

# LochenHeath

## transitions to fully private in 2021

Text: TGE Staff

LochenHeath Golf Club, located in Williamsburg, Michigan and founded in 2001, has announced their official transition into an exclusive private club experience, beginning in the 2021 season.

Since the Maitland family first converted their 75-year-old cherry orchard into the now scenic luxury golf and real estate experience in 2001, LochenHeath Golf Club has been open for the public to experience playing the scenic course designed by distinguished course architect, Steve Smyers.

The par-72 course at LochenHeath runs across more than 300 acres of what was previously a cherry orchard, featuring the unique quirks of the natural environment in Smyers' course design—rolling hills, native grasses, and contoured greens, making for a fast and engaging game of golf. From 14 of the course's holes, members will be treated to breathtaking views of Grand Traverse Bay.

"We have always had the vision of LochenHeath becoming a private experience," said Brent Maitland, LochenVest Board Chairman. "With the investment from our owner group, strong leadership and service team, our commitment to maintaining world-class course conditions, and growing interest in the club membership, we feel now is the time to transition to a fully private experience."

With the changeover from a public to a private course, local and national members and their guests will experience the club's additional array of privileges and amenities in the 2021 season.

"With our location in beautiful northern Michigan, the dynamic views of the water, award-winning golf, exemplary clubhouse and culinary experience, private modern cottages, and our proximity to Cherry Capital Airport and everything the Traverse City region offers during the summer golf season, we are the perfect destination club for golfers across the country," said Kevin O'Brien, general manager at LochenHeath Golf Club.

For O'Brien, it's easy to see why golf enthusiasts both local and national would want

to retain membership at LochenHeath. The Scottish links-style course rests on a bluff overlooking East Grand Traverse Bay and sweeps across land that was once a flourishing cherry orchard. Breathtaking views and a meticulous topographical design by Smyers are complemented by an equally memorable culinary experience courtesy of The Restaurant at LochenHeath and its generous patio overlooking the bay. A series of spacious, private cottages, called The Cottages at LochenHeath, are located a short distance from the club house and add a restful reprieve post-round.

"The clubhouse sits on a special piece of property," O'Brien said. "The land has great movement to it with elevation changes of up to 85 feet and because of this movement it makes for very interesting holes along with incredible views. Then in the backdrop you throw in the East Grand Traverse Bay with these elevation changes and we get some very dramatic vistas because of that."

The quality of the land and LochenHeath's attention to maintaining it are major reasons O'Brien favors the club's privatization. The number of rounds hosted—which was about 7,500 in 2020—will lower in volume, reducing wear-and-tear on the course. The move will also allow the club to focus on its membership, delivering on the qualities that come with the lifestyle choice of being a course member, and curating a distinctly LochenHeath experience.

"I think a lot of these golfers value this property that when they came out and played, they paid green fees; but now that it's private they value it that much more as far as the whole facility and the club that they joined the club. That speaks volumes for what LochenHeath is

all about and where we're set—it's very exciting," O'Brien said.

When staying at LochenHeath, members can enjoy a fully immersed lifestyle experience that stretches beyond golf and its luxury amenities to the surrounding landscape, with outdoor dining, fire pits, nearby walking and biking paths, fishing, lake access, and proximity to Traverse City. Located a few minutes away from the club, members can also take advantage of the vibrant downtown amenities such as top-notch beaches, wineries, breweries, restaurants, shopping, hiking, biking, world-



class fly-fishing streams, lake fishing, Sleeping Bear Dunes, and events like the National Cherry Festival.

Apart from the club's transition to private this year, O'Brien said the course will undergo a three-year bunker renovation starting in the spring to align with the quality conditions set by club ownership. Some additional cottages are also scheduled for construction at the end of the 2021 season.

"LochenHeath was always created to be a private club and residential experience and we are very excited to be able to complete this transformation," O'Brien said.

