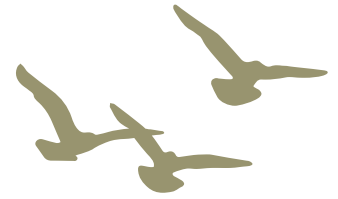


# THE BAY BULLETIN

NEWS FROM RARITY BAY ON TELlico LAKE



*Be sure to drop by the Pro Shop and equip yourself with all of our new branded golf gear. All of the new clothing and accessories have arrived just in time for spring!*

## ■ PROGRESS AT THE BAY

**W**elcome to another edition of The Bay Bulletin. In this issue we continue to report the progress of many projects which have been initiated by the new Rarity Bay management team.

We are striving to satisfy multiple stakeholders and make improvements to our community for our residents, club members, and property owners. Our goal is to raise the value of the property for each stakeholder of Rarity Bay and every enhancement we make contributes to that.

From a business perspective, the improvements you see – and many on the drawing board – are designed to enhance our competitive position. We aim to make Rarity Bay the preferred choice for people who are making lifestyle and home-buying decisions, both locally and nationally.

Literally hundreds of conditions contribute to a positive Rarity Bay

experience. The quality of all of our amenities including the Golf Course, the Clubhouse and Restaurant, the Equestrian Center, the front entrance, the wayfinding program, and our marketing programs must speak with one voice and maintain a consistent level of quality.

As we identify issues and plan solutions, we must do so responsibly and within a manageable budget. While this takes time, it is critical that we make the necessary changes that will help us build a strong foundation for the future. We want to make improvements that provide value and exhibit responsible stewardship for the benefit of all the stakeholders of Rarity Bay.

Please be patient as we work to improve the value of the community for everyone. Join us as we celebrate the exquisite quality of life available here by helping us spread the good word.

## ■ Rarity Bay Entrance

One of the first orders of business for the new management team at Rarity Bay was to begin planning the upgrade of the community entrance which had fallen into disrepair. Our survey revealed this as a major concern of visitors and residents. More than a sign, the Rarity Bay entry corridor is an “arrival experience” and is being enhanced as such.

Our distinct voice must rise above the clutter of other voices and differentiate us by celebrating our regional assets. As we reported earlier, new signage and landscaping are being installed. The new logo, which is a classic mark, is on display on the freshly painted monument sign.

New sod and shrubbery has been planted and the beautiful stone walls on either side of the entrance have been exposed thanks to the clean-up. We will soon be completing the installation.

We want visitors to experience a warm welcome and to have a clear view of the pastoral beauty that begins at the entrance and gives them the first glimpse of the Bay Way of Life.



## COUNTRY CLUB & RESTAURANT HOURS

- Closed Mondays
- Breakfast 7:30-10:30 Tuesday-Sunday
- Lunch 11:00-3:00 Tuesday-Sunday
- Dinner 5:00-8:00 Tuesday, Friday, Saturday & Sunday
- Accounting Office Hours: Tuesday & Thursday 9:00-4:00
- E-mail: [Club@RarityBayLiving.com](mailto:Club@RarityBayLiving.com)
- E-mail: [Accounting@RarityBayLiving.com](mailto:Accounting@RarityBayLiving.com)

## NEW RESTAURANT MENU!

**S**ince our new restaurant management team has been on site, we have received considerable feedback asking for better food quality and improved service – more indicative of a Country Club experience – with an emphasis on quality dinner service.

Our input came from members (via surveys), direct feedback, and outside consultants. We employed the talents of our new Chef, Justin, and his culinary team to process this feedback.

As a result, we recently unveiled new menus and, for the past several months, we have been working on a plan to improve the dining experience for our Members and Guests.

We have heard positive comments from many of you so we feel we are moving in the right direction and have made much progress. We will continue working behind the scenes to improve and enhance your Country Club experience and add to the value of Rarity Bay at every turn.

Watch for new menus throughout the year that introduce seasonal variety and new dishes. We always appreciate member input and ideas and welcome your suggestions.

*Pictured here are some of the mouth watering new menu items being served at the club.* ►



### OUR MANAGEMENT TEAM:

#### Michael Ayres

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#### Martie Turpin

Special Events Coordinator  
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#### Justin Holleman

Executive Chef  
Chef@RarityBayLiving.com

### COMING SOON

*Visit with our team as we invite Bay residents and neighborhoods to the Clubhouse for Meet & Greet events.*

#### Real Estate Company Formed

We are pleased to announce the creation of Rarity Bay Properties, LLC., a real estate firm that will focus on protecting and enhancing the home market at Rarity Bay. The team of Luke Noe and Susan Pollitte are positioned to assist with all resale needs within the community as the only firm exclusive to Rarity Bay. Our real estate offices will soon be relocating to the new Rarity Bay Discovery Center, adjacent to the Clubhouse, at 403 Rarity Bay Parkway. More announcements soon!

#### The Discovery Center

The new Discovery Center will showcase Rarity Bay and all the amazing things available to potential residents.

Along with exhibitry and printed marketing material, the center will feature a large Rarity Bay site map that highlights available property and identifies the amenities at Rarity Bay. Printed Versions of the map are in production and will be available soon.

#### Social Media & Website

In the last couple of months, we have launched two Facebook pages to promote positive storytelling about activities at Rarity Bay. One is focused on real estate and the other promotes the Country Club. Be sure to like us on Facebook! Final touches are being made on the new Rarity Bay website which is estimated to go live before the end of spring.

LIKE US ON FACEBOOK

