

## **ITEM A – STAFF REPORT on Tennis Key Structure for 2022**

Tennis Key will start in mid March for the 2022 Tennis Key season:

- \$175 94920 resident + processing fee – sales start Monday, March 14<sup>th</sup>
- \$195 non resident + processing fee – sales will open Monday, March 28<sup>th</sup>

The tennis courts are rekeyed on April 1, 2022. The Ranch will proceed with physical keys sold through our office. Tennis key sales will be unlimited.

We will advertise the sale of tennis keys in the various ways:

- Email all 94920 residents in our customer Perfectmind database
- Tiburon Talk Emailed Newsletter
- Belvedere Emailed Newsletter
- Signage at all tennis court locations on how to purchase a key

Residents of 94920 will have a two week priority on sales of keys and a full year key will be priced at \$175. Non Residents will have the opportunity to purchase a key, two weeks after 94920 residents, and their full year key price will be \$195.

Keys can be purchased online so that residents that do not live in the area upon the start of the tennis key sales will have the opportunity to secure a key for their household and pick up the key from our office when they are back in the area.