

Florida Statute 718 has been changed to clarify that e-mail communications between community association directors do not violate Florida's "sunshine law". In the spirit of openness however, I'm posting this note which I sent to my fellow directors because it contains information which I think is relevant to all Long Beach Owners. It addresses the Board's evolving plan to host a beach festival during spring break recurring several days each week directly in front (beachside) of Towers 1 and 2. Tyler is the name of the young man who made the presentation at the 12/11 board meeting where it was voted to proceed with the planning process.

Does A Cost/Benefit Analysis Of Tyler's Long Beach Fest Make It A Good Or Bad Idea?

Carey Smith voiced the best point of the entire " Tyler's Long Beach Fest " discussion last week. Is the POSSIBLE return to an individual unit owner "worth" it? Let's say that Tyler is actually able to generate \$100,000 for us. That would result in a return of \$299.77 to me as a two-bedroom D unit owner in Tower 4. No, it's definitely not worth it to me.

If Long Beach wants to become Spring Break Central on the other hand as the host community for Long Beach Fest, then we should pursue the venture. Having "Long Beach" on the T-shirts, as was mentioned, will help ensure that goal. If there is an "incident" at Long Beach Fest which garners national attention, Long Beach will be front and center in the Panama City Beach Spring Break news.

It is interesting that while P.C.B. has finally recognized that its Spring Break reputation has cost beach front owners \$ in the form of lost family visitor revenue and has decided to try to reverse that trend, Long Beach will be heading in the opposite direction with Long Beach Fest. It should definitely increase the number of Spring Breakers staying at Long Beach in the future though as Tyler pointed out in his presentation with "Notoriety - We want to make LBR the next premier Spring Break condominium in PCB. Our goal is from this day forward to have Spring Breakers book with LBR first because it is the place to be for Spring Break".

The balconies of Tower 1 and Tower 2 should be a great gathering spot for those under 21 and unable to gain access to the fenced area. Additionally, those who just want to save money, drink cheap beer on their balconies, and view the sights from back-stage will be able to experience Long Beach Fest without even buying a ticket. The balconies will also make good "flashing" stages which could also gather a lot of national media coverage with plenty of blurred images.

Tyler is definitely a good fast talking salesman. He started his presentation clearly saying that he was from Hanson Kentucky (just a couple of miles from where I graduated high school). When I asked him at the end of his presentation if he went to Madisonville North Hopkins High School, he clearly didn't know anything about Hanson KY and changed his story saying that he was from Boyle County Kentucky (home of Centre College). That "slickness" generated an alert for me. I have enjoyed watching many many of these sunglasses and suntan oil salesmen work the beaches over the years. I would want to see his resume' and make a cursory check of his background before entrusting our reputation with him and entering into a major partnership with him. Also, the copy of Tyler's presentation which I received failed to provide the professionalism and level of detail which I would expect to see before deciding to enter into any partnership.

Let's say that Tyler sells the advertising he claims, takes the money, the event fails to materialize for whatever reason, and he fails to return the monies collected. Uncertainties like this would make it prudent us to require that Tyler post a bond up front to cover any possible costs from any possible claims and/or legal proceedings.

Granted, event insurance should cover us (less deductible) with respect to most problems within the fenced area. However, I foresee a large number of under-21 kids and other non-payers gathering outside of the fenced area, outside of protection of event security personnel. Given that the beach area is Long Beach property, it would be prudent to discuss with David Milam the exposure which Long Beach would have with regard to possible lawsuits resulting from improper control of that part of the crowd. Drug sales, under-age drinking, and/or assaults outside of the fenced area could present a significant legal liability falling solely to Long Beach.

One of the Long Beach issues which I track closely is our TripAdvisor reputation. In the past, Long Beach has been a relative oasis from Spring Break rowdiness. Yes, I've heard the stories of Vance chasing kids through the parking lots, but my experience from the one year when I was there for every weekend during spring break was that there were more adults at Long Beach than kids. When guests who have visited Long Beach Towers 1 & 2 for years during spring break for its "oasis" quality find that they suddenly have spring break spilled out in front of them between them and the Gulf, it'll be highly likely that we will see those complaints in TripAdvisor.

During the years which we've rented our place during spring break, it has generally only been rented during the nearby state high school spring break periods. This is due to our occupancy limitations and our family parent-to-children ratio limitations. Net spring break income has been \$3K-\$4K. If I feel that my guests can't have a good family experience at Long Beach during spring break, I'll probably not rent during spring break. My financial result after receiving the POSSIBLE \$299.77 benefit will be a net loss of several thousand dollars.

Having considered these factors and their impacts on all owners except those who particularly "want to make LBR the next premier Spring Break condominium in PCB", I have decided that the potential costs greatly outweigh any potential benefits. Consequently, I will be voting "no" to proceed with this venture if it reaches that point.