

AMENITY ACCESS UPDATE

DRAFT | 11/10/21



TAHOE DONNERSM

INTRODUCTION

We are seeking direction from the board for staff to pursue one of the following options:

- OPTION A: Address the entire amenity access policy which includes the Rec Fee OR;
- OPTION B: Address only the Rec Fee. Staff will provide alternative purchasing options for members (e.g. à la carte purchasing, etc.)

BACKGROUND

- Board directed staff to provide alternative Rec Fee options and potentially analyze and provide recommendations regarding the amenity access policy
- Strategic Plan Initiative goal 2.3: ***Access and pricing policies are developed for amenities and programs***

Amenity access and pricing policies are developed and implemented to ensure equitable, appropriate and cost-effective utilization of Tahoe Donner amenities and programs through the combination of user fees and operational subsidies from annual homeowner assessments.

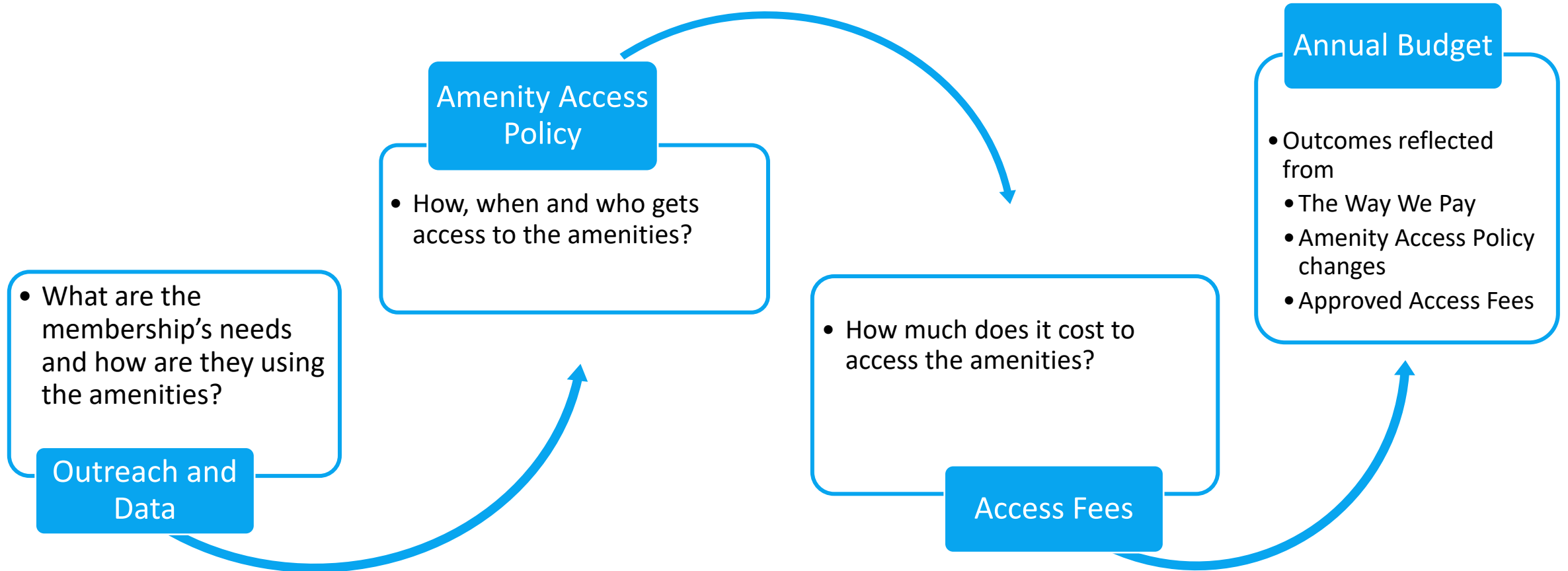
THE WAY IT WORKS TODAY

- Annual Assessment includes 4 membership cards per property to access private amenities, with option to pay for up to 4 additional members each year.
- Cards are assigned to specific individuals on property.
- Membership cards get you discounted member rates to each amenity.
- The Annual Rec Fee can be purchased and is valid for all card-holding members on property.
- Rec Fee provides unlimited access to private amenities (Tennis, the Beach Club Marina, Trout Creek Rec Center, pools) + Snowplay.
- If you choose not to purchase the Annual Rec Fee, card-holding members are subject to daily member access rates at the private amenities + Snowplay.

THE WAY IT WORKS TODAY (CONTD.)

- Each property gets 2 transferrable guest cards.
- Allows access for up to 4 people into a private amenity per card (up to a total of 8 people with both cards).
- Guests pay a daily access fee to access private amenities with a discounted daily access fee offered to guests accompanied by a member.
- The Rec Fee amenities are: Trout Creek, Aquatics, Tennis, the Beach Club and Snowplay.
- Approximately 44% of annual revenues generated at the Rec Fee amenities comes from the Rec Fee. The remaining revenues are generated through retail sales, lessons, rentals, daily access fees, and food and beverage (Beach Club).

OPTION A: AMENITY ACCESS POLICY + REC FEE



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PROJECT OVERVIEW

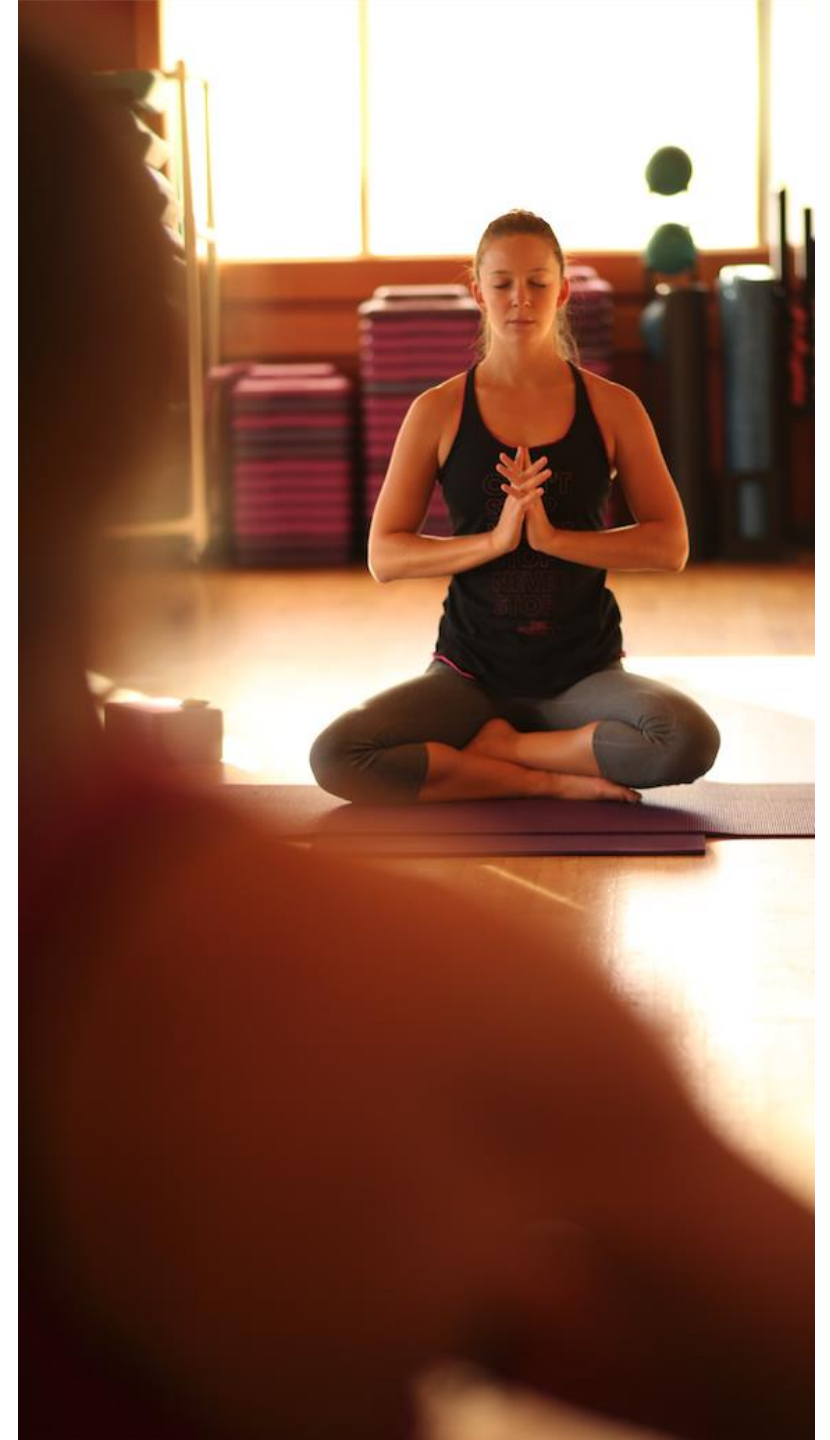
- Outreach
 - Website hub and feedback form
 - Working group
 - Focus group meetings
 - Survey
- Amenity usage analysis
- Staff provide draft policy at May board meeting
- 45-day notice recommended July 1 – Aug. 15
- Finance Committee fee analysis
- Board review of member comments at Aug. board meeting + determine if second 45-day notice needed
- Second 45-day notice Sept. 1 – Oct. 16 if necessary



OPTION B: REC FEE-ONLY

PROJECT OVERVIEW

- Outreach
 - Website hub and feedback form
 - Working group
 - Focus group meetings
 - Survey
- Amenity usage analysis
- Finance Committee fee analysis
- Staff provide recommended rec fee options at June board meeting
- 45-day notice not needed or recommended
- Minor changes to amenity access policy expected



RECAP

We are seeking direction from the board for staff to pursue one of the following options:

- OPTION A: Address the entire amenity access policy which includes the Rec Fee OR;
- OPTION B: Address only the Rec Fee. Staff will provide alternative purchasing options for members (e.g. à la carte purchasing, etc.)

Staff recommendation is to pursue option A which addresses the amenity access policy and the Rec Fee together.



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QUESTIONS?

THANK YOU

