



THE VOTE IS IN



THE RESULTS

For everyone who wanted the better TV package to go along with new, high-quality internet access, you'll be pleased to hear that the option dubbed "Door #2" was the victor in residents' voting, winning by a vote of 200 to 171.

(During the meeting in early March where Al LaCanne outlined the two choices, some residents expressed concerns about RVers having differing attitudes about park services than those with park models. Al promised to show the vote with and without RVers so everyone could see how that affected the outcome. Both groups were in agreement: 59% of RVers favored Door #2, as did 53% of those with park models.)

Residents can now look forward to over 60 HD channels, including everything from the Golf Channel and ESPN to National Geographic and Lifetime, all included in the rent. Here's the summary of the winning choice:

Door #2

- a. We will provide to you 60+ (non-premium) Cox TV Channels, all HD quality. (List attached.)
- b. We offer good internet that is truly "Broadband" -- with speeds that should exceed the current service. You will need to purchase a Docsis 3.0 modem. This type of modem can be bought from most anywhere at a price of \$35-\$65. The Park will not provide a modem.
- c. KEEP THE SAME RENT INCREASE: Rents go up \$250, as in previous years. The full handout, including the complete list of TV channels that will be available, can be viewed at the end of this document

THE CHANGE OVER

For anyone concerned about upgrading their television service, or setting up for internet/wif-fi, we'll have help available. Doug Walker, a retired cable-industry veteran, will be available to do the set-up for a small fee. (He has already worked with many Silveridge residents and will be heading the changeover of the park's system.) Further, once we have the better internet service in place, we will be updating you on new telephone choices. You'll have the option of switching your landline over to an internet-based phone service which will be much less expensive. (More on that in the coming months.)

In the next edition of The Sun we'll have a profile of Doug. Plus, he will be giving us all regular updates on the progress of the changeover process: LOOK FOR PROGRESS REPORTS IN EACH ISSUE OF THE RESORTER.

PARK COMPARISON: How'd we do?

By

Dale Dauten, Syndicated Columnist

Each year the Silveridge management team takes the time to assess how The Silveridge and sister park, The Resort, stack up against similar parks in the East Valley. The summary of this year's findings was handed out at the meeting to discuss changes to cable and internet, but if you missed it, you can download a copy at the end of this article.



Why go to all the trouble to do annual park comparisons? As park owner Al LaCanne put it, "We're determined to have happy residents and one way you do that is by offering the best value. So we get out and compare all the relevant options and we put it in a form where our residents can double-check our numbers."

HOW IT'S DONE

The assembling of the findings is undertaken by Aileen Gunning, who works with Al as Office Manager for the management company. I asked her to detail for us how the process works: "Al keeps a database of all the parks," she explained, "and he selects the ones that have a similar purpose and base of residents, like having a sizable proportion of seasonal residents. We then take that list and make personal visits to assess the amenities, as well as confirming their current space rent and what it includes."

Asked to describe the visits, Aileen recounted what sounded like the "secret shopper" visits that retailers routinely use. I wondered if such role playing ever got uncomfortable and she said, "Oh no, for one thing, everybody does it – we get people from other parks 'shopping' us all the time." Then, with a smile, she added, "And I get to choose who to be. My favorite is being a relocating divorcee from Casa Grande." (Given that Aileen is married and raising a granddaughter, I can see that where she might enjoy that bit of mental vacationing.)

Besides Aileen, visits are divvied up among Al, Park GM Rhonda Ciacco and George Igualt. All their results are put into a database and from there, Aileen can assemble the summary document available to all residents and prospects

WHAT WE LEARNED

One of the questions each year is whether the park offers utilities – water, sewer and trash – included in the rent. This year, given our upcoming changes in internet and cable television, the analysis added in the 21st century utilities: cable and internet.

As you'll see in the report, of the 12 parks covered, only three offer all five services at no extra cost to residents. The Resort and Silveridge are two of the three.

Analyzing the report, the closest competition to The Resort and Silveridge looks to be Mesa Spirit, which is other park offering all five services at no cost, and at similar rents (the Base Lots a bit less, the Premium Lots a bit more). The big difference comes when taking a look at lot size, using "lots per acre." Both The Resort and Silveridge average fewer than 10 lots per acre, while Mesa Spirit has nearly 30 per acre. I asked Aileen how it's possible to fit 30 lots per acre and she replied, "When I visit there I take my Hyundai instead of the full-size truck because it's difficult to navigate the narrow streets in most of the parks with a full-size vehicle."

Most other competitor parks have 15-20 lots per acre. Aileen told me, "The first time I made these visits, after being in other parks all day, I came back to ours and it felt so open I thought, 'I can't believe the size of the lots in our parks.'"

AGREED

Take a look at the attached analysis, with current pricing for all 12 parks, and see if you agree with Al LaCanne: "We strive to give our residents a Mercedes-quality product at a Chevy price."





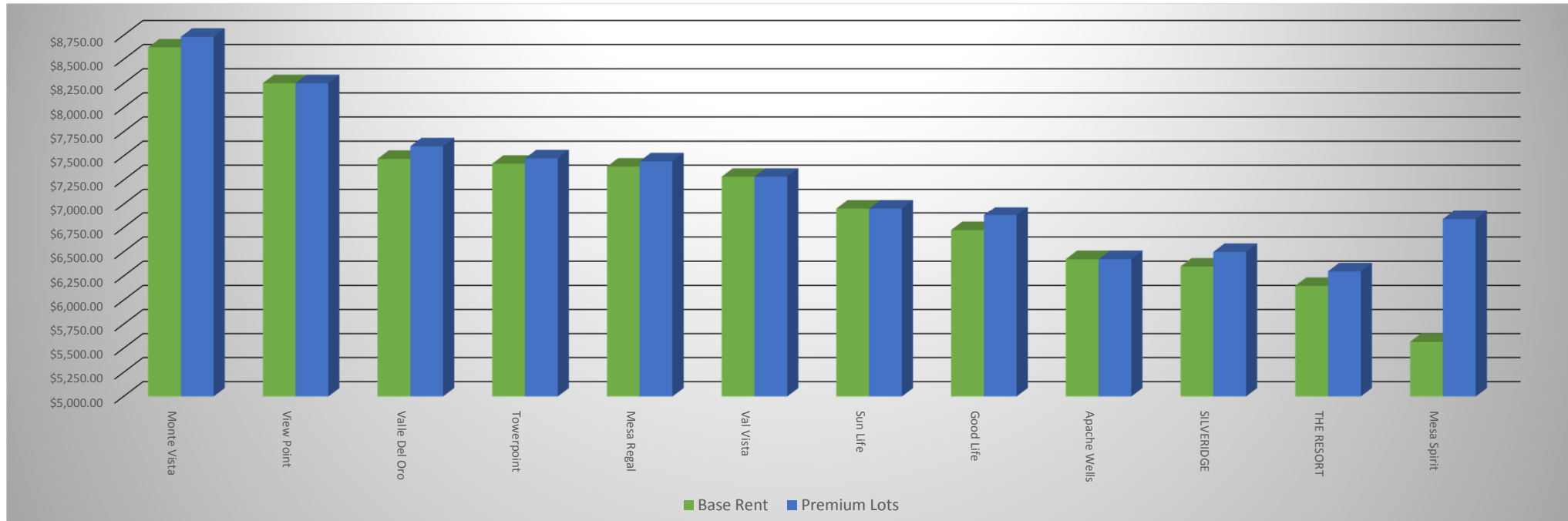




Park Model Annual 2016/2017 Rates

	Density	Base Lot	Premium Lots		Monthly	Annual	Base Lot	Premium Lots
Monte Vista	10.62 lots/acre	\$7,155	\$7,265	Plus C,I,S,T,W	\$122.46	\$1,469.52	\$8,624.58	\$8,734.47
View Point	8.61 lots/acre	\$6,900	\$6,900	Plus W,S,T	\$112.85	\$1,354.20	\$8,254.20	\$8,254.20
Valle Del Oro	13.86 lots/acre	\$6,335	\$6,465	Plus C,I,S, T	\$94.65	\$1,135.80	\$7,470.80	\$7,600.80
Towerpoint	17.17 lots/acre	\$6,285	\$6,340	Plus C,I,S, T	\$94.65	\$1,135.80	\$7,420.80	\$7,475.80
Mesa Regal	16.78 lots/acre	\$6,255	\$6,310	Plus C,I,S, T	\$94.65	\$1,135.80	\$7,390.80	\$7,445.80
Val Vista	18.06 lots/acre	\$6,150	\$6,150	Plus C,I,S, T	\$94.65	\$1,135.80	\$7,285.80	\$7,285.80
Sun Life	22.32 lots/acre	\$5,820	\$5,820	Plus C,I,S, T	\$94.65	\$1,135.80	\$6,955.80	\$6,955.80
Good Life	19.98 lots/acre	\$5,950	\$6,105	Plus C,S, T	\$64.65	\$775.80	\$6,725.80	\$6,880.80
Apache Wells	17.92 lots/acre	\$5,290	\$5,290	Plus C,I,S, T	\$94.65	\$1,135.80	\$6,425.80	\$6,425.80
<u>SILVERIDGE</u>	<u>9.42 lots/acre</u>	<u>\$6,350</u>	<u>\$6,500</u>	<u>Incl. C,I,S,T,W</u>			<u>\$6,350.00</u>	<u>\$6,500.00</u>
<u>THE RESORT</u>	<u>9.86 lots/acre</u>	<u>\$6,150</u>	<u>\$6,300</u>	<u>Incl. C,I,S,T,W</u>			<u>\$6,150.00</u>	<u>\$6,300.00</u>
Mesa Spirit	29.89 lots/acre	\$5,568	\$6,840	<u>Incl. C,I,S,T,W</u>			\$5,568.00	\$6,840.00

W=Water **S=Sewer** **T=Trash** **C=Cable** **I=Internet**



Cable & Internet

Monte Vista	Both TV & Internet - residents on their own.
View Point	TV - park provides no charge Internet -residents on their own
Valle Del Oro	Both TV & Internet - residents on their own.
Towerpoint	Both TV & Internet - residents on their own.
Mesa Regal	Both TV & Internet - some spaces have hot spots. All others on their own.
Val Vista	Both TV & Internet - some spaces have hot spots. All others on their own.
Sun Life	Both TV & Internet - residents on their own.
Good Life	TV - residents on their own Internet - Wifi included no cost
Apache Wells	Both TV & Internet - residents on their own.
<u>SILVERIDGE</u>	Both TV & Internet - provided at no cost to residents
<u>THE RESORT</u>	Both TV & Internet - provided at no cost to residents
Mesa Spirit	Both TV & Internet - provided at no cost to residents

SILVERIDGE RESIDENT MEETING MARCH 2017

You're receiving this handout for several reasons:

First, my team and I have one overriding common goal that I know you share: WE WANT HAPPY RESIDENTS. With thousands of people involved, we have to admit that not everyone is going to be completely delighted with every decision, but we're determined to get as close as possible.

I know that just about all of us agree with this attitude toward how we spend our money: "*I want a 'Mercedes' but want to pay for a 'Chevy.'*" In terms of our park, we want to give you the best property at the most affordable price, and that includes all the "comforts," as well as assisting you to enjoy and relish your time here with you friends and family.

To that end, I'm inviting you to participate in a big decision that will help determine if we can keep you satisfied and happy!

Second, I want to put in writing the big choices we have for this year and next. I want everyone to literally and figuratively be *on the same page*, with no miscommunications or misunderstandings.

Third, I want to inform you of our plans for 2017 & 2018 and plans for improvements that we've been working on for the past six months. Here are the main issues to be addressed. How do we...

- 1) KEEP FUTURE RENT INCREASES AS LOW AS POSSIBLE, while
- 2) UPGRADING OUR INTERNET TO "GREAT" FOR EVERYONE, and
- 3) CHANGING OUR EXISTING TV SYSTEMS TO GIVE US
 - a. A BETTER SIGNAL,
 - b. CLEARER PICTURES and
 - c. HIGH DEFINITION SERVICES AVAILABLE TO ALL
- 4) WE MAY ELIMATE OR SELL THE PHONE LINES- (we currently have 1000+ phone numbers in the park), AND WE NEED YOUR INPUT.

While I don't have all the answers yet, I want to introduce you to Doug Walker, who has been employed by the property for past 5 years. (Doug has assisted us as we have spent many thousands of dollars each year keeping and upgrading our signal. Doug is a real treasure for us all. Thank You, Doug!)

We are including a QUESTIONNAIRE with this handout which will help us make these decisions for you.

Lastly, there's a decision that we'd like you to vote on. We have two choices, and I'm calling them Door #1, and Door #2. I would like you to pick your "door" of preference.

Both of our “doors” have one thing in common -- ending our current relationship with DIRECTV. The current system has been becoming increasingly obsolete and we’ve spent thousands keeping it functioning. Still, it simply isn’t good enough. Now, DIRECTV has quoted us close to \$100K to upgrade our old systems to state of the art HD quality along with the ability to get good internet. However, there are other alternatives to consider, such as the installation of fiber optics trunk line to be the backbone of our future system.

With that, here are our “Doors.”

Door #1:

- a) We provide 40+ off air channels, all with HD quality. (A list of channels is attached). This option will only work if you have an HD ready TV.
- b) We provide good internet that is truly “Broadband” -- with speeds that should exceed the current service. You will need to purchase a Docsis 3.0 modem. This type of modem can be bought from most anywhere at a price of \$35-\$65. The Park will not provide a modem.
- c) You’ll arrange on your own for any additional TV channels, beyond the 40+ listed. If you want HBO or other movie channels, ESPN, or any premium channels, then you will acquire you own service, such as Direct TV. (From all the dishes I see on homes, many of you already have you own service now.)
- d) REDUCE THE RENT INCREASE: If we go with Door #1, the rent increase will be \$150 instead of \$250. (That’s just \$12.50/mo.). And the only cost to you will be the purchase of the modem.

Door #2:

- a) We will provide to you 60+ (non-premium) Cox TV Channels, all HD quality. (List attached.)
- b) As in Door #1, we offer good internet that is truly “Broadband” -- with speeds that should exceed the current service. You will need to purchase a Docsis 3.0 modem. This type of modem can be bought from most anywhere at a price of \$35-\$65. The Park will not provide a modem.
- c) KEEP THE SAME RENT INCREASE: Rents go up \$250, as in previous years.

Of course you are always welcome to purchase your internet and cable and/or modem from an outside source. If you do choose one of the options above there will be no charge for the cable and the only charge for the internet the park will provide is for the one time cost of the modem. If you wish to have wireless internet then a router will have to be purchased in addition to the modem. If you need assistant for hookups, then Doug will be available for a flat fee of \$50-\$70 assuming your house cable and wire is in good shape to enable you to have good internet.

QUESTIONNAIRE AND VOTE

The purpose of this questionnaire is to determine how much demand there is for internet service and phone service within the park.

We are contemplating discontinuing our phone system and removing direct TV from each space. Replacing the existing service with broadband internet across our existing TV lines and replacing our existing DIRECT TV with off air channels and/or cox TV for everyone.

Please circle your answer.

Do you currently purchase your **phone service** only from the park - YES NO

Do you currently purchase your **phone and internet service** from the park- YES NO

Do you currently purchase **only the internet service** from the park- YES NO

Phones:

Do you **need a landline** in your home-YES NO

Do you need the landline for **Long Distance service** in your home- YES NO

Do you currently **buy internet service from an outside provider** – YES NO

Thank you, Al LaCanne

Please turn in the entire form –**NO LATER THAN “MARCH 24”**.*(to make sure your opinion gets counted).*

I HEREBY VOTE FOR Door# 1, Door #2, (circle your choice)

SPACE#_____

We have put space # here so we can determine if every space has voted.

PLEASE USE THE BACKSIDE OF THIS SHEET FOR YOUR COMMENTS.

We would appreciate your comments and concerns:

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Stations for Phoenix, Arizona

[Print]

Display Channel	Digital Channel	Call Sign	Network	Nickname	Hours	Notes
KTVK	PHOENIX, AZ					
03-1	24.1	KTVK-HD	Independent	"3TV"		
03-2	24.2	AZ News	News	"3TV 24/7"		
03-3	24.3	Weather	Weather	"Weather Now"		
KPHO-TV	PHOENIX, AZ					
05-1	17.3	KPHO-HD	CBS	"CBS 5"		
05-2	17.4	KPHO-SD	COZI TV			
KAZT-CD	PHOENIX, AZ					
07-1	36.3	KAZT7.1	Independent	"AZTV"		
07-2	36.4	KAZT7.2	Me-TV			
07-3	36.5	KAZT7.3	HSN			
KAET	PHOENIX, AZ					
08-1	8.3	AZ PBS	PBS	"Eight, Arizona PBS"		
08-2	8.4	Life	PBS Encore	"Eight Life"		
08-3	8.5	World	World Channel			
08-4	8.6	AZ KIDS	PBS Kids 24/7			
08-5	8.7	KBAQ	Audio	"K Bach"		
KSAZ-TV	PHOENIX, AZ					
10-1	10.3	KSAZ DT	FOX	"Fox 10"		
KUTP	PHOENIX, AZ					
10-2	26.4	KSAZ SD				
KSAZ-TV	PHOENIX, AZ					
10-3	10.4	Heroes	Heroes & Icons			
10-4	10.5		Light TV			
KDTP-LD	PHOENIX, AZ					
11-1	11.1	KDTP DT	Daystar			
11-2	11.2	KDTP				
KPNX	MESA, AZ					
12-1	12.1	KPNX-HD	NBC	"Channel 12"		
12-2	12.2	Weather	Weather	"12 Weather Plus"		
12-3	12.3	Justice	Justice Network			
KNXV-TV	PHOENIX, AZ					

Display Channel	Digital Channel	Call Sign	Network	Nickname	Hours	Notes
15-1	15.3	ABC15HD	ABC	"ABC 15"		
15-2	15.4	ANTENNA	Antenna TV			
15-3	15.5	LAFF TV	Laff			
KPAZ-TV PHOENIX, AZ						
21-1	20.3	TBN	TBN			
21-2	20.4	Hillsng	Hillsong Channel			
21-3	20.5	Combo	JUCE		07p- 07a	
21-3	20.5	Combo	Smile of a Child		07a- 07p	
21-4	20.6	Enlace	Enlace USA			
21-5	20.7	SALSA	TBN Salsa			
KTVP-LD PHOENIX, AZ						
22-1	22.1	GoodNws	3ABN	"Good News TV"		
22-2	22.2	GNTVlat	3ABN Latino	"Good News TV Latino"		
22-3	22.3	SBN	SonLife			
22-4	22.4	SHOP LC	Shop LC			
22-5	22.5	KTVP-LP	[Blank]			
22-6	22.6	Majestd	Majestad TV			
22-7	22.7	REV F	Infomercials			
K18JL-D PHOENIX, AZ						
25-1	18.1	ONTV4U	Infomercials			
25-2	18.2	SHOP LC	Shop LC			
25-3	18.3	REV F	Infomercials			
25-4	18.4	SBN	SonLife			
KGRF-LD GILA RIVER INDIAN CO, AZ						
29-1	19.3	KGRQ-LD	First Nations Experience	"GRBC"		
KGRQ-LD GILA RIVER INDIAN CO, AZ						
29-1	29.3	KGRQ-LD	First Nations Experience	"GRBC"		
KGRY-LD GILA RIVER INDIAN CO, AZ						
29-1	21.3	KGRQ-LD	First Nations Experience	"GRBC"		

Display Channel	Digital Channel	Call Sign	Network	Nickname	Hours	Notes
KTVW-DT	PHOENIX, AZ					
33-1	33.1	KTVW-DT	Univision	"Univision 33"		
33-2	33.2	KFPH-DT	UniMás			
33-3	33.3	GRIT	Grit			
33-4	33.4	KTVW-D4	Bounce TV			
KFPH-CD	PHOENIX, AZ					
35-1	35.1	KFPH-CD				
35-2	35.2	KTVW-HD				
35-3	35.3	getTV	GetTV			
35-4	35.4	Escape	Escape			
K38IZ-D	PHOENIX, AZ					
38-1	38.1	RitmoVz	Music Videos	"RitmoVision"		
38-2	38.2	TuffTV	Tuff TV			
38-3	38.3	IzVids	Music Videos	"IZ Videos"		
38-4	38.4	EVINE	Evine Live			
38-5	38.5	ThisTV	This TV			
38-6	38.6	Retro	Retro TV			
38-7	38.7	REV'N	Rev'n			
KTAZ	PHOENIX, AZ					
39-1	39.3	KTAZ-DT	Telemundo	"Telemundo Arizona"		
39-2	39.4	TeleX	TeleXitos			
39-3	39.5	COZI	COZI TV			
KEJR-LD	PHOENIX, AZ					
40-1	40.3	America	América TeVé			
40-2	40.4	KEJR 2	Infomercials			
KPDF-CA	PHOENIX, AZ					
41-1	41.1	KPDF-HD	Azteca America			
41-2	41.2	Mision	Religious	"Mision TV"		
41-3	41.3	DRTV	Lifehacks DRTV			
41-4	41.4	QVC	QVC			
KVPA-LD	PHOENIX, AZ					
42-1	42.1	KVPA-DT	Estrella TV			
KPHE-LD	PHOENIX, AZ					
44-1	16.1	KPHE TV	LATV	"TV 44"		
44-2	16.2	Telemex	Telemex			

Display Channel	Digital Channel	Call Sign	Network	Nickname	Hours	Notes
44-3	16.3	DRTV	Infomercials	"OnTV4U"		
44-4	16.4	JTV	Jewelry TV			
44-5	16.5	FamChnl	The Family Channel			
44-6	16.6	DRTV-2	Infomercials	"OnTV4U"		
KUTP PHOENIX, AZ						
45-1	26.3	KUTP-DT	MyN	"My 45"		
45-2	26.6	Movies!	Movies!			
45-3	26.5	Bounce	BUZZR			
KDPH-LD PHOENIX, AZ						
48-1	46.3	KDPH-LD	Daystar			
48-2	46.5	KDPH-SD				
KFPB-LD GLOBE, AZ						
50-01	50.1	TVA	Tele Vida Abundante			
50-02	50.2	ESNE	ESNE TV			
50-03	50.3	COMET	Comet TV			
50-04	50.4	SBN	SonLife			
50-05	50.5	VZ	Video Zona TV			
50-06	50.6	NEWSMAX	NewsMax TV			
50-07	50.7	TV_SHOP	Infomercials			
50-08	50.8	SBN_ESP	SonLife			
KPPX-TV TOLLESON, AZ						
51-1	31.3	ION	ION			
51-2	31.4	qubo	Qubo			
51-3	31.5	IONLife	ION Life			
51-4	31.6	ShopTV	Infomercials			
51-5	31.7	QVC				
51-6	31.8	HSN				
KDPH-LD PHOENIX, AZ						
58-1	46.4	KDTP-LD	Jewelry TV			
KASW PHOENIX, AZ						
61-1	49.1	KASW-HD	CW	"CW 6"		
61-2	49.2	Decades	Decades			
61-3	49.5	Grit	Grit			
61-4	49.6	Escape	Escape			

HD quality Channels that will come from COX – refer to Door #2 on Handout

KTVK HD (3TV) Phx	1003
KPHO HD (CBS) Phx	1005
Cox 7 Arizona HD	1007
KASW HD (CW6) Phx	1006
KAET HD (PBS)	1008
KSAZ HD (FOX) Phx	1010
Government Access	11
KPNX HD (NBC)	1012
KNXV HD (ABC) Phx	1015
KPPX HD (ION)	1018
KTVW DT (Univision)	1019
Leased Access	22
Discovery HD West	1023
Lifetime HD	1024
Spike HD	1025
TNT HD (WEST)	1026
FX HD	1027
USA West HD	1028
MTV HD	1029
VH1 HD	1030
Fox Sports 1 HD	1031
ESPN2 HD	1032
ESPN HD	1033
FSN HD	1034
Disney HD	1035
CNN HD	1036
Nickelodeon HD	1037

HLN HD	1038	
ABC Family HD	1039	
A&E West HD	1040	
HGTV HD West	1041	
TLC HD West	1042	
AMC HD West	1043	
Golf Channel HD	1044	
truTV HD	1045	
Food Network HD West	1046	
FOX News HD	1047	
Travel HD West	1048	
TBS HD (WEST)	1049	
Syfy West HD	1050	
Comedy Central HD	1051	
E! HD	1052	
Cartoon Network HD	1053	
WGN America HD	1054	
Weather Channel HD	1055	
Animal Planet HD	1057	
BET HD	1059	
Bravo West HD	1060	
HISTORY WEST HD	1061	
CNBC HD	1062	
MSNBC HD	1063	
FXX HD	1067	
FOX Business News HD	1068	
NBC Sports Network HD	1069	
National Geographic HD	1072	
PAC 12 HD	1075	

Velocity 1077

Education Local 99

Disney Jr HD 1107

MCTV 115

AZ Capitol TV 123

CSPAN 124