

# *Pleasant Valley Country Club*

## *Membership Committee Proposal*

(September 21, 2011)

### **“New” Membership Rates**

- Year 1.....\$1200 (\$500 up front)
  - Effective immediately through December 31, 2012
  - \$35 long range fee and \$2 entertainment fee does NOT apply
  - \$70 monthly food and beverage minimum applied January 1, 2012
  - A “New” member is one that has not been a PVCC member in the last 24 months
- Year 2.....\$1959 (\$163.25/mo.)
  - Annual fee includes the \$37 long range and entertainment fee
- Year 3.....\$2274 (\$189.50/mo.)
  - Annual fee includes the \$37 long range and entertainment fee
- Year 4.....\$2589 (\$215.75/mo.)
  - Annual fee includes the \$37 long range and entertainment fee
- Year 5.....\$2904 (\$242/mo.)
  - Annual fee includes the \$37 long range and entertainment fee
  - Must purchase \$1000 stock

### **Membership Retention Plan and Membership Drive**

- 10% rate reduction for every new member recruited by an existing member
  - Example: John Smith signs three new members; he will receive a 30% rate reduction of his current membership rate status.

### **Pool Only Memberships**

- Family.....\$300 per summer (Memorial Day weekend through Labor Day)
  - No food and beverage minimums apply
  - All food and beverages must be purchased from the cabana or clubhouse
- Individual.....\$225 per summer (Memorial Day weekend through Labor Day)