

be curious.

Goal: Funding for Renovations & Restoration



Olympia Fields Country Club (OFCC) is a country club rich with history and the host to a number of major golf tournaments over the years. Just celebrating their Centennial anniversary, this club boasts the largest clubhouse in the world and holds the distinct honor of being among the top 100 courses in the country.

Challenge:

- 2005 – Club sought membership assessment to renovate the South Course and provide a new Aquatic Center
- 2013 – Club sought membership assessment to renovate the North Course in various stages
- 2015 – Club sought overview to highlight the restoration of the North Course to the original inspiration of the Architect
- 2015 – Club sought membership assessment to renovate and update the historic Clubhouse

Approach:

With each challenge, **WhitComm Marketing, Inc.** was called upon to bring our curiosity and talent to turn an appeal for funding into a clear and succinct message with visual integrity that expressed a true value to the entire membership base.

Strategy:

Appeal to the historic and intrinsic value that this magnificent Club offers. Over the years the Club has evolved, however, the need to capture and restore certain aspects of the Club to the original intentions of the architects was defined as imperative. Thus the call to renovate and to request additional funding from the members was deemed necessary.

Deliverables:

2005
Road map to proposed renovations



2013
Step down brochure detailing the proposed renovations



2015
Highlight brochure of renovations



2015
Brochure detailing the proposed renovations



RESULTS:

Majority Vote Was In Favor of Membership Assessment
Course renovation and new Aquatic Center were completed with rave reviews.

Majority Vote Was In Favor of Membership Assessment
Two stages of renovations began in Spring 2013 and came to a conclusion in Spring 2015.

Course hosted the 2015 U.S. Open Amateur Championship and then various Press from the golfing world!

Majority Vote Was In Favor of Membership Assessment
Renovations: Spring 2016 to Spring 2017.