

Smith Mountain Lake Resort Announces Nearly \$500,000 in Capital Investments

Huddleston, VA- March 2018 Mariners Landing has announced significant capital expenditures and improvements for the 2018 vacation season.

From new signage and landscaping to greens conversions, bunker renovations and dock and beach improvements, the partners in Mariners Landing are working together more than ever before to ensure that Mariners Landing is open for business. The most significant investment is being made in the golf course. The golf course, originally designed by Robert Trent Jones, Sr., has been in operation for over 20 years and will receive a nearly \$200,000 facelift. According to General Manager and Superintendent Greg Haley, " We have been planning this renovation for some time and are very pleased that it will be ready for this Spring."

In addition to the golf course investment, Mariners Landing Hospitality owner Mary Lou McDonald announced significant investments in renovations to the condominiums in her vacation rental management program. "Many of our units have been in a rental program for over a decade. It was time for upgrades and they look awesome!" said McDonald. Units at The Pointe in Mariners Landing were first developed in 2004 and have been a popular destination for vacationers from throughout the United States and abroad.

All community amenities including the new million dollar indoor pool and fitness center as well as the outdoor pools, beaches and tennis courts will also receive a "refresh", according to Tommy Esarey, manager of the resort's CALM (Community Assisted Lifestyle Management) Program. The CALM program works to ensure that homeowners and guests in Mariners Landing have access to all community amenities and services they need for a visit or a lifetime.

Since the sudden passing of Mariners Landing's original developer, John White, in November, there has been speculation about how partnerships would move forward within Mariners Landing. As evidenced by these new collaborative projects, it is apparent that John's vision for Mariners Landing as the premiere destination on Smith Mountain Lake is well on its way. For more information on Mariners Landing, please visit www.marinerslanding.com or call 540-297-4100.

Mariners Landing is a 1,000-acre resort community on beautiful Smith Mountain Lake that includes three pool complexes including an indoor heated pool, championship golf course, seasonal waterfront dining, beaches, 24/7 fitness center, overnight accommodations, boat slips and seasonal boat rentals, tennis courts, beaches, biking and walking trail, restaurant, and offers waterfront venue rentals.

L2 Media Services, founded in 2015, is an Internet and organic marketing agency. They provide a variety of marketing consulting services designed to help make your organization a success. L2's services include Search Engine Optimization, Social Media Marketing, Strategic Market Planning and Customer Experience Consulting. www.L2mediaservices.com