



Dear Prospective Beach Club Member:

We invite you to become a part of the Hotel Laguna Family and join a piece of History!

The Hotel Laguna Beach Club is one of the only private beaches in Southern California, enabling us to serve cocktails and food to our guests as they relax on beachfront chaise lounges, with umbrellas and towels provided. Our dedicated Beach Club staff will take the hard work out of setting up, so you can enjoy your time with us here at The Hotel Laguna Beach Club. We look forward to having you part of the family.

<p style="text-align: center;"><u>Bronze Tier Membership</u></p> <p style="text-align: center;">One-year membership \$1,000</p> <ul style="list-style-type: none"> ▪ Includes one chair, one side table, one umbrella and up to two beach towels for day use ▪ Gratis corkage fee when dining at the OceanView Bar & Grill 	<p style="text-align: center;"><u>Silver Tier Membership</u></p> <p style="text-align: center;">One-year membership \$2,000</p> <ul style="list-style-type: none"> ▪ Includes two chairs, one side table, one umbrella, and up to four beach towels for day use ▪ 10% off your Hotel Laguna guest room accommodations ▪ 10% off dining at the OceanView Bar & Grill ▪ Gratis corkage fee when dining at the OceanView Bar & Grill ▪ 10% off inside Bubbles, on-property bath specialty store
<p style="text-align: center;"><u>Gold Tier Membership</u></p> <p style="text-align: center;">One-year membership \$3,000</p> <ul style="list-style-type: none"> ▪ Includes four chairs, two side tables, two umbrellas, and up to eight beach towels for day use ▪ Ability to make “Beach Chair Reservations”, granting you the luxury of planning ahead ▪ 10% off your Hotel Laguna guest room accommodations ▪ 10% off dining at the OceanView Bar & Grill ▪ Gratis corkage fee when dining at the OceanView Bar & Grill ▪ 10% off inside Bubbles, on-property bath specialty store 	<p style="text-align: center;"><u>Platinum Tier Membership</u></p> <p style="text-align: center;">One-year membership / \$4,000</p> <ul style="list-style-type: none"> ▪ Includes six chairs, four side tables, three umbrellas, and up to twelve beach towels for day use ▪ Ability to make “Beach Chair Reservations”, granting you the luxury of planning ahead ▪ Priority Reservations over Gold for 4th of July Fireworks ▪ 20% off your Hotel Laguna guest room accommodations ▪ 20% off dining in OceanView Bar & Grill ▪ Discounts for your Catered Event at Hotel Laguna ▪ Gratis corkage fee when dining in OceanView Bar & Grill ▪ Priority Valet Parking

To become a member, please complete and return the enclosed application and Terms & Conditions to Hotel Laguna’s front desk staff . If you have any questions or concerns, please do not hesitate to contact the front desk directly at (949) 494-1151 or Kai Perry, Beach Club Director, at kperry@hotellaguna.com.



Beach Club Membership Terms & Conditions

- 1) Membership is permitted as follows:
 - a. Bronze Tier Members: one chair
 - b. Silver Tier Members: two chairs
 - c. Gold Tier Members: four chairs
 - d. Platinum Tier Members: six chairs

Please Note: Account holder(s) must be present to utilize member facilities. Unauthorized persons are not allowed. Members are also allowed to rent another chair for 25.00 dollars for the day.
- 2) All members are responsible for their guests.
- 3) We do not have a lifeguard on duty. **All children must be accompanied and monitored by an adult.** Please note that our staff is not allowed to supervise your children while on duty.
- 4) Any food and beverages purchased will be charged to your member account or can be paid with a credit card. We do not accept cash at the Beach Club.
- 5) Due to the State of California Alcoholic Beverage Control laws and insurance liabilities, you are not permitted to bring your own food and beverages. Coolers, paper/plastic bags, or any food and beverage items purchased outside of the hotel are not permitted. Due to the liabilities of this issue, we have the right to refuse service and revoke your membership if violated.
- 6) Lewd or inappropriate behavior will not be tolerated at Hotel Laguna. We reserve the right to suspend/terminate alcoholic beverage service and/or Beach Club memberships in case of violation.
- 7) In accordance with the Laguna Beach smoking ordinance, there is no smoking on the beach. This ordinance is enforced by the Laguna Beach Police Department and violations could result in penalties of up to \$500.00.
- 8) The Beach Club does not allow electronic cigarettes on the property.
- 9) As a courtesy to those around you, radios/ speakers are not permitted.

- 10) We appreciate your continued cooperation in keeping our beach clean. Our staff will help you discard all of your trash when you leave.
- 11) Members wishing to pay their membership by installments must do so by check or credit card every 2 months. **Note:** Those wishing to pay by credit card will be charged with the credit card on file.
- 12) Alcoholic beverage service is restricted to those 21 years or older with valid photo identification.
- 13) Information regarding fees, prices, services and business hours are displayed on the premises and on the website as applicable. The management reserves the right to change these and update information without notice.
- 14) Management will do its utmost to provide full and uninterrupted services but cannot be held responsible for interruptions caused by weather conditions or other disruptions beyond its control.
- 15) Parking is limited in summer time due to the high volume of customers. We will do our absolute best to accommodate you.
- 16) At the end of the month, all accumulated Beach Club service fees will be charged to the member's credit card on file. **Please Note:** In the case of credit card decline, failure to update your account with a valid credit card for monthly invoicing within a 2 weeks' time will result in suspension of your membership.

We are very happy to have you as a Beach Club member and wish you a very nice Beach Season. If you have any questions or concerns, please do not hesitate to contact us at (949) 494-1151 or email at Kperry@hotellaguna.com

Applicant Signature

Date