



Welcome to Serenata Beach Club!

A full service, private beach club experience that blends casual comforts with a refined beach lifestyle . . . how going to the beach should always be!

Our exclusive **TENANT MEMBERSHIP PROGRAM** provides short-term access to the membership club facilities and amenities at Serenata Beach Club which includes private beach access with chair & umbrella rentals available; two aquatic areas - an adults only pool and hot tub and a seasonally heated family pool with a waterfall and zero-entry splash zone; fitness center with daily group exercise classes; drop-in child care and family activities; full service dining and beverage services - along with a complete array of social events and activities.

The **TENANT MEMBERSHIP PROGRAM** is only available to individuals and their families who are sponsored by or are renting a registered vacation property from a **SERENATA BEACH CLUB MEMBER**, with advance application for a **TENANT MEMBERSHIP**.

Serenata Beach Club

3175 SOUTH PONTE VEDRA BOULEVARD, PONTE VEDRA BEACH, FL 32082
(904) 823-3368 | WWW.SERENATACLUB.COM

SERENATA BEACH CLUB

TENANT MEMBERSHIP PROGRAM

MARCH, 2022 - FEBRUARY, 2023

Thank you for your interest in **SERENATA BEACH CLUB'S TENANT MEMBERSHIP PROGRAM**. Individuals and their families who rent a vacation property from a Serenata Beach Club Member may apply for a **TENANT MEMBERSHIP** which provides temporary usage access to the Club facilities and amenities. The Serenata Beach Club Member must be registered with the Club with a signed **LANDLORD AGREEMENT** on file for their property to be included in the **TENANT MEMBERSHIP PROGRAM**.

Advance Membership Arrangements & Application

Arrangements for **TENANT MEMBERSHIPS** must be made in advance with the Serenata Beach Club Tenant Coordinator during business hours of Monday through Saturday. The minimum term for a **TENANT MEMBERSHIP** is one week, and may extend up to one year with annual renewal.

TENANT MEMBERSHIP application forms must be complete and on file, and advance fees paid prior to arrival. An early bird discount is available with application and payment at least two weeks prior to arrival. At least 72 hours is required to process **TENANT MEMBERSHIP** applications. Requests for **TENANT MEMBERSHIPS** received less than 72 hours prior to arrival may not be available for late processing and access to Serenata. We are unable to process same day / walk-in **TENANT MEMBERSHIPS**.

TENANT MEMBERSHIPS WILL BE PROCESSED WITH RECEIPT OF THESE DOCUMENTS:

- 1) Signed 2022 - 2023 Serenata Beach Club Tenant Membership Application Form;
- 2) Payment for Tenant Membership Fee Received by Serenata Beach Club ~(or)~ via confirmed Online Payment Portal Receipt;
- 3) Enrollment in AutoPay with Serenata Beach Club's affiliate for secure credit processing, no later than 48 hours prior to arrival.

(Additional information and processing instructions will be provided with receipt of forms.)

Tenant Membership Payment Procedures

Upon receipt of all required **TENANT MEMBERSHIP** forms, designated fees and Club approval, a **TENANT MEMBERSHIP** account will be created. **TENANT MEMBERSHIP** Fees are in addition to your lease and are payable directly to Serenata Beach Club. The account will be activated and temporary Membership Cards issued when the **TENANT MEMBERS** register at the Club Concierge Desk at the beginning of the **TENANT MEMBERSHIP** term, and a credit card is required to be kept on file for any incidental charges incurred during the term. At the end of your **TENANT MEMBERSHIP** term, you will receive an invoice for any additional charges and have the option to pay by check or credit card on file.

CREDIT CARDS & AUTOPAY: A credit card is required to be kept on file for the duration of the **TENANT MEMBERSHIP**. Credit card information will be securely stored with enrollment in Serenata's AutoPay. (Serenata Beach Club will provide access to an affiliate company with secure, third party credit card processing.) This process offers additional security so that your credit card information cannot be duplicated or used fraudulently and ensures compliance with the Payment Card Industry Data Security Standard, which requires companies that accept, process, store and transmit credit card information maintain a secure environment.

ONLINE PAYMENTS: If you wish to pay for your Tenant Membership with a credit card (Visa, MasterCard or American Express only) or direct transfer from a bank account, please submit your completed forms via email to **TENANT@SERENATACLUB.COM**. You will receive a confirmation email containing instructions and a link to our Online Payment Portal. All credit card transactions (including debit cards) are subject to a transaction fee. Direct bank account (ACH) transfers do not incur additional processing fees.

(PLEASE NOTE: The **SERENATA BEACH CLUB TENANT MEMBERSHIP PROGRAM** is the only short-term membership opportunity available, and additional charges / fees for club amenities and services usage may apply.)

TENANT MEMBERSHIP RATES

MARCH, 2022 - FEBRUARY, 2023

<p><i>Weekly</i> SEVEN CONSECUTIVE DAYS <small>(REGISTRATION LESS THAN 2 WEEKS PRIOR TO ARRIVAL)</small></p>	<p>\$385 TOTAL ~ \$410.03 PER WEEK WITH TAX ~</p>
<p><i>Weekly ~ Early Bird</i> SEVEN CONSECUTIVE DAYS <small>(REGISTRATION AT LEAST 2 WEEKS PRIOR TO ARRIVAL)</small></p>	<p>\$335 TOTAL ~ \$356.78 PER WEEK WITH TAX ~</p>
<p><i>Additional Days</i> ADDED TO WEEKLY <small>(UP TO 3 ADDITIONAL DAYS)</small></p>	<p>\$75 TOTAL ~ \$79.87 PER DAY WITH TAX ~</p>
<p><i>Additional Tenants</i> OVER EIGHT APPLICANTS <small>(AGES 6 & OVER / SUBJECT TO APPROVAL)</small></p>	<p>\$75 TOTAL ~ \$79.87 PER PERSON WITH TAX ~</p>
<p><i>Monthly</i> ONE TO TWO MONTHS <small>(EXTENDED AREA STAYS)</small></p>	<p>\$725 TOTAL ~ \$772.13 PER MONTH WITH TAX ~</p>
<p><i>Monthly</i> THREE TO TWELVE MONTHS <small>(PROLONGED AREA STAYS)</small></p>	<p>\$525 TOTAL ~ \$559.12 PER MONTH WITH TAX ~</p>

Annual Tenant Memberships Available

TWELVE MONTHS OR MORE

Contact Kate Krenn ~(or)~ Jeanette Raccioppi for Information

KKRENN@SERENATACLUB.COM | TENANT@SERENATACLUB.COM

WWW.SERENATACLUB.COM | (904) 823-3368

TENANT MEMBERSHIP REGISTRATION & SERENATA BEACH CLUB GUIDELINES

The **SERENATA BEACH CLUB TENANT MEMBERSHIP PROGRAM** is the only short-term membership opportunity available, and additional charges / fees for Club amenities and services usage may apply. The names of all occupants of the sponsored family home / rental property must be listed on the **TENANT MEMBERSHIP APPLICATION** and are limited to **EIGHT PERSONS PER MEMBERSHIP**, not including children under the age of 6. (Children under 6 years of age must still be listed on the Tenant Application.) **ADDITIONAL TENANTS**, age 6 and over, are subject to Landlord / Sponsor verification, Club approval and applicable fee.

Access to the Serenata Beach Club is limited to only those persons occupying the sponsored family home / rental property and are registered on the **TENANT MEMBERSHIP APPLICATION** during the dates indicated. The primary "Tenant Name" on the **TENANT MEMBERSHIP APPLICATION** accepts responsibility for the membership and all charges incurred by any and all registered occupants of the sponsored family home / rental property during the rental period.

All listed **TENANT MEMBERSHIP FEES** are non-negotiable and non-refundable, and are subject to applicable sales tax. If a major weather event occurs, refund requests are evaluated on a case-by-case basis. If a refund is granted, a processing fee of \$75 will apply. Serenata Beach Club reserves the ability to update policies / fees as necessary without notice.

Serenata Beach Club is a private membership club with abundant facilities, services and activities to suit an upscale lifestyle. As a **TENANT MEMBER** you can enjoy exclusive usage of the numerous amenities, with all members and guests agreeing to follow Club rules, regulations, and policy guidelines. Serenata Beach Club advocates a Code of Conduct for polite interactions, respectful usage, and shared decorum to provide and maintain a tranquil, peaceful, and enjoyable club environment for Members/Guests/Staff. The Club reserves the ability to suspend or terminate club access and privileges for failure to comply with club policies or if any persons create or contribute to a hostile atmosphere at the Club. The Club will authorize all events, services and programs conducted at the Club (including parties and group activities) to ensure compliance with Club policy, and will discontinue any activities that are not in the best interests of the Club.

FOR FURTHER INFORMATION AND QUESTIONS, PLEASE CONTACT:

Jeanette Raccioppi, Club Concierge/Tenant Program Coordinator

TENANT@SERENATACLUB.COM ~(OR)~ (904) 823-3368



Serenata Beach Club

3175 S. PONTE VEDRA BOULEVARD, PONTE VEDRA BEACH, FL 32082
WWW.SERENATACLUB.COM | (904) 823-3368

Serenata
BEACH CLUB