



Dear Prospective Beach Club Member:

We invite you to become 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 members 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 sit back, relax and truly enjoy your time here with us at The Hotel Laguna Beach Club.

The benefits of the new programs for the 2017-2018 Beach Club season are detailed as follows:

<p style="text-align: center;"><u>Bronze Tier Membership</u></p> <p style="text-align: center;">One-year membership \$1,500</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 \$2,500</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 \$3,500</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 \$4,500</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 at the OceanView Bar & Grill ▪ Discounts on your Catered Event at Hotel Laguna ▪ Gratis corkage fee when dining at the OceanView Bar & Grill ▪ 10% Off inside Bubbles, on-property bath specialty store ▪ Complimentary commemorative stainless steel Hotel Laguna water bottle

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 and/or provide direct authorization for visiting guests, to utilize member facilities. . Unauthorized persons are not permitted. Members may rent additional chairs for \$25.00/ea. per day.

2) **At the end of each 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 and/or 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. After 30 days of not paying dues you may be suspended or terminated from the Beach Club. To avoid this please make sure to inform us if you get a new card or the current card is no longer valid. × _____ **(initial)**

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, members are not permitted to bring their own food and/or beverages. Coolers, paper/plastic bags, or any food and/or beverage items purchased outside of the hotel are not permitted. Hotel Laguna has the right to refuse service and/or revoke your Beach Club membership if violations are committed.

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 trespasses.

- 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) Beach Club does **not** allow electronic cigarettes on the property.
- 9) Alcoholic beverage service is restricted to those 21 years or older with valid photo identification.
- 10) As a courtesy to those around you, radios/speakers are not permitted.
- 11) We appreciate your continued cooperation in keeping our beach clean. Our staff will help you discard all of your trash when you leave.
- 12) Members wishing to pay their membership by installments must do so by check or credit card in 2 month increments, starting from the day of membership application submission.
Please Note: Those wishing to pay by credit card will be charged with the credit card on file.
- 13) Management will do its utmost to provide full and uninterrupted service but cannot be held responsible for interruptions caused by weather conditions or any other disruptions beyond its control.
- 14) Information regarding fees, services, business hours, etc. are displayed on the premises and are also available on our website.
Please Note: All related information and specifications are subject to change without notice.
- 15) Parking is limited during the summer season due to high volume of guests. We will do our very best to accommodate you.
- 16) All members are responsible for their guests.

I acknowledge that I have fully read and understood Hotel Laguna's Beach Club Terms & Conditions as contained herein. x _____ (initial)

Hotel Laguna would like to thank you for joining our Beach Club. We are thrilled to have you as a member and wish you a pleasant Beach Season. If you have any questions or concerns, please do not hesitate to contact us at (949) 494-1151 or Kperry@hotellaguna.com.

Applicant Signature

Date



Hotel Laguna Beach Club 2017-2018 Membership Application

Member Contact Information

Name: _____
Address: _____ Unit #: _____
City: _____ State: _____ Zip: _____
Email: _____
Phone: C _____ H _____

Membership Selection

Please select the membership tier you would like to purchase:

- Bronze Tier One-year membership | \$1,500
- Silver Tier: One-year membership | \$2,500
- Gold Tier: One-year membership | \$3,500
- Platinum Tier: One-year membership | \$4,500

Billing Information

Credit Card: _____ Exp. Date: _____

- I would like the credit card above to be automatically charged for any and all charges on my account at the end of each month.
- I would like to pay for my membership by personal check (enclosed). The above credit card is for monthly charges only.

Monthly Statements

- I would like to receive paper statements at the address above.
- I would like to receive email statements at the email address above.

The signer of this credit application agrees to the stipulations listed below:

1. All charges are due and payable within 30 days.
2. An interest charge of 1.5% may be invoked at the discretion of Hotel Laguna in the event that an account remains outstanding after 30 days, and will be charged to the member's credit card.
3. The member is responsible for all expenses in the event that the account is taken into collections.

By signing below I acknowledge that I have fully read and understood the conditions as contained herein, and agree to pay the membership tier selected.

Applicant Signature

Date