



Membership Retention & Relations

The Benefit Of Overcommunication During Club Renovation

PCMA members Kathie Pedit, CMP and Megan Somerville, CMP of [Pelican Isle Yacht Club](#) in Naples, FL recently teamed up with our premier partners, [StoryTeller Media+Communcation](#)s, for a podcast segment featuring their communication success during a multi-million dollar clubhouse renovation project.



During the segment Kathy and Megan began by sharing some of their priorities during the process: transparency, cohesion and connectivity between the club and membership.

Additionally they spoke about how they kept their members in the loop of project related information. Their single page of information about the renovation on the member side of their website quickly grew into a micro-site of content supporting the endeavor.

They began by including things like the project proposal, renderings, an archive of communication releases and a countdown clock to groundbreaking. Then, they creatively developed content to detail the club's status.

They clearly communicated services that would continue to be available to the members, created a place for members to share feedback, archived photo and video updates, featured offsite activities and developed a video series of staff interviews detailing project updates.

Finally, they shared plans for reopening and welcoming members back to the club, featuring a "Returning to Paradise" party.

Listen to the full playback of this awesome segment on [Crushing Club Marketing](#) with host, Ed Heil.

<https://soundcloud.com/crushingclubmarketing/how-overcommunication-helped-this-club-grow-membership-during-renovations>