



This report was presented to the members of Big Bass Lake Community Association at the Town Hall meeting on June 20, 2026 at 12:00pm in the BBLCA Clubhouse and via Zoom. For the most up-to-date information about the Strategic Planning process, visit the BBLCA website and click on Strategic Planning.

2026 MEMBER SURVEY



Survey Participation

Before looking at the results themselves, it's helpful to understand who participated in the survey. We received responses from a broad range of members representing different ownership tenures, household compositions, and connections to Big Bass Lake.

2026 MEMBER SURVEY



Member Participation

🌲 March 11 - April 12, 2026

🌲 317 Responses

🌲 Strong Participation Across
Ownership Types

The survey was open from March 11th through April 12th.

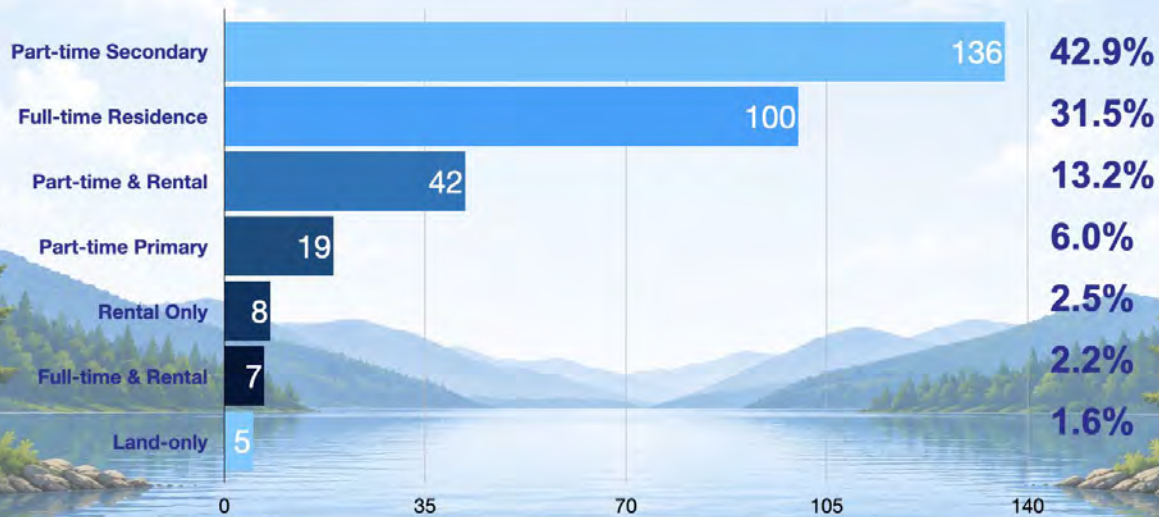
317 Members responded and of those only 9 Households had 2 Members respond, making the total households represented 308.

We also had strong participation across most ownership types.

2026 MEMBER SURVEY



Who Responded?



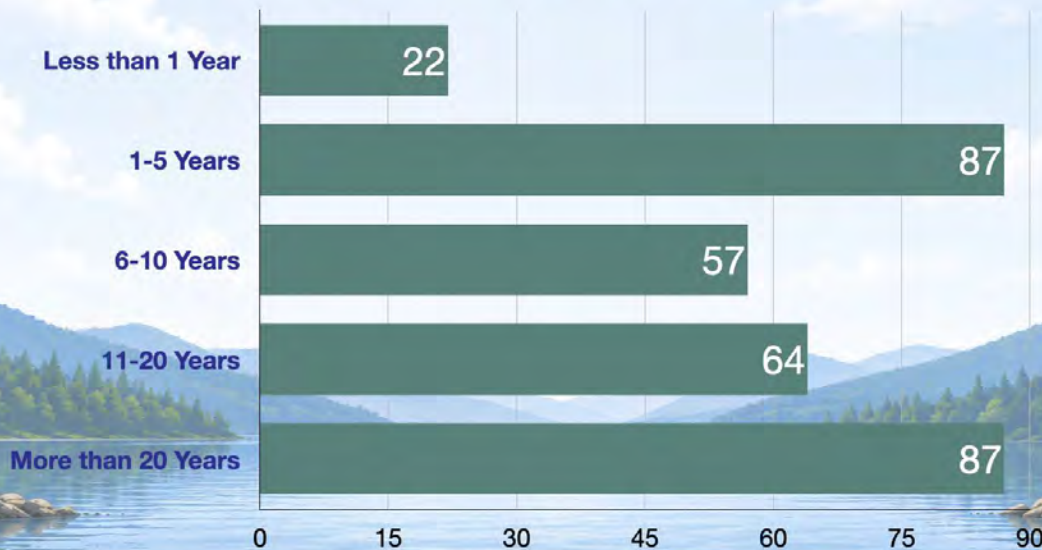
The survey captured a broad cross-section of the community, with responses from full-time residents, part-time residents, rental property owners, and land owners.

Nearly half of all respondents (48.9%) identify as part-time residents, while about one-third (31.5%) are full-time residents. Members who rent accounted for 18% of respondents.

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Length of Ownership



When asked how long residents have been a part of the community, nearly 48% of respondents said they have owned for more than 10 years.

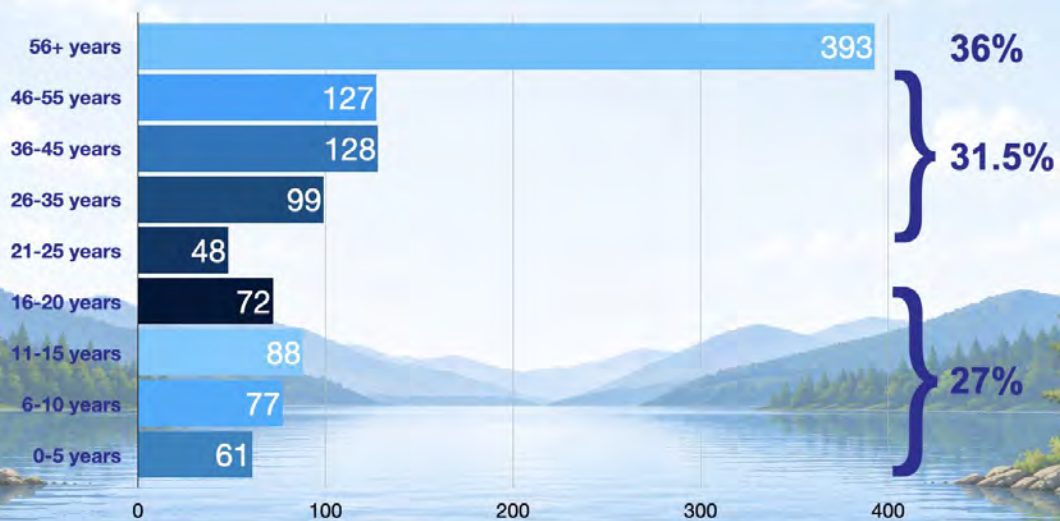
More than one-third of respondents have owned for five years or less.

Overall, the results represent a membership with a wide range of ownership experience, from recent purchasers to families that have been a part of Big Bass Lake for decades.

2026 MEMBER SURVEY



Household Demographics



The survey also reflects a truly multi-generational community, with 36% of household members age 56 and older, 32% between 26 and 55, and 27% under the age of 21.

This tells us that there isn't a "typical" Big Bass Lake member, and it reinforces the importance of balancing the needs and interests of multiple generations as we look to the future.

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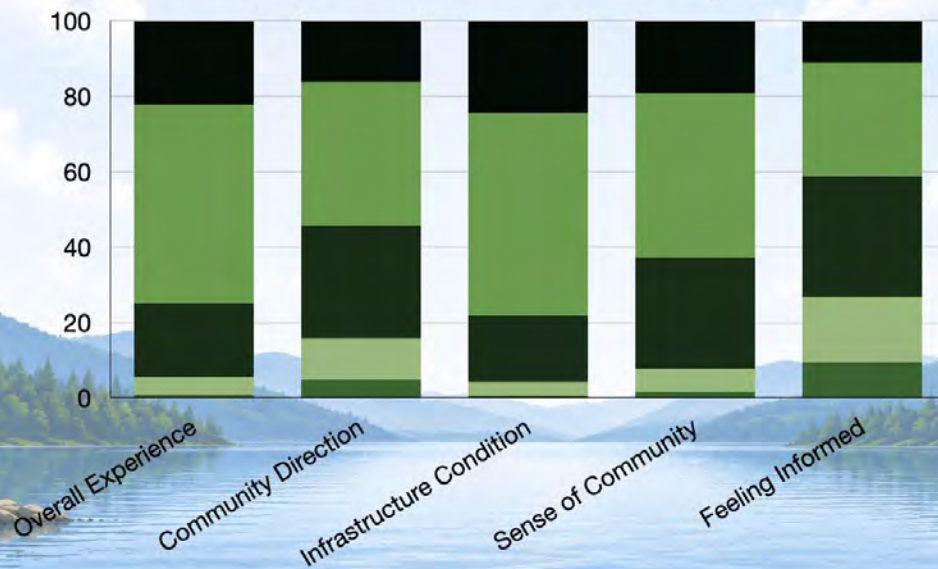
Community Sentiment

The next group of questions moved beyond demographics and focused on community sentiment. These questions were designed to help us understand how members experience Big Bass Lake today and where they see opportunities for improvement. Looking at these responses together gives us a more complete picture of both the community's strengths and the areas that deserve continued attention as part of the Strategic Planning process.

2026 MEMBER SURVEY



Distribution of Responses



Before looking at the averages, it's helpful to look at how responses were distributed. These charts show not just the average score, but how strongly members felt about each topic. In some areas, responses clustered heavily toward the positive end of the scale, while in others, opinions were more mixed.

Looking at the distribution helps us better understand where there is broad agreement and where there may be opportunities for improvement.

2026 MEMBER SURVEY



Overall Experience



Looking at the average scores, the overall picture is quite positive. Infrastructure condition received the highest rating at 3.97 out of 5, followed closely by overall experience at 3.90. Members also reported a strong sense of community, with an average score of 3.72. Community direction scored somewhat lower at 3.49, suggesting that while members generally feel positive about Big Bass Lake today, there may be less consensus about where the community is headed.

The lowest score, at 3.16, was how informed members feel about Association goals, plans, and major initiatives. While that's still above the midpoint of the scale, it stood out as the area with the greatest opportunity for improvement.

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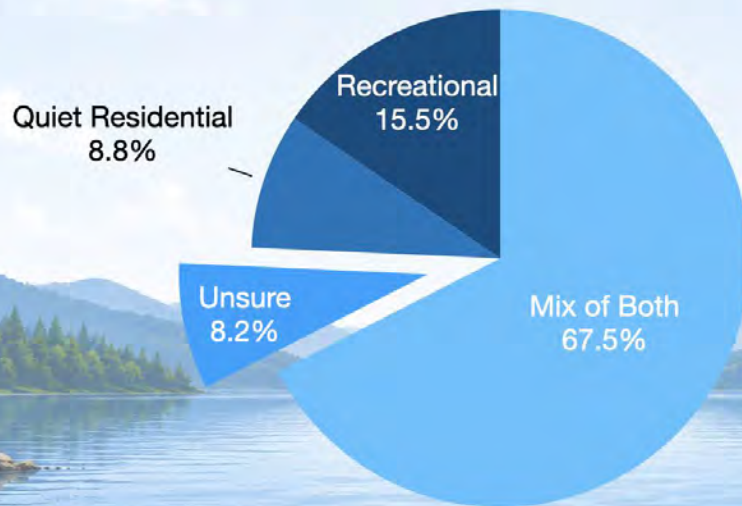
Community Vision

Just as important as how members feel about Big Bass Lake is how they see the community and what they believe should guide decisions in the years ahead. So we asked questions relating to their Community Vision.

2026 MEMBER SURVEY



How members define Big Bass Lake



One of the clearest findings in the survey was that members overwhelmingly currently see Big Bass Lake as both a residential and recreational community. Nearly seven out of ten respondents selected 'a mix of both,' suggesting that members value the balance between these two aspects of the community.

2026 MEMBER SURVEY



Decision Priorities

27.8%

1. Quality of Life
2. Fiscal Considerations
3. Natural Resources

14.5%

1. Quality of Life
2. Natural Resources
3. Fiscal Considerations

23.7%

1. Fiscal Considerations
2. Quality of Life
3. Natural Resources

13.2%

1. Fiscal Considerations
2. Natural Resources
3. Quality of Life

8.5%

1. Natural Resources
2. Quality of Life
3. Fiscal Considerations

12.3%

1. Natural Resources
2. Fiscal Considerations
3. Quality of Life

When asked how they would prioritize making decisions for the community, about 79% of respondents placed either Quality of Life or Fiscal Considerations first, while roughly 21% placed Preservation of Natural Resources first.

Members expressed a variety of views regarding what should guide long-term decisions, but Quality of Life and Fiscal Considerations emerged as the two most common first priorities.

2026 MEMBER SURVEY

Decision Priorities



1. Quality of Life 702

2. Fiscal Considerations 685

3. Preservation of Natural Resources 516

(Ranked-Choice Voting: 951 Total Possible Points)

Regardless of the order, all three factors—quality of life, financial responsibility, and preservation of natural resources—were consistently viewed as important considerations.

When viewed collectively using a ranked choice voting method, quality of life and financial responsibility emerged as nearly equal priorities, with environmental stewardship also remaining a significant factor.

For the ranked-choice voting, there were a total of 951 possible points.

2026 MEMBER SURVEY



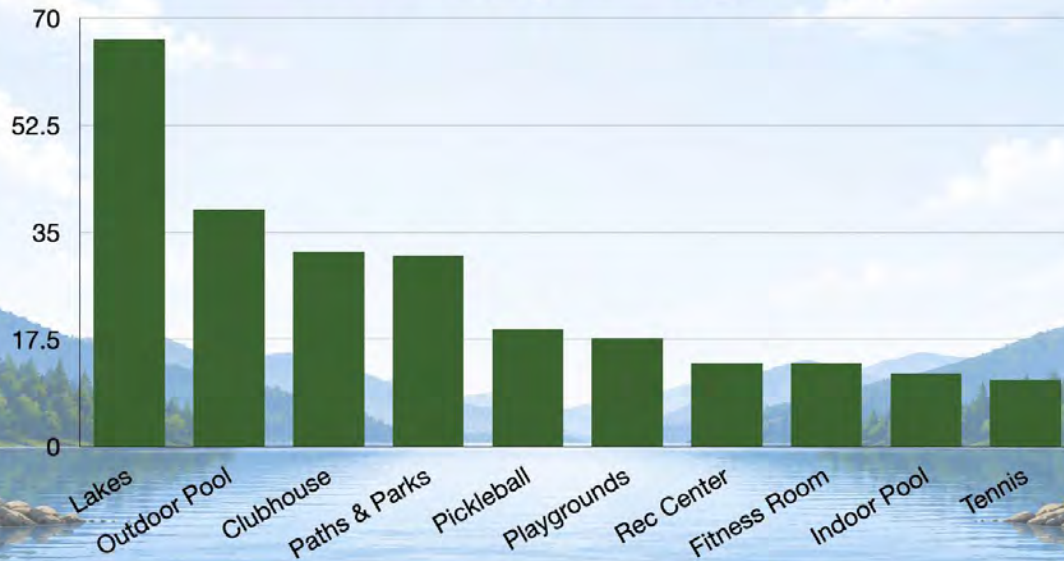
Amenities

Having explored how members view the community and the principles they believe should guide future decisions, we next looked at how members use, value, and prioritize Big Bass Lake's amenities and recreational offerings.

2026 MEMBER SURVEY



Amenity Usage



While Big Bass Lake offers many amenities, a relatively small number account for the majority of regular use. The lakes stand out in particular, with nearly two-thirds of respondents reporting frequent or very frequent use. Along with the outdoor pool, clubhouse, and paths and parks, these amenities appear to form the foundation of the member experience.

2026 MEMBER SURVEY



Most Valued Facilities

1. Lakes
2. Outdoor Pool
3. Clubhouse
4. Indoor Pool
5. Paths & Parks
6. Pickleball
7. Recreation Center
8. Fitness Room
9. Playgrounds
10. Tennis Courts

Of course, frequency of use is only part of the story. We also wanted to understand which facilities members value most.

Interestingly, many of the same amenities rise to the top. The lakes, outdoor pool, and clubhouse once again emerged as the highest-ranked facilities. One interesting observation is that the indoor pool ranks higher in value than in actual use, suggesting that members may place importance on certain amenities even if they don't use them frequently.

2026 MEMBER SURVEY



Usage vs. Value



Comparing usage and value revealed something interesting. In general, members value the amenities they use most. In fact, the top three facilities, Lakes, Outdoor Pool, and Clubhouse, ranked exactly the same in both categories.

Most amenities moved very little between the two rankings, suggesting a strong alignment between use and value. One notable exception was the Indoor Pool, which members ranked fourth in value despite ranking ninth in frequency of use.

2026 MEMBER SURVEY



Future Amenity Investment

Understanding which amenities members use and value provides important context for the next question: where should future investment be focused?

2026 MEMBER SURVEY



Future Amenity Priorities

1. Lakes & Beaches
2. Pools
3. Clubhouse & Restaurant
4. Summer Recreation
5. Paths, Parks & Green Space
6. Indoor Recreation
7. Fitness Facilities
8. Winter Recreation
9. Pickleball Facilities
10. Tennis Facilities

Members were asked to rank ten areas for future investment. These results reflect only responses to that question and represent where respondents believe future amenities and recreation efforts should be focused.

2026 MEMBER SURVEY

Current Value vs. Future Investment



1. Lakes
2. Outdoor Pool
3. Clubhouse
4. Indoor Pool
5. Paths & Parks
6. Pickleball
7. Recreation Center
8. Fitness Room
9. Playgrounds
10. Tennis Courts

1. Lakes & Beaches
2. Pools
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9. Pickleball Facilities
10. Tennis Facilities

One of the strongest themes that emerged from the survey was the consistency between what members value most today and where they would like to see future investment. The same amenities that members identified as most important—lakes, pools, and the clubhouse—also emerged as the top priorities for future investment. Overall, the results suggest that members are generally looking to strengthen and enhance the things that already make Big Bass Lake special.

2026 MEMBER SURVEY



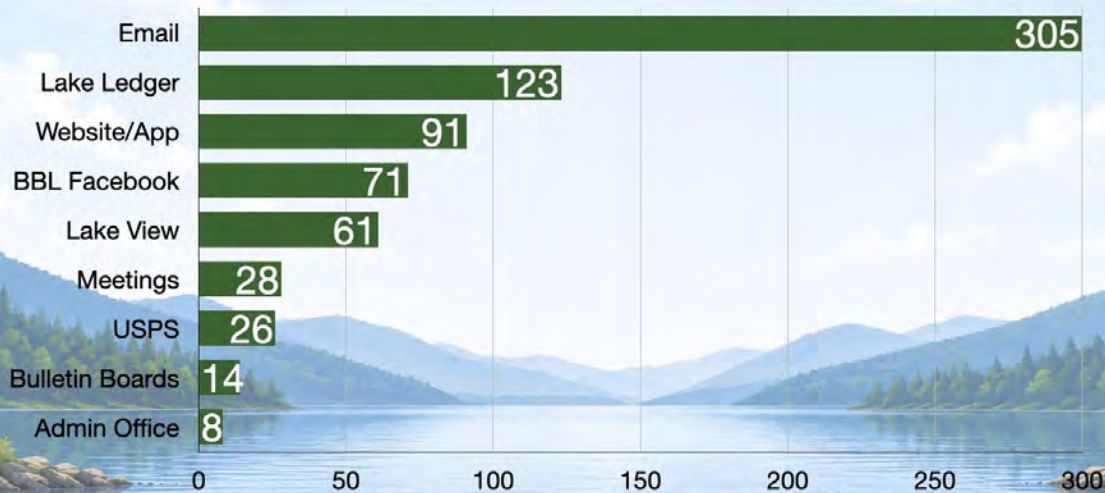
Communication

The survey also explored how members prefer to receive information and how connected they feel to the community and its future.

2026 MEMBER SURVEY



Preferred Method



One of the clearest findings in the survey was that email remains the primary communication channel for nearly all respondents. Members also value supporting channels such as the Lake Ledger, the website, Facebook, and Lake View. More traditional methods such as meetings, bulletin boards, and USPS were referenced far less frequently.

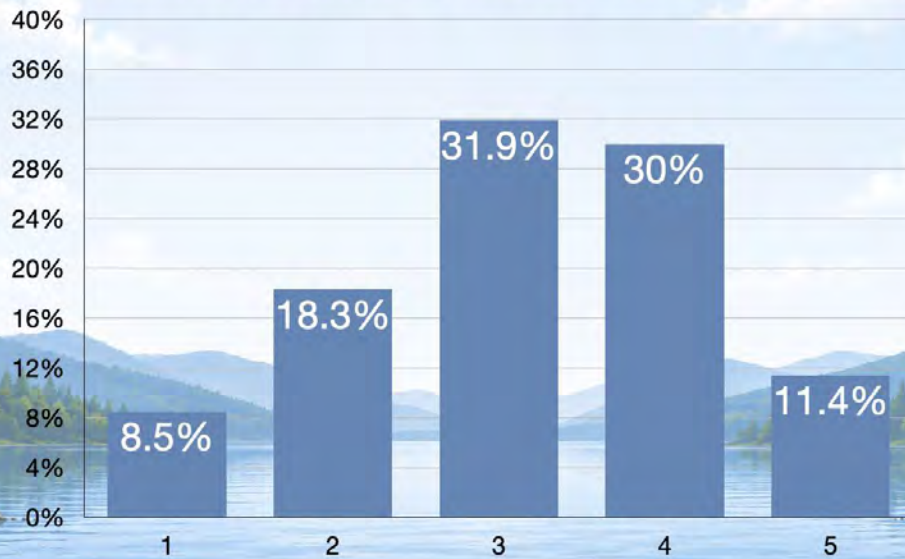
No matter how members preferred to receive information, email was always part of the mix. In fact, it appeared in all ten of the most common communication combinations.

Understanding how members want to receive information is important, but equally important is how connected and informed they feel today.

2026 MEMBER SURVEY



How Informed Members Feel



We asked members to rate how informed they feel about Association goals, plans, and major initiatives. The average response was 3.16 out of 5, which was actually the lowest score among any major topic in the survey. About 41% of respondents said they feel informed, rating it a 4 or 5, while roughly 27% said they do not, rating it a 1 or 2.

Perhaps most interesting, nearly one-third of respondents chose the middle rating of 3. It suggests that members generally feel positive about Big Bass Lake, but many don't feel as informed as they'd like to be.

2026 MEMBER SURVEY



Looking Ahead

Finally, we asked members to look beyond today's experience and think about the future. We invited everybody to share, in their own words, what would most strengthen Big Bass Lake and what should be preserved for future generations.



2026 MEMBER SURVEY

What would most strengthen BBL?



**269
Responses**

- 🌲 Amenities & Recreation
- 🌲 Communication & Information Sharing
- 🌲 Environmental Stewardship
- 🌲 Infrastructure
- 🌲 Member Experience & Community Life

In our first question, “What would most strengthen BBL?”, we received 269 responses. While members offered many different ideas, several themes appeared consistently. Improvements to amenities and recreation, better communication and information sharing, environmental stewardship, infrastructure, and member experience were among the most common topics raised. Taken together, the responses suggest that members are generally looking to strengthen and improve the things that already define the Big Bass Lake experience.

2026 MEMBER SURVEY

What Should Be Preserved?



248
Responses

- 🌲 Natural Beauty & Environment
- 🌲 Community Character
- 🌲 Amenities & Recreation
- 🌲 Member Experience

We received 248 responses to our second question, “What should be preserved?”, and the themes were remarkably consistent. Members repeatedly emphasized the importance of preserving the lakes, woods, and natural beauty of the community, along with the quiet, safe, and friendly atmosphere that defines Big Bass Lake. Amenities and recreation remain important, but many responses focused on ensuring that future generations are able to enjoy the same unique character and experiences that members value today.

One observation that we would like to point out - When asked what would strengthen the community, members talked about improvements. And when asked what should be preserved, members talked more about the identity of the community.



MAJOR THEMES

A Guided Discussion

Up to this point, we've focused on what we heard from the community. As we stepped back and looked at the survey results, town hall feedback, and our own discussions, several broad themes began to emerge. These themes aren't intended to be recommendations or priorities, and they certainly aren't final decisions. Instead, they provide a framework for organizing the many ideas and perspectives that have been shared and will help guide the conversations that come next.

MAJOR THEMES



- 🌲 Recreation, Facilities & Amenities
- 🌲 Member Experience, Communication & Information
- 🌲 Environmental Stewardship
- 🌲 Governance & Transparency
- 🌲 Infrastructure, Operations & Safety
- 🌲 Financial Sustainability

To help organize those ideas, we grouped the themes into these 6 broad categories.

For each theme, we'll next share some of the things we've learned from the survey, previous town halls, and committee discussions.



MAJOR THEMES

Member Experience, Communication & Information

- 🌲 Balancing the needs & expectations of residents, guests, & renters
- 🌲 Maintaining unique character & culture of BBL
- 🌲 Maintaining rural community feel
- 🌲 Opportunities for neighbors to connect & build relationships
- 🌲 Increasing member engagement & participation
- 🌲 More consistent and higher quality information distribution
- 🌲 More opportunities for member input



MAJOR THEMES

Recreation, Facilities & Amenities

- 🌲 Outdoor & indoor pools = high priority
- 🌲 New or renovated recreation facilities
- 🌲 Year-round sports & recreation (including courts)
- 🌲 Clubhouse renovation
- 🌲 Additional community gathering places
- 🌲 Restaurant or Bistro



MAJOR THEMES

Environmental Stewardship



- ▲ Preservation of natural resources
- ▲ Lake & beach management
- ▲ Data center & industrial/commercial development



MAJOR THEMES

Governance & Transparency



- ▲ Review of Rules, Bylaws and Covenants for consistency and compliance
- ▲ Clarity of roles between Board, Committees & Management
- ▲ Building trust between leadership & members
- ▲ Community understanding of how decisions are made
- ▲ Transparency in the decision-making process
- ▲ Legal constraints of leadership communications

MAJOR THEMES



Infrastructure, Operations & Safety

- 🌲 Balancing maintenance of current infrastructure with long-term needs
- 🌲 Planning for aging assets
- 🌲 Technology improvements & modernization
- 🌲 Managing guest registration
- 🌲 ADA Accessibility
- 🌲 Parking
- 🌲 Traffic & roadway safety
- 🌲 Community safety & security measures

MAJOR THEMES



Financial Sustainability

- 🌲 Affordability of dues and assessments
- 🌲 Ensure amenity fee structure & guest/renter usage are balanced
- 🌲 Reserve fund and long-range capital planning



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StrategicPlanning@bblca.com