

CAMS' Lifestyle Programming Transforms a North Carolina Community

A single-family community in North Carolina faced various challenges related to their lifestyle programming and event planning. The community realized that having a part-time lifestyle director wasn't fulfilling their needs. This led to multiple issues, including poor communication, over-booking facilities, failed activities, and dwindling club memberships. To address these challenges, the community sought CAMS' guidance to hire a full-time lifestyle director to revamp its lifestyle division. This case study outlines the problems faced by the community, the solutions implemented, and the positive outcomes achieved.

THE PROBLEM

One of the primary issues within the community was the need for focused handling of event planning. Initially, the social committee attempted to organize and book amenities themselves. While they were creative in generating activity ideas, the logistical aspects of planning and executing ideas were becoming overwhelming. In addition, the community employed a part-time lifestyle director. However, it became increasingly apparent that the burgeoning demands of the community's lifestyle programming necessitated the presence of a dedicated full-time director.

CHALLENGES FACED

- **Poor Communication:** Residents were not adequately informed about what was happening in the community.
- **Community Guideline Violations:** Some events disregarded community guidelines, causing disruptions.
- **Over-Booking Facilities:** Facilities were overbooked, leading to scheduling conflicts and upset community members.
- **Failed Events:** Some activities did not meet residents' expectations, resulting in dissatisfaction.
- **Inaccurate Budgeting and Bookkeeping:** Financial planning could have been more precise. This left board members to misunderstand the association's event-related finances.
- **Residents Managing Too Much:** The burden of activity coordination was placed on the social committee, leading to burnout.

THE SOLUTION

The community reached out to CAMS' lifestyle director to help determine if a full-time lifestyle director was needed for their community. The community's board of directors hired a full-time lifestyle director to take charge of planning and coordination. The new lifestyle director established a collaborative relationship with the board and social committee, relieving them of the responsibility of setting up and running programs.



The following steps were taken to enhance the community's lifestyle programming:

- **Hiring a Full-Time On-Site Lifestyle Director:** A dedicated on-site lifestyle director was hired to focus on the community, which allowed for more personalized attention and tailored programming.
- **Diverse Program Implementation:** The full-time lifestyle director introduced a range of programs, attracting more participants.
- **Improved Event Coordination:** This led to the successful organization and increased participation.
- **"Pay to Play" Model:** The use of "pay to play" activities ensured that only participants paid, relieving non-participants from shouldering the financial burden.
- **Enhanced Communication:** An activity-focused website was established to promote community happenings and improve communication.
- **Expanded Off-Site Activities:** Additional programming, such as day trips and socials, was added to cater to diverse interests.
- **Coordinating with Service Providers:** The lifestyle director was able to handle important parts of event planning. This included ensuring service providers had proper insurance coverage, managing waivers and invoices, and communicating with service providers regularly. With this level of follow-up, service providers and association members were provided full transparency and knew what to expect at community functions.

THE OUTCOME

The implementation of these programs and the hiring of a full-time lifestyle director had several positive outcomes for the community:

- › **Relieved Social Committee:** The social committee was no longer burdened with the planning logistics.
- › **More Structure:** The community's lifestyle programs gained structure and consistency.
- › **Increased Participation:** Participation surged by 20% within the first three months of having a full-time lifestyle director.
- › **Effective Use of Amenities:** Community amenities were optimally utilized, enhancing the overall lifestyle experience.
- › **Improved Communication:** Implementing better communication and collaboration practices with the lifestyle director, service providers, and the board of directors.
- › **Sold-Out Events:** Signature activities like a summer holiday celebration were sold out, reflecting increased resident engagement.

CONCLUSION

The transformation of lifestyle programming in this community, with the assistance of CAMS, exemplifies the power of effective event planning, relationship management, and community engagement. By implementing best practices, enhancing communication, and offering diverse activities, CAMS helped the community overcome its challenges, resulting in a more vibrant and engaged neighborhood environment that fosters a sense of community and satisfaction among its residents.



Does your community have the guidance it needs? Call for details.



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