

Sawmill Newsletter - January 2024

BREAKING NEWS

2023... "VISION CONCEIVED, MISSION ACHIEVED."

RECORD REVENUE

F&B OVER 2023 IN SALES

91% GUEST SATISFACTION

**ON BUDGET
(OVER IN INCOME/UNDER IN
EXPENSES)**

**MEMBERSHIPS IS UP OVER LAST
YEAR**

**TOTAL 2,583 NEW MEMBERS
TOTAL 3,487 RENEWALS**



Goals Accomplished.

Sawmill Family,

As we step into the brisk beginnings of a cold January, I am thrilled to welcome back our monthly newsletter, a testament to our shared commitment to communication. While the chilly weather brings its unique set of challenges, especially in lower reservations and day passes, we are committed to scaling back in certain areas in preparation, always ensuring that our standards of excellence remain uncompromised. With that said, let's celebrate our wins of 2023.

Incredible sales in Food & Beverage: the Food & Beverage department has surpassed expectations in sales beating last year's sales. This achievement is not just a number—it's a testament to our great staff and the experiences we create for our guests every day.

Unparalleled Guest Satisfaction: Our dedication to creating exceptional guest experiences is reflected in our impressive 97% guest satisfaction rate. This outstanding accomplishment speaks volumes about the passion our community brings to our guests. It's the residents' smile, team members' service and expertise that make our guests feel valued and cared for.

Profitable: a testament to our strategic planning, fiscal discipline, and innovative approaches such as our Sawmill Travel Insurance. We've not only met our budgetary goals but exceeded them, showcasing our team's ability to maximize efficiency and deliver.

Membership Growth: Our community is growing stronger and more vibrant, with memberships up from last year. We've welcomed 2,583 new members into our family and have seen 3,487 cherished members renew. This growth is a clear indication of the trust and value that our members find in our services and offerings.

As we take a moment to celebrate these milestones, let's also look forward to the opportunities and challenges ahead. Let's continue to push boundaries, innovate, and exceed expectations. Our journey so far has been remarkable, but I believe the best is yet to come.

To our entire family, Thank you for your hard work, your passion, and your commitment to excellence. Together, we have achieved incredible things, and together, we will continue to write our success story.


Justin Pamplin



FACILITIES



2023 PROJECTS COMPLETED

Project Description
Guard House Renovation
Cabin 32 Renovation
Cabin 26-29 Plumbing and Electrical Renovation
Replace 160 Feet of Sewer from site 117 to courtyard
Banana Bathhouse foundation Repairs
Reiky Lake Fountain Rebuild
Cabin 5 Renovation
Cabin 25 upgrade
Cabin 1 upgrade
Ne wash station at campground 2
Remodeled Woody's Patio
New Ice machine and reach in cooler Woody's
Golf Cart Shelter, Facilities
New welcome Center
Well analysis and proposals
Sewage treatment proposal
New Dining Pavilion install
Landscaped Gold Cart ath
Lighted Golf Cart Path
Landscaped Lucy's Entrance
Painted/Repaired Ricky Lake Gazebo
Installed new lighting Ricky Lake Gazebo
Filled in drainage ditch
Repaired road to Back 40
Cleaned up Back 40
Cleaned Back 40 storage shed
Installed flag pole
Removed Christmas Tree
8 RV sites new pads and crushed limestone
Sprinkler upgrade
Replaced burned in Splash fireplace
Installed new sewage ift station on Orange Street
Painted most cabind doors and porches
Re-sided aack side of Facilities building
Installed 2 additional dryers in Facilities
Repaired entrance into Lucy's
Rebuilt "Bridge"

MESSAGE FROM LARRY

Every day when I come to work, I look forward to what we can do as an organization to improve Sawmill. That has been my single focus since joining the team with Allan

My staff hears this from me in every department meeting. Those improvements may be in better lighting, cleaner cabins, improving our flower gardens, painting building, grading roads, just picking up leaves or trash or anything that can improve the residents and guests experience.

Our days are often interrupted with some type of emergency, but that's life in maintaining a facility like ours. We keep our focus, deal with the emergency and move on toward our goals.

I am excited as I look forward in this new year. In 2023 we completed 37 projects and hundreds of work orders. Thank each of your for submitting your work orders. I appreciate your input on what needs attention.

2024 will be an exciting year as we continue to move toward that same goal of improving Sawmill for everyone. You will hear about and see real progress as we strengthen our infrastructure, improve cabins and much more. We will continue to work with the board and Justin on ways to improve our residents' and guests' experiences. Its all about making a Sawmill better place for everyone.

FOOD & BEVERAGE

Dallas



AN INCREDIBLE YEAR

Many of you may know me from bartending at splash. Some may not know that I have been The Food and Beverage manager since October of 2022. I have since taken on the position of bar supervisor as well. I want to thank everyone for making this a record-breaking year for us. Our goal was Over one million dollars sold through our bars and guess what we did it. We have our staff to thank for all the hard work and the effort that went into breaking that record, so congratulations to them!!! I am so proud of the work that we all have done.

When I took on the position, I changed some vendors to bring costs down. We are finding new items to bring in to keep things fresh and exciting. We have Danielle's country kitchen, Daily specials, and new items that we try and get feedback from. We have some new things that we are going to implement in the future.

I want to personally thank everyone who put their trust and faith in me to do the job. I'm proud to be a part of such a wonderful family and hope that we keep breaking records and build on what we have.

NEW ITEM OF THE MONTH

Justin's
Slap yo Mama
KICKIN' CHICKEN SANDWICH

\$8.95
LIMITED TIME ONLY

BRIOCHE BUN, GRILLED CHICKEN BREAST, GRILLED ONIONS, LETTUCE, TOMATO PICKLES, AMERICAN CHEESE. SIDE OF SIRACHA



ENJOY 1 COMPLIMENTARY BEVERAGE AT WOODY'S THURSDAY NIGHT ONLY 1 COUPON PER RESIDENT



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C

RESERVATIONS

Latoya



It's been an absolutely incredible year at Lucy's, and we're thrilled to share some of the highlights with you!

We kicked things off by rolling out our brand-new Sawmill Travel Insurance, which has been a huge hit, boosting our revenue by an amazing \$13,423.80.

That's not all – our retail sales have shot up by 44% thanks to our savvy smart ordering. But what really makes us beam with pride is our commitment to you, our guests.

We're constantly exploring fun and innovative ways to ensure you receive top-notch service from the moment you walk through our doors. Here's to making your experience at Lucy's unforgettable, each and every time!



TRUDY'S COOKIES

COMPLIMENTARY

THURSDAY-SUNDAY

In Lucy's



PROMOTIONS

James



MARDI GRAS

The annual Mardi Gras festivities are swiftly approaching.

Mark your calendar for Feb. 8th! This highly anticipated celebration, a time when the streets of Sawmill come alive with the spirit of New Orleans.

Prepare to indulge in sumptuous seafood boils, a Sawmill tradition that tantalizes the taste buds and embodies the essence of the NOLA.

The air will be filled with the energy of parades, featuring elaborate floats, golf carts and lively music that will make you dance. And let's not forget the production shows, brimming with that unique Nola flair.

Don't miss out on the joy, the community, and the unforgettable memories that Mardi Gras promises every year!

WINTER MUSIC FESTIVAL



This weekend promises to be an unforgettable one for those yearning for live music. The excitement begins on Friday with the Sawmill Idol auditions, where contestants can compete for an \$250 bar tab. As the evening unfolds, gather around the campfire for an intimate jam session with the talented Jimmy Nash. Saturday brings the much-anticipated finale of Sawmill Idol, followed by a riveting performance from the band Nightbreakers to cap off the night. It's a weekend filled with live music, offering a fresh new idea for all.

ANNUAL TURNABOUT CHARITY EVENT



Join us on January 26th for a night of fun, flair, and philanthropy at our annual charity turnabout event! Step into the spotlight and compete for the coveted title of Miss Sawmill Turnabout, showcasing your charisma and creativity. This is more than just a competition; it's an opportunity to make a difference. Every laugh shared and every applause earned contributes to a greater cause, as all money raised during this spirited event goes directly to charity. Embrace the chance to dazzle the audience, earn your bragging rights, and, most importantly, support a noble cause. Together, let's turn this night into a memorable celebration of community, compassion, and change!

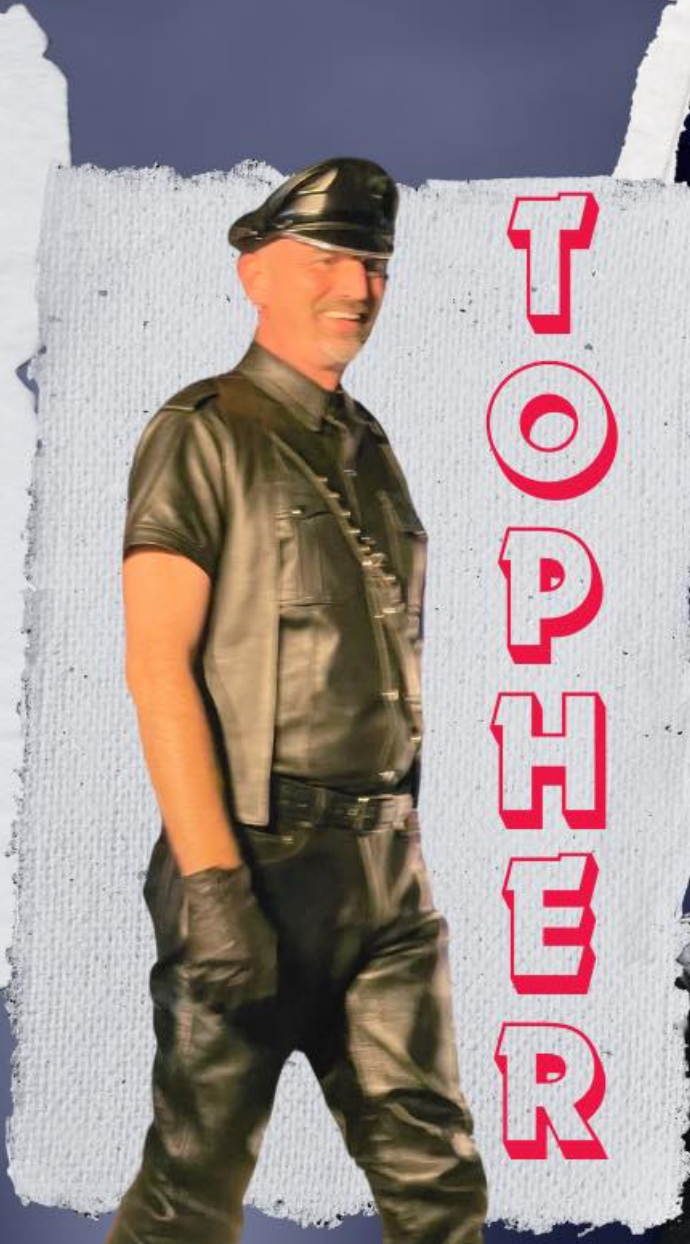
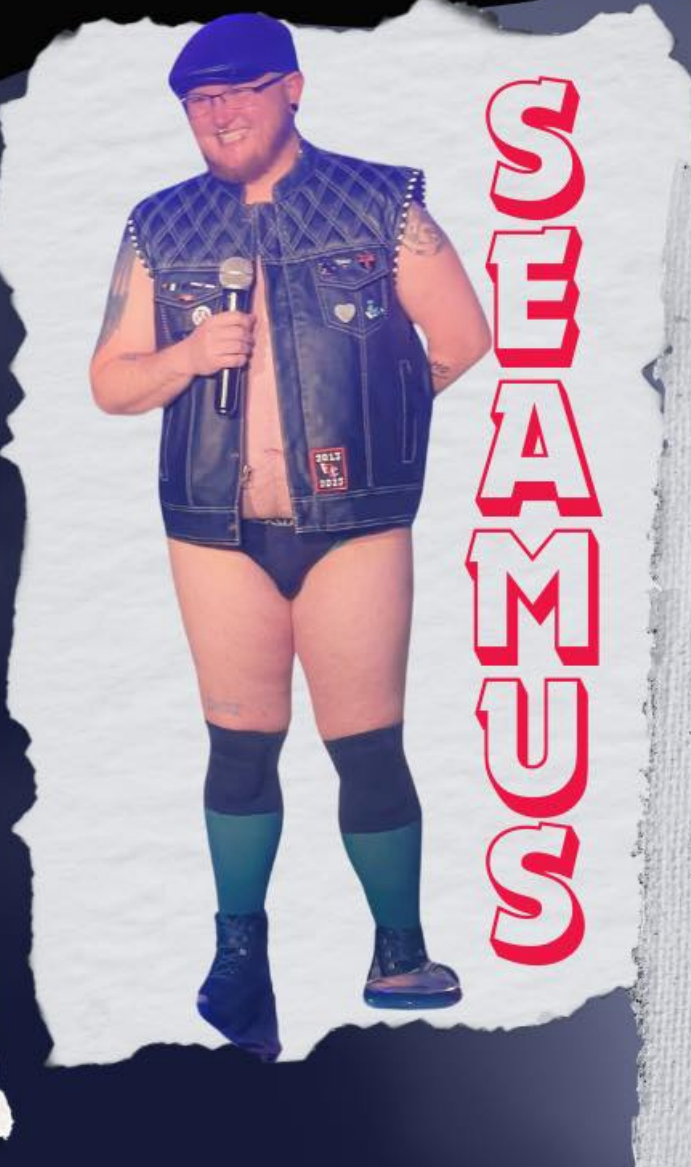
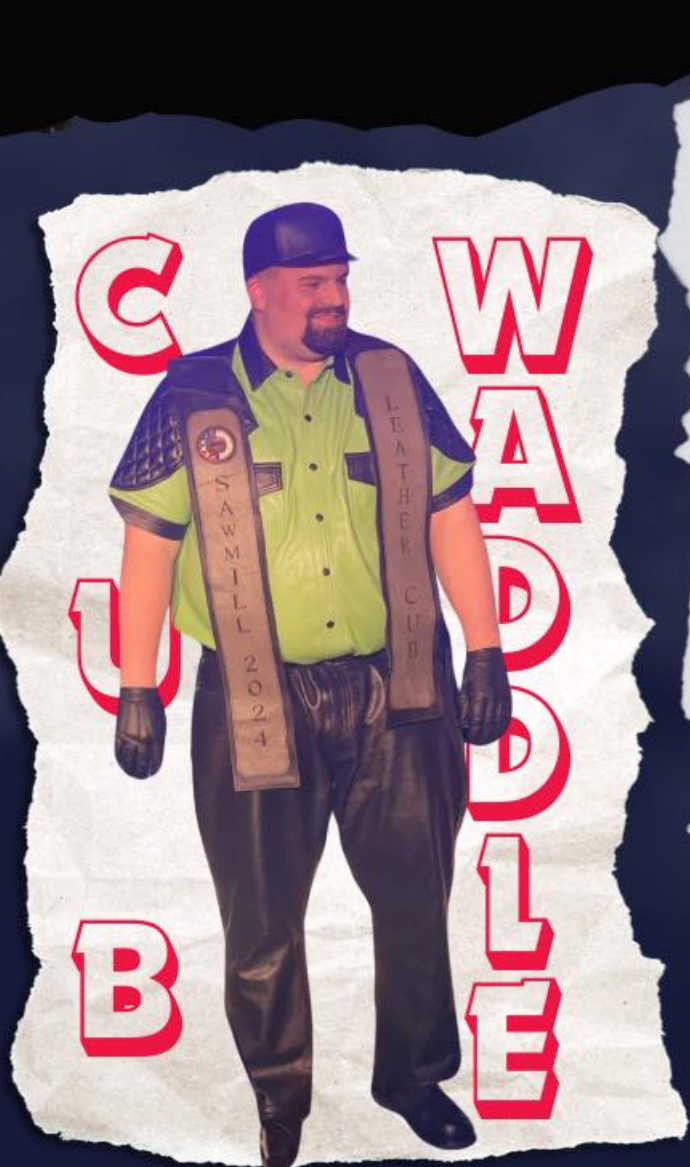
DON'T STAY AT HOME COME OUT AND ENJOY
THE FESTIVITIES

EVERY WEEK

- Potluck ● Movie Nights ● Bingo ●
- Award Winning Shows ● Karaoke ●
- Dj Pool Party ● Nightclub ● Cigar Social
- Leather Social ● Billiards Tournament
- Restaurant open 7 days a week
- Heated and Chilled Pool ● Card Games

WHAT YOU MISSED

MR. **SAWMILL** LEATHER 2024



Mr. Sawmill Leather Cub
Mr. Sawmill Leather boy
Mr. Sawmill Leather Sir



1. ONE WORD TO DESCRIBE
PHYLLIS WILLIAMS

Kind

2. WHAT'S YOUR FAVORITE WAY
TO SPEND A WEEKEND?

Spending time with Friends

3. WHERE IS YOUR FAVORITE
PLACE TO BE?

Surrounded by Love

4. WHAT IS THE BEST PIECE OF
ADVISE YOU HAVE EVER RECEIVED?

Treat others as you would like to be treated

5. WHAT IS ONE THING ON YOUR
BUCKET LIST?

To Travel & Understand Different Cultures

6. WHAT IS SOMETHING THAT YOU
CAN'T DO BUT WISH YOU COULD?

Play Jeopardy , lol

7. WHAT IS THE FIRST THING YOU
DO WHEN YOU WAKE UP?

Kiss my wife & tell her I Love her.

*10 personal questions
for President Phyllis*



8. WHAT IS YOUR FAVORITE SM
MEMORY?

Getting married in 2008

9. IF YOU COULD HAVE ONE
SUPERPOWER WHAT WOULD IT
BE?

Telepathy

10. WHAT IS YOUR GUILTY
PLEASURE TV SHOW

Yellowstone

*Who should we interview
next?
Justin@thesawmillresort.com*

EMPLOYEE SPOTLIGHT



Hello,
I'm **Tommy**

I am an Aquarius who started working at Sawmill 1/25/23 in Facilities (Happy Anniversary).

Tommy Loves Pasta & Long Walks on the Beach.

THINGS TO KNOW

Guest Pass Rates

Effective Feb 1st. Resident guest passes will be equivalent to that day's day pass.

Lucy's 24 hours

We are currently exploring Lucy's General Store being open 24 hours a day to better serve our community.

Save the Date

Valentines Dinner

FEB. 14TH

DETAILS SOON

A few of our favorite Things to do outside of the Resort

AROUND TOWN

Dade City/Brooksville is a vibrant and enchanting community with tons of things to see and do.

1. ANTIQUE SHOPPING

Looking for a unique and timeless shopping experience? Look no further than antique shopping! Embark on a journey through time as you explore the fascinating world of beautiful and rare treasures from the past. Visit The Antique Shops located Meridian Ave Downtown Dade City, 8mi from Sawmill



2. ZIPLINING

Imagine the rush of adrenaline as you step off the platform and zip through the air, feeling the wind in your hair and the excitement building with each passing second. The feeling of weightlessness combined with the stunning views below will leave you breathless and wanting more. Tree Hoppers 27839 St Joe Rd Dade City 12mi



3. SOUTHERN SOUL FOOD

From crispy fried chicken with golden, perfectly seasoned skin to melt-in-your-mouth slow-cooked collard greens, our menu is filled with classic soul food favorites that will leave you craving for more. Every dish is made with love and attention to detail, ensuring that you get the true taste of Southern comfort.



Stephs Southern Soul Food Kitchen 14519 5th st Dade City 7.3mi

4. CANOE THE WITHLACOOCHIE

As you navigate through the crystal-clear waters, you'll be surrounded by lush greenery and diverse wildlife. The Withlacoochie River is home to a variety of bird species, turtles, and even the occasional river otter.

Withlacoochie Canoe Rental (352) 583-4778 3.5mi



What's a city without a Super Walmart! The Nearest Walmart is only 9mi away in Dade City. Open 6am-11pm

Need Assistance? Call us 352-583-0664

Things to do at Sawmill

Pool Time is the Best Time

NEW!

Jan 18 WINTER MUSIC FEST*

Jan 25 MISS SAWMILL

Feb 1 CHICKS IN THE STICKS*

Feb 8 MARDI GRAS*

Feb 15 COUNTRY COWBOY

Feb 22 BEAR CAMP #1*

Feb 29 BEAR CAMP #2*

Mar 7 SPRING BREAK*

Mar 14 BALLS & CLAWS - PUPPY *

Mar 21 FETISH FANTASY

Mar 28 EASTER WEEKEND

Apr 4 HEROES WEEKEND

Apr 11 GAY ADULT PROM

Apr 18 EDM FESTIVAL

Apr 25 SAWMILL ANNIVERSARY *

May 2 CINCO DE MAYO

May 9 80'S FLASHBACK

May 16 BEAR WEEKEND*



America's Most Awarded LGBTQ+ Camping Resort & Residential Community

We are absolutely delighted to have you as our valued guest! Your satisfaction is our top priority, and we want to ensure that your stay with us is nothing short of exceptional. To make your experience even more fulfilling, we wanted to share some helpful tips that will maximize your enjoyment during your time here:



Sawmill is Cashless

We only accept debit or credit cards. However, our Entertainers and Bar Staff gladly accept cash tips.



Need Assistance?

We are here 24/7 to assist with any questions you may have.
Text (352) 221-9232



Breakfast, Lunch, and Dinner

We have an amazing award winning restaurant that opens daily at 9am for all of your dining needs. Coffee is available 24 hrs a day at the Guardhouse. Online Ordering available. Scan the QR code



Wifi is Available



Sawmill has open wifi throughout the park. For highspeed internet please visit Splash or the Woody's Courtyard.



Spa Services

Spa Services are available Friday -- Sunday. Click the QR code to book.



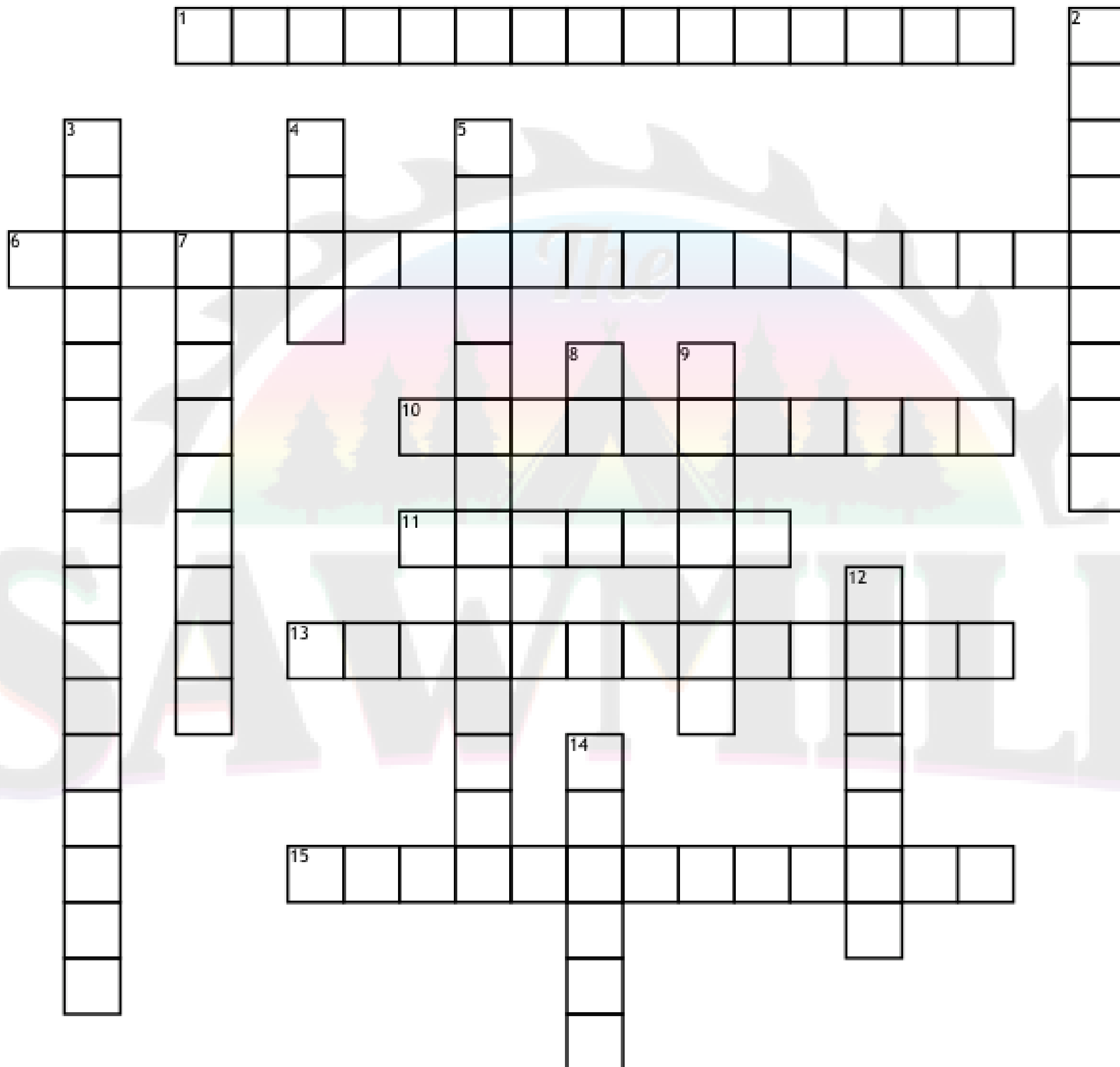
Hours of Operation

Splash! Cafe: Sun-Thur 9a-9p / Fri -Sat 9a-1a
Woody's Nightclub: Thurs & Sun. 7p-1a / Fri & Sat 6p-2a
Cigar Bar: Friday & Saturday 7p-1a
Lucy's Store: 24 hours



We love feedback! Email your feedback to Justin@TheSawmillResort.com

80's Crossword



Across

1. Movie series where they went back in time then forward in time then further back in time.

6. Movie about 3 friends and their day off.

10. Spooky movie (don't say his name three times)

11. Best painter who never made mistakes but only happy little accidents

13. Disney movie about "Under the Sea"

15. Star of The Breakfast Club and Pretty in Pink.

Down

2. English Band known for Dark Side of the Moon...

3. A teenage angst movie about detention, "Smoke up Johnny"

4. Another one bites the _____

5. Highly popular game, "You died of Dysentary"

7. 3x3x3 multi-colored puzzle.

8. Spielberg's heartwarming movie about an alien.

9. I wish that had _____ girl

12. Before iPods and other devices this was used for mobile music.

14. Scientifically the best song known to man (by ToTo)

\$100 BAR TAB TO THE FIRST RESIDENT TO RETURN THIS TO LUCY'S