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r.o.i. Design the “pencil” for the Double JJ Vision Double JJ Ranch and Golf Resort Opens it’s Gold Rush Water Park

The Double JJ Ranch sits on 2000 acres of land that has rolling hills, sprinkled with orchards and open meadows, dense stands of hardwood forests, lakes and streams. So it’s big, but what’s bigger is the vision.

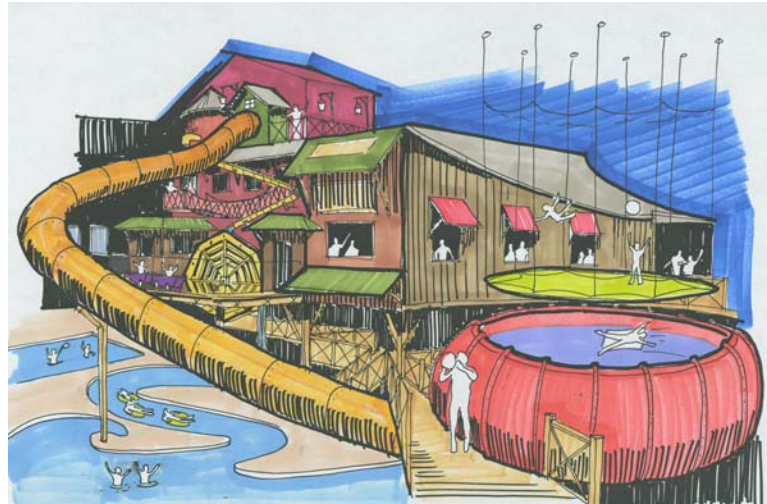
Bob and Joan Lipsitz, owners and operators of the Double JJ Ranch since 1988, previously managed and ran children’s camps and corporate team building retreats for companies including and typical of companies like Steelcase.

“Developing a resort requires a lot of planning before you can even consider spending money in expansion. We needed a company that was going to be just as concerned about our business as our buildings, and took the time to understand that and listen. r.o.i. Design has been that group for us,” says Bob Lipsitz. The Double JJ Ranch first worked with r.o.i. Design in 1992 when they were starting to expand their amenities and looked for a design company to be their advocate as they took on the costly job of expanding their resort.



The Double JJ Resort is working with r.o.i. Design as they work through their plans for an aggressive expansion.

- The "JJ Frontier," includes the newly opened Thoroughbred Suites Condo Hotel and the Gold Rush Water Park, which opened on Thanksgiving this year. The indoor water park will include two restaurants, a deli, an arcade, and food court as well as the tallest slides in Michigan.



- The "JJ Frontier" development has a phase 2 which includes an expansion to the Thoroughbred Suites Condo Hotel and the Frontier Center, a retail and conference center. The Frontier Center will house a dinner theater, banquet hall, meeting and conference space, the Raging Bull Bar, Restaurant, Arcade and the Lazy J Spa. In addition, a phase 3 to the JJ Frontier neighborhood will host new home sites that include equestrian amenities.
- The Double JJ Resort also includes two more neighborhoods, The Ranch, the original summer resort and The Back Forty, with outdoor water park, RV park, log homes and cabins and Western storefront retail. The development plans for this area is to continue to add log homes, by moving the RV park south adjacent to Little Wildcat Lake creating a larger and more easily accessible RV park for 100 RV's with recreational amenities along the lake.
- Recently completed is a seven-mile scenic bike trail throughout the property.

Converted from a girl's camp in 1937 to a resort ranch exclusively for adult's age 18 or older, the Double JJ Resort has had three previous managing families/corporations since 1937. Double JJ Resort Ranch, Inc. purchased the resort in 1988. At that time the Resort was a seasonal operation, serving guests from May until November. In 1993 the Resort began its current multi-phase master plan expansion with the construction of the Thoroughbred Golf Club, and continued with the creation of The Double JJ Conference Center, The Back Forty Resort, The Homestead Condominiums and the RV Park. The history of the Double JJ Resort clearly illustrates an on-going focus to create new unique facilities, to maintain quality programs that attract and satisfy guests and to provide first class activities and services that have earned the resort a well-deserved national reputation.

r.o.i. Design, formerly DW2 Design, was incorporated first in 1968 and reorganized in 1993. r.o.i. Design collaborates with clients to provide a return on investment. We are a passionate team who enriches the way you live, work, and play. Our team offers a non-traditional approach to design, consulting, and product fulfillment. Their work has been published in national magazines including Coastal Living, Southern Accents and Home.