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Name change gives Carrollwood club chance to rebrand

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For the past several months, Carrollwood Country Club General Manager Andy Green has found a sign on the grounds that needed to be changed almost every time he left his office.

The process of changing the club's name back after a term as Emerald Greens has meant more than just changing out stationery and business cards. There's a 27-hole golf course with 27 pin flags, wayfinding for the carpaths and all new golf shirts, balls, towels and visors in the clubhouse, but that's just scratching the surface.

"There's more signs here than you would ever think," Green said looking out over the ninth hole on the club's Cypress course.

The club's new front entrance sign is being built by Odessa-based Designer Golf Co. and should be ready in September. The company, which works with courses and clubs all over the world, is handing all of CCC's signage related to the name change.



CHRIS WILKERSON

Carrollwood Country Club

The club, which started as the Carrollwood Country Club in 1972, changed its name to Emerald Green during an ownership change in the early 2000s when a 50-room condo hotel and 56 townhomes were built on the property.

The recession hit the club hard and Santosh Govindaraju's Convergent Capital Partners bought it for less than \$500,000 out of foreclosure. Convergent spent about \$1 million on member-focused improvements including course renovations, a new bar in the clubhouse and pool deck landscaping. They also built a bocce court outside the front of the clubhouse.

Golf clubs are not exactly what Convergent does. Renovating an office building in downtown Tampa to become an upscale Aloft Hotel and making an offer to rehab the flailing Channelside Bay Plaza are more Convergent's speed.

The company sold CCC to Concert Golf Partners for about \$6 million in June led by Tampa native Peter Nanula. Concert has four clubs now with a goal of acquiring up to eight or 10, Green said.

Concert has spent about \$500,000 on capital improvements including retrofitting the maintenance shed, which was still original to the property, and the new signage.

"A benefit of having two ownership groups over the past two years is both saw things that needed to be invested in," Green said. Convergent concentrated its capital improvements on outward-facing, membership-pleasing projects and Concert has been able to take more back-of-the-house improvements, he said.

The club has about 1,000 members between golf memberships, tennis memberships and general memberships and Green's goal is to add 500 more during the rebranding.

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