



Newly branded wearables are in production and will be ready in time for the spring golf season.

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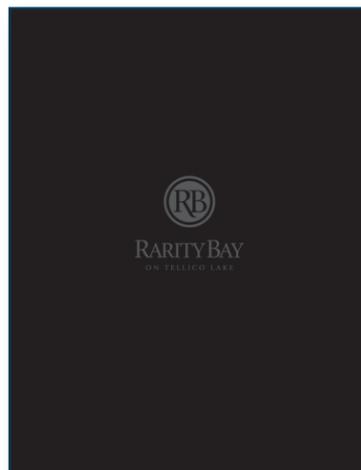
The revamped website, set to launch this winter, will serve as the foundation for a reinvigorated marketing program that conveys that promise to potential new residents. Ease of navigation was a primary consideration in creating the fresh, clean look, while a combination of blogs, articles, videos and testimonials will inform and

inspire online visitors. The site also will have elements built into it to serve existing owners as an information resource while a new Facebook page will complement the website and create a platform for sharing the Rarity Bay experience.

The sequential expression of the brand will transcend to the new Discovery Center on the upper floor of the soon-to-be renovated Fitness Center. Ideally situated as an extension of the hospitality of the clubhouse, the Discovery Center will feature large-scale maps, home designs and other exhibitry to support the sales and marketing function of Rarity Bay.

"We're excited about having the Discovery Center in the heart of the community," Ayres said. "Our clubhouse, the golf course, swimming pool and tennis courts, and the Fitness Center once its renovated, all help create great energy here. This is where our residents gather with family and friends, and now our prospects will get to experience that up close and personal."

Marketing and Advertising strategies are on the drawing board as part of the planning processes for 2016.



Watch for more details coming soon on the Discovery Center and renovations to the Fitness Center.



# RARITY BAY

ON TELlico LAKE

## The New Logo

The new Rarity Bay logo is a classic mark that conveys both affluence and simplicity... expressing the tone of quality and casual elegance that has drawn so many to this community.



# THE BAY BULLETIN

NEWS FROM RARITY BAY ON TELlico LAKE



## BRAND BUILDING AT RARITY BAY

The best brands tell a story, and at Rarity Bay on Tellico Lake our voice in the marketplace soon will be decidedly more distinct and our message far more compelling thanks to a comprehensive brand refresh that's underway.

## TELLING OUR STORY

# The Bay Way

Brand building involves more than designing a logo. It goes beyond building a website and printing brochures. It's more important than the mark, colors and typeface embroidered on shirts in the pro shop.

The best brands tell your story, and at Rarity Bay on Tellico Lake our voice in the marketplace soon will be decidedly more distinct and our message far more compelling thanks to a comprehensive brand refresh that's underway.

"When we conducted the survey of owners six months ago, the pride and sense of community in Rarity Bay rang out loud and clear," said Michael Ayres, one of the principal partners of Salem Pointe Capital, which acquired the Rarity Bay development last May. "Our branding needs to reflect that. It needs to be an extension of this community and depict what 'The Bay Way of Life' truly is."

The new Rarity Bay logo is a classic mark that conveys both affluence and simplicity — maintaining the tone of quality and casual elegance that has drawn so many to this community. That brand promise remains consistent, from the revamped website to the new entry design and signage program that are being finalized.

"We all know that first impressions matter," Ayres said, "and whether that experience starts online at our website or when someone approaches on Highway 72, we want them to immediately recognize Rarity Bay as the pre-eminent residential community for those seeking an active lifestyle in an unequalled natural setting

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Pictured here is a concept for the new Rarity Bay website which is designed to serve as the foundation for a reinvigorated marketing program. The site, set to relaunch this winter, will have components that serve existing owners as an information resource.



### WELCOME TO RARITY BAY

Rarity Bay on Tellico Lake is an award-winning community that combines waterfront living with mountain views and amenities including a country club, championship golf course, tennis, swimming, community docks, horseback riding, hiking trails, and more.

With approximately 500 existing homeowners already enjoying the Bay way of life, Rarity Bay is fast becoming the region's first choice for anyone seeking an active lifestyle in a premium residential community. Come make the majestic Smoky Mountains and crystalline waters of Tellico Lake the backdrop for your vacation home, second residence or forever home.



### SELECT FROM THE BAY HOME COLLECTION

As owner of Rarity Bay, Salem Pointe Capital maintains a large inventory of lots, many featuring lake and mountain views. We have enlisted a select group of prequalified, custom-home builders to participate in The Bay Builder Program, providing you with a choice of locally available builders to begin your home construction quickly.



**▲ Entrance Renovations**

Shown here is a conceptual photo illustration of the Rarity Bay major monument sign at the entrance. More than a sign, the Rarity Bay entry corridor is an “arrival experience” and is being enhanced as such. The improvements to the space will result in a simplified landscape plan that celebrates the pastoral and equine spirit consistent with the history of Rarity Bay. Maintenance of the black fencing is being evaluated as it contributes to the aesthetics of the Rarity Bay experience.

■ All designs presented here are conceptual only and will be modified to respond to site conditions and best practices.

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framed by Tellico Lake and the Smoky Mountains. “In essence, when you come to Rarity Bay, you have arrived at the ‘The Bay Way of Life’. That’s our brand promise.”

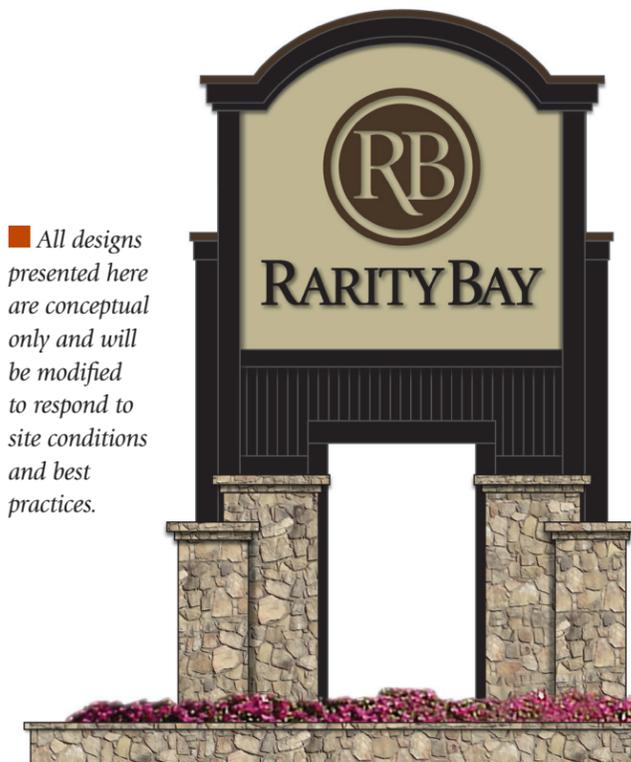
The brand story will continue to unfold upon arrival at Rarity Bay, where a redesign of the entry sign and thoughtful combination of landscape and hardscape will give visitors a warm welcome and clear sight line of the pastoral beauty beyond. The visual will be completed by repaired and freshly painted fencing and a comprehensive signage program that enhances way finding and visual recognition throughout the community.

“The attention to detail in the new entry design and signage plan really returns the ‘gateway’ to Rarity Bay to what it was intended to be,” Ayres said. “When our visitors approach this new entry, they will know they truly have arrived.”

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**▲ Signage and Wayfinding**

A thoughtful combination of landscape and hardscape will give visitors a warm welcome and clear sight line of the pastoral beauty beyond. The visual will be completed by freshly painted fencing and a comprehensive signage program that enhances way finding and visual continuity throughout the community. Prototype signage will be produced early in 2016 that will test the reflective material planned for the sign faces.



| DINNER A LA CARTE  |      |
|--|------|
| Dinner Tuesday & Friday 5:30 to 8:00 pm  |      |
| <b>GARLIC AND HERB CHICKEN SANDWICH</b><br>6oz grilled chicken breast on a hamburger bun with lettuce, tomato, pickle and onion and with your selection of cheese (American, Cheddar, Swiss, Provolone)  | 6.25 |
| <b>BAY BURGER</b><br>8oz 100% ground Angus burger patty grilled to your liking, served on a hamper bun with lettuce, tomato, pickles and red onion. Make it blackened if you like<br>• Add sauteed mushrooms, caramelized onions or spicy jalapenos for .50 Each<br>• Add bacon for 1.25 | 7.00 |
| <b>HOMESTYLE MEATLOAF</b><br>Two 4oz slices of homestyle meatloaf served with brown gravy  | 6.50 |
| <b>TILAPIA PICATTA</b><br>Pan seared tilapia drizzled with lemon butter caper sauce and a dash of grated parmesan cheese   | 7.25 |
| <b>BEEF TIPS MONTEREY</b><br>Seared beef tips with mushrooms, onions, peppers, garlic and red wine   | 7.50 |
| <b>WINGS</b><br>8 Hot or plain fried wings with celery and your choice of ranch or bleu cheese dressing  |      |
| <b>CRISPY QUESADILLA</b><br>Your selection of steak or chicken with peppers, onions and monterey jack cheese with a jalapeno cheddar tortilla served with sour cream and salsa with chicken 8.5 with steak   |      |
| <b>VEAL PARMESAN</b><br>2 Pan seared veal medallions encrusted in parmesan and topped with marinara sauce and melted mozzarella cheese   |      |
| <b>GRILLED CITRUS SALMON</b><br>Grilled fillet of salmon with lemon, limes and lemon butter  |      |
| <b>GRILLED SIRLOIN</b><br>8oz marinated and grilled Top Sirloin  |      |
| <b>MEDITERRANEAN RIBEYE</b><br>10oz Grilled ribeye steak with fresh cracked black pepper, sea salt and olive oil   |      |



We take pride in using only the freshest ingredients, buying local whenever possible to support our small-town economy. Our burgers are prepared fresh daily using Midwest-raised cattle with no GMOs or antibiotics and are accompanied with fresh-baked buns. Please let us know if for

■ Presentation boards of many of these design concepts will be located in the new Discovery Center being developed adjacent to the clubhouse.

LAKESIDE LIVING

ARRIVING AT THE BAY WAY OF LIFE

So much of living at Rarity Bay on Tellico Lake is about the experience, and it starts with selecting and building your new home. Whether its a weekend retreat, a second residence or your forever home, we have designed our process and enlisted our builders with one goal in mind: getting it right for you.

Building a new home doesn't have to be stressful. Not even if you are hundreds of miles away. Our entire process has been developed to make your site selection, home design, choice of builders and construction as simple and expedient as possible.

Contact Us: 888-727-4892 or 888 Rarity Bay

■ “The attention to detail in the new entry design and signage plan really returns the ‘gateway’ to Rarity Bay to what it was intended to be,” Ayres said. “When our visitors approach this new entry, they will know they truly have arrived.”



**▲ A Communications Focus**

A variety of new publications and marketing communication assets are in development stages. Like the website, these products will serve both the current and future residents and will tell a compelling story about “The Bay Way of Life”. The ownership of Rarity Bay is committed to opening and maintaining lines of communication with the stakeholders of the Rarity Bay community.