



*HOLIDAY SHORES CONDOMINIUM ASSOCIATION, INC.*

*2617 South Atlantic Avenue  
Daytona Beach Shores, FL 32118*



May 13, 2024

Dear Holiday Shores Beach Club Owners:

The Holiday Shores Board of Directors retained Lemonjuice Solutions (Lemonjuice) as the property manager to help navigate the nuances and understand the next steps for Holiday Shores Beach Club (“HSBC”). We are honored to have been selected by your board and look forward to offering solutions for all vested timeshare owners in the future.

If you are not aware, the financial and structural condition of HSBC are both poor. Since the fall of 2022, the property has been closed due to the significant damages sustained by hurricanes Ian and Nicole. Due to the damage in the pool area, seawall, and units on the bottom floor, many owners have financially abandoned their weeks at HSBC or deeded back their interval, making it almost impossible to maintain the property. Sadly, this burdens the association and the remaining Maintenance Fees paying owners. This is the primary reason the Board of Directors engaged Lemonjuice.

Many may ask, “Who is Lemonjuice Solutions?” The answer to that question is: Lemonjuice Solutions is a company that provides strategic planning and execution, investment capital, and professional management to timeshare properties. The company has experience in the timeshare industry, and one of our specialties is evaluating financially distressed timeshare properties and proposing options to resolve these financial issues, a process done through its Resorts Reimagined™ program. Through the Resorts Reimagined program, Lemonjuice Solutions repositions vacation ownership properties, delivering additional options to current owners and empowering them to unlock the underlying value of their ownership.

During the reimagination process, Lemonjuice is committed to working with the Board of Directors to organize and inform every one of the next steps. The informational website for the reimagination process is [holidayshoresbeachclub.info](http://holidayshoresbeachclub.info). Please check the website regularly for additional updates, surveys, and meeting dates.

Finally, we would like to recognize the efforts of Dee Lange and the Holiday Shores Board of Directors for their years of service to the resort. They have provided great vacation experiences for the owners, and every owner who has visited the property recognizes the efforts put forth by this excellent group. Lemonjuice, Dee, and the Board of Directors will work together to help Holiday Shores as it transitions from the timeshare arrangement to the sale of the property.

We acknowledge that there may be queries, and as soon as our analysis concludes, we will establish a more all-encompassing communication strategy. For more information on Lemonjuice Solution, please visit the website at

[Lemonjuice Solutions | Resorts Reimagined, a Fresh Perspective.](#)

Sincerely,  
Board of Directors

*Telephone 386/761-6553  
Fax 386/788-3339  
[HolidayShores@HolidayShoresBeachClub.com](mailto:HolidayShores@HolidayShoresBeachClub.com)*



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## **Frequently Asked Questions**

Thank you for your commitment and dedication to the positive changes at the Holiday Shores Beach Club. Let us stay engaged!

We encourage you to read all the Frequently Asked Questions to facilitate a successful communication exchange. Should the below not address your question, please feel free to email us at [hsbcreimagined@lemonjuice.biz](mailto:hsbcreimagined@lemonjuice.biz) or [holidayshoresbeachclub.info](http://holidayshoresbeachclub.info) for regular updates.

### **Q: What is Lemonjuice Solutions?**

**A:** Lemonjuice Solutions provides strategic planning and execution, investment capital, and professional management to timeshare properties. The company has experience in the timeshare industry. One of our specialties is evaluating financially distressed timeshare properties and proposing options to resolve these financial issues, a process done through its Resorts Reimagined™ program.

### **Q: How do I contact Lemonjuice Solutions?**

**A:** Please email your designated reimagination team at [holidaybeachclub@lemonjuice.biz](mailto:holidaybeachclub@lemonjuice.biz) between 9 a.m. and 5 p.m. Eastern Standard Time. Our team members are happy to assist you with your request. If email is a more convenient option, please email. You may also review <http://holidaybeachclub.info> for regular updates.

### **Q: Where do I mail correspondence?**

**A:** Holiday Shores Beach Club  
c/o: Lemonjuice Solutions Reimagination  
7380 W Sand Lake Rd., Suite 130,  
Orlando, Florida 32819

### **Q: What are the plans for the property?**

**A:** The goal is to maximize the value of the property for the owners. In the short term, this means keeping the closed property secure and beginning repairs to the seawall as required by the City of Daytona Beach Shores. As bringing the facility back to a habitable and enjoyable condition would cost much more than the remaining owners could support, the likely outcome is to get the property sold and the proceeds distributed to the timeshare owners.

### **Q: Why is this happening to HBSC?**

**A:** After years of declining ownership, the financial sustainability of HBSC is in question, which is the primary reason the Board of Directors engaged Lemonjuice Solutions.

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