



THE
BEACH CLUB

Mr. John Fornaro, President and CEO
Board Room Magazine
1100 South Coast Highway
Laguna Beach, CA 92651

March 3, 2017

Dear John,

This letter is in regard to Peacock and Lewis, a planning and architectural firm which our club has engaged for long term major renovations.

The first phase of our Master Planning project occurred in 2005 and involved reconfiguration and new design of our 65,000 sq. ft. clubhouse. At the time, that renovation represented the largest single investment our Club had ever made in its facilities since inception in 1969. This work proved to be one of the timeliest and most important undertakings we imagined, as our operations and membership thrived thereafter.

Most recently, Peacock and Lewis embarked on the next phase of the original plan, which provided for the complete replacement of our pool, deck, bar, and related surrounds -- all of which represent the central crown jewel of our recreational and outdoor F & B operations. This \$10M project, situated on a stunning 300ft of beach directly on the Atlantic Ocean, took place in 2016-17 and is near completion.

Working with our demanding Palm Beach membership, navigating through multiple jurisdictional agencies, as well as a rather unique set of worksite operating conditions, this project certainly presented a complicated set of circumstances. Through these obstacles, Peacock and Lewis was able to once again exceed our expectations in every facet of this long-anticipated project.

At our Preview Party in February, the response of our membership was overwhelmingly positive and the continuing stream of unanimous compliments continues. We never expected these improvements to resonate so soundly across the broad spectrum of our membership. And, once again, the dividends have already begun to manifest.

It is for these reasons, among many others, that we are pleased to support any consideration that may be given to Peacock and Lewis in regard to inclusion in your fine publication. They have certainly earned the respect and accolades of a sophisticated clientele in one of the country's most demanding club markets.

Please contact me personally should you require any more information and best of luck with the continued success of your informative and valuable publication.

Sincerely yours,

Homer H. Marshman, Jr.
President