

## State of the Club, Spring 2026

Dear Members,

The following “State of the Club” annual report is meant to inform our Members on the direction and health of the Club, outlining some of our recent milestones and achievements as well as communicating what plans are in the works for the future. I believe that the more our Members know about both the challenges and direction of the Club, the stronger the Club can be with support and understanding of its Members.

As in previous years, I have followed the same format, attempting to highlight the various topics and areas of interest in an easy to review format. While rather lengthy, I hope that you find the information easy to read as well as insightful and informative.

**Financial Health of the Club-** I am happy to report that the Club’s financial status remains healthy and stable, we continue to operate in a net positive position, covering all operating costs and liabilities.

With another year of steady Membership growth in 2025 we again ended the year with both positive net Member growth and Positive Net Dues (PND). Due in part to the introduction of our new Afternoon Advantage Golf Membership, our golf Membership now stands at 479 members, a growth of 48 Members over 2025’s starting count of 431. Social Membership also grew slightly to 101 Members, beginning 2026 with 9 additional Members. Steady growth is one of the best measurements of a Club’s health and I am proud to say that with the help of our many Member Sponsors that invited or sponsored a friend, coworker or family member into the Club, we continue to grow!

The continued commitment to improvements and reinvestment in the Club and golf course has the Club’s expenditures and operating costs continue to be managed close to 100% of operating revenues. This managed strategy plus the sale of Life/Legacy Memberships has allowed many of the realized improvement projects to be completed with limited additional debt load on the Club.

**Capital Improvements-Maintenance Projects-** 2025 brought some major changes to the Club... with several large projects and over \$800k reinvested into the Club on capital projects, what a year it was! A quick rundown of the larger projects completed:

### **Projects Completed:**

- **Greens Irrigation project-** The project converting our greens irrigation from “full circle” irrigation, installing additional heads around each of our greens to allow focused “greens only” watering has greatly improved our greens and surrounds! Running slightly over budget and taking a bit longer than expected, I am thankful for our Member’s patience during the project and know that this improvement project will continue to pay dividends for years to come.
- **Bunker Drainage improvement project-** Originally budgeted for \$20-30k, this project grew in both cost and scope, addressing and improving the quality and condition of our green-side bunkers. I think our Members agree that they are much improved... money well spent!
- **Patio Project-** The extension and covering of the grille’s patio along with the Brown & Jordan furniture and selected finishes created a new space that has definitely been well received by our Members! What a great addition to our Club and our Member’s experience!

- **Grille and event space renovation-** The complete renovation of these spaces and the creation of The 28<sup>th</sup> Restaurant & Bar has truly transformed our Member dining space and Club. I still can't believe what a change this made to the Club... looking forward to future projects like this!

### **Projects underway/Upcoming:**

We have already started on several improvement projects this year and have others in the planning, budgeting and permitting stage. Here is what is planned:

- **Tree trimming/removal-** Over the past few weeks crews have been working to remove 50+ dead or invasive species trees from the course and grounds. This includes pine trees killed by pine bark beetles, tree trimming to improve shots from our red tees as well as the removal of 4 "Chinese tallow" trees to improve the view of Harbour #4 from the Club's new patio.
- **Improvements to "The Turn"**- an improvement project designed to improve this Member service point, creating an improved seating area, improved Member amenity station as well as support future amenities. This project includes:
  - New 750 square foot covered pergola with fans
  - New centrally located Member convenience station with cubelet-style ice maker
  - New patio dining furniture
  - Addition of a built-in outdoor kitchen/grilling station
- **Pickleball courts-** I am excited to announce a major construction project to add 5 outdoor pickleball courts will be underway soon! With an expected completion timeline of approx. 90 days (permitting and weather could delay), our Club will have its first added amenity available for all Members this Summer! I look forward to this addition to our Club and the activity level and excitement that it will bring!
- **Locker Room renovation project-** To complete the transformation that began with the Grille & event space renovation last year, I am working with the same designer, Kelly Spitzer, to finalize renovation plans for our locker rooms and wet areas. While the preferred timeline for this renovation is June/July, avoiding our peak golf seasons, budgets and material selections/availability are still in process. I will keep our Members informed as the project develops. I am very excited about the preliminary plans and can't wait to see this happen!

**Cost of Club Operations, Dues Levels & Pricing-** To help offset continued increases in operational costs, to fund continued improvements and to ensure that the Club is operating in a sustainable manner for both the present and future, the following adjustments will be made:

**Capital Fund Fee-** Introduced last year, the addition of a monthly Capital Fund Fee is something that other Private Clubs have used to fund improvement projects with great success. Essentially a monthly dues increase added to all Member's bill, but with several major distinctions:

- The funds collected are used solely and exclusively to fund or finance Capital projects.
- The fee is not permanent; it can be collected for a specific amount of time based on the cost and scope of the capital funding needs.

All levels of Membership starting March 1, 2026 will include a \$25 monthly Capital Fund Fee. These funds will be used to help fund the Club's commitment to continued improvement and reinvestment.

**Dues levels-** Your February 28<sup>th</sup> statement will also reflect the following increase for 2026 monthly dues:

- Full Golf- \$15
- Classic Golf- \$15
- Afternoon Advantage- \$10
- Associate Golf- \$0
- Social- \$5

**Other pricing-** Outside of some slight adjustments to Food & beverage pricing necessitated by ever escalating and fluctuating costs, we are holding our pricing at previous year levels.

- **Cart plans/Trail fees/Cart rental fee-** no planned price increases, Cart Plans and Trail Fee plans remain at \$125/\$100 per month. Our cart rental fee will remain \$21 per player per round.
- **Guest fees-** Member Guest fees will remain at \$60 weekdays and \$70 weekends (plus cart).
- **Locker rental/bag storage-** Pricing for a full-size locker/bag storage in either locker room will remain \$15 per month.

Our dues, cart plans and other pricing remain an excellent value in our marketplace, far below other competitive Clubs/courses. Regardless, we will continue to work to earn our Members loyalty and support, ensuring that your investment in the Club is a value to you and your family.

**Other News & Updates-** a few other newsworthy items that I would like our Members to be aware of:

- **SSHCC is going cashless March 1st-** While our golf shop has been cashless for years, the rest of the Club will be moving to this as well beginning March 1st. This move is being made to simplify our operation and remove staff from cash handling/change making responsibility. We will continue to accept Member charge, credit, debit & gift cards as well as credit book for all in-Club purchases. \*For those that prefer to use cash or have questions about tipping, we offer the following options:
  - Cash in \$100 increments will be accepted in accounting and loaded onto an SSHCC gift card. This preloaded card can then be used at all point-of-sale locations at the Club.
  - Tipping- While the 20% service charge added to all F&B transactions is in lieu of a tip, making any additional tip 100% discretionary, added tips can be written in on your signed ticket (added tips go straight to your server) or cash can be left at your discretion.
- **New/Updated Rules & Regulations-** As our Club continues to grow and evolve with added amenities, we have updated our Rules and Regulations to encompass these as well as to navigate and address the ever-changing environment. Notable changes and updates include:
  - Changes and redefinition of our dress code to better address current standards as well as to include and better define women's golf attire.
  - Establishment and implementation of a fine system to deter repeated violations of R&Rs.
  - Rules covering cart speakers and music play.
  - Addition of racquet sports R&Rs.

Our updated Rules and Regulations can be found on our app or online at our website, sshgolf.com under the Membership section.

- **Wine Lockers/Vintner's Club-** The installation of Private Wine Lockers has been completed. We look forward to introducing these and the newest "Club within a Club", the Vintner's Club, to our Members! Please join us Friday March 13<sup>th</sup> at 6pm for a fun and informative "Stock your Locker" wine tasting event. Watch for more communication in the coming days/weeks as well!

- **Development of land along Shore #1-** The 3.4 acres of land to the right of the fairway on Shore #1 has been rezoned and is in the process of being replatted for development. This development, to be named Fairway View Estates, will feature a private gated entry and 12 golf course frontage home sites. Plans are to allow custom homes to be built (following building guidelines) and I hope to break ground on the development soon. While I have a list of those that have expressed interest in a lot, there is still room for others! If you are interested in being added to the list, please let me know.
- **Life & Legacy Memberships-** Introduced in 2024, the Club still has a limited number of “prepaid” Memberships available. Offering a discount to current full golf dues and free from future increases, these Memberships offer a great value. They also include premium tee time access (8 day) and discounted/complimentary cart/trail fee plans. These Memberships are FREE of monthly dues and capital fund fees. (Club usage charges still apply- guest/cart fees, food & beverage, retail, lessons, etc.)

There are several levels of memberships available for those interested:

- \$25,000- 5 years Full Golf Membership, includes 50% off cart/trail fees (3 available)
- \$50,000- 10 years Full Golf Membership, includes complimentary cart/trail fees and is transferable (sellable) after 3 years with fee (7 available)
- \$75,000- Membership for Life, includes complimentary cart/trail fees and extends Membership privileges to 1 additional family member, transferable after 3 years with fee (3 available)

*\*plus applicable sales taxes, all Memberships include spouse and dependent children, some limitations and restrictions apply*

Please note that this original release of 25 total Memberships will only be available for a limited time. If you are interested or want more information, please contact me directly.

I hope that you are as excited about being a part of SSHCC as I am. I have thoroughly enjoyed the past few years watching the Club improve and evolve! With a bit of investment and the support of its Members, the Club has truly begun to reach its true potential- something I believed was possible and something I am both proud of and humbled by. I feel that there is no better time to be a part of the Club and look forward to the future!

THANK YOU for your energy, ongoing support and patronage of the Club. Not from just I, but from the 80+ staff members and families that rely in part on the Club for their livelihood. Our Members are the lifeblood of the Club... with your support, everything is possible!

See you at the Club,



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