



Dear Member,

Let me begin by thanking our Members for patience, understanding and especially the support received in 2020. I and all the staff here at the Club appreciate you and are thankful for the faith and trust you have shown as well as the opportunity to continue to serve you and your families. This past year certainly looked different than most and provided many challenges as we all faced the unique circumstances that the COVID19 pandemic created. I am proud of how our staff faced the challenge, reinventing how we deliver the Bay Oaks experience and quickly reacting to ever changing protocols. With the support of our Members through this time, we were able to limit the amount of staff reductions, even with forced closures and limited services. We are proud of all we accomplished through the adversity of 2020 and will continue to find new ways to provide the exceptional Club experience you deserve.

We are also very aware that many of our Members faced real challenges this past year as well. The value of your continued involvement and support of the Club is more important to us than ever. We hope you were able to take advantage of the usage credits to try some different things like visiting the ClubLife Marketplace to treat yourself to the latest wellness or sports gear, entertaining friends and family at the Club or planning a vacation for you and your loved ones.

Throughout the year, we made it a priority to continue supporting both the community and our employees with programs including "Feeding our Families", a community blood drive and the "Gift of Membership" charity fundraiser. With our Member Events committee, hardworking staff and strong Member support, we also hosted the most successful (to date) Charity Classic event this past September raising over \$25,000 for local charities. We are committed to continue this support in the years to come!

CLUB EXPERIENCE

We are constantly exploring and developing ways to elevate your experience. We look forward to giving you even more reasons to tell others about the Club.

- Enhanced Employee training daily, weekly and monthly with a focus on Member name recognition and personalized service in all areas of the Club.
- Continued focus on improvement of the Member Experience, from golf, tennis and fitness to our food & beverage offerings.
- Improve billing accuracy and response time from administrative staff.
- Continued focus on communication throughout the Club with the new ClubLife app, texts, increased Member emails throughout the month as well as social media (Facebook and Instagram)

Our ClubLife mobile app has provided many services and benefits to make accessing your ClubLife easier than ever including tee times and dining reservations at the Club, accessing the Club calendar and making tee times and dining reservations at other Clubs in the ClubCorp Family nationwide. We look forward to continuing our progress with the app in 2021. If you do not have it already, please download the ClubLife app from the App Store or Google Play store. If you need help, call or come by the Club and we will be glad to help.

PROGRAMMING

One of the enhancements to our services that has come about because of this unprecedented year is our new virtual programming. It has been our pleasure to bring you wine tastings, cooking demos, daily fitness classes, renowned speakers and more through social media. In the coming year, our focus will be on expanding our programming within the Club to deliver a fresh variety of incredible offerings you won't want to miss.

- **Tennis** - Diego and his team of professionals have developed a robust tennis program for players of all ages and levels. From junior academy to our adult tennis leagues, from beginner clinics to advanced drills and private lessons, there is something for everyone! *Don't forget, all active levels of membership have access to tennis!
- **Golf** - Head Professional, Chris Jefferson, and 1st Assistant, Robert Esquivel, are working to ensure our golf experience and service is recognized as the best in our market. Watch for more information on our new Junior and player development programs coming this Spring.
- **Food & Beverage** - Our F&B team lead by Lauren Samuels and Chef Eric Romero will continue to refine and update our Member dining options. From our popular Member Traditions to our ever-changing evening dining Chef's Feature menu and special events, we strive to be our Member's first choice to dine or entertain.
- **Member Events**- We will continue to host a variety of events for our Members to enjoy from our traditional holiday and Member favorite events to new events including our Ladies Night out and Members+ series of events.
- **Fitness** - While continuing to offer the services and group exercise classes our Members love and support, we look to adding a new level of fitness programming and offerings. These include a more robust personal training program as well as morning and evening small group training for those looking for a more challenging workout.

Capital and Maintenance Projects

Creating an extraordinary Club experience for you is always top of mind for us. The capital and maintenance improvements we completed this past year were a mixture of Member visible and behind the scenes projects.

- Driving range renovation - installation of concrete pad and Turfhound mats
- Ongoing collar dam and greens surround work to improve drainage and turf health
- Ongoing tree trimming and removal projects to improve course aesthetics and turf health
- Addition of new IGenie programmable tennis ball machine, complimentary use for Members

- Pool & tennis building exterior improvements
- Multiple kitchen equipment purchases and improvements
- Infrastructure improvements (HVAC, plumbing, irrigation controls, and more)

In 2021 we will continue to make the improvements and repairs needed to lay a solid foundation for our future.

Like many other businesses, we will experience the effects of 2020 for years to come. However, our commitment to enhancing the Club's operations and services as well protecting and adding to the value of your Membership is as steadfast as ever. Our 2021 dues increase will help us continue to work toward these goals. You will see the dues increase in your March statement.

Again, thank you so much for your continued dedication to the Club. It has reinforced our belief that we are all stronger together. We anticipate 2021 will be a year like no other and we look forward to spending it with you and your families. Wishing you and your loved one's health and happiness throughout the coming year!

Stephen Morris
General Manager
Stephen.morris@clubcorp.com
Office 281.244.3808
Mobile 832.618.4102