that don't report directly to the GM (including water/sewer treatment, maintenance, fire, emergency and barging operations) will still require coordination and communication by the General Manager.

The ideal General Manager will have had a variety of experience ranging from program creation and development to capital projects and construction. Upfitting and staffing of new facilities and creating programs to take place in those facilities will be a major focus. The successful candidate will be accustomed to managing both routine tasks and daily surprises.

This individual will be comfortable wearing a hard hat in the morning and a blazer in the evening. At the end of the day, this individual is being hired to take care of a special brand of individuals who have many choices of where they wish to spend their free time. These members choose the comfort and tranquility and yes, minor inconvenience, to belong to Useppa Island Club and Marina.

For those who don't own a home on Useppa, they are likely residents of Cayo Costa, Gasparilla or Captiva Islands. They are certain to be members of other high-end clubs including Boca Bay Pass Club, Boca Grande Club and Sanctuary.

The Board seeks a leader who can balance the service mindset with the authority and "salt" to partner with them and lead the Island back to world-class status.

Responsibilities

LEADERSHIP & ISLAND CULTURE

- Serve as a trusted partner to the Board of Directors, ensuring alignment with the Club's mission and development of their strategic goals.
- Lead, mentor and develop a high-performing team, fostering a culture of collaboration, accountability and excellence.
- Engage with members to understand their needs, reinforcing the Island's culture.
- Set clear goals, provide actionable feedback and inspire continuous improvement.
- Hold oneself and others accountable for delivering operational excellence, superior member experiences and high-performance standards.

OPERATIONS MANAGEMENT

- Empower the senior leadership team through effective communication and delegation.
- Ensure all departments adhere to the highest safety, quality and regulatory standards, following industry best practices.
- Streamline operations by coordinating efforts across departments, fostering synergy to create a seamless member experience.
- Address operational challenges with decisiveness and efficiency, balancing immediate priorities with long-term strategic solutions.

FINANCIAL & STRATEGIC MANAGEMENT

- Oversee the Chief Financial Officer and senior leadership in partnership with the Board to develop and manage the Club's annual budget, optimizing efficiency and cost savings.
- Lead financial forecasting and long-term capital planning to maintain the facilities and infrastructure.
- Work closely with the Board and team to develop pricing strategies that ensure financial sustainability, achievement of budgeted goals while optimizing member experiences.

MEMBER EXPERIENCE & SERVICE EXCELLENCE

- Uphold the highest standards of quality, hospitality and professionalism in all member interactions.
- Communicate proactively with members, addressing concerns and inquiries professionally.
- Continuously innovate and enhance the member experience to drive engagement and reinforce the Club's value proposition.

STRATEGIC PLANNING & GROWTH

- Collaborate with the Board to develop and implement long-term strategies, including infrastructure enhancements and expanded service offerings.
- Clearly articulate the Club's mission and vision, inspiring staff and leadership to align their efforts with strategic objectives.

MARKETING, COMMUNICATIONS & BRAND MANAGEMENT

- Oversee communication strategies to ensure consistent branding and messaging across all platforms and audiences.
- Identify opportunities to elevate the Club's brand through compelling marketing, PR and digital engagement.
- Build strategic partnerships within surrounding islands and counties to enhance member/homeowner value.

GOVERNANCE & REPORTING

- Maintain regular communication with the Board, providing key updates on financial performance, operations, member satisfaction and strategic initiatives.
- Partner closely with the Board President and Executive Committee to address high-priority strategic and operational matters.
- Foster a culture of continuous growth and adaptability, ensuring alignment between daily operations and long-term objectives.

Candidate Attributes

- An approachable, outgoing leader who naturally connects with members and staff.
- A service-driven professional with a proven ability to develop and train staff, fostering a culture of continuous improvement and exceptional hospitality.
- Uses strong judgment to assess challenges from multiple angles, making thoughtful, well-informed decisions.
- Experience and confidence in the face of emergencies. Leadership under pressure and a calm demeanor, especially when faced with the possibility of hurricanes.
- Sets clear goals, adapts as needed, and consistently delivers high-quality outcomes, demonstrating resilience in overcoming challenges.
- Has a "yes we can" mind set and the willingness to roll up sleeves when and where necessary.
- An articulate and intelligent communicator with excellent written and verbal skills, adept at conveying policies, procedures and expectations to staff, members and guests.
- Provides outstanding service with prompt, thoughtful follow-through, proactively identifying and responding to member needs with professionalism and care.
- Awareness of and appreciation of environmental stewardship and conservation of resources.
- A leader with a warm personality, a good sense of humor and the ability to create an enjoyable and engaging atmosphere.

Requirements

- A Bachelor's degree in Hotel/Restaurant Management, Business or a related field is preferred. Extensive club or hospitality experience may be considered in place of a degree.
- Private club experience is highly desirable.
- Five to seven years of hospitality LEADERSHIP, not just management, as a General Manager / COO. A strong AGM under a proven mentor and in a similar environment may be considered in place of a GM at a traditional club or community.
- A Certified Club Manager (CCM) designation is highly desirable, with a Certified Chief

- Executive (CCE) or progress toward certification considered a plus.
- Strong financial acumen with experience in budgeting, financial reporting and fiscal management.
- Strong knowledge of Food & Beverage and club events.
- Exposure to “non traditional” location would be strongly considered.
- Stability. This will not be the next in a progression of 1-2 year stints. A learning curve will be expected but the Board is not interested in making another change soon.
- Some exposure to POA/HOA operations although this is not a FS 720 organization requiring a licensed CAM.
- A person of exceptional character—motivated, energetic, friendly and deeply committed to the profession.
- A warm, approachable personality with high visibility and strong communication skills.
- Impeccable professional references are required; all candidates will be subject to a comprehensive background check.

Competitive Compensation

- Competitive compensation/salary and an annual performance bonus of 20%
- Great Healthcare, Medical and Life Insurance
- Long-Term Disability
- Paid time off and work/life balance
- Professional dues, educational allowance expenses and other expenses in accordance with the annual budget
- Relocation assistance (if from outside the area)

To be Considered

To be considered for this exceptional opportunity, candidates are encouraged to submit their materials as soon as possible. All resumes and cover letters will be handled with the utmost discretion and kept in strict confidence.

Qualified professionals who meet or exceed the stated requirements should submit a compelling cover letter addressed to Mr. Simon Bound, Chairman of the Board, outlining their qualifications, leadership experience and interest in the position.

Please include a current resume and direct all correspondence to:



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