



IMAGINED BY MESA VERDE, DESIGNED BY MITYLITE

“The Grand-II chair met the style requirements we needed and matched well with our décor.”

— David Donnelly
Food & Beverage Director
Mesa Verde Country Club

FEATURED PRODUCTS:

- Grand-II Series Banquet Chairs
- ABS Folding Tables

OVERVIEW

As one of the prominent clubs in Orange County and host of many prestigious tournaments, Mesa Verde Country Club has continued to evolve since its founding in 1959. The original Clubhouse was built in 1960, rebuilt in 2003, and today offers panoramic views of the premier 18-hole golf course, lakes, and a colorful floral landscape. Comfortably located in a Southern California residential area, the course's Clubhouse accommodates both formal and casual social events, as well as corporate functions.

CHALLENGE

The inherent beauty of country clubs, the sophisticated décor, and their surrounding landscape is a major draw in their popularity as sites for wedding and reception venues and other social events.

To achieve its goal of continuing to be a premier full-service equity club, Mesa Verde needed to reframe the way members and event organizers viewed the 55-year-old establishment. “While our Tony Lema Ballroom offers a spectacular setting complete with a private veranda, expansive view of the pool and golf course lakes, many brides would opt to rent their own chairs,” said the Club's Food and Beverage Director David Donnelly.

First impressions count. To avoid risking events being lost to competing venues, Mesa Verde had to freshen the venue's appearance and undertook an interior renovation of its clubhouse and banquet rooms.

SOLUTION

A longstanding MityLite ABS folding table customer, Mesa Verde needed to replace their existing and dated banquet seating. Mesa Verde's design team came across a new banquet chair concept from MityLite during a hospitality trade show. “They were thrilled to find a banquet chair that departed from traditional designs,” said Sales Representative Shauna Mauro with Mitch Zerg & Associates, an independent manufacturer's rep organization.

With contemporary styling that transcends the typical banquet space and patented comfort features to enhance the guest experience, the Grand-II Series chair was a harmonious design choice. Mesa Verde's operations team especially liked the lightness of the chair and the wide handle at the top of the chairback. “This was an important consideration for the Club's staff, in that it provides easy handling and helps ensure that the upholstery remains clean,” continued Mauro.

The success of the project can be summed up from a recent Mesa Verde client. According to a bride-to-be during her recent site visit, “I'm so happy with the Clubhouse's new chairs. I won't need to cover them or rent something else.”