



*Remaining...
The Best Value in Paradise*



COUNTRYSIDE GOLF & COUNTRY CLUB

Naples, Florida



Welcome to the Master Plan of Our Future...

Countryside opened for home sales in 1987. This means that the design of our facilities is well over 25 years old. Since that time, needs, styles and tastes have changed. More directly, bundled community developers have recognized this shift in expectations, as have many established bundled communities in updating their amenities. This kind of thinking is certainly reflected in amenities that have been updated at Naples Lakes, Naples Heritage, Glen Eagle, Foxfire, Lexington, Worthington, Forest Glen, and Vanderbilt to name a few, along with new clubs recently built such as Heritage Bay. To offer better facilities and amenities, enhance our competitive position and thereby protect the basic investment in our residences, **Countryside must look forward in order to meet the expectations of today's current owners and tomorrow's buyers.**

The Countryside Master Association Board chartered a Strategic Planning Ad Hoc Committee to develop a strategic plan for the Club. In early 2011, multiple focus groups involving many members along with a total membership survey were conducted to solicit as much early input as possible. It was through the strategic planning process that the major facility needs were identified. The strategic planning committee compiled and condensed the data, and the first draft of the strategic plan was born and approved in 2012.

In early 2013, the Board approved the development of a long-range facilities master plan to respond to the annual membership surveys and the competitive environment that was/is clearly emerging within the local club communities. The Board unanimously approved those recommendations for additional consideration with the creation of a facilities master plan. Based on the tremendous amount of feedback and member suggestions, including ongoing annual membership surveys, and new owner surveys, a priority listing of renovations was determined. The priorities which emerged from the membership surveys included:

- **Expanded fitness and wellness**
- **Outdoor dining**
- **Additional meeting and card room space**
- **Covered portico and entryway into the clubhouse**

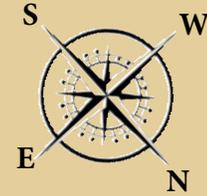
The Master Plan was developed because members expressed interest and strong support for enhancing our facilities. This is not the Board's plan, rather it is a plan that owners have pursued over the last several years. The following pages show the results of the proposals, ideas, and suggestions from many Countryside owners.

There is never a good time to ask owners to approve capital expenditures to upgrade the facilities. The property values of all 1,133 units are contingent upon the centerpiece of the community, which is the country club and its amenities. Owners buy in a private gated community for a lifestyle promise. If we don't keep up with the needs of today's owner and **tomorrow's buyer**, Countryside becomes marginalized and less relevant in a very competitive marketplace.



Naples, Florida

Overall Master Plan...



1. New Outdoor/Indoor Dining- Four Seasons Room
2. New Covered Entry for Clubhouse
3. New Sauna Rooms, Showers, & Lockers
4. New Card, Meeting, & Social Activity Rooms
5. Added Parking Space
6. New Tennis Courts
7. New Restrooms, Storage Facilities, & Viewing Area

8. New Bocce Courts
9. Added Parking Space
10. New Fitness Room
11. New Multi-Purpose Room
12. New Pool Canopy
13. Existing Fitness Center



New Outdoor/Indoor Dining





Many residents have relocated to paradise to enjoy the weather, particularly during the Fall, Winter and Spring. Part of enjoying the great weather is outside dining. CountrySide's current outside dining seats 12 people, originally established as a smoking area.

The space limitations of the Main Dining Room are quite real. Unfortunately, many members must be wait-listed or turned away from events and activities. This happens not only for special dance events but also for our most popular game nights. One of the recurring concerns voiced by members is the size of the Main Dining Room.

The new Four Seasons Room would provide an additional 1200 square feet, thereby accommodating seating for approximately 50. Our architect has designed this beautiful Four Seasons room with a roof that coordinates with the clubhouse roof complete with lights, ceiling fans, air conditioning and heat. Surrounding the room would be energy efficient sliding glass NanaWalls allowing it to function much like a terrace during fair weather, and be enclosed when needed. It would extend out toward the lake from the main dining room area adjacent to the Atrium. The cart path and putting green would remain unchanged. This non-smoking dining space will be tastefully furnished for lunch and dinner.



The Four Seasons Room



New Wellness Center



Good health is not something we can buy. However, it can be an extremely valuable savings account.
Anne Wilson Schaefer



It has long been the opinion of a significant number of our members that the existing Fitness Center is inadequate for a community of our size. Recent member surveys consistently list this area at the top of those facilities that need improvement. An expanded and improved Wellness Center would address the issues of overcrowding, the timely availability of exercise equipment, additional space for exercise options, and provide meeting space for the many social and activity groups that convene frequently. Anyone who has served on committees, boards, or participated in social activities such as card playing, mahjong, speaker forums, etc., can attest to the overlapping demand for space inside the clubhouse. Club trends show that members old and new increasingly focus on health maintenance as an essential amenity for high quality vacation and retirement life.

The Plan includes a freestanding, one-story 6,300 sq. ft. building in a portion of the area where the three tennis courts currently stand. The new 2,300 sq. ft. (current-1,000 sq. ft.) fitness room would feature treadmills, elliptical equipment, recumbent bicycles and more, as well as floor space for stretching and free weights. An additional large area will be for multi-purpose, meetings, cards, and other social activity space along with restrooms, showers and sauna/steam rooms. No changes to the pool area are planned at this time, however, a covered deck area would transition the space between the pool and the Wellness Center. The views from the Wellness Center would be the pool area on the north side and across Countryside Drive to the new beautifully landscaped tennis and bocce facilities along with the remaining preserve land the south. The existing Fitness Center will be opened and could be modified for group exercise functions. Restrooms will still be available for golfers and others.



Good Exercise = Good Health



New Meeting Space





Exercise and sensible diet are certainly two important elements of wellness. The camaraderie of friends and neighbors and the satisfaction of being able to participate in the management and activities of our community is another essential facet to overall well-being. Countryside's 34 governing HOA boards, 10 standing committees, 6 golf and tennis associations, educational speaker forums, and many other special interest groups currently vie for meeting space in the clubhouse. An additional 1,800 sq. ft. within the new Wellness Center would be devoted to multi-purpose, conference and meeting space along with restrooms, showers and sauna/steam facilities and associated storage so that group activities would not infringe upon dining/banquet setup and preparation for normal clubhouse events.



Let's improve the competitiveness of our property!



New Covered Entry





The lack of a covered drop-off area for our many social events has long been an annoyance during inclement weather, especially when dressy attire is the ticket. A simple portico addition would add elegance and enhance the overall impression of the main entrance of our clubhouse.

The portico would be an extension of the existing roof line over the roundabout driveway circling the fountain and would blend with the architectural style of the clubhouse. **The fountain would not be altered or obstructed in any way.** A covered handicap ramp entry has also been included. This enhancement provides both convenience and aesthetic value.



We have the vision...let's make it work!



Improving Our Parking. Enjoying Your Time.





As you know, parking at the clubhouse is at a premium for most of the season. In fact, we currently do not meet Collier County parking requirements. Any changes made to our facilities will trigger additional parking requirements from Collier County that must be addressed.

A number of alternatives have been reviewed. This proposal, which utilizes approximately 10% of our preserve area, is the most effective option proposed. We can meet SFWMD requirements to keep that area for park-like activities by moving the tennis courts across Countryside Drive and turning the current tennis court area into additional parking spaces that are closer to club amenities. In total we will add about 75 parking spaces. This is sufficient to meet Collier County requirements with a few to spare for future flexibility.

Additionally, the changes proposed will enhance the “wow” factor of our campus with a much stronger visual appeal when entering Countryside for owners, visitors, and prospective buyers.



A Requirement for Today & Tomorrow's Growth



Financial

Project Cost

➤ Building (“bricks, sticks, & parking”)	\$4,047,069
➤ Furniture, Fixtures & Equipment	\$600,000
➤ Contingency	\$375,000
➤ Total Project Cost	<u>\$5,022,069*</u>
➤ Less Contributions from Capital Improvement Fund	(\$475,000)
➤ Less Contributions from Capital Resale Fund	(\$575,000)
➤ Less Contributions from Reserve Fund (related assets)	(\$249,000)
➤ Less Contributions from Reserve Fund	(\$1,500,000)
➤ Grand Total to Finance :	<u>\$2,223,069*</u>

*While it's unlikely that there would be a significant difference from our current estimates, if the project were to exceed the approved cost, or revenue is not earned as projected within the capital funds, using members' priorities as a guide, the Board would determine potential reductions as necessary. If the project were to under-run the approval, the surplus would be placed in the Capital Improvement Fund.



Costs and Financing

The preceding pages have described an exciting future for CountrySide Golf & Country Club, one that will allow us to fulfill our mission that requires us to “provide members with an enjoyable and valued living experience with quality amenities, services and facilities.” As we know, facility improvements include costs, and the following outlines the projected cost including member contribution.

Financing

The goal is to provide our members with a payment structure that best fits our vision, “the best value in paradise,” and to remain a debt free community.

- **Member Assessment: The cost for each unit is \$1,962;** with \$981 billed within the 2015-16 annual dues assessment, and the remaining \$981 included within your 2016-17 annual dues assessment.

As you notice, we have been able to keep the cost of this project affordable, and much lower than dividing the total cost by 1,133 owners, through excellent leadership at the Board level, and outstanding management by our employees; where assets have prolonged useful lives. This has provided us with an opportunity to use money from our Reserve Fund, without compromising our current, or future, needs – which includes the replacement of our greens and tees (immediately if necessary).

A reserve study update was performed in November 2014 by GAB Robbins to assess our current Reserve Fund balance, including the impact of using \$1,500,000 for the Master Plan project, and it has been confirmed that there will be no additional repayment required to the fund in order to meet our replacement asset needs. A new study will be performed post-construction to assess the impact of the new assets created, and our preliminary discussions are that any increase would be minimal.





Summary



... decision time has come.



After four years of focus groups, architectural designs, member input, reviewing what other clubs, our competition, have done and are doing it is time for additional advice from you, our owners.

Our **MISSION STATEMENT** says that we will:

Provide members with an enjoyable and valued living experience with quality amenities, services and facilities.

The proposed Facilities Master Plan described in this brochure is a direct result of the efforts of many of your Countryside friends and neighbors. By addressing the expectations of the membership, our goal is to maintain the spirit of continuous improvement and to do so in a responsible manner.

When deciding how strongly you support this plan please keep this reality in mind. **Any organization that does not continually improve is doomed to fall behind its competition and lose any competitive advantage it might have had in the past.** The proposed enhancements that have been described herein have been developed not only with an eye toward the wishes of our members, but also with the objective of improving the attractiveness of our Club and to maintaining and strengthening the competitive advantages we currently enjoy.



Now is the Time to Make an Investment in Our Community

- While the general economy is slowly improving, now is the best time to take advantage of competitive construction prices from contractors. **Delaying our construction could cost us more in the long run.**
- For \$981 each year for the next 2 years we **would improve most things that our members have ranked as very important** in our surveys, focus groups, and industry trends; including parking, indoor/outdoor dining, wellness/ meeting/ card playing space and covered entry.
- We cannot predict what the real estate market will look like in the future. However, implementing this plan would certainly **improve the competitiveness of our property**, particularly when most other bundled communities in SWFL have already completed major renovations to their clubs. We simply need to stay competitive, or we risk a decline in our property values over the long term. Property values are determined not only by what we do to our individual units but also by the Club amenities.
- Finally, we have rightfully earned our reputation as one of the friendliest, and soundly run bundled communities in SWFL. To maintain that reputation, we need to respond to what all of our research suggests – that **our members AND new buyers in the market want more modern, up-to-date facilities with adequate parking**. This proposed Plan does just that!

** If you have additional questions, please visit the Frequently Asked Questions (FAQ) section on the Countryside website or pick up a paper copy of the FAQ's in the administration office. As always, you can contact your Master Board representatives as well. *You will be receiving the advisory ballot soon. Please take the time to vote!*



Best Value in Paradise



The renderings in this brochure are considered artist representations, for illustrative purposes only and while the intent is to depict the actual solution, the final design may be subject to minor adjustments during the designing development and permitting phase.



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