

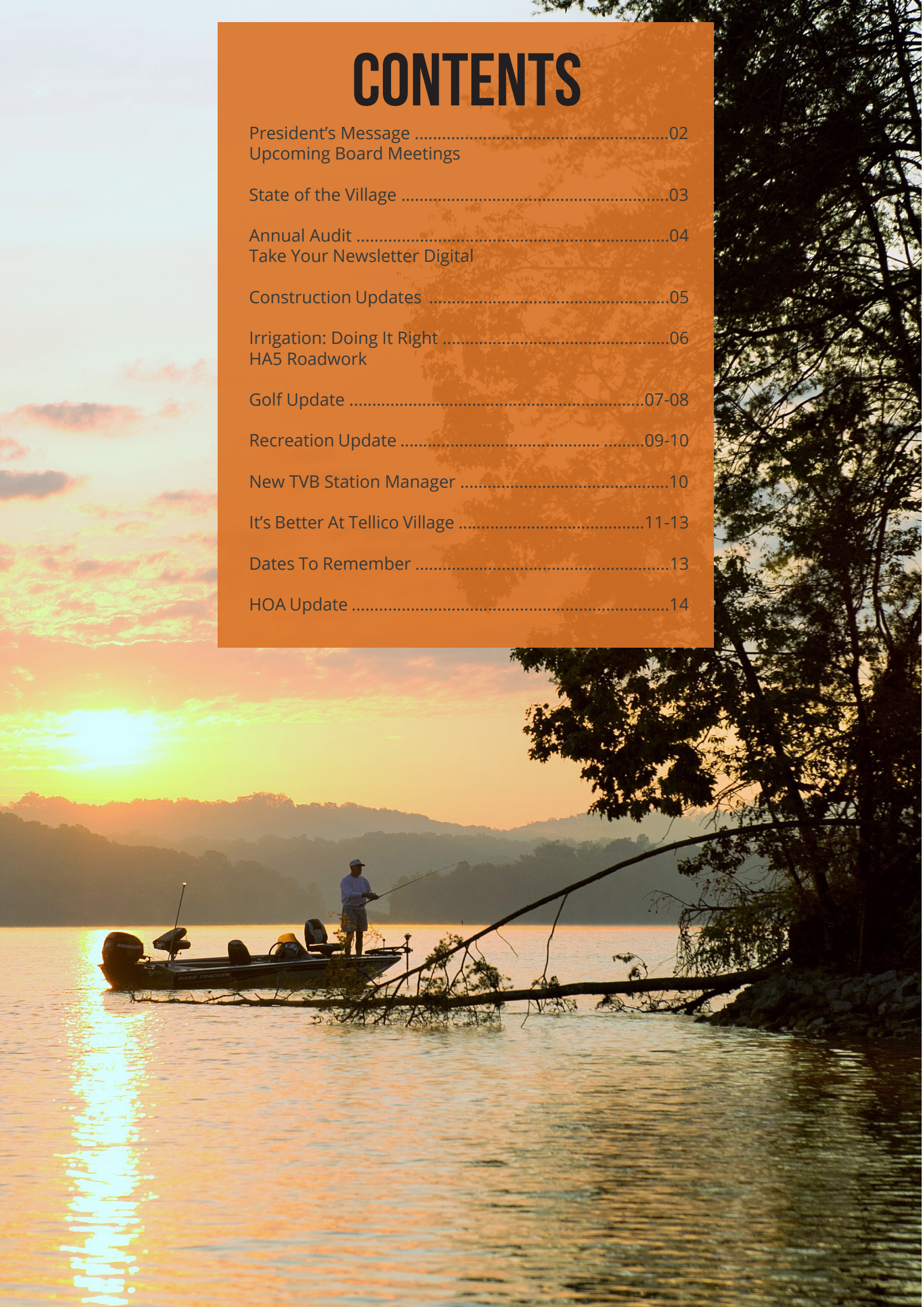
TELLICO VILLAGE POA Newsletter



Second Quarter 2019

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PRESIDENT'S MESSAGE

BRUCE JOHNSON, POA BOARD PRESIDENT

Greetings from the TVPOA Board of Directors! We hope you had a wonderful spring and are enjoying an exciting summer on the lake or at one of our top-notch golf courses. If swimming, boating, or

golfing is not your cup of tea, I am sure you can find something exciting to do. The Village has much to offer!

I was listening to the radio recently and heard a song with a catchy phrase, "I'm all about that bass, 'bout that bass, no treble." The more I listened, the more it stuck with me. It was so catchy that I couldn't get it out of my mind. I went around singing it for several days. Things tend to stick in our minds that way.

Over the last four or five years, there's been a buzz circulating through the Village and sticking in the minds of many Villagers. With our tremendous growth (almost 150 new homes per year over the last three years), some folks are wondering if our infrastructure will be able to keep pace. You hear the question raised in casual conversation, on Nextdoor.com, in meetings, and by Board candidates.

This year, the Board decided it's time for answers. We tasked the POA staff to conduct three studies related to our infrastructure. Two of the studies (Roads and Water Storage) were conducted by outside consultants while the third (Sewer) was conducted by our staff Civil Engineer.

The Roads study found that the 110 miles of roads we have in the Village are in very good condition, echoing a similar study that we commissioned several years earlier. The consultant told us that their average score for our roads was higher than similar communities they have surveyed in the Southeast. The study pointed out areas where we should make

repairs and the recommended timing for making these repairs. This study, coupled with a road treatment plan developed by our staff and the Public Services Advisory Committee, will ensure that we will have above-average roads to drive on for years to come.

While a new water tank is planned for 2020, our staff continues to find ways to ensure our existing tank has the necessary volume during peak water usage periods to sustain adequate water pressure for all Villagers. While our existing tank (when adequately filled) can handle more growth, the Water study confirmed that additional water storage will provide sufficient volume and water pressure through buildout (approximately 5700 homes).

Through the Sewer study, our Civil Engineer found that our sewer system also has the capacity to carry us through Village buildout. He found that stormwater inflow must be abated, and additional upgrades will be needed at our lift stations. Our next effort is to formulate a time-phased plan to make these improvements.

All in all, the studies show that our infrastructure is in good shape! With improvements and continued maintenance, it will accommodate growth through buildout. All of us should give the POA staff—especially those in the Public Works Department—a hardy THANK YOU for a job well done!

If you're still looking for something to occupy your mind after reading this article, how about giving "I'm all about that bass, 'bout that bass, no treble" a shot. It's catchy. Enjoy your summer!

Bruce S. Johnson
President, Tellico Village Board of Directors

UPCOMING BOARD MEETINGS

Front cover image credit: Tellico Village Golf Dept.

August 21, 2019	Board Meeting	1:30 p.m.	Yacht Club Top Floor
September 10, 2019	Board Workshop	1:30 p.m.	POA Conference Room
September 25, 2019	Board Meeting	1:30 p.m.	Yacht Club Top Floor
October 8, 2019	Board Workshop	1:30 p.m.	POA Conference Room
October 23, 2019	Board Meeting	1:30 p.m.	Yacht Club Top Floor
November 5, 2019	Board Workshop	1:30 p.m.	POA Conference Room
November 20, 2019	Board Meeting	1:30 p.m.	Yacht Club Top Floor



STATE OF THE VILLAGE

WINSTON BLAZER, GENERAL MANAGER

Staying on top of Village maintenance and having a well-executed preventative maintenance program in place is at the forefront of the POA Board and management.

Within the last three

years, we have implemented a "First Impression" program, which challenges employees to look for ways to enhance the quality of our facilities and amenities here in Tellico Village. Exciting things have happened this summer, including major maintenance overhauls such as the HA5 improvements. The Public Works staff and the Public Relations team worked diligently to notify the community of areas that would be affected as work progressed. We apologize for any inconvenience this may have caused you and your family, but I think we can all agree the roads are in excellent shape. It is important to us that you, our property owners, are proud of the community you live in.

Another recent accomplishment involved much help from State Representative Lowell Russell and Lieutenant Governor Randy McNally. Tennessee House Bill 0695 was passed that will give us a tax break similar to what governments enjoy. We have applied with the Tennessee Department of Revenue to obtain a sales tax exemption for Public Works and Safety purchases, which will save us up to \$25,000 each year. Many of you have had the privilege of meeting Lowell Russell and know how diligently he works for the residents of Tellico Village. Just this morning, I was advised Mr. Russell was driving along Highway 444 making sure TDOT was trimming the trees as they agreed to do. It is comforting knowing we have a friend in Nashville to call upon.

In June 2019, the Welcome Center greeted 299 walk-in visitors. Our Marketing Team discovered that guests who go on tours, either with volunteer residents or preferred realtors, are 3.5 times more likely to purchase property in Tellico Village. Due

to this finding, the Marketing and Communications Department is implementing a new procedure to convert more walk-ins to tours after visiting the Welcome Center. The new procedure employs a text system to alert volunteer tour guides of last-minute tour requests. We believe this will help cut down on time spent trying to locate a tour guide and establish a more professional approach while Welcome Center staff is conversing with visitors. As you see tours in progress while dining in a Tellico Village restaurant or while exercising in the Wellness Center, I would encourage you to take time to introduce yourself and say hello to potential friends and neighbors.

We often hear current residents say, "the reason we moved here was the feeling we had known these folks for years."

To stay up to date on Tellico Village news and announcements, make sure you are subscribed to the Tell-E-Gram and Tell-E-Flash, the official notification system of the POA. To sign up, email [Amanda Parks at aparks@tvpoa.org](mailto:aparks@tvpoa.org) or call the Welcome Center at 865-458-7061.

Tennessee House Bill 0695 was passed, resulting in a sales tax exemption that could save Tellico Village up to \$25,000 each year.



Welcome Center Receptionist Marilyn Galbreath and Volunteer Tour Guide Bob Kutschera

ANNUAL AUDIT

PARKER OWEN, CHIEF FINANCIAL OFFICER



Each year, the financial statements of Tellico Village Property Owners Association, Inc. are audited by an independent, external audit firm. Management is responsible for the preparation and fair presentation of the POA's financial statements, the design, implementation and maintenance of internal controls relevant to the preparation, and fair presentation of financial statements that are free from material misstatements due to fraud or error.

The auditor's responsibility is to express an opinion on these financial statements based on their audit. The CPA firm of Coulter & Justus, P.C., a local firm with extensive experience in all areas of financial reporting, taxation, and auditing, conducted the 2018 audit. This is the eighth year Tellico Village has used this firm and the audit was conducted efficiently and close to budget.

Coulter & Justus, P.C. issued a clean, unqualified opinion that our financial statements "present fairly, in all material respects, the consolidated financial position of Tellico Village Property Owners Association, Inc. as of December 31, 2018 and 2017, and the results of its operations and its cash flows for the years then ended, in conformity with accounting principles generally accepted in the United States of America." Furthermore, the audit firm issued its required Auditor Communications Letter to the Audit Committee and noted no exceptions or areas of concern. Among their comments, the auditors stated "we encountered no significant difficulties in dealing with management relating to the performance of the audit; there were no such corrected or uncorrected misstatements

related to the current year; and, no such disagreements (with management) arose during the course of our audit."

In addition to the unqualified opinion and the standard communications letter, the auditors did not issue a Management Letter concerning internal controls issues because they did not identify any significant internal controls issues that warranted communication.

In the world of financial reporting, this is about as good as it gets.

I do not take these audit results for granted, as I know the hard work that is required of our accounting staff to achieve these results. I'd like to recognize our Accounting Manager, Jessica Johnson, for managing the day-to-day accounting process and for providing information and responses during the audit, as well as Kevin Ellsworth, our Controller, for his review and assistance with the various drafts of the financial statements.

The audited financial statements are available to view on the POA website.

TAKE YOUR NEWSLETTER DIGITAL

As you know, saving money with our Continuous Improvement program is a mission of the POA. To continue this effort, we hope to take the Quarterly Newsletter digital. Each quarter, it costs the POA around \$7,000 to print and mail the newsletter. Please help us in this effort; the more people who sign up for the new digital version, the more money we save. Not only will you help us save thousands of dollars, you'll receive the newsletter much faster!

To sign up to receive the newsletter digitally, email Amanda Parks at aparks@tvpoa.org with your name, email address, and street address. You will then receive each Quarterly Newsletter straight to your inbox.



CONSTRUCTION UPDATES

It's been nearly six months of construction work on Kahite Community Center and Toqua Clubhouse, and we've seen lots of exciting progress. Despite the abundance of rain, both projects remain on time and on budget. We haven't encountered any significant roadblocks and have been fortunate that we have not had to make any changes to the original plans.

In July, Kahite Community Center's HVAC system, flooring, ceiling, and lighting were installed, bringing construction to an end and meeting the completion date of July 27th. The finished facility features an open, 1,628-square-foot room with a long, mirrored wall that is perfect for fitness classes. Alongside men's and women's restrooms, a storage room houses folding tables and chairs that can be assembled for meetings and gatherings. Outside, there is a large patio with ample seating and a covered portico that connects the building to the adjacent clubhouse.

A grand opening ceremony is planned for August 15th at 10 a.m.

Following the ceremony, please join us for a reception and tour. Hors d'oeuvres and a cash bar will be available. We're excited to show you all this new facility that we hope will be well utilized and enjoyed for many years!

Over at Toqua Clubhouse, we've seen lots of big changes over the summer. Since the framing went up in May, work has been progressing quickly. The building's framing, insulation, plumbing, electrical wiring, HVAC system, fire sprinkler system, and windows are between 75% and 100% completed. The exterior has cement board siding (Hardy Board) that was recently painted, and the roof is a Standing Seam metal roof. Inside, the kitchen hood and walk-in cooler are in place, and the remaining kitchen equipment is scheduled to arrive mid-August. Outside, concrete has been poured in the patio area. Throughout July, crews have begun to hang drywall, wrap columns, and install fiberglass reinforced vinyl walls in the kitchen. In August, kitchen and restrooms tiling, light fixtures, restroom fixtures, and partitions will be underway. We're excited to continue working toward the November 25th completion date while remaining on time and on budget!

The POA appreciates your patience and support as we continually work to improve our amenities.



IRRIGATION: DOING IT RIGHT

Irrigation and water pressure have been hot topics this summer, and the POA Management and Board want to help everyone understand how to irrigate properly. A proper water management plan could alleviate any water pressure woes from occurring in the future.

Let's talk about irrigation:

How often? How long? What about rain? Daily irrigation is not necessary. In most cases, watering your lawn once or twice a week for 15 minutes is sufficient. We typically receive plenty of rainfall to supplement your irrigation system. A good way to measure rainfall is to put a rain gauge in your yard. If it fills $\frac{3}{4}$ to 1 inch of rain in a week, you should skip your next lawn watering. Another method is to attach a rain sensor to your irrigation system. This will shut off your system when it is already raining. Overwatering is not good for your grass, or for your wallet!

What time? Most Villagers are irrigating their lawn between 5 a.m. to 9 a.m. when a lot of people are taking showers. We recommend that folks change their irrigation systems to water at other times, such as 3 a.m. to 5 a.m., or from 9 a.m. to 12 p.m. Irrigating during these times will decrease water usage in the mornings and benefit the whole community.

Tips for smart water usage:

- Avoid watering daily
- Do not irrigate while it is raining or after it has rained
- Use a rain barrel to collect rainfall runoff from downspouts. Use the rainwater to water container plants and gardens. Be sure the barrel has a screen to keep mosquitos out.

For other helpful tips and to learn more about correct irrigation practices, watch this video with TVPOA Staff Engineer Bud Murray and Turfgrass Specialist Dr. Tom Sample: <https://vimeo.com/289939667>. You may also read the full presentation in PDF format: <http://www.tellicovillagepoa.org/wp-content/uploads/2018/11/turfirrigationtips.pdf>.

Over the past month, the POA has implemented procedures to lessen the strain on our water system. We re-engineered the water system to utilize two booster pumps on the south end of the Village to keep our water tank at an adequate level. We get most of our water from LUB, but we have begun purchasing additional water from TASS during the early morning hours. These measures, along with smart irrigation practices, will lessen the stress on our water system until we build an additional water tank. The POA is currently in the initial design phase for a 500,000-gallon tank that will be located in Coyatee in 2020.

HA5 ROADWORK

With over 100 miles of roads to maintain, the Public Works Department strives to keep the roads in Tellico Village in quality condition. In continuation of our effort to extend the lives of our roads and protect against damage, we hired Whitaker Contracting Corporation to resurface some neighborhood roads and TVPOA parking lots with HA5, a pavement preservation treatment. We appreciated your understanding and cooperation as we worked to improve the quality of our roads throughout June and July.



Intersection of Wewoka and Tahlequah



Toqua Road



GROWING THE GAME OF GOLF IN TELlico VILLAGE — IT'S ALL ABOUT THE FUN

JIM WEST, DIRECTOR OF GOLF OPERATION

The 2019 season has certainly been fun and eventful! The golf operations team has worked hard on innovative new programs geared toward

encouraging non-golfers to come out and enjoy the beautiful golf amenity in an un intimidating and fun environment.

One of our most popular events this year is called "Chip, Putt, Suds & Strings." This event is hosted at our Tanasi Golf Course on the large practice putting green and is proof that golf doesn't have to be serious. Participants enjoy live music, cold beer, great food, and a truly unique putting course where non-golfers can have just as much fun as seasoned low handicappers. Food is provided by a popular Knoxville-based food truck, CJ's Tacos. This event has been the talk of the Village with nearly 200 people coming out to enjoy the experience.



Trivia dinners have been an emerging trend in the club industry for quite some time. Why not coordinate a trivia dinner with a fun golf event that everyone can enjoy? That's exactly what our golf operations team has put together with our new "Pints & Putts" event at the Toqua Pavilion. This past winter, Toqua Golf Course Superintendent Chris Sykes and his turfcare team designed and built a portable 9-hole putt-putt course. This course is laid out inside the pavilion where participants can enjoy putting, music, and cold beverages. After everyone enjoys a round on the putt-putt course, our PGA Professionals host a barbecue trivia dinner with topics relevant to the area (and not necessarily golf-related). This event has been tremendously popular, with our first event selling out in just over 24-hours!

Everyone likes watching PGA Tour players compete to win major championships. Our golf operations team put together a fun opportunity for our members to compete in our own "Major's Par-3 Challenge" and combine their score with a PGA Tour player of their choice. These events are hosted the Wednesday afternoon before each major championship. Our PGA Professional staff converts every hole on the course into a par 3. But don't confuse this with an easy course; many of the tee locations make the holes quite challenging! In addition to the competition, there is a hole-in-one contest where the purse builds after each event without an ace!

For many years, our PGA Professional staff has hosted Get Golf Ready clinics where non-golfers can learn not only how to play golf, but more importantly, how to have fun! This year, we have stepped up our game by hosting over thirty clinics



that last well into the fall. We have had excellent success transitioning beginning golfers from the practice range to the golf course, especially ladies.

As a property owner, you already know Tellico Village is a great place to live; now it's time to tell all your friends and family. Our new Refer-A-Friend Golf Program officially launched on August 1st. Each time one of your referrals fills out a contact form, you will be registered to win great prizes—like \$500 in cash, free golf lessons, a Pro Shop credit and gift cards. The grand prize is an unlimited golf membership valued at over \$5,000. The Refer-A-Friend Golf Program is open to Tellico Village property owners and will run from August 1, 2019 through December 1, 2019. We will host two drawings: the first on December 13, 2019 and the second on March 31, 2020.

The Rules:

- Refer a friend and if they fill out a contact form, you will receive 1 entry into the drawing for a variety of prizes.
- If your referral visits on a discovery or day tour, you will receive 10 entries into the drawing AND your referral will receive a free round of golf!
- If your referral purchases a lot or home, you will receive 20 entries into the drawing.

* You may refer as many friends as you like but duplicates will not count. Each raffle will be recorded live and will be open to all property owners to attend. The times will be announced at a later date. The TVPOA Communications Department will verify all referrals, maintain the database, and prepare the names for insertion into the drawing.



Tellico Village Golf Department

Refer a Friend, Earn Prizes!

Refer a Friend to learn more about golfing and living in Tellico Village
When He/She Signs up for more information, you are then registered to win prizes.

What are You Waiting for?
Start Referring Today!

You Could Win
Prizes Valued at Over:

\$5,000

* Terms & Conditions Apply



HERE'S HOW IT WORKS

- 1 Refer a friend/family and if they fill out a contact form you will be entered one time into the drawing for a variety of prizes.
- 2 If your referral visits on a discovery or day tour you will be entered 10 times into the drawing. Your referral will receive a free round of golf!
- 3 If your referral purchases a lot or home you will be entered 20 times into the drawing.

* You can refer as many as you like but duplicates will not count. For a full list of rules and prizes visit us online.

More Info

www.GolfTellicoVillage.com/referral



RECREATION UPDATE

SIMON BRADBURY, RECREATION DIRECTOR

Tellico Village Recreation Department staff and Recreation Advisory Committee have spent the last six months working on our five-year strategic plan project. We hired 110%, an outside consulting group that specializes

in the parks and recreation industry, to evaluate our department with an objective perspective. Together, we evaluated our priorities, determined internal and external strengths and weaknesses, and developed a game plan to shape the future of our recreation program. Specifically, we analyzed our fees, contracts, utilization, communication, maintenance, customer service, defining capacity numbers for facilities, best use of resources, policies and procedures, best practices, growth, staffing, operations, budgeting, and industry trends.

A large part of the development of our strategic plan involved an analysis of active adult trends. We took a deep dive into industry trends from ACSM (American College of Sports Medicine), ACE (American Council on Exercise), ICAA (International Council on Active Aging), and IHRSA (International Health, Racquet and Sport Club Association). 59 percent of senior living organizations identify a shift in direction towards communities like ours based on offerings for an active lifestyle. 60 percent of all types of organizations plan to increase instructor-led exercise, and 62 percent show increase in education and lifelong learning. The top trends that are relevant to Tellico Village Recreation Department are: wearable technology, small group and individual personal training, high-intensity-interval training, body weight training, functional training, instructor-led exercise, outdoor exercise, post-rehabilitation classes, on-site exercise specialists, water therapy programs, and continued growth in pickleball. The overall focus was on education and training our bodies to enhance our daily activities. We want to be able to live and play

harder, smarter, and for longer.

At the end of our extensive evaluation with 110%, we were given 15 recommendations grouped into 4 categories: organizational, operational, fees and structure, and physical resources. If you'd like to view the full report, you may go to the POA website and visit the Board page. The Recreation Department staff and the Recreation Advisory Committee have devoted a lot of time and effort to this project and are pleased with the final product.

Facility maintenance has kept us busy this summer as well. We have had some of our courts repainted and upgraded—two pickle ball courts, two tennis courts at Chota Recreation Center, and the courts at Kahite. We had the pool at Chota Recreation Center

upgraded with a new pool deck, ordered new furniture, and added corn hole games. The dehumidifier system at the Wellness Center has been doing a great job of keeping the air balanced. The new Kahite Community Center is officially completed, and we are looking forward to using this wonderful new amenity in Tellico Village.

Recreation memberships continue to increase, with 1,051 family memberships and 592 individual memberships. Our monthly revenue is up by \$3,000 and our yearly revenue has increased by \$20,500.

We're glad so many of you are

enjoying all the activities we have to offer.

Speaking of activities, we have many activities to keep you busy this summer! Each Friday, we offer instructor-led Kayak 101 classes at 8:00 a.m. and Paddleboard 101 classes at 10:30 a.m. These are at no charge to Recreation members, and a guest fee for non-members. Once you're comfortable on a kayak or paddleboard, join us at Tugaloo Beach for our popular kayak and paddleboard programs—they continue to provide lots of fun and adventure! You may also reserve kayaks to embark on your own adventure Tuesdays at 8:00 a.m. and 10:30 a.m. Call Chota Recreation Center at 865-458-6779 to reserve your spot. Ready to take it up a notch? New paddleboard fitness classes have started each Friday at 8:00 a.m. These classes incorporate cardio,

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strength, balance, and interval training while enjoying being on the lake. Getting wet is no extra charge—it is part of the package! We've moved some yoga classes outdoors; we offer an outdoor yoga class at Kahite each Friday morning at 8 a.m., as well as a sunrise yoga class at the Yacht Club each Thursday at 7 a.m. When your grandchildren are here visiting for the summer, don't forget we offer summer camp! This year's theme was superheroes, and we had excellent visits from service dogs, police departments, and ambulance paramedics.

For more information on next year's summer camp and other activities, please call the Recreation Department at 865-458-6779.

Our Inaugural Timeless Tellico Foundation Board has been selected and approved by the Board:

Bill Butera	Lisa Lower
Dan Catalidi	Glennie Browne
Teena Risley	Gary Mulliner
Pete Kilmartin	Walt Cook
Simon Bradbury	

At the end of July, the TTF Board went on an educational retreat where we discussed the initial



tasks of identifying handling rights inventory and choosing our first small and large projects.

NEW TVB STATION MANAGER TIM RASMUSSEN

Meet Tellico Village Broadcasting's new Station Manager! Tim Rasmussen recently stepped into the leadership role following Keith Sanderson's resignation, though Mr. Sanderson remains on TVB's roster of volunteers as a marketing liaison.

Tim Rasmussen of Sweetwater, TN, has extensive training and managerial experience in broadcasting, producing, and directing both radio and television programs. His training began early—he grew up in the industry with both his parents employed as producers and news writers with NBC and CBS. A veteran helicopter pilot, Mr. Rasmussen later served in the US Army and fulfilled duties that included Radio Station Manager for Armed Forces Radio and Television in Turkey. After completing a tour in Vietnam, Mr. Rasmussen was assigned to the 101st Airborne Division Film and Video Unit. Since then, he has founded his own video and audio production company, trained city employees to operate cable channels, worked as an on-air broadcaster, producer, and director for many radio stations, and directed many television cable programs.



Throughout the course of his professional career, he has provided footage to major news outlets such as the Today Show and CNN, and has covered markets in Vietnam, Singapore, and Anchorage, AK. Most recently, Mr. Rasmussen was asked to lend his expertise by providing sound, video, and stage lighting to support theater productions.

In his role as TVB Station Manager, Mr. Rasmussen will be responsible for the overall operation of TVB and serve as the representative to the POA and property owners of Tellico Village. Please join us in welcoming him to the Village and wishing him the best in his new position.



IT'S BETTER AT TELLICO VILLAGE

CARLA JOHNSON, BOARD MEMBER, MARKETING COMMITTEE LIASION

Goldilocks and Tellico Village

Currently, the U.S. is enjoying a Goldilocks economy. This type of economy exists when growth is neither too hot,

causing inflation, nor too cold, creating a recession. It has an ideal growth rate of two to three percent, as measured by gross domestic product growth, and has moderately rising prices, as measured by the core inflation rate of about two percent. This healthy economy is named after the famous children's story, "Goldilocks and the Three Bears." Like the porridge, the Goldilocks economy is neither too hot nor too cold. It is "just right."

What does this mean for Tellico Village? Our real estate market reflects that we, too, are enjoying "just right" signs of growth. These signs include record years for existing home sales, increased lot sales, a jump in the demand for POA-owned lots (increasing revenue), and a dramatic increase in Tellico Village property values. A manageable rate of growth is good for Tellico Village. Besides boosting the real estate market and protecting property values, it also perpetuates a vibrant and thriving community.

This "just right" rate of growth has not happened by accident! We are fortunate to have been enjoying the longest period of sustained economic growth in the nation since the Great Depression, and the Tellico Village Marketing Team has taken full advantage. Led by Marketing/Communications Director Beth Kuberka, she and her team of volunteer professionals Joe Bogardus, Fred Toettcher, and Tom Lee have been hard at work since 2013 to ensure that the right folks know why "It's Better at Tellico Village."

Our marketing efforts have paid off, propelling our real estate performance well above the national housing market. For the first quarter of 2019, total MLS property sales in the Village (123) are up 14% YTD over 2018, while Marketing Program sales (78) are up 30%, representing an impressive 63% of total MLS sales. Property values have reached an all-time high this year with sales per square foot at \$151.48. Home buyers are moving quickly, as the average time on the market for existing homes is just over two months.

Despite a record number of existing home sales (up 7% YTD), we are also seeing an increase in lot sales, representing 41% of our MLS sales, with a total of 50 lots sold.

Remember those lots the POA recovered from Loudon and Monroe counties? Through April 2019, 60 of those lots were under contract (37 closed and 23 pending). These sales will result in more than \$95,000 in annual assessment revenue.

Our Marketing Team is accomplishing this success all while increasing efficiency. The good news is that our cost per lead is down almost 13% to just under \$53. Comparing Tellico Village to the rest of the industry, this is near the low end of the range of \$50-\$150 cost per lead. The even better news is that for the first time, the program is on track to return a positive net revenue (all-in basis) for 2019.

Yet the best news is that the outlook is quite favorable for the rest of 2019, which we project to be the strongest in Tellico Village history. Marketing results are currently ahead of last year for every bottom-line performance metric. This is even more impressive when you consider that 2018 MLS sales and property value performance were also historically the strongest.

Not ones to rest on their laurels, the Marketing Team is always at work developing initiatives to keep the program fresh and efficient. In 2019, these efforts include updating the website, improving mobile content and performance, adding new online video content, launching a social media campaign (that is performing well early), and the distribution of video news releases.

Pair increasing performance with ongoing initiatives to keep the program fresh and improve efficiencies, and we have a one-two punch for ensuring that the Tellico Villages real estate market remains "just right," even after the three bears come home and find us enjoying their porridge!

And they lived happily ever after...

While we are enjoying this season of growth, we haven't lost sight of the fact that it is not guaranteed to last forever. In March of 2019, the Marketing Team completed a detailed White Paper relating to the future of the housing market and economy. They

analyzed Tellico Village and the national real estate market history, as well as the national economic outlook and the effect of a potential recession on real estate markets.

It's hard to imagine today, but a future economic or housing market slowdown could impact the Tellico Village real estate market. It is wise to consider and plan for these contingencies while continuing to hope for the best. Taking a lesson from the 2007-2009 recession, which caused a significant downturn in Village property sales and values, we strive to be prepared for similar events in the future. It seems unreal that it has been 10 years since the end of that recession.

The 2019 White Paper is quite thorough and was developed from both current and historical data, augmented with analysis and forecasts from respected government, economic, and industry organizations and individuals. It was presented for review and input from the POA Board and the Long-Range Planning Advisory Committee, with the first quarterly update being distributed in June.

This information provides valuable considerations for the Board regarding the potential, timing, and impact of an economic downturn on the real estate market in Tellico Village. Contingency planning is vital in maximizing our real estate performance during and immediately following a recession economy.

The overall conclusions so far are that no changes in marketing forecasts, strategy or plans for 2019 appear warranted based on national housing market or economic considerations. Even though soft performance in the housing market continued through April, it is expected to strengthen due to low mortgage interest rates and an increase in consumer and builder confidence in the market.

Today's economy enjoys a favorable performance of most economic indicators, and the economic outlook is supported by increasing consumer confidence and other factors. However, we must be prepared for the potential of a mild recession forecasted by respected economists for late 2020 or 2021. This is not a gloom and doom forecast! It is

merely an indicator that we should be prepared for the potential of a recession that is expected to be less severe than 2007, and more likely the result of geopolitical events rather than the housing market.

A healthy rate of growth boosts the real estate market, enhances property values, and perpetuates a vibrant and thriving community.

The Marketing Team, along with our advertising agency, Tombras, is in the process of developing contingency plans for a down or recession economic environment. This will include quarterly updates to the POA Board, LRPAC, and Finance Advisory Committee regarding the outlook for the economy and national housing market and the potential impact on Tellico Village.

In the meantime, Tellico Village is enjoying Goldilocks' porridge that is just right—but preparing for what will

happen if it starts to get too cold! Doing so will help to ensure that we live happily ever after.

Shop Tellico Village

When it comes to shopping, very few things trump convenience and local service. That's one of the reasons that it is so nice to shop right here in or near Tellico Village. It's also the reason behind forming the Tellico Village Business Alliance.

Coming soon to your newspaper box is the new Tellico Village Business Alliance Directory. The Platinum sponsor of the 2019-20 Directory is Beans and Cream, Tellico Village's new gathering place for fresh ground coffee, homemade ice cream, and tasty bakery items.

The Alliance provides communication and promotions to support businesses in or near Tellico Village. It was formed in 2018, after surveys indicated that Village residents were looking for the convenience and service of shopping local, needed to know more about nearby retail stores and services, and would use local businesses more if they had more information about them. The cost of the program is fully funded by participating local businesses and managed by the Marketing Team and resident volunteers.

This year, the Alliance has 80 total members, including 18 home-operated businesses and 11 new members for 2019. You will find them all in the new Tellico Village Business Directory, featuring 20

pages of business cards for every member, listings by business category for quick and easy reference, a map of members with physical locations, and list of frequently called Tellico Village, Loudon County and Monroe County telephone numbers.

Be sure to keep an eye out for your new business directory and enjoy shopping Tellico Village!

What's New?

Now there is a place where you can keep up with all past and present Tellico Village Marketing activities and reports. Check out the new Marketing Advisory Sub-

Committee (MASC) webpage at <https://www.tellicovillagepoa.org/committees/masc-marketing/> or visit www.tellicovillagepoa.org and click on Marketing under the Committees tab.

Here you will meet the Marketing Department staff, learn the history of marketing in Tellico Village, view current and historical year-end marketing presentations to the POA Board, and read key articles relating to marketing initiatives and relevant topics.

We think you will find this information valuable and useful. Please let us know what you think!

DATES TO REMEMBER



The Tellico Village Farmer's Market is open every Wednesday from 9 a.m. – 12 p.m. at the Tugaloo Beach parking lot. The market will run through the month of October.



Fall Fest 2019 will be October 25th from 11 a.m. – 2 p.m. in the back parking lot of the Community Church at Tellico Village. Participating organizations include HOA, TVB, STAYinTV, Lions, Kiwanis, Rotary, Women's Club, First Baptist Church, the Community Church, and Shepherd of the Lake Lutheran Church. There will be live music, ice cream, and crafts. STAYinTV will be offering CarFit examinations in front of Lakeside Real Estate.

For vendor information, please contact Lisa McCray at lmccray@tvpoa.org or 865-458-5408 ext. 4131. There will be more updates to come in the Tell-E-Gram!

Be Engaged. Be Informed.
Be Heard.



Your Voice in the Village

HOA Monthly Socials

Every 2nd Tuesday of the Month
4:30 – 6:00 PM at the Yacht Club

Coming Up:

Sept 19th Welcome Orientation
Oct 17th General Meeting
Nov 21st Welcome Orientation

TV Singers Flash Mob at a Social!



30th Anniversary Program

2019 HOA Board in Attendance



Speakers – June 20, 2019



Special Recognition from POA



Special Proclamation Received



Villagers Celebrated with HOA and Local Leaders



For more HOA information, visit: www.hoatv.org
Register for HOA Membership and Activities: www.tellicolife.org



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Loudon, TN 37774**

**Phone: 865-458-5408
Toll Free: 866-983-5542**

**We're on the web:
www.TellicoVillagePOA.org**

Tell'em It's Better At Tellico Village

**AS OF
JUNE 30, 2019,
TELLICO VILLAGE HAS
4,046 SINGLE-FAMILY
HOMES AND
334 TOWNHOUSES.**

***This newsletter is published
for Tellico Village property
owners.***

Amanda Parks
Writer & Editor

Beth Kuberka
Design



Important POA Phone Numbers

Administrative Offices: 865-458-5408
Dial 0 (zero) for the receptionist
Utility Clerk: Ext. 4112
Member Services: Ext. 4121

Golf Courses: Kahite: 865-408-2639
Tanasi: 865-458-4707
Toqua: 865-458-6546
Chelsea Help: 865-458-4707

Public Works/ACC: 865-458-4522

Recreation Services: Wellness Center: 865-458-7070
Chota Recreation: 865-458-6779

Restaurants: Kahite Pub & Grill: 423-884-2159
Tanasi Bar & Grill: 865-458-9392
Toqua Cafe: Under Construction
Yacht Club: 865-458-4363

Truth Be Told: 865-458-7095

Welcome Center: 865-458-7061