



Mayacama Social Member,

As the holiday season begins to wind down and we look forward to 2020, the entire Mayacama family wishes everyone a Merry Christmas and Happy New Year! We want to acknowledge again, with gratitude and appreciation, all of the Members who supported the holiday fund. Your amazing generosity goes a long way in helping the Mayacama Staff enjoy their holiday season.

Mayacama welcomed 32 new families to the membership this year and as always we thank you for your efforts in inviting new families to join our special club. The Club had an eventful 2019 which included the completion of four new villas, along with a clubhouse remodel and refurbishing. The addition of more lodging has provided members with greater access to the Club for overnight stays, resulting in increased activity property-wide and tremendous member support of club events throughout the year. We continue to receive positive feedback from the Members on the superb playing conditions they experience at Mayacama. This year you will see the continued resurfacing of the majority of the tees on the front nine along with the regrassing of approaches where new turf is required.

The past year presented a number of challenges as operations were affected by a series of power outages from Pacific Gas and Electric in their effort to reduce the risk of wildfires during high wind events. Unfortunately, their efforts were not entirely successful as the Kincadee fire erupted on October 23<sup>rd</sup>. The fire impacted many residents in Sonoma County, including the loss of homes and businesses by several of your fellow Members. We continue to keep those affected in our thoughts and prayers as they look to rebuild what was lost.

The most recent fires, coupled with rising costs for insurance, labor and services in Wine Country, has created additional pressure on management as we look to hire and retain professional staff and adequately budget for the future. We feel very strongly that retaining key staff is equally important as hiring great new employees to the Club. Having long tenured team members and familiar faces that you appreciate seeing and reconnecting with during your visits embodies the family atmosphere that makes Mayacama so special. Ted, Dale, Rebekah, George at the bar, Rick in the locker room (*all of whom have been at Mayacama for more than a decade*) and many other long time employees are important legacies to maintain and protect the culture of our Club.

Over the past 5 years the dues at Mayacama have increased an average of 3.75% per year. During that same period, costs for health insurance have risen by 30%, payroll has increased by over \$1,000,000 and as a result of the recent fires the annual insurance premium has increased from \$90,000 to \$815,000 per year (*half of which has been allocated to Residence Club Operations*).

Due to the aforementioned costs, the only sustainable way to maintain the high standards the Club strives to achieve and to provide those services and experiences which Members have come to appreciate, Mayacama must make a significant increase to the annual dues. A majority of these increases affect departments and areas of the club not related to golf operations. As a result, the Club is adjusting the allocation of dues that social members pay, increasing from 25% of charter dues to 33% of charter dues. As an offset to this adjustment, social members will no longer be required to pay for the 8 golf rounds they are allotted each year.

2020 Dues Structure	
Members	Total Dues
Social	\$7,590

The increase in dues equates to approximately 1.4 million in additional dues revenue. The funds have been spread across the following areas:



We recognize the change from 2019 to 2020 is more than any previous dues increase. This decision was made after detailed discussions with the Club’s Advisory Board of Governors and with careful consideration to Member response and retention. In our best effort to help offset and mitigate portions of this annual increase, the Club is making additional considerations based on member feedback. We believe you will enjoy these added benefits to your membership which are highlighted below:

- All Social Members will receive a **\$1000** lodging credit that can be applied mid-week throughout the course of the year.
- The Food and Beverage minimum will no longer be billed quarterly and will be billed on an annual basis for all Members.
- Social Members are no longer required to pay a fee for allotted golf rounds.

We have exciting plans for 2020 and beyond, and look forward to introducing new concepts and programs as we prepare for the busy season in the spring. Innovative ideas to better utilize the main dining room, partnerships with our Vintner Members for enhanced wine experiences, along with more opportunities to utilize club lodging are just a few examples of how we are improving the member experience. We are also in discussions with several high-end clubs about potential reciprocal partnerships that would provide additional value to your Mayacama membership.

**Our Mission:** “To create and deliver memorable experiences for our Members and their families by preserving the traditions of Golf, complimented by a distinctive Vintner program at your home in the Wine Country.”

**Our Vision:** “We are building a community to last for generations, driven by an empowered staff committed to service excellence. We seek every opportunity to exceed the expectations of every member every day.”

I share the Club’s mission and vision statements to emphasize the passion and focus the entire Mayacama team has in delivering to you, our Members, the best possible experience. From the entire staff we wish you a Happy New Year with hopes of great health and prosperity in 2020!

Sincerely,



Jonathan Wilhelm  
Managing Partner  
Mayacama Golf Club