







Long Cove Club Member Satisfaction Survey



Randy Brooks
January 11, 2022



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Background

- The Board authorized this project at the July Board meeting
- An ad-hoc committee of experienced professionals (Randy Brooks, Don Calhoon, Steve Schuckenbrock and Sandy West) was formed to oversee the process
- Directions Research programmed the survey, collected the data and processed the information free of charge to the club
- 521 Long Cove members completed the survey between Sept 17 and Oct 9
- The analysis was shared with the Board on Dec 6
- This presentation will cover the key findings and conclusions
- A more complete deck of information will be posted on line ASAP



The Board is listening carefully to the community

This is an *objective, data driven* report of
what the our members said



Long Cove Club Mission Statement

- “...*outstanding member-preferred* amenities, activities and services...”
- How can the Board KNOW what our 1,070 members prefer?
- Do a professional survey
- I have the resources and experience to do that

Ad Hoc Survey Committee

Don Calhoon Bob Navarre Sandy West Steve Schuckenbrock



Sample

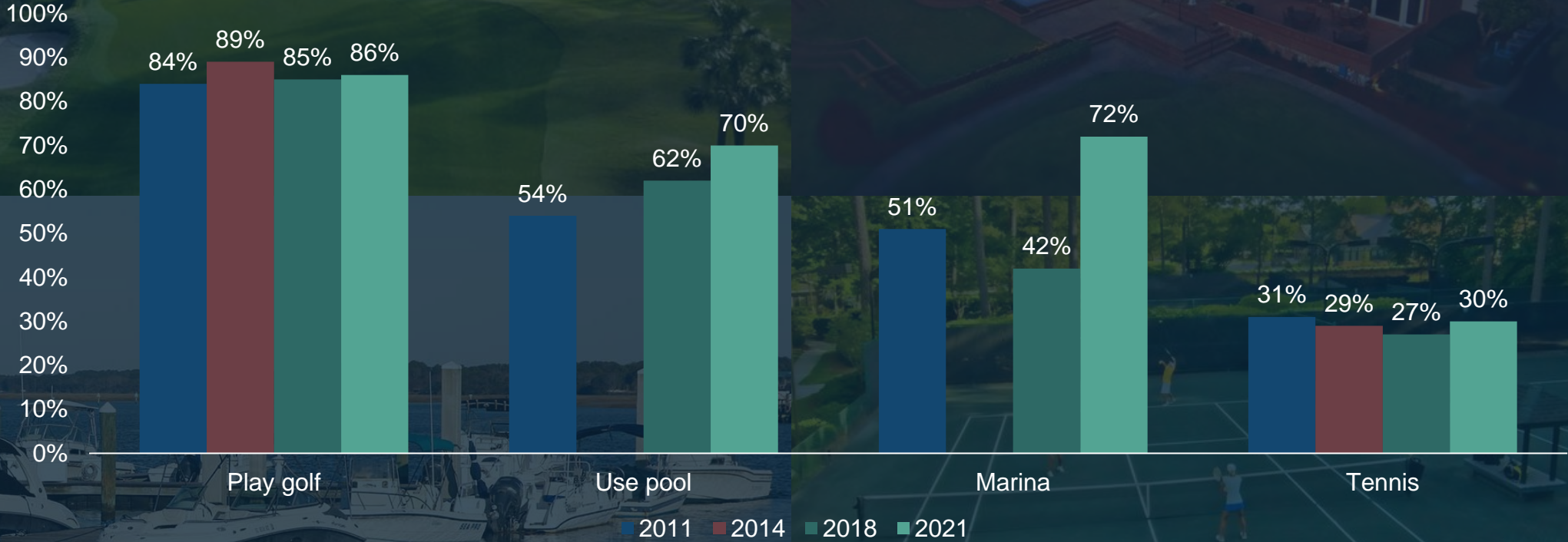
- The survey was available to 1,070 adult members for 3 weeks in Sept/Oct
- Lindsay sent 7 – 10 reminders inviting participation
- 521 (49%) completed the survey
- Academic research suggests that “non-response” is common for individuals who are less engaged/involved in the topic
- The sample we got is consistent on many key topics with past research and/or common sense



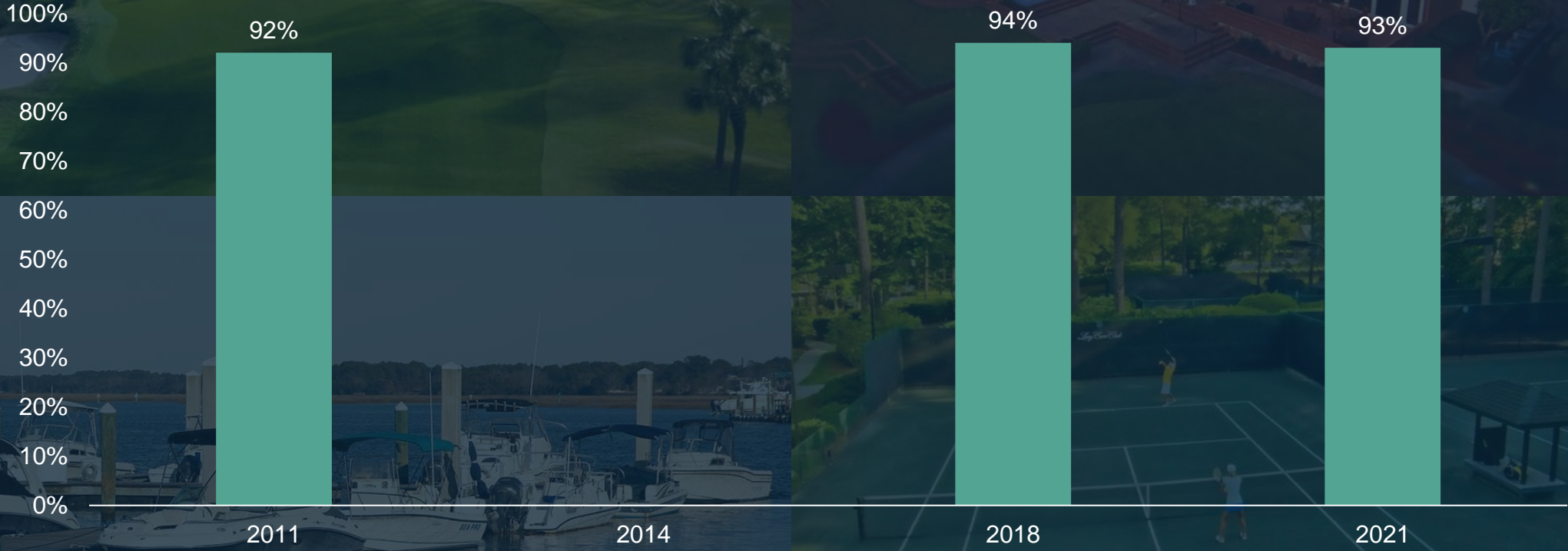
Who are we and how has that changed over time?



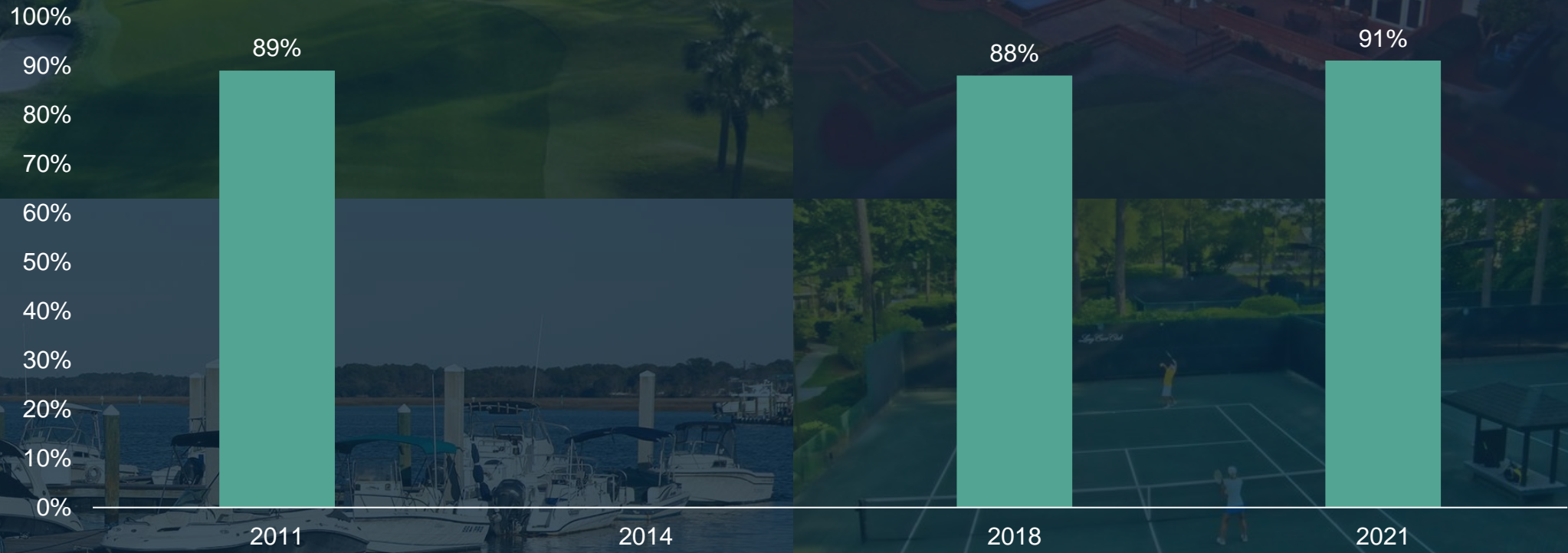
Member Activities



Marital Status



Empty Nesters



Retired

100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%



2011

2014

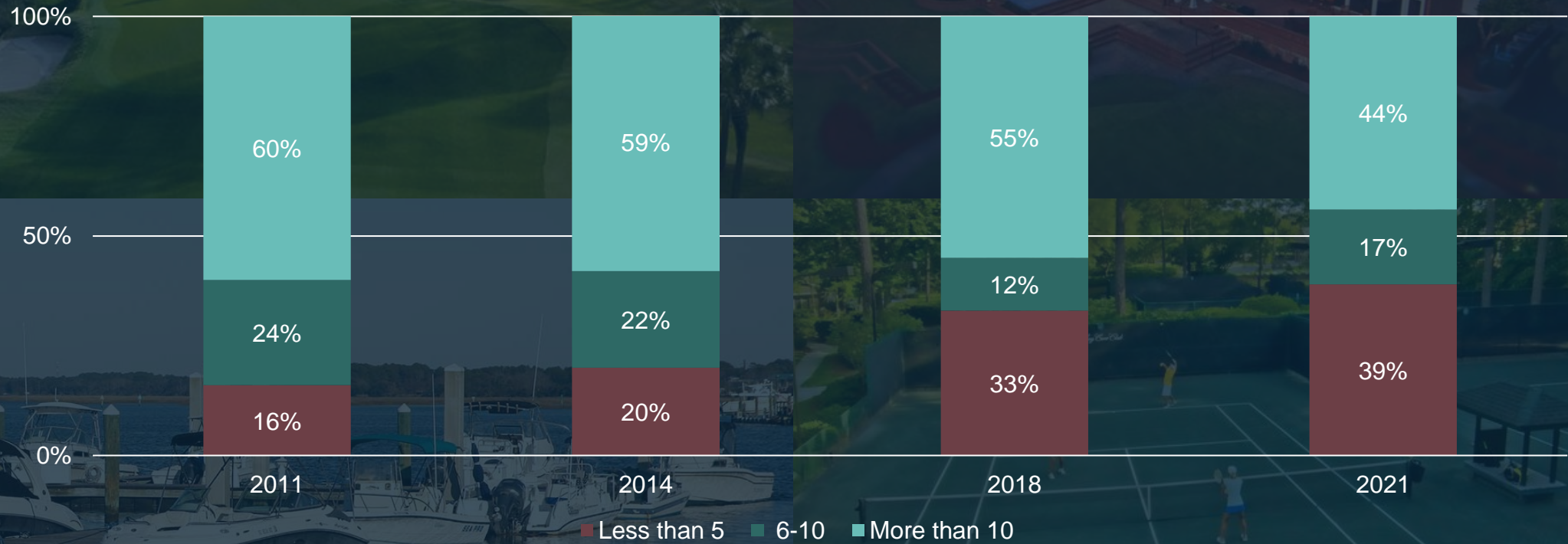


2018

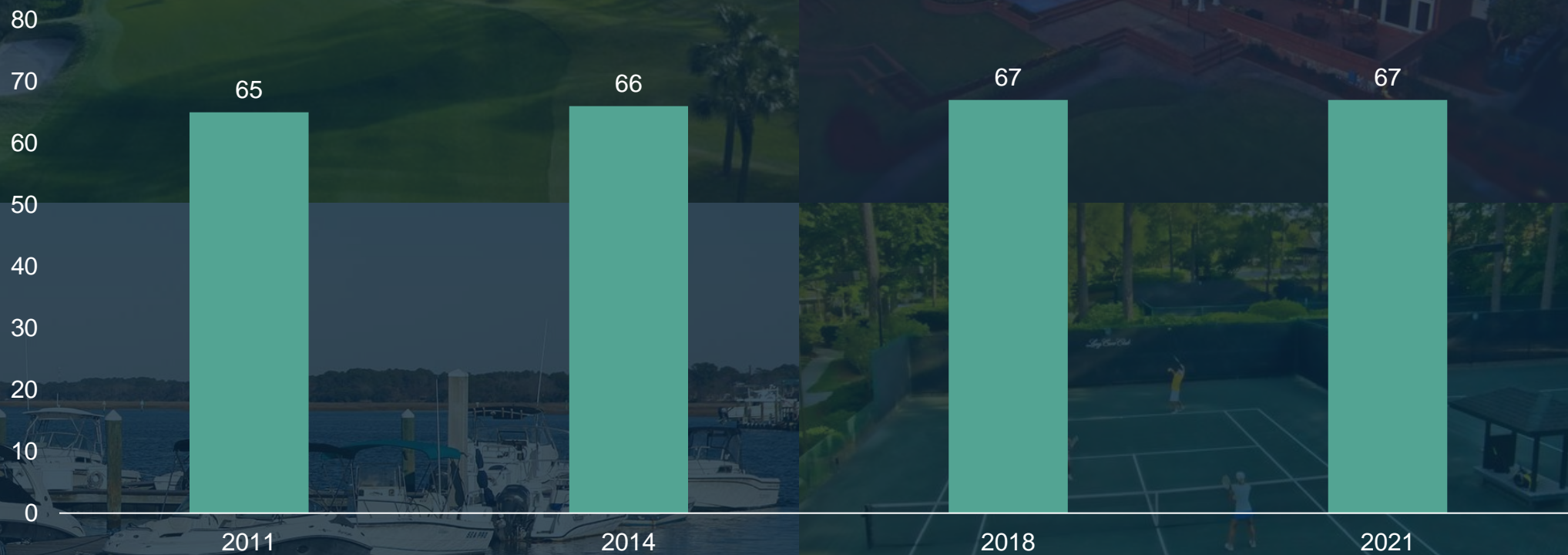


2021

Years of membership



Average age of members



14



Fees



What is the highest transfer fee you endorse?

100%

75%

50%

25%

0%

\$50,000

\$40,000

\$30,000

\$20,000

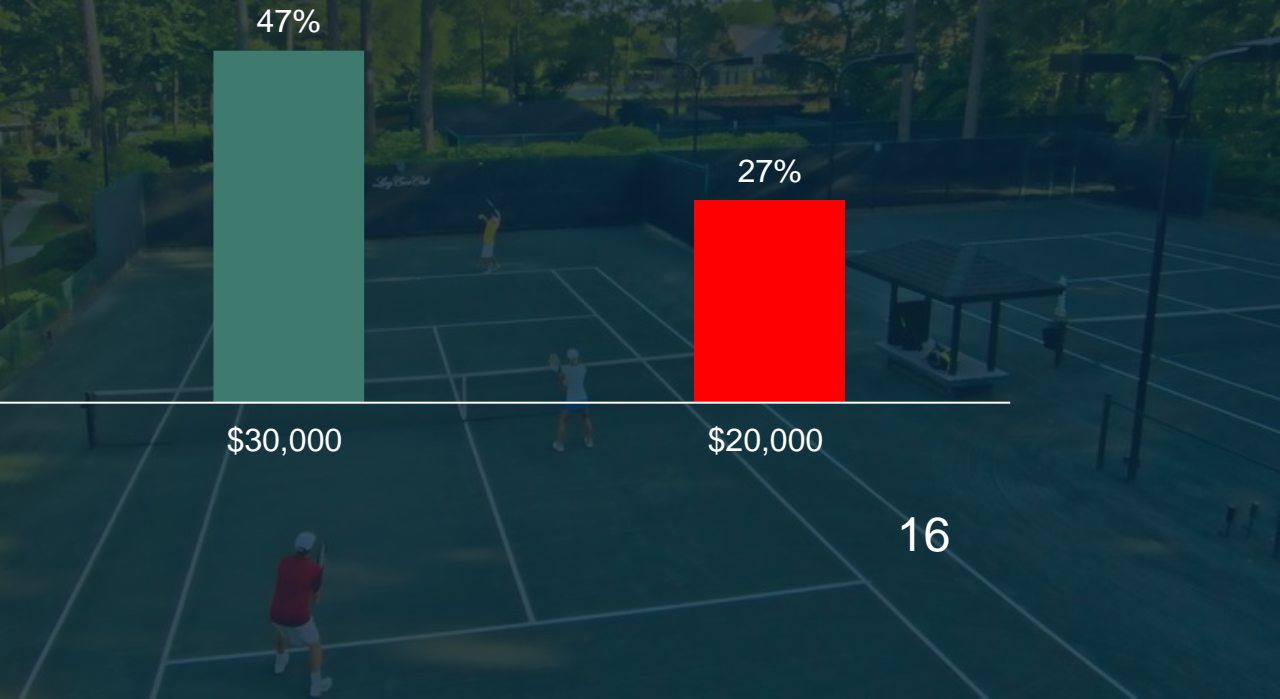
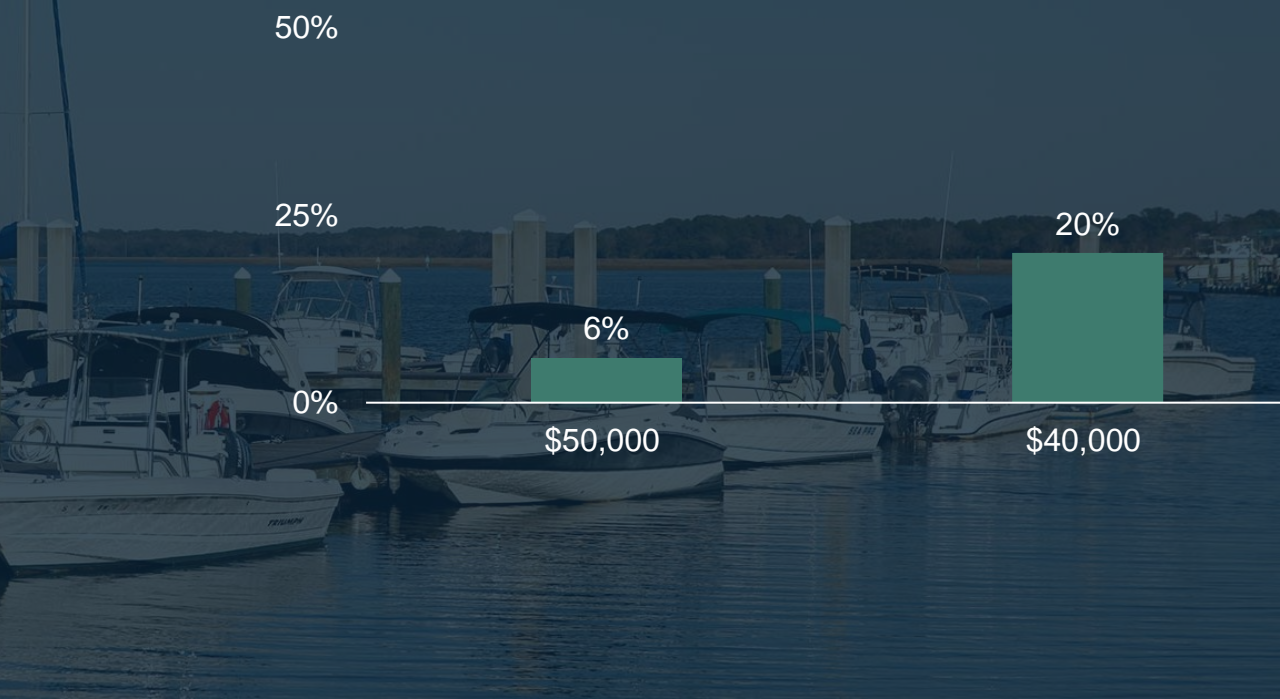
6%

20%

47%

27%

16



Value for money for \$13,750 of dues

2021

36%

34%

2018

20%

31%

0%

50%

100%

■ Excellent/Extremely + ■ Very Good/Somewhat +

Overall Satisfaction with Long Cove

Q1. Please consider everything about being a member of Long Cove, including all benefits and amenities offered as well as the cost.

How would you rate your satisfaction with Long Cove on delivering the benefits you are seeking from your community?

- Extremely satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Extremely dissatisfied

Overall Satisfaction with Long Cove

Actual



0%

25%

50%

75%

100%

Extremely + Somewhat + Neutral Somewhat - Extremely -

19

Overall Satisfaction with Long Cove

Actual



Extremely + Somewhat + Neutral Somewhat - Extremely -



What do you like about Long Cove?
How could Long Cove be improved?

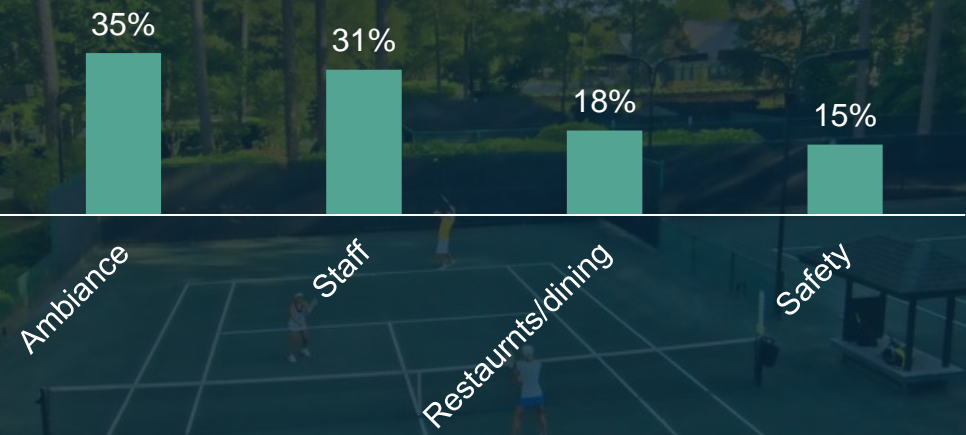
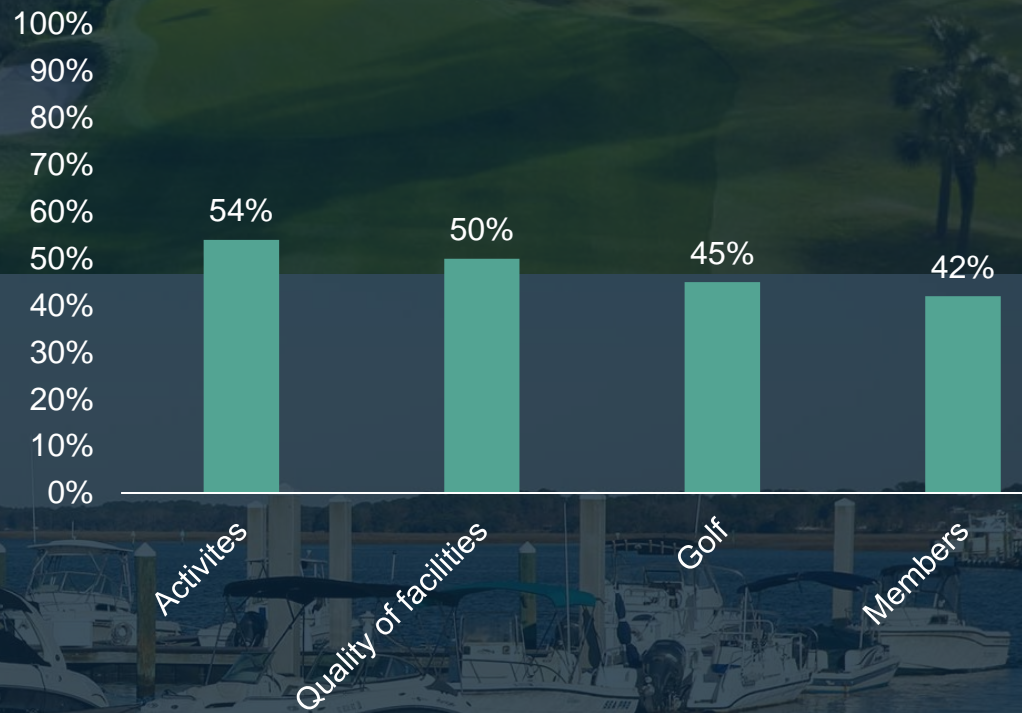




Over 70,000 words were typed!

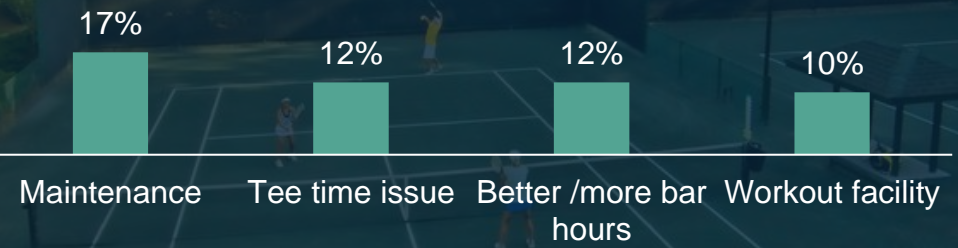
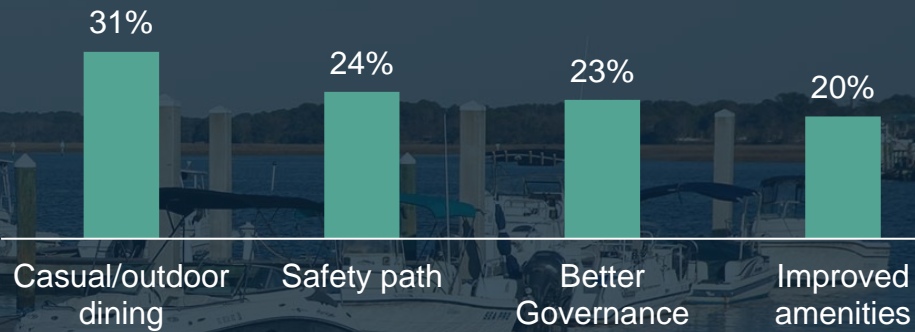


What do you like about Long Cove?



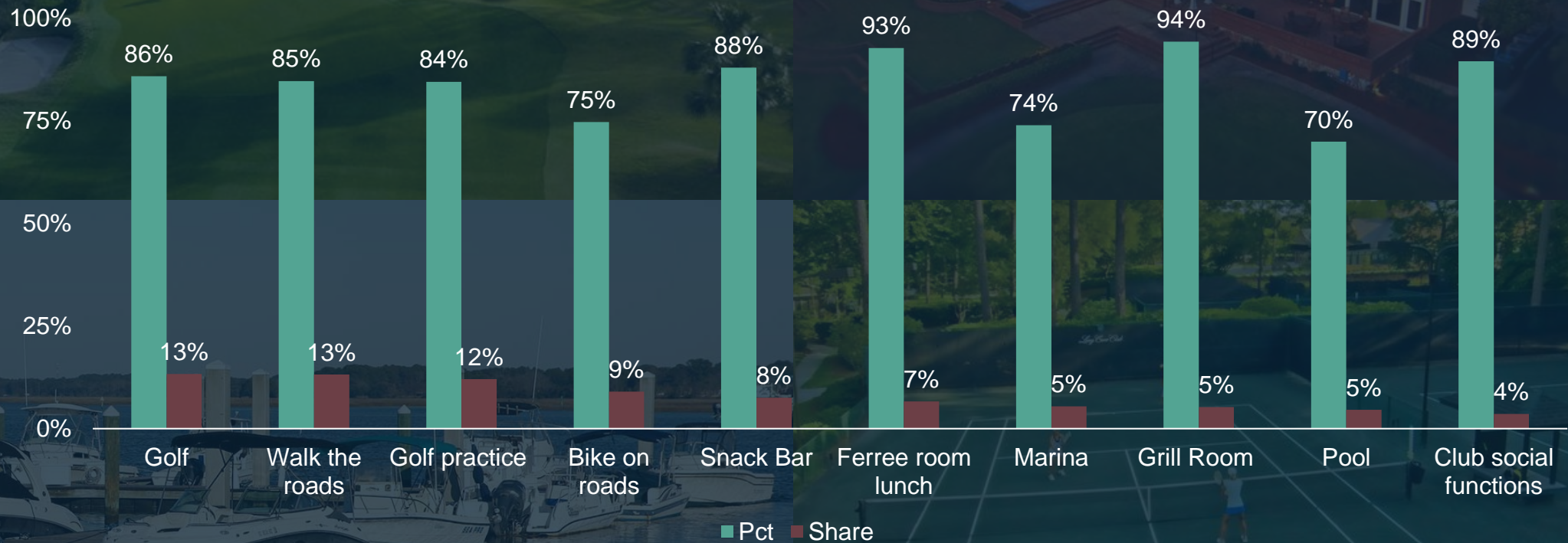
How could Long Cove be improved?

100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%



Top Ten Long Cove Activities

Participation and Share of activities



Long Cove Activities

% who take part annually/share of all activities

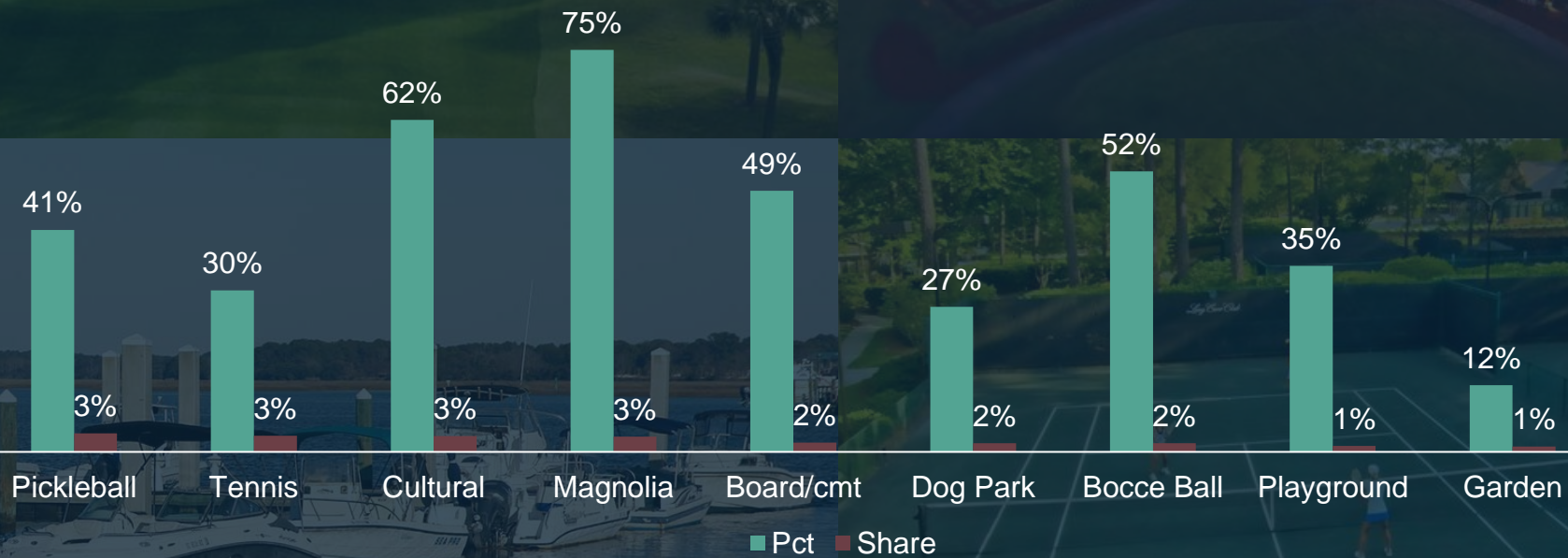
100%

75%

50%

25%

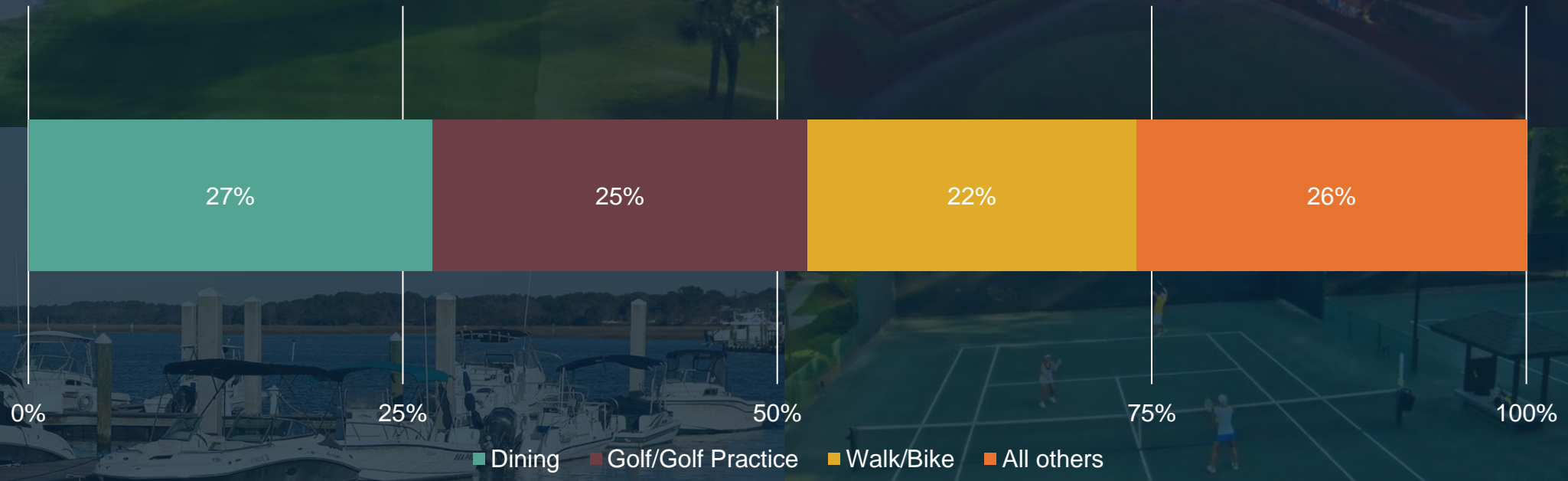
0%



■ Pct ■ Share

Dining/Golf/Walking/Bike dominate the activities

Share of Long Cove Member Activities



Ratings questions are turned into means

- Extremely Satisfied

= 4

- Somewhat Satisfied

= 3

- Neither

= 2

- Somewhat Dissatisfied

= 1

- Extremely dissatisfied

= 0

Ratings questions are turned into means

- Extremely Satisfied
- Somewhat Satisfied
- Neither
- Somewhat Dissatisfied
- Extremely dissatisfied

= 4 = A

= 3 = B

= 2 = C

= 1 = D

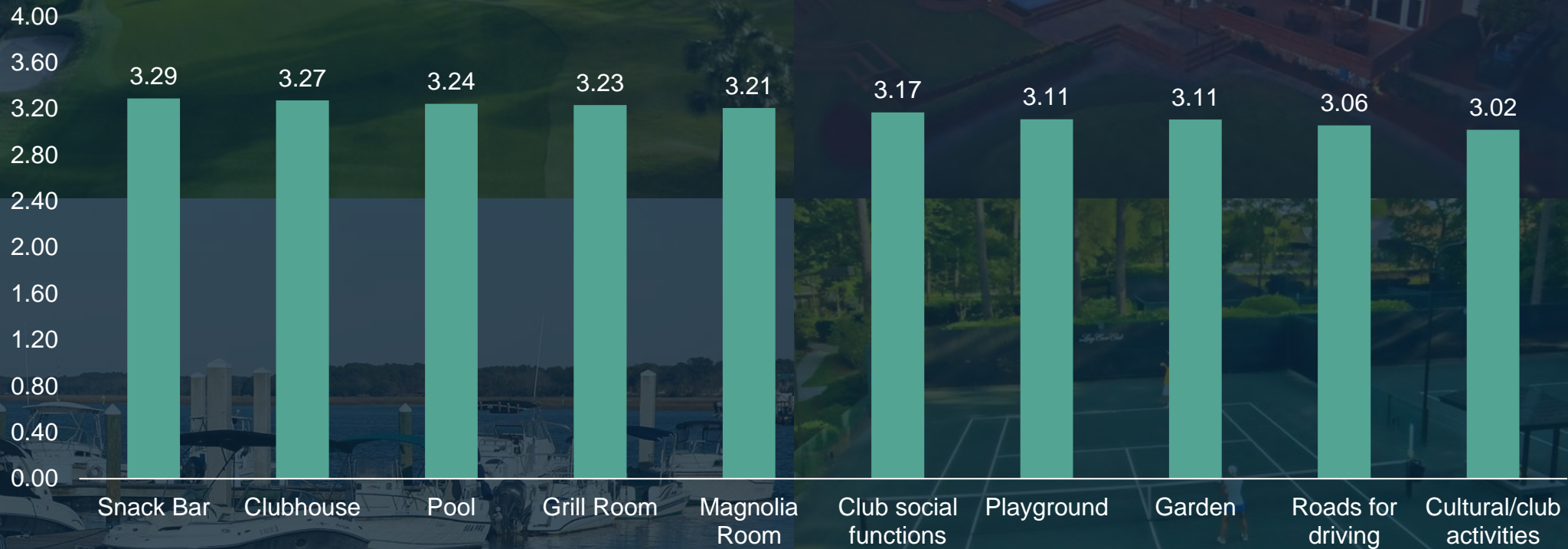
= 0 = F

Grade Point Average

Top Ten Club Attributes



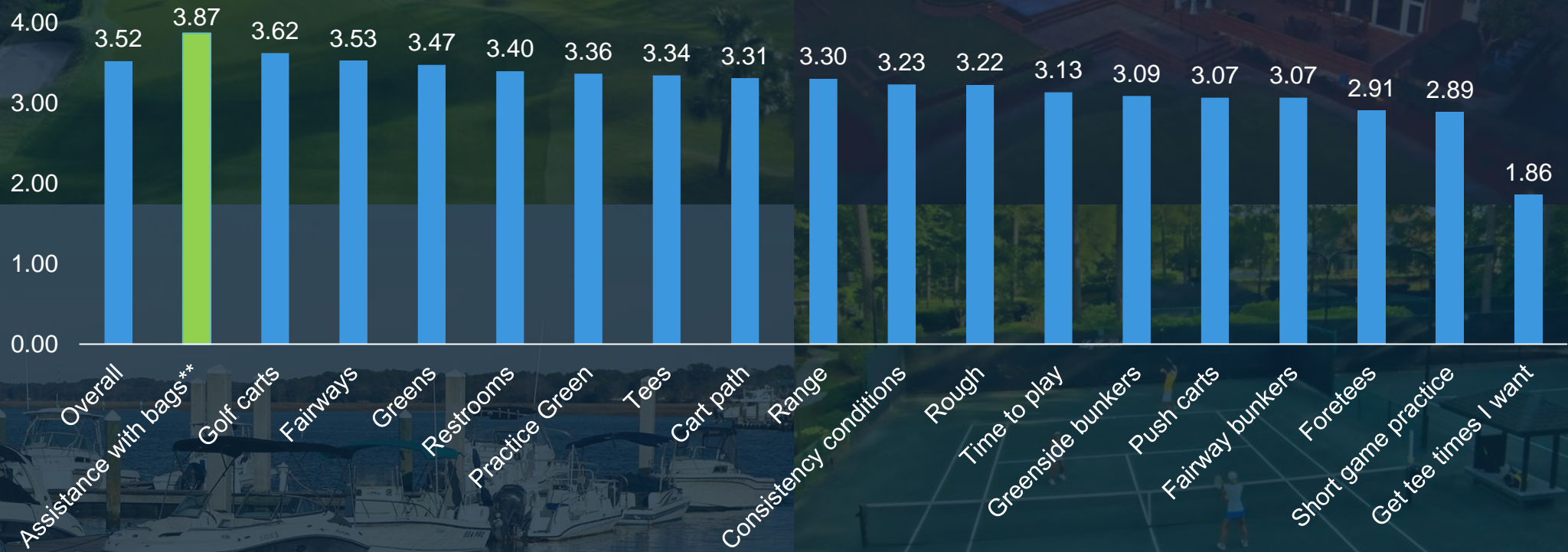
Middle third of club attributes



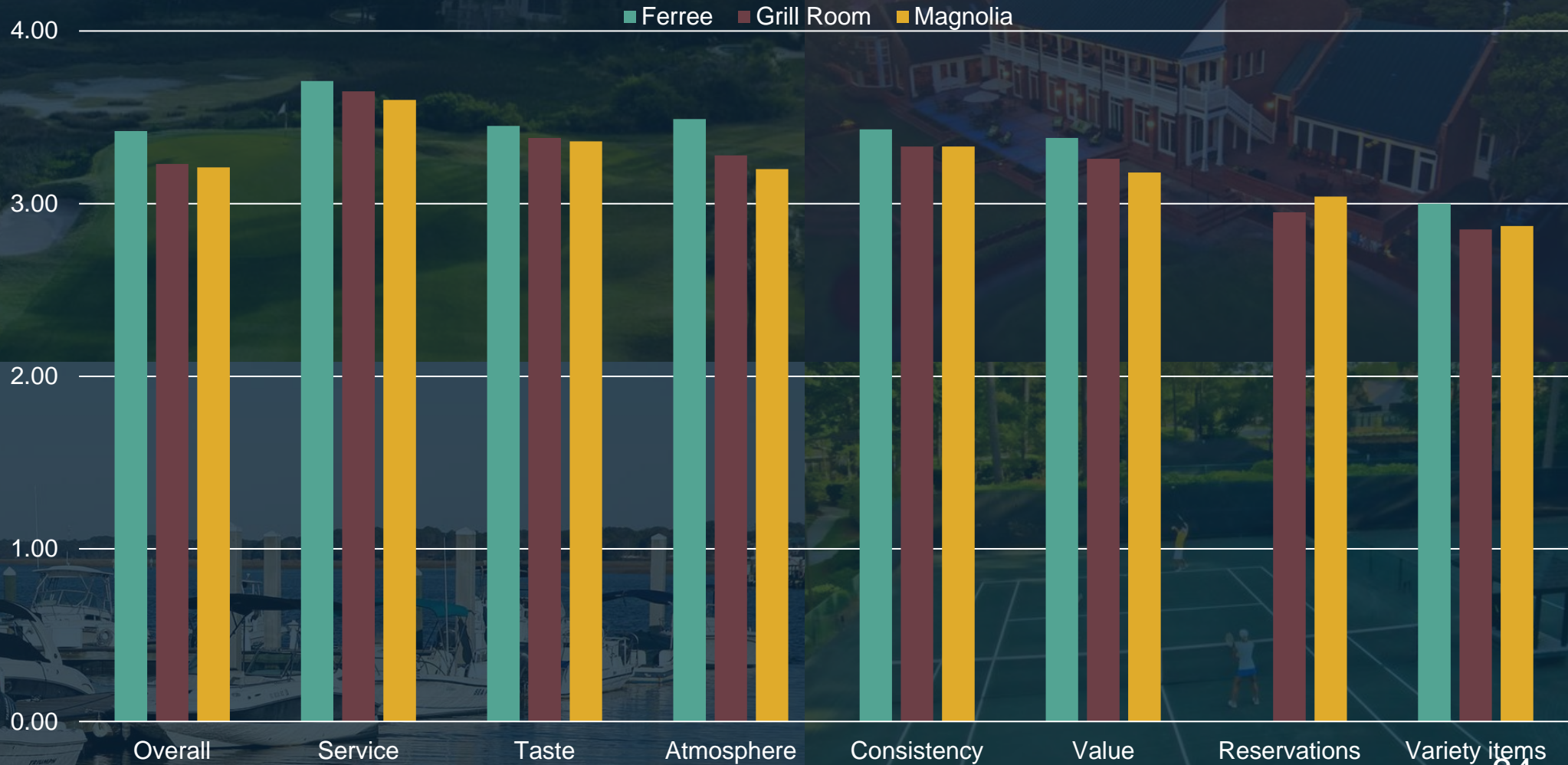
Bottom third club attributes



Satisfaction with Golf



Satisfaction with dining



Dining Ad Hoc Committee

1. Members who dine at the club read a description of the challenges we face with a small kitchen, unprecedented demand and the absence of a suitable, casual dining space.
2. The description noted that we frequently had **members who could not be accomodated**
3. Members asked if current offerings “...satisfy your needs”

Satisfaction with dining

Current and after casual/outdoor alternative read

After reading concept

25%

35%

Current offering

51%

32%

0%

25%

50%

75%

100%

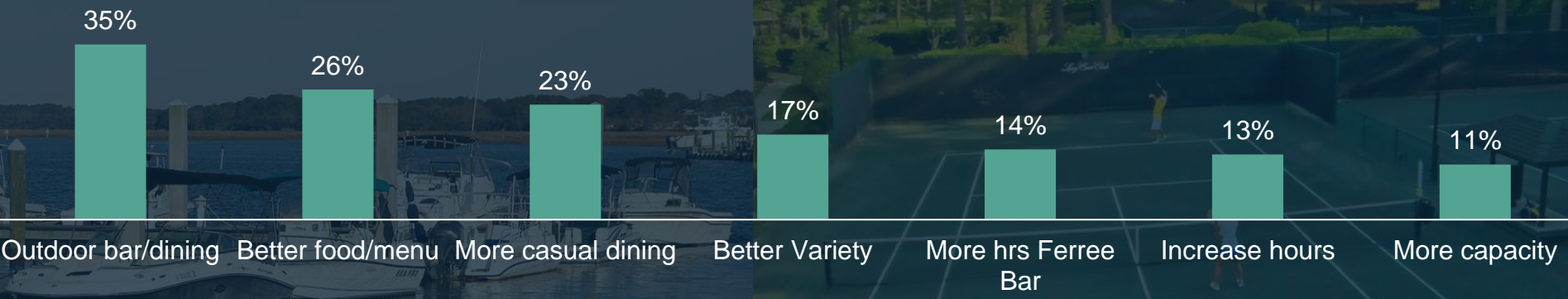
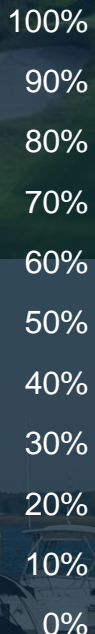
36



Interest in enhanced dining options



Open ended “way to improve dining options”



Open ended “way to improve dining options”

60 % of members mention some aspect of CAPACITY

100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

60 % of

35%

26%

23%

17%

14%

13%

11%

Outdoor bar/dining

Better food/menu

More casual dining

Better Variety

More hrs Ferree Bar

Increase hours

More capacity

39

Demand for dining exceeds supply

- Parties generally have a wait list
- Roughly 40 members per night cannot get dinner reservations
- What should we do
- The Ad Hoc dining committee is working hard on this topic

Safety Path

1. Members who walk/bike read a brief description of the situation on the roads
2. Then they were asked about their opinion of the safety on the roads
3. Then a description of the proposed path was read. The price was \$2,100 per member
4. Respondents then indicated the likelihood that they would vote for the path

Attitude toward safety on roads and willingness to vote for \$1.2M plan

Vote likelihood for plan

28%

18%

13%

17%

24%

Have safety issue

56%

22%

9%

9%

4%

0%

25%

50%

75%

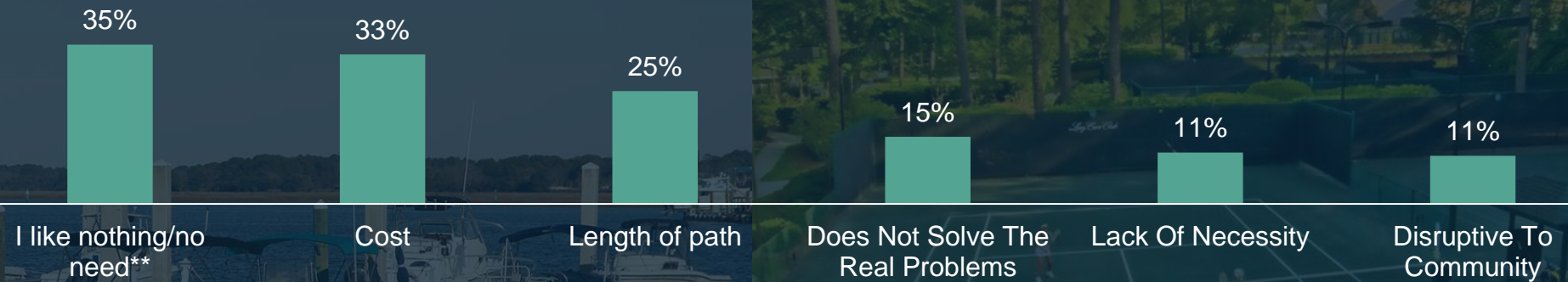
42

100%

■ Top box ■ Somewhat Agree/Probably support ■ Neutral ■ Somewhat Disagree/Prob not support ■ Strongly Disagree/Definitely not support

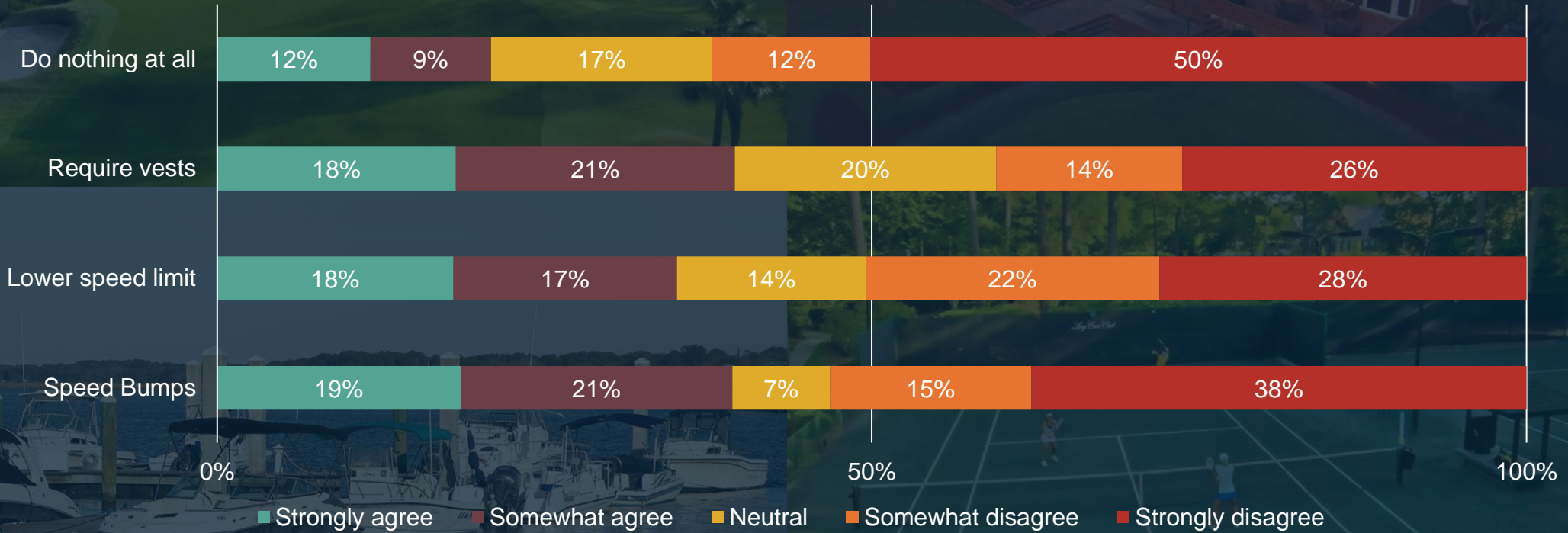
Open ended “dislikes” of safety path plan

100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%



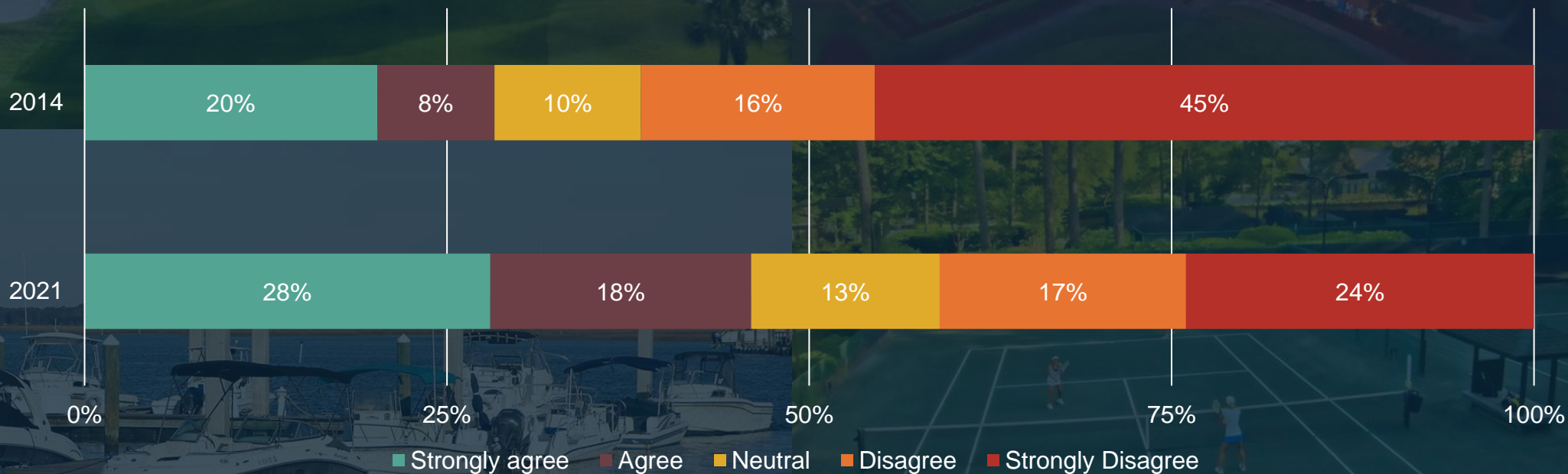
** These remarks were very negative and made in response to “What do you like about the plan”

Remedy for roads



The 2014 survey asked members about a partial safety path

Agreement with building a partial \$1M + path



45



Property Values



Value of all 570 properties

Zillow estimate of the value of Long Cove Real Estate

\$600,000,000

\$500,000,000

\$400,000,000

\$300,000,000

\$200,000,000

\$100,000,000

\$0

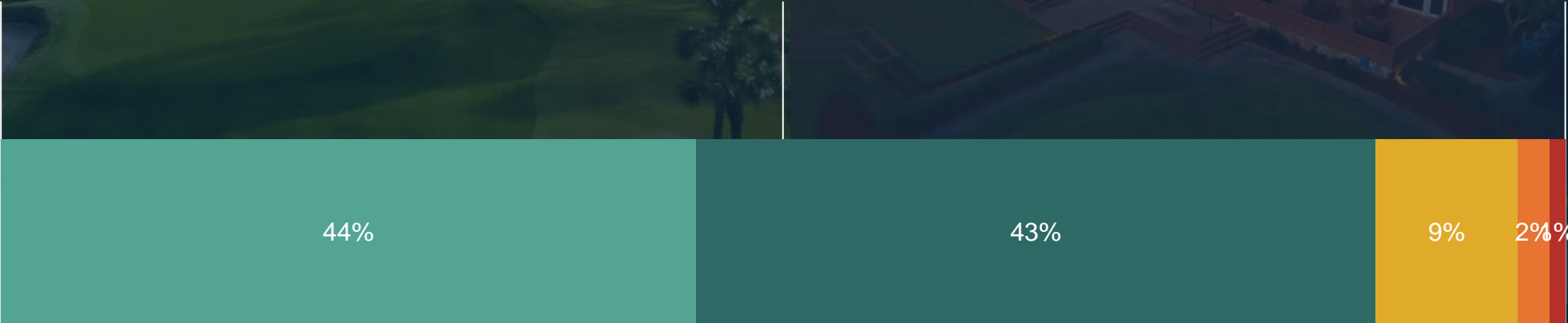
\$380,760,000

2011

\$567,000,000

2021

Home value since purchase



0%

■ Increased significantly ■ Increased slightly ■ Stayed the same ■ Decreased slightly ■ Decreased significantly

50%

100%

48

Favorable property values impact satisfaction with the community



Long Cove is a growing community

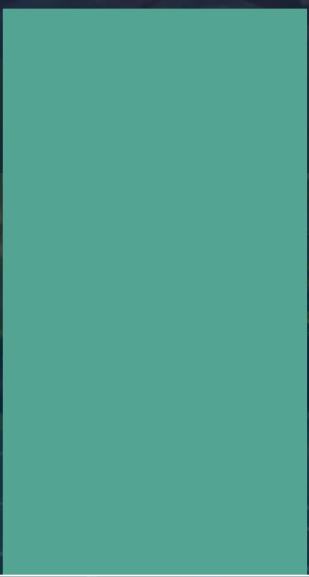


Percentage of members who are full time in Hilton Head

70%
60%
50%
40%
30%
20%
10%
0%



2011



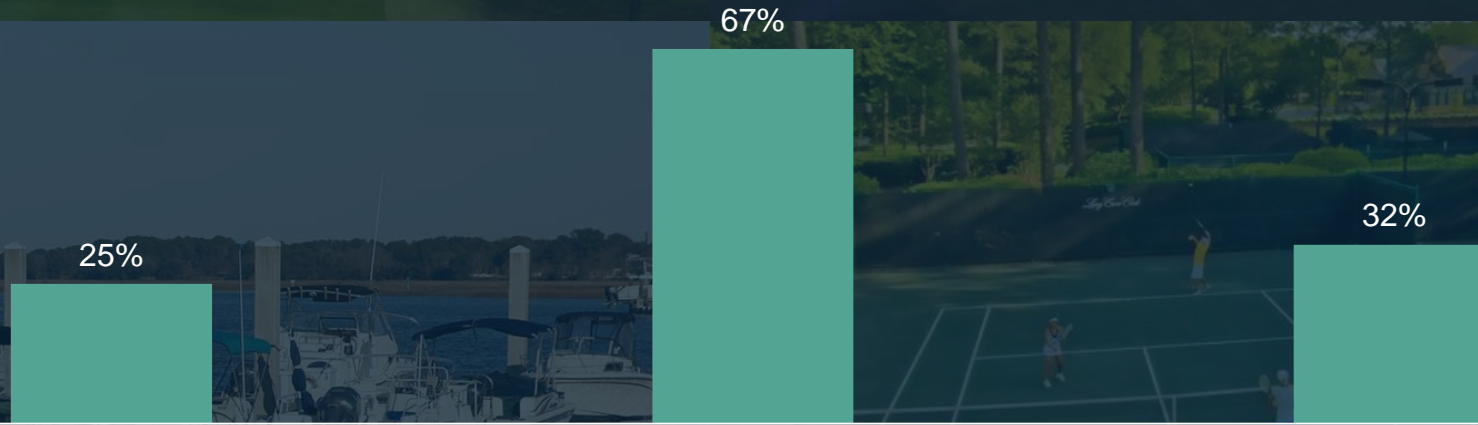
2021

51

Growth

Pct change in each versus 2011

100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%



Homes

Pct change in members present per month

Pct change in dues, inflation adjusted

Plans for spending time in Long Cove this coming year



Members were asked if they had been “personally impacted by availability of services”



54

Members unable to get services are less satisfied

Regular, always have problems

18%

Occasional Problems

40%

No Problems

55%

0%

10%

20%

30%

40%

50%

60%

70%

80%

90%

100%

■ Extremely satisfied

55

Dining Summary

The majority of Long Cove members expressed high levels of satisfaction with our current dining amenity and venues.

About 1/3rd of members are strongly interested in more casual, outdoor dining

60% of members mentioned some aspect of increased capacity as a way the club could improve dining

Safety Summary

- Safety for walkers/bikers on the roads is a widespread concern in the community
- This issue has perplexed our community for 15 years
- It is not going away
- Most members agree that **SOMETHING** needs to be done

Strategic Challenge

Demand > Supply

History

Our community has faced challenging issues in the past. After intensive scrutiny and sometimes heated debate solutions have been found that make our club what it is today



Overall Satisfaction with Long Cove

Actual



Extremely + Somewhat + Neutral Somewhat - Extremely -

0%

25%

50%

75%

100%

60



Questions



The background of the slide is a composite of four images: top-left shows a golf course with a green and a small pond; top-right shows a large, multi-story clubhouse with a blue roof; bottom-left shows a marina with several white boats docked; bottom-right shows an outdoor tennis court with people playing. The word "Appendix" is centered in white text over the clubhouse image.

Appendix

Thorough examination of feedback from the community

- The results were examined in total and by 70 cross tabulations of key groups in the community
 - Demographics (male/female, age, etc.)
 - Activities (golfers, tennis players, boaters, etc.)
 - Attitudes (level of satisfaction with the club, attitudes toward safety of roads, etc.)
- Approximately 200,000 numbers were created in the tabulations

Satisfaction among various groups in the community



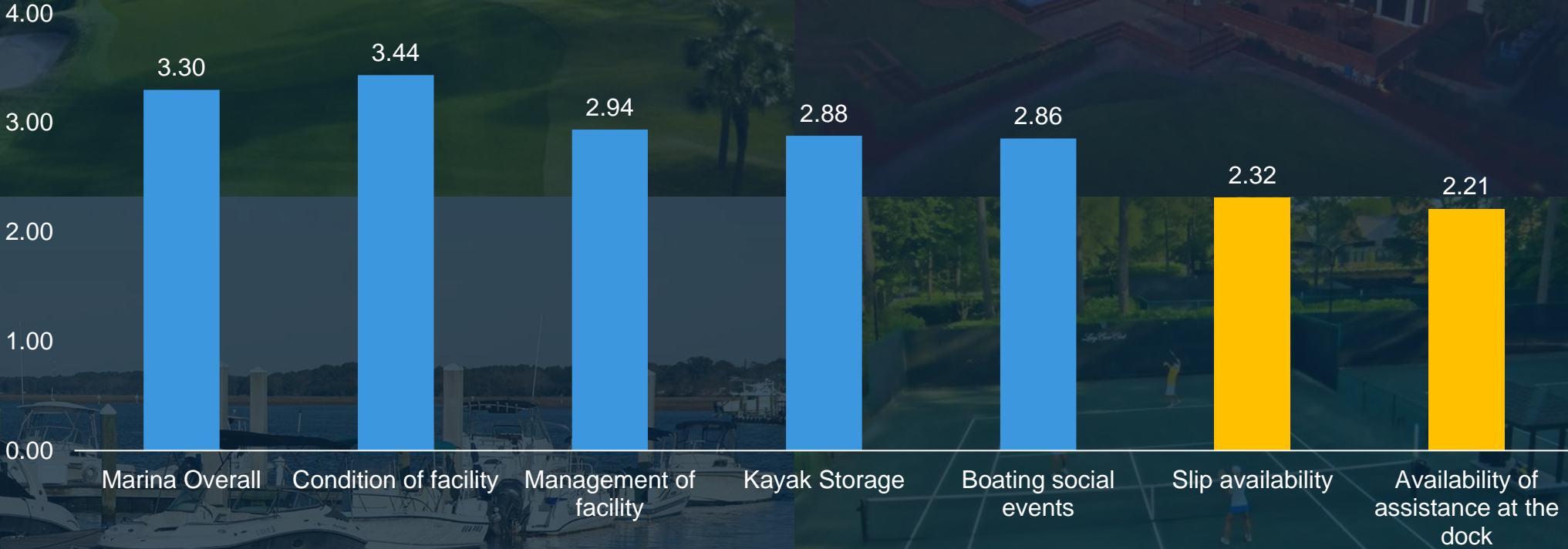
Overall Satisfaction among monthly participants in activities



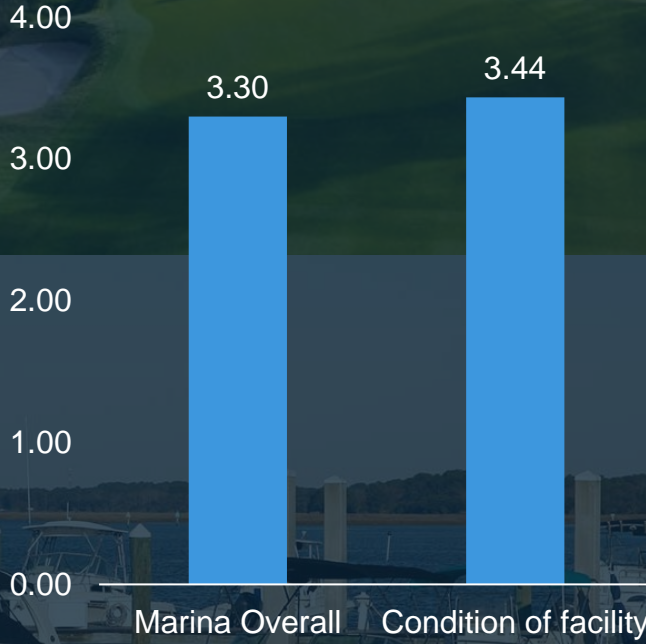
Overall Satisfaction with the club among golfers



Satisfaction with Marina



Satisfaction with Marina



Satisfaction with Tennis



Satisfaction with Pickleball



Satisfaction with the Board



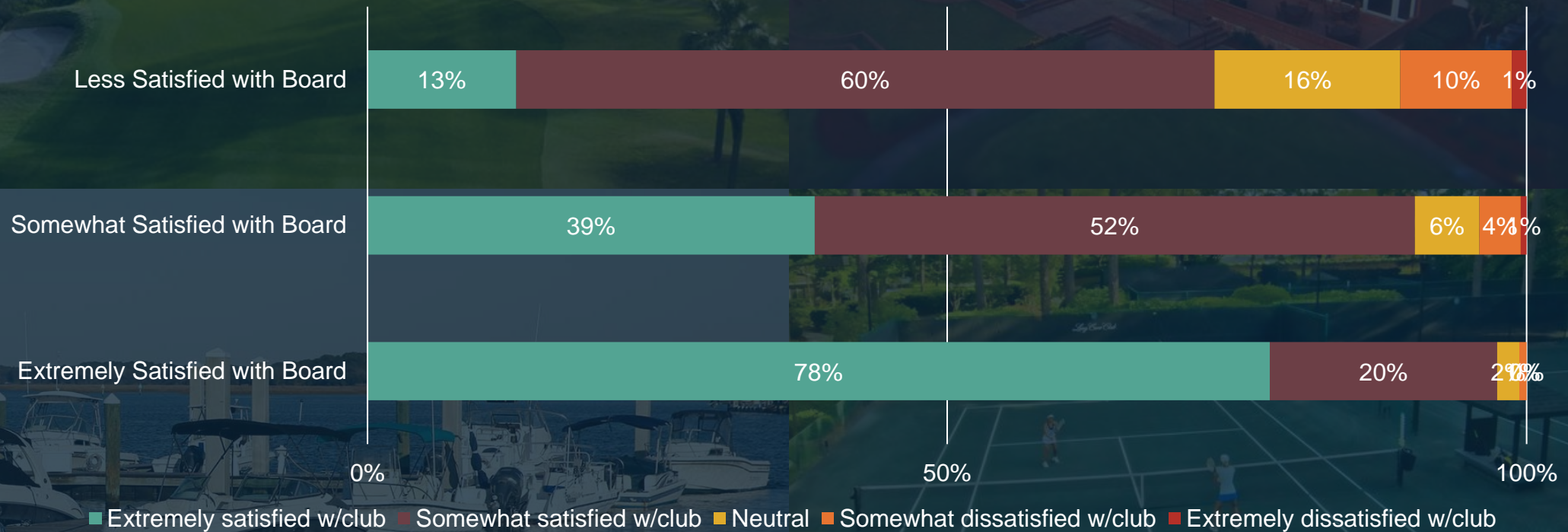
Satisfaction with the Board



0% 25% 50% 75% 100%

■ Extremely Satisfied ■ Somewhat Satisfied ■ Neutral ■ Somewhat Dissatisfied ■ Extremely Dissatisfied

Satisfaction with the Board has a strong impact on satisfaction with the community



Board and the ARB impact on overall satisfaction

Overall Satisfaction with Long Cove



Open ended likes about current dining options

100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

46%
Service/Staff

40%
Good Food

22%
Dining rooms

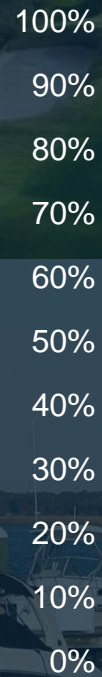
19%
Atmosphere

14%
Menu

14%
Dining Areas

75

Open ended “likes” of safety path plan



Safety

Necessity

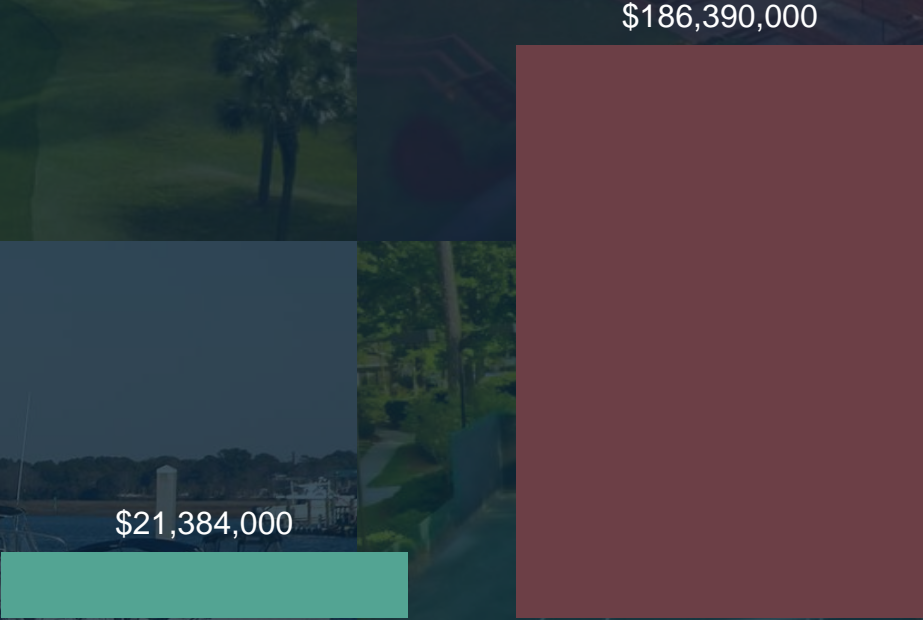
Community Improvement

Have a path

76

Capital investments and home values

\$200,000,000
\$180,000,000
\$160,000,000
\$140,000,000
\$120,000,000
\$100,000,000
\$80,000,000
\$60,000,000
\$40,000,000
\$20,000,000
\$0



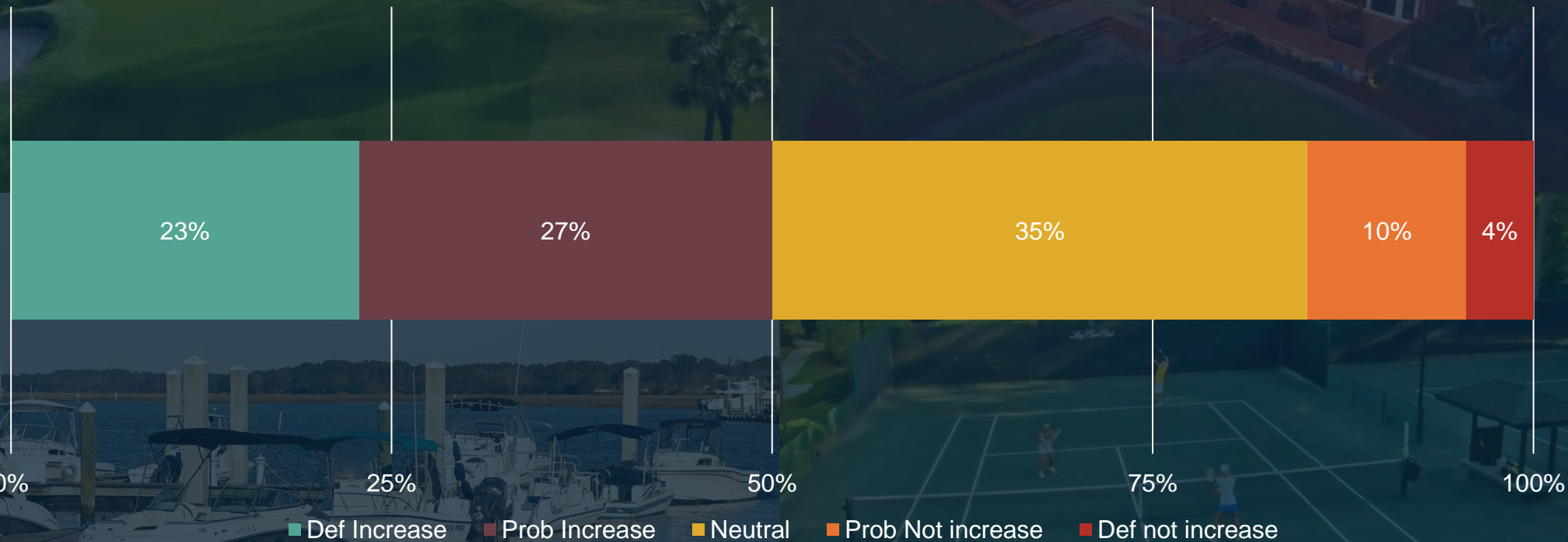
■ Capital Expenditures last 10 years ■ Zillow increase in real estate value



Our members voted to invest in the community despite tough times

- A number of important projects including the golf course renovation, road maintenance, tennis lights, pickleball courts, Bocce ball and replacement of worn out assets were made by the community
- This, by itself, did not drive values up
- Demand skyrocketed for properties in Hilton Head
- “Luck is the intersection of Preparation and Opportunity”

Does spending on amenities increase property values?



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