

South Beach Resort Condominium Association, Inc.
3000 South Ocean Boulevard, Myrtle Beach, SC 29577

July 30, 2010

Re: Association Update and Change to 2011 Maintenance Assessment Billing Process

Dear South Beach Resort Owner:

This summer has been extremely busy at your resort. Kelly Kahler, the general manager has reported occupancy levels as high as 95% during the peak summer weeks which is great news! This means that our owners are enjoying their vacation time and escaping the summer heat at the beach.

If you haven't been to the resort yet this year we are pleased to let you know that renovation of buildings A and B and Breezes Beach Club has been completed and the results are spectacular! In addition, upgrades have been completed at the Lagoon Pool Bar and The Marketplace is now open offering a variety of sundry items. Work has also been completed on pool resurfacing, landscaping and the addition of ice machines and a new shuttle van.

The primary purpose of this letter is to serve as a reminder that beginning with the 2011 maintenance fee assessment billing for owners who are members of South Beach Resort Condominium Association, Inc., **all assessments will be billed in November or early December 2010 and will be due on January 1, 2011.**

The association board of directors and the management company have changed the annual assessment billing cycle for several reasons:

1. **Cash Flow.** Assessment collections in January will have a favorable impact on the operating fund cash flow necessary to meet association expenses.
2. **Interest Income.** Interest income, primarily in the reserve fund account, may earn a higher interest rate due to the ability to invest more funds for a longer period of time.
3. **Reservations/Check-in.** Payment of annual assessments must be made prior to making reservations or checking-in for your stay in Myrtle Beach, at another Holiday Inn Club Resort or through RCI. Payment of assessments in January will assist owners in making their reservations earlier in the year in order to provide them with more vacation opportunities.

The board of directors of your association understands that this is a significant change to the annual billing process which is why we felt that communication was necessary as early as the annual owners meeting in March this year and through reminders that have been included in each issue of *Viewpoints* newsletter, which you should be receiving quarterly. This change will initially have the most impact on our owners who have historically been billed in the second half of the year. If possible, we would encourage you to make small incremental payments towards your 2011 assessment on your account over the next 4-5 months to lessen the assessment balance that will be due on January 1.

On behalf of your association board of directors we continue to work to develop sound fiscal policies while at the same time keeping in mind the best interests and expectations of the South Beach Resort owners.

Sincerely,

Brian T. Lower, President
South Beach Resort Condominium Association, Inc.