



Message from the President

Welcome Letter from 2025 Salisbury President

Dear Fellow Members -

I hope you are having a great start to the New Year!

As we step into a fresh new year, I want to extend my best wishes to our members and staff for a healthy and prosperous 2025.

I hope you enjoyed the holiday season and appreciated the time you spent with your family and friends. I know many of you took part in the array of holiday events at Salisbury Country Club, it was nice seeing many of you there. Many thanks to General Manager Evan Sherwood, and the Salisbury Team, for their efforts in hosting these events. There is a lot of hard work that goes on behind the scenes to make these successful.

I am humbled and honored to serve as your President this year. I look forward to collaborating with many of our members, staff, and working closely with this year's Board of Directors as we continue to provide a top-notch member experience, strive to be a desirable employer, manage our complex set of assets, and look for ways to strategically reinvest in our Club.

We hosted our Annual Stockholders' Meeting on Monday, December 9th where we shared many exciting updates from 2024 and some plans as we head into 2025.

Clubhouse Operations

- Our Clubhouse hosted over 250 member events in 2024, and the team is excited about the events that are scheduled for the remainder of Winter 2025
- As we look forward to 2025, we will continue to evaluate programming and operational efficiencies to make sure we are providing high quality events while being fiscally responsible.



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Golf & Grounds

- We are very excited to have Scott Graber fully on board as our new Director of Golf while being able to retain Mike Hott as our Director of Golf Instruction.
- Scott is excited about working with the Salisbury staff, across all departments, especially collaborating with the golf team to help them define their roles for success. He is also looking forward to the Salisbury Super Bowl Short Game Skills Challenge, a new event aimed at meeting more members and continuing to build connections.
- Meetings with many committees have begun and we look forward to his input as we develop and finalize the golf schedule for 2025. It will be a great year to watch the golf operation evolve.
- The Huguenot Nine and Practice Greens Project is 80% complete. Pending any weather delays, we plan to re-open these areas in May 2025. Please remember that the greens need time for the roots to develop so that they will look great!

Financial

- Despite dealing with significant cost increases over the last few years, we continue to meet our budgets.
- The Club continues to remain in a solid financial position, and we look forward to paying off our existing debt in April of this year.
- As noted in the December 2024 meeting, the Club's Net Worth has doubled to over \$14 million since 2018 due to consistent investment and balance sheet management.
- As we look toward 2025, we will continue to search for ways to share more financial updates, as well as increase transparency for our capital outlays.

Strategic Planning

- Building on the 2023 finalized Strategic Plan and accompanying Facilities Master Plan, last year the Strategic Planning Committee worked on identifying future projects to enhance our campus.
- This year's committee will be hard at work collaborating with Commonwealth Architects to identify the costs of these projects and will work with the Finance Committee to identify the funding levers for the membership to consider.



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Athletics

- The four new Pickleball Courts were highly utilized in 2024 and fostered an environment where we had several new players to the sport involved in leagues and/or recreational play.
- The ISF has been busting at the seams the first few weeks of 2025 with many members utilizing the gym.
- USTA Mixed Leagues are underway, and I want to wish all the teams the best of luck this winter.
- There are several events scheduled for the end of the month including our Ladies' Tennis Member/Member Tournament, Pickleball Socials, and Cornhole/Pong Tournament.

Membership

- Overall, member retention rates over the last several years are above average when compared to historical norms.
- Our waitlist continues to be strong with over 64 families currently on the list.
- We will continue conducting interviews and make data-driven decisions on when to offer membership to new families, taking into consideration we must maintain our current member experience.
- Our initiation fees will continue to be monitored relative to the market; remaining conscious that we want to maintain a healthy waitlist and minimize market corrections.

Your 2025 Board is looking forward to building on the great work from last year. We have a great Club, with awesome members, and staff that care about your experience. Let's continue to protect our assets, recognize our staff, and look for ways to continue to enhance the Salisbury experience.

Don't hesitate to reach out directly to me, or anyone on the Board, with any questions you have this year.

All the Best,
Gaurav "G" Shrestha