Memo

To: Hot Springs Village Board of Directors
From: Lesley Nalley, CEO LN
Date: January 17, 2017
Re: Discussion – Proposed Mission, Vision and Values Statements

In working through the charrette process and completing an evaluation of HSVPOA governing documents, the Board identified that HSVPOA did not have a “Community Mission Statement”, but rather a board mission statement. Developing community vision and mission statements is crucial to clarify our identity and marketing efforts. These statements will explain our aspirations as a community in a distinct manner, as we execute the Comprehensive Master Plan.

The proposed Mission, Vision, Values and Tagline for Hot Springs Village are attached, as well as an excerpt from the post charrette newsletter discussing our need to clarify our brand.

This will be discussed at the January 17, 2018 regular meeting.
**Mission:** (Reason for existence. Serves to communicate purpose and direction)
Hot Springs Village is a natural paradise nestled in the center of the United States, offering lifestyles from the most vibrant to the peaceful and serene.

**Vision:** (Description in a future successful state, is inspirational and aspirational)
America’s premier active lifestyle community.

**Tagline:** (Adds to the marketability of the mission or vision statements)
A place to live your dreams.

**Values:**
We are a welcoming community where everyone is encouraged to pursue their dreams through these shared values:

- **Sustainability** - We are good stewards of our stunning natural environment and have the will to continuously deliver opportunities that enhance the community.
- **Diversity** - We respect the rights, differences and dignity of all.
- **Tranquility** – We are comprised of a variety of neighborhoods, residential offerings with secured entries, allowing owners and visitors a sense of belonging, ownership, and serenity.
- **Altruism** – We are neighbors from all walks of life who give their time and talents for the greater good.
- **Integrity** - We encourage honest, creative and ethical community leaders
- **Active lifestyle** - We embrace a wide variety of activities, amenities and volunteer opportunities.

Excerpt from post charrette newsletter:

The Hot Springs Village brand suffers from confusion as to what brand promise is being communicated to the public. Through this comprehensive plan initiative, we will strive to clarify the Village’s existing internal and external messaging as a retirement community, a destination, a place for professionals, and a place to raise a family.

Brands benefit from clear, distinctive, and consistently communicated identities…and brands last for decades. A Hot Springs Village brand is essentially what people think of the Village, rather than how the community defines itself. However, the POA can directly influence brand perception through enhancements to the Village that are currently being considered by this comprehensive planning effort.