



THE SURF CLUB
PRIVATE



A HISTORIC LANDMARK

On New Year's Eve 1930, The Surf Club opened its doors as a private membership club dedicated to the sea, sun, and all things social. Since that day, The Surf Club has hosted history, often frequented by royalty, Hollywood, and dignitaries across industry and culture. As guests like Elizabeth Taylor, Frank Sinatra and Winston Churchill turned extraordinary experiences into memories, the club created a legacy of sophisticated pleasure, which is the foundation of the modern Surf Club.

Now, almost 90 years after its initial conception, we are proud to launch The Surf Club Private and continue its heritage.



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THE SURF CLUB PRIVATE MEMBERSHIP

Our members will be granted access to exclusive and unique leisure spaces as well as all the hotel facilities serviced by the globally renowned Four Seasons brand while enjoying a crafted all year activity program designed with taste and vision.

Our membership is a celebration of our values. It is membership bound by shared principles.

Being part of a club today means something greater than having extra access to more. It means joining something you believe in, and feeling a sense of belonging in return.



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CABANA, POOL & BEACH

Access to The Surf Club day use cabanas, the quiet and family pools and to the full service beach area.

Dedicated cabana butler.



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HEALTH AND FITNESS

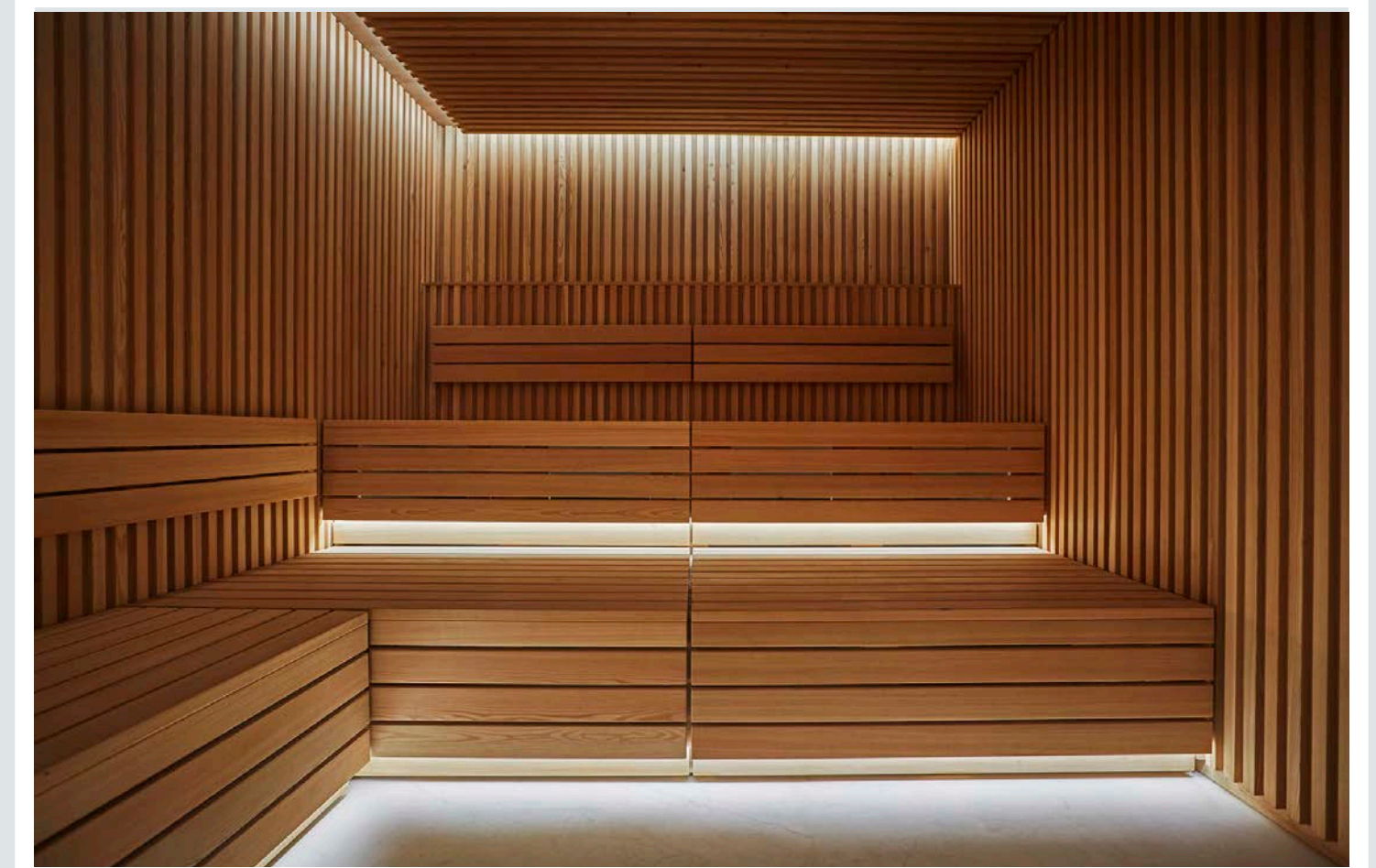
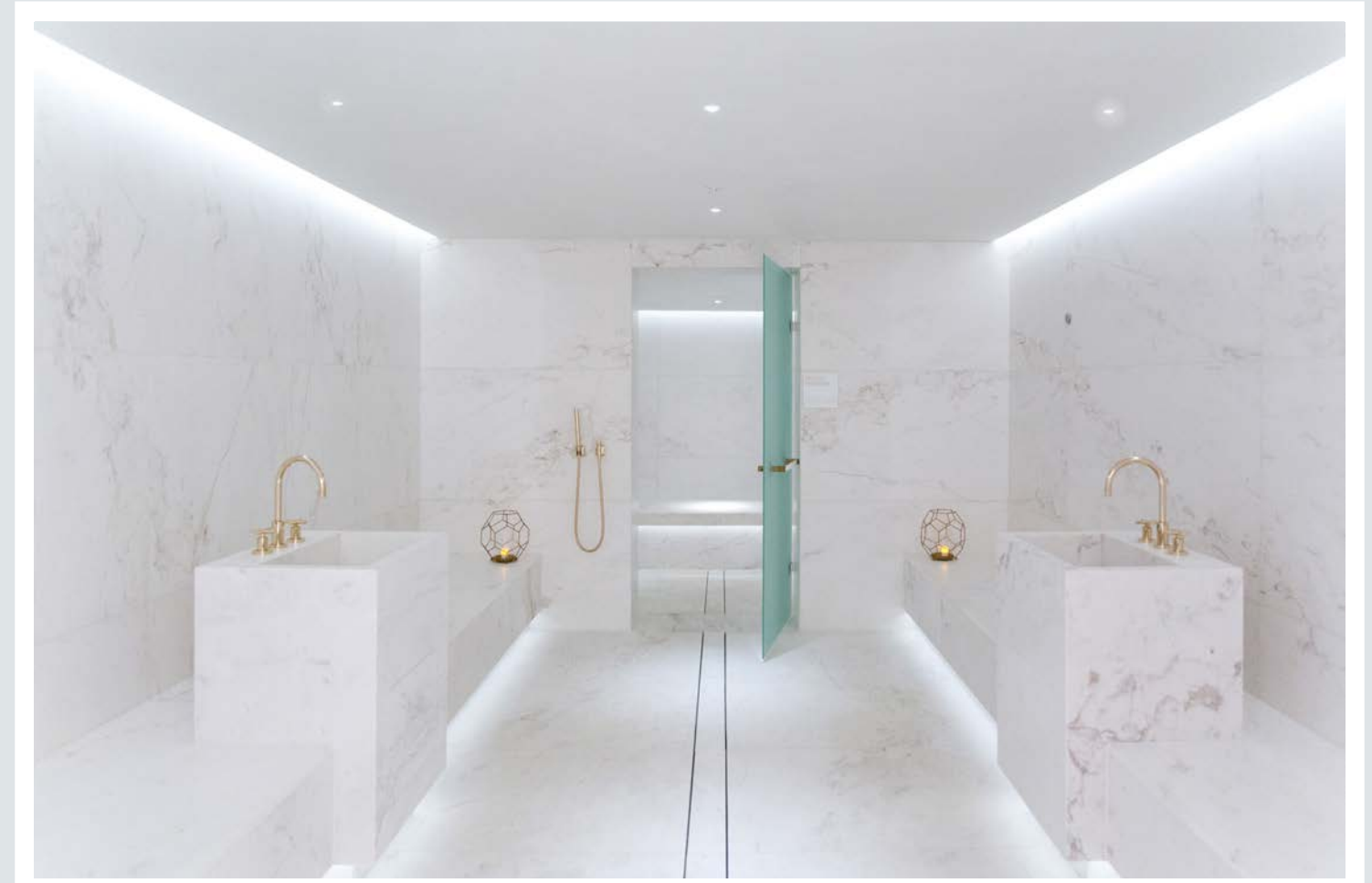
Access to the fitness center with state of the art equipment.

Preferential access to Spa services.

Personal training, private yoga, Pilates, boot camp classes,
stretching coaches, meditation and nutrition classes.



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Women's



Men's



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THE BARTON ROOM

This beautiful gathering place designed by Martin Brudnizki includes a Club House Parlor, His and Hers lockers with full-service attendants and an elegant dining room for parties up to 50 guests, exclusively catered by The Surf Club Restaurant by celebrated Chef Thomas Keller.



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THE HEMINGWAY TOWER

Russell T. Pancoast's original building from the 1920s has been carefully restored and reimagined as a private haven. By day it is somewhere for reading and writing, coffee and conversation. The lights go down with the sun over an 'aperitivo' and at night it becomes a speakeasy, with live music and the best cocktails in town.

Members can take over a room in The Hemingway Tower for private dining. The electric spirit of the decadent parties that gave the original Surf Club its famous reputation hangs in the air, waiting to be reignited.

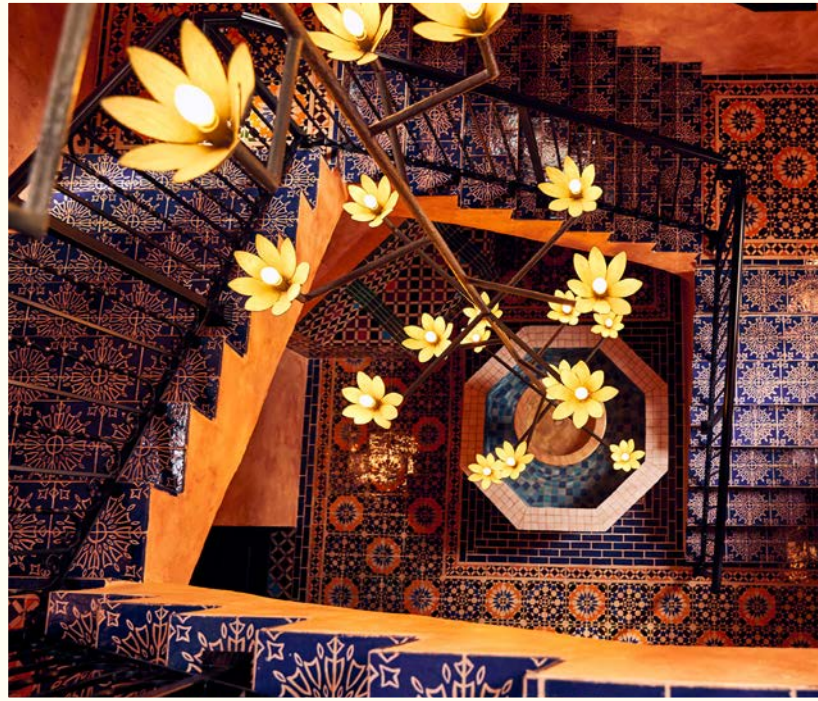


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FOUNDING MEMBERSHIP

Initiation deposit: \$300,000

Yearly dues: \$14,000

Membership Valid Up To 3 Direct Generations

In addition to having access to The Surf Club in Surfside, founding members will also have access to Norman's Cay facilities in Exumas, The Bahamas.

- Private jet landing strip
- Member access to overnight cottages
- Preferential access to the airport and all cottages at Surf Club pricing

Surf Club Members have the right to purchase a slip - based on availability and other restrictions.

For the comprehensive list of members' benefits please refer to the end of the brochure



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NORMAN'S CAY

On the Northern End of the Exuma Chain in the Bahamas is Norman's Cay, a private island of captivating natural beauty, virtually untouched by human hand.

Our members can reserve a seat on The Surf Club's private aircraft that flies the hour-long journey to Norman's Cay three times a week.

Following their celebrated collaboration at The Surf Club, Nadim Ashi of Fort Partners has commissioned Joseph Dirand to design eight fully furnished cabanas on Norman's Cay, available for members to book. It is said that the water here is clearer than anywhere on earth. To swim in it is to feel suspended above the sand beneath the air, with only the horizon to mark where sea ends and sky begins.



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*“I want sun, solitude, serenity,
and something to eat, perhaps
something to drink.”*

- WINSTON CHURCHILL

Our membership is evolving both at home and abroad, with access to an exciting group
of global partners that share our passions and beliefs.



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FOUNDING MEMBER OFFERING

CABANAS, POOL, BEACH

- Complimentary 30 day use cabanas a year
- Member access to The Surf Club quiet and family pools
- Full-service beach area

THE CLUB ROOM

- His and Hers lockers with full service attendants
- Barton Room, a dining room area for parties of up to 50 guests catered by The Surf Club Restaurant

HEMINGWAY TOWER

Exclusive to The Surf Club Private Members

- Wine cellars offering the best vintage bottles
- Crafted cocktails by experienced bartenders and an impressive selection of rare spirits
- Program of exceptional dinners with wine and spirits tasting
- Lunch or dinner served in the private dining room for parties of up to 10 guests
- Member's Only experiences including conversations with notable personalities, cultural events, and music performances

ADDITIONAL OFFERINGS

- Dedicated concierge services
- Access to the Kids Club
- Access to fitness center with state-of-the-art equipment
- Personal training, private yoga, Pilates, boot camp classes, stretching coaches, meditation and nutrition classes
- Access to private meeting rooms at a Preferred Member's Rate
- House accounts for on-property expenses
- Complimentary valet parking

NORMAN'S CAY

- Access to Norman's Cay facilities in Exumas, The Bahamas:
 - Private jet landing strip
 - Member access to overnight cottages
 - Members have the right to purchase slips of 100 feet or more

*Certain benefits are subject to applicable fees.



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FOR ALL QUESTIONS AND INQUIRIES, PLEASE CONTACT:

CAMILA CUEVAS

Member Relations Director

C. +1.787.379.6663 / camila@thesurfclub.com

9011 Collins Ave, Surfside, FL 33154

WALID SFEIR

Executive Director

C. +1.305.582.4129 / ws@thesurfclub.com

9011 Collins Ave, Surfside, FL 33154



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