Twiggs Outlines Transitional Business Model at April 16 Meeting

David Twiggs, Hot Springs Village Chief Operating Officer/General Manager, outlined the transitional business model for the Property Owners Association at a meeting held at the Woodlands Auditorium April 16.

Twiggs said Hot Springs Village must transition in several main areas in order to promote sustainability and growth.

These areas include quality control, monetizing amenity sales, placemaking, context, brand, marketing and monetizing growth.

In each of these areas, Twiggs discussed various methods which had been employed by Hot Springs Village in the past as well as transitions needed to bring about sustainability and growth in the Village in the future.

Quality Control: Twiggs noted the need for capital maintenance and attention to financing, as well as systems inventory that provides improvements for quality customer service, facilities, gate access and reservations.

Monetizing Amenity Sales: Twiggs said it is necessary to monetize golf and other amenities both externally and internally. He highlighted the Ouachita Sports Trail as an example of bringing this about, noting he is working with regional partners to develop this new amenity for the region.

Placemaking: Twiggs said it was important to add ultralocal value in Hot Springs Village as well as providing new housing options and investment incentives to encourage growth through placemaking.

New Context: A variety of transitions are needed in Hot Springs Village create a new context, according to Twiggs. These include changing the Village’s reputation in Arkansas through development model public relations, in-migration business opportunities and tourism. Twiggs said the development of Ouachita High Country is another way to provide a new context for HSV as well as recognizing a change in the target market and developing new network partners both regionally and on a state wide level.

Brand: Transitions in branding in Hot Springs Village include not only the look through publications, press and the visuals within the community but also developing new products such as the Rod & Gun Club, Grove Park Markets and Basecamp.

Marketing: Twiggs said the marketing strategy for Hot Springs Village must include not only advertising but also competitive analysis, sales, visitor flow navigation and discovery packages such as providing a one stop shop and lodging for prospective members.

Monetize Growth: Twiggs emphasized the necessity of implementing a sales program as well as analyzing assessments and fees in order to monetize growth in Hot Springs Village.
In conclusion, Twiggs said all of the parts of the strategy work together to make Hot Springs Village a place where people want to live. “We want people to love living here in Hot Springs Village,” he said. “It’s all about creating places for people to thrive.”

A video presentation of the meeting will be forthcoming.