

BHCC MARKETING ALLIANCE, INC. COMMITMENT FORM

(NOTE: ONE PROPERTY PER FORM)

Owner: _____ (“Owner”, listed as individual or entity)
Address of the Property: _____, Bay Harbor, Michigan 49770 (“Property”)
Mailing Address of the Owner: _____ E-mail: _____

Telephone: _____

A description of the BHCC Marketing Alliance, Inc. Mission and the **Fair Share Recommended Amount** for the Annual Fee and for the Transfer Fees is on the reverse page of this document.

As the Owner of the Property, I wish to participate in the BHCC Marketing Alliance, Inc. For a period of five (5) years beginning on the date of this Commitment as set forth below my signature, I agree to:

PLEASE SELECT AND COMPLETE ALL OR ANY CONTRIBUTION OPTIONS THAT APPLY TO YOUR COMMITMENT:

_____(initial) **Annual Fee:** Pay the Annual Fee, on or before December 1st of each year, in the amount of: \$ _____ (**Please reference the Fair Share Recommended Amount**) to the BHCC Marketing Alliance, Inc. to be used to promote the community at Bay Harbor.

_____(initial) **One Time Transfer Fee:** If I sell or otherwise transfer ownership of my Property during the next five (5) years to an unaffiliated buyer, I agree to pay a One Time Transfer Fee of: Year 1: _____%, Years 2 – 5: _____% (**Please reference the Fair Share Recommended Percentage for the One Time Transfer Fee**) to the BHCC Marketing Alliance, Inc. to be used to promote the community at Bay Harbor. Accordingly, I agree that I will notify any buyer or other transferee of the Transfer Fee, and either I will pay or I will require in writing that the buyer or other transferee pay the One-Time Transfer Fee to the BHCC Marketing Alliance, Inc. The One-Time Transfer Fee will be included in any closing statement for the Property and paid at the time of the closing; thereafter, no further Annual Fees will be owed for the Property.

(initial) **Other:** Although I do not wish to participate at this time, I would be willing to participate if:

[Individual Owner] _____ OR [Entity Owner] _____
Signature/Name / By: _____
Signature/Name
Its: _____

Signature Date: _____ Bay Harbor Homeowners Association: _____

Return signed form: MAIL: BHCC Marketing Alliance, Inc. Commitment Form c/o BHYC, 4300 Vista Drive, Bay Harbor, MI 49770
E-MAIL: BHCCMA@BayHarborYC.com

_____(initial) Please Charge my BHYC member account.
My member # is: _____

Description of the BHCC Marketing Alliance, Inc. Mission

The Mission of the Alliance is to proactively plan for the long-term marketing of Bay Harbor to ensure future success for its Residents, Members and Key Stakeholders.

The Objectives of the Alliance are to: (i) Enhance the perception of Bay Harbor by promoting all lifestyle assets; (ii) Develop a more year-round lifestyle at Bay Harbor for residents and guests; (iii) Drive increased prestige and revenue for all operating entities through higher visitor traffic, higher hospitality rates and increased shoulder season activity; (iv) Support the Great Lakes Center for the Arts; and (v) Achieve higher real estate prices and greater liquidity through increased demand.

Description of BHCC Marketing Alliance, Inc. Recommended Fair Share Annual Fees and Transfer Fees

The BHCC Marketing Alliance, Inc. is recommending that each Property Owner in Bay Harbor participate in the BHCC Marketing Alliance, Inc. in each of the contribution options described below, at the annual fee levels and the transfer fee percentages as described below. Notwithstanding, the contribution options are entirely voluntary and each Property Owner may select to participate in all, any or none of the recommended options, or may instead commit to another alternative funding option.

Recommended Fair Share Annual Fee:

Property Fair Market Value (twice the Assessed Value):	Recommended Fair Share Annual Fee:
Up to \$ 99,999	\$ 100
\$ 100,000 to \$ 499,999	\$ 250
\$ 500,000 to \$ 999,999	\$ 500
\$ 1,000,000 to \$ 1,999,999	\$ 750
\$ 2,000,000 to \$ 3,999,999	\$ 1,000
Over \$ 4,000,000	\$ 1,250
Yacht docks	\$ 200

Upon the sale of the Property to an unaffiliated buyer, no further Annual Fees will be due.

Recommended Fair Share One Time Transfer Fee:

The Recommended Fair Share Percentages for the One Time Transfer Fees are as follows:

Year 1:	.50 %	Multiply the sale price by 0.005 (eg, \$ 500,000 x .0050 = \$ 2,500)
Years 2 - 5:	1.0 %	Multiply the sale price by 0.01 (eg, \$ 500,000 x .01 = \$ 5,000)

If a sale of the Property to an unaffiliated buyer occurs within 5 years of the date of the Owner’s signature on the Commitment Form, a One Time Transfer Fee will be paid by the seller to the BHCC Marketing Alliance, Inc. for the promotion of the community at Bay Harbor.

Oversight and Administration:

The promotion efforts of the BHCC Marketing Alliance, Inc. will be overseen and managed by the Bay Harbor Community Council (BHCC). The BHCC, at the recommendation of the Marketing Alliance Committee, may decide to **reduce** any and all such Annual Fees or Transfer Fees for any year at its sole discretion, based on the success of the marketing promotion and facts related to the real estate market, but such Annual Fees and One Time Transfer Fees shall not exceed the amounts agreed upon by the Owner.