Dear Naples Bay Resort Homeowner,

As you know, The Club has a mandatory membership requirement for each Naples Bay Resort Homeowner. The Club recently increased their resort fees by an exorbitant amount. **The increase is between 44% and 55%** depending on the size of the unit you own. This increase has decreased the value of your unit because the rental rates that you can charge are no longer competitive.

For comparison, the history of increases for The Club is as follows:

2007-2008   $18.00

2010   $20.00

2012   $22.00

JAN 2013   $24.00

Dec. 2013  $25.00

2014 $36.00- $45.00

This new increase represents an unacceptable fee increase that negatively impacts every unit that is rented at the Naples Bay Resort, including Hotel units, residences or cottage units.

**We need every unit owner to call Phillip Starling at the Hotel to express your displeasure with this recent increase. Mr. Starling’s phone number is: 239-530-5101.**

Please let Phillip Starling know that:

* We need to stay competitive with the rental market.  The resort fees are exorbitant and thus hindering the owners to stay competitive with the rental market.
* Owners who rent their unit bring rental guests that pay daily club use fees, spend money at the resort, and drive our economy.  If the owners’ rental abilities are impaired to the point that they cannot compete with the rental market and thus not able to rent their unit, that will equate to NO CLUB fees for the resort and no rentals for the owners so that they can afford to keep their investment properties.
* The summer rental season is extremely competitive.  We have close to seven months of “off season” rental weeks that we have to struggle to rent our units.  We are competing with a very tight market and FAMILY oriented rentals… unlike “Season”, when those rentals could be more snowbirds and our rental market is attractive.  If owners cannot rent their units off season, which is close to seven months, then the CLUB and the owners would suffer.
* The original owners are still under water with their Cottage units.  If they are selling, they are leaving between $150,000 and $200,000 on the table from their original purchase.  If the new owners are also crippled by not being able to capture the rental market in the summer, they would also start to complain.  No one wants a property that COSTS them money to support year after year. It is unsustainable.
* The increase in a two bedroom unit is 44% and a three bedroom unit is 55%.  They are not acting in the spirit of the CLUB documents.
* If a perspective renter calls the resort to rent a unit, and they are told that the daily club use fee rate is now $38.16 per day (includes tax) for a two bedroom and $47.70 per day for a three bedroom, that perspective renter will look elsewhere to rent when they are faced with paying $267.12 per week for a two bedroom and $333.90 per week for a three bedroom JUST in club use fees ALONE.
* Families are looking for packages that provide value and allow them to have spendable income to dine out and enjoy the FUN activities that the area has to offer.  The more spendable income you take away from their vacation expense, the more they will shop around and find something that will give them those options.

Please call Phillip Starling today at 239-530-5101 TODAY and let him know that this latest increase is not acceptable and must be rescinded in order to protect your investment, and that of your neighbors.

Thank you in advance for assisting the Board

June Prophet, Brian Osganian, Alina Luccio, Joel Spitz and Rey Pezeshkan