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Powerhouse Marketing Alliance Launches New Era of Growth in Bay Harbor, Michigan

STUART, Fla. & BAY HARBOR, Mich. (February 22, 2017) – The **Bay Harbor Community Council, Bay Harbor Company, Harbor Sotheby's International Realty and Boyne Resorts** today announced the creation of the **Bay Harbor Marketing Alliance**. This powerful resident-led destination marketing organization brings together community residents with major corporate sponsors Bay Harbor Company, an Urban Land Institute Award of Excellence developer, Harbor Sotheby's International Realty, a premier real estate broker specializing in luxury properties, and Boyne Resorts, a resort industry leader, to promote Bay Harbor nationally.

"Our community's primary constituents have joined forces for the first time to promote the Bay Harbor brand," said Phil Trotter, President of the Bay Harbor Community Council. "This long-term resident-controlled strategic partnership combines Boyne's expertise in golf, skiing and hospitality with Bay Harbor Company's unique approach to luxury lifestyle communities to increase national and regional awareness of Bay Harbor." Financial commitments of over \$1 million have already been secured to support the Alliance.

"Bay Harbor is the premier generational family community that encapsulates the wonders of Northern Michigan," said David V. Johnson, Chairman of Bay Harbor Company, Victor International Corporation and Harbor Sotheby's International Realty. "With world-class golf courses, a state-of-the-art marina and unparalleled resort-style amenities, all nestled on the scenic shores of Lake Michigan, Bay Harbor is one of the nation's most sought after vacation and residential areas."

"Harbor Sotheby's International Realty is pleased to be a cornerstone of the Bay Harbor Marketing Alliance program. Our deep understanding of the luxury Northern Michigan real estate market provides clients with unique and valuable perspective. We look forward to the future as we work together toward our common goals," stated Johnson.

The Bay Harbor Marketing Alliance has engaged nationally known industry leader Cotton & Company to work with residents and corporate sponsors to attract vacation travel and potential homebuyers to the Bay Harbor area. Integrated advertising campaigns will begin in Spring 2017 with the launch of a new digital marketing platform, website and extensive multi-channel consumer marketing outreach.

"We are excited about the new level of energy and synergy the Marketing Alliance creates," said Stephen Kircher, President of Boyne Resorts' Eastern Operations. "Bay Harbor is an iconic lakeside community for families to vacation and also to call home. The Inn at Bay Harbor and Bay Harbor Golf Club are flagship properties in the Boyne portfolio and this dynamic partnership between residents and major community stakeholders will further showcase Bay Harbor as a nationally-known destination."

Bay Harbor is a world-class year-round resort with 30 neighborhoods featuring upscale homes, boutique hotels, shopping and dining, deep-water marina and championship golf courses with more fresh water frontage than any course in North America. The **Bay Harbor Yacht Club**, a Distinguished Emerald Club Award winner as one of the finest private clubs in the world, serves as the social center of the community where members and their guests enjoy fine and casual dining and extensive activity programming for the entire family. Bay Harbor is also home to the **Great Lakes Center for the Arts**, which broke ground in October 2016. Opening in July 2018, the \$25 million, 500-seat performing arts center will be a regional, national and international destination for the cultural arts and intellectual dialogue.

Tucked along five pristine miles of Lake Michigan shoreline, Bay Harbor is a prime destination for vacationers and residents alike. Stunning views, unrivaled recreational opportunities and a calendar rich with exciting seasonal events provide the perfect place to mix business with pleasure, connect with friends and family or simply unplug and enjoy leisure time. Opportunities for year-round and seasonal living range from luxury homes to building sites to condos and yacht docks.

For more information on this groundbreaking partnership in Bay Harbor, please contact Laurie Andrews at Laurie@cottonco.com.

About Bay Harbor Community Council

The Bay Harbor Community Council represents the interests of over 600 community residents and property owners. Located in beautiful northwest Lower Michigan, Bay Harbor has over 30 unique neighborhoods carved into the natural landscape and wrapped around Little Traverse Bay's scenic charms. A low density community with generous use of nature preserves, Bay Harbor features homes high on a bluff, at water's edge or on the greens of our championship golf courses overlooking Lake Michigan with internationally recognized hospitality venues.

About Bay Harbor Company

Bay Harbor Company is the developer of Bay Harbor and a subsidiary of Victor International Corporation, an award-winning real estate, resort development and management company. Victor International is a leader in designing and developing premium and luxury master-planned communities, as well as distinctive corporate and commercial environments. The company's resume includes over 43 unique, geographically diverse developments in North America and the Caribbean sharing a core attribute of thoughtfully designed and rendered communities that exist in ecological harmony with the land. The company's most recent development is Oil Nut Bay, a premier 300-acre, residential resort community delivering luxury living in a private island setting at Virgin Gorda, British Virgin Islands.

<http://www.bayharbor.com/>

About Harbor Sotheby's International Realty

Bay Harbor-based Harbor Sotheby's International Realty includes a group of 20 dedicated real estate professionals, local experts who understand the unique attributes of the luxury Northern Michigan market. Harbor Sotheby's has been endorsed as the Bay Harbor community's preferred real estate broker by the Bay Harbor Community Council. As part of the Sotheby's International Realty distinctive network of brokerage agencies offering a wide selection of luxury homes, estates and properties for sale throughout the world, Harbor Sotheby's International Realty provides powerful, broad-based marketing and referral programs for luxury listings. Offering clients exceptional integrity and service, we deliver maximum seller exposure and reach qualified buyers wherever they are based. <http://www.harborsir.com>

About Boyne Resorts

Boyne Resorts is the largest family owned four-season resort company in North America; founded in 1947 by Everett Kircher. A Michigan-based corporation, Boyne Resorts owns and/or operates award-winning mountain and golf resorts and attractions throughout the United States and Canada including Cypress Mountain near Vancouver, British Columbia, official freestyle skiing and snowboard venue of the 2010 Olympic Winter Games, Sugarloaf and Sunday River Resort in Maine, Boyne Mountain, Boyne Highlands, The Inn at Bay Harbor, Autograph Collection and Avalanche Bay Indoor Waterpark in Michigan, Big Sky Resort in Montana, Loon Mountain in New Hampshire, Gatlinburg Sky Lift in Tennessee, Brighton in Utah, Crystal Mountain and The Summit at Snoqualmie in Washington. Endorsed by the Bay Harbor Community Council as the preferred real estate broker for residential properties at The Inn at Bay Harbor, Boyne Realty helps clients find the perfect place for a healthy and active outdoor lifestyle. <https://www.boyneresorts.com/>

About Bay Harbor Yacht Club

Bay Harbor Yacht Club is the social center of the Bay Harbor community. Located on Lake Michigan's Little Traverse Bay, the luxury private club offers a beautiful deep-water marina with a wide variety of boating and recreational activities and year-round family programming. A Distinguished Emerald Club Award recipient, the club serves over 500 members and their families in the stately Clubhouse and 40,000 square foot Lange Event Center with friendly service, multiple fine and casual dining options, event halls, pool, beach, tennis, state-of-the art fitness center and large outdoor seating areas overlooking picturesque Lake Michigan. <https://www.bayharboryc.com>

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