

Resolution: Viewpoint Tennis Club Board of Directors

Whereas, the tennis player membership at Viewpoint RV and Golf Resort has decreased slightly over the past 4 years from a high of 428 to its current 374 through a combination of factors.....age, illness, moving to a different park, and other lifestyle choices. The existing membership, by-in-large, have come to Viewpoint for basically three reasons: 1) relatives or friends lived previously in the resort, so people visited them here and found the resort to be attractive; 2) they found the resort via search, utilizing on-line resources or other means.....came to try the resort and found it attractive; or 3) traveled to Mesa on vacation.....and, after arriving in Mesa, sometimes living elsewhere, conducted their own visual search of the east valley, and found the resort to be attractive. People who are current tennis club members became members for one of two reasons: 1) because they have or had previous tennis experience, and found the tennis courts and club to be amenable with their current desires; or 2) after becoming residents, found out about the tennis club's beginners training program, tried it out and found it amenable. In either case the tennis program at Viewpoint is one of the primary reasons why people purchase units in, and/or remain at Viewpoint. Their experience in Viewpoint's program and tennis family has become a major bond that not only keeps them here, but allows them to encourage family and friends to visit the resort and, often, to become Viewpoint residents themselves;

And, whereas, currently ELS is in process of a combination of infill and construction of additional units in the park. We suspect that ELS would be interested in continuing this program, which would require at some point, the need to provide some additional amenities for a growing population to be located in the Phase 3 general area. Since the tennis club membership at Viewpoint constitutes a good percentage of the resort's population, it is in ELS's best interests to not only keep this population, but, perhaps in using Viewpoint's prolific tennis program as an additional marketing tool. Viewpoint's tennis club constitutes more than 10% of the East Valley Senior Tennis League's total population (2754), which includes 16 resort/parks in the Mesa/Apache Wells geographic area. It's interesting that one of ELS's sister parks, Monte Vista Resort, which has 230 members and 8 tennis courts markets itself as the premier tennis resort in the east valley, and has been recently successful in attracting new members (and residents) to the resort from the group, noted above, that conducted their own internet search to match their tennis backgrounds and retirement interests. With the combination of Viewpoint Tennis Club's size, the current 10 courts that are available to the Resort's residents, the phenomenal beginner tennis training program conducted by VPTC volunteers, and rounded out by an excellent Professional contract for tennis lessons, Viewpoint is poised to provide a wonderful experience to untold numbers of future residents, many of whom are baby-boomers who wish to retire early and have significant retirement income to support a tennis lifestyle in an Arizona resort.

Therefore, resolved, that the VPTC Board of Directors proposes that ELS strongly consider changing the name of the resort to Viewpoint RV, Golf and Tennis Resort. Since golf and tennis are two primary sports which baby-boomers undertake for pleasure, the resulting name change would begin to advertise the resort as both a golf and tennis destination. Additionally, membership in the VPTC is \$50/person/season, a very reasonable amount for retirees to pay for so much pleasure (and competition, if they desire). Attracting retirees and RVers with tennis interest could not only fill the RV areas more fully, but also enable ELS to continue expanding its Phase 3 construction program. To help facilitate this effort, VPTC would be pleased to extend its current website as a link to Viewpoint Resort's website. Additionally, renaming the resort would give current VPTC members, who have many relatives and friends in the U.S. and Canada, additional incentive in helping to attract them to Viewpoint, based on the Resort's additional emphasis on tennis.

Signed _____, Ramona Rees, President, VPTC Board of Directors