

Golf cart dealership relocating to Florida Nexus Park in Fort Pierce

By Paul Ivica

Thursday, October 7, 2010

FORT PIERCE — After nearly 18 months of negotiations, a golf cart dealership will be the first paying tenant at Florida Nexus Park, the former furniture mart on Okeechobee Road between Florida's Turnpike and Interstate 95.

Professional Golf Car Corp., the exclusive Club Car dealership in the area, is moving its headquarters from Lake Worth and has a 10-year lease on 50,000 square feet in the western third of Florida Nexus Park.

Nexus Park, on the second-busiest stretch of road in St. Lucie County, is an ideal location for the company, Pro Golf Car President Cliff Danley said.

Fort Pierce is closer to the center of Pro Golf Car's six-county territory, which includes about 300 golf and country clubs, Danley said.

While Club Car, based in Augusta, Ga., sells the fleet carts to the golf courses, about one-third of those clubs allow members to use privately owned carts. Those people are Pro Golf Car's primary target market.

"St. Lucie County is an outstanding location for our business, and we look forward to collaborating with the increasing number of alternative energy organizations that call the Research Coast their home," Danley said. "Our relocation to St. Lucie County will allow for unique local partnerships while expanding our reach regionally."

The company's Fort Pierce operation will also have repair and parts facilities, as well as indoor storage space for Club Car's inventory.

Danley said the indoor, climate-controlled storage space was the key to the deal.

"Like a car dealership, limiting the exposure to sun and salt air minimizes the deterioration of the vehicles," he said. "That's a big advantage for us."

Danley said the company will maintain a satellite office in Lake Worth, so the 25 jobs the company has promised to add in Fort Pierce over the next year will be new hires.

Pro Golf Car Chairman Bill Hoatson said he and partner Steven Montovano, both Port St. Lucie residents, bought the company in March.

St. Lucie County has offered a Job Growth Incentive Grant of up to \$41,250 if Pro Golf Car fulfills its obligation to fill 25 jobs with an average hourly wage of at least \$17.42, which is 10 percent about the county's current average.

The company can also receive up to \$11,700 in tax abatements on capital improvements it makes.

Hoatson said renovations could reach \$100,000.

Danley said the company hopes to occupy the Florida Nexus Park location by early December.

About Professional Golf Car Corp.

Professional Golf Car Corp. is the exclusive dealership for the nation's largest golf car manufacturer, Club Car of Augusta, Ga., for the six-county territory that includes the Treasure Coast. Pro Golf Car is also a major participant in the alternative electric, street legal vehicle transportation industry.



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