



August 12, 2019

RE: Membership Renewal

Dear BSGAC Member:

We are excited and optimistic about the future of Burnt Store Golf & Activity Club!

Progress and improvements were made on many fronts this past year. At the time of this letter, installation of the new irrigation system is about to begin. The support of the community made this key improvement possible. The Activity Committee has been pro-active in initiating numerous events and opportunities for socializing and skill building beyond golf. The upcoming calendar is again bursting with activities throughout 2020. As they say, it takes a village and BSGAC is a good example of just that. ***We sincerely thank all who have donated time, talent, and treasure to make BSGAC a vibrant and viable community for us to enjoy!***

We also had our challenges in 2019. They included turnover in key staff positions and operations within Food and Beverage. Changes have and will continue to be made in these facets of the operation as we transition and focus our attention on providing better product and services to the membership.

The long-term viability of BSGAC will require a broader and more diverse membership base. The Board and Management will lead a Membership Campaign focusing on community outreach. These efforts will include meeting with Association boards inside the marina and surrounding communities. We intend to work with Section 22 to expand our corporate outreach to Safe Harbor, Heritage Landing, Myriad and other developers in an effort to partner and further market the amenities our community has to offer.

You have spoken and we have listened. To **reward you** and attract new members, we have reinstated and added a number of incentives. They include:

- Early Renewal Discount
- One Person Household Activity Fee
- Member Referral Program
- Pro-Shop Merchandise Discount
- Linkside Café Discount
- New Member Incentives

The entire list of incentives and offerings is attached.

BSGAC currently has 660 Activity Members, 107 of this group hold annual golf memberships and another 54 hold seasonal golf memberships. In addition, we have 17 members that took advantage of the Flex membership program initiated this past season.

The 2019 budget was based on 730 members -- consistent with the levels when the budget was finalized in July of 2018. Current golf memberships are in alignment with what was budgeted; however, we are 70 activity members short of budget. As a result, projected membership revenue for 2019 is \$60k below budget. Even with this revenue shortfall, assuming renewals are consistent with current membership levels, we are projecting to turn a profit in 2019.

In a continuing effort to retain and build membership, pricing for Activity Fees, Annual/Seasonal Golf Memberships and golf rates, will be unchanged for the upcoming season. We are pleased to announce a new Activity Fee rate for "One Person Households" of \$600. We have also adjusted the rates associated with our Flex Memberships. The fee schedule for the 2020 season is attached.

BSGAC is an extremely important part of our community. It sustains our home values, provides 3 golf courses, has a restaurant with a diverse and ever-changing menu, and offers a variety of recreational and social events.

We are asking for your support by renewing your membership for 2020. Thank you in advance for your consideration and completion of your renewal.

Sincerely,

Gordon Fogg

GORDON FOGG, President

Attachments:

1. *Membership fees for the 2019 – 2020 season*
2. *Membership Incentives*
3. *Membership Renewal Form and Instructions*



MEMBERSHIP INCENTIVES -- 2020 SEASON

Early Pay Discount

- 5% check/cash paid by September 30, 2019

Member Referral Program

- Current members will receive a \$75 Gift Certificate for referring a new member
- New Members will receive a \$75 Gift Certificate

Golf Round/Cart Discount

- Activity Members will continue to receive a 15% discount on golf and cart fees

Pro-shop Merchandise Discount

- Members will enjoy a 15% discount on non-sale merchandise

Linkside Café Discount

- Members will enjoy a 10% discount on food and beverage

New Golf Members

- 3 – Free Golf Lessons
- 2 – 18-hole Guest Passes

New Activity Members

- 2 - 18-hole guest passes

Gold Card

- Gold Cards can now be used in all areas of BSGAC

BSGAC MEMBERSHIP OPTIONS – NOVEMBER 1, 2019 TO October 31, 2020

All payments must be received by October 31st. Please check the appropriate box and put the amount below.

| Membership Type (Seasonal Golf is Nov. 1 thru April 30) | Price includes 6.5% sales tax | | Price includes 6.5% sales tax | |
|---|--|-----------------------------------|---|--------------------------------------|
| | After Sept 30 | Less 5% Paid Before Sept 30 | After Sept 30 | Less 5% Paid Before Sept 30 |
| <input type="checkbox"/> Activity Fee – Couple Household | \$ 798.75 | \$ 758.81 | | |
| <input type="checkbox"/> Activity Fee – Single Household | | | ONE PERSON \$ 639.00 | \$ 607.05 |
| <input type="checkbox"/> Activity w/ Annual Single Golf | \$ 2,769.00 | \$ 2,630.55 | ONE PERSON \$2,609.25 | \$ 2,478.79 |
| <input type="checkbox"/> Activity w/ Annual Single Golf with Trail | \$ 3,621.00 | \$ 3,439.95 | ONE PERSON \$3,461.25 | \$ 3,288.19 |
| <input type="checkbox"/> Activity w/ Annual Couple Golf | \$ 3,860.63 | \$ 3,667.60 | | |
| <input type="checkbox"/> Activity w/ Annual Couple Golf with Trail | \$ 5,058.76 | \$ 4,805.82 | | |
| <input type="checkbox"/> Activity w/ Seasonal Single Golf | \$ 2,556.00 | \$ 2,428.20 | ONE PERSON \$2,396.25 | \$ 2,276.44 |
| <input type="checkbox"/> Activity w/ Seasonal Single Golf with Trail | \$ 3,301.50 | \$ 3,136.43 | ONE PERSON \$3,141.75 | \$ 2,984.66 |
| <input type="checkbox"/> Activity w/ Seasonal Couple Golf | \$ 3,328.13 | \$ 3,161.72 | | |
| <input type="checkbox"/> Activity w/ Seasonal Couple with Trail | \$ 4,313.26 | \$ 4,097.60 | | |
| <input type="checkbox"/> Activity w/ Single Driving Range (No Golf) | \$ 1,198.13 | \$ 1,138.22 | | |
| <input type="checkbox"/> Activity w/ Couple Driving Range (No Golf) | \$ 1,347.23 | \$ 1,279.87 | | |
| Low Summer Golf Membership (May 1 Thru Oct. 31) | Price includes 6.5% sales tax | | Price includes 6.5% sales tax | |
| <input type="checkbox"/> Activity w/ Low Summer Single Golf | \$ 1,288.65 | \$ 1,224.22 | ONE PERSON \$1,128.90 | \$ 1,072.46 |
| <input type="checkbox"/> Activity w/ Low Summer Single Golf with Trail | \$ 1,501.65 | \$ 1,426.57 | ONE PERSON \$1,341.90 | \$ 1,274.81 |
| <input type="checkbox"/> Activity w/ Low Summer Couple Golf | \$ 1,656.08 | \$1,573.28 | | |
| <input type="checkbox"/> Activity w/ Low Summer Couple Golf with Trail | \$ 1,975.58 | \$ 1,876.80 | | |
| Flex Activity Membership | Price includes 6.5% sales tax | | Valid only if month(s) is indicated: | |
| <input type="checkbox"/> Activity Fee – Any One Month | \$ 213.00 | \$ 202.35 | | |
| <input type="checkbox"/> Activity Fee – Any <i>Consecutive</i> Two Months | \$ 399.38 | \$ 379.41 | | |
| <input type="checkbox"/> Activity Fee – Any <i>Consecutive</i> Three Months | \$ 532.50 | \$ 505.88 | | |
| Flex Golf Membership (Nov 1. Thru April 30) <i>Rates Include Cart/Trail & Activity Fee</i> | Price includes 6.5% sales tax | | Valid only if month(s) is indicated: | |
| <input type="checkbox"/> Single Any One Month | \$ 878.63 | \$ 834.70 | | |
| <input type="checkbox"/> Single Any <i>Consecutive</i> Two Months | \$ 1,741.28 | \$ 1,654.22 | | |
| <input type="checkbox"/> Single Any <i>Consecutive</i> Three Months | \$ 2,263.13 | \$ 2,149.97 | | |
| <input type="checkbox"/> Couple Any One Month | \$ 1,224.75 | \$ 1,163.51 | | |
| <input type="checkbox"/> Couple Any <i>Consecutive</i> Two Months | \$ 2,263.13 | \$ 2,149.97 | | |
| <input type="checkbox"/> Couple Any <i>Consecutive</i> Three Months | \$ 3,061.88 | \$ 2,908.79 | | |

TOTAL TO BE PAID *Make checks payable to: Burnt Store Golf & Activity Club or BSGAC.*

MEMBERSHIP FEE for Membership Type from chart above: \$ _____

Add a Donation to the Flame Keepers Fund to improve our club (Optional) \$ _____ *cash or check only*

Add a Financial Contribution to sustain our club (Optional) \$ _____ *cash or check only*

TOTAL \$ _____

- Add a Gold Card – \$100 minimum deposit (Optional) \$_____ *separate payment**
 Bulls Investment Club Annual Membership @ \$100.00 (Optional) \$_____ *separate payment***

****Gold Card payment must be made by separate check. Indicate “Gold Card” in the memo line. Make check payable to BSGAC. Please allow for extra processing time during billing season.***

*****Bulls payment must be made by separate check. Indicate “Bulls” in the memo line. Make check payable to BSGAC.***

NOTE: Membership dues are not refundable.

FIGURING YOUR TOTAL AMOUNT DUE

- **Use the chart above to figure your fee / Add an optional Donation to Flame Keepers or a Financial Contribution / Add an optional Gold Card – must be paid on a separate check / Add an optional payment for Bulls Membership - must be paid by a separate check.**

GOLD CARD PROGRAM

- You may open a new Gold Card with a minimum deposit of \$100 by cash, check or credit card. (no tax)
- Gold Card Funds are carried over year to year.
- Gold Cards can be used in all areas of BSGAC.