

For those who may not know (or may want to forget) the Trumpets Restaurant history...

In the beginning, it served Del Webb's purposes to (temporarily) allow public access to Trumpets because only a few hundred (expanding to a thousand or two) homeowners were residing in SCA in the early days (1999-2002) and DW needed MANY patrons of Trumpets in order to justify the expense of a full kitchen/restaurant staffing/operating plan.

Public access was a necessity (for DW/Pulte) at that time. It was not a long-term, homeowner-oriented business decision. That can be stated because it is clear the MODEST, 120-seat Trumpets restaurant, with only ONE REMOTE access through the interior of the community center, TINY bar area, and with NO included restrooms, was specifically designed (for the long-term) to be restricted to COMMUNITY support.

Such a modest design would NEVER be intended to provide for long-term public services while also trying to serve a built-out community of over 12,000 residents with dozens of community clubs and massive activities for members only. While SCA was not designed to be a gated community, its facilities were CLEARLY designed for members only.

It has been said that Favil West (Treasurer from 2001 to 2006) reported the TOTAL costs to operate Trumpets was between \$400,000 and \$500,000 per year, and those costs were paid out of our dues and DW sales accounts. That would make sense as DW had to be including in its homes prices sufficient revenues to cover marketing and sales expenses for the entire Anthem project.

Allegedly, less than \$200,000 annual revenue was being received for those expenses and Trumpets was "losing" between \$250,000 and \$350,000 per year. These numbers are highly suspect, at best. Our community deserves a full disclosure of all of the secret financial details in this history of this restaurant facility.

Since only one or two thousand residents were paying dues in 2001-2002, clearly, the association funds could NOT afford to absorb those excessive costs. We understand that Pulte made it clear in 2001 that it would not allow company funds to subsidize Trumpets, so there was a BIG problem that could not be resolved other than to close the restaurant or find a different way to stop the DW/Pulte employee/salary expenses.

Of course, ask yourselves, what did DW expect when it opened Trumpets BEFORE a critical mass of homeowners were present? Naturally, they expected to fund it through DW MARKETING/SALES funds. They could not have expected dues from a few residents in those early days to be able to cover the costs.

Also, imagine how many thousands of residents were needed by the business plan to support a full-service (7-day, 12-hour) restaurant of 120 seats? Perhaps at least 5,000 residents and a resident-friendly Trumpets operation was necessary to break even; but, it could be more. Now that there are so many new food service options built since 2002, the business model is more complex than before.

And, how could anyone expect Trumpets to “break-even” in 2000-2002? There was no chance—unless big-time public catering and/or public gaming was injected into the community! So, we got S&D Cafe forced down our throats by Pulte so it could avoid the marketing/sales expenses of using Trumpets as they wished.

Because of the above factors, and many more, some blame all of the Trumpets losses on Pulte’s Board Members of SCA, and on DW/Pulte’s CAM company’s gross mismanagement (or worse). But, it is not that simple. Our previous Board members have some important shared responsibility for SCA losses of over \$1 Million—since they did nothing to stop the losses, and they had the power to do so starting in May 2005.

For more information (and there is a GREAT deal more available about the mismanagement history of SCA’s restaurant) I recommend readers check out the dozens of well-documented articles published by Ron Johnson in the past few years, and the items posted on Anthem Voice web site and blog. For specific questions, send email to bobfrank@cox.net.