



2021 Voice of the Community
Assessing Community
Satisfaction. Identifying
Future Aspirations for Big
Canoe



THREE STEP METHODOLOGY

PLANNING MEETINGS



Project kicked off with a series of planning meetings in mid July to agree on direction for the study and topics for inclusion in the survey.

PHONE INTERVIEWS



25 phone interviews with owners were conducted at the end of July. Interviews captured reactions to topics and discovered additional areas that should be covered in the web survey.

WEB SURVEY



4,024 invitations were released to property owners in mid-August. Responses were received over a two-week period.

SURVEY DETAILS



GIVEN THE SAMPLE SIZE,
THIS SURVEY HAS A
MARGIN OF ERROR OF +/-
2%.

THIS ASSUMES A 95%
CONFIDENCE LEVEL.

WHO OWNS PROPERTY AT BIG CANOE?





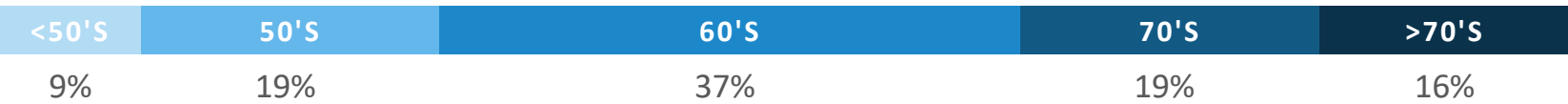
PROPERTY OWNER DEMOGRAPHICS



73% OF PROPERTY OWNERS LIVE AT THEIR RESIDENCE **FULL-TIME**

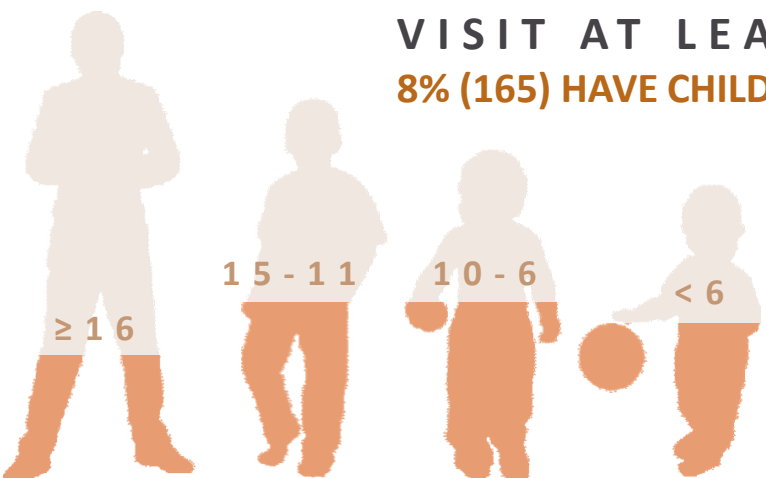
27% ARE PART-TIME OWNERS; ROUGHLY 1/3RD RENT THEIR PROPERTIES

NEARLY **40%** OF PROPERTY OWNERS ARE IN THEIR 60'S



47% HAVE **GRANDCHILDREN** THAT VISIT AT LEAST ONCE A YEAR

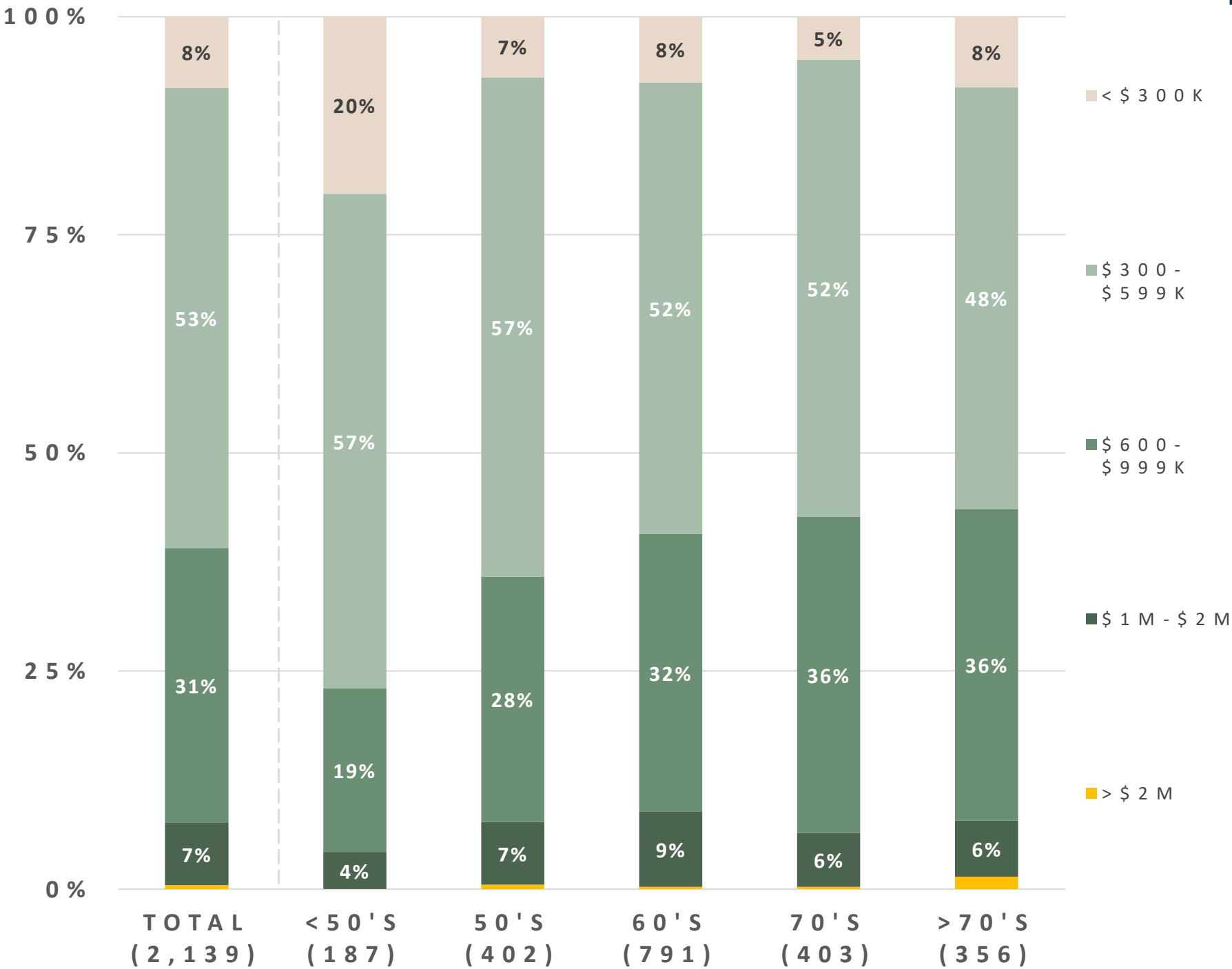
8% (165) HAVE CHILDREN LIVING WITH THEM (70% ARE PART-TIMERS)

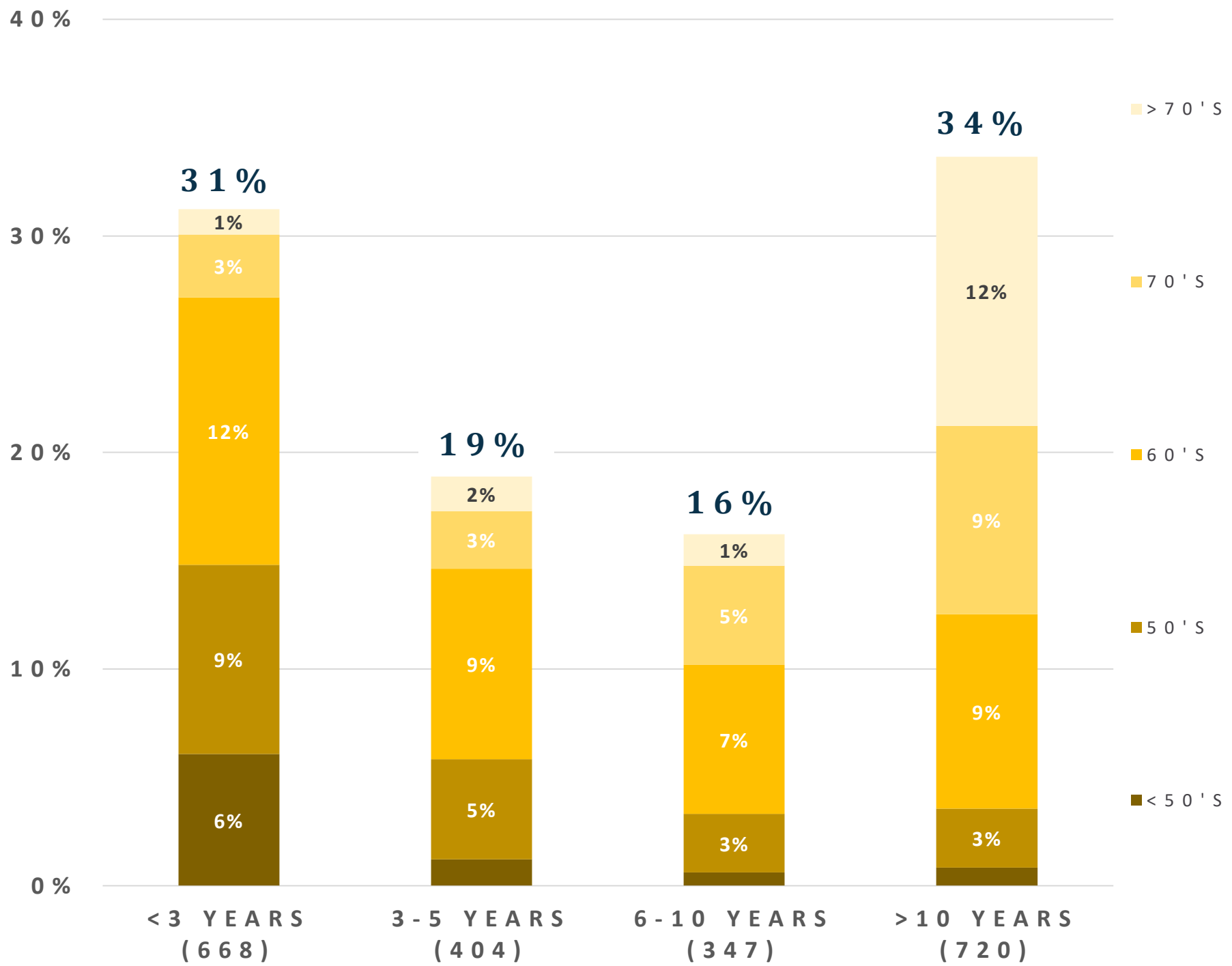




HOME VALUES BREAKDOWN

>50% OF
RESPONDENTS VALUED
THEIR HOME IN THE
\$300,000-\$600,000
RANGE





DEMOGRAPHICS OF RECENT PURCHASERS

SIGNIFICANT INFLUX OF NEW RESIDENTS

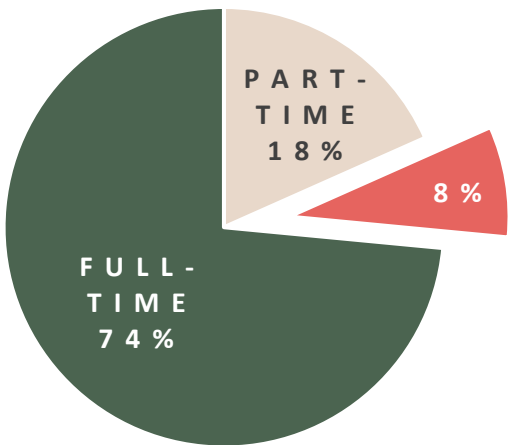
MOST RECENT OWNERS WERE ≤60 YEARS OLD.



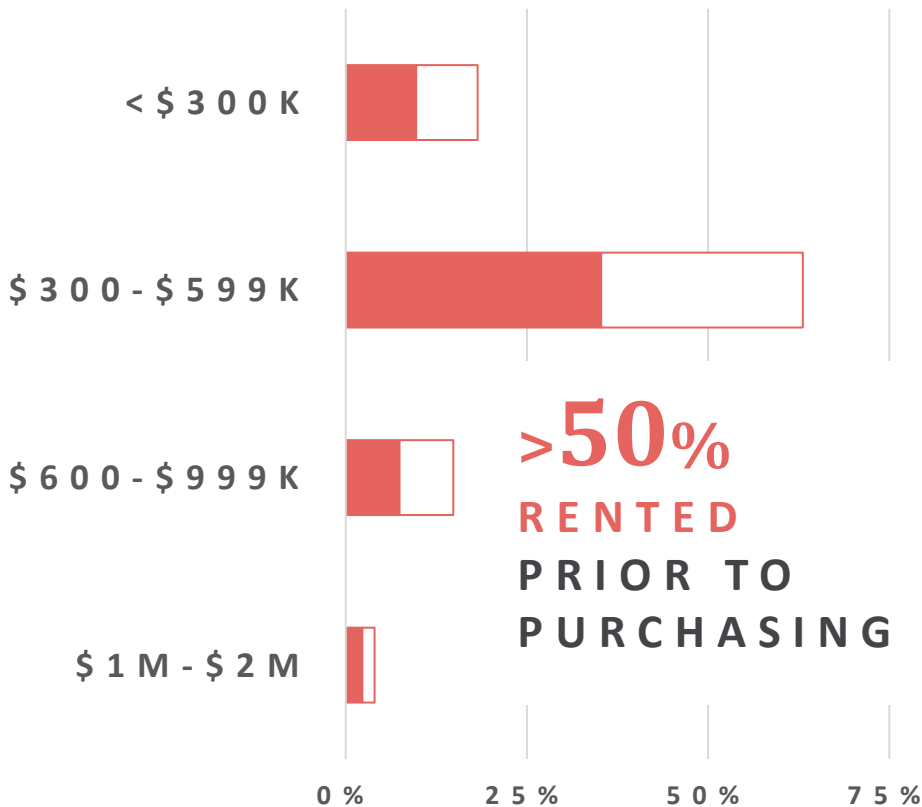
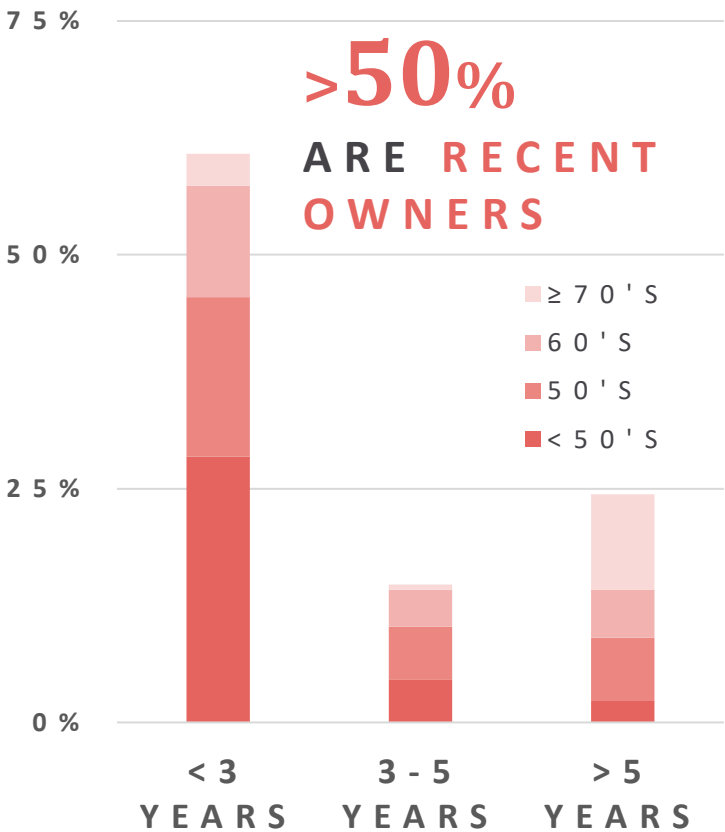
RENTAL PROPERTIES

RENTAL PROPERTIES REPRESENT 8% OF THE POPULATION

SOME FULL-TIME RESIDENTS OWN A 2ND PROPERTY FOR INVESTMENT PURPOSES



176 RESPONDENTS ARE PART-TIME OWNERS WHO ALSO RENT THEIR HOMES



OVERALL IMPRESSIONS OF BIG CANOE



WHAT WERE RESIDENTS ATTRACTED TO AT BIG CANOE*

THE NATURAL BEAUTY,
AMENITIES, AND SENSE
OF SECURITY ATTRACTED
MOST TO BIG CANOE

THE TYPICAL RESPONDENT
IDENTIFIED FOUR
INFLUENCERS

NATURAL BEAUTY/IN THE MOUNTAINS

92%

AMENITIES

64%

SENSE OF SAFETY/SECURITY

63%

SECLUSION & PRIVACY

57%

ACTIVITIES/THINGS TO DO

55%

PROXIMITY TO ATLANTA

43%

COMMUNITY

33%

GOOD VALUE

32%

*Across all age ranges, years owned, and property values data was consistent

Q. What caused you to move to Big Canoe in the first place?

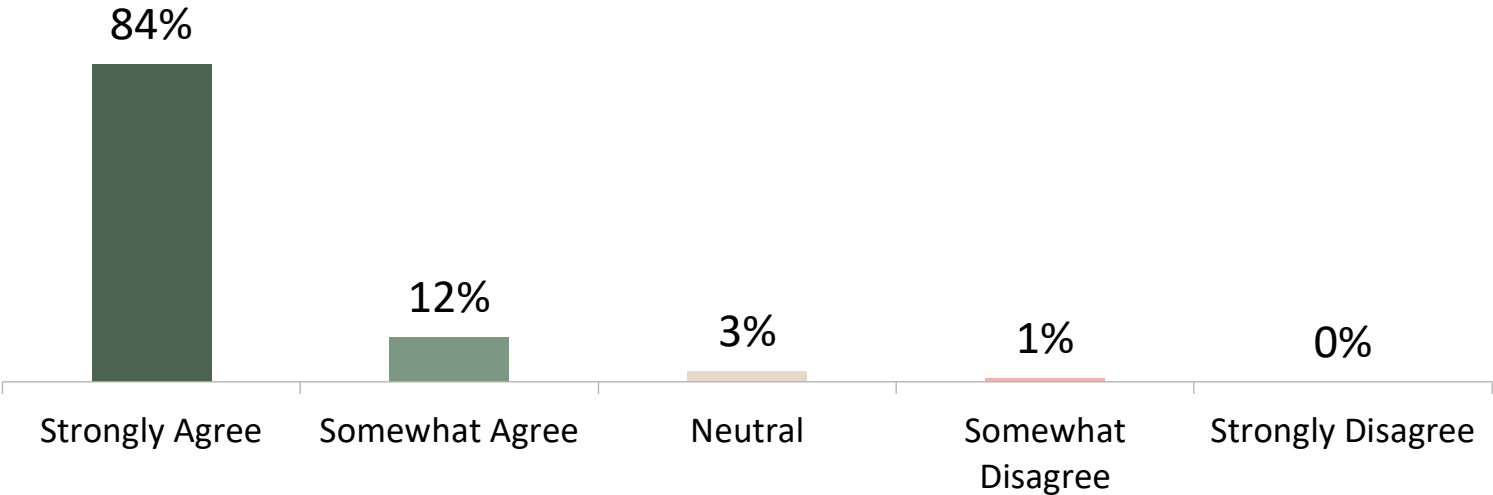
DEFINING A FUTURE VISION FOR BIG CANOE



OWNERS WERE ASKED TO EVALUATE SEVEN ASPIRATIONAL STATEMENTS FOR BIG CANOE

1. Preserve Big Canoe as a residential mountain community. **Keep the existing infrastructure updated and current.**
2. Evolve Big Canoe to **be more like a resort with 5-star amenities**, a hotel, first class dining, etc. **Open Big Canoe to non-property owners** as a source of revenue.
3. Preserve Big Canoe as a residential mountain community. **Strengthen the sense of community** creating more gathering places, offering more activities, etc.
4. Preserve Big Canoe as a residential mountain community. **Upgrade and expand current amenities.** Invest in new, "nicer" amenities and services **as desired by the community.**
5. Preserve Big Canoe as a residential mountain community. **Become more family friendly** with more amenities/things to do for children/grandchildren.
6. Place more emphasis on Big Canoe **becoming a more sustainable and environmentally friendly community.**
7. Evolve Big Canoe to be a private community for residents. **Restrict use of short-term rentals** and eliminate access to amenities by non-residents.

KEEP EXISTING INFRASTRUCTURE UPDATED & CURRENT.



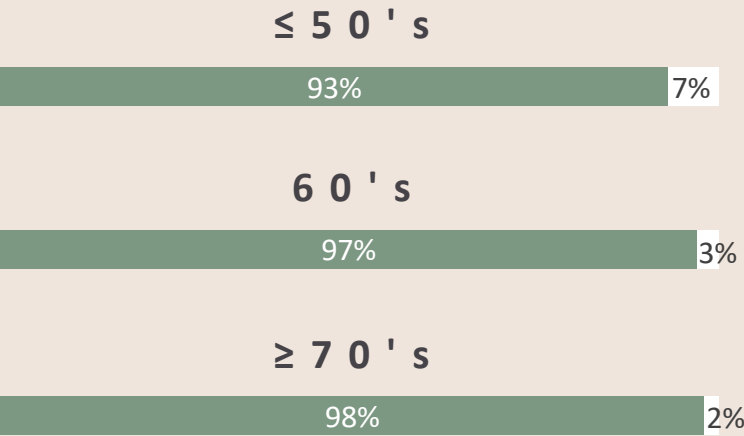
THE MAJORITY OF OWNERS PREFER TO KEEP BIG CANOE AS IS, MAINTAINING AND UPDATING EXISTING AMENITIES AS NEEDED.

THIS IS CONSISTENT REGARDLESS OF LENGTH OF OWNERSHIP, AGE GROUP, OR RESIDENT TYPE.

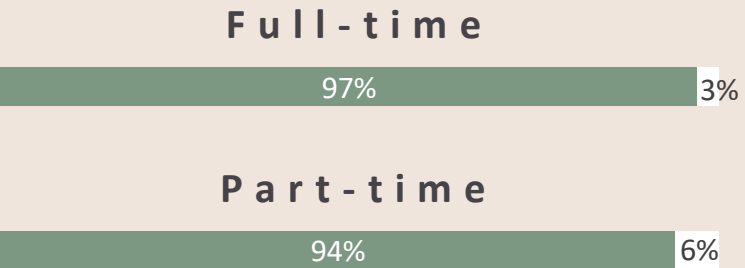
By Length of Ownership:



By Age Group:

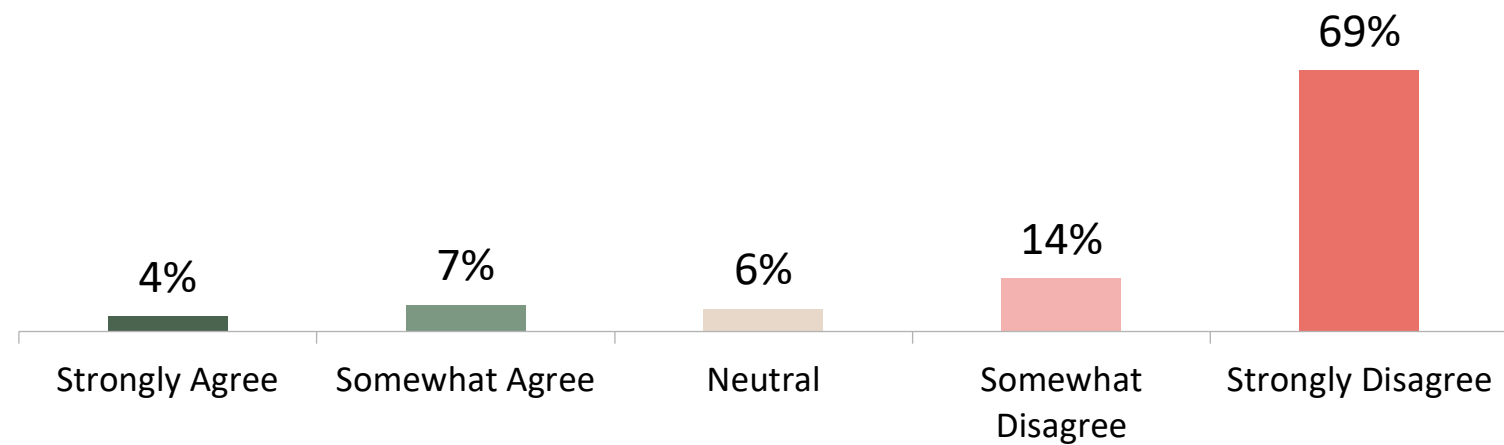


By Resident Type:



Evolve Big Canoe to be more like a resort with 5-star amenities

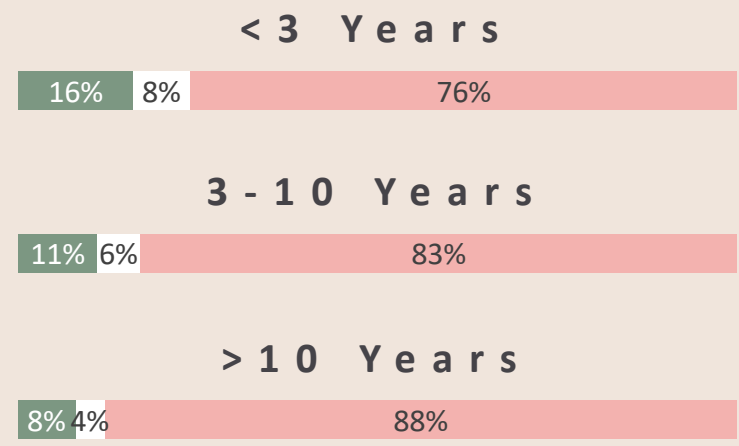
RESORT-LIKE: A HOTEL, FIRST CLASS DINING, ETC. OPEN BIG CANOE TO NON-PROPERTY OWNERS AS A SOURCE OF REVENUE.



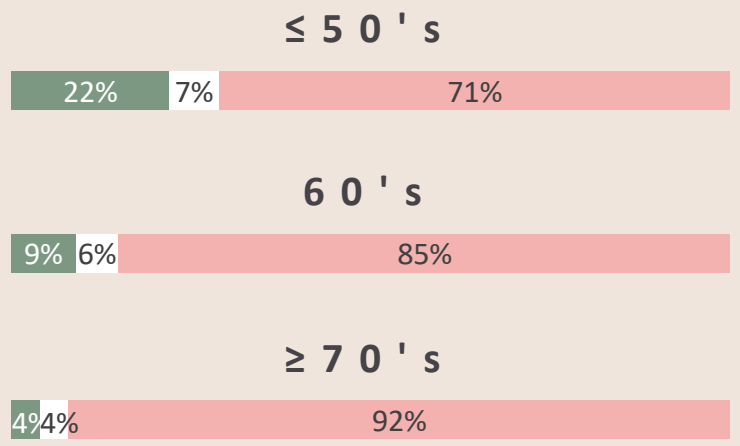
>80% DISAGREE WITH THIS VISION.

ONLY 11%, MAINLY THE 50 YEAR OLDS AND PART-TIMERS, ARE MORE OPEN TO THIS IDEA.

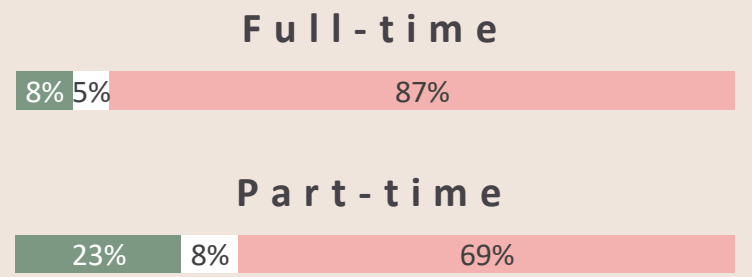
By Length of Ownership:



By Age Group:

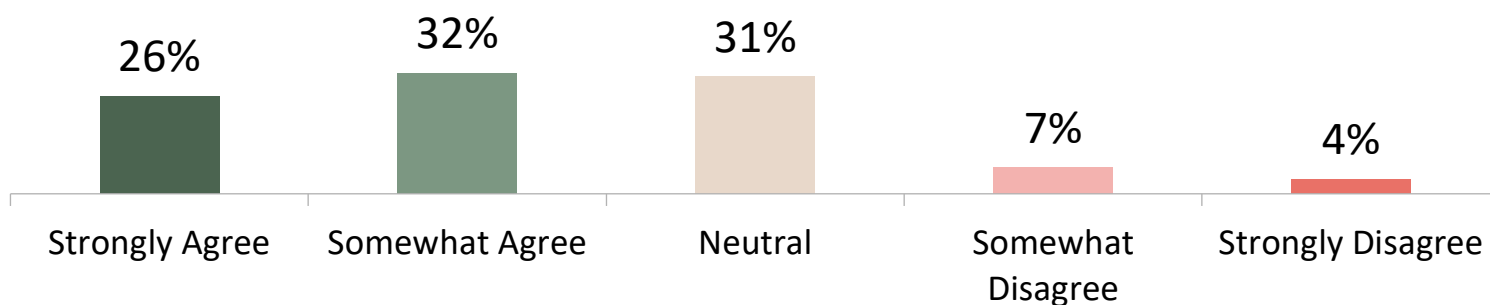


By Resident Type:



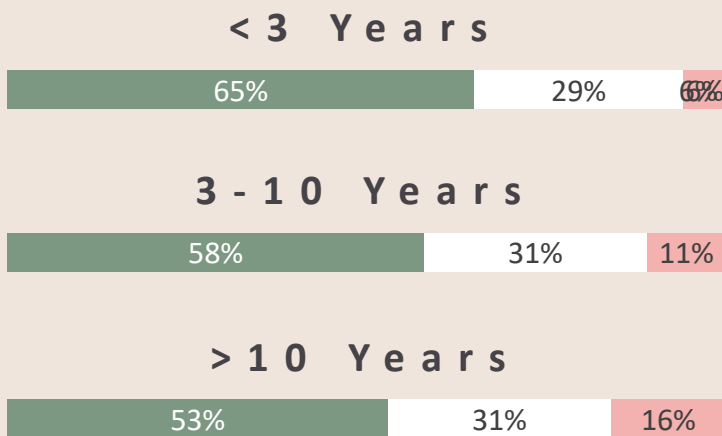
Agree Neutral Disagree

STRENGTHEN THE SENSE OF COMMUNITY BY CREATING MORE GATHERING PLACES, OFFERING MORE ACTIVITIES, ETC.

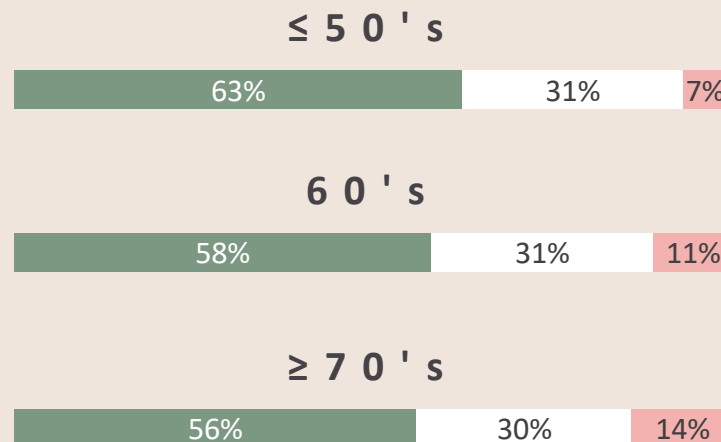


58% OF OWNERS WERE
RECEPTIVE TO STRENGTHENING
THE SENSE OF COMMUNITY,
WHILE 31% OF OWNERS WERE
NEUTRAL TO THE IDEA.

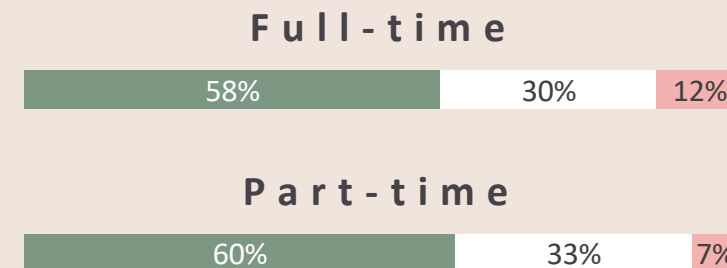
By Length of Ownership:



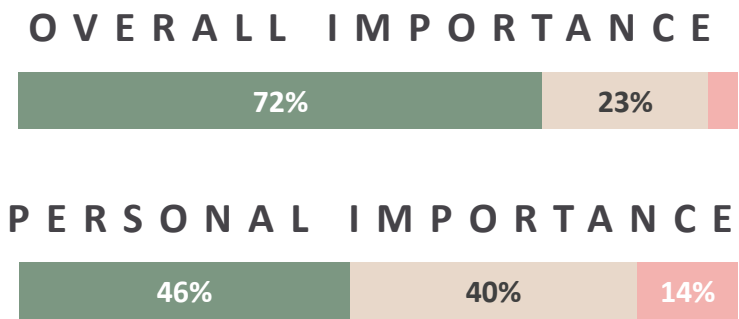
By Age Group:



By Resident Type:



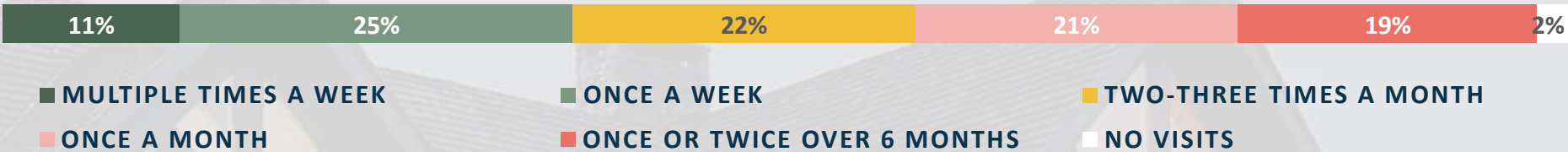
THE CLUBHOUSE STRENGTHENS THE SENSE OF COMMUNITY*



Q. How important is the Clubhouse facility to life at Big Canoe? How important is the Clubhouse facility for you personally at Big Canoe?

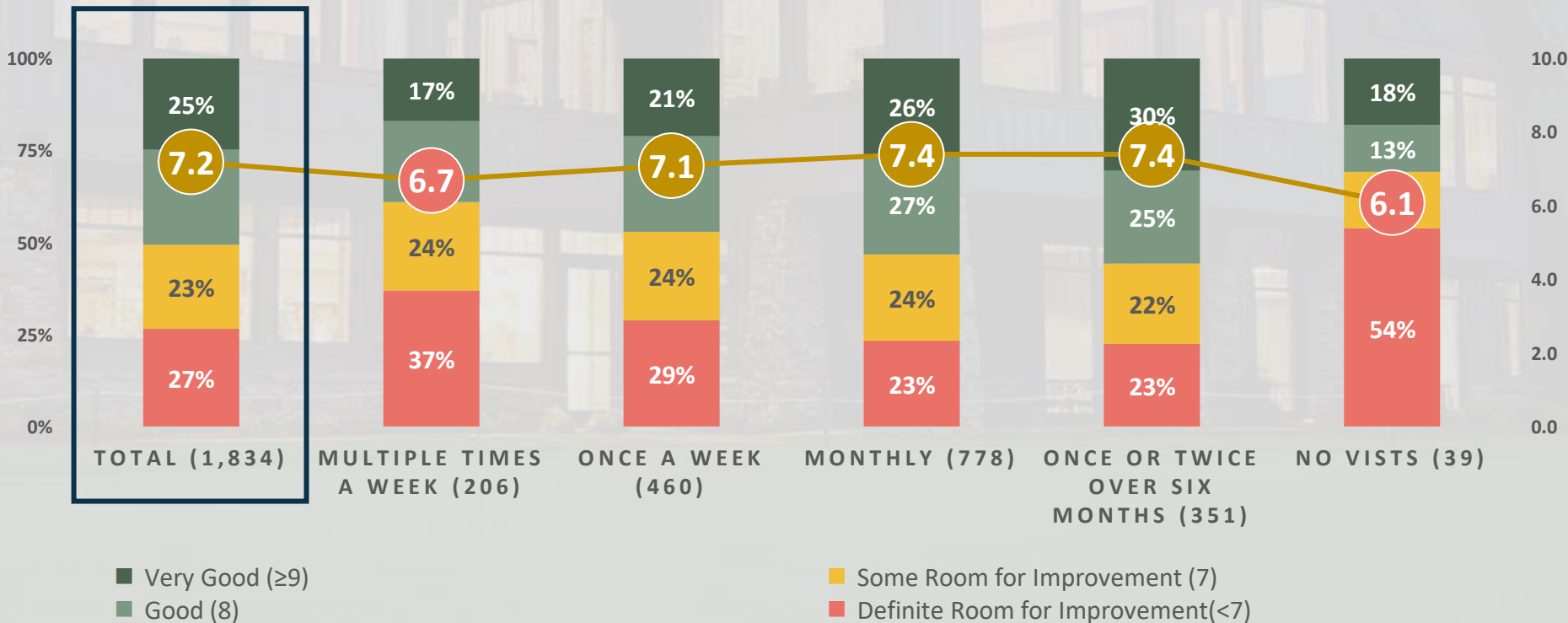
*Across all age ranges, years owned, and property values data was consistent

MOST (58%) ANTICIPATE VISITING MULTIPLE TIMES PER MONTH*



Q. Over the next six months, how many times do you expect to go the Clubhouse facility?

SATISFACTION RATINGS ARE MODERATE-TO-LOW.

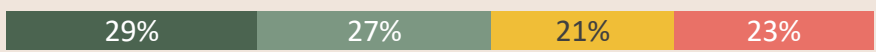


Q. How would you rate the Clubhouse facility meaning the look and feel, the layout and functionality of the space, etc.?

STRONG SUPPORT TO ENHANCE THE CLUBHOUSE

RESIDENTS WITH
PREMIUM HOMES ARE
MORE CRITICAL

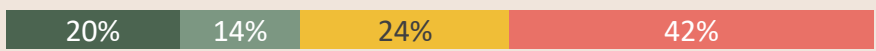
< \$ 6 0 0 , 0 0 0



\$ 6 0 0 , 0 0 0 - \$ 9 9 9 , 9 9 9



≥ \$ 1 M



- Very Good (≥9)
- Good (8)
- Some Room for Improvement (7)
- Definite Room for Improvement (<7)

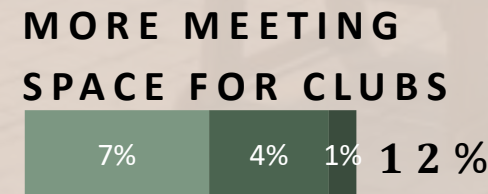
- “Big Canoe’s Clubhouse **should be the heart of the community, but it's not.** Events should all revolve around the club.” (PT | 60's | >10)
- "The Clubhouse **should be the brand ambassador for Big Canoe. A premiere facility in exterior and interior design and furnishings would be a point of immense pride.**" (FT | ≤50's | <3)
- “The Clubhouse is **tired looking**, and the furniture is dated. It **could offer so much more to the community** than it does now.” (FT | 60's | 3-10)

Q. How would you rate the Clubhouse facility meaning the look and feel, the layout and functionality of the space, etc.?

POTENTIAL CLUBHOUSE IMPROVEMENTS

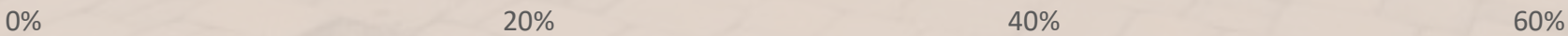
A RESPONDENTS ARE MOST EXCITED ABOUT AN EXPANDED OUTDOOR DINING/GATHERING SPACE

GROUP OTHERS DESIRE AN ENHANCED LOOK AND FEEL, AS WELL AS UPGRADED FURNITURE AND FIXTURES



“Big Canoe should **reshape the entire back of the Clubhouse and add a deck to the rear, so that it can be used for functions.**

The area could offer a **million-dollar view of Lake Sconti and the golf course.**”

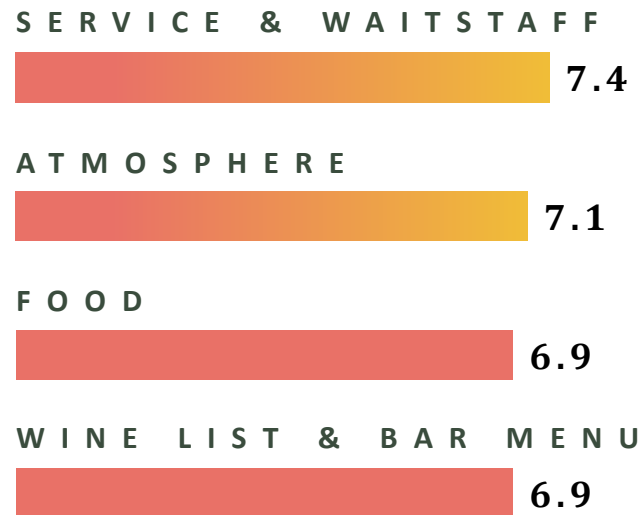


■ < \$ 6 0 0 , 0 0 0 ■ \$ 6 0 0 , 0 0 0 - \$ 9 9 9 , 9 9 9 ■ ≥ \$ 1 M

TOTAL (2,139) | Data shows percent responding ‘Very Interested’ in potential expansions.

Q. Following, are some improvement suggestions/requests the Committee has heard for the Clubhouse. How important do you think each idea is?

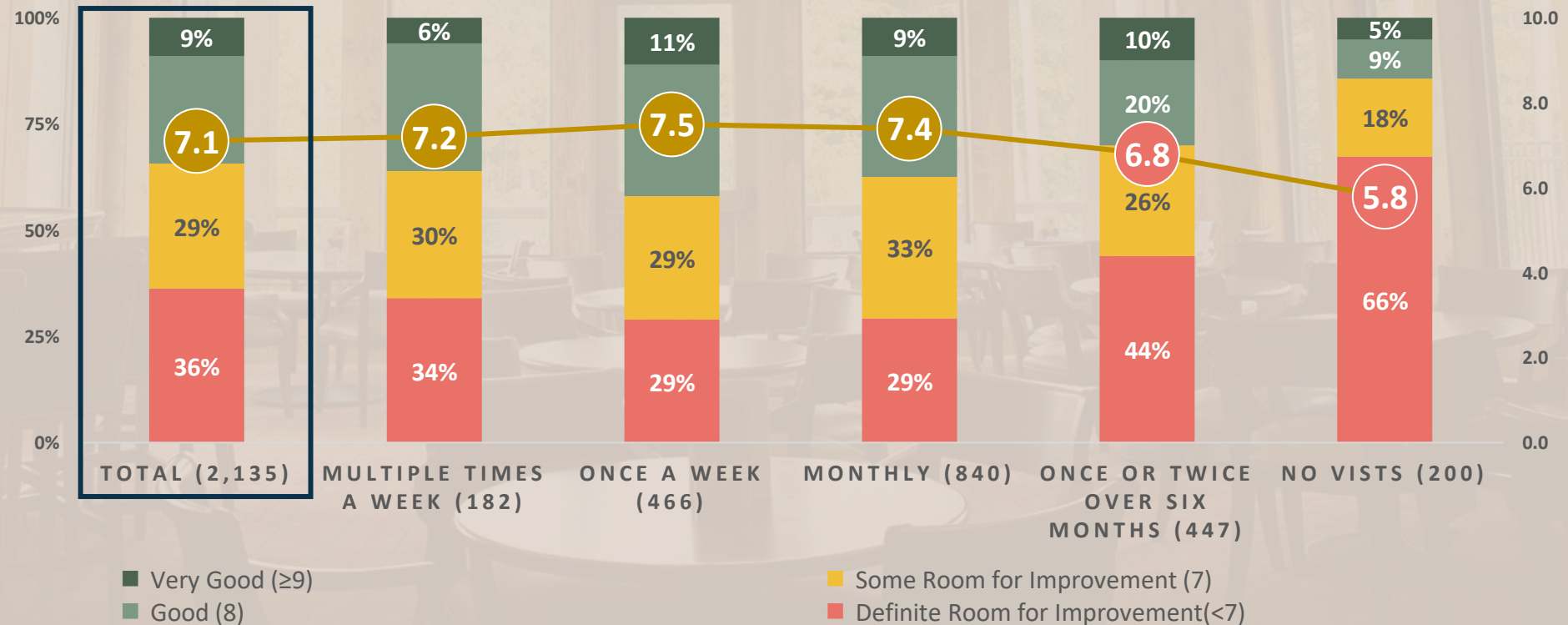
THE RESTAURANT & BAR WERE WIDELY CRITICIZED*



70% ANTICIPATE VISITING THE RESTAURANT AT LEAST MONTHLY*



VISITATION IS TIED TO SATISFACTION**



**Average performance of four criteria

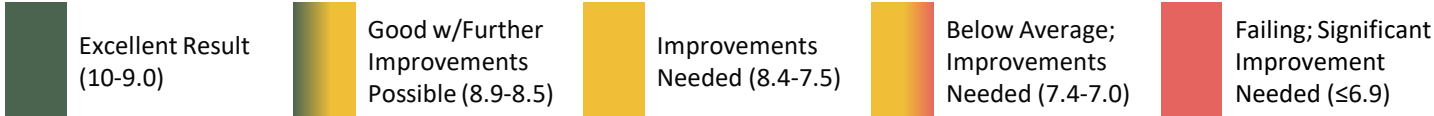
Q. Please rate the following elements of the restaurant and bar:

*Across all age ranges, years owned, and property values data was consistent

THE CLUBHOUSE & RESTAURANT SCORES WERE POOR ACROSS ALL DEMOGRAPHIC GROUPS

	Respondent Type				Longevity			Age Group			Home Value		
	Total (2139)	Full-Time (1568)	Part-Time (395)	PT Renter (176)	<3 Years (668)	3-10 Years (751)	>10 Years (720)	≤50's (589)	60's (791)	≥70's (759)	<\$600,000 (1303)	\$600,000-\$999,999 (673)	≥\$1M (163)
% Anticipating Weekly Visits to Clubhouse	36%	41%	27%	20%	38%	38%	34%	33%	39%	37%	35%	37%	42%
The Clubhouse Facility	7.2	7.1	7.4	7.9	7.4	7.1	7.2	7.3	7.2	7.2	7.4	7.0	6.7
% Anticipating Weekly Visits to Restaurant	30%	33%	24%	19%	34%	30%	27%	28%	34%	29%	28%	34%	34%
Quality of the Food	6.9	6.8	7.0	7.4	7.2	6.8	6.7	7.1	6.9	6.7	7.0	6.8	6.6
Quality of the Service & Waitstaff	7.4	7.3	7.3	7.7	7.6	7.3	7.1	7.4	7.4	7.3	7.5	7.2	7.1
Overall Atmosphere	7.1	7.0	7.2	7.8	7.3	7.1	7.0	7.2	7.1	7.0	7.3	6.9	6.8
Quality of the Wine List & Bar Menu	6.9	6.9	6.7	7.3	7.0	6.8	6.8	6.9	6.9	6.9	7.1	6.7	6.3

COMMON REQUEST: LONGER HOURS AND MORE AVAILABILITY
IMPROVED ATMOSPHERE AND EXPERIENCE



■ (#) total number of current customers, not ratings

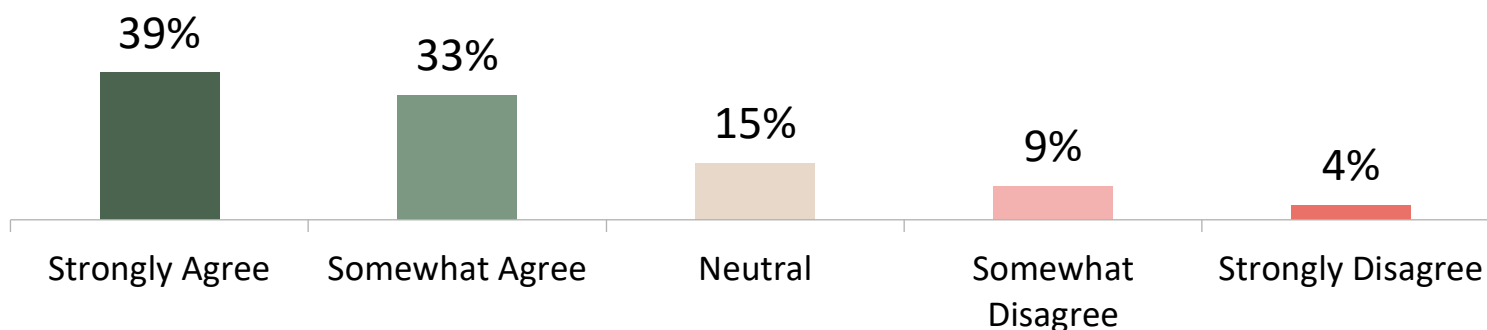
VIEWS TOWARDS AMENITIES



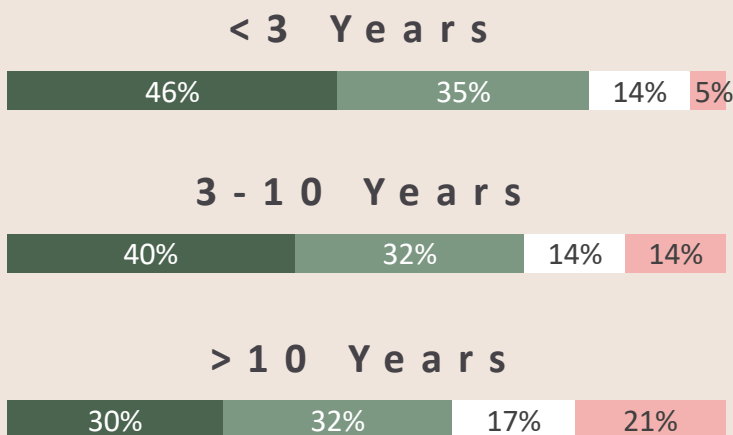
UPGRADE/EXPAND CURRENT AMENITIES & INVEST IN NEW AMENITIES/SERVICES.

72% OF OWNERS WANT TO UPGRADE/EXPAND CURRENT AMENITIES & INVEST IN NEW AMENITIES/SERVICES.

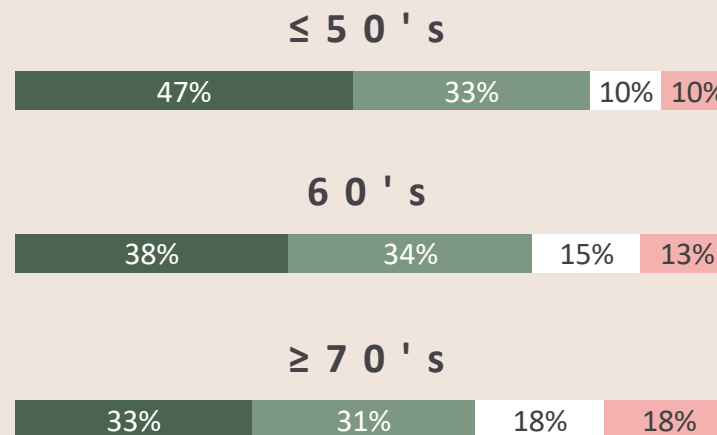
NEWER OWNERS (81%) / YOUNGER OWNERS (80%) WERE MOST IN FAVOR OF THIS IDEA.



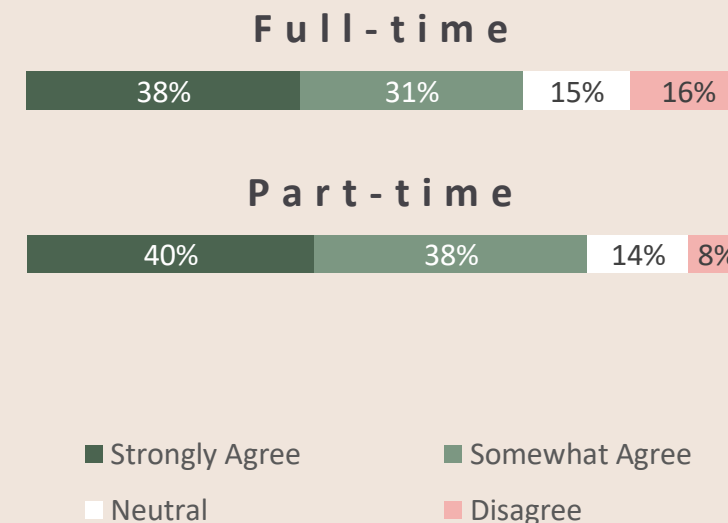
By Length of Ownership:



By Age Group:

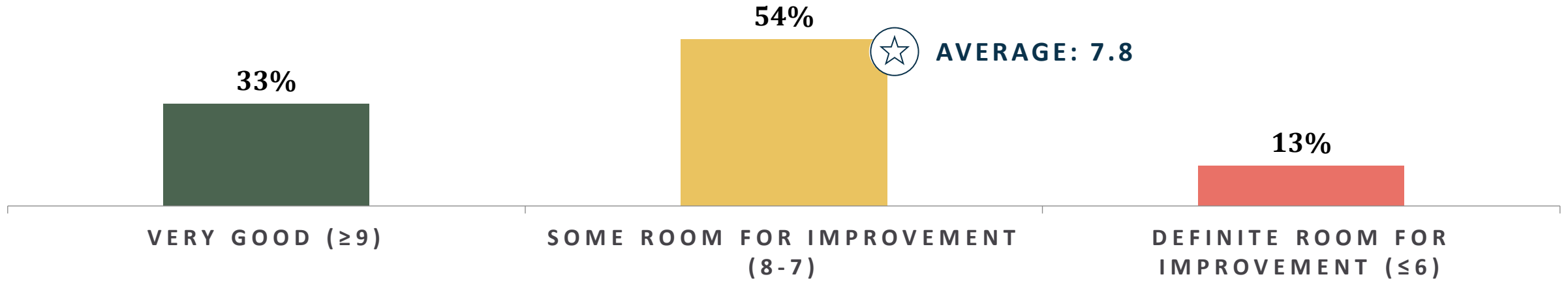


By Resident Type:

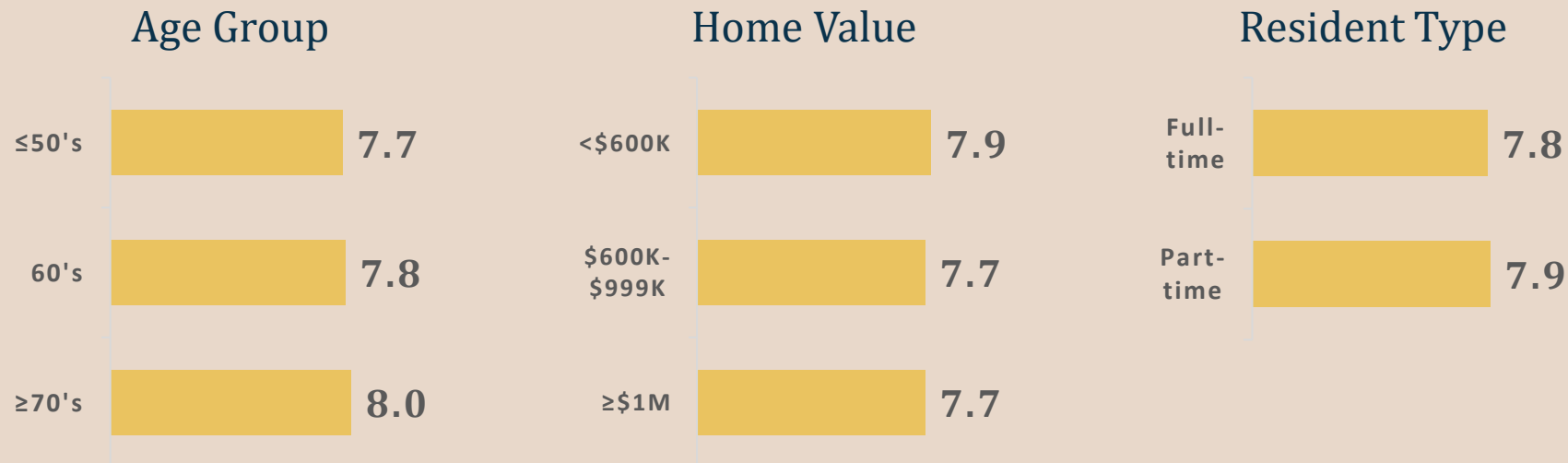


RATING CURRENT AMENITIES: JUST AVERAGE

Q. Please rate the overall quality of amenities at Big Canoe.



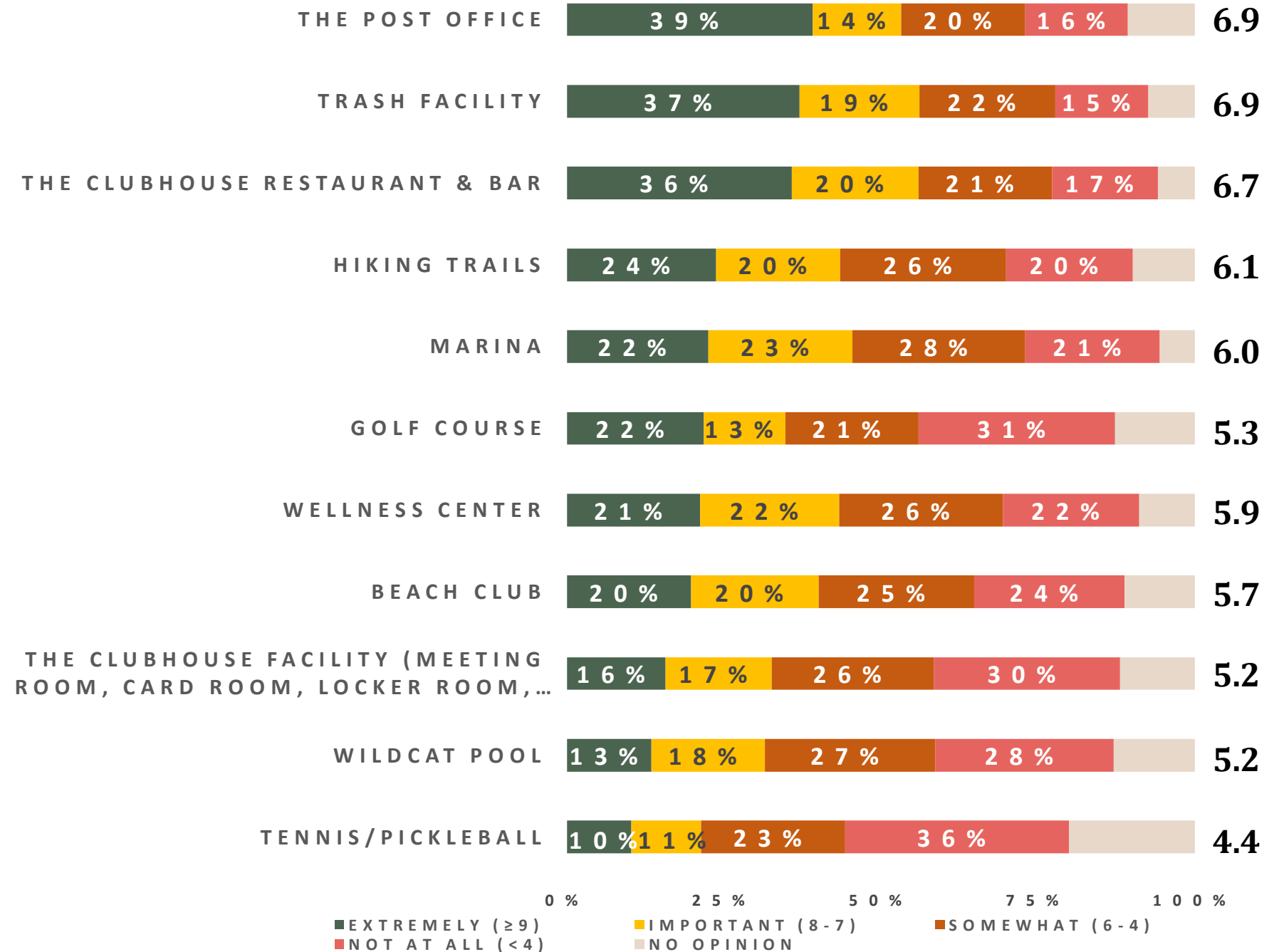
Average Score By:



CURRENT AMENITIES RATINGS INDICATE DESIRE FOR IMPROVEMENTS. THIS RESULT IS CONSISTENT ACROSS ALL DEMOGRAPHIC GROUPS.

UPGRADING CURRENT AMENITIES/ SERVICES:


WHAT IS MOST IMPORTANT?




Q. Please review the list below. For each amenity/service, how important is it to make an upgrade? 1 = Not at All Important | 5 = Somewhat Important | 10 = Extremely Important

TOP THREE* AMENITIES TO UPGRADE ACROSS RESPONDENTS

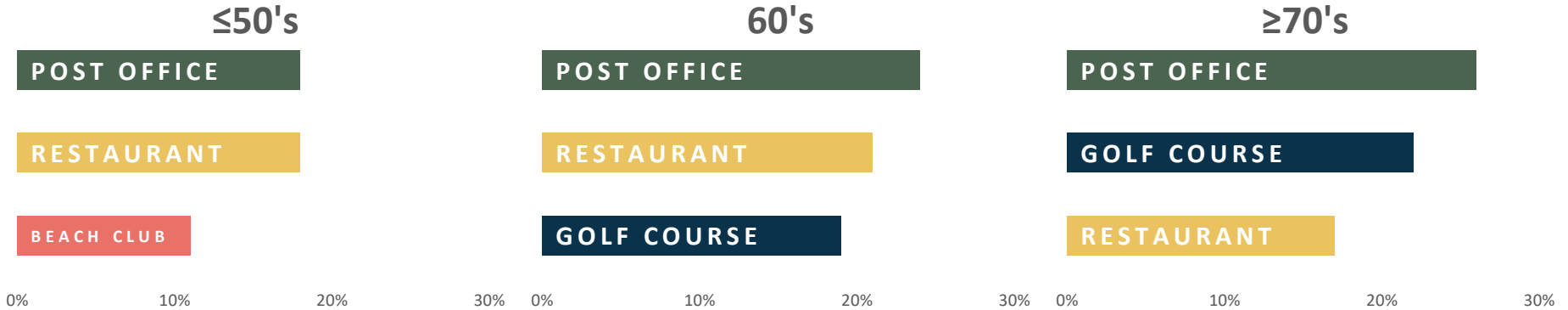
Amenities homeowners
want upgraded immediately:

 Post Office

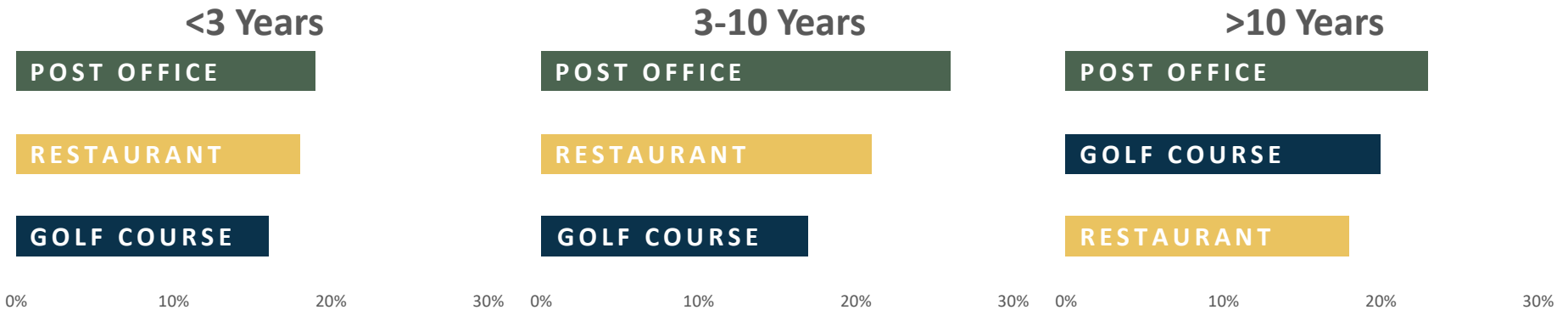
 Restaurant & Bar

 Golf Course

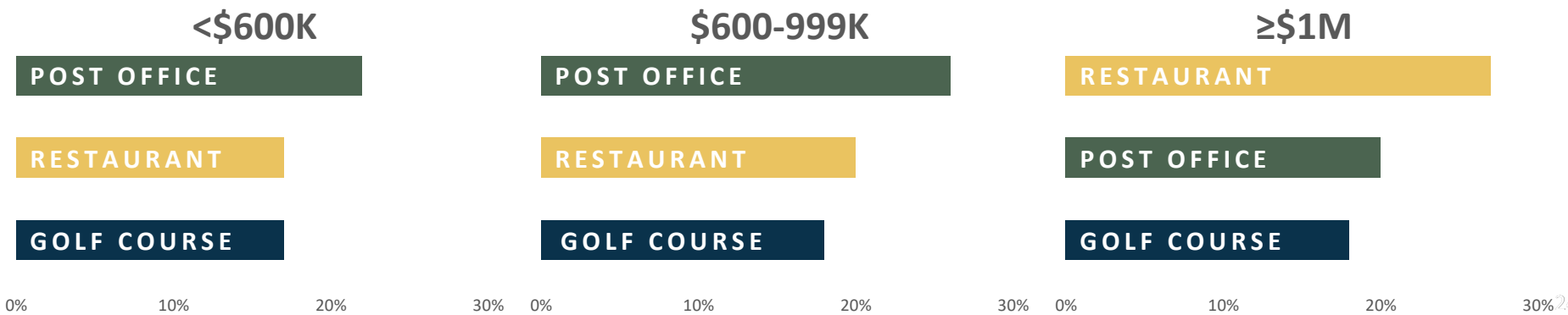
Age Group



Length of Ownership

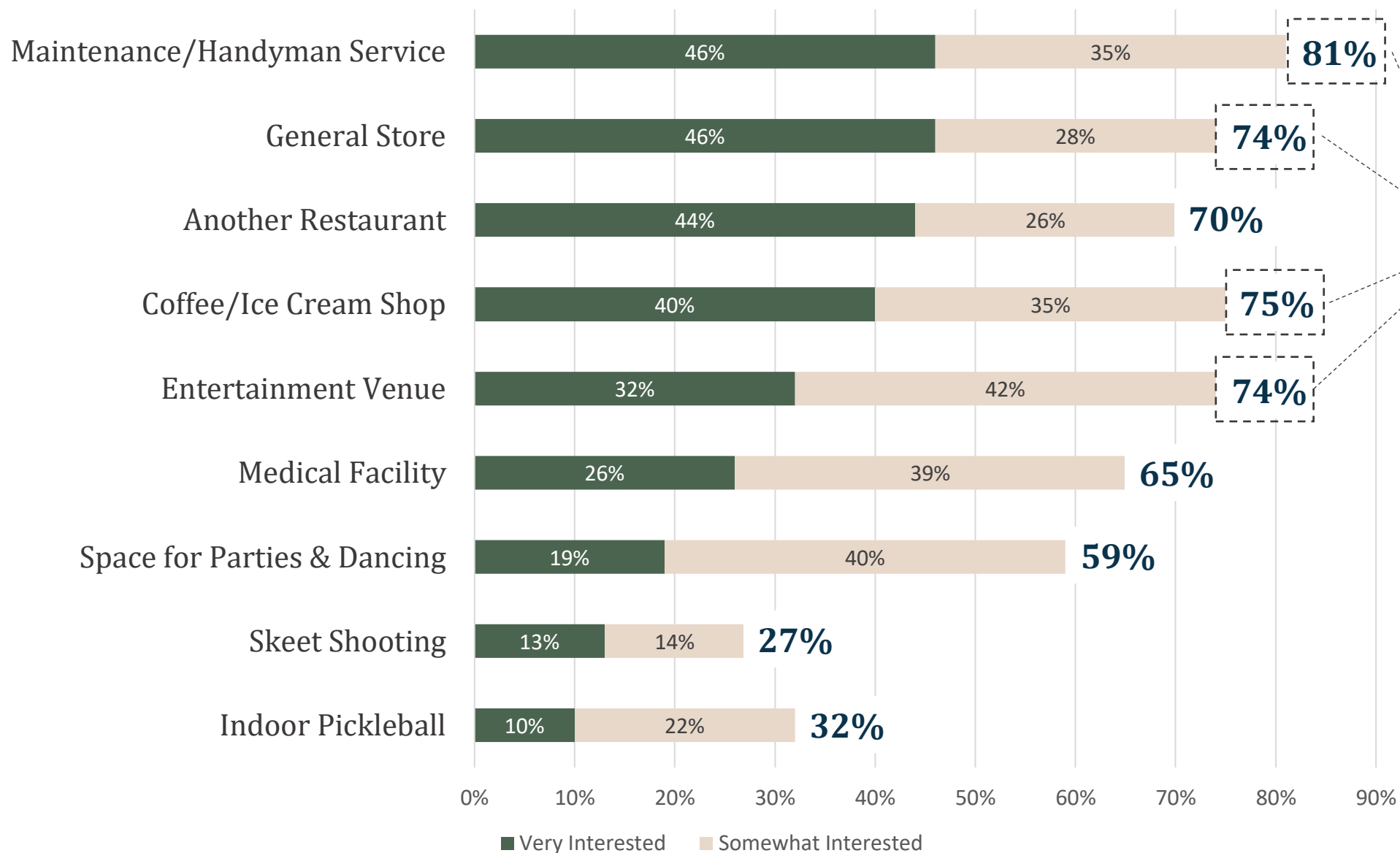


Home Value







*Percent ranking #1

INTEREST IN NEW SERVICES/AMENITIES




New services/amenities homeowners are most interested in:


-  Maintenance Service
-  Coffee/Ice Cream Shop
-  General Store
-  Entertainment Venue


Q. The Committee has heard requests/suggestions for amenities that should be established at Big Canoe. How interested are you in each idea?


TOP THREE* NEW SERVICES/ AMENITIES

Top ideas homeowners are
“most interested” in:

 Maintenance Service

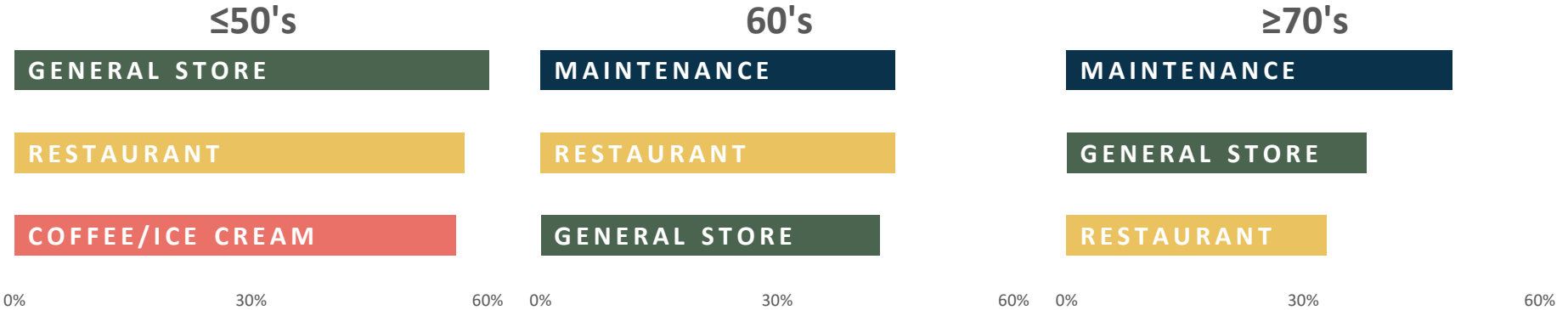
 General Store

 Another Restaurant

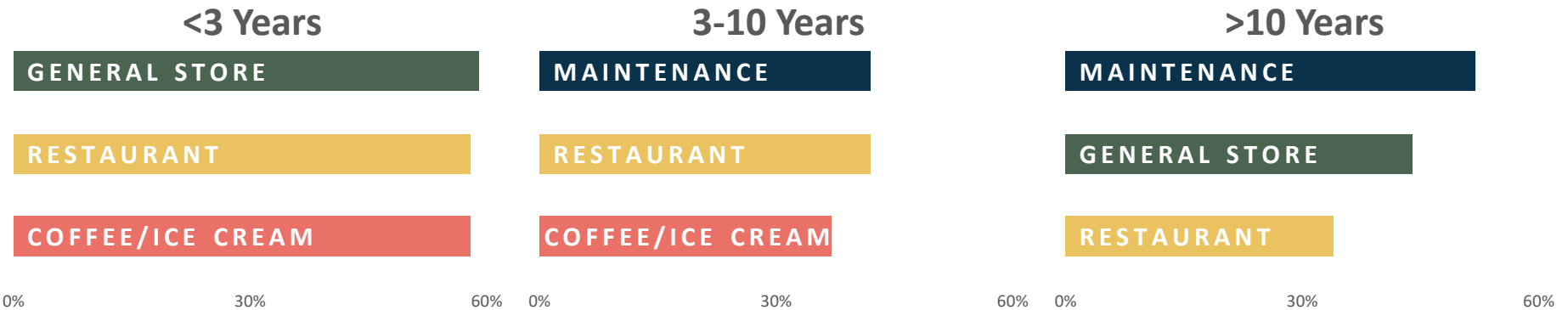
 Coffee/Ice Cream Shop

*Percent “very interested”
Q. The Committee has heard requests/suggestions for amenities that should be established at Big Canoe. How interested are you in each idea?

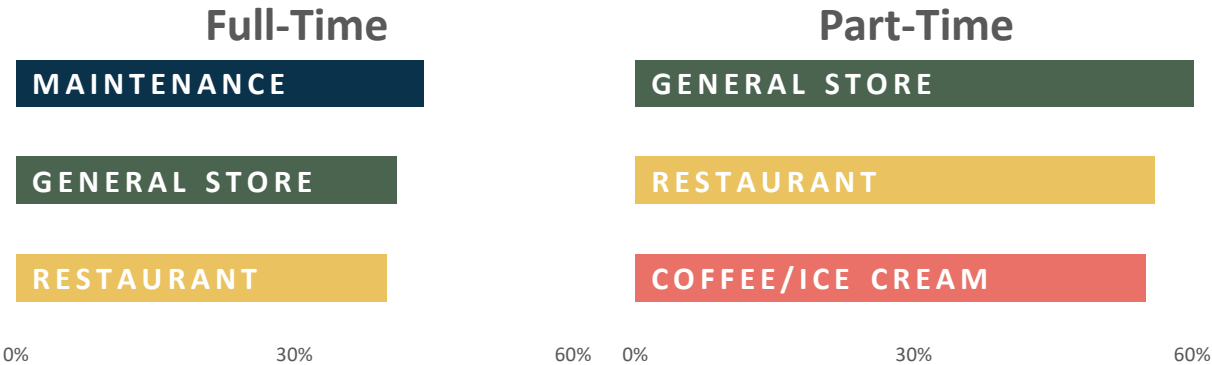
Age Group



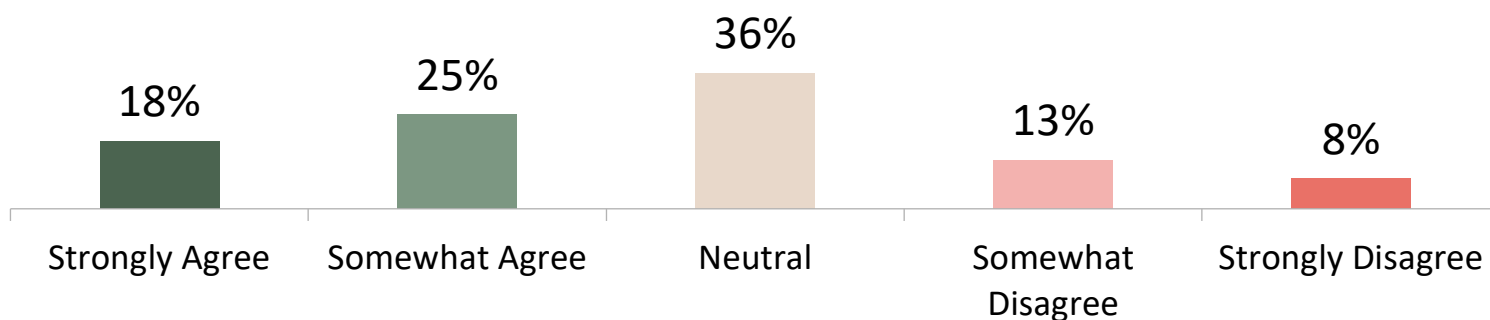
Length of Ownership



Resident Type



BECOME MORE FAMILY FRIENDLY: MORE AMENITIES/THINGS TO DO FOR CHILDREN/GRANDCHILDREN.



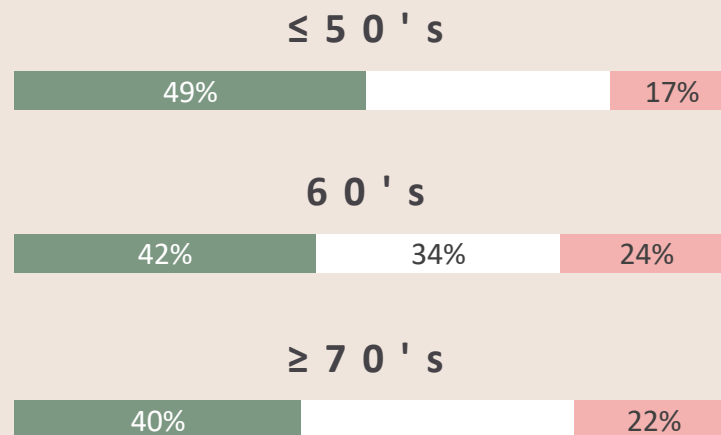
43% OF OWNERS SUPPORT THE IDEA OF BIG CANOE BECOMING MORE FAMILY FRIENDLY. 21% DISAGREE.

YOUNGER RESIDENTS (49%) AND RESIDENTS THAT HAVE CHILDREN OR VISITING GRANDCHILDREN (55%) ARE MOST IN FAVOR.

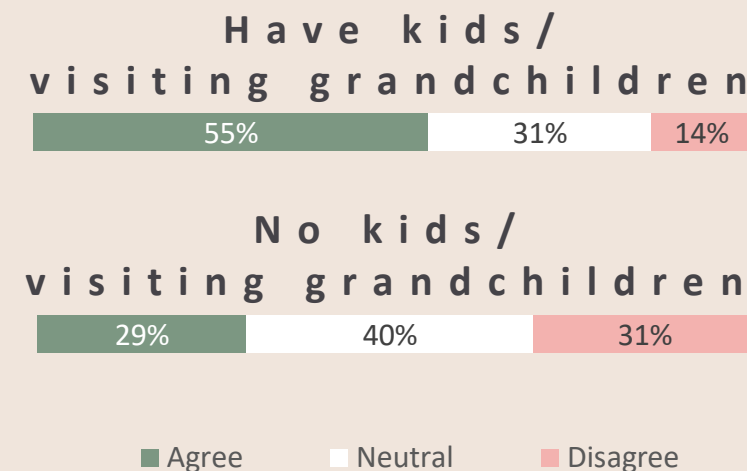
By Length of Ownership:



By Age Group:



By Visiting Children & Grandchildren:



Agree Neutral Disagree



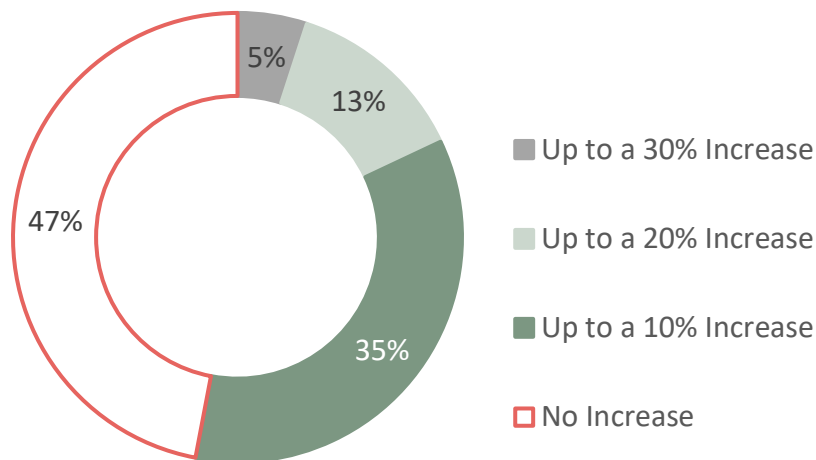
IDEAS TO MAKE BIG CANOE MORE FAMILY FRIENDLY

- Updated/more extensive **playground** equipment
- **Pavilion** for weather-irrelevant outdoor activities (e.g. movies; games) AND indoor space for same in winter
- **Organized events** for teens and families with young children
- **Counselor-led** weekly activities - games, classes (cook, garden, crafts)
- Summer **nature education programs** for children ex. group **hikes**
- **Golf clinics**
- **Arcade/game room** with materials for checking out
- A **baseball field or kickball** scrimmage field
- Better **water features**/water park/slides
- **Putt-putt** golf course
- **Ropes course**/climbing wall/zipline
- A place to ride **bikes and skate**
- **Childcare** service at a reasonable cost
- **Dining** that is more family friendly - especially for children
- Improved **snack shop**

FUNDING ENHANCED AMENITIES



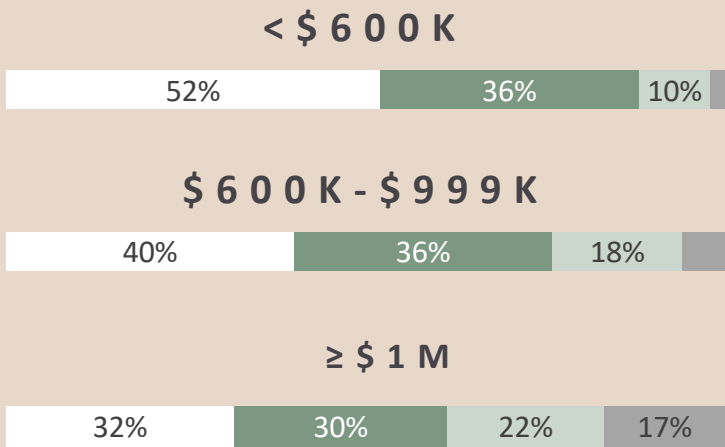
53% ARE WILLING TO
PAY MORE TO
ACCELERATE UPGRADES.
WILLINGNESS TO PAY ALIGNED
WITH HOME VALUE.



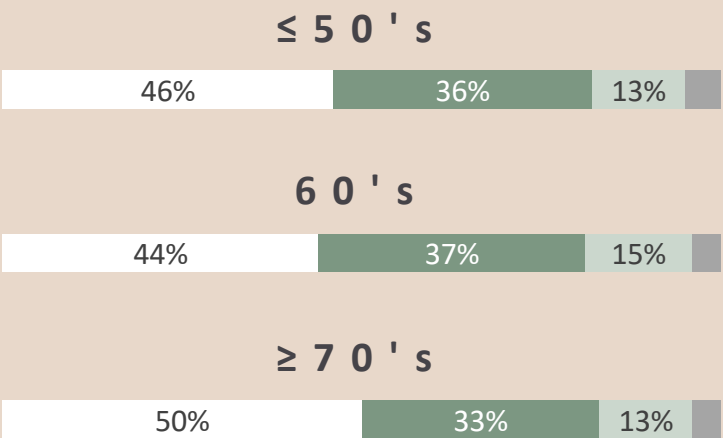
TOTAL (2,139)

RESIDENTS WHO
ARE WILLING ARE
MOST INCLINED TO
PAY UP TO A 10%
INCREASE.

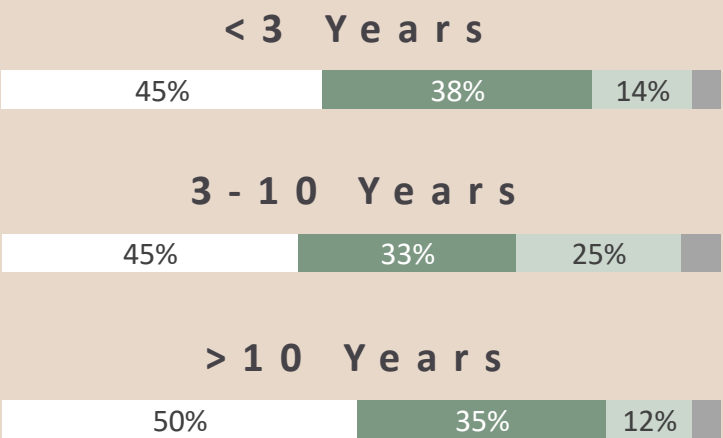
By Home Value:



By Age Group:



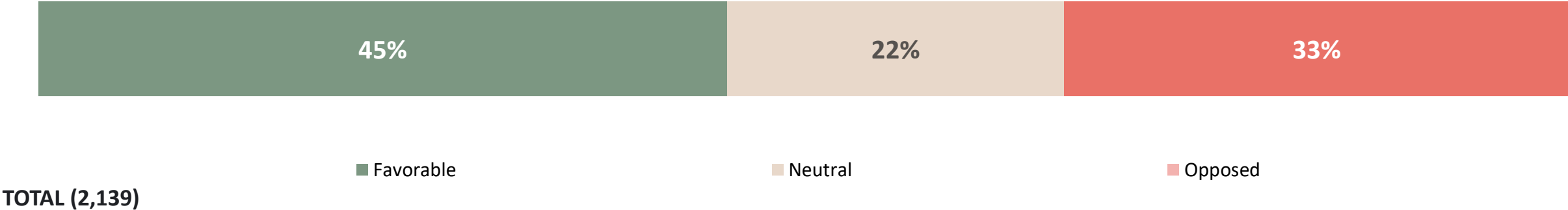
By Length of Ownership:



No Increase Up to a 10% Increase Up to a 20% Increase Up to a 30% Increase

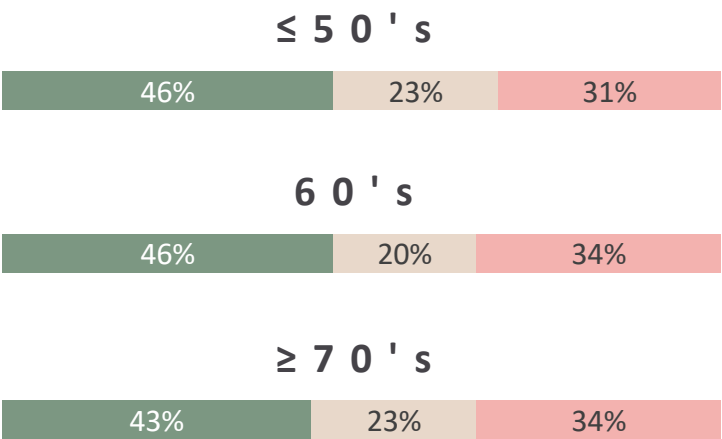


BORROWING TO FUND UPGRADES RECEIVED MIXED VIEWS

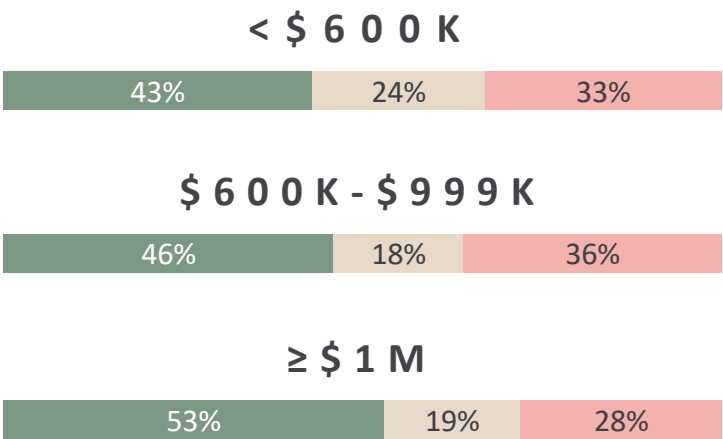


DATA IS LARGELY CONSISTENT ACROSS DEMOGRAPHICS. MORE AFFLUENT HOMES AND PART-TIME RESIDENTS ARE SLIGHTLY MORE INCLINED TO SUPPORT.

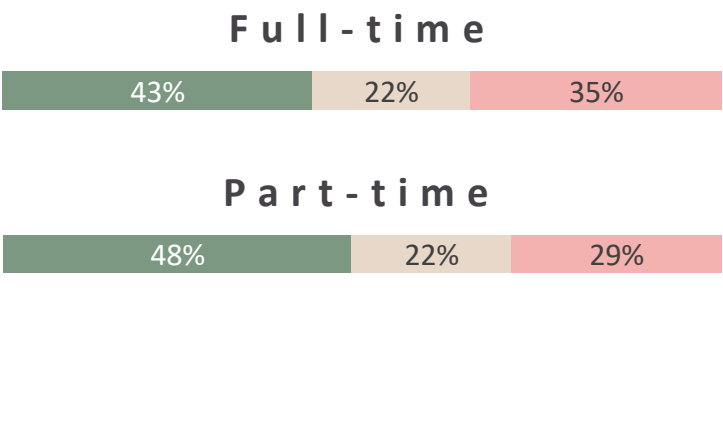
By Age Group:



By Home Value:



By Resident Type:



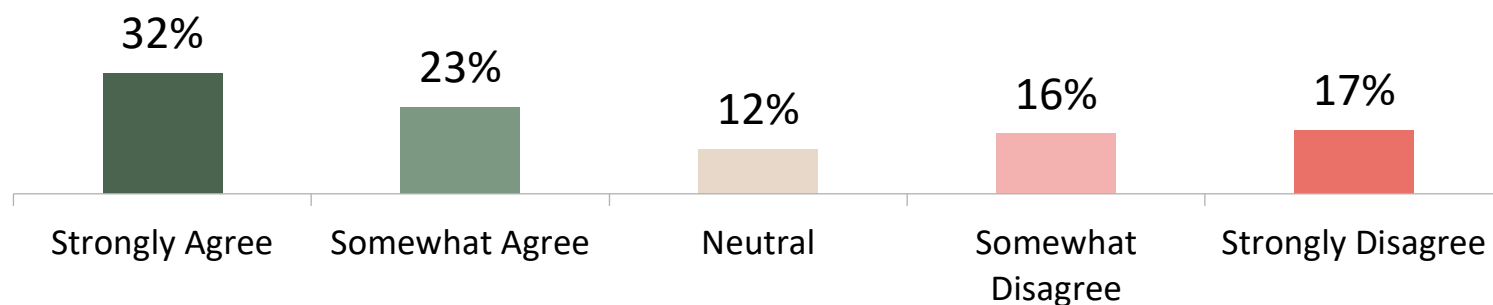
■ Favorable ■ Neutral ■ Opposed

VIEWS TOWARD RENTAL PROPERTIES



Evolve Big Canoe to be a private community for residents

RESTRICT USE OF SHORT-TERM RENTALS AND ELIMINATE ACCESS TO AMENITIES BY NON-RESIDENTS.

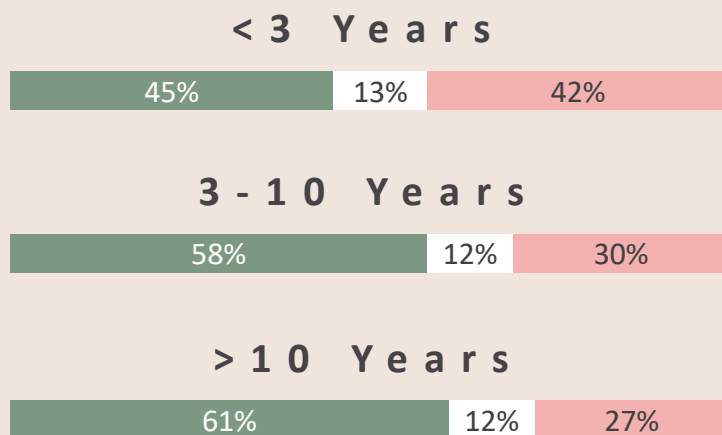


55% OF RESPONDENTS WOULD PREFER TO RESTRICT USE OF SHORT-TERM RENTALS. 33% DISAGREE.

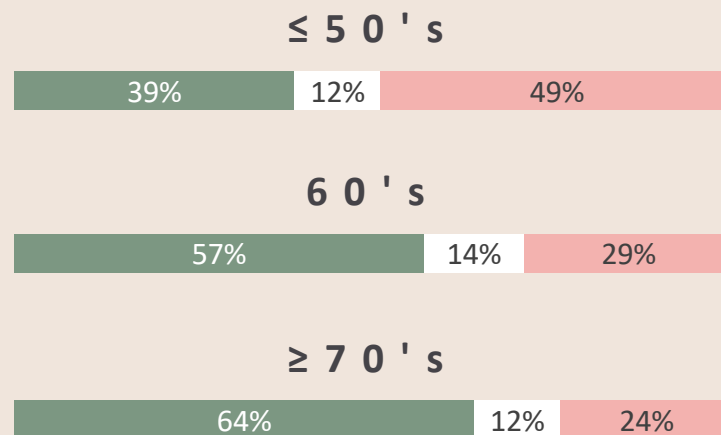
THIS IDEA IS THE LEAST POPULAR WITH YOUNGER OWNERS (49% DISAGREE) AND PART TIME OWNERS (53%).

THE MOST POLARIZING ISSUE
IN THE SURVEY

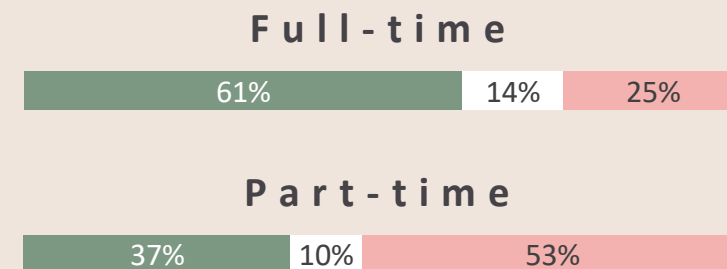
By Length of Ownership:



By Age Group:



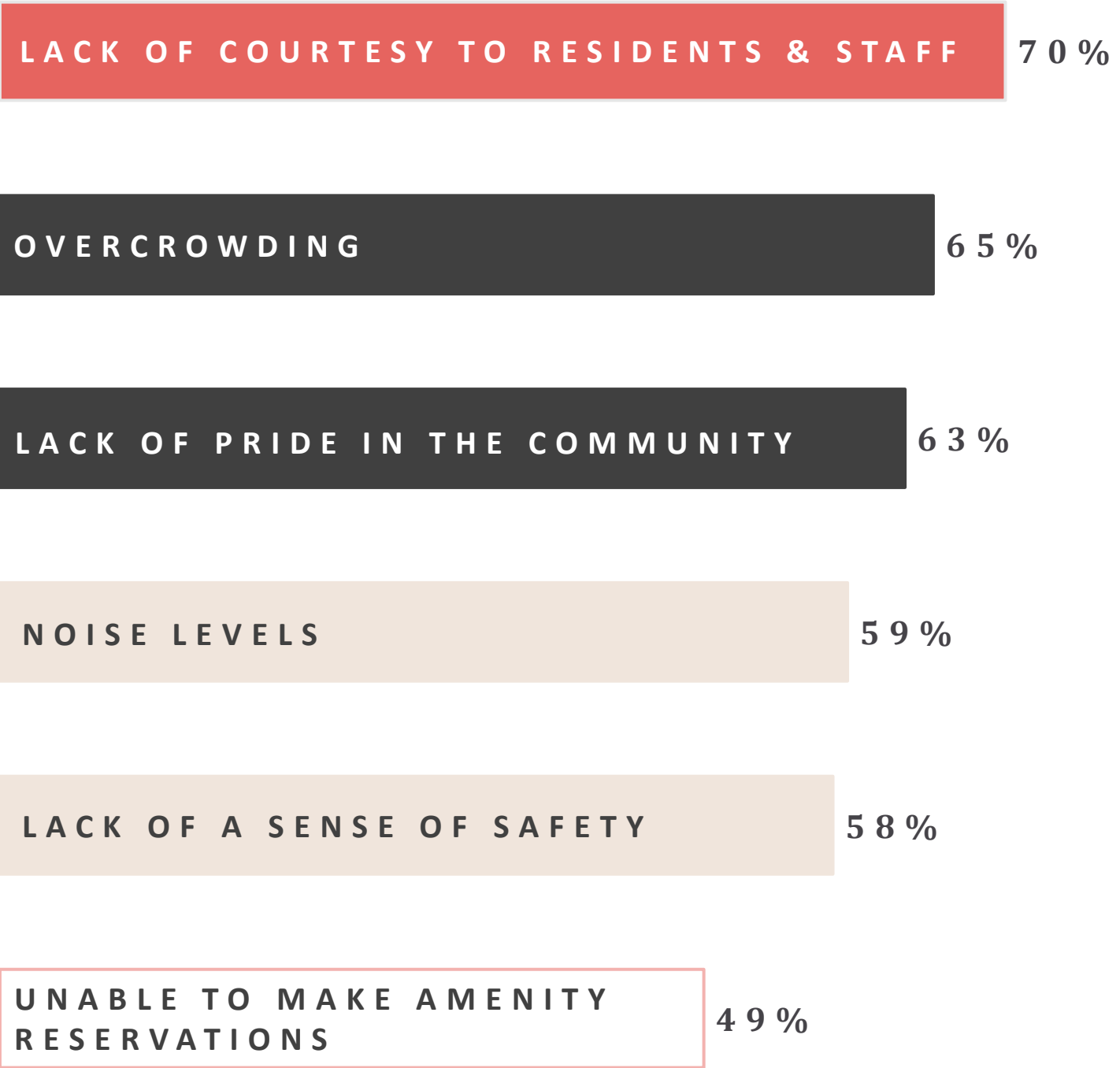
By Resident Type:



Agree Neutral Disagree

▶ **LACK OF COURTESY, OVERCROWDING, & LACK OF PRIDE IN COMMUNITY ARE TOP COMPLAINTS TOWARDS RENTERS**

TOP 3 COMPLAINTS WERE CONSISTENT AMONG ALL DEMOGRAPHICS



1,358 Respondents
 Note: Only asked to respondents that opposed or were neutral to short-term rentals.
 Q. What are your reservations or frustrations (of short-term rentals)?

FOR SHORT-TERM RENTALS

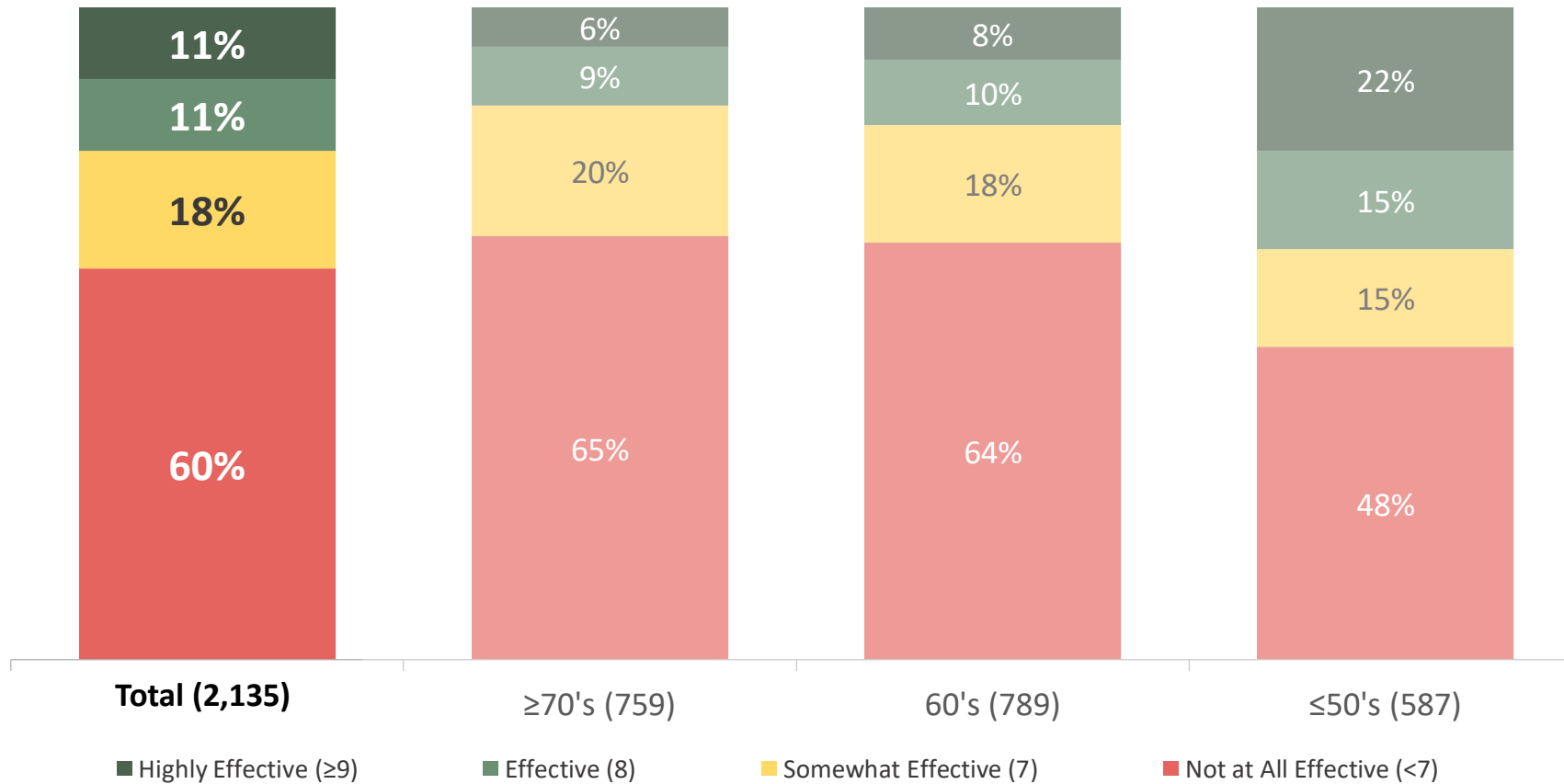
- "Rentals are key to the success of Big Canoe. I've spoken to many homeowners that started as guests. I rented, fell in love and bought a home." (PTR | ≤50's | <3)
- "We would not continue to stay if not able to short term rent. We love Big Canoe but it is pricey without rental income to help when we aren't there." (PTR | 60's | <3)
- "We made the decision to purchase our home in Big Canoe with the option to rent it out on a short- or long-term basis." (FT | ≤50's | <3)

AGAINST SHORT-TERM RENTALS

- "The number of short-term rentals alarms me. Renters do not respect our beautiful community like residents do." (FT | 60's | >10)
- "In recent years renters have thrown trash on the roads, created parking issues in my neighborhood, and speed through the community. Here 22 years and didn't see this much previously." (FT | ≥70's | >10)
- "Recent ongoing issues and concerns with part time renters and their lack of interest in taking care of our beautiful Mountain Community causes me to question the impact on Big Canoe as a whole." (FT | ≥70's | 3-10)

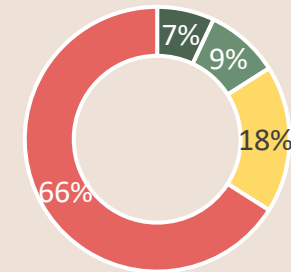
NEARLY 80% INDICATED BIG CANOE COULD BE MORE EFFECTIVE ENFORCING THE REGULATIONS THAT APPLY TO RENTERS

Q. How effective is Big Canoe at enforcing the rules and regulations that apply to renters?

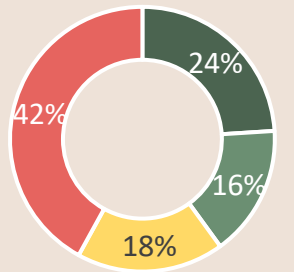


PART-TIMERS INDICATED THAT BIG CANOE IS MORE EFFECTIVE ENFORCING THE RULES & REGULATIONS THAN FULL-TIMERS

Full-time (1567)



Part-time (568)



THE NEWER HOMEOWNERS (<3 YEARS) RESULTS WERE MORE CONSISTENT WITH THE 50'S AGE GROUP RESULTS, WHILE >3 YEARS WERE MORE CONSISTENT WITH 60+ AGE GROUP RESULTS.

Summary of Findings

EXECUTIVE SUMMARY

Key Demographics

- 63% of population own homes valued at <\$600k. 8% own homes ≥\$1 Million.
- Influx of new residents (<3 years) nearly as large as long term residents (>10 years) (31% vs 34% of population)
- Broad age range at Big Canoe: 28% are ≤50's, 35% are ≥70's.
- 47% of the population have grandchildren that visit at least 1x/year. 8% have children under the age of 18.

Key Findings

- Property owners move to Big Canoe for multiple reasons. The three most common are natural beauty / in the mountains (92%), amenities (64%) and sense of safety and security (63%). These virtues should be central to the future vision / direction for Big Canoe.
- The seven “aspirational” statements were favorably received by the majority of respondents. The exceptions were turning Big Canoe into a resort (83% opposed) and restricting short term rentals (33% opposed).
- Importance of the community was strong across all demographics. 58% agree.
 - The Clubhouse is a cornerstone of the community. Currently, it falls far short – a major blemish on Big Canoe.
 - Restaurant/Bar was also widely criticized. A complete overhaul was desired by a majority of residents.

EXECUTIVE SUMMARY continued

Key Findings continued

- Desire to upgrade/add amenities and services was widespread (72% agree). Younger, newer residents were most in favor (80%+). Older residents (≥ 70 's) were 64% in favor
 - Amenities/services prioritized for upgrades: Post Office, Clubhouse Restaurant & Bar, Golf Course. Strong runner ups: Trash facility, Wellness Center, Marina and Beach (for ≤ 50 's)
 - New amenities/services prioritized: Maintenance service, general store, 2nd restaurant, coffee/ice cream shop
- Becoming more family friendly was supported most by younger, new residents (49% agree). Overall population was 43% in favor. 21% opposed the idea. Over 15 suggestions were captured to improve the family friendly feel.
- Willingness to fund upgrades had split opinions. 53% are willing to pay more. Opinions varied though by home value.
 - For $< \$600K$ homes (63% of the population): 48% are willing to pay more. $\geq \$600K$ homes: 61% willing to pay more.
 - An acceptable increase was 10% for 35% of owners; 18% were willing to pay more than 10%.
- Views towards rental properties were polarized. The vote to restrict short term rentals was 53% in favor/33% opposed.
 - Opposition was greatest with new property owners (42% disagree) and ≤ 50 's (49% disagree). Strong views were voiced in the survey and interviews arguing both sides of the debate.
 - Most feel that more can be done to enforce rules and regulations. 60%+ agree.
- While safety and security wasn't asked directly in the study, it was a key reason why owners moved to Big Canoe. The future vision for Big Canoe should reflect this important sentiment.

Guiding Principles

- We Strive to Go Above & Beyond
- We Deliver Expertise Without Arrogance
- We Are Easy to Work With

THANK YOU

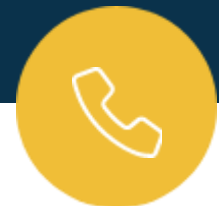
Tom Taber, CEO



ttaber@t4associates.com



t4associates.com



847.644.8274

