

KIAWAH ISLAND
COMMUNITY
ASSOCIATION

CHARTER – AMENITIES TASK FORCE

KICA Strategic Plan

Providing Outstanding Amenities and Services. The association, with member involvement, will provide recreational, educational, wellness, social and service opportunities on and around the island consistent with a premiere upscale community. The association provides varied opportunities that reflect and appeal to the diversity of interests, ages and lifestyles of members.

- Continuously improve association facilities and programs, including expansion where deemed appropriate.

Preserving the Kiawah Experience for Future Generations. Creating Kiawah memories and experiences for the current membership is a primary responsibility of the association. Additionally, it's critically important to plan for the future to ensure Kiawah remains special.

- Continuously evaluate trends, new opportunities and different approaches to achieving community objectives.

Goals

- To evaluate the competitiveness of Kiawah's various amenities, to include both availability and costs. Examine current trends in amenities.
- Develop a plan to ensure Kiawah remains competitive in amenities.
- Develop recommendations for improved or new KICA amenities.
- Review KICA fee structures related to KICA amenities. Make recommendations for changes.

Membership

Co-Chairs: Dave Morley & David DeStefano

Staff: Aaron James & Shannon White

KICA Members: 8 members

KICA members to submit an application for the task force. Seeking members representing various island demographics, to include full-time resident, non-resident, KI Club member, Governors Club member, rental property owner & regime property owner. One member of



the task force should also serve on the Sandcastle User Group. Board will approve all members to the task force.

Terms of Service

- This is a task force, not a standing committee. Service ends when work of the task force is completed.

Process

- Review Town's HR&A marketing study.
- Review of KICA's 2021 membership survey data.
- Develop list of amenities and costs for Kiawah & key competitors. To include KICA, Governors Club & KI Club. Compare Kiawah's costs with key competitors.
- Perform inventory of all KICA amenities and their condition.
- Review current & emerging trends in community amenities.
- Develop an assessment of the quality of KICA's amenities & service offerings.
- Examine usage rates on KICA amenities.
- Examine fee structures on KICA amenities.
- Develop an implementation plan.
- Develop funding plan for recommendations.
- Gather community input on recommendations.
- Develop final report for presentation to the board, outlining recommendations, categorizing by short-term & long-term recommendations.

