


Holiday Island

Suburban Improvement District

110 Woodsdale Drive
Holiday Island, AR 72631
(479) 253-9700
hisid@holidayislandark.org

TO: HISID Board of Commissioners
FROM: Kevin Crosson, District Manager 
DATE: March 25, 2011
SUBJ: *HISID Inventory Lot Sales Promotions*

Please find below the program details for the three inventory lot sales promotional programs. Feel free to contact me at your convenience with any questions or comments regarding this information. Thank you.

Inventory Lot Purchase Incentive Program

Program Description:

The District agrees to waive use fees at both District golf courses and the District recreation center for the calendar years of 2011 and 2012 for any individual that purchases a Holiday Island inventory lot prior to December 31, 2011.

Terms and Conditions:

- The Inventory Lot Purchase Incentive Program promotion is applicable only to the sale and closing of a property(s) held in inventory with the Holiday Island Development Corporation, Inc. (HIDC) prior to December 31, 2011
- Upon receiving notice that an inventory lot deed has been recorded, the District will enter a "use fee waived" membership account into the POS system at both the 18-hole golf course and the recreation center for the new property owner for the remainder of 2011 and the calendar year 2012
- The use fee waiver granted under this program applies to the property owners listed on the membership card provided by the District and all dependent family members living in the household
- The use fee waiver may not be retroactively applied to previously incurred expenses by current Holiday Island property owners (i.e., no refunds)

Property Owner Referral Program

Program Description:

The District agrees to provide a \$100 credit to any current Holiday Island property owner who places a referral that results in the purchase of a Holiday Island inventory lot prior to December 31, 2011. The \$100 credit may be used towards any District fee or charge with the exception of the property owner's annual assessment levy.

Terms and Conditions:

- The Property Owner Referral Program promotion is applicable only to the sale and closing of a property(s) held in inventory with the Holiday Island Development Corporation, Inc. (HIDC)
- Property Owner Referral Forms (Attachment #1) will be accepted at the District Office until December 31, 2011
- As Property Owner Referral Forms are received, the District will forward a copy to HIDC for sales agent assignment and contact initiation
- In order to be eligible for the credit, the Property Owner Referral Form must be dated and submitted **prior to** the lot sale contract date of referral
- Once the District receives notice that a deed has been recorded, staff will contact the referring property owner to establish assignment of the \$100 credit
- The \$100 credit may be used towards any District fee or charge with the exception of the property owner's annual assessment levy. Eligible fees or charges include, but are not limited to, daily use fees, cart fees, swimming fees, trail fees, driving range fees, meeting room rentals, pro shop/rec center credits, or water utilities
- Credits for referring property owners must be assigned and applied within 90 days of the date of the recorded deed
- Holiday Island property owners are not eligible to refer other Holiday Island property owners when purchasing additional inventory properties
- The referral credit may not be retroactively applied to previously incurred expenses (i.e., no refunds)
- Referring property owners must be current on their District assessments and utility accounts in order to be eligible to receive the referral credit.
- There is no limit to the number of referrals per Holiday Island property owner that can result in the \$100 referral credit. A separate Property Owner Referral Form is required for each separate referral
- In the event two or more individual owners submit an identical referral name, only the first owner to submit the name, based on submittal date, will be eligible to receive the referral credit. The District retains sole authority as to determining the submittal date and time of each referral name
- Referral credits are not transferable to any other property owner at any time, including upon owner's physical relocation, disability or death

- The District may change the Property Owner Referral Program's "Terms and Conditions", and/or any portion of the program, at any time at its sole discretion. For the most recent version of the Terms and Conditions, contact the District Office at 479-253-9700 to request a copy.

Inventory Lot Sales Prospect Program

Program Description:

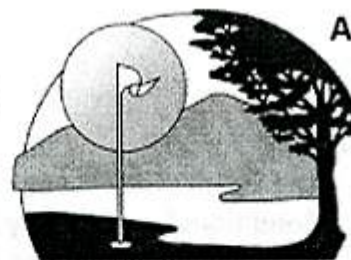
The District agrees to provide the Holiday Island Development Corporation, Inc. (HIDC) a series of 200 numbered complementary amenity cards to be used with prospective inventory lot purchasers.

Terms and Conditions:

- The Holiday Island Development Corporation, Inc. (HIDC) will control the distribution of the District-provided complementary amenity cards (Attachment #2). HIDC shall make available a number of cards at their discretion to other real estate agents working with prospective inventory lot purchasers
- Complementary amenity card promotion shall be valid until December 31, 2011
- The use of the District-provided complementary amenity cards is exclusively for the purpose of promoting Holiday Island to prospective inventory lot purchasers. Current property owners and/or real estate sales agents are prohibited from using these promotional cards
- The cards shall be remitted to the District on the date of amenity use for the purpose of tracking and monitoring program usage

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Property Owner Referral Program



Holiday Island

The Holiday Island ***Property Owner Referral Program*** is designed to help you share in the Holiday Island experience with your friends, family, business associates and social acquaintances, and help us build property ownership in our unique community! When your referral purchases an inventory property through the Holiday Island Development Corporation, Inc. in 2011, they will receive a waiver of use fees at both District golf courses and the recreation center for the remainder of 2011 and all of 2012, and you will receive a \$100 credit towards any District fee or charge, with the exception of your District assessment levy*.

Please complete the referral information found below, and return it to the District Office (110 Woodsdale Drive, Holiday Island 72631). Once your referral closes on a property and a deed is recorded, we will contact you regarding your credit. We're excited for your help in building our community at Holiday Island!

*See attached "Terms and Conditions" for eligibility.

Property Owner Referral Form

Property Owner Information:

Property Owner Name: _____ Account #: _____
(located on your membership card)

Address: _____ Phone #: _____

Signature: _____ Date: _____

Referral Information:

Last Name: _____ First Name(s): _____

Address: _____ City: _____ State/Zip: _____

Best Phone #: _____ E-Mail Address: _____

*Referral is currently working with a local sales agent: Yes No If Yes, Name of Agent: _____

Signature(s): _____ Date: _____
HIDC/HISID Office Use Only:

Sales Agent: _____ Date Submitted: _____

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HOLIDAY ISLAND SUBURBAN IMPROVEMENT DISTRICT
Complementary Amenity Card

NO. 001

Valid for 5 days from _____, 2011

ONE (1) 18-HOLE ROUND (cart rental mandatory)

ONE (1) DAY USE AT RECREATION COMPLEX

_____ Guest Signature

Staff Initials: _____ Date Redeemed: _____

(front)

REQUIRED INFORMATION:

Guest Name (Print): _____

Address: _____

Phone #: _____

Sales Agent: _____

(back)