



## STORY IDEAS

Bald Head Island is an extraordinary vacation and second-home destination located two miles off the southeastern coast of North Carolina. Bald Head is unique for many reasons – among the most significant is that it is accessible only by boat and on-island transportation is limited to electric carts, bicycles and your own two feet.

Bald Head Island is rife with timeless, compelling story ideas, from its 14 miles of pristine beaches, master-planned approach to development and prized maritime forest, to its award-winning home designs, loggerhead turtle conservancy, and a colorful history peppered with pirates, lighthouse keepers, Indians, river pilots, ruffians, soldiers, farmers, and entrepreneurs of all types. Here are a few story ideas for your consideration.

### **SENSITIVE LAND-PLANNING PHILOSOPHY**

Property owners say that what makes Bald Head Island so special is not what has been done but what has been left undone. Since 1983, the ownership and development of Bald Head has been entrusted to the George P. Mitchell family, also known for developing the award-winning Woodlands community near Houston, Texas. Astute enough not to meddle with the Island's abundance of natural treasures, the Mitchells have essentially left the beaches, creeks and marshes in their pristine state. ***Of the Island's 12,000 acres, 10,000 are permanently protected and will remain undeveloped.*** Those who wish to build on Bald Head Island must work with an approved architect and plans must be approved by an architectural review board. Landscaping must also conform to environmentally sensitive guidelines. After more than two decades, the Mitchell Family remains true to their original vision for Bald Head Island: to create a viable premier island community where people may live in harmony with nature and each other.

### **A UNIQUE VACATION DESTINATION**

With few distractions other than peace and quiet, a Bald Head Island vacation is all about rest, relaxation and reacquainting. ***Accessible only by boat and with no cars on the island, Bald Head is a quiet getaway where time slows down and taking it easy takes on a whole new meaning.*** Here, families reconnect and couples discover how romantic a quiet island vacation can be. More than 100 privately owned homes are available for rental and provide vacationers with beautiful views, striking architecture and handsome furnishings. And vacationers enjoy golf, croquet, tennis, fitness rooms, pools, dining room and lounge with temporary memberships in both the Bald Head Island Club and the waterfront Shoals Club. In addition, the Shoals Club recreation department organizes activities for the entire family, such as concerts, scavenger hunts, ice cream socials, beach Olympics and holiday carnivals. Self-guided activities include crabbing, clamming, surfing, fishing, cycling, nature walks and historic tours.

### **A HAVEN FOR SECOND-HOME BUYERS**

The factors that go into purchasing a second home are many and varied. For some, the decision is primarily an emotional one – the island provides a safe haven to spend valuable time with family and friends or to enjoy the peace, tranquility and natural beauty the island offers. For others, the decision is purely rational – the property's value will appreciate over time and make sense financially. For many, a combination of heartfelt sentiments and rational motivations led to their purchase decision. Whatever the reason, Bald Head Island is thriving.

**Real estate sales topped \$140 million in 2005, a record for the island and a 9 percent increase over last year.** In addition, the average price of a home or homesite has more than doubled since 1997. Its popularity shows no signs of stopping as Bald Head Island is located in Brunswick County, one of the top 100 fastest growing counties in the nation and top five in North Carolina. And once known only regionally, Bald Head Island now has property owners from 43 states and counting. The developer attributes this jump in sales to the public's increasing interest in a safe, secluded second-home getaway and the popularity of unique coastal environments.

### **ARCHITECTURE WITH HEART: THE EMOTION OF DESIGNING A SECOND HOME**

A first home is a sentence. A second home is a poem. Or so believes Chuck Dietsche, award-winning architect of numerous Bald Head Island residences. The primary residence must meet all the homeowner's practical needs – location, space and functionality. But a second home leaves room for whimsy and wants. **By surveying homeowners through in-depth interviews with questions about treasured places, favorites, childhood memories and ideal vacations, Dietsche is able to craft homes around emotion and nostalgia.** Combining a homeowner's wish for a touch of grandma's house with a desire to feel truly secluded results in a home that is more than a place to live; it's a haven with every secret wish of the homeowner's imagination. These homes are not only stunning architecturally, but they tell an interesting story about the lives of the people who live in them.

### **SEVEN ENVIRONMENTS, ONE ISLAND**

Bald Head Island features 14 miles of pristine beaches and seven distinct environments – West Beach, South Beach, East Beach, Marsh and Creek, Maritime Forest, Harbour Village and Golf Course. **Because of this diversity of environments, Bald Head Island can feel like an entirely different place to different people -- or to the same person on a different visit.** East Beach offers some of the most spectacular real estate on the entire East Coast and was designated one of "America's Top 20 Beaches" by Dr. Beach. Bald Head Island is an active participant in Dr. Beach's Healthy Beaches Program, which accepts applicants that maintain high standards of water and beach quality. Marshes and creeks are excellent for canoeing, fishing, clamming, crabbing and kayaking. The Maritime Forest is among the largest and most prized examples of its kind on the East Coast. With beaches along its eastern, southern and western shores, Bald Head Island allows you to witness the sun both rising and setting over the Atlantic Ocean each day.

### **NATURE PRESERVERS: BALD HEAD ISLAND CONSERVANCY**

In addition to being a welcome respite for world-weary homeowners and vacationers, Bald Head Island is also a thriving enclave for all manners of wildlife. Designated an Important Bird Area by the Audubon Society, Bald Head Island offers 178 acres of protect maritime forest, making bird-watching one of the island's favorite pastimes. **Bald Head is also one of the East Coast's most important nesting grounds for loggerhead turtles.** The Bald Head Island Conservancy is a nonprofit group that monitors loggerhead nesting on the island and works to protect this endangered species. In addition, the Conservancy conducts scientific research to benefit the island and surrounding waters and hosts a variety of educational programs, such as Conservancy Camp and "EnviroLab" for both resident and vacationing children grades 3-12, daily camp during the summer season and fishing schools. Proceeds from Turtle Central, the Conservancy's gift shop, supplement donations and membership sales, which underwrite many Conservancy programs.

### **LUXURY VACATION HOMES FOR A FRACTION OF THE PRICE**

As baby boomers age, the housing market for second homes is also on the rise. With the pursuit of dream vacation homes, fractional ownership has become a popular option. In fact, fractionals, also called residence clubs, are one of the fastest-growing segments of the vacation-home market. Unlike its predecessor, the timeshare, fractional ownership offers greater luxury and more flexibility in vacation schedules. Most fractionals are spacious stand-alone homes or cottages. Fractional vacation ownership is generally sold in groups of 1/12 to 1/4 with owners accessing four to twelve weeks a year. The Hammocks on Bald Head Island offers the best in beach living at the fraction of the price. These fractional vacation homes are sold in a co-ownership plan, which includes a week long vacation for each season with the benefits of club memberships at the Bald Head Island Club and Hammocks Club. A unique aspect of the Bald Head Island fractionals is the ability to participate in a second home exchange program. Through this program owners can trade with others around the world to visit other choice destinations.

### **VACATIONS CLOSE TO HOME**

In the past few years the American dollar has lost value when converting to the euro and the British pound, spurning travelers to forgo the traditional European vacation. While some travelers seek out new exotic destinations in the east, many are finding they can still travel to luxurious, remote locations without stamping their passports. On Bald Head Island no passport is required and the only conversion rate travelers concern themselves with is that of time. The pace is slow in order for vacationers to soak up all the richness that the island has to offer through its natural beauty and timeless activities. Instead of climbing the Eiffel Tower, vacationers enjoy the panoramic views a top the island's only high-rise, the Old Baldy Lighthouse. Meandering pathways through untouched maritime forests dotted with small communities gives visitors a sense of the old country without crossing the Atlantic. Accommodations on the island range from the charming villas of Harbor Village to the majestic homes of Cape Fear Station. Replacing the eccentric cuisine of distant locales, down home southern cooking is on the menu at Shoals Club and Eb & Flo's. While dining at the Bald Head Island Club Dinning Room or the River Pilot Café located near the Ferry landing rival fine dining on any continent.

### **ANYTHING BUT ORDINARY CORPORATE RETREATS & PICTURE PERFECT WEDDINGS**

Discerning brides and savvy business people have long recognized Bald Head Island as a unique destination for quiet retreats and memorable special events. Bald Head Island Limited has a full-service Hospitality Sales and Event Planning division to assist with every detail, including catering, accommodations and group recreation, such as scavenger hunts, beach Olympics, volleyball, tennis, golf and croquet. A variety of indoor, outdoor and tented facilities are available. ***For brides, the island offers several beautiful sites for an unforgettable ceremony***, including the beach, the Common at Cape Fear Station, Harbour Village tent pavilion, the Shoals Club and the non-denominational Bald Head Island Chapel, which holds up to 113 guests. With breathtaking views, miles of pristine beach and unparalleled sunsets, Bald Head Island promises every bride a happily ever after.

### **A MECCA FOR BOATING ENTHUSIASTS**

Bald Head Island is a perfect destination for the boating enthusiast. After all, it takes a boat to get there. ***The protected, 10-acre harbour of Bald Head Island Marina is homeport to the Bald Head Island Yacht Club, which offers a full complement of boating amenities, as well as front-door access to the extraordinary pleasures of the island.*** Yacht Club members enjoy access to a bathhouse with restrooms, showers and laundry, and exclusive use of a boat slip, a privilege that can be passed down to future generations. And if you're just visiting, transient dockage is available. Virtually everything visitors need to enjoy a water-based lifestyle can be found surrounding the marina. The Marina's dockmaster can assist with small

boat and fishing equipment rentals, fishing charters and canoe or kayak excursions. Sailors are invited to compete in the sailing regatta, and Bald Head Island recently established a sailing club. Fishing enthusiasts can also compete for cash in Bald Head Island's Fishing Rodeo, an annual event that attracts nearly 100 anglers from around the Southeast each June.

### **CHAMPIONSHIP GOLF WITH STUNNING VIEWS**

Many residents claim the best way to experience the beauty of Bald Head is on the 18-hole championship golf course. Designer George Cobb, who for 20 years was the lead consultant at Augusta National, left much of the terrain the way he found it, creating a course of unparalleled wild beauty. Many of the holes are so undisturbed, in fact, that they are bordered by the still lively natural habitats of herons, egrets, ibises, foxes and alligators. ***The quality of the course combined with the island's location, amenities and spectacular homes to earn it a place on the recent Travel + Leisure Top 100 Golf Communities list.*** Considered to be one of the finest in the Carolinas, the Bald Head Island Golf Club course received a coveted 4.5-star rating from *Golf Digest*. The course has a slope rating of 139 and course rating of 74.3, putting it in the top 20 percent of courses in difficulty. Weekend warriors need not be discouraged, though.

For more information on Bald Head Island, please visit our website at [www.baldheadisland.com](http://www.baldheadisland.com)

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