2015 ENTERPRISE GOALS

OVERALL GOAL: Reinvigorated Hot Springs Village Brand and Operating Excellence Producing Destination Community Growth

ENTERPRISE GOAL: Increased National and Regional Exposure of Hot Springs Village’s Natural Living and Recreational Environment

OBJECTIVES:
- Launch targeted marketing program by March 2015 to produce increased member and visitor amenity usage, and a 10 percent increase in existing home sales by December 2015
- Strengthen relationships with state/local authorities to promote regional benefits
- Secure outside economic/business growth and a national home builder by December 2015

ENTERPRISE GOAL: Modernized Financial Accounting to Complement Increased Monetary Opportunities

OBJECTIVES:
- Implement by December 2015, the three-part Business Model to include: increased assessment revenue; improved amenity financial performance; and new growth funding initiative
- Implement financial reporting software system by March 2015
- Reenergized lot sales program to reduce delinquent assessments by December 2015
- Implement modern best practices to increase employee productivity by 10 percent by December 2015

ENTERPRISE GOAL: Modern and Efficient Infrastructure System

OBJECTIVES:
- Complete comprehensive review of future infrastructure and deferred maintenance requirements by March 2015
- Implement robust infrastructure maintenance and repair program by June 2015
- Implement innovative Information Technology products to produce 10 percent cost savings by June 2015

ENTERPRISE GOAL: Upgraded Current Amenities and New Amenity Options

OBJECTIVES:
- Complete comprehensive review of current amenity strengths and weaknesses to determine increased usage opportunities by January 2015
- Improved rental market offerings and availability by March 2015
- Increase amenity usage/revenues by 10 percent by June 2015, and continue through December 2015
- Develop potential new amenity plans and projected costs by December 2015

ENTERPRISE GOAL: Accurately Informed and Satisfied Property Owners

OBJECTIVES:
- Responsiveness to member and visitor inquiries within three days by March 2015
- Maximize usage of all media sources available by June 2015
- Improve member and visitor satisfaction rates across all POA activities