

Marty Sanchez Links de Santa Fe Celebrates 25 years with New Look, New Management

Global club management leader Troon to take over course operations on February 1



SANTA FE, January 31, 2024 – The City of Santa Fe’s premier championship golf course Marty Sanchez Links de Santa Fe is proud to announce an exciting new management agreement with Troon, the world’s largest golf and golf-related hospitality management company. In addition, as the popular course celebrates its 25th anniversary, the [City is unveiling a new logo](#) reflecting the course’s rich history and continued commitment to excellence.

On January 10, 2024, the City of Santa Fe Governing Body approved a 4-year contract with Troon to manage and operate the Links de Santa Fe course and all facilities beginning February 1, 2024. Troon is a global leader in golf and club management and brings vast experience along with a pledge to maintain the highest standards of agronomy, sustainability, and customer service to the course. The company currently provides services at 850 plus locations worldwide. Indigo Sports, a Troon Company, will manage the golf operations, agronomy, retail, food and beverage, and sales and marketing at Marty Sanchez Links de Santa Fe.

The simultaneous introduction of the new logo symbolizes a renewed dedication to providing a unique and superior golfing experience for residents and visitors alike. The logo's design blends hints of the city's rich cultural heritage with the natural beauty of the golf course and was developed in 2023 in consultation with key stakeholders and long-time users of the course from the local community.



Above: new logo color variation

"Marty Sanchez Links de Santa Fe is a gem. You don't have to be a serious golfer to appreciate the history and the beauty of our public course," said Mayor Alan Webber. "Now, as this community resource celebrates its 25th birthday, it's appropriate that there's a new logo that reflects the uniqueness of the links and a world-class management group to showcase Santa Fe. Happy Birthday, Marty Sanchez Links de Santa Fe!"

"Having recently spent time with the onsite managers and team, we are excited for the opportunity to improve the experience at the facility and the staff is committed to providing great service with improving course conditions in 2024 and beyond," said Troon Regional Director of Operations Bill Colgan. "They are dedicated and determined to be involved in the process to benefit Santa Fe residents and the numerous visitors each golf season."

As Marty Sanchez Links de Santa Fe celebrates its 25th anniversary, this partnership with Troon and the introduction of the new logo marks the beginning of a new chapter, one that promises to bring innovation, enhanced service quality, and an unparalleled golfing experience to both local and visiting golf enthusiasts.

Current City staff at the golf course will be reassigned to vacancies in the Municipal Recreation Complex and Parks and Open Space Division. Jon Weiss, the current golf course manager, is overseeing the transition of course operations to Troon before moving on to a new role with Glorieta Adventure Camps as the Director of Programs.

About Troon

Headquartered in Scottsdale, Ariz., Troon is the world's largest golf and golf-related hospitality management company, providing services at 850-plus locations, including operational responsibility for 575-plus 18-hole equivalent golf courses around the globe. In addition to golf, Troon specializes in homeowner association management, private residence clubs, estate management and associated hospitality venues. Troon's award-winning food and beverage division operates and manages 600-plus food and beverage operations located at golf resorts, private clubs, daily fee golf courses and recreational facilities. With properties located in 45-plus states and 35-plus countries, Troon's family of brands includes Troon Golf, Troon Privé, Troon International, Indigo Sports, CADDIEMASTER, ClubUp, Cliff Drysdale Tennis, Peter Burwash International, True Club Solutions, RealFood Hospitality, Strategy and Design, Casa Verde Golf, ICON Management and Eventive Sports. For additional news and information, visit www.Troon.com.