



Town of Hilton Head Island

Town Council Meeting

Tuesday, May 6, 2025, 3:00 PM

**1 Town Center Court, Hilton Head Island, SC
Benjamin M. Racusin Council Chambers**

The meeting can be viewed on the [Town's YouTube Channel](#), the [Beaufort County Channel](#), and Spectrum Channel 1304.

- 1. Call to Order**
- 2. Pledge to the Flag**
- 3. Invocation – Pastor June Wilkins, Christ Lutheran Church**
- 4. Adoption of the Agenda**
- 5. Approval of the Minutes**
 - a. Workshop Minutes of April 8, 2025
 - b. Regular Meeting Minutes of April 8, 2025
- 6. Presentations and Recognitions**
 - a. Bike Month Proclamation - Mayor Perry
- 7. Reports from Members of Town Council**
 - a. General Reports from Town Council
- 8. Public Hearing**
 - a. Consideration of an Ordinance Adopting the Consolidated Municipal Budget for the Town of Hilton Head Island for Fiscal Year 2026 Ending June 30, 2026 - Public Hearing and First Reading - Marc Orlando, Town Manager
 - b. Consideration of a Resolution of the Town Council of the Town of Hilton Head Island Approving for the Purposes of Section 147(F) of the Internal Revenue Code of 1986, as Amended, the Issuance of Not to Exceed \$855,000,000 Tax-Exempt Bonds to be Issued by the National Finance Authority for the Benefit of Novant Health, Inc., with no Financial Obligation or Liability to the Town of Hilton Head Island - Shawn Colin, Assistant Town Manager

9. Unfinished Business

- a. Consideration of an Ordinance to Amend the Town of Hilton Head Island Budget for the Fiscal Year ending June 30, 2025; to Provide for the Budgeted Appropriations of the Land Acquisitions and Certain Other Appropriations and Commitments and the Expenditures of Certain Funds; to Allocate the Sources of Revenue for the Said Funds; and to Provide for Severability and an Effective Date - First Reading - Adriana Burnett, Finance Director
- b. Consideration of an Ordinance to Authorize the Execution and Delivery of an Easement for Ingress and Egress to Cordillo Courts and the Hedges, Encumbering Real Property, Located at 104 Cordillo Parkway, Owned by the Town of Hilton Head Island - Second Reading - Shawn Colin, Assistant Town Manager

10. New Business

- a. Consideration of a Resolution to Adopt the Destination Marketing Organization FY26 Marketing Plan, Budget and Industry Metrics - Ariana Pernice, Vice President of the Visitor & Convention Bureau
- b. Consideration of an Ordinance of the Town of Hilton Head Island Authorizing the Execution of a Lease Purchase Agreement for Fire Trucks - First Reading - Adriana Burnett, Director of Finance
- c. Consideration of a Resolution of the Town Council of the Town of Hilton Head Island, South Carolina, Authorizing the Execution and Delivery of an Agreement with Cordillo Courts and the Hedges, Regarding Signs on Real Property Owned, Located at 104 Cordillo Parkway, by the Town of Hilton Head Island - Shawn Colin, Assistant Town Manager

11. Public Comment - Non Agenda Items

12. Executive Session

- a. Discussion of Contractual Arrangements Pertaining to Designated Marketing Organization [Pursuant to the South Carolina Freedom of Information Act Section 30-4-70 (a)(2)]
- b. Discussion of Legal Advice from the Town Attorney on Matters Covered Under the Attorney-Client Privilege [Pursuant to the South Carolina Freedom of Information Act Section 30-4-70 (a)(2)]related to:
 - 1. Workforce Housing Agreement for a Project located on Main Street, also known as Diamond Cove
 - 2. Workforce Housing Agreement and Covenants Template
 - 3. Amendment to an Intergovernmental Agreement Regarding Affordable Housing, also known as the Beaufort Jasper Housing Trust

13. Action from Executive Session

14. Adjournment

FOIA Compliance: Public notification of this meeting has been published, posted, and distributed in compliance with the South Carolina Freedom of Information Act and the requirements of the Town of Hilton Head Island.

In accordance with the requirements of Title II of the Americans with Disabilities Act of 1990 ("ADA"), the Town of Hilton Head Island will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs, or activities. Auditory accommodations are available. Any person requiring further accommodation should contact the Town of Hilton Head Island ADA Coordinator as soon as possible but no later than 48 hours before the scheduled event.

Municipal Association of South Carolina (MASC) Civility Pledge:

"I pledge to build a stronger and more prosperous community by advocating for civil engagement, respecting others and their viewpoints, and finding solutions for the betterment of my city or town."



Town of Hilton Head Island TOWN COUNCIL WORKSHOP Tuesday, April 8, 2025, 11:00 AM Minutes

Call to Order

Mayor Perry called the workshop to order at 3:00 p.m.

Council Members present: Alan Perry, Mayor, Alex Brown, Ward 1, Mayor Pro-Tempore; Patsy Brison, Ward 2; Steve DeSimone, Ward 3, Steve Alfred, Ward 5; Melinda Tunner Ward 6

Council Members Absent: Tammy Becker, Ward 4

Adoption of the Agenda

Ms. Brison moved to approve. Mr. Alfred seconded. Motion carried 6-0.

Workshop Discussion

Beach Renourishment Project Funding - Adriana Burnett, Finance Director

Ms. Burnett Introduced Mr. Andy Smith and David Cheatwood of First Trion Advisors stating they would assist in the presentation and answer questions from Council. Ms. Burnett provided the following information as a follow-up to the Beach Renourishment Workshop held on February 25, 2025. This update addresses the following topics:

Existing Debt

Payoff vs. Leave Outstanding

Special Obligation Bonds (Beach Preservation Fee), Series 2017

- \$7,495,000 outstanding as of 8/1/2025
- Interest rate of 5.00%
- Callable at par (without penalty) on 8/1/2025
- Available Investment Options
- South Carolina Local Government Investment Pool yielding 4.56% as of 2/28/2025

Assumption: Interest Rate to Remain Constant for 7 years.

*Total Special Obligation Bonds Owed (Including 2017 Callable Bonds):
\$25,760,000

FY2025-2026 Beach Renourishment Project

100% Cash

- Available Investment Options
 - South Carolina Local Government Investment Pool yielding 4.56% as of 2/28/2025 Assumption: Interest Rate to Remain Constant for 7 years.

Accumulation Schedule

Year	Investment	Interest
1	\$ 47,500,000.00	\$ 2,166,000.00
2	\$ -	\$ 2,264,769.60
3	\$ -	\$ 2,368,043.09
4	\$ -	\$ 2,476,025.86
5	\$ -	\$ 2,588,932.64
6	\$ -	\$ 2,706,987.97
7	\$ -	\$ 2,830,426.62
		\$ 17,401,185.78

Special Obligation Bonds (Beach Preservation Fee)

a. Funding Scenarios

- 70% Cash – 30% Debt
- 60% Cash – 40% Debt
- 50% Cash – 50% Debt

Special Obligation Bonds (Beach Presentation Fee), Series 2025

Funding Scenarios with Debt Service Coverage Ratio

Scenario	1	2	3
Cash Funding			
%	70.00%	60.00%	50.00%
Amount	\$33,250,000	\$28,500,000	\$23,750,000
Debt Funding			
%	30.00%	40.00%	50.00%
Amount	\$14,250,000	\$19,000,000	\$23,750,000
Avg. Annual Debt Service	\$2,306,446	\$3,061,411	\$3,820,679
Total Debt Service	\$16,512,243	\$21,917,165	\$27,352,886
Debt Service Coverage			
Avg. Annual Debt Service	\$2,306,446	\$3,061,411	\$3,820,679
FY2025 Budgeted Revenue	\$13,625,537	\$13,625,537	\$13,625,537
Debt Service Coverage	5.91x	4.45x	3.57x
Projected Fund Balance	\$12,321,656	\$17,071,656	\$21,821,656

A higher Debt Service Coverage Ratio indicates a stronger ability for the Town to cover debt payments using operating cash flow

*Coverage Ratio = Pledged Revenue/Debt Service Payments

Special Obligation Bonds (Beach Presentation Fee), Series 2025

Funding Scenario #4

FY25 Year End Projected Fund Balance	\$	53,066,656
Less: Pay Off of 2017 Bonds	\$	(7,495,000)
Less: Cash Funded Projects	\$	(47,500,000)

Resulting Fund Balance \$ **(1,928,344)**

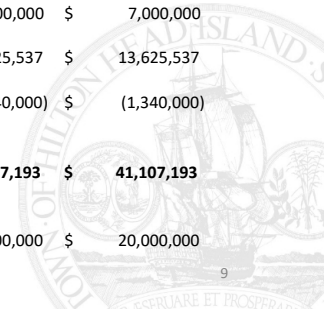
Minimum Fund Balance Policy \$ 20,000,000



Estimated FY2026 Ending Fund Balance with Reserves (Beach Preservation Fee)

Summary

	All Cash	70/30	60/40	50/50
FY25 Year End Projected Fund Balance	\$ 53,066,656	\$ 53,066,656	\$ 53,066,656	\$ 53,066,656
Less: 2017 Callable Bonds	\$ (7,495,000)	\$ (7,495,000)	\$ (7,495,000)	\$ (7,495,000)
Less: Beach Renourishment Cash Spend FY26	\$ (47,500,000)	\$ (33,250,000)	\$ (28,500,000)	\$ (23,750,000)
Fund Balance w/o Projected FY26 Revenues/Expenditures	\$ (1,928,344)	\$ 12,321,656	\$ 17,071,656	\$ 21,821,656
Estimated FEMA Payment	\$ 7,000,000	\$ 7,000,000	\$ 7,000,000	\$ 7,000,000
Projected FY2026 Revenues	\$ 13,625,537	\$ 13,625,537	\$ 13,625,537	\$ 13,625,537
Less: Non-Beach Renourishment FY26 Projects	\$ (1,340,000)	\$ (1,340,000)	\$ (1,340,000)	\$ (1,340,000)
Estimated Ending FY26 Fund Balance	\$ 17,357,193	\$ 31,607,193	\$ 36,357,193	\$ 41,107,193
Minimum Fund Balance Policy	\$ 20,000,000	\$ 20,000,000	\$ 20,000,000	\$ 20,000,000



Estimated FY2026 Ending Fund Balance with Reserves (Beach Preservation Fee)

Summary

	All Cash	70/30	60/40	50/50
FY25 Year End Projected Fund Balance	\$ 53,066,656	\$ 53,066,656	\$ 53,066,656	\$ 53,066,656
Less: 2017 Callable Bonds	\$ (7,495,000)	\$ (7,495,000)	\$ (7,495,000)	\$ (7,495,000)
Less: Beach Renourishment Cash Spend FY26	\$ (47,500,000)	\$ (33,250,000)	\$ (28,500,000)	\$ (23,750,000)
Fund Balance w/o Projected FY26 Revenues/Expenditures	\$ (1,928,344)	\$ 12,321,656	\$ 17,071,656	\$ 21,821,656
Estimated FEMA Payment	\$ 7,000,000	\$ 7,000,000	\$ 7,000,000	\$ 7,000,000
Projected FY2026 Revenues	\$ 13,625,537	\$ 13,625,537	\$ 13,625,537	\$ 13,625,537
Less: Non-Beach Renourishment FY26 Projects	\$ (1,340,000)	\$ (1,340,000)	\$ (1,340,000)	\$ (1,340,000)
Estimated Ending FY26 Fund Balance	\$ 17,357,193	\$ 31,607,193	\$ 36,357,193	\$ 41,107,193
Minimum Fund Balance Policy	\$ 20,000,000	\$ 20,000,000	\$ 20,000,000	\$ 20,000,000

Projected Ending FY26 Fund Balances After All Proposed FY26 CIP Projects

Projected FY2026 Ending Fund Balances After ALL Proposed FY26 CIP Projects

	Electric Franchise Fee	Beach Fee	Hospitality Tax	State ATAX	Short Term Rental Permit Fee	Stormwater Utility Fee	Road Usage Fee	TIF Rev	Capital	HHI Traffic Impact Fee	Real Estate Transfer Fee	Sunday Liquor Permit Fee	Grants	Total
Fund Balances as of 2/28/25	\$ (218,029)	\$ 45,396,272	\$ 25,958,290	\$ 9,850,524	\$ 123,541	\$ 16,612,986	\$ 2,203,047	\$ 11,775,332	\$ 6,830,804	\$ 1,265,602	\$ 10,732,370	\$ 1,308,347	\$ 195,114	\$ 132,911,961
FY25 Remaining Projected Revenues	\$ 1,216,912	\$ 8,989,233	\$ 12,807,782	\$ 7,517,682	\$ 376,750	\$ 3,181,192	\$ -	\$ -	\$ -	\$ 70,000	\$ -	\$ -	\$ -	\$ 34,159,551
FY25 Remaining Projected Expenditures	\$ 118,785	\$ 1,318,849	\$ 4,157,441	\$ 27,268,389	\$ 67,076	\$ 131,167	\$ 169,506	\$ 4,852,877	\$ 23,807	\$ 182,542	\$ -	\$ 191,152	\$ -	\$ 38,481,591
FY25 Projected Ending Balance	\$ 880,098	\$ 53,066,656	\$ 34,608,631	\$ (9,900,183)	\$ 433,215	\$ 19,663,011	\$ 2,033,541	\$ 6,922,455	\$ 6,806,997	\$ 1,153,060	\$ 10,732,370	\$ 1,117,195	\$ 195,114	\$ 128,589,921
FY26 Projected Revenues	\$ 2,893,617	\$ 13,625,537	\$ 10,340,736	\$ 12,534,522	\$ 2,484,500	\$ 5,275,035	\$ -	\$ -	\$ -	\$ 227,267	\$ 4,792,496	\$ 279,950	\$ 474,627	\$ 52,928,287
FY26 Projected Balance Before CIP Projects	\$ 3,773,715	\$ 66,692,193	\$ 44,949,367	\$ 2,634,339	\$ 2,917,715	\$ 24,938,046	\$ 2,033,541	\$ 6,922,455	\$ 6,806,997	\$ 1,380,327	\$ 15,524,866	\$ 1,397,145	\$ 669,741	\$ 181,518,208
Payoff of 2017 Callable Bonds		\$ 7,495,000												\$ 7,495,000
FY26 CIP Unapproved Projects By Program														\$ -
BEACH PROGRAM	\$ -	\$ 48,840,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 48,840,000
PATHWAY PROGRAM	\$ -	\$ -	\$ -	\$ 350,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 750,000	\$ -	\$ 1,100,000
ROADWAY PROGRAM	\$ -	\$ -	\$ 1,725,000	\$ -	\$ -	\$ -	\$ 1,354,500	\$ -	\$ -	\$ 1,100,000	\$ -	\$ -	\$ -	\$ 4,179,500
PARK PROGRAM	\$ 511,000	\$ -	\$ 8,609,462	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 900,000	\$ -	\$ -	\$ -	\$ 365,538	\$ 10,386,000
FACILITY & EQUIPMENT PROGRAM	\$ -	\$ -	\$ 350,000	\$ 3,475,000	\$ -	\$ -	\$ -	\$ -	\$ 1,396,000	\$ -	\$ -	\$ -	\$ -	\$ 5,221,000
STORMWATER PROGRAM	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,350,880	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,350,880
FLEET PROGRAM	\$ -	\$ -	\$ -	\$ -	\$ 180,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 180,000
LAND ACQUISITION PROGRAM	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 250,000	\$ -	\$ -	\$ 250,000
FY26 CIP Unapproved Projects Totals	\$ 511,000	\$ 48,840,000	\$ 10,684,462	\$ 3,825,000	\$ 180,000	\$ 6,350,880	\$ 1,354,500	\$ -	\$ 2,296,000	\$ 1,100,000	\$ 250,000	\$ 750,000	\$ 365,538	\$ 76,507,380
FY26 Projected Ending Balance	\$ 3,262,715	\$ 10,357,193	\$ 34,264,905	\$ (1,190,661)	\$ 2,737,715	\$ 18,587,166	\$ 679,041	\$ 6,922,455	\$ 4,510,997	\$ 280,327	\$ 15,274,866	\$ 647,145	\$ 304,203	\$ 97,515,828

Members of Council had questions, comments and discussion regarding: the need to find a way to put away money to fund the next beach renourishment; clarification

that State Accommodations Tax revenue is received on a calendar year and our accounting system is based on a fiscal year so they need viewed separately; confirmation beach renourishment is going to be an ongoing expense; the need to have a strong reserve policy by increasing the minimum of the beach renourishment fund balance from \$12 million to \$20 million which provides safety in regards to any unexpected weather related incidents affecting the beach; the need to have an economic escalator in place to reflect that \$20 million today isn't \$20 million ten years from now; confirmation of the need to do a seven year bond as opposed to a ten year bond due to the need to complete beach renourishments in less than ten years; align borrowing to schedule of when beach renourishment would need done again; an opinion that the 70/30 option provides funds for beach renourishment allows us to live in to the \$20 million and there is excess for potential projects; the need to recognize when borrowing money it is being borrowed against beach preservation fees which means the money we have in bonding should be going towards beach preservation; the need for caution regarding FEMA reimbursements and a way to offset this risk would be to not pay off the existing bonds; inquiry into the amount allocated for expenditures for State Accommodations Tax funds; the need to work with our engineers in Jacksonville and look at a method to try and retain the sand we have for a longer period of time; the need to consider the 50/50 scenario to maintain a sizable cash reserve; clarification that beach preservation revenue can and is used for projects other than beach renourishment such as beach parks, beach boardwalks and operating expenses; confirmation there are three payments left on the current bonds and two of them are callable; inquiry and explanation regarding bond ratings; inquiry and explanation of impact on rating if the existing bonds are paid off or left outstanding; the need to make the decision that makes the most economic sense and retains the Town's bond ratings and borrowing power; confirmation bids will be evaluated by Town staff and beach consultant engineers; and confirmation once the bid is determined valid, there are state limits as to what can and cannot be accepted.

Public Comment - Non Agenda Items

Mayor Perry asked for public comment.

There was none.

Adjournment

The workshop adjourned at 12:38 p.m.

Kimberly Gammon, Town Clerk

Alan R. Perry, Mayor

**The recording of this Meeting can be found on the
Town's website at www.hiltonheadislandsc.gov**



Town of Hilton Head Island TOWN COUNCIL MEETING Tuesday, April 8, 2025, 3:00 PM Minutes

Call to Order

Mayor Perry called the meeting to order at 3:00 p.m.

Council Members present: Alan Perry, Mayor, Alex Brown, Ward 1, Mayor Pro-Tempore; Patsy Brison, Ward 2; Steve DeSimone, Ward 3, Tammy Becker, Ward 4; Steve Alfred, Ward 5; Melinda Tunner Ward 6

Invocation – Pastor Steve Salvas, Grace Community Church

Pastor Salvas delivered the invocation,

Adoption of the Agenda

Mr. Alfred moved to approve. Ms. Becker seconded. Motion carried 7-0.

Approval of the Minutes

Regular Meeting Minutes of March 18, 2025

Mr. Alfred moved to approve. Ms. Becker seconded. Motion carried 7-0.

Report of the Town Manager

Mr. Orlando reported on the following items of interest.

On March 29, the Town hosted a three-phase community cleanup event across key neighborhoods:

- 1. Street Sweep & Mobile Recycling – Jonesville Neighborhood:**
A successful litter sweep and mobile recycling center were held in Jonesville, helping residents safely dispose of trash and recyclables.
- 2. Large Debris Pickup – Muddy Creek Neighborhood:**
A major bulk waste pickup was organized to support the ongoing revitalization efforts in the area.
- 3. Cemetery Clean-Up – Historic Spanish Wells & Amelia White Cemeteries:**
In partnership with the Hilton Head MLK Committee for Justice, volunteers helped clean and honor these historic burial sites.

Impact by the Numbers:

- **Jonesville Litter Sweep:**
 - 300 to 500 lbs. of trash removed
 - 175 lbs. of recyclables (bottles and cans)
- **Muddy Creek Bulk Pickup:**
 - 15 to 18 tons of bulk item waste collected

- 3 to 5 tons of bulk metals for recycling
- 3 tons of yard waste removed

Nearly 20 volunteers and Town staff contributed to this impactful day, reinforcing our commitment to cleaner, safer, and more vibrant neighborhoods.

Human Resources

Lyna Phan, Employment Manager, has attained her Senior Professional in Human Resources (SPHR) Certification offered by the HR Certification Institute. This recognized credential for HR leaders demonstrates expertise in strategic HR planning and policy-making.

Office of Cultural Affairs

The next art display at Town Hall will show off the artistic abilities of our Town staff – *or members of their immediate family*. Photography, painting, sculpture, ceramics, glass, jewelry, poetry, prose, graphic design, mosaic, needle work, found object assemblage, knitting, leather work, etc are included.

Facilities

Stoney Oaks Landscaping Enhancement Project

Stoney Oaks Landscaping Enhancement Project consents of the following items:

- Clearing the under storage vegetation of two large live oaks and install up and down low voltage lights
- Installing landscaping materials to enhance the project which consent of the following plant materials; Sabal Palm, Viburnum, silver saw, snowball viburnum, elephant ear, aspidistra Azalea and mulch.
- brick columns with spit rail fence and low voltage light
- walkway constructed of bahama coral
- custom bench

Construction Board of Adjustments & Appeals Annual Report - Joe Nix, Board Chair

Mr. Nix updated Council with the following information:

In the calendar year of 2024, January 1 – December 31, the Construction Board of Adjustments and Appeals held one meeting. During this time, the Board heard one Appeal request and zero Variance requests.

APPEALS

APL-000682-2024 - An appeal of the Building Officials Determination that the use of wood blocking around the windows and doors installed at Captains Quarters does not meet 2021 International Building Code Section (IBC) 603.1 Exemption 14 and that final inspections be passed to close the permits. This appeal was denied by a vote of 6-0.

VARIANCES

There were no variance hearings.

Design Review Board Annual Report - Judd Carstens, Board Chair

Mr. Carstens updated Council with the following information:

In the calendar year of 2024, January 1 – December 31, the Design Review Board held twenty (20) meetings. During this time, the Board reviewed twenty (20) applications for new development, eighteen (18) applications for alterations and additions, and five (5) applications for signs requiring DRB review. Three (3) meetings were cancelled during the report period due to lack of agenda items

NEW DEVELOPMENT

Conceptual

1. Alljoy Donut Shop and Alljoy Bike and Beach Rental Company – Approved with conditions.
2. Port Royal Maintenance Facility – Approved with conditions.
3. Car Barn – Approved with conditions.
4. South Beach Marina Village – Approved with conditions.
5. Michael Anthony's Restaurant – Approved with conditions.
6. Port Royal Maintenance Facility – Approved with conditions.
7. Wexford's Harbor Master Building – Approved with conditions.
8. Wexford's Clubhouse – Approved with conditions.
9. Historic Freedom Park, Archeology Research Facility – Approved with conditions.
10. Coligny Pocket Park – Approved with conditions
11. The Bank – Pavillion – Approved with conditions.
12. Fire & Rescue Headquarters Classroom Building – Approved with conditions.

Final

1. Hilton Head Island High School – Approved with conditions.
2. Alljoy Donut Shop and Alljoy Bike and Beach Rental Company – Approved with conditions.
3. Port Royal Maintenance Facility – Approved with conditions.
4. Car Barn – Approved with conditions.
5. Wexford's Clubhouse – Approved with conditions.
6. Wexford's Harbor Master Building – Approved with conditions.
7. The Bank – Pavillion – Approved with conditions.
8. Historic Freedom Park, Archeology Research Facility – Approved with conditions.

ALTERATIONS & ADDITIONS

Alterations

1. Ocean Walk Villa – Approved with conditions.
2. Zunzibar – Approved with conditions.
3. Car Barn - Approved with conditions.
4. Carolina Jasmine - Approved with conditions.
5. Beach House Hilton Head Island Resort – Approved with conditions.
6. Spark Hotel - Approved with conditions.
7. Marriott's Grande Ocean - Approved with conditions.
8. Atlantic Laundry – Approved with conditions.
9. Local Legend Brewing Company – Withdrawn by applicant.
10. Local Legend Brewing Company – Withdrawn by applicant.

11. San Miguels Restaurant – Approved with conditions.

Additions

1. Good Soul Restaurant – Approved with conditions.
2. Good Soul Restaurant - Approved with conditions.
3. Sea Turtle Marketplace Building F - Approved with conditions.
4. Local Legend Brewing Company – Withdrawn by applicant.
5. Nunzio's Restaurant – Approved with conditions.
6. Flatbread Grill – Approved with conditions.
7. San Miguels Restaurant – Approved with conditions.

SIGNS REQUIRING DRB REVIEW

Sign Systems

1. Wells Fargo (75 Matthews Drive) - Approved with conditions.
2. Wells Fargo (1 Greenwood Drive) - Approved with conditions.
3. Two Park Lane – Approved with conditions.

Signs

1. Indigo Run – Approved with conditions.
2. Spanish Wells Entry – Approved with conditions.

Concluding Mr. Carstens' presentation, Ms. Brison requested the Board provide Town Council with their suggestions for improvements within the LMO for Council's review and consideration.

Proclamation Declaring Child Abuse Awareness Month - Mayor Alan Perry

Ms. Louise Dawson of Hopeful Horizons and Megan Buss of Child Abuse Preventions Association were present to accept the proclamation.

General Reports from Town Council

Ms. Becker noted that while enjoying the Island with her family, she was reminded of how blessed she is to live here and why the job of a Council member is so important to preserve what makes the Island special for future generations.

Ms. Brison noted that April 22 is Earth Day and there are a number of activities planned and encouraged all to go to the Outside Foundation website to see all the activities planned. She also commented on the upcoming RBC Heritage encouraging all to have fun and be safe as they celebrate the signature event.

Mayor Perry noted that all committee chairs will be polled regarding the upcoming LMO rewrite.

Mayor Perry requested that a item be brought forward to committee regarding a Beaufort County Beach Pass, excluding the area of Islanders Beach. He stated Council has received many requests on the subject.

Mayor Perry reminded all that participation at the RBC Heritage and is a great way to support the local charities through the Heritage Foundation.

Report of the Lowcountry Area Transportation Study – Councilmember Tamara Becker

No report.

Report of the Lowcountry Council of Governments – Councilmember Steve Alfred

Mr. Alfred reported he attended a meeting for new members of the Council and received background information regarding the workings of the Council. He added that of interest to him was their role in transportation and the funding received for such. He stated that at this time much of their funding was going to US17 improvements and they are currently engaged in eight corridor studies.

Report of the Beaufort County Airports Board – Councilmember Melinda Tunner

Ms. Tunner reported the Board will be meeting Thursday, April 10.

Report of the Southern Lowcountry Regional Board – Councilmember Patsy Brison

Ms. Brison stated the Board met on Tuesday, March 25. She reported the deadline for the plastic bag survey has been extended to obtain more responses, especially from local businesses. She stated there was a presentation by Claude Hicks, Executive Director, Beaufort-Jasper Housing Trust regarding challenges and demands for housing, not just in our communities within the region but nationwide. Ms. Brison stated Mr. Hicks will be conducting a presentation to Council in the near future. She added they also discussed childcare and received a presentation regarding a draft resolution asking the various local governments to consider support of a childcare and learning demonstration project. Ms. Brison stated she will pass along the resolution to the Mayor and Town Manager for review and consideration for a future agenda.

Ms. Brison stated the Board also received an extensive report regarding the impact of growth and on infrastructure in our area and she will pass that on for review. She noted the importance of the report to see what is going on beyond our limits, especially regarding the area around Hardeeville and Jasper County.

Ms. Brison concluded stated there was a request by Mayor Harry Williams to create a new subcommittee to look at a 20 year plan development for all jurisdictions where individual jurisdictions would submit their own plan. Tom Lennox is chairing the process and there will be a report with additional information at the next scheduled meeting to be held on April 22.

Report of the Island Recreation Association Board – Mayor Pro Tempore Alex Brown

Mr. Brown provided an update regarding the pool and soccer programs. He stated that Wingfest was very successful with great weather and a total of over 8000 pounds of wings were consumed. He announced that Easter Extravaganza will take place on April 12 from 10am until 1pm at Shelter Cove Park and there will be an Earth Day Event held at the Sailing and Rowing Center on April 22 from 4pm until 6pm. Mr. Brown expressed appreciation to the Wexford Foundation for making it possible for Island Recreation Center to offer a free family fun day scheduled for May 3 from 12noon to 3pm at Island Recreation Center to include games, houses, summer sports sign-up, a climbing wall and fitness classes.

Report of the Beaufort County Economic Development Corporation - Mayor Alan Perry

Mayor Perry stated the EDC met and discussed the following: the Gullah Chamber Cultural Community Center in St. Helena and noted there has been some funding provided by the

South Carolina Department of Parks and Recreation for that potential; discussion of the budget which is at a 11% increase over 2025; an exploration of the purchase of land in Whale Branch involving anywhere between 58 and 124 acres for commercial development; grant requests from Gullah Farmers Coop with a \$25,000 grant approval; an award of \$48,000 to the nursing retention program to help support 16 jobs in the area and discussion regarding additional properties in the area.

Report of the Gullah Geechee Historic Neighborhoods Community Development

Mr. Brown stated the CDC met on March 19 and received an update regarding the Wayfinding Solution program and held discussions regarding the FY26 Budget which passed unanimously and will be forwarded to Council for consideration.

Corporation - Mayor Pro Tempore Alex Brown

Report of the Community Services and Public Safety Committee – Councilmember

Tamara Becker

Ms. Becker reported there is an upcoming meeting on April 21 and encouraged all to attend. She stated the Committee will be reviewing an ordinance regarding the restriction of dogs from the area defined as Fish Haul Beach. She noted the proposed ordinance is a requirement for permitting for the upcoming renourishment project. She added that they will also review a proposed amendment to the Residential Base Zoning District Standards, particularly for workforce housing programs related to Northpoint; design standards for new construction management; a proposed amendment to the current design regulations in requirement for open space; and review of a proposed resolution for nonexclusive drainage and utility easement agreement with the County for a project.

Report of the Finance and Administrative Committee – Mayor Pro Tempore Alex Brown

Mr. Brown reported the next meeting will be held on April 29 and encouraged all to attend. He stated the items coming forward will be: a presentation of the FY26 Destination Marketing Organizations Plan and Budget from the DMO; review of a proposed ordinance amending Municipal Code dealing with Committees of Council; review of a proposed ordinance dealing with general penalty and continuing violations; review of an ordinance amending Municipal Code dealing with Short-term rental violations; and review of a proposed ordinance amending Municipal Code dealing with parking.

New Business

Consideration of an Ordinance to Authorize the Execution and Delivery of an Easement for Ingress and Egress to Cordillo Courts and the Hedges, Encumbering Real Property, Located at 104 Cordillo Parkway, Owned by the Town of Hilton Head Island - First Reading - Shawn Colin, Assistant Town Manager

Shawn Colin addressed Council regarding the item with the following information.

The Town of Hilton Head Island (the "Town") owns a 1.472-acre parcel of land, located at 104 Cordillo Parkway and described in the Plat entitled "Sea Cabin Racquet Club As-Built," dated January 24, 1983, and recorded in the Office of the Register of Deeds for Beaufort County, South Carolina, in Plat Book 31 at Page 53 (hereinafter referred to as the "Town Property"). This parcel is located on the northwestern side of the right-of-way

of Cordillo Parkway on Hilton Head Island, South Carolina.

Adjacent to the Town Property are two condominium projects, collectively known as the Sea Cabin Racquet Club I Council of Co-Owners (Cordillo Courts) and the Sea Cabin Racquet Club II Council of Co-Owners (The Hedges). These properties have historically relied on access across the Town Property for ingress and egress to and from Cordillo Parkway.

Although there has been long-standing access across the Town Property to and from the Sea Cabin Racquet Club I and II properties, there is no recorded written easement that formalizes this access. This lack of a formal easement has led the Sea Cabin Racquet Club I and II Council of Co-Owners to request the Town to grant a written easement for ingress and egress to secure and clarify this access route.

The Sea Cabin Racquet Club I Council of Co-Owners and the Sea Cabin Racquet Club II Council of Co-Owners have formally requested the Town grant an easement for ingress and egress across the Town Property. This would formalize the access route to Cordillo Courts and The Hedges.

Pursuant to S.C. Code Ann. § 7-40 (Supp. 2024) and § 2-7-20 of the Municipal Code of the Town of Hilton Head Island, the granting of easements that encumber real property owned by the Town requires authorization by an ordinance of the Town Council.

Town Council is requested for consideration of an Ordinance to Authorize the Execution and Delivery of an Easement for Ingress and Egress to Cordillo Courts and the Hedges, Encumbering Real Property, located at 104 Cordillo Parkway, Owned by the Town of Hilton Head Island

The Community Services and Public Safety Committee recommended with a 3-0 vote that the Resolution be forwarded to Town Council for approval.

Mr. Alfred moved to approve. Ms. Becker seconded.

Mayor Perry asked for public comment. There was none.

Mayor Perry asked for discussion from Council. There was none.

Motion carried 7-0.

Resolution of the Town Council of the Town of Hilton Head Island Authorizing the Acquisition of Three Parcels from the Main Street Property Owners Association - Shawn Colin, Assistant Town Manager

Shawn Colin addressed Council regarding the item with the following information.

The Town contacted Mr. Kent Eddy, the Property Owners Association (POA) Manager, to inquire about the potential acquisition of a parcel of land currently titled under the POA's ownership. The parcel in question is a small 0.11-acre lot adjacent to a drainage canal under U.S. Highway 278. The Town is interested in acquiring this land to facilitate maintenance of the drainage canal, which is crucial for the Town's Stormwater utility.

Mr. Kent Eddy, POA Manager, confirmed the POA's plans to disband after conveying the rights of way for Main Street to the Town. He also confirmed that the POA intends to transfer all remaining property to the Town, including the 0.11-acre parcel adjacent to the

drainage canal.

In addition to the 0.11-acre parcel, the Town was offered two larger parcels of land. These two parcels, which are divided by Main Street, are considered a single parcel. The POA wishes to transfer these parcels to the Town as well.

A Plat recorded in Plat Book 35 at Page 364 has been attached as Exhibit A to the Resolution to show the relevant parcels, with the small drainage canal parcel highlighted for clarity.

The Town requires these parcels to assist with the ongoing maintenance of the drainage canal, which plays a key role in supporting the Town's Stormwater utility needs.

Town Council is requested to consider a Resolution authorizing the acquisition of Three Parcels from the Main Street Property Owners Association

Ms. Brison moved to approve. Ms. Becker seconded.

Mayor Perry asked for public comment. There was none.

Members of Council had questions, comments and discussion regarding: confirmation the Town is not paying any money for this transfer.

Motion carried 7-0.

Public Comment - Non Agenda Items

John Floyd addressed Council regarding parking in the Coligny area suggesting the old Aunt Chiladas site be paid parking; utilization of unused hotel rooms for workforce housing and public safety, specifically the establishment of a Hilton Head Island Police Department or alternative to such.

Executive Session

Discussion of Negotiations Incident to Proposed Contractual Arrangements and Discussion for the Proposed Sale or Purchase of Property [Pursuant to South Carolina Freedom of Information Act Section 30-4-70 (a)(2)] related to:

1. Main Street

Discussion of Legal Updates from the Town Attorney on Matters Covered Under the Attorney- Client Privilege [Pursuant to the South Carolina Freedom of Information Act Section 30-4-70 (a)(2)]

Discussion of Personnel Matters Relating to the Annual Performance Review of the Town Attorney and Contractual Matters Related Thereto [Pursuant to South Carolina Freedom of Information Act 30-4-70 (a)(1)]

Mr. Orlando stated the need for an Executive Session for the reasons listed above.

At 3:33 p.m. Ms. Brison moved to enter Executive Session for the reasons cited by the Town Manager. Mr. Alfred seconded. Motion carried 7-0.

At 4:41 p.m. Ms. Brison moved to end Executive Session and return to Regular Session. Ms. Tunner seconded. Motion carried 6-0. (Ms. Becker did not return to the dais after Executive Session.)

Action from Executive Session

None.

Adjournment

The meeting was adjourned at 4:42 p.m.

Kimberly Gammon, Town Clerk

Alan R. Perry, Mayor

The recording of this Meeting can be found on the Town's website at www.hiltonheadislandsc.gov

The Town of Hilton Head Island



Proclamation

WHEREAS, for more than a century, the bicycle has been an important part of the lives of most Americans; and

WHEREAS, today millions of Americans engage in bicycling because it is a viable and environmentally-sound form of transportation, an excellent form of fitness, and provides quality family recreation; and

WHEREAS, Bike Walk Hilton Head Island in conjunction with the Town of Hilton Head Island and the Hilton Head Island-Bluffton Chamber of Commerce has promoted bicycling education and awareness through annual bicycle events and the Bike Walk Ambassador Program; and

WHEREAS, the Town of Hilton Head Island is a vacation destination where visitors enjoy bicycling on pathways and the beach; and

WHEREAS, Hilton Head Island residents increasingly ride bicycles for pleasure, exercise, and as a means of commuting to and from work; and

WHEREAS, the League of American Cyclists, the Palmetto Cycling Coalition, HHI Bike Walk, Bike Ambassadors, Kickin' Asphalt Bike Club, and riders throughout our area are promoting greater public awareness of bicycle operation and safety; and

WHEREAS, the League of American Bicyclists designated the Town of Hilton Head Island a Bicycle Friendly Community at the Gold level in 2019 and again in 2024 until 2027; and

WHEREAS, May 12-18, 2025, is Bike to Work Week and May 16, 2025, is Bike to Work Day:

NOW, THEREFORE, I, Alan Perry, Mayor of the Town of Hilton Head Island, hereby proclaim May 2025 as Bike Month.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused this seal of the Town of Hilton Head Island to be affixed this sixth day of May, in the Year of our Lord, two thousand and twenty-five.



Alan R. Perry, Mayor

Attest:

Kimberly Gammon, Town Clerk



TOWN OF HILTON HEAD ISLAND

Town Council

TO: Town Council
FROM: Marc Orlando, *Town Manager, ICMA-CM*
CC: Adriana Burnett, *Finance Director*
DATE: May 6, 2025
SUBJECT: First Reading of Proposed Fiscal Year 2026 Consolidated Budget Ordinance

RECOMMENDATION:

Town Council is requested to review and consider the proposed **Fiscal Year 2026 Consolidated Budget, which totals \$174,711,350** in projected revenues and scheduled expenditures and encompasses six funds as follows:

- General Fund - **\$59,754,870**
- Capital Improvements Program Fund
 - Beach Renourishment Capital Improvement Project - **\$47,500,000**
 - All other Capital Improvement Projects - **\$30,187,380**
- Debt Service Fund - **\$18,864,083**
- Stormwater Utility Fund - **\$11,140,277**
- Housing Fund - **\$3,978,137**
- Gullah Geechee Historic Neighborhoods Community Development Corporation Fund - **\$3,286,603**

BACKGROUND:

This proposed consolidated budget provides a strategic and balanced financial plan that advances Town Council's preliminary Strategic Action Plan priorities, supports the vision of the 2020 Comprehensive Plan, and is intended to address Hilton Head Island's evolving needs and available resources. It is shaped by the Town's current operational programs and the initial strategic goals identified by Town Council during the February 2025 Town Council Strategic Planning Workshop. Refinements for the Strategic Plan are scheduled for review by Town Council at a public workshop in June 2025 and formal adoption of the FY 2026–2028 Strategic Action Plan is scheduled in July 2025. A memo outlining these preliminary outcomes is provided in **Attachment 1**.

In accordance with the South Carolina Constitution Article X, § 7(b) and South Carolina Code of Laws § 5-13-30(3) and § 5-13-90(2), the Town of Hilton Head Island must adopt a balanced annual budget. As required by § 4-1-20 of the Municipal Code, the Town

Manager has prepared this proposed budget for Council's consideration and is responsible for its administration following adoption.

Upon review, Town Council is requested to consider the Fiscal Year 2026 Budget Ordinance on First Reading. The ordinance, provided in **Attachment 2**, including **Exhibits A through F**, establishes appropriations for each of the six funds included in the Consolidated Budget.

In this regard, the FY 2026 Consolidated Budget supports the following preliminary strategic priorities identified by Town Council:

- Protect the Island's Character through Growth Management
- Enhance Major Corridors and Streets
- Assess and Reinforce Island Resilience
- Upgrade Stormwater Infrastructure
- Enhance Public Safety Readiness and Facilities
- Support Economic Development and Business Retention
- Advance Workforce Housing Opportunities
- Preserve and Celebrate Gullah Geechee Culture and Heritage

Further, in support of these community priorities, the budget is also intended to:

- Enhance community amenities, including recreation, leisure, and public facilities;
- Maintain high-quality municipal services delivered efficiently and effectively;
- Foster a workplace culture of innovation, customer service, and employee engagement;
- Invest in transformative capital projects and long-term infrastructure resilience;
- Protect and elevate the Island's identity, including its environmental and cultural assets; and
- Leverage fiscal planning as a tool for progress, innovation, and continuous improvement.

FY26 Proposed Consolidated Budget highlights include:

- **Balanced \$174.7 million budget** across six major funds.
- **Tax Relief, Revenue Strategy and Fiscal Diversification:**
 - The FY26 budget is built on a foundation of strategic revenue diversification and responsible fiscal planning, enabling the Town to advance priorities while providing meaningful tax relief to the community. Key highlights include:
 - **A 2-mill reduction in the Town's property tax rate**, representing a significant milestone in financial stewardship. This decrease will result in approximately **\$2.3 million less in General Fund and Debt Service Fund revenue**, reflecting the Town's continued

commitment to easing the tax burden on residents and property owners.

- Sustained investment capacity supported by a diverse portfolio of revenue sources, including business license fees, accommodations and hospitality taxes, user fees, and competitive state and federal grant awards.
- The addition of \$650,000 in projected new revenue from the launch of the beach parking program, providing dedicated funding for access improvements and beach operations.
- Continued benefit from new revenue streams created in recent years, including those tied to short-term rental (STR) regulations and fees, which have strengthened the Town's long-term fiscal health and resilience.
- The proposed budget also includes an increase in the fund balance reserve across several major funds, including the Beach Preservation Fund and the Natural Disaster Fund. This adjustment reflects our commitment to strengthening the town's financial position and ensuring adequate resources for long-term sustainability and resilience. Additionally, the budget incorporates a significant reduction in the outstanding bond principal, aligning with our ongoing efforts to reduce debt and optimize financial stewardship.
- This combination of tax relief, diversified revenues, and prudent forecasting positions the Town to maintain high-quality services while responding to community needs and evolving economic conditions.

- **Capital Project Investments:**

- \$77.7 million allocated to capital projects, including:
 - Beach renourishment (\$47.5 million).
 - Road and pathway improvements.
 - Stormwater management upgrades.
 - Streetscape enhancements.
 - Parks and open space.
 - Public safety facilities and equipment.
 - Workforce housing initiatives.

- **Organizational Capacity, Public Service, and Community Experience:**

- The FY26 budget reflects the Town's strategic investment in staff capacity, operational excellence, and enhanced quality of life for residents and visitors. Key highlights include:
 - **New Full-Time Positions:** Added positions in Integrated Pest Management, Community Code Enforcement, and Information Technology (Help Desk Technician) to support new Town Council policy and associated programs, improve service delivery, environmental stewardship, and internal support.

- **Operational Efficiencies:** A targeted decrease in operating expenses through strategic cost reductions and resource optimization without compromising service quality.
 - **Land Management Modernization:** Continued support for the comprehensive update to the Land Management Ordinance (LMO), enabling more effective land use policy and community development practices.
 - **Community Investment and Engagement:** Increased funding for staff training and development, community events, and expanded cultural programming, including enhanced holiday lighting and seasonal celebrations.
 - **Public Space Enhancements:** Targeted improvements to amenities in Town parks and beach parks to elevate recreational opportunities and visitor experience.
 - **Technology and Operational Advancements:** Investments in new and existing technology and systems to improve Town operations, customer service, and responsiveness.
 - **Public Safety and Enforcement Support:** Strengthened funding for public safety, including program enhancements for Fire Rescue, Shore Beach Services, and expanded Community Code Enforcement efforts.
- **Affiliated Agency Partnerships:**
 - \$1.99 million in funding support allocated across nonprofit and community partners through a competitive review process:
 - Island Recreation Association (\$1,252,366);
 - Coastal Discovery Museum (\$141,650);
 - Mitchelville Preservation Project (\$105,000);
 - Lowcountry Regional Transportation Authority (Palmetto Breeze) (\$350,000); and
 - Beaufort County Economic Development Corporation (\$42,000)
 - Sea Turtle Patrol HHI (\$97,500).
- **Stormwater System Investment and Resilience:**
 - The FY26 budget allocates \$11.1 million to the Town's stormwater program—without any rate increase—demonstrating a strong commitment to responsible fiscal management and environmental resilience. This funding supports:
 - Increased investment in the management, construction, and maintenance of critical stormwater infrastructure.
 - Enhanced program efficiencies to ensure long-term system performance and flood mitigation.
 - Ongoing efforts to safeguard water quality, reduce environmental impact, and improve drainage capacity across the Island.

- **Gullah Geechee Historic Neighborhoods Community Development Corporation:**
 - Dedicated funding to support the Gullah Geechee Historic Neighborhood Community Development Corporation (GGHNCD) as a key partner in preserving and revitalizing Hilton Head Island's historic neighborhoods. This investment reinforces the Town's commitment to cultural heritage, land retention, and community-led development. Funding will assist with operational capacity, GGHNCD Board of Director strategic initiatives, and programs that promote economic empowerment, neighborhood and housing stability, and the protection of Gullah Geechee traditions for future generations.
- **Environmental Resilience:**
 - Funding for sustainable stormwater utility program infrastructure upgrades, shoreline stabilization projects, and support for a fully organic Integrated Pest Management (IPM) program. These initiatives are designed to protect our environment, preserve quality of life, and ensure long-term community and ecological health.
- **Workforce Housing Program:**
 - The FY26 budget continues the Town's strategic commitment to advancing workforce housing opportunities and neighborhood stabilization through targeted public-private partnerships and capital investments. Initiatives include:
 - **NorthPoint Development:** Continued investment in the NorthPoint project, a public-private partnership focused on creating attainable housing opportunities and supporting land development aligned with the Town's long-term land use and housing goals.
 - **Muddy Creek Neighborhood Stabilization:** Implementation of the Muddy Creek Neighborhood Stabilization Plan through dedicated capital funding, supporting infrastructure improvements, housing preservation, and community resilience in this historically significant neighborhood.
 - **Bryant Road Public-Private-Partnership and Other Housing Initiatives:** Advances the Bryant Road public-private partnership project along with various workforce housing efforts.

FISCAL YEAR 2026 PROPOSED CONSOLIDATED BUDGET:

The proposed Fiscal Year 2026 Consolidated Budget is outlined below and highlights each separate fund as follows:

A. General Fund

The General Fund is used to account for all financial resources except those required to be accounted for in another fund. Its primary operating expenditures are general government, administrative services, public safety, community services, and public projects and facilities. Revenues accruing to the Town in the General Fund come from taxes, fees, interest earnings, and other sources which are used to support many of the general operations and expenses of the Town government.

For Fiscal Year 2026, a schedule showing the General Fund budget as compared to the 2025 adopted budget is proposed as follows:

General Fund	2025 Budget	2026 Budget
Town Council	470,064	432,314
Town Manager	1,158,622	1,305,583
Finance	3,333,330	3,533,296
Human Resources	869,670	997,963
Community Engagement	266,867	612,260
Office of Cultural Affairs	387,022	386,649
Information Technology	4,603,319	4,628,241
Communications	737,502	711,530
Legal & Administration	370,761	-
Engineering & Projects Administration	782,092	477,691
Transportation	619,322	453,560
Capital Projects	605,319	813,051
Facilities Maintenance	3,117,545	6,237,994
Beach Operations	1,054,726	837,635
Public Services	4,248,249	-
Facilities Administration	709,431	1,090,733
Planning & Operations	244,093	271,974
Planning Administration	452,929	463,328
Building Services	1,184,781	1,346,880
Development Review and Zoning	637,833	681,480
Community Development Services	993,103	1,056,927
Community Planning	1,474,855	1,013,147
Workforce Housing	200,007	-
Built Environment	-	211,683
Fire Rescue	23,008,159	23,957,431
Public Safety	899,637	1,140,907
Townwide	6,218,186	4,243,186
Townwide Community Events	648,862	663,862
Affiliated Agency Partnerships	3,250,641	1,988,516
Transfer to Housing Fund	-	197,049
Total General Fund	62,546,927	59,754,870

B. Capital Improvements Program Fund

The Town's Capital Improvements Program Fund is used to account for and report on financial resources that are restricted, committed, or assigned for the acquisition, construction, or renovation of major capital facilities; ongoing major capital improvement projects; and major equipment or other capital asset acquisitions including land acquisition which are not financed by another fund. The Capital Improvements Program (CIP) is the Town's program for planning capital improvement needs identified in the Comprehensive Plan, and other adopted Town Plans, and tying those needs to forecasted revenues for the current and up-coming Fiscal Years.

The South Carolina Local Government Comprehensive Planning Enabling Act of 1994 requires that all local governments who have adopted a Comprehensive Plan, inclusive of a Priority Investment chapter, must present the annual CIP budget to the local Planning Commission for its review and recommendation of the Program's elements. The proposed Fiscal Year 2026 CIP projects were presented to the Planning Commission on March 19, 2025 and are enclosed in **Attachment 2, Exhibit B**. A schedule showing Fiscal Years 2026 – 2030 Capital Improvements Program Priorities is shown as **Attachment 2, Exhibit C**.

A schedule showing the proposed Fiscal Year 2026 CIP budget as compared to the adopted 2025 CIP budget is shown as follows:

Capital Improvements Program Fund	2025 Budget	2026 Budget
Beach Program	5,099,000	1,320,000
Beach Renourishment	16,500,000	47,500,000
Pathway Program	5,500,000	1,650,000
Roadway Program	10,317,218	5,079,500
Park Program	19,815,273	10,636,000
Facility and Equipment Program	8,402,291	4,721,000
Stormwater Program	2,193,310	6,350,880
Fleet Program	11,750,707	180,000
Land Acquisition and Administration Program	3,225,000	250,000
Total Capital Projects Fund Fund	82,802,799	77,687,380

C. Debt Service Fund

The Town's Debt Service Fund accounts for the financial resources that are restricted or committed to expenditures for, and the payment of, principal and interest on the Town's general long-term obligation debt, bonds, or other similar debt issued in support of its governmental activities.

The Fiscal Year 2026 funding strategy for the Beach Renourishment Project is designed to provide both fiscal responsibility and strategic flexibility. The current proposed budget

includes an all-cash approach to fully fund the project, demonstrating the Town's strong financial position and commitment to preserving its coastal assets. However, to maintain budgetary flexibility and preserve reserves for other strategic initiatives, Town Council may consider approving the issuance of bonds to finance a portion of the project costs. The proposed budget includes the planned payment of callable bonds from the 2017 Beach Renourishment Project, enabling the Town to manage debt proactively while supporting critical infrastructure investments.

For Fiscal Year 2026, a schedule showing the Debt Service budget as compared to the 2025 adopted budget is proposed as follows:

Debt Service Fund		2025 Budget	2026 Budget
Principal		12,625,000	7,325,000
Interest		2,403,968	1,626,483
Other		71,032	17,600
Anticipated Debt Costs		1,600,000	2,400,000
Callable Special Obligation Bond		-	7,495,000
	Total Debt Service Fund	16,700,000	18,864,083

D. Stormwater Utility Fund

The Town's Stormwater Utility Fund is used to account for revenues generated from stormwater utility fees that support the Town's Municipal Separate Storm Sewer System Program, also known as MS4, and its management of stormwater discharges into federal, state, and local waters. The Town strives to protect surrounding water bodies and enhance the natural resources by improving water quality through the promotion and implementation of effective stormwater management practices, regulation of land development, collaboration with regional jurisdictions, along with public education and outreach through its Stormwater Management Program.

The Fiscal Year 2026 Budget includes strategic use of interfund transfers to support both operational needs and long-term capital priorities. It includes a transfer of \$350,000 from the Stormwater Fund to the General Fund to provide operational support for stormwater-related staff and facility resources, ensuring effective alignment between day-to-day functions and the Town's broader resilience objectives. Also, a transfer of \$6,350,000 from the Stormwater Fund to the Capital Improvements Program (CIP) is included to support corrective maintenance and infrastructure improvement projects. These funds also enable reimbursements to active drainage agreement partners, reinforcing the Town's commitment to collaborative stormwater management and sustainable infrastructure investment.

For Fiscal Year 2026, a schedule showing the Stormwater Utility budget as compared to the 2025 adopted budget is proposed as follows:

Stormwater Utility Fund	2025 Budget	2026 Budget
Personnel and Benefits	842,381	916,066
Debt Service	148,574	42,851
Operations	1,298,570	1,290,480
Maintenance, Modeling and Monitoring	5,533,166	2,190,000
Transfer to General Fund	125,000	350,000
Transfer to Capital Improvements Fund	1,135,000	6,350,880
Total Stormwater Fund	9,082,691	11,140,277

E. Housing Fund

In 2023, the Town Council approved \$3.35 million in funding to launch a new Housing Fund within its Fiscal Year 2024 Consolidated Budget. The revenues within this Fund will be used to support workforce housing initiatives approved by the Town and the implementation of its adopted Workforce Housing Framework. In Fiscal Year 2025, Housing funds increased to \$4,000,000.

The Fiscal Year 2026 Budget reflects a structural adjustment in the accounting of housing-related expenditures to enhance transparency and alignment with program objectives. Personnel costs previously budgeted within the General Fund for housing-related functions have now been reallocated to the Housing Fund, ensuring that all housing program resources and activities are fully consolidated within a single fund. This change improves financial clarity and program accountability. Additionally, overall operations within the Housing Fund have decreased compared to the prior year, reflecting a strategic realignment of resources and a focus on targeted initiatives as the Town continues to advance its workforce housing goals.

For Fiscal Year 2026, a schedule showing the Housing Fund budget as compared to the 2025 adopted budget is proposed as follows:

Housing Fund	2025 Budget	2026 Budget
Northpoint Housing P3	1,000,000	1,000,000
Muddy Creek Neighborhood Stabilization	1,500,000	1,500,000
Bryant Road P3	1,000,000	1,000,000
Beaufort Jasper Housing Trust Dues	89,206	181,088
Workforce Housing Operations	410,794	102,717
Workforce Housing Personnel	-	194,332
Total Housing Fund	4,000,000	3,978,137

F. Gullah Geechee Historic Neighborhoods Community Development Corporation

The Town Council created the Gullah Geechee Historic Neighborhoods Community Development Corporation to serve the Town's historic neighborhoods identified as Bay Gall, Big Hill, Chaplin, Gardner, Grassland, Jarvis, Jonesville, Marshland, Mitchelville, Spanish Wells, Squire Pope, and Stoney areas of the Island. This action was taken to address significant threats to these areas due to a sustained and continuing absence of viable economic opportunities, lack of access to safe, respectable, and quality affordable housing options, limited access to critical skills, training, and education programs. The revenues identified within this Fund will be used to support the operations of the Corporation as well as implementing its adopted Strategic Plan.

At its March 19, 2025, meeting, the Board of Directors for the Gullah Geechee Historic Neighborhoods Community Development Corporation voted unanimously to endorse the proposed budget that is contained with this Staff Memorandum and corresponding Budget Ordinance.

For Fiscal Year 2026, the Gullah Geechee Historic Neighborhoods Community Development Corporation budget as compared to the 2025 adopted budget is proposed as follows:

Gullah Geechee Historic Neighborhoods Community Development Corporation (GGHNCD) Fund		
	2025 Budget	2026 Budget
Personnel and Benefits	200,376	212,801
Operating	65,125	39,592
Professional Services	310,000	204,210
Grants and Incentives Loans	1,500,000	1,500,000
Capital Outlay and Land Acquisition	1,250,000	1,250,000
Project Expenses and Contingency	80,000	80,000
Total GGHNCD Fund	3,405,501	3,286,603

G. Additional Considerations

The proposed Fiscal Year 2026 Budget provides for additional considerations that are important to highlight as part of this Memorandum. These considerations include the following:

1. Funded positions are identified in the Fiscal Year 2026 Budget Ordinance and consists of 284 full-time employees, 16 part-time employees, and 10 seasonal employees. This represents an increase of 2 full-time employees and a change of 1 part-time employee to a full-time employee from the adopted Fiscal Year 2025 Budget.

2. All budget transfer and supplements shall be made in conformance with the Town's budget policies as outlined herein:

A. General Fund. The General Fund budgetary authority is to be adopted at the departmental level with the exception that the Town Manager, or designee, shall have the authority to transfer funds across departmental accounts to implement staff reorganizations and salary adjustments. Additionally, the Town Manager, or designee, shall have the authority to transfer up to \$100,000 within this fund as may be necessary to achieve the goals of the budget; larger transfers will require Town Council approval.

B. Capital Improvements Program Fund. The Capital Improvements Program Fund is to be adopted at the program level. The Town Manager, or designee, shall have the authority to transfer appropriated funds between projects within each program category identified in the Capital Improvement Program Fund if the project(s) fall under the same functional program category. The appropriated projects under the Capital Improvement Program Fund are on a multi-year project basis and are effective as of July 1, 2025, and shall be reappropriated each new fiscal year until the project is complete but said appropriations are subject to cancellation or amendment by the Town Council as may be in the best interest of the Town.

C. Debt Service Fund. The Debt Service Fund is to be adopted at the fund level and does not contain additional provisions for the transfers of budgeted funds within this fund.

D. Stormwater Fund. The Stormwater Fund is to be adopted at the fund level. Additionally, the Town Manager, or designee, shall have the authority to transfer up to \$100,000 within this fund as may be necessary to achieve the goals of the budget; larger transfers will require Town Council approval.

E. Housing Fund. The Housing Fund is to be adopted at the fund level and does not contain additional provisions for the transfers of budgeted funds within this fund.

F. Gullah Geechee Historic Neighborhoods Community Development Corporation. The Gullah Geechee Historic Neighborhoods Community Development Corporation Fund is to be adopted at the fund level. Additionally, the Town Manager, or designee, shall have the authority to transfer up to \$100,000 within this fund as may be necessary to achieve the goals of the budget; larger transfers will require Town Council approval.

For all funds, all outstanding encumbrances as of June 30, 2025, will carry forward into Fiscal Year 2026 to the same department, account, or project for which they are encumbered in Fiscal Year 2025 subject to approval by the Town Council via an appropriate budget amendment.

H. Fund Reserve Policy

The proposed Fiscal Year 2026 Budget provides for updates to the Fund Reserve Policy. These considerations include the revisions shown in **Attachment 2, Exhibit E** and as follows:

The Fund Reserve Policy reaffirms the following:

- The General Fund Operating Reserve policy to be a lower limit of 40% of the next year's budget and an upper limit of 55% of next year's budget. This action recognizes Town Council's commitment to prudent operations, strong reserves, strong bond ratings and strong emergency preparedness.
- The Real Estate Transfer Fee Fund Reserve is maintained at a minimum of \$1.0 million.

The Fund Reserve Policy includes the following revisions:

- The Beach Preservation Reserve has been increased from a maximum of \$12.0 million to a minimum of \$20.0 million.
- A Hospitality Tax Reserve of a minimum of \$5.0 million has been added to the Fund Reserve Policy.
- A Stormwater Utility Fund Reserve of a minimum of \$5.0 million has been added to the Fund Reserve Policy.
- The Natural Disaster Reserve has increased from a minimum of \$20.0 million to a minimum of \$36.0 million.

The Fund Reserve Policy also includes allocation of the Airbnb Settlement Funds as follows:

- Beach Preservation Fee Fund - \$2,600,000
- General Fund – Local Accommodations Tax - \$1,507,015
- General Fund – Business License Tax - \$1,507,016

ANNUAL BUDGET ADOPTION PROCESS:

Pursuant to § 5-13-90(2) of the South Carolina Code of Laws and § 2-9-40(2) of the Municipal Code for the Town of Hilton Head Island, the Town Manager is charged with presenting a balanced budget for review by the Town Council beginning in May as part of the annual budget adoption process. The Town Manager met with all Department Heads and all Town Council members to develop this proposed budget and ensured that their respective input and guidance was incorporated accordingly.

The schedule for review and adoption of the budget is as follows:

- Notice of Public Hearing on Fiscal Year 2026 Budget Published -- April 20, 2025
- First Public Hearing on Fiscal Year 2026 Budget – May 6, 2025
- First Reading of Budget Ordinance – May 6, 2025

- Budget Workshop on General Fund, Debt Service Fund, Stormwater Utility Fund, Housing Fund, and Gullah Geechee Historic Neighborhoods Community Development Corporation Fund – May 12, 2025
- Budget Workshop on CIP Fund – May 13, 2025
- Second Public Hearing on Fiscal Year 2025 Budget – June 3, 2025
- Second Reading of Budget Ordinance – June 3, 2025

The Town Manager therefore provides this proposed Fiscal Year 2026 Consolidated Budget to fulfill this obligation and recommends this budget to Town Council for its adoption for the Fiscal Year ending June 30, 2026.

ATTACHMENTS:

1. Staff Memorandum on Town Council Preliminary Outcomes for Fiscal Year 2026 – Fiscal Year 2028 Strategic Action Plan
 - a. Exhibit A – MRB Group Memorandum for Town Council Strategic Action Plan Workshop
2. Proposed Fiscal Year 2026 Budget Ordinance
 - a. Exhibit A – Link to Fiscal Year 2026 Consolidated Budget Summary
 - b. Exhibit B – Fiscal Year 2026 Capital Improvements Program Budget
 - c. Exhibit C – Fiscal Years 2026-2030 Capital Improvements Program Priorities
 - d. Exhibit D – Town of Hilton Head Island Staff 2026 Holiday Schedule
 - e. Exhibit E – Fund Reserve Policy
 - f. Exhibit F – Town of Hilton Head Island Master Fee Schedule
3. DRAFT Fiscal Year 2026 Consolidated Budget Presentation



TOWN OF HILTON HEAD ISLAND

Town Council

TO: Town Council
FROM: Marc Orlando, *Town Manager, ICMA-CM*
CC: Adriana Burnett, *Finance Director*
Shawn Colin, Assistant Town Manager
DATE: May 6, 2025
SUBJECT: Preliminary Outcomes for FY2026 - FY2028 Strategic Action Plan

At the request of Town leadership, MRB Group facilitated a comprehensive strategic planning process culminating in the February 26–27, 2025 Town Council Strategic Planning Workshop. This initiative built upon the Town's existing Strategic Plan framework, including the 2020 Comprehensive Plan and the 2023 Strategic Action Plan.

The Strategic Planning process included a review of existing plans, interviews and surveys with Town Council members, and an intensive workshop that addressed governance, plan progress, and priority setting. The initial strategic priorities, identified by the Town Council during the February 2025 Strategic Planning Workshop, with refinements scheduled for June 2025 and formal adoption of the FY 2026–2028 Strategic Action Plan set for July 2025, will serve as the foundation for the Town's strategic and operational planning over the next three years. These priorities are included in **Exhibit A** and are outlined below:

- Protect the Island's Character through Growth Management
- Enhance Major Corridors and Streets
- Assess and Reinforce Island Resilience
- Upgrade Stormwater Infrastructure
- Enhance Public Safety Readiness and Facilities
- Support Economic Development and Business Retention
- Advance Workforce Housing Opportunities
- Preserve and Celebrate Gullah Geechee Culture and Heritage

This updated strategic framework is intended to serve as a living document, guiding policymaking, budget development, and operational priorities over the coming years.

ATTACHMENTS:

1. Exhibit A – MRB Group Memorandum for Town Council Strategic Action Plan Workshop



MEMORANDUM

TO: Marc Orlando, Town Manager
Shawn Colin, Assistant Town Manager
Town of Hilton Head Island

FROM: Heather Simmons Jones, Principal – Southeast Operations
Matt Horn, Director – Strategic Growth and Development
MRB Group

RE: Session Overview and Outcomes
Town Council Strategic Planning Session

Date: April 11, 2025

At the request of Town leadership, MRB Group has prepared this brief overview and summary of outcomes for the Town Council Strategic Planning Session, held February 26th and 27th. A more detailed and comprehensive strategic planning document is in development and will be delivered later this summer.

ENGAGEMENT OVERVIEW

The Town of Hilton Head Island has operated over the last several years with guidance from its Comprehensive Plan, adopted in 2020; and its Strategic Action Plan; adopted in 2023. These plans are designed to offer strategic guidance and decision-making support to the Town Council and staff.

The passage of time, the evolving nature of the Island's economy and other shaping factors, and a host of elected and administrative leadership changes have given Town leaders the impetus to evaluate and reframe their strategic approach.

MRB Group is a multi-disciplinary firm, with a strong complement of local government expertise; particularly in Beaufort County and the South Carolina Lowcountry. The firm was

engaged to assist Town leadership in assessing, evaluating, and modernizing their strategic framework. Specific goals of the engagement included:

- Reviewing the existing Strategic Action Plan and Comprehensive Plan to become familiar with the historic direction of the community
- Engaging in qualitative and quantitative assessment of Town leadership's perceptions regarding the existing strategic frameworks, and associated progress toward achieving community vision
- Assisting Town leaders in crafting an agenda for a multi-day work session with Town Council and leadership staff to set a strategic direction for the coming years; and
- Prepare a strategic planning that offers Town leaders a framework for future policymaking, resource allocation, and decision making

What follows is an overview of each of these elements, and a pathway toward finalization of the strategic plan.

PRELIMINARY ASSESSMENT

To provide deeper context in formulating a strategic planning approach, the MRB Group team conducted a series of activities aimed at defining existing conditions with respect to the strategic path of the community, and the current perceptions of local elected and appointed leadership.

Plan Assessments

Our literature review included assessment of the 2020 Comprehensive Plan, entitled "Our Plan," and the current Strategic Action Plan, adopted in 2023. The assessments were largely intended to provide background and a foundation for future strategic planning efforts, but Town leadership encouraged us also to gauge plan effectiveness in setting a strategic course.

Initial findings included:

- The Comprehensive Plan and Strategic Action Plan are generally aligned. The Comprehensive Plan should serve as a foundation for all decision-making in Town operations. Recommendations of the Strategic Plan should be born of Comprehensive Plan guidance. Overall, this linkage exists between Hilton Head Island's two plans. However, plan organization differences make these linkages more difficult to determine.
- The Strategic Plan is expansive with dozens of strategic "priorities". The Town has limited resources, which means either a focus on limited priorities, or a lack of

depth in execution on all priorities. That said, the Town's leadership team has made tremendous strides in plan execution on both the Comprehensive Plan and the Strategic Action Plan.

- Although execution efforts have been impressive, the reporting structure of plan implementation lacks clarity. Town leaders have a job to do (many jobs, actually). In most well-run organizations, team members are hyper-focused on delivering strong results. Less attention is paid, and less resources are available to track progress and report it to the public. The Town's Strategic Plan Dashboard (prior to this session) was updated only intermittently, and in a format that was challenging to follow for the average resident.
- Both the Comprehensive Plan and the Strategic Action Plan are reaching an age where updates are necessary. Best practices for Comprehensive Plans suggest total re-write after ten years, and regular updates every five years. In 2025, the Comprehensive Plan will be five years old. Leadership changes, and the evolving nature of the Island and its shaping factors mean an update is likely warranted. Similarly, the Strategic Action Plan had a planning horizon that ended in 2025.

Council Interviews / Survey

The MRB Group team interviewed the bulk of Councilmembers prior to the session. Additionally, a digital survey of the Council was administered, with full participation by all Council members.

Interviews with the Town Council yielded a series of themes that would shape the approach and content of the work session. Areas of alignment included:

- A majority of interviewees felt that the Council has not yet reached a point where relationships were conducive to productivity. Many described the recent election cycle as a contributor to negativity and strife between Councilmembers. Beyond that, there are some real ideological differences that are difficult to navigate.
- Because of the unfocused nature of the Town Council, it is difficult for staff to discern a way forward on projects where there is not a unified Council position. This can result in project delays, or mixed messages to staff.
- Despite symptoms of real strife between Council members, there is an aversion to conflict. Difficult conversations are cut short to mitigate infighting. This leaves issues unresolved for extended periods.
- The current strategic planning framework was crafted by previous administrations and is showing its age. It is not wholly reflective of the current Council's priorities. Additionally, it is too broad, with a vast number of priorities that will be difficult/impossible to achieve.

Survey results yielded similar observations. These included:

- Most of Council sees strong alignment between the Strategic Action Plan, the Comprehensive Plan, and the Capital Improvement Plan
- The vast majority of Council felt that the Strategic Action Plan had too many priorities, and lacked focus
- Most Council members felt that staff is doing a good job executing the plan; while fewer felt that the desired results were being produced. This may speak to the effectiveness of selected strategies
- Councilmembers stressed confidence in staff, noting that staff should help Council navigate difficult conversations and establish a communications protocol that promotes transparency in progress toward strategic objectives
- Most of the Council agrees that strategic priorities are underfunded and that a reliable revenue stream should be identified
- Areas of alignment on priorities included land management ordinance updates, housing / workforce housing, and infrastructure investment

The information gleaned from these sessions assisted in the formulation of the session agenda and planning framework.

SESSION OVERVIEW

The strategic planning work session was executed over two days at a location on Hilton Head Island. The session was open to the public, broadcast over the County's public access channel, and was recorded to allow for future viewing.

Sessions featured a mix of progress updates, governance capacity advice, and assessments, and strategic priority setting. The first day opened with a brief overview of the strategic planning process.

Governance Overview

The Municipal Association of South Carolina (MASC) provided guidance on the Council-Manager form of government, and Council's role in policymaking and oversight. MASC facilitators stressed the need for Council to work together as a unit, providing clear guidance and direction to the Town Manager, so that strategic priorities can move forward.

Additional information was provided on open meetings, ethics, and the Council's role in maintaining civility and effective discourse.

Current Plan Progress

The Town Manager provided an overview of progress toward priorities outlined in the current strategic plan. The overview included Council-approved actions and staff direction on the top fifteen priorities of the existing plan, as well as the additional forty-one items identified as critical in the current strategic plan.

Optimizing Governance Approach

MRB Group facilitated a discussion on the keys to an effective Council. The overview was framed by a pyramid, with trust as the foundation. Pyramid elements included:

- Trust leading to productive conflict
- Productive conflict leading to achieving commitment
- Commitment leading to embracing accountability
- Accountability leading to production of results.

Most leaders are very focused on results, often jumping the other steps. Council concurred that, as a body, they have not addressed the necessary trust building that can lead to reliable results. The group committed to working toward that goal.

Strategic Prioritization

The group reviewed the elements of a strong strategic framework, including prioritization, resource allocation, focus, and accountability. MRB Group walked through each of the existing plan's top fifteen priorities and challenged the Council to think through which of these are their highest priorities.

Of general concern was that fifteen may be a high number to expect significant progress toward. Through a series of exercises, Council debated existing priorities and considered new items not in the current top fifteen.

The final priorities, noted below, were addressed via a final brainstorming exercise to generate ideas for future action item consideration. All were clear that these are not final directives, but ideas for the consulting team and staff to consider as final plan recommendations are developed.

STRATEGIC PRIORITIES

The prioritization exercises in the final segment of the work session had the intended effect of bringing focus to a more limited set of priorities than was offered in the existing Strategic Action Plan.

The following strategic priorities have been identified:

- **Protect Island Character through Growth Management** – Town leadership was clear that growth represents both an opportunity and a challenge. Continued growth can provide the resources needed to reinforce the Island’s quality of living. Alternatively, unbridled growth will likely mean that the very reasons people choose Hilton Head Island will be damaged or erased. Council ideas included:
 - Update the Land Management Ordinance to address concerns about density, open space, and Island character
 - Address issues with the Short-Term Rental ordinance to mitigate effects on housing affordability and neighborhood character
 - Identify opportunities for preservation of ecological assets through Town and partner acquisition
 - Develop strategies for Town-owned land
- **Enhance Major Corridors and Streets:** Continued growth of permanent residents and visitors creates a strain on the transportation network. Town leadership should work with SCDOT and Beaufort County to ensure safe, reliable transportation throughout Hilton Head Island. Council ideas included:
 - Finalize the Bridge project
 - Develop and adopt a Complete Streets policy to reinforce multi-modal transportation options
 - Identify roads and streets that may be conveyed to the Town
 - Address issues with Sea Pines Circle
- **Assess and Reinforce Island Resilience:** Our location in the Sea Islands presents an incredible backdrop for our daily lives but also presents significant challenges relating to weather and other climate issues. Council ideas included:
 - Leveraging existing analysis by other partners to identify issues and opportunities
 - Craft a Resilience Plan for the Town and adopt it
 - Use the Resilience Plan as a tool in future decision making and resource allocation
- **Infrastructure (Emphasis on Stormwater):** As flooding becomes a more prominent concern in the community, effectively addressing existing infrastructure challenges, and planning for future stormwater needs will be critical. Council ideas included:

- Creating a Stormwater Master Plan, with a capital investment strategy to address existing and new infrastructure needs
 - Evaluate existing agreements with HOA's relative to stormwater management infrastructure ownership and maintenance
 - Ensure clear pathways to investment in stormwater infrastructure in new development, and as road ownership is addressed
- **Assess and Enhance Public Safety:** As the Island continues to grow, it has become more difficult to rely on outside agencies to address the public safety needs. However, Council recognizes the complexity and costs associated with expanding upon the existing public safety programs. Council ideas included:
 - Assess measures to be taken and costs associated with establishing a municipal court
 - Assess measures to be taken and costs associated with establishing a Town Police Department
 - Assess all alternatives to improve response time and overall public safety
- **Economic Development:** Wealth building, job creation, placemaking, and revenue development all rely on a strong local economy. The Town must be an active player in shaping economic development strategy and inducing future investment. Council ideas included:
 - Developing an economic development strategy that prioritizes clean tech and medical investments
 - Ensure that future economic development serves to attract young professionals and families – diversify from retirees
 - Take a more active approach with respect to the Destination Management Organization's direction
- **Housing:** The global housing crisis is acute on Hilton Head Island, and the Town faces an even greater challenge than most. As one of the nation's most desirable markets, and one with limited land assets, Hilton Head Island must be smart in its approach to spurring housing investment. Council ideas included:
 - Assess existing housing assets and market potential, including the existing population of resident workers, the economics of naturally-occurring affordable housing (NOAH), the effects of short-term rentals on the housing economy, and other housing factors
 - Ensure the necessary regulatory approvals to advance the Northpoint housing development

- Evaluate the use of partners like Habitat for Humanity
- Ensure that future housing development is compatible with transportation options
- Reinforce and Protect Gullah – Geechee Assets: The history and current impacts of the Gullah-Geechee community on all aspects of Island life is a critical part of the Town’s community development strategy. Town leadership must take intentional steps to protect Gullah-Geechee assets and ensure their legacy. Council ideas included:
 - Continue to support and complete the St. James Baptist Church project
 - Advance recommendations of the Gullah-Geechee Task Force
 - Convey identified Town-owned property to the Gullah-Geechee CDC, as specified
 - Adopt the Displacement Strategy produced by the Housing Action Committee

These priorities continue to be evaluated by the MRB Group project team and will be assessed as part of the drafting of the Strategic Action Plan.

NEXT STEPS

Moving forward, the MRB Group team will work with the Town’s administration to refine the strategies overviewed here and identify key action items for the next three years. This will be completed over the next several months. In the meantime, Town leadership may consider leveraging the initial findings to drive upcoming budget decisions.

The initial draft of the Three-Year Strategic Plan will be presented to the Town Council in June and the Council will work to refine and adopt the plan throughout the summer. Once adopted, Town leaders should use the strategic framework to guide future decisions.

Town leaders should review the strategies in full each year and make necessary revisions / refinements as the plan is executed. This ensures that the plan is a living document, staying relevant over the course of the planning horizon.

MRB Group values the relationship we have developed with the Town of Hilton Head Island, and specifically our role in this engagement. The Town has shown tremendous foresight in dedicating time and resources to strategic decision making. This will clearly pay dividends into the future. We look forward to supporting you in further refining the strategy, and in future implementation efforts.

TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA

ORDINANCE NO. _____

AN ORDINANCE TO RAISE REVENUES, PROVIDE FOR EXPENDITURES, AND ADOPT A CONSOLIDATED BUDGET FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, FOR THE FISCAL YEAR ENDING JUNE 30, 2026; TO ESTABLISH A PROPERTY TAX LEVY; TO ESTABLISH VARIOUS FUNDS; TO ESTABLISH A POLICY FOR ACQUISITION OF RIGHTS OF WAY AND EASEMENTS; AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.

WHEREAS, Section 5-7-260(3) of the Code of Laws for South Carolina 1976, as amended, and Section 2-7-20 of the Municipal Code of the Town of Hilton Head Island, South Carolina, require that the Town Council act by ordinance to adopt a budget and levy taxes, pursuant to public notice; and

WHEREAS, Town Council desires to identify its operating and capital budgets for the upcoming fiscal year, to set aside any remaining funds into its reserve accounts, to provide for emergency-related expenditures, and to offset any prior fiscal year tax revenue income stream deficiencies; and

WHEREAS, Town Council finds that it is economical and efficient to authorize the Town Manager to move forward with construction contract modifications, change orders, contract price adjustments, and execution of contracts for supplies, services, and construction where the contract amount involved does not exceed budget funds either as approved by Town Council or from a transfer of funds as provided for within this Consolidated Municipal Budget.

NOW, THEREFORE, BE IT ORDERED AND ORDAINED BY THE COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA; AND IT IS HEREBY ORDAINED BY THE AUTHORITY OF THE SAID COUNCIL:

Section 1. Adoption of the Budget. The prepared budget of estimated revenues and expenses, a copy of which is attached hereto and incorporated herein as **Exhibit A**, consisting of a consolidated budget in the amount of \$174,711,350 estimated revenues and estimated expenses is hereby adopted as the budget for the Town of Hilton Head Island for the fiscal year ending June 30, 2026.

Through the adoption of this budget, the Town Manager is hereby authorized to employ a total of 284 full-time employees, 16 part-time employees, and 10 seasonal employees which are hereby deemed funded positions. The Town Manager shall be authorized to amend his or her organizational structure to add, remove, or to reassign individuals to new or alternative roles within the organization so long as the cumulative number of funded positions identified above are not exceeded within the respective categories of full-time, part-time, or seasonal employees.

The General Fund budgetary authority is hereby adopted at the Fund level as follows.

General Fund		2025 Budget	2026 Budget
Town Council		470,064	432,314
Town Manager		1,158,622	1,305,583
Finance		3,333,330	3,533,296
Human Resources		869,670	997,963
Community Engagement		266,867	612,260
Office of Cultural Affairs		387,022	386,649
Information Technology		4,603,319	4,628,241
Communications		737,502	711,530
Legal & Administration		370,761	-
Engineering & Projects Administration		782,092	477,691
Transportation		619,322	453,560
Capital Projects		605,319	813,051
Facilities Maintenance		3,117,545	6,237,994
Beach Operations		1,054,726	837,635
Public Services		4,248,249	-
Facilities Administration		709,431	1,090,733
Planning & Operations		244,093	271,974
Planning Administration		452,929	463,328
Building Services		1,184,781	1,346,880
Development Review and Zoning		637,833	681,480
Community Development Services		993,103	1,056,927
Community Planning		1,474,855	1,013,147
Workforce Housing		200,007	-
Built Environment		-	211,683
Fire Rescue		23,008,159	23,957,431
Public Safety		899,637	1,140,907
Townwide		6,218,186	4,243,186
Townwide Community Events		648,862	663,862
Affiliated Agency Partnerships		3,250,641	1,988,516
Transfer to Housing Fund		-	197,049
	Total General Fund	62,546,927	59,754,870

A schedule showing the Fiscal Year 2026 Capital Improvements Program, which includes priority recommendations from the Planning Commission is attached hereto and incorporated by reference as **Exhibit B**. A schedule showing Fiscal Years 2026 – 2030 Capital Improvements Program Priorities is shown as **Exhibit C**. The Capital Improvements Program Fund is hereby adopted at the Fund level as follows:

Capital Improvements Program Fund	2025 Budget	2026 Budget
Beach Program	5,099,000	1,320,000
Beach Renourishment	16,500,000	47,500,000
Pathway Program	5,500,000	1,650,000
Roadway Program	10,317,218	5,079,500
Park Program	19,815,273	10,636,000
Facility and Equipment Program	8,402,291	4,721,000
Stormwater Program	2,193,310	6,350,880
Fleet Program	11,750,707	180,000
Land Acquisition and Administration Program	3,225,000	250,000
Total Capital Projects Fund Fund	82,802,799	77,687,380

The Debt Service Fund budget includes the planned payment of callable bonds from the 2017 Beach Renourishment Project, enabling the Town to manage debt proactively while supporting critical infrastructure investments. The Debt Service Fund is hereby adopted at the Fund level as follows:

Debt Service Fund	2025 Budget	2026 Budget
Principal	12,625,000	7,325,000
Interest	2,403,968	1,626,483
Other	71,032	17,600
Anticipated Debt Costs	1,600,000	2,400,000
Callable Special Obligation Bond	-	7,495,000
Total Debt Service Fund	16,700,000	18,864,083

The Stormwater Utility Fund is hereby adopted at the Fund level as follows:

Stormwater Utility Fund	2025 Budget	2026 Budget
Personnel and Benefits	842,381	916,066
Debt Service	148,574	42,851
Operations	1,298,570	1,290,480
Maintenance, Modeling and Monitoring	5,533,166	2,190,000
Transfer to General Fund	125,000	350,000
Transfer to Capital Improvements Fund	1,135,000	6,350,880
Total Stormwater Utility Fund	9,082,691	11,140,277

The Housing Fund is hereby adopted at the Fund level as follows:

Housing Fund	2025 Budget	2026 Budget
Northpoint Housing P3	1,000,000	1,000,000
Muddy Creek Neighborhood Stabilization	1,500,000	1,500,000
Bryant Road P3	1,000,000	1,000,000
Beaufort Jasper Housing Trust Dues	89,206	181,088
Workforce Housing Operations	410,794	102,717
Workforce Housing Personnel	-	194,332
Total Housing Fund	4,000,000	3,978,137

The Gullah Geechee Historic Neighborhoods Community Development Corporation Fund is hereby adopted at the Fund level as follows:

Gullah Geechee Historic Neighborhoods Community Development Corporation (GGHNCD) Fund	2025 Budget	2026 Budget
Personnel and Benefits	200,376	212,801
Operating	65,125	39,592
Professional Services	310,000	204,210
Grants and Incentives Loans	1,500,000	1,500,000
Capital Outlay and Land Acquisition	1,250,000	1,250,000
Project Expenses and Contingency	80,000	80,000
Total GGHNCD Fund	3,405,501	3,286,603

Section 2. Establishment of Property Tax Levy. A tax to cover the period from July 1, 2025 through June 30, 2026, inclusive, for the sums and in the manner hereinafter mentioned, is and shall be, levied, collected and paid into the treasury of the Town of Hilton Head Island for its uses at a millage (mill) rate on assessed value of real estate and personal property of every description owned in the Town of Hilton Head Island, except such property as is exempt from taxation under the Constitution and laws of the State of South Carolina. Said tax levy shall be paid into the Town Treasury for the credit of the Town of Hilton Head Island for its corporate purposes, for the purpose of paying current operational expenses of the said municipality in the amount of **14.3 mills** and Debt Service in the amount of **5.1 mills** making the total levy for Fiscal Year 2026 of **19.4 mills**.

Section 3. Establishment of Budgeted Funds. To facilitate operations, there shall be established and maintained a General Fund, a Capital Improvements Program Fund, a Debt Service Fund, a Stormwater Utility Fund, a Housing Fund, and a Gullah Geechee Historic Neighborhood Community Development Corporation Fund, and such other appropriate funds in such amounts as are provided for in this Budget, or as hereafter modified pursuant to appropriate Town Council action.

Section 4. Other Funds. The Natural Disaster fund is limited to activity related to an officially declared emergency. This fund captures the financial activities from declared disasters, reimbursements from state and federal agencies and holds funds set aside for future emergencies.

Section 5. Transfer of Funds. All budget transfers and supplements shall be made in conformance with the Town's budget policies as outlined herein:

A. General Fund. The General Fund budgetary authority is to be adopted at the departmental level with the exception that the Town Manager, or designee, shall have the authority to transfer funds across departmental accounts to implement staff reorganizations and salary adjustments. Additionally, the Town Manager, or designee, shall have the authority to transfer up to \$100,000 within this Fund as may be necessary to achieve the goals of the budget; larger transfers will require Town Council approval.

B. Capital Improvements Program Fund. The Capital Improvements Program Fund is to be adopted at the program level. The Town Manager, or designee, shall have the authority to transfer appropriated funds between projects within each program category identified in the Capital Improvement Program Fund if the project(s) fall under the same functional program category. The appropriated projects under the Capital Improvement Program Fund are on a multi-year project basis and are effective as of July 1, 2025, and shall be reappropriated each new fiscal year until the project is complete but said appropriations are subject to cancellation or amendment by the Town Council as may be in the best interest of the Town.

C. Debt Service Fund. The Debt Service Fund is to be adopted at the Fund level and does not contain additional provisions for the transfers of budgeted funds within this Fund.

D. Stormwater Fund. The Stormwater Fund is to be adopted at the Fund level. Additionally, the Town Manager, or designee, shall have the authority to transfer up to \$100,000 within this Fund as may be necessary to achieve the goals of the budget; larger transfers will require Town Council approval.

E. Housing Fund. The Housing Fund is to be adopted at the Fund level and does not contain additional provisions for the transfers of budgeted funds within this Fund.

F. Gullah Geechee Historic Neighborhoods Community Development Corporation. The Gullah Geechee Historic Neighborhoods Community Development Corporation Fund is to be adopted at the Fund level. Additionally, the Town Manager, or designee, shall have the authority to transfer up to \$100,000 within this Fund as may be necessary to achieve the goals of the budget; larger transfers will require Town Council approval.

For all Funds, all outstanding encumbrances as of June 30, 2025, will carry forward into Fiscal Year 2026 to the same department, account, or project for which they are encumbered in Fiscal Year 2025 subject to approval by the Town Council via an appropriate budget amendment.

Section 6. Affiliated Agency Funding. This budget provides funding for entities identified as Affiliated Agents of the Town. Affiliated Agents are those entities who serve as an integral partner who is contracted by the Town to deliver public services on the Town's behalf instead of the Town providing those services directly. By virtue of adopting this budget, the Town hereby states that the services to be provided under the Affiliated Agency program will benefit the public by virtue of the nature of the services to be provided, that the public will be the primary beneficiary of such service, that the services are not of a speculative nature and are well defined in terms of the benefits to be provided to the public, and that on balance, the services to be provided will ultimately serve a public interest as compared to any ancillary benefit to a private party or entity.

For Fiscal Year 2026, the Town's Finance and Administrative Committee voted on March 18, 2025, to recommend funding as displayed in the table below for Affiliated Agencies in the cumulative amount of \$1,988,516 and is included in the General Fund in Section 1 under Community Grants.

Affiliated Agencies		2026 Budget
Island Recreation Association		1,252,366
Coastal Discovery Museum		141,650
Mitchelville Preservation Project		105,000
Lowcountry Regional Transit Authority (Palmetto Breeze)		350,000
Beaufort County Economic Development Corporation		42,000
Sea Turtle Patrol HHI		97,500
Total Affiliated Agencies		1,988,516

Section 7. Acquisition of Rights of Way and Easements. The Town Manager is charged with the duty of executing all necessary documents to obtain rights of way, easements, and other property interests necessary to complete duly authorized Capital Improvement Projects.

Capital Improvement Projects, based on the ownership and life expectancy of the assets or improvements or based on the funding source authorized, may be budgeted in the General, Capital Improvements Program or Stormwater Funds. If expenditures are expressly authorized for an approved Capital Improvement Project in any of the budgeted funds, then the Town Manager is hereby authorized to execute all necessary documents and to expend such funds as are approved pursuant to the Capital Improvements Program Budget. Provided, however, if the costs of acquisition of such real property interests materially exceeds the amount budgeted in the approved Capital Improvement Project and the Town Manager is unable to move sufficient additional funds from other authorized sources, the Town Manager shall be required to obtain the approval of Town Council for such additional expenditures. Nothing herein shall obviate the requirement that no condemnations shall be commenced without the appropriate approval of the Town Council for the Town of Hilton Head Island.

Section 8. Holiday Schedule. As part of the adoption of the Budget, the Town Council approves the Town of Hilton Head Island Staff 2026 Holiday Schedule in accordance with the schedule shown in **Exhibit D**.

Section 9. Approval of State Accommodation Tax. The Town Budget is relying on State Accommodation Tax (State ATAX) revenues for the operation of the Town in accordance with the Tourism Expenditure Review Committee guidelines in the amount of \$3,500,000. This amount is inclusive of the amounts as provided by State Law formulas (\$25,000 and 5% of State ATAX collections) and is hereby approved with this budget. Town Council also authorizes tourism related capital projects from State Accommodations Taxes in accordance with the Tourism Expenditure Review Committee guidelines for parks, facilities, and equipment in the amount of \$2,832,066 in the Town's Capital Improvements Program for 2025-2026 plus any carryforward of capital projects from the 2024-2025 Capital Improvements Program budget. The Town Council also authorizes workforce housing related projects from State Accommodations Taxes in accordance with South Carolina law and the Tourism Expenditure Review Committee guidelines in the FY 2025 carry forward amount of \$1,000,000 in the Town's Housing Fund for 2025-2026.

Section 10. Airbnb Settlement. The Town has received a Settlement Payment in the amount of \$5,614,031 from Airbnb in full and complete satisfaction of any and all liability or potential liability of Airbnb for any applicable Accommodations Taxes and any applicable Business License Taxes, including any applicable or potentially applicable penalties and interest, for all periods prior to and including September 30, 2024. Town Council authorizes this Settlement Payment to be allocated to the following Funds.

1. Beach Preservation Fee Fund - \$2,600,000
2. General Fund – Local Accommodations Tax - \$1,507,015
3. General Fund – Business License Tax - \$1,507,016

Section 11. Financial Policies GFOA Updates. The Government Finance Officers Association publishes best practices financial policies. The Town reviews the applicability of those policies and incorporates many of those into the Town's policies. These are published annually in the budget document. Subjects addressed are:

1. Measurement Focus and Basis of Accounting
2. Fund Reserve
3. Grants
4. Debt Management
5. Investment
6. Accounting and Financial Reporting
7. Risk Management and Internal Controls
8. Procurement
9. Long-Term financial planning
10. Structurally balanced budget
11. Capital Assets
12. Capital Improvements Plan
13. Revenues
14. Expenditures

15. Operating Budget
16. Municipal Check Signing

As part of the adoption of the Budget, the Town Council approves a revised Fund Reserve Policy as shown in **Exhibit E**.

The Fund Reserve Policy reaffirms the following:

1. The General Fund Operating Reserve policy to be a lower limit of 40% of the next year's budget and an upper limit of 55% of next year's budget. This action recognizes Town Council's commitment to prudent operations, strong reserves, strong bond ratings and strong emergency preparedness.
2. The Real Estate Transfer Fee Fund Reserve is maintained at a minimum of \$1.0 million.

The Fund Reserve Policy includes the following revisions:

1. The Beach Preservation Reserve has been increased from a maximum of \$12.0 million to a minimum of \$20.0 million with an additional \$2.6 million allocated in Fiscal Year 2026 from the Airbnb Settlement.
2. A Hospitality Tax Reserve of a minimum of \$5.0 million has been added to the Fund Reserve Policy.
3. A Stormwater Utility Fund Reserve of a minimum of \$5.0 million has been added to the Fund Reserve Policy.
4. The Natural Disaster Reserve has been increased from a minimum of \$20.0 million to a minimum of \$36.0 million.

The Fund Reserve Policy also includes allocation of the Airbnb Settlement Funds as follows:

1. Beach Preservation Fee Fund - \$2,600,000
2. General Fund – Local Accommodations Tax - \$1,507,015
3. General Fund – Business License Tax - \$1,507,016

It is our intent that the substance of these policies will be included in the annual budget document and the annual comprehensive financial report and that both will be available for public inspection following their adoption and/or completion.

Section 12. Fees. To be competitive, the Town fee schedule is updated as part of **Exhibit F** which is incorporated as if fully restated herein and is hereby adopted as part of this Ordinance.

Section 13. Severability. If any section, phrase, sentence, or portion of this Ordinance is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct, and independent provision, and such holding shall not affect the validity of the remaining portions thereof.

Section 14. Effective Date. This Ordinance shall be effective upon its enactment by the Town Council for the Town of Hilton Head Island.

PASSED, APPROVED, AND ADOPTED BY THE COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND ON THIS _____ DAY OF _____, 2025.

Alan Perry, Mayor

ATTEST:

Kimberly Gammon, Town Clerk

First Public Hearing: _____

Second Public Hearing: _____

APPROVED AS TO FORM:

Curtis Coltrane, Town Attorney

EXHIBIT A

LINK TO FISCAL YEAR 2026 CONSOLIDATED BUDGET SUMMARY

<https://hiltonheadislandsc.gov/budget/FY2026/>

EXHIBIT B - FISCAL YEAR 2026 CAPITAL IMPROVEMENTS PROGRAM BUDGET

Revised: April 17, 2025

											FY 2026 Project Schedule		
Project		Project Type	Project Scope	FY 2025 Amended Budget	FY 2026 Estimated Roll Forward Request from FY25 Budget	FY 2026 New Funding Request for Approved FY25 Projects	FY 2026 New Funding Request for New FY26 Projects	Sum of New Funding Requests for FY26 Projects	FY 2026 Proposed Budget	FY 2026 Planning Commission Priority	Design	Permitting	Construction
BEACH PROGRAM													
1	Beach Park Maintenance & Improvements	Maintenance	Repairs, replacement, and general improvements to beach parks such as facilities, hardscape, landscaping, lighting, boardwalks, beach mats, and site furnishings, and other capital infrastructure.	\$ 250,000	\$ -		\$ 150,000	\$ 150,000	\$ 150,000	★			✓
2	Beach Management & Monitoring	Maintenance	Activities to manage and monitor the beach and dune system including island wide beach survey and monitoring, endangered species monitoring, and other similar activities.	\$ 200,000	\$ -		\$ 220,000	\$ 220,000	220,000	★			
3	Beach Renourishment	Maintenance	Renourishment of beaches at Pine Island, Fish Haul Creek, "The Heel", Central, and South Beach.	\$ 16,500,000	\$ 15,000,000	\$ 32,500,000		\$ 32,500,000	47,500,000	★			✓
4	Islanders Beach Park Improvements	Discretionary	Parking area expansion and renovation, building improvements, stormwater infrastructure improvements, playground equipment replacement, construction of new pathways, landscaping and signage improvements, and boardwalk repairs.	\$ 3,850,000	\$ -	\$ -		\$ -	-				
5	Folly Field Beach Park Improvements	Discretionary	Renovation consisting of restroom building exterior renovation, landscaping enhancements, new signage, consolidation of lighting and camera systems, and other improvements.	\$ -	\$ -		\$ -	\$ -	-				
6	Coligny Beach Park Boardwalk Maintenance	Maintenance	Replacement and repair to existing decking, including structural repairs where necessary.	\$ -	\$ -		\$ 250,000	\$ 250,000	250,000	★			✓
7	Harbour Town Dredge	Maintenance	Agreement with South Island Dredging Association to assist with funding for dredging of Harbour Town Yacht Basin and Braddock Cove Creek.	\$ 600,000	\$ 600,000			\$ -	600,000	★			✓
8	Beach Program Contingency	N/A	Contingency for unexpected expenses.	\$ 100,000	\$ -		\$ 100,000	\$ 100,000	100,000				
Total Beach Program				\$ 21,599,000	\$ 15,600,000	\$ 32,500,000	\$ 720,000	\$ 33,220,000	\$ 48,820,000				

Project		Project Type	Project Scope	FY 2025 Amended Budget	FY 2026 Estimated Roll Forward Request from FY25 Budget	FY 2026 New Funding Request for Approved FY25 Projects	FY 2026 New Funding Request for New FY26 Projects	Sum of New Funding Requests for FY26 Projects	FY 2026 Proposed Budget	FY 2026 Planning Commission Priority	Design	Permitting	Construction
PATHWAY PROGRAM													
9	Pathway Maintenance & Improvements	Maintenance	Maintenance and improvements to existing pathways and supporting infrastructure including repair, rejuvenation, and striping plus safety enhancements aimed at improving consistency, uniformity, and ADA compliance of all pathways.	\$ 350,000	\$ -		\$ 500,000	\$ 500,000	\$ 500,000	★			✓
New Pathway Segments													
10	Jonesville Road Pathway (Western Terminus to Spanish Wells Rd)	Discretionary	Construction of new pedestrian pathway off of Spanish Wells Road into and through the Jonesville neighborhood.	\$ 4,500,000	\$ 500,000			\$ -	500,000	★	✓	✓	
11	Dunnagans Alley Pathway (Wexford Drive to Arrow Road)	Discretionary	Construction of new pedestrian pathway that will allow separation from traffic by adding green space and trees along Dunnagans Alley from Wexford Drive to Arrow Road.	\$ 100,000		\$ 250,000		\$ 250,000	250,000	★	✓	✓	
12	William Hilton Parkway EB Pathway (Wexford Drive to Arrow Road)	Discretionary	Construction of new pathway from Village at Wexford to Arrow Road. SC DOT TAP Grant Project.	\$ 100,000		\$ 300,000		\$ 300,000	300,000	★	✓		
13	South Forest Beach HAWK Signal at Marriott Grande Ocean	Discretionary	Improve pedestrian crossing at Alder Lane to public beach access.	\$ -	\$ -			\$ -	-				
14	Lagoon Road Pathway (Avocet Road to North Forest Beach Drive)	Discretionary	Improve pedestrian beach access along Avocet Road to North Forest Beach Drive.	\$ -	\$ -			\$ -	-				
15	Palmetto Parkway Pathway (Mathews Drive to William Hilton Parkway)	Discretionary	Construction of new pathway along Palmetto Parkway.	\$ -	\$ -			\$ -	-				
16	Spanish Wells Pedestrian Bridge	Maintenance	Renovation of existing wooden pedestrian bridge along Spanish Wells Road.	\$ -	\$ -			\$ -	-				
17	Fish Haul Road (Baygall Road to Alice Perry Drive)	Discretionary	Phase 1: Baygall Road to Mangrove Street (800 linear feet). Phase 2: Mangrove Street to Alice Perry Drive (1,700 linear feet).	\$ -	\$ -			\$ -	-				
18	William Hilton Parkway EB Pathway (Mathews Drive / Folly Field Road to Shelter Cove Lane)	Discretionary	Construction of new pathway including landscaping and bollard lighting along William Hilton Parkway eastbound from Mathews Drive / Folly Field Road intersection to Shelter Cove Lane (6,400 linear feet).	\$ 100,000	\$ -			\$ -	-				
19	Cross Island Parkway from Coastal Discovery Museum Access to Spanish Wells Road	Discretionary	New pathway installation from Coastal Discovery to Spanish Wells Road pathway.	\$ -	\$ -			\$ -	-				

Project		Project Type	Project Scope	FY 2025 Amended Budget	FY 2026 Estimated Roll Forward Request from FY25 Budget	FY 2026 New Funding Request for Approved FY25 Projects	FY 2026 New Funding Request for New FY26 Projects	Sum of New Funding Requests for FY26 Projects	FY 2026 Proposed Budget	FY 2026 Planning Commission Priority	Design	Permitting	Construction
20	Muddy Creek Pathway Connection (Muddy Creek Road to Cross Island Parkway)	Discretionary	New pathway installation from Muddy Creek Road neighborhood to Cross Island Pathway.	\$ -	\$ -			\$ -	-				
Subtotal New Pathway Segments				\$ 4,800,000	\$ 500,000	\$ 550,000	\$ -	\$ 550,000	\$ 1,050,000				
21	Pathway Project Management and Contingency	N/A	Contingency for unexpected project expenses.	\$ 100,000	\$ -		\$ 100,000	\$ 100,000	100,000				
Total Pathway Program				\$ 5,250,000	\$ 500,000	\$ 550,000	\$ 600,000	\$ 1,150,000	\$ 1,650,000				
ROADWAY PROGRAM													
22	Roadway Maintenance & Improvements	Maintenance	Maintenance of and Improvements to existing roadways including general maintenance such as repair of potholes, curbing, and shoulders; pavement markings; permanent traffic signs; Town bus stops etc.	\$ 455,000	\$ -		\$ 250,000	\$ 250,000	\$ 250,000	★			✓
23	Town Road Resurfacing Program	Maintenance	Roadway resurfacing on existing Town roads.	\$ -	\$ -			\$ -	-				
24	Signal System Maintenance	Maintenance	Maintenance of traffic signal system, traffic mast arms, and signage. Additional funding support, replacement of aging traffic cabinets and signal heads, and installation of battery back-ups.	\$ 880,000	\$ 500,000		\$ 600,000	\$ 600,000	1,100,000	★			✓
25	Landscape, Lighting, and Safety Enhancements	Maintenance	Landscaping, lighting improvements, and installation of safety improvements, including Beach City Road, Pope Avenue, William Hilton Parkway, Mathews Drive, Dunnagans Roundabout, Squire Pope Roundabout, Palmetto Bay Road, and Cross Island Parkway.	\$ 1,000,000	\$ -		\$ 750,000	\$ 750,000	750,000	★			✓
Dirt Road Paving Program			Program to accept dedications of private dirt roads through procurement and ROW acquisition.										
26	Mitchelville Road	Discretionary	Replace existing dirt road with asphalt and drainage improvements located on Mitchelville Road.	\$ 1,000,000	\$ 910,000			\$ -	910,000	★		✓	✓
27	Alice Perry Drive	Discretionary	Replace existing dirt road with asphalt and drainage improvements in the Bay Gall Area of Hilton Head.	\$ 1,000,000	\$ 50,000			\$ -	50,000	★	✓	✓	

Project		Project Type	Project Scope	FY 2025 Amended Budget		FY 2026 Estimated Roll Forward Request from FY25 Budget	FY 2026 New Funding Request for Approved FY25 Projects	FY 2026 New Funding Request for New FY26 Projects	Sum of New Funding Requests for FY26 Projects	FY 2026 Proposed Budget	FY 2026 Planning Commission Priority	Design	Permitting	Construction
28	Freddie's Way	Discretionary	Replace existing dirt road with asphalt and drainage improvements located off of Oak View Road.	\$	575,000	\$	50,000		\$	-	50,000	★	✓	✓
29	Alfred Lane	Discretionary	Replace existing dirt road with asphalt and drainage improvements located off of Bryant Road.	\$	48,500	\$	44,500		\$	-	44,500	★	✓	✓
30	Benjamin Drive	Discretionary	Replace existing dirt road with asphalt and drainage improvements located off of Jonesville Road.	\$	100,000	\$	50,000		\$	-	50,000	★	✓	✓
31	Christopher Drive	Discretionary	Dirt road identified for future extension of paved road off of William Hilton Parkway.	\$	-	\$	-		\$	-	-			
32	Darling Road	Discretionary	Dirt road identified for future extension of paved road off of William Hilton Parkway.	\$	-	\$	-		\$	-	-			
33	Manatee Way	Discretionary	Dirt road identified for future extension of paved road off of Otter Hole Road.	\$	-	\$	-		\$	-	-			
34	Pine Field	Discretionary	Dirt road identified for future extension of a paved road off of Marshland Road.	\$	-	\$	-		\$	-	-			
35	Amelia Court	Discretionary	Dirt road identified for future extension of paved road off of Squire Pope Road.	\$	-	\$	-		\$	-	-			
36	Evelina Road	Discretionary	Dirt road identified for future extension of paved road off of Squire Pope Road.	\$	-	\$	-		\$	-	-			
Subtotal Dirt Road Paving Program				\$	2,723,500	\$	1,104,500	\$	-	\$	-	\$	1,104,500	

Project		Project Type	Project Scope	FY 2025 Amended Budget	FY 2026 Estimated Roll Forward Request from FY25 Budget	FY 2026 New Funding Request for Approved FY25 Projects	FY 2026 New Funding Request for New FY26 Projects	Sum of New Funding Requests for FY26 Projects	FY 2026 Proposed Budget	FY 2026 Planning Commission Priority	Design	Permitting	Construction
37	Island-wide Intersection Pedestrian & Vehicular Safety Improvements	Maintenance	Installation of consistent pavement markings, Rectangular Rapid Flash Beacons (RRFB's), in-pavement puck lights, and/or improved signage at all intersections and at midblock crosswalk locations along major corridors. FY25/26: Squire Pope, Gum Tree, Cross Island Gum Tree Exit, Beach City, and Mathews	\$ 1,000,000	\$ 250,000		\$ -	\$ -	250,000	★			✓
38	Jonesville Road and Spanish Wells Right Turn Lane Improvements	Maintenance	Right turn lane improvement off of Jonesville Road onto Spanish Wells Road.	\$ -	\$ -		\$ 100,000	\$ 100,000	100,000	★	✓	✓	
39	Northpoint Access Improvements	Maintenance	Access improvements connecting Northpoint to Gumtree Road through USPS including roadway, pathway to Gumtree Road/ Bus Drive, drainage, and landscaping.	\$ -	\$ -		\$ 150,000	\$ 150,000	150,000	★	✓	✓	
40	Tabby Walk Entrance Relocation	Maintenance	Tabby Walk relocation of entrance from Mathews Drive to Palmetto Parkway for safety.	\$ -	\$ -		\$ 200,000	\$ 200,000	200,000	★	✓	✓	
41	William Hilton Parkway Gateway Corridor & Stoney Corridor	Discretionary	Additional planning for improvements to William Hilton Parkway on recommendations not included in SCDOT pathway project.	\$ 100,000	\$ -	\$ 100,000	\$ -	\$ 100,000	100,000	★	✓		
Streetscape Enhancements													
42	Main Street	Discretionary	Implementation of recommendations from the Major Thoroughfares and Corridors Plan including safety improvements, landscaping, signage, lighting, and other improvements identified.	\$ 1,500,000	\$ -			\$ -	-				
43	New Orleans Road	Discretionary	Implementation of recommendations from the Major Thoroughfares and Corridors Plan including safety improvements, landscaping, signage, lighting, and other improvements identified.	\$ -	\$ -			\$ -	-				
44	Old Wild Horse	Discretionary	Implementation of recommendations from the Major Thoroughfares and Corridors Plan including safety improvements, landscaping, signage, lighting, and other improvements identified.	\$ -	\$ -			\$ -	-				
45	Palmetto Bay Road	Discretionary	Implementation of recommendations from the Major Thoroughfares and Corridors Plan including safety improvements, landscaping, signage, lighting, and other improvements identified.	\$ -	\$ -			\$ -	-				

Project		Project Type	Project Scope	FY 2025 Amended Budget	FY 2026 Estimated Roll Forward Request from FY25 Budget	FY 2026 New Funding Request for Approved FY25 Projects	FY 2026 New Funding Request for New FY26 Projects	Sum of New Funding Requests for FY26 Projects	FY 2026 Proposed Budget	FY 2026 Planning Commission Priority	Design	Permitting	Construction
46	Pope Avenue Streetscape Improvements	Discretionary	Implementation of recommendations from the Major Thoroughfares and Corridors Plan including safety improvements, landscaping, signage, lighting, and other improvements identified. Includes a pedestrian scramble at Pope Avenue and Lagoon Road. Phase 1: Pedestrian scramble at Pope Avenue and Lagoon Road and design and permitting of intersection improvements.	\$ 333,718	\$ 180,000	\$ 70,000		\$ 70,000	250,000	★	✓	✓	✓
47	Arrow Road	Discretionary	Implementation of recommendations from the Major Thoroughfares and Corridors Plan including safety improvements, landscaping, signage, lighting, and other improvements identified.	\$ -	\$ -			\$ -	-				
Subtotal Streetscape Enhancements				\$ 1,833,718	\$ 180,000	\$ 70,000	\$ -	\$ 70,000	\$ 250,000				
William Hilton Parkway Streetscape Enhancements													
48	Segment 1 - Spanish Wells Road / Wild Horse Road to Wilborn Road / Jarvis Park Road	Discretionary	Implementation of recommendations from the Major Thoroughfares and Corridors Plan including safety improvements, landscaping, signage, lighting, and other improvements identified.	\$ -	\$ -			\$ -	-				
49	Segment 2 - Wilborn Road / Jarvis Park Road to Beach City Road / Gardner Drive	Discretionary	Implementation of recommendations from the Major Thoroughfares and Corridors Plan including safety improvements, landscaping, signage, lighting, and other improvements identified.	\$ -	\$ -			\$ -	-				
50	Segment 3 - Beach City Road / Gardner Drive to Dillon Road	Discretionary	Implementation of recommendations from the Major Thoroughfares and Corridors Plan including safety improvements, landscaping, signage, lighting, and other improvements identified.	\$ -	\$ -			\$ -	-				
51	Segment 4 - Dillon Road to Mathews Drive / Folly Field Road	Discretionary	Implementation of recommendations from the Major Thoroughfares and Corridors Plan including safety improvements, landscaping, signage, lighting, and other improvements identified.	\$ -	\$ -			\$ -	-				
52	Segment 5 - Mathews Drive / Folly Field Road to Shelter Cove Lane	Discretionary	Implementation of recommendations from the Major Thoroughfares and Corridors Plan including safety improvements, landscaping, signage, lighting, and other improvements identified. Phase 1:Survey, design, and permitting of median enhancements.	\$ -	\$ -	\$ 300,000		\$ 300,000	300,000	★	✓		
53	Segment 6 - Shelter Cove Lane to Queens Folly Road / King Neptune Drive	Discretionary	Implementation of recommendations from the Major Thoroughfares and Corridors Plan including safety improvements, landscaping, signage, lighting, and other improvements identified.	\$ -	\$ -			\$ -	-				

				FY 2025	FY 2026	FY 2026 New	FY 2026 New	Sum of New		FY 2026	FY 2026			
Project		Project Type	Project Scope	Amended Budget	Estimated Roll Forward Request from FY25 Budget	Funding Request for Approved FY25 Projects	Funding Request for New FY26 Projects	Funding Requests for FY26 Projects	FY 2026 Proposed Budget	Planning Commission Priority	Design	Permitting	Construction	
54	Segment 7 - Queens Folly Road / King Neptune Drive to Wexford Drive / Shipyard Drive	Discretionary	Implementation of recommendations from the Major Thoroughfares and Corridors Plan including safety improvements, landscaping, signage, lighting, and other improvements identified.	\$ -	\$ -			\$ -	-					
55	Segment 8 - Sea Pines Circle to Wexford Drive / Shipyard Drive	Discretionary	Implementation of recommendations from the Major Thoroughfares and Corridors Plan including safety improvements, landscaping, signage, lighting, and other improvements identified. Phase 1: Design, permitting, and implementation of improvements to Sea Pines Circle.	\$ 800,000	\$ 350,000			\$ -	350,000	★	✓	✓	✓	
Subtotal William Hilton Parkway Streetscape Enhancements				\$ 2,300,000	\$ 350,000	\$ 300,000	\$ -	\$ 300,000	\$ 650,000					
56	Wilborn Road & Pembroke Drive Turn Lane Extensions / Curb and Gutter Improvements	Maintenance	Extension of turn lanes to alleviate vehicle stacking at William Hilton Parkway intersections with Wilborn Road and Pembroke Drive.	\$ -	\$ -			\$ -	-					
57	Folly Field Road Pedestrian Safety Improvements	Maintenance	Improvements to Folly Field Road to include traffic calming measures and pedestrian crossing enhancements.	\$ -	\$ -		\$ 75,000	\$ 75,000	75,000	★	✓	✓	✓	
58	Roadway Project Management and Contingency	N/A	Contingency for unexpected project expenses.	\$ 25,000	\$ -		\$ 100,000	\$ 100,000	100,000					
Total Roadway Program				\$ 10,317,218	\$ 2,384,500	\$ 470,000	\$ 2,225,000	\$ 2,695,000	\$ 5,079,500					
PARK PROGRAM														
59	Park Maintenance and Improvements	Maintenance	Repairs, replacement, and general improvements to parks (non-beach) such as facilities, hardscape, landscaping, lighting, boardwalks, and site furnishings, and other capital infrastructure.	\$ 500,000	\$ -		\$ 250,000	\$ 250,000	\$ 250,000	★			✓	
60	Public Art Program	Discretionary	Sculptures, installation, upkeep/maintenance/repair of permanent collection and sites.	\$ 35,375	\$ -		\$ 35,000	\$ 35,000	35,000	★			✓	

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Island Recreation Association			Recreation Center enhancements										
61	Rec Center Building Improvements	Maintenance	Improvements to Rec Center building and supporting equipment, vehicles, and infrastructure.	\$ 365,000	\$ -		\$ 233,500	\$ 233,500	233,500	★			✓
62	Rec Center Pool Improvements	Maintenance	Pool enhancements including dome equipment and pool equipment updates, windscreens, locker replacement, pool covers, etc.	\$ 95,000	\$ -		\$ 195,000	\$ 195,000	195,000	★			✓
63	Basketball Court Improvements	Maintenance	Basketball court improvements; backboards, sun shade, light replacement, court replacement.	\$ 45,000	\$ -		\$ -	\$ -	-				
64	Athletic Equipment Improvements	Maintenance	New and replacement equipment to support athletics, including practice and game goals for soccer.	\$ 15,000	\$ -		\$ 15,000	\$ 15,000	15,000	★			
65	Event Equipment Improvements	Maintenance	New and replacement equipment to support special events: Purchase of replacement practice goals for 4-5 year old program, replacement of 3 sets of goals at Barker Field, and purchase of new robotic field liner.	\$ -	\$ -		\$ 67,500	\$ 67,500	67,500	★			
Subtotal Island Recreation Association				\$ 520,000	\$ -	\$ -	\$ 511,000	\$ 511,000	\$ 511,000				
66	Chaplin Community Park Renovation - Phase 1: Parking Renovation & Expansion	Discretionary	Expansion of parking facility to add approximately 154 parking spaces to existing northern and southern parking lots.	\$ 1,907,797	\$ -			\$ -	-				
67	Chaplin Community Park Renovation - Phase 2: Soccer Complex, Facility Upgrades, and Parking Expansion	Discretionary	Connect northern parking lot to Casnet Drive and add approximately 82 parking spaces; renovation of soccer fields, tennis courts, and dog park; construction of new pavilion, multi-use facility with restroom, pickleball courts, and playground.	\$ -	\$ -			\$ -	-				
68	Coligny Circle NW Quadrant Pocket Park	Discretionary	Improvements include plaza amenity space, landscaping, and a multi-use path.	\$ 500,000	\$ 425,000	\$ 475,000		\$ 475,000	900,000	★		✓	✓
69	Crossings Park Renovation - Phase 1: Pickleball Complex	Discretionary	Construct new pickleball complex to include 18 courts, clubhouse with pro-shop and restrooms, parking lot, landscaping and pathway connection to Bristol Sports Area.	\$ 5,000,000	\$ 1,000,000			\$ -	1,000,000	★	✓	✓	
70	Crossings Park Renovation - Phase 2: Bristol Sports Arena, Skate Park, and Pump Track	Discretionary	Renovation to Bristol Sports Arena with new cover and fencing over arena, new skate park, and pump track.	\$ -	\$ -	\$ 750,000		\$ 750,000	750,000	★	✓	✓	

Project		Project Type	Project Scope	FY 2025 Amended Budget	FY 2026 Estimated Roll Forward Request from FY25 Budget	FY 2026 New Funding Request for Approved FY25 Projects	FY 2026 New Funding Request for New FY26 Projects	Sum of New Funding Requests for FY26 Projects	FY 2026 Proposed Budget	FY 2026 Planning Commission Priority	Design	Permitting	Construction
71	Crossings Park Renovation - Phase 3: Baseball Complex	Discretionary	Construction of 2 new baseball fields, restroom, parking lot and Champions Plaza; renovation of 3 existing baseball fields, concessions, training facility, parking lot.	\$ -	\$ -		\$ 250,000	\$ 250,000	250,000	★	✓	✓	
72	Jarvis Creek Park Improvements	Discretionary	Replacement of playground equipment.	\$ 100,000	\$ -	\$ -		\$ -	-				
73	Mid-Island Tract Park - Phase 1	Discretionary	Improvements to stormwater and lagoon systems, pathways, parking lot off of Union Cemetery Road, and restrooms (site stabilization).	\$ 2,500,000	\$ 750,000	\$ -		\$ -	750,000	★	✓	✓	
74	Patterson Family Park	Discretionary	Construction of new Neighborhood Park on Marshland Road providing a pavilion, lawn area, viewing platform overlooking Broad Creek, pedestrian connectivity, parking, and other associated site amenities.	\$ 2,740,583	\$ 2,240,000	\$ 350,000		\$ 350,000	2,590,000	★	✓	✓	✓
75	Shelter Cove Community Park Expansion, Phase 2	Discretionary	Installation of Best Buddies playground followed by future construction of a Broad Creek boardwalk and viewing platform and landscaping.	\$ 500,000	\$ -			\$ -	-				
76	Taylor Family Park	Discretionary	Construction of new Neighborhood Park on Wild Horse Road providing a pavilion, lawn area, recreational play amenities, pedestrian connectivity, parking, and other associated site amenities.	\$ 2,911,416	\$ 2,400,000	\$ 350,000		\$ 350,000	2,750,000	★	✓	✓	✓
77	Chaplin Linear Park with Treehouse	Discretionary	Linear Park including trail head up-fit, pedestrian bridge at Broad Creek inlet, tree house, and marsh-side trail connection to Singleton Beach Road.	\$ 350,000	\$ -			\$ -	-				
78	Old Schoolhouse Park Improvements	Discretionary	Landscape & site improvements including ADA parking and sidewalks, pickleball court replacement, restroom, shade, signage, seating, landscaping, etc.	\$ 350,000	\$ 250,000	\$ 500,000		\$ 500,000	750,000	★	✓	✓	✓
79	Barker Field Phase 2 & Mitchelville Property Improvements	Discretionary	Development of master plan and identification of future projects.	\$ -	\$ -			\$ -	-				
80	Marshland Road Racquet Facility	Discretionary	Future racquet facility identified.	\$ -	\$ -			\$ -	-				
81	Park Project Contingency	N/A	Contingency for unexpected project expenses.	\$ 100,000	\$ -		\$ 100,000	\$ 100,000	100,000				
Toal Park Program				\$ 18,015,171	\$ 7,065,000	\$ 2,425,000	\$ 1,146,000	\$ 3,571,000	\$ 10,636,000				

Project		Project Type	Project Scope	FY 2025 Amended Budget	FY 2026 Estimated Roll Forward Request from FY25 Budget	FY 2026 New Funding Request for Approved FY25 Projects	FY 2026 New Funding Request for New FY26 Projects	Sum of New Funding Requests for FY26 Projects	FY 2026 Proposed Budget	FY 2026 Planning Commission Priority	Design	Permitting	Construction
FACILITY & EQUIPMENT PROGRAM													
82	Facility Maintenance & Improvements	Maintenance	Repairs, replacement, and general improvements to Town facilities such as buildings, plumbing, electrical, roofing, HVAC, hardscape, landscaping, lighting, boardwalks, and site furnishings, and other capital infrastructure.	\$ -	\$ -		\$ 500,000	\$ 500,000	\$ 500,000	★			✓
83	Facilities Equipment	Maintenance	Landscape equipment, watering tank, and other equipment for maintenance of capital infrastructure.	\$ -	\$ -		\$ 50,000	\$ 50,000	50,000	★			
84	Town Hall Facility Improvements	Maintenance	Repairs, replacement, and general improvements to Town Hall facility, including structural repairs to floors. A portion of the roll forward budget (\$1.1M) will move to 4 Office Way for FY26.	\$ 1,745,589	\$ 200,000			\$ -	200,000	★			✓
85	4 Office Way Renovations	Maintenance	Renovation of recently acquired former bank building to support the Engineering & Projects Department (first floor) and the Technology & Innovation Department (second floor).		\$ 1,100,000	\$ -		\$ -	1,100,000	★	✓	✓	✓
86	IT Equipment & Software	Maintenance	Replacement and acquisition of IT hardware and software equipment including servers, switches, computers, and associated equipment.	\$ 1,582,000	\$ -		\$ 625,000	\$ 625,000	625,000	★			
87	Fire Hydrant Expansion	Maintenance	Add new fire hydrants, particularly in historic neighborhoods.	\$ 50,000	\$ -		\$ 50,000	\$ 50,000	50,000	★			✓
88	Fire & Medical Systems & Equipment	Maintenance	Replacement of fire and medical systems and equipment.	\$ 115,000	\$ -			\$ -	-				
89	Furniture Replacement	Maintenance	Replacement of furniture in Town Center.	\$ -	\$ -		\$ 300,000	\$ 300,000	300,000	★			
90	Security Cameras & Connectivity	Maintenance	Replacement of aging cameras and Wi-Fi upgrades.	\$ 266,500	\$ -		\$ 150,000	\$ 150,000	150,000	★			
91	Tree Planting Program	Discretionary	New tree planting island wide.	\$ 500,000	\$ -		\$ 150,000	\$ 150,000	150,000	★			

Project		Project Type	Project Scope	FY 2025 Amended Budget	FY 2026 Estimated Roll Forward Request from FY25 Budget	FY 2026 New Funding Request for Approved FY25 Projects	FY 2026 New Funding Request for New FY26 Projects	Sum of New Funding Requests for FY26 Projects	FY 2026 Proposed Budget	FY 2026 Planning Commission Priority	Design	Permitting	Construction
Coastal Discovery Museum Improvements			Coastal Discovery Museum seeks funds to improve and maintain the buildings and grounds including the addition of 3-phase power at the Hay Barn and the addition of power pedestals for special events.										
92	Discovery House	Maintenance	Paint exterior and interior, doors/hardware, wood rot repairs.	\$ 21,500	\$ -		\$ 20,500	\$ 20,500	20,500	★			✓
93	Armstrong / Hack House	Maintenance	Floors and office renovation.	\$ 21,000	\$ -		\$ 10,500	\$ 10,500	10,500	★			✓
94	Pavilion	Maintenance	Roof and electrical improvements.	\$ 4,000	\$ -		\$ 4,500	\$ 4,500	4,500	★			✓
95	Discovery Lab	Maintenance	Interior repairs.	\$ 1,500	\$ -		\$ 4,500	\$ 4,500	4,500	★			✓
96	Pavilion / Restroom Building	Maintenance	Structural repairs.	\$ 5,000	\$ -		\$ 350,000	\$ 350,000	350,000	★			✓
97	Horse Barn	Maintenance	Structural repairs.	\$ 30,000	\$ -		\$ 23,000	\$ 23,000	23,000	★			✓
98	Hay Barn	Maintenance	Interior repairs.	\$ -	\$ -		\$ 50,000	\$ 50,000	50,000	★			✓
99	Miscellaneous Improvements	Maintenance	Front and side gates, boardwalks repair, tree work, well/field irrigation, fence repair, HVAC platform and replacement.	\$ 95,500	\$ -		\$ 23,000	\$ 23,000	23,000	★			✓
100	Event Space Improvements	Maintenance	Construction of Town-initiated enhancements including ADA compliance and lighting upgrades.	\$ 450,000	\$ -		\$ 10,000	\$ 10,000	10,000	★			✓
Subtotal Coastal Discovery Museum Improvements				\$ 628,500	\$ -	\$ -	\$ 496,000	\$ 496,000	\$ 496,000				
101	Fire Rescue Headquarters	Maintenance	Construction of a new Fire Rescue Headquarters building.	\$ -	\$ -		\$ -	\$ -	-				
102	Jonesville Horse Barn	Maintenance	Renovation of existing stables, demolition of the home behind the stables, fence repairs and replacement, and miscellaneous site improvements.	\$ -	\$ -		\$ 500,000	\$ 500,000	500,000	★			✓
103	Mitchelville Freedom Park Improvements	Discretionary	Construction of drive and parking improvements to add dedicated parking and install site electricity to support events.	\$ 1,054,702	\$ 250,000			\$ -	250,000	★	✓	✓	

Project		Project Type	Project Scope	FY 2025 Amended Budget		FY 2026 Estimated Roll Forward Request from FY25 Budget	FY 2026 New Funding Request for Approved FY25 Projects	FY 2026 New Funding Request for New FY26 Projects	Sum of New Funding Requests for FY26 Projects	FY 2026 Proposed Budget	FY 2026 Planning Commission Priority	Design	Permitting	Construction	
104	Wild Wing Café Renovation	Discretionary	Renovation of building and site.	\$	500,000	\$	-		\$	-					
105	Aunt Chilada Property Improvements	Maintenance	Demolition of recently acquired building, parking lot renovation and construction of a pocket park.	\$	-	\$	-		\$	-					
106	Town Refuse & Recycling Management Improvements	Discretionary	Improvements and acquisition of equipment for refuse and recycling at Town facilities, parks, and beaches.	\$	-	\$	-	\$	250,000	\$	250,000	★			
107	Fire Radio Replacement	Maintenance	Replacement of radio communication equipment.	\$	-	\$	-	\$	-	\$	-				
108	Facilities and Equipment Contingency	N/A	Contingency for unexpected project expenses.	\$	100,000	\$	-	\$	100,000	\$	100,000				
Total Facility & Equipment Program				\$	6,542,291	\$	1,550,000	\$	-	\$	3,171,000	\$	3,171,000	\$	4,721,000
STORMWATER PROGRAM															
109	Stormwater Maintenance & Improvements	Maintenance	Various stormwater corrective maintenance and improvement projects based on service request priority scores, including easement acquisitions as needed.	\$	-	\$	-	\$	1,800,000	\$	1,800,000	★	✓	✓	✓
110	Stormwater Maintenance Agreement Program	Maintenance	Stormwater program allocation for qualifying corrective maintenance reimbursements for active agreement partners.	\$	-	\$	-	\$	2,000,000	\$	2,000,000	★			✓
111	25 Moonshell Road	Maintenance	Permitting & installation of pipes, inlet structures, and control structures to improve efficiency and reduce long-term maintenance costs along the existing Folly Field ditch between Starfish Drive and the Island Club including making improvements to the outfall connection to the Port Royal main channel (under Folly Field Road and Wimbledon Court).	\$	100,000	\$	60,000	\$	-	\$	-	★	✓		
112	75 Helmsman Way Drainage Improvements	Maintenance	Replace existing pipes and replace with larger pipes at a higher elevation with backflow prevention devices to correct identified deficiencies (resilience project).	\$	-	\$	-	\$	50,000	\$	50,000	★	✓		
113	Bryant Road Pond Restoration	Maintenance	Restoration of existing ponds and new pipe interconnection on property recently acquired by the Town to address drainage system deficiencies.	\$	-	\$	-	\$	25,000	\$	25,000	★			✓
114	Cordillo Courts Drainage Improvements	Maintenance	Installation of new drainage infrastructure including pipe, inlets and expansion of an existing detention basin.	\$	5,880	\$	5,880	\$	90,000	\$	90,000	★			✓

Project		Project Type	Project Scope	FY 2025 Amended Budget	FY 2026 Estimated Roll Forward Request from FY25 Budget	FY 2026 New Funding Request for Approved FY25 Projects	FY 2026 New Funding Request for New FY26 Projects	Sum of New Funding Requests for FY26 Projects	FY 2026 Proposed Budget	FY 2026 Planning Commission Priority	Design	Permitting	Construction
115	Gum Tree Road Improvements	Maintenance	Improvements to address various deficiencies along Gum Tree Road between Katie Miller Drive and Georgianna Drive, including regrading of ditches, installation of new inlets, new pipe and repairs along the outfall system.	\$ 80,000	\$ -	\$ 120,000		\$ 120,000	120,000	★			✓
116	Jarvis Creek Outfall	Maintenance	Installation of flap gates on the outfall end of two 84-inch diameter concrete pipes that discharge stormwater from the Jarvis Creek Pump Station outfall system; necessary to improve operation and effectiveness of the pump station during extreme events by mitigating the impacts of tidal storm surge on the system. (resilience project).	\$ 150,000	\$ -	\$ 50,000		\$ 50,000	50,000	★	✓	✓	
117	Jarvis Creek Pump Station - Pump Replacements	Maintenance	Procure and install new pumps (4 total, 1 replaced per year).	\$ -	\$ -		\$ 300,000	\$ 300,000	300,000	★			✓
118	Main Street Drainage Improvements	Maintenance	Improvements based on 2019 assessment completed by Stormwater Utility.	\$ 250,000	\$ 50,000			\$ -	50,000	★			✓
119	Old Woodlands-26 Indian Trail Improvements	Maintenance	Improvements along the back lot line of three residential properties to address a chronic drainage issue.	\$ -	\$ -		\$ 80,000	\$ 80,000	80,000	★	✓	✓	
120	Palmetto Hall Outfall Improvements	Maintenance	Addition of hydraulic capacity at the system outfall and addition of backflow prevention devices.	\$ 80,000	\$ -	\$ 150,000		\$ 150,000	150,000	★	✓	✓	✓
121	Water Level Monitoring	Maintenance	Installation of remote monitoring devices to facilitate disaster preparation, pond management, and dynamic model calibration efforts.	\$ -	\$ -		\$ 75,000	\$ 75,000	75,000	★			
122	Weather Monitoring	Maintenance	Installation of weather stations in various locations to provide essential data during extreme weather events and to calibrate dynamic hydraulic models.	\$ -	\$ -		\$ 50,000	\$ 50,000	50,000	★			
123	Central Island Pump Station Overhaul and Resiliency Improvements	Maintenance	Overhaul including 2 new pumps, new controls, debris screens, new genset, new conduit, new SCADA monitoring system, and new control building.	\$ 1,308,720	\$ -	\$ 750,000		\$ 750,000	750,000	★	✓	✓	
124	Ashmore Channel Resilience/278 Backflow Prevention Port Royal	Maintenance	Install flap gates on each of two large diameter pipes to protect Port Royal and adjacent upstream properties during extreme weather events (resilience project).	\$ -	\$ -			\$ -	-				
125	Gum Tree Channel Capacity Improvements at Chinaberry Crossing	Maintenance	Channel and road crossing improvements to address identified system deficiencies.	\$ -	\$ -		\$ 120,000	\$ 120,000	120,000	★	✓	✓	

Project		Project Type	Project Scope	FY 2025 Amended Budget	FY 2026 Estimated Roll Forward Request from FY25 Budget	FY 2026 New Funding Request for Approved FY25 Projects	FY 2026 New Funding Request for New FY26 Projects	Sum of New Funding Requests for FY26 Projects	FY 2026 Proposed Budget	FY 2026 Planning Commission Priority	Design	Permitting	Construction
126	24 Pope Avenue Outfall to Shipyard	Maintenance	Design and install drainage infrastructure to correct an identified deficiency impacting drainage on Pope Avenue.	\$ -	\$ -			\$ -	-				
127	25 Dunnagans Alley Parking Lot Drainage Improvements	Maintenance	Installation of an inlet and a pipe to drain a Town-owned parking lot.	\$ -	\$ -			\$ -	-				
128	Airport Outfall Ditch Relocation	Maintenance	Relocation of primary system ditch that drains Palmetto Headlands and the airport to accommodate future development on a Town-owned parcel at the end of Summit Drive.	\$ -	\$ -			\$ -	-				
129	Arrow Road Laydown Yard Improvements	Maintenance	Adding rock to reduce tracking of sediment onto Arrow Road.	\$ -	\$ -		\$ 75,000	\$ 75,000	75,000	★			✓
130	Arrow Road Outfall at Greenery	Maintenance	Relocate a primary system outfall pipe that drains portions of Arrow Road, Palmetto Bay Road, and Archer Road to address an identified deficiency.	\$ -	\$ -			\$ -	-				
131	Burkes Beach Area Drainage Improvements	Maintenance	Design and install drainage infrastructure to correct several identified deficiencies on Burkes Beach Road, Beach Front Lane, Barrier Beach Cove, and Sandy Beach Trail.	\$ -	\$ -			\$ -	-				
132	Gardner Channel Capacity Improvements at 278	Maintenance	Excavate a primary system channel to restore conveyance capacity.	\$ -	\$ -			\$ -	-				
133	Marshland Road Pathway Drainage Issues	Maintenance	Implement various improvements along the Town-owned pathway to address identified deficiencies.	\$ -	\$ -			\$ -	-				
134	Muddy Creek South Outfall	Maintenance	Outfall ditch capacity improvements to protect the Muddy Creek Neighborhood (easements required).	\$ -	\$ -			\$ -	-				
135	North Forest Beach Pipe Replacements	Maintenance	Replacement of perforated pipe along 9 streets in North Forest Beach to restore and improve functionality of Town-owned systems along private roads with in Town easements.	\$ -	\$ -			\$ -	-				
136	Shipyard Pump Station Overhaul	Maintenance	Overhaul of a critical pump station including replacement of electronic controls, generator, and pumps.	\$ -	\$ -			\$ -	-				
137	Squire Pope Outfalls-Backflow Prevention (2)	Maintenance	Add flap gates at the end of two primary system outfalls to improve hydraulic functionality (resilience project).	\$ -	\$ -			\$ -	-				
138	The Links at Port Royal Improvements	Maintenance	Drainage system capacity improvements to protect Port Royal, Folly Field, Island Club, Islanders Beach Park, and residential properties along Wimbledon Court.	\$ -	\$ -			\$ -	-				
139	Woodlake Villas/Mathews Drive Outfall Improvements	Maintenance	Design and implement drainage system improvements to correct identified deficiencies and mitigate flooding potential in Woodlake Villas.	\$ -	\$ -			\$ -	-				
140	Woodward Ave Pipe Rehabilitation	Maintenance	Line or replace a primary system pipe to address an identified deficiency.	\$ -	\$ -			\$ -	-				

				FY 2025		FY 2026	FY 2026 New	FY 2026 New	Sum of New	FY 2026	FY 2026			
Project		Project Type	Project Scope	Amended		Estimated Roll	Funding	Funding	Funding	Proposed	Planning	Design	Permitting	Construction
				Budget		Forward	Request for	Request for	Requests for	Budget	Commission			
						Request from	Approved FY25	New FY26	FY26 Projects		Priority			
						FY25 Budget	Projects	Projects						
141	Arrow Road Powerline Channel Excavation - Capacity Improvements	Maintenance	Excavate a primary system channel to restore conveyance capacity.	\$	-	\$	-		\$	-				
142	Stormwater Contingency	N/A	Contingency for unexpected project expenses.	\$	-	\$	-	\$	500,000	\$				
Total Stormwater Program				\$	1,974,600	\$	115,880	\$	1,070,000	\$				
FLEET PROGRAM														
143	Staff Vehicle Replacement	Maintenance	Replace two staff vehicles that have reached their 120,000 mile / 12 year mark.	\$	130,000	\$	-	\$	80,000	\$				
144	Engine/Pumper Replacement/Quint Company Replacement	Maintenance	Replacement of fire response vehicles.	\$	6,884,707	\$	-		\$	-				
145	Support Vehicle Replacement	Maintenance	Fork lift Delivered in service. FY25 \$ is for Service Truck.	\$	100,000	\$	-		\$	-				
146	Ladder Truck Replacement	Maintenance	Ladder Truck Replacement - (2) Tillers 36 month build (minimum lead time).	\$	4,500,000	\$	-		\$	-				
147	New Staff Vehicles	Maintenance	New vehicles not considered replacement.	\$	-	\$	-		\$	-				
148	Specialty Vehicles	Maintenance	Replacement of Specialty vehicles.	\$	-	\$	-		\$	-				
149	Battalion 1 Replacement	Maintenance	Replacement of Battalion 1 vehicle.	\$	-	\$	-		\$	-				
150	Medic Unit Replacement	Maintenance	Replacement of Medic Units (10-year cycle).	\$	-	\$	-		\$	-				
151	Fleet Contingency	N/A	Contingency for unexpected project expenses.	\$	100,000	\$	-	\$	100,000	\$				
Total Fleet Program				\$	11,714,707	\$	-	\$	180,000	\$				
LAND ACQUISITION PROGRAM														
152	Land Acquisition Administration	Discretionary		\$	3,225,000	\$	-	\$	250,000	\$				
Total Land Acquisition Program				\$	3,225,000	\$	-	\$	250,000	\$				
Total Capital Improvements Program Fund				\$	78,637,987	\$	27,215,380	\$	37,015,000	\$				

EXHIBIT C - FISCAL YEARS 2026 - 2030 CAPITAL IMPROVEMENTS PROGRAM PRIORITIES

Revised: April 17, 2025

Revised: April 17, 2025										FY 2026 Project Schedule			
Project		Project Type	Project Scope	FY 2026 Proposed Budget	FY 2026 Priority 1	FY 2027 Priority 2	FY 2028 Priority 3	FY 2029 Priority 4	FY 2030 Priority 5	FY 2026 Planning Commission Priority	Design	Permitting	Construction
BEACH PROGRAM													
1	Beach Park Maintenance & Improvements	Maintenance	Repairs, replacement, and general improvements to beach parks such as facilities, hardscape, landscaping, lighting, boardwalks, beach mats, and site furnishings, and other capital infrastructure.	\$ 150,000	\$ 150,000	Priority	Priority	Priority	Priority	★			✓
2	Beach Management & Monitoring	Maintenance	Activities to manage and monitor the beach and dune system including island wide beach survey and monitoring, endangered species monitoring, and other similar activities.	\$ 220,000	\$ 220,000	Priority	Priority	Priority	Priority	★			
3	Beach Renourishment	Maintenance	Renourishment of beaches at Pine Island, Fish Haul Creek, "The Heel", Central, and South Beach.	\$ 47,500,000	\$ 47,500,000					★			✓
4	Islanders Beach Park Improvements	Discretionary	Parking area expansion and renovation, building improvements, stormwater infrastructure improvements, playground equipment replacement, construction of new pathways, landscaping and signage improvements, and boardwalk repairs.	\$ -	\$ -	Priority	Priority						
5	Folly Field Beach Park Improvements	Discretionary	Renovation consisting of restroom building exterior renovation, landscaping enhancements, new signage, consolidation of lighting and camera systems, and other improvements.	\$ -	\$ -		Priority						
6	Coligny Beach Park Boardwalk Maintenance	Maintenance	Replacement and repair to existing decking, including structural repairs where necessary.	\$ 250,000	\$ 250,000	Priority	Priority	Priority	Priority	★			✓
7	Harbour Town Dredge	Maintenance	Agreement with South Island Dredging Association to assist with funding for dredging of Harbour Town Yacht Basin and Braddock Cove Creek.	\$ 600,000	\$ 600,000					★			✓
8	Beach Program Contingency	N/A	Contingency for unexpected expenses.	\$ 100,000	\$ 100,000	Priority	Priority	Priority	Priority				
Total Beach Program				\$ 48,820,000	\$ 48,820,000								
PATHWAY PROGRAM													

Project		Project Type	Project Scope	FY 2026 Proposed Budget	FY 2026 Priority 1	FY 2027 Priority 2	FY 2028 Priority 3	FY 2029 Priority 4	FY 2030 Priority 5	FY 2026 Planning Commission Priority	Design	Permitting	Construction
9	Pathway Maintenance & Improvements	Maintenance	Maintenance and improvements to existing pathways and supporting infrastructure including repair, rejuvenation, and striping plus safety enhancements aimed at improving consistency, uniformity, and ADA compliance of all pathways.	\$ 500,000	\$ 500,000	Priority	Priority	Priority	Priority	★			✓
New Pathway Segments													
10	Jonesville Road Pathway (Western Terminus to Spanish Wells Rd)	Discretionary	Construction of new pedestrian pathway off of Spanish Wells Road into and through the Jonesville neighborhood.	\$ 500,000	\$ 500,000	Priority				★	✓	✓	
11	Dunnagans Alley Pathway (Wexford Drive to Arrow Road)	Discretionary	Construction of new pedestrian pathway that will allow separation from traffic by adding green space and trees along Dunnagans Alley from Wexford Drive to Arrow Road.	\$ 250,000	\$ 250,000	Priority				★	✓	✓	
12	William Hilton Parkway EB Pathway (Wexford Drive to Arrow Road)	Discretionary	Construction of new pathway from Village at Wexford to Arrow Road. SC DOT TAP Grant Project.	\$ 300,000	\$ 300,000	Priority				★	✓		
13	South Forest Beach HAWK Signal at Marriott Grande Ocean	Discretionary	Improve pedestrian crossing at Alder Lane to public beach access.	\$ -	\$ -	Priority							
14	Lagoon Road Pathway (Avocet Road to North Forest Beach Drive)	Discretionary	Improve pedestrian beach access along Avocet Road to North Forest Beach Drive.	\$ -	\$ -	Priority	Priority						
15	Palmetto Parkway Pathway (Mathews Drive to William Hilton Parkway)	Discretionary	Construction of new pathway along Palmetto Parkway.	\$ -	\$ -	Priority	Priority						
16	Spanish Wells Pedestrian Bridge	Maintenance	Renovation of existing wooden pedestrian bridge along Spanish Wells Road.	\$ -	\$ -		Priority						
17	Fish Haul Road (Baygall Road to Alice Perry Drive)	Discretionary	Phase 1: Baygall Road to Mangrove Street (800 linear feet). Phase 2: Mangrove Street to Alice Perry Drive (1,700 linear feet).	\$ -	\$ -		Priority	Priority	Priority				
18	William Hilton Parkway EB Pathway (Mathews Drive / Folly Field Road to Shelter Cove Lane)	Discretionary	Construction of new pathway including landscaping and bollard lighting along William Hilton Parkway eastbound from Mathews Drive / Folly Field Road intersection to Shelter Cove Lane (6,400 linear feet).	\$ -	\$ -		Priority						
19	Cross Island Parkway from Coastal Discovery Museum Access to Spanish Wells Road	Discretionary	New pathway installation from Coastal Discovery to Spanish Wells Road pathway.	\$ -	\$ -			Priority					
20	Muddy Creek Pathway Connection (Muddy Creek Road to Cross Island Parkway)	Discretionary	New pathway installation from Muddy Creek Road neighborhood to Cross Island Pathway.	\$ -	\$ -	Priority	Priority						
Subtotal New Pathway Segments				\$ 1,050,000	\$ 1,050,000								
21	Pathway Project Management and Contingency	N/A	Contingency for unexpected project expenses.	\$ 100,000	\$ 100,000	Priority	Priority	Priority	Priority				
Total Pathway Program				\$ 1,650,000	\$ 1,650,000								

Project		Project Type	Project Scope	FY 2026 Proposed Budget	FY 2026 Priority 1	FY 2027 Priority 2	FY 2028 Priority 3	FY 2029 Priority 4	FY 2030 Priority 5	FY 2026 Planning Commission Priority	Design	Permitting	Construction
ROADWAY PROGRAM													
22	Roadway Maintenance & Improvements	Maintenance	Maintenance of and Improvements to existing roadways including general maintenance such as repair of potholes, curbing, and shoulders; pavement markings; permanent traffic signs; Town bus stops etc.	\$ 250,000	\$ 250,000	Priority	Priority	Priority	Priority	★			✓
23	Town Road Resurfacing Program	Maintenance	Roadway resurfacing on existing Town roads.	\$ -	\$ -	Priority	Priority	Priority	Priority				
24	Signal System Maintenance	Maintenance	Maintenance of traffic signal system, traffic mast arms, and signage. Additional funding support, replacement of aging traffic cabinets and signal heads, and installation of battery back-ups.	\$ 1,100,000	\$ 1,100,000	Priority	Priority	Priority	Priority	★			✓
25	Landscape, Lighting, and Safety Enhancements	Maintenance	Landscaping, lighting improvements, and installation of safety improvements, including Beach City Road, Pope Avenue, William Hilton Parkway, Mathews Drive, Dunnagans Roundabout, Squire Pope Roundabout, Palmetto Bay Road, and Cross Island Parkway.	\$ 750,000	\$ 750,000	Priority	Priority	Priority	Priority	★			✓
Dirt Road Paving Program			Program to accept dedications of private dirt roads through procurement and ROW acquisition.										
26	Mitchelville Road	Discretionary	Replace existing dirt road with asphalt and drainage improvements located on Mitchelville Road.	\$ 910,000	\$ 910,000					★		✓	✓
27	Alice Perry Drive	Discretionary	Replace existing dirt road with asphalt and drainage improvements in the Bay Gall Area of Hilton Head.	\$ 50,000	\$ 50,000	Priority				★	✓	✓	
28	Freddie's Way	Discretionary	Replace existing dirt road with asphalt and drainage improvements located off of Oak View Road.	\$ 50,000	\$ 50,000	Priority				★	✓	✓	
29	Alfred Lane	Discretionary	Replace existing dirt road with asphalt and drainage improvements located off of Bryant Road.	\$ 44,500	\$ 44,500	Priority				★	✓	✓	
30	Benjamin Drive	Discretionary	Replace existing dirt road with asphalt and drainage improvements located off of Jonesville Road.	\$ 50,000	\$ 50,000	Priority				★	✓	✓	

Project		Project Type	Project Scope	FY 2026 Proposed Budget	FY 2026 Priority 1	FY 2027 Priority 2	FY 2028 Priority 3	FY 2029 Priority 4	FY 2030 Priority 5	FY 2026 Planning Commission Priority	Design	Permitting	Construction
31	Christopher Drive	Discretionary	Dirt road identified for future extension of paved road off of William Hilton Parkway.	\$ -	\$ -		Priority	Priority					
32	Darling Road	Discretionary	Dirt road identified for future extension of paved road off of William Hilton Parkway.	\$ -	\$ -		Priority	Priority					
33	Manatee Way	Discretionary	Dirt road identified for future extension of paved road off of Otter Hole Road.	\$ -	\$ -		Priority	Priority					
34	Pine Field	Discretionary	Dirt road identified for future extension of a paved road off of Marshland Road.	\$ -	\$ -		Priority	Priority					
35	Amelia Court	Discretionary	Dirt road identified for future extension of paved road off of Squire Pope Road.	\$ -	\$ -		Priority	Priority					
36	Evelina Road	Discretionary	Dirt road identified for future extension of paved road off of Squire Pope Road.	\$ -	\$ -			Priority	Priority				
Subtotal Dirt Road Paving Program				\$ 1,104,500	\$ 1,104,500								
37	Island-wide Intersection Pedestrian & Vehicular Safety Improvements	Maintenance	Installation of consistent pavement markings, Rectangular Rapid Flash Beacons (RRFB's), in-pavement puck lights, and/or improved signage at all intersections and at midblock crosswalk locations along major corridors. FY25/26: Squire Pope, Gum Tree, Cross Island Gum Tree Exit, Beach City, and Mathews.	\$ 250,000	\$ 250,000	Priority	Priority	Priority	Priority	★			✓
38	Jonesville Road and Spanish Wells Right Turn Lane Improvements	Maintenance	Right turn lane improvement off of Jonesville Road onto Spanish Wells Road.	\$ 100,000	\$ 100,000	Priority				★	✓	✓	
39	Northpoint Access Improvements	Maintenance	Access improvements connecting Northpoint to Gumtree Road through USPS including roadway, pathway to Gumtree Road/ Bus Drive, drainage, and landscaping.	\$ 150,000	\$ 150,000	Priority				★	✓	✓	
40	Tabby Walk Entrance Relocation	Maintenance	Tabby Walk relocation of entrance from Mathews Drive to Palmetto Parkway for safety.	\$ 200,000	\$ 200,000	Priority				★	✓	✓	
41	William Hilton Parkway Gateway Corridor & Stoney Corridor	Discretionary	Additional planning for improvements to William Hilton Parkway on recommendations not included in SCDOT pathway project.	\$ 100,000	\$ 100,000					★	✓		

Project		Project Type	Project Scope	FY 2026 Proposed Budget	FY 2026 Priority 1	FY 2027 Priority 2	FY 2028 Priority 3	FY 2029 Priority 4	FY 2030 Priority 5	FY 2026 Planning Commission Priority	Design	Permitting	Construction
Streetscape Enhancements													
42	Main Street	Discretionary	Implementation of recommendations from the Major Thoroughfares and Corridors Plan including safety improvements, landscaping, signage, lighting, and other improvements identified.	\$ -	\$ -	Priority	Priority	Priority	Priority				
43	New Orleans Road	Discretionary	Implementation of recommendations from the Major Thoroughfares and Corridors Plan including safety improvements, landscaping, signage, lighting, and other improvements identified.	\$ -	\$ -		Priority	Priority	Priority				
44	Old Wild Horse	Discretionary	Implementation of recommendations from the Major Thoroughfares and Corridors Plan including safety improvements, landscaping, signage, lighting, and other improvements identified.	\$ -	\$ -	Priority	Priority						
45	Palmetto Bay Road	Discretionary	Implementation of recommendations from the Major Thoroughfares and Corridors Plan including safety improvements, landscaping, signage, lighting, and other improvements identified.	\$ -	\$ -		Priority	Priority					
46	Pope Avenue Streetscape Improvements	Discretionary	Implementation of recommendations from the Major Thoroughfares and Corridors Plan including safety improvements, landscaping, signage, lighting, and other improvements identified. Includes a pedestrian scramble at Pope Avenue and Lagoon Road. Phase 1: Pedestrian scramble at Pope Avenue and Lagoon Road and design and permitting of intersection improvements.	\$ 250,000	\$ 250,000	Priority	Priority	Priority		★	✓	✓	✓
47	Arrow Road	Discretionary	Implementation of recommendations from the Major Thoroughfares and Corridors Plan including safety improvements, landscaping, signage, lighting, and other improvements identified.	\$ -	\$ -			Priority	Priority				
Subtotal Streetscape Enhancements				\$ 250,000	\$ 250,000								
William Hilton Parkway Streetscape Enhancements													
48	Segment 1 - Spanish Wells Road / Wild Horse Road to Wilborn Road / Jarvis Park Road	Discretionary	Implementation of recommendations from the Major Thoroughfares and Corridors Plan including safety improvements, landscaping, signage, lighting, and other improvements identified.	\$ -	\$ -				Priority				

Project				FY 2026 Proposed Budget	FY 2026 Priority 1	FY 2027 Priority 2	FY 2028 Priority 3	FY 2029 Priority 4	FY 2030 Priority 5	FY 2026 Planning Commission Priority	Design	Permitting	Construction
49	Segment 2 - Wilborn Road / Jarvis Park Road to Beach City Road / Gardner Drive	Discretionary	Implementation of recommendations from the Major Thoroughfares and Corridors Plan including safety improvements, landscaping, signage, lighting, and other improvements identified.	\$ -	\$ -			Priority	Priority				
50	Segment 3 - Beach City Road / Gardner Drive to Dillon Road	Discretionary	Implementation of recommendations from the Major Thoroughfares and Corridors Plan including safety improvements, landscaping, signage, lighting, and other improvements identified.	\$ -	\$ -			Priority	Priority				
51	Segment 4 - Dillon Road to Mathews Drive / Folly Field Road	Discretionary	Implementation of recommendations from the Major Thoroughfares and Corridors Plan including safety improvements, landscaping, signage, lighting, and other improvements identified.	\$ -	\$ -				Priority				
52	Segment 5 - Mathews Drive / Folly Field Road to Shelter Cove Lane	Discretionary	Implementation of recommendations from the Major Thoroughfares and Corridors Plan including safety improvements, landscaping, signage, lighting, and other improvements identified. Phase 1:Survey, design, and permitting of median enhancements.	\$ 300,000	\$ 300,000	Priority	Priority	Priority	Priority	★	✓		
53	Segment 6 - Shelter Cove Lane to Queens Folly Road / King Neptune Drive	Discretionary	Implementation of recommendations from the Major Thoroughfares and Corridors Plan including safety improvements, landscaping, signage, lighting, and other improvements identified.	\$ -	\$ -				Priority				
54	Segment 7 - Queens Folly Road / King Neptune Drive to Wexford Drive / Shipyard Drive	Discretionary	Implementation of recommendations from the Major Thoroughfares and Corridors Plan including safety improvements, landscaping, signage, lighting, and other improvements identified.	\$ -	\$ -			Priority	Priority				
55	Segment 8 - Sea Pines Circle to Wexford Drive / Shipyard Drive	Discretionary	Implementation of recommendations from the Major Thoroughfares and Corridors Plan including safety improvements, landscaping, signage, lighting, and other improvements identified. Phase 1: Design, permitting, and implementation of improvements to Sea Pines Circle.	\$ 350,000	\$ 350,000	Priority				★	✓	✓	✓
Subtotal William Hilton Parkway Streetscape Enhancements				\$ 650,000	\$ 650,000								
56	Wilborn Road & Pembroke Drive Turn Lane Extensions / Curb and Gutter Improvements	Maintenance	Extension of turn lanes to alleviate vehicle stacking at William Hilton Parkway intersections with Wilborn Road and Pembroke Drive.	\$ -	\$ -		Priority	Priority	Priority				

Project		Project Type	Project Scope	FY 2026 Proposed Budget	FY 2026 Priority 1	FY 2027 Priority 2	FY 2028 Priority 3	FY 2029 Priority 4	FY 2030 Priority 5	FY 2026 Planning Commission Priority	Design	Permitting	Construction
57	Folly Field Road Pedestrian Safety Improvements	Maintenance	Improvements to Folly Field Road to include traffic calming measures and pedestrian crossing enhancements.	\$ 75,000	\$ 75,000	Priority				★	✓	✓	✓
58	Roadway Project Management and Contingency	N/A	Contingency for unexpected project expenses.	\$ 100,000	\$ 100,000	Priority	Priority	Priority	Priority				
Total Roadway Program				\$ 5,079,500	\$ 5,079,500								
PARK PROGRAM													
59	Park Maintenance and Improvements	Maintenance	Repairs, replacement, and general improvements to parks (non-beach) such as facilities, hardscape, landscaping, lighting, boardwalks, and site furnishings, and other capital infrastructure.	\$ 250,000	\$ 250,000	Priority	Priority	Priority	Priority	★			✓
60	Public Art Program	Discretionary	Sculptures, installation, upkeep/maintenance/repair of permanent collection and sites.	\$ 35,000	\$ 35,000	Priority	Priority	Priority	Priority	★			✓
Island Recreation Association			Recreation Center enhancements										
61	Rec Center Building Improvements	Maintenance	Improvements to Rec Center building and supporting equipment, vehicles, and infrastructure.	\$ 233,500	\$ 233,500	Priority	Priority	Priority	Priority	★			✓
62	Rec Center Pool Improvements	Maintenance	Pool enhancements including dome equipment and pool equipment updates, windscreens, locker replacement, pool covers, etc.	\$ 195,000	\$ 195,000	Priority	Priority	Priority	Priority	★			✓
63	Basketball Court Improvements	Maintenance	Basketball court improvements; backboards, sun shade, light replacement, court replacement.	\$ -	\$ -	Priority							
64	Athletic Equipment Improvements	Maintenance	New and replacement equipment to support athletics, including practice and game goals for soccer.	\$ 15,000	\$ 15,000		Priority		Priority	★			
65	Event Equipment Improvements	Maintenance	New and replacement equipment to support special events: Purchase of replacement practice goals for 4-5 year old program, replacement of 3 sets of goals at Barker Field, and purchase of new robotic field liner.	\$ 67,500	\$ 67,500	Priority	Priority	Priority	Priority	★			
Subtotal Island Recreation Association				\$ 511,000	\$ 511,000	Priority	Priority	Priority	Priority				
66	Chaplin Community Park Renovation - Phase 1: Parking Renovation & Expansion	Discretionary	Expansion of parking facility to add approximately 154 parking spaces to existing northern and southern parking lots.	\$ -	\$ -	Priority	Priority	Priority					

Project		Project Type	Project Scope	FY 2026 Proposed Budget	FY 2026 Priority 1	FY 2027 Priority 2	FY 2028 Priority 3	FY 2029 Priority 4	FY 2030 Priority 5	FY 2026 Planning Commission Priority	Design	Permitting	Construction
67	Chaplin Community Park Renovation - Phase 2: Soccer Complex, Facility Upgrades, and Parking Expansion	Discretionary	Connect northern parking lot to Casnet Drive and add approximately 82 parking spaces; renovation of soccer fields, tennis courts, and dog park; construction of new pavilion, multi-use facility with restroom, pickleball courts, and playground.	\$ -	\$ -	Priority	Priority	Priority					
68	Coligny Circle NW Quadrant Pocket Park	Discretionary	Improvements include plaza amenity space, landscaping, and a multi-use path.	\$ 900,000	\$ 900,000					★		✓	✓
69	Crossings Park Renovation - Phase 1: Pickleball Complex	Discretionary	Construct new pickleball complex to include 18 courts, clubhouse with pro-shop and restrooms, parking lot, landscaping and pathway connection to Bristol Sports Area.	\$ 1,000,000	\$ 1,000,000	Priority	Priority	Priority		★	✓	✓	
70	Crossings Park Renovation - Phase 2: Bristol Sports Arena, Skate Park, and Pump Track	Discretionary	Renovation to Bristol Sports Arena with new cover and fencing over arena, new skate park, and pump track.	\$ 750,000	\$ 750,000	Priority				★	✓	✓	
71	Crossings Park Renovation - Phase 3: Baseball Complex	Discretionary	Construction of 2 new baseball fields, restroom, parking lot and Champions Plaza; renovation of 3 existing baseball fields, concessions, training facility, parking lot.	\$ 250,000	\$ 250,000	Priority	Priority	Priority	Priority	★	✓		
72	Jarvis Creek Park Improvements	Discretionary	Replacement of playground equipment.	\$ -	\$ -		Priority						
73	Mid-Island Tract Park - Phase 1	Discretionary	Improvements to stormwater and lagoon systems, pathways, parking lot off of Union Cemetery Road, and restrooms (site stabilization).	\$ 750,000	\$ 750,000	Priority	Priority	Priority	Priority	★	✓	✓	
74	Patterson Family Park	Discretionary	Construction of new Neighborhood Park on Marshland Road providing a pavilion, lawn area, viewing platform overlooking Broad Creek, pedestrian connectivity, parking, and other associated site amenities.	\$ 2,590,000	\$ 2,590,000					★	✓	✓	✓
75	Shelter Cove Community Park Expansion, Phase 2	Discretionary	Installation of Best Buddies playground followed by future construction of a Broad Creek boardwalk and viewing platform and landscaping.	\$ -	\$ -	Priority	Priority						
76	Taylor Family Park	Discretionary	Construction of new Neighborhood Park on Wild Horse Road providing a pavilion, lawn area, recreational play amenities, pedestrian connectivity, parking, and other associated site amenities.	\$ 2,750,000	\$ 2,750,000					★	✓	✓	✓
77	Chaplin Linear Park with Treehouse	Discretionary	Linear Park including trail head up-fit, pedestrian bridge at Broad Creek inlet, tree house, and marsh-side trail connection to Singleton Beach Road.	\$ -	\$ -		Priority	Priority	Priority				

Project		Project Type	Project Scope	FY 2026 Proposed Budget	FY 2026 Priority 1	FY 2027 Priority 2	FY 2028 Priority 3	FY 2029 Priority 4	FY 2030 Priority 5	FY 2026 Planning Commission Priority	Design	Permitting	Construction
78	Old Schoolhouse Park Improvements	Discretionary	Landscape & site improvements including ADA parking and sidewalks, pickleball court replacement, restroom, shade, signage, seating, landscaping, etc.	\$ 750,000	\$ 750,000		Priority			★	✓	✓	✓
79	Barker Field Phase 2 & Mitchelville Property Improvements	Discretionary	Development of master plan and identification of future projects.	\$ -	\$ -			Priority	Priority				
80	Marshland Road Racquet Facility	Discretionary	Future racquet facility identified.	\$ -	\$ -				Priority				
81	Park Project Contingency	N/A	Contingency for unexpected project expenses.	\$ 100,000	\$ 100,000	Priority	Priority	Priority	Priority				
Total Park Program				\$ 10,636,000	\$ 10,636,000								
FACILITY & EQUIPMENT PROGRAM													
82	Facility Maintenance & Improvements	Maintenance	Repairs, replacement, and general improvements to Town facilities such as buildings, plumbing, electrical, roofing, HVAC, hardscape, landscaping, lighting, boardwalks, and site furnishings, and other capital infrastructure.	\$ 500,000	\$ 500,000	Priority	Priority	Priority	Priority	★			✓
83	Facilities Equipment	Maintenance	Landscape equipment, watering tank, and other equipment for maintenance of capital infrastructure.	\$ 50,000	\$ 50,000	Priority	Priority	Priority	Priority	★			
84	Town Hall Facility Improvements	Maintenance	Repairs, replacement, and general improvements to Town Hall facility, including structural repairs to floors. A portion of the roll forward budget (\$1.1M) will move to 4 Office Way for FY26.	\$ 200,000	\$ 200,000	Priority	Priority	Priority	Priority	★			✓
85	4 Office Way Renovations	Maintenance	Renovation of recently acquired former bank building to support the Engineering & Projects Department (first floor) and the Technology & Innovation Department (second floor).	\$ 1,100,000	\$ 1,100,000					★	✓	✓	✓
86	IT Equipment & Software	Maintenance	Replacement and acquisition of IT hardware and software equipment including servers, switches, computers, and associated equipment.	\$ 625,000	\$ 625,000	Priority	Priority	Priority	Priority	★			
87	Fire Hydrant Expansion	Maintenance	Add new fire hydrants, particularly in historic neighborhoods.	\$ 50,000	\$ 50,000	Priority	Priority	Priority	Priority	★			✓
88	Fire & Medical Systems & Equipment	Maintenance	Replacement of fire and medical systems and equipment.	\$ -	\$ -	Priority	Priority	Priority	Priority				
89	Furniture Replacement	Maintenance	Replacement of furniture in Town Center.	\$ 300,000	\$ 300,000	Priority	Priority	Priority	Priority	★			
90	Security Cameras & Connectivity	Maintenance	Replacement of aging cameras and Wi-Fi upgrades.	\$ 150,000	\$ 150,000	Priority	Priority	Priority	Priority	★			

Project		Project Type	Project Scope	FY 2026 Proposed Budget	FY 2026 Priority 1	FY 2027 Priority 2	FY 2028 Priority 3	FY 2029 Priority 4	FY 2030 Priority 5	FY 2026 Planning Commission Priority	Design	Permitting	Construction
91	Tree Planting Program	Discretionary	New tree planting island wide.	\$ 150,000	\$ 150,000	Priority	Priority	Priority	Priority	★			
Coastal Discovery Museum Improvements			Coastal Discovery Museum seeks funds to improve and maintain the buildings and grounds including the addition of 3-phase power at the Hay Barn and the addition of power pedestals for special events.										
92	Discovery House	Maintenance	Paint exterior and interior, doors/hardware, wood rot repairs.	\$ 20,500	\$ 20,500	Priority	Priority	Priority	Priority	★			✓
93	Armstrong / Hack House	Maintenance	Floors and office renovation.	\$ 10,500	\$ 10,500	Priority	Priority	Priority	Priority	★			✓
94	Pavilion	Maintenance	Roof and electrical improvements.	\$ 4,500	\$ 4,500	Priority	Priority		Priority	★			✓
95	Discovery Lab	Maintenance	Interior repairs.	\$ 4,500	\$ 4,500		Priority	Priority		★			✓
96	Pavilion / Restroom Building	Maintenance	Structural repairs.	\$ 350,000	\$ 350,000	Priority	Priority	Priority		★			✓
97	Horse Barn	Maintenance	Structural repairs.	\$ 23,000	\$ 23,000	Priority	Priority		Priority	★			✓
98	Hay Barn	Maintenance	Interior repairs.	\$ 50,000	\$ 50,000		Priority	Priority	Priority	★			✓
99	Miscellaneous Improvements	Maintenance	Front and side gates, boardwalks repair, tree work, well/field irrigation, fence repair, HVAC platform and replacement.	\$ 23,000	\$ 23,000	Priority	Priority	Priority	Priority	★			✓
100	Event Space Improvements	Maintenance	Construction of Town-initiated enhancements including ADA compliance and lighting upgrades.	\$ 10,000	\$ 10,000	Priority				★			✓
Subtotal Coastal Discovery Museum Improvements				\$ 496,000	\$ 496,000	Priority	Priority	Priority	Priority				
101	Fire Rescue Headquarters	Maintenance	Construction of a new Fire Rescue Headquarters building.	\$ -	\$ -		Priority	Priority	Priority				
102	Jonesville Horse Barn	Maintenance	Renovation of existing stables, demolition of the home behind the stables, fence repairs and replacement, and miscellaneous site improvements.	\$ 500,000	\$ 500,000					★			✓
103	Mitchelville Freedom Park Improvements	Discretionary	Construction of drive and parking improvements to add dedicated parking and install site electricity to support events.	\$ 250,000	\$ 250,000	Priority				★	✓	✓	

Project		Project Type	Project Scope	FY 2026 Proposed Budget	FY 2026 Priority 1	FY 2027 Priority 2	FY 2028 Priority 3	FY 2029 Priority 4	FY 2030 Priority 5	FY 2026 Planning Commission Priority	Design	Permitting	Construction
104	Wild Wing Café Renovation	Discretionary	Renovation of building and site.	\$ -	\$ -								
105	Aunt Chilada Property Improvements	Maintenance	Demolition of recently acquired building, parking lot renovation and construction of a pocket park.	\$ -	\$ -	Priority							
106	Town Refuse & Recycling Management Improvements	Discretionary	Improvements and acquisition of equipment for refuse and recycling at Town facilities, parks, and beaches.	\$ 250,000	\$ 250,000	Priority				★			
107	Fire Radio Replacement	Maintenance	Replacement of radio communication equipment.	\$ -	\$ -				Priority				
108	Facilities and Equipment Contingency	N/A	Contingency for unexpected project expenses.	\$ 100,000	\$ 100,000	Priority	Priority	Priority	Priority				
Total Facility & Equipment Program				\$ 4,721,000	\$ 4,721,000								
STORMWATER PROGRAM													
109	Stormwater Maintenance & Improvements	Maintenance	Various stormwater corrective maintenance and improvement projects based on service request priority scores, including easement acquisitions as needed.	\$ 1,800,000	\$ 1,800,000	Priority	Priority	Priority	Priority	★	✓	✓	✓
110	Stormwater Maintenance Agreement Program	Maintenance	Stormwater program allocation for qualifying corrective maintenance reimbursements for active agreement partners.	\$ 2,000,000	\$ 2,000,000	Priority	Priority	Priority	Priority	★			✓
111	25 Moonshell Road	Maintenance	Permitting & installation of pipes, inlet structures, and control structures to improve efficiency and reduce long-term maintenance costs along the existing Folly Field ditch between Starfish Drive and the Island Club including making improvements to the outfall connection to the Port Royal main channel (under Folly Field Road and Wimbledon Court).	\$ 60,000	\$ 60,000	Priority				★	✓		
112	75 Helmsman Way Drainage Improvements	Maintenance	Replace existing pipes and replace with larger pipes at a higher elevation with backflow prevention devices to correct identified deficiencies (resilience project).	\$ 50,000	\$ 50,000	Priority				★	✓		
113	Bryant Road Pond Restoration	Maintenance	Restoration of existing ponds and new pipe interconnection on property recently acquired by the Town to address drainage system deficiencies.	\$ 25,000	\$ 25,000					★			✓
114	Cordillo Courts Drainage Improvements	Maintenance	Installation of new drainage infrastructure including pipe, inlets and expansion of an existing detention basin.	\$ 95,880	\$ 95,880					★			✓

Project		Project Type	Project Scope	FY 2026 Proposed Budget	FY 2026 Priority 1	FY 2027 Priority 2	FY 2028 Priority 3	FY 2029 Priority 4	FY 2030 Priority 5	FY 2026 Planning Commission Priority	Design	Permitting	Construction
115	Gum Tree Road Improvements	Maintenance	Improvements to address various deficiencies along Gum Tree Road between Katie Miller Drive and Georgianna Drive, including regrading of ditches, installation of new inlets, new pipe and repairs along the outfall system.	\$ 120,000	\$ 120,000					★			✓
116	Jarvis Creek Outfall	Maintenance	Installation of flap gates on the outfall end of two 84-inch diameter concrete pipes that discharge stormwater from the Jarvis Creek Pump Station outfall system; necessary to improve operation and effectiveness of the pump station during extreme events by mitigating the impacts of tidal storm surge on the system. (resilience project).	\$ 50,000	\$ 50,000	Priority	Priority	Priority		★	✓	✓	
117	Jarvis Creek Pump Station - Pump Replacements	Maintenance	Procure and install new pumps (4 total, 1 replaced per year).	\$ 300,000	\$ 300,000	Priority	Priority	Priority		★			✓
118	Main Street Drainage Improvements	Maintenance	Improvements based on 2019 assessment completed by Stormwater Utility.	\$ 50,000	\$ 50,000		Priority	Priority	Priority	★			✓
119	Old Woodlands-26 Indian Trail Improvements	Maintenance	Improvements along the back lot line of three residential properties to address a chronic drainage issue.	\$ 80,000	\$ 80,000	Priority				★	✓	✓	
120	Palmetto Hall Outfall Improvements	Maintenance	Addition of hydraulic capacity at the system outfall and addition of backflow prevention devices.	\$ 150,000	\$ 150,000	Priority				★	✓	✓	✓
121	Water Level Monitoring	Maintenance	Installation of remote monitoring devices to facilitate disaster preparation, pond management, and dynamic model calibration efforts.	\$ 75,000	\$ 75,000	Priority	Priority	Priority	Priority	★			
122	Weather Monitoring	Maintenance	Installation of weather stations in various locations to provide essential data during extreme weather events and to calibrate dynamic hydraulic models.	\$ 50,000	\$ 50,000	Priority	Priority	Priority	Priority	★			
123	Central Island Pump Station Overhaul and Resiliency Improvements	Maintenance	Overhaul including 2 new pumps, new controls, debris screens, new genset, new conduit, new SCADA monitoring system, and new control building.	\$ 750,000	\$ 750,000	Priority				★	✓	✓	
124	Ashmore Channel Resilience/278 Backflow Prevention Port Royal	Maintenance	Install flap gates on each of two large diameter pipes to protect Port Royal and adjacent upstream properties during extreme weather events (resilience project).	\$ -	\$ -	Priority	Priority	Priority	Priority				
125	Gum Tree Channel Capacity Improvements at Chinaberry Crossing	Maintenance	Channel and road crossing improvements to address identified system deficiencies.	\$ 120,000	\$ 120,000	Priority				★	✓	✓	
126	24 Pope Avenue Outfall to Shipyard	Maintenance	Design and install drainage infrastructure to correct an identified deficiency impacting drainage on Pope Avenue.	\$ -	\$ -		Priority	Priority					

Project		Project Type	Project Scope	FY 2026 Proposed Budget	FY 2026 Priority 1	FY 2027 Priority 2	FY 2028 Priority 3	FY 2029 Priority 4	FY 2030 Priority 5	FY 2026 Planning Commission Priority	Design	Permitting	Construction
127	25 Dunnagans Alley Parking Lot Drainage Improvements	Maintenance	Installation of an inlet and a pipe to drain a Town-owned parking lot.	\$ -	\$ -		Priority						
128	Airport Outfall Ditch Relocation	Maintenance	Relocation of primary system ditch that drains Palmetto Headlands and the airport to accommodate future development on a Town-owned parcel at the end of Summit Drive.	\$ -	\$ -		Priority	Priority	Priority				
129	Arrow Road Laydown Yard Improvements	Maintenance	Adding rock to reduce tracking of sediment onto Arrow Road.	\$ 75,000	\$ 75,000	Priority				★			✓
130	Arrow Road Outfall at Greenery	Maintenance	Relocate a primary system outfall pipe that drains portions of Arrow Road, Palmetto Bay Road, and Archer Road to address an identified deficiency.	\$ -	\$ -		Priority	Priority	Priority				
131	Burkes Beach Area Drainage Improvements	Maintenance	Design and install drainage infrastructure to correct several identified deficiencies on Burkes Beach Road, Beach Front Lane, Barrier Beach Cove, and Sandy Beach Trail.	\$ -	\$ -		Priority	Priority	Priority				
132	Gardner Channel Capacity Improvements at 278	Maintenance	Excavate a primary system channel to restore conveyance capacity.	\$ -	\$ -		Priority	Priority	Priority				
133	Marshland Road Pathway Drainage Issues	Maintenance	Implement various improvements along the Town-owned pathway to address identified deficiencies.	\$ -	\$ -		Priority	Priority	Priority				
134	Muddy Creek South Outfall	Maintenance	Outfall ditch capacity improvements to protect the Muddy Creek Neighborhood (easements required).	\$ -	\$ -		Priority	Priority					
135	North Forest Beach Pipe Replacements	Maintenance	Replacement of perforated pipe along 9 streets in North Forest Beach to restore and improve functionality of Town-owned systems along private roads with in Town easements.	\$ -	\$ -		Priority	Priority	Priority				
136	Shipyard Pump Station Overhaul	Maintenance	Overhaul of a critical pump station including replacement of electronic controls, generator, and pumps.	\$ -	\$ -		Priority	Priority	Priority				
137	Squire Pope Outfalls-Backflow Prevention (2)	Maintenance	Add flap gates at the end of two primary system outfalls to improve hydraulic functionality (resilience project).	\$ -	\$ -		Priority	Priority					
138	The Links at Port Royal Improvements	Maintenance	Drainage system capacity improvements to protect Port Royal, Folly Field, Island Club, Islanders Beach Park, and residential properties along Wimbledon Court.	\$ -	\$ -		Priority	Priority	Priority				
139	Woodlake Villas/Mathews Drive Outfall Improvements	Maintenance	Design and implement drainage system improvements to correct identified deficiencies and mitigate flooding potential in Woodlake Villas.	\$ -	\$ -		Priority	Priority	Priority				
140	Woodward Ave Pipe Rehabilitation	Maintenance	Line or replace a primary system pipe to address an identified deficiency.	\$ -	\$ -		Priority	Priority	Priority				
141	Arrow Road Powerline Channel Excavation - Capacity Improvements	Maintenance	Excavate a primary system channel to restore conveyance capacity.	\$ -	\$ -				Priority				

Project		Project Type	Project Scope	FY 2026 Proposed Budget	FY 2026 Priority 1	FY 2027 Priority 2	FY 2028 Priority 3	FY 2029 Priority 4	FY 2030 Priority 5	FY 2026 Planning Commission Priority	Design	Permitting	Construction
142	Stormwater Contingency	N/A	Contingency for unexpected project expenses.	\$ 500,000	\$ 500,000	Priority	Priority	Priority	Priority				
Total Stormwater Program				\$ 6,350,880	\$ 6,350,880								
FLEET PROGRAM													
143	Staff Vehicle Replacement	Maintenance	Replace two staff vehicles that have reached their 120,000 mile / 12 year mark.	\$ 80,000	\$ 80,000	Priority	Priority	Priority	Priority	★			
144	Engine/Pumper Replacement/Quint Company Replacement	Maintenance	Replacement of fire response vehicles.	\$ -	\$ -								
145	Support Vehicle Replacement	Maintenance	Fork lift Delivered in service. FY25 \$ is for Service Truck.	\$ -	\$ -	Priority							
146	Ladder Truck Replacement	Maintenance	Ladder Truck Replacement - (2) Tillers 36 month build (minimum lead time).	\$ -	\$ -	Priority							
147	New Staff Vehicles	Maintenance	New vehicles not considered replacement.	\$ -	\$ -								
148	Specialty Vehicles	Maintenance	Replacement of Specialty vehicles.	\$ -	\$ -		Priority		Priority				
149	Battalion 1 Replacement	Maintenance	Replacement of Battalion 1 vehicle.	\$ -	\$ -	Priority							
150	Medic Unit Replacement	Maintenance	Replacement of Medic Units (10-year cycle).	\$ -	\$ -			Priority					
151	Fleet Contingency	N/A	Contingency for unexpected project expenses.	\$ 100,000	\$ 100,000	Priority	Priority	Priority	Priority				
Total Fleet Program				\$ 180,000	\$ 180,000								
LAND ACQUISITION PROGRAM													
152	Land Acquisition Administration	Discretionary		\$ 250,000	\$ 250,000	Priority	Priority	Priority	Priority	★			
Total Land Acquisition Program				\$ 250,000	\$ 250,000								
Total Capital Improvements Program Fund				\$ 77,687,380	\$ 77,687,380	Priority	Priority	Priority	Priority				

TOWN OF HILTON HEAD ISLAND STAFF 2026 HOLIDAY SCHEDULE

New Year's Day 2026 (observed) January 1, 2026 (Thursday)	
Martin Luther King, Jr. Day	January 19, 2026 (Monday)
Presidents Day	February 16, 2026 (Monday)
Memorial Day	May 25, 2026 (Monday)
Juneteenth	June 19, 2026 (Friday)
Independence Day (observed)	July 3, 2026 (Friday)
Labor Day	September 7, 2026 (Monday)
Veterans' Day	November 11, 2026 (Wednesday)
Thanksgiving Day	November 26, 2026 (Thursday)
Day after Thanksgiving	November 27, 2026 (Friday)
Christmas Eve	December 24, 2026 (Thursday)
Christmas Day	December 25, 2026 (Friday)
New Year's Day 2027	January 1, 2027 (Friday)

Floating Holidays:

Employees hired during the first half of the calendar year will be granted the full annual allocation of floating holidays to be taken by the end of the calendar year. Employees hired during the second half of the calendar year will be granted one half of the annual allocation to be taken by the end of the calendar year. See Section 5.02 of the Policy Manual for additional details regarding floating holidays.



FY2026 BUDGET FUND RESERVE POLICY

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1. REPORTING AND GOVERNMENTAL FUND TYPE DEFINITIONS

The Town of Hilton Head Island hereby establishes and will maintain reserves of Fund Balance as defined herein in accordance with the Governmental Accounting and Financial Standards Board (GASB) Statement No. 54 *Fund Balance Reporting and Governmental Fund Type Definitions*. Fund Balance represents the difference between assets and fund liabilities in the governmental funds balance sheet and is commonly referred to as fund equity. This Policy shall apply to the Town's General Fund and all governmental funds. This policy does not apply to the Proprietary Fund.

The fund balance policy addresses the following components:

- 1) Clearly defined classifications that make the nature and extent of the constraints placed on the various fund balances more transparent;
- 2) Providing a better understanding of fund balances by clarifying the definitions of governmental fund types;
- 3) Reservations of the Town's General Fund and all governmental funds; and,
- 4) The Town's order of spending regarding restricted and unrestricted fund balance and the order of spending for committed, assigned and unassigned fund balance.

A. *Classifications of Fund Balances*

Under GASB Statement No. 54, fund balances are classified as non-spendable, restricted, committed, assigned or unassigned amounts.

- 1) **Non-Spendable** – Amounts that cannot be spent because they are either in a (a) non-spendable form, including items not expected to be converted to cash (i.e. inventories, prepaid amounts, long-term portion of loans and notes receivable and property acquired for resale), or (b) legally or contractually required to be maintained intact (i.e. the principal of an endowment, etc.).
- 2) **Restricted** – Amounts that are constrained by specific purposes which are externally imposed by (a) other governments through laws and regulations, (b) grantors or contributions through agreements, (c) creditors through debt covenants or other contracts, or (d) imposed by law through constitutional provisions or enabling legislation.
- 3) **Committed** – Amounts that are constrained to be used for a specific purpose as per action by the Town Council. Amounts classified as committed are not subject to legal enforceability like restricted resources; however, they cannot be used for any other purpose unless the Council removes or changes the commitment by taking the same action it employed to impose the commitment. Committed amounts for the Town consist of amounts passed and approved by Town Council.
- 4) **Assigned** – Amounts that are intended to be used for a specific purpose but are neither restricted nor committed. The intent shall be expressed by the Town Council, or a designee authorized by the Town Council for a specific purpose in accordance with policy established by the Town Council. The Town reserves the right to assign fund balance by simple majority vote of Town Council.
- 5) **Unassigned** – Amounts available for any purpose (amounts that are not Non-Spendable, Restricted, Committed or Assigned) for all governmental funds. The General Fund should be the

only fund that reports a positive unassigned fund balance amount. In other governmental funds, if expenditures incurred for specific purposes exceeded the amounts of restricted, committed, or assigned to these purposes, it may be necessary to report a negative unassigned fund balance.

B. Governmental Fund Type Definitions

The Town's governmental fund types as defined by GASB No. 54 are as follows:

- 1) The **General Fund** is the general operating fund of the Town and accounts for all revenues and expenditures of the Town except those required to be accounted for in other funds. All general tax revenues and other receipts that (a) are not allocated by law or contractual agreement to other funds or (b) that have not been restricted, committed, or assigned to other funds are accounted for in the General Fund. General operating expenditures and the capital improvement costs that are not paid through other funds are paid from the General Fund.
- 2) The **Special Revenue Funds** account for the proceeds from dedicated revenue sources that are required by law to be segregated from the General Fund and used for specific allowable expenditures. Special Revenue funds include but are not limited to the Tax Increment Financing ("TIF") District Fund, the Beach Preservation Fee Fund, the Real Estate Transfer Fee Fund, Accommodations Tax Fund, the Hospitality Fees Fund, the Palmetto Electric Franchise Fee Fund, Operating Grants Fund, the Road Usage Fee Fund, the Firemen's Fund, and the Home Grant Fund.
- 3) The **Capital Projects Fund** is used to account for and report financial resources that are restricted, committed, or assigned for expenditures of capital outlay related to equipment, site acquisitions, construction renovation of capital facilities, and other capital assets for the Town expect for those financed in the Enterprise Fund.
- 4) The **Debt Service Fund** is used to account for and report the accumulation of financial resources that are restricted for the payment of all long-term principal, interest, and related costs of the Town.
- 5) The **Natural Disasters Fund** is used to account for and report financial resources that are restricted, committed, or assigned for expenditures related to the Town's response to a natural disaster or declared emergency.
- 6) The **Gullah Geechee Historic Neighborhoods Community Development Corporation Fund** is used to account for and report the costs associated with the actions of the Corporation to protect the Town's historic and culturally sensitive neighborhoods.
- 7) The **Housing Fund** is used to account for and report the costs associated with the development, implementation, and delivery of the strategies and tactics identified within the Town's adopted Workforce Housing Framework.

2. DISASTER PLANNING RESERVES

To protect its assets during catastrophic events, the Town established the following reserves:

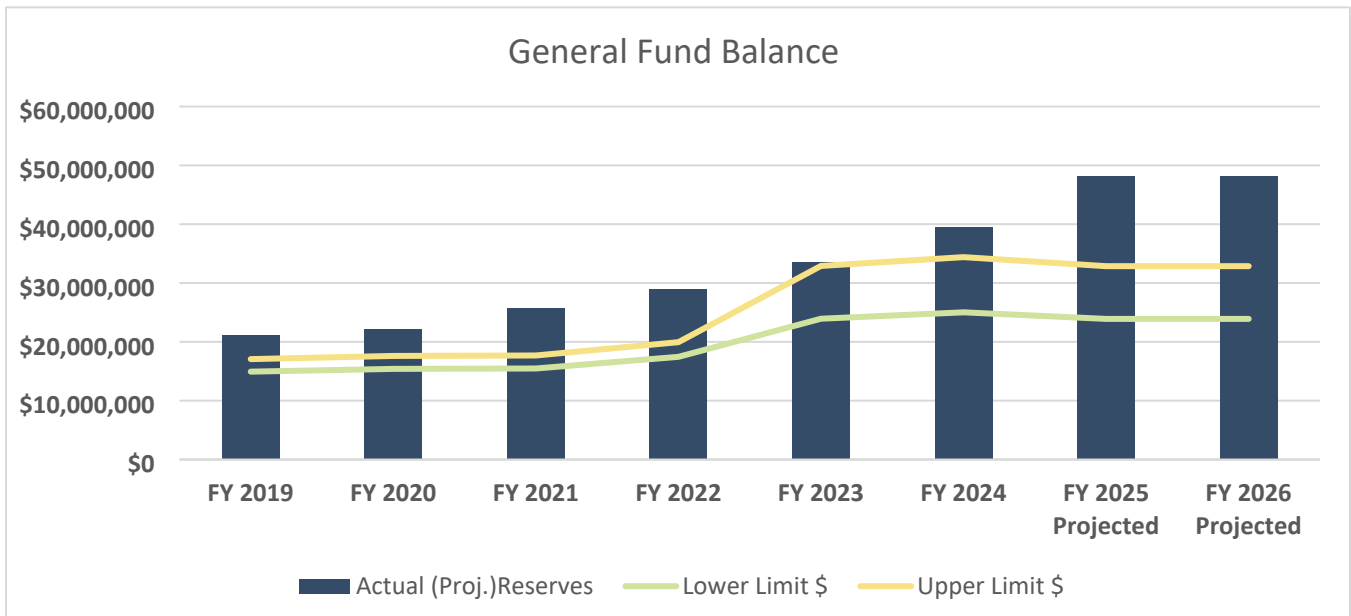
Fund	Fund Balance as of 03/31/2025	Current Reserve Policy	Revised Minimum Reserve Policy	Calculation Factor
General Fund	47,494,233	Fund Budget	Fund Budget	
Real Estate Transfer Fee Fund	11,272,918	1,000,000	1,000,000	
Beach Preservation Fee Fund	45,569,274	12,000,000	20,000,000	18 months
Hospitality Tax Fund	24,798,668	-	5,000,000	6 months
Stormwater Utility Fund	16,697,296	-	5,000,000	12 months
Natural Disasters Fund	37,010,550	20,000,000	36,000,000	Based on Fund Balance

*The Calculation Factor is based on average revenue.

A. General Fund Reserves (Operating)

The Town establishes and maintains an operating balance based on a range with a minimum of 40% and a maximum of 55% of the Town's adopted fiscal year budget. The General Fund balance reserve may be utilized for emergency purposes in pre-disaster and post-disaster occurrences; to offset an early fiscal year tax revenue income stream deficiency; and to avoid emergency Town borrowing or use of tax anticipation notes, to cushion the effects of an economic downturn, to provide for emergency expenditures or to offset a revenue shortfall from unforeseen circumstances. The Director of Finance has the discretion to transfer the amount of unassigned fund balance above the 55% maximum balance into the following funds:

- 1) The Debt Service Fund to maintain an account reserved for the reduction of the Town's general obligation debt - these funds may be used for early debt retirement or other debt payments; or
- 2) The Natural Disasters Fund to maintain an account for disaster preparation, disaster response, or disaster recovery; or
- 3) The Capital Projects Fund, subject to Town Council appropriations for usage from the CIP Fund.



The Annual Comprehensive Financial Report of the Town includes all information presented in this General Fund reserve policy.

B. *Assigned for Advertising Account*

The Town shall maintain an Assigned Advertising Account for the purpose of having ready access to funds for special advertising needs in cases of, (a) a near miss of a hurricane, (b) for advertising in response to a declared disaster, (c) for other such targeted advertising needs as determined by Council on a case-by-case basis, and (d) for supplemental annual tourism advertising. The Town shall maintain a balance of \$1.0 million in this account. Once the reserve balance is utilized, the Town shall restore it to \$1.0 million by transferring 2% of the current year's approved local hospitality tax revenues and 5% of the local accommodation tax revenues.

The Town may distribute the funds in the following manner:

- 1) The Town Council may authorize advertising expenditures associated with responding to a near miss or declared disaster and are the only expenditures authorized to take the account below one million dollars.
- 2) Following a vote of Town Council, funds may be distributed for other such targeted advertising needs as approved.

C. *Long Term General Obligation Debt Limit*

General statutes limit the amount of general obligation debt that a unit of government can issue up to eight percent (8%) of the total assessed value of taxable property located within that government's boundaries. The Town may incur General Obligation Debt over the eight percent (8%) limit when approved by a majority vote in a referendum as authorized by law. In addition, Town Council has imposed an 80% cap on this amount. The remaining 20% is reserved for additional bonding associated with disaster recovery.

D. *Real Estate Transfer Fee Reserve*

The Town shall maintain a minimum of \$1 million of real estate transfer fees. The funds will be used to fund debt service payments during a disaster or financial crisis. The Town Manager has the discretion to allocate this reserve balance for emergency purposes.

E. *Beach Preservation Fee Reserve*

The Town shall maintain a reserve of \$20 million. An additional \$2.6 million will be allocated in Fiscal Year 2026 from the Airbnb Settlement. The goal is to allocate funds equivalent to the projected cost of the Fiscal Year 2025–2026 Beach Renourishment project in preparation for the next scheduled renourishment effort.

Funds held in the reserve account may be used for the following items.

- 1) Direct expenditures to pay costs of any project or purposes identified in the Municipal Section 4-9-70 as such may be amended of the Municipal Code and in Section 6-1-50 of the Code of Laws of South Carolina 1976 as amended.

- 2) To pledge as security for or to use as debt service for any debt or financial obligation of the Town incurred for a purpose as identified in subsection (A) above.
- 3) To advance monies needed by the Town to meet extenuating circumstances created by a storm or natural disaster, provided that the Town Council shall have a reasonable expectation that such amounts would be reimbursed, at least in part, from a local, state, or federal source.

Authorization to utilize reserve funds shall require a resolution duly adopted by the Town Council, provided that circumstances allow for a Council meeting to be convened. If circumstances do not permit the convening of a Town Council meeting, the Town Manager may authorize the use of reserve funds, with the understanding that such action must be presented to the Town Council for ratification at the earliest practicable opportunity.

F. Hospitality Tax Reserve

The Town Shall maintain a reserve of \$5 million. This reserve calculation represents six months of revenue from the prior fiscal year.

Funds held in the reserve account may be used for the following items.

- 1) Direct expenditures to pay costs of any project or purposes identified in the Municipal Section 4-9-70 as such may be amended of the Municipal Code and in Section 6-1-50 of the Code of Laws of South Carolina 1976 as amended.
- 2) To pledge as security for or to use as debt service for any debt or financial obligation of the Town incurred for a purpose as identified in subsection (A) above.
- 3) To advance monies needed by the Town to meet extenuating circumstances created by a storm or natural disaster, provided that the Town Council shall have a reasonable expectation that such amounts would be reimbursed, at least in part, from a local, state, or federal source.

Authorization to utilize reserve funds shall require a resolution duly adopted by the Town Council, provided that circumstances allow for a Council meeting to be convened. If circumstances do not permit the convening of a Town Council meeting, the Town Manager may authorize the use of reserve funds, with the understanding that such action must be presented to the Town Council for ratification at the earliest practicable opportunity.

G. Stormwater Utility Fund Reserve

The Town Shall maintain a reserve of \$5 million. This reserve calculation represents twelve months of revenue from the prior fiscal year.

Funds held in the reserve account may be used for the following items.

- 1) Direct expenditures to pay costs of any project or purposes identified in the Municipal Section 4-9-70 as such may be amended of the Municipal Code and in Section 6-1-50 of the Code of Laws of South Carolina 1976 as amended.
- 2) To pledge as security for or to use as debt service for any debt or financial obligation of the Town incurred for a purpose as identified in subsection (A) above.

- 3) To advance monies needed by the Town to meet extenuating circumstances created by a storm or natural disaster, provided that the Town Council shall have a reasonable expectation that such amounts would be reimbursed, at least in part, from a local, state, or federal source.

Authorization to utilize reserve funds shall require a resolution duly adopted by the Town Council, provided that circumstances allow for a Council meeting to be convened. If circumstances do not permit the convening of a Town Council meeting, the Town Manager may authorize the use of reserve funds, with the understanding that such action must be presented to the Town Council for ratification at the earliest practicable opportunity.

H. *Natural Disasters Fund Reserve*

The Town shall maintain a minimum reserve fund of \$36 million, which may be increased to account for the potential for greater damage and higher costs associated with unpredictable natural disasters.

3. AIRBNB SETTLEMENT FUND ALLOCATION

The Fund Reserve Policy includes allocation of the Airbnb Settlement Funds as follows:

1. Beach Preservation Fee Fund - \$2,600,000
2. General Fund – Local Accommodations Tax - \$1,507,015
3. General Fund – Business License Tax - \$1,507,016

4. PRIORITIZATION OF FUND BALANCE USE (SPENDING POLICY)

When expenditures are incurred for purposes for which both restricted and unrestricted (committed, assigned, or unassigned) amounts are available, it shall be the policy of the Town to use the restricted amounts first as permitted under the law. When an expenditure is incurred for purposes for which amounts in any of the unrestricted fund balance classifications could be used, it shall be the policy of the Town to use the committed amounts first, followed by the assigned amounts and then unassigned amounts.

5. ANNUAL REVIEW AND DETERMINATION OF FUND BALANCE RESERVE AMOUNTS

Compliance with the provisions of this policy shall be reviewed as part of the closing of the financial books at year-end (June 30) and the amounts of non-spendable, restricted, committed, and assigned fund balance will be determined. Any residual general fund balance amounts will be classified as unassigned. Changes to Fund Reserve will be implemented during the next fiscal year and proposed to Town Council during the Budget proposal discussions.



TOWN OF HILTON HEAD ISLAND MASTER FEE SCHEDULE

Section I:	Hospitality Fees	Page 2
Section II:	Business License Fees	Page 3
Section III:	Ambulance Fees	Pages 4-6
Section IV:	Growth Management Fees	Pages 7-10
Section V:	Impact Fees	Pages 11-12
Section VI:	GIS Map Fees	Page 13
Section VII:	Stormwater Fees	Page 14
Section VIII:	Miscellaneous Fees	Page 15

Section I- Hospitality Fees

Item/Description	Basis	Fee
Taxation Fees		
Hospitality Tax Fees	Quarterly on the dates listed in the table below	2% of Prepared Meals/Beverages
Accommodations Tax	Quarterly on the dates listed in the table below	3% of Gross Sales Price of Accommodations*
Short-Term Rental Permit	Yearly running with the calendar year	\$250 per property

*1/3 of the Accommodations Tax (or 1% of Gross Price of Accommodations) goes towards tourism-related expenditures including such things as tourism-related buildings, beach access, roads, water and sewer infrastructure, maintenance, police, fire protections and emergency medical services.

2/3 of the Accommodations Tax (or 2% of Gross Price of Accommodations) is allocated to the Beach Preservation Fee used for beach renourishment, and beach related services and facilities.

Collected	Due
First Quarter (January, February, March)	April 20 th of the calendar year
Second Quarter (April, May, June)	July 20 th of the calendar year
Third Quarter (July, August, September)	October 20 th of the calendar year
Fourth Quarter (October, November, December)	January 20 th of the following calendar year

Section II- Business License Fees

Business License Rate Schedule

	Income: \$0—\$2,000	Income Over \$2,000
Rate Class	Base Rate	Rate Per \$1,000 or Fraction Thereof
1	\$46.30	\$.75
2	\$54.00	\$1.00
3	\$61.60	\$1.10
4	\$69.40	\$1.30
5	\$77.10	\$1.40
6	\$84.80	\$1.50
7	\$92.50	\$1.70
8.1	\$61.60	\$1.10
8.2	Set by state statute-Railroad Companies	
8.3	MASC Telecommunications	
8.4	MASC Insurance	
8.51	\$12.50 + \$12.50 per machine	
8.52	\$12.50 + \$180.00 per machine	
8.6	\$61.60 plus \$5.00 -OR- \$12.50 per table	\$1.10
9.10	\$187.50	\$3.24
9.30	\$54.00	\$1.00
9.40	\$54.00	\$1.00
9.70	\$107.90	\$1.70

Non-Resident Rates:

Unless otherwise specifically provided, all taxes and rates shall be doubled for nonresidents and itinerants having no fixed principal place of business within the municipality.

Irrigation Trade Certificates:

Item	Fee
Irrigation Trade Test	\$75.00
Initial Irrigation Trade Certificate (issued for one calendar year)	\$25.00
Renewal Fee (due December 31 st)	\$10.00
Late Renewal Fee	\$20.00

Section III- Ambulance Service Fees

Billing Category	Rate
BLS- Basic Life Support- Non-emergency	\$460 plus \$17.25/mile
BLS- Basic Life Support- Emergency	\$626 plus \$17.25/mile
ALS-1- Advanced Life Support- Non-emergency	\$520 plus \$17.25/mile
ALS-1- Advanced Life Support- Level 1 Emergency	\$745 plus \$17.25/mile
ALS-2- Advanced Life Support- Level 2	\$1076 plus \$17.25/mile
Treatment- No Transport - BLS	\$100 per incident
Treatment- No Transport - ALS	\$175 per incident

Emergency response is a BLS, ALS 1 or ALS 2 level of service provided in immediate response to a 911 call or the equivalent.

Ambulance Billing Category Descriptions

BLS (non-emergency)

Response to treat/transport a patient includes:

- Checking vitals, oxygen administration, etc.
- Maintaining an existing IV but no IV initiated
- Minimal use of supplies
- These calls are mostly non-emergency "transport" patients who are routinely transported by private ambulance services to various locations (hospitals, doctor's offices, homes, etc.)
- The Town of Hilton Head Island Fire Rescue rarely handle these types of calls and do so only in defined critical situations.

BLS (emergency)

Emergency response for a patient who is treated /transported to a hospital includes:

- Checking vitals, oxygen administration, splinting, bandaging, etc.
- Maintaining an existing IV but no IV initiated
- Minimal to moderate use of supplies
- These are emergency calls that The Town of Hilton Head Island Fire Rescue routinely handles.

ALS 1 (non-emergency)

Response for a patient who is treated/transported includes:

- an ALS assessment or ALS skills such as IV initiation, cardiac monitoring, blood draws, BGL checks, or up to two (2) drugs administered
- minimal to moderate use of supplies
- These are mostly non-emergency "transport" calls between facilities that require an ALS assessment and/or the use of ALS procedures that are above the scope of BLS care.
- The Town of Hilton Head Island Fire Rescue rarely handles these types of calls and do so only in defined critical situations.

ALS 1 (emergency)

Emergency response for a patient who is treated/transported to a hospital and requires:

- an ALS assessment or ALS skills such as IV initiation, cardiac monitoring, blood draws, BGL checks, or up to two (2) drugs administered
- minimal to moderate use of supplies
- These are emergency calls are primarily patients suffering from seizure, diabetic emergencies, breathing problems, auto accidents, etc.
- The Town of Hilton Head Island Fire Rescue routinely handles these emergency calls.

ALS 2

Emergency response for a patient who is treated/transported to a hospital and requires:

- an ALS assessment or ALS skills plus three (3) or more separate drug administrations and/or the use of any one of the following:
 - Manual defibrillation
 - Cardio-version
 - Cardiac pacing
 - Endotracheal intubation
 - Chest decompression
 - Intraosseous line
- maximum use of supplies
- These emergency calls are primarily patients in cardiac or respiratory arrest, shock, or critical trauma patients.
- The Town of Hilton Head Island Fire Rescue routinely handles these emergency calls.

Treatment-No Transport

Response to calls where "treatment" was performed but no transport to a medical facility took place. Treatment is described as providing oxygen administration, splinting, bandaging, applying hot or cold compresses, IV fluid administration, etc.

Section IV- Growth Management Fees

Item/Description	Value of Construction	Fee
New Structure Single Family Permits	\$0-\$2,000	\$35.00
	\$2,001-\$3,000	\$38.50
	\$3,001-\$50,000	\$38.50 + \$4.50 per \$1,000 or fraction thereof
	\$50,001 and above	\$250.00 + \$3.50 per \$1,000 or fraction thereof over \$50,000
	Plan Review Fee	50% of permit fee (non-refundable)
Miscellaneous Single Family Permits	\$0-\$1,000	\$35.00
	\$1,001-\$2,000	\$70.00
	\$2,001-\$3,000	\$77.00
	\$3,001-\$50,000	\$77.00 + \$9.00 per \$1,000 or fraction thereof
	\$50,001 and above	\$500.00 + \$3.50 per \$1,000 or fraction thereof over \$50,000
	Plan Review Fee	50% of permit fee (non-refundable)
New Structure Commercial Permits	\$500-\$2,000	\$35.00
	\$2,001-\$3,000	\$38.50
	\$3,001-\$50,000	\$38.50 + \$4.50 per \$1,000 or fraction thereof
	\$50,001 and above	\$250.00 + \$4.00 per \$1,000 or fraction thereof over \$50,000
	Plan Review Fee	75% of permit fee (non-refundable)
Miscellaneous Commercial Permits	\$0-\$1,000	\$35.00
	\$1,001-\$2,000	\$70.00
	\$2,001-\$3,000	\$77.00
	\$3,001-\$50,000	\$77.00 + \$9.00 per \$1,000 or fraction thereof
	\$50,001 and above	\$500.00 + \$4.00 per \$1,000 or fraction thereof over \$50,000
	Plan Review Fee	75% of permit fee (non-refundable)

Fees shall be waived for single family construction alterations to enlarge, alter, repair, remodel or add additions to existing structures when the value of said alteration is less than one thousand dollars (\$1,000.00).

- A permit is still required.
- Mechanical work is not subject to this waiver.

Permit Application Fees

Item/Description	Basis	Fee
Construction Trailers	Each	\$25.00
Demolition	Each	\$50.00
Electrical < 200 amps	Each	\$25.00
Electrical > 200 amps	Each	\$35.00
Electrical Other	Each	
HVAC Change Out (per unit)	Each	\$50.00
LP Gas Permit- Residential > 1,000 gallons	Each	\$50.00
LP Gas Permit- Commercial < 1,000 gallons	Each	\$50.00
LP Gas Permit- Commercial > 1,000 gallons	Each	\$75.00
Water Heater Change Out	Each	\$50.00
Manufactured Homes	Each	\$25.00 + impact fees
Moving a Structure	Each	\$100.00
Swimming Pool or Spa Single Family	Each	\$100 + \$200 surety deposit*
Swimming Pool or Spa Commercial	Each	\$150 + \$200 surety deposit*
Irrigation Systems (per system)	Each	\$100 + \$200 surety deposit*
Tent, Stage or Air Supported Structure	Each	\$50.00
Water Feature (Fountains)	Each	\$100 + \$200 surety deposit*
Re-inspection of each permit	Each	\$50.00
Construction Board of Adjustments and Appeals	Each	\$75.00
Remark Single Family Plans	Each	\$50.00
Safety Inspection	Each	\$100.00
Withdrawn Permits with Plans	Each	\$50.00 or 10% of permit fee, whichever is larger
Withdrawn Permits Without Plans	Each	Refund Permit Fee or \$50, whichever is larger
Stop Work Order	Each	Double permit fee + possible fine
Building Permit Transfer	Each	\$50.00
Permit Extension Request	Each	\$25.00
Permit Reinstatement Fee	Each	\$25.00

*Surety Deposits are refundable if final inspection is approved within six months of permit issuance.

Building permit fees are based on a comparison of the declared value of construction and the minimum value of construction as outlined in the Building Valuation Data as published by the International Code Council. The fee is calculated using the higher of the two compared figures.

Planning and Environmental Permit Fees

Description	Fee
Address Request	\$0.00
Appeal	\$100.00
Certificate of Compliance	\$0.00 + \$200 for each reinspection
Designation of Contributing Structure	\$0.00
Design Review Board: New Development Conceptual	\$175.00
Design Review Board: New Development Final	\$175.00
Design Review Board: Alteration/Addition	\$100.00
Development Naming	\$0.00
Development Review Plan: Major-Residential	\$200.00 + \$10 per unit
Development Review Plan: Major-Non-Residential	\$500.00 + \$20 per 1000 sq ft
Development Review Plan: Major-Hotel/Motel	\$200.00 + \$10 per room plus non-residential fee
Development Review Plan: Minor (no new building/addition)	\$100.00
Emergency Permitting	\$0.00
Exempt Plat	\$0.00
Family Compound	\$0.00
Minor Corridor Review	\$50.00
Natural Resource Request	\$0.00
Plat Stamping	\$0.00
Pre-Application	\$0.00
Pre-Clear Inspection	\$0.00 + \$200 for each re-inspection
Public Project	\$0.00
Sign	\$25.00 + \$25.00 per sign face
Silviculture	\$0.00
Site Lighting	\$0.00
Small Residential Plan Review	\$50.00 + \$10 per unit
Special Exception	\$200.00
Street Naming	\$0.00
Street Renaming	\$0.00
Substitution of Non-Conformities	\$0.00
Subdivision: Major	\$200.00 + \$10 per lot
Subdivision: Minor	\$100.00 + \$10 per lot
Traffic Impact Analysis Plan	\$250.00

Planning and Environmental Permit Fees (continued)

Description	Fee
Tree Removal	\$0.00
LMO Text Amendment	\$0.00
Utility Project	\$0.00
Variance	\$250.00
Zoning Map Amendment	\$500.00
Zoning Permit	\$0.00
Zoning Verification Letter	\$0.00

Section V- Impact Fees

Impact fees are due to the community when issuing new structure building permits to help build the infrastructure required to serve the new occupants. The Beaufort County fees are collected by the Town of Hilton Head Island at the issuance of the permit and distributed to the county monthly.

Beaufort County Road Development Impact Fees

Residential (per housing unit)

Unit Size (sq. ft)	Fee
1,000 or less	\$1,551.00
1,001 to 1,250	\$1,939.00
1,251 to 1,500	\$2,284.00
1,501 to 1,750	\$2,585.00
1,751 to 2,000	\$2,844.00
2,001 to 2,500	\$3,231.00
2,501 to 3,000	\$3,576.00
3,001 to 3,500	\$3,835.00
3,501 to 4,000	\$4,093.00
4,001 or more	\$4,309.00

Non-Residential (per 1,000 sqft)

Use Type	Fee
Retail	\$5,024.00
Office/Service	\$2,497.00
Industrial	\$1,007.00
Institutional	\$2,326.00

Beaufort County Library Development Fees

Residential (per housing unit)

Unit Size (sq. ft)	Fee
1,000 or less	\$151.00
1,001 to 1,250	\$189.00
1,251 to 1,500	\$227.00
1,501 to 1,750	\$252.00
1,751 to 2,000	\$278.00
2,001 to 2,500	\$316.00
2,501 to 3,000	\$353.00
3,001 to 3,500	\$379.00
3,501 to 4,000	\$404.00
4,001 or more	\$417.00

Town of Hilton Head Island Road Development Fees

Land Use	Fee Per	Fee
Single Family (<1500 sq ft)	Dwelling	\$635.00
Single Family (>1500 sq ft)	Dwelling	\$816.00
Multifamily	Dwelling	\$500.00
Retirement Housing	Dwelling	\$282.00
Hotel	Room	\$805.00
Motel	Room	\$870.00
Bank w/out drive-thru	1,000 sq ft	\$1,800.00
Bank w/ drive-thru	1,000 sq ft	\$3,394.00
Church	1,000 sq ft	\$795.00
Community College	1,000 sq ft	\$1,099.00
Convenience Market	1,000 sq ft	\$9,445.00
Day Care Center	1,000 sq ft	\$1,013.00
Discount Store	1,000 sq ft	\$4,487.00
Elementary/Secondary School	1,000 sq ft	\$915.00
Golf Course	Acre	\$3,208.00
High School	1,000 sq ft	\$930.00
Hospital	1,000 sq ft	\$1,431.00
Industry, Light	1,000 sq ft	\$595.00
Library	1,000 sq ft	\$3,882.00
Marina	Berth	\$252.00
Medical Clinic/Office	1,000 sq ft	\$2,916.00
Mini-Warehouse	1,000 sq ft	\$223.00
Office, General (<25,000 sq ft)	1,000 sq ft	\$1,988.00
Office, General (>25,000 sq ft)	1,000 sq ft	\$1,418.00
Park	Acre	\$191.00
Racquet Club	1,000 sq ft	\$1,462.00
Restaurant, Quality	1,000 sq ft	\$6,175.00
Restaurant, High- Turnover	1,000 sq ft	\$8,761.00
Restaurant, Fast Food	1,000 sq ft	\$14,562.00
Service Station	Hose	\$1,236.00
Shopping Center (<50,000 sq ft)	1,000 sq ft	\$2,604.00
Shopping Center (>50,000 sq ft)	1,000 sq ft	\$3,317.00
Supermarket/Food Store	1,000 sq ft	\$4,283.00
Warehousing	1,000 sq ft	\$416.00

Section VI: GIS Map Fees

Standard Pre-Made Maps and Reprints

Size	Fee
8.5" x 11"	\$1.00
11' x 17" (Tabloid)	\$2.00
24" x 36" (Arch D)	\$10.00
36" x 48" (Arch E)	\$20.00

Custom Maps and Aerial Photos (Produced by Staff)

Same price as above with \$40.00 per hour for Staff time- charges added in 15 minute increments. Minimum staff time charge of \$10.00.

Maps larger than 36" x 48" (Arch E) will be billed at \$1.67 per square foot.

Section VII- Stormwater Fees

Permit Type	Initial NPDES Plan Review	Plan Amendment/ Resubmittal	Routine Inspection (monthly)	Notice of Violation (per inspection)	Stop Work Order (per inspection)
Single Family Residential	\$100	\$75	\$90 (6 month minimum)	\$140	\$190
Pool or Spa (residential)	\$100	\$75	\$90 (3 month minimum)	\$140	\$190
Demolition (Residential, <1 acre)	\$100	\$75	\$90 (1 month minimum)	\$140	\$190
Residential Subdivision, Multifamily and Non-residential **	\$250/acre* (\$5000 max)	\$150/acre* (\$2500 max)	\$50 + \$50/acre* (\$500 max)	\$100 + \$50/acre* (\$550 max)	\$150 + \$50/acre* (\$600 max)

*Per disturbed acre, rounded up to the nearest whole acre.

**Including Land Disturbance Permits and Commercial Demolitions

Minimum monthly inspection fees due prior to permit issuance, inspections above the minimums will be due in full prior to final CO issuance.

Section VIII- Miscellaneous Fees

Item/Description	Basis	Fee
Resident Beach Parking Pass	Yearly (calendar year)	\$15 per vehicle with a 2 vehicle per address limit
Real Estate Transfer Fee	Upon closing of real estate	.25%
Special Event Fee	Per Event	\$100 + \$500 event bond*

*The \$500 event bond is refundable pending the event completion with all Town of Hilton Head event requirements satisfied.



Town of Hilton Head Island

FY 2026 PROPOSED CONSOLIDATED BUDGET

Town Council Meeting // May 6, 2025



FY 2026 PROPOSED CONSOLIDATED BUDGET OUTLINE



01

ECONOMIC FACTORS

Town of Hilton Head Island
Economic Factors

02

GOALS

FY26 Proposed
Consolidated
Budget Goals

03

OVERVIEW

FY26 Proposed
Consolidated Budget
Overview

04

REVIEW

FY26 Proposed
Consolidated Budget
Review & Approval Process

ECONOMIC FACTORS

(2020) - source census.gov



54

Square Miles



37,661

Population Estimate

160
New Businesses
Opened in 2024

Town of Hilton Head Island



\$71K

Per Capita Income

(2023) - source census.gov



58

Median Age



\$96K

Median Household
Income

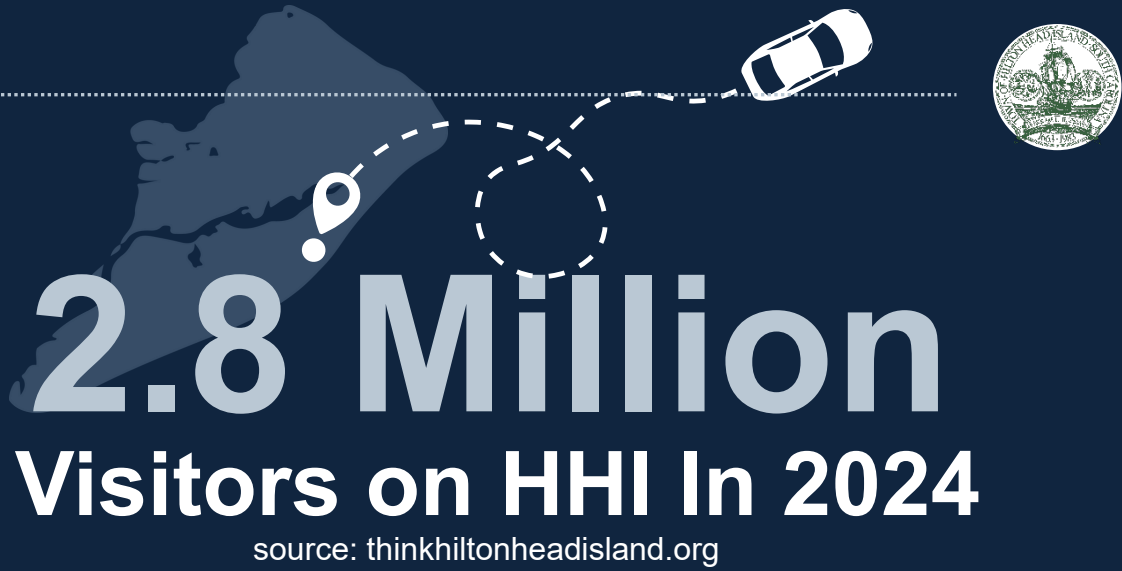
(2023) - source census.gov



\$1.2M

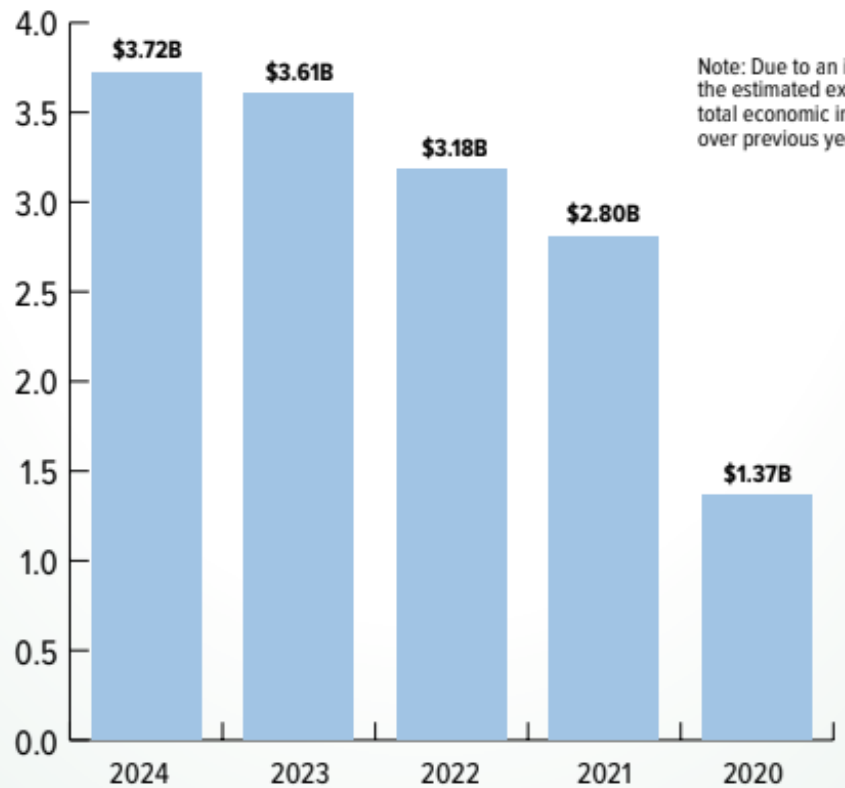
Median Detached
Home Sales Price

December 2024 Market report –
Hilton Head Area Realtors Association



\$3.72 BILLION

ECONOMIC IMPACT OF
HILTON HEAD ISLAND TOURISM IN 2024



Source: Estimated Total Impact of Tourism in Hilton Head Island on Beaufort County, South Carolina 2024.

thinkhiltonheadisland.org

2024 DMO Industry Metrics Annual Report 11



ECONOMIC FACTORS

- ✓ The Town benefits from ongoing economic strength and growth that underpins its healthy tax base trends and strong, reliable financial performance.
- ✓ Excellent credit position - Aaa Bond Rating from Moody's, AAA Bond Rating from Fitch, and AA+ Bond Rating from Standard and Poor's. These ratings reinforce confidence in our efforts to maintain a fiscally sound operation.
- ✓ Notable credit financial factors include:
 - Growing tax base
 - Growing and diverse non-property tax revenues
 - Prudent fiscal management
 - Robust financial position
 - Modest debt and pension burden

In 2024...



10,015

Fire Rescue Emergency Responses



1,940

MyHHI (SeeClickFix) Issues Reported



14,167

Business Licenses Issued



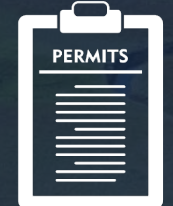
1,217

Building/Land Management Ordinance Site Checks



\$10 million

Total Business License Revenue



4,481

Total Permits Issued



21,712

Beach Patrol Violations Addressed



365

STR Complaints Received



7,158

STR Approved Permits



FY 2026 CONSOLIDATED BUDGET STRATEGIC PLAN PRIORITIES

During the two-day Strategic Planning Workshop, Hilton Head Island Town Council members identified the following preliminary strategic priorities:

-  **Protect Island Character through Growth Management**
-  **Enhance Major Corridor and Streets**
-  **Assess and Reinforce Island Resilience**
-  **Upgrade Stormwater Infrastructure**
-  **Assess and Enhance Public Safety Readiness and Facilities**
-  **Support Economic Development and Business Retention**
-  **Advance Workforce Housing Opportunities**
-  **Preserve and Celebrate Gullah Geechee Heritage**





FY 2026 CONSOLIDATED BUDGET GOALS

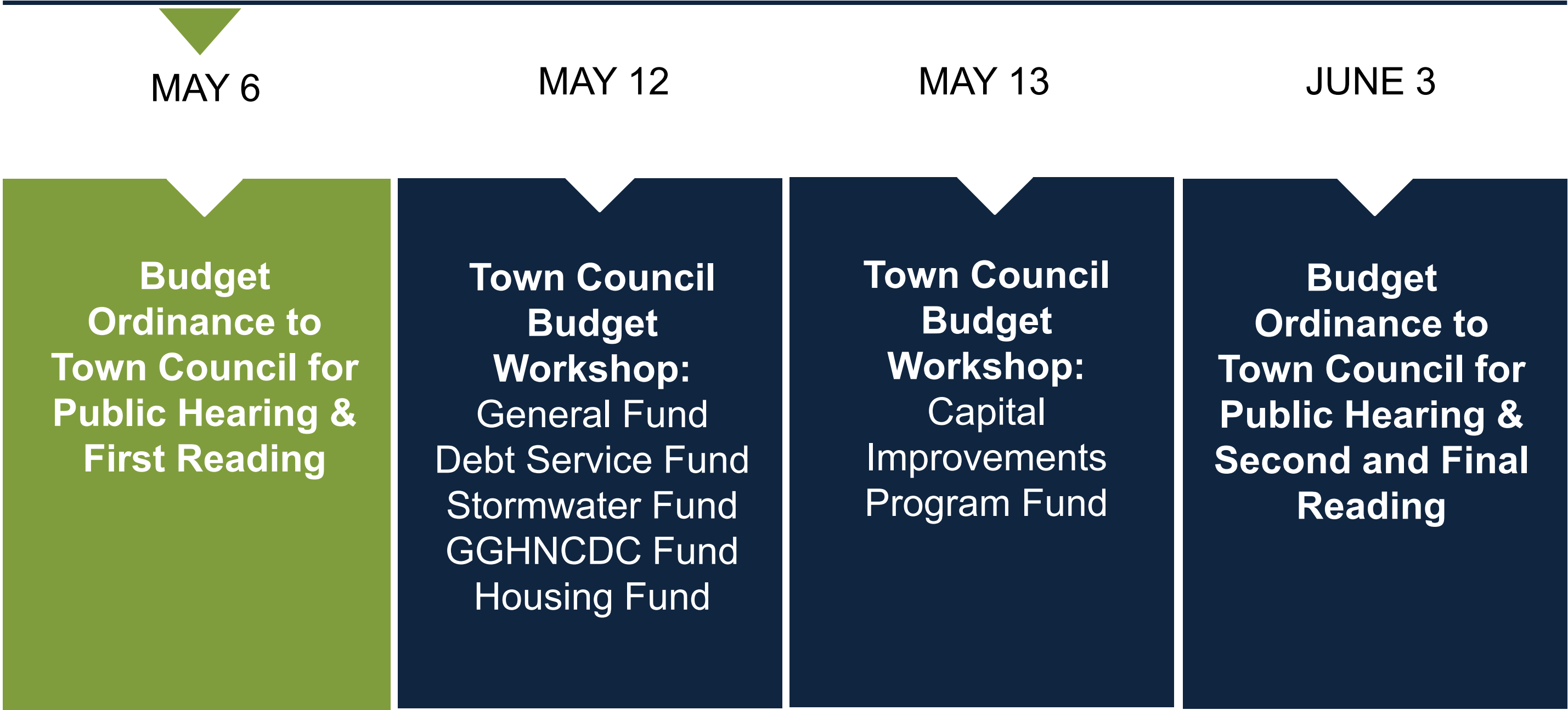
- Enhance community amenities, including recreation, leisure, and public facilities.
- Maintain high-quality municipal services delivered efficiently and effectively.
- Foster a workplace culture of innovation, customer service, and employee engagement.
- Invest in transformative capital projects and long-term infrastructure resilience.
- Protect and elevate the Island’s identity, including its environmental and cultural assets.
- Leverage fiscal planning as a tool for progress, innovation, and continuous improvement.

The State of South Carolina requires the Town Council to adopt an annual balanced budget ordinance prior to July 1. The annual budget is adopted in conjunction with feedback from Town Council, Department Heads, Planning Commission, and citizens through this budget process.



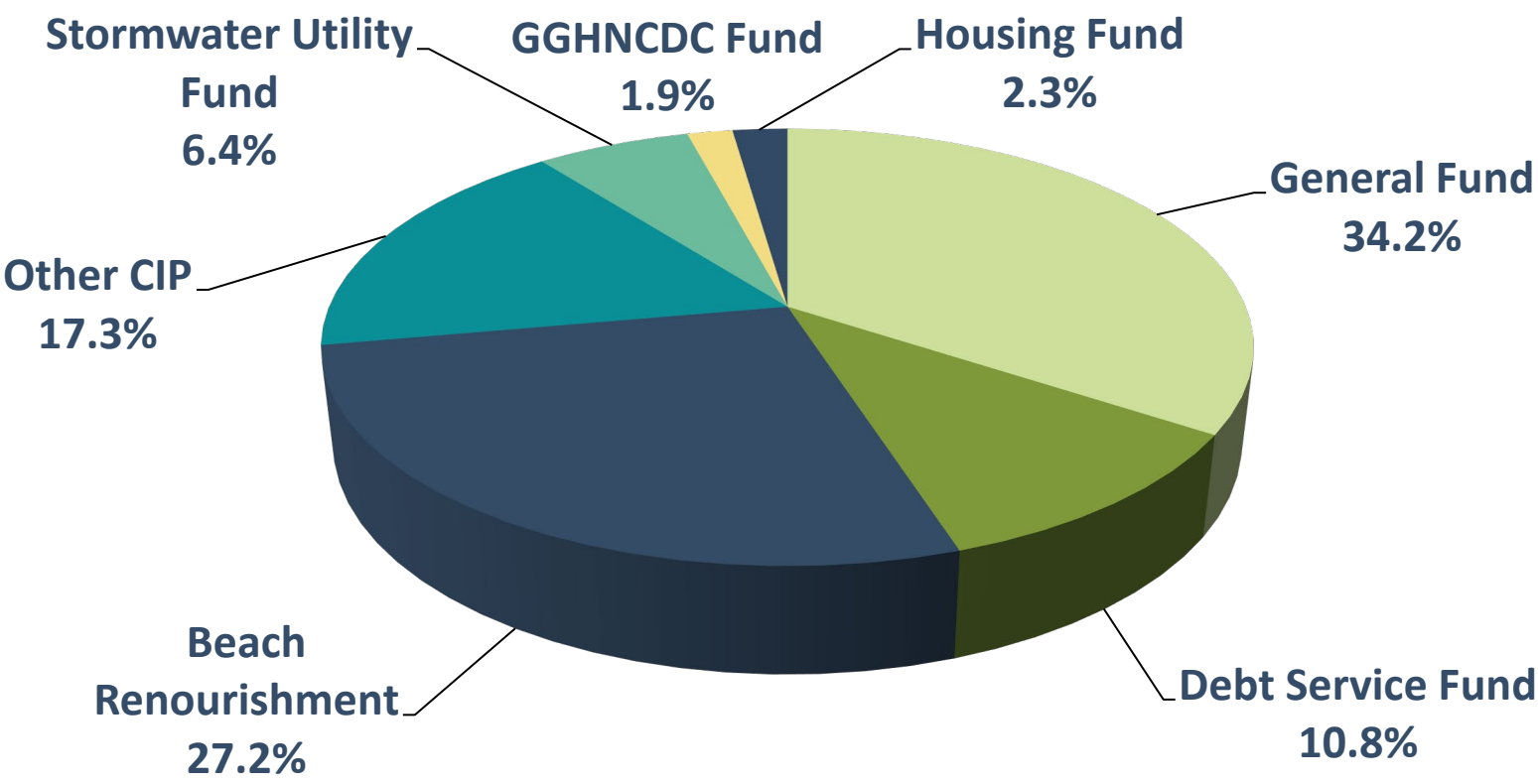


FY 2026 CONSOLIDATED BUDGET REVIEW & APPROVAL PROCESS





FY 2026 PROPOSED CONSOLIDATED BUDGET



Expenditures	FY 2023 Actual	FY 2024 Actual	FY 2025 Revised Budget	FY 2025 Actual YTD*	FY 2025 Encumbered YTD*	FY 2025 Projection*	FY 2026 Proposed Budget	FY26 to FY25 Budget \$ Change	FY26 to FY25 Budget % Change
General Fund	\$ 48,108,322	\$ 57,822,970	\$ 62,546,927	\$ 40,302,231	\$ 3,822,085	\$ 59,627,500	\$ 59,754,870	\$ (2,792,057)	-4.46%
Debt Service Fund	19,362,930	15,820,581	16,700,000	9,854,809	2,140	15,046,960	18,864,083	2,164,083	12.96%
Capital Improvements Program Fund									
Beach Renourishment	-	-	16,500,000	140,579	424,274	1,500,000	47,500,000	31,000,000	187.88%
Other CIP	20,822,285	27,398,738	66,302,799	21,504,796	14,929,686	33,482,500	30,187,380	(36,115,419)	-54.47%
Stormwater Utility Fund	3,088,497	5,150,208	9,082,691	2,690,978	2,032,474	6,515,000	11,140,277	2,057,586	22.65%
GGHNCDC Fund	156,815	129,142	3,405,501	209,903	36,520	329,600	3,286,603	(118,898)	-3.49%
Housing Fund	-	201,523	4,000,000	134,084	1,162,771	359,300	3,978,137	(21,863)	-0.55%
Consolidated Budget	\$ 91,538,849	\$ 106,523,162	\$ 178,537,918	\$ 74,837,380	\$ 22,409,950	\$ 116,860,859	\$ 174,711,350	\$ (3,826,568)	-2.14%

*Year-to-date through March 31, 2025



FY 2026 PROPOSED CONSOLIDATED BUDGET REVENUES

	FY 2023 Actual	FY 2024 Actual	FY 2025 Revised Budget	FY 2026 Proposed Budget	FY26 to FY25 Budget \$ Change	FY26 to FY25 Budget % Change	
Revenues							
Property Taxes	\$ 23,102,246	\$ 24,582,416	\$ 23,919,144	\$ 23,971,050	\$ 51,906	0.2%	Permit Fees Includes (Fund): • Construction Permits (GF) • Development Permits (GF) • Other Permit Fees (GF) • Stormwater Plan Review Fees (SWU)
Business Licenses	12,690,924	14,749,382	12,690,924	13,565,155	874,231	6.9%	
Franchise Fees	840,552	835,865	840,000	861,065	21,065	2.5%	
Stormwater Utility Fees	5,066,598	5,275,035	5,067,000	5,275,035	208,035	4.1%	
Local Accommodations Tax	6,948,465	6,944,525	6,880,890	6,812,769	(68,121)	-1.0%	
EMS Revenue	2,250,934	2,252,546	2,036,000	2,036,000	-	0.0%	“Other” Revenue Includes (Fund): • Rebates (GF) • Credit Adjustments (GF) • FOIA Fees (GF) • NSF Fees (GF) • Vending Commissions (GF) • Special Event Fees (GF) • Subscription-Based Information Technology Arrangement (SBITA) Adjustments (GF / CIP) • Etc.
Permit Fees	1,570,126	2,437,719	1,912,420	1,922,580	10,160	0.5%	
Intergovernmental	885,089	930,105	973,093	978,035	4,942	0.5%	
HTAX Supported Lease	-	-	6,931,677	-	(6,931,677)	-100.0%	
Grants	5,858,539	3,851,845	500,000	7,365,538	6,865,538	1373.1%	
Investment Income	2,219,914	3,975,679	2,113,365	2,100,115	(13,250)	-0.6%	
Beach Services/Parking	236,232	193,034	236,232	650,000	413,768	175.2%	
Sunday Liquor Permit Fees	319,600	279,950	1,455,811	1,000,000	(455,811)	-31.3%	
Impact Fees	164,741	236,672	947,601	1,100,000	152,399	16.1%	
Capital	54,739	252,420	554,702	3,279,803	2,725,101	491.3%	
Prior Year Bond Proceeds	-	-	-	66,197	66,197	0.0%	
Sale of Land/Equipment	-	-	1,283,020	-	(1,283,020)	-100.0%	
Other	1,563,155	787,789	294,704	356,848	62,144	21.1%	
Total Revenues	\$ 63,771,854	\$ 67,584,981	\$ 68,636,583	\$ 71,340,190	\$ 2,703,607	3.9%	

» FY 2026 Proposed Consolidated Budget Revenues are continued on the next slide.



FY 2026 PROPOSED CONSOLIDATED BUDGET REVENUES

	FY 2023 Actual	FY 2024 Actual	FY 2025 Revised Budget	FY 2026 Proposed Budget	FY26 to FY25 Budget \$ Change	FY26 to FY25 Budget % Change
Revenues						
Other Financing Sources						
Unspent Prior Year Funds:						
General Fund	-	-	2,862,058	275,000	(2,587,058)	-90.4%
Stormwater Fund	-	-	3,753,271	5,592,662	1,839,391	49.0%
GGHNCDC Fund	-	-	5,216,434	3,161,603	(2,054,831)	-39.4%
Housing Fund	-	-	3,000,000	3,781,088	781,088	26.0%
Total Unspent Prior Year Funds:	-	-	14,831,763	12,810,353	(2,021,410)	-13.6%
Transfers In	35,786,231	53,672,863	97,005,505	90,560,807	(6,444,698)	-6.6%
Total Other Financing Sources	\$ 35,786,231	\$ 53,672,863	\$ 111,837,268	\$ 103,371,160	\$ (8,466,108)	-7.6%
Total Revenues and Other Financing Sources	\$ 99,558,085	\$ 121,257,844	\$ 180,473,851	\$ 174,711,350	\$ (5,762,501)	-3.2%

Transfers In Includes (Fund):

- Hospitality Tax (GF / Debt / CIP)
- Beach Fee (GF / Debt / CIP)
- TIF (CIP)
- State ATAX (GF / CIP)
- Real Estate Transfer Fee (CIP)
- Stormwater Fee (GF / CIP)
- Road Usage Fee (CIP)
- Electric Franchise Fee (GF / CIP)
- Short Term Rental Fees (GF / CIP)
- Sale of Vehicles/Equipment (GF)
- General Fund (Housing)



FY 2026 PROPOSED CONSOLIDATED BUDGET REVENUES

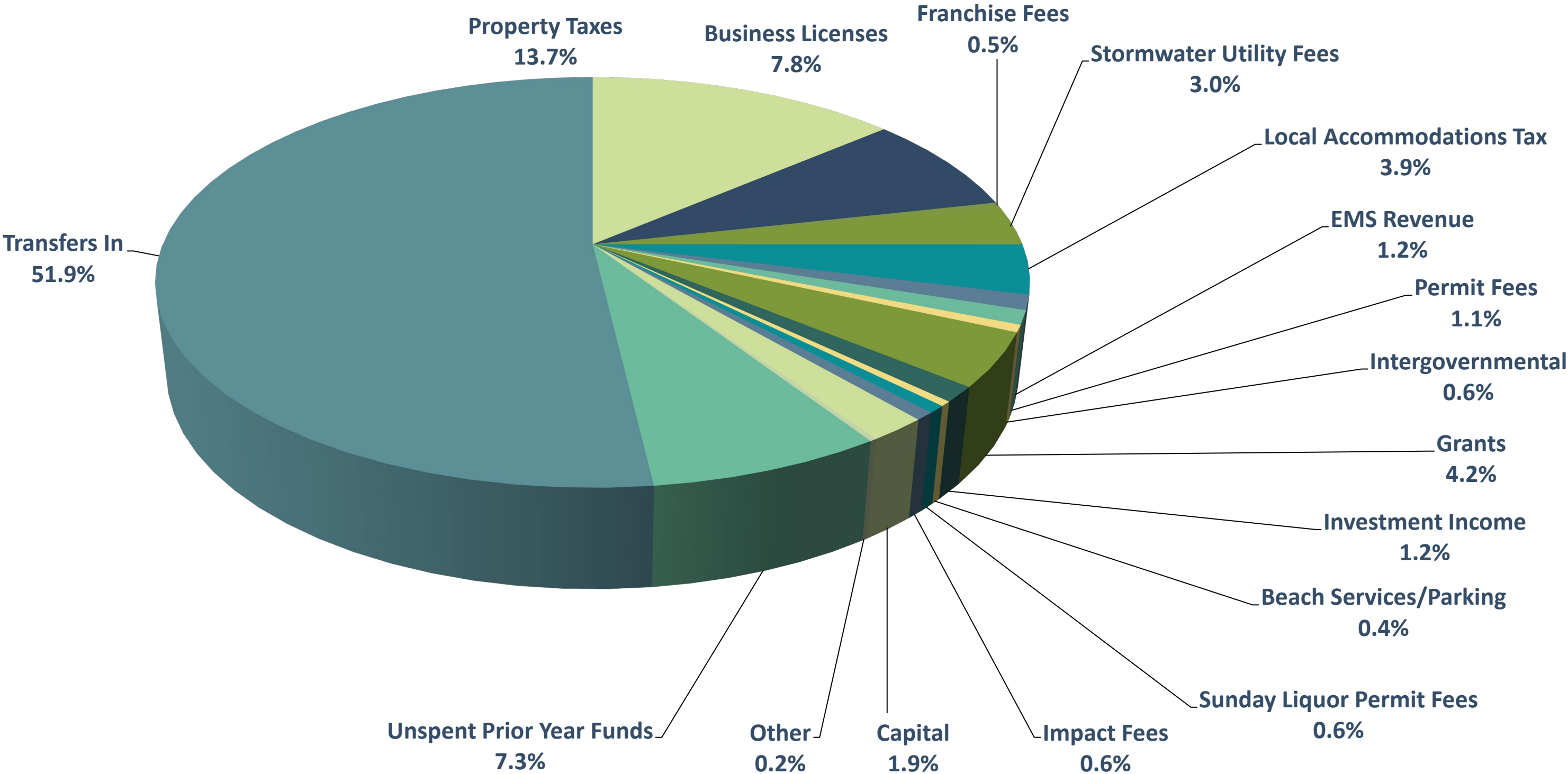
TRANSFERS-IN PER FUND

	General	Debt Service	CIP	Housing	FY 2026 Total	Use of FY26 Revenues	Use of Reserves	Projected Fund Balance at 6/30/26
Transfers-In								
Hospitality Taxes	\$ 6,500,000	\$ 1,441,368	\$ 9,934,462	\$ -	17,875,830	\$ 10,340,736	\$ 7,535,094	\$ 27,073,537
Beach Preservation Fees	248,548	11,062,000	41,220,000	-	52,530,548	13,625,537	38,905,011	14,840,645
Tax Increment Financing (TIF)	-	-	2,242,934	-	2,242,934	-	2,242,934	-
State Accommodation Taxes	3,500,000	-	2,832,066	-	6,332,066	6,332,066	-	7,306,593
Real Estate Transfer Fees	-	-	250,000	-	250,000	250,000		12,256,962
Stormwater Fees	350,000	-	6,350,880	-	6,700,880	1,108,218	5,592,662	7,797,769
Road Usage Fees	-	-	1,354,500	-	1,354,500	-	1,354,500	679,041
Electric Franchise Fees	545,000	-	511,000	-	1,056,000	1,056,000	-	2,717,715
Short Term Rental Fees	1,825,000	-	180,000	-	2,005,000	2,005,000	-	273,340
Sale of Vehicles / Equipment	16,000	-	-	-	16,000	16,000	-	-
General Fund	-	-	-	197,049	197,049	197,049		48,259,740
Total Transfers-In	\$ 12,984,548	\$ 12,503,368	\$ 64,875,842	\$ 197,049	\$ 90,560,807	\$ 34,930,606	\$ 55,630,201	\$ 121,205,342

» Transfers-In are interfund transfers to move revenues from the fund that by statute or budget requires to collect them to the fund that statute or budget requires to expend them.



FY 2026 PROPOSED CONSOLIDATED BUDGET REVENUES



»» The Town’s diversity in revenue sources is a significant financial strength.



FY 2026 PROPOSED CONSOLIDATED BUDGET EXPENDITURES

	FY 2023 Actual	FY 2024 Actual	FY 2025 Revised Budget	FY 2026 Proposed Budget	FY26 to FY25 Budget \$ Change	FY26 to FY25 Budget % Change	% of Budget
Salaries and Benefits	\$ 31,191,028	\$ 35,860,967	\$ 39,526,468	\$ 41,550,730	\$ 2,024,262	5.1%	23.78%
Operating	12,591,893	14,977,170	20,324,270	18,935,556	(1,388,714)	-6.8%	10.84%
Contracted Public Safety	2,566,926	2,595,199	2,642,000	420,500	(2,221,500)	-84.1%	0.24%
Affiliated Agency Partnerships	2,244,940	2,056,525	3,250,641	1,988,516	(1,262,125)	-38.8%	1.14%
Debt Service	20,538,014	17,200,152	17,948,574	20,006,934	2,058,360	11.5%	11.45%
Beach Projects	1,153,510	2,404,079	21,599,000	48,820,000	27,221,000	126.0%	27.94%
Pathway Projects	312,853	1,527,321	5,500,000	1,650,000	(3,850,000)	-70.0%	0.94%
Roadway Projects	4,361,824	2,770,550	10,317,218	5,079,500	(5,237,718)	-50.8%	2.91%
Park Projects	1,396,152	2,323,598	19,815,273	10,636,000	(9,179,273)	-46.3%	6.09%
Facility and Equipment Projects	5,036,029	3,623,957	8,402,291	4,721,000	(3,681,291)	-43.8%	2.70%
Stormwater Projects	133,993	1,088,427	2,193,310	6,350,880	4,157,570	189.6%	3.64%
Fleet	480,489	1,071,075	11,750,707	180,000	(11,570,707)	-98.5%	0.10%
Land Acquisition & Administration	7,826,584	12,019,174	4,475,000	1,500,000	(2,975,000)	-66.5%	0.86%
Housing	120,851	201,523	4,000,000	3,783,805	(216,195)	-5.4%	2.17%
Stormwater Corrective & Routine Maintenance	987,673	1,900,922	4,611,182	1,290,000	(3,321,182)	-72.0%	0.74%
Stormwater Modeling, Analysis, Monitoring	109,869	198,718	874,432	900,000	25,568	2.9%	0.52%
Other Capital Outlay	361,221	368,805	-	-	-	0.0%	0.00%
Transfers Out	125,000	4,335,000	1,307,552	6,897,929	5,590,377	427.5%	3.95%
Total Expenditures	\$ 91,538,849	\$ 106,523,162	\$ 178,537,918	\$ 174,711,350	\$ (3,826,568)	-2.1%	100.00%

» Note: All Stormwater Corrective Maintenance and Monitoring has moved to the CIP Stormwater Program in FY26.



FY 2026 PROPOSED CONSOLIDATED BUDGET REVENUES

TRANSFERS-OUT PER FUND

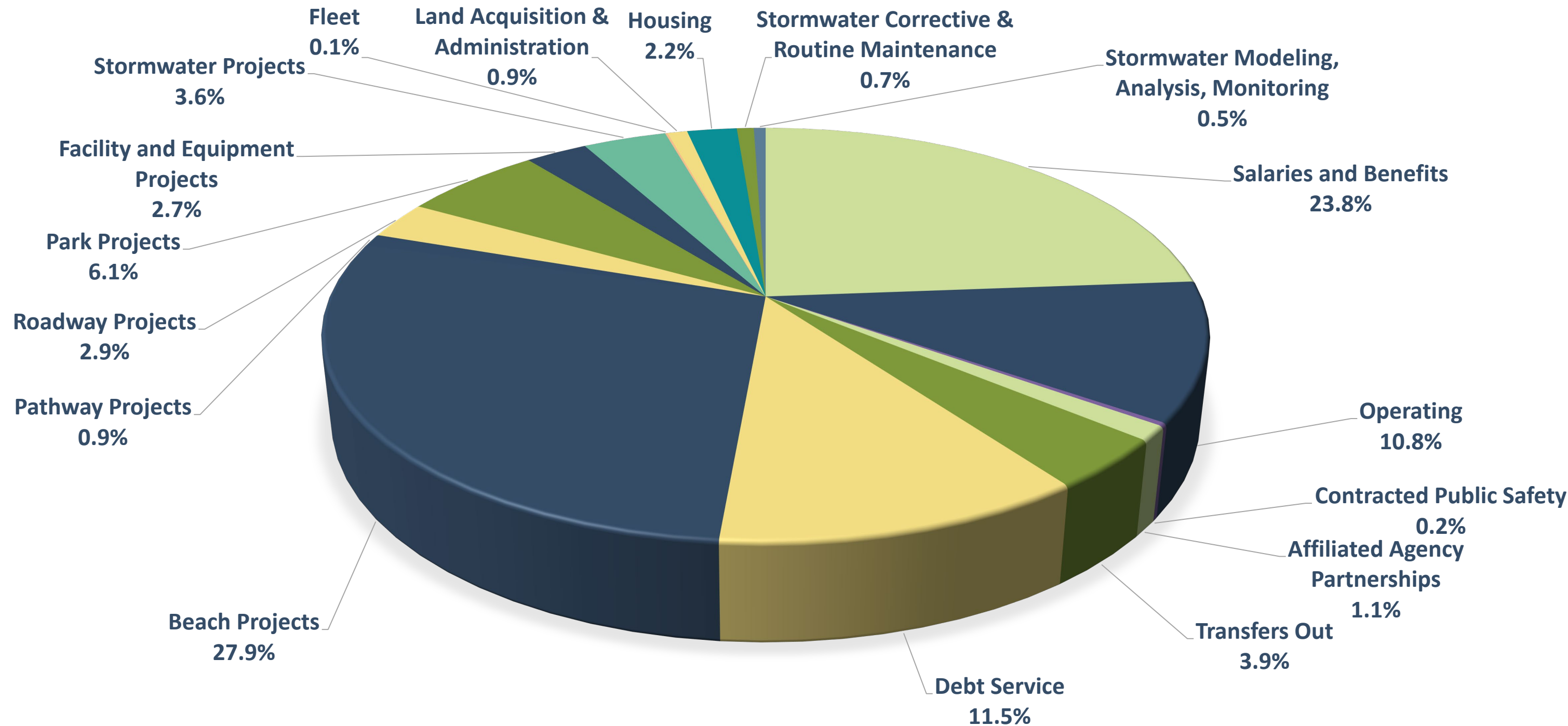
Transfers-Out

General Fund to Housing Fund
Stormwater Fund to General Fund
Stormwater Fund to CIP Fund
Total Transfers-Out

GeneralCIPHousing			FY 2026 Total
\$ -	\$ -	\$ 197,049	197,049
350,000	-	-	350,000
-	6,350,880	-	6,350,880
\$ 350,000	\$ 6,350,880	\$ 197,049	\$ 6,897,929



FY 2026 PROPOSED CONSOLIDATED BUDGET EXPENDITURES

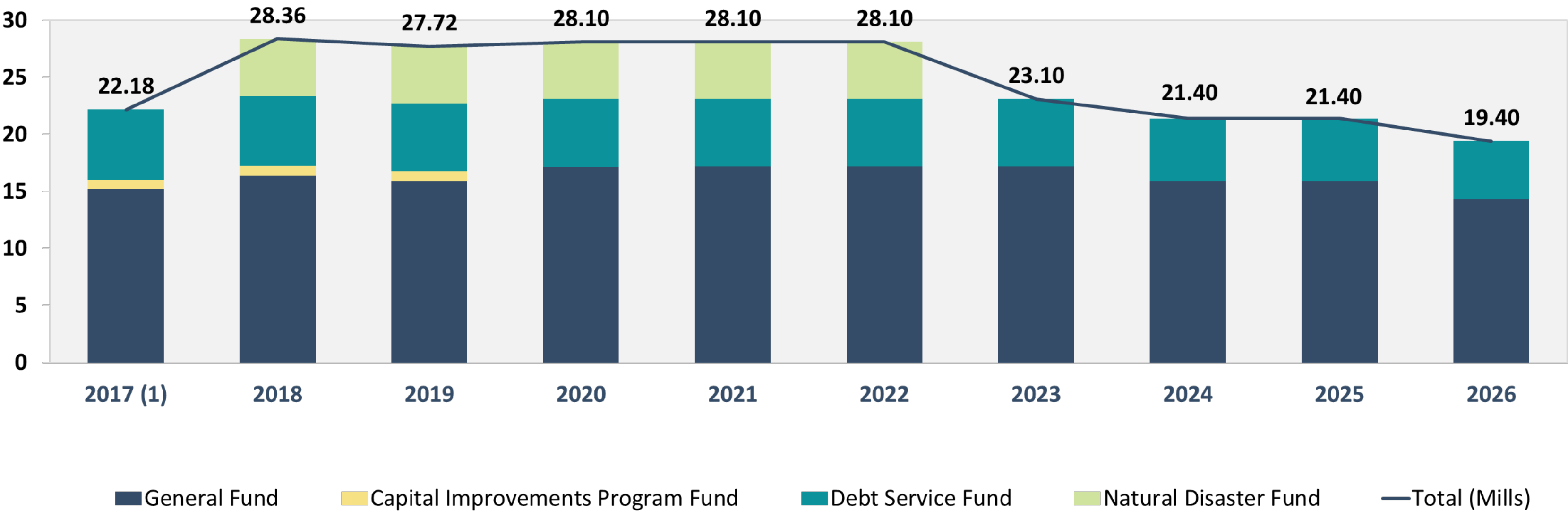


» There are many facets to Town operations and investments.



MILLAGE RATES

Mill rate is a tax rate—the amount of tax payable per dollar of the assessed value of a property.

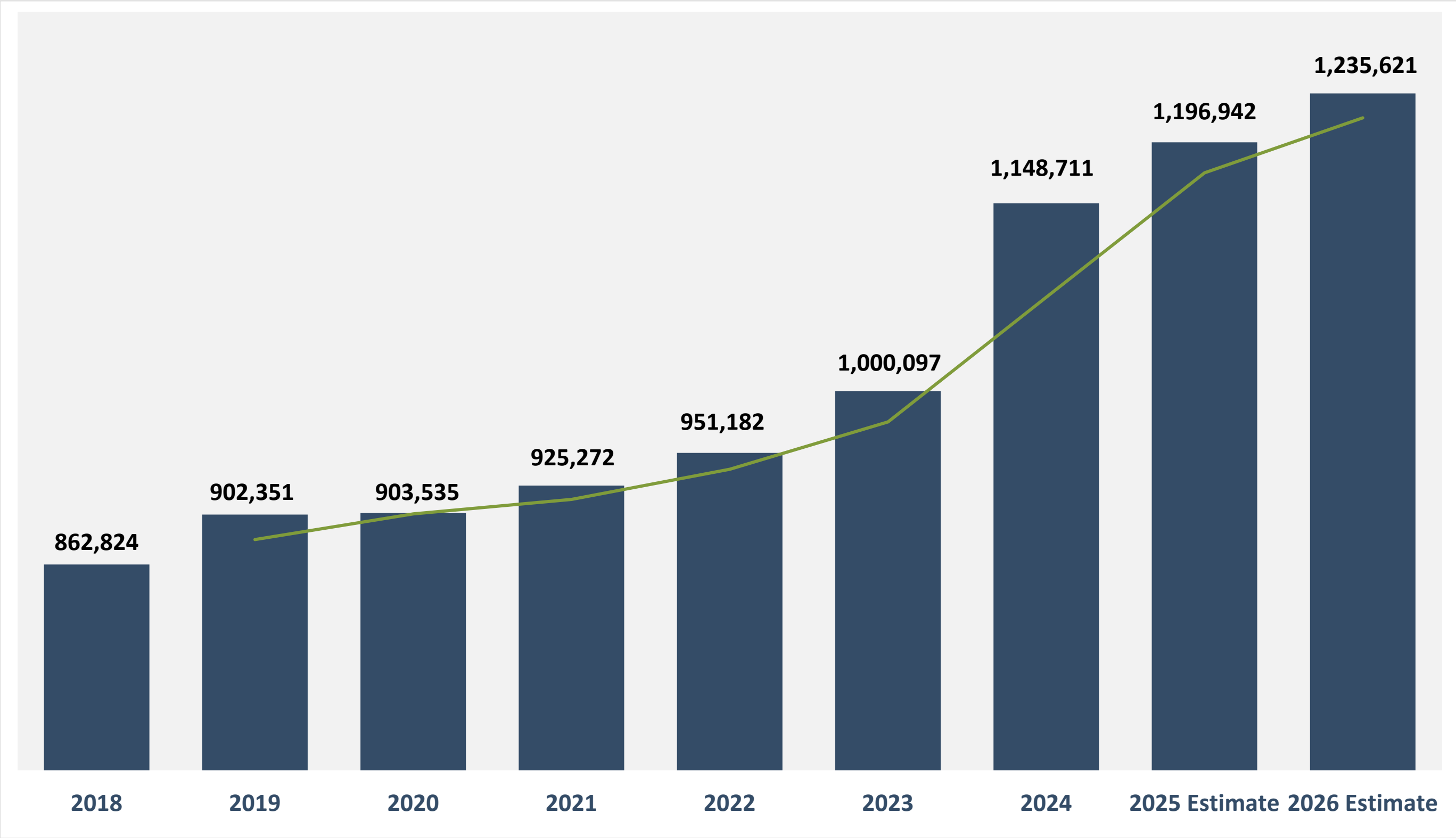


Note(1): Fiscal Year 2017 was Hurricane Matthew. Five (5) Mills were added for Disaster Recovery in Fiscal Years 2018-2022.

» FY 2026 Millage is a REDUCTION of 2 Mills.



MILLAGE VALUES





FY 2026 PROPOSED CONSOLIDATED BUDGET – PROPERTY TAXES

Sample Property Tax Bill - Current Millage 21.4

Tax Year: 2025 Fiscal Year - Tax Bill: 2026	Property Value (1)	4% Taxable Value (1)	6% Taxable Value (1)		
	\$500,000	\$20,000	\$30,000		
	Property Value (2)	4% Taxable Value (2)	6% Taxable Value (2)		
	\$1,000,000	\$40,000	\$60,000		
Description	Millage	4% Tax Calculation (1)	4% Tax Calculation (2)	6% Tax Calculation (1)	6% Tax Calculation (2)
COUNTY OPERATIONS	42.30	846.00	1,692.00	1,269.00	2,538.00
COUNTY DEBT	3.20	64.00	128.00	96.00	192.00
RURAL & CRITICAL LANDS	3.00	60.00	120.00	90.00	180.00
SCHOOL - OPERATIONS*	121.80	-	-	3,654.00	7,308.00
SCHOOL - DEBT	36.30	726.00	1,452.00	1,089.00	2,178.00
TOWN OF HILTON HEAD - OPERATIONS**	15.90	318.00	636.00	477.00	954.00
TOWN OF HILTON HEAD - DEBT**	5.50	110.00	220.00	165.00	330.00
HH POLICE FEE***		156.00	156.00	252.00	252.00
Stormwater COUNTY FEE****		7.88	7.88	7.88	7.88
Stormwater MUNICIPAL/DISTRICT FEE****		150.00	150.00	150.00	150.00
TOTALS		\$2,437.88	\$4,561.88	\$7,249.88	\$14,089.88

» Assumption: This is a sample tax rate for a property in Tax District: 550 South Beach PSD. There are other districts.

Note 4%: Assessment applies to owner-occupied primary residences.
Note 6%: Assessment applies to non-owner-occupied properties including rental properties, second homes, commercial properties and properties that do not qualify for the 4% exemption.
*Note: School operations applicable to non-resident and commercial taxpayers.
**Note: The Town total millage rate is 21.4 of this FY26 sample rate, or \$428.00 for 4% (1) / \$856.00 for 4% (2) / \$642.00 for 6% (1) / \$1,284.00 for 6% (2).

***Note: Hilton Head Police Fees are determined by property use and/or square footage. Residential: Single-Family Housing Unit \$156 / Multi-Family Housing Unit \$113. Nonresidential: Retail 1,000 sq. ft. \$252 / Office/Service 1,000 sq. ft. \$97 / Industrial 1,000 sq. ft. \$43 / Institutional 1,000 sq. ft. \$96 / Lodging Room \$72.
****Note: Stormwater Utility Fees are determined by Countywide Infrastructure Cost Share: Town of Hilton Head Island \$7.88 and Stormwater service fee categories: Administrative Fee \$24 / Impervious Area Unit \$105 / Gross Area Unit \$21 equals \$150.00.



FY 2026 PROPOSED CONSOLIDATED BUDGET – PROPERTY TAXES

Sample Property Tax Bill - Reduced Millage 19.4

Tax Year: 2025		Property Value (1)	4% Taxable Value (1)	6% Taxable Value (1)		
Fiscal Year - Tax Bill: 2026		\$500,000	\$20,000	\$30,000		
		Property Value (2)	4% Taxable Value (2)	6% Taxable Value (2)		
		\$1,000,000	\$40,000	\$60,000		
Description	Millage	4% Tax Calculation (1)	4% Tax Calculation (2)	6% Tax Calculation (1)	6% Tax Calculation (2)	
COUNTY OPERATIONS	42.30	846.00	1,692.00	1,269.00	2,538.00	
COUNTY DEBT	3.20	64.00	128.00	96.00	192.00	
RURAL & CRITICAL LANDS	3.00	60.00	120.00	90.00	180.00	
SCHOOL - OPERATIONS*	121.80	-	-	3,654.00	7,308.00	
SCHOOL - DEBT	36.30	726.00	1,452.00	1,089.00	2,178.00	
TOWN OF HILTON HEAD - OPERATIONS**	14.30	286.00	572.00	429.00	858.00	
TOWN OF HILTON HEAD - DEBT**	5.10	102.00	204.00	153.00	306.00	
HH POLICE FEE***		156.00	156.00	252.00	252.00	
Stormwater COUNTY FEE****		7.88	7.88	7.88	7.88	
Stormwater MUNICIPAL/DISTRICT FEE****		150.00	150.00	150.00	150.00	
TOTALS		\$2,397.88	\$4,481.88	\$7,189.88	\$13,969.88	

Town of Hilton Head Island Proposed Millage Reduction of 2 mills for Tax Year 2025 or Fiscal Year 2026

» Assumption: This is a sample tax rate for a property in Tax District: 550 South Beach PSD. There are other districts.

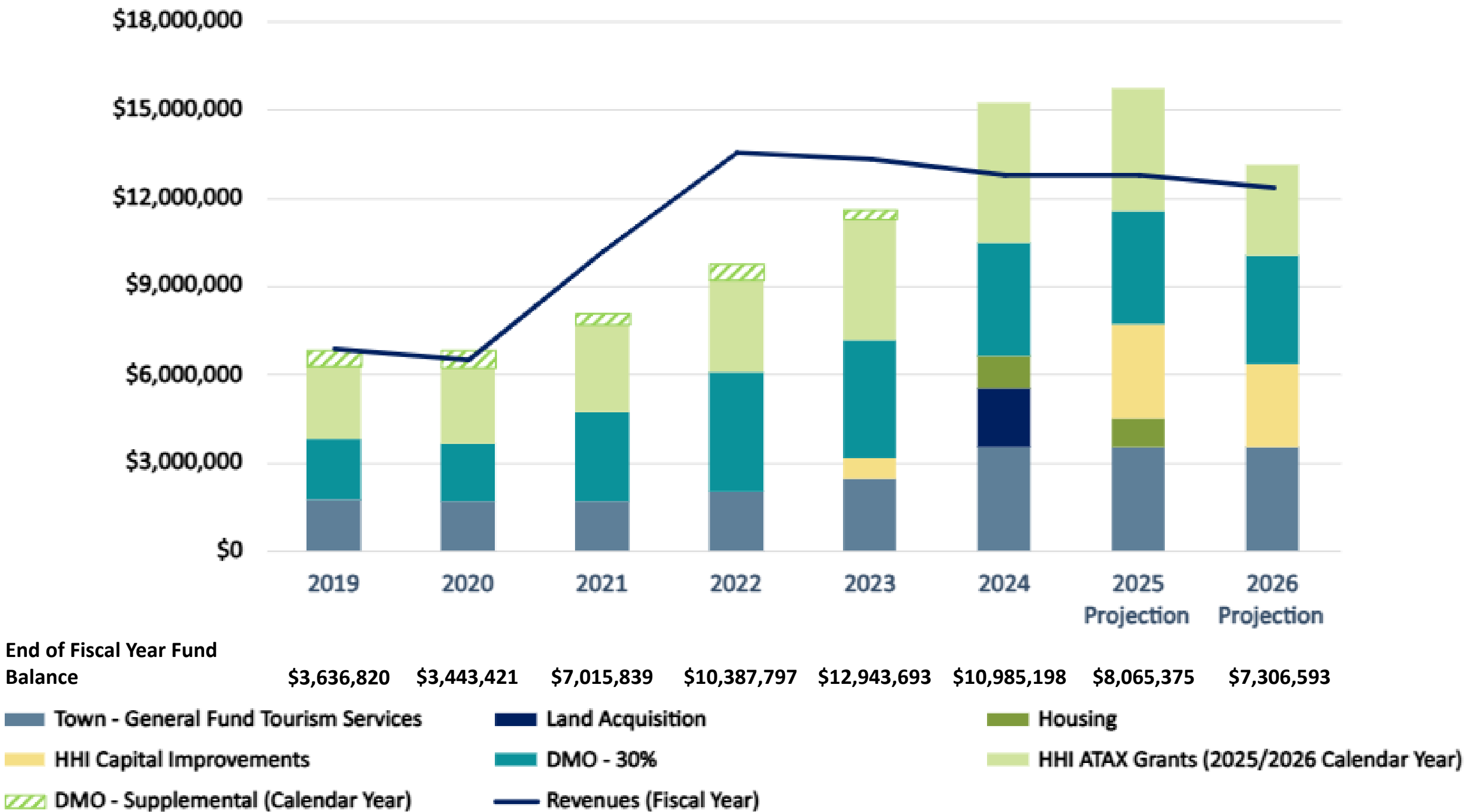
Note 4%: Assessment applies to owner-occupied primary residences.
Note 6%: Assessment applies to non-owner-occupied properties including rental properties, second homes, commercial properties and properties that do not qualify for the 4% exemption.
*Note: School operations applicable to non-resident and commercial taxpayers.
**Note: The Town total millage rate is 19.4 of this FY26 sample rate, or \$388.00 for 4% (1) / \$776.00 for 4% (2) / \$582.00 for 6% (1) / \$1,164.00 for 6% (2).

***Note: Hilton Head Police Fees are determined by property use and/or square footage. Residential: Single-Family Housing Unit \$156 / Multi-Family Housing Unit \$113. Nonresidential: Retail 1,000 sq. ft. \$252 / Office/Service 1,000 sq. ft. \$97 / Industrial 1,000 sq. ft. \$43 / Institutional 1,000 sq. ft. \$96 / Lodging Room \$72.
****Note: Stormwater Utility Fees are determined by Countywide Infrastructure Cost Share: Town of Hilton Head Island \$7.88 and Stormwater service fee categories: Administrative Fee \$24 / Impervious Area Unit \$105 / Gross Area Unit \$21 equals \$150.00.



FY 2026 PROPOSED CONSOLIDATED BUDGET – STATE ACCOMMODATIONS TAX

Distribution of State 2% ATAX Dollars



» Note: There is a two-year spending requirement for State ATAX Funds.



FY 2026 PROPOSED CONSOLIDATED BUDGET – USES OF ACCOMMODATIONS TAX

State Accommodations Taxes – General Fund - \$3,500,000

- **Administration**
 - Fire Rescue
 - Community Code Enforcement
 - Police Services
 - Beach Services
 - Revenue Management Services
- **Facilities Management**
 - Roadside Maintenance
 - Pathway Maintenance
 - Public Park Maintenance
- **Community Events**
 - Annual Hilton Head Island Jam Songwriter’s Festival
 - Holiday Decorations & Events

State Accommodations Taxes – Capital Improvements Program Fund - \$2,832,066

- **Park, Facility and Equipment Programs**
 - Pathway Enhancements
 - Roadway Enhancements
 - Park Enhancements
 - Facility Enhancements

State Accommodations Taxes – Housing Fund - \$1,000,000 (from FY25)

- **Development of Workforce Housing Program**



FY 2026 CONSOLIDATED BUDGET OVERVIEW

SIX MAJOR FUNDS



General Fund

Capital Improvements Project Fund



Debt Service Fund

Stormwater Utility Fund



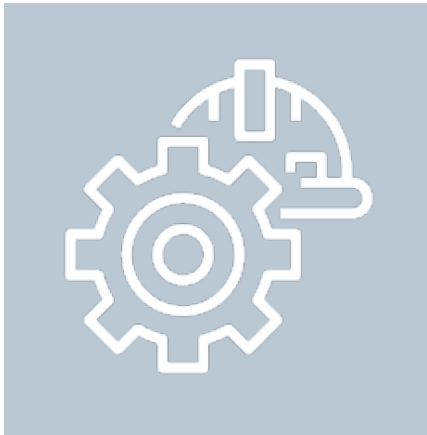
Gullah Geechee Historic Neighborhoods
Community Development Corporation Fund

Housing Fund



FY 2026 CONSOLIDATED BUDGET OVERVIEW

SIX MAJOR FUNDS



General Fund

Capital Improvements Program Fund



Debt Service Fund

Stormwater Utility Fund



Gullah Geechee Historic Neighborhoods
Community Development Corporation Fund

Housing Fund



GENERAL FUND

- This fund is used to account for all financial resources except those required to be accounted for in another fund.
- Its primary operating expenditures are general government, administrative services, sheriff/other public safety, fire, community services, and public projects and facilities.
- Principal sources of revenue are property taxes, business licenses, local ATAX and permit fees.



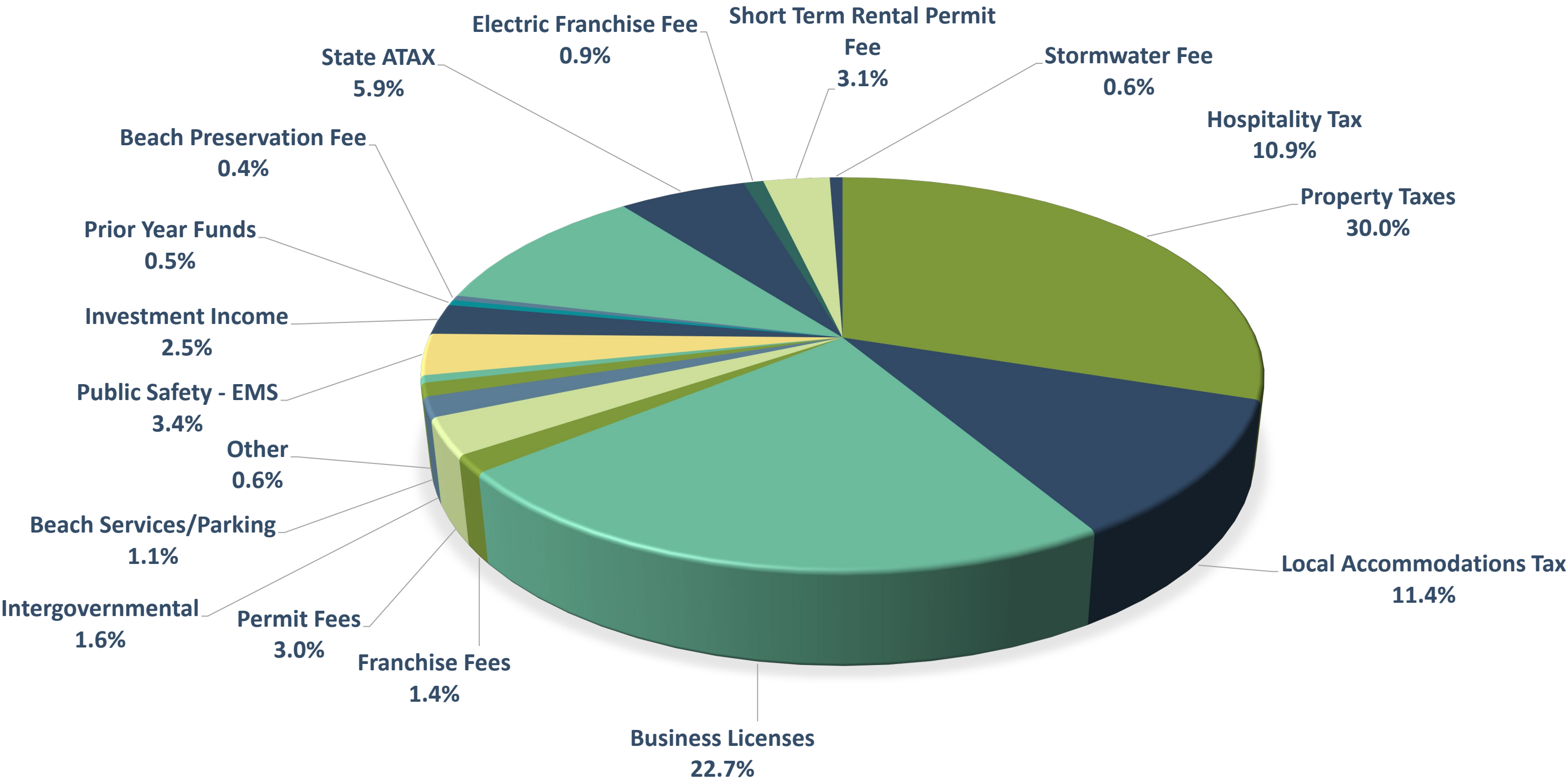


FY 2026 PROPOSED GENERAL FUND BUDGET REVENUES

	FY 2023		FY 2024		FY 2025	FY 2026	FY26 to	FY26 to	% of
	Actual		Actual		Revised Budget	Proposed Budget	FY25 Budget \$ Change	FY25 Budget % Change	Budget
Property Taxes	\$	17,215,546	\$	18,274,380	\$ 18,076,000	\$ 17,935,450	\$ (140,550)	-0.78%	30.02%
Local Accommodations Tax		6,948,465		6,944,525	6,880,890	6,812,769	(68,121)	-0.99%	11.40%
Business Licenses		12,690,924		14,749,382	12,690,924	13,565,155	874,231	6.89%	22.70%
Franchise Fees		840,552		835,865	840,000	861,065	21,065	2.51%	1.44%
Permit Fees		1,570,126		2,315,139	1,800,000	1,800,000	-	0.00%	3.01%
Intergovernmental		885,089		930,105	973,093	978,035	4,942	0.51%	1.64%
Grants		145,373		157,414	-	-	-	0.00%	0.00%
Beach Services/Parking		236,232		193,034	236,232	650,000	413,768	175.15%	1.09%
Other		372,514		665,371	294,704	356,848	62,144	21.09%	0.60%
Public Safety - EMS		2,250,934		2,252,547	2,036,000	2,036,000	-	0.00%	3.41%
Public Safety - County		2,190		1,440	-	-	-	0.00%	0.00%
Investment Income		1,248,615		2,222,495	1,500,000	1,500,000	-	0.00%	2.51%
Prior Year Funds		-		-	2,862,058	275,000	(2,587,058)	-90.39%	0.46%
Subtotal		44,406,560		49,541,696	48,189,901	46,770,322	(1,419,579)	-2.95%	78.27%
Transfers In:									
Beach Preservation Fee		652,923		1,983,508	1,983,508	248,548	(1,734,960)	-87.47%	0.42%
Sale of Vehicle/Equipment		38,656		36,048	-	16,000	16,000	0.00%	0.03%
Hospitality Tax		3,218,687		5,154,955	6,257,894	6,500,000	242,106	3.87%	10.88%
Tax Increment Financing (TIF)		153,000		110,000	110,000	-	(110,000)	-100.00%	0.00%
State ATAX		2,445,211		4,615,021	3,515,021	3,500,000	(15,021)	-0.43%	5.86%
Electric Franchise Fee		540,603		540,603	540,603	545,000	4,397	0.81%	0.91%
Short Term Rental Permit Fee		967,626		1,750,000	1,825,000	1,825,000	-	0.00%	3.05%
Stormwater Fee		125,000		125,000	125,000	350,000	225,000	180.00%	0.59%
Subtotal Transfers In		8,141,706		14,315,135	14,357,026	12,984,548	(1,372,478)	-9.56%	21.73%
Total Revenues	\$	52,548,266	\$	63,856,831	\$ 62,546,927	\$ 59,754,870	\$ (2,792,057)	-4.46%	100.00%



FY 2026 PROPOSED GENERAL FUND BUDGET REVENUES





FY 2026 GENERAL FUND BUDGET REVENUE HIGHLIGHTS-\$59,754,870

- ✓ **General Fund Property Taxes** – \$17.9m -1% decrease (\$141k)
 - Millage reduced by 1.6 mills from 15.9 to 14.3
 - Added \$1.5 million the Town's former contribution to TIF expires June 30, 2025
- ✓ **Local Accommodations Tax** – \$6.8m - 1% decrease (\$68k)
 - Cultural Affairs / Code Enforcement / Revenue Collection / Facilities Maintenance of public spaces and roads, Fire Rescue emergency services
- ✓ **Beach Services/Parking** – \$650k - 175% increase (\$413.8k) due to the Town's new parking program:
 - Monday – Friday: \$3/Hour or \$15 Full Day
 - Saturday – Sunday: \$20 Full Day
- ✓ **Unspent Prior Year General Fund** – \$275k - 90% decrease (\$2.6 million)
 - LMO and Municipal Code Amendment initiatives already under way



FY 2026 GENERAL FUND BUDGET TRANSFERS IN HIGHLIGHTS

- ✓ **Beach Preservation Fee** – \$248k - 87% decrease (\$1.7 million)
 - Reduced transfer to the General Fund to preserve funding for the Beach Renourishment project in the CIP Fund

- ✓ **Hospitality Tax** – \$6.5m - 4% increase (\$242.1k)
 - Funding for the Fire Truck tax-exempt lease agreement payments / enhanced Fire Rescue operations, and maintenance of Town facilities

- ✓ **Tax Increment Financing Tax (TIF)** – \$0 – decrease (\$110k):
 - No funding due to the conclusion of the Tax Increment Fund (TIF) financing agreement, originally extended in Fiscal Year 2016 in partnership with the County, School District, and PDS partners

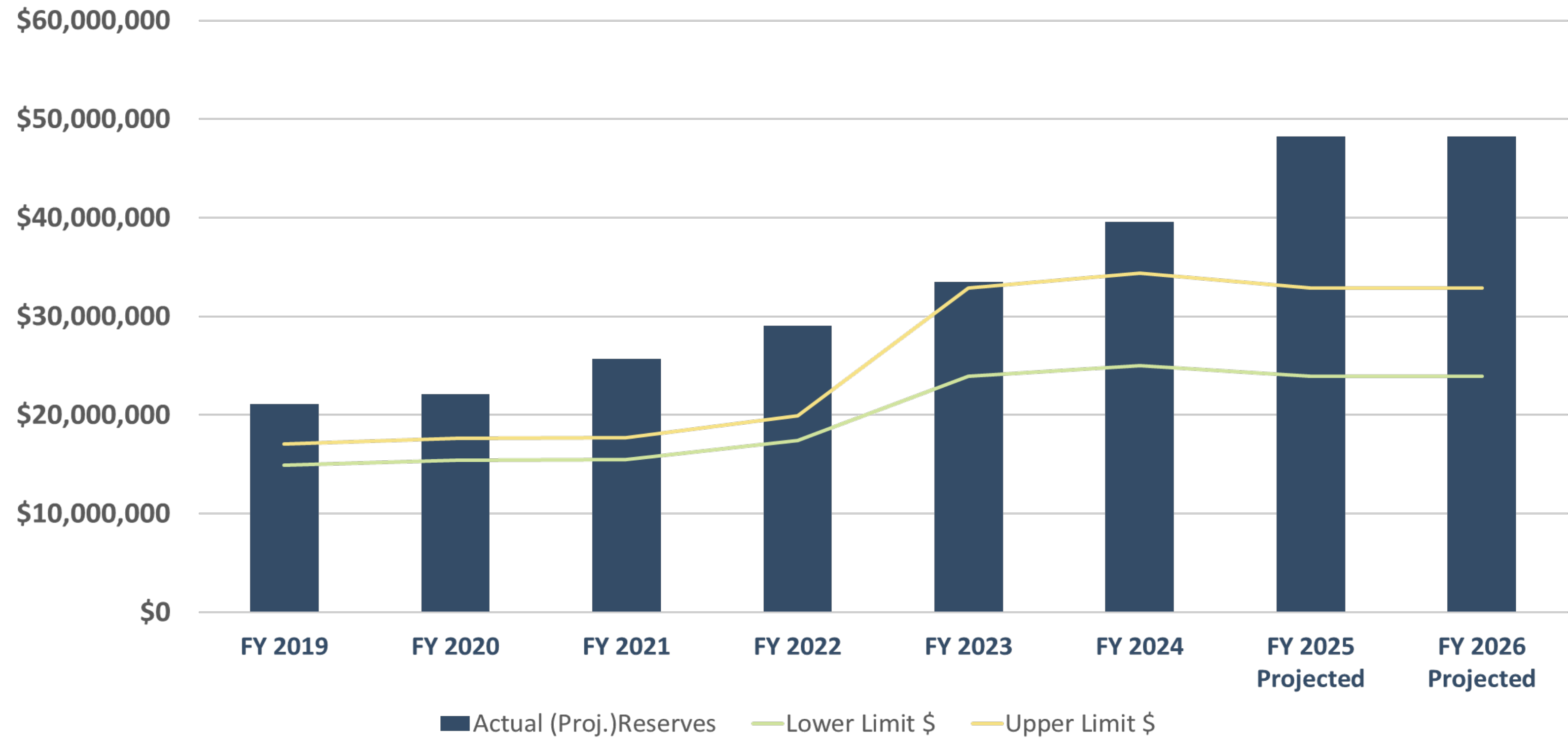
- ✓ **Stormwater Fee** – \$350k - 180% Increase (\$225k):
 - Increased due to a recent assessment of Stormwater operational support provided by Town Staff and facility resources





GENERAL FUND RESERVE POLICY LIMITS

General Fund Balance



» Town Council raised General Fund Policy Limits in FY 2023 and remains the same for FY 2026

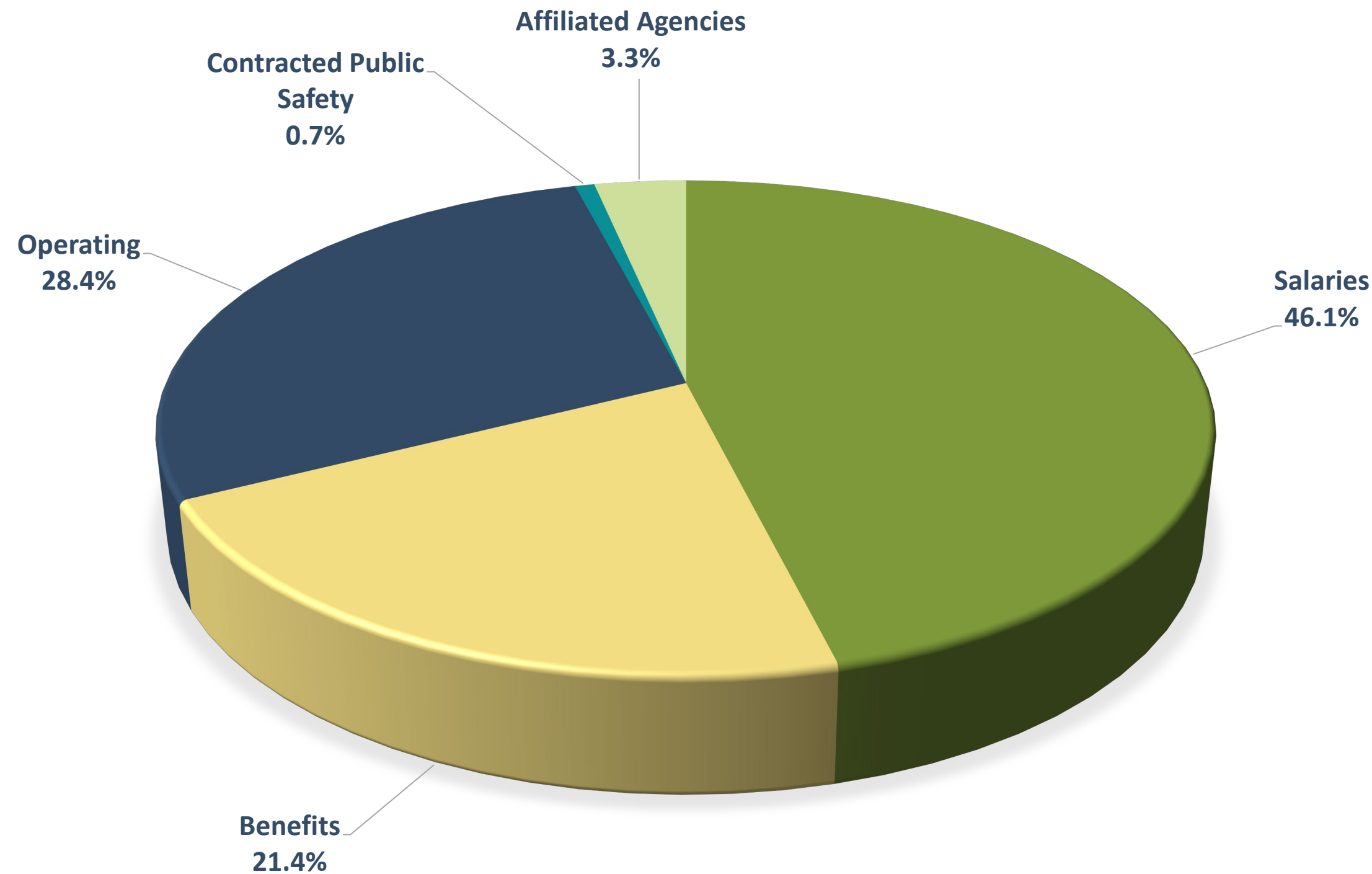


FY 2026 PROPOSED GENERAL FUND BUDGET EXPENDITURES

Expenditures by Category	FY 2023 Actual	FY 2024 Actual	FY 2025 Revised Budget	FY 2026 Proposed Budget	FY26 to FY25 Budget \$ Change	FY26 to FY25 Budget % Change	% of Budget
Salaries	\$ 22,006,758	\$ 24,674,243	\$ 26,863,128	\$ 27,465,827	\$ 602,699	2.24%	45.96%
Benefits	8,627,689	10,311,021	11,620,583	12,761,704	1,141,121	9.82%	21.36%
Operating	12,599,299	14,178,301	18,170,575	16,921,274	(1,249,301)	-6.88%	28.32%
Contracted Public Safety	2,566,926	2,595,199	2,642,000	420,500	(2,221,500)	-84.08%	0.70%
Affiliated Agencies	1,946,430	2,056,525	3,250,641	1,988,516	(1,262,125)	-38.83%	3.33%
Capital Outlay (Parking)	361,221	368,805	-	-	-	0.00%	0.00%
Transfer to CIP Fund	-	-	-	-	-	0.00%	0.00%
Transfer to Housing Fund	-	2,000,000	-	197,049	197,049	0.00%	0.33%
Transfer to Land Acquisition Fund	-	1,000,000	-	-	-	0.00%	0.00%
Total Expenditures & Transfers Out	\$ 48,108,322	\$ 57,822,970	\$ 62,546,927	\$ 59,754,870	\$ (2,792,057)	-4.46%	100.00%



FY 2026 PROPOSED GENERAL FUND BUDGET EXPENDITURES





FY 2026 GENERAL FUND BUDGET EXPENDITURES HIGHLIGHTS-\$59,754,870

- ✓ **Salaries & Benefits** – \$40.2m - 4.5% increase (\$1.7 million), including:
 - ✓ New head count to support Town Council policy priority:
 - New FTE - Integrated Pest Management (IPM) Specialist (\$113k)
 - New FTE - Parking Program Manager (\$108k)
 - PTE to FTE - Help Desk Technician (\$15.4k)
 - ✓ The Town's position counts for FY26 are:
 - FTE - 284
 - PTE - 16
 - Temporary - 10
- ✓ Provides up to 4% performance-based pay increase (\$1.3 million across all funds)
- ✓ Provides 11% SC mandated medical insurance employer premium increase (\$454k all funds) / 12% life insurance increase (\$7k) / 23% workers compensation increase (\$68k)
- ✓ Supports Town 401k contribution of up to 12% (\$1.8 million benefit to employees)
- ✓ Supports SC mandated Police Officer's Retirement System (PORS) contribution (\$2.8 million benefit to qualified employees)



FY 2026 GENERAL FUND BUDGET EXPENDITURES HIGHLIGHTS

- ✓ Provides 14 Paid Holidays including 2 Floating Holidays
- ✓ Allows employees a paid time off buy-back option of 37.5 hours
- ✓ Provides Fire Rescue Overtime of \$1.2 million
- ✓ Part-Time support for Human Resources, Employee Engagement, Finance, Office of Cultural Affairs, Community Engagement and Planning & Operations.
- ✓ Supports Seasonal and Temporary Employees including:
 - Beach Ambassadors (3)
 - Transportation Technicians
 - Plan Reviewers
 - Short-Term Rental Permit Program Assistants
 - Part-time students and summer interns

FY 2026 GENERAL FUND BUDGET EXPENDITURE HIGHLIGHTS

- ✓ **Operating** – \$16.9m - 7% decrease (\$1.2 million)
 - ✓ Reduces travel, meetings and conferences, printing, and general operating expenses
 - ✓ Supports Comprehensive LMO Code amendments, District Planning, and Comprehensive Plan amendments
 - ✓ Provides for a Class and Compensation Study
 - ✓ Supports the 3rd Annual BMI Island Jams Songwriter Festival,
 - ✓ Supports Community events such as Crescendo and the Lantern Parade
 - ✓ Supports RBC Heritage community preparations including landscaping and general clean up
 - ✓ Expands Holiday lighting throughout the Island
 - ✓ Provides Local governmental matching funds for Lowcountry Council of Government, and the Lowcountry regional Hilton Head Island Beach Shuttle transportation service
 - ✓ Provides Fire Truck Lease payments and Town office space lease payments





FY 2026 GENERAL FUND BUDGET EXPENDITURE HIGHLIGHTS

- ✓ Provides for the removal of abandoned boats from our waterways
- ✓ Provides \$550/month Stipend for approximately 15 BCSO Officers living on the Island (\$99k), and Holiday Bonuses for all BCSO employees working south of the Broad (\$20k)
- ✓ Provides for a Police Department Assessment
- ✓ **Contracted Public Safety** – \$420k - 84% decrease (\$2.2 million)
 - ✓ Eliminates the Beaufort County Sheriff's Office accrual of \$2m. At the end of FY25, the total accrual is \$10m
- ✓ **Affiliated Agency Partnerships** – \$1.9m - 39% decrease (\$1.3 million)
 - ✓ 11 Applications received - \$3.2 million
 - ✓ 6 Applicants were recommended funding by the F&A Committee - \$1.9 million
- ✓ **Transfers Out:** Transfers \$197k to the Housing Fund for Workforce Housing Personnel and Operating costs



FY 2026 GENERAL FUND BUDGET EXPENDITURE HIGHLIGHTS

- ✓ Provides for public meeting broadcasts by the Beaufort County Channel for the following (\$48.1k for 110 meetings/year):
 - Town Council
 - Community Services & Public Safety Committee
 - Finance & Administrative Committee
 - Planning Commission
 - Gullah Geechee Land & Cultural Preservation Task Force
 - Gullah Geechee Historic Neighborhoods CDC
 - Accommodations Tax Advisory Committee
 - Housing Action Committee





FY 2026 GENERAL FUND BUDGET EXPENDITURE HIGHLIGHTS

✓ Fire Rescue

- Supports significant increase in calls for service since 2021
- Provides for Fire Officer professional development and Company Officer assessment
- Provides for Town-wide fleet management and ongoing repairs and maintenance

✓ Public Safety

- Supports the Short-Term Rental Program, Town Code compliance, Beach operations, and serves as the liaison with Beaufort County Sheriff's Office
- Supports public safety hours of 8am – 9pm 7 days a week
- Supports the annual security contract for public safety





FY 2026 GENERAL FUND BUDGET EXPENDITURE HIGHLIGHTS

✓ Finance

- Supports the Short-Term Rental Program, and collection of Local ATAX, Beach Fee, Hospitality Fee, Business License Fee, and other Town-wide funds
- Supports additional capabilities to oversee financial reporting, grant applications, cash management, and the identification of additional alternative funding sources

✓ Human Resources

- Supports tuition reimbursement
- Provides professional development for town staff including customer service, hospitality, cultural awareness, and leadership development training

✓ Technology and Innovation

- Reduces software and technology costs by streamlining technology solutions (\$78k)





FY 2026 GENERAL FUND BUDGET EXPENDITURE HIGHLIGHTS

✓ Facilities

- Supports enhanced landscape, lighting, solid waste and recycling, and park maintenance / management
- Supports beach and beach park enhancements including wayfinding, bike racks, trash and recycling, public rules, and identification markers
- Supports right-of-way maintenance including safety and beautification enhancement projects
- Supports general maintenance for Town Hall and Fire Rescue Facilities
- Supports Town-wide litter patrol
- Supports an updated Beach Services and Franchise agreement
- Supports solid waste and recycling SWOT findings and priorities
- Supports new Integrated Pest Management Policy





FY 2026 GENERAL FUND BUDGET EXPENDITURE HIGHLIGHTS

✓ **Planning / Community Development**

- Supports significant increase in inspections over the last four years
- Supports comprehensive LMO Code amendments
- Supports District Planning and Comprehensive Plan amendments
- Supports permitting improvements
- Includes contractual external building safety plan review (\$25k)

✓ **Transportation**

- Enhances traffic and transportation support through traffic counting and adaptive traffic signal monitoring
- Supports traffic studies as needed for capacity, speed, signal warrants, traffic calming, safety, etc.





FY 2026 GENERAL FUND BUDGET EXPENDITURE HIGHLIGHTS

✓ **Marketing and Communications**

- Provides digital and print publishing to communicate initiatives or projects that encapsulate the overarching goals of the Town
- Supports sponsorships for Talk of the Town, Mayor's Monthly Update, and the WHHI News program
- Provides mobile banners and signage related to major Town initiatives or projects

✓ **Office of Cultural Affairs / Community Engagement**

- Supports the 3rd Annual Hilton Head Island Jam Songwriter's Festival
- Enhances Crescendo, Lantern Parade and other community events
- Expands Town holiday decorations and celebrations



FY 2026 PROPOSED GENERAL FUND EXPENDITURES – AFFILIATED AGENCIES

	FY 2023 Actual	FY 2024 Revised Budget	FY 2024 Actual	FY 2025 Revised Budget	FY 2026 Requests	FY 2026 F&A Recommendations
Island Recreation Association	\$ 1,099,304	\$ 1,123,766	\$ 1,123,766	\$ 1,167,366	\$ 1,252,366	\$ 1,252,366
Coastal Discovery Museum	92,775	102,432	102,432	107,700	141,650	141,650
Mitchelville Preservation Project	105,000	105,000	105,000	105,000	105,000	105,000
USCB Event Management/Ambassadors*	173,447	238,985	238,985	235,000	-	-
LRTA (Palmetto Breeze)	282,404	277,842	277,842	253,595	507,051	350,000
14th Circuit Solicitor-Multidisciplinary	50,000	50,000	50,000	50,000	50,000	-
14th Circuit Solicitor-Career Criminal	118,500	118,500	118,500	118,500	118,500	-
Beaufort County EDC	25,000	40,000	40,000	40,000	42,000	42,000
Habitat for Humanity*	-	500,000	-	500,000	-	-
Coastal Community Development Corp.*	-	600,000	-	600,000	750,000	-
Sea Turtle Patrol HHI	-	-	-	73,480	97,500	97,500
Sandalwood Food Pantry	-	-	-	-	97,500	-
The Children's Center	-	-	-	-	80,000	-
Total	\$ 1,946,430	\$ 3,156,525	\$ 2,056,525	\$ 3,250,641	\$ 3,241,567	\$ 1,988,516

**Note: Funding for Habitat for Humanity and Coastal Community Development Corporation was approved in FY 2024 but was not spent by year end. FY 2024 funding was carried forward to FY 2025.*

**Note: USCB Event Management/Ambassadors and Habitat for Humanity did not submit FY26 Affiliated Agency Funding Applications.*



FY 2026 CONSOLIDATED BUDGET OVERVIEW

SIX MAJOR FUNDS



General Fund

Capital Improvements Program Fund



Debt Service Fund

Stormwater Utility Fund



Gullah Geechee Historic Neighborhoods
Community Development Corporation Fund

Housing Fund



CAPITAL IMPROVEMENTS PROGRAM FUND

- This fund is used to account for and report financial resources that are restricted, committed or assigned for the acquisition, construction, or renovation of major capital facilities; ongoing major improvement projects; and major equipment or other capital asset acquisitions which are not financed by another fund.
- Primary sources of revenue include bond proceeds, hospitality tax fees, beach preservation fees, state accommodations taxes, TIF proceeds, road usage fees (now paused), electric franchise fees, and road/park impact fees. Capital Projects are primarily non-recurring in nature.





5 Year CIP PROGRAM SELECTION PROCESS



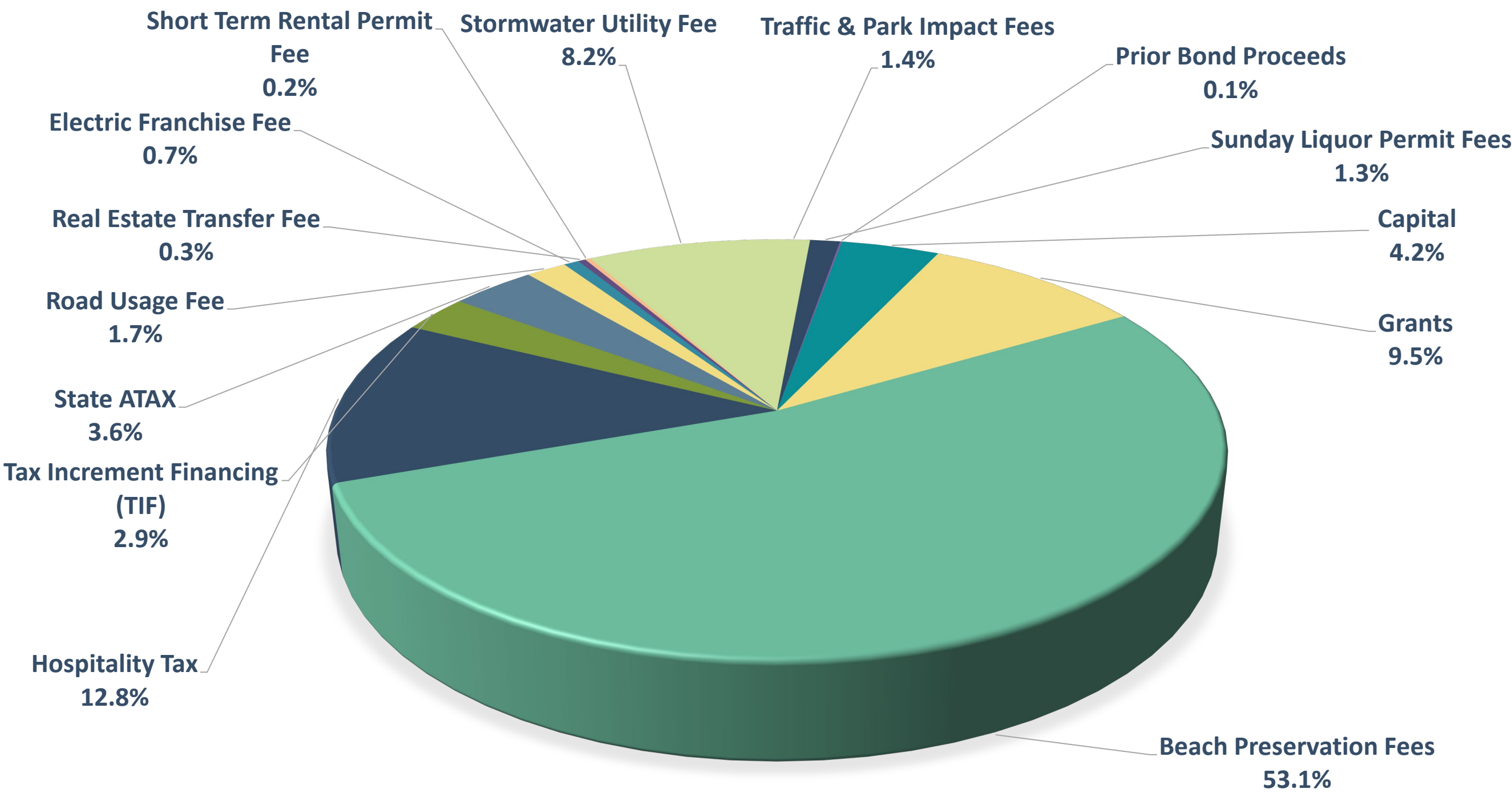


FY 2026 PROPOSED CIP SOURCES OF FUNDS

Funding Sources	FY 2023 Actual	FY 2024 Actual	FY 2025 Revised Budget	FY 2026 Proposed Budget	FY26 to FY25 Budget \$ Change	FY26 to FY25 Budget % Change	% of Budget
Traffic & Park Impact Fees	\$ 164,741	\$ 236,672	\$ 947,601	\$ 1,100,000	\$ 152,399	16.08%	1.42%
Sunday Liquor Permit Fees	319,600	279,950	1,455,811	1,000,000	(455,811)	-31.31%	1.29%
HTAX Supported Lease	-	-	11,384,707	-	(11,384,707)	-100.00%	0.00%
Prior Bond Proceeds	31,236	1,534	-	66,197	66,197	0.00%	0.09%
Capital	54,740	252,419	554,702	3,279,803	2,725,101	491.27%	4.22%
Investment Income	261,735	490,345	-	-	-	0.00%	0.00%
Sale of Land	-	200	1,283,020	-	(1,283,020)	-100.00%	0.00%
Grants	213,166	3,692,991	500,000	7,365,538	6,865,538	1373.11%	9.48%
SBITA Asset Revenue	1,188,451	122,418	-	-	-	0.00%	0.00%
Transfers In:							
Beach Preservation Fees	1,029,037	2,916,722	21,275,174	41,220,000	19,944,826	93.75%	53.06%
Hospitality Tax	1,323,918	2,654,133	18,601,126	9,934,462	(8,666,664)	-46.59%	12.79%
Tax Increment Financing (TIF)	959,641	453,719	11,260,717	2,242,934	(9,017,783)	-80.08%	2.89%
General Fund	-	1,000,000	-	-	-	0.00%	0.00%
State ATAX	232,592	2,014,294	3,200,000	2,832,066	(367,934)	-11.50%	3.65%
Road Usage Fee	1,240,183	(137,533)	762,871	1,354,500	591,629	77.55%	1.74%
Electric Franchise Fee	-	9,596,675	8,497,848	511,000	(7,986,848)	-93.99%	0.66%
Real Estate Transfer Fee	7,717,100	7,236,901	885,912	250,000	(635,912)	-71.78%	0.32%
Short Term Rental Permit Fee	692,309	-	-	180,000	180,000	0.00%	0.23%
Stormwater Utility Fee	-	860,000	2,193,310	6,350,880	4,157,570	189.56%	8.17%
Total Funding Sources	\$15,428,449	\$31,671,440	\$82,802,799	\$77,687,380	\$ (5,115,419)	-6.18%	100.00%



FY 2026 PROPOSED CIP SOURCES OF FUNDS



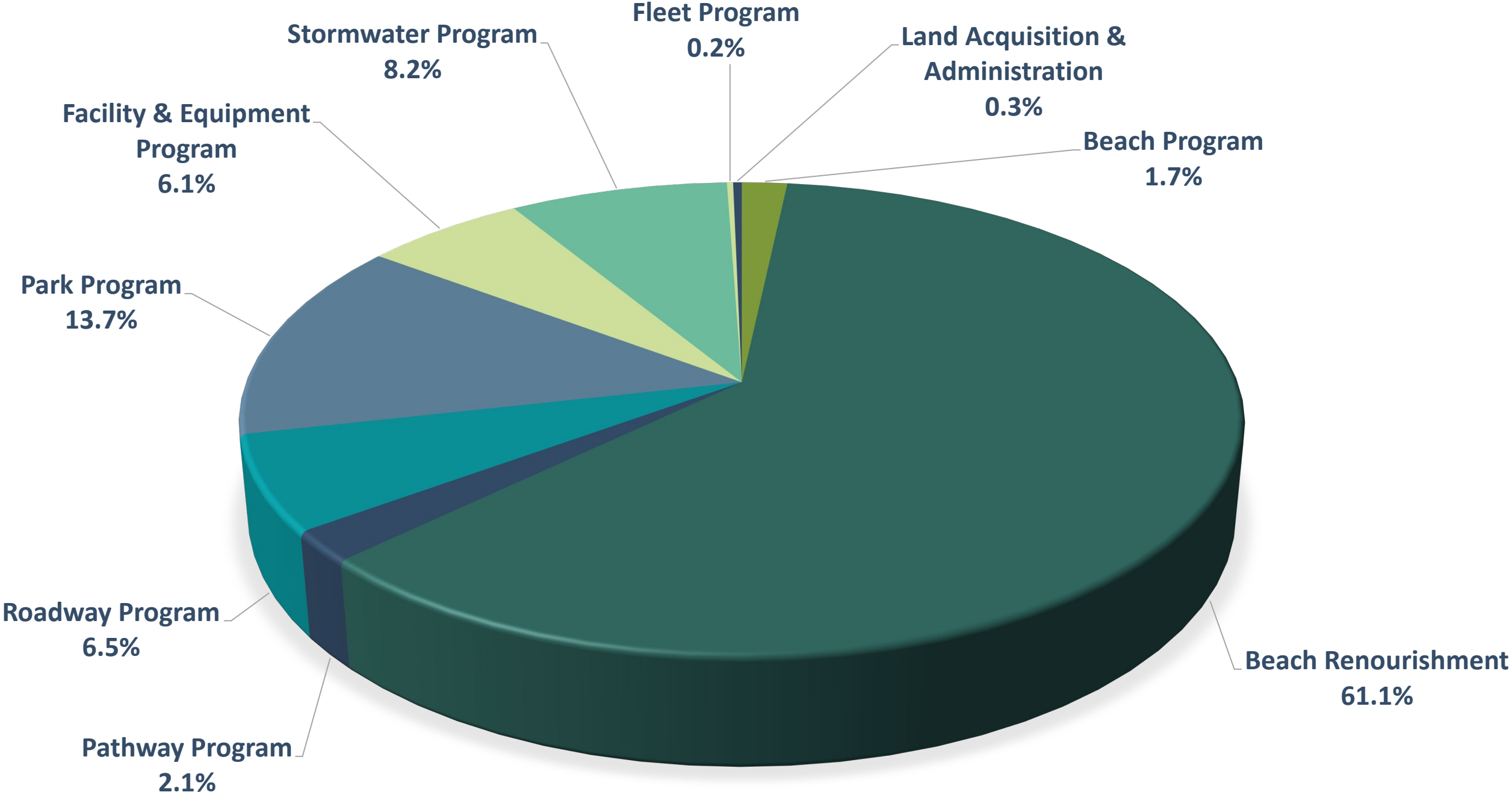


FY 2026 PROPOSED CIP USES OF FUNDS

Use of Funds	FY 2023 Actual	FY 2024 Actual	FY 2025 Revised Budget	FY 2026 Proposed Budget	FY26 to FY25 Budget \$ Change	FY26 to FY25 Budget % Change	% of Budget
Beach Program	\$ 1,153,510	\$ 2,404,079	\$ 21,599,000	\$ 48,820,000	\$ 27,221,000	126.03%	62.84%
Pathway Program	312,853	1,527,321	5,500,000	1,650,000	(3,850,000)	-70.00%	2.12%
Roadway Program	4,361,824	2,770,550	10,317,218	5,079,500	(5,237,718)	-50.77%	6.54%
Park Program	1,396,152	2,323,598	19,815,273	10,636,000	(9,179,273)	-46.32%	13.69%
Facility & Equipment Program	5,036,029	3,623,957	8,402,291	4,721,000	(3,681,291)	-43.81%	6.08%
Stormwater Program	133,993	1,088,427	2,193,310	6,350,880	4,157,570	189.56%	8.17%
Fleet Program	480,489	1,071,075	11,750,707	180,000	(11,570,707)	-98.47%	0.23%
Land Acquisition & Administration	7,826,584	12,019,174	3,225,000	250,000	(2,975,000)	-92.25%	0.32%
Housing	120,851	-	-	-	-	0.00%	0.00%
Transfers Out to Housing	-	350,000	-	-	-	0.00%	0.00%
Debt Service	-	220,558	-	-	-	0.00%	0.00%
Total Use of Funds	\$ 20,822,285	\$ 27,398,738	\$ 82,802,799	\$ 77,687,380	\$ (5,115,419)	-6.18%	100.00%



FY 2026 PROPOSED CIP USES OF FUNDS



CAPITAL IMPROVEMENTS PROGRAM FUND HIGHLIGHTS

- ✓ Beaches (\$48.8m)
- ✓ Pathways (\$1.6m)
- ✓ Roadways (\$5.1m)
- ✓ Parks (\$10.6m)
- ✓ Facility & Equipment (\$4.7m)
- ✓ Fleet (\$180k)
- ✓ Stormwater (\$6.4m)
- ✓ Land Acquisition & Administration (\$250k)



2016 Beach Renourishment



FY 2026 PROPOSED USE OF FUNDS

Summary	FY 2025 Revised Budget	FY 2025 Carry Forward	FY 2026 New Funding for FY25 Projects	FY 2026 New Funding for FY26 Projects	FY 2026 Total Funding	Funding Sources
Beach Program-Without Renourishment	\$ 5,099,000	\$ 600,000	\$ -	\$ 720,000	\$ 1,320,000	Beach Fee, HTAX
Pathway Program	5,500,000	500,000	550,000	600,000	1,650,000	SC ATAX, Sunday Liquor Permit Fee, TIF
Roadway Program	10,317,218	2,384,500	470,000	2,225,000	5,079,500	Impact Fee, HTAX, Road Usage Fee, Capital, TIF
Park Program	19,815,273	7,065,000	2,425,000	1,146,000	10,636,000	HTAX, Capital, Electric Franchise Fee, Grants
Facility & Equipment Program	8,402,291	1,550,000	-	3,171,000	4,721,000	HTAX, SC ATAX, Capital, TIF, Prior Bond Proceeds
Stormwater Program	2,193,310	115,880	1,070,000	5,165,000	6,350,880	Stormwater Fee
Fleet Program	11,750,707	-	-	180,000	180,000	Short-Term Rental Permit Fee
Land Acquisition & Administration	3,225,000	-	-	250,000	250,000	Real Estate Transfer Fee
Subtotal	\$ 66,302,799	\$12,215,380	\$ 4,515,000	\$13,457,000	\$30,187,380	
Beach Program-Reourishment	16,500,000	15,000,000	32,500,000	-	47,500,000	Beach Fee
Total	\$ 82,802,799	\$27,215,380	\$37,015,000	\$13,457,000	\$77,687,380	



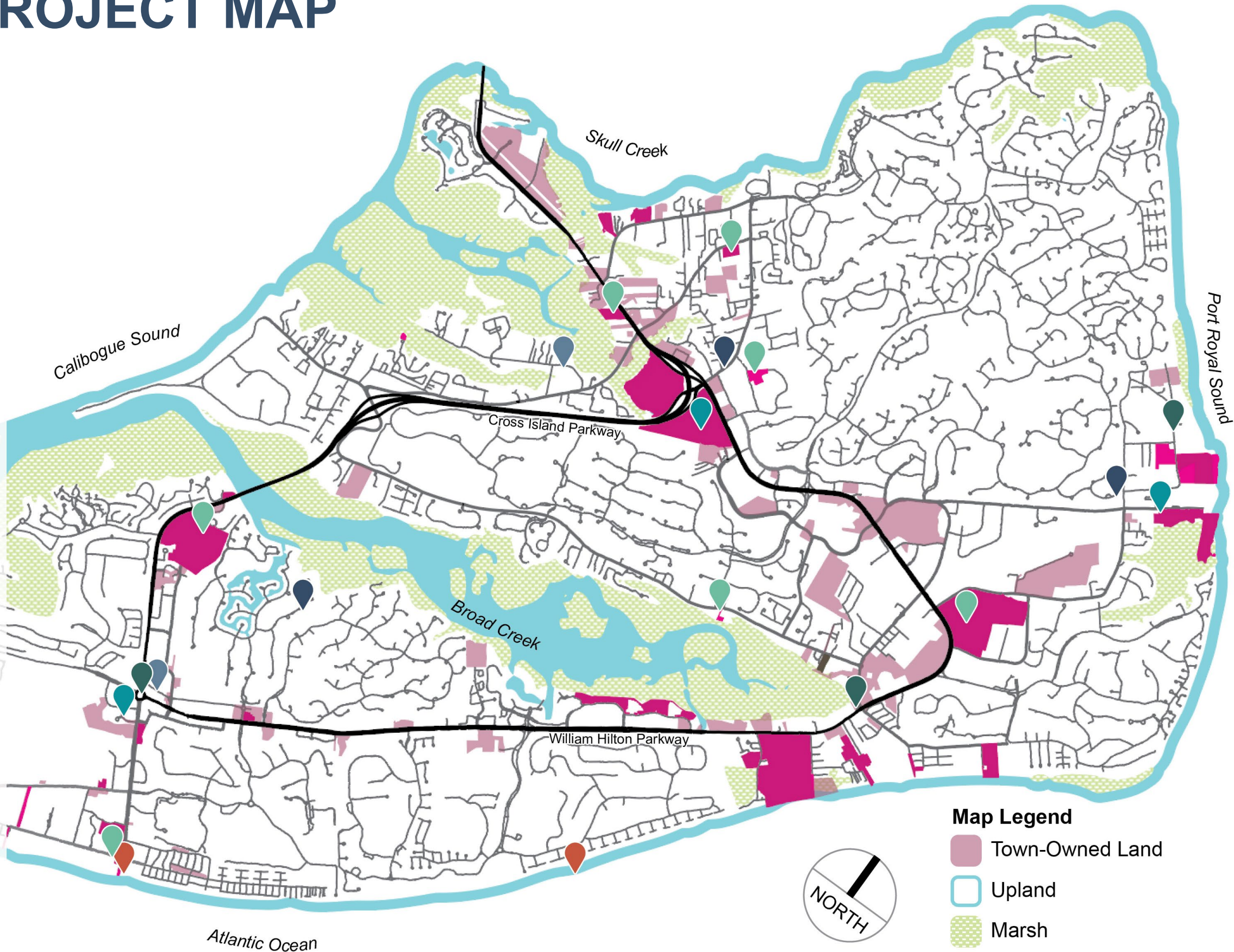
FY 2026 PROPOSED CIP PROJECTS



FY 2026 PROPOSED CIP PROJECT MAP

Proposed FY26 Projects

- Beach**
 - » Beach Renourishment
 - » Coligny Beach Boardwalk Maintenance
- Pathways**
 - » Jonesville Road Pathway
 - » Dunnagans Alley Pathway
- Roadways**
 - » Mitchelville Road: Dirt Road Paving Program
 - » William Hilton Parkway – Segment 5: Mathews Drive / Folly Field Road to Shelter Cove Lane: Median Enhancement Survey & Design
 - » William Hilton Parkway – Segment 8 Sea Pines Circle Improvements
- Parks**
 - » Coligny Circle Northwest Quadrant Pocket Park
 - » Crossings Park
 - » Mid-Island Tract: Phase 1
 - » Patterson Family Park
 - » Taylor Family Park
 - » Old Schoolhouse Park Improvements
 - » Rec Center Building Enhancements
- Facilities & Equipment**
 - » 4 Office Way Renovation: Technology & Innovation and Engineering & Projects Departments
 - » Mitchelville Freedom Park: Access and Parking Improvements
 - » Coastal Discovery Museum Enhancements
- Stormwater**
 - » Gum Tree Road Drainage Improvements
 - » Palmetto Hall Outfall Improvements
 - » Central Island Pump Station Overhaul & Resiliency Improvements



Map Legend

- Town-Owned Land
- Upland
- Marsh
- Water



FY 2026 PROPOSED CIP PROJECTS

						FY 2026 Project Schedule		
Projects	Project Type	FY 2025 Amended Budget	FY 2026 Estimated Roll Forward	FY 2026 Proposed Budget	Planning Commission Priority	Design	Permitting	Construction
BEACH PROGRAM								
Beach Park Maintenance & Improvements	Maintenance	250,000	-	150,000	★			✓
Beach Management & Monitoring	Maintenance	200,000	-	220,000	★			
Beach Renourishment	Maintenance	16,500,000	15,000,000	47,500,000	★			✓
Coligny Beach Park Boardwalk Maintenance	Maintenance	-	-	250,000	★			✓
Harbour Town Dredge	Maintenance	600,000	600,000	600,000	★			✓
Beach Program Contingency	N/A	100,000	-	100,000				
Total Beach Program		21,599,000	15,600,000	48,820,000				



FY 2026 PROPOSED CIP PROJECTS

						FY 2026 Project Schedule		
Projects	Project Type	FY 2025 Amended Budget	FY 2026 Estimated Roll Forward	FY 2026 Proposed Budget	Planning Commission Priority	Design	Permitting	Construction
PATHWAY PROGRAM								
Pathway Maintenance & Improvements	Maintenance	350,000	-	500,000	★			✓
New Pathway Segments								
Jonesville Road Pathway	Discretionary	4,500,000	500,000	500,000	★	✓	✓	
Dunnagans Alley Pathway	Discretionary	100,000	-	250,000	★	✓	✓	
William Hilton Parkway EB Pathway	Discretionary	100,000	-	300,000	★	✓		
Subtotal New Pathway Segments		4,700,000	500,000	1,050,000				
Pathway Project Management and Contingency	N/A	100,000	-	100,000				
Total Pathway Program		5,150,000	500,000	1,650,000				



FY 2026 PROPOSED CIP PROJECTS

						FY 2026 Project Schedule		
Projects	Project Type	FY 2025 Amended Budget	FY 2026 Estimated Roll Forward	FY 2026 Proposed Budget	Planning Commission Priority	Design	Permitting	Construction
ROADWAY PROGRAM								
Roadway Maintenance & Improvements	Maintenance	455,000	-	250,000	★			✓
Signal System Maintenance	Maintenance	880,000	500,000	1,100,000	★			✓
Landscape, Lighting, and Safety Enhancements	Maintenance	1,000,000	-	750,000	★			✓
Dirt Road Paving Program								
Mitchelville Road	Discretionary	1,000,000	910,000	910,000	★		✓	✓
Alice Perry Drive	Discretionary	1,000,000	50,000	50,000	★	✓	✓	
Freddie's Way	Discretionary	575,000	50,000	50,000	★	✓	✓	
Alfred Lane	Discretionary	48,500	44,500	44,500	★	✓	✓	
Benjamin Drive	Discretionary	100,000	50,000	50,000	★	✓	✓	
Subtotal Dirt Road Paving Program		2,723,500	1,104,500	1,104,500				
Island-wide Intersection Pedestrian & Vehicular Safety	Maintenance	1,000,000	250,000	250,000	★			✓
Jonesville Road and Spanish Wells Right Turn Lane	Maintenance	-	-	100,000	★	✓	✓	
Northpoint Access Improvements	Maintenance	-	-	150,000	★	✓	✓	
Tabby Walk Entrance Relocation	Maintenance	-	-	200,000	★	✓	✓	
William Hilton Parkway Gateway Corridor & Stoney	Discretionary	100,000	-	100,000	★	✓		



FY 2026 PROPOSED CIP PROJECTS

						FY 2026 Project Schedule		
Projects	Project Type	FY 2025 Amended Budget	FY 2026 Estimated Roll Forward	FY 2026 Proposed Budget	Planning Commission Priority	Design	Permitting	Construction
ROADWAY PROGRAM								
Streetscape Enhancements								
Pope Avenue Streetscape Improvements	Discretionary	333,718	180,000	250,000	★	✓	✓	✓
Subtotal Streetscape Enhancements		333,718	180,000	250,000				
William Hilton Parkway Streetscape Enhancements								
Segment 5 - Mathews Drive / Folly Field Road to Shelter	Discretionary	-	-	300,000	★	✓		
Segment 8 - Sea Pines Circle to Wexford Drive /	Discretionary	800,000	350,000	350,000	★	✓	✓	✓
Subtotal William Hilton Parkway Streetscape		800,000	350,000	650,000				
Folly Field Road Pedestrian Safety Improvements	Maintenance	-	-	75,000	★	✓	✓	✓
Roadway Project Management and Contingency	N/A	25,000	-	100,000				
Total Roadway Program		7,317,218	2,384,500	5,079,500				



FY 2026 PROPOSED CIP PROJECTS

						FY 2026 Project Schedule		
Projects	Project Type	FY 2025 Amended Budget	FY 2026 Estimated Roll Forward	FY 2026 Proposed Budget	Planning Commission Priority	Design	Permitting	Construction
PARK PROGRAM								
Park Maintenance and Improvements	Maintenance	500,000	-	250,000	★			✓
Public Art Program	Discretionary	35,375	-	35,000	★			✓
Island Recreation Association								
Rec Center Building Improvements	Maintenance	365,000	-	233,500	★			✓
Rec Center Pool Improvements	Maintenance	95,000	-	195,000	★			✓
Athletic Equipment Improvements	Maintenance	15,000	-	15,000	★			
Event Equipment Improvements	Maintenance	-	-	67,500	★			
Subtotal Island Recreation Association		475,000	-	511,000				
Coligny Circle NW Quadrant Pocket Park	Discretionary	500,000	425,000	900,000	★		✓	✓
Crossings Park Renovation - Phase 1: Pickleball Complex	Discretionary	5,000,000	1,000,000	1,000,000	★	✓	✓	
Crossings Park Renovation - Phase 2: Bristol Sports	Discretionary	-	-	750,000	★	✓	✓	
Crossings Park Renovation - Phase 3: Baseball Complex	Discretionary	-	-	250,000	★	✓	✓	
Mid-Island Tract Park - Phase 1	Discretionary	2,500,000	750,000	750,000	★	✓	✓	
Patterson Family Park	Discretionary	2,740,583	2,240,000	2,590,000	★	✓	✓	✓
Taylor Family Park	Discretionary	2,911,416	2,400,000	2,750,000	★	✓	✓	✓
Old Schoolhouse Park Improvements	Discretionary	350,000	250,000	750,000	★	✓	✓	✓
Park Project Contingency	N/A	100,000	-	100,000				
Total Park Program		17,970,171	7,065,000	10,636,000				



FY 2026 PROPOSED CIP PROJECTS

						FY 2026 Project Schedule		
Projects	Project Type	FY 2025 Amended Budget	FY 2026 Estimated Roll Forward	FY 2026 Proposed Budget	Planning Commission Priority	Design	Permitting	Construction
FACILITY & EQUIPMENT PROGRAM								
Facility Maintenance & Improvements	Maintenance	-	-	500,000	★			✓
Facilities Equipment	Maintenance	-	-	50,000	★			
Town Hall Facility Improvements	Maintenance	1,745,589	200,000	200,000	★			✓
4 Office Way Renovations	Maintenance	-	1,100,000	1,100,000	★	✓	✓	✓
IT Equipment & Software	Maintenance	1,582,000	-	625,000	★			
Fire Hydrant Expansion	Maintenance	50,000	-	50,000	★			✓
Furniture Replacement	Maintenance	-	-	300,000	★			
Security Cameras & Connectivity	Maintenance	266,500	-	150,000	★			
Tree Planting Program	Discretionary	500,000	-	150,000	★			
Coastal Discovery Museum Improvements								
Discovery House	Maintenance	21,500	-	20,500	★			✓
Armstrong / Hack House	Maintenance	21,000	-	10,500	★			✓
Pavilion	Maintenance	4,000	-	4,500	★			✓
Discovery Lab	Maintenance	1,500	-	4,500	★			✓
Pavilion / Restroom Building	Maintenance	5,000	-	350,000	★			✓
Horse Barn	Maintenance	30,000	-	23,000	★			✓
Hay Barn	Maintenance	-	-	50,000	★			✓
Miscellaneous Improvements	Maintenance	95,500	-	23,000	★			✓
Event Space Improvements	Maintenance	450,000	-	10,000	★			✓
Subtotal Coastal Discovery Museum Improvements		628,500	-	496,000				

» Facility & Equipment Program continues next slide



FY 2026 PROPOSED CIP PROJECTS

						FY 2026 Project Schedule		
Projects	Project Type	FY 2025 Amended Budget	FY 2026 Estimated Roll Forward	FY 2026 Proposed Budget	Planning Commission Priority	Design	Permitting	Construction
FACILITY & EQUIPMENT PROGRAM								
Jonesville Horse Barn	Maintenance	-	-	500,000	★			✓
Mitchelville Freedom Park Improvements	Discretionary	1,054,702	250,000	250,000	★	✓	✓	
Town Refuse & Recycling Management Improvements	Discretionary	-	-	250,000	★			
Facilities and Equipment Contingency	N/A	100,000	-	100,000				
Total Facility & Equipment Program		6,542,291	1,550,000	4,721,000				



FY 2026 PROPOSED CIP PROJECTS

						FY 2026 Project Schedule		
Projects	Project Type	FY 2025 Amended Budget	FY 2026 Estimated Roll Forward	FY 2026 Proposed Budget	Planning Commission Priority	Design	Permitting	Construction
STORMWATER PROGRAM								
Stormwater Maintenance & Improvements	Maintenance	-	-	1,800,000	★	✓	✓	✓
Stormwater Maintenance Agreement Program	Maintenance	-	-	2,000,000	★			✓
25 Moonshell Road	Maintenance	100,000	60,000	60,000	★	✓		
75 Helmsman Way Drainage Improvements	Maintenance	-	-	50,000	★	✓		
Bryant Road Pond Restoration	Maintenance	-	-	25,000	★			✓
Cordillo Courts Drainage Improvements	Maintenance	5,880	5,880	95,880	★			✓
Gum Tree Road Improvements	Maintenance	80,000	-	120,000	★			✓
Jarvis Creek Outfall	Maintenance	150,000	-	50,000	★	✓	✓	
Jarvis Creek Pump Station - Pump Replacements	Maintenance	-	-	300,000	★			✓
Main Street Drainage Improvements	Maintenance	250,000	50,000	50,000	★			✓
Old Woodlands-26 Indian Trail Improvements	Maintenance	-	-	80,000	★	✓	✓	
Palmetto Hall Outfall Improvements	Maintenance	80,000	-	150,000	★	✓	✓	✓
Water Level Monitoring	Maintenance	-	-	75,000	★			
Weather Monitoring	Maintenance	-	-	50,000	★			
Central Island Pump Station Overhaul and Resiliency	Maintenance	1,308,720	-	750,000	★	✓	✓	
Gum Tree Channel Capacity Improvements	Maintenance	-	-	120,000	★	✓	✓	
Arrow Road Laydown Yard Improvements	Maintenance	-	-	75,000	★			✓
Stormwater Contingency	N/A	-	-	500,000				
Total Stormwater Program		1,974,600	115,880	6,350,880				



FY 2026 PROPOSED CIP PROJECTS

						FY 2026 Project Schedule		
Projects	Project Type	FY 2025 Amended Budget	FY 2026 Estimated Roll Forward	FY 2026 Proposed Budget	Planning Commission Priority	Design	Permitting	Construction
FLEET PROGRAM								
Staff Vehicle Replacement	Maintenance	130,000	-	80,000	★			
Fleet Contingency	N/A	100,000	-	100,000				
Total Fleet Program		230,000	-	180,000				



FY 2026 PROPOSED CIP PROJECTS

						FY 2026 Project Schedule		
Projects	Project Type	FY 2025 Amended Budget	FY 2026 Estimated Roll Forward	FY 2026 Proposed Budget	Planning Commission Priority	Design	Permitting	Construction
LAND ACQUISITION PROGRAM								
Land Acquisition Administration	Discretionary	3,225,000	-	250,000	★			
Total Land Acquisition Program		3,225,000	-	250,000				
Total Capital Improvements Program Fund		\$ 64,008,280	\$ 27,215,380	\$ 77,687,380				



FY 2026 CONSOLIDATED BUDGET OVERVIEW

SIX MAJOR FUNDS



General Fund

Capital Improvements Project Fund



Debt Service Fund

Stormwater Utility Fund



Gullah Geechee Historic Neighborhoods
Community Development Corporation Fund

Housing Fund



DEBT SERVICE FUND

- This fund is used for accumulating resources for the payment of interest and principal on general long-term obligation debt of the governmental funds.
- The primary sources of revenue are property tax, beach preservation fee, hospitality tax, TIF proceeds, and real estate transfer fees.



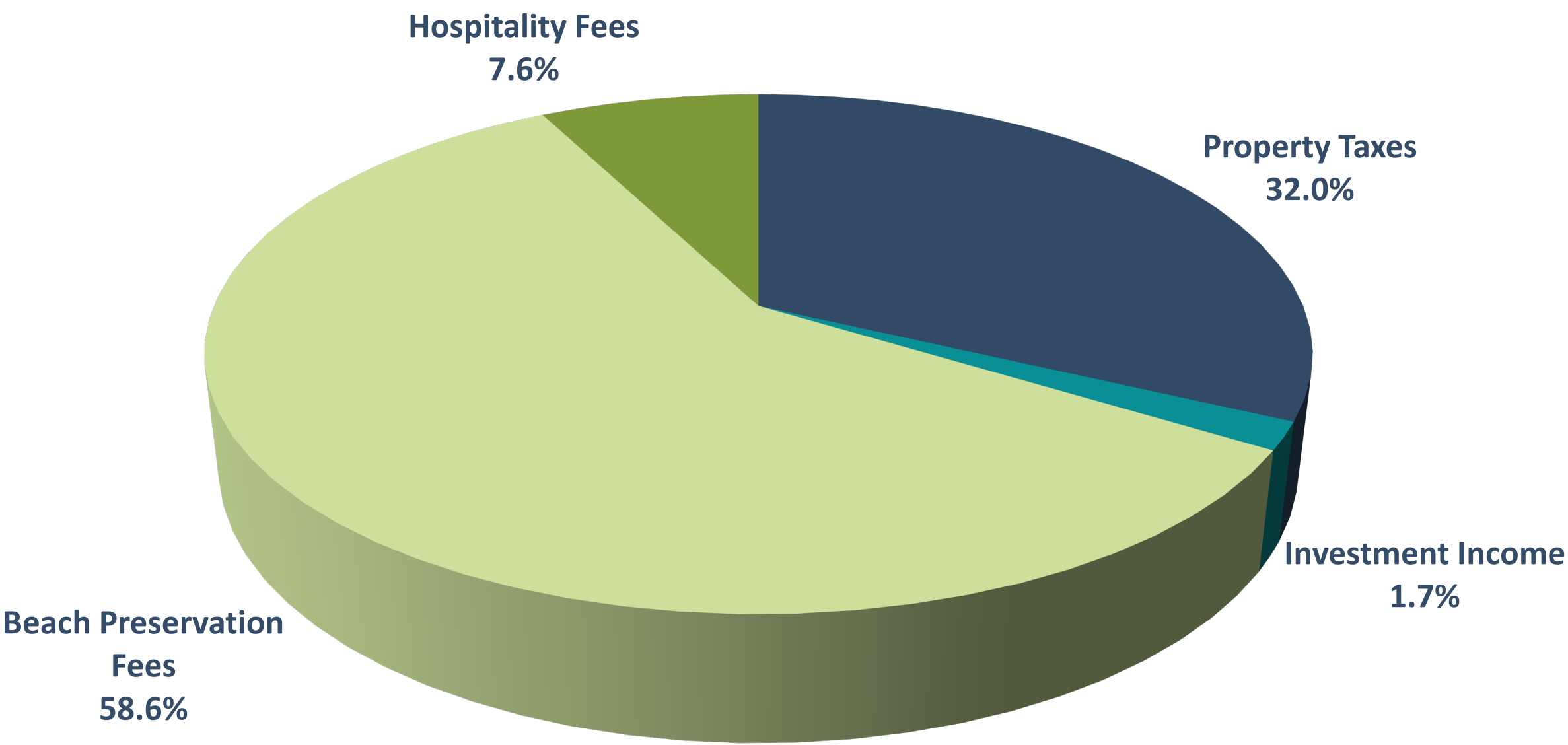


FY 2026 PROPOSED DEBT SERVICE FUND BUDGET REVENUES

	FY 2023 Actual	FY 2024 Actual	FY 2025 Adopted Budget	FY 2026 Proposed Budget	FY26 to FY25 Budget \$ Change	FY26 to FY25 Budget % Change	% of Budget
Property Taxes	\$ 5,886,700	\$ 6,308,036	\$ 5,843,144	\$ 6,035,600	\$ 192,456	3.29%	32.00%
Investment Income	436,184	657,135	338,365	325,115	(13,250)	-3.92%	1.72%
Transfers In:							
Beach Preservation Fees	3,952,375	3,948,375	4,346,625	11,062,000	6,715,375	154.50%	58.64%
Natural Disasters Fund	3,537,765	-	-	-	-	0.00%	0.00%
Hospitality Fees	1,444,691	1,437,134	1,843,158	1,441,368	(401,790)	-21.80%	7.64%
Tax Increment Financing (TIF)	3,927,564	3,931,259	3,928,708	-	(3,928,708)	-100.00%	0.00%
Real Estate Transfer Fee	1,097,350	1,095,850	400,000	-	(400,000)	-100.00%	0.00%
Total Revenues	\$ 20,282,629	\$ 17,377,789	\$ 16,700,000	\$ 18,864,083	\$ 2,164,083	12.96%	100.00%



FY 2026 PROPOSED DEBT SERVICE FUND BUDGET REVENUES



»» Property Taxes support approximately one third of the annual debt payments for the Town.



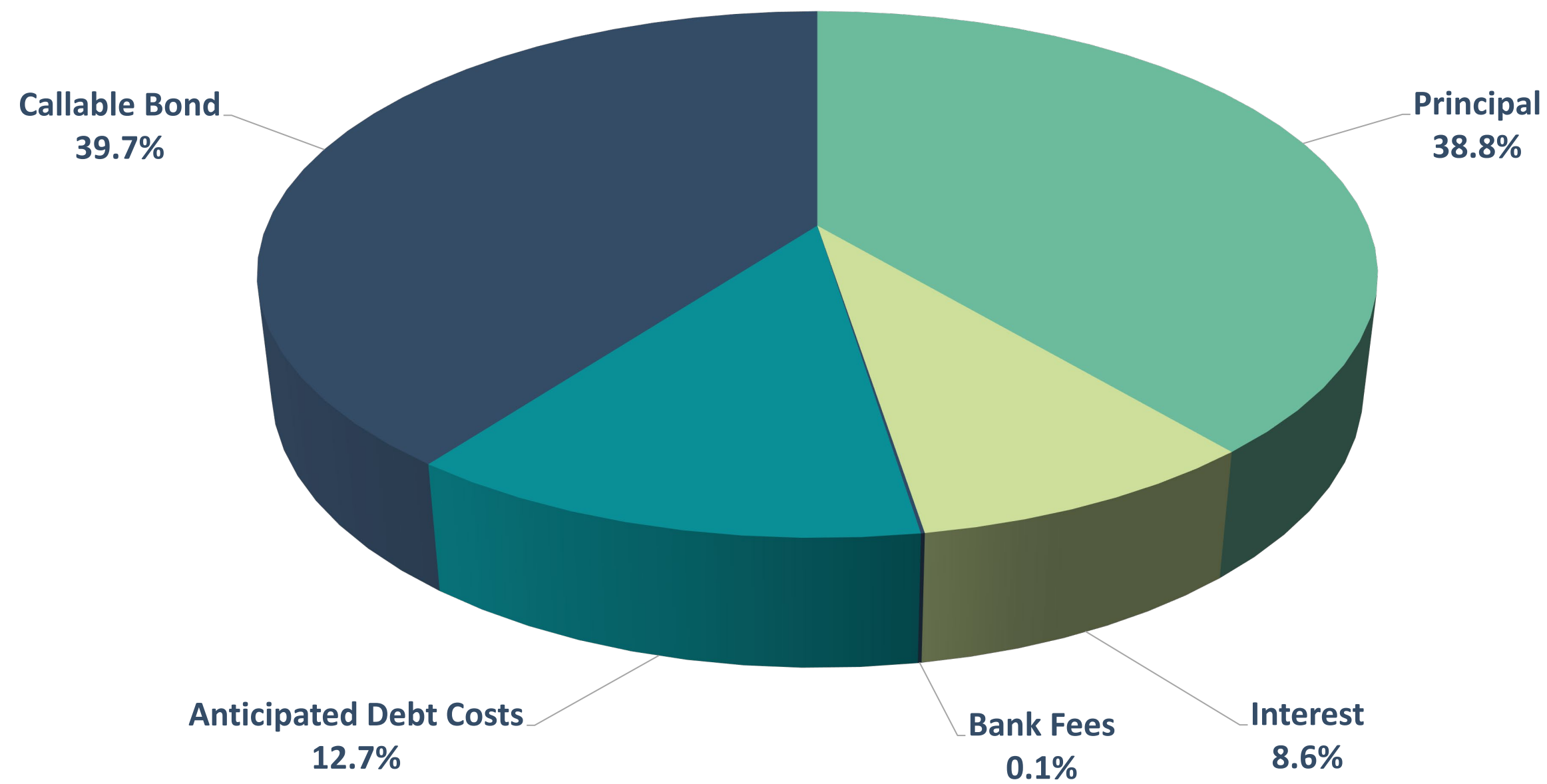
FY 2026 PROPOSED DEBT SERVICE FUND BUDGET EXPENDITURES

	FY 2023 Actual	FY 2024 Actual	FY 2025 Adopted Budget	FY 2026 Proposed Budget	FY26 to FY25 Budget \$ Change	FY26 to FY25 Budget % Change	% of Budget
Principal	\$ 16,055,000	\$ 12,995,000	\$ 12,625,000	\$ 7,325,000	\$ (5,300,000)	-41.98%	38.83%
Interest	3,289,080	2,809,733	2,403,968	1,626,483	(777,485)	-32.34%	8.62%
Bank Fees	18,850	15,850	71,032	17,600	(53,432)	-75.22%	0.09%
Anticipated Debt Costs	-	-	1,600,000	2,400,000	800,000	50.00%	12.72%
Callable Bond				7,495,000	7,495,000	0.00%	39.73%
Total Expenditures	\$ 19,362,930	\$ 15,820,583	\$ 16,700,000	\$ 18,864,083	\$ 2,164,083	12.96%	100.00%

»» Town Council may consider new debt after the FY 2026 Consolidated Budget is adopted.
Anticipated Debt Costs of \$2,400,000 provides interest costs of new proposed debt.



FY 2026 PROPOSED DEBT SERVICE FUND BUDGET EXPENDITURES



» The Town’s debt payments are primarily principal reduction.



FY 2026 DEBT SERVICE FUND BUDGET HIGHLIGHTS-\$18,864,083

- ✓ Debt Service Property Tax Reduced from 5.5 mills to 5.1 mills in FY26
- ✓ \$115.9m debt reduction in FY18 through FY25
- ✓ An additional \$14.8m debt reduction is planned in FY26
- ✓ The Series 2017B Special Obligation Bond (Beach Preservation Fee Pledge) is callable on August 1, 2025. The payment of the remaining balance is included in the FY26 Budget (\$7.495 million), in addition to the regular FY26 payments (\$3.9 million)
- ✓ Beach Renourishment is currently budgeted at 100% cash. A bond issue may be considered after budget is adopted
- ✓ The Debt Service Fund Balance currently has a \$14.8m surplus. A short-term bond issue may be considered to draw these funds in FY26
- ✓ Bonds issued after Hurricane Matthew to reinstate the Disaster Fund have been fully repaid
- ✓ The Town continues to improve its financial position and capacity by steadily decreasing debt, increasing reserves, and increasing assessed values
- ✓ Stormwater bonds are paid through the Stormwater Fund



FY 2026 DEBT SERVICE FUND BUDGET REVENUES HIGHLIGHTS

- ✓ Total Budget is an increase of \$2 million (12%):
 - Principal - \$7.3 million (42% decrease)
 - Callable Bond Principal - \$7.5 million
 - Interest - \$1.6 million (32% decrease)
 - Bank Fees - \$17.6 thousand (75% decrease)
 - Anticipated Debt Costs - \$2.4 million (39% increase)



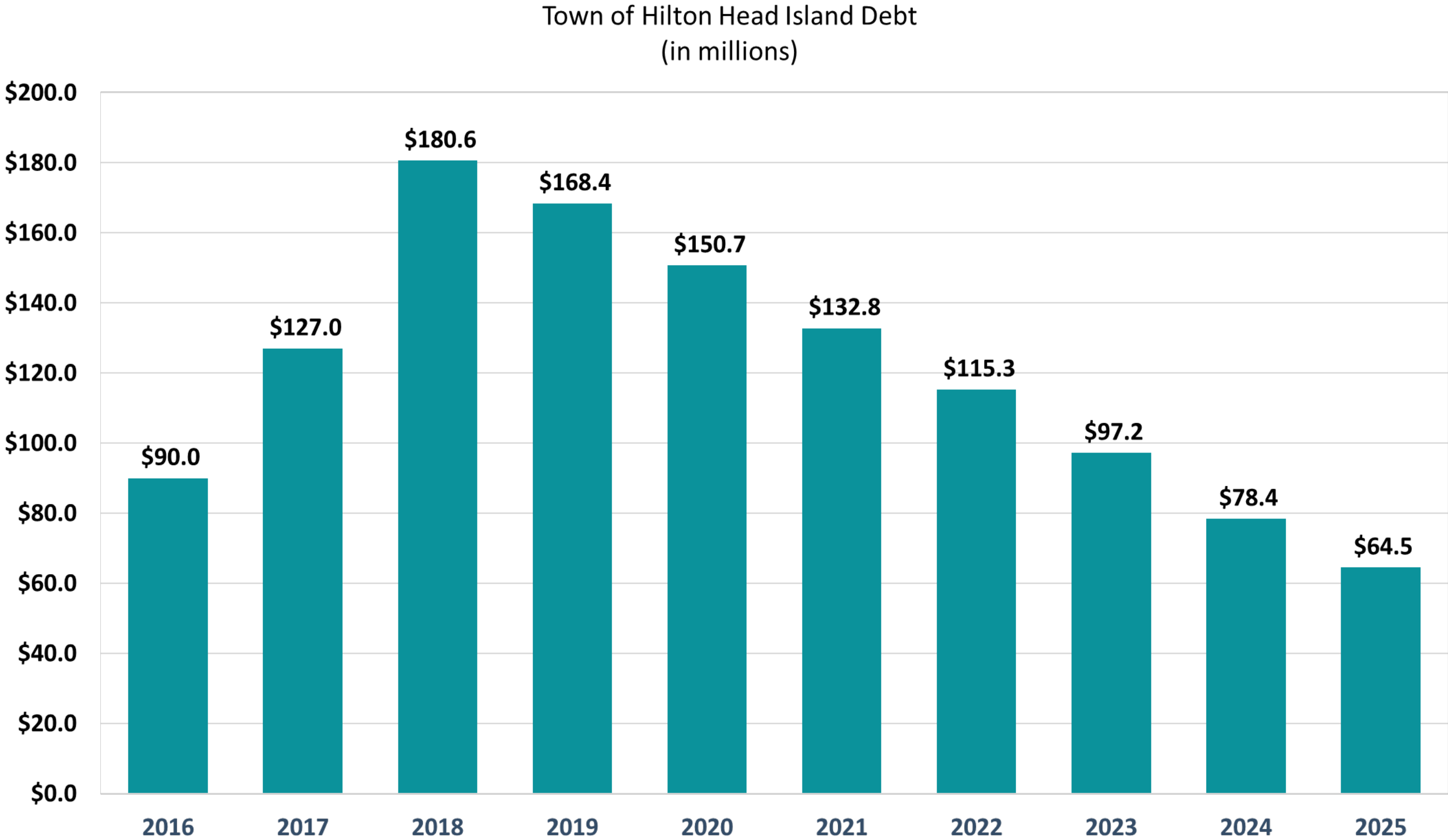
FY 2026 PROPOSED DEBT SERVICE FUND BUDGET OUTSTANDING ISSUES

	FY 2026 Payments			Balance After FY26 Pmts	Final Payment FY
	Interest	Principal	Total		
Debt Service Payments - (without Stormwater Bonds)					
General Obligation Bonds (Original Issue Amount)					
Series 2016C GO Referendum Refunding Bonds (\$9,035,000)	116,238	465,000	581,238	4,575,000	2035
Series 2020A GO Referendum Refunding Bonds (\$5,830,000)- to 2020A	142,600	740,000	882,600	2,445,000	2028
Series 2017A GO Non-Referendum Bonds (\$27,310,000)	788,319	780,000	1,568,319	23,775,000	2047
Series 2020B GO Referendum Bonds (\$6,285,000)	79,308	480,000	559,308	4,620,000	2035
Series 2019 GO Obligation Bonds (\$5,000,000)	136,650	215,000	351,650	3,720,000	2039
Total General Obligation Bonds	\$ 1,263,115	\$ 2,680,000	\$ 3,943,115	39,135,000	
Revenue / Special Obligation Bonds (Original Issue Amount)					
Series 2019 Special Bonds (Hospitality Tax) (\$16,520,000)	\$ 276,368	\$ 1,165,000	\$ 1,441,368	\$ 8,620,000	2036
Series 2017B Special Bonds (Beach Preservation Fee) (\$30,075,000) (a)	87,000	3,480,000	3,567,000	7,495,000	2028
Series 2017B Special Bonds (Beach Preservation Fee) (\$30,075,000) (a)	-	7,495,000	7,495,000	-	2026
Total Revenue / Special Obligation Bonds	\$ 363,368	\$ 12,140,000	\$ 12,503,368	\$ 8,620,000	
Grand Total - Existing Debt (b)	\$ 1,626,483	\$ 14,820,000	\$ 16,446,483	47,755,000	
Stormwater debt is accounted for in the Stormwater Fund. Outstanding Stormwater debt are these two special revenue bond					
Stormwater Bonds (Original Issue Amount)					
Series 2021 Special Bonds (Stormwater) (\$5,630,000)	\$ 7,802	\$ 940,000	\$ 947,802	\$ -	2026
Series 2018 Special Bonds (Stormwater) (\$3,200,000)	28,049	335,000	363,049	700,000	2028
Total Stormwater Special Obligation Bonds	\$ 35,851	\$ 1,275,000	\$ 1,310,851	\$ 700,000	

Callable Bond
➔



TOTAL DEBT FY 2016 – FY 2025



» The Town’s debt has decreased in each of the last 7 years.



BEACH RENOURISHMENT FUNDING

FUNDING SCENARIOS

	Scenario 1	Scenario 2
Cash Funding		
%	70.00%	60.00%
Amount	\$33,250,000	\$28,500,000
Debt Funding		
%	30.00%	40.00%
Amount	\$14,250,000	\$19,000,000
Avg. Annual Debt Service	\$2,306,446	\$3,061,411
Total Debt Service	\$16,512,243	\$21,917,165
Debt Service Coverage		
Avg. Annual Debt Service	\$2,306,446	\$3,061,411
FY2025 Budgeted Revenue	\$13,625,537	\$13,625,537
Debt Service Coverage	5.91x	4.45x
Projected Fund Balance	\$12,321,656	\$17,071,656

Note: A higher Debt Service Coverage Ratio indicates a stronger

Note: Coverage Ratio = Pledged Revenue/Debt Service Payments

Note: Scenarios are based on a total cost of \$47.5 million

Debt Funding will be considered at the following Meetings:

- Finance and Administrative Committee
- Town Council First Reading
- Town Council Second Reading



BEACH RENOURISHMENT FUNDING

PRELIMINARY FY 2026 FUND BALANCE PROJECTIONS AFTER FY 2026 PROPOSED CIP PROJECTS

	Electric Franchise Fee	Beach Fee	Prior Year Bond Proceeds	Hospitality Tax	State ATAX	Short Term Rental Permit Fee	Stormwater Utility Fee	Lease Revenue HTAX Supported	Road Usage Fee
Fund Balances as of 3/31/25	117,395	45,569,273	66,197	24,798,668	9,006,265	172,653	16,697,296	-	2,268,670
FY25 Remaining Projected Revenues	592,332	8,387,856	-	12,287,979	5,682,156	94,500	-	-	-
FY25 Remaining Projected Expenditures	93,357	955,854	-	2,869,614	7,676,086	53,508	81,791	-	152,972
FY25 Projected Ending Balance	\$ 616,370	\$ 53,001,275	\$ 66,197	\$ 34,217,033	\$ 7,012,335	\$ 213,645	\$ 16,615,505	\$ -	\$ 2,115,698
FY26 Projected Revenues	2,893,617	13,625,537	-	10,340,736	12,534,522	2,484,500	5,275,035	-	-
FY26 Projected Balance Before CIP Projects	\$ 3,509,987	\$ 66,626,812	\$ 66,197	\$ 44,557,769	\$ 19,546,857	\$ 2,698,145	\$ 21,890,540	\$ -	\$ 2,115,698
Payoff of 2017 Callable Bonds		7,495,000							
FY26 CIP Unapproved Projects By Program:									
BEACH PROGRAM	-	41,220,000	-	600,000	-	-	-	-	-
PATHWAY PROGRAM	-	-	-	-	400,000	-	-	-	-
ROADWAY PROGRAM	-	-	-	1,125,000	-	-	-	-	1,354,500
PARK PROGRAM	511,000	-	-	7,859,462	-	-	-	-	-
FACILITY & EQUIPMENT PROGRAM	-	-	66,197	350,000	2,432,066	-	-	-	-
STORMWATER PROGRAM	-	-	-	-	-	-	6,350,880	-	-
FLEET PROGRAM	-	-	-	-	-	180,000	-	-	-
LAND ACQUISITION PROGRAM	-	-	-	-	-	-	-	-	-
FY26 CIP Unapproved Projects Totals	\$ 511,000	\$ 41,220,000	\$ 66,197	\$ 9,934,462	\$ 2,832,066	\$ 180,000	\$ 6,350,880	\$ -	\$ 1,354,500
FY26 Projected Ending Balance	\$ 2,998,987	\$ 25,406,812	\$ -	\$ 34,623,307	\$ 16,714,791	\$ 2,518,145	\$ 15,539,660	\$ -	\$ 761,198
Recommended Fund Reserve	\$ -	\$ 20,000,000	\$ -	\$ 5,000,000	\$ -	\$ -	\$ 5,000,000		\$ -

Note: The FY26 Projected Ending Balance is before Transfers to any Fund other than CIP
Note: Beach Fee Remaining Projected Revenue includes the Airbnb settlement \$2,600,000
Note: HTAX Remaining Projected Revenue includes Fire Truck lease \$8,000,000



BEACH RENOURISHMENT FUNDING

PRELIMINARY FY 2026 FUND BALANCE PROJECTIONS AFTER FY 2026 PROPOSED CIP PROJECTS

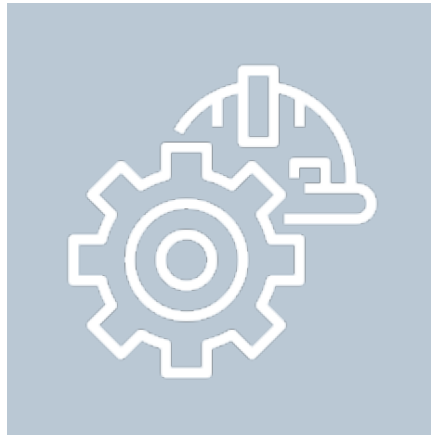
	TIF Rev	Capital	HHI Traffic Impact Fee	Real Estate Transfer Fee	Sunday Liquor Permit Fee	Grants	FY 2026 Total Fund Source
Fund Balances as of 3/31/25	11,106,752	6,488,622	1,277,842	11,272,918	1,276,447	195,114	131,191,873
FY25 Remaining Projected Revenues	-	-	70,000	-	-	-	27,114,823
FY25 Remaining Projected Expenditures	4,852,877	27,442	180,497	-	154,552	-	17,098,550
FY25 Projected Ending Balance	\$ 6,253,875	\$ 6,461,180	\$ 1,167,345	\$ 11,272,918	\$ 1,121,895	\$ 195,114	141,208,146
FY26 Projected Revenues	-	3,279,803	227,267	4,792,496	1,000,000	7,365,538	63,819,051
FY26 Projected Balance Before CIP Projects	\$ 6,253,875	\$ 9,740,983	\$ 1,394,612	\$ 16,065,414	\$ 2,121,895	\$ 7,560,652	\$ 205,027,197
Payoff of 2017 Callable Bonds							7,495,000
FY26 CIP Unapproved Projects By Program:							
BEACH PROGRAM	-	-	-	-	-	7,000,000	48,820,000
PATHWAY PROGRAM	250,000	-	-	-	1,000,000	-	1,650,000
ROADWAY PROGRAM	900,000	600,000	1,100,000	-	-	-	5,079,500
PARK PROGRAM	750,000	1,150,000	-	-	-	365,538	10,636,000
FACILITY & EQUIPMENT PROGRAM	342,934	1,529,803	-	-	-	-	4,721,000
STORMWATER PROGRAM	-	-	-	-	-	-	6,350,880
FLEET PROGRAM	-	-	-	-	-	-	180,000
LAND ACQUISITION PROGRAM	-	-	-	250,000	-	-	250,000
FY26 CIP Unapproved Projects Totals	\$ 2,242,934	\$ 3,279,803	\$ 1,100,000	\$ 250,000	\$ 1,000,000	\$ 7,365,538	\$ 77,687,380
FY26 Projected Ending Balance	\$ 4,010,941	\$ 6,461,180	\$ 294,612	\$ 15,815,414	\$ 1,121,895	\$ 195,114	\$ 127,339,817
Recommended Fund Reserve	\$ -	\$ -	\$ -	\$ 1,000,000	\$ -	\$ -	

Note: The FY26 Projected Ending Balance is before Transfers to any Fund other than CIP



FY 2026 CONSOLIDATED BUDGET OVERVIEW

SIX MAJOR FUNDS



General Fund

Capital Improvements Project Fund



Debt Service Fund

Stormwater Utility Fund



Gullah Geechee Historic Neighborhoods
Community Development Corporation Fund

Housing Fund

STORMWATER UTILITY FUND

- This fund is used to account for and report the costs associated with the management, construction, maintenance, protections, control, regulation, use and enhancement of stormwater systems and programs within the Town limits.
- The primary source of revenue is stormwater utility fees.





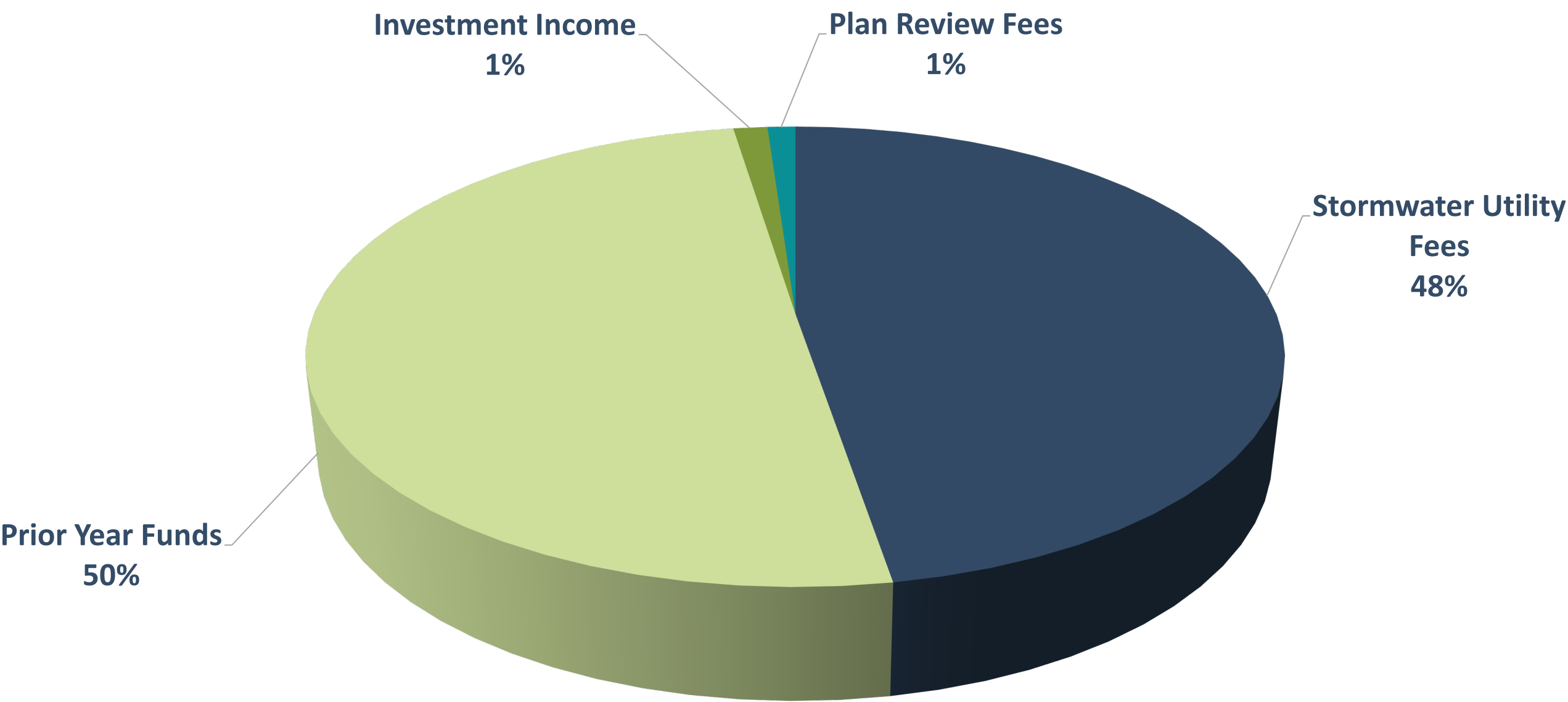
FY 2026 PROPOSED STORMWATER UTILITY FUND BUDGET REVENUES

	FY 2023 Actual	FY 2024 Actual	FY 2025 Revised Budget	FY 2026 Proposed Budget	FY26 to FY25 Budget \$ Change	FY26 to FY25 Budget % Change	% of Budget
Stormwater Utility Fees	\$5,066,598	\$5,275,035	\$5,067,000	\$ 5,275,035	\$ 208,035	4.11%	47.35%
Prior Year Funds	-	-	3,753,271	5,592,662	1,839,391.0	49.01%	50.20%
Investment Income	169,769	328,692	150,000	150,000	-	0.00%	1.35%
Plan Review Fees	-	122,580	112,420	122,580	10,160.0	9.04%	1.10%
Transfers In:						0.00%	
State ATAX	490,000	-	-	-	-	0.00%	0.00%
Total Revenues	\$5,236,367	\$5,726,307	\$9,082,691	\$ 11,140,277	\$ 2,057,586	22.65%	100.00%

»» Prior year funds are expected one-time carryforward amounts for one-time uses.
The Stormwater Fund will continue to have a healthy fund balance after using the budgeted prior year funds.



FY 2026 PROPOSED STORMWATER UTILITY FUND BUDGET REVENUES





FY 2026 STORMWATER UTILITY FEE

THE FOLLOWING UNIT RATES APPLY FOR TAX YEAR 2025:

Fee	Town of Hilton Head Island
Administrative Fee	\$ 24.00
Impervious Area Unit (IA)	\$ 105.00
Gross Area Unit (GA) X =	\$ 21.00
Total	\$ 150.00



»» Law S453 (2009) does not allow any increase in fees for agricultural, forestland
And undeveloped lands that qualify for an Agricultural Use Exemption.



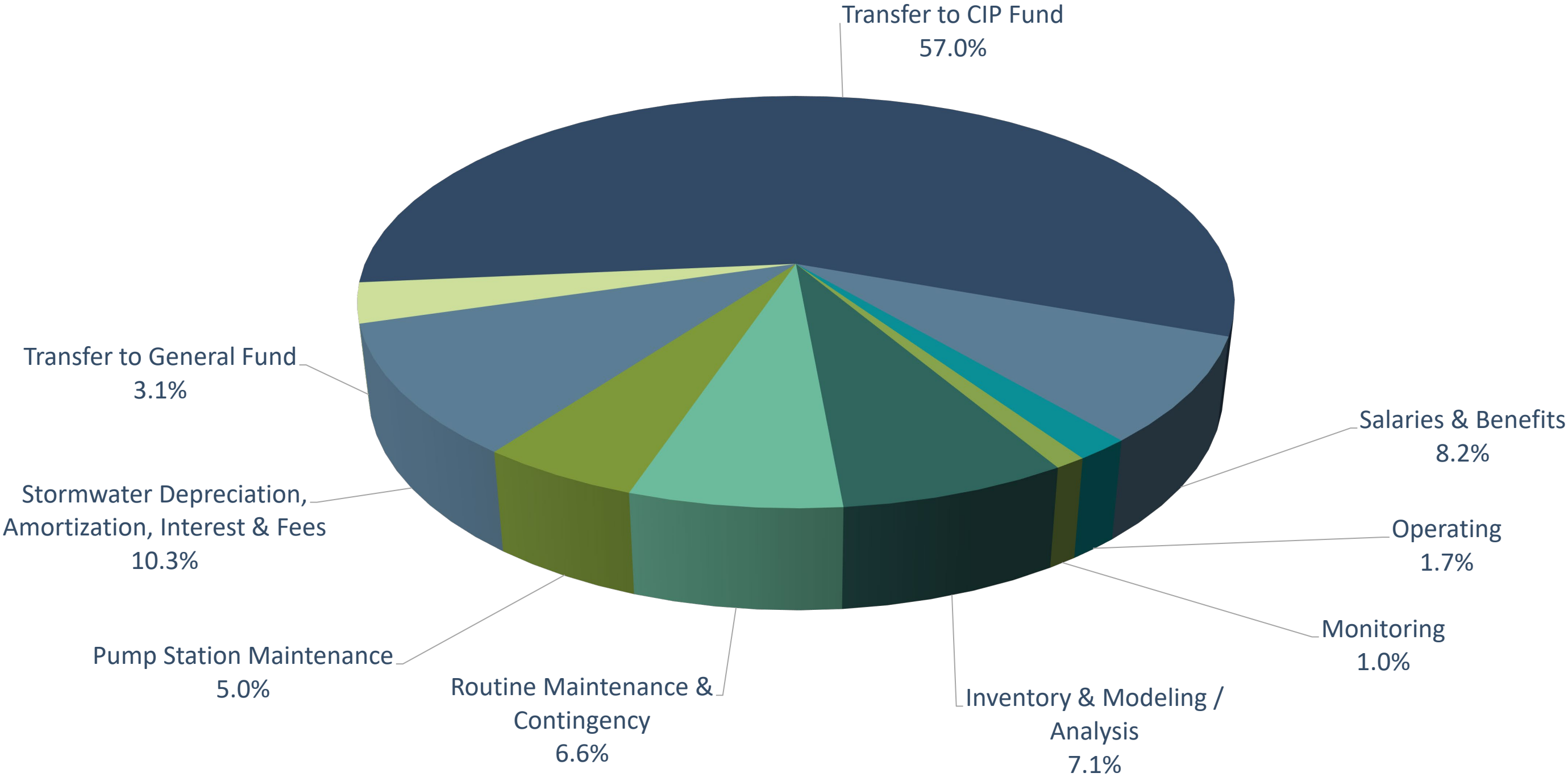
FY 2026 PROPOSED STORMWATER UTILITY FUND BUDGET EXPENDITURES

Expenditures by Category	FY2023 Actual	FY2024 Actual	FY2025 Revised Budget	FY2026 Proposed Budget	FY26 to FY25 Budget \$ Change	FY26 to FY25 Budget % Change	% of Budget
Salaries & Benefits	\$ 556,582	\$ 750,240	\$ 842,381	\$ 916,066	\$ 73,685	8.75%	9.27%
Operating	134,289	156,316	198,570	190,480	(8,090)	-4.07%	2.19%
Monitoring	109,225	97,814	194,000	110,000	(84,000)	-43.30%	2.14%
Inventory & Modeling / Analysis	644	100,905	680,432	790,000	109,568	16.10%	7.49%
POA Systems Corrective Maintenance	464,917	487,335	1,597,253	-	(1,597,253)	-100.00%	17.59%
Public Systems Corrective Maintenance	174,444	633,149	735,057	-	(735,057)	-100.00%	8.09%
Routine Maintenance & Contingency	179,519	467,674	1,228,595	735,000	(493,595)	-40.18%	13.53%
Pump Station Maintenance	168,793	312,765	1,050,277	555,000	(495,277)	-47.16%	11.56%
Stormwater Depreciation, Amortization, Interest & Fees	1,175,084	1,159,011	1,248,574	1,142,851	(105,723)	-8.47%	13.75%
Transfers Out:						0.00%	
General Fund	125,000	125,000	125,000	350,000	225,000	180.00%	1.38%
CIP Stormwater Program	-	860,000	1,182,552	6,350,880	5,168,328	437.05%	13.02%
Total Expenditures & Transfers Out	\$ 3,088,497	\$ 5,150,209	\$ 9,082,691	\$ 11,140,277	\$ 2,057,586	22.65%	100.00%

» Stormwater Corrective Maintenance and Improvement projects, Stormwater Maintenance Agreement projects, and Water Level / Weather Monitoring are included in the CIP Stormwater Program in FY26.



FY 2026 PROPOSED STORMWATER UTILITY FUND BUDGET EXPENDITURES





STORMWATER UTILITY FUND REVENUES HIGHLIGHTS-\$11,140,277

- ✓ **Stormwater Utility Fees** – \$5.3m - 4% increase from FY25 Budget
- ✓ **Prior Year Funds** – \$5.6m - 49% increase in planned Stormwater Fund Balance use due to an increase in Stormwater Infrastructure Investment. Funds will be transferred to the CIP Fund for Stormwater Projects
- ✓ **Investment Income** – \$150k - No change from FY25
- ✓ **Plan Review Fees** – \$122.6k - 4% Increase from FY25 Budget



STORMWATER UTILITY FUND EXPENDITURES HIGHLIGHTS-\$11,140,277

- ✓ **Salaries & Benefits** – \$916k - 9% increase includes 4% merit-based increase and covers increases in Medical and Workers Compensation
- ✓ **Operating** – \$190k -4% decrease due to a reduction in general operating expenses
- ✓ **Monitoring** – \$110k - 43% decrease, quarterly water quality monitoring services and supplemental water quality testing. Tide and Weather Monitoring have been transferred to the CIP budget along with all Stormwater projects in FY26
- ✓ **Inventory & Modeling / Analysis** – \$790k - 16% increase:
 - Resilience Study Phase 2
 - Lawton Basin / Baynard Cove Basin (Sea Pines) Inventory & Modeling
- ✓ **POA Systems & Public Systems Corrective Maintenance** – \$0 with a 100% decrease (\$2.3m), all POA Agreement and Public System Corrective Maintenance is in the FY 26 CIP Budget





STORMWATER UTILITY FUND EXPENDITURES HIGHLIGHTS-\$11,140,277

- ✓ **Routine Maintenance & Contingency** – \$735k - 40% decrease due Corrective Maintenance projects moving to the CIP budget. \$735k includes:
 - Pond Maintenance of 55 Town Owned Ponds
 - Street Sweeping of Public Roads and Parking Lots
 - Routine Channel Maintenance for 52 sites maintained twice per year, plus contingency for additional sites and/or services
- ✓ **Pump Station Maintenance (4 Pump Stations)** – \$555k - 47% decrease
 - Pump Inspections, Repairs, Maintenance, and Contingency
 - Generator Routine Maintenance & Inspection
 - Electrical Services and Monitoring
 - Control Building Maintenance
- ✓ **Stormwater Depreciation, Amortization, Interest & fees** – \$1.1m -8% decrease, due to a reduction in Interest expenses and amortization in FY26



STORMWATER UTILITY FUND TRANSFERS OUT HIGHLIGHTS

- ✓ **Transfer To General Fund** – \$350k - 180% increase based on a recent assessment of Stormwater operational support provided by Town Staff and facility resources
- ✓ **Transfer To CIP Fund** – \$6.3m - 437% increase of investment in Stormwater projects and infrastructure
 - New in FY26 is the transfer from Stormwater to CIP for
 - Stormwater Corrective Maintenance Projects Funding
 - Active Drainage Agreement Partner Corrective Maintenance Project Reimbursements
 - Tide and Weather Monitoring



STORMWATER UTILITY SERVICE DELIVERY PROGRAMS

- Service delivery is provided by the following programs:
 - Water Quality – LMO Compliance & MS4 Permit
 - Inventory & Modeling
 - Routine Maintenance
 - Channel Maintenance
 - Street Sweeping
 - Pond Management
 - Pump Station Maintenance (4)
 - Monitoring
 - Water Quality
 - Tides
 - Weather
 - Corrective Maintenance
 - Public System
 - Private Systems (POA Agreements)





STORMWATER ROUTINE MAINTENANCE PROGRAM

FY 2026 Routine Maintenance & Contingency- \$735,000

- **Pond Management:**
 - Annual field inspections (55 Town-owned ponds)
 - Maintenance of access for operational controls (vegetative maintenance)
 - As-needed treatment of Ponds to maintain water quality
- **Street Sweeping:**
 - Weekly sweeping of public roads and parking lots (Plus supplemental sweeping as needed)
 - 63 Roads (34.8 Total Roadway Miles)
 - 4 Bridges (3.4 Total Bridge Miles)
 - 19 Town Parking Lots
- **Channel Maintenance:**
 - Routine Maintenance (52 sites twice per year)
 - Contingency (additional sites and/or additional service)



RESILIENCE INITIATIVE

- Identify Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis of Island Resilience
- Identify critical infrastructure facilities
- Develop and apply insights
- Develop detailed modeling of storm scenarios to identify inundation impacts
- Develop a menu of mitigation actions and costs analysis associated with varying levels of protection
- Identify all Town Ordinances and Regulations that could be Modified to Increase Future Protections of Property, Infrastructure, and Buildings
- Participate in statewide sea level monitoring program





CORRECTIVE MAINTENANCE PROGRAM – EXTENT OF SERVICE



EXTENT OF SERVICE (EOS)

- **Town System**
 - Town ROW
 - Town Easements
 - Town Property
- **PUD/POA Agreements**
 - 26 Active
 - 3 2025 Applicants
 - 31 Potential Candidates (Potential for 60 agreements)
- **Not Included in EOS**
 - State Roads & Easements
 - State Property
 - County Roads & Easements
 - County Property
 - Private Property



STORMWATER CIP PROJECTS

FY 2026 Stormwater CIP Budget- \$6,350,880

- ✓ Stormwater projects Identified for FY 2026 will be managed within the Capital Improvements Program and funds will be transferred from the Stormwater Utility Fund to the Capital Projects Fund
- ✓ FY 2026 Budget includes:
 - Corrective Maintenance & Improvement Projects – Based on service request priority scores (\$1.8m)
 - Stormwater Maintenance Agreement Program – Allocation for qualifying corrective maintenance reimbursements for active agreement Partners (\$2.0M)
 - Moonshell Road – Permitting and installation of new infrastructure (\$60K)
 - Helmsman Way Drainage Improvements (\$50K)
 - Bryant Road Pond Restoration (\$25K)
 - Cordillo Courts Drainage Improvements – Installation of new drainage infrastructure (\$96K)
 - Gum Tree Road Improvements – Permitting and construction of new infrastructure (\$120K)
 - Jarvis Creek Outfall – Permitting and installation of new backflow prevention devices (\$50K)



STORMWATER CIP PROJECTS

FY 2026 Stormwater CIP Budget- \$6,350,880

- ✓ FY 2026 Budget includes:
 - Jarvis Creek Pump Station – Pump replacements (\$300k)
 - Main Street Drainage Improvements (\$50K)
 - Old Woodlands Drainage Improvements (\$80K)
 - Palmetto Hall Outfall – Design, permitting and construction of outfall improvements (\$150K)
 - Water Level Monitoring – Installation of remote monitoring devices (\$75K)
 - Weather Monitoring – Installation of weather stations (\$50K)
 - Central Island Pump Station Overhaul and Resiliency Improvements (\$750K)
 - Gum Tree Channel Capacity Improvements at Chinaberry Crossing (\$120K)
 - Arrow Road Laydown Yard Improvements (\$75K)
 - Contingency (\$500K)



FY 2026 CONSOLIDATED BUDGET OVERVIEW

SIX MAJOR FUNDS



General Fund

Capital Improvements Program Fund



Debt Service Fund

Stormwater Utility Fund



**Gullah Geechee Historic Neighborhoods
Community Development Corporation Fund**

Housing Fund



GULLAH GEECHEE HISTORIC NEIGHBORHOODS COMMUNITY DEVELOPMENT CORPORATION (GGHNCDC) FUND

- This is a new fund as of mid Fiscal Year 2023. This fund is used to account for and report the costs associated with the actions of the Corporation to protect the Town's historic and culturally sensitive neighborhoods.
- The focus of the Corporation is to enhance the quality of life for community residents; encourage entrepreneurialism; prevent gentrification; assist in business attraction, expansion, and retention; provide land planning and development assistance; pursue affordable housing opportunities; identify infrastructure needs; and provide critical financial opportunities.
- The primary sources of revenue are State and County Grants.



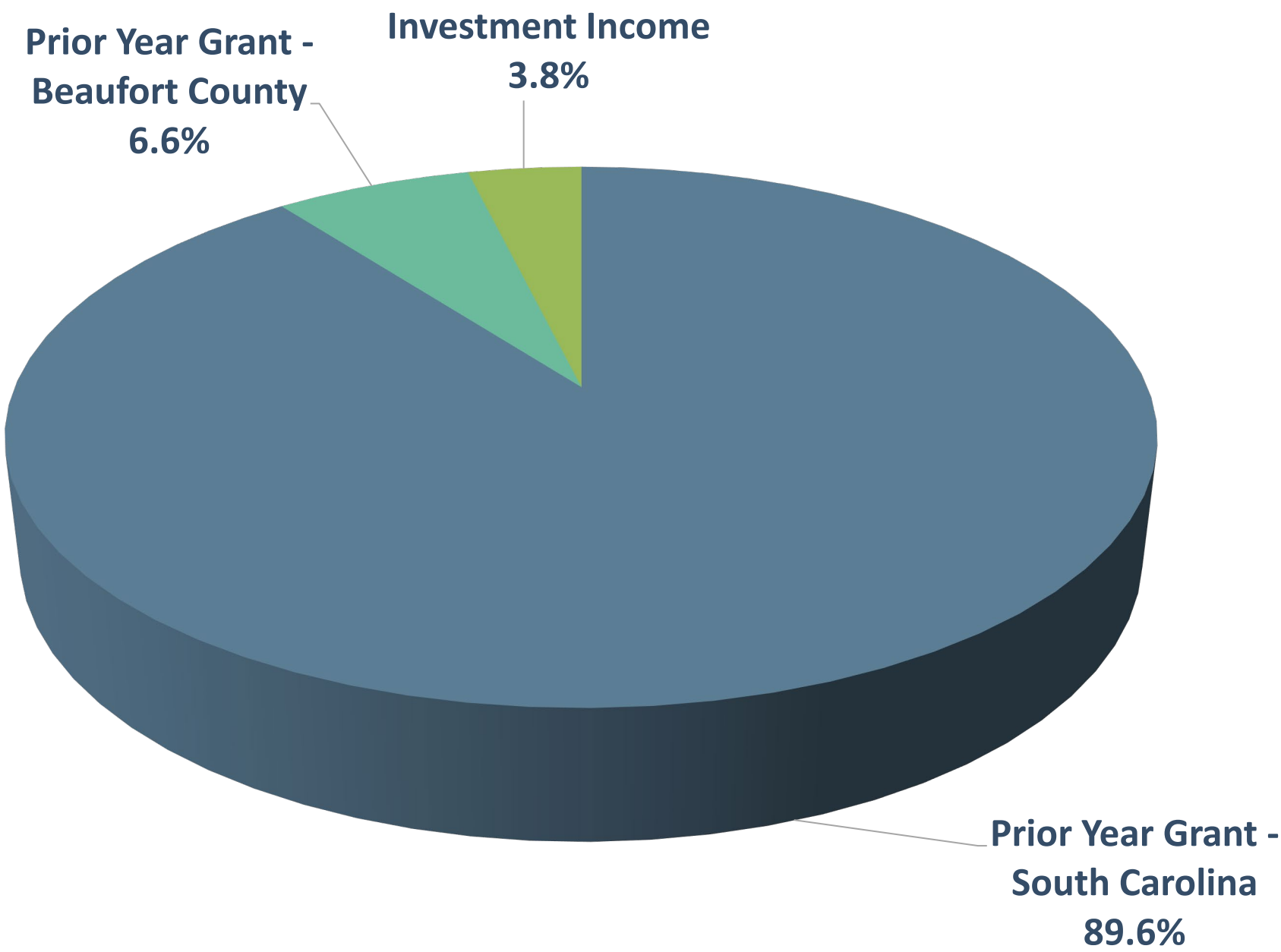


FY 2026 PROPOSED GGHNCDC FUND BUDGET REVENUES

	FY 2023 Actual		FY 2024 Actual		FY 2025 Adopted Budget	FY 2026 Proposed Budget	FY26 to FY25 Budget \$ Change	FY26 to FY25 Budget % Change	% of Budget
South Carolina Grant	\$	5,000,000	\$	-	\$ -	\$ -	\$ -	0.00%	0.00%
Beaufort County Grant		500,000		-	-	-	-	0.00%	0.00%
Prior Year Grant - South Carolina		-		-	5,000,000	2,945,169	(2,054,831)	-41.10%	89.61%
Prior Year Grant - Beaufort County		-		-	216,434	216,434	-	0.00%	6.59%
Investment Income		72,375		275,478	125,000	125,000	-	0.00%	3.80%
Total Revenues	\$	5,572,375	\$	275,478	\$ 5,341,434	\$ 3,286,603	\$ (2,054,831)	-38.47%	100.00%



FY 2026 PROPOSED GGHNCDC FUND BUDGET REVENUES



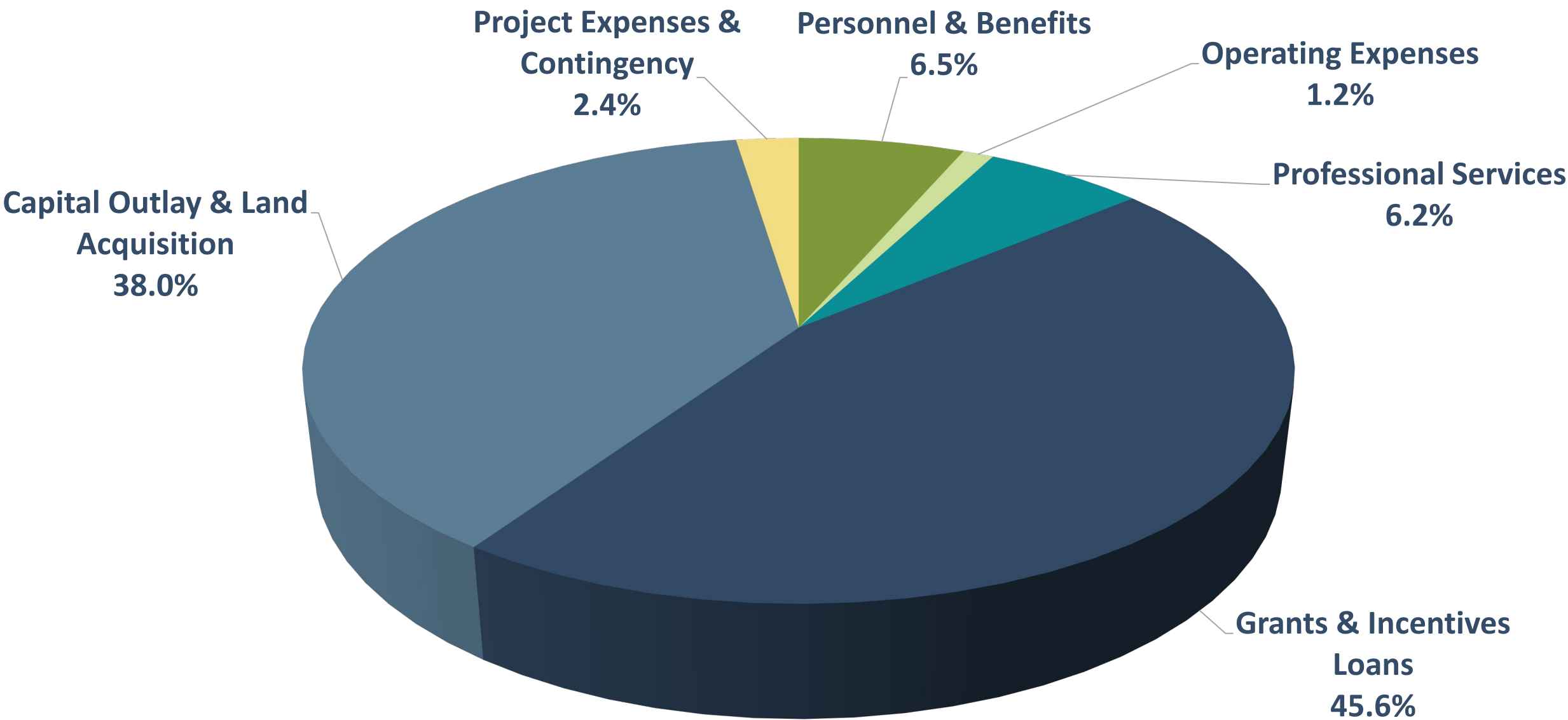


FY 2026 PROPOSED GGHNCDC FUND BUDGET EXPENDITURES

	FY 2023 Actual	FY 2024 Actual	FY 2025 Adopted Budget	FY 2026 Proposed Budget	FY26 to FY25 Budget \$ Change	FY26 to FY25 Budget % Change	% of Budget
Personnel & Benefits	\$ -	\$ 125,464	\$ 200,376	\$ 212,801	\$ 12,425	6.20%	6.47%
Operating Expenses	156,815	3,678	65,125	39,592	(25,533)	-39.21%	1.20%
Professional Services	-	-	310,000	204,210	(105,790)	-34.13%	6.21%
Grants & Incentives Loans	-	-	1,500,000	1,500,000	-	0.00%	45.64%
Capital Outlay & Land Acquisition	-	-	1,250,000	1,250,000	-	0.00%	38.03%
Project Expenses & Contingency	-	-	80,000	80,000	-	0.00%	2.43%
Total Expenditures	156,815	129,142	3,405,501	3,286,603	\$ (118,898)	-3.49%	100.00%



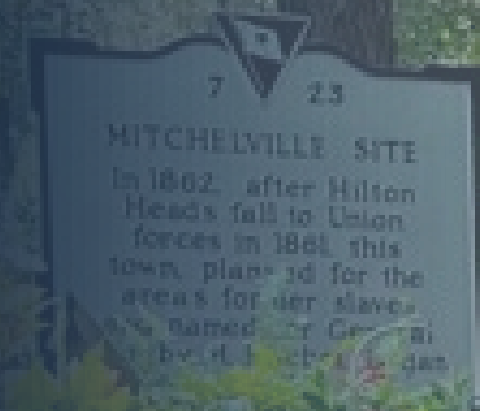
FY 2026 PROPOSED GGHNCDC FUND BUDGET EXPENDITURES





FY 2026 GGHNCDC FUND BUDGET REVENUES HIGHLIGHTS-\$3,286,603

- ✓ Budget endorsed by the Board of Directors in March 2025
- ✓ Salaries & Benefits - \$213k - 6% increase (\$12k)
 - Includes increases for up to 4% performance-based pay, medical insurance premiums, life insurance, and workers compensation
- ✓ Operating - \$39k - 39% decrease (\$25k)
 - Reduction of general operating expenses
- ✓ Professional Services - \$204k - 34% decrease (\$105.8k)
 - Wayfinding Application - Phase II
 - Includes development of technology and signage
 - Legal Services
 - Services for property owners in the William Hilton Parkway Corridor that have been impacted by the highway development project
 - Land appraisals to support the evaluation of property for purchase by the CDC, or the evaluation of property on behalf of family members in the William Hilton Parkway Corridor
 - Architectural, Engineering and Construction Services
 - Design and permitting services for renovation or construction of CDC headquarters
 - Lowcountry Gullah Consulting Services





FY 2026 GGHNCDC FUND BUDGET EXPENDITURES HIGHLIGHTS-\$3,286,603

- ✓ Grants and Incentive Loans - \$1.5m (no change from FY25 Budget)
 - Loans to support the development of land in culturally sensitive communities
 - Small business Development
 - Implement the second series of Money Talks financial education workshops
 - Launch small business lending. Goal: \$500k to lend to businesses in historic neighborhoods in support of business growth and development (in the range of \$5k to \$50k, pending final legal review)
 - Real Estate lending. Goal: \$1 million to lend in support of landowners lacking access to traditional forms of capital in the historic neighborhoods (pending final legal review)
- ✓ Capital Outlay and Land Acquisition - \$1.2m (no change from FY25 Budget)
 - Purchase of site for development of CDC main office
- ✓ Project Expenses and Contingency - \$80k (no change from FY25 Budget)
 - General Contingency – to support unforeseen costs of development of main office and other projects



FY 2026 CONSOLIDATED BUDGET OVERVIEW

SIX MAJOR FUNDS



General Fund

Capital Improvements Program Fund



Debt Service Fund

Stormwater Utility Fund



Gullah Geechee Historic Neighborhoods
Community Development Corporation Fund

Housing Fund



HOUSING FUND

- This is a new fund as of Fiscal Year 2024. This fund is used to account for and report the costs associated with the development, implementation, and delivery of the strategies and tactics identified within the Town's adopted Workforce Housing Framework.
- The current sources of revenue are transfers from the State Accommodations Tax Fund, and ARPA funding.





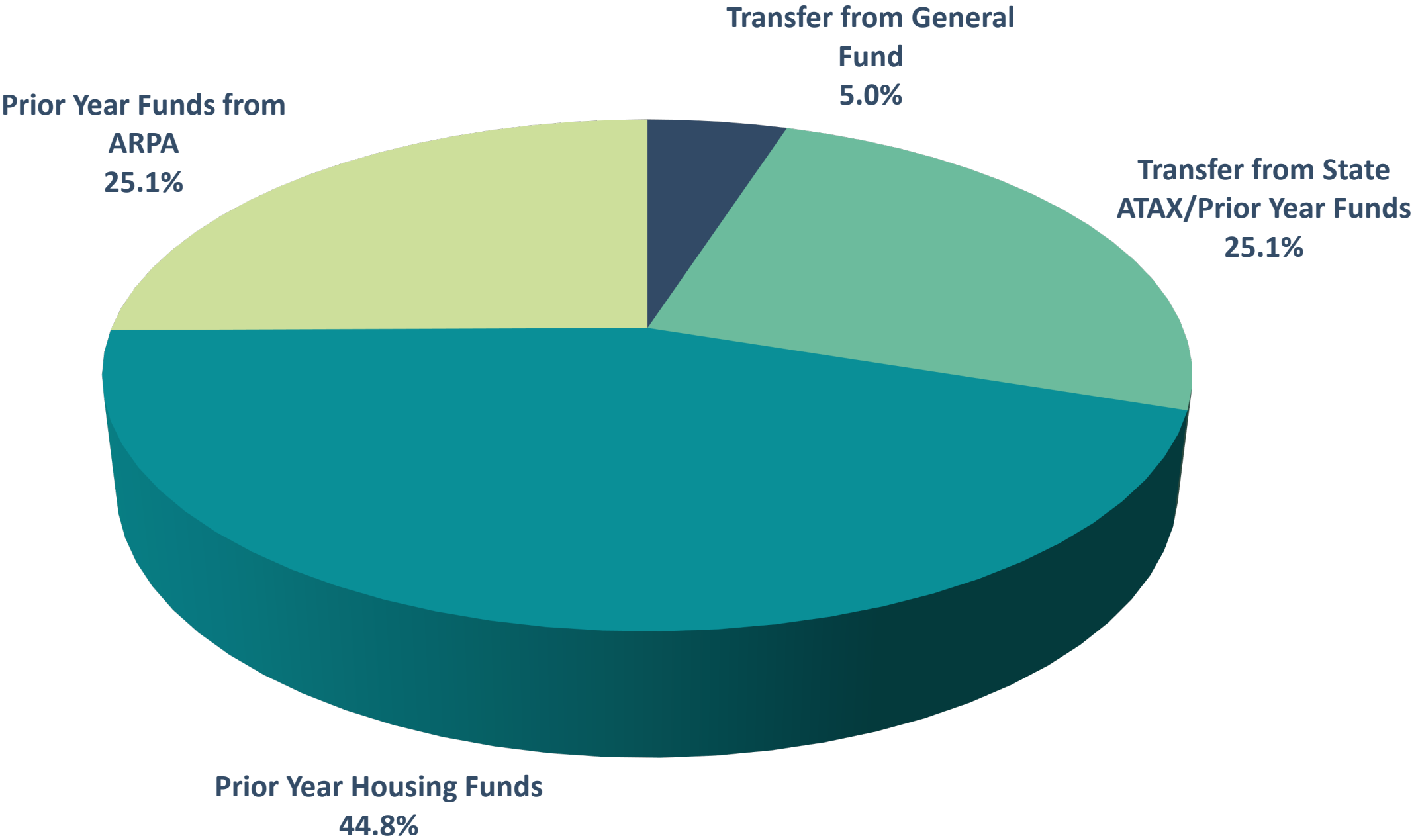
FY 2026 PROPOSED HOUSING FUND BUDGET REVENUES



	FY 2024 Actual	FY 2025 Adopted Budget	FY 2026 Proposed Budget	FY26 to FY25 Budget \$ Change	FY26 to FY25 Budget % Change	% of Budget
Transfer from General Fund	\$ 2,000,000	\$ -	\$ 197,049	\$ 197,049	100.00%	4.95%
Transfer from Capital Projects	350,000	-	-	-	0.00%	0.00%
Transfer from State ATAX/Prior Year Funds	-	1,000,000	1,000,000	-	0.00%	25.14%
Prior Year Housing Funds	-	2,000,000	1,781,088	(218,912)	-10.95%	44.77%
Prior Year Funds from ARPA	-	1,000,000	1,000,000	-	0.00%	25.14%
Total Revenues	\$ 2,350,000	\$ 4,000,000	\$ 3,978,137	\$ (21,863)	-0.55%	100.00%

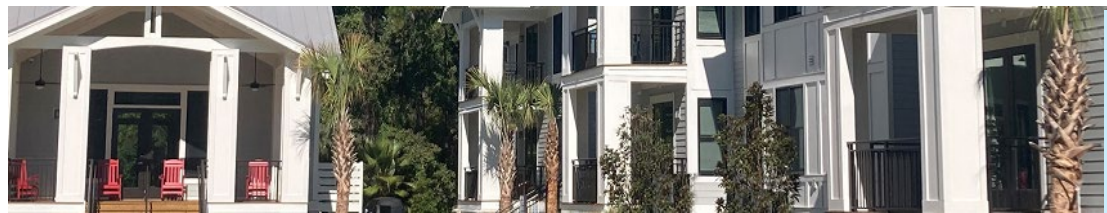


FY 2026 PROPOSED HOUSING FUND BUDGET REVENUES





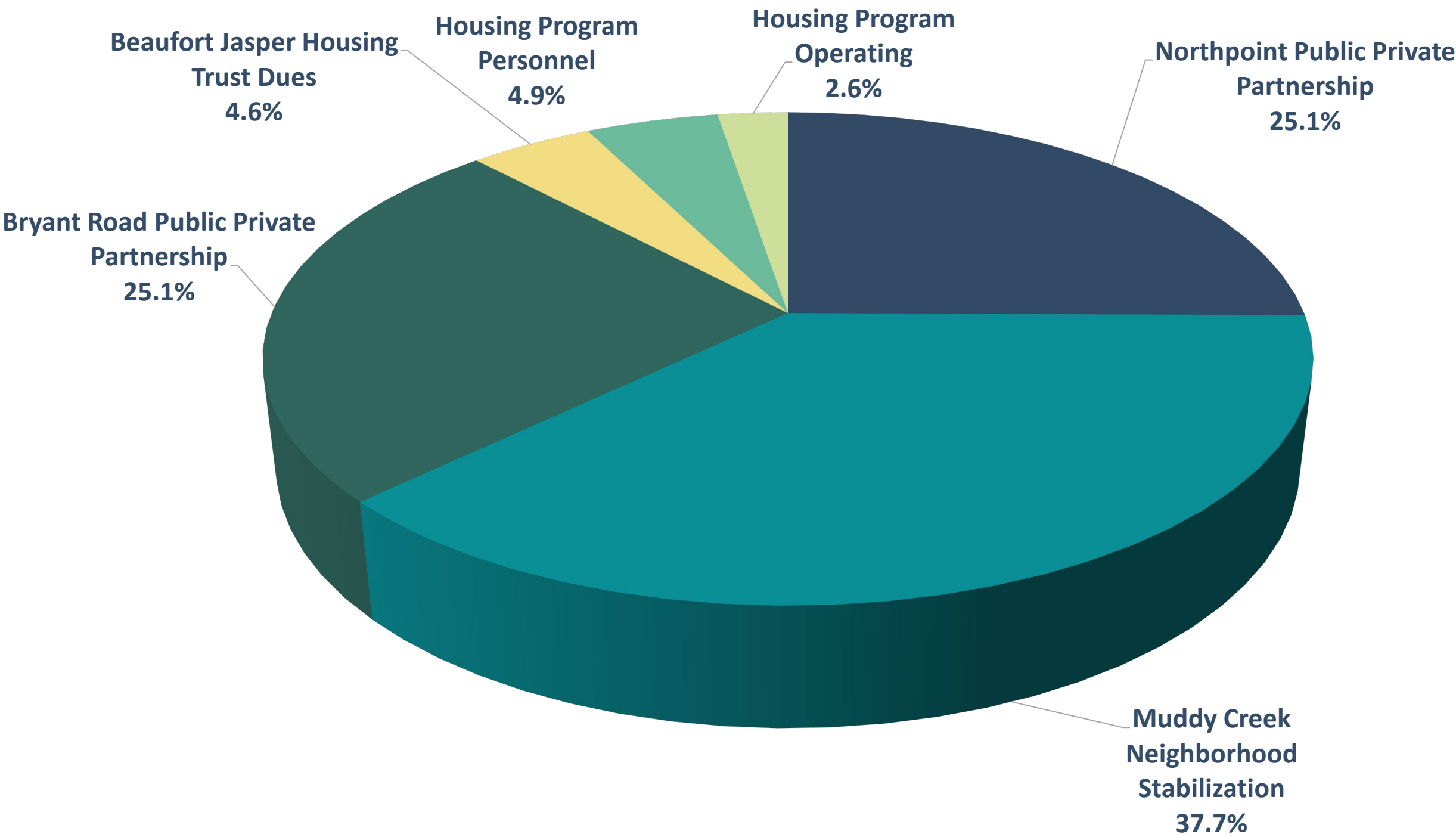
FY 2026 PROPOSED HOUSING FUND BUDGET EXPENDITURES



	FY 2024 Actual	FY 2025 Adopted Budget	FY 2026 Proposed Budget	FY26 to FY25 Budget \$ Change	FY26 to FY25 Budget % Change	% of Budget
Northpoint Public Private Partnership	\$ 90,775	\$ 1,000,000	\$ 1,000,000	\$ -	0.00%	25.14%
Muddy Creek Neighborhood Stabilization	-	1,500,000	1,500,000	-	0.00%	37.71%
Bryant Road Public Private Partnership	-	1,000,000	1,000,000	-	0.00%	25.14%
Beaufort Jasper Housing Trust Dues	-	89,206	181,088	91,882	103.00%	4.55%
Housing Program Personnel	-	-	194,332	194,332	100.00%	4.89%
Housing Program Operating	110,748	410,794	102,717	(308,077)	-75.00%	2.58%
Total Expenditures	\$ 201,523	\$ 4,000,000	\$ 3,978,137	\$ (21,863)	-0.55%	100.00%



FY 2026 PROPOSED HOUSING FUND BUDGET EXPENDITURES





FY 2026 HOUSING FUND BUDGET EXPENDITURES HIGHLIGHTS-\$3,978,137

- ✓ Supports the execute of the Northpoint Public-Private Partnership Ground Lease for delivery of the project (\$1.0m)
- ✓ Implements Muddy Creek Neighborhood Stabilization Plan (\$1.5m)
 - Infrastructure improvements for roads, water, sewer, stormwater, lighting, landscaping, signage, broadband, etc.
- ✓ Supports RFQ/RFP for Bryant Road Public-Private Partnership and related infrastructure improvements (\$1.0m)
- ✓ Supports Workforce Housing Salaries & Benefits (\$194k)
 - Personnel moving from the General Fund in FY26
- ✓ Supports Workforce Housing Operating (\$102k)
 - Public-Private Partnership legal services (\$50k)
 - Housing Dashboard and Housing Market Studies (\$50k)
 - Housing Operating Costs (\$2k)
- ✓ Provides Beaufort Jasper Housing Trust Dues for Year 3 & 4 – (\$181k)





FY 2026 PROPOSED RESERVES POLICIES

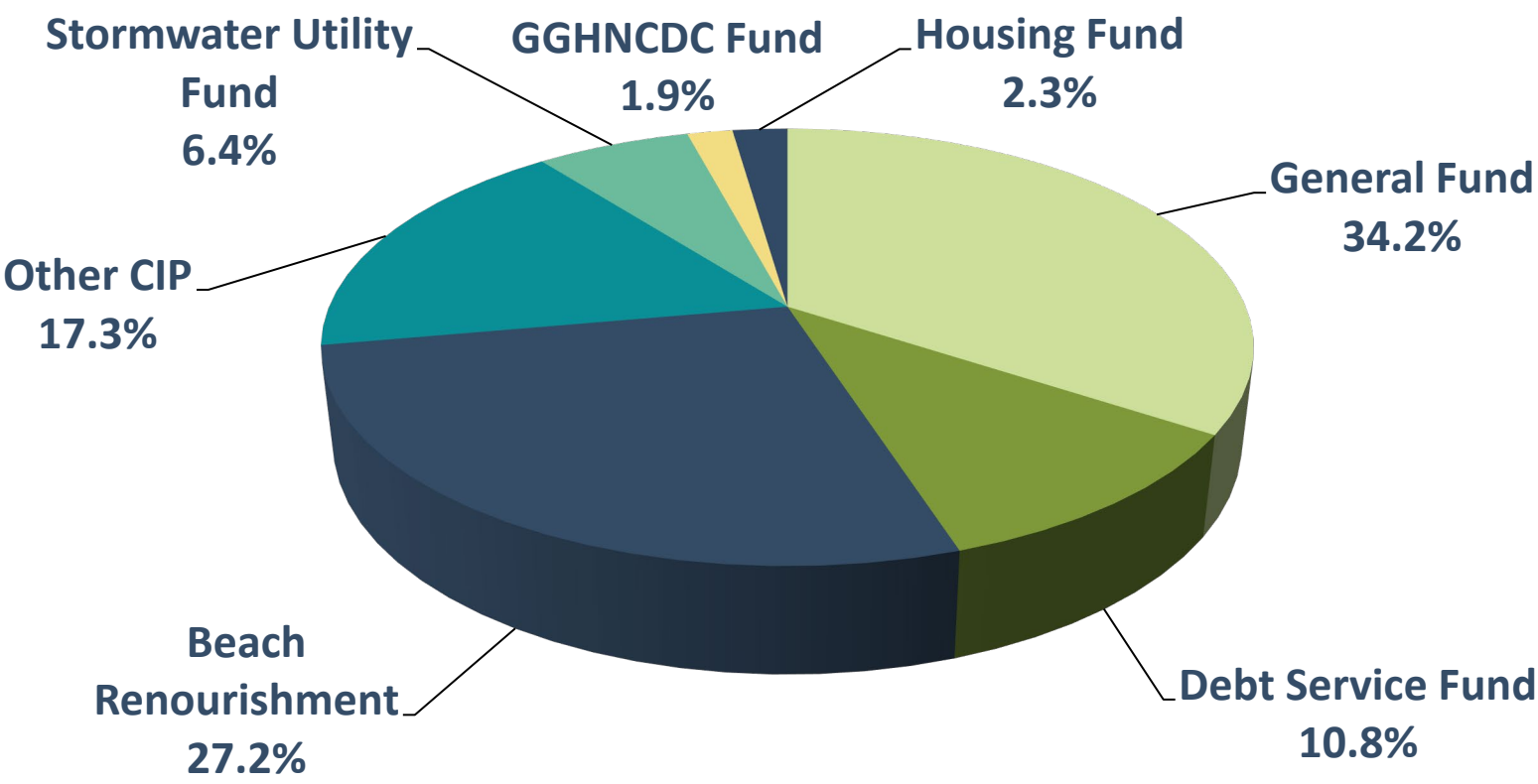


FY 2026 PROPOSED RESERVE POLICIES

	Current Balance as of 3/31/25	Current Reserve Policy	Proposed Minimum Balance Policy	Calculation Factor	Proposed Reserve Policy
Operating Reserves:					
General	\$ 47,494,233	40% - 55%	40% - 55%		Keep Current Policy
Housing Fund	3,014,393	-	-		No Minimum Balance
GGHNCDC Fund	5,542,619	-	-		No Minimum Balance
Stormwater	16,697,296	-	5,000,000	12 months	Establish a Minimum Balance
Firemens 1 %Fund	82,023	-	-		No Minimum Balance
Subtotal Operating Reserves	\$ 72,830,563				
Capital Reserves:					
Capital Projects	\$ 9,576,486	-	-		No Minimum Balance
Road Usage Fee	2,268,670	-	-		No Minimum Balance
Subtotal Capital Reserves	\$ 11,845,156				
Special Purpose Reserves:					
TIF	\$ 11,106,751	-	-		No Minimum Balance
State ATAX	9,006,265	-	-		Consider a Minimum Balance
Real Estate Transfer Fee	11,272,918	1,000,000	1,000,000		Keep Current Policy
Beach Preservation Fee	45,569,274	12,000,000	20,000,000	18 months	Increase Minimum Balance
Hospitality Tax	24,798,668	-	5,000,000	6 months	Establish a Minimum Balance
Short-Term Rental Fee	172,653	-	-		No Minimum Balance
Debt Service	14,813,963	-	-		No Minimum Balance
Natural Disasters	37,010,550	20,000,000	36,000,000		Increase Minimum Balance
Operating Grants	402,302	-	-		No Minimum Balance
Home Grant	12,127	-	-		No Minimum Balance
Subtotal Special Purpose Reserves	\$ 154,165,472				
Total Reserves:	\$ 238,841,191				



FY 2026 PROPOSED CONSOLIDATED BUDGET

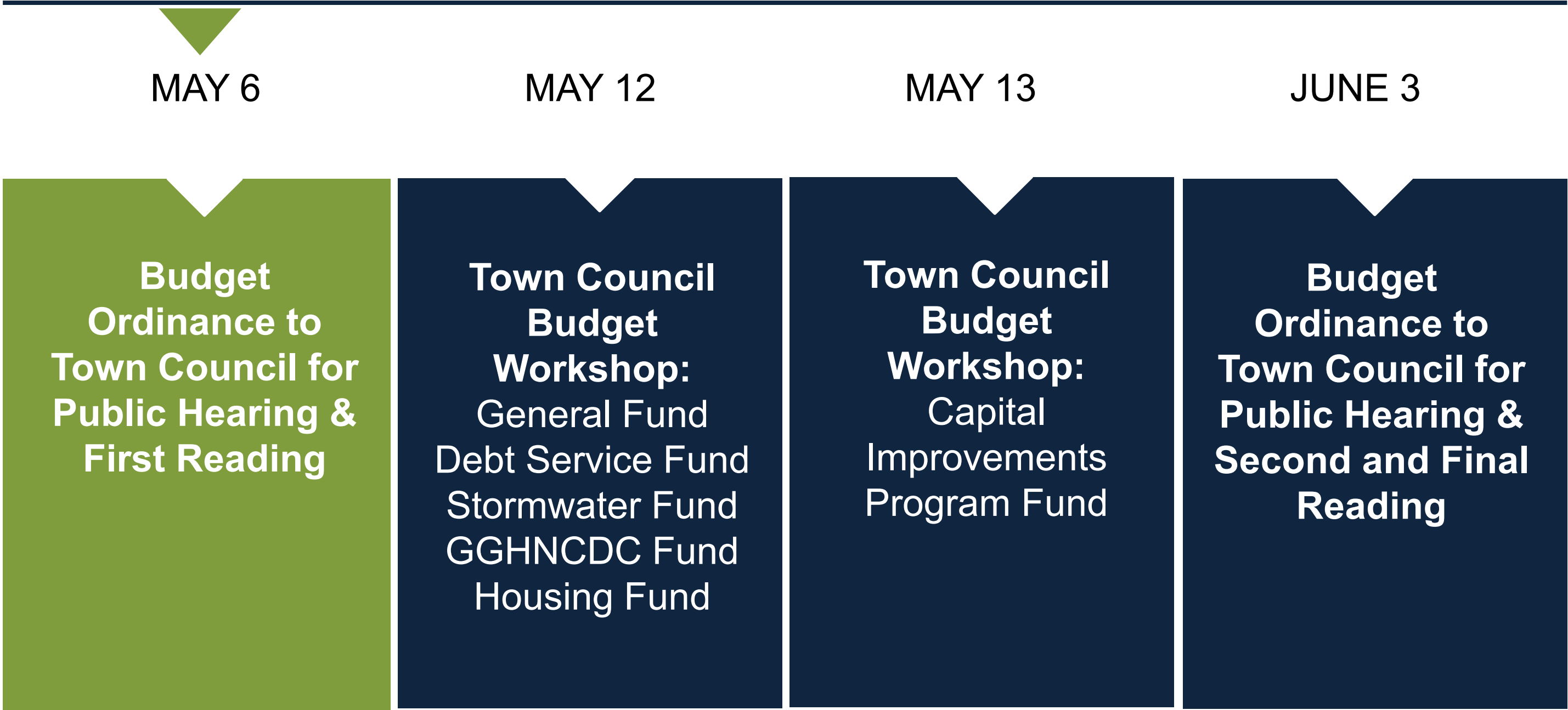


Expenditures	FY 2023 Actual	FY 2024 Actual	FY 2025 Revised Budget	FY 2025 Actual YTD*	FY 2025 Encumbered YTD*	FY 2025 Projection*	FY 2026 Proposed Budget	FY26 to FY25 Budget \$ Change	FY26 to FY25 Budget % Change
General Fund	\$ 48,108,322	\$ 57,822,970	\$ 62,546,927	\$ 40,302,231	\$ 3,822,085	\$ 59,627,500	\$ 59,754,870	\$ (2,792,057)	-4.46%
Debt Service Fund	19,362,930	15,820,581	16,700,000	9,854,809	2,140	15,046,960	18,864,083	2,164,083	12.96%
Capital Improvements Program Fund									
Beach Renourishment	-	-	16,500,000	140,579	424,274	1,500,000	47,500,000	31,000,000	187.88%
Other CIP	20,822,285	27,398,738	66,302,799	21,504,796	14,929,686	33,482,500	30,187,380	(36,115,419)	-54.47%
Stormwater Utility Fund	3,088,497	5,150,208	9,082,691	2,690,978	2,032,474	6,515,000	11,140,277	2,057,586	22.65%
GGHNCDC Fund	156,815	129,142	3,405,501	209,903	36,520	329,600	3,286,603	(118,898)	-3.49%
Housing Fund	-	201,523	4,000,000	134,084	1,162,771	359,300	3,978,137	(21,863)	-0.55%
Consolidated Budget	\$ 91,538,849	\$ 106,523,162	\$ 178,537,918	\$ 74,837,380	\$ 22,409,950	\$ 116,860,859	\$ 174,711,350	\$ (3,826,568)	-2.14%

*Year-to-date through March 31, 2025



FY 2026 CONSOLIDATED BUDGET REVIEW & APPROVAL PROCESS





THANK YOU



TOWN OF HILTON HEAD ISLAND

Town Council

TO: Town Council
FROM: Shawn Colin, AICP, Assistant Town Manager of Strategic Initiatives
VIA: Adriana Burnett, Finance Director
CC: Marc Orlando, Town Manager, ICMA-CM
Curtis Coltrane, Town Attorney
DATE: May 6, 2025
SUBJECT: Consideration of a Resolution of the Town Council of the Town of Hilton Head Island Approving for the Purposes of Section 147(F) of the Internal Revenue Code of 1986, as Amended, the Issuance of Not to Exceed \$855,000,000 Tax-Exempt Bonds to be Issued by the National Finance Authority for the Benefit of Novant Health, Inc., with no Financial Obligation or Liability to the Town of Hilton Head Island

RECOMMENDATION:

Consideration of a Resolution of the Town Council of the Town of Hilton Head Island Approving for the Purposes of Section 147(F) of the Internal Revenue Code of 1986, as Amended (The "Code"), the Issuance of Not to Exceed \$855,000,000 Tax-Exempt Bonds to be Issued by the National Finance Authority for the Benefit of Novant Health, Inc., with no Financial Obligation or Liability to the Town of Hilton Head Island (Attachment 1).

BACKGROUND:

Novant Health, Inc., a North Carolina-based nonprofit healthcare provider and, through its affiliate Hilton Head Medical Center, LLC, the operator of Hilton Head Hospital, has advised the Town of its intent to participate in a bond financing transaction. The Authority, a component unit of the Business Finance Authority of the State of New Hampshire, proposes to issue tax-exempt revenue bonds (the "Bonds") in an amount not to exceed \$855,000,000.

The proceeds from the sale of the Bonds will be loaned to Winston-Salem Sustainable Energy Partners LLC (the "Borrower") to finance or refinance a combination of energy-related infrastructure improvements and routine capital expenditures at multiple healthcare facilities across the Carolinas, including Hilton Head Hospital located at 25 Hospital Center Blvd., Hilton Head Island, SC.

- **Project Summary:**

The project (the “Project”) includes the following eligible uses of bond proceeds at the Hilton Head Hospital facility:

- Energy Projects (up to \$29,700,000): Upgrades to central utility plant assets, replacement of electrical distribution and air handling systems, building automation improvements, and other infrastructure enhancements intended to improve energy efficiency.
- Routine Capital Expenditures Projects (up to \$15,100,000): Facility renovations, and acquisition of medical, computer, office, and capital equipment.

Novant and its affiliates are qualified 501(c)(3) organizations under the Internal Revenue Code and therefore eligible for tax-exempt bond financing.

- **Legal Requirements:**

Under Section 147(f) of the Internal Revenue Code, tax-exempt private activity bonds must receive public approval via a governmental unit with jurisdiction over the location of the project. Accordingly, Novant has requested that the Town of Hilton Head Island approve the issuance of the Bonds to satisfy requirements with respect to the portion of the Project located within the Town (see Attachment 2).

A notice of public hearing was published in the *Island Packet* on April 20, 2025, and the required hearing will be conducted prior to Council’s consideration of this resolution on May 6, 2025.

- **Fiscal Impact:**

There is no financial obligation or liability to the Town of Hilton Head Island or any political subdivision of the State of South Carolina in connection with the issuance of the Bonds. The Bonds do not constitute a debt or pledge of the Town’s credit.

SUMMARY:

Approval of the proposed resolution will fulfill the legal requirements necessary to enable Novant Health, Inc. to access tax-exempt bond financing through the National Finance Authority for capital and energy improvement projects at Hilton Head Hospital.

ATTACHMENTS:

1. Resolution
2. Request Letter from Novant to the Town

TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA

A RESOLUTION BY THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, APPROVING, FOR PURPOSES OF SECTION 147(F) OF THE INTERNAL REVENUE CODE OF 1986, AS AMENDED (THE “CODE”), THE ISSUANCE OF NOT TO EXCEED \$855,000,000 TAX-EXEMPT BONDS TO BE ISSUED BY THE NATIONAL FINANCE AUTHORITY FOR THE BENEFIT OF NOVANT HEALTH, INC.

WHEREAS, the Town Council of the Town of Hilton Head Island, South Carolina (the “Town Council”) has been advised by Novant Health, Inc., a North Carolina nonprofit corporation (“Novant”), and, through an affiliate, owner of Hilton Head Hospital, of the proposed issuance by the National Finance Authority (the “Authority”), a component unit of the Business Finance Authority of the State of New Hampshire, of its Revenue Bonds (Winston-Salem Sustainable Energy Partners) in one or more series (the “Bonds”), in an aggregate principal amount not to exceed \$855,000,000; and

WHEREAS, the Authority has been requested to issue the Bonds and to lend the proceeds from the sale thereof to Winston-Salem Sustainable Energy Partners LLC (the “Borrower”), an Arizona limited liability company, for the ultimate benefit of Novant and the other Benefitting Entities (as defined below); and

WHEREAS, the Bonds will be qualified 501(c)(3) bonds as defined in Section 145 of the Internal Revenue Code of 1986, as amended (the “Code”), and the proceeds from the sale of the Bonds will be applied by the Borrower to pay the cost of Energy Projects (as defined below) and Routine Capital Expenditures Projects (as defined below) at certain hospitals and related facilities located in North Carolina and South Carolina, including Hilton Head Hospital, 25 Hospital Center Blvd., Hilton Head Island, SC 29926 (collectively, the “Novant Facilities”) and owned and operated by Novant, and certain of its affiliates, including Hilton Head Medical Center, LLC (collectively, the “Benefitting Entities”). The “Energy Projects” include the acquisition, development, construction, improvement and equipping of certain energy related improvements, including but not limited to, upgrading and replacing central utility plant assets, replacing electrical distribution infrastructure, replacing air handling units, upgrading building automation systems, implementing energy savings measures, and making other infrastructure improvements. The “Routine Capital Expenditures Projects” consist of routine capital expenditures, including, but not limited to (1) additions and renovations to such Novant Facilities and (2) the acquisition of medical, computer, office and capital equipment for use at the Novant Facilities; and

WHEREAS, the Borrower, Novant and the other Benefitting Entities are organizations described in Section 501(c)(3) of the Code or are properly classified as disregarded entities whose ultimate owner is an organization described in Section 501(c)(3) of the Code; the Energy Projects and the Routine Capital Expenditures Projects are together referred to as the “Project;” the Project is or will be owned or operated by Novant and the other Benefitting Entities; and

WHEREAS, the maximum principal amount of Bonds to be issued for the Energy Projects and the Routine Capital Expenditures Projects at Hilton Head Hospital, the portion of the Project located within the Town of Hilton Head Island, South Carolina, is \$29,700,000 and \$15,100,000, respectively; and

WHEREAS, the Town Council has been advised by Novant that Section 147(f) of the Code requires that any tax-exempt bonds issued by the Authority for the Project may only be issued after such issuance is approved by the Town Council following a public hearing with respect to such issuance; and

ATTACHMENT 1

WHEREAS, the Town Council has been advised by Novant that pursuant to Section 162-S:10(I) of the New Hampshire Statutes, prior to the Authority issuing bonds subject to Section 147(f) of the Code, the state or political subdivision within whose boundaries the project to be financed is located must have approved the financing of the project, which with respect to a portion of the Project includes the Town of Hilton Head Island, South Carolina (the “Town”); and

WHEREAS, Novant has requested that the Town Council approve the financing and refinancing of the Project and the issuance of the Bonds, in an amount not to exceed \$855,000,000 in order to satisfy the public approval requirement of Section 147(f) of the Code and approve the financing of the portion of the Project located in the Town in order to satisfy the requirements of Section 162-S:10(I) of the New Hampshire Statutes; and

WHEREAS, notice was published on April 20, 2025 in the *Hilton Head News/Island Packet*; and

NOW, THEREFORE, BE IT RESOLVED, AND IT HEREBY IS RESOLVED BY THE TOWN COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, THAT:

Section 1. The proposed issuance of the Bonds by the Authority in an amount not to exceed \$855,000,000, the proceeds of which will be used to finance and refinance costs of the Project, a portion of which is within the jurisdiction of the Town, is hereby approved for the purposes of Section 147(f) of the Code. Additionally, it is the purpose and intent of the Town Council that this resolution also constitute approval by the Town Council of the financing of the portion of the Project located in the Town through the issuance of the Bonds by the Authority in accordance with Section 162-S:10(I) of the New Hampshire Statutes. In no event shall the Town or any other political subdivision of the State of South Carolina be liable for such Bonds nor shall the Bonds constitute a debt of the Town or any political subdivision thereof.

Section 2. This resolution shall take effect immediately upon its adoption.

CERTIFICATE TO RESOLUTION

I, the undersigned Town Clerk of the Town of Hilton Head Island, South Carolina (the “Town Council”), **DO HEREBY CERTIFY** that the foregoing is a true, correct, and verbatim copy of a Resolution duly adopted by the Town Council, at a duly called regular meeting of the Town Council on Tuesday, May 6, 2025, at which meeting a quorum was present and remained throughout and which meeting was open to the public.

WITNESS my Hand and the Seal of the Town Council of the Town of Hilton Head Island, South Carolina, this 6th day of May, 2025.

MOVED, APPROVED, AND ADOPTED ON THIS 6th DAY OF MAY 2025.

TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA

Alan R. Perry, Mayor

ATTEST:

Kimberly Gammon, Town Clerk

APPROVED AS TO FORM:

Curtis L. Coltrane, Town Attorney



Forsyth Medical Center

3333 Silas Creek Parkway
Winston-Salem, NC 27103

TO: Hon. Alan Perry, Town of Hilton Head Island Mayor

FROM: John B. Morris, Vice President and Assistant General Counsel of Novant Health, Inc.

DATE: April 10, 2025

RE: TEFRA Hearing and Approval for Bonds to Benefit Novant Health, Inc. and Its Affiliates

The National Finance Authority (the “Authority”), a conduit issuer that can finance projects in different states, is expected to issue tax-exempt bonds (the “Bonds”) for the benefit of Novant Health, Inc. (“Novant”) and certain of its affiliates, including Hilton Head Medical Center, LLC. The proceeds from the sale of the Bonds will be used to pay the cost of various capital improvements, including Energy Projects and Routine Capital Expenditures Projects, at certain Novant hospitals and related facilities located in North Carolina and South Carolina, including Hilton Head Hospital located in the Town of Hilton Head Island, South Carolina (the “Town”). The attached draft of a Notice of Public Hearing includes details regarding the Energy Projects and the Routine Capital Expenditures Projects and the maximum principal amount of the Bonds.

Section 147(f) of the Internal Revenue Code of 1986, as amended (the “Code”), requires that tax-exempt bonds issued for the benefit of non-profit entities such as Novant be approved by each governmental unit having jurisdiction over the area in which any facility to be financed or refinanced with the proceeds of the tax-exempt bonds is located. Because the Town Council of the Town (the “Town Council”) is the elected governing body of the Town, Novant is asking the Town Council to approve the issuance of the Bonds for the purposes of Section 147(f) of the Code after a public hearing following reasonable public notice. This is referred to as a “TEFRA hearing” and a “TEFRA approval.” Hosting a TEFRA hearing and providing a TEFRA approval does not make the Town in any way responsible the Bonds. **The Bonds will not constitute a debt of the Town nor will the Town have any obligation to repay the debt.**

Novant requests the Town hold the TEFRA hearing at its regularly scheduled meeting on May 6 at 3:00 pm. After the hearing, we further request that the Town Council provide the TEFRA approval of the issuance of the Bonds during its meeting on May 6.

Sam Howell, an attorney at Howell Linkous & Nettles, LLC, who is assisting on this matter, will reach out to the Town to coordinate on finalizing and publishing the Notice of Public Hearing (which must be done at least 7 days before the TEFRA hearing), the proposed resolution for the TEFRA approval and attending the meeting on May 6 to answer any questions.

Many thanks.

John B. Morris
336.829.0231



TOWN OF HILTON HEAD ISLAND

TOWN COUNCIL

TO: Hilton Head Island Town Council Members
FROM: Adriana Burnett, Finance Director
CC: Marc Orlando, Town Manager, ICMA-CM
DATE: May 6, 2025
SUBJECT: Consideration of an Ordinance to Amend the Town of Hilton Head Island Budget for the Fiscal Year Ending June 30, 2025, and to Provide for the Use of Budgeted Appropriations from Fund Balance.

RECOMMENDATION:

The Town Council consider proposed budget amendments for Fiscal Year 2025 to the Capital Improvements Program (CIP). These proposed amendments address approval of funding for land acquisitions previously authorized by the Town Council. An ordinance to amend the Fiscal Year 2025 budget is enclosed as **Attachment 1**.

BACKGROUND:

Funding considerations are as follows:

a) Land Acquisition Funding - \$5,917,904

1. Town Council previously authorized the purchase of real estate located at 69 Pope Avenue in an amount totaling \$2,900,000. An appropriation of funds from available Tax Increment Financing (TIF) fund balance is therefore requested in this amount to the CIP budget. This transfer will also ensure that the Town complies with applicable timing criteria set forth under South Carolina law requiring utilization of such funds.
2. Town Council previously authorized the purchase of 26 acres of real estate located in the Mitchelville area in an amount totaling \$1,827,904. An appropriation of funds from available Real Estate Transfer Fee fund balance is therefore requested in this amount to the CIP budget.
 - Beaufort County has approved an additional contribution of \$993,000 for this property. It is anticipated the Town will receive these funds by the end of the fiscal year. Once the funds are received, the Real Estate Transfer Fee fund will be reimbursed.

3. Town Council previously authorized the purchase of 1.98 acres of real estate located in the Beach City Road area in an amount totaling \$1,190,000. An appropriation of funds from available Real Estate Transfer Fee fund balance is therefore requested in this amount to the CIP budget.

SUMMARY:

The Town Council consider proposed budget amendments for Fiscal Year 2025 to the Capital Improvements Program Fund. These proposed amendments address funding for land acquisitions previously authorized by the Town Council.

ATTACHMENTS:

1. Fiscal Year 2025 Budget Ordinance Amendment.

ATTACHMENT 1

TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA

ORDINANCE NO. _____

AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, FOR THE FISCAL YEAR ENDING JUNE 30, 2025; TO PROVIDE FOR THE BUDGETED APPROPRIATIONS OF PRIOR YEAR BUDGET CARRY FORWARDS AND CERTAIN OTHER APPROPRIATIONS AND COMMITMENTS AND THE EXPENDITURES OF CERTAIN FUNDS; TO ALLOCATE THE SOURCES OF REVENUE FOR THE SAID FUNDS; AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.

WHEREAS, Section 5-7-260(3) of the Code of Laws for South Carolina 1976, as amended, and Section 2-7-20 of the Municipal Code of the Town of Hilton Head Island, South Carolina, require that the Town Council act by ordinance to adopt a budget and levy taxes, pursuant to public notice; and

WHEREAS, the Town Council did adopt the budget on June 4, 2024; and

WHEREAS, pursuant to the budget amendment policy as stated in the Town's annual budget document, the Town Council is amending the budget so as to provide for the budgeted appropriations from the prior year budget as a roll-forward and certain other appropriations and commitments from the Fund Balance and other revenue sources.

NOW, THEREFORE, BE IT ORDERED AND ORDAINED BY THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA; AND IT IS ORDAINED BY THE AUTHORITY OF THE SAID TOWN COUNCIL:

Section 1 – Amendment. The adopted Fiscal Year 2025 budget is amended to make the following changes as additions to the funds from prior years and to the projected revenue and expenditure as accounts summarized below.

Capital Improvements Program Fund Amendments – Total Fund Adjustment - \$5,917,904

a) Land Acquisition Funding - \$5,917,904

- i. An appropriation of funds from available Tax Increment Financing (TIF) balance is therefore requested in the amount of \$2,900,000 to the CIP budget for the purchase of 69 Pope Avenue. This transfer will also ensure that the Town complies with applicable timing criteria set forth under South Carolina law requiring utilization of such funds.
- ii. An appropriation of funds from available Real Estate Transfer Fee balance is therefore requested in the amount of \$1,827,904 to the CIP budget for the purchase of 26 acres in the Mitchelville area on the Island's north end.
- iii. An appropriation of funds from available Real Estate Transfer Fee balance is therefore requested in the amount of \$1,190,000 to the CIP budget for the purchase of the 1.89-acre Moultrie property on Beach City Road.

A summary of these proposed budget amendments for Fiscal Year 2025 are reflected as follows:

Governmental Funds with Amendments:

	General Fund		CIP Fund	
	Expenditures	Revenues	Expenditures	Revenues
Original Budget	\$ 60,924,381	\$ (60,924,381)	\$ 74,381,459	\$ (74,381,459)
Amendment 1	1,622,546	(1,622,546)	8,421,340	(8,421,340)
Revised Budget	\$ 62,546,927	\$ (62,546,927)	\$ 82,802,799	\$ (82,802,799)
Amendment 2	-	-	5,917,904	(5,917,904)
Revised Budget	\$ 62,546,927	\$ (62,546,927)	\$ 88,720,703	\$ (88,720,703)

Governmental Funds without Amendments:

	GGHN Community Development Corporation Fund*		Housing Fund		Debt Service	
	Expenditures	Revenues	Expenditures	Revenues	Expenditures	Revenues
Original Budget	\$ 3,405,501	\$ (5,341,434)	\$ 4,000,000	\$ (4,000,000)	\$ 16,700,000	\$ (16,700,000)
Amendment 1	-	-	-	-	-	-
Revised Budget	\$ 3,405,501	\$ (5,341,434)	\$ 4,000,000	\$ (4,000,000)	\$ 16,700,000	\$ (16,700,000)
Amendment 2	-	-	-	-	-	-
Revised Budget	\$ 3,405,501	\$ (5,341,434)	\$ 4,000,000	\$ (4,000,000)	\$ 16,700,000	\$ (16,700,000)

** The variance between FY 2025 revenues and expenditures will be included in the Fund Balance at year end and will be available for future use.*

	Total Governmental Funds	
	Expenditures	Revenues
Original Budget	\$ 159,411,341	\$ (161,347,274)
Amendment 1	10,043,886	(10,043,886)
Revised Budget	\$ 169,455,227	\$ (171,391,160)
Amendment 2	5,917,904	(5,917,904)
Revised Budget	\$ 175,373,131	\$ (177,309,064)

Stormwater Fund with Amendments:

	Enterprise Fund Stormwater Fund	
	Expenditures	Revenues
Original Budget	\$ 7,525,525	\$ (7,525,525)
Amendment 1	1,557,166	(1,557,166)
Revised Balance	\$ 9,082,691	\$ (9,082,691)
Amendment 2	-	-
Revised Budget	\$ 9,082,691	\$ (9,082,691)

Section 2 – Severability:

If any section, phrase, sentence, or portion of this Ordinance is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct, and independent provision, and such holding shall not affect the validity of the remaining portions thereof.

Section 3 - Effective Date.

This Ordinance shall be effective upon adoption thereof by the Town Council for the Town of Hilton Head Island, South Carolina.

**PASSED AND APPROVED BY THE TOWN COUNCIL FOR THE TOWN OF
HILTON HEAD ISLAND, SOUTH CAROLINA, ON THIS ____ DAY OF _____,
2025.**

Alan R. Perry, Mayor

ATTEST:

Kimberly Gammon, Town Clerk

First Reading: May 6, 2025

Second Reading: May 20, 2025

APPROVED AS TO FORM:

Curtis L. Coltrane, Town Attorney



TOWN OF HILTON HEAD ISLAND

Town Council

TO: Town Council
FROM: Shawn Colin, Assistant Town Manager of Strategic Initiatives
CC: Marc Orlando, Town Manager, ICMA-CM
Curtis Coltrane, Town Attorney
DATE: May 6, 2025
SUBJECT: Consideration of an Ordinance to Authorize the Execution and Delivery of an Easement for Ingress and Egress to Cordillo Courts and the Hedges, Encumbering Real Property, located at 104 Cordillo Parkway, Owned by the Town of Hilton Head Island – Second Reading

RECOMMENDATION:

Consideration of an Ordinance to Authorize the Execution and Delivery of an Easement for Ingress and Egress to Cordillo Courts and the Hedges, Encumbering Real Property, located at 104 Cordillo Parkway, Owned by the Town of Hilton Head Island – Second Reading.

Town Council approved First Reading with a vote of 7-0 on April 8, 2025. No changes have been made since First Reading.

BACKGROUND:

The Town of Hilton Head Island (the "Town") owns a 1.472-acre parcel of land, located at 104 Cordillo Parkway and described in the Plat entitled "Sea Cabin Racquet Club As-Built," dated January 24, 1983, and recorded in the Office of the Register of Deeds for Beaufort County, South Carolina, in Plat Book 31 at Page 53 (hereinafter referred to as the "Town Property"). This parcel is located on the northwestern side of the right-of-way of Cordillo Parkway on Hilton Head Island, South Carolina.

Adjacent to the Town Property are two condominium projects, collectively known as the Sea Cabin Racquet Club I Council of Co-Owners (Cordillo Courts) and the Sea Cabin Racquet Club II Council of Co-Owners (The Hedges). These properties have historically relied on access across the Town Property for ingress and egress to and from Cordillo Parkway.

Although there has been long-standing access across the Town Property to and from the Sea Cabin Racquet Club I and II properties, there is no recorded written easement that formalizes this access. This lack of a formal easement has led the Sea Cabin

Racquet Club I and II Council of Co-Owners to request the Town to grant a written easement for ingress and egress to secure and clarify this access route.

The Sea Cabin Racquet Club I Council of Co-Owners and the Sea Cabin Racquet Club II Council of Co-Owners have formally requested the Town grant an easement for ingress and egress across the Town Property. This would formalize the access route to Cordillo Courts and The Hedges.

Pursuant to S.C. Code Ann. § 7-40 (Supp. 2024) and § 2-7-20 of the Municipal Code of the Town of Hilton Head Island, the granting of easements that encumber real property owned by the Town requires authorization by an ordinance of the Town Council.

SUMMARY:

Historical Use and Need for Formalization: The Sea Cabin Racquet Club I and II properties have utilized access across the Town Property for many years. Granting a formal easement for ingress and egress would provide the residents and owners of these condominium properties with clarity and legal security regarding their access rights. It ensures continued and uninterrupted access to and from Cordillo Parkway.

Property Value and Legal Clarity: Formalizing the access easement would provide the Sea Cabin Racquet Club I and II properties with an officially recognized and documented right-of-way. This will enhance property value and provide legal clarity to all parties involved, reducing the potential for future disputes or misunderstandings regarding the use of the Town Property.

Town's Best Interests: Granting the easement is in the best interests of the Town as it allows the continuation of current access while formalizing it in a way that protects both the Town's interests and those of the adjacent properties. There is no adverse impact on the Town's property, and the easement would be granted under terms and conditions that protect the Town's legal and financial position.

CONCLUSION:

Town Council is requested for consideration of an Ordinance to Authorize the Execution and Delivery of an Easement for Ingress and Egress to Cordillo Courts and the Hedges, Encumbering Real Property, located at 104 Cordillo Parkway, Owned by the Town of Hilton Head Island

Town Council approved First Reading with a vote of 7-0 on April 8, 2025. No changes have been made since First Reading.

ATTACHMENTS:

1. 104 Cordillo Parkway Map
2. Ordinance

Address	104 Cordillo Parkway
PIN	R552 015 000 0204 0000
Acres	1.472 Total Acres
Zoning	Park and Recreation (PR)

Town Owned Property

Subject Property



ORDINANCE 2025-_____

AN ORDINANCE TO AUTHORIZE THE EXECUTION AND DELIVERY OF AN EASEMENT FOR INGRESS AND EGRESS ENCUMBERING REAL PROPERTY OWNED BY THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, UNDER THE AUTHORITY OF S. C. CODE ANN. § 5-7-40 (SUPP. 2024), AND § 2-7-20, MUNICIPAL CODE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA (1983), AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.

WHEREAS, the Town of Hilton Head Island, South Carolina, owns real property which is known and described as follows:

All that certain piece, parcel or tract of land with improvements thereon, situate, lying and being on Hilton Head Island, Beaufort County, South Carolina, being comprised of a certain 1,472 acre parcel lying on the northwestern side of the right-of-way of Cordillo Parkway, said parcel being shown and described as a 1.472 acre parcel on a Plat entitled “Sea Cabin Racquet Club As-Built” prepared by Coastal Surveying, Inc., dated January 24, 1983, and recorded in the Office of the Register of Deeds for Beaufort County, South Carolina, in Plat Book 31 at Page 53 (hereinafter, the “Town Property”).

WHEREAS, condominium projects which are properties of the Sea Cabin Racquet Club I Council of Co-Owners, also known as “Cordillo Courts” and the Sea Cabin Racquet Club II Council of Co-Owners, also known as “The Hedges,” are adjacent to the Town Property.

WHEREAS, access to from the public roadway known as Cordillo Parkway to Cordillo Courts and The Hedges is and has been across the paved driving surfaces that exist on the Town Property; and,

WHEREAS, there is no recorded written easement for ingress and egress to and from Cordillo Courts and The Hedges across the Town Property; and,

WHEREAS, the Sea Cabin Racquet Club I Council of Co-Owners and the Sea Cabin Racquet Club II Council of Co-Owners, have requested that a formal written easement for

ingress across the Town Property be granted to formalize the access to Cordillo Courts and The Hedges; and,

WHEREAS, S. C. Code Ann. § -7-40 (Supp. 2024) and § 2-7-20, *Municipal Code of the Town of Hilton Head Island, South Carolina* (1983) require that the granting of easements encumbering real property owned by the Town of Hilton Head Island, South Carolina, be authorized by an ordinance; and,

WHEREAS, the Town Council for the Town of Hilton Head Island, South Carolina, determines that it is in the best interests of the Town to grant the easement.

NOW, THEREFORE, BE IT ORDERED AND ORDAINED BY THE TOWN COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA; AND IT IS ORDERED AND ORDAINED BY THE AUTHORITY OF THE TOWN COUNCIL, AS FOLLOWS:

Section 1. Execution and Delivery of Easement.

- (a) The Mayor and Town Manager are hereby authorize to execute and deliver the Easement for Ingress and Egress to the Sea Cabin Racquet Club I Council of Co-Owners and the Sea Cabin Racquet Club II Council of Co-Owners, in the form and substance of the “Easement Agreement” attached hereto as Exhibit “A.”
- (b) The Mayor and Town Manager are authorized to take any further actions they deem necessary or advisable to complete the execution and delivery of the easement as authorized in Article 1(a) above.

Section 2. Severability.

If any section, phrase, sentence, or part of this Ordinance is held to be invalid or unconstitutional by any court of competent jurisdiction, such section, phrase, sentence, or part shall be deemed to be separate, distinct, and independent from the balance of the Ordinance, and such holding shall not affect the validity of the remaining parts.

Section 3. Effective Date.

This Ordinance shall be effective upon adoption by the Town Council for the Town of Hilton Head Island, South Carolina.

PASSED, APPROVED AND ADOPTED BY THE TOWN COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, ON THIS ___ DAY OF MAY, 2025.

Alan R. Perry, Mayor

ATTEST:

Kimberly Gammon, Town Clerk

APPROVED AS TO FORM:

Curtis L. Coltrane, Town Attorney

Introduced by Council Member:_____

EXHIBIT A TO ORDINANCE AUTHORIZING EXECUTION AND DELIVERY OF
EASEMENT FOR INGRESS AND EGRESS ENCUMBERING TOWN OWNED LAND

STATE OF SOUTH CAROLINA)
)
COUNTY OF BEAUFORT) EASEMENT AGREEMENT

This Easement Agreement is made this _____ day of May, 2025, by and between the Town of Hilton Head Island, South Carolina and Sea Cabin Racquet Club I Council of Co-Owners and Sea Cabin Racquet Club II Council of Co-Owners, which are horizontal property regimes established under the laws of the State of South Carolina.

W I T N E S S E T H

Whereas, The Town of Hilton Head Island, South Carolina, owns real property that is described as follows:

All that certain piece, parcel or tract of land with improvements thereon, situate, lying and being on Hilton Head Island, Beaufort County, South Carolina, being comprised of a certain 1,472 acre parcel lying on the northwestern side of the right-of-way of Cordillo Parkway, said parcel being shown and described as a 1.472 acre parcel on a Plat entitled “Sea Cabin Racquet Club As-Built” prepared by Coastal Surveying, Inc., dated January 24, 1983, and recorded in the Office of the Register of Deeds for Beaufort County, South Carolina, in Plat Book 31 at Page 53 (hereafter, the “Town Property”).

Whereas, owners of units in both Sea Cabin Racquet Club 1 and Sea Cabin Racquet Club II must cross the Town Property for access to Cordillo Parkway, and for access to the property of Sea Cabin Racquet Club I Council of Co-Owners and Sea Cabin Racquet Club II Council of Co-Owners, from Cordillo Parkway.

Whereas, access easements are shown on Plats recorded in the Office of the Register of Deeds for Beaufort County, South Carolina, in Plat Book 25 at Page 113, in Plat Book 27 at Page 142, in Plat Book 27 at Page 148 and in Plat Book 28 at Page 41, the same are ambiguous and there is no formal, written, recorded express easement providing ingress and egress to and from Cordillo Parkway from the property of Sea Cabin Racquet Club I Council of Co-Owners and Sea Cabin Racquet Club II Council of Co-Owners.

Whereas, the Town Council for The Town of Hilton Head Island, South Carolina, has determined that it is in the best interests of the Town and its citizens and residents to enter into an Easement Agreement with Sea Cabin Racquet Club I Council of Co-Owners and Sea Cabin Racquet Club II Council of Co-Owners, for ingress and egress to and from Cordillo Parkway.

Now, therefore, The Town of Hilton Head Island, South Carolina, for and in consideration of the sum of Ten (\$10.00) Dollars, the receipt and sufficiency whereof is acknowledged, has bargained, granted, and sold and by these presents does hereby bargain, grant, and sell to Sea Cabin Racquet Club I Council of Co-Owners and Sea Cabin Racquet Club II Council of Co-Owners, and their successors and assigns, a perpetual, non-exclusive easement on, over and across the Town Property for ingress and egress to and from Cordillo Parkway as follows:

The Town of Hilton Head Island, South Carolina, grants a non-exclusive, permanent easement on, over and across the paved driving surfaces as the same may exist from time to time on the Town Property, for ingress and egress to and from Cordillo Parkway from the Property of Sea Cabin Racquet Club I Council of Co-Owners and Sea Cabin Racquet Club II Council of Co-Owners.

This Easement is made for the benefit of all owners of units in Sea Cabin Racquet Club I Council of Co-Owners and Sea Cabin Racquet Club II Council of Co-Owners.

This Easement is made and accepted subject to the following terms and conditions.

1. This Easement is conveyed subject to all other easements, licenses, and conveyances of record and are subject to the rights herein reserved by The Town of Hilton Head Island, South Carolina, and its successors and assigns, to utilize the Town Property at any time, in any manner, and for any purpose, provided, however, that such use by The Town of Hilton Head Island, South Carolina, shall not be inconsistent with the restrictions, covenants and conditions set forth in that certain Agreement by and between Dennis Van Der Meer and Sea Cabin Corporation, dated February 14, 1983, and recorded in the Office of the Register of Deeds for Beaufort County, South Carolina on February 24, 1983 in Book 364, at Page 778, nor prevent the full utilization by Sea Cabin Racquet Club I Council of Co-Owners and Sea Cabin Racquet Club II Council of Co-Owners of the rights and privileges granted herein.
2. Sea Cabin Racquet Club I Council of Co-Owners and Sea Cabin Racquet Club II warrant and represent that the use of this Easement by Sea Cabin Racquet Club I Council of Co-Owners and Sea Cabin Racquet Club II Council of Co-Owners and any owner of any unit in Sea Cabin Racquet Club I and Sea Cabin Racquet Club II, shall be under the sole and exclusive control of Sea Cabin Racquet Club I Council of Co-Owners and Sea Cabin Racquet

Club II Council of Co-Owners, and that they shall at all times comply with all applicable laws, rules, codes, and regulations in connection with the use of this Easement.

3. Any notice required to be given under the terms of this Easement Agreement shall be made by personal delivery or mail to The Town of Hilton Head Island, South Carolina, or Sea Cabin Racquet Club I Council of Co-Owners and Sea Cabin Racquet Club II Council of Co-Owners at the following addresses:

To The Town of Hilton Head Island,
South Carolina:

ATTN: Town Manager
One Town Center Court
Hilton Head Island, SC 29928;

To Sea Cabin Racquet Club I Council of
Co-Owners and Sea Cabin Racquet Club II
Council of Co-Owners:

ATTN: Manager
Post Office Box 7665
Hilton Head Island, SC 29938;

or to such other address as The Town of Hilton Head Island, South Carolina, or Sea Cabin Racquet Club I Council of Co-Owners or Sea Cabin Racquet Club II Council of Co-Owners may direct by written notification to the other.

[Signature Pages Follow]

In Witness whereof Sea Cabin Racquet Club I Council of Co-Owners, by and through James Ackerman, its duly authorized President, have executed and delivered this Easement Agreement on this ___ day of May, 2025.

WITNESSES:

SEA CABIN RACQUET CLUB 1
COUNCIL OF CO-OWNERS

By: _____
James Ackerman

Its: President

STATE OF SOUTH CAROLINA	)	UNIFORM ACKNOWLEDGMENT
	)	
COUNTY OF BEAUFORT	)	S. C. CODE ANN. § 30-5-30 (Supp. 2024)

I, the undersigned Notary Public do hereby certify that James Ackerman, President of Sea Cabin Racquet Club I Council of Co-Owners, personally appeared before me on this day and duly acknowledged the execution of this Easement Agreement.

Sworn to and Subscribed before me
on this _____ Day of May, 2025.

Notary Public for South Carolina
My Commission Expires: _____

In Witness whereof Sea Cabin Racquet Club II Council of Co-Owners, by and through James Ackerman, its duly authorized President has executed and delivered this Easement Agreement on this ___ day of May, 2025.

WITNESSES:

SEA CABIN RACQUET CLUB II
COUNCIL OF CO-OWNERS

By: _____
James Ackerman

Its: President

STATE OF SOUTH CAROLINA	)	UNIFORM ACKNOWLEDGMENT
	)	
COUNTY OF BEAUFORT	)	S. C. CODE ANN. § 30-5-30 (Supp. 2024)

I, the undersigned Notary Public do hereby certify that James Ackerman, President of Sea Cabin Racquet Club II Council of Co-Owners, personally appeared before me on this day and duly acknowledged the execution of this Easement Agreement.

Sworn to and Subscribed before me
on this _____ Day of May, 2025.

Notary Public for South Carolina
My Commission Expires: _____

In Witness whereof, The Town of Hilton Head Island, South Carolina, by and through Alan R. Perry and Marc A. Orlando, its duly authorized Mayor and Town Manager has executed and delivered this Easement Agreement on this ___ day of May, 2025.

WITNESSES:

THE TOWN OF HILTON HEAD
ISLAND, SOUTH CAROLINA

By: _____
Alan R. Perry, Mayor

Its: _____
Marc A. Orlando,
Town Manager

STATE OF SOUTH CAROLINA	)	UNIFORM ACKNOWLEDGMENT
	)	
COUNTY OF BEAUFORT	)	S. C. CODE ANN. § 30-5-30 (Supp. 2024)

I, the undersigned Notary Public do hereby certify that Alan R. Perry, Mayor, and Marc A. Orlando, Town Manager, personally appeared before me on this day and duly acknowledged the execution of this Easement Agreement.

Sworn to and Subscribed before me
on this _____ Day of May, 2025.

Notary Public for South Carolina
My Commission Expires: _____



TOWN OF HILTON HEAD ISLAND

Staff Memo

TO: Town Council Members
FROM: Heather Woolwine, MA, *Communications Director*
CC: Adriana Burnett, *Finance Director*
Marc Orlando, *Town Manager*
DATE: April 29, 2025
SUBJECT: Consideration of a Resolution Approving the FY26 (2025-2026)
Hilton Head Island Destination Marketing Organization (DMO)
Marketing Plan & Budget

RECOMMENDATION:

Staff recommend the Town Council consider a resolution approving the Destination Marketing Organization (DMO) FY26 (2025-2026) Marketing Plan & Budget.

SUMMARY:

The purpose of this discussion is to provide an opportunity for the full Town Council to discuss the DMO Marketing Plan and Budget submitted by the Hilton Head Island - Bluffton Chamber of Commerce Visitor & Convention Bureau (VCB) for FY26 (2025-2026). The Town Council will then vote on a resolution to approve the Marketing Plan & Budget.

BACKGROUND:

According to South Carolina State law, 30% of the two percent bed tax funds collected by the State of South Carolina are allocated to the Town's pre-determined DMO with an ongoing tourist program. The Town Council has designated the Hilton Head Island - Bluffton Chamber of Commerce VCB as its DMO. The DMO presents the FY26 plan, budget and visitor profile study annually as outlined in their current contract. The presentation will be given by Visitor & Convention Bureau Vice President Ariana Pernice and as needed, Research Manager Chase O'Dell. Vice President of Communications for the Hilton Head Island & Bluffton Chamber of Commerce Charlie Clark will also attend the meeting and may be available to answer questions as appropriate.

NEXT STEPS:

Council members are encouraged to ask clarifying questions about the plan and budget, provide feedback to the DMO and Chamber representatives, and determine if the plan is

suitable for approval via resolution by the full Town Council at the FY26 budget first reading.

The plan, budget and visitor profile were approved for recommendation by the Town-wide marketing Council (January), which includes Town Council member Alex Brown, Town Manager Marc Orlando, and Town staff (Heather Woolwine-Communications, Kelly Spinella- Communications, and Natalie Harvey-Office of Cultural Affairs) and the Accommodations Tax Committee (March). The Finance & Administration Committee voted to recommend the plan on April 29.

ATTACHMENTS:

1. FY26 (2025-2026) DMO Marketing Plan, budget and visitor profile packet
2. 2025 05 06 Resolution Approving DMO Marketing Plan v.1



FISCAL YEAR 2025-2026

HILTON HEAD ISLAND DESTINATION MARKETING PLAN

HILTON HEAD ISLAND
SOUTH CAROLINA

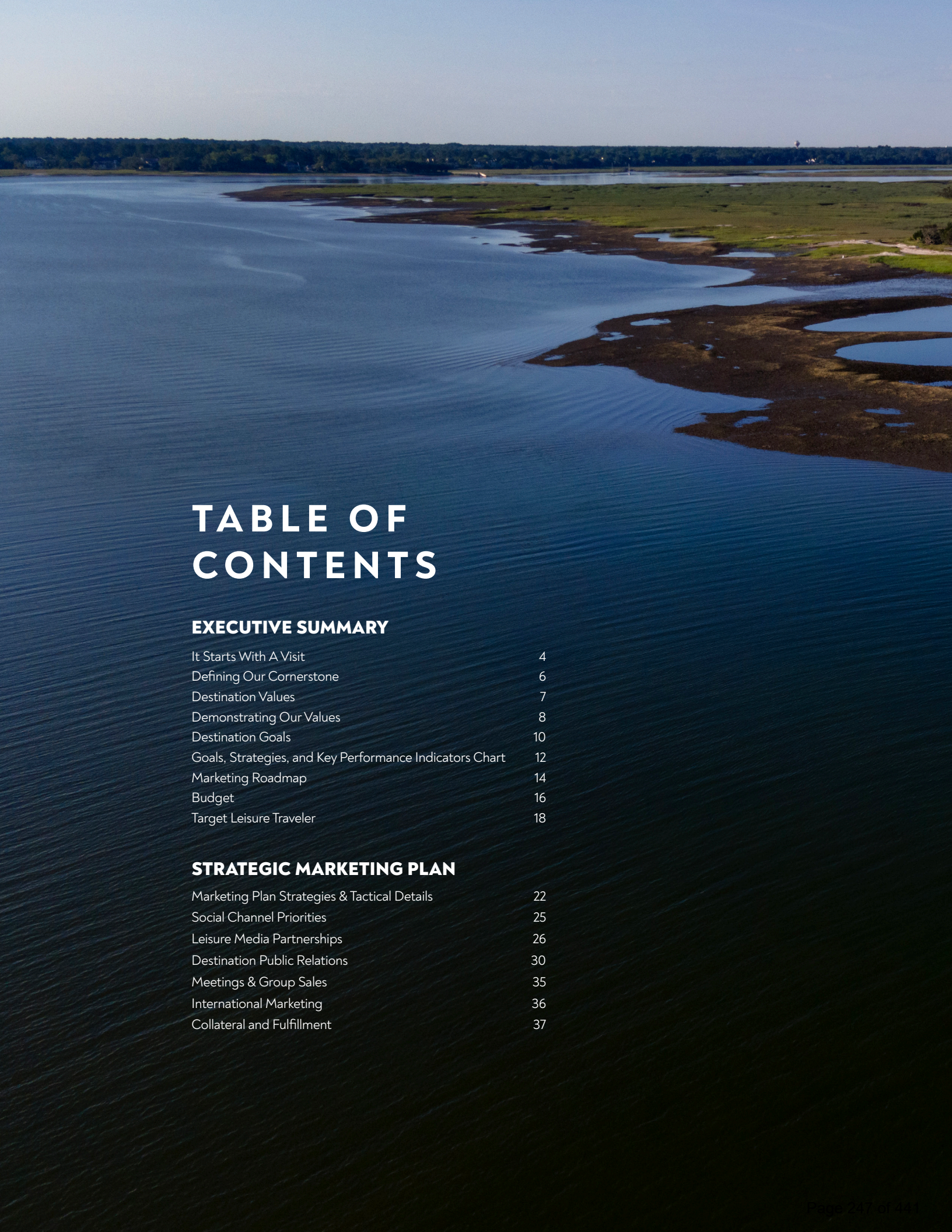


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STRATEGIC MARKETING PLAN

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IT STARTS WITH A VISIT

As a community built upon tourism it is imperative to ensure the destination for the next generation of residents, business owners, and visitors.

As the Destination Marketing Organization (DMO) we are experts in this space, constantly working to ensure the community's priorities and stewardship of the brand that ultimately ensures the destination and quality of life for all.

The FY 2025-2026 DMO Strategic Marketing Plan ladders into our organization's three-year Strategic Plan and ultimately into our community-centric 10-year Destination Management Plan.

Our approach to long-term tourism success sits alongside the Hilton Head Island community's 20-year comprehensive plan. Our efforts complement and support a vibrant and collaborative partnership with the Town of Hilton Head Island to ensure the future of the destination for residents and visitors.

DRAFT

VISION

A welcoming world-class community embracing nature, culture and economic vibrance for residents and visitors.

MISSION

Stimulate the regional economy while enhancing the quality of life for all.



DEFINING OUR COMMUNITY CORNERSTONE

Our community is the heart of who we are and how we present ourselves to the world. Tourism is a competitive landscape. Every destination must compete with every other tourism destination for its share of the world's attention, visitation, and investment. A destination needs to integrate the community into marketing efforts to create the desire amongst travelers to experience the destination, meet its people, and experience its authentic offering.

For any destination to ensure its competitive advantage and increase visitor revenue, there must be a clear strategic framework for developing, articulating, and promoting the destination brand. That is why destination marketing and management organizations exist. They have the unique mandate to

steward the community's identity and reputation in the global visitor marketplace daily.

A destination brand is rooted in the community's priorities. It is a common good and a shared value. Promoting the destination is for the benefit and well-being of everyone in the community. Therefore, the stewardship of the brand is an essential investment for enhancing the quality of life and increasing opportunities for all residents.

The DMO warrants and represents that the marketing plan shall include a "Community Cornerstone plan" which engages the community with public relations, education, and social media strategies.



DESTINATION VALUES

In partnership with the town and in alignment with our community, our destination’s core values support our out-marketing efforts.



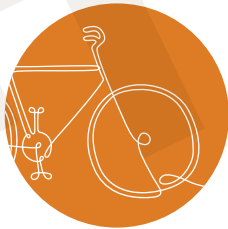
Ecotourism



History



Arts & Culture



Recreation



Wellness

DEMONSTRATING OUR VALUES

ECOTOURISM

We will continue to educate and inform residents and guests about the importance of protecting our delicate ecosystem, and the role each individual can play in that through our sustainability campaigns and messaging around leaving nothing but your footprints. In partnership with the town and its newly appointed Chief Environmental Officer, we are committed to advancing island conservation and sustainability through our Promise campaign. This initiative raises awareness and fosters education through consistent marketing efforts that highlight the importance of protecting our delicate ecosystem and natural wildlife. Our efforts include promoting Sea Turtle Nesting Season awareness, Oyster Shell Recycling, and beach re-nourishment programs, all aimed at preserving the island's unique environment for generations to come.

ARTS & CULTURE

In partnership with the Town of Hilton Head Island's Culture HHI, we are dedicated to promoting the Island's unique arts and culture in a way that can inspire a traveler to visit, through continued promotion with digital and social campaigns. Hilton Head Island's arts and cultural scene is vibrant and exciting, with numerous arts and cultural experiences from Broadway caliber productions to live jazz to public art trails.

HISTORICAL HERITAGE

As we look to further establish the destination as a place for heritage travel, we will work alongside the community to gather assets, collect the rich history it holds, and document it through various touchpoints for visitors to explore. We will also engage our partners within the community and tour operators to document and preserve the rich history of the island through visual storytelling, robust itineraries, and digital campaigns.

WELLNESS

We will build upon our strong foundation as a wellness destination that caters to all and work closely with our community partners to develop digital and social media campaigns, build itineraries and programs to drive overnight visitation and capture new content to showcase Hilton Head Island as an ideal wellness destination.

RECREATION

Recreation imagery, copy, and storytelling will be woven into all of our destination touchpoints, website, digital, social, email, public relations, and more. The approach allows us to connect more deeply with our visitors regarding our rich recreational assets, local businesses, and community business owners. Utilizing our website, social media, display campaigns, and search engine marketing, we can promote seasonally appropriate activities to ensure consistent visitor engagement year-round.





DESTINATION GOALS

A PLAN OF ACTION. A VISION FOR THE COMMUNITY.

Through digital placements, paid and earned media, and print channels, we will compel our potential visitors to explore Hilton Head Island's natural beauty, culture, heritage, arts, culinary, and outdoor experiences. Woven into everything we do is the fabric of our community and a commitment to empowering them to tell the Hilton Head Island story and helping them be good stewards of the Island.

GOALS 1-5

The following goals outline our continuous efforts to market our destination to potential visitors, and our successes in our out-marketing efforts support our overarching mission of defining and implementing our Community Cornerstone Plan.

1

CONNECT THE MARKETING PROMISE WITH THE ON-ISLAND EXPERIENCE.

2

CREATE AN UNDERSTANDING OF AND RESPECT FOR OUR DELICATE ECOSYSTEM.

3

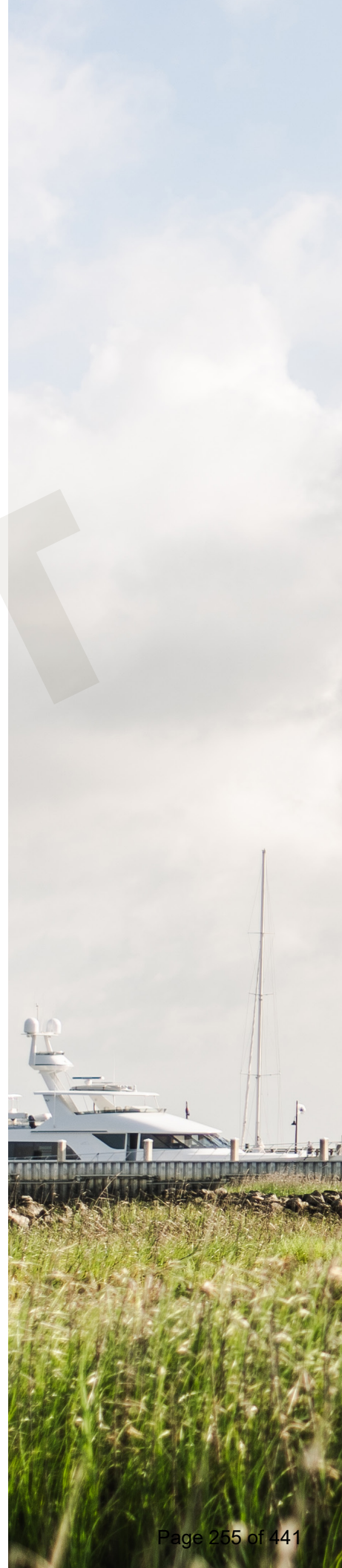
DRIVE THE DISCOVERY AND EXPLORATION OF THE DESTINATION.

4

BUILD BRAND AWARENESS.

5

ENHANCE LESIRE AND MEETING AND GROUP BUSINESS BY SUPPORTING QUALIFIED VISITATION.





GOALS 1-5

GOALS	STRATEGIES
1 CONNECT THE MARKETING PROMISE WITH THE ON-ISLAND EXPERIENCE	Community campaign and brand bootcamp Resident and visitor surveys Put the Beach to Bed campaign
2 CREATE AN UNDERSTANDING OF AND RESPECT FOR OUR DELICATE ECOSYSTEM	Eco Campaign
3 DRIVE THE DISCOVERY AND EXPLORATION OF THE DESTINATION	Lead generation ads Island Time Blog Paid social media Search engine optimization Social media video/reels/stories User generated content Chatbot evolution and optimization Digital experience personalization
4 BUILD BRAND AWARENESS	Digital display Connected TV and traditional broadcast Programmatic advertising Audio advertising Traditional ad placements (print and digital) Social media marketing (Facebook, Instagram, Spotify, Pinterest, X) User generated content curation Public relations (media outreach, partnerships, influencers, and earned media placements)
5 ENHANCE LEISURE AND MEETING AND GROUP BUSINESS BY SUPPORTING QUALIFIED VISITATION	Email marketing Social and display remarketing advertising Search engine marketing Search engine optimization and local search Digital experience personalization LinkedIn Networking

KEY PERFORMANCE INDICATORS

Community sentiment survey and continued benchmarking
Visitor Profile study

Campaign landing page visits
Campaign landing page referrals

Increase email signups
Increase time spent on blog
Increase social referrals
Increase in content engagement metric
Increase pages per visit

Website traffic
Paid media impressions
America's Favorite Escapes Campaign

Website traffic
Partner referrals
Home and villa occupancy
Hotel occupancy
Direct solicitation for meetings/group
Sales appointments (sales calls, trade shows, virtual)
Leads sent to properties

2024 RESULTS

Community sentiment survey completed, analysis can be referenced in the Appendix.
Visitor Profile Study completed, analysis can be referenced in the Appendix.

Sessions: 55K
Partner referrals: 4861

Total Email List: 156,739
Time spent on blog: 2:19 (+12.4% YOY)
Social referrals: 66K (+16% YOY)
Engagement rate: 73% (+17% YOY)
Average session duration: 2:56 (+22.5% YOY)
Pages per visit: 2.71 (+1.7% YOY)

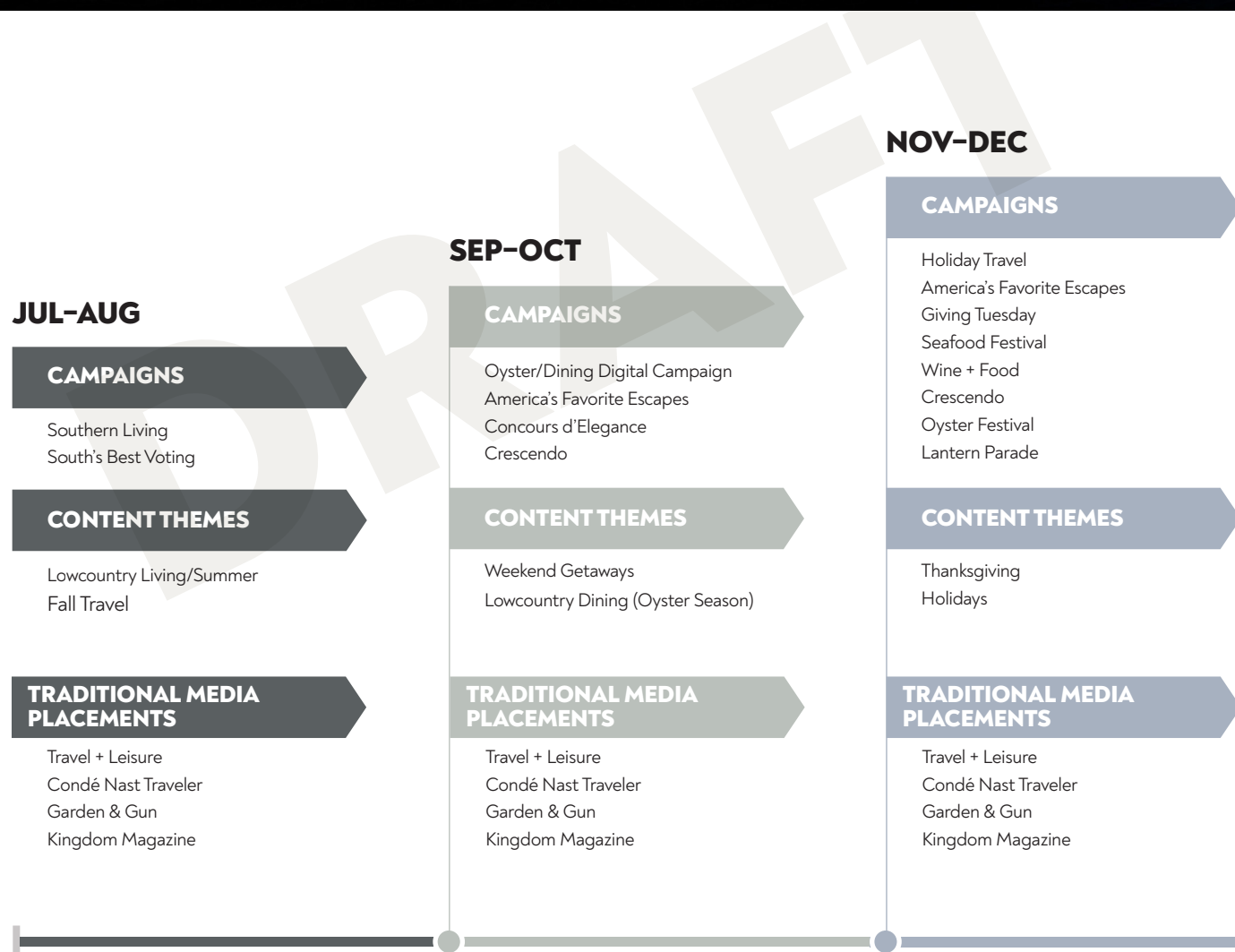
Website Traffic: 3.3M (+6.3% YOY)
130M+ paid media impressions (+0.8% YOY)
AFE landing page sessions: 192K
AFE partner referrals: 40K

Website Traffic: 3.3M (+6.3% YOY)
Partner Referrals: 1.5M (+28% YOY)
Home & Villa: Occupancy: 53% (-5%) ADR: \$364 (+3%) RevPAR: \$194 (-2%)
Hotel: Occupancy: 58% (-3%) ADR: \$248 (-1%) RevPAR: \$143 (-4%)

Leads sent to properties: 134 (+32% YOY)

2025-2026 MARKETING ROADMAP

Our strategic roadmap outlines the key milestones across strategies and tactics that will help the destination maintain momentum and drive results.



*Traditional media placements are examples of partnerships and publications that have been successful for the destination in the past, and remain as opportunities in the future.



JAN-FEB

CAMPAIGNS

Foodie February
Gullah Celebration
Wine + Food
Seafood Festival
Hilton Head Piano Competition
Restaurant Week
Travel + Leisure Voting
Darius Rucker Golf Tournament
Americas Favorite Escapes

CONTENT THEMES

Fresh Start
Lowcountry Love

TRADITIONAL MEDIA PLACEMENTS

Travel + Leisure
Condé Nast Traveler
Garden & Gun
Kingdom Magazine

MAR-APR

CAMPAIGNS

RBC Heritage
Travel + Leisure Voting
Condé Nast Traveler Voting
WingFest

CONTENT THEMES

RBC Heritage
Spring in Swing: Golf, Fishing, Biking

TRADITIONAL MEDIA PLACEMENTS

Travel + Leisure
Condé Nast Traveler
Garden & Gun
Kingdom Magazine

MAY-JUN

CAMPAIGNS

Sea Turtle Conservation
Condé Nast Traveler Voting
Pedal Hilton Head Island

CONTENT THEMES

Wildlife/Conservation

TRADITIONAL MEDIA PLACEMENTS

Travel + Leisure
Condé Nast Traveler
Garden & Gun
Kingdom Magazine

FY 2025-2026 BUDGET

HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE

Hilton Head Island Visitor & Convention Bureau Schedule
of Functional Revenues and Expenditures

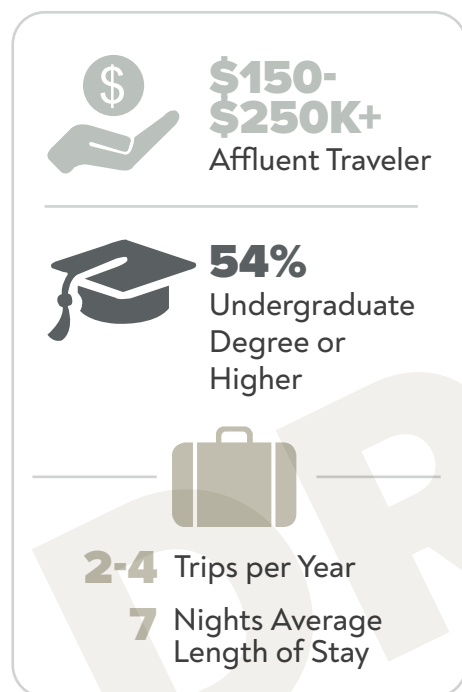
	VCB TOTALS	Town of HHI DMO	VCB Private Sector	SCPRT Dest. Specific	SCPRT Co-ops	Town of Bluffton DMO	Beaufort Co DMO	Membership
Revenues								
Town of HHI DMO	3,900,000	3,900,000						
Private Sector	500,000		500,000					
SCPRT Destination Specific	1,500,000			1,500,000				
SCPRT Coop	500,000				500,000			
Private Match Coop	2,500,000				2,500,000			
Town of Bluffton DMO	365,000					365,000		
B/C Bluffton & Daufuskie	200,000						200,000	
Total Revenues	9,465,000	3,900,000	500,000	1,500,000	3,000,000	365,000	200,000	2,000,000
Membership Revenue								
Total Revenues with Membership	11,465,000							
Expenses								
Media Partnerships								
Media Buys	718,550	488,546	18,936	211,068				
Sub-total	718,550	488,546	18,936	211,068				
Social Media								
Partner Promotions	60,000	40,794	1,581	17,625				
Paid Brand Social Media	240,000	163,177	6,325	70,498				
Social Media Management	90,000	61,191	2,372	26,437				
Sub-total	390,000	265,163	10,278	114,559				
Digital Marketing								
Golf Marketing	200,000	135,981	5,271	58,748				
Digital Strategy, Web Maintenance & Support	100,000	67,991	2,635	29,374				
Technology Improvements	60,000	40,794	1,581	17,625				
SEO	24,000	16,318	632	7,050				
SEM / Display	741,090	503,871	19,530	217,689				
Managed Web Hosting and Content Delivery Network	4,800	3,264	126	1,410				
eNewsletter/Drip Campaign	42,000	28,556	1,107	12,337				
Marketing Strategy & Council	42,000	28,556	1,107	12,337				
Group Web Enhancement	15,000	10,199	395	4,406				
Sub-total	1,228,890	835,529	32,385	360,976				
Destination PR								
PR Strategy, Maintenance & Support	300,000	203,972	7,906	88,123				
Journalists/Influencers/Partnerships	60,000	40,794	1,581	17,625				
Monitoring Services (Print/Online/Broadcast Tracking)	20,000	13,598	527	5,875				
PR Contingency	50,000	33,995	1,318	14,687				
Sub-total	430,000	292,359	11,332	126,309				

Group Sales & Marketing									
Promotional Giveaways	10,000	6,799	264	2,937					
Program Incentives	2,000	1,360	53	587					
VCB Dues, Subscriptions and Training	80,000	54,392	2,108	23,499					
Tradeshows	146,000	99,266	3,848	42,886					
In-Market Events	10,000	6,799	264	2,937					
Focused Service	500	340	13	147					
SEM	65,000	44,194	1,713	19,093					
Social Media	50,000	33,995	1,318	14,687					
Website	15,000	10,199	395	4,406					
Sub-total	378,500	257,344	9,975	111,181					
International									
International Promotions and Events	155,410	105,664	4,096	45,650					
International Tradeshow	100,000	67,991	2,635	29,374					
International Toolkit	15,000	10,199	395	4,406					
International SEM	80,000	54,392	2,108	23,499					
Sub-total	350,410	238,246	9,234	102,930					
Destination Photography & Video									
	25,000	16,996	659	7,344					
Collateral/Fulfillment									
Vacation Planner	300,000	203,972	7,906	88,123					
Fulfillment	120,000	81,589	3,162	35,249					
Toll-Free Phone	4,000	2,720	105	1,175					
Sub-total	424,000	288,280	11,174	124,547					
Research & Planning									
	242,000	164,537	6,377	71,086					
VCB Sales, Mkt, Services & Ops:									
Personnel	1,417,500	737,100	272,755	189,000	63,000	99,645	56,000		
Benefits	303,750	157,950	58,448	40,500	13,500	21,353	12,000		
Operations	303,750	157,950	58,448	40,500	13,500	21,353	12,000		
Sub-total	2,025,000	1,053,000	389,650	270,000	90,000	142,350	80,000		
SCPRT									
SC PRT - Leisure	1,060,000				1,060,000				
SC PRT - Sports	950,000				950,000				
SC PRT - Meetings & Groups	900,000				900,000				
Sub-total	2,910,000			0	2,910,000				
Town of Bluffton DMO									
Promotions	222,650				222,650				
B/C Bluffton & Dauskie DMO									
Promotions	120,000						120,000	2,000,000	
TOTAL VCB EXPENSES	9,465,000	3,900,000	500,000	1,500,000	3,000,000	365,000	200,000	2,000,000	11,465,000
Difference btw Revenue & Expense	0	0	0	0	0	0	0	0	0
Total Expenses with Membership	11,465,000								
Revenues Minus Expenses:	0								
Revenues & Expenses for HHI-related marketing programs									
Revenues & Expenses for other marketing programs									

OUR TARGET LEISURE TRAVELER

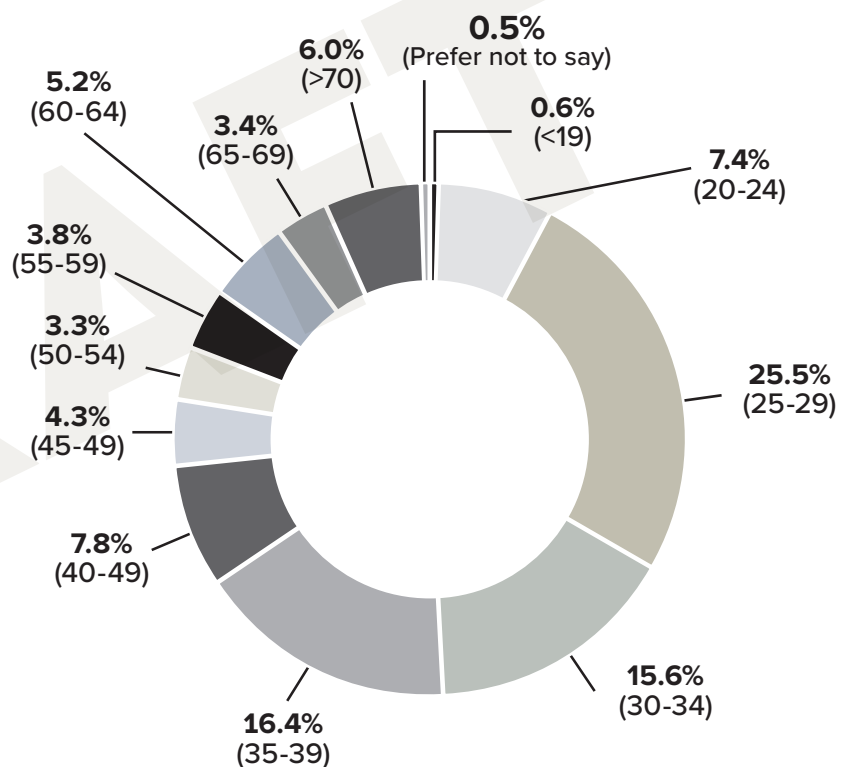
2024 VISITOR PROFILE STUDY

Many of Hilton Head Island's marketing efforts and attention are dedicated to reaching the family traveler. Families return here yearly, and it is also a host destination for multigenerational trips and memory-making experiences. Through performance media targeting and emphasizing the family-friendly experiences and accommodations available, we're able to retain our dedicated family guests and attract new families for years to come. In addition to families, our efforts around the leisure market include empty-nest couples looking for an escape and young couples on a romantic getaway. More specifics around our leisure traveler can be found below.



**2024 Visitor Profile Study:
Office of Tourism Analysis,
College of Charleston*

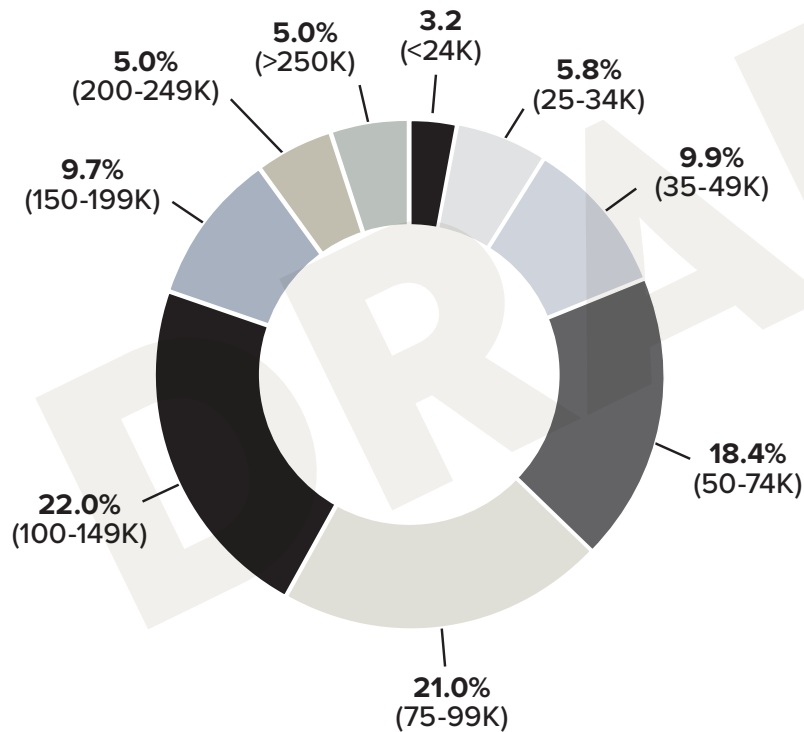
AGE DISTRIBUTION



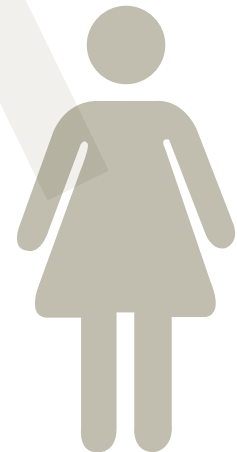
DEMOGRAPHICS AND PERSONAS



HOUSEHOLD INCOME DISTRIBUTION



**50.7%
MALE**



**49.0%
FEMALE**

**0.3%
OTHER**



Wellness
Traveler



Arts, History &
Cultural Enthusiasts



International
Travelers

STRATEGIC MARKETING PLAN





MARKETING PLAN STRATEGIES & TACTICAL DETAILS

The marketing strategy aims to engage like-minded visitors with our destination continuously. By leveraging a series of media touchpoints, we highlight our destination's core values and create lasting connections.

AREAS OF FOCUS

LEADING WITH COMMUNITY IN MARKETING

We will highlight, celebrate, and feature our locals, their businesses, offerings, and unique identities across all our marketing channels and touchpoints. We will strive to add layers of additional authenticity, through stakeholder engagement we will focus on our destination pillars and outreach to community members that represent these areas of focus.

This will be done through organic integration across our social, blog, and email channels in the form of copy, photos, and videos.



DESTINATION WEBSITE

HiltonHeadIsland.org is the premier digital showcase for our island, connecting millions of potential visitors with the experiences, businesses, and natural beauty that define Hilton Head Island. Since its reimagined launch in 2023, the website has become our most powerful tool for engaging travelers and supporting the local economy. In 2024 alone, it generated over 1.5 million referrals to businesses across the Lowcountry.

Our commitment to seamless user experiences remains at the forefront. We continuously refine and enhance the website, ensuring that every visitor is intuitively guided toward the attractions, activities, and experiences most relevant to them.

From family-friendly adventures to world-class golf courses and rich cultural heritage, every element of HiltonHeadIsland.org is designed to inspire and captivate. Through strategic optimizations and immersive content, we are creating a platform that not only informs but evokes excitement and curiosity about Hilton Head Island. Working closely with our island partners, we are integrating dynamic visuals, updated photography, and high-impact video that bring our destination pillars to life.

Our dedication to innovation and excellence drives everything we do. By leveraging data insights, refining the platform, and embracing emerging digital trends, we will continue to deliver an exceptional online experience that truly reflects the essence of Hilton Head Island.

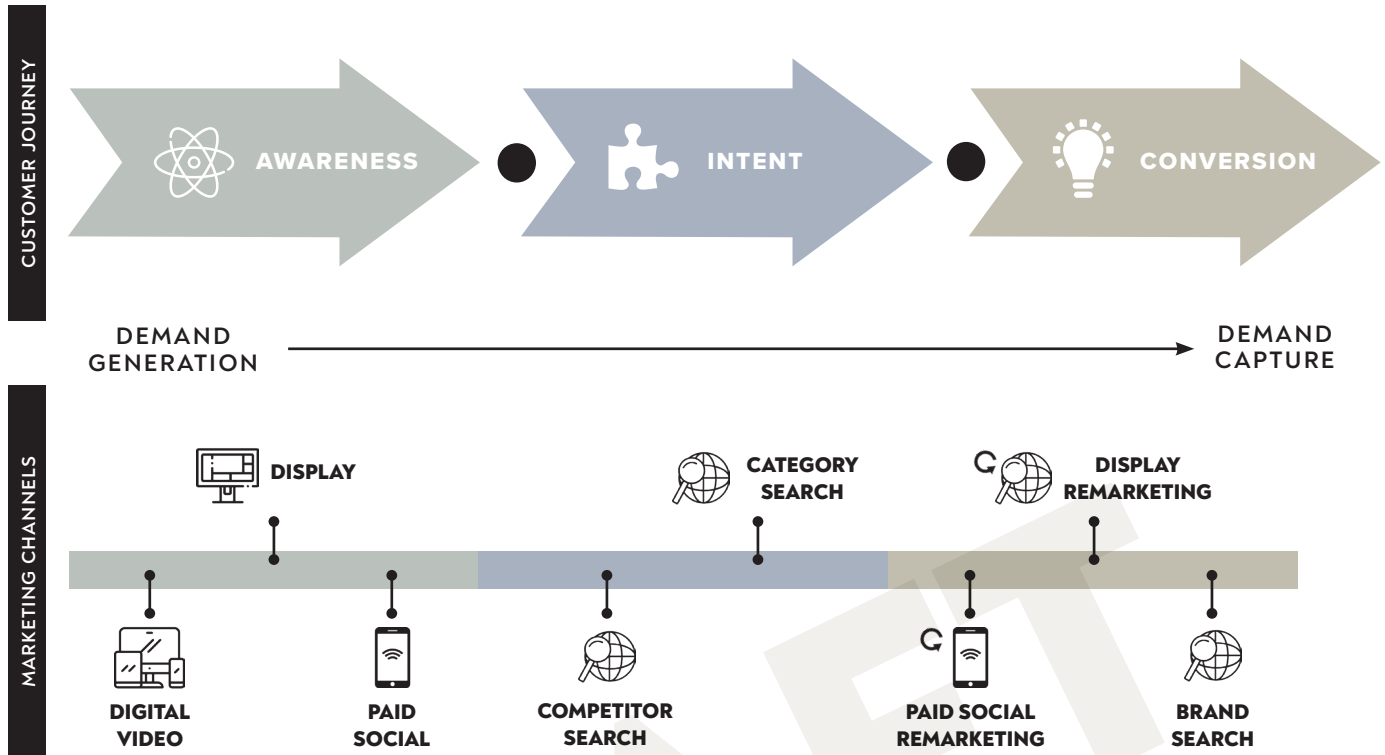


DELIVERING AN AI-POWERED TRAVEL EXPERIENCE

HiltonHeadIsland.org is set to revolutionize trip planning with an AI-powered experience delivering personalized content, intelligent recommendations, and curated itineraries tailored to each visitor's unique preferences.

By leveraging advanced machine learning models, the web platform dynamically adapts to user behavior, analyzing search patterns, interests, and engagement to present hyper-relevant content and experiences. Whether a traveler is seeking hidden beach escapes, world-class golf courses, or the best local seafood,

AUDIENCE TARGETING WITH DIGITAL MEDIA



Our efforts begin with awareness and intend to move potential visitors down the funnel to eventual conversions. Potential visitors will see our destination videos and ads across social media, and through targeted remarketing efforts will eventually start to search for Hilton Head Island directly.

HiltonHeadIsland.org's AI-driven discovery engine ensures seamless, data-powered exploration.

With predictive analytics and natural language processing, the site will also act as a smart travel concierge, providing real-time suggestions, refining itineraries based on user input, and integrating with hospitality partners for a frictionless planning and discovery process. From inspiration to itinerary, HiltonHeadIsland.org will continue to build on its own success by delivering an intuitive, immersive, and intelligent gateway to Hilton Head Island and the Lowcountry.



RESIDENT AND VISITOR SATISFACTION SURVEYS

The Town of Hilton Head Island and the Hilton Head Island-Bluffton Chamber of Commerce, under their Destination Marketing Organization

contract, will report on resident and visitor satisfaction annually through surveys, maintaining established processes. Using insights from survey information received, the DMO will continue to outreach and engage the Hilton Head Island community. Regular tourism updates will enhance residents' awareness of tourism's benefits, stimulating the regional economy and improving quality of life. Campaigns will be strategically deployed based on defined goals aligned with the overarching marketing plan, ensuring alignment with the visitor journey at every stage.

The 2025-26 marketing plan will consist of the following marketing channels:

- » Search Engine Marketing (SEM)
- » Organic & Search Engine Optimization (SEO)
- » Digital Video (YouTube, Social)
- » Connected TV and Broadcast

- » Social Media Advertising
- » Email Marketing and CRM
- » Programmatic Display & Remarketing
- » Audio Advertising on Digital Streaming Platforms (DSP)
- » Trade Marketing
- » Traditional Print, Radio
- » Public Relations and Influencer Marketing



VIDEO IN CONTENT MARKETING

Seasonal highlights, color-driven Reels, and trend-setting TikToks have helped Hilton Head Island's social media evolve past previous years' activities and tactics.

Our priority across all social channels will be focused on video content first, whether that's through 15-second clips or in-depth community interviews. By leveraging newly developed video content we can create high-impact video placements to support the destination pillars.



DIGITAL ADVERTISING

The focus on qualified yet efficient digital media channels continues to be a core focus of the 2025-2026 digital advertising strategy. Our digital marketing efforts will focus on performance marketing channels that will enable the destination to purchase and connect with highly qualified audience targets on a cost-effective basis to drive maximum performance for the destination.

Working media dollars will be heavily allocated toward performance channels (Brand Search, Category Search, Performance Max, and Social Remarketing). This will be supported by digital video and streaming audio advertising efforts to build awareness of the destination.



EMAIL

Going forward, we aim to leverage interest in the destination by delivering personalized emails tailored to their preferences and interests. To facilitate this, we have updated our email preference center to include the destination's marketing pillars, ensuring that subscribers receive content that aligns with their priorities. We will collaborate closely with our email marketing partner, Mailchimp, to remain ahead of trends and opportunities to create unique and engaging content.

New subscribers will be welcomed with an automated journey introducing them to the destination, while those requesting a visitor's guide will receive automated emails guiding them further into the sales funnel.

Our email strategies will be guided by SEO research and continuously refined through testing and optimization efforts throughout the year.



EVENT CONTENT

We will work closely with our destination partners to understand their goals for their marquee events to ensure our promotional strategy best fits their marketing needs and KPIs.

BEFORE

Pre-promotional content will be shared to promote the event and drive referrals to the event partner across email, website, digital, and organic and paid social.

DURING

Real-time coverage will be shared "live" across social and boosted where applicable.

AFTER

Wrap-up content post-event will be shared on social media to spotlight the event and build awareness for the following year.

SOCIAL CHANNEL PRIORITIES FOR 2025-26

Our key areas of focus on social media will be supporting partner referrals and trip planning by showcasing the wide array of experiences available on Hilton Head Island through our brand pillars, promoting responsible and sustainable tourism to position our destination as a leader in eco-tourism and improving our brand recognition on social media. We'll do this by ensuring we have a balanced content mix to support our pillars and stakeholders,

showcasing the eco-friendly experiences available on the island, and refining our brand presence on social media by refreshing our creative, developing on-trend content which aligns with our destination and enhances discoverability, and integrating proactive engagement within our social media strategy to reach new audiences and grow our community. These primary social media channels will continue to focus our efforts for FY 2025-2026:

FACEBOOK

With 3.07 billion monthly active users, this platform has our largest and most engaged audience with 238K likes and growing. This fiscal year, we'll grow our community by sharing fresh photo and video content, focusing on partner experiences, sustainability initiatives, marquee events, co-op partnerships, and campaigns.

INSTAGRAM

As Instagram continues to prioritize short-form video content within the platform's algorithm, we'll continue to stay on-trend with short-form video content through Reels, while focusing on growing the volume of owned video. We'll also prioritize highlighting each brand pillar in a way that resonates with the audience, keeps them engaged and support trip planning within the destination through compelling photo content and stories.

TIKTOK

With over a billion users, TikTok is a key platform for users who are looking for inspiration and entertainment. We've seen strong growth on our Hilton Head Island channel and will leverage TikTok's evolving features to reach new audiences by repurposing top performing short-form video and photo content. With TikTok becoming a common search engine for travel tips and itineraries, we'll ensure we're sharing keywords within the caption to further support discoverability and optimization.

TOTAL ORGANIC AUDIENCE 356,860

PINTEREST

Through FY 25/26, we'll continue to support wedding planning, travel inspiration and destination awareness by showcasing the island's experiences through curated itineraries and fresh pins showcasing the destination's key pillars. We'll continue to integrate creative pins and elevate our SEO strategy within Pinterest to effectively drive website traffic and reach new audiences.

SPOTIFY

Through playlists, collaborations, and ads, Spotify offers unique ways to connect with customers. We'll share trending, island-inspired music and wellness-themed playlists which aligns with our monthly content themes to engage both new and existing audiences.

YOUTUBE

YouTube's Shorts provides an opportunity for us to further amplify our short-form video strategy and to highlight the destination's key pillars, catering to the platform's growing audience. We'll enhance our YouTube strategy by taking advantage of optimization on the platform to support reaching new users and enhance discoverability.

LINKEDIN

Our LinkedIn account is key for our B2B initiatives, destination updates and industry news. We'll continue to share relevant updates and content to engage with MICE professionals, the local community and visitors by prioritizing community initiatives, meetings and events, and select holidays. By doing this, we'll further position Hilton Head Island as a thought leader and a leader within destination marketing.

ISLAND TIME BLOG

Our Island Time Blog drives qualified, engaged traffic to HiltonHeadIsland.org. It's a landing page to bring people in from our social feeds and a great jumping-off point to show users what is happening on Hilton Head Island. Tied closely to search engine results, our goal with the Hilton Head Island blog is to create a useful tool for fun, inspiration, informational, travel tips, news, and more.

Over the past several years we have developed a strong bank of evergreen content for our audience, and now we can focus on deeper storytelling for specific audiences that aligns with our destination values.

- » For Different Demographics
- » For Different Interests
- » For Different Vacation Lengths

LEISURE MEDIA PARTNERSHIPS

Hilton Head Island's year-over-year increase in popularity and reach is undeniable, fueled by our alignment with current travel brands.

Prestigious accolades from Condé Nast Traveler, Travel + Leisure, and Southern Living affirm our status as a leading Lowcountry destination. These awards elevate the island's profile, reinforcing its "must-visit" appeal. To further connect with potential visitors, we will continue highlighting the authentic local community in our media, inspiring discovery and travel. The recognition from platforms like Travel + Leisure World's Best and Condé Nast Traveler's Reader's Choice Awards is invaluable, cutting through the crowded travel market and solidifying Hilton Head Island's position in travelers' minds.

In a competitive landscape where upscale, shoulder-season travel is highly sought after, these endorsements amplify our brand story and differentiate us, driving awareness and visitation to Hilton Head Island.

BRAND PARTNERSHIPS

Brand partnerships with companies and products that share similar values (such as a commitment to sustainability or a specific outdoor recreation experience) and audience alignment help the destination widen its reach and connection to new, potential visitors.

The strategy will see Hilton Head Island begin this initiative with travel-related products and then expand the scope and nature of these relationships.

Through Owned, Earned, and Paid Media tactics across both Hilton Head Island and partner brands, Hilton Head Island will be able to grow leads, engagements, social following and quality site traffic.

The partnerships will begin with site-hosted visits and organic and paid cross-promotion on social to begin and then expand to co-branded product opportunities and audience profile sharing and optimization.



These mutually beneficial marketing partnerships will be designed to live long-term across audience touchpoints, helping them naturally make the connection between their affinity for each brand.

BRAND CAMPAIGN (AMERICA'S FAVORITE ESCAPES)

Building on the success of the 2024-2025 America's Favorite Escapes campaign, we will launch a holistic, multi-channel, multi-year, full funnel brand campaign for the destination, inspired by the success of America's Favorite Island and the Favorite Escapes campaign.

Approach

- » A fresh creative campaign flexible enough to work across seasonality, pillar, and area of focus.
- » Aligned elements to support community outreach and engagement.
- » Systematic creative testing across target audience test groups.
- » An aligned Earned, Owned, and Paid media strategy to ensure consistent messaging reaches all touchpoint.
- » Adaptations to speak directly to international growth markets.
- » Year Two of The Favorite Escapes campaign with augmented creative and additional media channels.

COMMUNITY CORNERSTONE PLAN EXTENSION

Using our Community Cornerstone plan as a guide, we will initiate plans for a grassroots, in-destination marketing campaign to celebrate our local community and empower them to carry our campaign messaging and promise to their off-island network.

By amplifying the voices and insights of our residents and local businesses, we will reach potential guests with authentic messaging while fostering internal pride of place and pride in campaign efforts.

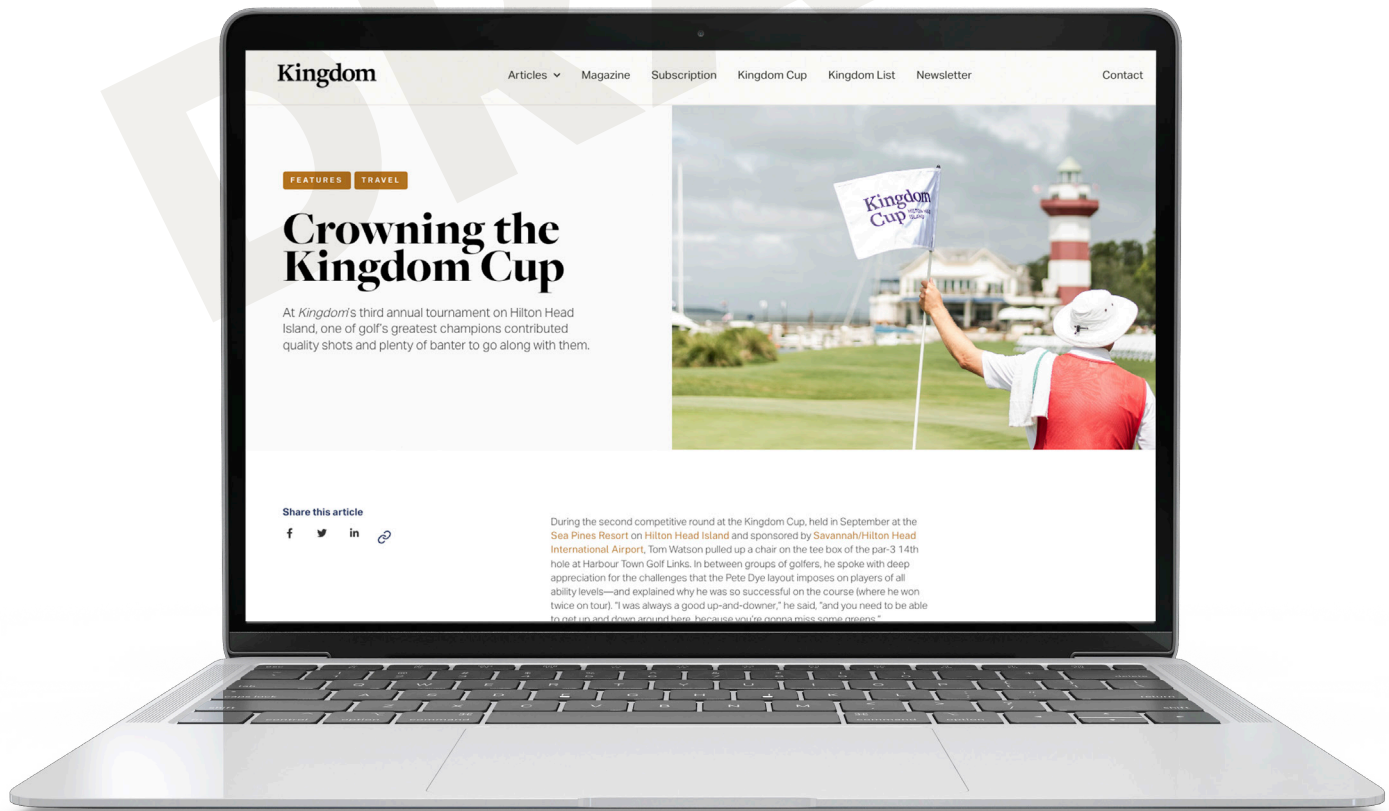
A campaign approach and timeline will be developed alongside a rollout plan based on funding and seasonality.

CONTENT CREATOR PARTNERSHIPS

A comprehensive influencer/content creator strategy has become increasingly important when building a successful communications and marketing plan. Working with powerful, high-quality content producers can result in new, multi-format tactics, new audiences, increased impressions and referrals, and a boost in overall engagement. All of this can be accomplished while reaching new potential visitors and pushing our clients towards meeting and exceeding their marketing goals.

This strategy will ensure our influencers and partnerships are carefully selected based on their content and audience quality, content themes and tone, and overall match with our clients' attributes and values.

Measuring the success of an influencer or content creator partnership, visit, activation, or campaign always begins with establishing clear objectives and Key Performance Indicators (KPIs) against which the activity will be evaluated upon completion.



These KPIs include:

Estimated Media Value (EMV): This measures the value of reach and engagement received by an influencer on a campaign. It estimates how much ad spend would be required to deliver the same results with paid media/advertising.

Engagements: We measure the total amount of engagements the partner's posts received across networks, including likes, shares, and comments.

Reach: How many people saw the posts?

Clicks/Referrals: How many people visited an offer/site/campaign page from the partner post?

Hilton Head Island will enhance its influencer strategy by collaborating with creators authentically aligning with its brand and audience. These partnerships will spotlight Hilton Head Island's core pillars—Arts & Culture, Eco Tourism, History,

Recreation, and Wellness—bringing the island's diverse offerings to life. From captivating cultural narratives and rich historical explorations to outdoor adventures and tranquil wellness escapes, influencers will showcase the island as a destination that seamlessly blends relaxation with enrichment.

In addition to working with influencers and creators from target markets, we will look to collaborate with local experts who can speak to and bring authenticity to our marketing efforts around our core values. For example, we will continue to expand our work with the Sea Turtle Patrol and investigate opportunities with individuals like Dr Jean Fruth from Outside Hilton Head. These locals will be featured in social media posts, blogs, and videos aligned with our pillars.

Additionally, local personalities will be tapped to help share the destination's story authentically and incorporated into the partnership program.



MEDIA PARTNERSHIPS

Below are examples of media partnerships we will continue to leverage. As additional opportunities arise throughout the year with cooperative partnerships these efforts could be expanded into other media brands.

SOUTHERN LIVING

BY THE NUMBERS

12.4M
PRINT REACH

\$118K
AVERAGE
HOUSEHOLD INCOME

54
AVERAGE AGE

36M
MONTHLY WEBSITE
PAGE VIEWS

15M
MONTHLY
VIDEO VIEWS

14M
DIGITAL
UNIQUE USERS

NY | LA | MIA | ATL | SF
TOP FIVE CITIES

AUDIENCE

BY THE NUMBERS

9.9MM
AFFLUENT AUDIENCE

962,867
CIRCULATION

11.3MM
DIGITAL UVS

15.7MM
SOCIAL MEDIA
FOLLOWERS

DIGITAL ENGAGEMENT

BY THE NUMBERS

12.8MM
UNIQUE VISITORS

2:00-5:00+
AVERAGE MINUTES
SPENT WITH NATIVE
CONTENT

27.7MM
VIEWS

3:13
AVERAGE MINUTES
SPENT ON A PAGE

CONDÉ NAST TRAVELER

BY THE NUMBERS

\$11B
SPENT ON TRAVEL

1.2X
LUXURY TRAVELERS

1.5X
CULTURE SEEKERS

1.3X
CULINARY TRAVELERS

3.2M
PRINT READERS

4.6M
AVG. MONTHLY
DIGITAL UNIQUES

22M
AVG. MONTHLY
VIDEO VIEWS

9M
SOCIAL FOLLOWERS

KINGDOM

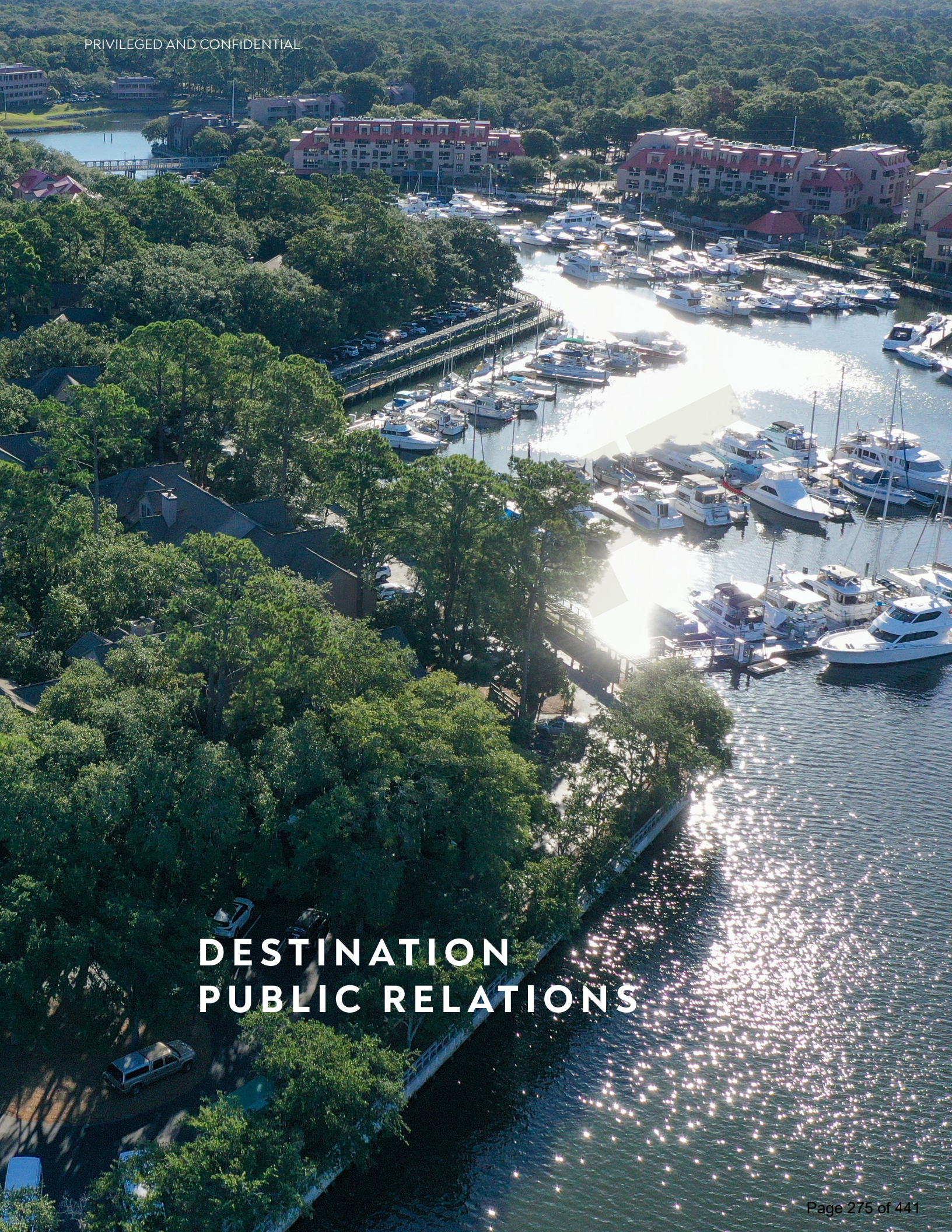
BY THE NUMBERS

761K
TOTAL PRINT
READERSHIP

120K
TOTAL NEWSLETTER
SUBSCRIBERS

195K
TOTAL CIRCULATION

160K
TOTAL SOCIAL
FOLLOWERS



DESTINATION PUBLIC RELATIONS

In 2025-2026, the Destination Marketing Organization will employ a forward-looking strategic and thoughtful public relations plan that is designed to distinguish Hilton Head Island from competitors and convert first-time visitors to repeat guests.

After the most challenging period in travel history, consumer behaviors around travel continue to trend upwards. Despite economic uncertainties and rising costs, consumers are still prioritizing meaningful travel and memorable experiences over many other areas. Travelers are continuing to seek unique, “off the beaten path” locations to beat the crowds, and immersive cultural destinations that prioritize sustainability, aligning with Hilton Head Island’s offerings.

Along with executing our tried-and-true PR tactics, we’ll leverage our strong media relationships and trends to ensure Hilton Head Island remains in consideration as a must-visit island destination.

MEDIA LANDSCAPE

We continuously monitor industry changes and trends that dictate the ever-evolving landscape to adapt accordingly. Key factors driving current changes across the industry include:

SHIFT IN MEDIA LANDSCAPE: The traditional newsroom is turned upside down, with digital media influence outpacing traditional media. National media houses – including Dotdash Meredith, Vox Media, Associated Press, Axios, Allen Media Group and many more – continue to see rounds of layoffs, resulting in an increased reliance on freelancers and contributors and more article syndication. Social platforms are now one of the biggest drivers in earned media headlines. Media not only source their trends from social, but publish content as well, amplifying and engaging with trending discussions.

INFLUENCERS AS TRUSTED SOURCES: Influencers are driving travel decisions more than ever before, with 69% of Gen-Z and Millennials finding travel inspiration on social media and 44% saying they use TikTok specifically (Tripit). To continue to adapt to the new media landscape, we’ll ensure we’re including influencers and social platforms into earned strategies to reach the widest audience possible.

MEDIA TRAVEL AND COVERAGE: Journalists are booking their travel earlier and earlier, with many looking to summer travel by the beginning of the year. With the shift in media landscape, reporters are also more cautious in what they’re able to confirm for coverage, with many looking to experience the destination before seeing what outlets they can pitch. As such, we’ll need to continue to look ahead to secure IPTs and be more flexible (or selective) with who we’re inviting to the area.

TRENDS IN CONSIDERATION

Shifts in consumer habits present opportunities for Hilton Head Island to leverage existing assets and tap into current and anticipated trends, such as:

DETOUR DESTINATIONS: Consumers are finding smaller, lesser-known destinations close to major cities to get away from the crowds and unlock off-the-beaten-path experiences, without having to stray too far from tourist hotspots.

JOMO: The “Joy of Missing Out,” a type of soft travel that encourages doing less, feeling more, and sinking into travel experiences, without rushing around to do anything and everything.

HERITAGE AND CULTURE EXPLORATION: Travelers are increasingly seeking deeper connections with local history and culture, reflecting a growing demand for meaningful, culturally rich experiences.

NATURAL PHENOMENA: Drove of travelers booked private vacation homes along the path of totality to see the total solar eclipse in 2024, proving people will travel great distances to see natural phenomena in real life.

SUSTAINABLE TRAVEL: Consumers are showing an increased interest in responsible travel that minimizes environmental impact, supports local communities, and preserves cultural heritage for future generations.

TARGET AUDIENCES

While our targets are familiar, we'll find new and engaging verticals to reach audiences that are most likely to travel and return to Hilton Head Island:

FAMILIES AND GROUPS: Family travel will remain top of mind, especially considering new travel trends such as skip-gen travel, where grandparents are taking their grandkids on vacation.

REGIONAL DRIVE MARKETS: As consumers prioritize affordability and accessibility, we'll engage media in regional drive markets such as Georgia and Florida.

HIGH VALUE CONSUMERS: We'll connect with consumers with more disposable incomes by targeting luxury media outlets to promote the Island's bespoke experiences.

NEW MEDIA AUDIENCES: We'll engage new audiences across different avenues, from podcasts and online lifestyle shows to influencer engagement.

PRIORITY FOCUS AREAS

We've aligned with Weber Shandwick on priority angles across key verticals that we believe provide potential for growth opportunities, high consumer interest and strong reliability, to highlight the island's unique culture, allure, and more:

HISTORY/GULLAH CULTURE: Elevate Gullah-Geechee awareness via compelling storytelling angles and spokespeople to comment on their past, present and future.

ECOTOURISM: Leverage the Island's history as the country's first eco-planned community and showcase the efforts to support the local community, such as turtle conservation and oyster reclamation.

FESTIVALS & EVENTS: Encourage visitation to museums and marquee events including on-Island experiences, such as:

- RBC Heritage PGA TOUR Tournament
- HHI Motoring Festival & Concours d'Elegance
- HHI Seafood Festival
- Gullah Celebration and Crescendo

WELLNESS AND RECREATION: Position the Island's variety of recreational offerings including but limited to its miles of bike paths, beautiful beaches and sports such as pickleball and tennis. Highlight the variety of wellness experiences available to travelers, including properties such as Hilton Head Health.

CULINARY: Spotlight robust culinary scene from Gullah cuisine to local seafood and local chef stories.

2025-2026 PR Tactics

We'll employ a variety of PR tactics to seamlessly spread destination news far and wide throughout the year. Efforts will include:

VISITING JOURNALIST/INFLUENCER PROGRAM:

Craft narratives that will meaningfully resonate with travelers by customizing media and influencer itineraries that highlight priority verticals and evergreen offerings.

PAID INFLUENCER PROGRAM: Strategically identify influencers with dedicated audiences for paid influencer partnership opportunities that will inspire travel to Hilton Head Island across Instagram and TikTok.

ALWAYS-ON MEDIA RELATIONS: Develop timely news bureau engine to pitch Hilton Head Island's diverse offerings as well newsjack larger consumer moments and incentivize travel to the destination.

STRATEGIC PARTNERSHIPS AND SPECIAL

PROJECTS: Encourage travel by partnering with like-minded brands that will engage new and existing audiences and elevate Hilton Head Island in cultural conversations with multiple touchpoints and scalable executions.

Condé Nast
Traveler
Southern Living

BRIDES
Smithsonian
MAGAZINE

VOGUE
TRAVEL+
LEISURE

THE
POINTS
GUY 





MEETINGS & GROUP SALES

Hilton Head Island stands out as a premier Meetings and Group Travel destination, offering a seamless blend of world-class amenities, distinctive Lowcountry charm, and breathtaking coastal landscapes.

Hilton Head Island offers an unparalleled setting for meetings and group events, blending world-class hospitality with the island's stunning natural beauty. With a diverse selection of resorts, hotels, and conference facilities, Hilton Head Island provides an exceptional experience for corporate gatherings, associations, SMERF, MICE groups, and government meetings. The island's coastal charm, pristine beaches, and championship golf courses create an inviting atmosphere for business and leisure, making it the perfect destination for extending a meeting into a memorable getaway.

Partnering with top-tier industry organizations and leveraging strategic marketing initiatives, we will position Hilton Head Island as the premier choice for planners seeking a seamless blend of productivity and relaxation.

Our integrated marketing strategy ensures visibility across key industry platforms, from digital advertising and content partnerships to targeted outreach on leading meeting and event planning websites. By actively participating in tradeshow and conferences that align with our peak booking timeframes, we foster meaningful connections with decision-makers, drive qualified leads and new business to the island. Collaborations with our hotel partners, DMCs, and regional stakeholders allow us to showcase unique offerings tailored to each group's needs, reinforcing Hilton Head Island's reputation as a premier meetings destination. Whether it's an executive retreat, an industry convention, or a team-building experience, our destination's blend of state-of-the-art facilities and breathtaking surroundings creates a compelling case for bringing groups to the Lowcountry.



Reunions

The Lowcountry landscape was made for reunions. Accessible, affordable, and delightfully different, along with all the must-haves for a perfect get-together.



Motorcoach Tours

Our dynamic destination is a short drive from Beaufort, Savannah, and Charleston—with wonderful accommodations, amenities, and experiences for everyone.



Religious Groups

Welcoming, warm, and relaxed settings create the perfect destination for spiritual nourishment, a sense of belonging and connection with like-minded individuals.



Government Groups

Host representatives from various government organizations to discuss policies, initiatives, and challenges, in order to seek innovative solutions.



Corporate Hosting

Whether you're hosting a small executive meeting or a large conference, our versatile facilities can be tailored to suit your requirements, ensuring a seamless and successful event.



Association Events

Inspire and energize your attendees. Collaborate, build relationships, innovate, and create in our one-of-a-kind atmosphere.



Family & Military Groups

Operation Unwind. From a weekend getaway for two, large family gatherings and everything in between, affordable fun and relaxation awaits.



MICE

With a diverse selection of resorts, hotels, and conference facilities, Hilton Head Island provides an exceptional offering for meetings, incentives, conference, and exhibition partners.

INTERNATIONAL MARKETING

With partner referrals from target international markets up 12% Year-over-Year we are well positioned to zero in on global audience growth by personalized, targeted marketing outreach to English speaking Europe and Canada, focusing on markets with supporting air service.

The International Outreach Strategy will Include:

- » Expanded Favorites campaign targeted and customized to and for UK and Ireland markets and Canadian marketing inclusive of custom search language and creative elements and personalized campaign landing pages. We will also explore opportunities within Germany.
- » Paid boosting and amplification of international earned media mentions to those markets.
- » In-marketing events that allow the consumer to connect deeper with the Hilton Head Island brand and allow for a platform to host international partners, media, and travel agencies.
- » Brand USA, U.S. Travel Association, Travel South, trade show, and Home & Villa partnerships.
- » Planning and research for future international Content Creator partnerships.
- » Testing of select international markets in Always On performance media marketing in partnership with Condé Nast Traveller and Wallpaper*.

Custom reporting focused on growth of engagement, traffic and partner referrals from these markets will help to determine the value of this initiative and ensure we understand which markets have room for ongoing growth.



COLLATERAL AND FULFILLMENT

The Hilton Head Island Visitor & Convention Bureau develops and produces the award-winning Official Hilton Head Island Regional Vacation Planner. This print and digital publication is our primary fulfillment piece and a comprehensive guide to what to see and do, where to stay, dining, activities and more on Hilton Head Island and in our region.

As travel trends have shifted and domestic travel to new destinations has increased, the Vacation Planner is a critical first touchpoint with potential visitors. Telling a story through stunning photography and compelling content is an imperative component to the travel journey process that ultimately leads to a conversion with our partners. This “coffee table” piece allows our visitors to visualize their vacation and discover the destination, the reason for our many accolades, and imagine themselves here vacationing on America’s Favorite Island®. In addition to working with a publisher, our in house marketing staff provides the business directory, event calendar, local photography, editorial content management, editorial review and proofreading for this asset.

PROMOTIONS AND BROCHURE DISTRIBUTION

Included in our budget is a dedicated campaign for the promotion of the Vacation Planner for visitors to request a guide as well as for fulfillment and distribution costs.

The books are distributed through:

- » Online requests
- » Phone inquiries
- » Savannah/Hilton Head International Airport
- » Hilton Head Island Airport
- » South Carolina Welcome Centers
- » AAA offices nationwide
- » Hotel partners
- » Tradeshows
- » Events
- » Media



2024 U.S. Travel Association Esto Award
Winner - Destination Visitor Guide, Print



In partnership with the Lowcountry Golf Club Owners Association (LGCOA), we also include their Official Golf Vacation Planner with our planner when requested.

DEMONSTRATING OUR VALUES



Ecotourism

We will continue to educate and inform residents and guests about the importance of protecting our delicate ecosystem, and the role each individual can play in that. Our efforts throughout Sea Turtle Season as well as talking to other resident species such as dolphins and piping plovers, to bring awareness to preservation and conservation, continuing to build on the sustainability section of our website, are some of the few ways we continue to educate our residents and visitors about the importance of preserving our delicate ecosystem.



Arts & Culture

In partnership with the Town of Hilton Head Island's Culture HHI, we are dedicated to promoting the Island's unique arts and culture in a way that can inspire a traveler to visit, through continued digital and social campaigns. With some of the finest art galleries, live music venues, and dance and theater productions happening year-round, Hilton Head Island's arts and culture scene is second to none.



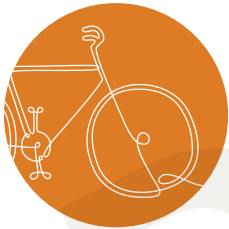
Historical Heritage

As we look to further establish the destination as a place for heritage travel we will work alongside the community to gather assets, collecting the rich history it holds and documenting it through various touchpoints for visitors to explore. We will also engage our partners within the community and tour operators to document and preserve the rich history of the island through visual storytelling, robust itineraries, and digital campaigns.



Wellness

We will build upon our strong foundation as a wellness destination and work closely with our community partners to develop digital and social media campaigns, build itineraries and programs to drive overnight visitation, and capture new content to showcase Hilton Head Island as an ideal wellness destination.



Recreation

Recreation imagery, copy and storytelling will be woven into all of our destination touchpoints, website, digital, social, email and public relations and more. The approach allows us to connect on a deeper level with our visitors regarding our rich recreational assets, our local businesses and community business owners. Utilizing our website, social media, display campaigns, and search engine marketing, we can promote seasonally appropriate activities to ensure consistent visitor engagement year-round.



OUR COMMUNITY CORNERSTONE

The details outlined above map our consistent efforts to promote Hilton Head Island as a unique experience suitable for those seeking a blend of luxury and natural beauty. The execution of our goals and the integration of our destination values throughout all out-marketing efforts are done in support of our Community Cornerstone Plan and ensure those that visit our beautiful island destination have a commitment to our community priorities.





APPENDIX

GLOSSARY OF TERMS

HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE

Board of Directors & DMO Marketing Council

DEMOGRAPHICS

COMMUNITY CORNERSTONE PLAN

2024 Performance, Goals 1-5

MMGY INTELLIGENCE

Community Sentiment Survey Executive Summary, Wave 3

OFFICE OF TOURISM ANALYSIS, COLLEGE OF CHARLESTON

2024 Visitor Profile Study

OFFICE OF TOURISM ANALYSIS, COLLEGE OF CHARLESTON

2024 Estimated Total Impact of Tourism in
Hilton Head Island on Beaufort County

VERB INTERACTIVE

2024 Digital and Social Media Marketing Recap

WEBER SHANDWICK

2024 Public Relations Recap



GLOSSARY OF TERMS

FULFILLMENT

Fulfillment - The number of physical vacation planners distributed from requests throughout multiple platforms: online, media and home inquiries. In addition, we also distribute the planner to state and local welcome centers, airports, along with tradeshow and promotional events.

HOTEL, HOME & VILLA OCCUPANCY

Corporate Housing - Lodging created by local businesses and organizations specifically to house seasonal workers.

Occupancy - Used within the accommodations industry to gauge the health of tourism. Occupancy percentage is calculated by dividing the occupied rooms by total room supply.

ADR (Average Daily Rate) - Metric widely used to indicate the average realized room rental per day. ADR is calculated by dividing the room revenue by the total rooms sold.

RevPAR (Revenue Per Available Room) - Used to gauge industry health and is calculated by dividing the total room revenue by total room supply within a specific time period.

Corporate Hosting - A corporate event is an event that is sponsored by a company within a destination. The event focuses on either the employees or the clients of the company. Corporate events can be anything from a holiday party to an award ceremony.

Association Events - A group of people who work in the same industry. They aim to promote their profession, the interests of people and organizations in that profession, and the public interest. They gather regularly, e.g. monthly, quarterly, annually.

MEDIA PARTNERSHIPS

Paid Media - Paid promotional efforts, such as advertising and sponsored content, where payment is made to third parties for placement across various channels.

HHI - Household Income noted in Media Partnership section

PUBLIC RELATIONS

Earned Media - Refers to the instances when a destination or brand is featured in content without direct payment.

Impressions - This metric quantifies the number of times destination content has been viewed.

Ad Values - Sometimes known as AVE, or ad value equivalency, it's a calculation that estimates the value of a story or mention by comparing it to the cost of a comparable ad in the outlet for that coverage.

Mentions - Any instance where a brand or individual is discussed in various media, including news articles, social media posts, blogs, and interviews. These mentions contribute to overall visibility and help assess the impact of communication efforts.

UVPM (Unique Visitors per Month) - This metric represents the number of visitors to a media outlet.

Heritage Travel - A form of tourism in which individuals or groups visit destinations primarily to explore and connect with their cultural, historical, or familial heritage. This type of travel often involves visiting ancestral hometowns, landmarks, museums, historical sites, and other places significant to one's cultural or familial background.

Sustainable Travel - Refers to responsible travel practices that minimize negative impacts on the environment, preserve cultural heritage, and benefit local communities economically and socially.

Shoulder Season - Refers to the period between the peak and off-peak seasons in travel and tourism. During this time, there is a decrease in tourist activity compared to the peak season, but it's still more active than the off-peak season.

REPORTING PLATFORMS

2-Source Report - The 2-source report is an aggregated report of both Home and Villa and Hotel data.

Keydata - Keydata is a real time home and villa platform that allows users to view on the books and historical villa data.

STR - Smith Travel Research (STR).

SOCIAL MEDIA

Impressions - The amount of times your content was seen across a feed or in search terms.

Engagements - A measurement on how much your audience interacts with your content. This can be measured in likes, comments, shares, etc.

Total Audience - Number of followers across each platform combined.

UGC (User Generated Content) - Content captured by users online, who have given permission to have their content reposted.

WEBSITE PERFORMANCE

Demand Generation - The strategic efforts aimed at creating interest and awareness among potential customers for a product or service. It involves utilizing various digital channels and tactics to attract, engage, and ultimately convert prospects into leads or customers.

Demand Capture - The strategic efforts aimed to target individuals who are already actively seeking your brand with the goal of converting those individuals.

Visits - A website visit in Google Analytics 4 (GA4) refers to a period of user interaction with a website. Visits help measure user engagement and interactions on a website within a specific time frame.

User(s) - Website users in Google Analytics 4 (GA4) represent individual visitors or devices that access a website within a specified time period. Each user is identified by a unique identifier, allowing GA4 to track and analyze the behavior of distinct individuals or devices interacting with the site.

Partner Referrals - This metric refers to external link clicks to partner websites from ads or partner listings throughout the Hilton Head Island website. This helps quantify how many potential visitors we are connecting to local businesses.



2025 BOARD OF DIRECTORS

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Hilton Garden Inn

VICE CHAIR, BLUFFTON REGIONAL BUSINESS COUNCIL

Diana McDougall
Coastal States Bank

VICE CHAIR, BUSINESS EDUCATION PARTNERSHIP

Bob Cosgrove
Sonesta Resort Hilton Head Island

VICE CHAIR, BUSINESS WORKFORCE COALITION

Lola Campbell
Binya Boutique, LLC

VICE CHAIR, FINANCE

Joel Taylor
Hilton Head Regional Healthcare

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Andrew Carmines
Hudson's Seafood House
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Dr. Al Panu
University of SC, Beaufort

Jon Rembold
Hilton Head Island Airport

Ray Warco
Center for Strategic Planning/USCB

Ahmad Ward
Historic Mitchelville Freedom Park

Steve Wilmot
Heritage Classic Foundation

FY 2025-2026 MARKETING COUNCIL MEMBERS

The Hilton Head Island Marketing Council serves as an advisory and advocacy committee to the Hilton Head Island Visitor & Convention Bureau. The Council represents cross sections of the island's diverse travel and tourism industry and guides the planning and execution of the annual Destination Marketing Plan. The committee monitors the plan's effectiveness and results making recommendations for improvements and enhancements when needed.

Vice Chairman, Visitor & Convention Bureau

Mike Tighe

General Manager
Westin Hilton Head Island
Resort & Spa

Convention Property Seat

Mark Goodwin

Director of Sales & Marketing
The Sea Pines Resort

Cultural/ Historical Seat

Natalie Harvey

Director of Culture
Hilton Head Island

Cultural/ Historical Seat

Ahmad Ward

Executive Director
Historic Mitchelville Freedom Park

Ecotourism Seat

Mike Overton

Founder & CEO
Outside Brands

Entertainment Seat

Ryan Larson

Director of Marketing
SERG Group

Festival & Event Seat

Rex Garniewicz

President & CEO
Coastal Discovery Museum

Golf Seat

Brad Marra

Chief Operating Officer
Palmetto Dunes Oceanfront Resort

Transportation & Tours Seat

Lori Lynah

Director of Airline Recruitment
and Marketing
Savannah/Hilton Head
International Airport

Transportation & Tours Seat

Jon Rembold

Airport Director
Hilton Head Airport

Home & Villa Seat

Dru Brown

Managing Partner
Island Time Hilton Head

Outdoor Recreation/ Sports

Julie Jilly

Vice President
Professional Tennis Registry

Restaurant Seat

Catherine Reilley

Partner
Coastal Restaurants & Bars (CRAB)

Retail Seat

Beth Patton

Marketing Manager
Forsythe Jewelers

Town Council

Councilman Alex Brown

Ward 1

Communications Director

Heather Woolwine

Town of Hilton Head Island

Marketing & Brand Manager

Kelly Spinella

Town of Hilton Head Island

STRATEGY 1

COMMUNITY CORNERSTONE PLAN

2024-2026

FOSTER EFFECTIVE AND INCLUSIVE COMMUNITY COLLABORATION

Aligning the priorities of residents, industry stakeholders, small business, community groups and government organizations that balance and enhance resident quality of life and overall destination performance.

INITIATIVES

Develop social, cultural and environmental sustainability initiatives to engage locals and visitors.

Continue ongoing resident sentiment survey program that measures and tracks support for the local visitor economy. Publish the results on a regular basis for ongoing conversation.

Conduct live and virtual community speaking engagements, community updates regarding tourism and surveys on a regular basis to gain resident feedback on quality of life.

Develop community-wide programs to increase awareness and support of tourism & hospitality as a key economic driver providing growth opportunities for all.

Further invest in data management platforms and community crowdsourcing tools to ensure intelligent, data-driven decision making, and resident priorities across all levels of the public and private sector.

TACTICS

Continue to build out and promote The Promise campaign, a VCB initiative that promotes the importance of our environment and efforts to protect and preserve our delicate ecosystem.

Bring awareness to environmental programs; e.g. Loggerhead Sea Turtles, Dolphins, Piping Plovers through The Promise campaign, through touchpoints such as a Sustainability Tool Kit and e-Commerce platform.

Partner with Coastal Discovery Museum, Outside Foundation, Sea Turtle Patrol, & Office of Cultural Affairs creating in-depth programming to further emphasize the importance of our environment.

Implement annual resident sentiment survey.

Present findings to key stakeholders; Town, residents, businesses partners, etc.

Benchmark and update resident sentiment results annually.

Host bi-annual community engagement events.

Regular cadence of Chamber driven communications to local businesses, e.g. Monthly Power Hour, Monday Briefing, Chamber social, Chamber website, email campaign, regional and local media outlets.

Designated resident & community communications, outreach and informational meetings.

Deployment of annual resident sentiment surveys.

Connect with USCB and develop a Brand Boot Camp program. These could be extensions of the existing Island Ambassador Program or a hybrid program.

In partnership with USCB, create a Brand Tool Kit to complement the program. Once a business engages with the program, the Brand Tool Kit would be a leave behind local businesses could use to showcase through their channels.

Tourism economy health check -town integration/ cadence 1x per year.

Data management platform examples: Zartico, Simpleview, Keydata.

Hiring dedicated headcount to support these new platforms and analytics.

Liaise with community counterparts to share insights and promote a data-driven ecosystem for the destination.

TIMING



LEAD	FY 2024	FY 2025	FY 2026	KPIs
Chamber		•		15% of local businesses featuring promise seals (all businesses).
Town/Chamber/ Businesses		•		Number of Sustainable Toolkit downloads/engagements.
Chamber		•		Create programs with partners with budget to support.

LEAD	FY 2024	FY 2025	FY 2026	KPIs
Chamber	•	•	•	Growth in number of surveys completed YoY.
Chamber	•	•	•	Completion of presentations to stakeholders annually.
Chamber	•	•	•	Monitor YoY increase/ decrease in sentiment and address accordingly.

LEAD	FY 2024	FY 2025	FY 2026	KPIs
Chamber	•			Event participant numbers.
Chamber	•			Impressions & engagement, and open rate.
Chamber	•			Number of meetings held. Number of attendees, reach and open rate.
Chamber	•			Number of surveys sent. Number of surveys completed.

LEAD	FY 2024	FY 2025	FY 2026	KPIs
Chamber		•		Development of Brand Boot Camp Program in partnership with USCB.
Chamber			•	10% of island businesses have engaged with the Brand Boot Camp program and are using the Brand Tool Kit.
Chamber/Town	•			Contract deliverable, 1x per year.

LEAD	FY 2024	FY 2025	FY 2026	KPIs
Chamber	•			Establish platforms and set up reporting efforts (internal to Chamber).
Chamber		•		Hiring completed.
Chamber		•		Create comprehensive reports and discuss and establish cadence for reporting out and sharing insights.

STRATEGY 1

COMMUNITY CORNERSTONE PLAN (CONTINUED)

2024-2026

ATTRACT EXTRAORDINARY TALENT

Resident quality of life and a positive visitor economy and brand are directly proportional to the quality of the local workforce. This must be prioritized more than ever before to ensure quality of life for residents and a positive visitor experience.

INITIATIVES

Assist in the awareness of career opportunities and recruitment of talent for all residents and throughout the region.

Assess availability of existing structures and government-owned land to potentially develop workforce housing on/off island.

Work in partnership and enhance industry workforce development initiatives with the public sector, area schools, and industry partners.

Develop strategic understanding of requirements for hiring senior and strategic talent to support local businesses in their talent search.

Enhance and promote awareness of hospitality and cultural training programs in collaboration with local educational institutions and industry partners.

TACTICS

Start a local job sourcing platform pulling in local career opportunities.

Simultaneously position the Lowcountry lifestyle and real estate opportunities within this framework. e.g. aggregate all real estate listings, pull in VCB channels to showcase lifestyle.

Showcase the diversity of career opportunities that exist throughout the destination.

Chamber to establish a working relationship with the Affordable Housing Committee to understand current efforts in place, plan for future efforts, and overall need that Hilton Head Island can support.

Town and Chamber representatives work closely to understand the private initiatives on island that are, or have implemented, workforce housing for their employees. exp: The Sea Pines Resort

Town works to identify grants and other funding opportunities to support affordable workforce housing efforts on island.

Introduce new, formalized internship programs within the Lowcountry that include diverse offerings and hiring opportunities postinternship.

Work to enhance presence with TCL/ Culinary Institute/ USCB/ high school guidance counselors/ career fairs in an effort to build support for tourism and hospitality as a long-term viable career.

Chamber's continued support of SC Apprentice Program, Chamber Junior and Senior Leadership programs that support the retention efforts regarding workforce and the tourism industry for this region.

Survey large, local hospitality businesses (The Sea Pines Resort etc.) and compile resourcing roadmap for required senior-level and strategic talent.

Conduct salary analysis and competitive hiring practices in comparable communities.

Understand and support collaborative efforts to ensure a competitive landscape on salaries, benefits and lifestyle opportunities.

Establish a joint social media campaign between the Town and Chamber that speaks to the Live, Work, Play opportunities on Hilton Head Island.

Create and promote a tourism & hospitality industry recruitment video.

TIMING

LEAD	FY 2024	FY 2025	FY 2026	KPIs
Chamber/Town		•		Successful launch of job portal.
Town/Private Partner		•		Establish relationships with local realtors / communities and work to pull in their listings and community detail to the site.
Town		•		The platform shows many different types of job options with a filter feature.
LEAD	FY 2024	FY 2025	FY 2026	KPIs
Town/ Chamber		•		Relationship established between the Town, the Chamber, and the Committee.
Town/Private Partner/ Chamber		•		Town and Chamber have identified and established relationships with island partners.
Town/ Chamber		•		10% of funding opportunities identified to support overarching plan.
LEAD	FY 2024	FY 2025	FY 2026	KPIs
Beaufort County/ Town/ Chamber		•		Social impressions and engagements
Beaufort County/ Town/ Chamber	•			
Chamber	•			Social impressions and engagements
LEAD	FY 2024	FY 2025	FY 2026	KPIs
Town/Private Partner/ Chamber		•		Establish base understanding and create a Hilton Head Island senior-level recruitment handbook.
Town/Private Partner/ Chamber		•		Report on comparable towns/cities and their hiring efforts.
Town/Private Partner/ Chamber			•	Report out on partner offerings/ packages in efforts to establish competitive effort for recruitment.
LEAD	FY 2024	FY 2025	FY 2026	KPIs
Chamber/Town		•		Create and implement program. Establish key metrics for measurement.
Chamber/Town		•		Confirm creation of video and plan to support promotion.

STRATEGY 1

COMMUNITY CORNERSTONE PLAN (CONTINUED)

2024-2026

DIVERSIFY THE VISITOR & LOCAL EXPERIENCE YEAR-ROUND

More varied and integrated culinary, arts, cultural, historical, wellness, active, retail and evening experiences will attract high-value visitors who spend more, stay longer, and explore more of the destination.

INITIATIVES

Develop and promote the entirety of Hilton Head Island as a connected and easily navigable ecosystem of parks, beaches, and other outdoor spaces, as outlined in the Parks & Rec Master Plan and dispersion tactics.

Develop a local culinary, arts & cultural network/ trail to improve regional connectivity, showcase small businesses and unique local history, drive visitor dispersal, and provide suggestions for inclement weather days.

Enhance and support the historic and cultural locations on the island-programming and promotion.

Diversify the visitor by sharing different perspectives and representation across marketing touchpoints.

TACTICS

Onsite QR code or App mapping technology designed to lead visitors deeper into the destination and to help them discover new-to-them experiences.

Influencer partnerships designed to showcase itineraries based on visitor interest. Work with partners to make these experiences plannable, bookable, and part of a cohesive itinerary.

Immersive itineraries distributed through personalized media and technology platforms.

Develop mapped itineraries that can be filtered by interest/topic.

Sister partnerships/exchanges and sharing of ideas to create a FIC product.

Continue to bring forward Gullah cuisine and highlight locations, chefs and dishes that represent the rich history of our area/region.

Continued partnership with Historic Mitchelville Freedom Park through paid media, creative campaign strategy, and marketing roadmap.

Continue to develop art, culture and history tour programming with interactive interpretive panels that can be used to build awareness for the artist, their products and the importance of their role in enhancing the culture of the destination.

Continue the promotion of performing arts and cultural programming.

Increase diversified representation in marketing materials through a new photoshoot showcasing diverse talent.

Amplify local voices who can tell potential visitors about our culture and unique experiences in authentic ways through digital videos, email newsletters, and blogs.

Work with content creators and influencers who provide unique and diverse perspectives on travel.

TIMING

LEAD	FY 2024	FY 2025	FY 2026	KPIs
------	---------	---------	---------	------

Chamber/Private
Partner/Town

•

Partner with Town on QR code platform, content creation and strategy for partner placement.

Chamber/
Private Partner

•

Influencer partnership secured and itinerary efforts in place for capture.

Chamber/
Private Partner

•

Itinerary page sessions, engagement and conversions.

LEAD	FY 2024	FY 2025	FY 2026	KPIs
------	---------	---------	---------	------

Chamber

•

Details on how many itineraries have been developed. Report out on number of engagements/sessions for this program.

TCL/ Private Partners

•

Development of a FIC product.

Chamber/Gullah
Community

•

Impressions and engagement on platforms where content is placed.

LEAD	FY 2024	FY 2025	FY 2026	KPIs
------	---------	---------	---------	------

Stakeholder/Town/
Chamber

•

Develop a robust marketing campaign. Measure and report out on earned media coverage. Report out on website sessions.

Stakeholder/Town/
Chamber

•

Partner with the Office of Cultural Affairs to identify, outreach and confirm partners for this program.

Chamber

•

Report out on website sessions to arts & culture content.

LEAD	FY 2024	FY 2025	FY 2026	KPIs
------	---------	---------	---------	------

Chamber

•

Completion of shoot Q1 FY23

Chamber

•

Number of locals involved in program/sessions to their content

Chamber

•

Establish an Influencer program: details of campaign, identify talent and budget

STRATEGY 1

COMMUNITY CORNERSTONE PLAN (CONTINUED)

2024-2026

MODERNIZE MEETING & EVENT CAPABILITIES FOR THE FUTURE

Meeting and event planners today have a vast array of new technologies to drive audience engagement and business development. Destinations and their industry partners must have the required infrastructure and shared vision to deliver the event experience that today's attendees expect.

INITIATIVES

Develop an arts, cultural & entertainment district with recreation and event facilities appropriately designed to fit our community and development aesthetic.

Partner with the Town of Hilton Head Island on building out a strategy for Island branding.

Seek a 5-star property or resort designation to further elevate the Hilton Head Island brand in the luxury leisure and group marketplace.

Evaluate current incentives for investment in new and existing venue capital to compete with other like-size coastal destinations.

TACTICS

Bring the Parks and Rec Master Plan forward and learn about upcoming integration touchpoints and opportunities.

Develop branding and marketing approach for an arts, cultural & entertainment district.

Collaborate with the Town of Hilton Head Island to create a cohesive branding strategy for the island.

Develop outreach plan and strategy for hospitality brands that align with Hilton Head Island's current offerings and existing corporate presence on-island. (For example, this initiative would be designed to plan and pitch Hilton Head Island to corporations such as Marriott to consider an Autograph Collection property on-island).

Conduct competitive assessment to evaluate our destination compared to other like-minded destinations and competitive product offerings.

Collaborate with our local and state representatives to inform, educate and influence decisions as it relates to capital investment and infrastructure funding.

Work to develop holistic economic development strategy influenced by the 10-year destination management plan.

TIMING

LEAD	FY 2024	FY 2025	FY 2026	KPIs
Town/ Chamber		•		Schedule time with the Town Staff/ Lead POC to walk through the Parks & Rec Plan.

Chamber/Town			•	Scope of work established that includes timing, assets and budget.
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LEAD	FY 2024	FY 2025	FY 2026	KPIs
Town/ Chamber		•		Identify Town Staff POC and work with them to understand and determine the scope of work and budget for this project.

LEAD	FY 2024	FY 2025	FY 2026	KPIs
Town/Private Partner			•	Support the development/ redevelopment of a 5-star property.

LEAD	FY 2024	FY 2025	FY 2026	KPIs
Chamber/ Town/ Private Partners	•			Competitive assessment presentation.
Chamber/ Town/ Private Partners	•			Demonstrable influence on infrastructure decisions.
Chamber/ Town/ Private Partners			•	Economic strategy developed.

STRATEGY 1

COMMUNITY CORNERSTONE PLAN (CONTINUED)

2024-2026

IMPROVE MOBILITY & CONNECTIVITY TO SUPPORT LOCAL BUSINESSES

Mobility and connectivity support greater opportunities for residents, visitors, and industry stakeholders. Continue to connect visitors and local businesses, both physically and digitally, to drive resident satisfaction, higher conversion, and increase incremental sales.

INITIATIVES

Upgrade broadband infrastructure with 5G/ Ultra wideband capacity across gated, non-gated communities, business plazas, and public spaces.

Promote multimodal access to public transportation in support of local resident and visitor movement to/ from the island as well as throughout the island.

Increase rideshare and airport transportation options.

TACTICS

Conduct needs assessment by evaluating current infrastructure.
Evaluate solutions through collaboration with partners throughout the destination.
Develop and implement strategy for delivering 5G/ Ultra wideband throughout the destination.

Develop dedicated marketing campaign for visitors promoting the trolley system/ integration in market.

Set up meetings with rideshare companies to discuss driver recruitment strategies and partnership opportunities.
Prepare and release RFP for official regional shuttle/bus services.
Work with key stakeholders and the community to influence current rideshare regulations and constraints that limit cross-state transportation opportunities.

TIMING



LEAD	FY 2024	FY 2025	FY 2026	KPIs
Town/ Private Sector/ Chamber		•		Scope, budget, implement and report out on an assessment.
Town/ Private Sector/ Chamber			•	Identify top three viable options to bring forward for further review.
Town/ Private Sector/ Chamber			•	Strategy and rollout plan.

LEAD	FY 2024	FY 2025	FY 2026	KPIs
Chamber/Town/ Palmetto Breeze			•	Marketing campaign launch Campaign impressions and sessions Ridership increase

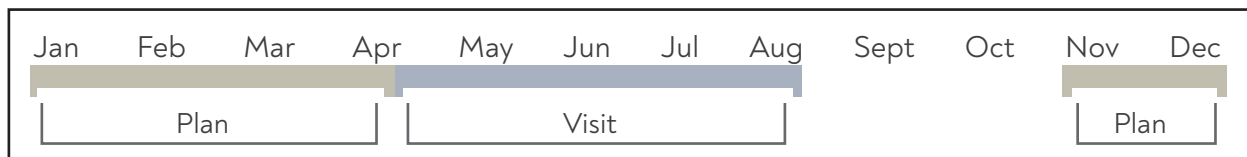
LEAD	FY 2024	FY 2025	FY 2026	KPIs
Town/ Private Sector/ Chamber		•		Engage three rideshare partners.
Town/ Private Sector/ Chamber	•			RFP responses and successful bidding process.
Town/ Private Sector/ Chamber			•	Identification of ways to work alongside rideshare regulations and serve residents and visitors.



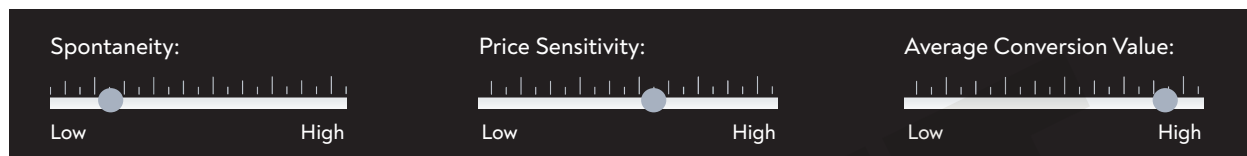
FAMILY

TRAVEL OBJECTIVE

Find a vacation spot that will please everyone during the school holidays.



FAMILY TRAVEL HABITS



WHO THEY ARE

★
Upscale & Status
Oriented

🏠
Values
Family Time

❤️
Creating a
Legacy

🍏
Active & Health
Conscious

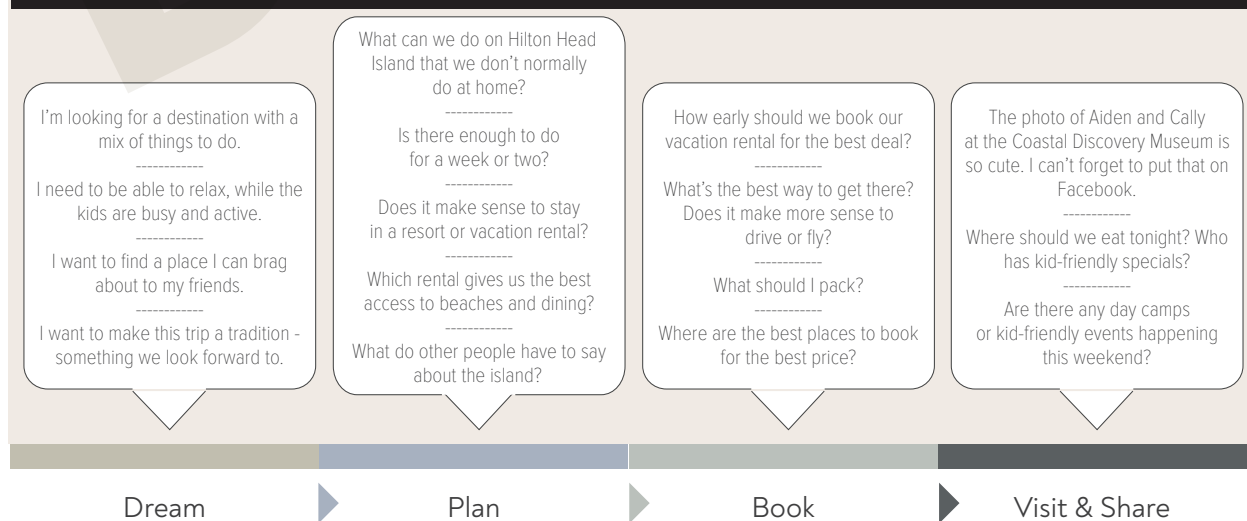
PREFERRED ACTIVITIES & ATTRACTIONS

Vacation Rentals & Resorts
Beach & Water Activities
Biking & Hiking
Tennis & Pickleball
Festivals & Events
Kid-friendly Dining
Museums & Day Camps

MARKETING CHANNELS & FORMATS

Facebook Videos
Instagram
TripAdvisor
TV
Online Video
Forums & Blogs
Pinterest

"LET'S MAKE MEMORIES." THEIR PATH TO PURCHASE

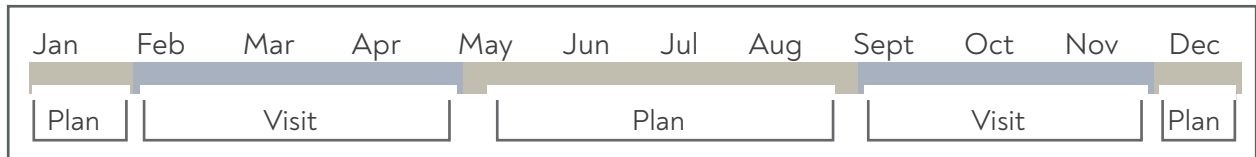




ARTS, HISTORY & CULTURE

TRAVEL OBJECTIVE

To explore cultural attractions, historical sites and the local arts scene.



ARTS, HISTORY & CULTURE TRAVEL HABITS



WHO THEY ARE


Values
Learning
& Authenticity


Image
Conscious


Seeking an
Immersive
Experience


Upscale
& Status
Oriented

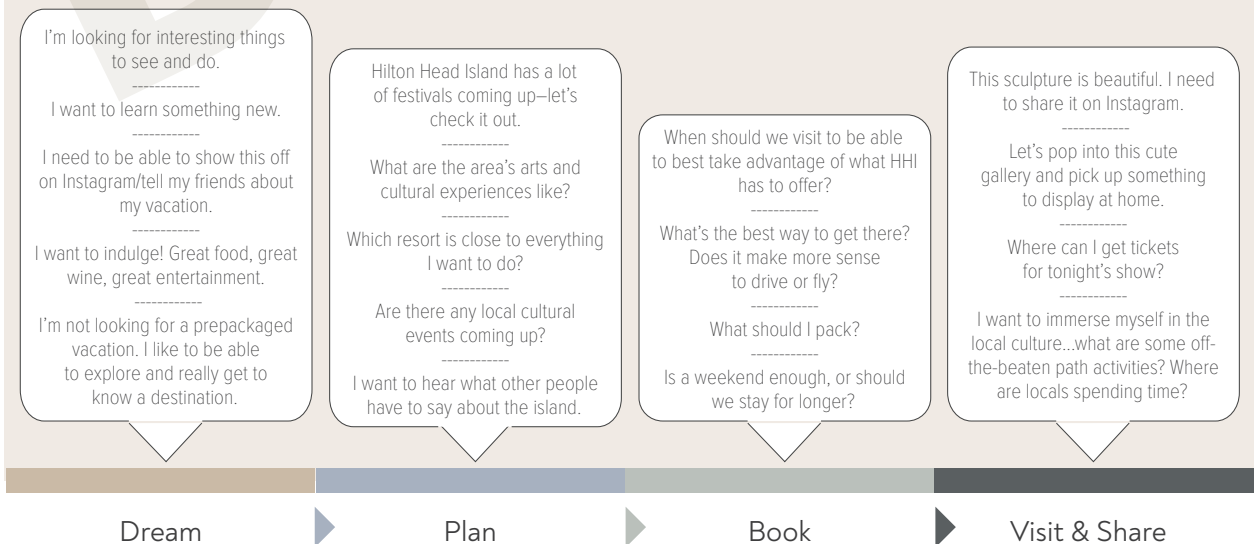
PREFERRED ACTIVITIES & ATTRACTIONS

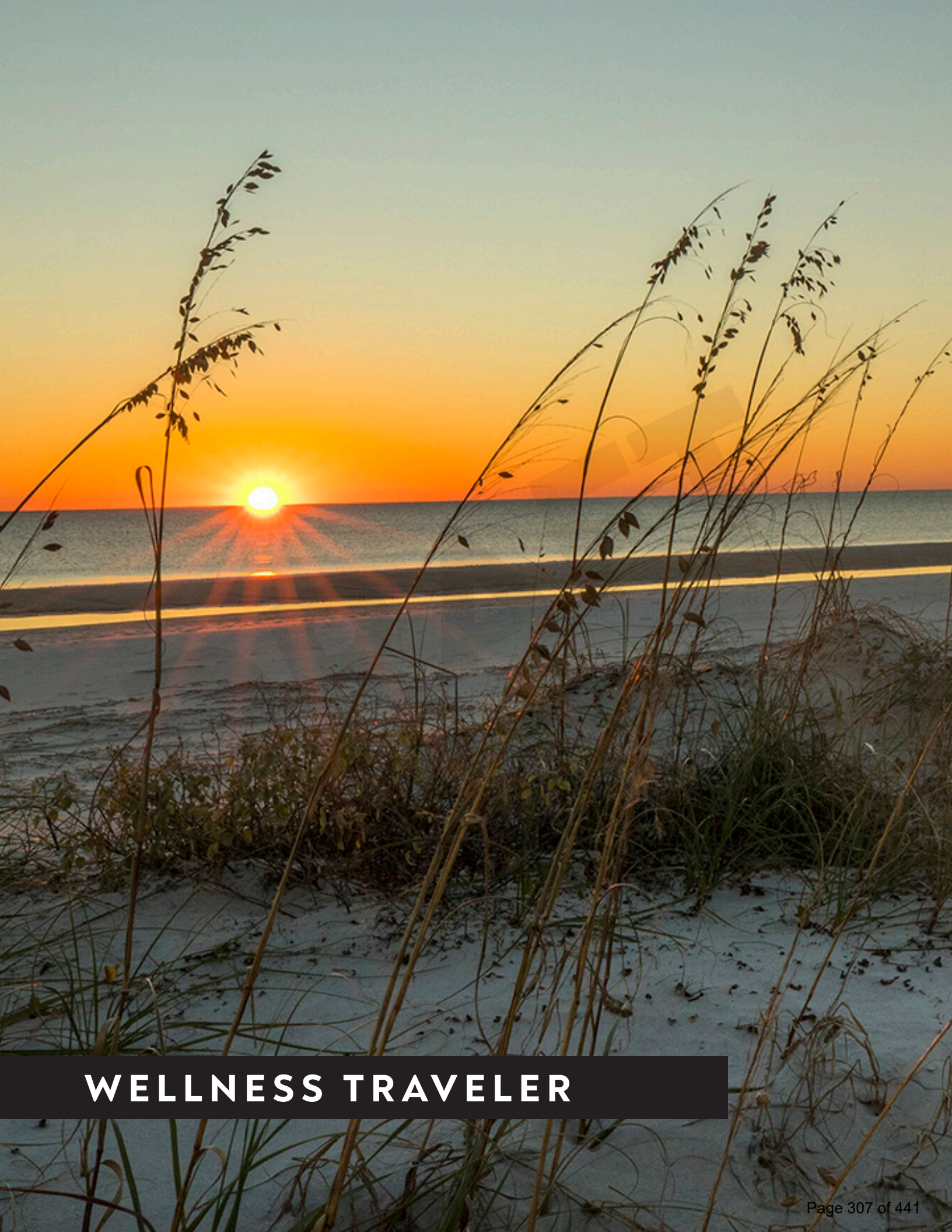
Historical Attractions
Art Galleries
Local Culture
Culinary Experiences
Festivals & Events
Theater
Music

MARKETING CHANNELS & FORMATS

Facebook Videos
Instagram
TripAdvisor
Online Video
Forums & Blogs
Pinterest
Earned Media (Print/Digital)

"EXPERIENCES ARE GREATER THAN THINGS." THEIR PATH TO PURCHASE

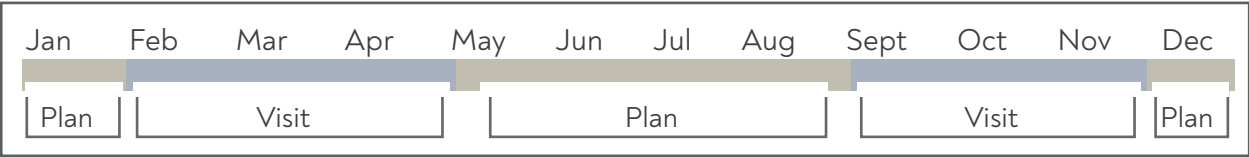




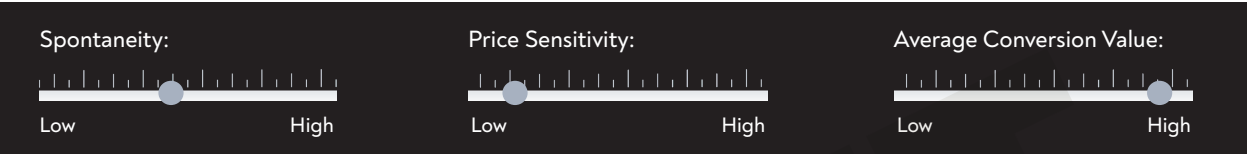
WELLNESS TRAVELER

TRAVEL OBJECTIVE

Find a getaway that will accommodate relaxation and rejuvenation, and allow them to prioritize their healthy lifestyle.



ARTS, HISTORY & CULTURE TRAVEL HABITS



WHO THEY ARE

Upscale & Status Oriented

Active & Health Conscious

Enjoys the Finer Things

Leisure Lovers

PREFERRED ACTIVITIES & ATTRACTIONS

Vacation Rentals & Resorts
Golf
Tennis & Pickleball
Biking
Spas

MARKETING CHANNELS & FORMATS

Facebook
Instagram
Forums & Blogs
TripAdvisor
Pinterest

“EXPERIENCES ARE GREATER THAN THINGS.” THEIR PATH TO PURCHASE

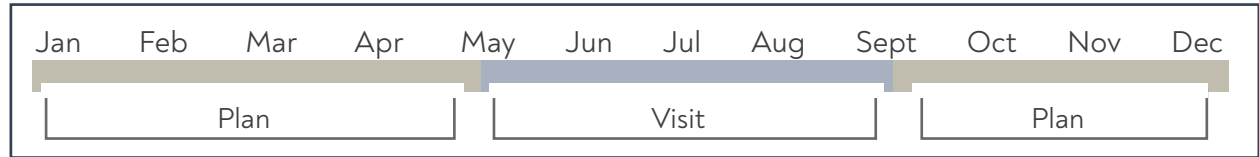




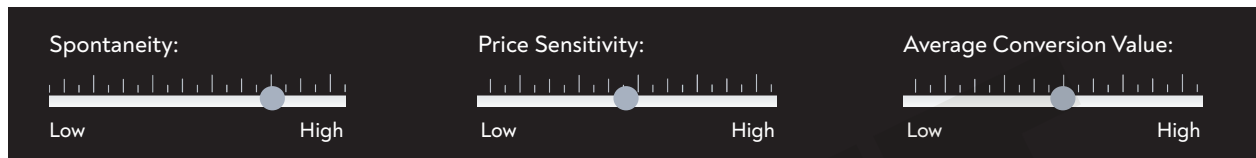
SPORTS ENTHUSIAST

TRAVEL OBJECTIVE

Find a destination where they can pursue their interests on their downtime.



SPORTS ENTHUSIAST TRAVEL HABITS



WHO THEY ARE

Sports Fans
(Golf & Tennis)

Leisure
Lovers

Spontaneous
& Social

Active & Health
Conscious

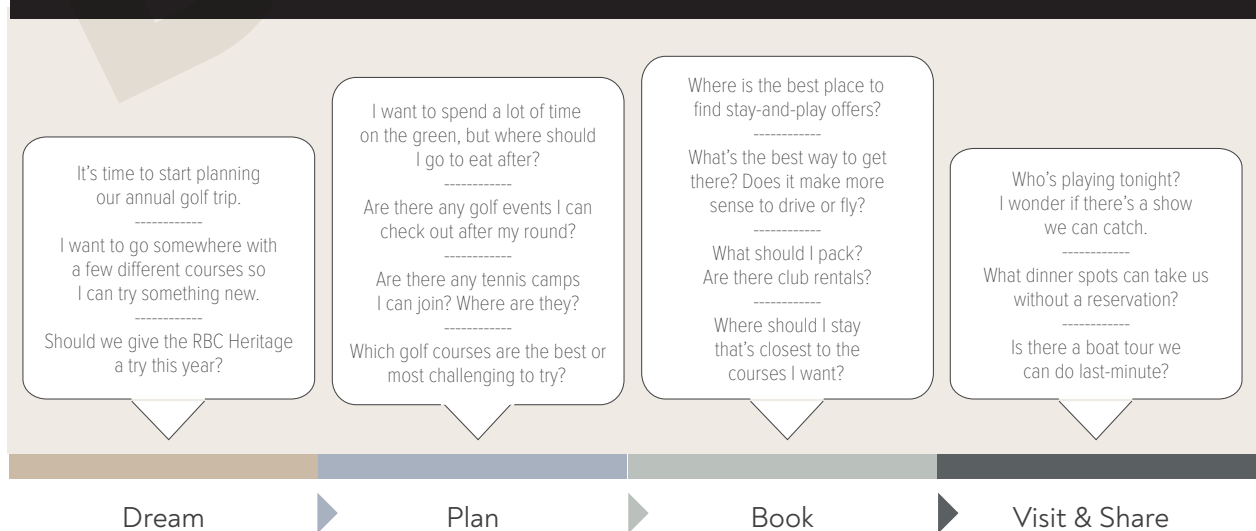
PREFERRED ACTIVITIES & ATTRACTIONS

Golf
Tennis & Pickleball
Boating & Water Activities
Hiking & Biking
Nightlife

MARKETING CHANNELS & FORMATS

Facebook Videos
Instagram
Twitter
TripAdvisor
TV
Online Video
Forums & Blogs

“LET’S EXPLORE.” THEIR PATH TO PURCHASE

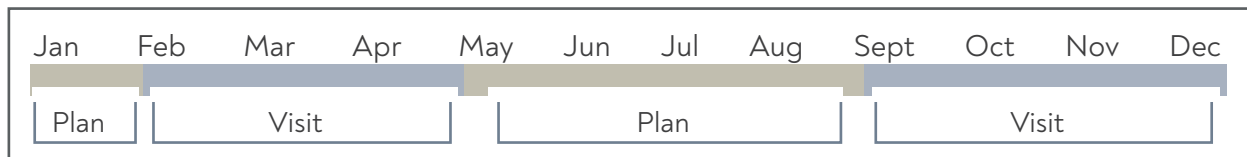




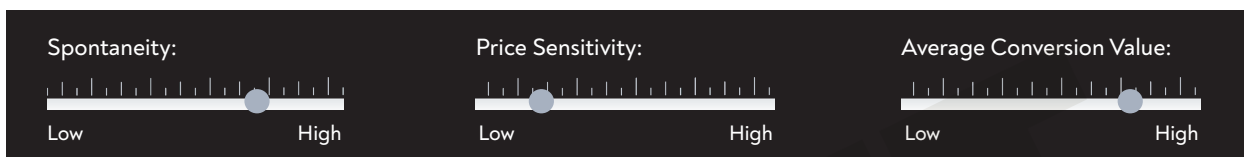
CULINARY

TRAVEL OBJECTIVE

Be immersed in a new destination (or an old favorite) by exploring the pursuit of unique and memorable culinary experiences.



CULINARY TRAVEL HABITS



WHO THEY ARE


Values
Authenticity


Seeking an
Immersive
Experience


Spontaneous
& Social


Unconventional

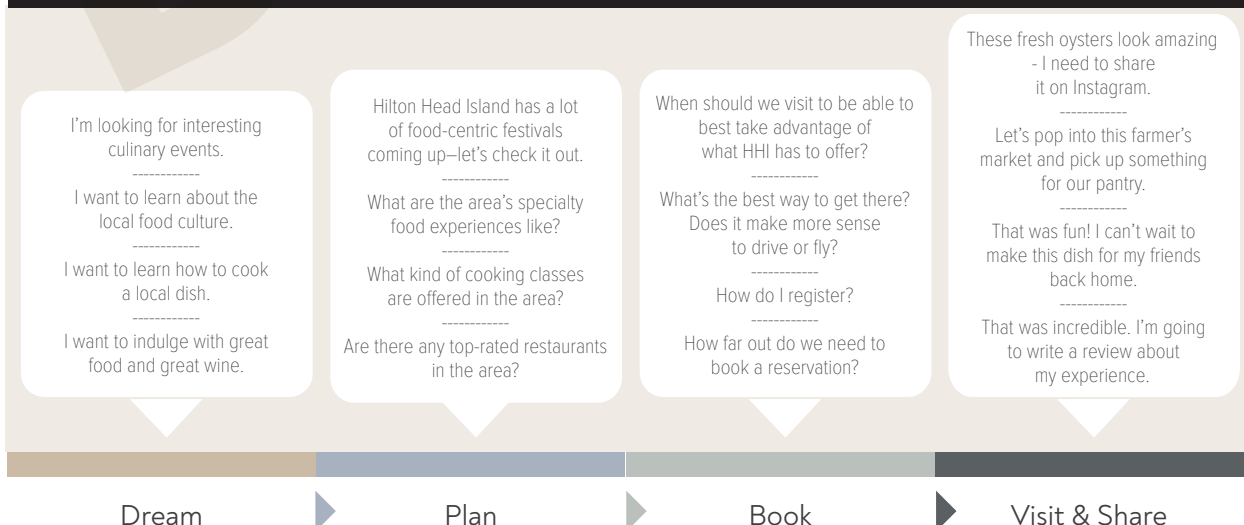
PREFERRED ACTIVITIES & ATTRACTIONS

Cooking Classes
Food Tours
Wine, Beer, and Food Festivals
Specialty Dining Experiences

MARKETING CHANNELS & FORMATS

Facebook Videos
Instagram
TripAdvisor
Forums & Blogs
Pinterest

“EXPERIENCE AUTHENTIC, LOCAL CUISINE.” THEIR PATH TO PURCHASE





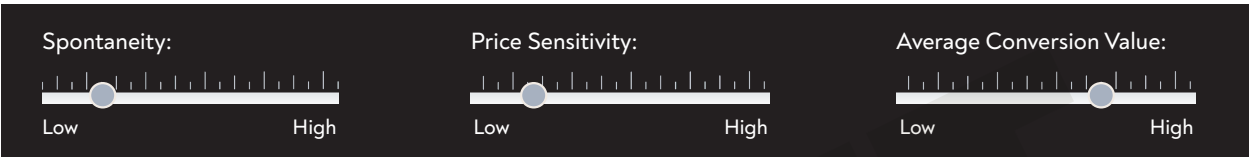
SNOWBIRDS

TRAVEL OBJECTIVE

Find a warm destination that feels like home for the winter, where they can welcome family and friends for visits.



SNOWBIRD TRAVEL HABITS



WHO THEY ARE

Icons and labels for traveler characteristics:

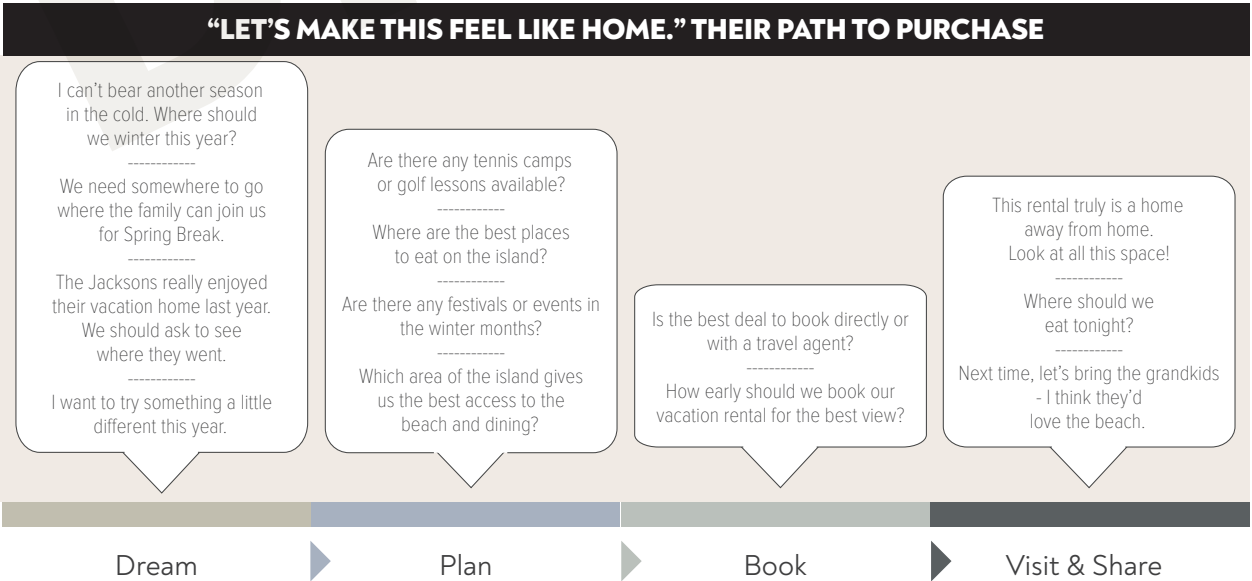
- Traditional (shell icon)
- Values Family Time (house icon)
- Enjoys the Finer Things (wine glass icon)
- Active & Health Conscious (apple icon)

PREFERRED ACTIVITIES & ATTRACTIONS

- Vacation Rentals & Resorts
- Dining
- Golfing
- Tennis & Pickleball
- Biking

MARKETING CHANNELS & FORMATS

- Facebook
- Print
- TripAdvisor
- Radio
- TV
- Online Video

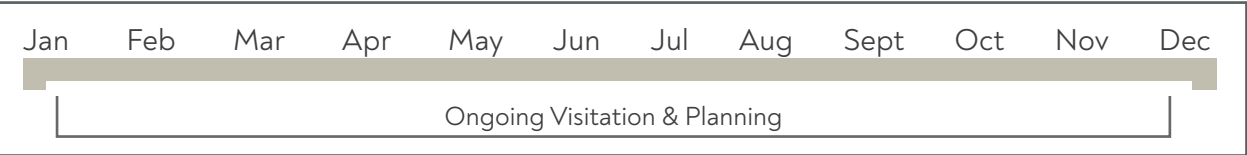




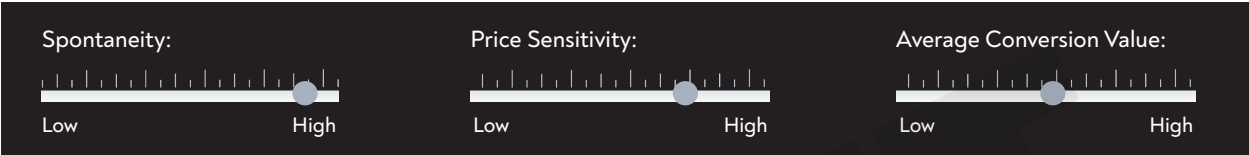
THE WEEKENDERS

TRAVEL OBJECTIVE

Find a fairweather weekend escape from work and city life.



THE WEEKENDERS TRAVEL HABITS



WHO THEY ARE

- Upscale & Status Oriented
- Urban Dwellers
- Spontaneous & Social

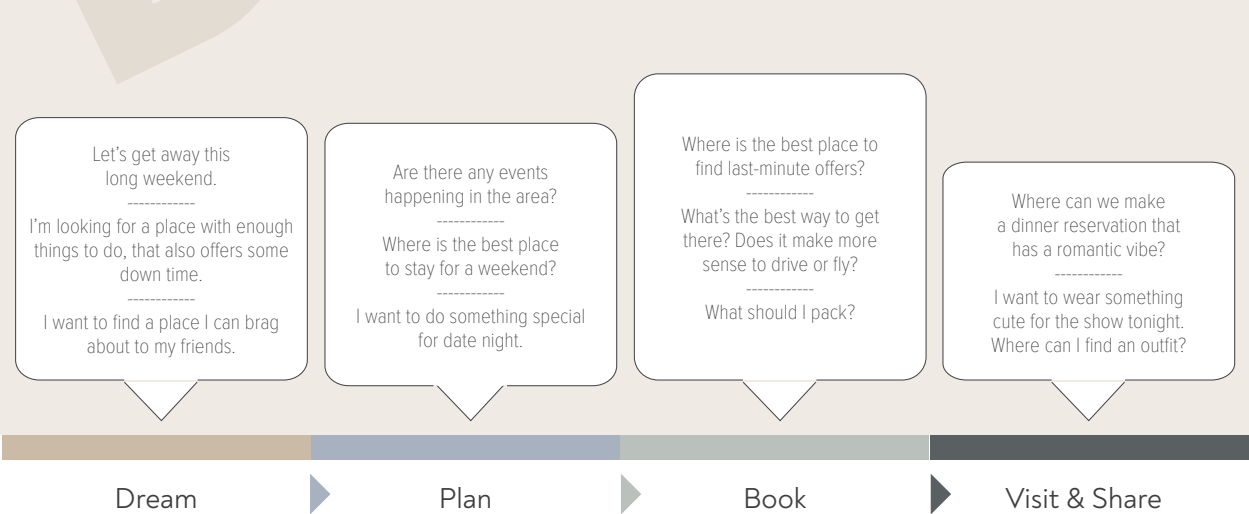
PREFERRED ACTIVITIES & ATTRACTIONS

- Vacation Rentals & Resorts
- Beach & Water Activities
- Dining & Shopping
- Romantic Things to Do
- Festivals & Events
- Weddings

MARKETING CHANNELS & FORMATS

- Facebook Videos
- Instagram
- TripAdvisor
- TV
- Online Video
- Forums & Blogs
- Pinterest

“LET’S GET AWAY.” THEIR PATH TO PURCHASE

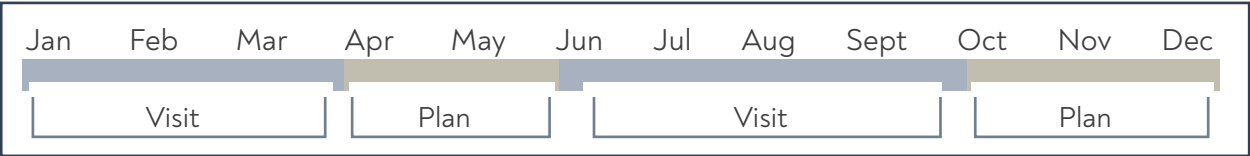




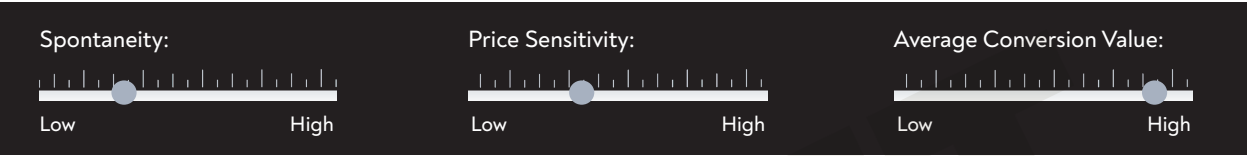
INTERNATIONAL VISITORS

TRAVEL OBJECTIVE

Find a vacation spot that will inspire and that offers something different than where we’re from. Escape the everyday, relax and recharge in a destination that’s fresh, and different from home.



INTERNATIONAL TRAVEL HABITS



WHO THEY ARE

Upscale & Status Oriented

Values Family Time

Wellness-Focused

Making Memories

Active & Health Conscious

PREFERRED ACTIVITIES & ATTRACTIONS

- Homes & Villas
- Beach & Water Activities
- Biking & Hiking
- Food & Drink
- Festivals & Events

MARKETING CHANNELS & FORMATS

- Facebook Videos
- Instagram
- TripAdvisor
- TV
- Online Video
- Forums & Blogs
- Pinterest

“IT’S TIME TO GET AWAY FROM IT ALL.” THEIR PATH TO PURCHASE

I’d love to soak up the sun and really relax on our next vacation. I want to recharge.

I love the beach, but I don’t like huge crowds—I’d like to go somewhere a little more laid-back.

We have more time to take a longer trip. Let’s look at booking a full week - or more!

I really need a change of scenery.

What are the beaches like on Hilton Head Island?

I’d like to learn more about spa treatments and fitness options.

Does it make more sense to stay in a hotel or villa?

Is it easy to get to Hilton Head Island?

What are the must-see attractions on HHI? I want to make the most of my time there.

When should I book my flight to get the best fares?

What’s the best time of year to travel? How’s the weather in the summer?

What should I pack for a spring getaway?

Where are the best places to book?

This beach is stunning! I can’t wait to show my friends.

Let’s spend the day exploring. I’d really like to get outside.

I feel like taking it easy today. What should we do?

I don’t know many people who have traveled to Hilton Head Island, so I’m going to post about my experience. I think my friends would love it.

Dream

Plan

Book

Visit & Share

MMGY INTELLIGENCE

Community Sentiment Survey Executive Summary, Wave 4



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Survey METHODOLOGY



Survey Methodology

- MMGY Travel Intelligence conducted an online survey of 3,383 Hilton Head Island residents.
- Residents were invited to complete the online survey through the Chamber website, social media channels, and email outreach.
- The survey was fielded September 6th, 2024 – September 26, 2024. Data were tabulated and analyzed by MMGY Travel Intelligence.
- The participants met the following criteria:
 - / Must be a resident or property owner of Hilton Head Island;
 - / 18 years of age or older.

Comparisons in this report were made to Wave 3, as well as some comparisons across length of residency and employment status.

Throughout this report, data in **bold** indicates a significant difference.



This sample size yields an error range of +/- 1.41 percentage points at the 95% level of confidence. This means that if the survey was to be replicated 100 times, we would expect the results to vary by no more than 1.41 percentage points 95 of those times.



What Stayed The Same From Wave 3?

- Perceptions of the importance of tourism and its impact on residents, including on the economy and available events and amenities
- Familiarity with the Hilton Head Island-Bluffton Chamber of Commerce
- Quality of experiences remain high, especially for beaches and golf
- Perceptions of safety on Hilton Head Island
- Those who have resided on Hilton Head Island for a shorter time feel more positively about tourism than those who have lived here longer
- Positive aspects of tourism continue to focus on the economic benefits
- Negative aspects of tourism largely highlight overcrowding and the quality of visitor



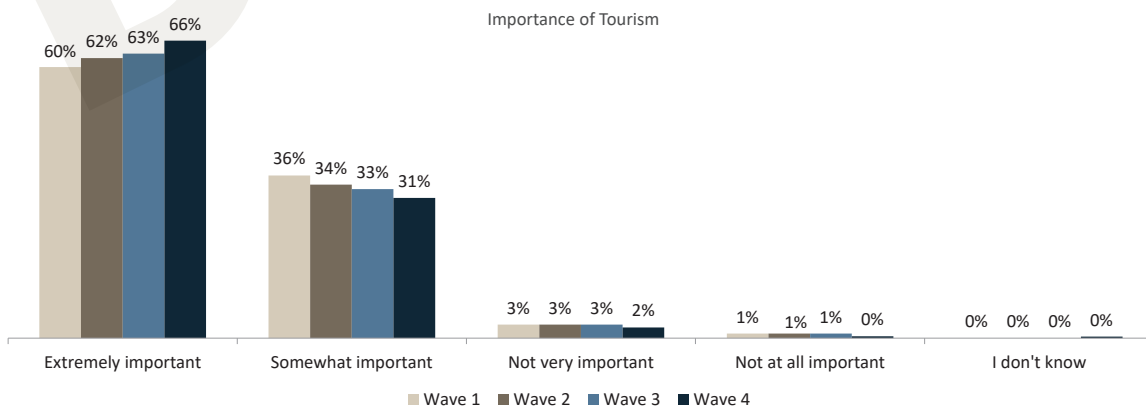
What Changed From Wave 3?

- The net promoter score rose by 7 points from Wave 3, largely due to newer residents and those working off-island
- Overall agreement with many positive aspects of tourism increased, including creating jobs and providing restaurants for residents to enjoy
- Negative aspects of tourism are less of a concern than previous waves
- Social media is an increasingly important source of tourism information
- Increase in pride of residents
- Importance to attract non-peak season visitation increased

Key INSIGHT #1

Perceptions of the importance of tourism and its impact on residents rose from Wave 3. While the majority of residents continue to feel that Summer is too crowded, fewer feel that way about Spring, Fall, and Winter.

Two-thirds of residents believe tourism is extremely important to the local economy, increasingly slightly from previous waves.



Question: How important do you believe tourism is to the local Hilton Head Island economy?

MMGY Travel Intelligence

Key Insight #1

Significantly more of those who have moved to Hilton Head Island within the last 5 years find tourism to be extremely important than those who have lived here longer.

By Length of Residency	Less than 5 years	5–10 years	11–20 years	More than 20 years
Extremely important	75%	60%	64%	60%
Somewhat important	23%	36%	32%	35%
Not very important	1%	2%	3%	4%
Not at all important	0%	0%	1%	1%
I don't know	0%	0%	1%	0%

Key Insight #1

/ **Question:** How important do you believe tourism is to the local Hilton Head Island economy?



- 9 -

Those who work off-island are more likely to find tourism to be extremely important to the Hilton Head Island economy than those who are retired or currently work on Hilton Head Island.

By Employment Status	Currently work on Hilton Head Island	Currently work elsewhere	Retired
Extremely important	68%	78%	61%
Somewhat important	29%	20%	35%
Not very important	2%	2%	3%
Not at all important	0%	0%	1%
I don't know	0%	0%	0%

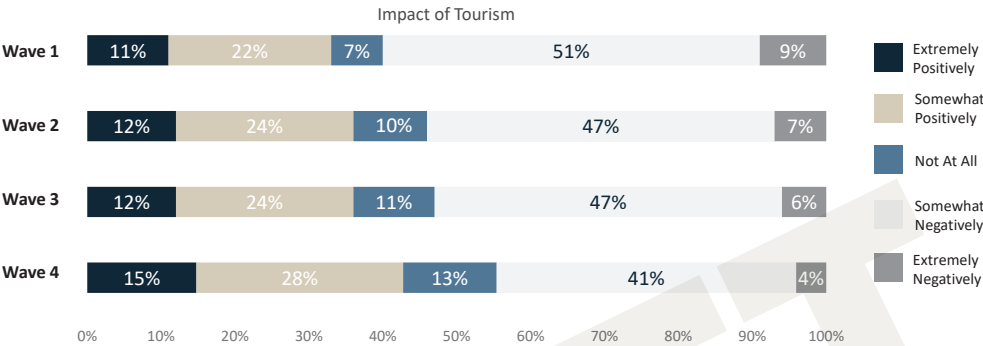
Key Insight #1

/ **Question:** How important do you believe tourism is to the local Hilton Head Island economy?



- 10 -

Perceptions of the impact of tourism on residents have increased significantly compared to previous waves.



Question: How would you say Hilton Head Island tourism impacts your life as a resident?



Key Insight #1

Those who have lived here longer are more likely to feel that tourism impacts them negatively than those who moved here in the past 5 years.

By Length of Residency	Less than 5 years	5–10 years	11–20 years	More than 20 years
Extremely positively	16%	14%	13%	16%
Somewhat positively	34%	25%	28%	23%
Not at all	16%	12%	12%	8%
Somewhat negatively	32%	45%	42%	46%
Extremely negatively	2%	4%	6%	5%

Question: How would you say Hilton Head Island tourism impacts your life as a resident?



Key Insight #1

Retirees are more likely to feel tourism impacts them negatively than those who currently work.

By Employment Status	Currently work on Hilton Head Island	Currently work elsewhere	Retired
Extremely positively	20%	24%	10%
Somewhat positively	28%	33%	26%
Not at all	8%	15%	14%
Somewhat negatively	39%	25%	46%
Extremely negatively	5%	2%	4%

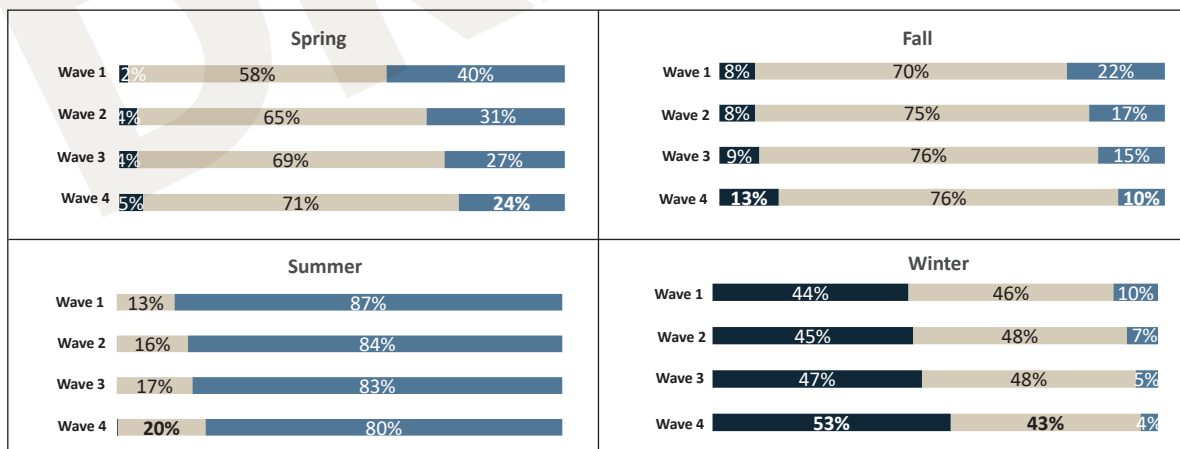
Key Insight #1

/ **Question:** How would you say Hilton Head Island tourism impacts your life as a resident?



Seasonal Perceptions

- The majority of residents believe that Summer is too crowded, while Spring and Fall have just the right amount of visitation.

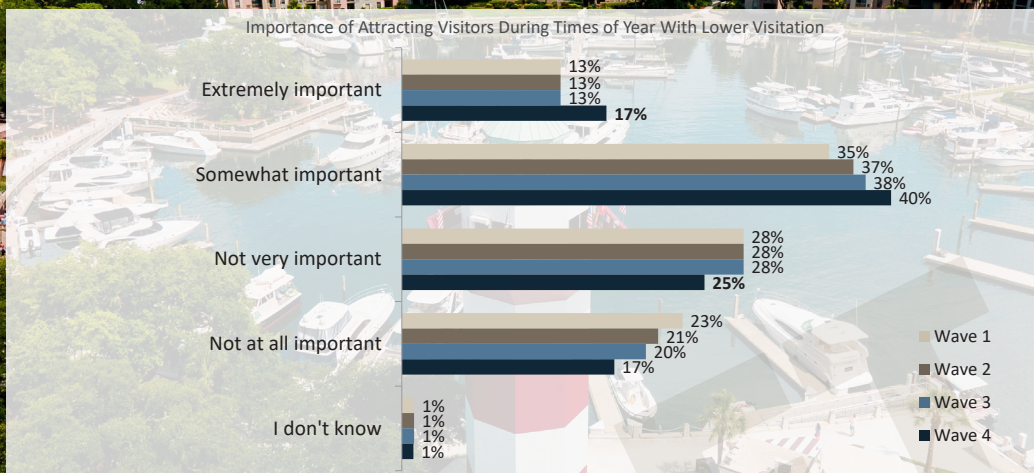


Key Insight #1

/ **Question:** Please indicate your perception of the level of visitation during the following seasons.

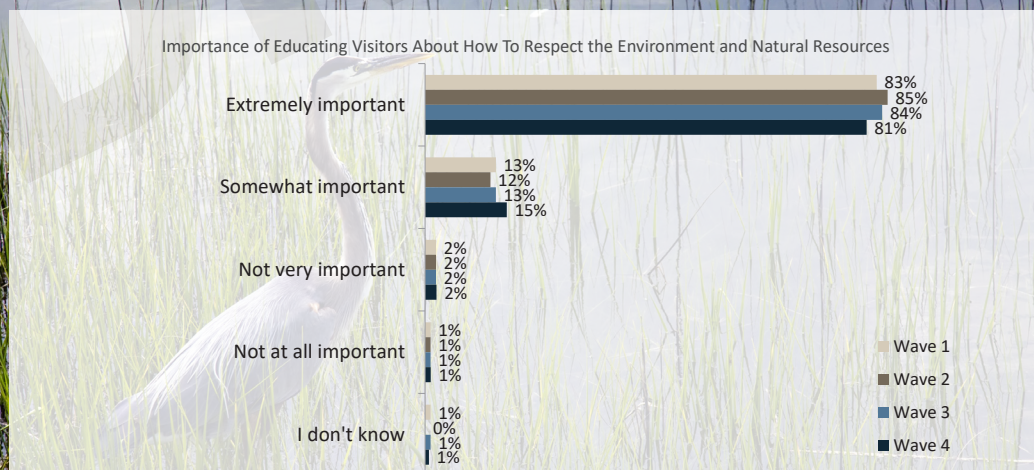


Nearly 6 in 10 residents believe it is important to attract visitors during times of year with lower visitation, significantly higher than previous waves.



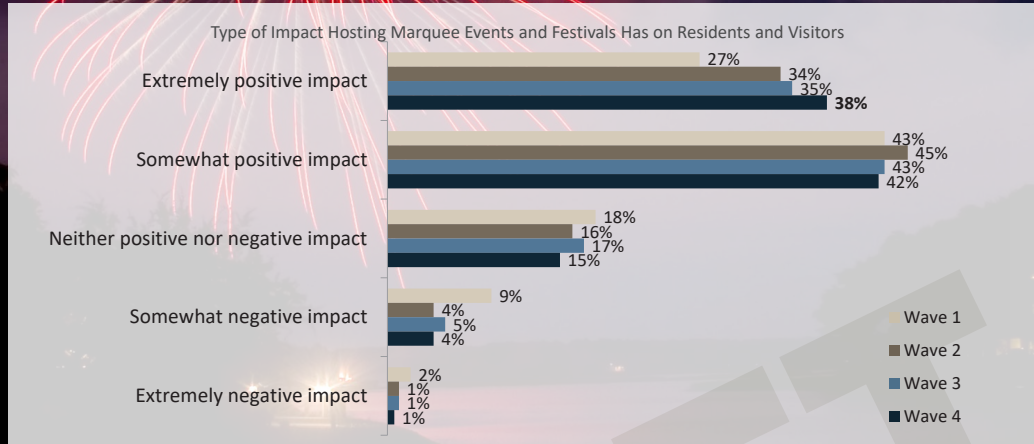
Question: Please indicate how important you believe it is to attract visitors to Hilton Head Island during times of the year that usually have lower visitation (October – March)?

Nearly all residents believe it is important to educate visitors about how to respect the environment and natural resources when they visit, unchanged from previous waves.



Question: In your view, how important is it for Hilton Head Island–Bluffton Chamber of Commerce to educate visitors about how to respect the local environment and natural resources when they visit?

8 in 10 residents believe events have a positive impact on residents and visitors, unchanged from Wave 3.



Key Insight #1

Question: One of the Hilton Head Island–Bluffton Chamber of Commerce’s objectives is to promote marquee events and festivals (e.g., Concours d’Elegance, Seafood Festival, Wine & Food Festival, etc.). Please indicate the type of impact you believe these activities have on the quality of life for local residents and visitors.

Compared to last wave, fewer residents support educating visitors about how to be responsible in protecting and preserving our natural resources, but more support Hilton Head Island-Bluffton Chamber of Commerce in branding and marking.

(% Agree)	Wave 1	Wave 2	Wave 3	Wave 4
I support efforts by the Hilton Head Island–Bluffton Chamber of Commerce in educating visitors about how to be responsible in protecting and preserving our natural resources when visiting Hilton Head Island	87%	87%	87%	82%
I support efforts by our town in the funding and installation of local public art, exhibits, and cultural attractions	67%	70%	70%	69%
I support efforts by the Hilton Head Island–Bluffton Chamber of Commerce in promoting attractions, festivals, exhibits and similar on Hilton Head Island	57%	67%	67%	69%
I support efforts by the Hilton Head Island–Bluffton Chamber of Commerce in branding and marketing Hilton Head Island for tourism	47%	51%	50%	56%

Key Insight #1

Question: Please indicate your level of agreement with each of the following statements:



Key INSIGHT #2

While traffic continues to be the top concern for residents, it fell significantly compared to Wave 3. Compared to last wave, more residents than ever agree that tourism creates jobs and brings in restaurants that visitors and residents can both enjoy.

Residents were asked their level of agreement with a few statements related to tourism in Hilton Head Island.

For organizational purposes, these statements have been grouped and labeled as “positive” or “negative.”

Positive: Tourism on Hilton Head Island...

- Creates jobs for area residents
- Provides amenities and attractions that residents can also enjoy
- Provides restaurants that residents can also enjoy
- Supports local business creation
- Generates tax revenues for state, county and local governments.
- Supports existing small businesses throughout the year
- Helps create a positive ambiance/vibe in the local community
- Is an important factor in making our community a great place to live
- Helps to offset the costs for public safety personnel, streets/roads, schools
- Reduces taxes for residents (ex. property taxes, county and city sales taxes, school taxes etc.)
- Covers the cost of beach renourishment
- Increases real estate values

Negative: Tourism on Hilton Head Island...

- Creates traffic congestion problems for residents
- Causes local restaurant & entertainment prices to rise
- Negatively impacts our natural resources
- Brings too many people to Hilton Head Island

Key Insight #2

The most agreed with statements continue to be related to how tourism provides the opportunity for "creation" – new amenities, new jobs, new restaurants and new businesses - with many increasing significantly from Wave 3.

▲ Indicates a significant difference from Wave 2. For these positive statements, a green, up arrow indicates a more **positive perception** (more people agree).

▼ Indicates a significant difference from Wave 2. For these positive statements, a red, down arrow indicates a more **negative perception** (more people disagree).

Positive Statements (% Agree) – Top 6	Wave 1	Wave 2	Wave 3	Wave 4
Generates tax revenues for state, county and local governments	76%	80%	81%	83%
Creates jobs for area residents	71%	73%	74%	78% ▲
Provides restaurants that local residents can also enjoy	63%	68%	71%	74% ▲
Increases real estate values	64%	66%	67%	72% ▲
Supports local business creation	64%	68%	69%	70%
Provides amenities and attractions that local residents can also enjoy	56%	62%	64%	68% ▲

/ **Question:** Please indicate your level of agreement with the following statements:
Tourism on Hilton Head Island...



Key Insight #2

Nearly two-thirds of residents agree that tourism supports existing small businesses throughout the year, up significantly from Wave 3.

▲ Indicates a significant difference from Wave 2. For these positive statements, a green, up arrow indicates a more **positive perception** (more people agree).

▼ Indicates a significant difference from Wave 2. For these positive statements, a red, down arrow indicates a more **negative perception** (more people disagree).

Positive Statements (% Agree) – Bottom 6	Wave 1	Wave 2	Wave 3	Wave 4
Supports existing small businesses throughout the year	56%	59%	60%	64% ▲
Helps to offset the costs for public safety personnel, streets/roads, schools	51%	58%	61%	63%
Covers the cost of beach renourishment	50%	53%	54%	57% ▲
Reduces taxes for residents (ex. property taxes, county and city sales taxes, school taxes etc.)	51%	55%	56%	55%
Is an important factor in making our community a great place to live	39%	45%	46%	50% ▲
Helps create a positive ambience/vibe in the local community	33%	37%	38%	43% ▲

/ **Question:** Please indicate your level of agreement with the following statements:
Tourism on Hilton Head Island...



Key Insight #2

Compared to Wave 3, residents are significantly less likely to agree with negative statements surrounding tourism.

▲ Indicates a significant difference from Wave 2. For these negative statements, a red, up arrow indicates a more **negative perception** (more people agree).

▼ Indicates a significant difference from Wave 2. For these negative statements, a green, down arrow indicates a more **positive perception** (more people disagree).

Negative Statements (% Agree)	Wave 1	Wave 2	Wave 3	Wave 4
Creates traffic congestion problems for residents	86%	82%	82%	76% ▼
Brings too many people to Hilton Head Island	65%	59%	58%	53% ▼
Causes local restaurant & entertainment prices to rise	49%	52%	58%	52% ▼
Negatively impacts our natural resources	61%	57%	57%	51% ▼

/ **Question:** Please indicate your level of agreement with the following statements:
Tourism on Hilton Head Island...



Key Insight #2

Tourism on Hilton Head Island...

All Statements (% Agree)	Wave 1	Wave 2	Wave 3	Wave 4
Generates tax revenues for state, county and local governments	76%	80%	81%	83%
Creates jobs for area residents	71%	73%	74%	78%
Creates traffic congestion problems for residents	86%	82%	82%	76%
Provides restaurants that local residents can also enjoy	63%	68%	71%	74%
Increases real estate values	64%	66%	67%	72%
Supports local business creation	64%	68%	69%	70%
Provides amenities and attractions that local residents can also enjoy	56%	62%	64%	68%
Supports existing small businesses throughout the year	56%	59%	60%	64%
Helps to offset the costs for public safety personnel, streets/roads, schools	53%	58%	61%	63%
Covers the cost of beach renourishment	50%	53%	54%	57%
Reduces taxes for residents (ex. property taxes, county and city sales taxes, school taxes etc.)	51%	55%	56%	55%
Brings too many people to Hilton Head Island	65%	59%	58%	53%
Causes local restaurant & entertainment prices to rise	49%	52%	58%	52%
Negatively impacts our natural resources	61%	57%	57%	51%
Is an important factor in making our community a great place to live	39%	45%	46%	50%
Helps create a positive ambiance/vibe in the local community	33%	37%	38%	43%

/ **Question:** Please indicate your level of agreement with the following statements:
Tourism on Hilton Head Island...



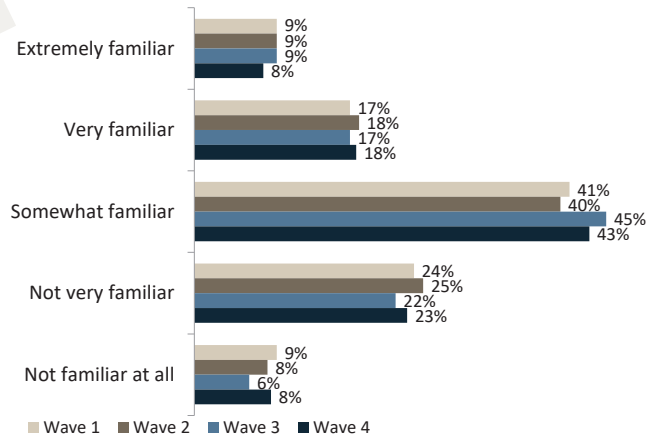
Key Insight #2

Key INSIGHT #3

Familiarity with the Hilton Head Island-Bluffton Chamber of Commerce is relatively unchanged from Wave 3. Social media is an increasingly important source of information for residents, with 6 in 10 citing this as their main source of tourism information.

Familiarity with the Hilton Head Island-Bluffton Chamber of Commerce is relatively unchanged from Wave 3.

Familiarity with the Hilton Head Island-Bluffton Chamber of Commerce



Question: To what extent, if at all, are you familiar with the Hilton Head Island-Bluffton Chamber of Commerce, the local organization responsible for marketing tourism for Hilton Head Island?

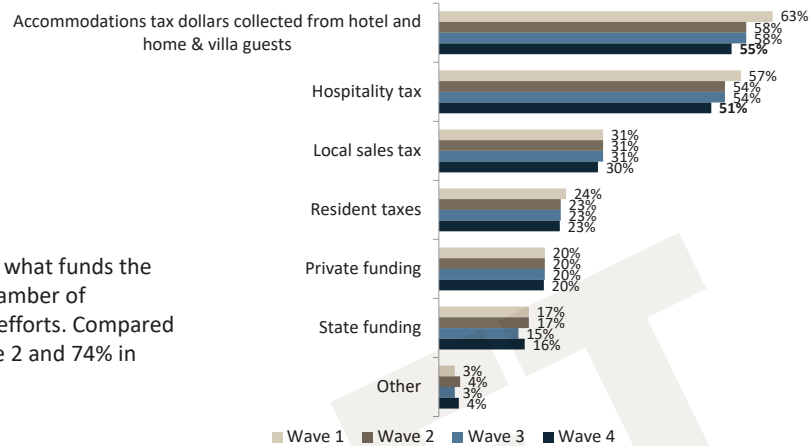
MMGY Travel Intelligence

Key Insight #3

Hilton Head Island-Bluffton Chamber of Commerce Funding

72%
Wave 4

of residents believe they know what funds the Hilton Head Island-Bluffton Chamber of Commerce tourism marketing efforts. Compared to 76% in Wave 1, 74% in Wave 2 and 74% in Wave 3.



Key Insight #3

Question: Which of the following do you believe funds the Hilton Head Island-Bluffton Chamber of Commerce tourism marketing efforts? Please select all that apply.

MMGY Travel Intelligence

Resources Provided to Family and Friends When Visiting.

37%
Wave 4

of residents provide resources to family and friends for trip planning when visiting Hilton Head Island. Compared to 29% in Wave 1, 34% in Wave 2 and 34% in Wave 3.



Key Insight #3

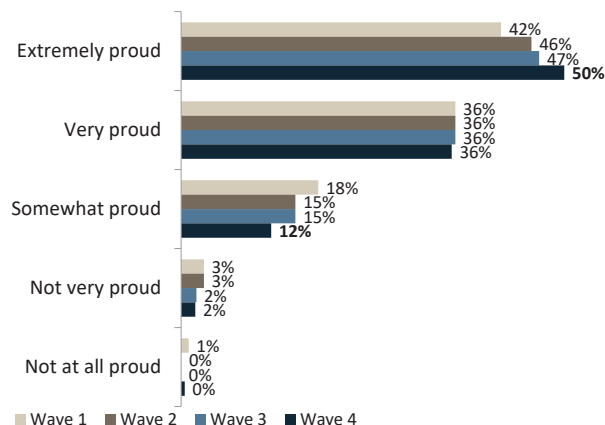
Question: When you are expecting out of town family or friends to visit you on Hilton Head Island, do you provide them with links to webpages and resources for their trip planning? / Which webpages and resources do you provide?

MMGY Travel Intelligence

Key INSIGHT #4

Pride in residency rose from Wave 3, while perceptions of safety remained relatively unchanged. The perceived quality of many Hilton Head Island services, products and infrastructure remained unchanged form Wave 3.

Eighty-six percent of residents are proud to be residents of Hilton Head Island, slightly higher than Wave 3.



Key Insight #4

- 30 -

/ **Question:** Please indicate the level of pride you feel in being a resident of Hilton Head Island.

MMGY Travel Intelligence

Those who have lived here less than 5 years are more likely to be extremely proud in their residency than those who have lived here longer.

By Length of Residency	Less than 5 years	5–10 years	11–20 years	More than 20 years
Extremely proud	56%	48%	47%	50%
Very proud	35%	37%	36%	34%
Somewhat proud	9%	12%	15%	12%
Not very proud	1%	2%	2%	4%
Not at all proud	0%	1%	1%	0%

Key Insight #4

- 31 -

/ **Question:** Please indicate the level of pride you feel in being a resident of Hilton Head Island.



Those who work off-island are more likely to be extremely proud in their residency than retirees and those who work on-island.

By Employment Status	Currently work on Hilton Head Island	Currently work elsewhere	Retired
Extremely proud	53%	59%	46%
Very proud	30%	32%	38%
Somewhat proud	13%	8%	13%
Not very proud	3%	1%	2%
Not at all proud	0%	0%	1%

Key Insight #4

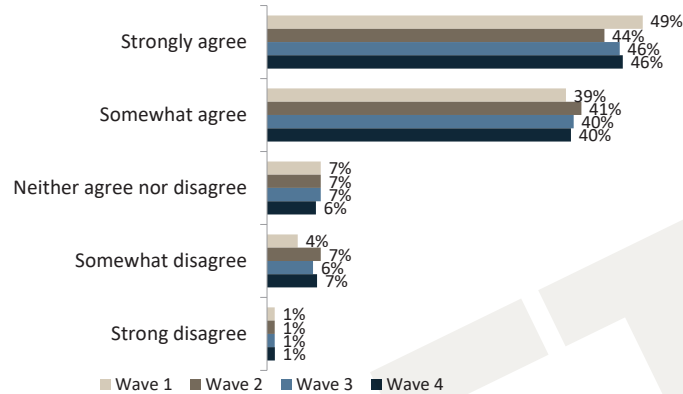
- 32 -

/ **Question:** Please indicate the level of pride you feel in being a resident of Hilton Head Island.



86 percent of residents believe Hilton Head Island is a safe place to live, unchanged from the percentage reported in Wave 3.

"I believe Hilton Head Island is a very safe place to live."



Key Insight #4

- 33 -

Question: Please indicate your level of agreement with the following statement:

MMGY Travel Intelligence

Perceived Quality of Hilton Head Island Experiences

Top 2 Box	Wave 1	Wave 2	Wave 3	Wave 4
Beaches	91%	92%	92%	94%
Golf courses	91%	91%	92%	93%
Leisure pathways and bike trails	86%	86%	87%	88%
Outdoor/nature activities	80%	82%	82%	84%
Savannah/Hilton Head International Airport	79%	80%	82%	82%
Outdoor public spaces for festivals and events	69%	77%	81%	83%
Water sports/activities	77%	79%	79%	80%
Community parks	70%	77%	78%	77%
Surface street bike paths	70%	70%	72%	74%
Hilton Head Island Airport	55%	57%	58%	57%
Retail shopping	49%	54%	52%	57%
Road quality	42%	44%	51%	59%
Playing fields for sports leagues, tournaments and competitions	44%	48%	50%	51%
Museums/Cultural attractions	38%	43%	47%	49%
Public pools/aquatic centers	27%	32%	31%	31%
Indoor facilities for sports leagues, tournaments and competitions	18%	22%	23%	24%

- The highest perceived Hilton Head Island experiences continue to be its beaches, golf courses, leisure pathways and bike trails.
- Compared to Wave 3, significantly more residents perceive the following Hilton Head Island experiences to be good quality:
 - Retail shopping
 - Road quality

Key Insight #4

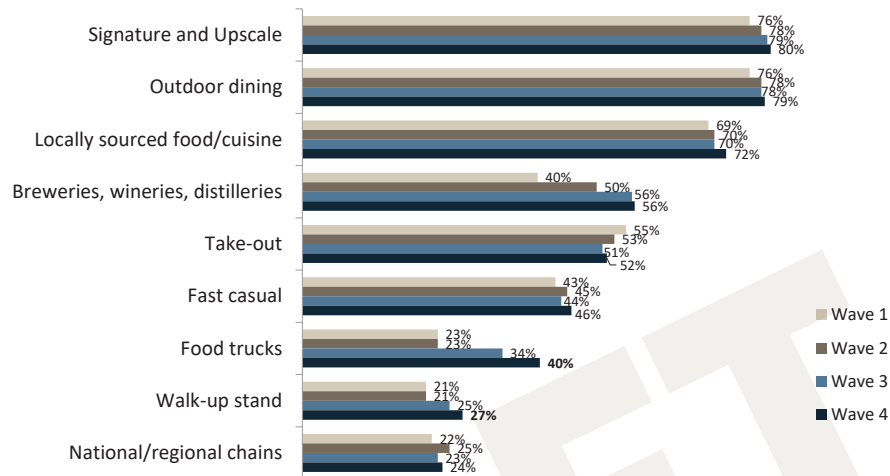
- 34 -

Question: Please indicate your perception of the quality of the following services, products and infrastructure on Hilton Head Island to serve visitors and residents alike.

MMGY Travel Intelligence

Eight in 10 residents believe Hilton Head Island has quality signature and upscale dining and outdoor dining.

Dining Options in Hilton Head Island Perceived To Be High Quality



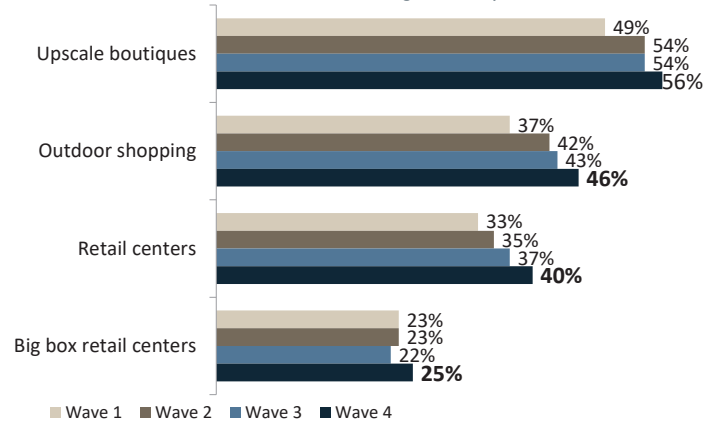
Question: Please indicate your perception of the quality of each of the following categories of dining and restaurant options on Hilton Head Island.

MMGY Travel Intelligence

Key Insight #4

Residents report a slight increase in the perception of quality for shopping options.

Shopping Options in Hilton Head Island Perceived To Be High Quality



Question: Please indicate your perception of the quality of each of the following categories of shopping on Hilton Head Island.

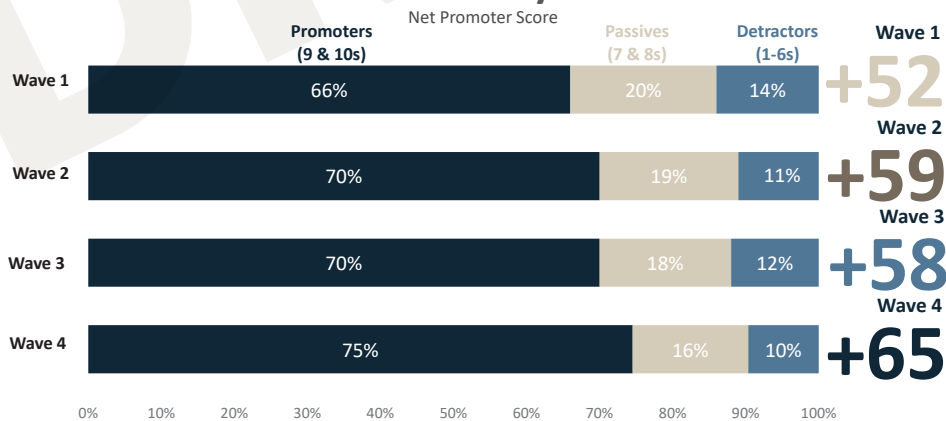
MMGY Travel Intelligence

Key Insight #4

Key INSIGHT #5

The Net Promoter Score of residents rose by 7 points from Wave 3 and a similar percentage consider themselves passionate advocates. The most cited positive and negative aspects of tourism were similar to those reported in previous waves with economic benefits and amenities cited as positive impacts and overcrowding and the quality of the current visitor cited most frequently as negative aspects.

The Net Promoter Score rose by 7 points in Wave 4, with three-quarters of residents highly likely to recommend Hilton Head Island to friends and family.



/ **Question:** On a scale from 1-10, where 1 = Not Likely at All and 10 = Extremely Likely, how likely are you to recommend Hilton Head Island as a place to visit when talking to trusted friends and family members who do not live on Hilton Head Island?

Net Promoter Scores decrease as length of residency increases, although all scores are still extremely positive.

By Length of Residency	Less than 5 years	5–10 years	11–20 years	More than 20 years
Promoters (9+10s)	84%	72%	72%	67%
Passives (7+8s)	13%	17%	16%	19%
Detractors (1-6s)	3%	11%	12%	14%
NPS	+81	+61	+60	+53

Key Insight #5

/ **Question:** On a scale from 1-10, where 1 = Not Likely at All and 10 = Extremely Likely, how likely are you to recommend Hilton Head Island as a place to visit when talking to trusted friends and family members who do not live on Hilton Head Island?



- 39 -

Net Promoter Scores are higher for those who work off-island than those who work on-island or are retired.

By Employment Status	Currently work on Hilton Head Island	Currently work elsewhere	Retired
Promoters (9+10s)	72%	86%	72%
Passives (7+8s)	15%	11%	17%
Detractors (1-6s)	13%	3%	11%
NPS	+59	+83	+61

Key Insight #5

/ **Question:** On a scale from 1-10, where 1 = Not Likely at All and 10 = Extremely Likely, how likely are you to recommend Hilton Head Island as a place to visit when talking to trusted friends and family members who do not live on Hilton Head Island?



- 40 -

84%
Wave 4

- 41 -



Key Insight #5

Positive Aspects to Tourism on Hilton Head Island

The positive aspects of tourism cited by residents are similar to responses reported last wave.

Economic Benefits

The most cited responses were related to the revenue tourism brings into Hilton Head Island. Many residents recognize that this revenue helps keep local businesses going, supports amenities that benefit visitors and residents alike and funds schools and public areas.

Amenities

Residents frequently mentioned the restaurants, golf courses, entertainment and shopping they get to enjoy year-round are driven by tourism to the area. They also know that tourism revenue funds beach renourishment and festivals and events on Hilton Head Island.

Vibrant and Family-Friendly Atmosphere

Some residents cited the positive atmosphere tourism creates promoting family travel as well as diversity within the community. Tourism allows for the local culture to flourish.

Key Insight #5

MMGY Travel Intelligence

Negative Aspects to Tourism on Hilton Head Island

Overcrowding

The most cited negative aspects of tourism relate to overcrowding, congestion, and traffic. Residents feel that during the summer they are no longer able to enjoy festivals or restaurants and have difficulty with traffic on the bridge. They say pollution and waste has increased over the past few years due to increased tourism.

Quality of Visitor

Residents believe the quality of visitor has decreased over the past few years. Many cite visitors are rude, litter and disobey bike and traffic laws. These visitors are disrespectful to the natural environment and to residents alike, are rowdy and make residents feel less safe overall.

Overdevelopment

Residents also cited overdevelopment as a negative aspect of tourism. They feel that there is a large focus on development of housing and accommodations rather than focus on overall infrastructure. Residents worry that this overdevelopment is decreasing the charm of Hilton Head Island and becoming too commercialized.

Rising Prices

Residents also cited the rising prices as a negative aspect of tourism, in restaurants, stores and housing. Many are also concerned about the lack of affordable housing for residents and Island workers, with many citing short-term rentals as a driving factor in family homes becoming unaffordable for residents and workers alike.

Key Insight #5

MMGY Travel Intelligence

Top Concerns Facing The Community

	Wave 2	Wave 3	Wave 4
Workforce shortage	48%	44%	40%
278 Corridor project	38%	39%	40%
On-island workforce housing	36%	35%	33%
Overall development	29%	34%	33%
Environmental/open spaces protection	26%	27%	26%
General infrastructure needs (e.g. water/sewer, roads, other utilities)	20%	18%	20%
Short-term rental noise and parking	16%	18%	21%
South-end traffic	16%	17%	17%
Repurposing/modernizing Island commercial buildings	14%	14%	14%
Mid-Island initiative and redevelopment (Northridge Plaza, Port Royal Plaza, Mid-Island Park)	12%	12%	11%
North-island traffic	11%	12%	11%
Bike safety	9%	7%	9%
Arts and development of cultural assets (e.g. Mitchelville Freedom Park)	4%	4%	4%
Other	9%	10%	9%
None of the above	0%	1%	1%

- The top concerns residents feel are facing their community are the workforce shortage, the 278 Corridor project, on-island workforce housing, and overall development. Compared to Wave 3, fewer residents are concerned about the workforce shortage while more are concerned about short-term rental noise and parking and bike safety.

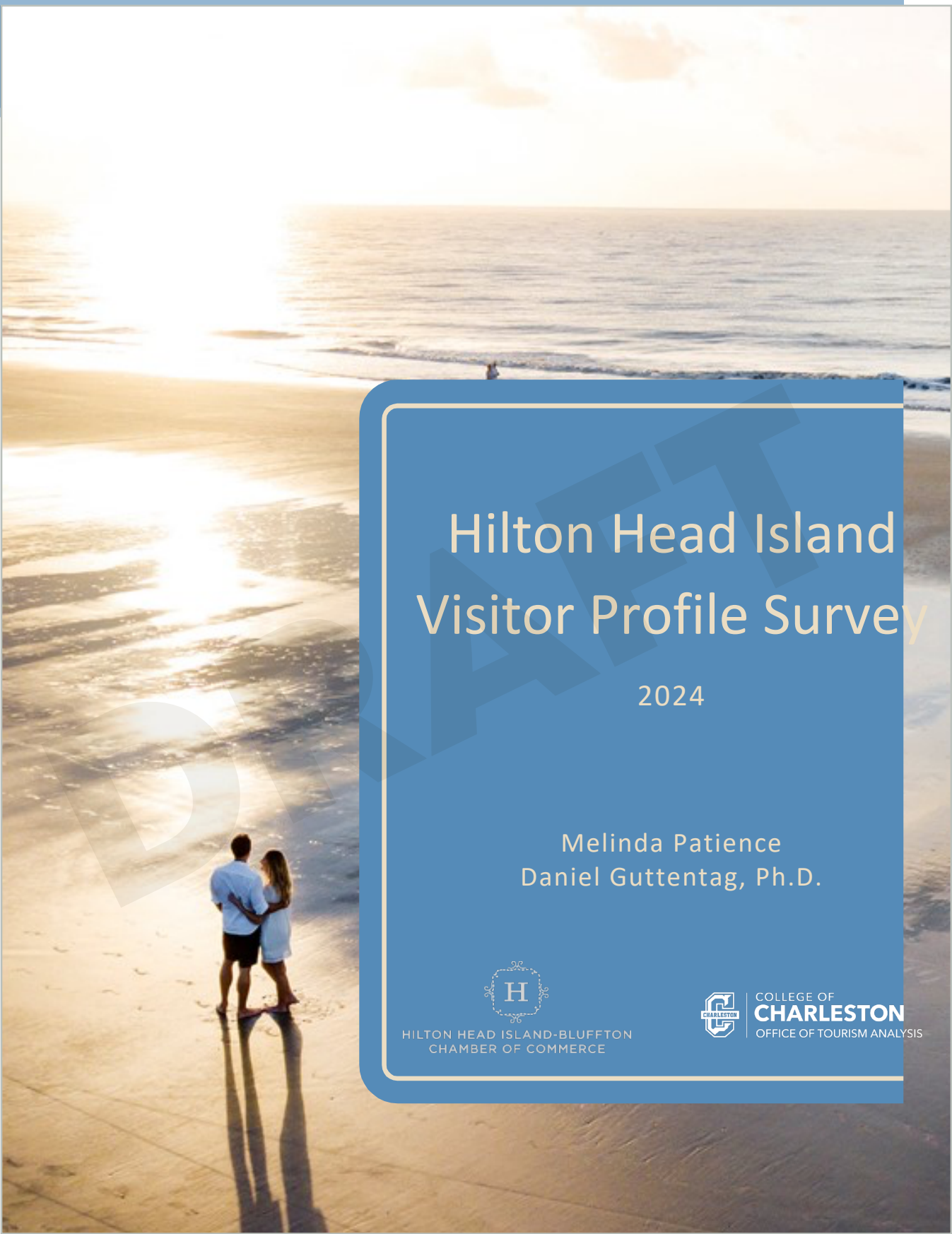
Key Insight #5

- 45 - / Question: What are your top three concerns facing our community?



**OFFICE OF TOURISM ANALYSIS,
COLLEGE OF CHARLESTON**

2024 Visitor Profile Study



Hilton Head Island Visitor Profile Survey

2024

Melinda Patience
Daniel Guttentag, Ph.D.



HILTON HEAD ISLAND-BLUFFTON
CHAMBER OF COMMERCE



COLLEGE OF
CHARLESTON
OFFICE OF TOURISM ANALYSIS

PREPARED FOR:
HILTON HEAD ISLAND-BLUFFTON
CHAMBER OF COMMERCE

BY:
OFFICE OF TOURISM ANALYSIS
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1

EXECUTIVE SUMMARY

SAMPLE DEMOGRAPHICS

Millennials (29-44 years old) represented 39.8% of the respondents, followed by older Gen Z (19-28 years old) (33.6%), Baby Boomers (61+ years old) (14.6%), and then Gen X (45-60 years old) (11.5%). Over 54% of those surveyed had a Bachelor's degree or higher, and more than 62% had an annual household income of \$75,000 or more. Also, nearly 73% of the respondents were married.

POINT OF ORIGIN

The respondents resided in 268 geographical areas / MSAs (Metropolitan Statistical Areas) throughout the U.S., stretching from the east coast to the west coast. More respondents resided in California than any other state (8.6%). Second was New York (8.0%), followed then by Pennsylvania (5.4%), Kentucky (4.7%), Ohio (4.6%), and Washington (4.3%). In-state visitors represented 8.1% of the respondents.

According to a market penetration analysis, the following MSAs were major markets amongst respondents: New York-Newark-Jersey City, NY-NJ; Los Angeles-Long Beach-Anaheim, CA; Seattle-Tacoma-Bellevue, WA; Philadelphia-Camden-Wilmington, PA-NJ-DE-MD; Lexington-Fayette, KY; Rochester, NY; Atlanta-Sandy Springs-Roswell, GA; Charleston-North Charleston, SC; Chicago-Naperville-Elgin, IL-IN; and Pittsburgh, PA.

Canada was the top international origin market amongst respondents (73.7%), followed by Europe (10.5%) and the British Virgin Islands (10.5%).

THOSE WHO TRAVELED TO HILTON HEAD ISLAND

The top three reasons for choosing Hilton Head Island as a destination continue to be visiting beaches (61.9%), spending time with family (32.1%), and relaxation (31.8%), followed by nature-based activities (22.9%), boating activities (22.5%), biking (17.1%), heritage attractions (13.4%), and business (11.3%). The activities in which visitors actually participated are similar to the previously mentioned activities and also include shopping, culinary experiences, and golf.

Among Hilton Head Island's overnight visitors, 57.2% indicated they had visited Hilton Head Island, SC for the first time, suggesting that the destination continues to appeal to new visitors.

TRIP CHARACTERISTICS

The average group size of those surveyed was 3.6 for overnight visitors and 2.5 for day trip visitors. The main mode of transportation to and around the island continues to be personal/family car (58.3%), followed by various modes of flying into the destination (38.5%). The majority of visitors fly into Savannah/Hilton Head Island International Airport.

The average length of stay for those surveyed varied by segment; those staying in villa rentals stayed approximately 7.3 nights, hotel visitors stayed 5.7 nights, timeshare visitors stayed 6.7 nights, and second homeowners stayed 9.3 nights. The overall average was 6.6 nights.

Resorts stood out as the most popular choice of paid accommodation for overnight visitors (29.0%), followed by hotels (27.2%), home/villa rentals (23.0%), timeshares (10.2%), and second homes (3.3%).

**TRAVEL PLANNING**

Local vacation rental companies were by far the most popular online booking platform for villas/homes (33.6%), followed by VRBO (22.6%) and the local resorts' online booking platforms (e.g., Sea Pines, Palmetto Dunes) (17.1%). The percentage of respondents booking via Airbnb increased slightly from around 10% to 16%.

The Caribbean, Hawaii, Alabama Golf Trail, the Outer Banks, and Gulf Shores were the top competitors for Hilton Head Island as alternative beach destinations. The top competing market was the Caribbean.

The top reasons for choosing to visit Hilton Head Island were wanting to visit a beach destination (52.3%), word-of-mouth/recommendation (40.8%), previous visitation (40.6%), nature-based attractions (39.9%), and wanting to visit heritage attractions (32.6%).

Of those visitors surveyed, 84.1% indicated an intention to return to visit Hilton Head Island, which signals a high degree of trip satisfaction.

NON-VISITORS

Of those who indicated not to have traveled at all or not to have traveled to the Hilton Head Island / Bluffton area in the past 12 months (N=246), 29.7% had never visited the Hilton Head Island / Bluffton area before, and 61.8% had visited one to five times before.

Of those non-visitors, 38.6% traveled elsewhere, 34.2% plan to visit in the future, 11.4% mentioned health reasons, 5.1% were hesitant because of unpredictable weather events, 3.2% did not find what they were looking for, and 0.6% did not travel at all. Of those who did not visit the Hilton Head Island / Bluffton area, alternative destinations in the Southeast (34.4%) and Northeast (33.1%) were the most popular. Nonetheless, 36.7% of the non-visitors indicated they had plans to visit the Hilton Head Island / Bluffton area within one year.

TRAVEL BEHAVIOR

Looking at the travel behavior of both visitors and non-visitors together, the majority (57.8%) take two to four leisure/vacation trips per year, and they are most likely to travel between May and October. The top five most appealing experiences for leisure trips/vacations were: beaches (87.1%), relaxation & rejuvenation (85.3%), passive outdoor adventures (76.1%), romantic couple getaways (74.7%), and historic attractions (73.6%).

The following attributes were most important in choosing a leisure vacation: natural beauty of the destination (92.8%), quality of dining options (85.8%), ease of access (85.5%), quality of lodging options (84.9%), diversity of dining options (83.2%), and affordability (80.6%).



METHODOLOGY

The 2024 Visitor Profile Study (VPS) for the Hilton Head Island and Bluffton Area was conducted electronically. Between mid-January 2024 and January 2025, emails were sent on a rolling basis to invite individuals to participate in the VPS. These individuals had previously visited www.hiltonheadisland.org or www.visitbluffton.org and submitted their email addresses, and they were contacted following their anticipated dates of visitation. In addition, invitations to complete the survey were posted multiple times during the same time period on the social media channels of the Hilton Head Island Visitor & Convention Bureau and Explore Bluffton.

A total of 1,040 completed surveys were collected. This report is based largely on the 574 respondents who visited Hilton Head Island as an overnight or day trip, along with 246 individuals who did not travel at all or did not travel to Hilton Head Island / Bluffton. The remaining 230 responses were individuals who only visited Bluffton and are covered in a separate report.

This report presents the results of the present study, together with comparative results from the last four times this study was completed, examining visitation in 2019, 2021, 2022 and 2023. When 2019 data is not presented, it is because the question was not asked in that survey.

The table below shows the visitor estimates for Hilton Head Island by segment for 2021, 2022, 2023 and 2024. The estimates are based on secondary data for hotel, timeshare, and villa visitors, as well as primary data collected regarding second homeowners, their guests, and day trippers.

Visitor Segment	2021	2022	2023	2024	Change (%) vs 2021	Change (%) vs 2022	Change (%) vs 2023
Villa/Home Rentals	962,686	951,126	920,345	834,495	-13.3%	-12.3%	-9.3%
Hotels/Resorts	508,977	497,574	481,328	453,826	-10.8%	-8.8%	-5.7%
Timeshares	481,934	481,461	477,628	483,070	0.2%	0.3%	1.1%
Second Homeowners	719,302	710,673	674,278	652,215	-9.3%	-8.2%	-3.3%
Non-paying Guests	186,667	184,428	174,983	169,258	-9.3%	-8.2%	-3.3%
Day trippers	267,290	264,083	255,358	242,361	-9.3%	-8.2%	-5.1%
Total Visitors	3,126,856	3,089,346	2,983,919	2,835,224	-9.3%	-8.2%	-5.0%

Table 1: Visitor Estimates for 2021-2024 and Percent Change Comparison



SURVEY FINDINGS

SAMPLE DEMOGRAPHICS

	2019	2021	2022	2023	2024
Gender					
Female	67.4%	62.5%	48.8%	54.1%	49.0%
Male	32.6%	37.4%	51.1%	45.7%	50.7%
Self-identify	-	0.1%	-	0.3%	0.3%
Marital Status					
Married	76.7%	76.7%	77.3%	86.4%	72.7%
Single	8.5%	9.2%	9.9%	6.7%	14.9%
Divorced	7.4%	7.7%	5.8%	3.4%	6.6%
Widowed	3.1%	5.3%	5.9%	2.8%	4.3%
Separated	0.5%	1.1%	1.1%	0.7%	1.5%
Living as Married	3.8%	-	-	-	-
Education (highest level completed)					
Grade School	0.2%	0.7%	0.4%	0.9%	0.6%
High School	8.0%	8.0%	6.5%	3.8%	7.2%
Some College	19.6%	20.9%	21.5%	22.6%	24.0%
Associates Degree (2 years)	13.1%	13.6%	13.2%	16.0%	14.2%
Bachelor's Degree (4 years)	31.5%	32.9%	32.3%	33.0%	35.2%
Graduate Degree (Post degree/MA)	26.9%	23.8%	26.1%	23.7%	18.8%
Age					
19 years or younger	0.1%	0.1%	0.1%	0.3%	0.6%
20 to 29 years	0.9%	10.5%	23.8%	24.1%	33.0%
30 to 39 years	5.9%	16.5%	28.8%	39.4%	32.1%
40 to 49 years	15.3%	12.6%	13.1%	8.3%	12.1%
50 to 59 years	26.8%	18.7%	10.9%	9.4%	7.1%
60 to 69 years	34.4%	25.8%	14.2%	11.6%	8.6%
70 years and over	15.9%	14.5%	8.6%	6.3%	6.0%
Prefer not to say	0.6%	1.4%	0.3%	0.5%	0.5%
Household Income					
Under \$24,999	1.4%	2.3%	1.5%	1.1%	3.2%
\$25,000-\$34,999	1.8%	6.3%	4.1%	1.8%	5.8%
\$35,000-\$49,999	5.5%	7.7%	8.0%	6.5%	9.9%
\$50,000-\$74,999	12.6%	15.7%	12.2%	17.1%	18.4%
\$75,000-\$99,999	14.6%	17.7%	17.2%	17.0%	21.0%
\$100,000-\$149,999	22.1%	24.6%	21.8%	17.0%	22.0%
\$150,000-\$199,999	11.3%	13.0%	17.1%	18.0%	9.7%
\$200,000-\$249,999	5.8%	5.9%	9.4%	15.9%	5.0%
\$250,000 or more	6.2%	6.8%	8.6%	5.6%	5.0%
Not Applicable	18.8%	-	-	-	-
N	1,682	1,884	1,913	1,154	1,040

Table 2: Demographics

SAMPLE POINT OF ORIGIN

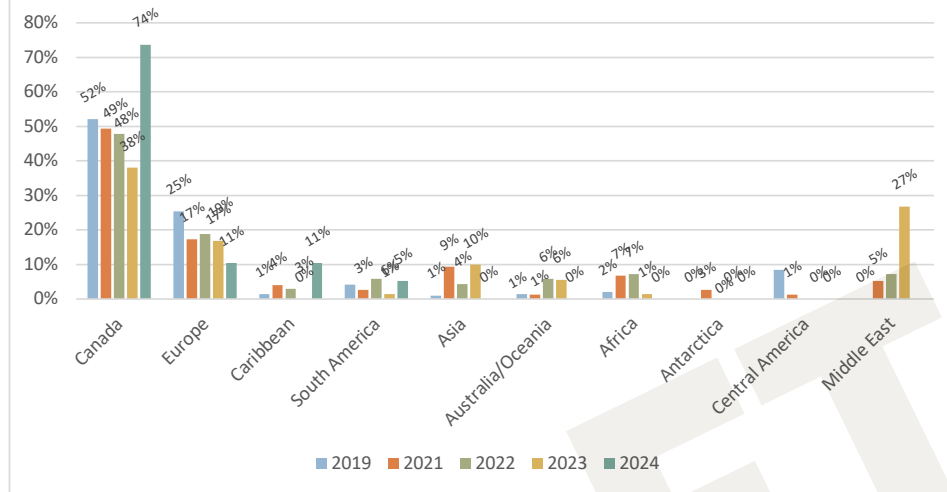
ZIP Code Analysis – Top 30 MSAs

	Metropolitan Area	Sum MSA	Percent MSA Share
1	New York-Newark-Jersey City, NY-NJ	73	7.1%
2	Los Angeles-Long Beach-Anaheim, CA	42	4.1%
3	Seattle-Tacoma-Bellevue, WA	38	3.7%
4	Washington-Arlington-Alexandria, DC-VA-MD-WV	33	3.2%
5	Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	28	2.7%
6	Lexington-Fayette, KY	27	2.6%
7	Rochester, NY	25	2.4%
8	Atlanta-Sandy Springs-Roswell, GA	22	2.2%
9	Charleston-North Charleston, SC	20	2.0%
10	Chicago-Naperville-Elgin, IL-IN	19	1.9%
11	Pittsburgh, PA	19	1.9%
12	Charlotte-Concord-Gastonia, NC-SC	17	1.7%
13	Dallas-Fort Worth-Arlington, TX	16	1.6%
14	Hilton Head Island-Bluffton-Port Royal, SC	14	1.4%
15	Baltimore-Columbia-Towson, MD	13	1.3%
16	Las Vegas-Henderson-North Las Vegas, NV	13	1.3%
17	Myrtle Beach-Conway-North Myrtle Beach, SC	13	1.3%
18	Louisville/Jefferson County, KY-IN	12	1.2%
19	Cincinnati, OH-KY-IN	11	1.1%
20	Phoenix-Mesa-Chandler, AZ	11	1.1%
21	Boston-Cambridge-Newton, MA-NH	10	1.0%
22	Miami-Fort Lauderdale-West Palm Beach, FL	10	1.0%
23	Rural OH	10	1.0%
24	Columbia, SC	9	0.9%
25	Detroit-Warren-Dearborn, MI	9	0.9%
26	Minneapolis-St. Paul-Bloomington, MN-WI	9	0.9%
27	Columbus, OH	8	0.8%
28	Birmingham, AL	7	0.7%
29	Fresno, CA	7	0.7%
30	Greenville-Anderson-Greer, SC	7	0.7%
	Other	469	45.9%
	Total	1,040	

Table 3: ZIP Code Analysis – Top 30 MSAs

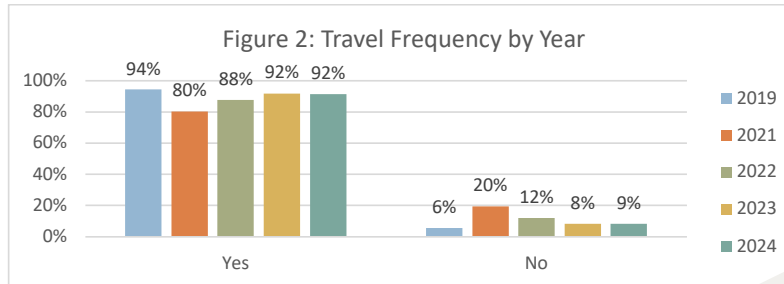
International Markets

Figure 1: International Markets by Year



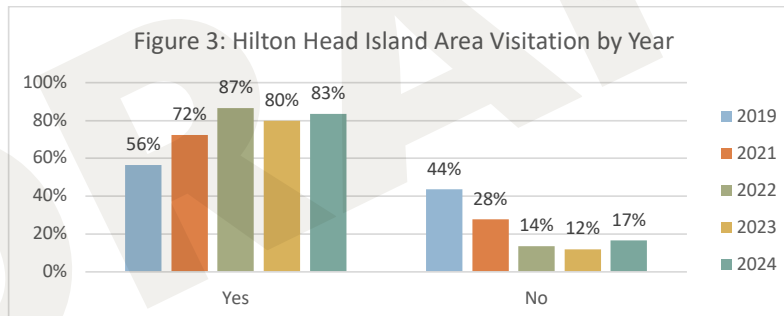
	2019	2021	2022	2023	2024
Canada	52.1%	49.3%	47.8%	38.0%	73.7%
Europe	25.4%	17.3%	18.8%	16.9%	10.5%
Caribbean	1.4%	4.0%	2.9%	-	10.5%
South America	4.2%	2.7%	5.8%	1.4%	5.3%
Asia	1.0%	9.3%	4.3%	9.9%	-
Australia/Oceania	1.4%	1.3%	5.8%	5.6%	-
Africa	2.1%	6.7%	7.2%	1.4%	-
Antarctica	-	2.7%	-	-	-
Central America	8.5%	1.3%	-	-	-
Middle East	-	5.3%	7.2%	26.8%	19%
N	71	75	69	71	19

Table 4: International Markets by Year

TRAVEL TO THE HILTON HEAD ISLAND / BLUFFTON AREA**Within the last 12 months have you traveled or taken a vacation?¹**

	2019	2021	2022	2023	2024
Yes	94.3%	80.4%	87.8%	91.8%	91.5%
No	5.7%	19.6%	12.2%	8.2%	8.5%
N	1,684	2,084	2,918	1,710	1,040

TABLE 5: Travel Frequency by Year

Did you visit Hilton Head Island, SC or Bluffton, SC in the last 12 months?¹

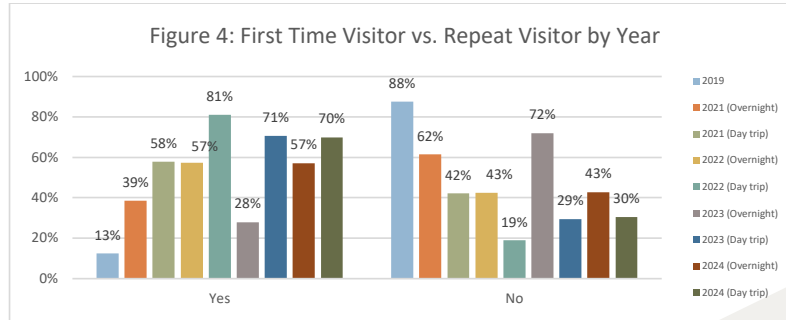
	2019	2021	2022	2023	2024
Yes	56.4%	72.3%	86.5%	79.8%	83.4%
No	43.6%	27.7%	13.5%	12.0%	16.6%
N	1,713	1,675	2,547	1,570	952

TABLE 6: Hilton Head Island Area Visitation by Year

¹ For the 2019 report, these questions asked about the last 18 months instead of the last 12 months. Also, in 2019 the second question was asked of all respondents, whereas in subsequent years it was just asked of those who had travelled.

HILTON HEAD ISLAND VISITORS

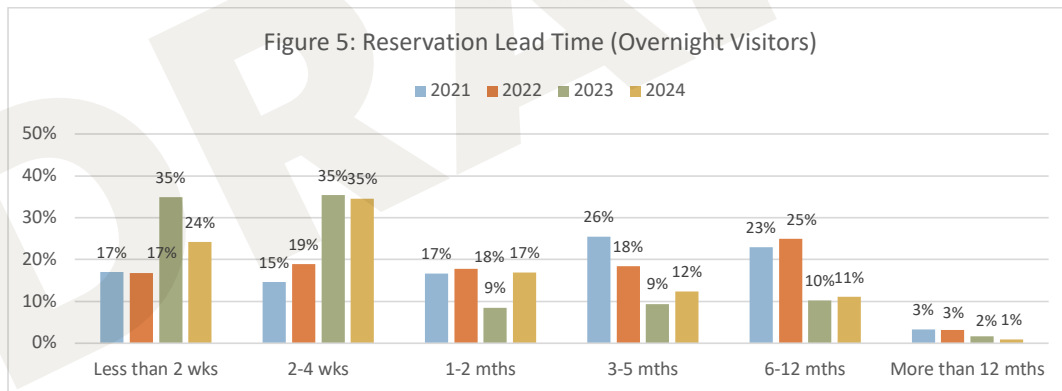
Was that your first time visiting Hilton Head Island?



	2019	2021 (Overnight)	2021 (Day trip)	2022 (Overnight)	2022 (Day trip)	2023 (Overnight)	2023 (Day trip)	2024 (Overnight)	2024 (Day trip)
Yes	12.5%	38.5%	57.8%	57.4%	81.0%	28.0%	70.6%	57.2%	69.9%
No	87.5%	61.5%	42.2%	42.6%	19.0%	72.0%	29.4%	42.8%	30.4%
N	946	991	45	1,477	79	1,077	34	547	23

TABLE 7: First Time Visitor vs. Repeat Visitor by Year

Approximately how long before your trip to Hilton Head Island did you make your first reservation (e.g., accommodation, transportation, etc.)?



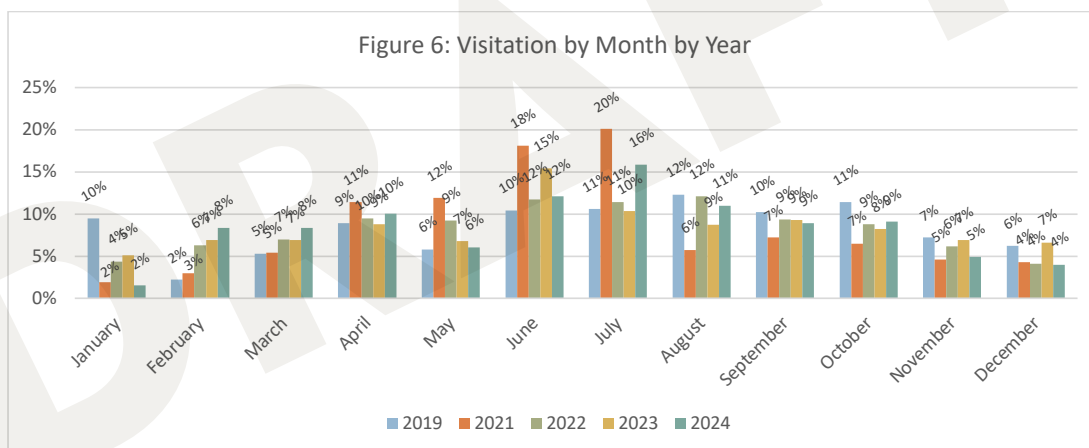
	2021	2022	2023	2024
Less than 2 weeks	17.0%	16.8%	34.9%	24.2%
2 weeks to 4 weeks	14.6%	18.9%	35.4%	34.5%
1 to 2 months	16.6%	17.8%	8.5%	16.9%
3 to 5 months	25.5%	18.4%	9.4%	12.4%
6 to 12 months	22.9%	24.9%	10.2%	11.1%
More than 12 months	3.3%	3.2%	1.6%	0.9%
N	991	1,479	1,076	550

TABLE 8: Reservation Lead Time

When did you make your most recent trip to Hilton Head Island?

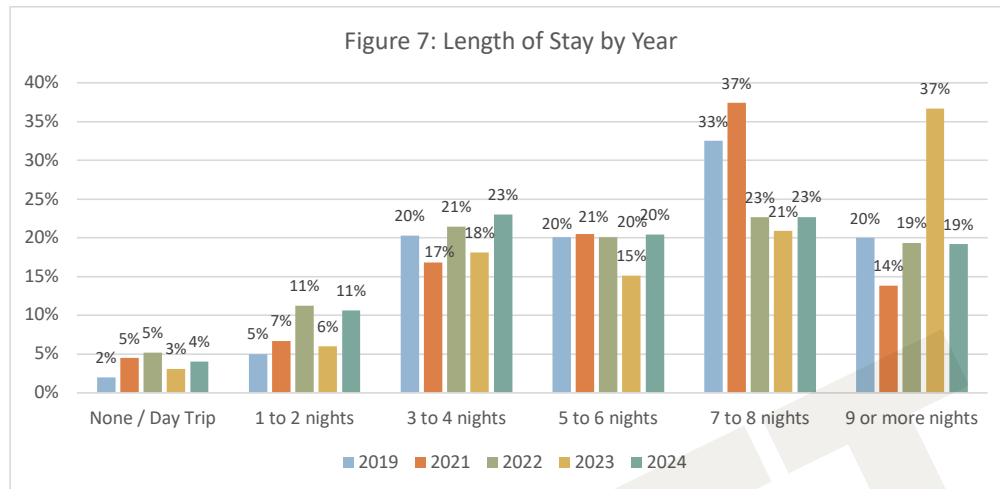
	2019	2021 (Overnight)	2021 (Day trip)	2022 (Overnight)	2022 (Day trip)	2023 (Overnight)	2023 (Day trip)	2024 (Overnight)	2024 (Day trip)
January	9.5%	1.9%	-	4.3%	4.3%	5.1%	3.0%	1.5%	-
February	2.2%	3.0%	2.9%	6.4%	4.3%	6.9%	-	8.3%	4.8%
March	5.3%	5.3%	8.6%	6.8%	11.4%	6.9%	3.0%	8.3%	4.8%
April	8.9%	11.5%	5.7%	9.6%	7.1%	8.8%	15.2%	10.0%	9.5%
May	5.8%	12.0%	5.7%	9.5%	4.3%	6.8%	12.1%	6.0%	23.8%
June	10.4%	17.8%	31.4%	11.7%	12.9%	15.4%	18.2%	12.1%	9.5%
July	10.6%	20.0%	25.7%	11.4%	11.4%	10.3%	12.1%	15.9%	9.5%
August	12.3%	5.8%	2.9%	11.4%	25.7%	8.7%	12.1%	11.0%	4.8%
September	10.2%	7.2%	5.7%	9.3%	11.4%	9.3%	6.1%	8.9%	4.8%
October	11.4%	6.5%	8.6%	9.2%	1.4%	8.2%	9.1%	9.1%	28.6%
November	7.2%	4.7%	-	6.3%	2.9%	6.9%	-	4.9%	-
December	6.2%	4.3%	2.9%	4.2%	2.9%	6.6%	9.1%	4.0%	-
N	951	1,504	34	1,361	70	1,044	33	529	21

TABLE 9: Visitation by Month by Year



Note: For the 2019 survey, data collection occurred exclusively in January/February; for the 2021 survey, data collection occurred on a continuous basis from June onwards; and for the 2022 survey and subsequent surveys, data collection occurred on a continuous basis throughout the year.

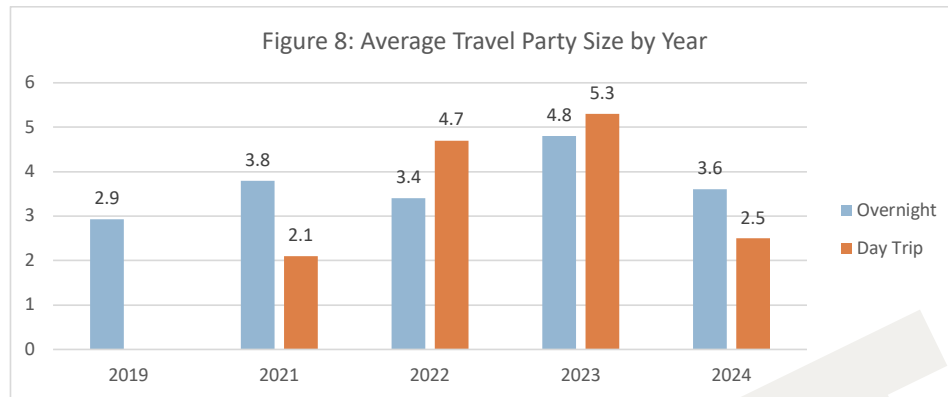
Approximately how many nights was your trip to Hilton Head Island?



	2019	2021	2022	2023	2024
None/day trip only	2.0%	4.5%	5.2%	3.1%	4.0%
1 night	1.9%	1.8%	2.4%	0.4%	1.9%
2 nights	3.1%	4.9%	8.9%	5.6%	8.7%
3 nights	10.3%	7.5%	11.3%	10.2%	11.3%
4 nights	10.0%	9.3%	10.2%	7.9%	11.7%
5 nights	7.7%	9.6%	10.5%	7.5%	11.5%
6 nights	12.4%	10.9%	9.5%	7.6%	8.9%
7 nights	30.4%	34.0%	19.3%	15.4%	19.0%
8 nights	2.1%	3.4%	3.4%	5.5%	3.7%
9 nights	2.3%	2.6%	1.8%	3.7%	3.0%
10 nights	3.4%	3.1%	3.2%	3.7%	5.8%
11 nights	0.5%	0.4%	1.3%	2.6%	1.6%
12 nights	0.8%	0.9%	1.4%	3.7%	1.6%
13 nights	0.6%	0.7%	0.8%	2.9%	1.0%
14 nights	4.8%	4.2%	3.6%	4.4%	3.5%
15 nights	0.5%	0.8%	1.1%	2.9%	0.9%
More than 15 nights	7.1%	1.1%	6.2%	12.8%	1.9%
N	950	996	1,519	1,103	573

TABLE 10: Length of Stay by Year

Please indicate how many people (including yourself) were in your travel party.



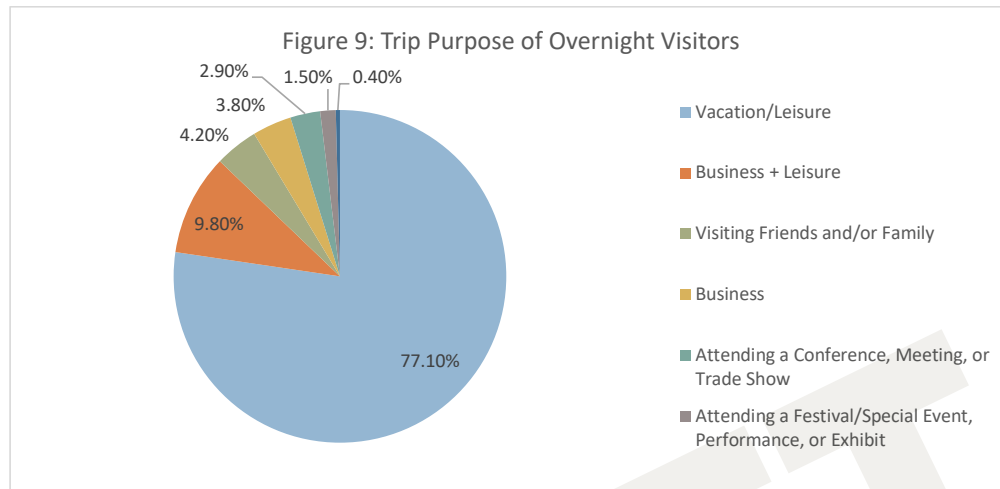
	2019	2021 (Overnight)	2021 (Day trip)	2022 (Overnight)	2022 (Day trip)	2023 (Overnight)	2023 (Day trip)	2024 (Overnight)	2024 (Day trip)
Average	2.9	3.8	2.1	3.4	4.7	4.8	5.3	3.6	2.5
N	951	995	45	1,477	79	1,042	30	551	23

TABLE 11: Travel Party Size by Year

Please indicate by age category how many people were in your travel party.

Age		0	1	2	3	4	5	6 or more
Overnight	Under 18	76.4%	12.9%	7.4%	1.3%	0.7%	0.4%	0.9%
	18-24	77.0%	9.8%	6.7%	1.1%	3.4%	0.9%	1.1%
	25-34	59.7%	21.6%	10.7%	4.5%	0.7%	1.5%	1.3%
	35-44	68.8%	10.9%	12.3%	1.8%	1.6%	2.4%	2.2%
	45-54	82.2%	6.5%	7.3%	1.8%	-	1.3%	0.9%
	55-64	81.5%	5.8%	10.5%	0.4%	0.5%	0.4%	0.9%
	65+	87.3%	3.6%	8.2%	0.7%	0.2%	-	-
Day Trip	Under 18	73.9%	17.4%	8.7%	-	-	-	-
	18-24	73.9%	17.4%	8.7%	-	-	-	-
	25-34	56.5%	21.7%	21.7%	-	-	-	-
	35-44	82.6%	-	8.7%	4.3%	4.3%	-	-
	45-54	91.3%	-	8.7%	-	-	-	-
	55-64	95.7%	-	4.3%	-	-	-	-
	65+	87.0%	4.3%	4.3%	4.3%	-	-	-

TABLE 12: Travel Party Ages by Year

What was the main purpose of your overnight visit to Hilton Head Island?

	2021	2022	2023	2024
Vacation/Leisure	82.1%	74.3%	87.1%	77.1%
Business + Leisure	6.7%	6.9%	4.4%	9.8%
Visiting Friends and/or Family	3.9%	5.0%	2.7%	4.2%
Business	2.1%	5.3%	2.5%	3.8%
Attending a Conference, Meeting, or Trade Show	2.3%	4.2%	1.1%	2.9%
Attending a Festival/Special Event, Performance, or Exhibit	0.9%	2.5%	0.7%	1.5%
Other	1.9%	1.7%	1.4%	0.4%
N	995	1,491	1,081	551

TABLE 13: Trip Purpose of Overnight Visitors

Day Trip Visitors:**Was this visit part of an overnight vacation or a day trip from home?**

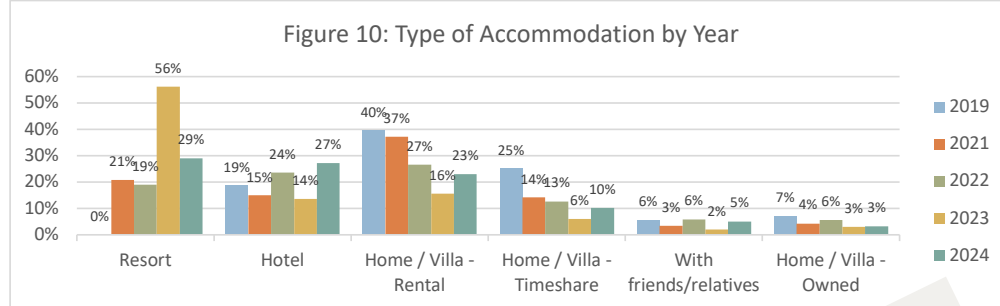
	2021	2022	2023	2024
Part of a vacation	57.8%	72.2%	76.5%	73.9%
Day trip from home	42.2%	27.8%	23.5%	26.1%
N	45	79	34	15

TABLE 14: Day Trip as Part of a Vacation or Day Trip from Home

Where did you stay overnight?

	2021	2022	2023	2024
Charleston	19.2%	50.9%	26.9%	26.7%
Savannah	42.3%	19.3%	23.1%	26.7%
Jacksonville	3.8%	3.5%	11.5%	20.0%
Beaufort	19.2%	14.0%	15.4%	6.7%
Tybee Island	7.7%	10.5%	19.2%	6.7%
Fripp Island	3.8%	-	-	-
Other	3.8%	1.8%	3.8%	13.3%
N	26	57	26	15

TABLE 15: Day Trip Visitors' Overnight Location

Overnight Visitors:**What was your primary form of accommodation while visiting Hilton Head Island?**

	2019	2021	2022	2023	2024
Resort	-	20.9%	19.0%	56.1%	29.0%
Hotel	18.6%	15.0%	23.6%	13.7%	27.2%
Home / Villa - Rental	39.5%	37.2%	26.6%	15.6%	23.0%
Home / Villa - Timeshare	25.2%	14.2%	12.7%	6.1%	10.2%
With friends/relatives	5.6%	3.4%	5.9%	2.0%	5.1%
Home / Villa - Owned	7.1%	4.3%	5.6%	3.0%	3.3%
RV park	1.1%	0.4%	1.5%	0.4%	2.2%
Other	1.4%	0.3%	0.1%	-	-
Resort	-	20.9%	19.0%	56.1%	29.0%
N	951	1,040	1,570	1,115	551

TABLE 16: Types of Accommodation by Year

What was the name of the Hotel/Resort where you stayed?

Sonesta	16.2%
Hampton Inn	15.0%
The Westin Hilton Head Island Resort & Spa	8.3%
Hilton Head Island Beach and Tennis Resort	7.5%
Crowne Plaza Hotel	3.8%
Disney's Hilton Head Island Resort	3.8%
Courtyard by Marriott Hilton Head Island	3.4%
Simple Rewards Inn	2.6%
Beach House Resort Hilton Head Island	2.3%
Hilton Beachfront	2.3%
N	291

TABLE 17: Top 10 Hotels or Resorts

Which of the following online platforms did you use to make your home/villa reservation?

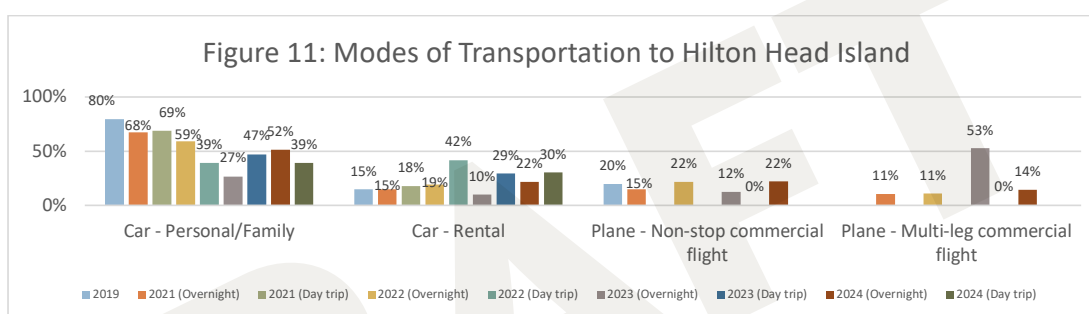
	2019	2021	2022	2023	2024
A Local vacation rental company	22.7%	22.9%	24.7%	22.2%	33.6%
VRBO	32.8%	34.2%	29.2%	32.3%	22.6%
Directly with the resort	11.2%	15.1%	13.0%	10.8%	17.1%
Airbnb	2.4%	10.0%	12.0%	10.2%	15.8%
Vacasa	-	4.9%	5.5%	6.6%	3.4%
TurnKey	-	1.3%	-	3.0%	2.1%
Booking.com	-	0.3%	2.2%	0.6%	1.4%
HomeAway	-	2.2%	3.5%	4.2%	0.7%
Directly with owner	-	6.2%	6.0%	-	-
I don't remember	3.5%	0.8%	3.0%	1.2%	1.4%
None	-	0.5%	0.5%	0.6%	2.1%
Other	23.5%	1.6%	0.5%	8.4%	-
N		371	401	167	146

TABLE 18: Booking Platforms for Home/Villa Rental

What type of transportation did you use to travel to Hilton Head Island?

	2019	2021 (Overnight)	2021 (Day trip)	2022 (Overnight)	2022 (Day trip)	2023 (Overnight)	2023 (Day trip)	2024 (Overnight)	2024 (Day trip)
Car - Personal/Family	79.5%	67.6%	68.9%	59.3%	39.2%	26.7%	47.1%	51.5%	39.1%
Plane - Non-stop commercial flight	19.5% ²	14.8%	-	21.5%	-	12.4%	-	22.1%	-
Car - Rental	14.7%	15.0%	17.8%	19.4%	41.8%	10.0%	29.4%	21.8%	30.4%
Plane - Multi-leg commercial flight	-	10.7%	-	11.0%	-	52.8%	-	14.2%	-
Motor Coach/Tour bus	-	1.5%	6.7%	3.9%	15.2%	5.9%	11.8%	10.0%	21.7%
Personal RV	1.1%	2.2%	-	4.9%	1.3%	1.9%	17.6%	5.1%	17.4%
Plane - Private	0.2%	0.7%	13.3%	3.4%	10.1%	1.5%	17.6%	2.2%	21.7%
Other	0.6%	0.6%	-	0.1%	-	0.2%	-	0.2%	-
N	953	995	45	1,477	79	1,115	34	551	23

TABLE 19: Modes of Transportation to Hilton Head Island



Visitors Arriving by Plane:

At which airport did you land?

	2019	2021	2022	2023	2024
Savannah/Hilton Head Island International	69.5%	40.6%	38.1%	12.1%	56.5%
Hilton Head Island	12.8%	39.8%	33.8%	81.6%	31.7%
Charleston	9.2%	8.8%	12.7%	3.3%	5.3%
Jacksonville	1.4%	2.0%	5.5%	1.1%	2.8%
Charlotte	1.4%	2.0%	3.3%	0.3%	2.0%
Atlanta	2.8%	5.6%	6.1%	1.4%	-
Other	2.8%	1.2%	0.4%	0.3%	2.0%
N	114	251	488	728	246

TABLE 20: Arrival Airport by Year

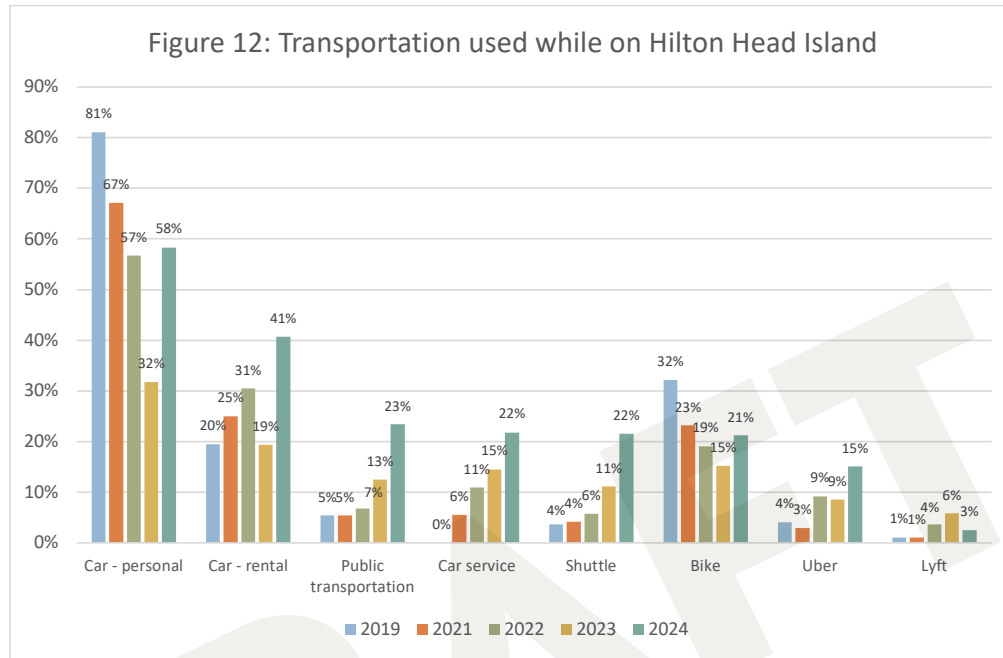
Which commercial airline did you use?

	2021	2022	2023	2024
American Airlines	38.9%	44.8%	25.4%	59.3%
Alaska	2.8%	10.4%	1.7%	8.3%
Air Canada	5.3%	6.8%	12.8%	7.5%
Southwest	8.1%	9.0%	14.2%	7.5%
Allegiant	10.1%	8.1%	2.1%	3.3%
Delta	16.6%	7.0%	2.6%	3.3%
JetBlue	6.5%	3.6%	12.2%	3.3%
Frontier	1.6%	2.3%	11.9%	2.9%
Breeze	1.2%	3.2%	1.4%	2.5%
Silver Airways	0.8%	1.8%	14.2%	1.2%
United	6.9%	1.8%	-	0.8%
Sun Country Airlines	0.4%	0.9%	0.1%	-
Spirit	0.4%	0.2%	-	-
N	247	442	720	241

TABLE 21: Commercial Airlines Used

² The 2019 survey did not divide commercial flights into non-stop and multi-leg, so stated percentage is for all commercial flights.

Once on Hilton Head Island, what mode(s) of transportation did you use?



	2019	2021	2022	2023	2024
Car - personal	81.1%	67.1%	56.7%	31.7%	58.3%
Car - rental	19.5%	25.0%	30.5%	19.4%	40.7%
Public transportation (HHI Trolley, etc.)	5.4%	5.4%	6.8%	12.5%	23.4%
Car service	-	5.5%	10.9%	14.5%	21.8%
Shuttle offered by the hotel/resort	3.7%	4.2%	5.7%	11.1%	21.6%
Bike	32.2%	23.2%	19.1%	15.2%	21.2%
Uber	4.1%	2.9%	9.2%	8.5%	15.1%
Lyft	1.1%	1.0%	3.7%	5.8%	2.5%
Other	-	0.1%	0.1%	-	0.7%
On Foot	-	1.4%	1.3%	0.8%	-
N	948	995	1,477	1,115	551

TABLE 22: Transportation Used While on Hilton Head

Please indicate the approximate total amount of money that was spent by your party/group for each category while in the Hilton Head Island area.

	Villa Rental	Hotel	Timeshare	Second Homeowner	Non-paying Guests	Day Trip	Overall
Transportation	\$275	\$392	\$410	\$478	\$642	\$94	\$378
Lodging	\$2,810	\$1,163	\$1,517	\$0	\$0	\$0	\$1,409
Food - Dining	\$690	\$445	\$650	\$623	\$480	\$186	\$521
Food - Grocery	\$306	\$198	\$271	\$287	\$170	\$44	\$228
Shopping	\$314	\$590	\$439	\$671	\$855	\$238	\$514
Spas	\$35	\$226	\$66	\$110	\$70	\$8	\$102
Golf	\$66	\$216	\$60	\$196	\$54	\$42	\$109
Biking	\$41	\$70	\$41	\$27	\$9	\$5	\$44
Performance/Visual Arts	\$24	\$263	\$62	\$74	\$37	\$31	\$117
Festivals	\$7	\$170	\$19	\$39	\$32	\$9	\$51
Museums/Historical Tours	\$22	\$158	\$69	\$21	\$75	\$19	\$74
Boating/Sailing/Fishing	\$128	\$273	\$213	\$87	\$286	\$37	\$200
Nature-based Activities	\$9	\$278	\$38	\$167	\$96	\$19	\$100
Dolphin Tours	\$57	\$220	\$69	\$32	\$50	\$17	\$99
Tennis	\$8	\$256	\$12	\$36	\$8	\$17	\$49
Other Expenses	\$38	\$709	\$86	\$177	\$266	\$72	\$278
Total Expenditure	\$4,822	\$3,385	\$4,009	\$3,024	\$3,130	\$836	\$3,656

Table 23: Average Per Travel Party Trip Expenditures by Category and Visitor Type

What are the three primary reasons why you visited Hilton Head Island?

	2019	2021 (Overnight)	2021 (Day trip)	2022 (Overnight)	2022 (Day trip)	2023 (Overnight)	2023 (Day trip)	2024 (Overnight)	2024 (Day trip)
Beaches	73.5%	75.4%	55.6%	62.0%	38.0%	40.7%	44.1%	61.9%	47.8%
Time with family/friends	48.4%	46.6%	24.4%	32.6%	10.1%	22.2%	26.5%	32.1%	34.8%
Relaxation	58.6%	51.5%	31.1%	34.1%	12.7%	31.7%	20.6%	31.8%	13.0%
Nature-based activities (dolphin/turtle tours, fishing, etc.)	11.3%	12.0%	2.2%	13.3%	3.8%	19.5%	23.5%	22.9%	0.0%
Boating / Sailing / Kayaking	1.6%	7.5%	11.1%	13.6%	16.5%	12.3%	26.5%	22.5%	8.7%
Biking	15.7%	16.4%	11.1%	21.3%	27.8%	17.4%	11.8%	17.1%	21.7%
Heritage attractions / Museum / Historical tours	3.3%	6.5%	20.0%	10.6%	16.5%	6.1%	32.4%	13.4%	17.4%
Business trip (convention, meeting, etc.)	1.2%	5.1%	4.4%	10.5%	24.1%	13.1%	2.9%	11.3%	13.0%
Golf	16.3%	13.7%	8.9%	10.4%	13.9%	14.1%	2.9%	11.3%	8.7%
Shopping	11.7%	10.9%	24.4%	10.7%	8.9%	14.3%	20.6%	11.1%	8.7%
Festivals	4.0%	3.6%	6.7%	8.2%	3.8%	11.6%	8.8%	10.0%	4.3%
Culinary	13.9%	12.2%	31.1%	14.2%	27.8%	14.3%	20.6%	8.3%	8.7%
Attend sporting event	0.6%	4.7%	15.6%	11.2%	10.1%	11.3%	2.9%	7.8%	4.3%
Health/wellness/fitness	2.1%	3.4%	11.1%	5.9%	6.3%	13.1%	8.8%	5.8%	0.0%
Parks	1.4%	1.8%	6.7%	4.9%	5.1%	11.1%	2.9%	5.6%	4.3%
Wedding	-	1.2%	-	1.6%	-	0.9%	2.9%	2.7%	0.0%
Tennis	2.1%	1.7%	6.7%	2.6%	11.4%	3.9%	2.9%	2.4%	4.3%
Other	8.1%	4.1%	-	3.9%	2.5%	1.8%	5.9%	2.2%	8.7%
N	953	995	45	1,477	79	1,115	34	551	23

TABLE 24: Three Primary Reasons for Visitation

Which of the following activities did you actively participate in?

	2019	2021 (Overnight)	2021 (Day trip)	2022 (Overnight)	2022 (Day trip)	2023 (Overnight)	2023 (Day trip)	2024 (Overnight)	2024 (Day trip)
Beaches	83.2%	81.8%	42.2%	69.4%	51.9%	46.5%	44.1%	67.5%	30.4%
Shopping	69.1%	58.1%	46.7%	42.3%	13.9%	25.9%	29.4%	50.1%	26.1%
Relaxation	78.0%	68.7%	40.0%	45.6%	15.2%	28.1%	8.8%	42.1%	26.1%
Time with family/friends	70.5%	59.0%	37.8%	40.8%	20.3%	25.1%	20.6%	40.3%	39.1%
Biking	37.3%	40.5%	6.7%	38.4%	24.1%	31.2%	17.6%	36.7%	30.4%
Nature-based activities (dolphin/turtle tours, fishing, etc.)	30.3%	26.3%	8.9%	24.6%	7.6%	14.9%	23.5%	33.0%	21.7%
Museum / Historical tours	17.8%	15.7%	11.1%	17.9%	8.9%	9.9%	14.7%	24.3%	21.7%
Culinary	40.1%	29.1%	31.1%	27.5%	16.5%	14.3%	20.6%	21.8%	4.3%
Water excursions	24.4%	17.6%	17.8%	11.3%	29.1%	17.8%	17.6%	19.4%	17.4%
Golf	23.8%	18.7%	8.9%	14.6%	6.3%	6.7%	5.9%	18.5%	4.3%
Festivals	13.4%	6.5%	6.7%	12.1%	8.9%	5.8%	17.6%	16.2%	13.0%
Health / Wellness / Fitness	12.6%	12.8%	4.4%	14.8%	12.7%	7.8%	14.7%	15.4%	0.0%
Business/work	2.5%	7.1%	13.3%	11.8%	11.4%	5.4%	2.9%	15.1%	13.0%
Music or theatrical performance / Visual arts exhibit	16.7%	6.2%	8.9%	10.4%	3.8%	6.5%	8.8%	14.7%	13.0%
Spas	8.0%	5.1%	6.7%	9.5%	5.1%	3.9%	5.9%	13.1%	4.3%
Sports activities	8.1%	4.4%	8.9%	5.8%	5.1%	2.8%	91.2%	8.0%	4.3%
Attend sporting event	2.3%	4.9%	8.9%	13.5%	16.5%	15.3%	11.8%	7.3%	13.0%
Tennis	5.9%	4.9%	-	3.2%	1.3%	3.9%	2.9%	5.8%	4.3%
University visit / Education / Intellectual programs	0.6%	1.4%	2.2%	2.0%	1.3%	1.6%	2.9%	3.3%	0.0%
Other	3.9%	2.0%	-	2.6%	6.3%	1.8%	5.9%	1.3%	17.4%
N	950	995	45	1,477	79	1,115	34	551	23

TABLE 25: Activities Visitors Participated In

Which shopping locations did you visit?

	2019	2021 (Overnight)	2021 (Day trip)	2022 (Overnight)	2022 (Day trip)	2023 (Overnight)	2023 (Day trip)	2024 (Overnight)	2024 (Day trip)
Coligny Plaza	68.8%	64.7%	26.7%	54.4%	32.9%	31.6%	23.5%	47.0%	13.0%
Main Street Village	25.0%	20.2%	8.9%	24.6%	25.3%	14.9%	20.6%	26.0%	4.3%
Downtown Bluffton	30.5%	25.4%	28.9%	31.1%	34.2%	20.4%	38.2%	40.5%	52.2%
Harbour Town	60.2%	55.8%	26.7%	44.2%	39.2%	29.2%	23.5%	39.0%	13.0%
Shelter Cove Harbour	47.8%	42.0%	17.8%	36.9%	21.5%	23.0%	20.6%	29.0%	13.0%
Shelter Cove Towne Centre	40.4%	33.4%	20.0%	25.0%	8.9%	21.2%	29.4%	30.3%	13.0%
Tanger Outlets	53.2%	34.9%	37.8%	26.1%	22.8%	19.6%	5.9%	20.5%	8.7%
Village at Wexford	16.4%	10.9%	6.7%	12.8%	11.4%	10.9%	11.8%	12.7%	8.7%
The Shops at Sea Pines Center	32.6%	30.3%	8.9%	25.5%	6.3%	18.1%	35.3%	26.0%	26.1%
South Beach Marina	25.2%	21.5%	11.1%	17.7%	15.2%	14.9%	23.5%	22.0%	13.0%
Buckwalter shopping areas	2.9%	4.9%	11.1%	8.3%	10.1%	10.1%	8.8%	14.9%	13.0%
Shopping areas off 278 (Target, Kroger, Best Buy, etc.)	42.0%	30.7%	22.2%	21.7%	20.3%	18.3%	20.6%	19.6%	8.7%
Other	5.5%	2.1%	2.2%	2.3%	1.3%	2.1%	67.6%	-	-
None	2.1%	1.5%	2.2%	0.7%	1.3%	0.7%	23.5%	1.3%	8.7%
N	945	995	45	1,477	79	1,115	34	551	23

TABLE 26: Shopping Locations Visited

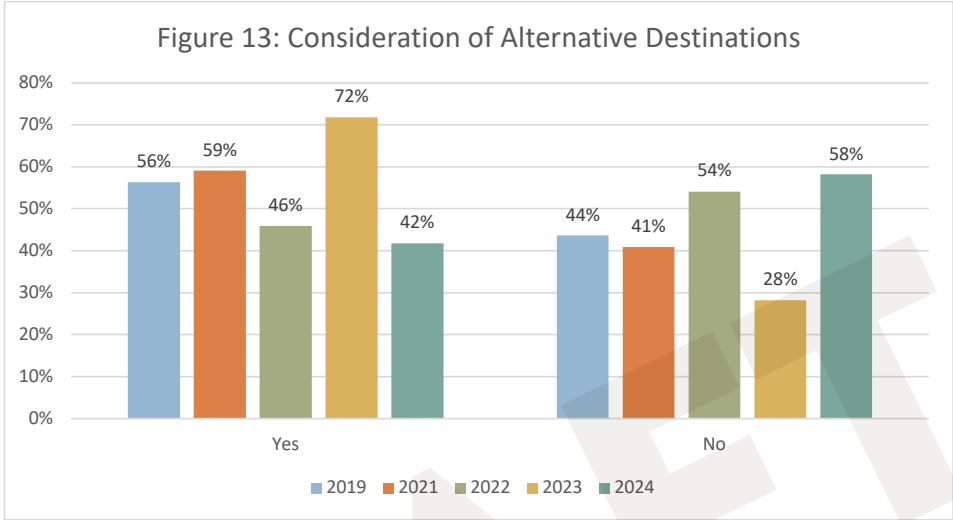
Did you visit any of the following cities while staying on Hilton Head Island?

	2021	2022	2023	2024
Bluffton	37.0%	37.4%	66.2%	45.0%
Beaufort	17.7%	23.2%	9.4%	19.8%
Charleston	15.7%	20.8%	10.5%	23.6%
Daufuskie Island	13.0%	17.1%	7.8%	18.7%
Jacksonville	5.4%	11.3%	4.8%	15.6%
Savannah	29.3%	26.0%	16.0%	23.2%
Tybee Island	7.3%	10.0%	51.1%	16.5%
Other	0.9%	0.5%	0.9%	0.5%
I did not visit any other cities.	28.8%	20.1%	12.2%	18.0%
N	995	1,477	1,115	551

TABLE 27: Other Cities Visited While on Hilton Head

TRAVEL PLANNING

Before deciding to visit Hilton Head Island, did you consider any other destinations?



	2019	2021	2022	2023	2024
Yes	56.4%	59.1%	45.9%	71.8%	41.8%
No	43.6%	40.9%	54.1%	28.2%	58.2%
N	1,691	1,039	1,570	1,114	574

TABLE 28: Consideration of alternative destinations by year

Which of the following destinations did you consider visiting?

	2019	2021	2022	2023	2024
Caribbean	12.5%	23.1%	20.4%	12.1%	29.6%
Hawaiian Islands	4.8%	15.8%	24.4%	14.4%	29.3%
Alabama Golf Trail	1.6%	23.8%	31.9%	15.1%	27.5%
Outer Banks, NC	22.6%	28.9%	20.0%	12.3%	27.5%
Gulf Shores, AL	14.9%	19.8%	28.1%	18.3%	26.1%
Savannah, GA	33.9%	20.0%	19.3%	11.3%	22.6%
Isle of Palms, SC	12.5%	18.1%	16.1%	6.9%	22.6%
Charleston, SC	45.2%	24.2%	19.3%	8.5%	21.3%
Orlando, FL	12.1%	19.3%	15.0%	9.5%	18.5%
Other	11.3%	13.2%	13.6%	12.4%	16.7%
Sanibel Island, FL	13.7%	13.4%	13.8%	7.5%	15.7%
Sea Island, GA	4.8%	10.4%	12.5%	9.4%	14.6%
Kiawah Island, SC	14.1%	15.5%	10.8%	7.5%	13.9%
Aspen, CO	2.0%	11.5%	10.1%	10.4%	13.2%
Marco Island/Naples, FL	12.1%	14.4%	18.2%	11.8%	12.9%
Ponte Vedre, FL	3.6%	8.5%	8.9%	5.5%	12.9%
Telluride, CO	0.8%	7.8%	12.4%	10.3%	12.5%
Sandestin, FL	8.5%	9.2%	13.1%	8.4%	12.5%
Reynolds Plantation, GA	1.2%	8.9%	10.7%	8.3%	12.5%
Napa/Sonoma, CA	2.8%	8.5%	8.9%	6.4%	11.8%
Jekyll Island, GA	12.5%	13.2%	10.1%	10.4%	11.1%
St. Simons Island, GA	-	10.1%	10.4%	7.6%	10.8%
Sarasota, FL	6.9%	7.3%	9.6%	6.9%	10.5%
Myrtle Beach, SC	37.5%	20.5%	12.9%	7.0%	10.1%
Pinehurst, NC	3.2%	9.9%	12.2%	7.0%	9.8%
Tampa/St. Petersburg, FL	10.1%	9.6%	6.5%	6.3%	8.7%
The Florida Keys	19.4%	12.5%	8.5%	11.6%	7.7%
Tybee Island, GA	18.2%	14.6%	8.8%	6.3%	7.0%
Santa Fe, NM	1.6%	2.8%	4.0%	5.4%	7.0%
Bluffton, SC	-	1.9%	4.4%	1.5%	5.2%
Total	248	425	720	800	278

TABLE 29: Alternative Destinations by Year

How did Hilton Head Island make it to your list of places to consider for your vacation?

	2019	2021	2022	2023	2024
Wanted to visit a beach destination.	48.3%	49.7%	45.7%	32.6%	52.3%
It was recommended by friends/family.	18.2%	24.1%	26.2%	12.2%	40.8%
Had visited in the past and wanted to return.	80.3%	60.0%	42.5%	20.4%	40.6%
Wanted to visit because of the nature-based attractions.	10.9%	14.5%	23.3%	23.4%	39.9%
Wanted to visit heritage attractions.	4.6%	7.8%	20.3%	18.2%	32.6%
Wanted to visit someplace new.	8.6%	18.1%	17.8%	10.6%	29.1%
Discovered/learned about it on the internet/display ads/search engines.	3.0%	7.5%	10.1%	4.7%	19.2%
Wanted to visit some place within driving distance.	22.7%	23.9%	19.4%	7.9%	18.5%
Saw an advertisement in a magazine or website/social media about the area.	2.1%	4.0%	9.9%	4.4%	18.3%
Wanted to attend a cultural/performing arts event.	1.9%	2.7%	6.3%	3.2%	14.1%
Safe place to visit during or after COVID-19 pandemic.	-	19.0%	9.3%	4.2%	7.8%
Wanted to attend a sporting event.	1.7%	2.9%	4.3%	1.9%	6.6%
Other	14.2%	8.5%	5.1%	2.9%	6.6%
Total	953	1,039	1,570	1,288	574

TABLE 30: Reasons for Visiting Hilton Head Island

How likely are you to return to Hilton Head Island?

	2021	2022	2023	2024
Very likely	74.3%	62.7%	44.4%	53.7%
Likely	15.0%	22.5%	24.3%	30.4%
Neutral	7.6%	9.5%	17.2%	12.6%
Unlikely	1.9%	3.7%	13.4%	2.2%
Very Unlikely	1.3%	1.7%	0.6%	1.0%
Total	1,027	1,510	1,027	574

TABLE 31: Likelihood of Visiting Hilton Head Island Again

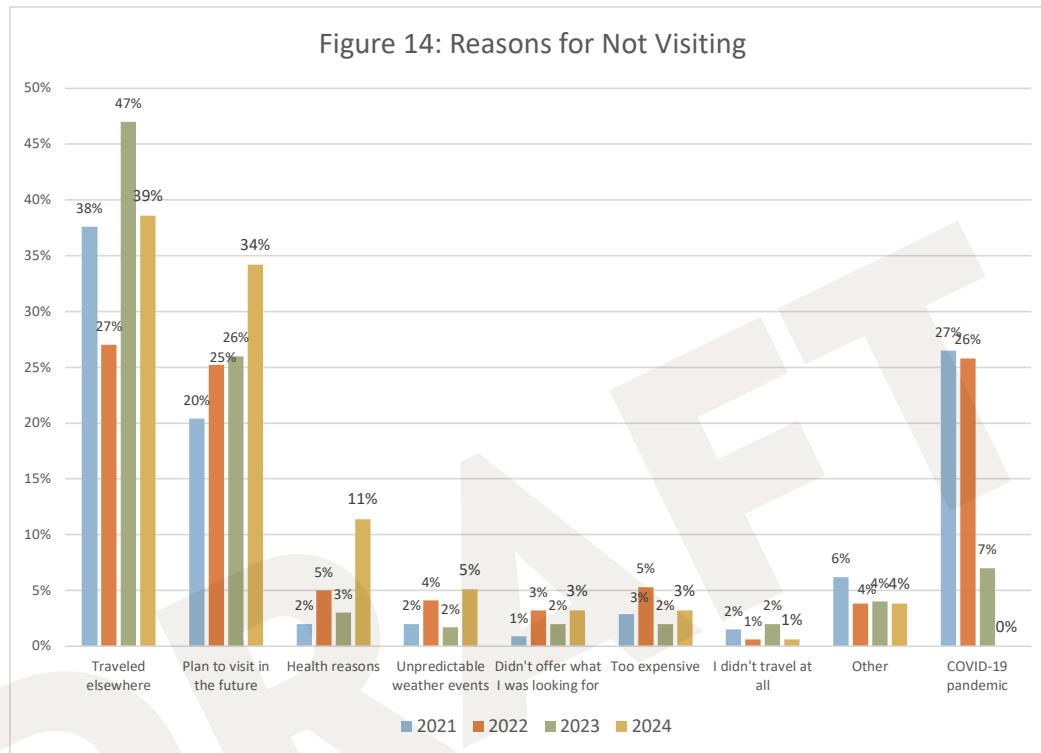
How likely are you to recommend visiting Hilton Head Island to a friend or family member?

	2021	2022	2023	2024
Definitely Recommend	79.7%	70.2%	48.4%	65.6%
Probably Recommend	14.9%	21.8%	22.8%	23.4%
May or May Not Recommend	4.9%	6.2%	14.1%	9.0%
Probably Not Recommend	0.5%	1.5%	14.4%	1.6%
Definitely Not Recommend	-	0.2%	0.2%	0.3%
Total	1,034	1,522	1,039	574

TABLE 32: Likelihood of Recommending a Visit to Hilton Head Island

NON-VISITORS

Which of the following most accurately reflects why you did not visit Hilton Head Island-Bluffton during the last 12 months?



	2021	2022	2023	2024
Traveled elsewhere	37.6%	27.0%	47.0%	38.6%
Plan to visit in the future	20.4%	25.2%	26.0%	34.2%
Health reasons	2.0%	5.0%	3.0%	11.4%
Unpredictable weather events	2.0%	4.1%	1.7%	5.1%
Didn't offer what I was looking for	0.9%	3.2%	2.0%	3.2%
Too expensive	2.9%	5.3%	2.0%	3.2%
I didn't travel at all	1.5%	0.6%	2.0%	0.6%
Other	6.2%	3.8%	4.0%	3.8%
COVID-19 pandemic	26.5%	25.8%	7.0%	-
Total	860	341	100	158

TABLE 33: Reasons for not visiting

Please indicate the region(s) that you traveled to in the past 12 months.

	2021	2022	2023	2024
USA - Southeast (GA, FL, NC, SC)	26.9%	33.7%	42.0%	34.4%
USA - Northeast (CT, MA, NJ, NH, NY, PA, RI, VT)	9.1%	18.5%	24.0%	33.1%
USA - West (AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY)	9.8%	19.6%	22.0%	25.5%
USA - South (AL, AR, KY, LA, MS, OK, TN, TX)	9.0%	22.3%	27.0%	23.6%
Canada	1.4%	10.9%	16.0%	16.6%
USA - South Atlantic (DE, DC, MD, VA, WV)	8.0%	17.0%	16.0%	14.6%
Europe	1.2%	7.3%	10.0%	14.6%
USA - Midwest (IA, IN, IL, KS, MI, MN, MO, ND, NE, OH, SD, WI)	10.5%	20.8%	17.0%	14.0%
Latin America and Caribbean	2.1%	6.5%	6.0%	12.1%
Asia	0.5%	4.4%	8.0%	12.1%
Australia/New Zealand	0.2%	3.2%	6.0%	5.1%
Africa	0.3%	1.2%	1.0%	2.5%
Total	860	341	100	157

TABLE 34: Regions Visited by Non-Visitors in the Past 12 Months

How many times have you visited Hilton Head Island-Bluffton in the past 10 years?

	2021	2022	2023	2024
Never visited	38.9%	42.9%	33.7%	29.7%
1	18.6%	14.0%	9.5%	16.3%
2 to 5	30.2%	36.4%	40.8%	45.5%
6 to 10	9.8%	5.0%	13.6%	6.5%
11 to 20	1.9%	0.9%	1.2%	1.6%
21 or more	0.9%	0.5%	1.2%	0.4%
Total	860	341	169	246

TABLE 35: Visitation Frequency in the Past 10 Years by Non-Visitors

Do you have plans to visit Hilton Head Island-Bluffton in the near future?

	2021	2022	2023	2024
Yes, within one year	49.2%	50.1%	48.8%	36.7%
Yes, but not sure when	42.5%	49.0%	47.0%	55.9%
No	8.3%	0.9%	4.2%	36.7%
Total	859	341	168	245

TABLE 36: Plans of visiting Hilton Head Island in the Future by Non-Visitors

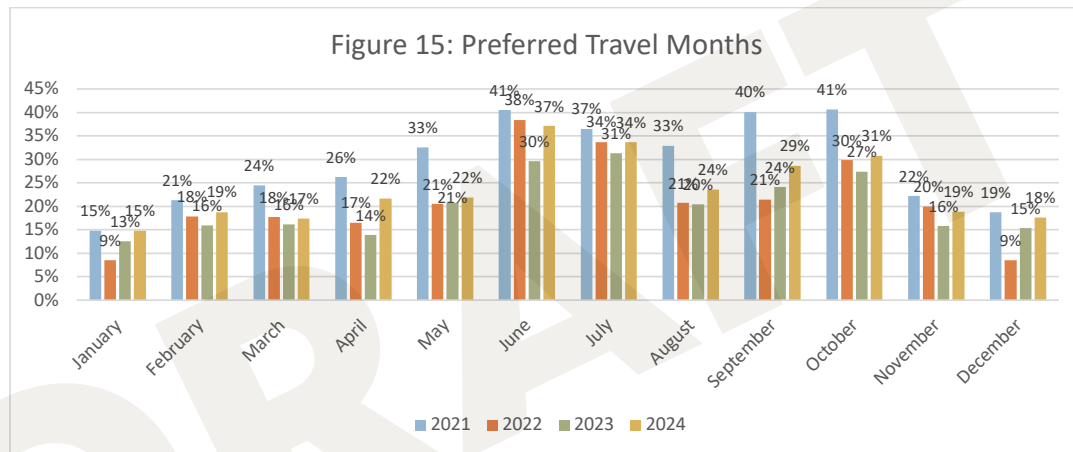
TRAVEL BEHAVIOR – ALL RESPONDENTS

On average, approximately how many leisure/vacation trips do you take each year?

	2021	2022	2023	2024
0 to 1	15.3%	10.0%	7.3%	11.7%
2 to 4	55.1%	47.3%	50.6%	57.8%
5 to 7	19.2%	29.9%	23.4%	18.8%
8 to 10	6.3%	8.2%	15.8%	8.7%
More than 10	4.1%	4.7%	2.9%	3.0%
Total	1,042	984	1,625	1,025

TABLE 37: Frequency of Leisure/Vacation Trips

Which month(s) are you most likely to travel for vacation purposes?



	2021	2022	2023	2024
January	14.8%	8.5%	12.6%	14.8%
February	21.3%	17.8%	15.9%	18.8%
March	24.4%	17.7%	16.1%	17.4%
April	26.2%	16.5%	13.9%	21.6%
May	32.5%	20.5%	20.8%	21.9%
June	40.5%	38.4%	29.6%	37.1%
July	36.5%	33.7%	31.3%	33.7%
August	32.9%	20.7%	20.4%	23.6%
September	40.1%	21.4%	24.1%	28.7%
October	40.6%	29.8%	27.3%	30.8%
November	22.2%	20.0%	15.8%	18.8%
December	18.7%	8.5%	15.3%	17.6%
Total	1,042	984	1,625	1,040

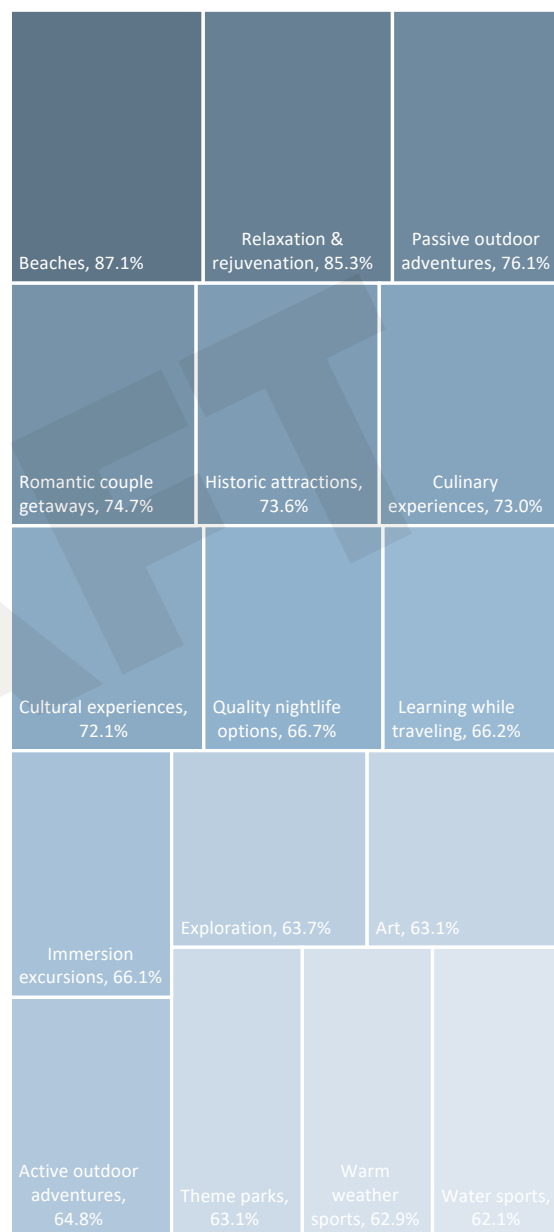
TABLE 38: Preferred Travel Months

To what extent do the following types of vacations/leisure trips and/or travel experiences appeal to you?

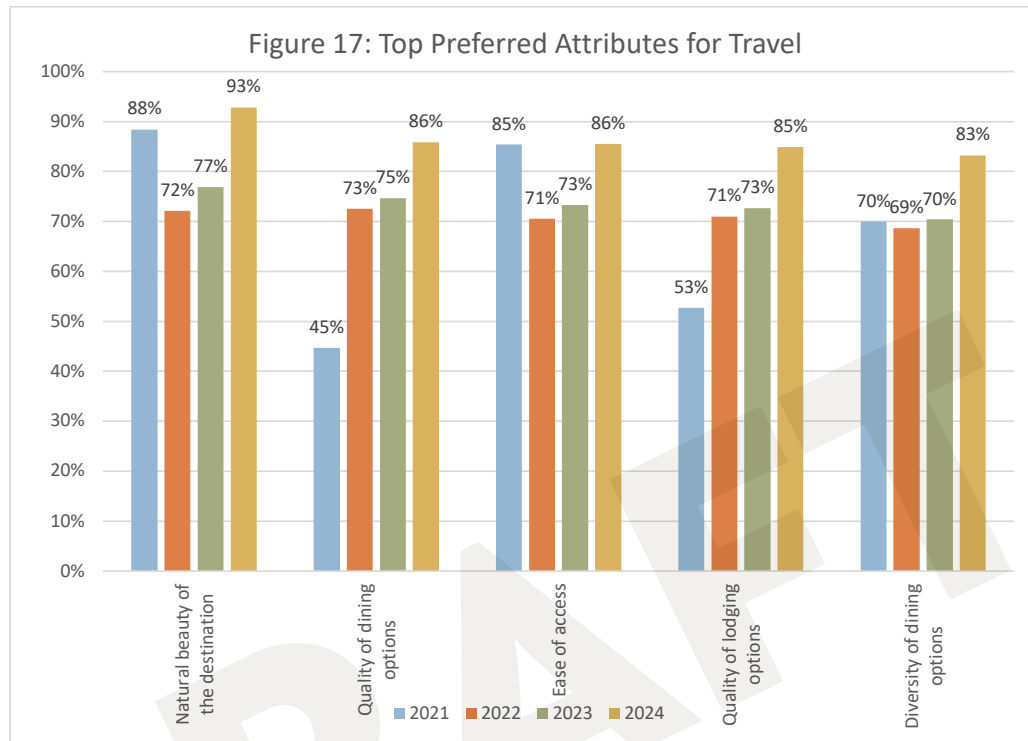
"Appealing" + "Very Appealing"	2021	2022	2023	2024
Beaches	88.4%	65.1%	71.2%	87.1%
Relaxation & rejuvenation	85.4%	66.9%	72.2%	85.3%
Passive outdoor adventures	72.6%	64.4%	63.7%	76.1%
Romantic couple getaways	70.0%	65.0%	60.8%	74.7%
Historic attractions	75.5%	64.4%	60.9%	73.6%
Culinary experiences	70.1%	63.7%	60.3%	73.0%
Cultural experiences	70.7%	62.9%	57.5%	72.1%
Quality nightlife options	52.6%	60.3%	52.2%	66.7%
Learning while traveling	60.9%	56.3%	54.1%	66.2%
Immersion excursions	49.6%	57.4%	51.1%	66.1%
Active outdoor adventures	46.8%	59.6%	51.9%	64.8%
Exploration	57.5%	59.8%	54.1%	63.7%
Art	49.8%	57.1%	49.2%	63.1%
Theme parks	44.7%	58.7%	51.7%	63.1%
Warm weather sports	52.7%	61.2%	53.5%	62.9%
Water sports	48.8%	60.4%	51.1%	62.1%
Performing/cultural arts getaways	51.2%	58.6%	50.5%	61.0%
Luxury camping	39.9%	55.0%	50.7%	60.6%
Urban getaway	48.4%	58.5%	48.0%	60.2%
Spectator sporting events	49.2%	57.0%	51.5%	59.7%
Waterparks	40.3%	54.4%	47.9%	58.4%
Medical/wellness	40.8%	55.5%	47.9%	56.1%
Golf getaways	37.4%	50.6%	41.9%	52.3%
Winter sports	30.2%	53.9%	42.5%	51.7%
Voluntourism	29.5%	49.9%	40.8%	47.6%
Tennis getaways	25.8%	48.5%	36.2%	47.0%
Total	949	1,005	1,625	967

TABLE 39: Preferred Vacation/Leisure Travel Experiences

Figure 16: Preferred Travel Experiences



How important are the following attributes to you in choosing a leisure vacation?



"Important" + "Very Important"	2021	2022	2023	2024
Natural beauty of the destination	88.4%	72.1%	76.9%	92.8%
Quality of dining options	44.7%	72.5%	74.6%	85.8%
Ease of access	85.4%	70.5%	73.3%	85.5%
Quality of lodging options	52.7%	71.0%	72.6%	84.9%
Diversity of dining options	70.0%	68.6%	70.4%	83.2%
Affordability	75.5%	67.2%	73.0%	80.6%
Diversity of lodging options	25.8%	67.3%	65.9%	77.8%
Low traffic congestion	60.9%	64.8%	63.6%	74.7%
Travel distance	70.7%	63.1%	63.3%	71.1%
Environmental/ecological sensitivity	72.6%	67.6%	59.2%	69.9%
Access to other cities in the surrounding area	46.8%	58.8%	57.8%	66.9%
Activities like events/festivals	49.6%	64.2%	55.4%	66.0%
Nightlife activity options	48.4%	61.4%	53.2%	65.7%
Medical/wellness	37.4%	60.4%	52.6%	60.1%
Public transportation	57.5%	57.0%	49.2%	57.9%
Total	949	1,005	1,625	967

TABLE 40: Preferred Attributes for Vacation/Leisure Travel

Please indicate the extent to which you agree with the following statements.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
I would rather rely on a travel agent or tour operator than make my own travel arrangements.	8.8%	19.8%	25.2%	31.2%	15.0%
I try to support the local economy of places that I visit.	28.0%	47.8%	17.3%	3.3%	3.5%
N 989					

TABLE 41: Travel Preferences

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APPENDIX

ALL ZIP CODES COLLECTED BY MSA

MSA	Count	Percent
New York-Newark-Jersey City, NY-NJ	73	7.1%
Los Angeles-Long Beach-Anaheim, CA	42	4.1%
Seattle-Tacoma-Bellevue, WA	38	3.7%
Washington-Arlington-Alexandria, DC-VA-MD-WV	33	3.2%
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	28	2.7%
Lexington-Fayette, KY	27	2.6%
Rochester, NY	25	2.4%
Atlanta-Sandy Springs-Roswell, GA	22	2.2%
Charleston-North Charleston, SC	20	2.0%
Chicago-Naperville-Elgin, IL-IN	19	1.9%
Pittsburgh, PA	19	1.9%
Charlotte-Concord-Gastonia, NC-SC	17	1.7%
Dallas-Fort Worth-Arlington, TX	16	1.6%
Hilton Head Island-Bluffton-Port Royal, SC	14	1.4%
Baltimore-Columbia-Towson, MD	13	1.3%
Las Vegas-Henderson-North Las Vegas, NV	13	1.3%
Myrtle Beach-Conway-North Myrtle Beach, SC	13	1.3%
Louisville/Jefferson County, KY-IN	12	1.2%
Cincinnati, OH-KY-IN	11	1.1%
Phoenix-Mesa-Chandler, AZ	11	1.1%
Boston-Cambridge-Newton, MA-NH	10	1.0%
Miami-Fort Lauderdale-West Palm Beach, FL	10	1.0%
Rural OH	10	1.0%
Columbia, SC	9	0.9%
Detroit-Warren-Dearborn, MI	9	0.9%
Minneapolis-St. Paul-Bloomington, MN-WI	9	0.9%
Columbus, OH	8	0.8%
Birmingham, AL	7	0.7%
Fresno, CA	7	0.7%
Greenville-Anderson-Greer, SC	7	0.7%
Indianapolis-Carmel-Greenwood, IN	7	0.7%
Milwaukee-Waukesha, WI	7	0.7%
Providence-Warwick, RI-MA	7	0.7%
San Francisco-Oakland-Fremont, CA	7	0.7%
San Jose-Sunnyvale-Santa Clara, CA	7	0.7%
St. Louis, MO-IL	7	0.7%
Virginia Beach-Chesapeake-Norfolk, VA-NC	7	0.7%
Akron, OH	6	0.6%
Denver-Aurora-Centennial, CO	6	0.6%
Fort Collins-Loveland, CO	6	0.6%
Little Rock-North Little Rock-Conway, AR	6	0.6%
New Orleans-Metairie, LA	6	0.6%
Rural SC	6	0.6%
San Diego-Chula Vista-Carlsbad, CA	6	0.6%
Tampa-St. Petersburg-Clearwater, FL	6	0.6%
Asheville, NC	5	0.5%

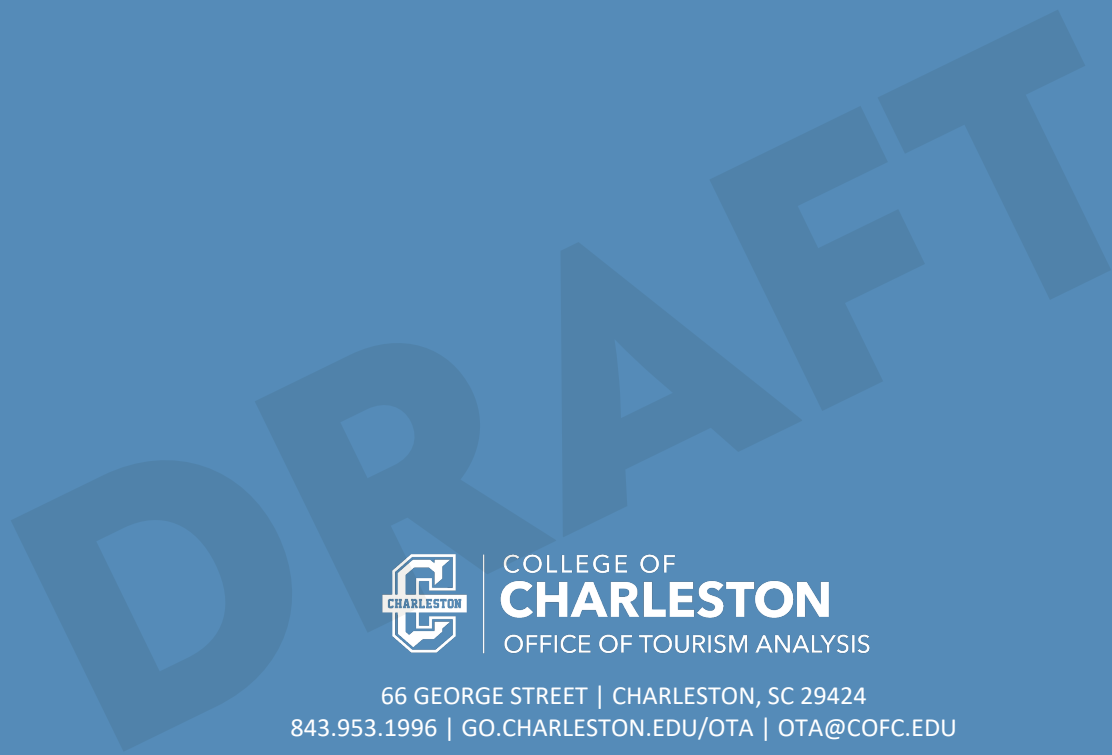
MSA	Count	Percent
Athens-Clarke County, GA	5	0.5%
Augusta-Richmond County, GA-SC	5	0.5%
Buffalo-Cheektowaga, NY	5	0.5%
Montgomery, AL	5	0.5%
Orlando-Kissimmee-Sanford, FL	5	0.5%
Riverside-San Bernardino-Ontario, CA	5	0.5%
Rural TX	5	0.5%
Sacramento-Roseville-Folsom, CA	5	0.5%
Allentown-Bethlehem-Easton, PA-NJ	4	0.4%
Davenport-Moline-Rock Island, IA-IL	4	0.4%
Dayton-Kettering-Beavercreek, OH	4	0.4%
Janesville-Beloit, WI	4	0.4%
Kansas City, MO-KS	4	0.4%
Knoxville, TN	4	0.4%
Memphis, TN-MS-AR	4	0.4%
Nashville-Davidson--Murfreesboro--Franklin, TN	4	0.4%
Toledo, OH	4	0.4%
Waco, TX	4	0.4%
Albuquerque, NM	3	0.3%
Chattanooga, TN-GA	3	0.3%
Deltona-Daytona Beach-Ormond Beach, FL	3	0.3%
Des Moines-West Des Moines, IA	3	0.3%
Durham-Chapel Hill, NC	3	0.3%
El Paso, TX	3	0.3%
Fargo, ND-MN	3	0.3%
Florence, SC	3	0.3%
Greensboro-High Point, NC	3	0.3%
Gulfport-Biloxi, MS	3	0.3%
Oklahoma City, OK	3	0.3%
Portland-Vancouver-Hillsboro, OR-WA	3	0.3%
Richmond, VA	3	0.3%
Rural NV	3	0.3%
Spartanburg, SC	3	0.3%
Sumter, SC	3	0.3%
Syracuse, NY	3	0.3%
Terre Haute, IN	3	0.3%
Tuscaloosa, AL	3	0.3%
Wichita, KS	3	0.3%
Albany-Schenectady-Troy, NY	2	0.2%
Augusta-Waterville, ME	2	0.2%
Austin-Round Rock-San Marcos, TX	2	0.2%
Bellingham, WA	2	0.2%
Cape Coral-Fort Myers, FL	2	0.2%
Columbia, MO	2	0.2%
Crestview-Fort Walton Beach-Destin, FL	2	0.2%
Eau Claire, WI	2	0.2%
Evansville, IN	2	0.2%
Greeley, CO	2	0.2%
Harrisburg-Carlisle, PA	2	0.2%

MSA	Count	Percent
Hartford-West Hartford-East Hartford, CT	2	0.2%
Houston-Pasadena-The Woodlands, TX	2	0.2%
Huntsville, AL	2	0.2%
Hutchinson, KS	2	0.2%
Jackson, MS	2	0.2%
Jacksonville, FL	2	0.2%
Juneau, AK	2	0.2%
Kingsport-Bristol, TN-VA	2	0.2%
Kingston, NY	2	0.2%
Lakeland-Winter Haven, FL	2	0.2%
Lansing-East Lansing, MI	2	0.2%
Macon-Bibb County, GA	2	0.2%
Mobile, AL	2	0.2%
Ottawa, IL	2	0.2%
Owatonna, MN	2	0.2%
Parkersburg-Vienna, WV	2	0.2%
Peoria, IL	2	0.2%
Portland-South Portland, ME	2	0.2%
Raleigh-Cary, NC	2	0.2%
Rural KS	2	0.2%
Rural KY	2	0.2%
Rural NY	2	0.2%
Rural WI	2	0.2%
San Antonio-New Braunfels, TX	2	0.2%
Santa Cruz-Watsonville, CA	2	0.2%
Savannah, GA	2	0.2%
Springfield, MA	2	0.2%
Stockton-Lodi, CA	2	0.2%
Topeka, KS	2	0.2%
Trenton-Princeton, NJ	2	0.2%
Tucson, AZ	2	0.2%
Youngstown-Warren, OH	2	0.2%
Aberdeen, WA	1	0.1%
Adrian, MI	1	0.1%
Albany, GA	1	0.1%
Alexander City, AL	1	0.1%
Anchorage, AK	1	0.1%
Ann Arbor, MI	1	0.1%
Auburn, NY	1	0.1%
Bakersfield-Delano, CA	1	0.1%
Barnstable Town, MA	1	0.1%
Batavia, NY	1	0.1%
Beatrice, NE	1	0.1%
Beaumont-Port Arthur, TX	1	0.1%
Beaver Dam, WI	1	0.1%
Beckley, WV	1	0.1%
Bemidji, MN	1	0.1%
Bend, OR	1	0.1%
Bennington, VT	1	0.1%

MSA	Count	Percent
Blacksburg-Christiansburg-Radford, VA	1	0.1%
Boise City, ID	1	0.1%
Branson, MO	1	0.1%
Bremerton-Silverdale-Port Orchard, WA	1	0.1%
Bridgeport-Stamford-Danbury, CT	1	0.1%
Brookings, SD	1	0.1%
Bucyrus, OH	1	0.1%
Campbellsville, KY	1	0.1%
Canton-Massillon, OH	1	0.1%
Cedar Rapids, IA	1	0.1%
Charleston, WV	1	0.1%
Charlottesville, VA	1	0.1%
Chillicothe, OH	1	0.1%
Clarksville, TN-KY	1	0.1%
Columbus, GA-AL	1	0.1%
Concord, NH	1	0.1%
Corning, NY	1	0.1%
Daphne-Fairhope-Foley, AL	1	0.1%
Del Rio, TX	1	0.1%
Dublin, GA	1	0.1%
Duluth, MN-WI	1	0.1%
East Stroudsburg, PA	1	0.1%
Easton, MD	1	0.1%
Effingham, IL	1	0.1%
El Dorado, AR	1	0.1%
Elizabeth City, NC	1	0.1%
Elizabethtown, KY	1	0.1%
Elko, NV	1	0.1%
Eugene-Springfield, OR	1	0.1%
Evanston, WY-UT	1	0.1%
Fallon, NV	1	0.1%
Faribault-Northfield, MN	1	0.1%
Fayetteville-Springdale-Rogers, AR	1	0.1%
Fayetteville, NC	1	0.1%
Fergus Falls, MN	1	0.1%
Flint, MI	1	0.1%
Fond du Lac, WI	1	0.1%
Fort Payne, AL	1	0.1%
Fort Wayne, IN	1	0.1%
Frankfort, IN	1	0.1%
Gaffney, SC	1	0.1%
Gainesville, GA	1	0.1%
Grand Forks, ND-MN	1	0.1%
Green Bay, WI	1	0.1%
Greeneville, TN	1	0.1%
Greenville, NC	1	0.1%
Grenada, MS	1	0.1%
Hannibal, MO	1	0.1%
Hays, KS	1	0.1%

MSA	Count	Percent
Helena, MT	1	0.1%
Indiana, PA	1	0.1%
Jackson, MI	1	0.1%
Jacksonville, TX	1	0.1%
Jasper, IN	1	0.1%
Johnstown, PA	1	0.1%
Kennewick-Richland, WA	1	0.1%
Kill Devil Hills, NC	1	0.1%
Kirksville, MO	1	0.1%
Klamath Falls, OR	1	0.1%
Lafayette-West Lafayette, IN	1	0.1%
Lancaster, PA	1	0.1%
Las Cruces, NM	1	0.1%
Lima, OH	1	0.1%
Lubbock, TX	1	0.1%
Lynchburg, VA	1	0.1%
Marquette, MI	1	0.1%
McAllen-Edinburg-Mission, TX	1	0.1%
Meridian, MS	1	0.1%
Middlesborough, KY	1	0.1%
Monroe, MI	1	0.1%
Morgantown, WV	1	0.1%
Mount Pleasant, TX	1	0.1%
Napa, CA	1	0.1%
New Philadelphia-Dover, OH	1	0.1%
Norfolk, NE	1	0.1%
North Port-Bradenton-Sarasota, FL	1	0.1%
Ocala, FL	1	0.1%
Odessa, TX	1	0.1%
Ogden, UT	1	0.1%
Omaha, NE-IA	1	0.1%
Opelousas, LA	1	0.1%
Orangeburg, SC	1	0.1%
Oxford, MS	1	0.1%
Oxnard-Thousand Oaks-Ventura, CA	1	0.1%
Panama City-Panama City Beach, FL	1	0.1%
Pensacola-Ferry Pass-Brent, FL	1	0.1%
Pueblo, CO	1	0.1%
Redding, CA	1	0.1%
Roanoke, VA	1	0.1%
Rural AK	1	0.1%
Rural AZ	1	0.1%
Rural FL	1	0.1%
Rural GU	1	0.1%
Rural LA	1	0.1%
Rural ME	1	0.1%
Rural MI	1	0.1%
Rural MO	1	0.1%
Rural NC	1	0.1%

MSA	Count	Percent
Rural NE	1	0.1%
Rural OK	1	0.1%
Rural SD	1	0.1%
Rural VA	1	0.1%
Rural WV	1	0.1%
Saginaw, MI	1	0.1%
Salt Lake City-Murray, UT	1	0.1%
Santa Maria-Santa Barbara, CA	1	0.1%
Scranton--Wilkes-Barre, PA	1	0.1%
Sebastian-Vero Beach-West Vero Corridor, FL	1	0.1%
Seneca, SC	1	0.1%
Sioux City, IA-NE-SD	1	0.1%
Spokane-Spokane Valley, WA	1	0.1%
St. Joseph, MO-KS	1	0.1%
State College, PA	1	0.1%
Staunton-Stuarts Draft, VA	1	0.1%
Texarkana, TX-AR	1	0.1%
Tupelo, MS	1	0.1%
Twin Falls, ID	1	0.1%
Utica-Rome, NY	1	0.1%
Valdosta, GA	1	0.1%
Watertown-Fort Atkinson, WI	1	0.1%
Williamsport, PA	1	0.1%
Wooster, OH	1	0.1%
Worcester, MA	1	0.1%
Yankton, SD	1	0.1%



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OFFICE OF TOURISM ANALYSIS

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**OFFICE OF TOURISM ANALYSIS,
COLLEGE OF CHARLESTON**

2024 Estimated Total Impact of Tourism in
Hilton Head Island on Beaufort County

ESTIMATED TOTAL IMPACT OF TOURISM IN

Hilton Head Island

ON BEAUFORT COUNTY, SOUTH CAROLINA 2024



MARCH 2025

CONDUCTED BY:

MELINDA PATIENCE
DANIEL GUTTENTAG, PH.D.



COLLEGE OF
CHARLESTON
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DRAFT

Introduction

This study estimates the economic impact generated by tourism to the Town of Hilton Head Island in the year 2024. It examines the impact of such tourism on the broader economy of Beaufort County, South Carolina, and takes into account the direct spending of the visitors along with the positive secondary effects of such expenditures. The analysis entailed individually estimating the economic impacts associated with various tourist segments, as classified by the visitors' lodging type – villa rental, hotel, timeshare, second homeowners and their non-paying guests, and same-day visitors – and then summing them together for an overall total.

This analysis was conducted by Dr. Daniel Guttentag and Melinda Patience of the Office of Tourism Analysis, which is part of the School of Business at the College of Charleston.

Methodology

The economic impact estimations undertaken for this analysis involved various steps and diverse data. Initially, visitor volume estimates for each lodging type were produced using data on lodging demand, as provided by various third-party entities (e.g., Key Data), combined with visitor behavior data that is collected via a Visitor Profile Survey. The estimated total number of visitors in each segment for 2024 can be observed in Table 1. These figures then were used to estimate the total direct visitor spending associated with each segment. Such spending estimates also relied upon visitor expenditure data collected as part of the previously mentioned Visitor Profile Survey, which asks respondents about their spending in over a dozen categories (e.g., lodging, food,

transportation, and activities). The list of expenditure categories, and the total estimated direct expenditure in each category for 2024, can be observed in Table 2.

The previously described data subsequently were used to determine average per-person expenditures. These figures were combined with the estimated visitor counts and used as inputs for a regional economic impact modelling tool, IMPLAN. IMPLAN is an input-output (I-O) model that uses regionalized economic data and other information to determine economic output that accounts for direct expenditure and the secondary benefits of such expenditure (i.e., indirect and induced impacts). The model further estimates labor impacts and tax revenues.

Table 1. Number of HHI Visitors

Segment	Visitors
Villa Rental	834,495
Hotel	453,826
Timeshare	483,070
Second Homeowner	652,215
Non-Paying Guests	169,258
Day Trip	242,361
Total Visitors	2,835,224

The following metrics, as estimated by the economic impact model, are covered within this report:

- **Employment:** The number of jobs in the region supported by the economic activity, which involves an industry-specific mix of full-time, part-time, and seasonal employment. Seasonal jobs are adjusted to annual equivalents.

Table 2. 2024 Estimated Total Expenditure by Spending Category

Category	Totals
Transportation (around the destination)	\$234,510,210
Lodging	\$1,020,793,976
Food – Dining Out	\$384,636,615
Food – Groceries	\$165,110,669
Shopping	\$310,062,092
Spas	\$60,325,531
Golf	\$74,930,879
Biking	\$27,785,235
Performance/Visual Arts	\$61,123,562
Festivals	\$33,395,923
Museums/Historical Tours	\$41,656,633
Boating/Sailing/Fishing	\$113,480,607
Nature-based Activities	\$64,785,638
Dolphin Tours	\$59,439,696
Tennis	\$45,526,046
Other Expenses	\$150,526,849
Total Expenditure	\$2,848,090,163

- **Labor income:** All forms of employment income, including employee compensation (wages and benefits) and proprietor income.
- **Output:** The total value of industry production, which for the service sector represents total sales, for the retail sector represents gross margins, and for the manufacturing sector represents sales minus inventory change.
- **Direct:** The initial effects to local industries that are directly receiving the expenditures of interest.
- **Indirect:** The secondary effects resulting from business-to-business purchases in the supply chain occurring throughout the region, as triggered by or in support of the direct expenditure activity.
- **Induced:** The ripple effects in the region resulting from household spending of

income, after the removal of taxes, savings, and commuters.

- **Taxes:** These revenues take into account a variety of taxes, including sales tax, property tax, and income tax. These figures do not account for tourism taxes, such as accommodation taxes.

Results

Visitation numbers to Hilton Head Island in 2024 declined slightly from the prior year. This pattern is consistent with macro-level trends amongst Southeastern coastal vacation destinations, which have seen demand soften since the post-pandemic boom when visitors flocked to such locales. Nonetheless, it is important to note that Hilton Head Island visitor volume in 2024 continued to significantly surpass the pre-pandemic high of 2.68 million visitors in 2019. Moreover, expenditure levels

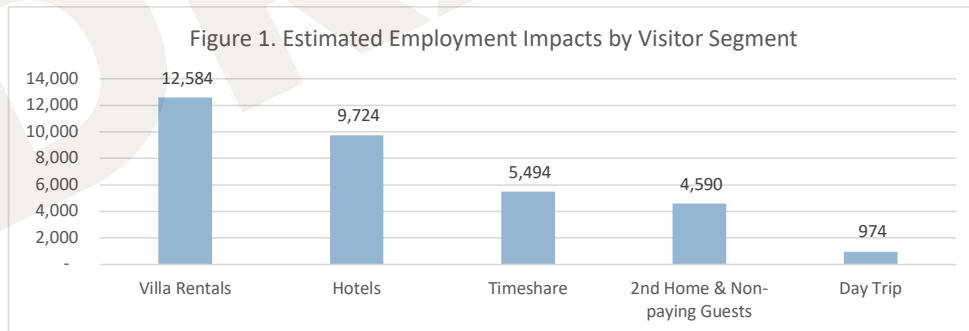
remained robust in 2024, such that the total economic impact of Hilton Head Island tourism on the Beaufort County economy is greater than it was in 2023.

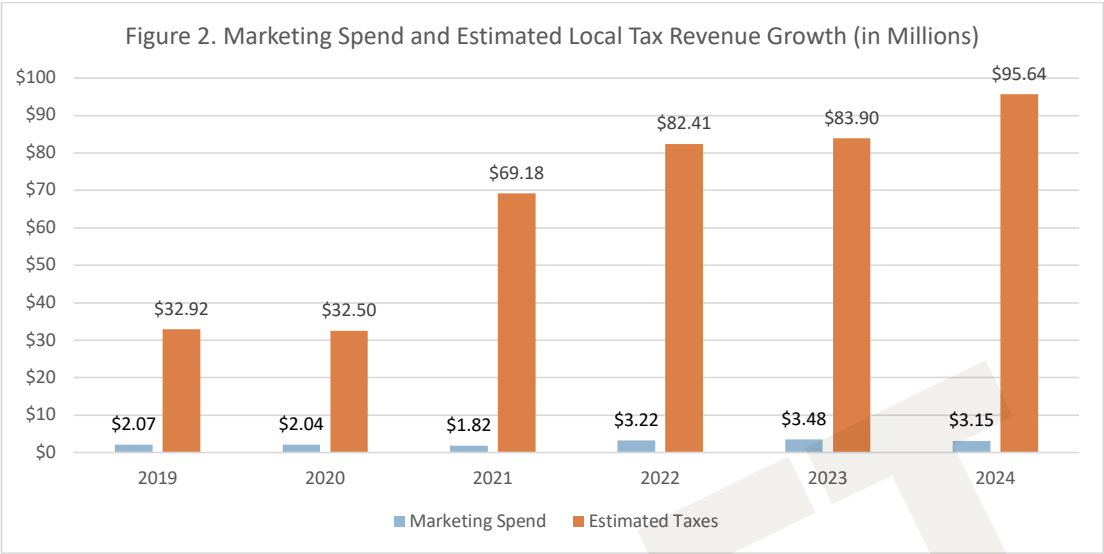
An estimated total of **2.84 million visitors** came to Hilton Head Island in 2024, down 5.0% compared to 2023 and up 5.6% over the 2019 prepandemic baseline. The overall economic impact of this tourism on Beaufort County was **\$3.72 billion**, up 3.1% compared to 2023. This economic impact represents not just the direct expenditure by visitors, but also the secondary ripple effects of such economic activity that occur as tourism businesses spend operating funds and as tourism dollars are re-spent within the region. Hilton Head Island tourism also supported an estimated **33,367 jobs**, which represent **36.3%** of all jobs in Beaufort County, as per employment data provided by the Bureau of Labor Statistics. Similar to the economic impact figure, this employment figure does not refer solely to jobs within the tourism sector, but rather to a combination of full-time, part-time, and seasonal jobs that are both directly and indirectly supported by the broader tourism economy and its secondary effects on non-tourism industries and enterprises. Impact estimates for each of the

visitor segments are presented in the Appendix (Tables A1 - A6), and the employment impacts are presented in Figure 1.

A total output multiplier for tourist spending was calculated using the model estimates. This multiplier represents the ratio of total economic impact to direct spending. The estimated output multiplier for Hilton Head Island tourism on Beaufort County was **1.31**. This signifies that every dollar spent by tourists on Hilton Head Island increased output in the overall Beaufort County economy by a total of \$1.31.

The tourist expenditures generated an estimated **\$50.95 million** in tax revenues for local Beaufort County governments. The Town of Hilton Head Island earned an additional **\$44.70 million** in accommodations tax, hospitality tax, and beach preservation fees, as reported by the Town of Hilton Head Island Revenue Services. Together, this **\$95.64 million** in tax revenue represents a Return on Tax Investment (ROTI) of 30.36, based on the \$3.15 million that was spent on destination marketing in 2024. In other words, each dollar spent by the Visitor & Convention Bureau yielded an estimated return of **\$30.36** in local tax revenue.





Appendix

Table A1. Villa Rental – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	9,481	\$354,599,842	\$1,068,235,666
Indirect	1,905	\$91,183,147	\$296,417,573
Induced	1,198	\$56,868,859	\$197,562,837
Total	12,584	\$502,651,849	\$1,562,216,077

Table A2. Hotel – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	7,336	\$228,124,091	\$659,247,307
Indirect	1,572	\$71,385,619	\$247,621,245
Induced	816	\$38,702,533	\$134,463,330
Total	9,724	\$338,212,244	\$1,041,331,882

Table A3. Timeshare – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	4,167	\$130,828,786	\$403,965,472
Indirect	863	\$41,086,514	\$136,346,984
Induced	464	\$22,044,922	\$76,586,493
Total	5,494	\$193,960,223	\$616,898,950

Table A4. Second Homeowner & Non-Paying Guests – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	3,584	\$81,242,119	\$249,963,176
Indirect	698	\$32,162,908	\$112,974,092
Induced	309	\$14,665,815	\$50,952,917
Total	4,590	\$128,070,841	\$413,890,184

Table A5. Day Trip – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	761	\$19,166,663	\$55,034,147
Indirect	143	\$6,587,714	\$23,377,079
Induced	70	\$3,337,264	\$11,594,701
Total	974	\$29,091,640	\$90,005,927

Table A6. Total, All Segments – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	25,328	\$813,961,501	\$2,436,445,769
Indirect	5,181	\$242,405,902	\$816,736,973
Induced	2,858	\$135,619,393	\$471,160,277
Total	33,367	\$1,191,986,796	\$3,724,343,019
Estimated Local Tax Revenue			\$50,946,081
Local Tourism Tax Revenue (ATax, HTax, and Beach Preservation Fees)			\$44,697,517
Total Estimated Local Tax Revenue			\$95,643,598

Table A7. Top 50 Industries Impacted by HHI Tourism

	Industry	Output
1	Non-hotel accommodations	\$874,283,360
2	Full-service restaurants	\$419,652,270
3	Transit and ground passenger transportation	\$241,109,342
4	Other real estate	\$180,588,099
5	Hotels and motels, including casino hotels	\$174,937,056
6	Retail - Miscellaneous store retailers	\$172,904,374
7	Fitness and recreational sports centers	\$151,899,567
8	Water transportation	\$113,269,468
9	Museums, historical sites, zoos, and parks	\$108,650,684
10	Owner-occupied housing	\$95,018,328
11	Insurance agencies, brokerages, and related activities	\$81,859,369
12	Truck transportation	\$71,792,666
13	Scenic and sightseeing transportation and support activities for transportation	\$69,645,391
14	Performing arts companies	\$64,669,083
15	Retail - Food and beverage stores	\$61,028,386
16	All other food and drinking places	\$37,808,287
17	Other amusement and recreation industries	\$36,706,273
18	Monetary authorities and depository credit intermediation	\$33,808,488
19	Other local government enterprises	\$32,531,173
20	Management of companies and enterprises	\$31,948,696
21	Maintenance and repair construction of nonresidential structures	\$27,842,251
22	Legal services	\$27,304,032
23	Employment services	\$25,581,365
24	Services to buildings	\$23,807,856
25	Limited-service restaurants	\$21,762,387
26	Management consulting services	\$20,994,412
27	Travel arrangement and reservation services	\$20,146,153
28	Securities and commodity contracts intermediation and brokerage	\$19,952,770
29	Advertising, public relations, and related services	\$19,234,408
30	Offices of physicians	\$18,854,352
31	Other financial investment activities	\$18,496,146
32	Nondepository credit intermediation and related activities	\$17,626,040
33	Accounting, tax preparation, bookkeeping, and payroll services	\$17,511,422
34	Landscape and horticultural services	\$16,444,038
35	Lessors of nonfinancial intangible assets	\$15,391,495
36	Postal service	\$15,285,101
37	Data processing, hosting, and related services	\$14,188,157
38	Couriers and messengers	\$12,426,811
39	Automotive repair and maintenance, except car washes	\$12,248,302

7

	Industry	Output
40	Retail - Motor vehicle and parts dealers	\$11,859,539
41	Commercial and industrial machinery and equipment rental and leasing	\$11,548,420
42	Retail - General merchandise stores	\$10,555,137
43	Independent artists, writers, and performers	\$10,542,448
44	Insurance carriers, except direct life	\$10,250,300
45	Wholesale - Other nondurable goods merchant wholesalers	\$10,158,923
46	Internet publishing and broadcasting and web search portals	\$9,529,293
47	Waste management and remediation services	\$9,011,511
48	Computer systems design services	\$8,888,373
49	Retail - Building material and garden equipment and supplies stores	\$8,777,823
50	Personal and household goods repair and maintenance	\$8,749,730

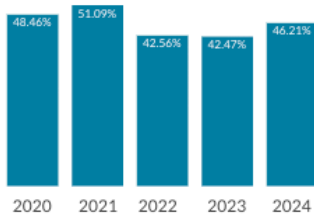
VERB INTERACTIVE
2024 Digital Marketing Recap

HILTON HEAD ISLAND PROPER

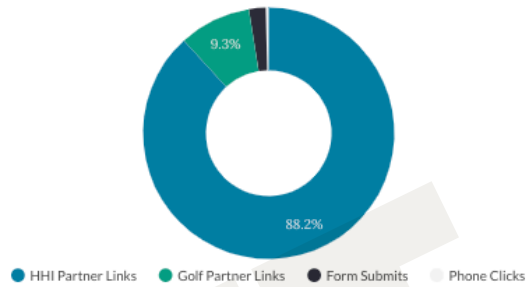
CONVERSION RATE OVERVIEW

- We were able to increase our conversion rate by a few points compared to 2023, up to 46%.
- The majority of conversions are outgoing links to partners (88.2%). Golf accounts for 9.3% of conversions. Form Submits and Click to Call actions drove 2.6% between the two.

Conversion Rate



Conversion Breakdown



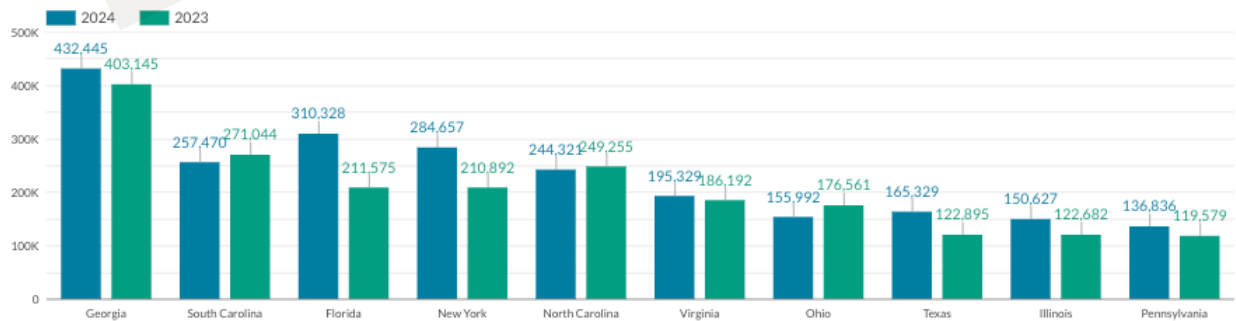
HILTON HEAD ISLAND PROPER

DMAs

In 2024 we see positive increases in many DMAs, and marginal decreases in some. Notably, traffic from Florida, New York and Texas saw really positive increases.

While traffic remained quite consistent YOY, we were able to increase our visitation from key markets.

Top 10 Markets



HILTON HEAD ISLAND PROPER

PAGE PERFORMANCE

The homepage continues to be the top landing page on the website, followed by the See & Do page, and Co-op marketing page. The America's Favorite Escapes landing page, launched in October 2024, ranked as the 11th most visited page in 2024, contributing to both website sessions and partner referrals.

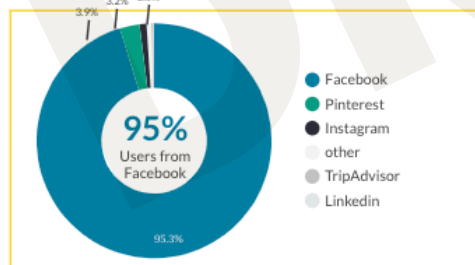
The Average Session Duration and Engagement Rate metrics indicate an interested and curious audience. Users are spending more time on site than in 2023, most notably on the homepage (+ 12 sec) and the co-op page (+ 1min 6 sec). Increasing our web visitation, as well as our core engagement metrics indicates users are deepening their knowledge of the destination.

Top Pages

	Page path and screen class	Pageviews ▾	Avg Session Duration	Engagement rate
1.	/	706,773	01:37	77.12%
2.	/see-do	367,218	01:19	61.36%
3.	/offers/hilton-head-island-escapes	315,430	02:25	81.29%
4.	/stay/hotels-inns-resorts	200,534	03:40	88.29%
5.	/events	149,577	02:26	79.03%
6.	/dining	100,012	00:28	28.8%
7.	/golf/golf-getaway	96,153	01:30	78.29%
8.	/hilton-head-island-airport	89,978	01:20	77.5%
9.	/stay/vacation-homes-villas	82,044	03:50	89.64%
10.	/chamber-restaurant-week	80,972	06:21	88.24%
11.	/americas-favorite-escapes	79,228	01:55	71.43%
12.	/offers	77,047	01:30	80.56%

HILTON HEAD ISLAND

ORGANIC SOCIAL TRAFFIC



- Facebook is the key driver for the majority of the social traffic to the website, accounting for 95% of the organic social sessions.
- Users are more likely to convert on Facebook than other organic platforms. On platforms like Instagram and Pinterest, we are able to share high quality content to deeper the connection followers have with the destination, while converting users from Facebook.

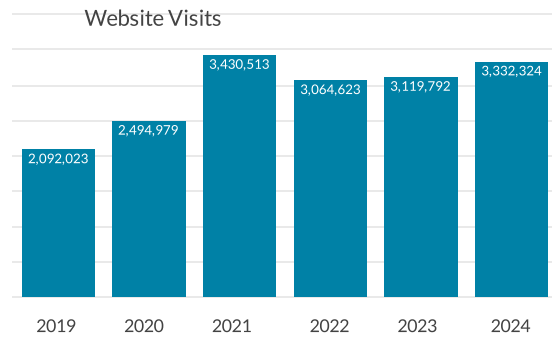
Social Traffic Engagement

	Social Network	Sessions ▾	% Sessions of Total	Pages / Session	Avg. Session Duration
1.	Facebook	129,325	96%	15.38	19:13
2.	Pinterest	3,691	3%	21.64	11:20
3.	Instagram	1,307	1%	5.08	03:13
4.	other	877	1%	39.27	02:30
5.	TripAdvisor	371	0%	18.52	07:53
6.	LinkedIn	149	0%	1.95	11:14

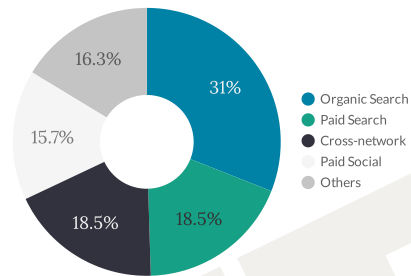
HILTON HEAD ISLAND PROPER

TOTAL WEBSITE VISITATION

- In 2024, there were 3.3M visits to the hiltonheadisland.org website. Search traffic (organic and paid) contributed the majority of traffic to the website (65.2%). Traffic to the website increased by +6.3% vs. PY.
- 73.7% of users navigated to the site from a mobile device, followed by 20.3% on a desktop and 5.9% from a tablet.



Visitors by Channel



WEBER SHANDWICK

2024 Public Relations Recap



COVERAGE HIGHLIGHTS

HISTORY/GULLAH CULTURE

TRAVEL NOIRE

CULTURE INSPIRATION

THE STORY OF MITCHELLEVILLE: AMERICA'S FIRST SELF- GOVERNING TOWN OF FORMERLY ENSLAVED PEOPLE

At 40 Harriet Tubman Way, an unassuming road in Lowcountry South Carolina, sits a wealth of American history—Black history—that you've likely never seen in any textbook. But the historical site, located on the north end of present-day Hilton Head Island, holds the story of our ancestors. The soil of Mitchellville, South Carolina holds stories of resilience, opportunity, and freedom for formerly enslaved people, even before the passing of the Emancipation Proclamation.

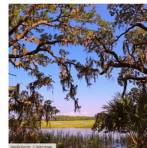


VERANDA

11 Inspiring Places Around the U.S. to Learn More About Black History

From museums and parks to theaters and restaurants, there's so much to do and see in these storied destinations.

Lowcountry, South Carolina



South Carolina's Lowcountry includes the popular destinations of Charleston, Bluffton and Hilton Head Island, all places significant to the Gullah Geechee people, descendants of West and Central Africans who were enslaved and brought to the lower Atlantic states to work on coastal plantations. Because their enslavement was relatively isolated, they maintained many of their indigenous African traditions that are still alive today.

Take a [Gullah Heritage Tour](#) in Hilton Head to see family compounds, former schoolhouses and Mitchellville Freedom Park, the first self-governed freepersons town in the United States. Gullah cuisine is also an interesting mix of southern staples and the freshest seafood, so make sure to try it at [Ruby Lee's](#) on Hilton Head Island.



The Ultimate 2024 Summer Travel Guide To Refresh & Relax

Beach House Hilton Head Island



As the country's first [eco-planned community](#), Hilton Head Island is committed to wildlife preservation, especially when it comes to its tiniest residents – sea turtles. In addition to implementing a “lights out” program, Hilton Head Island and the [Sea Turtle Patrol](#) work together to recognize beachfront resorts that are taking the extra step to ensure successful nesting and hatching environments, such as sea turtle friendly lighting and putting their beaches to bed.

And one “Sea Turtle Friendly Certified” resort – [Beach House Hilton Head Island](#) – is offering a limited “Weekend Getaway” [package](#), where guests can save up to 15% on a three-night+ stays through August 29, 2024. (Terms and conditions apply). What’s more, guests can enjoy Beach House’s refreshed amenities, including an all-new [Tiki Hut](#) – the island’s only beachfront music venue – plus a completely elevated pool experience.



How Your Favorite Airports Are Paying Homage to Local Businesses and Culture



How Your Favorite Airports Are Paying Homage to Local Businesses and Culture



Every State's Best February Events in 2024



South Carolina
4/1/21

Charleston will once again play host to the Color of Music Festival (February 6-10), an event that celebrates the rich legacy of black classical musicians. Meanwhile, film lovers shouldn't miss the esteemed Beaufort International Film Festival (February 19-25), which promises a captivating lineup of cinematic delights. Cap off your February with a culinary extravaganza on Hilton Head Island at the renowned Hilton Head Seafood Festival (February 20-26), where all in attendance will get the chance to indulge in delectable treasures from the sea, savor fine wines at tastings and experience the culinary skills of celebrity chefs.

Parade

Eat Up: A Month-by-Month Guide to Visiting the Best Food Festivals



Touted as Hilton Head's most popular food festival, the [Hilton Head Island Seafood Festival](#) brings together the best of local seafood, authentic Gullah cuisine and southern BBQ. Delivering a lowkey island atmosphere with a serene backdrop this is one off-the-radar festival you need to add to your list.

lonely planet

2025
Best in Travel
REGIONS

**LOWCOUNTRY,
SOUTH CAROLINA
AND GEORGIA**

REGION | USA

The sultry vibe of Lowcountry in South Carolina and Georgia has long lured visitors to its miles of beaches and marshes, as well as its big-name cities, Charleston and Savannah. This region has one of the country's most vibrant food scenes, and its complicated history has thoughtfully come to the fore at the recently opened International African American Museum.

VOGUE

TRAVEL

An Endless Summer in South Carolina's Lowcountry—With a Guest Appearance by Stan Smith (the Man, Not the Shoe)



Sea Pines has its origins in the late 1950s, when a man named Charles Fraser—inspired by the harbor of Portofino, Italy—set about attracting a new kind of tourism that prioritized environmental concerns and focused on active recreation, both novel concepts at the time. (Fraser also encouraged his employees to picnic with their families and play tennis in the middle of the day, among many other forward-thinking qualities.) When Fraser caught the 1970s golf and tennis boom earlier than almost anyone else, Sea Pines quickly became known as a pioneer in development, influencing the design and management of resorts around the world.

Today, Sea Pines retains this laid-back, out-of-time ambience—more Spanish moss, more glistening light between towering live oaks—while providing the resolutely of-the-moment comforts of luxury homes scattered across 5,000 acres (or a smorgasbord of room options at the Inn & Club at Harbourtown, more centrally located amidst dining and entertainment options). We showed up to find an array of bicycles—each sized perfectly for each member of the family—in a rack outside the house, and within minutes I was helping my son learn to ride his bike (and avoid those pesky alligators that he feared but that we, thankfully, never saw) on the paths winding around that golf course. In the late afternoon, we all jumped into the nearby pool, which—save one solitary figure—we had to ourselves.

Southern Living

20 Best Golf Resorts In The South

Hilton Head, South Carolina

Hilton Head has long been known as a golfer's paradise, and Palmetto Dunes has certainly contributed to the island's reputation. The oceanfront resort sits on 2,000 acres with direct access to three miles of beaches, a full-service marina, and an 11-mile lagoon system. It's a big draw for families, but golfers can't get enough of the resort's three championship courses that were each designed by a different golf legend: George Fazio, Robert Trent Jones, and Arthur Hills.

palmettodunes.com: 4 Queens Folly Road, Hilton Head Island, SC 29928; 877-460-0027

Southern Living

15 Best Places To Travel In The South This March

08 Hilton Head, South Carolina



Arguably one of the South's most beautiful beach towns, Hilton Head Island is one of those places that people return to year after year. Whether to relax, spend the day on the beach, or enjoy a day of golf, Hilton Head has it all. The island is home to 15 miles of beaches, a full-service marina, and an 11-mile lagoon system. It's a big draw for families, but golfers can't get enough of the resort's three championship courses that were each designed by a different golf legend: George Fazio, Robert Trent Jones, and Arthur Hills.

palmettodunes.com: 4 Queens Folly Road, Hilton Head Island, SC 29928; 877-460-0027

Southern Living

The 10 Best Beachfront Hotels In South Carolina

Hilton Head Island: Palmetto Dunes Oceanfront Resort



This beautiful Hilton Head property offers the perks of a resort, with all the comforts of home (and more). Three miles of sweeping ocean views offer plenty of room to spread out and soak in the sun. And with multiple restaurants, a full-service marina, two lakes, a lagoon, a tennis center, and three golf courses, you can be as busy or as relaxed as you'd like at Palmetto Dunes Oceanfront Resort. Choose from a villa, condo, or house rental—many come with their own pools. All the lodging options offer more privacy and space than a hotel, making them ideal for families or groups.

palmettodunes.com: 4 Queens Folly Rd, Hilton Head Island, SC

PureWow

The 27 Best Spring Break Destinations for Families

16. Hilton Head, South Carolina

- Why We Love It:** coastal escape, zip lining, amusement parks, wildlife viewing, boat tours
- Where to Stay:** Sonesta Resort Hilton Head (from \$208/night), Rustic Anchor Condo (from \$87/night), "Sea to Shore" Chateau (from \$224/night)

This historic resort island in South Carolina boasts 12 miles of gorgeous shoreline and a boatload of family-friendly activities to boot. Families will have a blast playing arcade games and mini golf at Adventure Cove or learning about history and wildlife at the interactive Coastal Discovery Museum. With swimmers can sign up for jogglin' and kitesurfing adventures and spend the day in a treetop playground, and lowkey vacationers can absorb the island vibes with a relaxing boat tour. And did we mention that Hilton Head has dining and shopping options for days? Yep, this spring break destination truly has something for everyone.

the knot

The 10 Best South Carolina Beach Resorts for Couples

Glistening waterfront surroundings await in the Palmetto State.

The Sea Pines Resort, Hilton Head Island



With its stunning views of the ocean and its proximity to the beach, The Sea Pines Resort is a perfect destination for couples. The resort offers a variety of amenities, including a full-service spa, a tennis center, and a golf course. The resort is also home to a variety of restaurants and bars, making it a great place to enjoy a romantic dinner or a cocktail. The resort is also a great place to enjoy a romantic walk on the beach or a boat tour. The resort is also a great place to enjoy a romantic stay in a luxury villa or a private house.

TRAVEL+LEISURE

15 Best Beaches in South Carolina, According to Someone Who Lived in the State for 20 Years

05 Hilton Head Island



Consistently ranked among the top 100 beaches in the United States, Hilton Head Island is a beautiful beach town. The island is home to 15 miles of beaches, a full-service marina, and an 11-mile lagoon system. It's a big draw for families, but golfers can't get enough of the resort's three championship courses that were each designed by a different golf legend: George Fazio, Robert Trent Jones, and Arthur Hills.

ESSENCE

Here Are The Top Domestic Locations To Visit During Spring Break

Hilton Head Island, South Carolina: Despite what Bravo promotes, Hilton Head Island in South Carolina isn't only for housewives and reality television professionals. The area is also known for its generous beaches, as 12 miles of Atlantic shoreline boasts fishing, parasailing, kayaking, jet skiing, and sailing. However, if you're not interested in getting wet, you can bike, golf, or go horseback riding, as the weather is usually warm in the spring and full of Southern charm.

TRAVEL+LEISURE

11 All-inclusive Resorts Perfect for a Girls Trip

Hilton Head Health

Located on idyllic Hilton Head Island, guests at this wellness resort can enjoy a handful of amenities that promote health lifestyle choices and weight loss. Between soaks in the heated outdoor pool and services at the spa, you and your girlfriends can sign up for dance classes, go kayaking, practice pickleball, or take cooking classes for healthy recipes. When it's time to refuel, head to the on-site restaurant and enjoy dishes like lobster tacos, flatbreads, quiches, and even cupcakes. When your day is done, you can retreat to your room at the Sweetgrass Inn, or choose one of the private cottages or villas for even more space. The property offers seven, 14, 21, and 28-day programs, but three-day stays can be booked by calling a number on the resort's website.

Forbes

The 12 Best Resorts On Hilton Head Island For Spa Trips, Romance And More

Editor's Pick:
Hilton Head Island is a place that feels like a secret. It's a place where you can escape the world and enjoy the best of everything. The island is known for its beautiful beaches, world-class golf courses, and luxurious resorts. Hilton Head Island is a place where you can enjoy the best of everything. The island is known for its beautiful beaches, world-class golf courses, and luxurious resorts. Hilton Head Island is a place where you can enjoy the best of everything. The island is known for its beautiful beaches, world-class golf courses, and luxurious resorts.

Southern Living

15 Winter Island Escapes In the South

13 Hilton Head Island, South Carolina
For all the spring and summer fun, Hilton Head Island is a winter island escape. The island is known for its beautiful beaches, world-class golf courses, and luxurious resorts. Hilton Head Island is a place where you can enjoy the best of everything. The island is known for its beautiful beaches, world-class golf courses, and luxurious resorts.

12 Beaufort Island, South Carolina
Located on the coast of Hilton Head Island, Beaufort Island is a winter island escape. The island is known for its beautiful beaches, world-class golf courses, and luxurious resorts. Beaufort Island is a place where you can enjoy the best of everything. The island is known for its beautiful beaches, world-class golf courses, and luxurious resorts.

TRAVEL+LEISURE

10 Best Spring Break Destinations in the U.S.

Hilton Head Island, South Carolina

Hilton Head Island is a beautiful island in South Carolina. It is known for its beautiful beaches, world-class golf courses, and luxurious resorts. Hilton Head Island is a place where you can enjoy the best of everything. The island is known for its beautiful beaches, world-class golf courses, and luxurious resorts.

COSMOPOLITAN

The 15 Most Underrated Summer Travel Destinations in the U.S.

Hilton Head is the Hampton of the South, and even though it's not a secret to anyone from this area—it's always checked that it's not on the list. The beaches are incredible, but it's all about that sunset on the water. Hilton Head is a place where you can enjoy the best of everything. The island is known for its beautiful beaches, world-class golf courses, and luxurious resorts.

TRAVEL+LEISURE

25 Best Beaches in the USA

Coligny Beach Park, Hilton Head, South Carolina
Hilton Head isn't just golf courses and candy-colored resorts. Its incredibly well-maintained beaches have made it a summer destination for people all over the world. The beautifully landscaped entrance to Coligny Beach welcomes you to its accessible location, made all the more popular by amenities that include showers, grills, benches, swings, free Wi-Fi, and a splash fountain to cool off your sandy children. Wheelchair- and stroller-friendly meeting beach in the water. Get there for sunrise, if you can, and keep an eye out for dolphins, which are known to pass by its shores.

RELATED: [Hilton Head Island Travel Guide](#)

Women'sHealth

The 30 Most Magical Island Getaways in the United States

You didn't think you'd see the island that feels like a secret. It's a place where you can escape the world and enjoy the best of everything. The island is known for its beautiful beaches, world-class golf courses, and luxurious resorts. Hilton Head Island is a place where you can enjoy the best of everything. The island is known for its beautiful beaches, world-class golf courses, and luxurious resorts.

COSMOPOLITAN

We Found the 30 Best Bachelorette Party Destinations for You and Your Crew

6 Hilton Head, South Carolina

A little more laidback than Charleston or Savannah, Hilton Head is the perfect low-key, low-key getaway for the girls. First, head to the beach for your sunset, or indulge in a spa treatment or two at one of the many luxury resorts (you're not staying there). If you really want to embrace the Southern charm, get on your motorboat and play a game of golf or tennis (while taking a million pics), then head out for a sunset dinner by the water. (Always, always get the oysters, right?)

BUSINESS INSIDER

The 26 best beach houses on Airbnb for your 2024 summer getaway

Cove with a private beach in South Carolina
Located on the beautiful Hilton Head Island, this property (which is a 100% private beach) is offering everything you might need on a beach vacation. The house provides small kitchen appliances, beach toys, games, a portable speaker, and toys for the kids. Not to mention, this property is located right where the Atlantic Ocean meets the beach, so you are sure to get beautiful views of the ocean.

During your visit, you're also welcome to enjoy the owner's indoor and outdoor pools, picnic tables, hot tub, and tennis court. The terrace, with its light turquoise railings and modern glass, will give you those beach vibes.

If this house is booked up, consider our other picks for the best vacation homes on Hilton Head Island.

Reader's Digest

Quick and Affordable Weekend Getaways to Escape Without Breaking the Bank

Hilton Head, South Carolina
Escape to Hilton Head, South Carolina. Enjoy the best of everything. The island is known for its beautiful beaches, world-class golf courses, and luxurious resorts. Hilton Head Island is a place where you can enjoy the best of everything. The island is known for its beautiful beaches, world-class golf courses, and luxurious resorts.

TRAVEL+LEISURE

22 Best Family Vacations in the U.S. That Are Perfect for Everyone — From Toddlers to Teens

Hilton Head Island, South Carolina

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THE EVERYGIRL

10 Coastal Grandma-Inspired Destinations That Look Straight Out of a Nancy Meyers Movie

8. Hilton Head, South Carolina

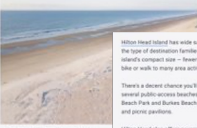


Hilton Head is famous for its white sand beaches, golf courses, and upscale resorts – fitting for the fanciest of coastal grandmas. To get around Hilton Head quickly, rent a bike so you can make the journey just as enjoyable as the destination, riding around with the wind in your hair. Then start your day by checking one of the island's most famous landmarks off your to-do list. The Harbour Town lighthouse and lighthouse has been open for over 40 years and allows you to climb about 100 stairs to the top for a fantastic panoramic view of the area.

THE POINTS GUY

The 8 best family beach vacation destinations to kick off summer

Hilton Head, South Carolina



Hilton Head Island has wide sandy beaches and a quiet, nostalgic atmosphere that make it the type of destination families return to year after year for an annual beach vacation. The island's compact size – fewer than 5 miles wide and only 12 miles long – makes it easy to hike or walk to many area activities, restaurants and, of course, beaches.

There's a decent chance you'll stay in a resort with beach access, but Hilton Head has several public access beaches, too. Coligny Beach Park, Dunes Beach Park, Islands Beach Park and Bogue Beach all have family-friendly amenities like playgrounds, netballs and picnic pavilions.

Hilton Head also offers several different types of boat excursions on the island. You can opt for an inshore private cruise or a sightseeing island cruise, among other options. You should also make time for a visit to Harbour Town, where you can shop, dine and climb 114 steps to get to the top of the Harbour Town Lighthouse.

Forbes

The 12 Best Summer Vacation Destinations For Families In The U.S.

Hilton Head Island



Hilton Head Island, South Carolina

Hilton Head Island is a beautiful beach destination for families. It offers a variety of activities for all ages, from beachcombing and fishing to golfing and shopping. The island is known for its white sand beaches and historic lighthouse. There are many resorts and vacation homes available, making it a great choice for families looking for a relaxing summer vacation.

Where To Stay

There are many resorts and vacation homes available on Hilton Head Island. Some of the top choices include The Ocean Course, The Ocean House, and The Ocean Club. Each of these properties offers a unique experience and a variety of amenities for guests.

Southern Living

The 15 Best Girlfriend Getaways On The Coast

Hilton Head Island, South Carolina



The Palmetto State's beloved resort town was also named our readers' favorite island in South Carolina this year. Folks have been known to big wheel beach cruisers right onto the golden-cracker-colored sand on Hilton Head's 12 miles of unspoiled beaches. The girls will love shopping in Harbour Town, then climbing to the top of its iconic red and white striped lighthouse for stunning views of the world-beach and Calibogue Sound. Before you head home, make sure to use a table on the expansive deck of Hilton's on the Dock, which overlooks the sparkling Port Royal Sound.

EXPLORE HILTON HEAD

Parents

11 Best Family Beach Towns for Your Next Vacation

1. Hilton Head Island, South Carolina



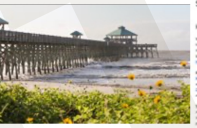
Oceanfront fun. You can't really go wrong with any of Hilton Head's 12-plus miles of white-sand beaches. "Dunes Beach and Islands Beach" parks are particularly good choices for families because they also have playgrounds and picnic pavilions. "Coligny Beach, Island Manager" While you probably won't find oceanfront condos, sea turtles, nests, or even dolphins at any of the beaches, Dunes Beach's wooden boardwalk actually takes you over a tide marsh and sand dunes, so it's home to the most coastal. And Coligny Beach Park, which has a splash fountain, also stands out for its shallow, calm water. "You'll have to wade out 30 yards for it to get above 3 feet deep," says Ray. On the other side of the island, don't miss the candy-striped lighthouse—it's a manageable 114 steps to the top—in the Harbour Town area.

lonely planet

How to plan your summer vacation to South Carolina's Sea Islands

Step 1: Pick a home base

Hilton Head Island



Hilton Head Island is a beautiful beach destination for families. It offers a variety of activities for all ages, from beachcombing and fishing to golfing and shopping. The island is known for its white sand beaches and historic lighthouse. There are many resorts and vacation homes available, making it a great choice for families looking for a relaxing summer vacation.

How to plan your summer vacation to South Carolina's Sea Islands

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Hilton Head Island is a beautiful beach destination for families. It offers a variety of activities for all ages, from beachcombing and fishing to golfing and shopping. The island is known for its white sand beaches and historic lighthouse. There are many resorts and vacation homes available, making it a great choice for families looking for a relaxing summer vacation.

Reader's digest

The Best Labor Day Weekend Getaways in Every State

SOUTH CAROLINA

Hilton Head Island



Book on TripAdvisor

USA TODAY

8 incredible golf courses in the US you can build a whole vacation around

2. Atlantic Dunes by Davis Love III

Hilton Head Island, South Carolina

South Carolina's Hilton Head Island is known for its beautiful hotels and stunning golf courses, one of the most impressive of which is Sea Pines Resort's Atlantic Dunes course. A complete reconstruction of the very first course built on Hilton Head, Atlantic Dunes is loaded with hidden bunkers and water hazards, making it challenging yet still playable for novice golfers.

Family Vacationist

8 incredible golf courses in the U.S. you can build a whole vacation around

Aol.

8 incredible golf courses in the US you can build a whole vacation around

MEN'S JOURNAL

Best Travel Destinations in the Fall for a Great 'Shoulder Season' Escape

HILTON HEAD ISLAND, SC



Best Travel Destinations in the Fall for a Great 'Shoulder Season' Escape

lonely planet

The top 6 beaches in South Carolina offer a slice of the good life

2. Hilton Head

Best beach for luxury

Famous for its stylish luxury accommodations, Lowcountry beaches and more than 23 world-class golf courses, Hilton Head was the first eco-planned resort in the United States, and it's a favorite vacation spot for the rich and jet.

You can steep yourself in decadent luxury at Hilton Head's spas, dine in four-diamond-rated restaurants and play a round or two in between bronzing and beach-combing, but you'll need a budget to match.

Covering 42 sq miles, low-lying Hilton Head Island is bordered by 12 miles of stunning beaches, and many of the island's exclusive hotels have their own private beach access. The Gulf Stream keeps the daytime temperature comfortably above 80°F from May to September, and the ocean waters are not much cooler in summer. Travelers on a budget will appreciate the public sections of beach; reserved parking is available at eight of the island's beaches.

msn

8 incredible golf courses in the US you can build a whole vacation around



The Best Beaches Within Driving Distance of Atlanta



Hilton Head Island

Hilton Head Island, the largest of the Sea Islands, is a beautiful coastal gem just 100 miles from Atlanta. With its pristine beaches, world-class golf courses, and charming historic district, it's a perfect destination for a weekend getaway. The island is known for its beautiful beaches, including Sea Pines, Palmetto Dunes, and Sea Ranch. Each beach offers unique amenities and views of the Atlantic Ocean. For those looking for a more secluded spot, Coligny Beach is a hidden gem with its soft sand and gentle waves. No matter which beach you choose, Hilton Head Island offers a perfect escape from the city.



The 10 Best Day Trips From Charleston

2 OF 10

Hilton Head Island

WHERE: South Carolina

Beautiful beaches, world-class golf courses, excellent dining, and a healthy dose of nostalgia turn up a visit to Hilton Head Island. For some of the best waterfront views in town, stroll up at *Hudson on the docks*. One of the city's two remaining local fishing fleets on the island that brings in fresh-caught seafood from the docks to the tables. *Nectar Farm Kitchen* is another local favorite, serving up a mix of Lowcountry classics. Day trippers can choose between kaping and paddleboarding through one of the island's vendors, including *Outside Hilton Head*. An access point to the island's idyllic shores, *Coligny Beach* is a fully equipped beach park with outdoor showers, changing rooms, and several lounging areas and shaded gazebos. Don't miss *The Jazz Corner*, hailed as one of the best jazz clubs in the South, before you go.



15 Best Places to Travel in February

Hilton Head Island, South Carolina





The 12 best road trips to take with your family this summer



The South Carolina coast has some of the country's best beaches and amazing food along the way. This journey starts in Hilton Head Island, an 80-mile Hilton Head Island (about 100 miles from Charleston) and ends in Myrtle Beach, a 100-mile stretch of coastline. You'll find some of the best beaches and food along the way. This journey starts in Hilton Head Island, an 80-mile Hilton Head Island (about 100 miles from Charleston) and ends in Myrtle Beach, a 100-mile stretch of coastline. You'll find some of the best beaches and food along the way.

Day One: Hilton Head Island

Start in Hilton Head Island and visit some of the island's best beaches and amazing food along the way. This journey starts in Hilton Head Island, an 80-mile Hilton Head Island (about 100 miles from Charleston) and ends in Myrtle Beach, a 100-mile stretch of coastline. You'll find some of the best beaches and food along the way.

WINE ENTHUSIAST

How to Pair Wine with Soup



The Best Wine for Raw Corn Soup with Manchego: Chablis

Mark Bowman, sommelier at Hilton Head Island's Sea Pines Resort, recommends Chablis to pair with a cold soup that emphasizes the essence of raw corn.

"Corn has a natural, creamy sweetness, and Chardonnay, as a thick-skinned grape, tends to have at least a touch of that creaminess," he says. "The key here is that an unadorned Chardonnay such as Chablis will still maintain some of its natural acidity, which is vital to enliven the verve of a raw corn soup."



The Ingenuity of Lowcountry's Deviled Crab

Deviling bolsters smaller pieces of blue crab with mayonnaise, bread crumbs, sautéed aromatics, plus a kick of cayenne.



Now 35, Mr. Carstairs, a chef and entrepreneur, serves his family's take on the dish, with light cream, sautéed aromatics, and a dash of cayenne. He learned the recipe from his father, who learned it from his grandfather, who learned it from his great-grandfather. The recipe is a family secret, but Mr. Carstairs is happy to share it with his readers.

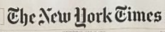


Cooking

Deviled Crab Balls



Recipe from *Deviled Crab* by Mark Bowman



Deviled Crab

In Defense of Wine: Raine & Glass to Joy

A Tasting Guide to the Lowcountry

Stuffed Peppers, With a Cheeky

Crab & Corn Chowder, But in What Case

WINE ENTHUSIAST

Have a Very Caffeinated Christmas with Eggnog Espresso Martinis

Punch au Lait Espresso

(aka Eggnog Espresso Martini)

Courtesy Monica Collins, beverage manager, *Chez Georges Bistro & Bar*, Hilton Head Island, South Carolina

Ingredients

1 tablespoon grated nutmeg 1 tablespoon sugar
2 ounces homemade eggnog* 1 ounce cooled espresso or cold brew coffee

Real talk: **Eggnog** is a holiday tradition, but it can be a bit of a snooze. Shake things up with espresso or cold brew for an eye-opening variation.

Use your favorite eggnog recipe—spiked or not—or try the rich version served at *Chez Georges* in Hilton Head. “You can adjust the recipe to your liking by choosing different amounts of booze, more or less,” says bar manager Monica Collins. While you’re making a batch, she suggests bottling extra to give as holiday gifts. For extra special presentation appeal, Collins suggests serving this drink in vintage coupe glasses: “Find your favorites at estate sales, online, yard sales or flea markets.”

Forbes

20 Delicious Ways To Honor National Oyster Day

The Lowcountry Dirty Martini



Based at Hudson's Shadbel House on the Decks at Hilton Head Island, then the wine with the traditional olive juice and garnish, using pure vermouth liqueur in a glass garnished with three olives and a splash of vermouth. “We celebrate our own artisanal wines for the moment that we’re able to harvest our own. Our wine is a true reflection of the Lowcountry Dirty Martini, with its splash of the ‘Super’ time the wine is a real at a local market you won’t find anywhere else,” said Andrew Cameron, second generation owner of Hudson's Shadbel on the Decks and Shad King Ocean Company.



2024 RESULTS

*Results represent 2024 calendar year mentions

PRINT/ONLINE

1,853 MENTIONS

24,428,959,272 IMPRESSIONS

\$8,187,484.95 AD VALUE

BROADCAST

869 MENTIONS

367,450,441 IMPRESSIONS

\$24,243,401.00 AD VALUE

TOTAL

2,722 MENTIONS

24,796,409,713 IMPRESSIONS

\$32,430,885.95 AD VALUE





HILTON HEAD ISLAND
SOUTH CAROLINA

TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA

RESOLUTION NO. _____

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, APPROVING THE FY26 (2025-2026) DESTINATION MARKETING ORGANIZATION MARKETING PLAN AND BUDGET

WHEREAS, pursuant to South Carolina Code, the funds received by a municipality or a county in county areas collecting more than fifty thousand dollars from the local accommodations tax authorized in S. C. Code Ann. §12-36-920 (Supp. 2023) and S. C. Code Ann. § 12-36-2630(3)(Supp. 2023) must be allocated as stated in S. C. Code Ann. §6-4-10(3)(Supp. 2023), which requires, among other things, that following certain distributions to the general fund: Thirty percent of the balance must be allocated to a special fund and used only for advertising and promotion of tourism to develop and increase tourist attendance through the generation of publicity; and

WHEREAS, the Town receives more than more than fifty thousand dollars from the local accommodations tax authorized in S. C. Code Ann. § 12-36- 2630(3)(Supp. 2023); and,

WHEREAS, among other things, S. C. Code Ann. §6-4-10(3)(Supp. 2023), requires the Town to: select one or more organizations, such as a chamber of commerce, visitor and convention bureau, or regional tourism commission, which has an existing, ongoing tourist promotion program to manage and direct the expenditure of these tourism promotion funds; and,

WHEREAS, among other things, S. C. Code Ann. §6-4-10(3)(Supp. 2023), requires the organization selected to received the funds to submit for approval a budget of planned expenditures prior to the beginning of each fiscal year; and,

WHEREAS, as is required by S. C. Code Ann. § 6-4-25 (Supp. 2023), the Town appoints an Accommodations Tax Advisory Committee to advise and recommend to the Town Council of Hilton Head Island on the expenditure of revenue generated from the local accommodations tax; and,

WHEREAS, On April 3, 2025, the Town of Hilton Head Island Accommodations Tax Advisory Committee reviewed the FY26 (2025-2026) Destination Marketing Organization Marketing Plan and Budget and recommended approval of it; and

WHEREAS, Town Council now desires to approve the FY26 (2025-2026) Destination Marketing Organization Marketing Plan and Budget as presented by the Accommodations Tax Advisory Committee.

NOW, THEREFORE, BE IT, AND IT HEREBY IS, RESOLVED BY THE TOWN COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA:

- (a) the Town Council hereby approves the FY26 (2025-2026) Destination Marketing Organization Marketing Plan and Budget as presented to and recommended by the Accommodations Tax Advisory Committee.

MOVED, APPROVED, AND ADOPTED THIS ____ DAY OF _____, 2025.

TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA

By: _____
Alan R. Perry, Mayor

ATTEST:

Kimberly Gammon, Town Clerk

APPROVED AS TO FORM:

Curtis L. Coltrane, Town Attorney

Introduced by Council Member: _____



TOWN OF HILTON HEAD ISLAND

TOWN COUNCIL

TO: Town Council
FROM: Adriana Burnett, Finance Director
CC: Marc Orlando, ICMA-CM, Town Manager
John McGowan, Assistant Finance Director
DATE: May 6, 2025
SUBJECT: Consideration for the Town to Enter into a Tax-Exempt Lease Purchase Agreement for the Financing of Town-Owned Fire Trucks

RECOMMENDATION:

Consideration of an Ordinance of the Town Council of the Town of Hilton Head Island approving and authorizing the Town to enter into a tax-exempt lease agreement with a financial institution to finance both past and future fire truck purchases.

Upon execution of the lease purchase agreement, the Town will receive from the financial institution, not to exceed, \$8,000,000 in lease proceeds, which will be distributed to the Hospitality Tax Fund for the following purposes:

1. **Reimbursement** – To reimburse the Town for fire trucks already purchased in FY2024 and FY2025 (eight “pumpers” totaling \$5,051,135).
2. **Future Funding** – To provide funds for fire trucks currently under contract and scheduled for delivery in FY2026 and FY2027 (two “quints” totaling \$2,398,853).

The Town will then repay the financial institution in fixed annual payments over a 10-year term, which aligns with the anticipated useful life of the fire trucks. This lease agreement will be subject to annual appropriation by Town Council.

BACKGROUND:

Town Fire Rescue Staff proposed the replacement of 10 fire trucks as part of the FY2022 Budget. This recommendation was based on the fire trucks exceeding their standard useful life of 10 years, along with increasing repair costs and downtime associated with maintaining the aging fleet. During the budget approval process, it was agreed that funding for these fire trucks would be pursued through an equipment lease. Funding for

the associated lease payments has since been carried forward into the FY2023, FY2024, and FY2025 budgets.

Following the FY2022 budget approval, the Town entered into an agreement (“the 2021 Purchase Agreement”) with Safe Industries on December 1, 2021, which was later updated and extended on November 14, 2023. The agreement provides for the purchase of 10 new fire trucks—eight pumpers and two quints. Due to production delays and supply chain disruptions, delivery of the Trucks has been postponed multiple times.

Pumper Delivery and Purchase Timing – The Town received delivery of the eight pumpers between June and October 2024. Payment for each vehicle was due within 30 days of delivery. These payments were initially made using cash from the Town’s Hospitality Tax revenues.

Quint Delivery and Purchase Timing – The remaining two fire Trucks (quints) have not yet been delivered due to ongoing production delays. The Town anticipates their arrival in late FY2026 or early FY2027.

SUMMARY:

Authorizing the Fire Truck Lease Ordinance would allow the Town to enter into a tax exempt lease financing agreement, increasing the balance of the Hospitality Tax Fund by the actual paid or to be paid amounts. This infusion of funds would benefit the town by:

- a. Maintaining a strong Hospitality Tax fund balance
- b. Enabling the Town to pay for other approved capital projects
- c. Providing financial flexibility in the event of a natural disaster
- d. Supporting compliance with proposed minimum fund balance policies
- e. The lease financing structure will align the Town’s annual lease payments with the fire trucks’ anticipated 10-year useful life, offering a more equitable and financially sustainable approach.
- f. The proposed tax-exempt equipment lease will not count against the Town’s 8% General Obligation Bond capacity. It will remain as a long-term financial obligation of the Town until fully repaid.

Key Dates & Milestones:

- ☐ May 6 – Town Council Meeting: First Reading of the Ordinance
- ☐ May 14 – Issue Request for Proposals (RFP) to Potential Bidders
- ☐ May 20 – Town Council Meeting: Second Reading of the Ordinance

- ☐ June 4 – Bid Submission Deadline; Call with Financing Team to Review Bids*
- ☐ June 9 – Financing Team Reviews Financing Agreement and Closing Documents
- ☐ June 24 – Formal Bid Award and Financial Closing
- ☐ June 24 – Transfer of Funds to the Hospitality Tax Fund for:
 - Reimbursement of past fire trucks purchases (8 pumpers)
 - Funding for future fire vehicle purchases (2 quints)

ATTACHMENTS:

1. Town of Hilton Head Island Ordinance Document
2. Request for Proposal (RFP) to be distributed to Financial Institutions

ORDINANCE NO. _____

PROPOSED ORDINANCE NO. _____

AUTHORIZING THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, TO EXECUTE AND DELIVER A LEASE PURCHASE AGREEMENT IN THE AMOUNT OF NOT EXCEEDING \$8,000,000 BETWEEN THE TOWN AND THE LESSOR THEREOF TO DEFRAY THE COST OF ACQUIRING CERTAIN FIRE TRUCKS, INCLUDING REIMBURSEMENT OF THE TOWN THEREFOR; AND OTHER MATTERS RELATING THERETO.

BE IT ORDERED AND ORDAINED BY THE TOWN COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA; AND IT IS ORDAINED BY THE AUTHORITY OF THE SAID TOWN COUNCIL, AS FOLLOWS

Section 1. Findings and Determinations. The Town Council (the “Council”) of the Town of Hilton Head Island, South Carolina (the “Town”), hereby finds and determines:

(a) The Town is an incorporated municipality located in Beaufort County, South Carolina, and as such possesses all powers granted to municipalities by the Constitution and laws of the State of South Carolina.

(b) Section 5-7-40 of the Code of Laws of South Carolina 1976, as amended (the “S.C. Code”), empowers all municipalities to own and possess real and personal property and such municipalities may lease any such property.

(c) The Town has previously ordered certain fire trucks, some of which the Town has previously accepted delivery and some of which the Town expects to take delivery in the future, all as more particularly described in Exhibit A hereto (the “Fire Trucks”), and the Town desires to enter into a lease purchase agreement (the “Lease Agreement”) with a bank or other financial institution selected by the Town Manager for the purpose of financing the acquisition of the Fire Trucks, or reimbursement therefor.

(d) The Lease Agreement will not constitute a “financing agreement” and the Fire Trucks will not constitute “assets” as such terms are defined in Section 11-27-110 of the S.C. Code. Thus, the amount of the Lease Agreement will not be included when calculating the Town’s constitutional debt limit under Article X, Section 14 of the Constitution of the State of South Carolina.

(e) The Lease Agreement will be subject to annual appropriation by the Council.

(f) It is in the best interest of the Town to acquire (or reimburse itself for) the Fire Trucks by entering into the Lease Agreement. The Lease Agreement will enable the Town to purchase the Fire Trucks (or reimburse itself therefor) which will provide service necessary and useful to the operations of the Town government.

Section 2. Approval of Lease/Purchase Financing; Delegation of Authority to Determine Certain Matters Relating to the Lease/Purchase Financing. The Fire Trucks described in Exhibit A shall be acquired (or the Town shall reimburse itself therefor) pursuant to a lease purchase financing which is hereby approved in a principal amount of not exceeding \$8,000,000 (the “Lease/Purchase Financing”). The Request for Proposals in the form set forth as Exhibit B hereto and the distribution thereof to various banks and other financial institutions in the Town and other locations as the Town Manager shall determine, is hereby ratified and approved. Without further authorization, the Council hereby delegates to the Mayor and the Town Manager, or either of them acting alone, the authority to: (a) determine the principal amount of the Lease Agreement, if less than authorized by this Ordinance; (b) determine the payment schedule and final payment date under the Lease Agreement; (c) determine the terms relating to any prepayment of the Lease Agreement; (d) determine the date and time for receipt of bids under the Request for Proposals; (e) accept, as well as negotiate, with any responsible bidder under the terms of the Request for Proposals and award the sale of the Lease Purchase Financing to the bidder (the “Bidder”) submitting the proposal determined to be the most advantageous to the Town in accordance with the terms of the Request for Proposals; and (f) make changes to the quantity, cost or description of the Fire Trucks set forth in Exhibit A attached hereto.

Section 3. Approval of Lease Agreement. Without further authorization, the Mayor and the Town Manager, or either of them acting alone (each, an “Authorized Person”), is authorized to approve the form, terms and provisions of the Lease Agreement proposed by the Bidder, and to execute, acknowledge and deliver the Lease Agreement in the name and on behalf of the Town. The proceeds of the Lease Agreement may be used for the acquisition of the Fire Trucks (or reimburse the Town therefor) as well as any of the Town’s costs of issuance related thereto. The Lease Agreement is to be in the form as shall be approved by any Authorized Person, the Authorized Person’s execution thereof to constitute conclusive evidence of such approval.

Section 4. Execution of Documents; Ratification of Certain Actions. The Mayor, Town Manager, Assistant Town Manager, Clerk, Finance Director and Town Attorney are fully empowered and authorized to take such further actions and to execute and deliver such additional documents as may be reasonably requested by the Bidder to effect the delivery of the Lease Agreement, including any project fund or acquisition fund agreement, in accordance with the terms and conditions therein set forth and the transactions contemplated hereby and thereby, and the actions of such officers in executing and delivering any of such documents, in such form as any Authorized Person shall approve, is hereby fully authorized.

Section 5. Federal Tax Covenant. The Town, as lessee under the Lease Agreement, agrees and covenants that it will not take any action which will, or fail to take any action which failure will, cause interest components of the payments to be made under the Lease Agreement to become includable in the gross income of the Bidder or its successors or assignees for federal income tax purposes pursuant to the provisions of the Internal Revenue Code of 1986, as amended (“Code”) and regulations promulgated thereunder in effect on the date of the execution and delivery of the Lease Agreement, and that it will comply with all applicable provisions of Section 103 and Sections 141 through 150 of the Code, and any regulations promulgated thereunder, to maintain the exclusion from gross income for federal income tax purposes of the interest portion of the payments to be made under the Lease Agreement; and to that end the Town shall:

- (a) comply with the applicable provisions of Section 103 and Sections 141 through 150 of the Code and any regulations promulgated thereunder so long as the Lease Agreement is outstanding;
- (b) establish such funds, make such calculations and pay such amounts in the manner and at the times required in order to comply with the requirements of the Code relating to required rebates of certain amounts to the United States; and
- (c) make such reports of such information at the times and places required by the Code.

The Town will timely file Form 8038-G in accordance with the applicable regulations of the Internal Revenue Service.

Section 6. Filings with Central Repository. In compliance with Section 11-1-85 of the S.C. Code, the Town covenants that it will file or cause to be filed with a central repository for further availability in the secondary bond market when requested; (a) a copy of the annual audit of the Town within thirty (30) days of the Town's receipt thereof; and (b) within thirty (30) days of the occurrence thereof, relevant information of an event which, in the opinion of the Town, adversely affects more than five percent (5%) of the Town's revenue or its tax base.

Section 7. Severability. All ordinances, resolutions and parts thereof, procedural or otherwise, in conflict herewith or the proceedings authorizing the execution of the Lease Agreement are, to the extent of such conflict, hereby repealed.

Section 8. Effective Date. This Ordinance shall be effective upon its enactment by the Council.

[Execution page follows]

PASSED, APPROVED, AND ADOPTED BY THE TOWN COUNCIL FOR THE TOWN
OF HILTON HEAD ISLAND, SOUTH CAROLINA ON THIS ____ DAY OF _____, 2025.

Alan Perry, Mayor

ATTEST:

Kimberly Gammon
Town Clerk

APPROVED AS TO FORM:

Curtis L. Coltrane, Town Attorney

First Reading:
Second Reading:

Introduced by Council Member:

[Signature page]

EXHIBIT A

Fire Trucks

Description/Quantity	Approximate Cost	Delivery Dates
8 pumper fire trucks	\$5,051,890.32	June-October, 2024
2 quintuple combination pumper fire trucks	\$2,398,852.72	Fiscal Year 2027 ¹

¹ Expected

EXHIBIT B

Form of Request for Proposals

Request for Proposals

Town of Hilton Head Island, South Carolina \$[_____] * 2025 Lease Purchase Financing

Bids due by: Wednesday, June 4, 2025 @ 12:00pm

The Town of Hilton Head Island, South Carolina (the “Town”), is requesting electronic proposals from financial institutions with respect to a commercial loan to be evidenced by its \$[_____] * tax-exempt lease purchase financing (the “Financing”) between the lessor and the Town. The following key assumptions are to be utilized in preparing your proposal:

Issuer: Town of Hilton Head Island, South Carolina.

Use of Proceeds: The proceeds of the Financing will be used to (i) reimburse the Town for the purchase of eight pumper fire trucks at an approximate cost of \$5,051,890, (ii) purchase two quintuple combination pumper fire trucks to be delivered at a later date at an approximate cost of \$2,398,853 and (iii) pay cost of issuance. The fire trucks are collectively referred to herein as the “Trucks”.

Tax Treatment: Tax-Exempt.

Bank Qualified: No.

Audit: The Town’s annual comprehensive financial reports and budgets are available on the Town’s website at the following link: <https://hiltonheadislandsc.gov/finance/>

Title: Title to the Trucks will be in the name of the Town, subject to the lessor’s rights under the financing agreement. The successful bidder shall be responsible for taking all actions it deems necessary to impose its lien upon or perfect any security interest in the Trucks.

Unencumbered title to the Trucks must be provided to the Town, and the bidder’s lien on the Trucks must be released, on the date of final payment, whether upon maturity or prior redemption of the financing agreement. The financing agreement must allow the Town to dispose of certain of the Trucks in its sole discretion prior to the termination of the financing agreement provided the value of the remaining Trucks is not less than the outstanding principal balance of the financing agreement at the time of such disposition.

*Acquisition/
Escrow Account:*

The Town will require the successful bidder to transfer by Federal funds the full amount of the Financing on the date of the closing. If a bidder requires that an acquisition/escrow account be held by it or its designee, the bidder must so indicate in its proposal. Otherwise, the Town retains the right to designate a bank or the South Carolina Local Government Investment Pool to act as custodian of the acquisition/escrow account. If held by the lender, the acquisition/escrow account must be an interest-bearing account with earnings accruing to the benefit of the Town. This acquisition/escrow account will be structured to allow payments therefrom to be made (1) to the Town to reimburse it for amounts previously

expended on the Trucks and (2) to the vendors of the Trucks for payment as directed by the Town. All funds invested or deposited in the acquisition/escrow account shall at all times be invested or deposited, as applicable, in a manner which satisfied the requirements of the laws of the State of South Carolina relating to investment or deposit of public funds, including, without limitation, Sections 6-5-10, 6-5-15 and 6-6-10 or of the Code of Laws of South Carolina 1976, as amended, as applicable.

Deficiency

Judgment:

No deficiency judgment can be assessed or imposed against the Town nor will the full faith, credit and taxing power of the Town be pledged to the payment of the Financing.

Non-Appropriation:

There must be a non-appropriation clause in the financing agreement. Any and all amounts due including, but not limited to, scheduled lease payments, reimbursements, penalties or fees under the financing agreement or any acquisition/escrow account must be subject to annual appropriation by the Town.

Non-Substitution:

Non-substitution clauses are not permitted.

Rating:

No credit rating is expected to be obtained for the Financing. However, the Town currently maintains General Obligation Bond ratings of Aaa / AA+ / AAA from Moody's, S&P and Fitch, respectively.

Issue Size:

\$_[]*

Debt Structure:

The Town has provided a preliminary amortization below, which should be used in preparation of your bid. The Town reserves the right to revise the amortization to achieve its desired level debt service structure. A fixed rate for the entire term of the Financing is required.

[AMORTIZATION TABLE TO BE INSERTED]

Principal Payments:

Annual principal payments commencing June 1, 2026.

Interest Payments:

Annual interest payments, calculated on a 30/360 basis, commencing June 1, 2026.

Prepayment:

The Town is seeking flexibility with respect to redemption provisions. Please specify the redemption structure(s) that would provide the Town with flexibility at the lowest cost of funds. Proposals with multiple redemption options are permitted.

Closing Costs:

None anticipated to be paid to or on behalf of the successful bidder. Please specify any exceptions.

Annual/Ongoing Costs:

None anticipated to be paid to or on behalf of the successful bidder. Please specify any exceptions.

Closing:

Closing is anticipated to take place on June 24, 2025. The interest rate bid must be held firm until at least this date.

Ongoing Disclosure: In accordance with its customary practice, the Town will post its annual financial statements to its website when available. The Town expects these filings will satisfy all financial reporting requirements. If additional information will be requested beyond these filings, describe the specific level, type and frequency of such additional requirements.

Award: *The Town expects to accept the successful proposal by the close of business on Thursday, June [5], 2025 (the “Award Date”).* The Town reserves the right to request additional information from the bidders and to waive any irregularity or informality and to negotiate provisions and covenants directly with any bidder. The Town also reserves the right to reject all proposals for any reason. Although the selection will be based substantially on lowest total financing cost (including both interest cost and upfront fees and expenses), the Town reserves the right to award the commercial loan to be evidenced by the Financing to the bidder that best meets the needs of the Town in the Town’s sole and absolute discretion.

Bids containing rates of interest which may adjust upon the occurrence of specified events, including changes in the Internal Revenue Code of 1986, as amended, changes in the bidder’s capital requirements or cost of capital or loss of tax exemption (other than due solely to the actions or inactions of the Town), will be rejected. In the event of a tie bid and absent other factors favoring one proposal over another in the Town’s sole and absolute discretion, the financing agreement will be awarded to the bidder whose bid was received first in the Town’s sole and absolute discretion.

*Special Counsel/
Documentation:*

Burr & Forman, LLP (“Burr”) will serve as special counsel to the Town in connection with the Financing. The legal documentation necessary for the Financing will be prepared by Burr, subject to the review and approval by the winning bidder and its counsel (if any). A copy of the financing agreement can be provided upon request. Alternatively, the Town and Burr may consider the use of a financing agreement provided by the winning bidder, subject to the review and approval of Burr.

Representations:

The winning bidder (the “Bank”) will be required to execute a letter to the Town acknowledging, among other things, that (1) no official statement or other offering material has been furnished other than this Request for Proposals (“RFP”); (2) the Bank had an opportunity to make inquiries of, and receive answers from such officials, employees, agents and attorneys of the Town; (3) the Bank has knowledge and experience in financial and business matters and that it is capable of evaluating the merits and risks of making the loan to be evidenced by the Financing and is financially able to bear the economic risk of holding the Financing; (4) the Bank is acquiring the Financing as a vehicle for making a commercial loan and without a present view to the distribution or resale thereof (subject, nevertheless, to any requirement of law that the disposition of its property shall at all times be under its control) within the meaning of the Federal securities laws; and (5) the Bank is acquiring the Financing solely for its own account and no other person now has any direct or indirect beneficial ownership or interest therein.

The Bank will also be required to covenant that it will not voluntarily dispose of all or any portion of the Financing unless it procures from each assignee thereof representations and covenants in form and content substantially the same as those made by the Bank.

LOAN TREATMENT:

BY SUBMITTING A BID IN RESPONSE TO THIS RFP, EACH BIDDER ACKNOWLEDGES AND REPRESENTS TO THE TOWN AND ITS FINANCIAL ADVISOR THAT (1) NO OFFICIAL STATEMENT OR OTHER OFFERING MATERIAL WILL BE FURNISHED OTHER THAN THIS RFP; (2) THE BIDDER HAS KNOWLEDGE AND EXPERIENCE IN FINANCIAL AND BUSINESS MATTERS AND THAT IT IS CAPABLE OF EVALUATING THE MERITS AND RISKS OF MAKING THE COMMERCIAL LOAN TO BE EVIDENCED BY THE FINANCING AND IS FINANCIALLY ABLE TO BEAR THE ECONOMIC RISK OF HOLDING THE FINANCING; (3) NO CUSIP NUMBER WILL BE OBTAINED FOR THE FINANCING; AND (4) THE BIDDER INTENDS TO ACQUIRE THE FINANCING SOLELY FOR ITS OWN ACCOUNT AS A VEHICLE FOR MAKING A COMMERCIAL LOAN AND WITH NO PRESENT INTENTION TO DISTRIBUTE OR RESELL THE FINANCING OR ANY PORTION THEREOF.

Confidentiality:

If requested by a bidder, the Town and its professional advisors will maintain the confidentiality of such bid and the contents therein beginning from the Town's receipt of such bid until the Award Date; however, neither the Town nor its professional advisors shall be subject to any term or provision relating to the confidentiality of any bid or the contents therein following the Award Date. Notwithstanding anything to the contrary, in no event shall any confidentiality term or provision contained in any bid prevent any disclosure by the Town required by any applicable law or regulation (including continuing disclosure undertakings by the Town required thereby) or as a result of any legal or administrative procedure.

Proposals should include: the name, address, telephone number of your institution; the primary contact; and identity of legal counsel, if any.

To be considered, a proposal must be received by 12:00 pm on Wednesday, June 4, 2025. Email submission of the proposal to the following individuals is required:

adrianab@hiltonheadislandsc.gov

johnmc@hiltonheadislandsc.gov

mseezen@burr.com

fheizer@burr.com

dcheatwood@firsttryon.com

asmith@firsttryon.com

Questions may be addressed to the Town through its special counsel or financial advisor:

Special Counsel

Frannie Heizer / Michael Seezen

Burr & Forman, LLP

(803) 753-3232 / (803) 753-3257

mseezen@burr.com

fheizer@burr.com

Financial Advisor

David Cheatwood / Andy Smith

First Tryon Advisors

(704) 926-2447 / (704) 703-3747

dcheatwood@firsttryon.com

asmith@firsttryon.com

No questions may be directed to or contacts made with the Mayor, other members of Town Council or any Town staff not identified in this Request for Proposals as points of contacts during the period of time that this Request for Proposals is made public until the final selection is made, except as otherwise provided for herein. Violation of this prohibition may disqualify the bidder from further consideration.



TOWN OF HILTON HEAD ISLAND

TOWN Council

TO: Town Council
FROM: Shawn Colin, Assistant Town Manager of Strategic Initiatives
CC: Marc Orlando, Town Manager, ICMA-CM
Curtis Coltrane, Town Attorney
DATE: May 6, 2025
SUBJECT: Consideration of a Resolution Authorizing the Execution and Delivery of an Agreement with Cordillo Courts and the Hedges, Regarding Signs on Real Property Owned, Located at 104 Cordillo Parkway, by the Town of Hilton Head Island

RECOMMENDATION:

Consideration of a Resolution Authorizing the Execution and Delivery of an Agreement with Cordillo Courts and the Hedges, Regarding Signs on Real Property Owned, Located at 104 Cordillo Parkway, by the Town of Hilton Head Island.

The Community Services and Public Safety Committee recommended with a 3-0 vote that the Resolution be forwarded to Town Council for approval.

BACKGROUND:

The Town of Hilton Head Island (the "Town") owns a 1.472-acre parcel of land, located at 104 Cordillo Parkway and described in the Plat entitled "Sea Cabin Racquet Club As-Built," dated January 24, 1983, and recorded in the Office of the Register of Deeds for Beaufort County, South Carolina, in Plat Book 31 at Page 53 (hereinafter referred to as the "Town Property"). This parcel is located on the northwestern side of the right-of-way of Cordillo Parkway on Hilton Head Island, South Carolina.

Currently, the Town maintains two signs on the Town Property, located near the intersection of Cordillo Parkway. These signs serve to identify both the Town Property and the adjacent condominium projects known as the Sea Cabin Racquet Club I Council of Co-Owners (Cordillo Courts) and Sea Cabin Racquet Club II Council of Co-Owners (The Hedges). Additionally, the signs identify the location of the Cordillo Public Tennis Courts.

The Town has negotiated a Sign Maintenance Agreement with the Sea Cabin Racquet Club I Council of Co-Owners and the Sea Cabin Racquet Club II Council of Co-Owners to formalize the maintenance responsibilities of the signs on the Town Property. This

agreement ensures that both parties are clear on their respective roles and obligations regarding the installation, maintenance, repair, and replacement of the signs.

The Town Council is requested to adopt a resolution authorizing the execution and delivery of the Sign Maintenance Agreement between the Town of Hilton Head Island and the Sea Cabin Racquet Club I and II Councils of Co-Owners. The resolution will formalize the agreement and authorize the Town to perform its obligations as outlined within the agreement.

The proposed Sign Maintenance Agreement includes the following key provisions:

1. **Sign Maintenance Responsibility:** The Town will maintain a sign located near the intersection of Cordillo Parkway and the entrance to the Cordillo Public Tennis Courts. The sign will include a panel identifying “Cordillo Courts,” “The Hedges,” and “Cordillo Public Tennis Courts.” The Town will also maintain a directional sign showing the way to “Cordillo Courts” and “The Hedges” at the intersection of the drives to these properties.
2. **Cost Responsibility:** The Town will bear full responsibility for the cost of installation, maintenance, repair, and replacement of the signs.
3. **Design and Style:** The design and style of the signs are at the sole discretion of the Town. The Town may alter the design or style of the signs from time to time, as long as it adheres to the requirements set forth in the agreement. The Town will not relocate the signs or alter the lettering size or phrasing without first providing written notice to Cordillo Courts and The Hedges. If no objections are received within 30 days, the change will be deemed approved.
4. **Default and Remedies:** In the event of a default by any party, the non-defaulting party will be entitled to pursue remedies under law or equity. A 90-day written notice will be provided before pursuing such remedies.
5. **Notice Provisions:** The agreement specifies how and where notices should be delivered to the respective parties, including the addresses for the Town of Hilton Head Island and the Sea Cabin Racquet Club I and II Councils of Co-Owners.

SUMMARY:

Clarity and Formalization of Responsibilities: The Sign Maintenance Agreement clearly outlines the Town’s responsibilities for maintaining the signs and ensures that all parties are aligned regarding their obligations. This formalization of duties provides clarity for both the Town and the property owners of Cordillo Courts and The Hedges.

Community and Visitor Awareness: Maintaining clear and visible signage is important for the identification of the properties and helps visitors navigate the area, especially in relation to the Cordillo Public Tennis Courts. The signs contribute to the overall ease of access and visibility for both residents and the public.

No Financial Burden on the Property Owners: The Town assumes full responsibility for the costs associated with the installation, maintenance, and repair of the signs. This

arrangement relieves the Sea Cabin Racquet Club I and II Councils of Co-Owners from any financial burden related to the upkeep of the signage.

Ensuring Long-Term Maintenance: The agreement ensures that the signs will be properly maintained over time, preventing potential deterioration or confusion for residents, visitors, and the public.

CONCLUSION:

Town Council is requested for consideration of a Resolution Authorizing the Execution and Delivery of an Agreement with Cordillo Courts and the Hedges, Regarding Signs on Real Property Owned, Located at 104 Cordillo Parkway, by the Town of Hilton Head Island.

The Community Services and Public Safety Committee recommended with a 3-0 vote that the Resolution be forwarded to Town Council for approval.

ATTACHMENTS:

1. 104 Cordillo Parkway Map
2. Resolution

Address	104 Cordillo Parkway
PIN	R552 015 000 0204 0000
Acres	1.472 Total Acres
Zoning	Park and Recreation (PR)

Town Owned Property

Subject Property



A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, AUTHORIZING THE EXECUTION AND DELIVERY OF AN AGREEMENT REGARDING SIGNS ON REAL PROPERTY OWNED BY THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, AND THE PERFORMANCE OF THE OBLIGATIONS OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, DESCRIBED IN THE AGREEMENT.

WHEREAS, the Town of Hilton Head Island, South Carolina, owns real property which is known and described as follows:

All that certain piece, parcel or tract of land with improvements thereon, situate, lying and being on Hilton Head Island, Beaufort County, South Carolina, being comprised of a certain 1,472 acre parcel lying on the northwestern side of the right-of-way of Cordillo Parkway, said parcel being shown and described as a 1.472 acre parcel on a Plat entitled "Sea Cabin Racquet Club As-Built" prepared by Coastal Surveying, Inc., dated January 24, 1983, and recorded in the Office of the Register of Deeds for Beaufort County, South Carolina, in Plat Book 31 at Page 53 (hereinafter, the "Town Property").

WHEREAS, the Town of Hilton Head Island, South Carolina, currently maintains two signs on the Town Property identifying the Town Property and condominium projects which are properties of the Sea Cabin Racquet Club I Council of Co-Owners, also known as "Cordillo Courts" and the Sea Cabin Racquet Club II Council of Co-Owners, also known as "The Hedges,"

WHEREAS, the Town of Hilton Head Island, South Carolina, has negotiated a Sign Maintenance Agreement with the Sea Cabin Racquet Club I Council of Co-Owners and the Sea Cabin Racquet Club II Council of Co-Owners regarding the maintenance of the signs; and,

WHEREAS, The Town Council of the Town of Hilton Head Island, South Carolina has determined that it is in the best interests of the Town of Hilton Head Island, South Carolina, to authorize the execution and delivery of the Sign Maintenance Agreement, and

to authorize the completion of the obligations of the Town of Hilton Head Island, South Carolina, described in the proposed Sign Maintenance Agreement, as set forth below.

NOW THEREFORE, BE IT RESOLVED AND IT HEREBY IS RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA:

1. The Mayor and Town Manager are hereby authorized to execute the proposed Sign Maintenance Agreement between The Town of Hilton Head Island, South Carolina, and HHSC, LLC, a copy of which is attached hereto as Exhibit "A."
2. The Town Manager are hereby authorized to take all actions as may be necessary to complete the obligations of the Town of Hilton Head Island, South Carolina, under the Sign Maintenance Agreement.

MOVED, APPROVED AND ADOPTED BY THE TOWN COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, ON THIS ___ DAY OF May, 2025.

Alan R. Perry, Mayor

ATTEST:

Kimberly Gammon, Town Clerk

APPROVED AS TO FORM:

Curtis L. Coltrane, Town Attorney

Introduced by Council Member: _____

EXHIBIT A TO RESOLUTION AUTHORIZING EXECUTION AND DELIVERY OF A
SIGN MAINTENACNE AGREEMENT

STATE OF SOUTH CAROLINA)
) SIGN MAINTENANCE AGREEMENT
COUNTY OF BEAUFORT)

This Sign Maintenance Agreement is made this _____ day of May, 2025, by and between the Town of Hilton Head Island, South Carolina, (herein then”Town”), and Sea Cabin Racquet Club I Council of Co-Owners and Sea Cabin Racquet Club II Council of Co-Owners, which operate under the trade names of “Cordillo Courts” and “The Hedges” (herein “Cordillo Courts and The Hedges”).

Whereas, The Town of Hilton Head Island, South Carolina, owns real property that is described as follows:

All that certain piece, parcel or tract of land with improvements thereon, situate, lying and being on Hilton Head Island, Beaufort County, South Carolina, being comprised of a certain 1,472 acre parcel lying on the northwestern side of the right-of-way of Cordillo Parkway, said parcel being shown and described as a 1.472 acre parcel on a Plat entitled “Sea Cabin Racquet Club As-Built” prepared by Coastal Surveying, Inc., dated January 24, 1983, and recorded in the Office of the Register of Deeds for Beaufort County, South Carolina, in Plat Book 31 at Page 53 (hereafter, the “Town Property”).

Whereas, The Town of Hilton Head Island, South Carolina, owns and maintains a sign located on the Town Property adjacent to Cordillo Parkway. The existing sign includes panels identifying “Cordillo Courts” and “The Hedges” as well as the Cordillo Public Tennis

Courts.

Whereas, the The Town of Hilton Head Island, South Carolina and Sea Cabin Racquet Club I Council of Co-Owners and Sea Cabin Racquet Club II Council of Co-Owners, have reached and agreement regarding the sign that is memorialized herein.

Now, therefore, for and in consideration of the sum of One Dollar, each to the other paid at and before the execution and delivery of this Sign Maintenance Agreement, the receipt and sufficiency of which is acknowledged, the parties agree as follows:

1. The Town shall maintain a sign on the Town property near the intersection of Cordillo Parkway and the entrance to the Cordillo Public Tennis Courts. The sign shall include a panel or text (depending on the style and configuration of the sign) identifying “Cordillo Courts” and “The Hedges” as well as the “Cordillo Public Tennis Courts.” The Town shall also maintain a directional sign showing the way to “Cordillo Courts” and “The Hedges” in its current location at the intersection of the drives to Cordillo Courts and The Hedges.
2. The Town shall be solely responsible for the cost of the installation, maintenance, repair and replacement of the signs.
3. The design and style of the signs shall be in the sole discretion of the Town, and the Town may alter and change the design and style of the signs from time to time, in its discretion, subject to the requirements of this Sign Maintenance Agreement. The signs shall not be relocated, nor shall the lettering size or phrasing be reduced, without prior written notice to Cordillo Courts or the Hedges. If no objection is communicated in writing to the Town within thirty day of receipt of the proposed relocation or lettering change, it will be deemed approved.

4. Except as may be otherwise expressly provided or limited herein with respect to any specific act or omission, if any party shall default in any of its obligations, covenants, or agreements contained within this Sign Maintenance Agreement, and shall remain in default after ninety (90) day's written notice specifying the default and demanding that the default be cured, then the non-defaulting party shall be entitled to pursue any remedy at law or in equity.

5. Any notice required to be given under the terms of this Sign Maintenance Agreement shall be made by personal delivery or mail to The Town of Hilton Head Island, South Carolina, or Sea Cabin Racquet Club I Council of Co-Owners and Sea Cabin Racquet Club II Council of Co-Owners at the following addresses:

To The Town of Hilton Head Island,
South Carolina:

ATTN: Town Manager
One Town Center Court
Hilton Head Island, SC 29928;

To Sea Cabin Racquet Club I Council of
Co-Owners and Sea Cabin Racquet Club II
Council of Co-Owners:

ATTN: Manager
Post Office Box 7665
Hilton Head Island, SC 29928;

or to such other address as The Town of Hilton Head Island, South Carolina, or Sea Cabin Racquet Club I Council of Co-Owners or Sea Cabin Racquet Club II Council of Co-Owners may direct by written notification to the other.

In Witness whereof Sea Cabin Racquet Club 1 Council of Co-Owners, by and through James Ackerman, its duly authorized President has executed and delivered this Sign Maintenance Agreement on this ____ day of May, 2025.

WITNESSES:

SEA CABIN RACQUET CLUB I
COUNCIL OF CO-OWNERS

By: _____
James Ackerman

Its: President

STATE OF SOUTH CAROLINA	)	UNIFORM ACKNOWLEDGMENT
	)	
COUNTY OF BEAUFORT	)	S. C. CODE ANN. § 30-5-30 (Supp. 2024)

I, the undersigned Notary Public do hereby certify that James Ackerman, President of Sea Cabin Racquet Club I Council of Co-Owners, personally appeared before me on this day and duly acknowledged the execution of this Sign Maintenance Agreement.

Sworn to and Subscribed before me
on this _____ Day of May, 2025.

Notary Public for South Carolina
My Commission Expires: _____

In Witness whereof Sea Cabin Racquet Club II Council of Co-Owners, by and through James Ackerman, its duly authorized President has executed and delivered this Sign Maintenance Agreement on this ____ day of May, 2025.

WITNESSES:

SEA CABIN RACQUET CLUB II
COUNCIL OF CO-OWNERS

By: _____
James Ackerman

Its: President

STATE OF SOUTH CAROLINA	)	UNIFORM ACKNOWLEDGMENT
	)	
COUNTY OF BEAUFORT	)	S. C. CODE ANN. § 30-5-30 (Supp. 2024)

I, the undersigned Notary Public do hereby certify that James Ackerman, President of Sea Cabin Racquet Club II Council of Co-Owners, personally appeared before me on this day and duly acknowledged the execution of this Sign Maintenance Agreement.

Sworn to and Subscribed before me
on this _____ Day of May, 2025.

Notary Public for South Carolina
My Commission Expires: _____

In Witness whereof, The Town of Hilton Head Island, South Carolina, by and through Alan R. Perry and Marc A. Orlando, its duly authorized Mayor and Town Manager has executed and delivered this Sign Maintenance Agreement on this ____ day of May, 2025.

WITNESSES:

THE TOWN OF HILTON HEAD
ISLAND, SOUTH CAROLINA

By: _____
Alan R. Perry, Mayor

Its: _____
Marc A. Orlando,
Town Manager

STATE OF SOUTH CAROLINA	)	UNIFORM ACKNOWLEDGMENT
	)	
COUNTY OF BEAUFORT	)	S. C. CODE ANN. § 30-5-30 (Supp. 2024)

I, the undersigned Notary Public do hereby certify that Alan R. Perry, Mayor, and Marc A. Orlando, Town Manager, personally appeared before me on this day and duly acknowledged the execution of this Sign Maintenance Agreement.

Sworn to and Subscribed before me
on this _____ Day of May, 2025.

Notary Public for South Carolina
My Commission Expires: _____