

**2022 LHCC SURVEY EXECUTIVE SUMMARY AND COMMENTS - INFORMATION TAB  
FOR BOARD  
09/27/22**

**ISSUE:** The 2022 LHCC Survey vendor, Whorton Research has created an Executive Summary of the results with integrated narrative and graphics.

**BACKGROUND:** A Task Group under the Master Planning Committee (MPC) led the 2022 survey (conducted every 5-years) from June 16-July 8, 2022 on behalf of the Lake Holiday Country Club (LHCC) Board of Directors. The survey was open to association owner and tenant respondents.

The purpose of the survey is to gather data to assist the LHCC's Board, Master Planning and other Committees in assessing priorities of association members and tenants regarding community resources, and identifying potential new projects that if approved, would require Capital Improvement Plan (CIP) funding.

Sections of the survey were designed to gather demographics, clarify results from previous surveys, and assess emerging or potential issues and opportunities facing the community.

The results were briefed by Kevin Whorton, Whorton Research to the board on August 23, 2022. The meeting is posted here: <https://www.youtube.com/channel/UCDbcSlj9lCAxuMEaY6qMEKA> (listed as "LHCC Committees' Zoom Meeting 2:25:13"). The survey briefing begins at 6:22 and concludes at 1:06:54

**PLANNED ACTIONS:**

- Categorized Comments received from survey respondents have been sent to Board directors, Board candidates, Committee leads, Master Planning Committee members and the LHCC General Manager. The goal is to prioritize topics that need action; determine the feasibility of ideas and input; and/or strategize what information, if communicated, could help in achieving greater understanding about certain topics or areas of concern.
- Office staff to replace content here <https://lakeholidaycc.org/community-survey/> with updated Survey Results web content with a link to Comprehensive Report (promote using a scrolling banner).
- Survey Results graphic posted on the official LHCC Facebook page with a link to post-survey results web page.
- Update the LHCC Master Plan and replace 2017 survey links with 2022 survey links (Executive Summary and Comprehensive Report).
- MPC to discuss future amenities to research and proposed funding amounts using Capital Improvement Plan (CIP) budget for board review and approval. Funding would be for 2024 and beyond.
- Other LHCC Committees and Management also have actions they should take, as appropriate.

**SPONSOR:** MPC Survey Task Group

# Lake Holiday Country Club: 2022 Community Survey Results

## Executive Summary

The Lake Holiday Country Club 2022 Survey was conducted June 16-July 8 by a research consultant working under the direction of the Master Planning Committee on behalf of the Board of Directors. Its purpose was to gather data that could assist the Master Planning Committee in making recommendations and inform the Board of Directors when making decisions about needs and priorities of Association members with respect to community resources.

Parts of the survey were designed to provide clarification or validate results from earlier surveys, and parts were designed to address emerging or potential issues and opportunities. A questionnaire was administered online using KeySurvey software. This tool controlled for the display of certain questions based on previous responses, but most participants answered all 51 questions.

A total of 595 completed surveys were received from adult individuals within Association member households asked to respond on behalf of all household members. Given a high participation rate (42% of unique households), we assume the sample is representative of the community and accurately represents the behaviors, opinions, and preferences of households.

The summary of results is as follows:

**Profile**—73% are full-time and 11% part-time owner/residents, 13% are lot owners, 4% are non-resident owners. The household generally has at least one member working (64%) while 38% have retired member(s). Mean household size is 2.8 people, with 9% single-person, 48% two-, and 43% three or more person households. Participants have a median of 8 years in LHCC, with only 8% present less than one year, 33% 1-5 years, and at the other extreme, 17% with more than 20 years.

**Community Annual Events**—Past attendance is highest for July 3<sup>rd</sup> Fireworks (85%), July 4<sup>th</sup> Boat Parade (54%), and Memorial Day Event (51%). Predicted future attendance is highest for July 3<sup>rd</sup> Fireworks (60%).

**Concentrated Attendance Patterns**—Past and planned future attendance is highly concentrated with a segment of the community. Past attendance shows 21% each participated in 0 or 1-2 events, while 33% did 3-5, and 25% 6 or more. Anticipated attendance shows 22% each reporting planning to do 0 or 1-2 events, while 26% plan to do 3-5, and 30% plan to do 6 or more. This means that the 30% who plan to attend 6+ events would account for 65% of all participation in LHCC events, while the 48% who plan to do 1-5 events account for the remaining 35% of attendance, if of course they make good on their plans. Effective event promotion will require some effort to 1) convert some who intend to do nothing, 2) “upgrade” those who plan to attend a few things, and 3) cultivate and cater to the smaller audience who comprise most of the normal attendance.

**Past/Future Attendance/Retention**—Owner/residents report attending an average 4.6 of annual events in the past, and non-owner/residents reported 3.3. Anticipated future attendance is higher, at 5.0 events, but predicted retention of past attendees is somewhat low, ranging from a high of 52% planning to attend Labor Day and July 3<sup>rd</sup> Fireworks again, to a low of 28% planning to attend NYE Social again.

**Events/Clubs**—Food trucks (91%) have near-universal participation, while highest past participation for other activities includes Movies on the Beach (25%), Ladies’ (22%) and Men’s Coffee (12%), and Sunset Social (18%). Movies on the Beach (50%) and Sunset Social (32%) have high predicted rates of growth. Retention in this category varies between 57 for Mahjong down to 25% for Strength, Stretch and Balance.

**Potential Activities**—There is great interest, with a mean of 4.9 activities checked by owner/residents. Most popular include food for sale (61%) and more adults-only events (51%), but at least 40% are also interested in free movies for adults (at Club House/Beach), more outdoor and indoor seasonal adult activities, free adults-only events such as Entertainment/DJ/Dancing, CPR/Basic Life Support, and Advanced First Aid training class.

**Lake Activities**—60% own at least one boat, with 40% owning powered and 37% a non-powered boat. Only 19% identify as weekend boaters. The most common seasonal activities include cruising at almost 20 times a summer, swimming at a beach 12 times, and using a trailer to take their powered boat to the ramp 9.6 times. Typical wait times for a boat ramp is fewer than 15 minutes on weekdays, with many reporting 15–30-minute waits on weekends, and some seeing 30–45-minute waits on weekend afternoons and holiday weekends. If more marina slips were available, 10% would rent a slip who currently use the ramp each time, and 13% would purchase a boat if they could rent a slip. If more canoe/kayak storage ramps were available, 15% would rent one instead of storing elsewhere, and 10% would buy a canoe/kayak if they could rent a rack.

**Facility Use**—The clubhouse is used by 68%, most often for various LHCC social events and the Fitness Center, while almost 20% occasional rent it for private events and 12% use it for LHCC clubs.

**Capital Investment Priorities**—Clubhouse Parking Lot Expansion and gravel walking/biking path trail completion (3.4 each) are the highest priorities, followed by many equal options—Country Club Park Playground Equipment (3.1), Beach III Road and Beach Area Grading/Gravel, Country Club Park and Beach II Pavilions, and Tot Lot Swings (3.0 each). In the longer term, a trail on the common area that circumnavigates the lake (3.7) is the highest priority, while enhanced small pond areas (3.1) and a manufactured building (2.9).

**Assessment Increases**—Only 11% would definitely or probably, and 16% would definitely not support an increase in assessments, while between these extremes, 24% would probably not unless it was for a very important improvement, and 47% maybe would, depending on the improvement.

**Satisfaction**—58% feel their assessments are just about right for the amenities. Most of the rest feel dues are somewhat (25%) or much too high (12%) for the amenities, while 4% feel dues are lower for the amenities.

**Enforcement of Non-Resident Use**—About half are either extremely (30%) or very concerned (21%) with non-residents using amenities, while 27% are somewhat, 11% are not very, and 6% are not concerned at all. Those who are concerned are split, 45% each, between taking enforcement/additional access control measures right away, or to study the matter before taking action to enforce/limit access.

**Communications**—LHCC is rated highly for activities/special events and alerts (4.1 average score for each), and lower for community issues (3.6). Most participants welcome additional emails concerning community activities/meetings, and 52% welcome a new online discussion forum for members only (without anonymous input). Most (65%) want Board meetings live streamed and recorded, while 25% are somewhat supportive or am not opposed if others want it. The most common news sources for LHCC information are the unofficial “Lake Holiday Families” and official Facebook pages, while 44% report visiting the official website several times per month.

**Security/Safety/Services**—Gate entry control (3.45 average score) is rated excellent/good by 55%. Everything else is rated much lower in security category. Road speed control (3.0) is rated average while Vandalism Prevention and Roving/Foot Patrol (2.5) are lower. Road snow removal/deicing (3.9), road and beach maintenance, and safety services (3.7 each), and safety (3.7) are highly rated, trash facility (3.15) lower.

**Office Administration**—Features are rated much higher, particularly friendliness (4.3), professionalism (4.2), convenient office location (4.1), availability by email and telephone, timeliness of response and availability by telephone (4.0 each), and availability in person (3.9).

**Restaurant**—Only 19% would support construction of a restaurant with a special assessment to cover construction costs, and 12% would pay increased monthly dues on a continual basis to cover operational costs for utilities. More would prefer a family casual format (\$15-\$35/person) than would prefer fast casual or more upscale combined. If a restaurant was established, 52% support serving alcohol.

**Bylaws**—67% support a restriction so that only one member per lot owned can be on the Board at any one time; 7% say no and 27% have no opinion.

**Vendors**—51% would be interested in joining others to get a vendor to provide fiber optic, while only 15% said no and 34% have no opinion.

**Potential Volunteers**—12% indicated interest within their household to become a volunteer in LHCC, while 75% were not interested and 13% currently volunteer.

\*\*\*