



Belfair

April 20, 2022

Dear Member:

In support of developing a Strategic Long Range Plan for Belfair, the Club's Board of Directors is working with McMahon Group, a professional club consulting firm. The first step in this process is to conduct a comprehensive membership survey. We want to receive input from all Members so that we can provide the programs, services and facilities to best meet the needs of the current members and continue to remain attractive to potential future members. Additionally, some 35% of all members are new to the Club within the last few years, so this study will for the first time collect input from this sizeable and important new group of members.

As the first step in the survey process, McMahon Group will be visiting the Club in a few weeks to meet with the Board, Strategic Planning Committee and management team. Additionally, they will conduct three focus group discussions with groups of at-large Members on May 11 and 12 according to the following schedule:

Wednesday, May 11

Members Less than 3 years 4:00 p.m

Thursday, May 12

Members **age 62** and over 1:00 p.m.

Members **age 61** and under 3:00 p.m.

The purpose of the focus groups will be to identify issues to be incorporated into McMahon's baseline survey tool. You need only bring to the meeting your ideas for enhancing your existing membership experience and suggestions regarding the Club's future direction. These meetings will last approximately 75 to 90 minutes.

If you would like to volunteer to participate in the focus group discussions, please [use this link](#) or call the Club office at 843 757-0701. Since each of the groups will be limited to 15 participants, we apologize in advance if there are more volunteers than openings and you are unable to participate. To allow representation from more memberships, we are requesting that only one adult from each membership participate in these sessions. All adults in the membership will have the opportunity to respond to the survey later in the process and it will be the data from this survey that have the most influence on the planning process.

Thank you for your interest in Belfair. The Board of Directors appreciates your assistance in this effort to make our Club the best it can be.

Sincerely,

Chris Cento
Club President, Belfair POA