



YCOA  
YACHT CLUBS OF THE AMERICAS

## **YACHT CLUBS OF THE AMERICAS JOINS FORCES WITH LEGENDARY TO LAUNCH LEGENDARY YACHT CLUBS**

### **The New Joint Venture includes Several Marina Projects to be Developed from Clearwater, Florida to New Orleans, Louisiana**

**Destin, Florida (July 23, 2007)** – Destin Developer, Legendary, Inc. and Yacht Clubs of the Americas (YCOA) announced a joint venture to develop Legendary Yacht Clubs throughout the North Gulf Coast region from Louisiana to Florida. The partnership between Steeven Knight, CEO of YCOA, and Peter Bos, CEO of Legendary, Inc., will provide permanent and affordable water access for boaters to the Gulf Coast waterways as well as luxurious amenities and 5-star concierge service.

“We are honored to be teaming up with Peter Bos and Legendary Marine as they are a dominating force in sales and service in the boating industry along the North Gulf Coast,” said Knight. “We look forward to joining forces with Legendary to help protect waterway access for boaters through the preservation of marinas in an effort to better serve Destin’s active waterway community.”

Legendary Marina, located in Destin, Florida on the Choctawhatchee Bay, will be the first project in the joint venture. The facility will be renamed Legendary Yacht Club of Destin and will be modeled after current YCOA facilities that boast a myriad of modern luxury amenities. Legendary Yacht Club of Destin will add the following amenities to its already successful marina operations including: a full-service restaurant, infinity edge swimming pool with bar, valet parking, private owners’ lounge, sauna, steam and fitness areas, children’s play area and more. In addition to these amenities, members will enjoy wholesale pricing on their limousine service, fuel, food and beverages as well as extended hours of service and unlimited boat use.

“Legendary has a reputation for exceeding customer and guests expectations,” stated Bos. “YCOA has the same philosophy and we are honored to join forces with such a dynamic individual as Steeven. Our visions of providing water access to boaters, teamed with the other amenities Legendary has to offer, will offer guests more than a place to store their boat.”

A unique benefit of ownership at Legendary Yacht Club of Destin is the reciprocal use privileges members will receive at all YCOA’s affiliated locations including Sanibel, New Smyrna, Naples, Key West, Riviera (Ft. Myers), Tampa, Stuart, Ft. George (Jacksonville), Grand Bahamas, and Charleston, SC.

A demand for marina slips and access to the water has been created due to the scarcity of land and new development of the areas. ABC Action News recently reported that this is prime waterfront real estate in Florida and that even in the boom of 2005, premier wet and dry slips bucked appreciation trends of traditional single family homes. According to state-certified general appraisers, wet and dry slips appreciated an average of 35% per year for the past eight years.\* As demand continues to out pace supply, YCOA ownership allows for the building of equity in a rapidly dwindling resource. In addition, the Legendary Yacht Club of Destin will bring welcome relief to the more than one million registered boaters in Florida as well as potential investors.

For more information on Legendary Yacht Club Destin, contact our sales specialist at (850) 337-8320.

### **MORE ABOUT YCOA**

Based in Fort Myers, Florida, YCOA acquires and develops marina properties and converts them into private membership yacht clubs at which members can own slips and storage units for boats. YCOA's vision is to preserve marinas for the boating community as well as boat dealers and manufacturers. For more information about YCOA, visit [www.ycoa.com](http://www.ycoa.com).

### **ABOUT LEGENDARY, Inc.**

Legendary, Inc. is headquartered in Destin and holds a diversified portfolio including: Resorts Division, Realty and Development Division and a Marine and Marina Division. With enterprises such as Emerald Grande, Legendary Marine, Regatta Bay Golf and Country Club and Destin Commons, the company's diversity and expertise has produced numerous successful Destin area projects. The company stands strong behind its mission to provide "Legendary experiences which exceed the expectations of visitors and residents along the North Gulf Coast." For more information on Legendary, Inc., visit [www.legendaryinc.com](http://www.legendaryinc.com).

***\*This is an historical account of the appreciation of wet and dry slips from 1997 to 2005 and shall not be construed as any guarantee that wet and dry slips will continue to appreciate.***

**Media Contact: Julie Cotton, Vice President of Marketing for Legendary, Inc. at (850) 974-3900 or [jcotton@legendaryinc.com](mailto:jcotton@legendaryinc.com)**

**###**