

GM UPDATE: RECREATION FEE UPDATE

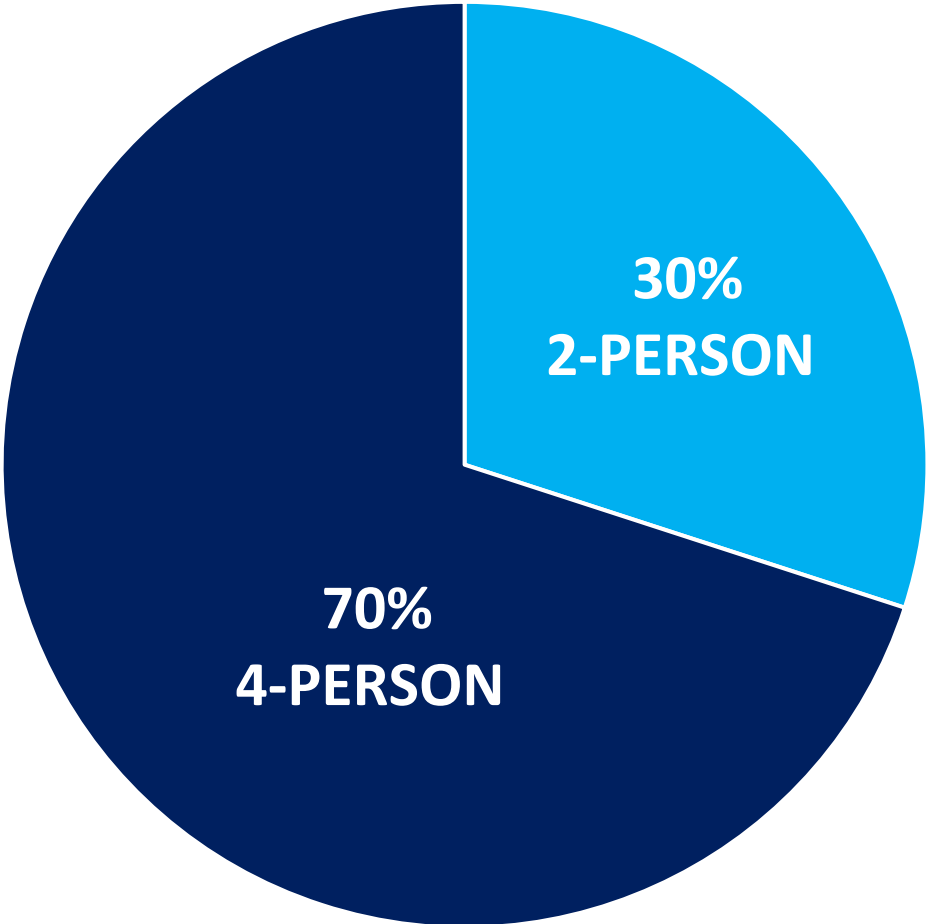
January 27, 2023



UPDATE OBJECTIVE

Staff to provide the Board an update on the 2023/24 Recreation Fee purchase patterns to date, specifically 2- and 4-person adoption rate.

TOTAL REC FEES SOLD BREAKDOWN BY VOLUME





CHANGE IN PAST REC FEE PURCHASE HISTORY

OF THE 2-PERSON PURCHASES

- 82% “downgraded” from the 4-person option
- 18% did not buy the Rec Fee last year

OF THE 4-PERSON PURCHASES

- 93% purchased last year
- 7% did not buy the last year

TOTAL 2023/24 RECREATION FEE PURCHASES

Total Purchases 2 Person Rec Fee	256	
Revenue	\$75,520	
Owners who Purchased Prior Year (4 Person)	210	82.03%
Owners that did not Purchase Prior Year / New	46	17.97%
Total Purchases 4 Person Rec Fee	589	
Revenue	\$270,940	
Owners who Purchased Prior Year (4 person)	547	92.87%
Owners that did not Purchase Prior Year / New	42	7.13%
Total Purchases Rec Fee 5 - 8 persons	192	
Revenue	\$31,680	
Total Rec Fee Sales 2023 / 24 incl 5 - 8 Persons	\$378,140	
Total Rec Fee Sales 2022 / 23 incl 5 - 8 Persons	\$357,320	
Variance	\$20,820	
Total Rec Fee Sales Volume 11/15/2022 - 12/31/2022	1037	
Total Rec Fee Sales Volume 11/15/2021 - 12/31/2021	950	
Variance	87	

RECREATION FEE EDUCATION + COMMUNICATION COMPLETED

- ✓ Staff education and personal communication
- ✓ Information included in mailed statements and e-mail statements
- ✓ Website update and Member Portal content update
- ✓ Email to the membership about budget
- ✓ Email to the membership from the GM
- ✓ January TD News story



When you pay an annual Recreation Fee at Tahoe Donner, your member ID card allows you to enjoy unlimited access to Tahoe Donner's private amenities free of charge. This includes the expansive Tennis Center, the exclusive Beach Club Marina, all the summertime fun at the Northwoods Pool and the state-of-the-art Trout Creek Recreation Center. The Rec Fee also allows you free admission to Snowplay all winter long, although advanced reservations are still required.

SAVE TIME AND MONEY WITH A PAID RECREATION FEE

Less time waiting means more time playing! Depending on which Recreation Fee option you choose, up to eight qualifying members of your household with ID cards can access Tahoe Donner private amenities without paying a Daily Access Fee. Upon arrival, simply scan your card or mobile pass and you are ready to go!

2023/24 RECREATION FEE

Making sure your family is covered with a Recreation Fee has never been easier this year! New for the 2023/24 Recreation Fee, a two-person option (\$295) is available in addition to the four-person option (\$440). This means you can choose a plan that best fits your family and your budget.

GUEST ACCESS

Get your friends in on the fun with special guest access. Each property is provided two transferable cards for guests to enjoy private amenities. Daily Access Fees apply for guests, with or without a member present. Up to four people may gain access on a single transferable guest card. To learn more about guest access, visit tahoe-donner.com/member-cards-rec-fee.

HOW TO PURCHASE A 2023/24 REC FEE

The Recreation Fee can be paid online using the member portal at tahoe-donner.com/member-portal or by calling Member Services at (530) 587-9400. Once you pay your Rec Fee, which begins May 1, 2023 and runs through April 30, 2024, all eligible members are free to use the Beach Club Marina, Snowplay, Northwoods Pool, Trout Creek Recreation Center and Tennis Center without having to pay a Daily Access Fee.

MEMBER CARDS

When you pay your Annual Assessment at the beginning of the year, up to four member cards are included for qualifying members of your family. Any additional members added to your property, regardless of whether you want a Recreation Fee or not, cost \$165 to add for the year. Having a member card allows cardholders to pay member rates at Tahoe Donner public amenities including for season passes to the Downhill Ski Resort, TDXC and the Golf Course, and access to private amenities at member rates.

Please note that the Rec Fee is non-refundable and non-transferable; it is also not prorated, which means pricing remains the same price all year. If the 2023/24 Recreation Fee is paid at the same time as your Annual Assessment, access begins May 1, 2023, regardless of when you pay it.

To learn more about the Rec Fee and how you can get the most out of your amenities, visit tahoe-donner.com/member-cards-rec-fee.

RECREATION FEE AMENITIES

Enjoy free, unlimited access to the following amenities with your paid annual Recreation Fee:

BEACH CLUB MARINA + MARINA GRILL

A private beach located on the east end of Donner Lake, the marina offers a variety of activities for members and their guests, including lakeside lounging, swimming, paddleboard rentals, boating and more! Food and drinks also available at the Marina Grill.

tahoe-donner.com/marina

TENNIS CENTER

With 11 hard courts, 10 pickleball courts, two practice walls and tennis and pickleball ball machines, the Tahoe Donner Tennis Center is home to the most expansive tennis program in North Lake Tahoe.

tahoe-donner.com/tennis

TROUT CREEK REC CENTER

The Trout Creek Recreation Center is a state-of-the-art fitness facility open to members and their guests offering fitness classes and equipment, professional instruction, a lap pool, spa, a sauna, a steam room and more.

tahoe-donner.com/fitness

NORTHWOODS POOL

The Northwoods Pool is the ideal spot for kids to splash, swim and slide down the waterslide all summer long. Located just steps away from the Recreation Hut, playground and Northwoods Clubhouse, there's no shortage of fun for the whole family.

tahoe-donner.com/aquatics

SNOWPLAY

Race down a sled hill, bank turns in an inner tube or build your new best snowman friend at Snowplay, Tahoe Donner's ultimate winter playground for kids and even the kid at heart. **Note:** Members with a paid Recreation Fee do not have to pay admission but are still required to make a reservation.

tahoe-donner.com/snowplay

Members without a paid Rec Fee can still enjoy these amenities for a fee.

To learn more about Recreation Fee benefits, options that would best fit your family, current Daily Access Fees and more, visit tahoe-donner.com/member-cards-rec-fee or call Member Services at (530) 587-9400.

MEMBER VALUE

More than just a way to enjoy private amenities, the Recreation Fee is a way for families to quickly and easily start their adventures at Tahoe Donner. Leave your wallet at home and forget the time it takes to pay your entrance fee - the Recreation Fee not only grants immediate access for you and your family, but it gives you the peace of mind that when you show up to an amenity, you're good to go with the scan of a pass!

When the whole family wants to spend the day together, such as at Snowplay, a Rec Fee means no more juggling kids and cash at the same time. And in the summer, if you play a round of tennis while your teenagers lounge at the marina and grandkids take the kiddie pool to the Northwoods Pool, the Rec Fee ensures a day every for everyone at all private amenities. The ultimate convenience for a weekend getaway or a season of adventures, the Recreation Fee is your gateway to stress-free fun and living the Tahoe life!



Dear members,

As we welcome 2023, I have been excited to see family memories created on the snow and around the association. Our winter amenities were incredibly popular over the holiday season and showed strong revenues.

RECREATION FEE

When you pay your Annual Assessment for 2023, new options are available for the **2023/24 Recreation Fee cycle**. In addition to the standard four-person option, a two-person option is just \$295 to help fit your family and budget.

When you purchase a two-person Recreation Fee, up to two family members on your property will get unlimited access to the private amenities and Snowplay. When you purchase a four-person Recreation Fee, it automatically covers up to four members and any member additional passes purchased for \$165 each, for up to eight total members. Starting May 1, 2023, all eligible members can use the Beach Club Marina, Snowplay, Northwoods Pool, Trout Creek Recreation Center and Tennis Center without paying a Daily Access Fee. Purchase your Annual Recreation Fee online through the Member Portal when you pay your Annual Assessment or through the Member Services office.

THANK YOU



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