



THE ONE

Minutes from our pristine shores and all our favorite regional jewels such as The Gulf Coast Zoo and Gulf State Park, the ONE CLUB is proving to be just the that. With amenities galore, ONE CLUB Gulf Shores is simply *the one*. Under new ownership with almost impossibly high standards, this completely renovated high-rise alternative is redefining a day at the beach, vacations, and resort living.

By Hayley Hill

Met Dan Palmier, CEO of UC Funds and ONE CLUB Gulf Shores. Sounds impressive, right? Well, it truly is. Think of all the times you've driven by a typical ramshackle. Within minutes, you've completely renovated it into magnificence in your mind. Well, that's just what Dan did, only *he* made it a reality. So taken with our coast, Dan was simply visiting from Miami in 2016 when he found himself signing on the dotted line for a property so close to ruin many questioned his decision. Now a top resort destination in Gulf Shores, no one would dare question him today.

While we locals know the magic of our beloved shores, we wonder how he came to pull the trigger. "The decision to rebrand as ONE CLUB and commit to being the best place to live and make life-long memories was easy," Dan shares. "I had a vision to make lifestyle resort living available to everyone in America and took the chance when I purchased this 90-acre property literally minutes from the pure white quartz beaches and turquoise waters of Gulf Shores."

So, how bad was it? "The previous name, Emerald Greens, was really a

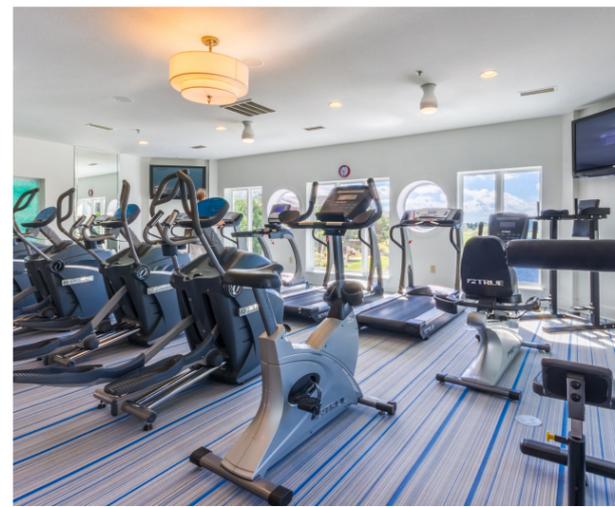
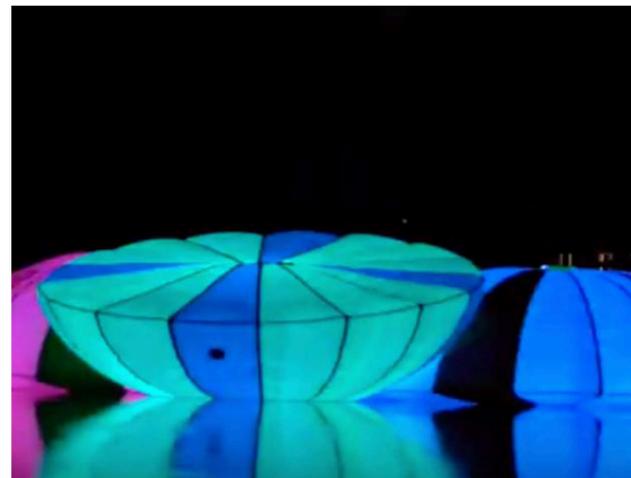
misnomer," Dan jokes. "The Greens were actually brown, as well as the fairways and even the palm trees and landscaping. It was known in the community as a 'broken condo' and was very neglected by absentee ownership. When we committed, we committed to excellence and invested a tremendous amount of capital into the golf course, its surroundings, pool amenities, a 15,000 square foot clubhouse, a new restaurant, a state-of-the-art fitness center, and many other onsite amenities and capital improvements. The best thing we did was to bring the most qualified and dedicated people to operate the residential community, food and beverage division, and our golf course," Dan shares.

A consummate perfectionist, Dan's renovations define luxury. "Our vibe is upscale yet comfortable and friendly, as the environment was designed with a lot of open space and interconnections between all of the amenities," he details. "The result is a welcoming place with many spaces for our customers to enjoy." Outside, guests will find completely renovated luxury pools and cabanas surrounding the clubhouse and a mega-sized soon-to-be-open adult pool offering the only swim-up craft cocktail bar in Alabama. From

the Southern-style clubhouse porch, visitors can recline in style in rocking Adirondack chairs while enjoying craft cocktails and great cuisine from Bar 45, ONE CLUB's restaurant and music venue. The second floor of the Clubhouse offers a 3,500 square foot fitness facility complete with a yoga studio, assorted strength and cardiovascular equipment, and those prized Peloton spinning cycles for streamed classes with world-class instructors. The list goes on to include pickleball courts, bocce ball, and the first TopGolf Swing Suite in the region, which is a total immersive golf and entertainment room that can be used for parties and fun seven days a week. Naturally, that doesn't even begin to cover golf.

"We knew that ONE CLUB's nine holes provided a fun challenge that could be mastered by golfers of any age or skill level, but we wanted to make it more inviting and unique, so we installed new bunkers and water features, irrigated the entire property, and transformed the browned greens and fairways into lush, inviting spaces," Dan shares. "We took it even further by partnering with the neighboring 36-hole Craft Farms Golf Resort (home to the only Arnold Palmer courses in Alabama) and connected the courses to ONE CLUB. The result is what we call 'The Best 45 Holes in Golf,' as well as the best of all golfing worlds." Run in partnership with Honours, The Best 45 Holes consists of ONE CLUB's nine-

hole course where anyone can build their game. "Although shorter, it requires precision to escape the bunker and water hazards," Dan details. Golfers can then play the legendary 36 holes of Craft Farm's Cypress Bend/Cotton Creek. "That's enough to satisfy even the most ardent golfer, while also appealing to those who want a quicker game with friends for an afternoon before dinner and drinks at Bar 45." To top it off, ONE CLUB also offers short-term furnished suites they call "Stay and Play" units which are a real hit for golf junkets, bachelor parties, wedding parties, get-togethers, and more. With so many topnotch sports and national tournaments held in Gulf Shores each year, they



even built a regulation beach volleyball court for NCAA women's beach volleyball champions. Known as "The Home of Champions," it was only fitting to build Bar 45 with more than 30 flat screen TVs to host the top NCAA women's volleyball athletes, pro golfers, and young golfers such as the nationally aspiring 1st tee'ers.

For Area Vice President Jaime Fairey, it's all about making guests feel at home. When asked about guest options, she shares, "We're open to the public and all are welcome. Come have lunch and enjoy the pool, golf, and any of our continuous events like Golf After Dark," she says. "In terms of staying, stay a few nights or make ONE CLUB your home away from home (or even *permanent* home). Our spaces are up to five times larger than most beach locations and just minutes away! We have plenty of options and can accommodate teams, family reunions, or a small getaway. Guests can choose from six floorplans for 1, 2, and 3-bedroom condominium homes. All have open layouts that maximize the views and some have private terraces overlooking the course."

The end goal for Dan? "We strive to offer all the ways to enjoy a summer vacation or one's next home," he shares. "With more than seven fitness



or sporting venues, almost nightly entertainment and events, first-rate dining, and serene community spaces that can be enjoyed around the clock (not to mention being just minutes from the beach, outlets, and other entertainment venues of Gulf Shores), we are the center point for living and enjoyment in this region. This is part of the original American dream, where families and on-the-go retirees who have worked hard all their lives can enjoy the good life. With enough family activities that will make kids of all ages put down their devices and live life to the fullest, our motto, 'One special place, countless ways to enjoy,' rings true."

With future plans that include a full on-site Starbucks and 18+ pristine acres to develop into a live/work/play community complete with the best retail and lifestyle experiences unique to the ever-growing coast, Dan says now's the time to stop thinking about it and just make it happen. "The best is yet to come," he says. All you have to do is pull the trigger, step in, and start making a lifetime of new memories with family and friends.

ONE CLUB Gulf Shores

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