

**ASSISTANT GENERAL MANAGER PROFILE:
BAY HARBOR YACHT CLUB
BAY HARBOR, MI**

ASSISTANT GENERAL MANAGER OPPORTUNITY AT BAY HARBOR YACHT CLUB

The Bay Harbor Yacht Club (BHYC) in beautiful Bay Harbor (just outside of Petoskey), Michigan, offers a special opportunity for an individual with exceptional service, communication and team development skills to serve as their Assistant General Manager (AGM). As a highly visible, front-facing leader, the AGM will ensure the goals of the clubhouse operations are met through proactive leadership and full-scope management. Identifying and paying attention to all the operational and financial details that contribute to a successful overall member and staff experience is a critical success factor and an intuitive style necessary for the new AGM.

Ideally, the new AGM will integrate thoroughly and will be mentored to potentially succeed the current GM/COO of Bay Harbor in the next few years upon his eventual retirement. With the Club's location being one of the most desirable areas of the State of Michigan, this is a likely long-term role for the successful new AGM who appreciates small-town living in a picturesque, outdoor recreation-centric community.

[Click here to view a brief video about this opportunity.](#)

ABOUT BAY HARBOR YACHT CLUB

Established in 1995, Bay Harbor Yacht Club is a member-owned private club located on Lake Michigan's Little Traverse Bay near Petoskey, Charlevoix, and Harbor Springs. Member-owned since 2001, the Club has experienced exceptional growth, doubling in size over the last five years, and completed a \$13.5 million renovation and expansion in 2021. Set on beautiful Lake Michigan, Bay Harbor Yacht Club offers a private beach and pool, racquet sports, bocce, a full selection of recreational activities, and year-round family programming overlooking a 100-slip deep-water marina. A Distinguished Emerald Award recipient and recognized as one of the finest private clubs in the world, BHYC serves over 725 members and their guests. The Club is also the nation's first resort community to fully integrate the use of battery-electric vehicles (GEM cars) and has long been a leader and advocate of environmentally sound transportation solutions.

With multiple dining venues, members enjoy options from casual to epicurean in both indoor and outdoor settings. BHYC is also a popular venue for weddings and social and business events of all types and sizes, featuring world-class catering, an acclaimed wine cellar, and exceptional cuisine. Recreational facilities include tennis, platform tennis, pickleball, aquatics, beach, and bocce courts, as well as a wide range of programs for hobby enthusiasts. The Club also offers a variety of children's programs and activities, including Junior Camp, Time for Tots, Beach Camp, and Golf, Sailing, Basketball, and Tennis camps. Recent additions include an Aquatics Center and Bathhouse, a new Gazebo Bar overlooking Bay Harbor Lake, and a 10,000-square-foot wellness center featuring state-of-the-art cardio and stretch equipment, a golf simulator, Wexer virtual fitness classes, and a relaxation spa. While the Club is open year-round, much of the activity is concentrated from May through October, when the majority of members are in residence, and clubhouse activity is at its peak. To support the recruitment and retention of seasonal employees, the Club has invested in dedicated staff housing by purchasing a nearby motel a few years ago, which along with a second housing complex serves many H2B and other seasonal staff.

While busy year-round, the area is the most attractive summer resort playground of Michigan, complemented by nearby ski resorts for winter recreation. The critical summer months from Memorial to Labor Day are when 70% of the Club's usage occurs; consequently, the ability to ramp up and deliver the experience with training, SOP development and adherence, delegation of responsibilities, and more overall leadership skills is critical to one's success.

BAY HARBOR YACHT CLUB BY THE NUMBERS:

- 1995 Established, Member Owned since 2001

- Approximately 725 Members at present, with several more to come, with mandatory membership in various residential parcels that make up the greater Bay Harbor community
- Approximately a \$10.0M Gross volume
- Approximately \$5.7M Annual dues volume
- An initiation fee of \$45,000 - \$55,000
- Annual dues of \$10,240
- Capital dues of \$1,500 annually
- Approximately \$3.2M F&B revenue with much of it from Memorial Day to Labor Day
- Over 160 Employees (FTE) in season; 66 Employees (FTE) off season
- There are 11 Board Members serving three-year terms
- The Club is structured as an IRS Section 277 for-profit entity

BAY HARBOR YACHT CLUB WEBSITE: www.bayharboryc.com

ASSISTANT GENERAL MANAGER - POSITION OVERVIEW

The Assistant General Manager (AGM) is a key member of the Club's executive leadership team and serves as a visible, approachable, and service-driven leader throughout all clubhouse operations. Working closely with the General Manager/COO, the AGM is responsible for ensuring exceptional member and guest experiences across all areas, including but not limited to food and beverage, clubhouse services, racquets, fitness, aquatics, and events. In the absence of the GM/COO, the AGM assumes full operational responsibility for the Club.

The AGM fosters a culture of excellence, professionalism, and hospitality while mentoring staff, managing financial performance, and maintaining facilities that reflect the Club's high standards. This role also plays a critical part in developing and implementing departmental goals, operational procedures, and long-range strategies in alignment with the Club's vision and mission.

KEY RESPONSIBILITIES OF THE NEW ASSISTANT GENERAL MANAGER

Leadership and Operations

- Serve as a highly visible and approachable leader who models the Club's culture and service philosophy.
- Oversee day-to-day clubhouse operations, ensuring all facilities and services are consistently "member ready."
- Work closely with department heads to uphold operational consistency, financial accountability, and service excellence.
- Collaborate with Culinary, Events, Accounting, Racquets, Communications, and other departments to ensure seamless coordination and communication.
- Maintain strong relationships with members by promptly responding to concerns and ensuring satisfaction.
- Assist the GM/COO in developing and implementing long-range and annual business plans, capital budgets, and operating forecasts.
- Take a lead role in recruiting, training, coaching, and evaluating management and staff; enforce Club policies and standards of conduct.
- Promote a culture of teamwork, accountability, and service excellence through regular training, communication, and performance feedback.
- Serve as a mentor and role model for department heads and staff, fostering a culture of continuous improvement and growth.

Financial and Administrative Management

- Monitor budgets for assigned departments and take corrective action as needed to achieve financial goals.
- Ensure accurate accounting, purchasing, and reconciliation processes in collaboration with accounting.
- Research and evaluate products, vendors, and operational efficiencies to enhance value and reduce costs.
- Oversee capital projects and maintenance programs to ensure the Club's facilities remain in excellent condition.
- Oversee and manage I/T systems and identify key opportunities for enhancements

Member Experience and Events

- Support and collaborate in planning and executing member events, banquets, and special programs that align with member interests and Club traditions.

- Partner with the Events and Marketing teams to promote participation in food and beverage outlets and Club programming.
- Ensure each event and dining experience meets the Club's service and quality standards.

Merchandising and Retail Oversight

- Collaborate with Spa and Wellness professionals to ensure merchandise presentation, assortment, and sales strategies reflect member preferences and Club standards.
- Assist in evaluating product mix, vendor relationships, and visual merchandising to enhance retail profitability and member satisfaction.

Safety and Compliance

- Ensure all legal, health, and safety requirements are consistently followed.
- Oversee emergency preparedness and safety procedures, ensuring all employees are properly trained.

CANDIDATE QUALIFICATIONS

- Experience in designing and implementing training programs to ensure a consistently high-quality member and guest experience.
- A passionate leader with strong food and beverage credentials and a proven track record of providing premier -level hospitality services, with a personality that is commensurately appropriate for The Bay Harbor Yacht Club culture.
- Has a verifiable track record of successfully leading and growing a dynamic food and beverage program and clubhouse operations, including building revenues, controlling costs, and meeting or exceeding planned and budgeted bottom-line goals and objectives.
- Proven ability to lead and inspire diverse teams while maintaining a culture of excellence and service.
- Strong financial acumen with experience in budgeting, forecasting, and cost control.
- Proficiency in Microsoft Office Suite, POS systems (Northstar preferred), and membership management software.
- High personal integrity, emotional intelligence, and the ability to balance tradition with innovation.
- Has a positive attitude and is professional in nature with a high degree of integrity, strong work ethic, and can handle a fast-paced, high-energy environment and clientele.
- Understands boating, fitness and court sports and is knowledgeable of the traditions of the games.
- Has an intuitive style resulting in a sincere and visibly engaged presence with members, guests, and staff; a truly engaging "people person."
- A fundamental understanding of what constitutes a "premier club experience" and the proven ability to execute to that level to achieve high member satisfaction
- A professional career track record of food and beverage achievement and stability with experience in a high-volume, highly respected club, resort, or hotel.
- Strong verbal and written communication skills. Comfortable speaking in front of a wide variety of groups, including staff and board committees. Communication with members, guests, and visibility are highly important attributes of the incoming Operations Director.

EDUCATIONAL AND CERTIFICATION QUALIFICATIONS

- A bachelor's degree is preferred, with a focus on Hospitality Management.
- Substantial private club or hospitality experience (will be considered in lieu of the degree).
- Minimum of five years of progressive leadership experience in a high-end private club or luxury hospitality environment.

EMPLOYMENT ELIGIBILITY VERIFICATION

In compliance with federal law, all hired employees must verify their identity and eligibility to work in the United States and complete the required employment eligibility verification form upon hire.

SALARY AND BENEFITS

Salary is open and commensurate with qualifications and experience. The club offers an excellent bonus and benefits package, including association membership.

INSTRUCTIONS ON HOW TO APPLY

Please upload your resume and cover letter in the order listed using the link below. When prompted for them during the online application process, you should have your documents fully prepared to attach. Please be sure your image is not on your resume or cover letter; it should be used on your LinkedIn Profile.

Prepare a thoughtful cover letter addressed to **The Bay Harbor Yacht Club Search Committee**. Clearly articulate your alignment with this role, why you want to be considered for this position at this stage of your career, and why BHYC and the Bay Harbor area will benefit you, your family, your career, and the Club if selected.

You must apply for this role as soon as possible, but no later than April 25, 2026. Candidate selections will occur early May, with the first interviews expected shortly thereafter and final interviews before the end of the month. The successful candidate should assume his/her role as soon as reasonably possible following selection and the current employer notice period.

IMPORTANT: Save your resume and letter in the following manner:

“Last Name, First Name - Resume” &

“Last Name, First Name - Cover Letter – BHYC”

(These documents MUST be in Word or PDF format)

Note: Once you complete the application process for this search, you are not able to go back in and add additional documents.

[Click here](#) to upload your resume and cover letter.

If you have any questions, please email Patty Sprankle: patty@kkandw.com

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