



## ***Mid-Summer Newsletter and Owners Auction***

Dear Harborside Inn Owners,

We hope you and your loved ones are healthy and safely enjoying the summer.



Please scroll the newsletter to access **August 2023**

**Owners Auction** documents. Note we've recently completed the **foreclosure of 43 unit-intervals** for non-payment of maintenance fees. This month's owners auction features exclusively these 43 unit-intervals. In fall we will run an additional owners auction including Harborside inventory currently in process, via deed-in-lieu of foreclosure.



**The summer season** here at your "home away from home" is in full swing! Family fun times are plentiful. The summer activities include: Early morning Yoga, Live Music on the main deck, Kid's Activities, Family S'mores at the fire pits, Nautical knot tying at the docks, Cookies & Milk

and more. We highlight **Movie Night Under The Stars** (featured photo) which runs twice a week.

We are delighted to see the trend continue of our **Timeshare Owner Occupancy** increasing year-over-year. It's a joy to witness new generations building priceless lifelong memories at The Harborside Inn.

### **Capital Projects:**

This past winter the off-season was an especially busy one, which yielded numerous significant accomplishments.





**Phase III Interior Renovations** a total of 22 guest rooms in the Abel & Prada Houses delivered on-time and within budget.

We developed a comprehensive **Information Technology (IT) Project**. The IT project's scope covered: fiber optic signal throughout the resort campus, hardwiring new internet cable, installing dedicated Access Points to 90 guest rooms, configuring two standalone exclusive fiber networks; a network for ethernet **high-definition TV service** and a network for **High-Speed Wi-Fi** service.

In addition, the IT project's overall scope was to procure and implement a new **cloud based Property Management Software** package. We selected a new software package, namely Viewpoint, along with booking engine platform and payment gateway. The new guest room photos taken during a recent photo shoot are featured via the current website's BOOK NOW button.

The Viewpoint software package includes an owner portal platform that enables the **convenience of online payment** on owner accounts. The owner portal is still in development. We're working behind the scenes to **launch our new website** with the owners portal by October 1, 2023.

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#### **Nightly Room Rates:**

Our **comp-set** is as tight as ever during the busy season. Several new



hotels are now open in Edgartown, some start at \$1,200 a night for a standard guest room. We implemented a rate increase April-November for all room types.

We remain quietly confident in our market share. **We are well poised** by virtue of our unique location & amenities, our recent spectacular renovations *and perhaps most notably by virtue of our authentic, friendly and professional team members who consistently deliver high standards of guest service.* **Special KUDOS to our outstanding team members!**

We are extremely grateful for all of our team members. It is ~~is~~ **their exemplary efforts** every single day that positively impact every guest's experience.

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### **New Guest Service Amenity:**

Our high impact initiative this season is a special **nightly turndown** service for all rental

guests. **KUDOS to Karen Thompson and the Housekeeping Team** for seamlessly delivering this notable daily service upgrade!

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### **Transient Dockage Rates:**

This season we increased our Dockage rates from \$13 per ft. weekday/ \$14 per ft. weekends to a new daily rate of \$15.00 per

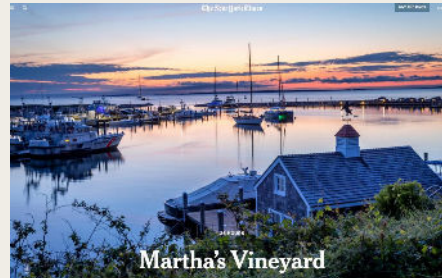


ft. The season at the Docks is off to a great start. Dockmaster Ed Holmes and Asst. Dockmaster Auguste Pizzano (Augie) continue to deliver nothing short of outstanding service of the highest caliber to all boaters. **Kudos to Ed and Augie** for all they do!

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### **New York Times Shout Out!**

A huge thanks to the New York Times for the recent shoutout. In June



2023, The **Travel Section** featured a special piece entitled "**36 hours in Martha's Vineyard**" which listed The Harborside Inn in their Recommended Accommodation section.

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### **A Note From The Treasurer:**

This serves to inform all unit owners that the **Board of Trustees shall amend the long-time rental-fee distribution.**

Effective January 1, 2024 the current distribution, Owner 75% / 25%

Harborside Inn, shall be updated to: Owner 70% / 30% Harborside Inn.

The credit card processing fee & online travel agent fee will both remain in effect.

Stephen Cirillo, Treasurer

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Circa late 1950's. This building is the old Boathouse Bar that was torn down in 1964 to build the Navigator. Note the bike shop and beyond it Orrin Norton's blacksmith shop (now Dock Street Deli).

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GM/CEO

