



**For Immediate Release**

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## **The Commons Club Reaches Members With a Customized Communications Plan that Adds Value to Membership & Increases Revenues**

**BOSTON, MA – February 23, 2011** – VCT Corporation, the leading private club-centric member communications and marketing firm, announced today that the Company has been selected as the exclusive member communications partner for The Commons Club, nestled within Bonita Florida’s charming Brooks Community.

After a thorough assessment of the club’s challenges and objectives for 2011 and beyond, VCT worked with The Commons Club to develop a solution that would strengthen the sense of community within the Brooks residential neighborhoods and encourage homeowners and sister-club members to upgrade their membership to include The Commons Club.

VCT’s customized solutions are founded on the philosophy of building loyalty on all fronts. In the case of The Commons Club, VCT’s team of communications experts identified the club’s need for a brand-focused monthly eMagazine, a weekly eNewsletter, and supplemental print component. This multi-channel approach allows The Commons Club to achieve its goal of reaching members and prospects through their medium of choice, with content that helps to illustrate that the club is an attractive option for residents of the Community.

The monthly *Commons Club Life* is a robust offering of club news and happenings, with a focus on lifestyle content. VCT-written articles as well as interactive videos and slideshows raise member awareness and generate a sense of camaraderie. *The Commons Club Weekly Update* is a simplified, events-driven communication aimed towards increasing event registrations and club participation.

Kyle Kinney, General Manager of The Commons Club states, “VCT’s execution of this project included streamlining the distribution of our club communications across all departments, and the development of a content strategy that is focused on relationship building. As a result, we’re confident that we’ll be able to grow our subscriber base and really strike a chord with the residents here in the Brooks Community who have yet to fully understand the benefits that come with The Commons Club membership.”

“The Commons Club’s goals coming into this project are characteristic of clubs that compete for members within close proximity to sister-clubs,” states Stephen Ready, President and CEO of VCT. “This is where branding a club’s *unique member experience* becomes so important—defining the value that makes the investment worthwhile and then *communicating* that to members and prospects in a way that fosters relationship development.”

While this customized program will help to grow and develop the club’s communications reach, the ePublications will also allow for unique promotions and content to be segmented by member categories. By making its messaging more personalized and relevant, The Commons Club will experience an increase in member participation and spend.

Additionally, *The Commons Club Life* eMagazine will provide a valuable platform for advertising partners who are interested in creating a dialogue with residents in the Brooks Community. Advertising sales will provide a new revenue stream for the club, which will help to subsidize the cost of the VCT service, freeing up budget dollars for more club programming.

**About The Commons Club**

Located in Florida's desirable Bonita Bay, the Brooks Community is a wonderful concept in residential development—A return to values of the past, where you know everyone's name and everyone knows yours. At its center lies The Commons Club, where members enjoy the luxuries of unique waterfront dining, fitness amenities, and a private beach club. The Commons Club remains dedicated to creating a sense of community, offering an array of social, cultural and lifelong learning opportunities for resident members.

For more information please visit: <http://www.thecommonsclub.com>

**About VCT**

VCT is a unique private club-centric member communications and marketing firm headquartered in Boston, Massachusetts. Responding to the growing communications challenges private clubs face as demographics shift and preferences continue to evolve, VCT provides a suite of services designed to create long-term member engagement, loyalty, satisfaction and activation for its distinguished private club clients, as well as affinity groups and brands including ClubCorp USA, Troon Golf, Arnold Palmer Golf Management (APGM), Club Managers Association of America (CMAA), and the National Golf Foundation (NGF).

For more information on VCT, visit us at [www.vctcorp.com](http://www.vctcorp.com)

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