



THE RESERVE

THE RESERVE CLUB UNVEILS CLUBHOUSE RENOVATION

The Palm Springs-area's leading private luxury community enhances its amenities while staying true to its roots



INDIAN WELLS, Calif. (Feb. 11, 2018) The Reserve Club-the Coachella Valley's premier private golf and luxury lifestyle club-has unveiled its stunning clubhouse renovation.

After more than a year of design and construction, at a cost of \$10 million, the total renewal of the 30,000-square-foot, Tuscan-style clubhouse far exceeds the goals of honoring the club's high standards and unique feeling of community, fellowship, and intimacy while positioning it for decades to come.

"We are thrilled to reopen our clubhouse this week," said Bill Lane, Club President, The Reserve. "It was a significant effort to complete the renovation in about nine months. We are very grateful to all who participated in this project and to our members for their support and patience during the process. I know we all look forward to enjoying our new surroundings for many years to come."

The clubhouse transformation includes a complete redesign of the interior, additions of new dining and entertainment experiences, and architectural renovations encompassing a multipurpose alfresco kitchen, extensive new bar and casual spaces, and improved special event areas, all which provide for more gathering, dining, and socializing opportunities.

The new dining and social spaces highlight the club's magnificent views of the Coachella Valley, surrounding mountain ranges, and award-winning Tom Weiskopf/Jay Morrish-designed golf course. Larger, more contemporary windows and doors connect the outdoors with in, while opening onto newly expanded patios.

The existing Tuscan architecture has been maintained while being updated with new flooring, fixtures, unique pieces of art, and a mix of modern and traditional furniture. The feeling of casual elegance extends throughout the building and is meant to make members feel as comfortable as they are in their own homes.

“The Reserve Club's renovation accomplished the goal of embracing its high standard of luxury and active lifestyle,” said Ted Mertens, Mayor, City of Indian Wells. “As one looks around this clubhouse, what is most impressive is the renovation truly brings the outdoors ‘inside’ allowing members to enjoy the spectacular mountain and Coachella valley vistas for many years to come. Congratulations on finalizing such a magnificent project.”

Developers Robert J. Lowe and Ted R. Lennon of Lowe Enterprises began visualizing a special place in the Valley close to both the Santa Rosa Mountains and Palm Desert activities back in the 1980s. From the beginning, Lowe and Lennon were committed to protecting and enhancing the sensitive desert ecosystem, and it took 10 years of planning, permitting, and careful construction to open the club in November 1998. Now in its 20th year, the club's transformation has brought a new vibrancy to the lifestyle.

The center of club life then and now is The Reserve Club Village, anchored by the Clubhouse with its dining venues and lounges, terraces, wine cellar, bar, library, and men's and women's locker rooms. The Club Village also comprises a Fitness Center, Golf Shop, and the Lakehouse for casual dining.

The club also recently revitalized its golf course irrigation system. The Reserve has always prided itself on presenting premium fairway turf conditions and, rare for the desert, the highest quality bentgrass greens. Outfitting the course with the latest irrigation technology ensures optimal playing conditions while reducing water use.

But some things will never change. Holding true to the guiding principles set down by Lowe, Lennon, and the other Founding Members, The Reserve remains dedicated to familiarity and friendship, promoting an active lifestyle for an exclusive yet involved membership, and protecting the natural desert environment.

The club offers golf and social memberships for both residents of The Reserve and non-residents seeking to enjoy the amenities, events and activities, personalized service, and camaraderie. Memberships include equity and non-equity, along with a membership for individuals between the ages of 21 and 49. For more information about The Reserve, call (760) 674-2239 or visit www.thereserveclub.com

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About The Reserve

This premier golf and social residential community stands as a monument to the marriage of natural beauty and a healthy and vibrant lifestyle. Creating a one-of-a-kind luxury living experience and private club, The Reserve also maintains focus on preserving its 700 acres, one of the last great expanses of native desert landscape in the Coachella Valley. The Reserve Community's homes are in harmony with the desert landscape, with stunning views of the Santa Rosa, San Jacinto, and San Bernardino mountain ranges. The Reserve's championship Tom Weiskopf-Jay Morrish-designed golf course meanders through rugged rock outcroppings, ever changing elevations, and desert foliage with surrounding mountain ranges providing a striking backdrop. The Club Village includes the Clubhouse, Lakehouse, Fitness Center, and Golf Shop. Whether playing golf, dining, socializing, attending a vast array of events, enjoying sensational views from the patios, reading in the library, volleying on the tennis courts (both clay and hard court), playing pickleball, exercising, practicing yoga with our experienced trainers, being pampered with spa services, relaxing poolside at the Jr. Olympic size pool on a sun-drenched day, or enjoying 26 miles of hiking and walking trails, The Reserve provides the complete club lifestyle. www.thereserveclub.com

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