

The Commons Club at The Brooks Health & Lifestyle Center



Why Renovate, Reinvent & Relaunch
A Presentation to our Commons Club Members – April 2019

Dear Member:

If you have attended one of our Health & Lifestyle Presentations, this slide deck is being supplied to you for viewing any slides for which you want to see a second time.

If you haven't attended one of our presentations, this slide deck is only a partial representation of the presentation...missing are the speaking points from Director of Fitness, Mary Johnson and General Manager, Joseph Archazki.

We welcome you to attend on of our 10 presentations or view the upcoming recording of a full presentation. Thank you.

Why renovate and modernize the Health & Lifestyle Center?

Our MEMBERS will have better opportunities to build and maintain health, wellness and vitality.

Our FACILITY will once again be a competitive amenity in the marketplace, with a growing membership.

OWNERS in The Brooks will experience a positive impact on the value of their real estate investment.

The Commons Club at The Brooks

Health & Lifestyle Center

Today's Presentation

- Why
- Current Limitations and Impact
- Project's Cost
- What is a Comprehensive Health & Lifestyle Center
- Tour of New Facility
- Q&A



Health and Lifestyle Center
Elevation Concept

Who Are We Today

69,000 Annual Visits

7,000 Group Exercise Sessions

5,000 Personal Training Sessions

2,000 Massage Sessions

600 Treatments

The Commons Club at The Brooks

Health & Lifestyle Center



Health and Lifestyle Center
Elevation Concept

Current Limitations

- Stretching
- Functional Training
- Treatment Rooms
- Men's Locker Room
- Décor
- Missing Components of H&L Center



Why turn our limitations into an opportunity?

Mission/Vision/Rookery

What is the Cost?

Modest Investment = Huge Opportunity

\$125_{household}

per YEAR,

only for Gold and Silver Members of the Commons Club

10 year *maximum* term of payments



**What's the impact of
having limitations?**

What's the impact of having limitations?

For Our Fitness Users

For Real Estate in The Brooks

For Both Users & Non-Users

For Our Future Members

Limitations of Current Facility

-- Impact on Membership

- Twenty-year-old facility below present day standards and wellness programming is therefore limited
- WOW factor missing, limiting effective new member recruitment
- Current members may be lost to more updated facilities close to The Brooks

Limitations of Current Facility

-- Impact on Real Estate Value in The Brooks

Whether you are a regular user or not, the value of your real estate is impacted by the quality of our fitness center

Modern health and wellness facilities are now a *top priority* when choosing a 55+ residential community - with resort-style settings with *resort-standard* amenities

Health and wellness is as *important* as golf and tennis

Limitations of Current Facility

-- Impact on Future Members

New members experience disappointment with current programming and opportunities

Negative word of mouth leads to decline in value of the amenity

New member attraction becomes more difficult as the current facility continues to age



If Approved, The Cost Again?

...but first...

The Commons Club Financial Overview

Assets \$14 Million – Fixed Assets \$9 Million > No Debt!

Capital Reserves \$2.8 Million >> Replacement Reserves \$2 Million

Capital Invested in club since 2010 > \$2.6 Million

Operating Surplus Generated in 8 of 9 years
since membership owned

Special Assessment > None since member owned

Health & Lifestyle Center Financial Summary

Total Annual Cost per Membership

\$125_{household}

+\$175k annually from existing Capital Billing

+\$540k from New Capital Funds

Estimated Cost of Project

<3,200,000



What's the Plan?

A Comprehensive Health & Lifestyle Center

Inspires Current Members to “Live Younger, Longer”

Ignites Future Members Desires to be Belong

- ‘Whole-person’ wellness
- Maximum capabilities – ‘functional longevity’
- Prevention of health conditions
- Seamless transition from illness to wellness
- Lifelong VITALITY to pursue your passions

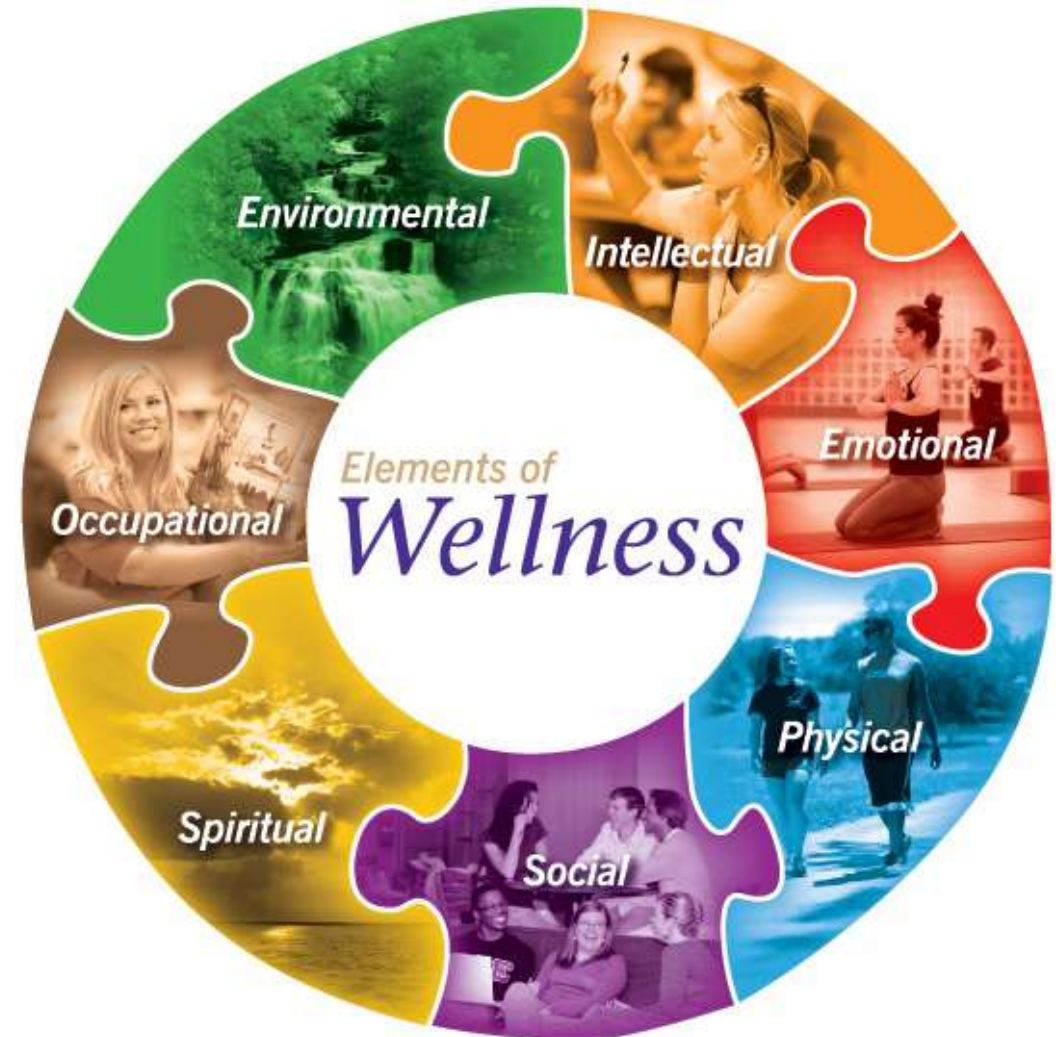


A Comprehensive Health & Lifestyle Center

Inspires Current Members to “Live Younger, Longer”

Ignites Future Members Desires to be Belong

- Universal appeal – It’s Relevant!
- Latest trends & technologies
- Opportunities for socialization
- Flexible model to support change















Examples of Fitness Centers at Area Clubs



Bonita National Golf & Country Club

Examples of Fitness Centers at Area Clubs



The Vineyards - Naples

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OWNERS in The Brooks will experience a positive impact on the value of their real estate investment.

Major Components of a Comprehensive and Multi-Dimensional Health & Lifestyle Center

Stretching & Active Recovery

Active Cognition

Balance & Stability

Sports Optimization

Return to Wellness

Functional Training

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Major Components of a Comprehensive and Multi-Dimensional Health & Lifestyle Center

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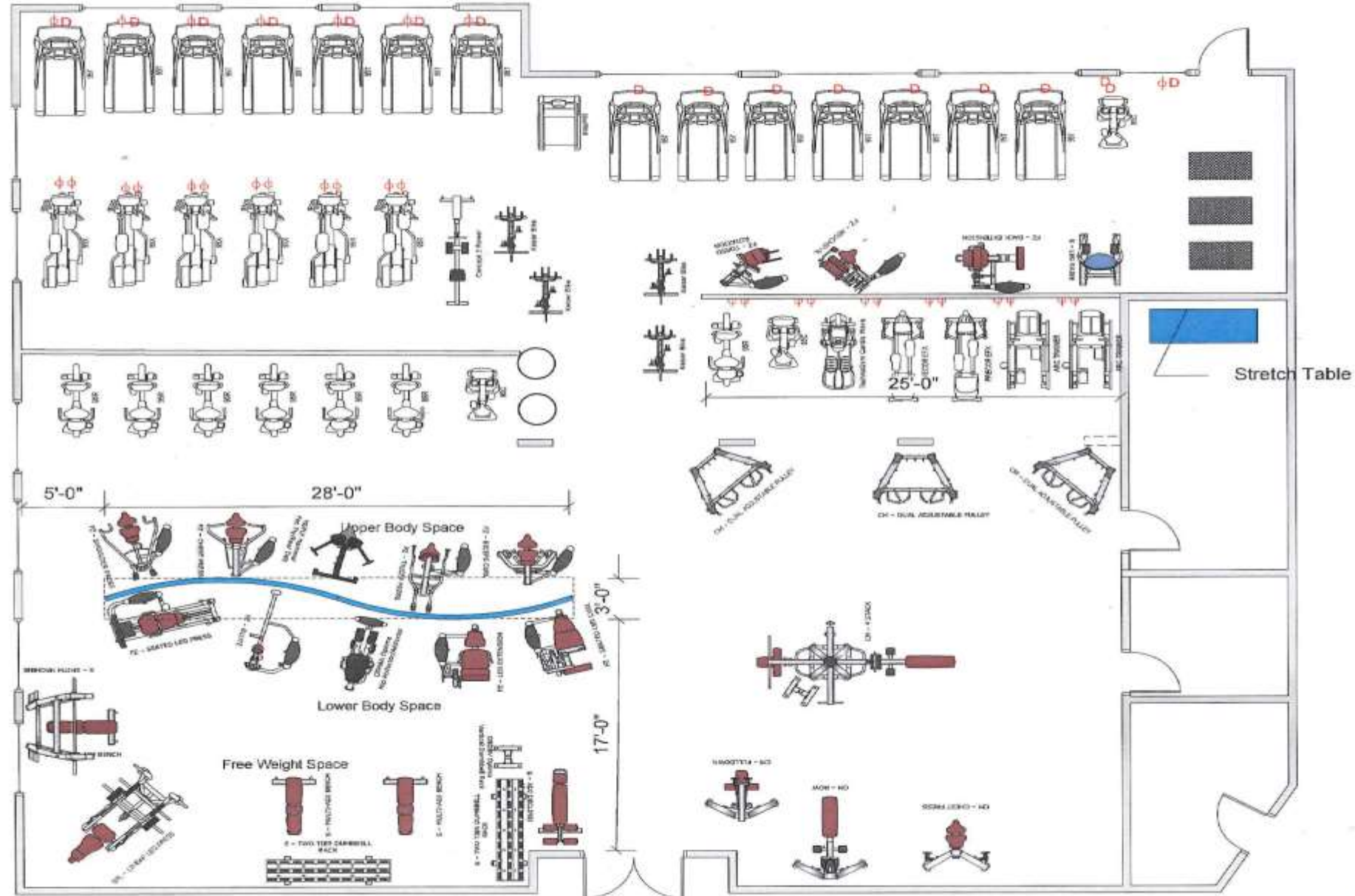
Major Components of a Comprehensive and Multi-Dimensional Health & Lifestyle Center

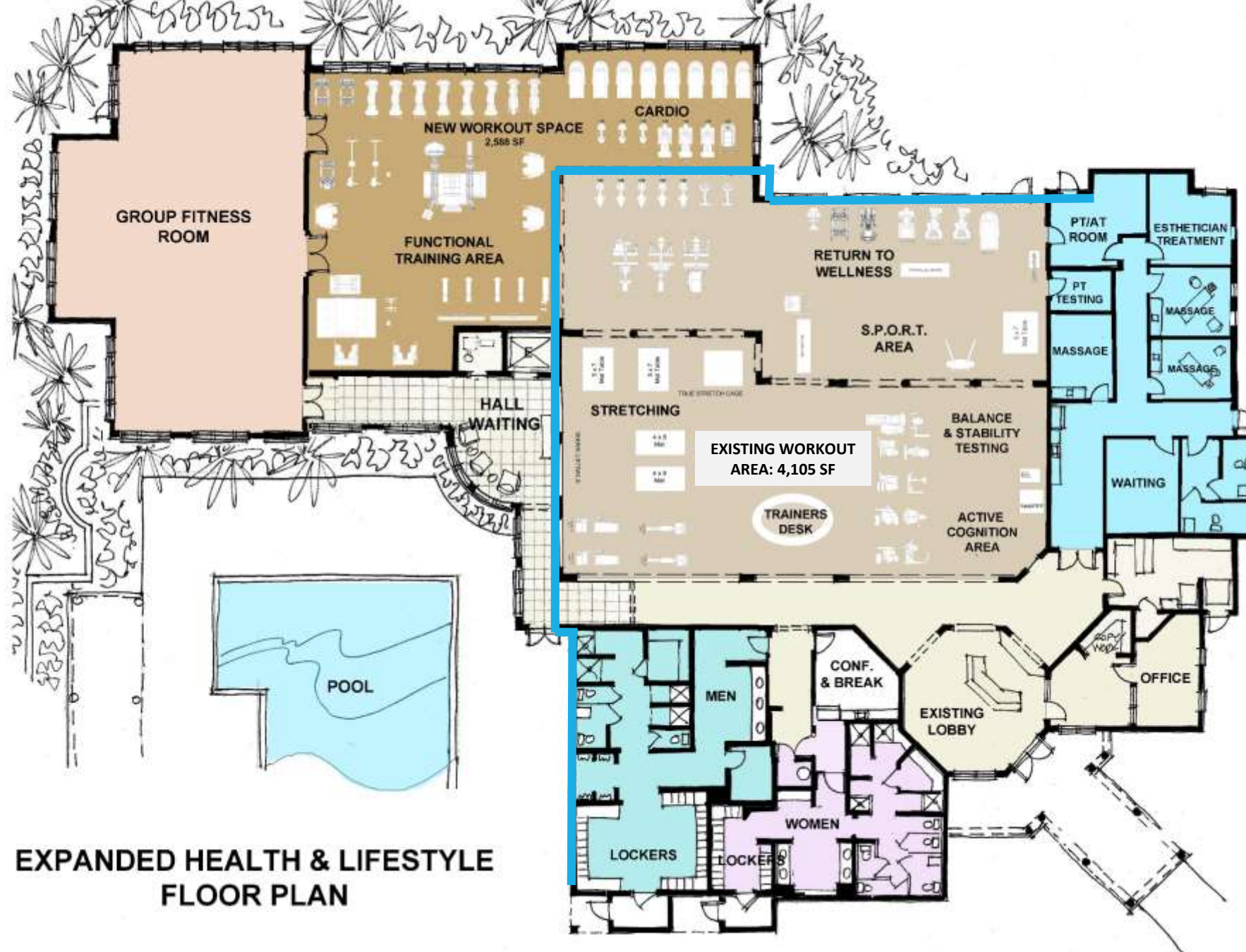
Return to Wellness

Major Components of a Comprehensive and Multi-Dimensional Health & Lifestyle Center

Functional Training

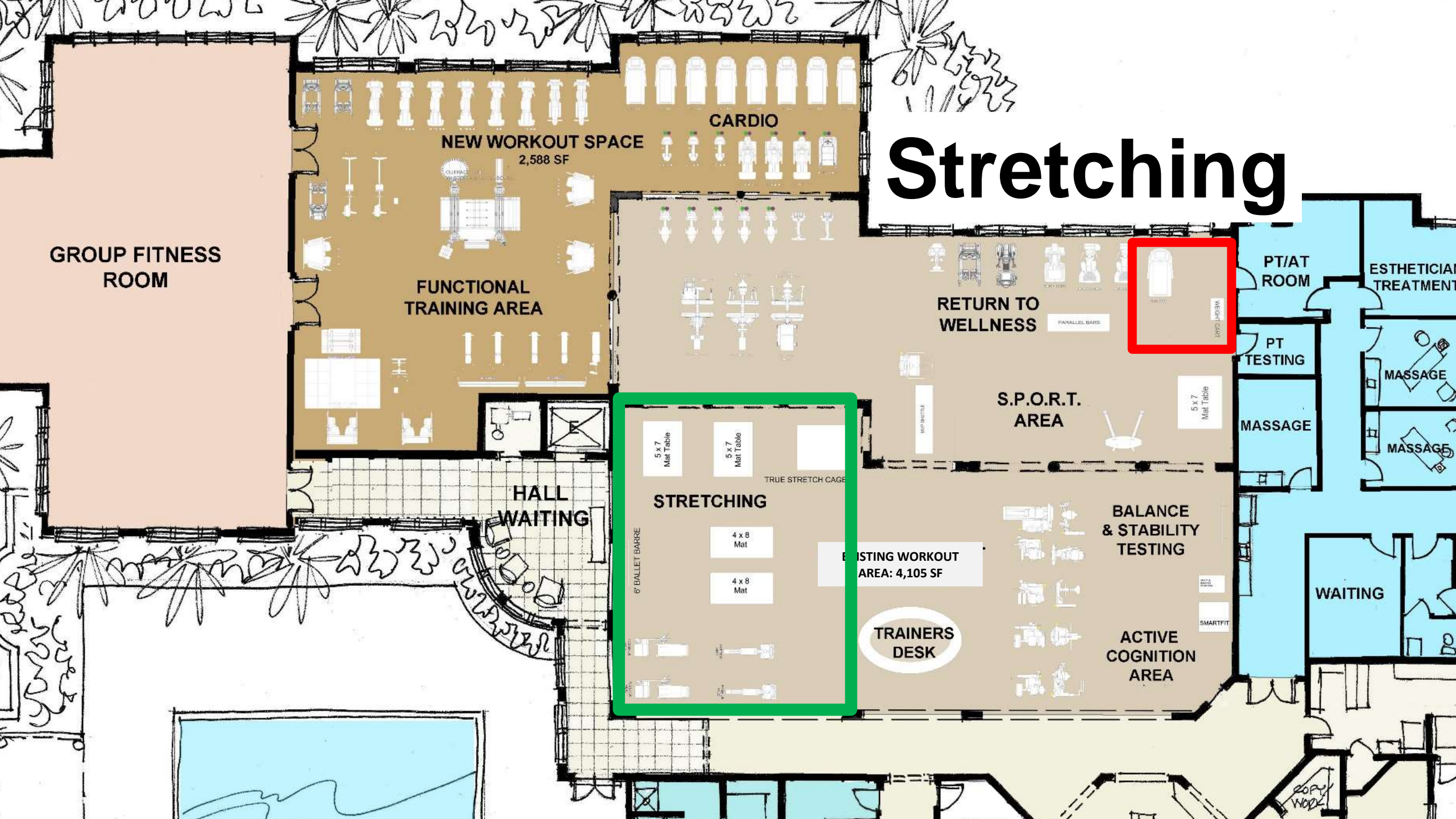
Limitations of Current Facility – Impact on Membership



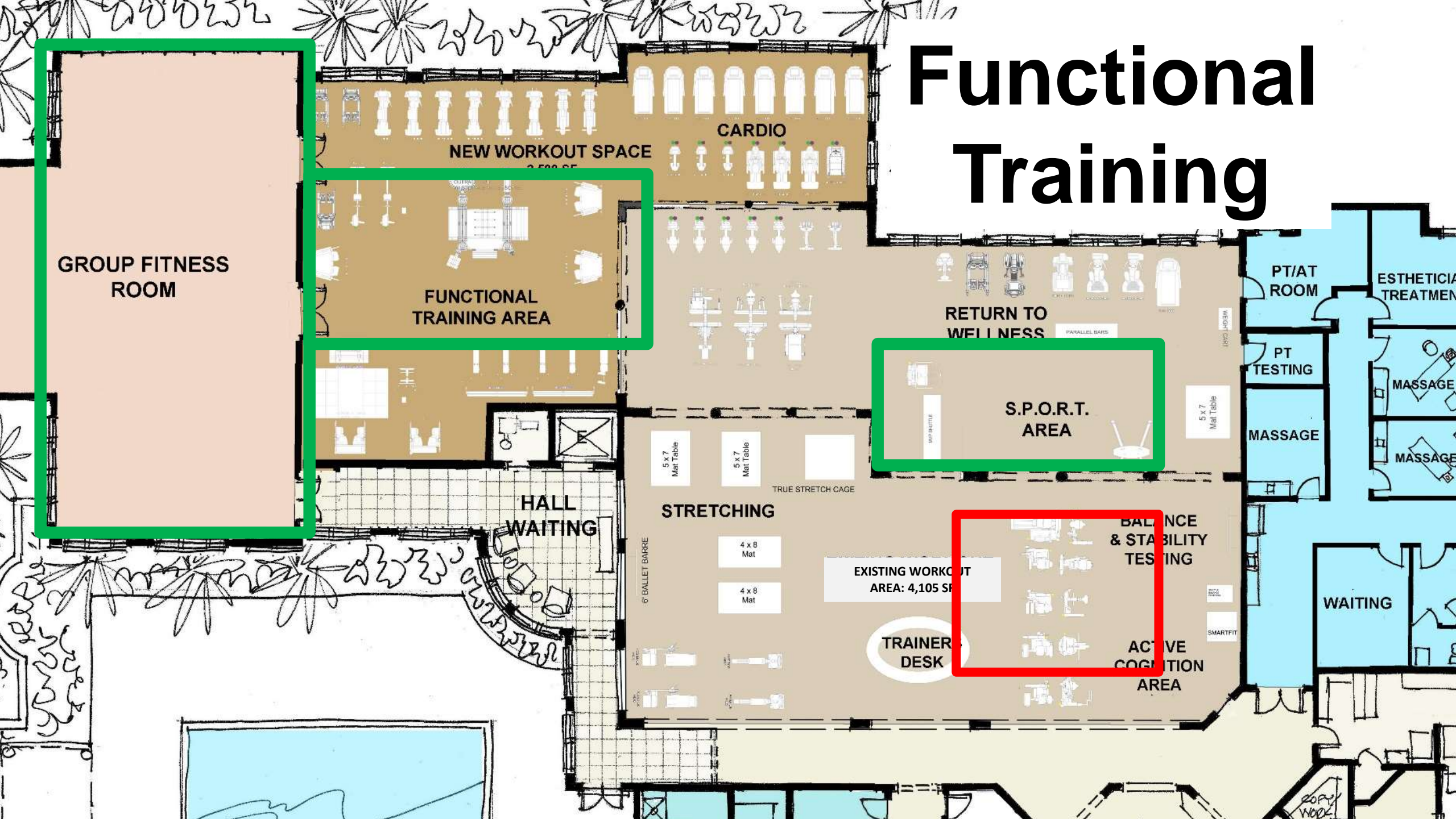


**EXPANDED HEALTH & LIFESTYLE
FLOOR PLAN**

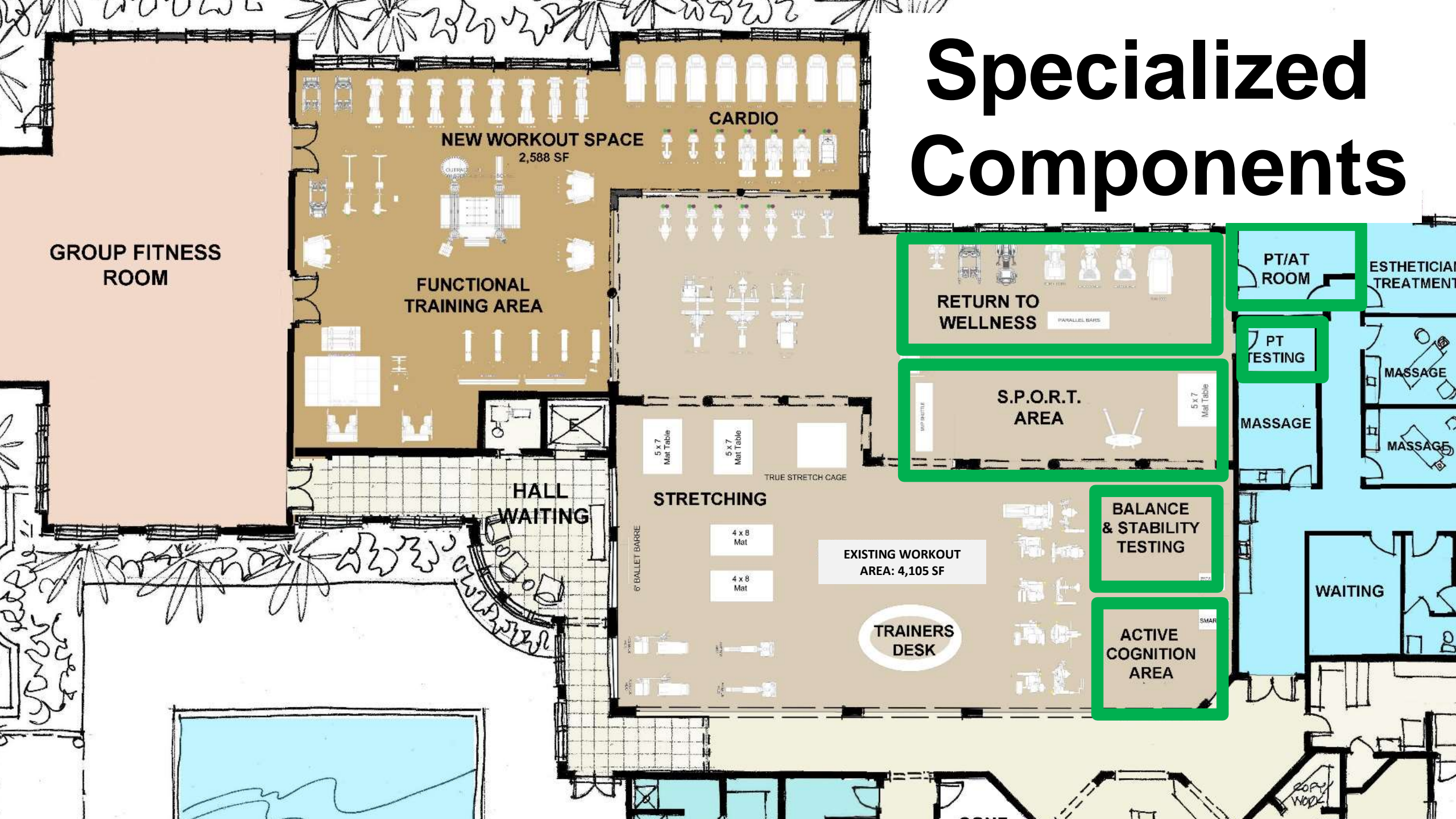
Stretching



Functional Training



Specialized Components



All Components

**GROUP FITNESS
ROOM**

**FUNCTIONAL
TRAINING AREA**

HALL WAITING

STRETCHING

**EXISTING WORKOUT
AREA: 4,105 SF**

RETURN TO WELLNESS

**S.P.O.R.T.
AREA**

BALANCE & STABILITY TESTING

**ACTIVE
COGNITION
AREA**

PT/AT
ROOM

TESTING

MESSAGE

WAITING

ESTHETICIAN TREATMENT

MASSAGE

~~MESSAGE~~

Expanded Health & Lifestyle Space Allocation

Fix our Limitations

6,500sf Renovations

Improved Décor, Private Massage, Added Functional Training
5x Stretching and Recovery

Add New Specialized Areas

5,436sf Expansion

New Functional Training Space, New Group Fitness +
Active Cognition, Golf/Sports Optimization, Return to Fitness, Balance Stability

Why renovate and modernize the Health & Lifestyle Center?

We are proposing this project
FOR YOUR HEALTH

We are proposing this project
TO MAINTAIN A FULL MEMBERSHIP BASE

We are proposing this project
FOR THE INVESTMENT YOU HAVE IN YOUR REAL ESTATE



Q&A



**Enhance your
Health, Happiness, Lifestyle and
Home Equity**

**By Supporting your Health &
Lifestyle Center**

VOTE YES!

Health & Lifestyle Project Construction Process

Presentations	April
Member Voting	April 23 5:00pm
Member Voting Closes	May 17 4:15pm
Design Development & Constructions Documents	Summer 2019
Ready For Permitting	December 2019
Ground-breaking	Spring 2020
Construction Period	8 Months
(Reciprocal at Pelican Sound)	
Reopens	January, 2021

Health & Lifestyle Voting Summary

Voting Class: Silver and Gold Members only

Voting Method: Electronic

For Passage: 50% +1