



LUXURY LINKS

A look at what's happening in the world of high-end golf.

Tavistock Cup Spotlights Isleworth, Lake Nona

Star players from two luxury developments battle in a PGA Tour event.

BY SCOTT KAUFFMAN

Yes, the grass is greener on the other side. That is, if the other side is the exclusive Orlando-area enclave known as Isleworth Country Club. Or, for good measure, Isleworth's sister community on the other end of town, Lake Nona Golf & Country Club.

How else can one explain the one-of-a-kind Tavistock Cup, the ultra-exclusive golf event hosted in March by Isleworth and Lake Nona. Billed as the World Golf and Country Club Championship, this year's third annual cup at Isleworth featured another who's who of golf greats, including Isleworth's Tiger Woods, Stuart Appleby, Charles Howell III, Robert Allenby and captain Mark O'Meara against a Lake Nona squad headlined by captain Ernie Els, Sergio Garcia, Retief Goosen, Ian Poulter and Justin Rose.

Collectively, the star-studded 20-player field comprised of Isleworth and Lake Nona members/residents owns more than 300-plus worldwide victories, including an eye-opening 39 major championships (Woods himself has 10). Throw in a \$2 million purse, live worldwide television coverage on the Golf Channel, all the trappings of a PGA Tour, and an Isleworth course manicured and landscaped to the levels of Augusta National, and it's obvious the Tavistock Cup isn't your normal interclub match.

Then again, Isleworth isn't your normal setting, even in the realm of luxury real estate for that matter. Case in point was the 30-foot-tall, multi-hued mobile slowly blowing in the wind just off the first tee. While some upscale golf communities feature towering mature trees as landscape backdrop, Isleworth accents its natural environ with more than \$25 million worth of monumental sculptures on display for a private Sotheby's sale. Price tag for the aforementioned painted steel sculpture

dubbed Oscar by artist Alexander Calder: \$12.5 million.

Local charities received \$500,000 from the tournament. Woods shot a cool 7-under 65 to lead Isleworth to a 17.5 to 12.5 victory. Team Isleworth split \$1 million and Team Lake Nona split \$500,000. Team Isleworth is now 2-0-1. For the

vides a wonderful annual platform for us to bring together a wide range of business partners in a unique setting that is very well-suited to getting business done in a relaxed setting," adds McMahon, whose private investment firm is now partnering with Woods and Els on a new high-end golf course community in the Bahamas called Albany.



At left, Tiger Woods hits his tee shot on the 14th hole during the second day of the Tavistock Cup at the Isleworth Country Club in Windermere, Fla. Above, the cup waits at the first tee, the \$12.5 million mobile in the background.

second straight year, Woods won the Payne Stewart Medalist honors and \$200,000 for the low individual score.

So what does the developer/owner of Isleworth and Lake Nona get from hosting such a unique event? Multiple benefits, says Tavistock Group Managing Director Doug McMahon.

"It enhances two communities that we own, it is appreciated by our club members, and it pro-

"The Tavistock Cup is one of the most unique events in all of sports. Only 4,000 people (invitation-only guests and members/residents) get to enjoy the competition and fanfare of a golfing major with one-tenth of the crowds and challenges associated with a large sporting event.... The feedback from our invited guests is clear, they all want to be invited back next year!"

And why not. The 2007 Tavistock Cup will return to Lake Nona. And once you've been given a taste of the greener side, it's hard not to like it.

WOODS PHOTO BY SCOTT HALLERAN/GETTY IMAGES SPORT; TROPHY PHOTO COURTESY THE TAVISTOCK GROUP