

**The Clubs at St. James Plantation  
Town Hall Meetings  
May 24, 2010**

**"Strengthening The Clubs in 2011"**

**Financials:**

- The Clubs Golf Shops are currently meeting the projected budget for 2010.
- The Clubs Food and Beverage venues are currently operating at a loss.
- Tommy Thompson's is currently operating at a loss.

**Beginning January 1, 2011:**

**Food and Beverage Minimum:**

- Any resident membership category - \$600.00 annually
- Any nonresident membership category - \$200.00 annually
- Includes food and all non-alcoholic beverages (non-alcoholic beer is not included.)
  
- Non-Members will not have dining availability at The Clubs.

**New and Now:**

**Resident Member - Medical Downgrade Program:**

- Apply in writing to Becky Jones, include support documentation from your doctor.
- Medical Downgrade Committee will review your request and approve or reject.
- If approved, you can downgrade to another category that you are eligible for.
- Once released by your doctor, you must immediately upgrade to your former status.
- No more than 10 will be approved at any one time.
- All will expire automatically at the end of the calendar year.

**Beginning July 1, 2010:**

- Signature Membership will be the only Membership category available. Excludes Special Provision Memberships - (Pre-October 1997 Members Club and Pre-1999 Founders Club Members still have one time transfer right of a Premier or Home Club Membership.)

**Beginning January 1, 2011:**

**New Resident Super Senior Membership:**

- Must be 75 years of age on January 1, 2011
- Must have been a Golf Member, in good standing, for a minimum of 6 years
- Must still be a Member
- Half price dues in a category you are eligible for
- This category will not have a food and beverage minimum.

**Resident Member Singles - We heard you!:**

- 26% discount off of Social or Tennis Membership Dues
- Only open to widowed, unmarried, or divorced (truly single Members).
- All truly single Members in any resident Membership category will only be required to pay ½ of food and beverage minimum.

**Signature Upgrade Program:**

- Open to our Premier and Home Club Members only
- \$5,000.00 payable over 4 years at \$1,250.00 per year
- Offer expires December 1, 2010

**Penalty Fee (Activation Fee) Amnesty**

- Only available with upgrade to Signature Membership
- If you are currently not a Member, you pay the going Signature price
- If you are already a Premier or Home Club Member you pay the \$5,000.00 Signature upgrade fee.

**Membership Dues and Golf Fee Schedule for 2011**  
**(Monthly)**

	<b><u>Single</u></b>	<b><u>Family</u></b>
Signature Golf	\$355	\$485
Signature (1 Golf Member & 1 Tennis Member)		\$440
Signature Golf Non-Resident	\$240	\$320
Signature Tennis	N/A	\$190
Signature Tennis Non-Resident	N/A	\$130
Signature Social	N/A	\$150
Signature Social Non-Resident	N/A	\$ 90
Signature House Non-Resident	N/A	\$ 75
Premier Golf	\$310	\$415
Premier (1 Golf Member & 1 Tennis Member)		\$370
Premier Golf Non-Resident	\$210	\$280
Premier Tennis	N/A	\$175
Premier Tennis Non-Resident	N/A	\$125
Premier Social	N/A	\$135
Premier Social Non-Resident	N/A	\$ 85
Premier House Non-Resident	N/A	\$ 70
Home Club Golf	\$240	\$325
Home Club Golf Non-Resident	\$155	\$210

**Cart Fees**

Optional Annual Cart Plan	\$2,195	\$2,995
Signature Golf Member Cart Fee	\$23 per player	
Premier Golf Member and Home Club Golf Member Cart Fee	\$25 per player	

**Golf Fees** (Includes Greens and Cart Fees)

Same as 2010

## **Membership Survey Review:**

### **McMahon Group:**

- Overall satisfaction 83%  
This is higher than members at other gated communities in the McMahon Database
- Receive good value  
67% agree:  
Signature 74%  
Premier 64%  
Home Club 45%  
Other gated communities 59%
- Recommend membership to their friends  
76% agree they would recommend membership in The Clubs at St. James
- Correlation between The Clubs' success and property values  
81% agree
- Quality vs. Cost  
55% believe programs and service are consistent with the current cost and are satisfied with the current cost and levels  
25% would pay more for more  
20% would like to cut programs/services and reduce their personal costs
- Member Ownership  
48% feel it will be important for The Clubs to be member owned  
22% feel it is not important  
30% neutral  
McMahon's experience shows that a fee per membership of anymore than 1/2 their Membership Deposit, generally won't work
- Daily Fee Play to keep dues low  
79% would support
- Weekend Only Membership  
50% support offering a non-property owner weekend membership
- Upgrading from Premier to Signature  
44% of Premier Members have interest in upgrading

### **Thing we have already addressed:**

- New Director of Instruction
- Resurface all tennis courts and performing all daily maintenance in-house
- The Seaside Club - Under construction July 2010
- Artisans Gallery - will include extensive activities calendar
- Partnership with Stage II Production Company
- Consolidating The Clubs
- The Reserve Clubhouse promises to be a unique dining experience
- Membership options to address the needs of aging members and singles

**Things we should consider:**

- Over-see all courses
- Focus on golf shop merchandising and sales - Price points and sizes
- More frequent menu changes
- Continue Chelsea evaluation and upgrades
- Continue to focus upgrades to Signature
- Continued education - 55% of our Members have never belonged to a private club

**The Reserve Club Amenities:**

- Clubhouse scheduled to open March 15, 2011
- Swimming Pool, Snack Bar and Tennis Courts scheduled to open May 15, 2011
- Fitness Center - Phase 2

**Summer Discount Promotion for our Golf Members to entertain their guests:**

- Discounted package for our Golf Members to host guests
- 6 game card for \$180.00
- Offered now through September, 2010

**9 Hole discount after noon for our Social and Tennis Members:**

- 6 game card for \$135.00

**Stage II Production Company:**

- Theater at The Clubs at St. James - Please support this initiative.

**The Dennis Walter Golf Show:**

- June 16<sup>th</sup>
- The Reserve Club – 10:30 am until 11:30 am
- Amazing and inspirational Trick Shot Show
- Free to ALL!!!

**July 2nd Street Dance:**

- Great band - The Embers, at the lower parking lot at The Members Club

**The Artisans Gallery:**

- Open 11:00 am until 5:00 pm - Located at the St. James Marina
- All St. James artists
- Extended hours for special events

**Dan Pasquariello:**

- New Director of Instruction
- Arriving mid-June
- Golf Digest and Golf Magazine Top 100 Instructor

**New Teaching Equipment:**

- Video
- Launch Monitor
- S.A.M. Putt LAB

**Explanation of Ownership of The Clubs:**

- Three (3) families comprise the ownership of The Clubs at St. James Plantation.
- Troon Golf has no ownership interest, but has been retained by the ownership group to provide management services.
- These are not an equity Clubs, payment of a Membership Deposit does not come with an equity interest.

**St James Properties, LLC.**

- This business is owned by the earlier mentioned ownership group.
- Please consider them for all of your real estate needs.
- This group of owners strongly supports The Clubs.