



## Town of Hilton Head Island

### Community Services and Public Safety Committee Meeting

Monday, July 21, 2025, 10:00 AM

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

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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. **Adoption of the Agenda**
4. **Approval of the Minutes**
  - a. Special Meeting Minutes of June 3, 2025
  - b. Regular Meeting Minutes of June 16, 2025
5. **New Business**
  - a. Consideration of a Resolution Authorizing Application to the South Carolina Arts Commission for a Cultural District Designation on Hilton Head Island – Natalie Harvey, Office of Cultural Affairs Director
6. **Public Comment - Non Agenda Items**
7. **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.

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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  
**COMMUNITY SERVICES AND PUBLIC SAFETY  
COMMITTEE  
SPECIAL MEETING**  
Tuesday, June 3, 2025, 10:00 AM  
Minutes

Call to Order

Chair Becker called the meeting to order at 10:00 a.m.

Committee Members Present: Tamara Becker, Chair; Steve Alfred, and Steve DeSimone

Other Members of Town Council Present: Alex Brown

Adoption of the Agenda

**Mr. Alfred made a motion to adopt. Mr. DeSimone seconded. Motion carried 3-0.**

Executive Session

**At 10:00 a.m., Mr. Alfred moved to enter into executive session for the reasons as stated by Chair Becker. Mr. DeSimone seconded. Motion carried 3-0.**

**At 10:47 a.m, Mr. Alfred moved to end executive session and return to the regular meeting. Mr. DeSimone seconded. Motion carried 3-0.**

Discussion of Appointment to Boards, Commissions, and Committees [Pursuant to the South Carolina Freedom of Information Act Section 30-4-70 (a)(1)] related to:

1. Accommodations Tax Advisory Committee
2. Board of Zoning Appeals
3. Construction Board of Adjustments and Appeals
4. Design Review Board
5. Gullah Geechee Historic Neighborhood Community
6. Development Corporation
7. Greenspace Advisory Committee
8. Gullah Geechee Task Force
9. Housing Action Committee
10. Parks and Recreation Commission
11. Planning Commission

Action from Executive Session

There was no action as a result of executive session.

Adjournment

Chair Becker adjourned the meeting at 10:47 a.m.



Town of Hilton Head Island  
**COMMUNITY SERVICES AND PUBLIC SAFETY  
COMMITTEE MEETING**  
Monday, June 16, 2025, 10:00 AM  
Minutes

Call to Order

Chair Becker called the meeting to order at 10:00 a.m.

Adoption of the Agenda

**Mrs. Becker made a motion to amend the agenda to allow for public comment prior to the new business item. Mr. Alfred seconded. Motion carried 3-0.**

Public Comment - Non Agenda Items

There was no public comment at this time.

Approval of the Minutes

Special Meeting Minutes of May 12, 2025

**Mr. DeSimone made a motion to adopt. Mr. Alfred seconded. Motion carried 3-0.**

Special Meeting Minutes of May 13, 2025

**Mr. DeSimone made a motion to adopt. Mr. Alfred seconded. Motion carried 3-0.**

Regular Meeting Minutes of May 19, 2025

**Mr. DeSimone made a motion to adopt. Mrs. Becker seconded. Motion carried 2-0-1 (Alfred abstained).**

Special Meeting Minutes of May 28, 2025

**Mr. DeSimone made a motion to adopt. Mr. Alfred seconded. Motion carried 3-0.**

New Business

Consideration of an Ordinance of the Town of Hilton Head Island to Amend Chapter 16 of the Municipal Code, the Land Management Ordinance, to amend the current regulations for Tree Protection to include sections: 16-5-115, 16-6-104 and Appendix C for the Town of Hilton Head Island, South Carolina and Providing for Severability and an Effective Date - Missy Luick, Director of Planning

Missy Luick provided the Committee with the following information.

At the September 24, 2024, Town Council Workshop, Town staff received the following comments and direction regarding amendments related to tree protection:

1. Increase requirements for Live Oak and Laurel Oak tree preservation by reducing the diameter breast height (DBH):
  - a. Live Oak single trunk from 35 to 30 DBH
  - b. Live Oak multiple trunk from 60 to 55 DBH
  - c. Laurel Oak from 35 to 30 DBH
2. Update mitigation requirements by increasing the plant back tree size requirements (i.e., minimum height from 10 to 12 feet and diameter from 2 inches to 4 inches)
3. Update the list of native plants.
4. Remove the exception of specimen trees on single-family lots to reduce unnecessary removal of specimen trees.

On May 21, 2025, the Planning Commission held a public hearing and voted unanimously to forward the amendment to Town Council with a recommendation of approval.

Priority updates are proposed to strengthen tree protection during development and ensure that new projects align with the community's environmental values. These changes aim to improve tree preservation, enhance ecological outcomes, and promote sustainable development.

These changes strengthen protections for significant trees and promote the use of native vegetation. Key updates include lowering the diameter breast height (DBH) thresholds for preserving Live Oak and Laurel Oak trees for specimen and significant classifications, resulting in more trees receiving protection. Mitigation requirements for tree removal are also enhanced by increasing the minimum size standards for replacement trees, ensuring greater environmental impact and maturity. Additionally, the list of approved native plants is expanded to support ecological diversity.

Lastly, specimen tree protections are extended to single-family lots which is consistent with existing private tree preservation standards within PUDs.

The proposed amendments are as follows:

1. Enhance tree preservation for Live Oak and Laurel Oak Trees
2. Updated mitigation provisions require larger replacement trees
3. Expand native plant list
4. Specimen tree protections and single-family lot exceptions

The priority amendment changes aim to strengthen tree preservation, promote ecological health, and maintain the aesthetic and environmental character of the area. Additional changes to tree protection will be analyzed during the full LMO overhaul project.

The proposed text amendment aligns with the review criteria, as it:

1. Supports the Comprehensive Plan's goals concerning natural resource preservation and tree protection.
2. It is required due to continuing concerns with tree cutting and the loss of specimen and significant trees.
3. Addresses a demonstrated and vocalized community need to strengthen tree preservation, promote ecological health, and maintain the aesthetic and environmental character of the area.
4. It is consistent with the intent of the Ordinance and the Town's efforts to preserve tree

cover and habitat.

5. Results in more attractive and sustainable development, ensuring a logical and orderly development pattern.
6. Minimizes the impact of development on the natural environment by protecting trees and strengthening mitigation for the removal of trees.

Members of the Committee had questions, comments and discussion regarding: the life expectancy of Laural Oaks vs Live Oaks Trees; elaboration of the pros and cons of replanting Laural Oaks vs Live Oaks; clarification of the responsible party for replanting the trees and what specimen; the impacts to the changes to single-family residence inside and outside of the planned unit developments; and clarification of development plans with tree impacts.

**Mr. Alfred made a motion to forward to Town Council for Consideration of Approval an Ordinance of the Town of Hilton Head Island to Amend Chapter 16 of the Municipal Code, the Land Management Ordinance, to amend the current regulations for tree protection to include sections: 16-5-115, 16-6-104 and Appendix C for the Town of Hilton Head Island, South Carolina and providing for severability and an effective date. Mr. DeSimone seconded.**

Chair Becker asked for public comment.

Chester Williams addressed the committee with his feelings of how the proposed amendment would affect the Native Island Community and their ability to use their property as they wish.

**Motion carried 3-0.**

Consideration of an Ordinance of the Town of Hilton Head Island to Amend Chapter 16 of the Municipal Code, the Land Management Ordinance, to amend current regulations for Sign Standards to include sections: 16-5-114 and 16-10-105 for the Town of Hilton Head Island, South Carolina and providing for severability and an effective date - Missy Luick, Director of Planning

The Planning Commission held a public hearing on May 21, 2025, and, after consideration of the criteria set forth in Land Management Ordinance (LMO) Section 16-2-103.B, voted unanimously to recommend that Town Council approve the proposed text amendment.

At the September 24, 2024, Town Council Workshop, Town staff received the following comments and direction regarding amendments related to sign regulation:

1. Sign standards are not content neutral as required from Reed v. Town of Gilbert Supreme Court decision.
2. Amending our sign code to be compliant with the Supreme Court decision will reduce our ability to regulate certain sign types.

The proposed updates to the sign regulations aim to ensure compliance with federal case law by adopting a "content-neutral" approach. This change is in response to the U.S. Supreme Court's 2015 decision in Reed v. Town of Gilbert, which invalidated a town's sign regulations for distinguishing between different types of non-commercial messages, such as political or event-related signs. The Court's decision made it clear that regulations based on the content

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of signs must be avoided, as content-based rules are subject to strict scrutiny, requiring a compelling governmental interest and narrowly tailored measures.

The following updates are designed to align with these evolving legal standards and create fairer, more defensible sign regulations that preserve to the maximum extent possible current Town regulations regarding size, height, location, design, and permitting of signs. In addition, the amendments include minor clarifications and housekeeping changes to streamline the process and make the regulations easier to navigate.

The proposed amendment addresses the following:

1. Noncommercial message substitution:
2. Flag regulations
3. Interior yard signs
4. Temporary yard signs
5. Temporary yard sign standards
6. Driveway access point signs
7. Interior site signs

Given the importance of ensuring legal compliance, these changes are part of the priority amendments and will address immediate concerns. Further adjustments are expected during the full LMO update project.

The proposed text amendment aligns with the review criteria, as it:

1. Supports the Comprehensive Plan by minimizing the impact of signs and ensuring high-quality signage.
2. It is required due to a US Supreme Court decision.
3. Addresses a community need to hold signage to high standards for aesthetics and to reduce the visual clutter caused by unregulated signage.
4. It is consistent with the zoning districts in this Ordinance by ensuring high-quality and visually unobtrusive signage.
5. Will result in more attractive street corridors and properties.
6. Will have no impact on the natural environment.

**Mr. Alfred made a motion to forward to Town Council for consideration of approval an Ordinance of the Town of Hilton Head Island to Amend Chapter 16 of the Municipal Code, the Land Management Ordinance, to Amend current regulations for sign standards to include sections 16-5-114 and 16-10-105 and to include the proposed changes raised by the Committee as listed below. Mr. DeSimone seconded.**

Members of the Committee had questions, comments and discussion regarding: the rules of displaying of signs during sporting events; code enforcements involvement for displaying flags and signs on private property; clarification on the removal of wayfinding signs being displayed on US Highway 278 identifying neighborhoods by South Carolina Department of Transportation in the right of way; this ordinance makes a way for visual clutter to remain; concerns of election and referendum yard signs permissions are too vague as well as the length of time they are allowed to be displayed as it does not clarify the election or referendum as local, state or federal; concerns with the size of signs not being in line with the "island character and values";

clarification of driveway access points allows for two signs and is not explained clear enough; implementation of illustrations to allow for clear communication with the public; and there was a request for Staff to reevaluate the temporary signs and the length of time allowed to be displayed.

Chair Becker called a question to Curtis Coltrane, Legal Counsel, regarding amending the motion on the floor. Mr. Coltrane explained what the Committees role is when evaluating a matter that goes to Town Council. The Committee has three options; forward to Council with a recommendation of approval, denial or no recommendation as these are policy decisions that should be made by the full Town Council not by a minority of Council. Mr. Coltrane stated that the procedure would be for the Chair to relinquish the gavel in order to amend the motion to forward the proposed amendments to Council with a recommendation for approval.

**Mrs. Becker made a motion to amend the motion on the floor to send the proposed ordinance of the Town of Head Island to Amend Chapter 16 of the Municipal Code, the Land Management Ordinance, to Amend current regulations for sign standards to include section 16-5-114 and 16-10-105 back to Town Staff for further revisions, and upon completion return the revised ordinance to the Community Services & Public Safety Committee for additional review and consideration. Mr. DeSimone seconded.**

Members of the Committee had questions, comments and discussion regarding: consideration that the revisions that the Committee is seeking be included in the proposed ordinance for the full Town Council to review rather than delaying the process by sending it back to Staff for revisions; there was additional concern of elections and referendums not pertaining to our area could be displayed as the language does not specify location; and clarification of regulating other signs from being displayed during the election window.

Chair Becker asked for public comment.

Chester Williams addressed the Committee on his feelings of free speech. He suggested that the ordinance not be sent back to Staff for revisions as that will further delay the process and that Committee amend the wording to make corrections to the proposed ordinance prior to it being sent to Town Council.

Katie Henderson addressed the Committee regarding the chaos she witnessed during the last election cycle; and everyone should be allowed to have signs.

Linda Herrington addressed the Committee regarding her thoughts on floor area ratio and that the text is hard to understand now and it should be sent back for revisions.

Members of the Committee had questions, comments and discussion regarding: how this amendment could affect the Gullah Geechee Task Force recommendation that will come forward soon for review; changes should happen at the Committee level and once approved, sent to Town Council for final approval; and the potential impact(s) on the Town Planned Unit Developments.

Shawn Leninger confirmed with the Committee the list of proposed amendments to be Town of Hilton Head Island Community Services and Public Safety Committee Meeting Minutes

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included in the final ordinance that will be presented at a future Town Council Meeting:

- Temporary Signs
  - Define elections and the amount of time displayed
  - Incorporate a dimension of flags and temporary signs
  - Provisions of driveway size; two sided or one
  - Incorporate illustrations or renderings for the public relevant to Hilton Head Island
  - Regulate off-site signs

**Amended Motion failed 1-2 (Alfred and DeSimone opposed)**

**Motion passed 2-1 (Becker opposed)**

Consideration of an Ordinance of the Town of Hilton Head Island, to Amend Chapter 16 of the Municipal Code, the Land Management Ordinance, to amend the Current Regulations for the Measure of Height and Setback Encroachments for Residential and Nonresidential Development to Include Land Management Ordinance Sections 16-3-106, 16-5-102 and 16-10-102, and Providing for Severability and an Effective Date - Missy Luick, Director of Planning

Missy Luick made a presentation on the following information.

At the September 16, 2024, Town Council Workshop, Town staff received the following comments and direction regarding amendments related to the measurement of height and setback encroachments for residential and commercial development:

Residential:

1. Changes need to apply to existing subdivisions where possible. Current building heights are too high.
2. There needs to be more lighting, air, and separation between units.
3. Need to increase setbacks.
4. Need to establish minimum lot sizes (to be addressed during the full LMO update).

Nonresidential:

1. Current building heights are too high.
2. There needs to be more light, air, and separation between units. Need to increase setbacks.
3. Need to establish minimum lot sizes (to be addressed during the full LMO update).
4. There should be a relationship between height and proximity to the street and boundaries (lower closer to the street and boundaries of property).

On May 21, 2025, the Planning Commission held a public hearing and voted unanimously to forward the amendment to Town Council with a recommendation of approval.

The mass and scale of recent developments have been of concern for both residential and nonresidential developments. New buildings are often larger and out of character with the existing

surroundings. This priority amendment will modify how height is measured and reduce the allowable setback encroachments.

Current regulations require that building heights be measured relative to flood zone elevations, which effectively increases the allowable height of the building. This amendment would change this to measure height from the pre-development grade elevation. This will provide a more accurate representation of the building's scale relative to the surrounding landscape by adjusting the building height measurement.

Current regulations also permit significant projections/ encroachments into setback areas. This amendment will provide more separation between buildings. Both of these changes will help to reduce the overall mass and scale of development in residential and nonresidential building types. *(Full written details of the proposed amendment can be found in the Staff Report).*

Setback Angle: this priority amendment proposes to change the elevation above the ground at which the setback angle is measured.

Allowable encroachments: A limited number of setback and height encroachments are allowable per Table 16-5-102.E.

Height: Building height is also proposed to be measured from pre-development grade in all cases, rather than the higher elevation of the pre-development grade or 13 feet or 11 feet above mean sea level (depending on residential or non-residential use).

Affected properties: Maps in the Staff report show (figures 6-7) residential and nonresidential properties that may be affected by the proposed change to the LMO. Figure 6 shows that of 18,015 residential properties, 11,394 properties fall completely or partially below the threshold of 13 feet above mean sea level, which means the effective allowable height is being reduced. In Figure 7, of the 895 nonresidential properties, 380 are below the threshold of 11 feet above mean sea level.

#### *Nonconformities*

Changes to building height calculations and allowable setback encroachments may result in the creation of legal nonconforming structures (structures that do not comply with current dimensional standards). Such structures are addressed in LMO Section 16-7, Nonconformities, and also in LMO Section 16-9, Disaster Recovery. In most cases, there is flexibility in the LMO to address the various situations that apply.

The proposed text amendment aligns with the review criteria, as it:

1. Supports the Comprehensive Plan, by ensuring new and redeveloped housing maintains and enhances the character of the Island.
2. Is required due to concerns with the scale of buildings and impacts on adjacent properties and residents.
3. Addresses a demonstrated community need to control the overall mass, scale, and height of new buildings.
4. Ensures that development meets the intent of the Town's zoning districts.
5. Results in logical and orderly development at the proper scale and are compatible with

- nearby buildings and structures.
6. Reduces the overall impact of Town-wide development, thus minimizing adverse effects on the environment and natural resources.

Members of the Committee had questions, comments and discussion regarding: clarification of the setback diagram; the impacts of the amendments across the island and what the exceptions are; heights is too tall; encroachments need to be removed; concerns of those affected by homes and development are losing their air and quality of life due to them being surrounded by concrete; suggestions of certain properties being grandfathered in; Heating, Ventilation, and Air Conditioning should be included in the total height of the home as it is an encroachment that should be removed; if placed on top of the dwelling as it is add; the potential affects on overlay districts; the residential impacts should be considered; the commercial age of properties should be reviewed as far as how many are actually occupied that this affects; 18K residential properties affects is a large number of people; 18 months to rebuild when dealing with insurance is not a realistic timeline if there were a major disaster; fences and walls 7ft tall on a property do not require a permit and should not be included in this amendment as they are not the same; and this could turn many lots into unusable space due to this change.

Chair Becker asked for public comment.

Chester Williams addressed the Committee regarding his feeling of what the affects could be given this proposed amendment heights

**Mr. Alfred made a motion to forward to Town Council for consideration of approval an Ordinance of the Town of Hilton Head Island to Amend Title 16 of the Municipal Code, the Land Management Ordinance, to Amend the Current Regulations for the Measure of Height and Setback Encroachments for Residential for Residential and Nonresidential Development to Include Land Management Ordinance Sections: 16-3-106, 16-5-102 & 16-10-102 and to include the proposed changes raised by the Committee (as listed below). Mr. DeSimone seconded.**

Shawn Leninger confirmed with the Committee the list of proposed changes to be included in the final ordinance that will be presented at a future Town Council Meeting:

- For the required means of egress state that it is required per the Building Code
- Examine not requiring existing neighborhoods with vacant lots to comply with the new code
- Examine Heating, Ventilation & Air Conditioning units and if there should be restrictions of them being above the roof line in residential
- Fences and walls are not the same and should be separated from the amendment
- Examine only including encroachment restrictions now and height later with the full code
- Establish a minimum lot size
- Examine the pervious and impervious relationship

Adjournment

Chair Becker adjourned the meeting at 12:48 p.m.

**The recording of this Meeting can be found on the Town's website at [www.hiltonheadislandsc.gov](http://www.hiltonheadislandsc.gov)**



## TOWN OF HILTON HEAD ISLAND

### Community Services and Public Safety Committee

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**TO:** Community Services and Public Safety Committee  
**FROM:** Natalie Harvey, Director of Cultural Affairs  
**CC:** Marc Orlando, ICMA-CM, Town Manager  
Angie Stone, Assistant Town Manager  
**DATE:** July 21, 2025  
**SUBJECT:** Consideration of a Resolution Authorizing the Town Manager to apply for a Cultural District Designation from the South Carolina Arts Commission

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#### **RECOMMENDATION:**

Staff recommends that Town Council adopt the attached resolution (Attachment 1) authorizing the Town Manager to apply for a Cultural District designation through the South Carolina Arts Commission. The application is scheduled to be submitted in early spring 2026.

#### **BACKGROUND:**

The South Carolina Arts Commission (SCAC) established the Cultural District Program in 2014 to support placemaking and promote local economies through the arts. The SCAC defines a Cultural District as a “*geographic area of a city or town with a concentration of artistic assets, cultural facilities, creative businesses, and placemaking activities.*” Districts must be walkable, contain accessible venues, and serve as hubs of cultural and creative activity.

To date, 11 South Carolina communities have received this designation:

- Aiken
- Beaufort
- Camden
- Congaree Vista (Columbia)
- Florence
- Georgetown
- Greenwood
- Hartsville
- Lancaster
- Rock Hill
- Spartanburg

The Office of Cultural Affairs, in partnership with the Arts Council of Hilton Head Island, and with guidance from the SC Arts Commission, has completed the foundational steps toward a Cultural District application. The Shelter Cove area has been identified as the proposed Cultural District due to its existing concentration of cultural venues, events, and public art.

### **SUMMARY:**

The Cultural District designation will formally recognize the Town's existing arts ecosystem and align with regional and state-wide arts initiatives. This initiative supports the Town's District Planning efforts and cultural tourism strategies.

A preliminary inventory identified numerous cultural assets in the proposed area (Attachment 3), including:

- Performing arts venues
- Outdoor music and festival spaces
- Public art and sculpture installations
- Arts-related businesses and nonprofit organizations
- The Town's Office of Cultural Affairs

These assets will be further evaluated and refined through an Asset Mapping Workshop with SCAC staff in September 2025. A detailed application timeline has been developed in consultation with the SCAC (Attachment 4).

Hilton Head Island's identity is shaped by its natural beauty, rich cultural heritage, and active arts scene. The Town already supports public art installations, cultural programs, and creative placemaking initiatives. Formal designation as a Cultural District will:

- Promote the Island's visibility as a premier art and culture destination in South Carolina
- Reinforce the Town's long-standing support for arts and cultural development
- Align with Town Council's strategic priorities related to placemaking, tourism, and economic development

Benefits of the SC Arts Commission designation include:

- Increased visibility and marketing on state-wide platforms, including the SCAC website
- Eligibility for future SCAC funding specific to Cultural Districts
- Greater collaboration between local arts organizations, businesses, and civic institutions
- Enhanced public engagement through mapping, events, and district branding
- Support for creative economic development through programming and strategic investment

- Data and impact reporting via required annual reports and five-year SCAC evaluations

The designation will strengthen Hilton Head Island’s position as a leader in arts and culture, drive local pride, and attract cultural tourists who seek authentic, community-based experiences.

Fiscal impacts include:

- Cost to Apply: \$0
- Cost to Maintain Designation: No direct cost; optional investments in events, marketing, or infrastructure would be at the discretion of the Town and partner organizations
- Staff Resources: Primarily supported by the Office of Cultural Affairs

Further, any prioritized long-term investments (e.g., signage, branding, promotional materials) may be incorporated into existing or future cultural programming budgets and grant opportunities.

**NEXT STEPS:**

Should Town Council provide direction to the Town Manager to apply for a Cultural District Designation from the South Carolina Arts Commission, the Director of the Office of Cultural Affairs will proceed as follows:

- Conduct Asset Mapping Workshop with SCAC – September 2025
- Finalize application components – Fall 2025
- Submit Cultural District Application – Spring 2026
- Continue community engagement and planning to support designation

**ATTACHMENTS:**

1. Draft Resolution – Authorization to Apply for Cultural District Designation
2. Proposed Cultural District Boundary Map (Shelter Cove Area)
3. Preliminary Inventory of Cultural Assets
4. Application Timeline for Cultural District Designation
5. SC Arts Commission – Cultural District Program Overview and Guidelines

**THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA**  
**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF**  
**HILTON HEAD ISLAND, SOUTH CAROLINA, SUPPORTING THE**  
**APPLICATION FOR DESIGNATION OF A CULTURAL DISTRICT AND**  
**AUTHORIZING SUBMISSION OF SAID APPLICATION TO THE SOUTH**  
**CAROLINA ARTS COMMISSION**

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WHEREAS, the Town Council for the Town of Hilton Head Island (the “Town Council”) finds that arts and culture play a vital role in enriching the community, enhancing quality of life, preserving local heritage, promoting tourism, and stimulating economic development; and

WHEREAS, the South Carolina Arts Commission has established a Cultural Districts Program to encourage communities to develop and promote contiguous areas known for artistic and cultural activities, and to recognize areas where the arts are essential to community identity and vitality; and

WHEREAS, the Town Council finds that the Town of Hilton Head Island is home to a wide array of cultural assets including galleries, performance venues, historical sites, museums, arts education institutions, festivals, and local artists and artisans that collectively contribute to the unique cultural character of the Town; and

WHEREAS, the Town Council finds that the establishment of a designated Cultural District would provide greater visibility, support, and coordination for cultural organizations and creative businesses within the Town, and promote the development of the Town as a cultural destination for residents and visitors alike; and

WHEREAS, the Town Council finds that the Town has demonstrated a long-standing commitment to the arts through strategic planning, public art initiatives, and partnerships with local cultural organizations, and the Town Council seeks to build upon these efforts through the achievement of an official designation of a Cultural District in the Town; and

WHEREAS, the Shelter Cove area contains an existing concentration of arts and cultural activities, arts venues, public art, and gathering spaces for cultural activities in a walkable area making it an appropriate and eligible area for designation as a Cultural District by the South Carolina Arts Commission; and

WHEREAS, the Town Council supports the collaborative efforts of community stakeholders, cultural institutions, and Town staff to apply to the South Carolina Arts Commission for Cultural District designation; and,

WHEREAS, the Town Council finds that the achievement of a Cultural District in the Town is in the best interest of the Town, and such will promote the health, safety and welfare of the Town’s citizens, residents, property owners, businesses, and visitors.

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**NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA:**

- (a) The Town Council expresses its full support for the submission of an application to the South Carolina Arts Commission to establish a Cultural District within the Town of Hilton Head Island.
- (b) The Town Manager, or designee, is authorized to prepare, finalize, and submit the application materials necessary to pursue a Cultural District designation.
- (c) This Resolution shall be effective immediately upon adoption.

**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: \_\_\_\_\_

## Attachment 2 - Proposed Cultural District Boundary Map



The proposed area for the Hilton Head Island Cultural District reaches from the Arts Center of Coastal Carolina / Shelter Cove Harbour and Marina to the trail head at the ending point of the Shelter Cove Trail (39 Shelter Cove Lane).

The Cultural District is connected by leisure pathways and includes the Shelter Cove Community Park, Veteran's Memorial, Shelter Cove Sculpture Trail, and pathways along Broad Creek.

## **Preliminary List of Assets for Cultural District Application**

The Arts Commission has specific guidelines for the eligibility of an area to be considered as a Cultural District. An initial review of the existing resources and activities in the proposed district area has revealed a broad range of experiences and arts and cultural activities.

### **From the South Carolina Arts Commission:**

#### **What makes a cultural district?**

- They are areas of concentrated arts and culture which contribute to the creative economic vitality of a place.
- Applications are accepted from cities or towns anywhere in South Carolina.
- The accessible area should have artistic and creative assets within a concentrated geographic range.
- Creative placemaking, public art programming, artist + designer studios, installations, buskers, and performance venues are just some of the resources that draw visitors and residents to a cultural district.

### **Identified Assets:**

#### **Performance Venues:**

- Arts Center of Coastal Carolina (main theater and black box)
- Shelter Cove Harbour (live music venue during 9 months of the year)
- Shelter Cove Community Park (Crescendo kickoff, festivals, movies in the park, concerts)

#### **Public Art Programming:**

- Shelter Cove Sculpture Trail (3 temporary sites & 7 permanent sites)
- Future installation sites at expanded Shelter Cove Community Park
- Future installation sites possible at former "Cracker Barrel" site
- Poetry Trail (7 sites in the proposed Cultural District)
- Piano in the Park and associated Public Art – Shelter Cove Community Park

#### **Artist and Designer Studios / Retail:**

- Arts Center of Coastal Carolina (studio space for workshops)
- Nash Gallery
- ArtWare
- Hilton Head Art League Gallery
- Potential artist workspaces or workshop space in commercial areas

#### **Festivals:**

- Holiday Kickoff at Arts Center of Coastal Carolina
- Voices and Taste of Gullah at Arts Center of Coastal Carolina

### Attachment 3 - Preliminary Inventory of Cultural Assets

- Outside Foundation “Keep the Broad Clean”
- Crescendo Kickoff (October)
- Hilton Head Art Festival (Shelter Cove Harbour – May)

#### **Additional Assets:**

- Office of Cultural Affairs
- Tiny Free Art Gallery at Arts Center of Coastal Carolina
- Community Market at Shelter Cove Community Park (local artisans weekly)
- Island Writers’ Network Open Mic Night monthly– Tio’s Latin American Kitchen
- Artistic play spaces – future expansion at Shelter Cove Community Park
- Future Integrated public art –bike racks, benches, or shade structures at park
- Live music at restaurants
- Hilton Head Senior Center
- Veteran’s Memorial Park

## **CULTURAL DISTRICT APPLICATION TIMELINE:**

### **Spring 2024 – Spring 2025:**

- Began building preliminary asset list
- Identified representation for potential steering committee members (approximately 12-14 members including artists, business owners, arts leaders, etc.)
- Contacted South Carolina Arts Commission (SCAC) to learn more about application process
- Received support for submitting the proposal and for its commitment to assist with the process from the Hilton Head Arts Council volunteers

### **July 21, 2025**

- Presentation to Town Community Services and Public Safety committee to provide background and details about process and timeline
- Propose resolution to permit the Office of Cultural Affairs to submit the application for consideration of a Cultural District on Hilton Head Island

### **July 30, 2025**

- Tentative date for a preliminary site visit by staff from the SCAC

### **August 19, 2025**

- If approved by Community Services and Public Safety Committee, consideration of resolution by the full Town Council

### **Late August/September 2025**

- Submit names and bios of proposed Cultural District steering committee members to the SCAC
- Continue to build asset list of sites for consideration

### **September 2025**

- Cultural Mapping workshop with SCAC staff, Hilton Head Island community members, steering committee, and volunteers
- Complete the proposed Cultural District strategic plan and governance documents

### **October/November/December 2025**

- Develop the district map, seek approval of sites by SCAC, coordinate with GIS

## Attachment 4 – Application Timeline for Cultural District Designation

### **January/February 2026**

- Schedule a site visit for SCAC board and cultural district review committee to Hilton Head Island
- Complete required application documents (governance, strategic plan, marketing plan)

### **March 2026**

- Submit full application to SCAC

### **April or May 2026**

- Application considered by SCAC board
- Committee's presentation in Columbia

# Becoming a Cultural District



**Legislation ratified by the South Carolina General Assembly authorizes the S.C. Arts Commission to grant official state designation to cultural districts in the Palmetto State.**

[Read the 2014 legislation](#)

## **Goals of the program**

- ATTRACT artists, creative entrepreneurs, and cultural enterprises
- ENCOURAGE economic development
- FOSTER local arts and cultural development
- CELEBRATE unique arts and cultural identity



## **Outcomes of the program**

- Tourism benefits and geographic visibility
- Historic property preservation and reuse development
- Creative placemaking and strategic arts planning and cultural programming
- Arts and cultural growth and vitality

Is your city or town ready to become a cultural district\*? This page provides guidelines and eligibility for the certification process.

\*If you're looking to become a historic district, we are glad to know it—but we can't help you. We suggest you check out the information provided by our colleagues at the [South Carolina Department of Archives and History](#) or check in with your local historic preservation organization.

#### WHAT MAKES A CULTURAL DISTRICT?

- They are areas of concentrated arts and culture which contribute to the creative economic vitality of a place.
- Applications are accepted from cities or towns anywhere in South Carolina.
- The accessible area should have artistic and creative assets within a concentrated geographic range.
- Creative placemaking, public art programming, artist + designer studios, installations, buskers, and performance venues are just some of the resources that draw visitors and residents to a cultural district.
- Dedication to community, economic, and cultural development within the designated area confirms the city or town's ongoing commitment to the district's overall success.

**Image caption:** Representatives from South Carolina Cultural Districts get a tour of the Lancaster Cultural District during a 2024 cohort meeting.

Photo credit: Harvee White/SCAC.

## Requirements

## General information

- The application must be submitted by the local government where the district is located and signed by the municipality's chief elected official or appointed chief administrator.
- The city or town may designate a municipal department or community partner organization to serve as a contact for the application and to co-manage the proposed district.
- Entities such as an arts council, Main Street program, chamber of commerce, empowerment zone, historic district, visitor's bureau or other capable bodies may serve in this capacity.

[Review or download the guidelines for cultural district certification now.](#)

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## Governance & Planning

- Prior to applying, the city or town must develop a cultural district steering committee of at least five members composed of organizations and individuals that represent the interests of the district. Your steering committee must include:
  - A representative from at least one arts organization or arts business located within the district
  - At least two artists and/or designers of different disciplines that live or work within the district
  - Representatives from other types of organizations may include non-profits, local tourism agencies, the disability community, for-profit arts-based businesses, chamber of commerce, cultural councils, town/city staff, private businesses, educational institutions, faith-based organizations, economic development groups, residential associations, merchant associations, or other stakeholder groups.
- This group should provide a governance and accountability structure for the district.
- This governing organization should engage in community-based planning activities that establish locally defined goals and outcomes for the district, identify incentives and resources for sustaining the district, create evaluation measures and baseline data to determine progress towards achieving the set goals.
  - Among your initial planning activities, your committee must invite the Public Art Coordinator to conduct a cultural mapping workshop. See information, tools, and guidance for this mandatory creative placemaking exercise.
    - <https://artsandplanning.mapc.org/cultural-asset-mapping/>
    - <https://www.artsengaged.com/chapter-nine>
    - <https://www.artscapediy.org/guide/an-introduction-to-cultural-asset-mapping/>
  - It is highly recommended to appoint an accessibility lead, which will ensure your committee includes best practices during all planning and implementation stages.
    - Find out more! [Check out the SCAC Accessibility resources page.](#)

## Resolution

Any city or town applying for state designation of a cultural district **must** hold a public hearing **with adequate notice** regarding the proposed district and pass a resolution making a commitment to establish a state-designated cultural district.

This resolution must be passed within one (1) year of making a full application to be certified.

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## Application Process

After creating and working with your steering committee and passing a resolution in your local council. You will review these steps towards making a full application.

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### Confirm eligibility

1. Confirm that there is sufficient municipal and local interest and support to seek the designation.
  2. Confirm that the area you are seeking designation for has arts and cultural assets and/or programming that is in line with the guidelines, goals, and requirements.
  3. Contact Public Art Coordinator **Harvee L. White** (803.734.8253 | [hlwhite@arts.sc.gov](mailto:hlwhite@arts.sc.gov)) to discuss the program, community readiness and any questions you may have.
- 

### Site visit + district map

1. Create a map of the proposed district that identifies proposed boundaries, arts and cultural facilities, public artworks, locations of public art programming, and other cultural assets.
    - It is strongly recommended that the map include accessibility indicators using recognized accessibility symbols.
  2. Include a spreadsheet that lists each place by name and street address. The map can be created by your local government planning office, GIS department, or by using online tools such as Google Maps
  3. Schedule a visit by SCAC staff to tour the proposed district, meet key stakeholders, and assess the accessibility.
    - This must be conducted by strolling the district. Non-essential locomotive devices (car, bike, horses) are not permitted for the site visit.
-

## Submitting the application

Your completed application will include the following:

**1. Application (link provided by public art coordinator)**

**2. Required support materials**

1. A narrative (no more than two pages) describing the community (members/stakeholders, culture bearers, artists, arts organizations, etc.) found within the proposed district, existing key characteristics of the area, include details about what makes your proposed district unique, as well as programming/events that occur regularly.
2. A copy of the resolution adopted by your city or town council within one year of application.
3. Map of proposed district with accompanying spreadsheet, which must include:
  - the proposed boundaries
  - cultural facilities
  - public artwork locations
  - creative placemaking hotspots/efforts
  - relevant public infrastructure (e.g. wayfinding, technology)
  - any other cultural assets
4. A strategic plan, resulting from input and support from key partners and stakeholders, describing desired outcomes, goals, strategies for management, and baseline data of the district.
5. A marketing plan to inspire visitors and residents to visit the district.
6. Budget and potential incentives
  - A budget for your district's arts and cultural development for the first years including intended public artwork projects
  - Incentives are intended to spur economic growth and community development – signifying your district's recognition and support of the arts as a catalyst. Other districts have included elements like tax incentives for artists and arts businesses, allocating tourism-related taxes towards public artworks and public art events for the community, or even special planning/zoning designations.

7. Steering committee information

**3. Supplemental support materials (limited to 5 items)**

- You may submit more support for you application at your discretion. This may include elements such as tourism brochures/marketing, currently circulated collateral, or letters of support from the community.

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## Review rubric + recommendations

SCAC staff will review the application materials using an evaluation tool—known as a rubric—seek more information if required, and make recommendations to our board. If the application reviewed is satisfactory, the district will be invited to a regularly scheduled meeting of the SCAC board of commissioners to make a short presentation. *The board will make all final decisions regarding designation.*

**FY24 SCAC Cultural Districts Certification Rubric**

**CULTURAL DISTRICT INFORMATION – 10%**

	0		1
<b>Proposed Name &amp; Title</b>	Not present		Present
	0	1	2
<b>Why &amp; How name was decided</b>	Applicant does not provide a reason for their choice of name.	Applicant provides reasoning for their name choice	Applicant provides clear reasoning for how and why they chose the name of their cultural district.
	0-1	2-3	4-5
<b>District footprint details</b>	Applicant gives few details of the proposed district and includes few or no place-based identifiers, arts landmarks, or local geographic terms.	Applicant gives a succinct description of the general footprint and uses some place-based identifiers, arts landmarks, or local geographic terms.	Applicant gives an extremely succinct description of the proposed district and includes place-based identifiers, arts landmarks, and local geographic terms.
	0		2
<b>Why &amp; how area was chosen</b>	Applicant does not provide clear reasoning for how and why the boundaries were selected.		Applicant provides clear reasoning for how and why the boundaries were selected.

**PLANNING + CREATIVE PLACEMAKING – 10%**

	0-1	2-4	5-7	8-10
<b>Integration</b>	The applicant does not anticipate how the arts, culture, and design will integrate into local systems through certification.	The applicant somewhat anticipates how certification will help integrate arts, culture, and design into local systems.	The applicant adequately anticipates how certification will help future integration of arts, culture, and design into local systems with thought-out reasons.	The applicant distinctly anticipates how certification will help future integration of arts, culture, and design into local systems with clear and thought-out reasons.

**NARRATIVE – 20%**

	0-1	2-4	5-7	8-10
<b>Description</b>	The narrative does not articulate the community and/or key characteristics of the proposed district.	The narrative articulates some aspects of the community and/or key characteristics of the district.	The narrative articulates the existing community and key characteristics of the district.	The narrative thoroughly articulates the existing community and key characteristics of the district.

	0-1	2-4	5-7	8-10
<b>Details</b>	Narrative details do not articulate the unique qualities and/ or does not include regularly scheduled programming and events.	Narrative details somewhat articulate the unique qualities and includes some regularly scheduled programming and events.	Narrative details significantly articulate the district's unique qualities and includes regularly scheduled programming and events.	Narrative details extensively articulate the unique qualities and provides details of regularly scheduled programming and events.

**MAP AND RESOLUTION – 10%**

	0	4
<b>Map</b>	An approved map was not submitted.	An approved map has been submitted.

	0	4
<b>Asset list</b>	The approved asset list spreadsheet was not submitted.	The approved asset list spreadsheet has been submitted.

	0	2
<b>Resolution</b>	No resolution is included, or it was included, but passed more than one year prior to application.	The resolution is attached and was passed no more than a year prior to application.

**CULTURAL DISTRICT STRATEGIC PLAN – 20%**

	0	1-2	3
<b>Action plan</b>	Applicant does not include an action plan.	Applicant includes a manageable and realistic action plan for consistent activities, marketing,	Applicant includes an extremely manageable and

and/or programming for the first six months following certification.

realistic action plan for consistent activities, marketing, and/or programming for the first six months following certification.

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	0	1-2	3
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<b>Management strategies</b>	Applicant does not include management strategies for the district.	There is a detailed management strategy that describes elements of how the cultural district will be run, organized, and programmed by the coordinator and the steering committee.	There is an extremely detailed management strategy that describes multiple elements of how the cultural district will be run, organized, and programmed by the coordinator and the steering committee.
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	0-1	2-3	4-5
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<b>Desired outcomes</b>	Applicant has not identified and/or described desired outcomes for the cultural district.	Applicant has identified and described desired outcomes for the cultural district.	Applicant has identified and very specifically described desired outcomes for the cultural district.
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	0	1-2	3-4	5-6
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<b>Goals + Objectives</b>	The applicant does not include clear goals and objectives for arts-related programs, projects, and activities.	The applicant includes some clear goals and objectives for arts-related programs, projects, and activities for five years, but they are not measurable.	The applicant includes clear goals and objectives for arts-related programs, projects, and activities for five years that can be measured annually.	The applicant includes extremely clear goals and objectives for arts-related programs, projects, and activities for five years that can be measured annually.
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	0	1	2	3
<b>Baseline data</b>	No baseline data is provided.	There is some baseline data provided enabling an annual assessment of the district.	There is adequate baseline data provided enabling an annual assessment of the district.	There is thorough baseline data provided enabling an in-depth annual assessment of the district.

**CULTURAL DISTRICT MARKETING PLAN – 15%**

	0-1	2-3	4-5
<b>Brand development</b>	The development of the district brand does not reflect a clear identity and/or does not include arts-based, creative solutions for discussing or illustrating the district as an entity.	The development of the district brand reflects a clear identity and includes arts-based, creative solutions for discussing or illustrating the district as an entity.	The development of the district brand directly displays a clear identity including arts-based creative solutions for discussing or illustrating the district as an entity - including accessibility considerations.

	0-1	2-3	4-5
<b>Promotional strategy</b>	There is not a comprehensive promotional strategy for post-certification and achieving district goals.	There is a comprehensive promotional strategy for post-certification and achieving district goals is included along with accessibility considerations.	An extremely comprehensive promotional strategy for post-certification and achieving district goals is included along with accessibility considerations.

	0-1	2-3	4-5
<b>Social media plan</b>	There is not a social media plan.	The social media plan has been included and commits to marketing through any social media channels.	The social media plan has been included and provides a clear plan for achievable marketing of the district through any social media channels.

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**BUDGET + POTENTIAL INCENTIVES – 8%**

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	0	1-2	3-4	5-6
<b>Cultural district budget</b>	The budget is not realistic and/or does not include arts programming and creative placemaking integration.	There is a somewhat realistic budget that includes arts programming and creative placemaking integration.	There is a realistic budget that includes arts programming and creative placemaking integration.	There is a detailed and committed budget that includes arts programming and creative placemaking integration.

	0	1	2
<b>Potential incentives</b>	Applicant does not provide any incentive goals.	Applicant has included incentive goals that may be implemented.	Applicant has included clear incentive goals that are likely to be implemented.

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**STEERING COMMITTEE – 7%**

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	0-1	2	3	4
<b>Member list</b>	The steering committee list names members, with little justification for their inclusion on the committee.	The steering committee list names members, with some justification for their inclusion on the committee.	The steering committee list names members, with justification for their inclusion on the committee.	The steering committee list names members, with clear justification for their inclusion on the committee.

	0	1
<b>Planning activities</b>	Applicant does not demonstrate strategic planning through locally defined goals and outcomes.	Applicant demonstrates strategic planning through locally defined goals and outcomes using arts programming and creative placemaking.

	0	1
<b>Measures</b>	Applicant does not include the steering committee's measures for governance and success indicators.	Applicant includes the steering committee's measures for governance and success indicators.

	0	1
<b>Potential Challenges</b>	Applicant has does not have a clear understanding of potential	Applicant has a clear understanding of potential challenges.

If approved, we will work with local contacts to arrange appropriate announcements, publicity, and public events. If designation is not approved, staff will work with local contacts to address board concerns and determine the feasibility of reapplying.

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## Reporting Requirements

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### Annual report

To document and measure the impact of a cultural district on its community, a state-designated cultural district must provide an annual report to the SCAC which includes a narrative describing activities in the district during the previous year and reporting data that measures the impact and reflects the stated goals of the district. Unless otherwise informed by the public art coordinator, your annual report will be due in May each year.

Along with reviewing and measuring your district's outcomes and goals as laid out in the strategic plan, your annual report is a place to celebrate the arts and cultural progress made. In line with the data provided during the application stage, this data collection and measurement is intended to evaluate the program in your area. It is used to identify areas of success as well as places for greater focus as your program continues to grow and develop.

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### Required data points

- **visitors** – track the number of visitors to the district (local and non-local)
  - **building occupancy** – track changes in occupancy rates
  - **demographics** (must include artists who live/work in the district, volunteers, leadership, race, age, and disability statistics)
  - **sales tax collections**
  - **employment numbers**
  - **current numbers of public art experiences** (festivals, concert series, poetry readings, etc.) and public artworks (murals, sculptures, art installations, temporary work, land art, etc.)
  - **arts-based businesses data** (sales volume, occupancy, taxes generated by)
  - **property values within the district**
  - **education data** (all levels, pre-K through higher education, if applicable)
- 

## Recertification

Every five (5) years, SCAC staff will evaluate the annual reports, action plans, goals, and outcomes of designated cultural districts to assess the

district's impact and continued viability for state designation. Each district that is up for recertification should prepare a new five-year plan including desired outcomes, goals, and objectives. Prior to submitting this, the district representatives will be required to have a meeting to discuss the evaluation and new plan with SCAC staff.

Districts demonstrating substantial progress or success at accomplishing goals and outcomes, and that demonstrate a continued local commitment to management and promotion of the district, will be recertified for another five-year period.

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## Process

1. SCAC staff reviews previous reporting forms.
  2. SCAC and cultural district coordinators have a review meeting (Zoom or in-person).
    - In this meeting, we will discuss:
      - The information found within the reporting and in coordination with your original application materials.
      - Quantifiable goals with measurable outcomes for the next five years to assess your district's success along the way.
      - Cultural district program details and recommendations.
  3. Submit data/documents for future planning:
    - A brief strategic plan + marketing plan for the next five years.
      - Strategic plan must address desired outcomes, goals, and objectives for the next five years of certification; and it must include arts-related programs, activities, or projects.
      - Marketing plan must address promotional strategy, any active and planned collateral, and a social media plan.
    - It is strongly recommended that marketing plan include accessibility considerations and indicators using recognized accessibility symbols.
    - Updated cultural district steering committee information including a list of the steering committee members and a brief reason for their inclusion as representative of all interests of the district.
    - A map that identifies the boundaries or new proposed boundaries, arts and cultural facilities, public artworks, locations of public art programming, and other cultural assets.
    - Baseline data to measure progress.
      - If you are unable to provide some of the baseline data, please contact the public art coordinator to discuss prior to submitting your recertification documents.
  4. Receive approval + a press release/social media announcing the recertification.
-

# Review rubric

## FY24 SCAC Cultural Districts Recertification Rubric

### PLANNING + CREATIVE PLACEMAKING – 10%

	0-1	2-4	5-7	8-10
<b>Integration</b>	The applicant does not anticipate how the arts, culture, and design will integrate into local systems through recertification.	The applicant somewhat anticipates how recertification will help integrate arts, culture, and design into local systems.	The applicant adequately anticipates how recertification will help future integration of arts, culture, and design into local systems with thought-out reasons.	The applicant distinctly anticipates how recertification will help future integration of arts, culture, and design into local systems with clear and thought-out reasons.

### UPDATE MAP – 15%

	0	8
<b>Map</b>	An updated map was not submitted.	An updated map has been submitted.
	0	7
<b>Asset list</b>	The updated asset list spreadsheet was not submitted.	The updated asset list spreadsheet has been submitted.

### CULTURAL DISTRICT STRATEGIC PLAN – 25%

	0-2	3-5	6-8	9-10
<b>Desired outcomes</b>	The applicant has not identified and/or described desired outcomes for the cultural district.	The applicant has somewhat identified and/or described desired outcomes for the district.	The applicant has identified and described desired outcomes for the cultural district.	The applicant has identified and very specifically described desired outcomes for the cultural district.

	0-5	6-9	10-12	13-15
<b>Goals + Objectives</b>	The applicant does not include clear goals and objectives for arts-related programs, projects, and activities.	The applicant includes some clear goals and objectives for arts-related programs, projects, and activities for the next five years, but they are not measurable.	The applicant includes clear goals and objectives for arts-related programs, projects, and activities for the next five years that can be measured annually.	The applicant includes extremely clear goals and objectives for arts-related programs, projects, and activities for the next five years that can be measured annually.

**BASELINE DATA FOR THE DISTRICT – 25%**

	0	1-6	7-12	13-19	20-25
<b>Baseline data</b>	No baseline data is provided.	Minimal baseline data is provided.	There is some baseline data enabling an annual assessment of the district.	There is adequate baseline data enabling an annual assessment of the district.	There is thorough baseline data enabling an in-depth annual assessment of the district.

**CULTURAL DISTRICT MARKETING PLAN – 15%**

	0-1	2-3	4-5
<b>Collateral</b>	There is no marketing collateral.	The marketing collateral has been included.	The marketing collateral and planned collateral has been included along with accessibility considerations.

	0-1	2-3	4-5
<b>Promotional strategy</b>	There is not a comprehensive promotional strategy for post-recertification and achieving district goals.	There is a comprehensive promotional strategy for post-recertification and achieving district goals is included.	An extremely comprehensive promotional strategy for post-recertification and achieving district goals is included along with accessibility considerations.

	0-1	2-3	4-5

<b>Social media plan</b>	There is not a social media plan.	The social media plan has been included and commits to marketing through any social media channels.	The social media plan has been included and provides a clear plan for achievable marketing of the district through any social media channels.
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**STEERING COMMITTEE – 10%**

	0-2	3-5	6-8	9-10
<b>Member list</b>	The steering committee list names members, with little justification for their inclusion on the committee.	The steering committee list names members, with some justification for their inclusion on the committee.	The steering committee list names members, with justification for their inclusion on the committee.	The steering committee list names at least five active members, with clear justification for their inclusion on the committee.

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## Non-certification

The SCAC retains the right to non-certify a cultural district if they determine that a district is not meeting the criteria and responsibilities necessary to remain in good standing. Additionally, a cultural district may choose to end their status as a cultural district at any time.

Non-certification, whether voluntary or involuntary, means all rights and privileges regarding cultural districts grants, technical assistance and advice, and resources associated with cultural districts will no longer be available. Use of the “Cultural District of South Carolina” name and logo on any platform is prohibited after non-certification.

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## Voluntary

A cultural district committee may choose to end their status before the end of their 5-year term, or come to the end of their term and choose not to recertify.

### **Voluntary Non-Certification Process**

- Write a formal letter to the Public Art Coordinator stating that at minimum of half +1 of the committee voted to request non-certification as a state authorized Cultural District.
  - Receive a letter from the Public Art Coordinator accepting the recusal.
  - The district will be ineligible to apply for certification for one year, after which they can apply via the application process for new cultural districts (see: Becoming a Cultural District).
- 

## **Involuntary**

If at the end of the recertification process the SCAC determines that a cultural district has not met the criteria and responsibilities necessary to remain in good standing, the Public Art Coordinator will notify the committee chair and give them 60 days to address any insufficiencies.

### **Involuntary Non-Certification Process**

- SCAC provides the district with a 60-day notice of their non-certification. The notice will include a list of insufficiencies.
  - If at the end of the 60 days, the district has sufficiently addressed their insufficiencies, they will be recertified as a cultural district. No other action will be needed.
  - If at the end of the 60 days, the district has not sufficiently addressed their insufficiencies, they will be non-certified.
  - The non-certified district will be ineligible to apply for certification for one year, after which they can apply via an **accelerated recertification** process.
  - Districts non-certified for more than one year must reapply via the application process for new cultural districts (see: Becoming a Cultural District).
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## **I'm here to help!**

To discuss the program and ask any questions you might have, please contact Public Art Coordinator **Harvee L. White** (803.734.8253 | [hwhite@arts.sc.gov](mailto:hwhite@arts.sc.gov)).

