

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 *VC*
DATE: June 17, 2010
SUBJ: *Discussion - Holiday Island Marketing Plan*

As you know, one of the District's objectives in our 2010 Work Program is to update the community marketing plan. That objective states:

Conduct a comprehensive review and update of the 2004 District Marketing Plan, and develop planning details for both the marketing of the community and for the use of District golf facilities.

With the volatility of the real estate market, along with the uncertainty of the District's assessment base, it is critical that we re-establish a clear, progressive marketing and promotion plan to keep Holiday Island competitive, attractive and financially sustainable. You will find attached a proposal for the creation of a committee, composed of Holiday Island property owners, to develop a "comprehensive list of detailed plans" to aide in the marketing and promotion of Holiday Island.

For your information and reference, a copy of the 2004 Community Marketing Plan is also attached. This document was also developed with the use of a property owner committee. Should the Board of Commissioners chose to approve this new committee, District staff will be prepared to provide whatever reasonable assistance and coordination required to ensure the development of a successful plan for our future.

As you consider this important issue, please be prepared to provide your thoughts and input regarding:

The kinds of activities you may have in mind to create a successful, realistic plan;
Public input, as well as participation by various groups and individuals;
Your opinion as to **what** we are marketing, as well as what changes in our operations we are willing to make to ensure the success of the plan;
How much realistically the District should be able to financially commit to plan implementation; and
The Board's role in the plan development.

Please feel free to contact me regarding any questions you may have regarding this issue. Thank you.

To the Commissioners of the Holiday Island Suburban Improvement District

“Marketing Holiday Island; 2010 and Beyond”

It has become apparent to many citizens in Holiday Island that we must take a more active role in marketing “Holiday Island.” It is our belief that **the addition of new citizens** is critical to maintain our existing nice facilities. We need new capital to offer additional improvements that will enhance the life of our citizens and their families. In summary, we need growth to maintain our wonderful way of life here at Holiday Island.

Using the Holiday Island Community Marketing Plan developed in 2004 as a guide and starting point, it is our intent to develop a comprehensive list of detailed plans on ways to grow Holiday Island. We would determine those areas of the country that are most likely to enjoy living here and then find the most cost effective means to notify them that Holiday Island is here and would be the perfect place to spend the “best years of their lives.”

It is our intent to explore totally different ways to market Holiday Island than has been done in the past. We hope to find “free” methods using the new social networking tools available on the internet. We will identify low cost methods as well as the most effective means which may require financing not currently available.

We would like for all citizens to have the opportunity to provide their input through written means or town hall meetings. The Holiday Island Chamber and its businesses should be allowed to provide input on this master plan.

We want to include input from our local developer and long time supporter, Tom Dees and invite input from the Eureka Spring Chamber of Commerce, its local government and citizens. All of us have much to gain by working together and growing Holiday Island.

We see funding this advertisement plan as being a critical issue. There may be “free” items that will require many volunteers. Money will have to be “found, pooled or raised” to do the more expensive, effective communication with our prospective citizens.

It is our hope and our intent to make this plan one that everyone will have a part in “inventing.” We will need everyone’s support with their volunteerism or by helping to find the necessary funding to make “Marketing Holiday Island” work quickly and effectively. A common plan endorsed by all may lead to more pooling of resources rather than dozens of smaller and less effective individual efforts to advertise.

This committee is ready and willing to take on this task but feels it must do so under the overall direction and approval of the Commissioners of Holiday Island.

We respectfully request that you approve the below listed committee and add, as you see appropriate, additional members, or provide specific directions and/ or requirements.

Respectfully,

Vernon Anderson, Keith Bunting, Mark Colby, Mary Diehl
David Dunn, Alice French and Judy Gambill.

Advisors to the committee include: Mila Floro, Dave Hirsch, and Paula Koch