



AGENDA

Fiscal Affairs Committee

Tuesday, June 17, 2025

1:30pm – 3:00pm MST

West Center Room 2 / Zoom

GVR's Mission Statement: "To provide excellent facilities and services that create opportunities for recreation, social activities, and leisure education to enhance the quality of our members' lives."

Committee: Nellie Johnson (Chair), Dale Howard, Bob Quast, Pat Reynolds, Steve Reynolds, Priscilla Spurgeon, Barry Stock, Eric Sullwold, Betsy Walton, Kathi Bachelor (ex-officio), Scott Somers (CEO), David Webster (CFO/Liaison)

Agenda Topic

1. **Call to Order / Roll Call - Establish Quorum**
2. **Approve or Amend the Agenda**
3. **Approve Meeting Minutes:** May 20, 2025
4. **Chair Comments**
5. **Business**
 - A. Review May 2025 Financial Statements
 - B. Discussion of Home Sales Model
 - C. Discussion of Marketing GVR and the Effect on GVR Home Sales
6. **Member Comments**
7. **Adjournment**

Next Meeting: Tuesday, August 19, 2025, 1:30-3:00pm, WC-Rm 2/Zoom



MINUTES

Fiscal Affairs Committee

Tuesday, May 20, 2025

1:30pm – 3:00pm MST

West Center Room 2 / Zoom

Committee: Nellie Johnson (Chair), Dale Howard, Bob Quast, Pat Reynolds, Steve Reynolds, Priscilla Spurgeon, Barry Stock, Eric Sullwold, Betsy Walton, Kathi Bachelor (ex-officio), Scott Somers (CEO), David Webster (CFO/Liaison)

Absent: Bob Quast

Board Attendees: Candy English

Visitors: 3

Agenda Topic

1. **Call to Order / Roll Call - Establish Quorum**
2. **Approve or Amend Agenda**
MOTION: S. Reynolds moved / Stock seconded to amend the Agenda by adding the topic Operational Audit.
Passed: 6 yes / 1 abstain (P. Reynolds)
MOTION: Stock moved / Walton seconded to approve the amended agenda.
Passed: unanimous
3. **Approve Meeting Minutes:** April 22, 2025
MOTION: Sullwold moved / P. Reynolds seconded to approve the April 22, 2025, Meeting Minutes as presented.
Passed: unanimous
4. **Chair Comments**
 - The Board meeting in April reviewed the financial forecast and the capital plan was revised due to higher costs and timing of selective projects.
 - The Revenue Enhancement sheet has highlighted areas to discuss at today's meeting.
 - The Board Affairs Committee is working on the Guest Card Policy in May and June. A survey will be available for members regarding the Guest Card Policy in June. The Fiscal Affairs Committee will review this in August or September to be included in the revenue enhancement discussion.

5. **Business**

- A. Review April 2025 Financial Statements
CFO Webster reviewed the financial statements for April.

MOTION: Spurgeon moved / S. Reynolds seconded to accept the April financial statements.

Passed: unanimous

B. Committee Action Plan

The Committee Action Plan was voted on at the April meeting. This format is the correct format to move the Committee Action Plan forward to the Board for approval at the May meeting.

C. Revenue Enhancements

The revenue enhancements are brainstorming ideas and are not brought forth to make a decision on the items, but to discuss pros and cons of the highlighted areas. Highlights include:

- #1 Discontinue Membership Change Fee (MCF) refunds:
Pro: Other organizations comparable to GVR do not issue refunds in selling and buying new homes.
Con: This does not seem to increase or encourage home sales.
Con: Not equitable for those who move often vs. those who stay in their homes.
- #2 Decrease the MCF refund amount to \$1,000 or \$1,500 vs. the full \$3,000:
Pro: Meets half way for members
- #3 Create a Refund Processing Fee (if MCF is maintained):
Pro: Recover cost for this type of transaction.
Pro: Generate additional income.
Con: Members may be dissatisfied with having to pay this fee.
- #4 Increase the Transfer Fee (currently \$465):
Pro: Add inflationary amount
- #5 Increase the tenant card fees:
Pro: Comparable organizations do a tier fee costing more each month, GVR combines month 4 – 12 as one price.
- #6 Increase Additional Card Holder fee:
Con: Be aware of the cost of the Additional Card and the Guest Pass Card. They need to be in line to not encourage cheating on which is the best cost.
Con: Challenge for monitoring these cards.
- #11-13 Collect a small portion of club dues; Charge for reservations; and Assess a low-cost "rent and utilities" for dedicated space clubs:
Con: Penalizing the "cheerleaders" of GVR. Too much cost to join a club and members might not join.
Con: use as last resort to raise the club fees.
Pro: More equitable to charge the individual clubs a dollar amount rather than the dues of the members supporting the clubs. It is raise dues to support clubs or do not raise dues, and the clubs pay a percentage.
Pro: Dedicated clubs do increase custodial and utilities at the

different facilities and could be charge to offset this. This is policy issue to review. This is being subsidized by the dues and should it be?

- #15 Voluntary Deeded Properties marketing:
Con: Regarding a payment plan for voluntary deed of property could cause legal fees if people stop paying.
Pro: Expedite forever property.
- #16 Member Dues
Pro: Member dues are important part of operating GVR, not just the MCF.
- #17 Review Initiative Fund Transfer percentage (currently 20 percent – new home is 25 percent):
Pro: Opens additional revenue to offset membership dues if percentage was lowered.
- #18 Targeted National Marketing:
Committee members and staff were asked to identify three top marketing possibilities and email to Nellie Johnson within a week. This will be discussed at the June meeting.
- Add to the Revenue Enhancement worksheet: 1) Recover all the credit card fees on GVR services; 2) Guest policy change to allow family and friends who live within the twenty-mile boundary to be paying guests. This item will be forwarded to the BAC for inclusion in their review of issue.

D. Operational Audit

- S. Reynolds introduced the concept of completion of a full-operational audit starting this year. Committee discussed the need to know how much each facility costs to run to be able to make educated decisions on Revenue Enhancement #11-13.
- This is a labor-intensive project and may take at least a year by staff to complete. CEO work plan has already been approved by the board.
- GVR is undertaking an energy audit this year; last year, it reviewed custodial services. This focus on selective items may be more productive than a full operational audit of the entire organization.

6. **Member Comments:** 0

7. **Adjournment:**

Motion: Howard moved / Walton seconded to adjourn the meeting at 3:17pm.

Passed: unanimous

Next Meeting: Tuesday, June 17, 2025, 1:30-3:00pm, WC-Rm 2/Zoom



P.O. Box 586 Green Valley AZ 85622

520.625.3440

**Fiscal Affairs
Financial Report
As of May 31, 2025**

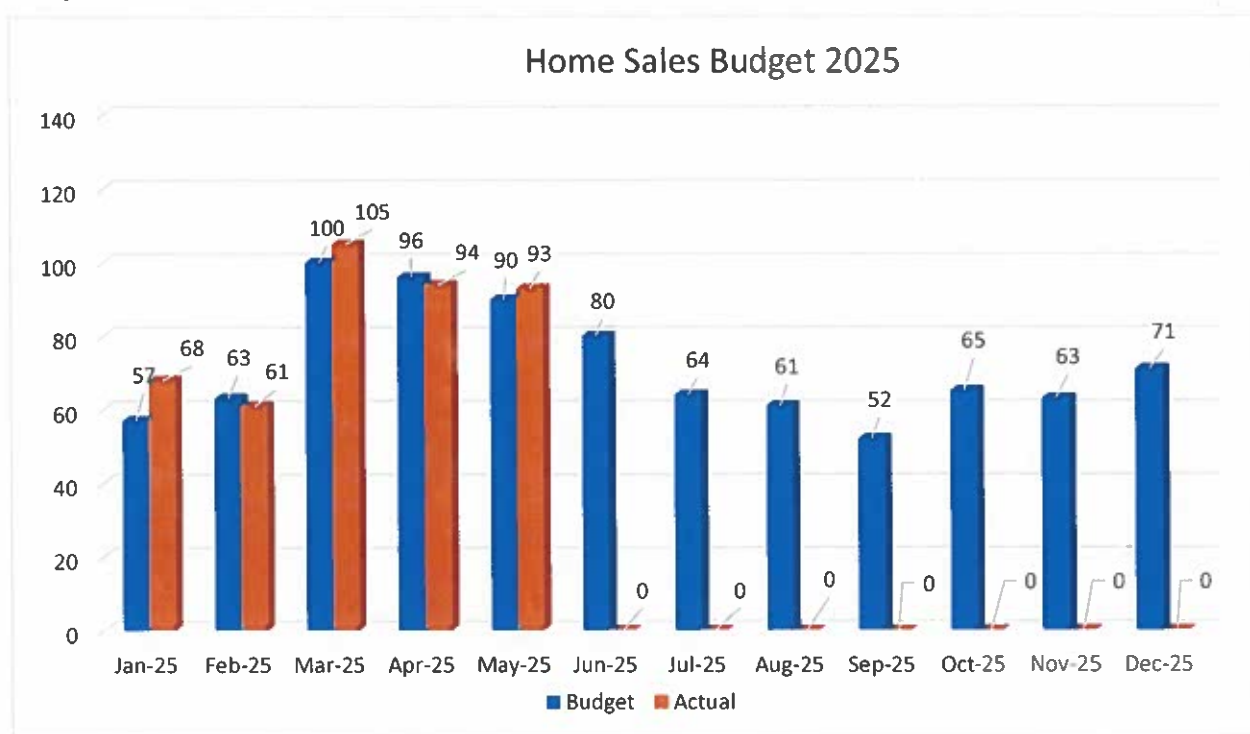
The enclosed Financial Statements and supplemental schedules provide relevant information Year to Date through May, 2025 and include the financial statements as of May 31, 2025. These statements include the Statement of Financial Position, Statement of Activities, Statement of Change in Net Assets, and Investment Portfolio.

- The following table summarizes the May 31, 2025 total year to date Increase in Net Assets based on GVR's 2025 Financial Statements:

Month	Operating Increase Net Assets	Unrealized Gains on Investments	GVR 2025		Budget Variance	
			Total Increase in Net Assets	Homes Sold	Income Variance Favorable (Unfavorable)	Expense Variance Favorable (Unfavorable)
Jan-25	\$133,252	\$163,241	\$296,493	68	\$28,958	\$88,851
Feb-25	\$197,621	(\$54,698)	\$142,923	61	(\$106,588)	\$173,361
Mar-25	\$49,086	(\$253,006)	(\$203,920)	105	(\$71,726)	(\$28,963)
Apr-25	\$109,237	(\$34,106)	\$75,131	94	(\$3,304)	(\$67,602)
May-25	\$73,170	\$211,175	\$284,345	93	(\$10,722)	(\$32,672)
Jun-25			\$0			
Jul-25			\$0			
Aug-25			\$0			
Sep-25			\$0			
Oct-25			\$0			
Nov-25			\$0			
Dec-25			\$0			
Total YTD '25	<u>\$562,366</u>	<u>\$32,606</u>	<u>\$594,972</u>	<u>421</u>	<u>(\$163,382)</u>	<u>\$132,975</u>

A

- While the preceding table illustrates the performance for the year 2025 according to the Financial Statements, it does not include any reduction for the necessary funding from Operations for Reserve Funds that are included in GVR's 2025 budget.
- There were 93 Home Resales during the month of May. This number of sales is 2 (3%) more than budgeted for May and 1 (1%) less than May of the prior year. Year to date, GVR is 15 home sales greater than budgeted. GVR offsets home sales with an allowance for Membership Change Fee Refunds for Members who transition from a primary residence. The Property Report is on page 6 and the current allowance is \$133,000 (page 2). The following graph illustrates the actual compared to the monthly budgeted number of home sales with actual sales updated through May, 2025.



- The number of homes sold through the first two weeks of June are 32 and we expect another 34 by the end of the month for a total of 66 homes during June 2025. The budget for June is 80 and the deficit will result in 14 (18%) homes under budget for June. This projection will result in GVR being an estimated 1 (0.2%) homes over budget for the first 6 months of 2025.
- GVR has added 8 new Member Households so far this year (page 6). The 2025 Budget includes 18 new households for the entire year.

B

- The May 2025 Statement of Financial Position (page 2) reports the Total Net Assets to be \$34,332,787 which is a \$594,972 increase for the year (page 2 and 3) and includes \$32,606 of Unrealized Gains on Investments for May 2025 year to date.
- The May 31 Operational cash on hand is \$306,115 (page 2). When combined with Operational Cash Investments in both JP Morgan accounts, total Operational Cash equals \$4,762,381 which is a \$601,478 decrease during the month of May. The cash projections for 2025 are on pages 7 and 8.
- The Net Fixed Assets are \$22,439,831 as of May 31, 2025 (page 2). Total net Capital Purchases for the year to date are \$502,723.
- Total Current Liabilities are \$5,068,475 (page 2). This includes 7 months of Deferred Dues revenue for 2025.
- Designated Net Assets equal \$11,588,405 (detailed on pages 4 – 5) which reflects a net increase of \$21,394 for the month of May, 2025. The year-to-date net unrealized gains on investments are \$32,606 and are included in these balances.
- The Statement of Activities (page 3) indicates that Total Year to Date Revenue is \$5,507,251 which is 2.9% under budget and 6% more than the prior year.
- The total expenses for the year are \$4,944,885 which is \$132,975 (2.6%) under budget and 1% more than the prior year (page 3). The following is a high-level summary of the amounts and percentage variance to budget for the year-to-date May 31, 2025:

C

EXPENSES YTD MAY 2025				
<u>Expense Category</u>	<u>Total Expenses</u>	<u>Variance Pos. (Neg.)</u>	<u>%</u>	<u>Summary</u>
Facilities & Equipment	1,493,110	(72,495)	-5%	Utilities are 13% under budget. Furniture & Equipment is 53% over budget
Program Expenses	379,962	128,168	25%	Program expenses are \$128K under budget Recreational income is \$164K under budget
Communi-cations	91,091	2,618	3%	Advertising is \$4K under budget
Operational Expenses	272,995	17,705	6%	Supplies are \$17K under budget
Corporate Expenses	337,391	(3,151)	-1%	IT Software expenses are \$12K under budget and Professional fees are \$26K over budget
Personnel & Benefits	<u>2,370,336</u>	<u>60,131</u>	2%	Wages are \$90K (5%) under budget. Benefits are \$34K (10%) over budget.
TOTAL EXPENSES	<u>4,944,885</u>	<u>132,976</u>	<u>2.8%</u>	under budget

- The Capital Improvement Projects Master List is included on page 9

D



Green Valley Recreation, Inc.

CONSOLIDATED FINANCIAL STATEMENTS

The accompanying pages are the Financial Reports for May 31, 2025. The four statements are:

Statement of Financial Position.

This is also known as a Balance Sheet or the Statement of Net Assets.

Statement of Activities

Also known as an Income and Expense statement. This report shows the types of Income, the categories of expense and the unrealized Investment Market changes for the year to date. The bottom line in this report is the net for all the reserve accounts maintained by GVR.

Statement of Changes in Net Assets

This report displays the financial activity of the four reserves that make up the Net Assets of Green Valley Recreation. These reserves are:

Unrestricted - These net assets include the Fixed Assets (land, buildings and equipment), undesignated current assets less the current liabilities and deferred revenue items.

Emergency - Designated by the Board of Directors, this reserve is held to provide liquidity when needed for operational emergencies.

Maint - Repair - Replacement - designated by the Board of Directors, this reserve is the accumulation of assets in support of the Reserve Study which is mandated for Common Interest Realty Associations like Green Valley Recreation. Annual amounts are budgeted and transferred into this reserve for the purposes of the name of this reserve.

MRR-B Pools and Spas - Board designated reserve for end of life replacement of Pools and Spas

Initiatives - This reserve is designated by the Board of Directors to help with the funding for new programs that evolve from member interests and demands. Innovation in programming enables GVR to respond to member expectations.

Investment Portfolios

This report displays the market values of investments at the beginning of the year, the dollar amounts of changes that occurred from January 1st to the date of the financial statements. The unrealized gain or loss on market value changes is shown on a separate line to result in the market value of investments as of the reporting month end. The investments related to each of the Reserves (Unrestricted and Designated) are included in separate columns.



Green Valley Recreation, Inc.
Statement of Financial Position
As of Date: May 31, 2025 and Dec 31, 2024

	May 31, 2025	Dec 31, 2024
	Total	Total
ASSETS		
Current Assets		
Cash/Cash Equivalents	306,115	2,642,024
Accounts Receivable	527,028	293,785
Prepaid Expenses	89,231	242,974
Maintenance Inventory	21,927	-
Designated Investments (Charles S./SBH)		
Emergency - Fund	512,460 (1)	635,469 (18)
MRR - Fund	8,323,250 (2)	7,586,789 (19)
Initiatives - Fund	1,213,896 (3)	993,706 (20)
Pools & Spas - Fund	1,538,800 (4)	1,200,643 (21)
Total Designated Investments (CS/SBH)	11,588,405 (5)	10,416,607 (22)
Undesignated Invest. (JP Morgan Long Term)	1,601,012 (6)	1,008,091 (23)
Undesignated Invest. (JP Morgan)	2,855,254 (7)	1,008,955 (24)
Investments	16,044,670 (8)	12,433,653 (25)
Total Current Assets	16,988,971	15,612,436
Fixed Assets		
Contributed Fixed Assets	18,017,085	18,017,085
Purchased fixed Assets	33,712,057	33,209,334
Sub-Total	51,729,142	51,226,419
Less - Accumulated Depreciation	(29,289,311)	(28,756,044)
Net Fixed Assets	22,439,831 (9)	22,470,375 (26)
Operating Lease ROU, Net of Accum. Amortization	-	-
Finance Lease ROU, Net of Accum. Amortization	36,447	36,447
Total Assets	39,465,249	38,119,258
LIABILITIES		
Current Liabilities		
Accounts Payable	345,584	384,710
Deferred Dues Fees & Programs	4,359,090	3,452,625
Accrued Payroll	194,835	247,487
Compensation Liability	-	-
MCF Refund Liability	133,000	195,000
In-Kind Lease Liability - Current	2,333	4,000
Operating ROU Liability - Current	-	-
Financing ROU Liability - Current	33,633	33,633
Total Current Liabilities	5,068,475	4,317,455
In-Kind Lease Liability - LT	42,667	42,667
Notes Payable	11,000	11,000
Financing ROU Liability - LT	10,321	10,321
Total Long Term Liabilities	63,988	63,988
TOTAL NET ASSETS	34,332,787 (10)	33,737,815 (27)
NET ASSETS		
Temporarily Designated:		
Board Designated:		
Emergency	512,460 (11)	635,469 (28)
Maint - Repair - Replacement	8,323,250 (12)	7,586,789 (29)
Initiatives	1,213,896 (13)	993,706 (30)
Pools & Spas	1,538,800 (14)	1,200,643 (31)
Sub-Total	11,588,405 (15)	10,416,607
Unrestricted Net Assets	22,149,409	23,321,207
Net change Year-to-Date	594,972 (16)	-
Unrestricted Net Assets	22,744,381 (17)	23,321,207
TOTAL NET ASSETS	34,332,787	33,737,815



Green Valley Recreation, Inc.
Summary Statement of Activities
YTD Period: 5 month period ending May 31, 2025
FY Budget Period: Jan 1, 2025 - Dec 31, 2025

	PRIOR YEAR COMPARISON			%	BUDGET COMPARISON			%	Fiscal Year Budget	Remaining FY Budget
	2024 YTD Actual	2025 YTD Actual	Year to Year Variance		YTD Actual	YTD Budget	YTD Variance			
Revenue										
Member Dues	2,975,933	3,068,790	92,857	3%	3,068,790	3,062,517	6,273	0.2%	7,350,040	4,281,250
LC Trans., Crd Fees.	361,346	369,320	7,975	2%	369,320	351,481	17,839	5%	729,472	360,152
Capital Revenue	1,150,686	1,324,306	173,620	15%	1,324,306	1,281,850	42,456	3%	2,724,900	1,400,594
Programs	149,209	182,014	32,805	22%	182,014	308,892	(126,878)	(41%)	629,718	447,704
Instructional	260,092	275,730	15,637	6%	275,730	312,988	(37,258)	(12%)	480,000	204,270
Recreational Revenue	409,302	457,744	48,442	12%	457,744	621,880	(164,136)	(26%)	1,109,718	651,974
Investment Income	188,922	195,498	6,576	3%	195,498	194,805	693	0%	435,000	239,502
Advertising Income	-	-	-	0%	-	-	-	0%	-	-
Cell Tower Lease Inc.	20,228	20,875	647	3%	20,875	20,383	492	2%	48,919	28,044
Comm. Revenue	20,228	20,875	647	3%	20,875	20,383	492	2%	48,919	28,044
Other Income	52,251	58,735	7,484	14%	58,735	118,758	(59,023)	(50%)	169,100	109,365
Facility Rent	13,325	9,310	(4,015)	(30%)	9,310	17,292	(7,982)	(46%)	41,500	32,190
Marketing Events	-	-	-	0%	-	-	-	0%	-	-
In-Kind Contributions	1,667	1,667	-	0%	1,667	1,667	-	0%	4,000	2,333
Del Sol Café Revenue	-	6	6	0%	6	-	6	0%	-	(6)
Other Revenue	67,243	70,718	3,475	5%	70,718	137,717	(66,999)	(49%)	214,600	143,882
Total Revenue	5,173,659	5,507,251	333,592	6%	5,507,251	5,670,633	(163,382)	(2.9%)	12,612,649	7,105,398
Expenses										
Major Proj.-Rep. & Maint.	156,094	82,677	73,417	47%	82,677	86,268	3,591	4%	206,143	123,466
Facility Maintenance	148,939	235,377	(86,439)	(58%)	235,377	165,096	(70,282)	(43%)	396,230	160,853
Fees & Assessments	3,782	150	3,632	96%	150	833	683	82%	2,000	1,850
Utilities	520,533	452,640	67,893	13%	452,640	515,300	62,660	12%	1,091,735	639,095
Depreciation	518,346	566,490	(48,144)	(9%)	566,490	528,550	(37,940)	(7%)	1,268,520	702,030
Furniture & Equipment	122,125	126,851	(4,726)	(4%)	126,851	82,901	(43,950)	(53%)	198,963	72,112
Vehicles	45,702	28,923	16,779	37%	28,923	41,667	12,744	31%	100,000	71,077
Facilities & Equipment	1,515,520	1,493,110	22,411	1%	1,493,110	1,420,615	(72,495)	(5%)	3,263,591	1,770,481
Wages	1,824,556	1,849,091	(24,534)	(1%)	1,849,091	1,938,869	89,778	5%	4,653,287	2,804,196
Payroll Taxes	157,338	149,726	7,612	5%	149,726	154,256	4,531	3%	370,215	220,489
Benefits	318,577	371,520	(52,943)	(17%)	371,520	337,342	(34,178)	(10%)	790,114	418,594
Personnel	2,300,471	2,370,336	(69,865)	(3%)	2,370,336	2,430,467	60,131	2%	5,813,616	3,443,280
Food & Catering	36,025	13,020	23,005	64%	13,020	47,455	34,435	73%	92,310	79,290
Recreation Contracts	298,209	327,682	(29,472)	(10%)	327,682	395,390	67,708	17%	712,086	384,404
Bank & Credit Card Fees	65,160	39,261	25,899	40%	39,261	65,285	26,024	40%	81,500	42,239
Program	399,395	379,962	19,432	5%	379,962	508,130	128,168	25%	885,896	505,934
Communications	51,898	46,466	5,432	10%	46,466	45,792	(674)	(1%)	109,900	63,434
Printing	50,995	40,847	10,148	20%	40,847	40,417	(431)	(1%)	97,000	56,153
Advertising	9,938	3,778	6,160	62%	3,778	7,500	3,722	50%	18,000	14,222
Communications	112,831	91,091	21,740	19%	91,091	93,708	2,618	3%	224,900	133,809
Supplies	213,725	212,998	727	0%	212,998	229,992	16,994	7%	547,100	334,102
Postage	9,791	13,714	(3,923)	(40%)	13,714	8,125	(5,589)	(69%)	19,500	5,786
Dues & Subscriptions	6,682	14,429	(7,746)	(116%)	14,429	6,208	(8,221)	(132%)	14,900	471
Travel & Entertainment	-	315	(315)	0%	315	1,833	1,518	83%	4,400	4,085
Other Operating Expense	33,807	31,539	2,268	7%	31,539	44,542	13,003	29%	106,900	75,361
Operations	264,005	272,995	(8,990)	(3%)	272,995	290,700	17,705	6%	692,800	419,805
Information Technology	52,018	44,664	7,354	14%	44,664	57,100	12,437	22%	137,041	92,377
Professional Fees	85,126	113,668	(28,542)	(34%)	113,668	87,375	(26,293)	(30%)	170,500	56,832
Commercial Insurance	143,831	171,258	(27,427)	(19%)	171,258	173,827	2,569	1%	417,185	245,927
Taxes	-	-	-	0%	-	-	-	0%	53,002	53,002
Conferences & Training	1,870	4,198	(2,328)	(124%)	4,198	10,729	6,531	61%	25,750	21,552
Employee Recognition	3,899	3,603	296	8%	3,603	5,208	1,606	31%	12,500	8,897
Provision for Bad Debt	-	-	-	0%	-	-	-	0%	-	-
Corporate Expenses	286,744	337,391	(50,647)	(18%)	337,391	334,240	(3,151)	(1%)	815,978	478,587
Expenses	4,878,966	4,944,885	(65,919)	(1%)	4,944,885	5,077,860	132,975	2.6%	11,696,781	6,751,896
Gross Surplus(Rev-Exp)	294,693	562,366	267,674	91%	562,366	592,772	(30,406)	(5%)	915,868	353,502
Net Gain/Loss on Invest.	258,723	32,606	(226,117)	-	32,606	-	32,606	-	-	(32,606)
Net from Operations	553,415	594,972	41,557	8%	594,972	592,772	2,200	0%	915,868	320,896



Green Valley Recreation, Inc.
Statement of Changes in Net Assets
As of Date: May 31, 2025 and Dec 31, 2024

	Totals	<u>Unrestricted</u>		Emergency Reserve Fund	Maint - Repair - Replacement Reserve Fund	Initiatives Reserve Fund	Pools & Spas Reserve Fund
		Unrestricted	Fixed Assets				
Net change in net assets-GVR	594,972 (16)	594,972	-	-	-	-	-
Transfers between unrestricted and reserves:							
Reserve Study Allocation	-	-	-	-	-	-	-
Principal Transfers							
Transfers For Funding	-	(1,928,192)	-	-	1,324,805	283,028	320,358
Transfers Prev. Yr. Surplus	-	-	-	-	-	-	-
Transfers Curr. Yr. Surplus	-	-	-	-	-	-	-
Transfers Between Funds	0	30,449	-	-	(24,703)	(5,746)	-
Depreciation	-	533,266	(533,266)	-	-	-	-
Disposal of Fixed Assets	-	-	-	-	-	-	-
Purchase & Contributed Fixed Assets	-	83,520	212,330	-	(568,797)	(37,181)	-
Purchases Withdrawals Outstanding	(0)	265,458	-	(135,469)	(103,095)	(26,893)	-
Allocations of Net Change components:							
Investment income	-	(125,719)	-	3,496	100,070	11,192	10,961
Investment Expenses	-	39,347	-	(1,855)	(28,902)	(3,826)	(4,763)
Net Gains (Losses) in Investments	-	(59,119)	-	10,819	37,083	(384)	11,601
Net Change to May 31, 2025	594,972 (16)	(566,017)	(320,937)	(123,010)	736,461	220,191	338,156
Net Assets at, Dec 31, 2024	33,737,815 (27)	850,833	22,470,375 (26)	635,469 (28)	7,586,789 (29)	993,706 (30)	1,200,643 (31)
Net Assets as at, May 31, 2025	34,332,787 (10)	284,815	<u>22,149,438</u> (9)	512,460 (11)	8,323,250 (12)	1,213,896 (13)	1,538,800 (14)
Footnotes refer to Statement of Financial Position and Statement of Activities		<u>22,434,253</u> (17)			11,588,405 (15)		



Green Valley Recreation, Inc.
Investment Portfolios
Changes and Market Values
Beginning of Year and Curent Month End

	Totals	Unrestricted	Emergency Reserve Fund	Maint - Repair - Replace Reserve Fund	Initiatives Reserve Fund	Pools & Spas Reserve Fund
Balance Dec 31, 2024 (at Market)	12,433,653 ⁽²⁵⁾	2,017,046 ⁽²⁴⁾	635,469 ⁽¹⁸⁾	7,586,789 ⁽¹⁹⁾	993,706 ⁽²⁰⁾	1,200,643 ⁽²¹⁾
Changes since January 1, 2025						
Principal Transfers	4,697,742	2,800,000	-	1,300,102	277,282	320,358
Investment income	191,452	65,732	3,496	100,070	11,192	10,961
Withdrawals	(1,271,436)	(400,000)	(135,469)	(671,893)	(64,074)	-
Investment Expenses	(39,347)	-	(1,855)	(28,902)	(3,826)	(4,763)
Net Change for 5 Months	3,578,411	2,465,732	(133,829)	699,378	220,574	326,556
Balance before Market Change at May 31, 2025	16,012,064	4,482,778	501,640	8,286,167	1,214,280	1,527,199
5 Months Net Change in Investments Gain/(Loss)	32,606	(26,513)	10,819	37,083	(384)	11,601
Balance at May 31, 2025 (at Market)	\$ 16,044,670 ⁽⁸⁾	4,456,265 ⁽⁶⁾ ⁽⁷⁾	512,459.57 ⁽¹⁾	8,323,250 ⁽²⁾	1,213,896 ⁽³⁾	1,538,800 ⁽⁴⁾
				11,588,405 ⁽¹⁵⁾		

Footnotes refer to Statement of Financial Position and Statement of Activities



GVR MEMBER PROPERTIES MONTHLY REPORT

2025	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	YTD
NEW MEMBERS	1	2	2	2	1	-	-	-	-	-	-	-	8
Total Members (2025)	13,873	13,875	13,877	13,879	13,880	13,880	13,880	13,880	13,880	13,880	13,880	13,880	13,880
Members Last Year (2024)	13,852	13,853	13,857	13,858	13,862	13,862	13,863	13,864	13,866	13,871	13,872	13,872	13,872
Members Before Last Year (2023)	13,825	13,829	13,832	13,833	13,834	13,835	13,837	13,841	13,842	13,844	13,847	13,850	13,850
Membershi Change Fee	68	61	105	94	93	-	-	-	-	-	-	-	421
Initial Fee	1	1	1	2	-	-	-	-	-	-	-	-	5
Transfer Fee (new build no Initial fee)	-	1	-	-	1	-	-	-	-	-	-	-	2
Transfer Fee (Voluntary Deed Restriction w/Initial fee)	1	1	1	2	-	-	-	-	-	-	-	-	5
Transfer Fee (estate planning)	-	-	-	2	-	-	-	-	-	-	-	-	2
Transfer Fee (resale)	68	61	105	94	93	-	-	-	-	-	-	-	421
Transfer Fee Non-Resale	4	8	8	3	1	-	-	-	-	-	-	-	24
Budget Monthly Resales (2025)	57	63	100	96	90	80	64	61	52	65	63	71	862
Monthly Resales (2025)	68	61	105	94	93	-	-	-	-	-	-	-	421
Monthly Delta Actual vs Budget (2024)	↑ 11	↓ (2)	↑ 5	↓ (2)	↑ 3								↑ 15
Monthly Resales Last Year (2024)	62	55	100	98	94	64	69	58	62	61	43	67	833
Monthly Resales 2 years prior (2023)	75	63	103	118	121	94	83	80	58	75	64	71	1,005
YTD Budget (2025)	57	120	220	316	406	486	550	611	663	728	791	862	862
YTD Resales (2025)	68	129	234	328	421	-	-	-	-	-	-	-	421
YTD Over/(Under) Budget	↑ 11	↑ 9	↑ 14	↑ 12	↑ 15								↓ (441)
YTD Over/(Under) Budget	19%	8%	6%	4%	4%								(51%)
YTD Resales Last Year (2024)	62	117	217	315	409	473	542	600	662	723	766	833	833
YTD Resales Before 2 years prior (2023)	75	138	241	359	480	574	657	737	795	870	934	1,005	1,005
Total Sales (new and resale) (2025)	69	63	107	96	94	-	-	-	-	-	-	-	429
Total Sales (new and resale) Last Year (2024)	64	56	104	99	98	64	70	59	64	66	44	67	855
Total Sales (new and resale) Before 2 years prior (2023)	72	65	103	116	118	93	84	76	59	74	67	74	1,001
MCF Refund	4	8	10	12	8								42
HB 2119 (no MCF assessed)	1	2	2	1	0								6

**GVR Cash Requirements Report
FY 2025**

ACTUAL / PROJECTED	Actual Jan-25	Actual Feb-25	Actual Mar-25	Actual Apr-25	Actual May-25	Projected Jun-25	Projected Jul-25	Projected Aug-25	Projected Sep-25	Projected Oct-25	Projected Nov-25	Projected Dec-25
Operating Cash at CHASE												
Beginning of Month Balance	2,605,550	779,611	657,901	335,530	549,024	306,115	655,808	380,922	401,552	600,246	800,940	962,577
Transfer In	-	-	-	400,000	400,000	700,000	600,000	400,000	500,000	500,000	500,000	-
Transfer Out	(3,200,000)	-	-	-	-	-	-	-	-	-	-	(2,500,000)
Cash Receipts	3,872,858	630,928	523,835	514,502	425,459	457,439	478,377	428,377	506,439	508,439	480,628	3,937,437
Cash Disbursements	(2,498,797)	(752,638)	(846,206)	(701,008)	(1,068,369)	(807,746)	(1,353,263)	(807,746)	(807,746)	(807,746)	(818,990)	(818,990)
Net Operating Cash Flow	1,374,061	(121,710)	(322,371)	(186,506)	(642,910)	(350,306)	(874,887)	(379,369)	(301,306)	(299,306)	(338,363)	3,118,447
Ending of Month Balance	779,611	657,901	335,530	549,024	306,115	655,808	380,922	401,552	600,246	800,940	962,577	1,581,024
Operating Investment Accounts (A&B)												
Beginning of Month Balance	2,017,045	5,239,242	5,271,459	5,249,824	4,815,639	4,456,264	3,763,691	3,169,964	2,775,247	2,279,872	1,783,672	1,286,645
Transfer In	3,200,000	-	-	-	-	-	-	-	-	-	-	2,500,000
Transfer Out	-	-	-	(400,000)	(400,000)	(700,000)	(600,000)	(400,000)	(500,000)	(500,000)	(500,000)	-
Earned Income on Investment	22,197	32,216	(21,635)	(34,185)	40,625	7,427	6,273	5,283	4,625	3,800	2,973	2,144
Ending of Month Balance	5,239,242	5,271,459	5,249,824	4,815,639	4,456,264	3,763,691	3,169,964	2,775,247	2,279,872	1,783,672	1,286,645	3,788,789
MRR Reserve												
Beginning of Month Balance	7,586,789	8,932,180	8,792,174	8,544,684	8,479,442	8,323,249	8,172,185	7,985,052	7,891,592	7,477,471	7,394,313	7,320,565
Transfer In MRR Funding	1,300,102	-	-	-	-	-	-	-	-	-	-	-
Transfer Out	(62,207)	(92,950)	(126,240)	(104,707)	(296,369)	(220,020)	(245,020)	(150,020)	(470,020)	(145,020)	(135,020)	(145,020)
Net Earned Income on Investment	107,496	(47,056)	(121,250)	39,464	140,176	68,956	57,886	56,561	55,899	61,861	61,272	51,854
Ending of Month Balance	8,932,180	8,792,174	8,544,684	8,479,442	8,323,249	8,172,185	7,985,052	7,891,592	7,477,471	7,394,313	7,320,565	7,227,399
MRR - B Pool and Spa Replacement Reserve												
Beginning of Month Balance	1,200,643	1,542,072	1,530,524	1,488,718	1,485,342	1,538,799	1,552,093	1,559,854	1,567,653	1,575,491	1,583,369	1,591,286
Transfer In MRR B Pool & Spa Funding	320,358	-	-	-	-	-	-	-	-	-	-	-
Transfer Out	-	-	-	-	-	-	-	-	-	-	-	-
Net Earned Income on Investment	21,071	(11,547)	(41,807)	(3,376)	53,458	13,294	7,760	7,799	7,838	7,877	7,917	7,956
Ending of Month Balance	1,542,072	1,530,524	1,488,718	1,485,342	1,538,799	1,552,093	1,559,854	1,567,653	1,575,491	1,583,369	1,591,286	1,599,242
Initiatives Reserve												
Beginning of Month Balance	993,706	1,127,758	1,127,489	1,113,666	1,106,741	1,213,896	1,247,446	1,241,238	1,234,980	1,153,669	1,021,680	963,592
Transfer In	135,469	-	-	-	141,813	104,684	45,648	45,648	45,648	45,648	45,648	45,648
Other Funding	-	-	-	-	-	-	-	-	-	-	-	-
Other Payments	-	-	-	-	-	-	-	-	-	-	-	-
Net Earned Income on Investment	4,583	182	(4,678)	(795)	7,691	16,116	10,395	10,344	10,291	9,614	8,514	10,030
Transfer Out	(6,000)	(450)	(9,146)	(6,130)	(42,348)	(87,250)	(62,250)	(62,250)	(137,250)	(187,250)	(112,250)	(103,668)
Ending of Month Balance	1,127,758	1,127,489	1,113,666	1,106,741	1,213,896	1,247,446	1,241,238	1,234,980	1,153,669	1,021,680	963,592	915,601
Emergency Reserve												
Beginning of Month Balance	635,469	513,004	509,235	496,139	495,486	512,460	518,376	521,832	525,311	528,813	532,338	535,887
Transfer In	-	-	-	-	-	-	-	-	-	-	-	-
Transfer Out	(135,469)	-	-	-	-	-	-	-	-	-	-	-
Net Earned Income on Investment	13,004	(3,768)	(13,097)	(653)	16,974	5,916	3,456	3,479	3,502	3,525	3,549	3,573
Ending of Month Balance	513,004	509,235	496,139	495,486	512,460	518,376	521,832	525,311	528,813	532,338	535,887	539,460
Total Reserve Accounts	12,115,013	11,959,423	11,643,207	11,567,010	11,588,404	11,490,100	11,307,976	11,219,536	10,735,444	10,531,700	10,411,329	10,281,702
Total Operating Cash	6,018,853	5,929,360	5,585,354	5,364,663	4,762,378	4,419,499	3,550,885	3,176,799	2,880,118	2,584,612	2,249,222	5,369,814
Grand Total Cash & Investments	18,133,866	17,888,783	17,228,561	16,931,673	16,350,783	15,909,599	14,858,861	14,396,335	13,615,562	13,116,311	12,660,551	15,651,515

GVR Cash Requirements Report FY 2025

ACTUAL / PROJECTED

Actual Days Oper. Cash on Hand (net of
MCF Allowance)

Actual Jan-25	Actual Feb-25	Actual Mar-25	Actual Apr-25	Actual May-25	Projected Jun-25	Projected Jul-25	Projected Aug-25	Projected Sep-25	Projected Oct-25	Projected Nov-25	Projected Dec-25
193	190	178	173	153	142	113	101	91	81	70	173

January 1, 2025 Beg. Balance:

Total Reserve Accounts	9,215,964
Total Operating Cash	4,622,595
Grand Total Cash & Investme	13,838,558

Projected Ending Balance 2025

Total Reserve Accounts	8,682,460
Total Operating Cash	5,369,814
Grand Total Cash & Investments	14,052,273

The Cash Requirements Report is for projecting cash balances of the Operating and Designated Cash Accounts only. This report is exclusively for the purpose of determining cash requirements and short term investment planning.



Project Name	Center Location	Scope of Work	Est. Construct. Start	Est. Construct. Completion	Status	Next Steps	Funding Sources	Budget Total	Expenses To Date	Remaining Balance
West Center Lapidary Club Expansion	West Center	Expand Lapidary Club building to the west. Renovate existing space, including Billiards Room space.	September-25	March-26	Design-60% DD	Select contractor and initiate design-build process with architect. BOD approved Rio West contract. Proceed to 100% plans.	Initiatives \$1.034k	\$ 1,034,000	\$ 12,564	\$ 1,021,436
West Center Artisan Shop Expansion	West Center	Expand the Artisan Shop into the old Billiards Room to be split 60/40 with Lapidary Club.	April-25	June-25	Construction-95%	Artisan Shop in construction and to be closed through mid June. Club members to set up the displays and goods June-July.	Initiatives \$31,515, Club \$4,500	part of Lapidary budget	\$ 41,439	
West Center Metal Shop Expansion	West Center	Expand Metal Shop into west storage building. To become Welding, Machine Shop, Office.	May-25	August-25	Construction-10%	Received re-bid of \$207,278. Signed and approved by BOD includes 10% if needed. Construction in progress.	Initiatives	\$ 243,000	\$ 13,116	\$ 229,884
Desert Hills Locker Room Improvements	Desert Hills	Improve/upgrade mens and womens locker rooms- Plan B. No expansion.	May-25	August-25	Construction-5%	Received re-bid of \$343,822. Signed and approved by BOD plus 10% if needed. Construction started May 27th. 10-week closure.	MRR-260k Initia.-84k	\$ 343,822		\$ 343,822
Desert Hills Kiln Room Enhancements	Desert Hills	Strengthen sub-floor for 5 kilns and brick flooring. Upgrade ventilation system and electrical needs.	June-25	August-25	Scoping	Work to be included in Locker Room Renovation project. Get cost proposal from contractor.	Initiatives	\$ 90,000	\$ -	\$ 90,000
Desert Hills Pool Equipment Room Upgrades	Desert Hills	Design and construct pool equipment room upgrades. No structural work.	June-25	August-25	Construction-0%	Review two bids with GVR admin. Omni Pool Builders awarded contract. To begin work 6/16 and finish 8/1.	MRR-A	\$ 276,351	\$ 82,905	\$ 193,446
West Center Membership Services Expansion	West Center	Expand Membership Services offices in Auditorium lobby. Add lobby counters for events.	On hold	On hold	On hold	Bids came in high. Defer project to next year.	Initiatives	\$ 150,000	\$ 14,116	\$ 135,884
Pickleball Courts Expansion	Pickleball Center and Canoa Ranch	Design and construct 4 new pickleball courts. No restroom or ramada. Club to pay for all.	TBD	TBD	Planning	Continue meeting with club reps and architect. Review design options from architect/WSM.	Private club funds	TBD	\$ -	



Green Valley Recreation, Inc.
Board of Directors Meeting
May Financial Highlights

Prepared By: David Webster, CFO

Meeting Date: June 17, 2025

Presented By: David Webster, CFO

Originating Committee / Department:

Administration

Strategic Plan Goal:

Goal 4: Cultivate and maintain a sound financial base that generates good value for our members

Background Justification:

The Board has requested a separate staff report stating the highlights for each month.

Key Points/Highlights for May 2025:

1. YTD revenue under budget (unfavorable) 2.9% or \$163,382
2. YTD expenses under budget (favorable) 2.6% or \$132,975
3. May unrealized gains on investments \$211,175, YTD gains \$32,606
4. May MCF fees over budget (favorable) 93 compared to 90 budgeted
5. YTD MCF fees over budget (favorable) 421 compared to a budget of 406
6. Utilities are 12.2% under budget (favorable) or \$452,640 actual vs a budget of \$515,300
7. GVR personnel under budget (favorable) by 2.5% YTD or \$60,131
8. Recreation revenue under budget(unfavorable) by \$164,136
9. Recreation expenses are under budget (favorable) by \$128,168



Green Valley Recreation, Inc.
Fiscal Affairs Committee Meeting
Homes Sales Model

Prepared By: David Webster

Meeting Date: June 17, 2025

Presented By: David Webster

Originating Committee / Department: Fiscal Affairs Committee (FAC)
Action Requested: Discuss 2026 home sales model
Strategic Plan Goal: Goal 4: Cultivate and maintain a sound financial base that generates good value for our members
Background Justification: For the Committee to gain an understanding of variables that affect the local housing market, and to reasonably anticipate GVR home sale totals. To prepare for the 2026 budget.
Attachments: <ol style="list-style-type: none"> 1) Summary Tracking Sheet 2) Marketing Ideas Reynolds 3) Demographics and Trends 4) Status of Development Projects

Item	Lead	Background/information	Current Use	Follow up
1. Demographic/trends in housing a. National b. GVR Profile	Betsy Walton	Betsy to provide by end of week June 6 th : GVR Attachment 1	Used 10 year average of home sales in GVR; Adjusted based on trends in mortgage rates.	
2. Status of New Developments (Canoa /Soltera	Eric	See Attachment 2: End of week; June 6 Need map of GVR— location of developments and 100 beds		
3. GVR data/ MLS Type of Data; other variables: mortgage rates etc	David	Attachment 3		
4. Realtors	Scott	Attachment 4		
5. State Law changes /other	David			
5. Voluntary Households Initiative	Nellie	3800? Are numbers available by HOA?		

6. Increased Marketing-short term-longer range impact	Nellie	Brainstorming ideas of all requested at FAC for June meeting: Any impact on home sales?		
7. Other ?	GVR – David			

Steve Reynolds – Committee Member

Hi Nellie,

Thank you for reminding FAC to submit marketing ideas. I've included some retiree research data below & strategies for mktg a 55+ community all gathered from the ChatGPT App offering mktg information. I'm all for targeting these retirees through Digital Mktg., Visual Mktg. & publications. I also like mktg through local outreach with an emphasis on using a referral/resident incentive program to market to our guests.

Lastly, I think there's opportunity in starting a new member ambassador program to possibly partner with local realtors who understand & agree with our mission statement and will naturally sell GVR to their clientele.

Looking forward to seeing everyone's ideas.

Thanks, Steve

As of 2025, approximately 11,400 Americans are turning 65 each day, marking a historic demographic milestone known as "Peak 65". This surge is primarily driven by the aging Baby Boomer generation and is expected to continue through 2027 .

While turning 65 is often associated with retirement, not all individuals choose to retire at this age. Many factors influence this decision, including financial preparedness, health status, and personal preferences. Nonetheless, the sheer volume of individuals reaching traditional retirement age each day underscores a significant shift in the U.S. population landscape.

This demographic trend has profound implications for various sectors, including healthcare, housing, and financial services. For instance, the increasing number of older adults may lead to heightened demand for retirement planning services, age-friendly housing options, and healthcare resources tailored to the needs of this age group.

Understanding and responding to the needs of this growing demographic will be crucial for policymakers, businesses, and communities aiming to support the well-being and contributions of older Americans.

Marketing a 55+ community effectively involves targeting a specific demographic—active older adults—while addressing their unique desires and concerns. Here are key strategies:

1. Highlight Lifestyle & Amenities

Emphasize the lifestyle: low maintenance living, social events, wellness programs, walking trails, etc. Showcase amenities like clubhouses, fitness centers, pools, golf, and organized social groups.

-

2. Use the Right Messaging

- Focus on freedom, community, security, and well-being rather than aging or retirement.
- Avoid language that feels "old"—use terms like "active adult," "resort-style," or "maintenance-free living."

3. Leverage Visual Marketing

- Use high-quality photos and videos of active, happy residents.
- Virtual tours and drone footage of the community can be very compelling.

4. Digital Marketing

- Facebook and YouTube are highly effective platforms for this age group.
- SEO and Google Ads targeting searches like “55+ communities near me” or “active adult homes in [city].”
- Maintain an informative, easy-to-navigate website with testimonials, floor plans, and event calendars.

5. Local Outreach

- Host open houses, seminars, or “lifestyle preview” weekends.
- Partner with local real estate agents, senior services, or healthcare providers.

6. Referral & Resident Programs

- Offer incentives for current residents to refer friends or family.
- Use testimonials and resident stories to build trust.

7. Print Advertising (Selective)

- Place ads in community newspapers, AARP publications, or niche magazines aimed at boomers and seniors.

Attachment 1: Key Demographics and Trends

A: National (Betsy Walton)

- *Size and Growth:* The older population (65+) is growing significantly, with projections indicating a substantial increase in the coming decades.
- *Gender:* Historically, more women than men have lived beyond age 65, though this gap is expected to narrow in the future.
- *Race and Ethnicity:* The older adult population is becoming more racially and ethnically diverse, with projections showing a significant increase in the share of racial and ethnic minorities within this age group.
- *Living Arrangements:* A large percentage of older adults live with their spouse or partner (59%), while about 28% live alone.
- *Income:* The median income for older adults in 2022 was \$29,740, with men (\$37,430) and women (\$24,630) exhibiting income disparities.
- *Health:* Older adults generally face more complex health challenges, including chronic diseases and functional limitations.
- *Poverty:* A significant number of older adults live below or near the poverty level, highlighting the need for support and resources. Among Americans age 65+, 10.2% (or 5.9 million people) live below the official poverty line in 2022, with 14.1% meeting the definition under the Supplemental Poverty Measure, according to the latest U.S. Census Bureau data. <https://www.ncoa.org/article/get-the-facts-on-older-americans/>
- *Education:* The educational attainment of older adults has increased over time, with a higher percentage completing high school in more recent years.
- *Labor Force Participation:* A substantial portion of older adults remain in the labor force, working or actively seeking work.
- *States with High Percentages:* Maine, Florida, Vermont, and West Virginia have the highest percentages of their populations aged 65 and older, [according to a report from the Administration for Community Living](#).

In 2023, those aged 55 – 64 represented 12.7% of the US population and those 65 plus represented 17.8 (KFF Demographics and the Population <https://www.kff.org/other/state-indicator/distribution-by-age/?currentTimeframe=0&selectedDistributions=adults-55-64--65&sortModel=%7B%22colId%22:%22Adults%2055-64%22,%22sort%22:%22desc%22%7D>)

The number of households aged 80 and over will more than double by 2035. (Source:

2023 US Census Bureau predictions indicate the 45-64 year olds will decrease by 2% over the next 5 years and increase by 12% in 20 years or by 2045. Those over 65 will increase by 12% in 5 years and 21% in 20 years. Proposed legislation to raise the Social Security retirement age to 69 or something higher than 65, along with a workplace shift away from allowing remote employment, is likely to significantly impact the number of retirees looking to move to Green Valley. 70481

NJ: can this be put in a line chart

*	2025	2030	2035	2040	2045
Total	338,016	345,074	350,861	355,309	358,438
45 to 64 years	81,489	81,036	83,190	86,702	90,143
65 years and over	63,327	71,183	75,828	78,294	79,832
85 years and over	7,047	8,560	11,179	13,676	15,950
100 years and over	107	134	158	189	252

**It is unclear if this is in hundred thousands or millions, but the % of change is the focus. The US Census Bureau does not have breakdowns of the 55-64 population.*

The Congressional Budget Office (CBO) published *The Demographic Outlook: 2025 to 2055* report on January 13, 2025. (https://www.cbo.gov/publication/61164#_idTextAnchor001). The CBO reported a slight decrease and then almost a flat growth rate in the 55-64 population until after 2039 followed by a modest growth rate predicted to level off in 2045. The over 65 population is predicted to grow steadily until 2045 after which it will level off and may begin a decreasing growth rate trend. The 55-64 years olds are the smallest and 65 + the second smallest proportion of the US population.

Gray = The overall projected population growth

Increase in Single Households (Source: Joint Studies of Housing of Harvard University)

- https://www.jchs.harvard.edu/sites/default/files/harvard_jchs_housing_growing_population_2016_1_0.pdf)

The US population aged 65 and older is projected to increase significantly in the coming years, leading to substantial growth in the number of households headed by individuals in this age group. This growth is expected to have a significant impact on housing demand and trends for seniors, especially those without children.

- The number of households headed by a person age 65 and over is projected to grow by approximately 34% between 2018 and 2028.
- Single-person households, which become more prevalent with age, are expected to grow more quickly among older adults, reaching roughly 22 million households by 2035.
- The number of owner households headed by a person aged 65 or over is projected to increase from 24 million in 2015 to 38 million by 2035, an overall increase of 62%.
- The number of renter households headed by older adults is also expected to increase, with the share of older renter households rising for those in their late 70s and after as people seek more accessible and/or lower-maintenance housing.

Attachment 1B: Green Valley Demographics and Trends (David Webster)

What is available in last strategic plan or any other data base of GVR:

Attachments 2: Status of Development Projects/ New Homes (Eric Sullwold)

Green Valley Recreation (GVR) is nearing the end of home building in its sphere of influence. For over fifty years, there have been cycles of building that have fluctuated up and down.

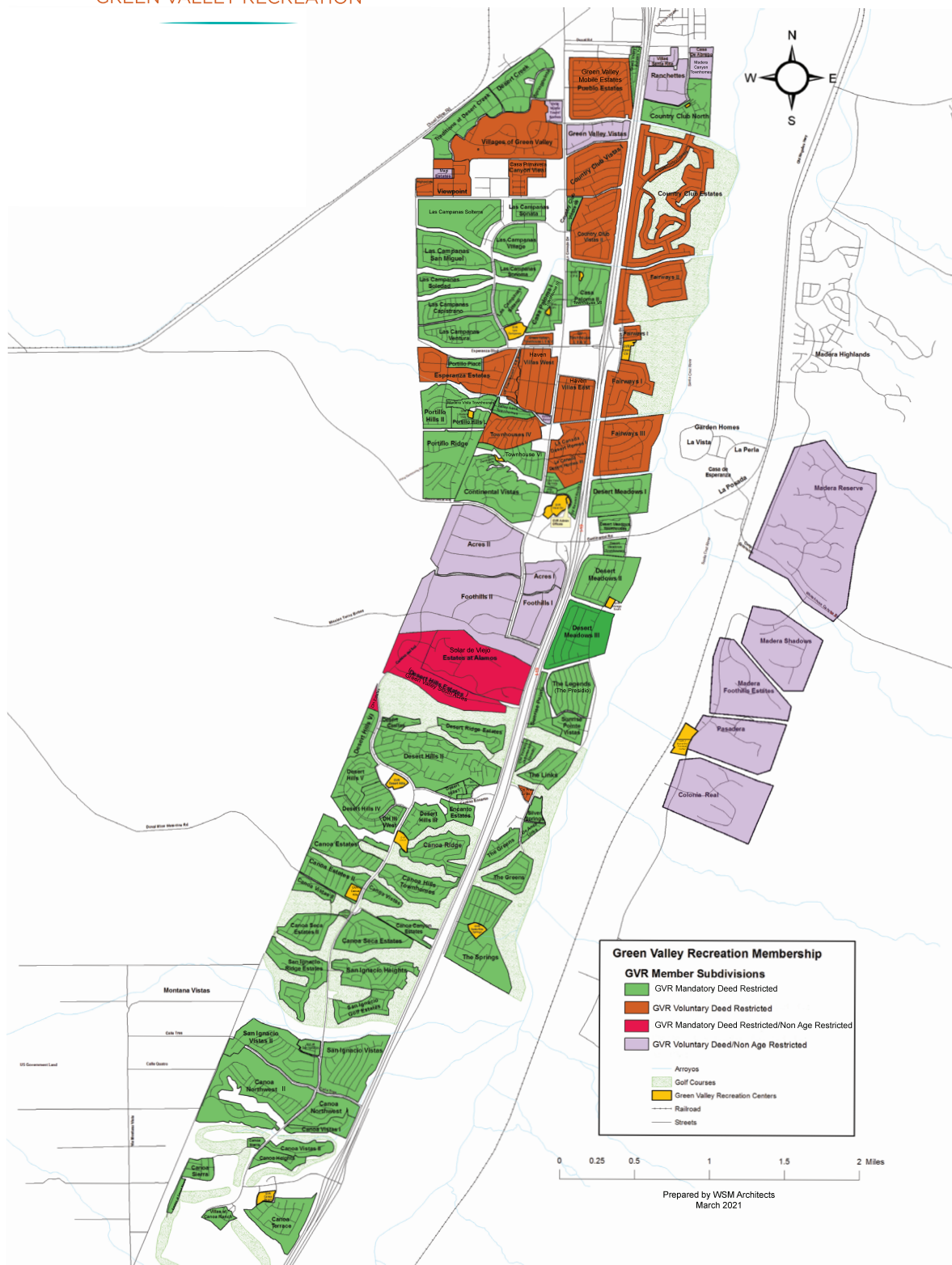
In GVR, there are only two significant developments. One is Solterra, with seventy-seven (77) undeveloped and ten (10) developed units. The building rate is 1.16 units per month or fourteen units per year. The second is located in the Canoa Ranch Master Community Association, commonly referred to as Block 27 South. This development is planned for 337 homes, with construction set to begin in the spring of 2026. The plan is to build thirty-six homes per year.

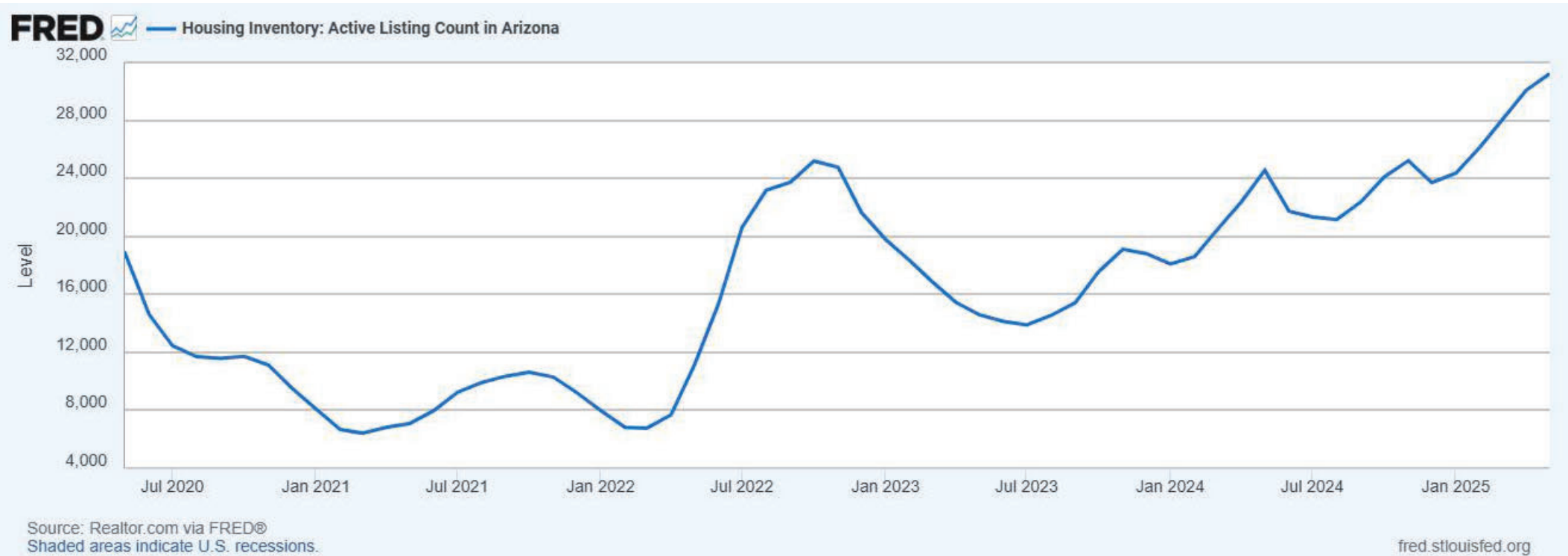
Solterra has an expected life span of six years. Block 27 South is scheduled for a ten-year period. This is if the market is there. Home sales have been slow, and both developments may be looking at a more extended period. For example, the Canoa Ranch was established in the early 2000s and is still not fully completed.

There are still approximately one hundred unrelated lots within GVR that could be developed. There is currently no available information. ERIC __ IS RESEARCHING THIS POINT>

In a perfect world, the Solterra development is projected to sell fourteen units each year. For Block 27 South, if the developer builds thirty-six units per year and sells them, GVR would receive \$27,900.00 for the Initiative Reserve Fund and \$83,700.00 for the operating account. The question comes down to “what do the home buyers want”? During the early development of GV, a multitude of small homes were constructed to meet the demand for a respite from harsh winter conditions. As a more affluent population began moving to GV, homes started increasing in size. What does the future hold for those smaller units? What does the future hold period?

INSERT GVR Boundary MAP (DAVID WEBSTER)







Green Valley Recreation, Inc.

Fiscal Affairs Committee Meeting

Marketing GVR

Prepared By: David Webster

Meeting Date: June 17, 2025

Presented By: David Webster

Originating Committee / Department: Fiscal Affairs Committee (FAC)
Action Requested: FAC recommends to the Board to add the topic: <u>The Importance of Marketing (branding) GVR/Green Valley</u> to the August Board meeting. The FAC will table the discussion until it receives guidance from the Board.
Strategic Plan Goal: Goal 4: Cultivate and maintain a sound financial base that generates good value for our members
Background Justification: FAC held a discussion at the May 20, FAC meeting regarding the Reference Sheet which had a section to discuss Targeted National Marketing. The Chair asked Committee Members to provide, through emails, there top 3 ideas for national marketing and it would be provided on the reference sheet at this meeting.
Committee Options: 1) Delay discussions until FAC receives guidance from the Board.
Staff Recommendation: Option #1
Recommended Motion: Move for FAC to postpone this discussion until further guidance from the Board and to approve recommending to the Board to add <u>The Importance of Marketing GVR</u> to the August Board Work Session.
Attachments: 1) Marketing Brainstorming

MARKETING BRAINSTORMING IDEAS FOR FISCAL AFFAIRS COMMITTEE DRAFT JUNE 12		Total 9 respondents
1 Use the right message across all marketing platforms		6
<ul style="list-style-type: none"> a. Focus on freedom, community, security, and well-being rather than aging or retirement. Avoid language that feels “old”—use terms like “active adult,” “resort-style,” or “maintenance-free living.” b. Understand the changing demographics and the need to reach out differently ; focus on high speciality areas; ie. Glass arts, tennis, woodworking; swimming , classes c. know the plusses of GVR 		
2 Improve GVR's web Site		3
<ul style="list-style-type: none"> a. use videos and testimonials from residents b. Search Engine Maximization 		1
3 Brochures		
<ul style="list-style-type: none"> a. Assure we have marketing brochures that can be printed or digital. . When digital, include links to videos. 		5
4 Digital Marketing		3
<ul style="list-style-type: none"> a. Seek to place articles about GVR in AARP, 55places, newspapers and other publications. . b. Seniors like Facebook and YouTube and so we should consider being on those sites as well, especially if free 		3 1
5 National Organizations		
<ul style="list-style-type: none"> a. review ways to market to key organizations; look for free opporunties 1. AAA Magazine - Best places to retire 2. Arizona office of Tourism 3. Green Valley/Sahuarita Chamber 4. Visit Arizona Website 5. Arizona Realtors Association 6. RV Association of America 7. Alliance for Retired Americans 		4 1
6 Create GVR Ambassadors to promote GVR in home states		2
<ul style="list-style-type: none"> a. create a group that would post friendly notes on Green Valley as a place to retire; they are best referral sources 		
7 Local Outreach		
<ul style="list-style-type: none"> a. realtors - assess how to reach out to Green Valley as well as Tucson realtors; do they get a card to tour potential buyers b. Host open houses, seminars, or “lifestyle preview” weekends, especially to current renters · Provide marketing packets at the box office that members can simply tuck a greeting card into and drop in the mail. Offset cost by recruiting Realtor sponsors. 		4 2
8 Referral Programs for Residents		
<ul style="list-style-type: none"> a. offer an incentive for residents to refer and reward upon a sale 		2
9 Create special videos with partners		1
<ul style="list-style-type: none"> a. selective folks (Courtney Seely) have created special videos on you: "Best Places to Retire:. Green Valley-how can we work with them. 		
10 Offer Special Events		1
<ul style="list-style-type: none"> · In the summertime, open the tennis and pickleball courts to the friends of members who live in Quail Creek, Tucson, and Tubac. These people have already committed to living in the general area—we should introduce them to the greener grass on our side of the fence. · Invest GVR resources (i.e.. cash, staff, promotions) in activities currently left entirely to the low-budget, volunteer-run clubs: Clinics, tournaments, exhibitions, lectures, dance events, etc. · Golf and racquet event: Partner with Canoa Ranch Golf Resort to present a week-long series of golf, tennis, and pickleball tournaments. Hire pros to provide clinics. Invite sales reps to demo paddles, racquets, and clubs. Host poolside parties. Provide participants with temporary GVR passes sponsored by local realtors. 		1 2 2