

# OWNERS' NEWS

SECOND QUARTER 2017



THEPALMSOWNERS.COM

REMINDER FOR OWNER FESTIVE RESERVATIONS IS JULY 1ST, 2017



## Awards for The Palms

For the 2016 Condé Nast Traveler Reader's Choice Awards, The Palms is the highest ranking Turks & Caicos property!

The Palms was named third overall in the Top Resorts in the Atlantic, behind Kamalame Cay and One & Only in the Bahamas.



2017 AGM MEETING: FRIDAY, JUNE 23RD AT 10:00AM IN THE BALLROOM

## TripAdvisor Review

"Our favorite property in Turks and Caicos. Beautiful hotel with great rooms, service and staff. Pool food was surprisingly good. Spa is a must...has to be one of the nicest in the Caribbean. Overall, great place to relax with family and friends."

Posted by: tjc103



## We Were Featured in Architectural Digest

They ranked The Palms 8th in the world for best resort pools.



Photo: Courtesy of The Palms Turks and Caicos

## The Palms (Turks and Caicos Islands)

The view from the oceanfront Palms Turks and Caicos is as idyllic as it gets—blue skies, sparkling turquoise ocean, and white sandy beach. Take it all in from the hotel's infinity pool, which features a swim-up bar.

## WHAT'S INSIDE

Resort News



Strata News



Island News

## From The GM

Dear Palms Owners,

I have greatly enjoyed meeting most of you during the past year. I look forward to enhancing my relationships with as many of you as possible. My wife and I continue to be very happy to be back in the Turks & Caicos Islands. I am very proud of how the property and staff have performed. However, the staff and I are not resting on our successes. We are always looking to improve the guest experience. Whether we build a new coffee station or completely renovate



Jeff Morgan

the ballroom, we are always looking to take The Palms to the next level.

Even though I have provided information to many of you on an individual basis upon request, I want to improve the level of communication to the owners as a group. At the AGM, we will be announcing how we plan to generate more frequent interaction with the owners.

Thank you for believing in us, and we look forward to seeing you at The Palms for many years to come.

Warmest Regards,

Jeff Morgan

## The Human Connection

Turks and Caicos has proven itself to be a resilient tourism market leader in the region and has maintained this status in the first quarter of 2017. According to a report released by KPMG, the TCI consistently remained on top in terms of ADR and tourist arrivals. Benefiting from our pristine natural islands, crystal-clear water and idyllic sandy beaches, partnered with the quality of luxury development and 5-star level of guest services, resorts are able to achieve the highest room rates in the Caribbean. The hotel industry is expected to continue growing and several resorts are expected to open within the next few years.



Karen Whitt

In 2017 The Palms sales and marketing teams placed special emphasis on the “human connection” strengthening the relationships with the industry partners which we have worked so diligently in building throughout the years. We maintain strong representation in the USA with two teams and myself on the road constantly promoting the resort, as well as a dedicated on-site groups manager and a robust reservations team. Major consideration is placed in the area of public relations, and we have seen more exposure in the past six months than ever before in publications like *Architectural Digest*, *Huffington Post*, *Travel+Leisure Island.com*, *New York Times* and *Forbes.com* just to name a few.

The sales team works strongly on two levels, locally and internationally as we continue to maintain a strong presence in the local community through participation in special events and hosting travel agents, tour operators and journalists through familiarization trips created to provide these key partners with experiences they will in turn sell to their clients and publications. As a team we continue to explore creative marketing strategies, both interim and long-term.

Following careful research, strategic marketing plans have been put in place and reviewed quarterly as we capitalize on broader opportunities. These include public relations, advertising, social media, roadshows, tradeshow, familiarization trips, community outreach and events. Marketing dollars are carefully allocated and accurate market segment tracking is reviewed to ensure that the budget is being spent wisely and effectively.

We thank you for your continued support as we work to maintain our market share and grow even more.

[www.islands.com/romantic-hotels-caribbean-resorts](http://www.islands.com/romantic-hotels-caribbean-resorts)



## New Skincare Product at The Spa

### Introducing Natura Bisse

The Spa at The Palms has introduced this product after discovering that amino acid collagen and hydrolyzed elastin radically help to improve skin's texture and elasticity. Now one of the most respected brands in the luxury skincare market, this Spanish-owned scientific company has developed more than 12 distinct product lines, each with a potent formula focused on protecting the skin against dullness, aging and imperfections.



## New E-Mail Addresses

Please ensure you delete all @regenthotels and @regentexperience email extensions, as those are no longer valid. All Palms e-mail addresses are as follows: [firstname.lastname@thepalmstc.com](mailto:firstname.lastname@thepalmstc.com). If you are unsure about an e-mail address, please send the request to [sean.bassett@thepalmstc.com](mailto:sean.bassett@thepalmstc.com).



## AC Project

The AC project started earlier this year with the installment of the external units and underground piping to each building. The landscaper has done a great job restoring the grounds affected by the project.



Building 2 has been completed on schedule. The installation work in Building 1 has started. The project will then pause for 7 weeks in July and August in order to accommodate the high occupancy levels created by the Edward Jones group. The project is scheduled to be completed November 18th.

For additional information/questions regarding the AC project, please contact Jeff Morgan at [jeff.morgan@thepalmstc.com](mailto:jeff.morgan@thepalmstc.com).

## Ballroom and Parallel23 Renovations

We are pleased to announce that we will be completely renovating the ballroom beginning at the end of August. The renovation will include new audio/visual systems, new air conditioning system, and all soft goods will be new. We are also planning to do work in Parallel23. We want our wine collection that led us to being awarded The Wine Spectator Award of Excellence to be more prominently displayed.



## Sand Dunes Protection and Precautions

Dunes provide a habitat for highly specialized plants and animals, including rare and endangered species. They can protect beaches from erosion and recruit sand to eroded beaches. They also protect your investment which is why we have introduced a dune protection project. Dunes are threatened by human activity, both intentional and unintentional. Therefore; we have secured the dunes areas with ropes. Please assist in helping to keep us "Beautiful by Nature."



## Digicel Updates

We recognize the issues created by the recent change in the cable TV package at the resort. Until the issues are fully rectified, owners will continue not to be charged for television programming maintenance calls. Mr. Stan Hartling recently had a meeting with Digicel executives and their Chief Commercial Officer for the Turks and Caicos to push for quick resolution. We are hopeful that the Chief Commercial Officer will attend the AGM to respond directly to any questions. The following is a summary of the issues and actions being taken.



**Scrolling Guide** A scrolling TV guide has been implemented. While the guide is not perfect, it is a step in the right direction.

**Stability of Service** A problem was discovered a few months which caused some owners/guests to experience channels dropping and reappearing in a different order. Digicel has indicated they will be able to adjust their signal to eliminate this issue.

**Channel Line-up** Digicel is working to give the resort the very best channel line-up they can offer without additional charge. If any channels are missing, it will be because Digicel dares not to broadcast in their line-up due to fear of legal action from owners' of channel networks.

**New Remotes** We have installed new universal remotes in all rooms. All TV's now only have usage of one remote for channel, volume and power on/off. Additionally, the remote also powers the cable box.



## Guest Surveys

Since beginning the iPad survey at check out in December 2015, we have received 2270 responses from guests. These responses have provided great feedback for us to enhance the guest experience. We continue to recognize staff who are specifically praised on the surveys. Once completed, several persons receive email alerts allowing us to engage with guests before they leave, affording the opportunity to resolve any issues that we might not have been aware of. At the time this article is being written, housekeeping has received perfect scores on all surveys for 12 days in a row.

## New Refrigerators and Staff Fund

In the past month, we have installed 24 new refrigerators. Owners and guests have made great comments about the new refrigerators.

If you decide to replace your refrigerator, please contact Sean Bassett at [sean.basset@thepalmstc.com](mailto:sean.basset@thepalmstc.com).



The sale of the old refrigerators has generated \$4,000 for the staff fund. The staff fund is controlled by the General Manager to assist with emergency interest free loans to the staff for various situations (ex. family emergency, unexpected medical costs). At any one time, 10% of the staff are benefitting from the staff fund.



## Staff Parking Area

Last year, white posts were placed along the side of Princess Drive right across the street from the resort. We received no warning these posts would be installed. The staff had been using this space to park. Since the posts were built, the staff have needed to park on property. In the near future, we will be receiving a permit to create a staff parking area on a piece of land across the street from the resort. This staff parking area will allow more staff to park off property than before greatly reducing the use of owner parking spots. Driving on the property will become much easier for both owners and guests.



Additionally, we have begun placing signs on owner garages while the owners are in house. These signs have greatly minimized the number of times owner garages are blocked by vehicles.



## Business Interruption Insurance

At the AGM last year, a discussion took place about business interruption insurance. A proposal is provided below and can be discussed at this year's AGM. It is important to point out that this insurance will only kick in when there is physical damage to the particular unit insured.

### Proposal: Business Interruption for Unit Owners

#### Introduction

A number of Unit Owners have requested the possibility for Business Interruption (BI) insurance for their individual units. Most insurers do not want to do this as they're require to have the corresponding property insurance as well. Therefore, we have sought for a possibility with our current insurers who are willing to offer BI to the individual Unit Owners. To be noted that the Strata Corporation does have BI coverage for The Strata Fees. This means that in any catastrophic event the Unit Owners will not have to pay the strata fees. The Strata BI does not however cover any other items such as loss of income.

#### Claims

In the event of a claim, the owner will receive the lost amount of rent minus savings that would occur due to the unit being closed (variable costs). Basically, will be valued last year rentals for the same period and reservations booked.

It is important to point out that generally BI insurance is always dependent if there is any physical damage to your particular unit. This means that if for any reasons and as an example the airport would be affected and closes not allowing any guest to come in, you would not be covered if your particular unit as you did not suffer any physical damages. Same as a part of the resort would be affected and closed, but your particular unit would not have any physical damage.

Therefore, it is important to clarify that your individual business interruption coverage will only kick in if your individual unit has suffered physical damage.

#### Sample Calculation

Revenues: \$10,000

Variable expenses: (\$5,000)

Fixed/Other expenses: (\$2,000)

Profit: \$3,000

Total claim would be  $\$10,000 - \$5,000 = \$5,000$

#### Premium

.75% of the insured value plus 2.5% government taxes if there are physical damages to the unit.

#### Coverage

There is no maximum limit in the amount of coverage required.

#### Deductibles

Deductible is \$500 or 2% in case of catastrophic perils (mainly hurricane).

#### Limitations

BI will apply for the length of time required to repair or rebuild the property but not exceeding 12 months.



## From The Strata Board Chairman

Dear Fellow Owners,

The past year has been another busy year at The Palms. The largest Strata investment since the resort opened is the air conditioning project which is well under way. Halfway through the timeline of the project everything remains on schedule. The completion of the project is on target for the mid-



dle of November. We have continued to enhance the pool and beach area as it is the center of the guest experience. The Palms resort has just had a very solid winter season. With the return of the Edward Jones group, summer will be very busy.

We still have much to complete this year. We will be reviewing our plans at the AGM on June 23rd. Owner input is invaluable to the Strata board and I urge all of you to please make plans to attend. At my urging, the resort management team will meet the day before the AGM to discuss non-Strata resort matters.

We hope you agree that The Palms looks better every day. We are happy to continue to invest in our property and to see the resort's success.

Jim Nappo  
Chairman, Strata Plan #50

## Owner Discounts and Appreciation Cards

We continued to provide the discounts as outlined in the various outlets at the Resort. Here are the following advantages for you as a unit owner:

- \$15 breakfast fee plus taxes and service charge
- 20% discount on all spa treatments
- 20% discount on all spa retail
- 20% discount at Wish, Splash Spice and Palms Place retail shops
- 10% discount at Parallel23, L'Attitude, 72°West and Plunge
- Complimentary glass of wine for you and a guest when you dine at Parallel23, L'Attitude, 72°West and Plunge
- Complimentary long distance calling to the US and Canada
- Complimentary Conch Kritters Club Kid's Camp

These discounts will be extended also to your immediate family, being parents, grandparents, children, grandchildren, sisters and brothers and owner guests. Your owner discount card must be presented at time of redemption, if you need a new card please contact Owner Relations Manager Sean Bassett at [sean.bassett@thepalmstc.com](mailto:sean.bassett@thepalmstc.com).

## AGM Meeting Friday, June 23, 2017

Please be advised that the Annual General Meeting for Proprietors Strata Plan #50 will take place on Friday June 23rd at 10:00am in The Palms Messel Ballroom. If you are able to attend, we encourage you to confirm your reservations as soon as possible. Please contact Owner Relations Manager Sean Bassett at [sean.bassett@thepalmstc.com](mailto:sean.bassett@thepalmstc.com)

## Palms Management Team to Host Question and Answer Meeting on June 22, 2017

The management company would like to invite all owners to join us on Thursday June 22nd at 2:00pm in The Palms Messel Ballroom to hear about updates to the resort including upgrades to the property, state of the industry, management and staff updates and a question and answer session where you will have the opportunity to engage with various managers. If you have a specific topic that you would like to discuss, please send those to Jeff Morgan at [jeff.morgan@thepalmstc.com](mailto:jeff.morgan@thepalmstc.com).





## Turks & Caicos Elects New Government and First Ever Female Leader

*By Hayden Boyce of the Sun Newspaper*

### *P*rovidenciales, Turks and Caicos (CMC)

Voters in Turks and Caicos Islands (TCI) on Thursday elected its first ever woman to head a government in this British Overseas Territory (BOT) and in the process booted Premier Dr. Rufus Ewing out of Parliament completely.

The preliminary results released Friday by the electoral officials here showed that 45-year-old attorney, Sharlene Cartwright Robinson, had led her opposition People's Democratic Movement (PDM) to victory, winning seven of the 10 constituencies. The party also won four of the five at large candidates.

According to the figures released here, Cartwright Robinson, won the most votes in the at large candidates poll, receiving 3024 votes, while the outgoing premier, who led the ruling Progressive National Party (PNP) into the election, could only must 2,234 votes, losing out on becoming one of the five successful candidates. He received 2,234 votes.

In the 2012 general election, the PNP won six of the 10 constituencies and two at large seats, while the PDM won four constituencies and three at large seats.

The only successful PNP candidate in the at large candidate election is the former finance minister Washington Misick, who polled 2335 votes.

The electoral officials here said 31 candidates across the 10 Electoral Districts in the Turks and Caicos Islands and an additional 21 All Island District candidates contested the elections.

Cartwright Robinson led a team called "The Dream Team" to the election and had accused the Ewing-led government of having led the TCI into an abyss for which the citizens are suffering.

The 7,800 voters had three choices: the ruling PNP; the PDM and the People's Democratic Alliance (PDA) led by Oswald Skippings.

An elated Cartwright Robinson told supporters that the new government would stick to the policies outlined in the PDM manifesto and reiterated that all citizens including Belongers, will have a "fair share" of the wealth of the TCI.

The PDM said that it would encourage further direct foreign, domestic and Diaspora investment and would also seek to diversify the economy by developing and growing a businesses and financial service sector.

