

## Bonita Bay Group – Florida (Southwest Florida)

### Objectives

JNJ was engaged by the owners of the Bonita Bay Group to help effectuate a system-wide modification of club documents and guide communications with member homeowners to show why changes were necessary and how they would be affected. These changes affected all established club communities in operation and over 3000 club members in the BBG club system.

BBG is a highly respected and dominant golf community developer in Southwest Florida, with a portfolio of 5 major club communities with 14 championship golf courses in operation.

### Scope

- Work closely with BBG executives and legal counsel to formulate alternative strategies, and craft a system-wide program to change membership documents in all BBG clubs.
- Coordinated a rigorous process of (a) modifying six different sets of club documents and (b) drafting FAQ responses for each BBG club. JNJ organized the process of team-wide review, commentary, refinement repeated as necessary to confirm executive team concurrence both internally and with outside counsel.
- Prepared and helped train membership directors and BBG executive personnel for communications, informational meetings and engagement with members to effectuate the changes needed.

### Results:

- The entire process of document changes and FAQ materials was executed with each milestone achieved on schedule, and “mailing” took place on the dates originally targeted.
- The rationale for membership plan changes was well honed, and members could understand the critical need for changes.
- Member communications were effective, with advance groundwork laid with Advisory Boards. After several member presentations BBG owners reached a compromise with property owners.

*The Neighborhoods and Amenities of Bonita Bay*

