

KIAWAH ISLAND
COMMUNITY
ASSOCIATION

Sandcastle User Group Recommendations

OCT. 3, 2022
KICA BOARD MEETING



About the User Group

17 KICA Members

- all Sandcastle users
- full-time & part-time members
- men & women
- different family compositions

Regular Meetings Since Sept. 2021

ESTABLISHED TO PROVIDE INPUT ON:

- Sandcastle experience (specific areas and overall)
- guest access
- reservation system
- balance of community & private events



SANDCASTLE USER GROUP

A Defined Vision for The Sandcastle

“Provide our members with a fun, safe and welcoming environment, dedicated to developing an atmosphere of community.”



SANDCASTLE USER GROUP
**Three Identified
Sandcastle
Issues**



Identified Issue #1

Overcrowded Amenities

Ensure the preservation of the member experience at The Sandcastle by minimizing current overcrowding at the pool and fitness facilities, and taking into consideration a growing membership.

ISSUE IDENTIFIED IN:

- 2021 member survey comments
- #3 board priority in 2022 pulse poll



Identified Issue #2

Issue 2: Inequitable Amenity Access

Rectify the inequity of members who have large families and therefore receive unlimited access for all of their lineal family members, with members who do not have lineal family and are charged a fee for every guest.

ISSUE IDENTIFIED IN:

- 2021 member survey comments
- 2022 Sandcastle access preferences pulse poll comments
- feedback voiced at board meetings



Identified Issue #3

Complicated Access Policies

Simplify access policies for the benefit of clarity and consider consistency with other Kiawah entities to reduce confusion.

ISSUE IDENTIFIED IN:

- 2022 Sandcastle access preferences pulse poll comments



SANDCASTLE USER GROUP
**Current
Sandcastle
Access Policies
& Usage**



Definitions

KICA Member = Property Owner

The legal owner of a Kiawah property.

**KICA Member Household = Property Owner
+ Those Living in the Household**

This includes spouse or partner, dependent children (under age 23), and dependent adults whose legal residence is with the member.



Definitions

Lineal Family = Vertically Lineal Family Living Outside of the Household: Parents, Adult Children, etc.

This includes children living outside of the household (primarily adult children) & grandchildren, parents (and in-laws) and grandparents.

Guest = Friends and Non-Lineal Family

This includes any friends, as well as siblings, and branches of family relatives like aunts, nieces, cousins, etc.



CURRENT SANDCASTLE ACCESS POLICIES

Data: KICA Members

There are **4,481 Kiawah properties**.

Some properties are owned by more than 1 household.

There are **5,611 unique KICA member households**.

This equates to...

12,690 Individuals in KICA Member Households
(Property Owner + Those Living in the Household)

This includes the owner, spouse or partner (9,862) and dependent children (under age 23)/adults (2,828), whose legal residence is with the member.



CURRENT SANDCASTLE ACCESS POLICIES

2014 Board Decision on Lineal Family Access

Following this change, lineal family were provided:

- Complimentary, unlimited access
- Access to amenities without the member present
- Ability to bring guests to the facility (for a fee)

Formerly, lineal family were charged a guest fee to access the Sandcastle.

Lineal family includes adult children living outside of the household & grandchildren, parents (and in-laws) and grandparents.

This does not include siblings or branches of family relatives like aunts, cousins etc.



Data: Lineal Family

Of the 5,611 Member Households, 50% have lineal family listed.

- Of the households with lineal family, the average number of lineal family members is 4.
- 17 households have 20 or more lineal family listed. The households with the highest number of lineal family have 26.

This equates to...

11,262 Individuals identified as Lineal Family

(Vertically Lineal Family Living Outside of the Household:
Parents, Adult Children, Grandchildren, etc.)

This includes 8,108 adults (8,108) and 3,154 dependents.

Lineal family (11,262) will soon outpace the total number of members (12,690).



CURRENT SANDCASTLE ACCESS POLICIES

2022 Sandcastle Usage Data

Time Period	Total Check-ins	Facility Use				User Type		
		Pool	Gym	Group Fitness	General Facility	Member	Lineal	Guest
2022 YTD Thru 9-06-22	74,950 *	43,495	13,453	10,353	7,649	68.1%	25.2%	6.6%
2022 Summer 5/27-9/05	46,255	33,850	6,461	4,468	1,476	62%	30.6%	7.4%
Holiday Weekend 7/01-04	3,228	2,679	357	133	59	54.6%	38.3%	7.1%
Holiday Weekend 9/02-05	2,006	1,529	235	166	76	64.3%	27.4%	8.3%

* 74,950 Does not include private event check-ins, which were 3,706 additional check-ins.



SANDCASTLE USER GROUP
Recommendations
for the Board of
Directors



Recommendation #1

No changes to unlimited complimentary access for KICA member households.

Members (owners/spouse/partner/dependent children) should continue to have full Sandcastle access to all amenities, as paid for by the annual amenity assessment.



Recommendation #2

Members should be able to bring whomever they'd like to accompany them to The Sandcastle, but with reasonable limits to preserve the experience for all.

This simple concept has a simple solution with just 2 steps to address all three identified Sandcastle issues: inequitable amenity access (Issue 2), complicated access policies (Issue 3), and overcrowded amenities (Issue 1).



Recommendation #2

Members should be able to bring whomever they'd like to accompany them to The Sandcastle, but with reasonable limits to preserve the experience for all.

Step 1

Merge the currently defined lineal family with guests (extended family and friends) into a new “Friends & Family” category. **

Step 2

Annually, every Kiawah property would receive 55 complimentary “Friends and Family” one-day access passes.

* This is consistent with the policies of the Kiawah Island Club and the Governors Club.



Recommendation #3

The Sandcastle is a member facility. “Friends and Family” should always be accompanied by a member.

During the pandemic in 2020, unaccompanied guests were no longer permitted at The Sandcastle. Recommendation 3 makes this “temporary” policy permanent. It supports the effort to reduce overcrowding (Issue 1) and simplify access policies (Issue 3), while also reducing access abuses and increasing member accountability.

A member would simply need to check in their friends or family, but would not be required to remain for the duration of their visit.



Recommendation #4

The Sandcastle “Friends & Family”
fee should be \$10/person.

(Charged only after the 55 complimentary “Friends & Family” day passes are consumed).

CURRENT FEES - \$5/person

Fees are \$5 for a guest (non-lineal family and friends).

2014 FEES - \$5-15/person

Fees were \$5 for lineal family, \$10 for extended family and friends, and \$15 for unaccompanied family or friends.

RECOMMENDED - \$10/person

Recommend a \$10 “friends & family” fee.

This recommended fee is lower than the \$15/person fee at the Kiawah Island Club and the Governors Club.



Recommendation #5

Implement a daily “friends & family” limit of 8 people per KICA member household.*

This recommendation reduces overcrowding (Issue 1) and supports the goal of preserving the member amenity experience.

*The Director of Recreation would have the ability to make exceptions for significant family events with advance coordination and consideration to facility capacity limits.



Recommendation #6

Restrict gym and fitness class access to KICA member households only.

The 2021 member survey identified fitness as the Sandcastle amenity with the greatest dissatisfaction due to crowding (Issue 1).

This recommendation would remove access to the gym and fitness classes for friends and family, and would maintain access to the gym and fitness classes for member households.



Recommendations Summary

Recommendation	Overcrowding	Fairness / Equity	Consistency / Simplification
Merge Lineal Family and Guests to “Friends & Family”	Yes	Yes	Yes
55 Free “Friends & Family” One-Day Access Passes	No	Yes	Yes
Member Checks-In “Friends & Family”	Yes	No	No
Member May Leave	No	Yes	No
“Friends & Family” Fee to \$10	Yes	No	Yes
8 “Friends & Family” Limit per Day	Yes	Yes	Yes
Members Only – Gym & Fitness	Yes	Yes	No



SANDCASTLE USER GROUP
**Operational
Recommendations
for Staff**



SANDCASTLE USER GROUP

Operational Recommendations

Fitness Class Recommendations	Current Status
Maintain reservation systems for fitness classes (only).	Ongoing
Fitness class reservations available 49 hours prior to class.	Pending

Gym Recommendations	Current Status
Reinstitute after-hours gym access	In progress
After-hours access changed from 24 hours to: 5 – 7 a.m. and 8 – 10 p.m. OR 6-10 p.m. (winter hours)	Pending

General Facility Recommendations	Current Status
Winter Hours (November 1 – February 29) 7 a.m. – 6 p.m.	Pending
Oceanview Pool deck open 9– 10 a.m. daily (members only)	Ongoing



SANDCASTLE USER GROUP
**Suggested Timeline
for Discussion,
Decisions and
Implementation**



SANDCASTLE USER GROUP

Suggested Timeline

OCTOBER/NOVEMBER 2022

Community & Board Discussion

DECEMBER 2022

Board Feedback & Decisions

APRIL 1, 2023

Goal to Begin Implementation of New Policies
(in time for spring season)

