

GENERAL MANAGERS REPORT SEPTEMBER 2010

1. *North and South Construction has completed all spalling repairs on walkway ceilings as of 9/3/2010, also all 14 floors on the building has been caulked and expansion joints have been sealed properly.*
2. *We are in the process of spraying texture on all repaired spalling spots and will be painting the ceilings starting on 15th level and coming down .When level 15 ceiling is complete we will be coming right back and sealing the floors. All center stairwells floors have already been pressure washed and painted. We are planning on having all levels done before Bike Week weather permitting.*
3. *The west end picnic area floor has been painted cedar walnut in color with a tile red diamond in the center with a 4" boarder in the tile red to coincide with the red boarder pavers . Barbecue grills have been repainted in black with a fire resistant paint, all picnic table tops have been repainted with summit blue and pedestals in cream yellow, turned out nice. The east picnic area will be done the week of 9/13 to match the west.*
4. *All exterior bathroom floors have been repainted also in the cedar walnut color.*
5. *Yellow and purple mums at the front entrance and in the floor bed outside fenced in spa area beside Bikini Bobs.*
6. *All Timeshare sofa mattresses have been replaced to a commercial grade as ordered.*
7. *All sidewalks and entire pool deck area have been pressure washed and gum removed, also where the sidewalk had dropped down behind Tiki Bar has been repaired to avoid trip hazard.*
8. *Annual Palm tree pruning has been completed throughout complex at a cost of \$1,650.00; this is \$600.00 less than last year.*
9. *Irrigation system is completely operational, as the old Rain Bird control boxes go out were replacing them with Hunter brand saving \$95.00 a box.*
10. *East elevator flooring has been replaced instead of going back with tile we chose a product called Sealoflex Waterproofing System to preserve original elevator floor from sand and water. The pattern chosen was 12"x12" tile pattern in grey as close as we could get to the current color and pattern in remaining elevators.*
11. *The front walkways from 15 down to 2 will be painted and sealed in a cedar walnut for the floor with terracotta for the diamonds and boarders, creates a nice look that will be easier to keep clean.*
12. *All coving around swimming and kiddies pools have been repainted and caulked in a yellow cream color received several compliments from owners and guest.*

Monthly Departmental Update

Housekeeping/Laundry

- Deep Cleaning Schedule has been created and teams assigned.
- Reduced housekeeping staff for the slow season, as well as reduced the hours for laundry.
- Still collecting a photo room database for identification use and damage tracking.
- Continuing the collection of Survey forms and analyzing data.

Tiki Bar/ Gift Shop

- Both Tiki Bar and Gift Shop had a good Labor Day Weekend in sales due to the high occupancy of the property.
- Gift Shop hours have been reduced to 9-6 during the weekdays and 7:30-7pm on the weekends.
- The Staff in the Gift Shop is reduced to 2 employees dividing the hours.

Marketing

- Formulating 2011 Marketing plan
 - Travel Trade Shows starting in the fall focusing on Travel Agents and Group sales.
 - Brochure Distribution at shows, Welcome Centers, Airports, etc.
 - eNewsletters in conjunction with Visit Florida
 - Spring Break Marketing for the off week schools
 - Chamber Vacation Planner
 - Banner Ads
 - Ad words and search engine ratings
- Website updates and additions
 - Photo Gallery page (property, grounds, and variety of rooms) is ready to go live.
 - Researching the best solution for the live Webcam broadcast.
 - Rate Point Testimonials live on the website
- Adopt a Beach Program
 - The first Adopt a Beach was on August 18th and we had a good turnout. We collected over 12 bags of trash and found a lot of glass and plastic debris.
 - The second scheduled cleanup was the Tuesday after Labor Day weekend. We were able to clean up quite a bit of the trash left behind from our guests over the holiday.
 - The next scheduled cleanup will be after the Thunder Beach Motorcycle Rally in October
 - In conjunction with some long term residences and owners we are starting this program to both build a reputation as a clean property with a clean beach, but also to help give something back the community as a whole.
- The Summit Panama City Beach Facebook Page now has over 5,000 fans and growing each day!! Facebook is a great, free way to access and advertise to a large group of interested customers.
- September promotions and advertising
 - Continue Ironman promotions through Travel Groups specializing in sports travel

- Emerald Coast Cruzin'
- Fall Getaway Specials Emails
- Snowbird Ads in Canada and Northern States
- Running email campaign through Rate Point and monitoring all reviews
- Thunder Beach promotion
 - Full Throttle ads for August and September have been placed
 - Thunder Beach newsletter
 - Promos through Thunder Beach Productions and Full Throttle social network links