

# 2021 ANNUAL ACCOMPLISHMENTS

## ACCOUNTING / ADMINISTRATION

- PPP Loan was fully forgiven in the amount of \$2,089,000.00 and recognized as other income.
- Reduced losses in Food & Beverage by over \$350k year over year compared to 2020 by leasing restaurant operations of DeSoto Club, Granada, and Isabella.
- Sales tax rebate funds recouped in the amount of \$18,080 + sales tax adjustment claim of \$39,820 for a total of \$57,900 over 2021
- Converted to Paperless Accounts Payable software. This allowed us to handle transactions in a more efficient way by users having the ability to request, process and approve transactions electronically. While reducing our paper consumption and improving the timeliness of vendor payments. Also, improved our audit tracking functions and improving internal controls.
- Completed the conversion of Fixed Assets from Excel into Asset Software. This allows us to accurately track and record all asset and depreciation costs on a timely basis.
- Improved and expanded monthly financial reports to include more information, improving transparency and communications.
- Reconfigured the POA member service area to better serve members.
- Worked on customer service skills, improving the overall level of customer service provided to members delivering a better experience.
- Conducted a member database cleanup to ensure accuracy and standard formatting.
- Instituted two Fixed Asset (Capital) Fund accounts to assist with cashflow during current year asset purchases and prepare(save) for long term Fixed Asset purchases in the coming future. Just over \$2million initially dedicated to these funds.
- Began Asset tagging our Fixed assets for improved tracking and physical audit purposes.
- Implemented a Fixed Asset Capitalization & Depreciation Policy to set standards for recording and tracking purposes.



# 2021 ANNUAL ACCOMPLISHMENTS

## COMPLIANCE

- Analyzed camera deficiencies at all the gates and worked with IT to replace and relocate.
- Worked with IT in adding scanners to both staffed gates. This system scans member, work pass, and renter cards for to see if active.
- Modified timers and added flex stakes at unstaffed gates to reduce tailgating.
- Secured an agreement with Securitas USA security company to install a fast arm barrier at the eastgate.
- Worked with streets department at both staffed gates for lane safety improvements.
- Activated a Lakes Patrol within the Compliance Division.
- Successfully transferred Animal Control to Compliance.
- Increased 32% greater new home permits over 2020.
- Increased building inspections by 25% over 2020.
- Acquired and deployed field cameras in an effort to catch illegal dumping.
- Instituted a 24-hour on call schedule for the Compliance Division to respond after hours to calls.
- Revamped signage at all gates.



# 2021 ANNUAL ACCOMPLISHMENTS

## GOLF

### GOLF OPERATIONS

- Total rounds saw an increase in 2021 to 240,305, which is an increase of 7,229 over 2020.
- Total Golf revenue of \$7.6MM, an increase of over \$984k from 2020.
- Stay and Play packages increased 102% with 688 total packages for an increase of \$350,000 from 2020 to 2021.
- Stay and Play package rounds increased 73% - with 11,863 Total rounds.
- Stay and Play package revenue was increased by 81 % over 2020. 2021 – \$783,575 Total revenue.
- Hosted the 2021 US Amateur qualifying tournament at DeSoto.
- Hosted the 2021 Arkansas Junior Amateur Championship at Isabella.
- Completed the re-rating of all 8 courses over a 15-month period.
- Conducted multiple free golf clinics for the WGA 18, WGA 9, MGA 9 to help enhance league play. Also, hosted 3 free clinics for beginner golfers in the early spring.

### GOLF MAINTENANCE

- Completed the Early Order program for chemicals and saved HSV \$40,000.
- Balboa completed over 1,500 linear feet of cart path renovation in 2021, with an additional 1,500 linear feet scheduled in 2022.
- Cart path rehab at Isabella #1 Nina, #2 Nina #2 & #4 Santa Maria. Also, Granada #17 and CorteZ
- Incorporated 2 butterfly gardens at Desoto on #15 & #8.
- Worked with Bud White, an agronomy consultant and former USGA Agronomist, to visit Magellan and Balboa courses to help with new ideas and philosophies on improving our turfgrass and putting surfaces.
- Started a new lady beginners' clinic in October every Sunday and is ongoing through the winter.



# 2021 ANNUAL ACCOMPLISHMENTS

## HUMAN RESOURCES

- Compensation Study - HR completed study for 145 unique POA positions.
- COVID - developed policy in 2020 and implemented changes as COVID changed throughout 2021. Maintain day-to-day updates regarding COVID as government regulations change. Implemented COVID testing protocol for POA employees.
- GM RFP & Search - completed GM RFP for Executive Recruiting firm in 2021 and selected new General Manager to report in 2022.
- Benefit & 401k Audits - successfully passed external audits and submitted required government forms (5500s) on time in 2021.
- POA Employee Handbook - Rose Law firm completed legal review of 2022 HSV POA Employee Handbook.
- ADP Exact Time Accounting - implemented exact time accounting in January 2021 - no rounding - pay actual time worked. This ensures employees are compensated in line with Department of Labor regulations. Cost savings initiative.



# 2021 ANNUAL ACCOMPLISHMENTS

## IT

- In February, the IT Department completed the migration from an MPLS network/internet service to a fiber optic SD-WAN service with AT&T. This improved connectivity to many of the POA buildings spread throughout the Village and increased internet speeds as well.
- Chris Hogue, Systems Administrator, completed a thorough analysis of the mobile phone costs and was able to save the POA approximately \$35,000 per year on our mobile phone bill.
- The IT Department (under Paul Moore) renegotiated the contract with Clearpoint, our cloud backup service provider, in order to remove unneeded and redundant services. An annual savings of approximately \$69,600.00 will be seen from the annual contract that the POA had been paying for 5 years prior.
- The Police station PTS system was upgraded from their Legacy version to their Platinum version. This was done in order to become compliant with ACIC and to have better reporting functionality. The recording system was also upgraded to a more modern operating system.
- Acquired a new phone system in 4<sup>th</sup> quarter 2021. All physical phones have been deployed to desks, menus and voice recordings have been completed, and call queues have been set up. Successful transition of new phone system completed 2<sup>nd</sup> week of January.
- Installed and configured new POS terminals across the departments that required them. Approximately 50 terminals were installed.
- IT Department brought to a full complement of 4 staff bringing an additional combined 53 years of experience in IT to the team. This brings the total combined years of IT experience for the team to 107 years.
- The visitor log used at both manned gates was upgraded including the web forms used by the Village residents.
- Removed all the old ISN equipment at all gates including card scanner and printing equipment as well as the metal kiosks.



# 2021 ANNUAL ACCOMPLISHMENTS

## MARKETING

- Delivered Brand/Discovery Package Campaign that helped us achieve 132 new rooftops (building permits) and 182 Discovery Packages.
- Managed marketing website and digital advertising to achieve a 65% increase in daily website traffic.
- Managed social media campaigns, with Facebook follower count increasing to 31%.
- Produced and expanded monthly marketing results dashboard to include HSV Board of Realtors data and other pertinent metrics.
- Launched new design for Village Digest. Increased readership (subscribers who open the email) by 23%.
- Managed golf package advertising to boost 2021 sales to \$783,000, an 80% increase vs. 2020.
- Eliminated inefficient advertising spend by focusing media investment in 6 core states, using digital media. Eliminated and heavily reduced magazine advertising that did not yield sufficient ROI.
- Completed fully revised Property Owner's Handbook. This 24-page booklet is printed and provided to all new members when they register with the POA, and can be reviewed and downloaded at:  
[https://www.explorethevillage.com/images/2021-website/forms/HSV\\_Property\\_Owners\\_Handbook\\_June\\_2021.pdf](https://www.explorethevillage.com/images/2021-website/forms/HSV_Property_Owners_Handbook_June_2021.pdf)
- Held five Newcomer's Meetings at the Woodland's Auditorium with an average attendance of approximately 100 members. A live recording of the Newcomer's Meeting was distributed on the Hot Springs Village Youtube page for viewers who prefer to watch online. Currently, this video has had 472 views.



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## PARKS & RECREATION

- Introduced the Recreation Bundle package, selling 164 units for \$117k in revenue.
- Stars and Stripes Festival fireworks show was a huge success with the addition of outdoor concerts taking place at Lake Balboa.
- Completed the renovation of DeSoto Beach and DeSoto Marina including a fishing pier at Waypoint, fenced in park area for alcohol sales expansion and boat slip additions at DeSoto Beach.
- Wrapped up the 2021 Woodlands Summer Tour with sellout dates for all four shows. While working through restrictions of COVID-19, we were able to produce 33 concerts/shows at Woodlands and Coronado Center and put on 9 outdoor concerts.
- Replaced the EIFS and painted the exterior of PDL Center and Woodlands Auditorium gathering community input on color schemes and look.
- Hosted the USTA 70s & 80s Multi States league championships and USTA 65s league state championships.
- Completed the archery range and hosted an open house event with instructional opportunities to open the facility.
- Hosted the first annual Arkansas Heritage Festival at PDL Center and Grove Park. This was a two-day event that brought in some of the most prominent musicians, artists, and guest speakers that Arkansas has to offer.
- Executed the pickleball courts renovation project which consisted of removing the cushioned surface and replacing with a hardcourt surface.



# 2021 ANNUAL ACCOMPLISHMENTS

## POLICE DEPARTMENT

- Facilitated passing of Act 676, an act concerning reimbursement for law enforcement training for certified law enforcement officers employed by a private community, among for other purposes.
- Hosted and completed one 8-week Citizen Police Academy class during Covid.
- Updating the Police Policies with assistance of legal review.
- Over \$7026 in donated equipment and cash donations.
- Completed a year with a shortage of certified personnel during Covid without major injuries to staff or to the public.





# 2021 ANNUAL ACCOMPLISHMENTS

## PUBLIC SERVICES

### SANITATION

- Conversion to Automated Side Loading Residential Sanitation Trucks and Program to include new roll trash carts for residences.
- Reduced Staffing for 2022 by 3 sanitation workers
- Addition of a Boom Truck for safer Leaf and Special Pickup Operations
- Addition of a Mini Rear Loading residential sanitation truck for at-house pickup.

### CONSTRUCTION / ELECTRICAL

- Electrical Apprentice 4-year program on-going with 3 staff participating to get their electrical license
- Rehabbed Calella Lift Station
- Repaired the West Gate Fountain Pump and Control Systems

### WATER & SEWER

- Numerous Extensions and Leaks Fixed
- Water Treatment Plant – operated Proficiently
- Both Wastewater Treatment Plants operated Proficiently

### LAKES

- Successful mechanically dredged Lake DeSoto and started on contracted hydraulic dredging
- Lake Isabella and Lake Pineda drawn down for hydraulic dredging by staff.
- Successful aquatic vegetation control on all lakes.

### STREETS

- Road Maintenance
  - Hot Rubber Crack Seal: **24 miles** (124,285 lf)
  - Micro Paved Residential Streets and Parking Lots: **2.8 miles**  
Road Sections Removed & Replaced: **Total Cost \$206,476, 0.80 miles , 1,277 Tons HMAC used**
  - Pavement Markings (Striping): **Total Cost: \$101,350, 31.5 miles**
- Signage
  - New LED Speed Limit Speed Limit Signs at West Gate
  - Sign Repairs / Replacements: **Total Cost: \$49,364, 1,262 signs**
- Road Patching
  - FlowMix Patching on Balearic, Gusta Lane, and DeSoto Club Parking Lot
- Culverts
  - **6 CMP** culverts replaced with new PE or RCP pipe under contract
  - **7 CMP** culverts replaced in-house with new PE pipe
  - **Total Cost: \$334,108 Contracting, \$177,507 In House**

### FLEET

- Procured new Fleet acquisitions and opportunities through partnership with Enterprise
- Updated shop technology with new vehicle scan tools to keep up with technologically advancing vehicles

### COMMON PROPERTY

- Vegetation removed at all Bridges, and intersections to improve sight views.

