Town of Hilton Head Island

Finance and Administrative Committee Meeting

Monday, May 11, 2026, 10:00 AM
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. **Adoption of the Agenda**

3. **Approval of the Minutes**

   a. Regular Meeting Minutes of April 6, 2026

4. **Presentations**

   a. Town of Hilton Head Island FY2026 Monthly Financial Update – Dave Byrd, Finance Director

5. **New Business**

   a. Presentation of the Destination Marketing Organization FY2027 Marketing Plan, Budget and Industry Metrics- Ariana Pernice, Vice President of the Visitor & Convention Bureau

   b. Consideration of a Resolution Authorizing the Town Manager to Execute an Intergovernmental Agreement with the South Carolina Department of Transportation for the Sea Pines Circle Improvement Project - Shawn Gillen, Assistant Town Manager

   c. Consideration and Recommendation for Additional 2025 ATAX Grant Funding for HHI Concours d'Elegance - Dave Byrd, Finance Director

   d. Consideration of a Resolution Authorizing the Renaming the Rowing and Sailing Center at Squire Pope Community Park to Hilton Head Island Fishing Cooperative Park - Thomas Boxley, Executive Director, Gullah Geechee Historic Neighborhoods Community Development Corporation

   e. Consideration of Authorization to Execute Wetland Impact Documents, Including a Declaration of Restrictive Covenants and a Wetland and Stream

Mitigation Purchase Agreement for Patterson Family Park Project - Shawn Gillen, Assistant Town Manager

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.

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
FINANCE AND ADMINISTRATIVE COMMITTEE MEETING
Monday, April 6, 2026, 10:00 AM
Minutes

Call to Order

Chair Brown called the meeting to order at 10:00 am.

Committee Members Present: Alex Brown, Chair; Melinda Tunner and Steve Alfred (Alternate)

Committee Members Absent: Patsy Brison

Adoption of the Agenda

Ms. Tunner made a motion to adopt. Mr. Alfred seconded. Motion carried 3-0.

Approval of the Minutes
Regular Meeting Minutes of March 9, 2026

Ms. Tunner made a motion to approve. Mr. Alfred seconded. Motion carried 3-0.

Presentations
Town of Hilton Head Island FY2026 Monthly Financial Update – Dave Byrd, Finance Director

Dave Byrd, Finance Director, presented the Committee with the Town of Hilton Head Island's Fiscal Year 2026 monthly financial update through February 28, 2026. He provided an overview of the Town's financial position, noting that financial activity is monitored daily and reported regularly to keep the Committee informed. The update included newly developed reporting tools utilizing South Carolina Department of Revenue sales tax data, categorized by industry sectors to better evaluate overall economic conditions within the Town.

Mr. Byrd reported that overall economic conditions remain stable, with retail continuing to represent the largest share of taxable sales activity and construction showing the strongest growth. Additional trends included increased hotel and recreational activity, a slight decline in short-term rental activity, stable supermarket sales, and relatively flat restaurant activity compared to the prior year. These indicators reflect a diversified and balanced local economy without overreliance on a single sector.

From a financial standpoint, total revenues were approximately $93.9 million, reflecting a 12.1% increase compared to the prior year. Normalized revenues showed a more modest

increase of 1.5%, driven primarily by growth in property taxes and real estate transfer fees. Total expenses were approximately $61.4 million, representing a 12.5% increase year-over-year, while normalized expenses decreased by 1.3%, largely due to reduced stormwater expenditures. Staff also noted that Capital Improvement Program expenditures and commitments were progressing as planned, with a significant portion of the budget already allocated.

The Committee held discussion and asked questions regarding the additional sales tax data and its value compared to information provided by external organizations, future energy forecasts and potential impacts on tourism, and the role of marketing in driving tourism-related markets. Members also expressed positive feedback regarding the financial report as presented.

Unfinished Business

Review and Discussion of the Town of Hilton Head Island's Affiliated Agency Funding Request Applications for Fiscal Year 2027 - Dave Byrd, Finance Director

Dave Byrd, Finance Director, reviewed the Fiscal Year 2027 Affiliated Agency funding requests, as presented. The application process was conducted between December 23, 2025, and January 23, 2026, resulting in a total of seven completed applications. Collectively, the agencies requested $2,414,446 in funding for the upcoming fiscal year.

Each of the applicant organizations previously presented their requests to the Committee at the March 9, 2026 meeting, providing detailed overviews of their programs, budgets, and funding needs. Mr. Byrd noted that most agencies currently operate under existing memorandums of understanding or grant agreements, with the exception of the Outside Foundation, for which a draft term sheet has been prepared. Additional documentation and clarification were requested from certain applicants, including the Beaufort County Economic Development Corporation and the Outside Foundation, to support further evaluation.

Funding requests varied among agencies, with the largest request submitted by the Island Recreation Association, followed by Palmetto Breeze (LRTA), along with other community-serving organizations. Staff also provided context on other funding sources, including ATAX grants, to present a comprehensive view of total funding support. The Committee discussed the applications and will provide consideration and approval recommendations as part of the Fiscal Year 2027 budget development process.

The Committee held discussion and asked questions regarding the proposed term sheet for the Outside Foundation, including the level of benefit the organization provides to the community, particularly in support of the Town’s living shorelines initiatives. Additional discussion included concerns regarding future funding for the Sea Turtle Patrol outside of the Town’s beach renourishment window, as well as the importance of aligning the Affiliated Agency funding process to clearly define purpose, eligible uses, and the Town’s funding priorities.

Ms. Tunner made a motion to forward $2,414,446 in Affiliated Agency funding request applications for Fiscal Year 2027 to Town Council for consideration as part of the Town's Fiscal Year 2027 budget development process. Mr. Alfred seconded the motion.

Chair Brown asked for public comment.

There were no public comments at this time.

Motion carried 3-0.

New Business
Review and Discussion of the Results of the Town of Hilton Head Island's General Obligation Bond Sale - John McGowan, Assistant Finance Director

John McGowan, Assistant Finance Director, presented the results of the Town's Series 2026 General Obligation Bond sale. Staff reported that the Town successfully issued $35 million in bonds on March 17, 2026, following authorization by Town Council in December 2025. The bonds will fund key capital projects, including the Fire Rescue Headquarters and Emergency Operations Center, land acquisition for conservation, and associated issuance costs.

The bond sale generated strong market interest, with a total of 24 bids received. The winning bid was submitted by SWBC Investment Services, LLC, with a true interest cost of approximately 3.06%, reflecting highly favorable borrowing conditions. The Town also received top-tier credit ratings (Aaa/AAA) from Moody's, S&P, and Fitch, underscoring its strong financial position and contributing to the low interest rate achieved. The transaction officially closed on April 1, 2026.

Mr. McGowan further explained that a portion of the bond proceeds has already been used to reimburse prior expenditures related to the Fire Rescue Headquarters project, with the remaining funds allocated for future capital needs. The repayment structure is designed to maintain strong fund balances while allowing flexibility for future borrowing or potential millage rate adjustments. The Committee acknowledged the successful bond issuance and received the report as information.

The Committee held discussion and asked questions regarding the municipal bond issuance process, including the role of referendums. Members also recognized the Town's strong financial stewardship, the high level of bidder participation, and the favorable interest rate achieved.

Public Comment - Non Agenda Items

Chair Brown asked for public comments.

There was no comment at this time.

Adjournment

At 11:02 am, Chair Brown adjourned the meeting.

The full recording and a transcript of this meeting can be found on the Town's website at www.hiltonheadislandsc.gov

TOWN OF HILTON HEAD ISLAND

Finance & Administrative Committee

TO: Finance & Administrative Committee
FROM: Dave Byrd, Finance Director
CC: Marc Orlando, ICMA-CM, Town Manager
DATE: May 11, 2026
SUBJECT: Town of Hilton Head Island FY 2026 Monthly Financial Update

RECOMMENDATION:

Staff recommend the Finance & Administrative Committee receive the Town of Hilton Head Island Fiscal Year 2026 monthly financial update to help keep Committee Members apprised of the Town's financial condition.

BACKGROUND:

Town Staff monitor the financial activity daily. On regular intervals, Town Staff presents information to the Finance & Administrative Committee to keep the Committee up to date on the progress of the budget, the financial status, collections, and spending. This information assists the Committee in assessing financial status and provides background information to prepare the Committee for future decisions that have financial implications.

SUMMARY:

The Finance Department has prepared financial information for the Finance & Administrative Committee to present an overview of the Town's financial position and operating results as of March 31, 2026. Key highlights include the following:

Sales Tax Highlights

- The revenue analysis through FY 2026 (year-to-date through January 2026) continues to indicate stable economic conditions with a year-over-year change of 0.7%.
- The largest sector continues to be the Retail Sector with year-to-date gross sales of $321.77 million, representing growth of 1.5% from the same period for the prior year.
- The fastest growing sector continues to be the Construction Sector. Year-to-date gross sales total $14.60 million, representing growth of $3.55 million and 32.1%

from the same period in the prior year. The growth is primarily driven by Residential Remodelers.

- The Tourism Sector reported a very strong January with growth of 13% from the prior year and an overall growth rate of 3.4% for the first seven months of the fiscal year as compared to the same period of the prior year.

Financial Highlights

- Total revenues as of March 31, 2026, were $99,958,072, which represents an increase of $10,232,703, or 11.4%, compared to the prior year of $89,725,369.
- Normalized revenues (total revenues less net beach bond proceeds and TIF) totaled $81,219,228 reflecting an increase of $1,249,989, or 1.6%, from the prior year normalized revenues (total revenues less FY 24 MASC business licenses, FY24 franchise fees and TIF) of $79,969,239. This increase in revenues of $1,083,111 is primarily due to growth in Permit Fees, Local Accommodations Tax, Beach Preservation Fees and Real Estate Transfer Fees.
- Total expenses as of March 31, 2026, were $66,632,163, compared to $59,092,900 in the prior year, representing an increase of $7,539,263, or 12.8%.
- Normalized expenses (total expense less land purchases and the 2017 beach bond payoff) totaled $57,865,163, an increase of $58,156, or 0.1%, from prior year normalized expenses of $57,807,007 (which excluded disaster-related expenses and ARPA grant expenses). The growth in expenses is due to an overall increase in General Fund expenditures offset by a reduction in Stormwater maintenance and repair expenditures.
- Total Capital Improvement Program (CIP) expenditures and commitments totaled $78,990,278, representing 81% of the amended CIP budget of $97,715,584. We have included the current projected roll forward of FY 26 capital improvements projects to FY 27 in the amount of $12,181,755 as information only.
- The projected FY 2026 Total Fund Balance Walk (net of transfers) shows an overall projected increase in Fund Balance of $1,311,944. The overall projected growth in Fund Balance is due to the General Fund, Capital Improvements Program Fund (bond proceeds) and Real Estate Transfer Fees that are offset by the Debt Service Fund, Beach Preservation Fund and Hospitality Tax Fund.

ATTACHMENTS:

1. Fiscal Year 2026 Year-to-Date Financial Update

TOWN OF HILTON HEAD ISLAND

Monthly Financial Report

Fiscal Year 2026

Through March 2026

Finance & Administrative Committee Meeting – May 11, 2026

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Through March 2026

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- Treasury/Cash Management p. 45-48

Health of the Town – Town Sales Tax Data

Fiscal Year 2026

Through January 2026

Health of the Town - SC State Sales Tax

Executive Summary
FY2023 - FY2026 YTD through January

Executive Summary

FY2026 year-to-date gross sales provide a baseline view of sales tax performance across major sectors.
Overall activity indicates stable economic conditions within the Town.

Performance Pattern
Stable

Total Gross Sales	YOY Change
$1.6B	0.7%

Largest Sector	Fastest Growing Sector
Retail	Construction

Retail represents the largest share of activity, while Construction leads growth, reflecting ongoing development.
Revenue composition remains diversified, limiting reliance on any single sector.

Health of the Town - SC State Sales Tax

Definitions & Methodology

Sector Category Descriptions

Sector Category	Description
Tourism	Accommodations, travel, and entertainment primarily serving visitors.
Restaurant	Food and beverage establishments serving consumers.
Grocery	Consumer-facing food retail including supermarkets, convenience stores, and bakeries.
Retail	Consumer-facing non-food retail including clothing, electronics, and furniture.
Construction	Construction, remodeling, and specialty trade contractors.
Services	Professional, technical, personal, and business services.
Telecommunications	Wired, wireless, cable, and subscription-based communication services.
Other	Wholesalers, suppliers, and manufacturers not directly selling to consumers.

Reporting Definitions

Term	Definition
Gross Sales	Total reported gross sales activity prior to application of the local sales tax rate.
State Sales Tax Rate	The state sales tax percentage applied to taxable sales--6%.
Year-Over-Year (YOY) Change	The percentage change compared to the same reporting period in the prior fiscal year. Formula: (Current Period – Prior Period) ÷ Prior Period.
Revenue Composition	The measurement of revenue streams across sector categories.
NAICS Code Classification	North American Industry Classification System (NAICS) classifies businesses based on their primary economic activity.

Data Source and Method

Data Source	South Carolina Department of Revenue (SC DOR) Monthly Gross Sales Tax Report.
Method	Gross sales derived from sales reported to the South Carolina Department of Revenue (SC DOR).
	Fiscal year comparison July–June.
	Fiscal year YTD comparisons from the start of the fiscal year July through the most recent reporting month available.
	Sectors categorized by NAICS classification.
	Analysis prepared by the Town of Hilton Head Island Finance Department's Revenue Services.

Tax Matrix

South Carolina Department of Revenue (SC DOR) - State	
State Sales Tax on Retail Sales-6%	Applies to the sale of tangible goods and food and beverage transactions. Calculated on total gross sales in Beaufort County.
State Sales Tax on Lodging Activity-5%	Applies to short-term rental and lodging activity. Calculated on gross proceeds, including rent and all required charges associated with occupancy in Beaufort County.
State Accommodations Tax-2%	Applies to short-term rental and lodging activity. Calculated on gross proceeds, including rent and all required charges associated with occupancy in Beaufort County.
Town of Hilton Head Island (HHI)	
HHI Beach Preservation Fee-2%	Applies to short-term rental and lodging activity within the Town of Hilton Head Island. Calculated on gross income, including rent and all required charges associated with occupancy.
HHI Accommodations Tax (ATAX)-1%	Applies to short-term rental and lodging activity within the Town of Hilton Head Island. Calculated on gross income, including rent and all required charges associated with occupancy.
HHI Hospitality Tax (HTAX)-2%	Applies to prepared food and beverage sales within the Town of Hilton Head Island and is calculated on total gross sales.

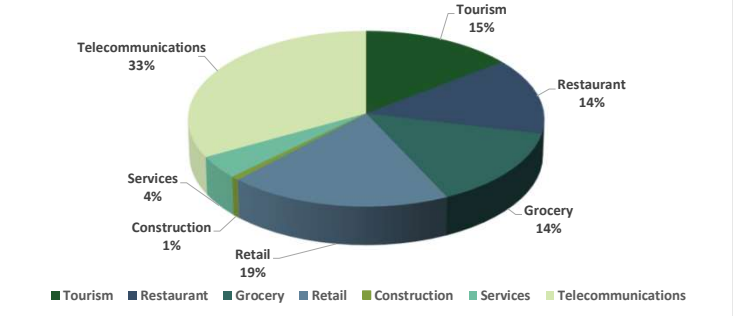
Taxable amounts are based on gross receipts and include all required charges associated with the transaction prior to deductions or exclusions.

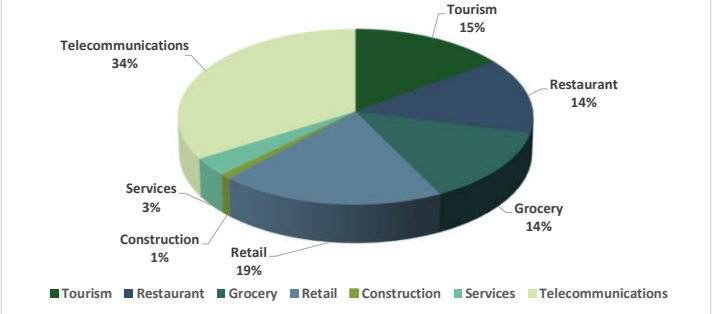
Health of the Town - SC State Sales Tax

Gross Sales Tax Overview
FY2023 - FY2026 YTD through January

Gross Sales Tax Overview

This report compares July-January gross sales across fiscal years by sector.
July-January gross sales are flat with sector-level variation balancing overall results.





Sector Category Descriptions

Sector Category	Description
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Services	Professional, technical, personal, and business services.
Telecommunications	Wired, wireless, cable, and subscription-based communication services.
Other	Wholesalers, suppliers, and manufacturers not directly selling to consumers.

Sector Category	FY 2023 YTD	FY 2024 YTD	FY 2025 YTD	FY 2026 YTD	FY26 YTD to FY25 YTD Change $	FY26 YTD to FY25 YTD Change %	Explanation
Tourism	$ 227,888,838	$ 235,023,846	$ 240,250,089	$ 248,333,983	$ 8,083,893	3%	**Increase**; Hotel and Recreational Activity increased by 7% while STR Activity declined by 2%.
Restaurant	$ 243,253,569	$ 249,493,221	$ 233,248,128	$ 232,593,922	$ (654,206)	0%	**Flat**; Tax filer counts and average reporting levels remained consistent with prior year.
Grocery	$ 245,565,674	$ 249,807,082	$ 235,030,603	$ 226,229,095	$ (8,801,508)	-4%	**Decrease**; Lower gross sales reported at Liquor Stores, Convenience Stores, and Pharmacies, while Supermarket gross sales remain stable.
Retail	$ 332,982,399	$ 328,655,652	$ 316,899,000	$ 321,772,851	$ 4,873,851	2%	**Increase**; General Merchandise Stores driving the increase with gross sales up 5%.
Construction	$ 7,843,062	$ 9,624,480	$ 11,056,816	$ 14,602,035	$ 3,545,219	32%	**Increase**; Residential Remodelers and other Specialty Trade Contractors reported increased gross sales in FY2026.
Services	$ 50,038,911	$ 49,583,573	$ 68,309,293	$ 56,162,066	$ (12,147,227)	-18%	**Decrease**; One landscape business did not report gross sales October through January.
Telecommunications	$ 529,856,167	$ 535,075,775	$ 545,594,479	$ 561,382,184	$ 15,787,704	3%	**Increase**; Recurring subscription filers showed continued growth.
Other	$ 1,341,110	$ 3,177,949	$ 962,596	$ 1,175,721	$ 213,125	22%	**Increase**; Activity driven from a single tax filer in the textile industry.
YTD Gross Sales	**$ 1,638,769,730**	**$ 1,660,441,578**	**$ 1,651,351,004**	**$ 1,662,251,855**	**$ 10,900,851**	**0.7%**	

July-January gross sales are flat year-over-year, with sector-level variation influencing revenue composition rather than overall volume.

Notes:

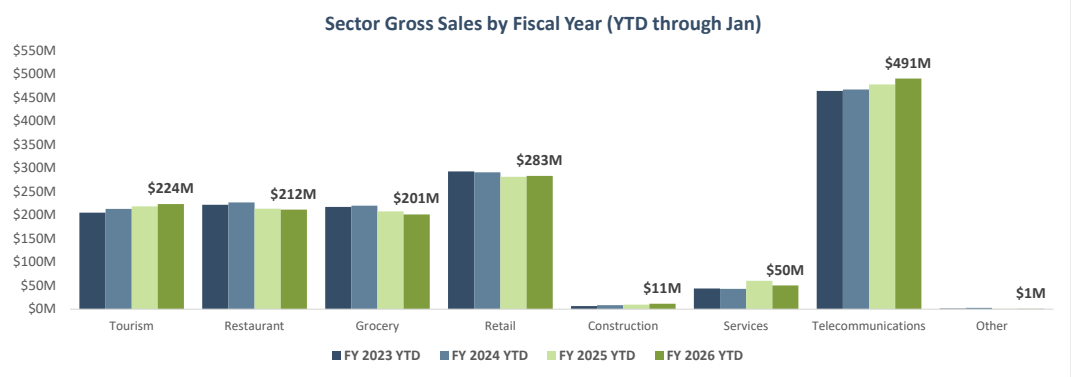
- ***All fiscal years present comparable sales tax activity July-January.***
- ***NAICS classifications are self-reported by taxpayers at the time of filing.***
- ***Gross sales reflect taxpayer-reported activity at time of filing and may be revised through amendments.***
- ***Gross retail sales is subject to a 6% state sales tax rate.***
- ***Lodging-related sales is subject to a 5% state sales tax rate.***
- ***State and Local Accommodations Tax is reported from the Tourism Sector.***
- ***Local Hospitality Tax is reported from Sectors Restaurant and Grocery.***

Health of the Town - SC State Sales Tax

Gross Sales Tax Analysis
FY2023 - FY2026 YTD through January

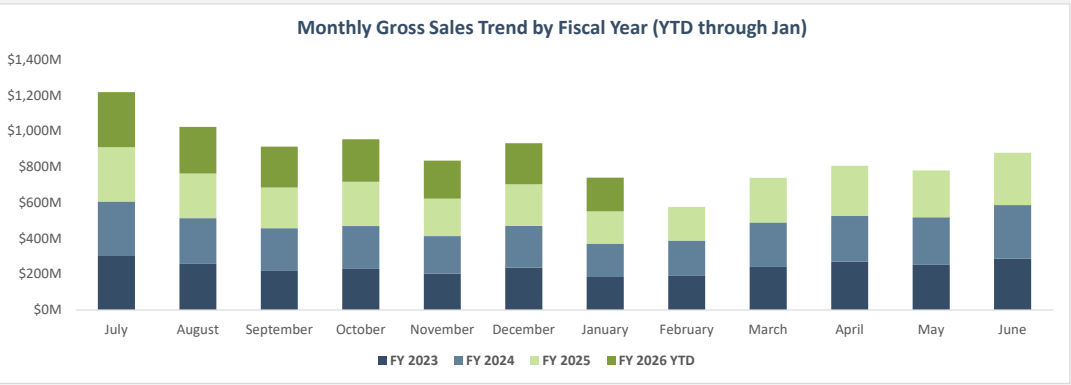
Sector Composition Overview

Outside of Telecommunications, Retail and Tourism represent the largest shares of gross sales.
Sector and overall composition remains stable.



Monthly Gross Sales Overview

All Gross Sales through January total $188M, up 4% year-over-year.
Monthly variation has not materially changed year-to-date performance.



Month	FY 2023	FY 2024	FY 2025	FY 2026 YTD	FY26 YTD to FY25 YTD Change $	FY26 YTD to FY25 YTD Change %
July	$ 301,849,141	$ 304,067,456	$ 304,071,181	$ 307,512,099	$ 3,440,918	1.1%
August	$ 257,940,548	$ 255,598,810	$ 249,161,442	$ 260,228,869	$ 11,067,427	4.4%
September	$ 221,820,612	$ 235,105,171	$ 227,799,009	$ 228,042,611	$ 243,603	0.1%
October	$ 232,597,907	$ 236,628,379	$ 247,807,801	$ 237,090,131	$ (10,717,669)	-4.3%
November	$ 203,626,508	$ 209,607,438	$ 209,238,077	$ 211,887,646	$ 2,649,569	1.3%
December	$ 236,334,309	$ 233,203,008	$ 232,716,336	$ 229,417,571	$ (3,298,765)	-1.4%
January	$ 184,600,705	$ 186,231,316	$ 180,557,158	$ 188,072,928	$ 7,515,770	4.2%
February	$ 190,274,297	$ 197,376,201	$ 188,827,925	$ -		
March	$ 240,551,037	$ 248,072,578	$ 249,554,987	$ -		
April	$ 270,388,177	$ 255,158,270	$ 280,038,968	$ -		
May	$ 254,392,065	$ 263,385,004	$ 261,804,967	$ -		
June	$ 286,559,246	$ 299,382,833	$ 293,406,380	$ -		
YTD Gross Sales	**$ 1,638,769,730**	**$ 1,660,441,578**	**$ 1,651,351,004**	**$ 1,662,251,855**	**$ 10,900,851**	**0.7%**
Total Gross Sales	**$ 2,880,934,553**	**$ 2,923,816,464**	**$ 2,924,984,232**			

Monthly results vary, while year-to-date gross sales through January up 0.7%.

Notes:

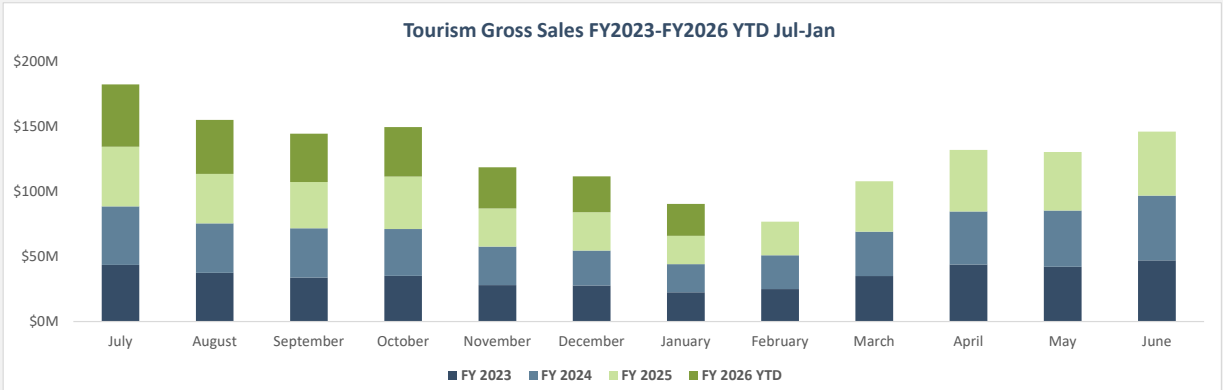
FY2023-FY2025 present comparable sales tax activity based on the July-June fiscal year.
FY2026 represents activity reported through Janaury 2026.

Health of the Town - SC State Sales Tax

Tourism-Gross Sales by Sector Summary
FY2023 - FY2026 YTD July through January

Tourism gross sales in January 2026 total $24.5M, up 13% compared to the same month of the prior year.
Activity remains supported by visitor-driven spending, consistent with seasonal trends.

Tourism



Month	FY 2023	FY 2024	FY 2025	FY 2026 YTD	FY26 YTD to FY25 YTD Change $	FY26 YTD to FY25 YTD Change %
July	$ 43,516,648	$ 45,019,995	$ 45,833,082	$ 47,836,120	$ 2,003,038	4.4%
August	$ 37,355,122	$ 38,081,916	$ 38,049,882	$ 41,502,632	$ 3,452,751	9.1%
September	$ 33,743,629	$ 37,885,606	$ 35,510,970	$ 37,203,483	$ 1,692,514	4.8%
October	$ 35,033,587	$ 36,017,667	$ 40,306,979	$ 38,124,052	$ (2,182,927)	-5.4%
November	$ 28,048,913	$ 29,579,742	$ 29,278,882	$ 31,672,065	$ 2,393,183	8.2%
December	$ 27,658,825	$ 26,829,127	$ 29,548,326	$ 27,447,158	$ (2,101,168)	-7.1%
January	$ 22,532,114	$ 21,609,793	$ 21,721,969	$ 24,548,472	$ 2,826,503	13.0%
February	$ 24,916,595	$ 25,936,626	$ 25,898,714	$ -		
March	$ 34,908,943	$ 34,077,048	$ 38,822,479	$ -		
April	$ 43,761,375	$ 40,833,735	$ 47,317,386	$ -		
May	$ 42,114,396	$ 43,127,274	$ 45,045,309	$ -		
June	$ 47,035,013	$ 49,673,279	$ 49,174,620	$ -		
YTD Gross Sales	**$ 227,888,838**	**$ 235,023,846**	**$ 240,250,089**	**$ 248,333,983**	**$ 8,083,893**	**3.4%**
Total Gross Sales	**$ 420,625,161**	**$ 428,671,808**	**$ 446,508,597**			

Increase; Hotel and Recreational Activity increased by 7% while STR Activity declined by 2%.

Note:

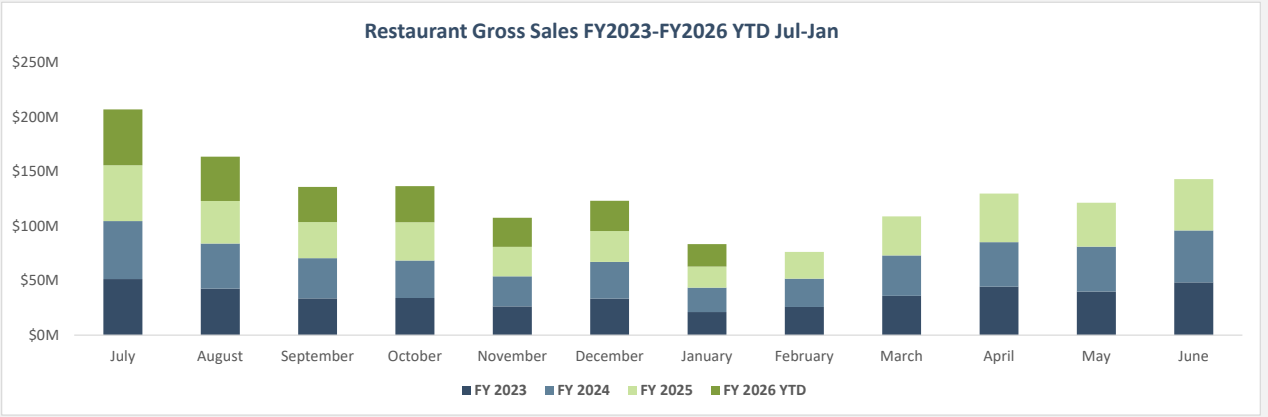
Tourism Sector: Accommodations, travel, and entertainment primarily serving visitors.
State and Local Accommodations Tax is reported from the Tourism Sector.
Hotel and Recreational Activity increased 7% in FY2026.
Short-Term Rental (STR) Activity decreased 2% in FY2026.

Health of the Town - SC State Sales Tax

Restaurant-Gross Sales by Sector Summary
FY2023 - FY2026 YTD July through January

Restaurant gross sales in January 2026 total $20.6M, up 6% compared to the same month of the prior year. Activity remains stable and consistent with typical consumer dining patterns.

Restaurant



Month	FY 2023	FY 2024	FY 2025	FY 2026 YTD	FY26 YTD to FY25 YTD Change $	FY26 YTD to FY25 YTD Change %
July	$ 51,511,289	$ 53,208,746	$ 51,198,444	$ 51,259,078	$ 60,634	0.1%
August	$ 42,653,043	$ 41,454,231	$ 39,014,223	$ 40,776,186	$ 1,761,963	4.5%
September	$ 33,813,419	$ 36,799,707	$ 33,259,697	$ 32,192,162	$ (1,067,535)	-3.2%
October	$ 34,053,342	$ 34,401,896	$ 35,118,258	$ 33,184,684	$ (1,933,574)	-5.5%
November	$ 26,443,718	$ 27,571,461	$ 26,958,499	$ 26,797,840	$ (160,659)	-0.6%
December	$ 33,510,337	$ 33,801,093	$ 28,213,434	$ 27,784,588	$ (428,846)	-1.5%
January	$ 21,268,421	$ 22,256,087	$ 19,485,573	$ 20,599,384	$ 1,113,810	5.7%
February	$ 25,856,056	$ 25,943,534	$ 24,578,035	$ -		
March	$ 36,071,884	$ 37,156,864	$ 35,767,425	$ -		
April	$ 44,406,970	$ 40,914,123	$ 44,589,296	$ -		
May	$ 40,100,273	$ 41,213,038	$ 40,199,320	$ -		
June	$ 48,359,201	$ 47,793,855	$ 47,096,385	$ -		
YTD Gross Sales	**$ 243,253,569**	**$ 249,493,221**	**$ 233,248,128**	**$ 232,593,922**	**$ (654,206)**	**-0.3%**
Total Gross Sales	**$ 438,047,954**	**$ 442,514,634**	**$ 425,478,589**			

Flat; Tax filer counts and average reporting levels remained consistent with prior year.

Note:

Restaurant Sector: Food and beverage establishments serving consumers.

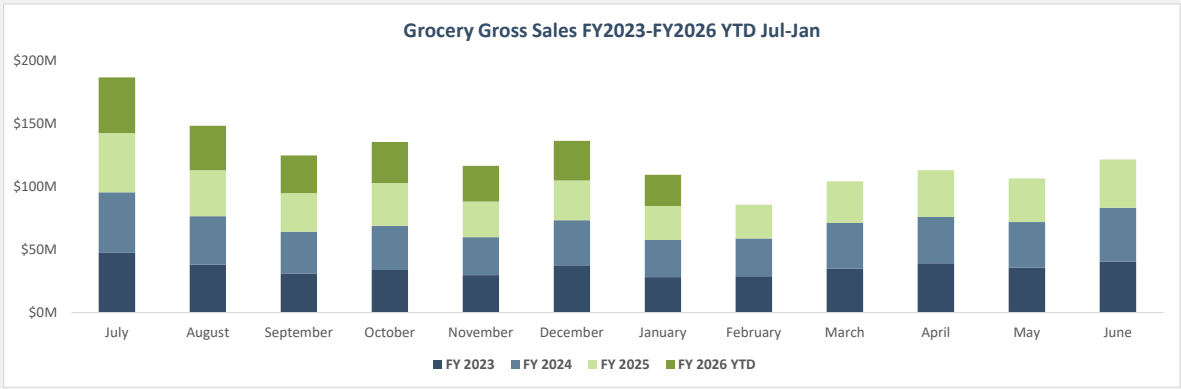
Local Hospitality Tax is reported from Sectors Restaurant and Grocery.

Health of the Town - SC State Sales Tax

Grocery-Gross Sales by Sector Summary
FY2023 - FY2026 YTD July through January

Grocery gross sales in Janaury 2026 total $24.7M, down by 8% compared to the same month of the prior year.
Activity remains steady with typical consumer spending patterns.

Grocery



Month	FY 2023	FY 2024	FY 2025	FY 2026 YTD	FY26 YTD to FY25 YTD Change $	FY26 YTD to FY25 YTD Change %
July	$ 47,395,889	$ 48,014,740	$ 47,011,462	$ 44,140,721	$ (2,870,741)	-6.1%
August	$ 38,155,227	$ 38,206,232	$ 36,549,184	$ 35,255,876	$ (1,293,308)	-3.5%
September	$ 31,012,012	$ 33,126,321	$ 30,654,789	$ 29,862,884	$ (791,905)	-2.6%
October	$ 33,724,909	$ 35,043,512	$ 34,050,981	$ 32,480,472	$ (1,570,509)	-4.6%
November	$ 29,734,557	$ 30,023,327	$ 28,305,811	$ 28,362,775	$ 56,963	0.2%
December	$ 37,495,236	$ 35,803,379	$ 31,509,681	$ 31,389,140	$ (120,540)	-0.4%
January	$ 28,047,845	$ 29,589,570	$ 26,948,695	$ 24,737,227	$ (2,211,468)	-8.2%
February	$ 28,839,483	$ 29,880,873	$ 26,868,956	$ -		
March	$ 34,753,647	$ 36,460,976	$ 32,889,242	$ -		
April	$ 39,056,821	$ 36,818,384	$ 37,081,777	$ -		
May	$ 35,696,635	$ 36,134,313	$ 34,599,777	$ -		
June	$ 40,537,997	$ 42,558,504	$ 38,293,997	$ -		
YTD Gross Sales	**$ 245,565,674**	**$ 249,807,082**	**$ 235,030,603**	**$ 226,229,095**	**$ (8,801,508)**	**-3.7%**
Total Gross Sales	**$ 424,450,257**	**$ 431,660,132**	**$ 404,764,352**			

Decrease; Lower gross sales reported at Liquor Stores, Convenience Stores, and Pharmacies, while Supermarket gross sales remain stable.

Note:

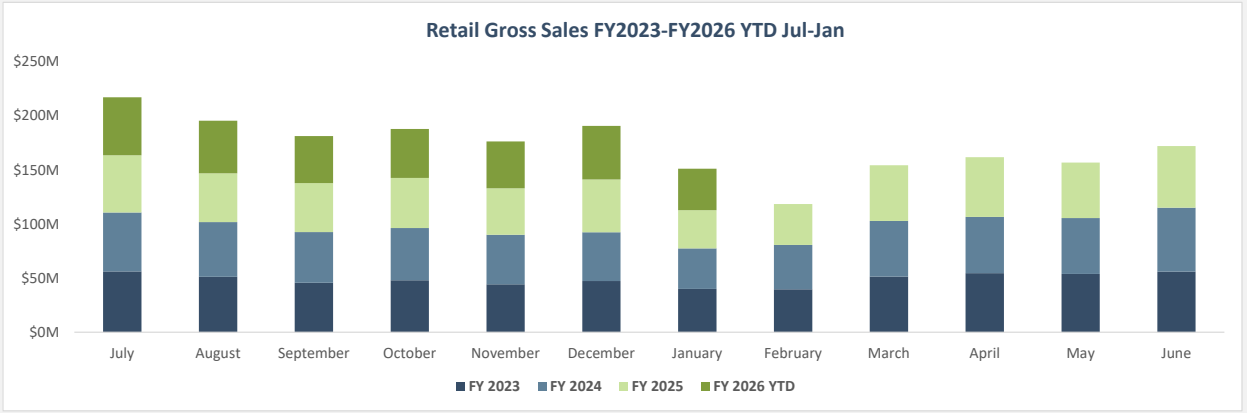
Grocery Sector: Consumer-facing food retail including supermarkets, convenience stores, and bakeries.
New grocery stores planned include Publix (Circle Center), Aldi (Sea Turtle Marketplace), and Food Lion (Port Royal Plaza).
Local Hospitality Tax is reported from Sectors Restaurant and Grocery.
Supermarkets remain stable in gross sales in FY2026.
Convenience stores, liquor stores, and pharmacies report declining gross sales in FY2026.

Health of the Town - SC State Sales Tax

Retail-Gross Sales by Sector Summary
FY2023 - FY2026 YTD July through January

Retail gross sales in Janaury 2026 total $38.3M, up 9% compared to the same month of the prior year. Activity remains stable relative to prior year levels.

Retail



Month	FY 2023	FY 2024	FY 2025	FY 2026 YTD	FY26 YTD to FY25 YTD Change $	FY26 YTD to FY25 YTD Change %
July	$ 56,245,734	$ 54,475,260	$ 52,900,915	$ 53,562,997	$ 662,082	1.3%
August	$ 51,270,333	$ 50,514,094	$ 45,145,366	$ 48,603,165	$ 3,457,799	7.7%
September	$ 45,786,700	$ 46,761,233	$ 45,383,487	$ 43,351,515	$ (2,031,972)	-4.5%
October	$ 47,955,960	$ 48,454,370	$ 46,314,326	$ 45,273,687	$ (1,040,640)	-2.2%
November	$ 44,254,828	$ 45,875,842	$ 43,012,254	$ 43,199,147	$ 186,893	0.4%
December	$ 47,383,767	$ 45,099,616	$ 48,814,164	$ 49,447,730	$ 633,565	1.3%
January	$ 40,085,078	$ 37,475,238	$ 35,328,487	$ 38,334,611	$ 3,006,124	8.5%
February	$ 39,789,002	$ 40,877,387	$ 37,831,567	$ -		
March	$ 51,406,451	$ 51,412,621	$ 51,537,100	$ -		
April	$ 54,589,558	$ 52,006,118	$ 55,197,811	$ -		
May	$ 53,827,904	$ 51,772,173	$ 51,278,248	$ -		
June	$ 56,121,857	$ 59,056,304	$ 56,931,600	$ -		
YTD Gross Sales	**$ 332,982,399**	**$ 328,655,652**	**$ 316,899,000**	**$ 321,772,851**	**$ 4,873,851**	**1.5%**
Total Gross Sales	**$ 588,717,171**	**$ 583,780,256**	**$ 569,675,327**			

Increase; General Merchandise Stores driving the increase with gross sales up 5%.

Note:

Retail Sector: Consumer-facing non-food retail including clothing, electronics, and furniture.

SC State Sales Tax Report Includes in-town and out-of-town gross sales.

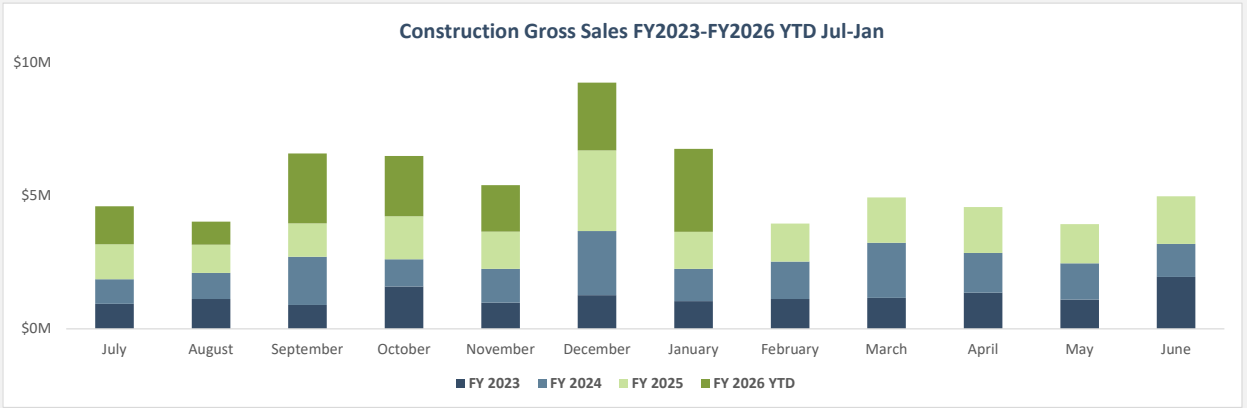
SC State Sales Tax Report is consistent with the gross revenue reported by retail stores within the Town for business license purposes.

Health of the Town - SC State Sales Tax

Construction-Gross Sales by Sector Summary
FY2023 - FY2026 YTD July through January

Construction gross sales in January 2026 total $3.1M, up 124% compared to the same month of the prior year. While percentage growth is notable, the sector remains a small share of overall gross sales.

Construction



Month	FY 2023	FY 2024	FY 2025	FY 2026 YTD	FY26 YTD to FY25 YTD Change $	FY26 YTD to FY25 YTD Change %
July	$ 944,017	$ 920,126	$ 1,309,562	$ 1,433,144	$ 123,582	9.4%
August	$ 1,122,189	$ 980,309	$ 1,059,437	$ 866,335	$ (193,102)	-18.2%
September	$ 898,039	$ 1,807,302	$ 1,260,494	$ 2,624,609	$ 1,364,115	108.2%
October	$ 1,589,537	$ 1,023,005	$ 1,613,166	$ 2,266,053	$ 652,888	40.5%
November	$ 984,119	$ 1,266,895	$ 1,399,254	$ 1,745,678	$ 346,424	24.8%
December	$ 1,262,816	$ 2,414,231	$ 3,024,302	$ 2,549,537	$ (474,764)	-15.7%
January	$ 1,042,346	$ 1,212,612	$ 1,390,602	$ 3,116,678	$ 1,726,076	124.1%
February	$ 1,117,167	$ 1,407,680	$ 1,430,557	$ -		
March	$ 1,166,825	$ 2,068,797	$ 1,698,541	$ -		
April	$ 1,355,717	$ 1,493,902	$ 1,727,603	$ -		
May	$ 1,097,335	$ 1,366,967	$ 1,471,704	$ -		
June	$ 1,953,640	$ 1,234,591	$ 1,789,313	$ -		
YTD Gross Sales	**$ 7,843,062**	**$ 9,624,480**	**$ 11,056,816**	**$ 14,602,035**	**$ 3,545,219**	**32.1%**
Total Gross Sales	**$ 14,533,747**	**$ 17,196,417**	**$ 19,174,534**			

Increase; Residential Remodelers and other Specialty Trade Contractors reported increased gross sales in FY2026.

Note:

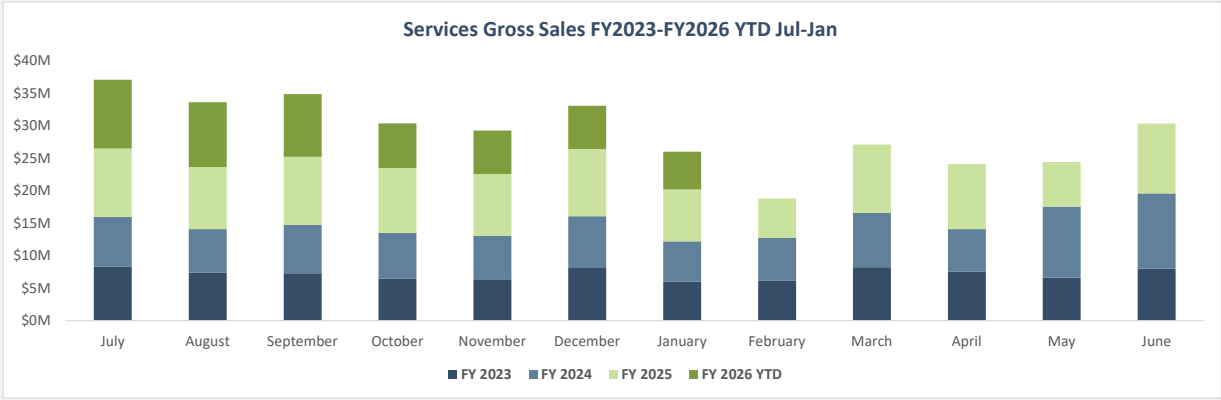
Construction Sector: Construction, remodeling, and specialty trade contractors.
Industrial Equipment Rentals reported the highest gross sales in FY2025.
Residential Remodelers reported the highest gross sales in FY2026.

Health of the Town - SC State Sales Tax

Services-Gross Sales by Sector Summary
FY2023 - FY2026 YTD July through January

Services gross sales in January 2026 total $5.8M, down 27% compared to the same month of the prior year.
One landscape business did not report gross sales October through January.

Services



Month	FY 2023	FY 2024	FY 2025	FY 2026 YTD	FY26 YTD to FY25 YTD Change $	FY26 YTD to FY25 YTD Change %
July	$ 8,329,579	$ 7,644,176	$ 10,503,692	$ 10,581,937	$ 78,245	0.7%
August	$ 7,414,342	$ 6,681,618	$ 9,553,681	$ 9,942,552	$ 388,871	4.1%
September	$ 7,294,429	$ 7,458,171	$ 10,444,388	$ 9,635,686	$ (808,702)	-7.7%
October	$ 6,488,585	$ 7,008,693	$ 9,968,641	$ 6,879,736	$ (3,088,905)	-31.0%
November	$ 6,371,542	$ 6,695,468	$ 9,483,153	$ 6,678,550	$ (2,804,603)	-29.6%
December	$ 8,116,294	$ 7,934,686	$ 10,349,475	$ 6,634,368	$ (3,715,107)	-35.9%
January	$ 6,024,140	$ 6,160,761	$ 8,006,262	$ 5,809,237	$ (2,197,025)	-27.4%
February	$ 6,124,370	$ 6,588,956	$ 6,078,275	$ -		
March	$ 8,220,857	$ 8,360,253	$ 10,508,096	$ -		
April	$ 7,530,960	$ 6,566,028	$ 9,985,125	$ -		
May	$ 6,615,051	$ 10,937,497	$ 6,844,520	$ -		
June	$ 7,985,691	$ 11,590,146	$ 10,728,841	$ -		
YTD Gross Sales	**$ 50,038,911**	**$ 49,583,573**	**$ 68,309,293**	**$ 56,162,066**	**$ (12,147,227)**	**-17.8%**
Total Gross Sales	**$ 86,515,839**	**$ 93,626,453**	**$ 112,454,148**			

Decrease; One landscape business did not report gross sales October through January.

Notes:

Services Sector: Professional, technical, personal, and business services.

Service-related businesses, such as landscaping companies, are not required to report sales tax on service labor.

Sales tax applies when tangible products, such as landscaping materials or supplies are sold.

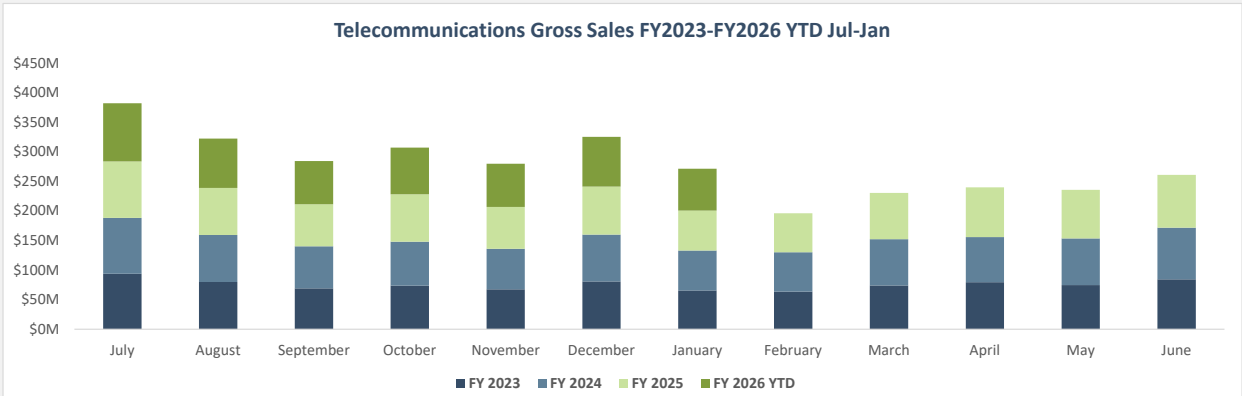
No sales were reported by one landscape company in October -January FY2026.

Health of the Town - SC State Sales Tax

Telecommunications-Gross Sales by Sector Summary
FY2023 - FY2026 YTD July through January

Telecommunications gross sales in January 2026 total $70.7M, up 5% compared to the same month of the prior year. Activity remains stable with consistent reporting from telecommunications providers.

Telecommunications



Month	FY 2023	FY 2024	FY 2025	FY 2026 YTD	FY26 YTD to FY25 YTD Change $	FY26 YTD to FY25 YTD Change %
July	$ 93,705,751	$ 94,582,779	$ 95,170,393	$ 98,507,043	$ 3,336,650	3.5%
August	$ 79,743,982	$ 79,477,188	$ 79,716,837	$ 83,172,483	$ 3,455,645	4.3%
September	$ 69,032,350	$ 71,079,245	$ 71,228,065	$ 72,956,421	$ 1,728,356	2.4%
October	$ 73,578,527	$ 74,539,179	$ 80,144,914	$ 78,827,087	$ (1,317,827)	-1.6%
November	$ 67,596,165	$ 68,387,513	$ 70,663,804	$ 73,204,232	$ 2,540,428	3.6%
December	$ 80,765,439	$ 79,354,193	$ 81,114,431	$ 83,984,951	$ 2,870,520	3.5%
January	$ 65,433,953	$ 67,655,679	$ 67,556,036	$ 70,729,968	$ 3,173,931	4.7%
February	$ 63,469,453	$ 66,590,655	$ 66,012,893	$ -		
March	$ 73,842,668	$ 78,431,257	$ 78,208,163	$ -		
April	$ 79,361,533	$ 76,375,773	$ 83,972,234	$ -		
May	$ 74,765,041	$ 78,775,178	$ 82,179,136	$ -		
June	$ 84,280,633	$ 87,319,459	$ 89,229,460	$ -		
YTD Gross Sales	**$ 529,856,167**	**$ 535,075,775**	**$ 545,594,479**	**$ 561,382,184**	**$ 15,787,704**	**2.9%**
Total Gross Sales	**$ 905,575,496**	**$ 922,568,099**	**$ 945,196,365**			

Increase; Recurring subscription filers showed continued growth.

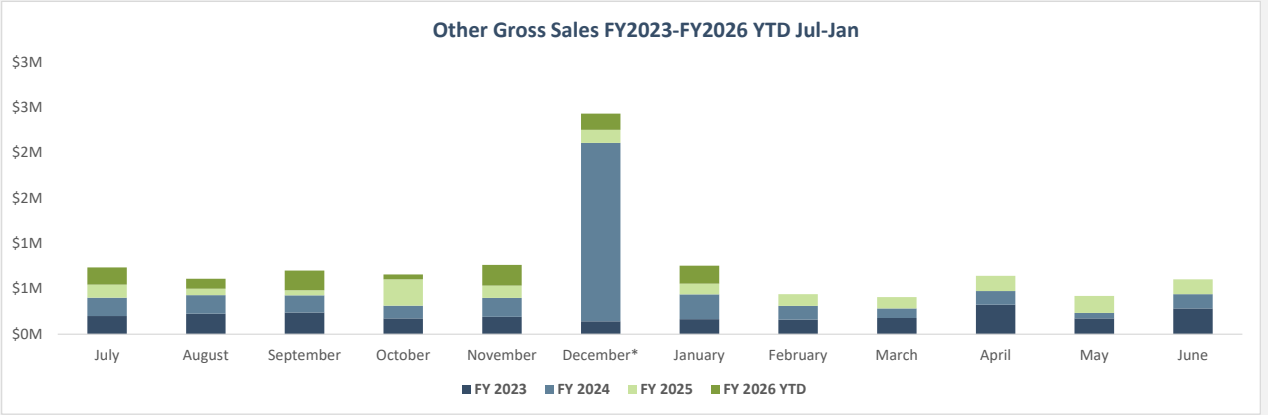
Note:
Telecommunications Sector: Wired, wireless, cable, and subscription-based communication services. Includes Verizon, AT&T, Spectrum, and other similar businesses.

Health of the Town - SC State Sales Tax

Other-Gross Sales by Sector Summary
FY2023 - FY2026 YTD July through January

Other gross sales in January 2026 total $197.3K, up 65% compared to the same month of the prior year.
Activity in this category is driven by a limited number of filers and represents a small share of total gross sales.

Other



Month	FY 2023	FY 2024	FY 2025	FY 2026 YTD	FY26 YTD to FY25 YTD Change $	FY26 YTD to FY25 YTD Change %
July	$ 200,233	$ 201,634	$ 143,632	$ 191,059	$ 47,427	33.0%
August	$ 226,309	$ 203,222	$ 72,832	$ 109,640	$ 36,807	50.5%
September	$ 240,034	$ 187,587	$ 57,119	$ 215,851	$ 158,732	277.9%
October	$ 173,461	$ 140,056	$ 290,536	$ 54,360	$ (236,176)	-81.3%
November	$ 192,667	$ 207,190	$ 136,420	$ 227,359	$ 90,939	66.7%
December*	$ 141,596	$ 1,966,683	$ 142,524	$ 180,099	$ 37,575	26.4%
January	$ 166,809	$ 271,576	$ 119,533	$ 197,351	$ 77,819	65.1%
February	$ 162,171	$ 150,491	$ 128,929	$ -		
March	$ 179,761	$ 104,762	$ 123,941	$ -		
April	$ 325,242	$ 150,206	$ 167,737	$ -		
May	$ 175,430	$ 58,563	$ 186,952	$ -		
June	$ 285,214	$ 156,695	$ 162,164	$ -		
YTD Gross Sales	**$ 1,341,110**	**$ 3,177,949**	**$ 962,596**	**$ 1,175,721**	**$ 213,125**	**22.1%**
Total Gross Sales	**$ 2,468,929**	**$ 3,798,666**	**$ 1,732,320**			

Increase; Activity driven from a single tax filer in the textile industry.

Notes:

Other Sector: Wholesalers, suppliers, and manufacturers not directly selling to consumers.

FY2024 includes a one-time reporting event of $834,990 filed in December 2023.

Town Financials

Fiscal Year 2026

Through March 2026

TOWN OF HILTON HEAD ISLAND

Revenue Snapshot

Revenues	FY2025 Actual	FY2026 Actual	FY2026 Amended Budget	FY26 Actual to FY25 Actual Variance $	FY26 Actual to FY25 Actual Variance %	Notes
General Fund:						
Property Taxes	$ 18,346,818	$ 18,358,566	$ 17,935,450	$ 11,748	0.1%	
Accommodations Tax	3,686,961	3,852,582	6,812,769	165,621	4.5%	
Business License and Franchise Fees	5,600,615	4,113,061	14,426,220	(1,487,554)	-26.6%	FY25 Increase was due to MASC Business License FY24 fees received in FY25 ($1.365M); FY26 Town collected Business license collections are trending 3% higher than prior year
Permits	1,908,366	2,447,932	1,800,000	539,565	28.3%	FY26 July & August had a 70% increase in volume of New Residential and Commercial Permits. Permit volume for March 2026 was 6% higher than prior year (construction and development)
State Shared Funds	738,587	773,675	978,035	35,088	4.8%	
Grants	-	-	-	-	0.0%	
EMS Revenue	1,927,522	1,759,486	2,036,000	(168,036)	-8.7%	
Miscellaneous	276,244	550,719	1,102,848	274,475	99.4%	FY26 Parking revenue receipts total $320K versus $69K in parking meter receipts in FY25
Investment Income	1,732,477	1,815,917	1,500,000	83,439	4.8%	
Housing Fund:	-	-	-	-	0.0%	
GGHNCDC Fund:	190,626	148,494	125,000	(42,132)	-22.1%	Lower Investment Income due to reduced fund balance
Capital Fund:						
Grants	193,005	944,551	7,365,538	751,547	389.4%	FY26 $600K paving grant from Beaufort County & $134K CDBG (Patterson Family Park). FY25 $193K traffic signal grant Beaufort County
Sunday Permit Fees	32,550	9,150	1,000,000	(23,400)	-71.9%	
Impact Fees	114,799	141,789	1,100,000	26,990	23.5%	
Investment Income	425,426	562,438	-	137,012	32.2%	2025 Beach Bonds Interest Income $166K
Bond Proceeds	-	18,722,162	54,000,000	18,722,162	100.0%	2026 Beach Bond Proceeds $19M less issuance costs ($277,838)
Miscellaneous	58,483	61,990	-	3,507	6.0%	
Debt Service Fund:						
Property Taxes	6,333,708	6,536,397	6,035,600	202,689	3.2%	
Investment Income	485,943	298,591	325,115	(187,351)	-38.6%	FY26 transfer of interest earned from FY21 through FY25 on $1M TIF Reserve from Debt Service to TIF - $140K.
Stormwater Fund:						
SWU Fees	5,225,042	5,179,511	5,275,035	(45,531)	-0.9%	
Permits	163,540	126,497	122,580	(37,043)	-22.7%	
Investment Income	244,982	129,328	150,000	(115,654)	-47.2%	Lower Investment Income due to reduced fund balance
Special Revenue Funds:						
State ATAX	7,128,951	6,846,799		(282,152)	-4.0%	
Real Estate Transfer Fees	3,705,009	4,864,801		1,159,792	31.3%	FY26 revenue growth is driven by a 21% increase in average consideration
Hospitality Tax	5,656,154	5,885,504		229,351	4.1%	
Beach Preservation Fees	7,373,923	7,705,165		331,242	4.5%	
Palmetto Electric Franchise Fees	2,212,929	2,405,835		192,905	8.7%	
Short Term Rental	1,730,500	274,000		(1,456,500)	-84.2%	Changed timing of renewal dues for FY26.
Investment Income	4,842,064	3,873,571		(968,493)	-20.0%	Reduced fund balance; timing of investment maturity (No disaster maturities yet in FY26)
All Other Special Revenue Funds	9,390,144	1,569,562		(7,820,582)	-83.3%	Elimination of TIF revenues ($8.19 million)
TOTAL REVENUE (ALL FUNDS)	**$ 89,725,369**	**$ 99,958,072**	**$ 122,090,190**	**$ 10,232,703**	**11.4%**	
NORMALIZED REVENUE (ALL FUNDS)	**$ 79,969,239**	**$ 81,219,228**	**$ 122,090,190**	**$ 1,249,989**	**1.6%**	Normalized FY26 Revenue is total revenues less net 2026 Beach Bond proceeds ($18.722M) & FY26 TIF ($17K). Normalized FY25 Revenue is less FY24 MASC business licenses ($1.365M) & FY24 franchise fees ($201K) recorded in FY25 & FY25 TIF ($8.190M)

Expense Snapshot

Expenditures	FY2025 Actual	FY2026 Actual	FY2026 Amended Budget	FY26 Actual to FY25 Actual Variance $	FY26 Actual to FY25 Actual Variance %	Notes
General Fund:						
General Government	$ 1,351,379	$ 1,757,174	$ 2,017,327	$ (405,795)	30.0%	Increase in FY26 legal fees of $139K and $269K in personnel expenses related to filling vacant positions.
Management Services	6,991,678	7,916,575	10,879,835	(924,897)	13.2%	Budgeted personnel increased $439K, $281K software maintenance contracts and $49K employee recruitment and professional fees.
Community Services	8,757,553	9,261,005	14,820,657	(503,452)	5.7%	Increase in FY26 LMO consulting services $177K and beach parking contract service $286K.
Public Safety	15,467,793	16,759,445	25,564,849	(1,291,652)	8.4%	Increase in FY26 security services $13K, abandon boat removal $37K, $51K travel/training, $28K employee awards, $24K protective clothing, $21K in fleet maintenance contracts and increases of $1.11 million in personnel salaries and related benefits.
Non-Departmental	7,733,828	5,569,173	6,883,092	2,164,655	-28.0%	Reduction from FY25 for BCSD $1.5M, & Affiliated Agencies $1.1M offset by increases in commercial insurance $168K & $192K in benefits.
Housing Fund:	134,084	1,200,828	3,978,137	(1,066,744)	795.6%	FY26 $1M ARPA housing funds to Northpoint.
GGHNCDC Fund:	209,903	1,591,593	3,286,603	(1,381,690)	658.3%	FY26 land acquisition $761K (one half of Memory Matters) & $510K (one half of two lots on Old Wildhorse Rd).
Debt Service Fund:						
New Debt	-	-	14,330,888	-		
Principal	7,625,000	13,655,000	14,820,000	(6,030,000)	79.1%	FY26 paid off 2017B Beach Bonds early $7.495M (budgeted).
Interest	2,218,034	1,777,608	1,915,793	440,427	-19.9%	
Other	11,775	9,700	17,600	2,075	-17.6%	
Stormwater Fund:						
Maintenance & Repair	923,024	518,605	2,190,000	404,419	-43.8%	FY26 increase in consulting of $90K compared in FY25 increases in $205K Wexford pump station, $98K routine channel cleaning, $75K non-PUD maintenance, & $90K pond dredging.
Administrative	669,380	673,702	1,106,546	(4,322)	0.6%	
Depreciation	825,000	825,000	1,100,000	-	0.0%	
Non-Operating Expenses	148,573	46,351	42,851	102,223	-68.8%	FY25 Final year of amortization of loss on bond refunding (2021) - $89K.
Special Revenue Funds:						
State ATAX Grants	2,266,924	2,528,018		(261,094)	11.5%	Increase in CY26 award amounts.
State ATAX - Chamber Marketing	2,131,185	2,046,540		84,646	-4.0%	
State Grants	278,623	399,374		(120,751)	43.3%	FY26 Opioid grant expenses $288K compared to FY25 Assistance to Firefighters grant expenses $108K and FEMA BRIC grant expenses $65K.
Other	1,349,163	96,472		1,252,691	-92.8%	FY25 disaster related expenses $332K (Hurricane Helene) & $954K ARPA (home repairs, equipment and lateral sewer).
TOTAL EXPENSES (ALL FUNDS)	**$ 59,092,900**	**$ 66,632,163**	**$ 102,954,178**	**$ (7,539,263)**	**-12.8%**	
NORMALIZED EXPENSES (ALL FUNDS)	**$ 57,807,007**	**$ 57,865,163**	**$ 102,954,178**	**$ (58,156)**	**-0.1%**	Normalized FY25 is total expenses less disaster related expenses ($332K) & ARPA expenses ($954K). Normalized FY26 total expenses less Memory Matters ($762K), Wildhorse Rd ($510K) & beach bond payoff ($7.495M).

TOWN OF HILTON HEAD ISLAND

Capital Fund Projects Snapshot

Project	FY 2026 Actual	FY 2026 Committed	FY 2026 Total		FY 2026 Original Budget	FY 2026 Amended Budget	Preliminary CIP Rollover to FY27	% of FY 2026 Amended Budget
Beach Maintenance								
Beach Renourishment	$ 28,714,431	$ 15,392,466	$ 44,106,896		$ 47,720,000	$ 47,790,620	$ 600,000	92.3%
Other Beach Related Projects	216,711	142,478	359,189		1,100,000	1,228,499	799,119	29.2%
Total Beach Maintenance	**$ 28,931,142**	**$ 15,534,943**	**$ 44,466,085**		**$ 48,820,000**	**$ 49,019,119**	**$ 1,399,119**	**90.7%**
Park Development								
Crossings Park	$ 471,662	$ 1,134,948	$ 1,606,610		$ 2,000,000	$ 2,000,000	$ 305,691	80.3%
Mid-Island Tract	395,720	558,346	954,066		750,000	957,744	-	99.6%
Patterson Family Property Park	243,384	2,322,915	2,566,299		2,590,000	2,590,000	2,408,296	99.1%
Taylor Family Property Park	629,337	2,011,080	2,640,417		2,750,000	2,750,000	315,565	96.0%
Baker Field, including extension	965,714	35,894	1,001,608		-	1,330,247	-	75.3%
Other Park Related Projects	1,871,043	569,299	2,440,343		2,546,000	2,811,252	25,000	86.8%
Total Park Development	**$ 4,576,861**	**$ 6,632,482**	**$ 11,209,343**		**$ 10,636,000**	**$ 12,439,243**	**$ 3,054,552**	**90.1%**
Land Acquisition								
164 Jonesville Road	$ 392,991	$ -	$ 392,991		$ -	$ 413,000	$ -	95.2%
Stoney Peninsula Purchase	150,000	-	150,000		-	705,800	-	21.3%
117 William Hilton Parkway	762,500	-	762,500		-	762,500	-	100.0%
1 & 5 Old Wildhorse Road	500,000	-	500,000		-	500,000	-	100.0%
9 Park Lane	1,750,000	-	1,750,000		-	1,750,000	-	100.0%
10 Park Lane	5,950,000	-	5,950,000		-	5,950,000	-	100.0%
Miscellaneous	81,610	18,239	99,849		250,000	250,000	-	39.9%
Total Land Acquisition	**$ 9,587,102**	**$ 18,239**	**$ 9,605,341**		**$ 250,000**	**$ 10,331,300**	**$ -**	**93.0%**
Facilities Improvements								
Honey Horn Improvements	$ 51,412	$ 1,100	$ 52,512		$ 496,000	$ 496,000	$ -	10.6%
Computer Software Equipment	524,364	62,475	586,838		625,000	691,542	-	84.9%
Town Facilities Improvements	344,894	19,502	364,395		550,000	550,000	-	66.3%
4 Office Way Renovations	1,031,047	88,422	1,105,917		1,120,000	1,120,000	-	98.7%
Jonesville Horse Barn	159,041	125,775	284,817		500,000	500,000	-	57.0%
Improvements to Fire Rescue HQ	74,712	16,330	91,042		-	677,008	577,008	13.4%
Other Facilities Improvements	957,844	496,574	1,467,969		1,430,000	1,835,722	50,000	80.0%
Total Facilities Improvements	**$ 3,143,314**	**$ 810,177**	**$ 3,953,491**		**$ 4,721,000**	**$ 5,870,272**	**$ 627,008**	**67.3%**
Roadway Improvements								
Signal System Maintenance	$ 186,332	$ 885,427	$ 1,071,759		$ 1,100,000	$ 1,100,000	$ 550,000	97.4%
Streetscape and Traffic Calming Enhcancements	115,911	136,548	252,459		750,000	750,000	241,808	33.7%
Dirt Road Paving Program	273,743	607,207	880,950		1,104,500	1,161,297	173,378	75.9%
Streetscape Enhancements	233,700	153,402	387,102		650,000	763,068	-	50.7%
Northpoint USPS Site Improvements	508,316	83,735	592,051		150,000	3,350,000	2,800,000	17.7%
Other Roadway Improvements	436,087	456,604	892,691		1,325,000	1,532,121	671,367	58.3%
Total Roadway Improvements	**$ 1,754,089**	**$ 2,322,922**	**$ 4,077,011**		**$ 5,079,500**	**$ 8,656,486**	**$ 4,436,553**	**47.1%**
Pathway Improvements								
Pathway Improvements	$ 318,991	$ 460,243	$ 779,234		$ 1,650,000	$ 1,650,000	$ 343,937	47.2%
Total Pathway Improvements	**$ 318,991**	**$ 460,243**	**$ 779,234**	#	**$ 1,650,000**	**$ 1,650,000**	**$ 343,937**	**47.2%**
Stormwater Projects								
SWU General Contingency	$ 180	$ 96,427	$ 96,607		$ 500,000	$ 500,000	$ -	19.3%
PUD	915,350	790,931	1,706,281		4,700,000	5,453,446	650,000	31.3%
Non-PUD	382,760	241,287	624,048		1,150,880	1,150,880	1,670,586	54.2%
Total Stormwater Projects	**$ 1,298,290**	**$ 1,128,645**	**$ 2,426,935**		**$ 6,350,880**	**$ 7,104,326**	**$ 2,320,586**	**34.2%**
Fleet Program								
Town Vehicle Replacements/Contingency	$ 73,499	$ 755	$ 74,254		$ 180,000	$ 180,000	$ -	41.3%
Engine/Pumper/Quint Company	$ 2,398,583	$ -	$ 2,398,583		$ -	$ 2,464,838	$ -	97.3%
Total Fleet Program	**$ 2,472,082**	**$ 755**	**$ 2,472,837**	#	**$ 180,000**	**$ 2,644,838**	**$ -**	**93.5%**
TOTAL NON-BEACH EXPENSES	**$ 23,150,729**	**$ 11,373,463**	**$ 34,524,193**	#	**$ 28,867,380**	**$ 48,696,465**	**$ 10,782,636**	**70.9%**
TOTAL CIP EXPENSES	**$ 52,081,871**	**$ 26,908,407**	**$ 78,990,278**		**$ 77,687,380**	**$ 97,715,584**	**$ 12,181,755**	**80.8%**

Fund Balance Walk (Net of Transfers)

	FY 2026 Amended Budget	2026 Projection	Variance $	Notes
BEGINNING FUND BALANCE	$ 253,504,626	$ 253,504,626	$ -	
REVENUE				
GENERAL	$ 46,591,322	$ 51,943,290	$ 5,351,968	
DEBT SERVICE	6,360,715	6,876,218	515,503	
STORMWATER	5,547,615	5,807,575	259,960	
SPECIAL REVENUE	-	56,599,055	56,599,055	
CAPITAL	9,465,538	8,156,209	(1,309,329)	FEMA reimbursement split between FY26 and FY27
GULLAH GEECHEE CDC	125,000	228,789	103,789	
DISASTER FUND - FEMA	-	1,089,492	1,089,492	Investment income
2025 BEACH BONDS (Budget Amd)	-	19,000,000	19,000,000	
2026 GO BOND (Budget Amd)	-	35,000,000	35,000,000	Up to Amount (Bond sale closed 4/1/2026)
NOVANT LAND SALE	-	4,341,500	4,341,500	
TOTAL REVENUE	**$ 68,090,190**	**$ 189,042,128**	**$ 120,951,938**	
AVAILABLE FUNDS	**$ 321,594,816**	**$ 442,546,754**	**$ 120,951,938**	
EXPENSE				
GENERAL	$ 60,165,760	$ 59,724,285	$ 441,475	
DEBT SERVICE	31,084,280	30,960,655	123,625	
STORMWATER	4,439,397	2,942,758	1,496,639	
SPECIAL REVENUE	-	8,399,065	(8,399,065)	State A-Tax grants/DMO payments
CAPITAL	77,687,380	82,507,577	(4,820,197)	
GULLAH GEECHEE CDC	3,286,603	1,718,563	1,568,040	
WORKFORCE HOUSING	3,978,137	1,199,442	2,778,695	
2025 BEACH BONDS	-	277,838	(277,838)	Issuance cost
TOTAL EXPENSE	**$ 180,641,557**	**$ 187,730,184**	**$ (7,088,627)**	
ENDING FUND BALANCE	**$ 140,953,259**	**$ 254,816,570**	**$ 113,863,311**	
CHANGE IN FUND BALANCE		**$ 1,311,944**		

Fund Balance Walk by Fund

	GENERAL	DEBT SERVICE	STORMWATER	CAPITAL	GULLAH GEECHEE CDC	WORKFORCE HOUSING	SPECIAL REVENUE	DISASTER FEMA	TOTAL
BEGINNING FUND BALANCE	**$ 52,370,364**	**$ 14,243,513**	**$ 13,636,629**	**$ 9,575,904**	**$ 5,564,275**	**$ 2,868,191**	**$ 117,701,881**	**$ 37,543,869**	**$ 253,504,626**
REVENUE	$ 51,943,290	$ 6,876,218	$ 5,807,575	$ 8,156,209	$ 228,789	$ -	$ 56,599,055	$ 1,089,492	$ 130,700,628
EXPENSE	59,724,285	30,960,655	2,942,758	82,507,577	1,718,563	1,199,442	8,399,065	-	187,452,345
TRANSFERS IN	13,443,959	12,792,678	-	43,871,448	-	1,197,049	-	-	71,305,134
TRANSFERS OUT	197,049	-	3,609,591	-	-	-	67,498,494	-	71,305,134
2025 BEACH BOND	-	-	-	19,000,000	-	-	-	-	19,000,000
2025 BEACH BOND ISSUANCE COST				277,838					277,838
2026 GO BOND	-	-	-	35,000,000	-	-	-	-	35,000,000
NOVANT LAND SALE	-	-	-	4,341,500	-	-	-	-	4,341,500
CHANGE IN FUND BALANCE	**$ 5,465,915**	**$ (11,291,759)**	**$ (744,774)**	**$ 27,583,742**	**$ (1,489,774)**	**$ (2,393)**	**$ (19,298,505)**	**$ 1,089,492**	**$ 1,311,944**
ENDING FUND BALANCE	**$ 57,836,279**	**$ 2,951,754**	**$ 12,891,855**	**$ 37,159,646**	**$ 4,074,501**	**$ 2,865,798**	**$ 98,403,376**	**$ 38,633,361**	**$ 254,816,570**
TOWN COUNCIL FUND BALANCE POLICY									
OPERATING RESERVE	$ 24,368,752	$ -	$ 5,000,000	$ -	$ -	$ -	$ 5,000,000	$ -	$ 34,368,752
NETS ASSETS RESERVE (1)	-	-	7,743,958	-	-	-	-	-	7,743,958
PROPOSED ECONOMIC DEVELOPMENT RESERVE	-	-	-	4,341,500					4,341,500
BEACH PRESERVATION	-	-	-	-	-	-	20,000,000	-	20,000,000
DISASTER - DEBT SERVICE	-	-	-	-	-	-	1,000,000	-	1,000,000
DISASTER RECOVERY	-	-	-	-	-	-	-	37,000,000	37,000,000
ENDING FUND BALANCE	**$ 33,467,527**	**$ 2,951,754**	**$ 147,897**	**$ 32,818,146**	**$ 4,074,501**	**$ 2,865,798**	**$ 72,403,376**	**$ 1,633,361**	**$ 150,362,360**

(1) - Net Asset Reserve is calculated by taking total capital assets less accumulated depreciation plus any unused bond proceeds less outstanding debt (principle).

Special Revenue Fund Balance Walk

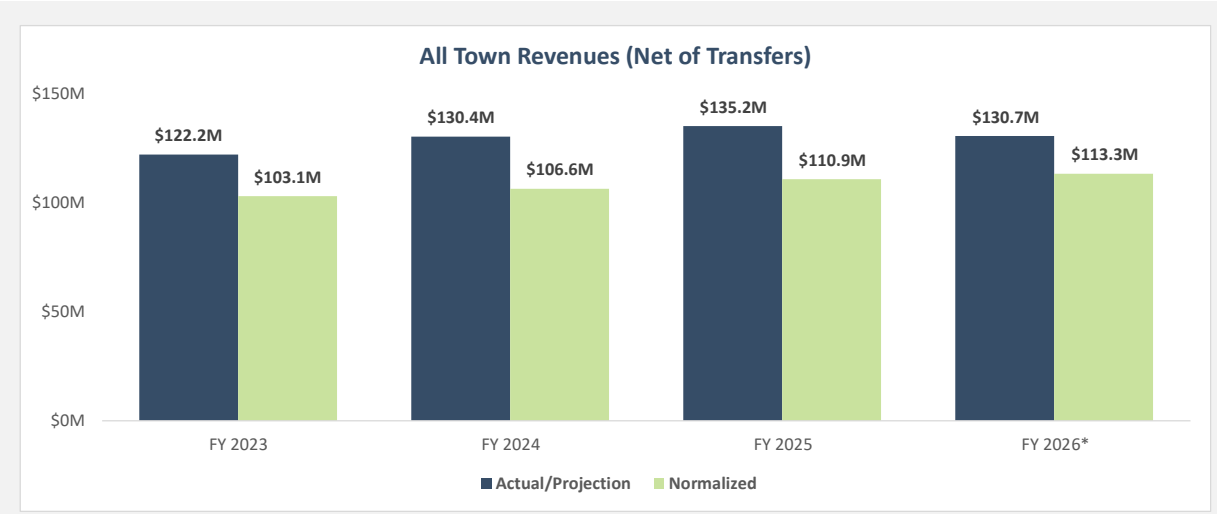
	SPECIAL REVENUE GRANTS	BEACH PRESERVATION FEES	HTAX FEES	FIRE TRUCK LEASE PROCEEDS	TIF TAXES	ROAD USAGE FEES	STATE ATAX FEES	REAL ESTATE TRANSFER FEES	PALMETTO ELECTRIC FEES	SHORT TERM RENTAL FEES	FEDERAL GRANT	TOTAL
BEGINNING FUND BALANCE	**$ 321,120**	**$ 55,324,863**	**$ 28,803,714**	**$ 1,768**	**$ 4,073,041**	**$ 2,268,106**	**$ 11,335,170**	**$ 13,976,147**	**$ 1,273,557**	**$ 324,395**	**$ -**	**$ 117,701,881**
REVENUE	$ 458,777	$ 16,502,051	$ 11,655,773	$ 83,060	$ 342,870	$ 228	$ 13,040,499	$ 6,791,079	$ 3,679,241	$ 3,031,133	$ 1,014,344	$ 56,599,055
EXPENSE	416,747	43,250	-	-	-	-	7,862,968	63,250	-	(1,494)	14,344	8,399,065
TRANSFERS IN	-	-	-	-	-	-	-	-	-	-	-	-
TRANSFERS OUT	-	33,159,836	17,526,286	-	2,909,274	1,436,006	6,307,066	1,368,800	1,310,815	2,480,411	1,000,000	67,498,494
CHANGE IN FUND BALANCE	**$ 42,030**	**$ (16,701,035)**	**$ (5,870,513)**	**$ 83,060**	**$ (2,566,404)**	**$ (1,435,778)**	**$ (1,129,535)**	**$ 5,359,029**	**$ 2,368,426**	**$ 552,216**	**$ -**	**$ (19,298,505)**
ENDING FUND BALANCE	**$ 363,150**	**$ 38,623,828**	**$ 22,933,201**	**$ 84,828**	**$ 1,506,637**	**$ 832,328**	**$ 10,205,635**	**$ 19,335,176**	**$ 3,641,983**	**$ 876,611**	**$ -**	**$ 98,403,376**
TOWN COUNCIL FUND BALANCE POLICY												
OPERATING RESERVE	$ -	$ -	$ 5,000,000	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 5,000,000
BEACH PRESERVATION	-	20,000,000	-	-	-	-	-	-	-	-	-	20,000,000
DISASTER - DEBT SERVICE	-	-	-	-	-	-	-	1,000,000	-	-	-	1,000,000
ENDING FUND BALANCE	**$ 363,150**	**$ 18,623,828**	**$ 17,933,201**	**$ 84,828**	**$ 1,506,637**	**$ 832,328**	**$ 10,205,635**	**$ 18,335,176**	**$ 3,641,983**	**$ 876,611**	**$ -**	**$ 72,403,376**

Quarterly Revenue Charts

Fiscal Year 2026

Through March 2026

All Town Revenues (Net of Transfers)
Revenues by Quarter/Fiscal Year as of March 31, 2026



Notes:

Normalized amounts on chart are less Investment Income, Grants & TIF collections for FY2023-FY2026 & removed Airbnb settlement & Business License FY24 collection amount from FY2025.

Q1, Q2 & Q3 are actuals. See individual revenue charts for assumptions made for Q4 projections.

Fiscal Year		Quarter 1	Quarter 2	Quarter 3	Quarter 4		Total*
	2023	$ 8,565,185 7%	$ 25,403,790 21%	$ 51,109,057 42%	$ 37,078,380 30%	**2**	**$ 122,156,412 100%**
	2024	$ 12,115,708 9%	$ 28,874,899 22%	$ 49,064,518 38%	$ 40,310,562 31%	**2**	**$ 130,365,687 100%**
	2025	$ 12,509,858 9%	$ 27,161,464 20%	$ 50,063,122 37%	$ 45,429,407 34%	**1,2**	**$ 135,163,850 100%**
	2026	$ 12,659,734 10%	$ 26,821,855 21%	$ 41,737,638 32%	$ 49,481,401 38%		**$ 130,700,628 100%**

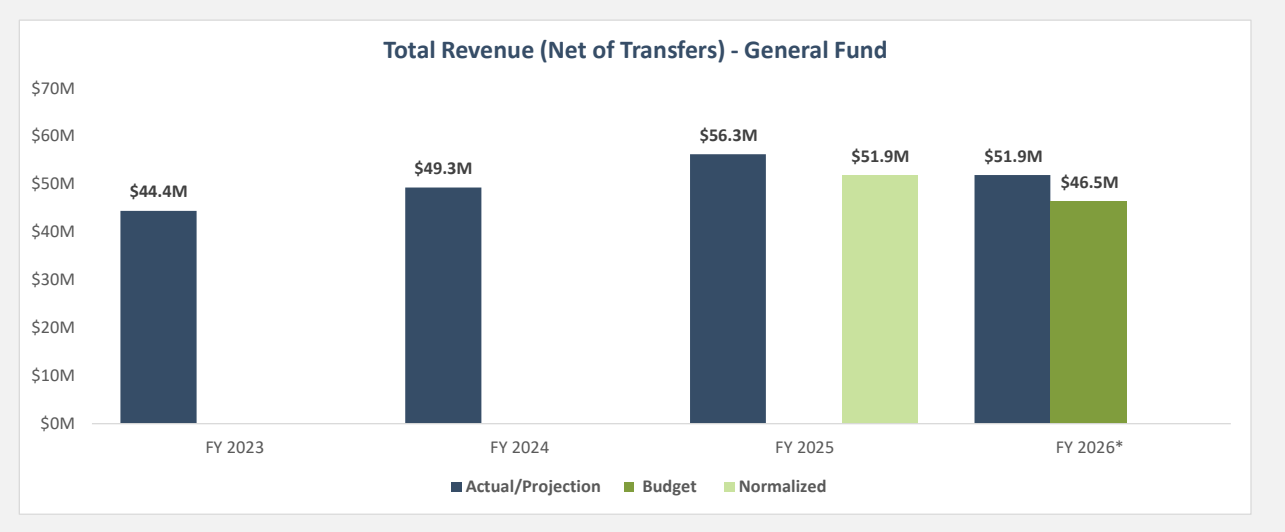
Notes:

**** - Total for FY2026 uses projected amount.***

1 - FY2025 Q4 includes $5.614M Airbnb settlement.

2 - FY2025 was final year of TIF collections (FY25 $3.259M, FY24 $7.845M and FY23 $6.444M).

Total Revenue (Net of Transfers) - General Fund
Revenues by Quarter/Fiscal Year as of March 31, 2026



Notes:
Q1, Q2 & Q3 are actuals. See individual revenue charts for assumptions made for Q4 projections.

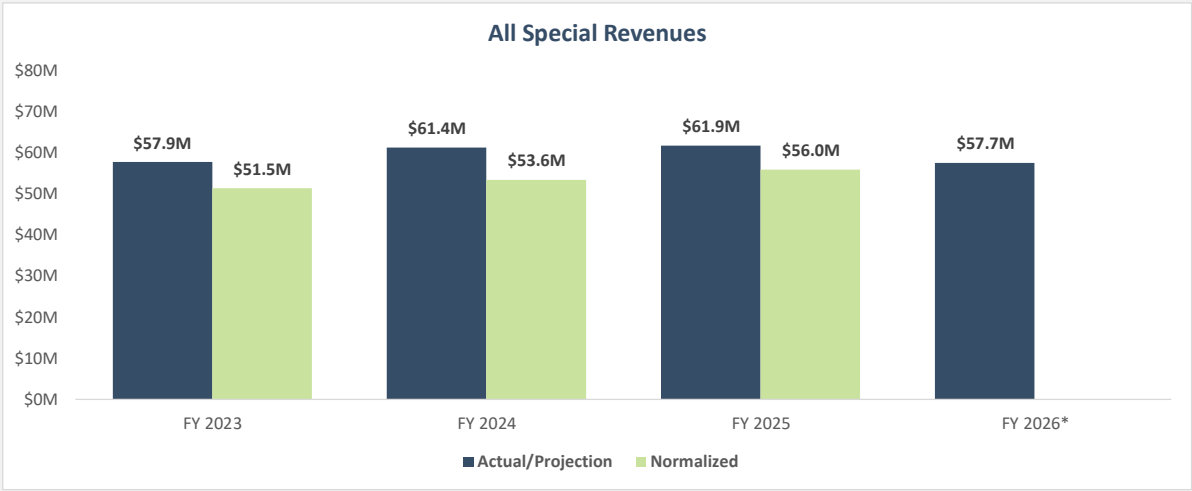
Fiscal Year	Quarter 1		Quarter 2	Quarter 3	Quarter 4		Total*
2023	$ 3,140,961 7%		$ 6,926,789 16%	$ 19,680,290 44%	$ 14,697,176 33%		**$ 44,445,216 100%**
2024	$ 4,803,158 10%	**1**	$ 6,246,418 13%	$ 21,917,949 44%	$ 16,381,696 33%		**$ 49,349,220 100%**
2025	$ 4,901,395 9%	**1**	$ 6,535,413 12%	$ 22,780,784 40%	$ 22,034,907 39%	**2**	**$ 56,252,499 100%**
2026	$ 4,033,654 8%		$ 7,330,711 14%	$ 22,307,572 43%	$ 18,271,353 35%		**$ 51,943,290 100%**

Notes:
**** - Total for FY2026 uses projected amount.***

1 - FY2025 Q1 MASC business licenses included $1.365M fees received for FY2024 & FY2024 MASC business licenses included $984K fees received for FY2023.

2 - FY2025 Q4 business licenses includes $3.014M in proceeds received from Airbnb settlement.

All Special Revenues
Revenues by Quarter/Fiscal Year as of March 31, 2026

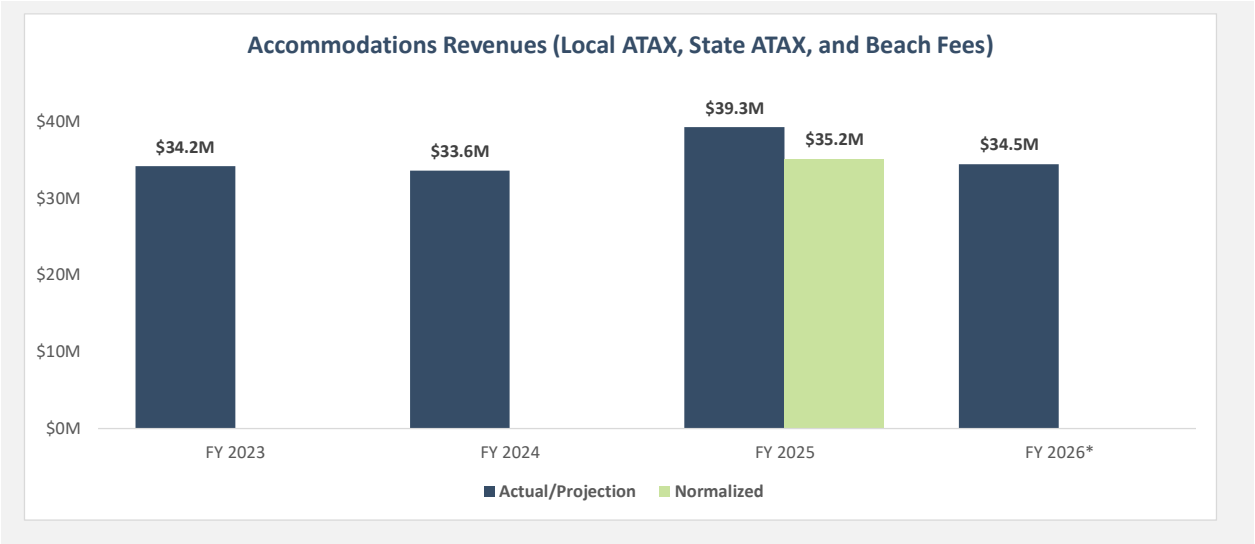


Notes:
Normalized amounts on chart are less TIF collections for FY2023, FY2024, & FY2025 & Airbnb settlement amount from FY2025.
Q1, Q2 & Q3 are actuals. See individual revenue charts for assumptions made for Q4 projections.

Fiscal Year	Quarter 1	Quarter 2	Quarter 3	Quarter 4		Total*
2023	$ 4,887,642 8%	$ 16,230,193 28%	$ 16,232,157 28%	$ 20,590,234 36%	1	**$ 57,940,226 100%**
2024	$ 6,267,449 10%	$ 17,493,121 28%	$ 15,606,600 25%	$ 22,072,208 36%	1	**$ 61,439,377 100%**
2025	$ 6,260,192 10%	$ 18,032,825 29%	$ 16,373,288 26%	$ 21,218,347 34%	2	**$ 61,884,651 100%**
2026	$ 8,039,517 14%	$ 16,643,697 29%	$ 8,742,022 15%	$ 24,263,311 42%		**$ 57,688,547 100%**

Notes:
**** - Total for FY2026 uses projected amount and includes investment income.***
1 - FY2025 was final year of TIF collections (FY25 $3.259M, FY24 $7.845m and FY23 $6.444M).
2 - FY2025 Q4 beach preservation fees includes $2.6M in proceeds received from the Airbnb settlement.

Accommodations Revenues (Local ATAX, State ATAX, and Beach Fees)
Revenues by Quarter/Fiscal Year as of March 31, 2026



Notes:
Normalized Total in chart removes Airbnb settlement for $4.107M received in FY2025.

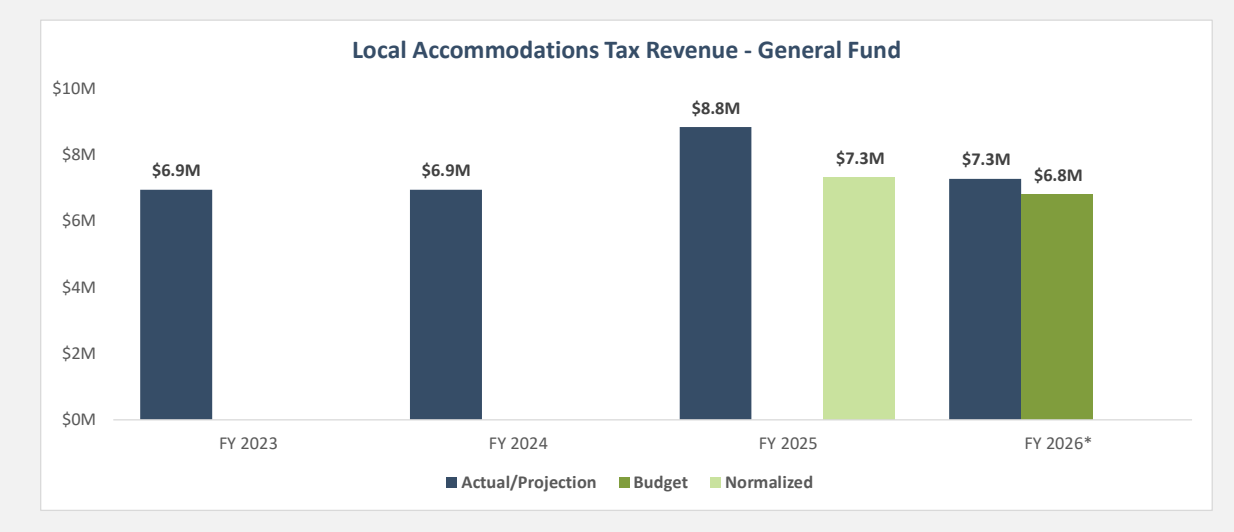
Q1, Q2 & Q3 are actuals. See individual revenue charts for assumptions made for Q4 projections.

Fiscal Year	Quarter 1	Quarter 2	Quarter 3	Quarter 4		Total*
2023	$ 2,260,236 7%	$ 12,203,863 36%	$ 4,083,859 12%	$ 15,642,341 46%		**$ 34,190,299 100%**
2024	$ 2,415,404 7%	$ 11,849,955 35%	$ 3,929,485 12%	$ 15,429,058 46%		**$ 33,623,902 100%**
2025	$ 1,919,393 5%	$ 11,820,283 30%	$ 4,450,159 11%	$ 21,088,015 54%	**1**	**$ 39,277,850 100%**
2026	$ 2,577,180 7%	$ 11,429,538 33%	$ 4,397,828 13%	$ 16,066,099 47%		**$ 34,470,645 100%**

Notes:
**** - Total for FY2026 uses projected amount.***

1 - FY2025 Q4 beach preservation fees includes $4.107M in proceeds received from the Airbnb settlement.

Local ATAX Revenue - General Fund
Revenues by Quarter/Fiscal Year as of March 31, 2026



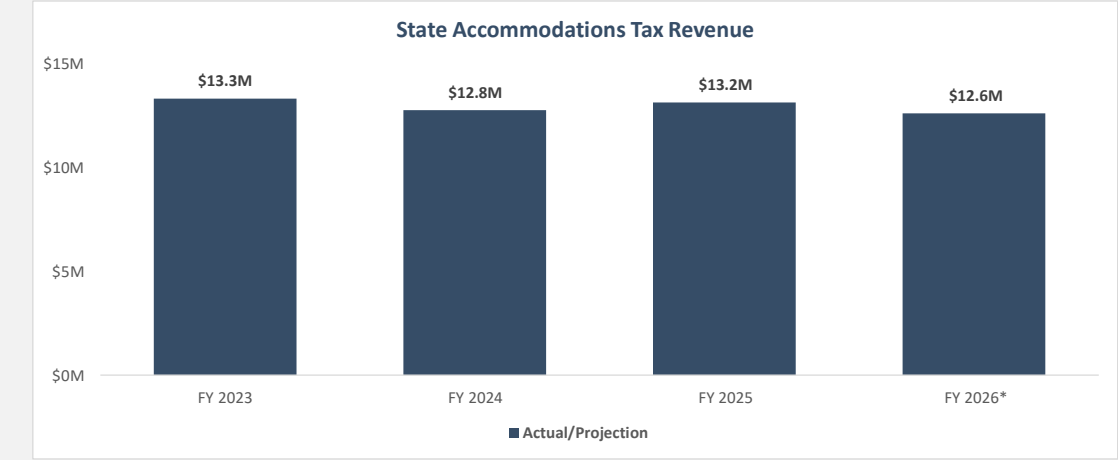
Notes:
Represents 1% of the 3% local accommodations collected by the Town on the rental of any rooms (excluding meeting rooms).
Tax collections occur monthly.

FY2026 Assumptions: Q1, Q2 & Q3 are actuals. Q4 is a 4% reduction from FY2025 (excluding one-time items).

Fiscal Year	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total*
2023	$ 753,412 11%	$ 2,287,180 33%	$ 756,489 11%	$ 3,151,384 45%	**$ 6,948,465 100%**
2024	$ 805,135 12%	$ 2,233,779 32%	$ 719,806 10%	$ 3,185,804 46%	**$ 6,944,524 100%**
2025	$ 639,798 7%	$ 2,175,619 25%	$ 871,544 10%	$ 5,154,445 **1** 58%	**$ 8,841,406 100%**
2026	$ 859,060 12%	$ 2,077,962 29%	$ 915,560 13%	$ 3,422,669 47%	**$ 7,275,251 100%**

Notes:
**** - Total for FY2026 uses projected amount.***
1 - FY2025 Q4 includes $1.507M in proceeds received from the Airbnb settlement.

State Accommodations Tax Revenue
Revenues by Quarter/Fiscal Year as of March 31, 2026



Notes:
Represents remittance by the State of the 2% accommodations tax on the rental of any rooms.
Taxes are paid quarterly to the Town in arrears and are distributed as follows:
- ***First $25,000 to the General Fund***
- ***5% to the General Fund***
- ***30% to the DMO***
- ***65% to Special Revenue ATAX Fund***

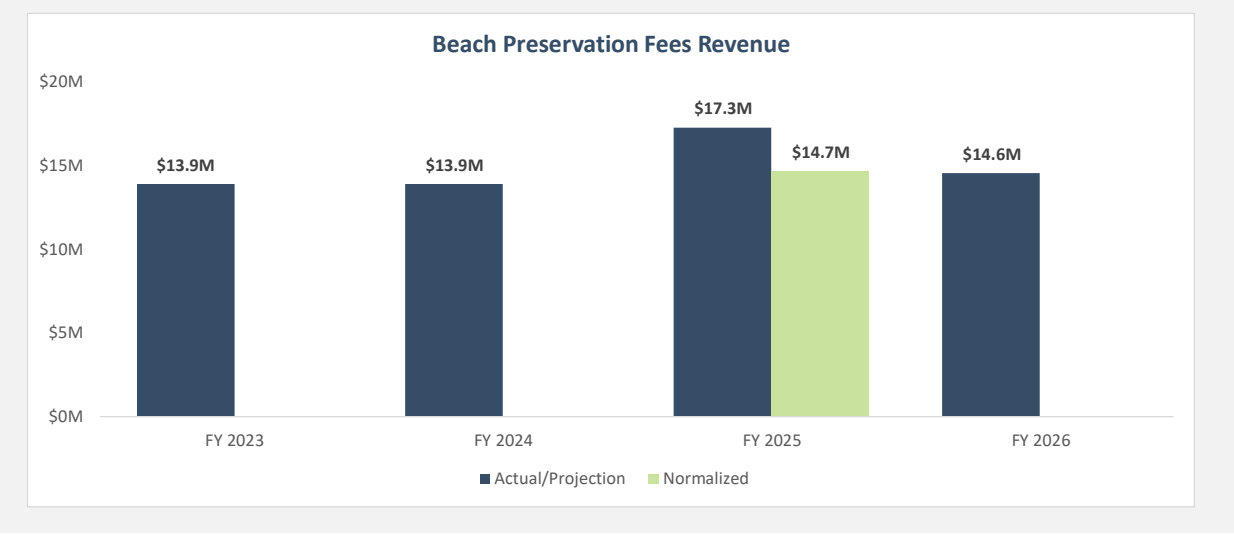
FY2026 Assumptions: Q1, Q2, & Q3 are actuals. Q4 is a 4% reduction from FY2025 (excluding one-time items).

Fiscal Year	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total*
2023	$ -	$ 5,342,323	$ 1,814,391	$ 6,188,189	**$ 13,344,903**
	0%	40%	14%	46%	**100%**
2024	$ -	$ 5,148,616	$ 1,770,069	$ 5,871,644	**$ 12,790,329**
	0%	40%	14%	46%	**100%**
2025	$ -	$ 5,293,425	$ 1,835,526	$ 6,038,711	**$ 13,167,662**
	0%	40%	14%	46%	**100%**
2026	$ -	$ 5,195,651	$ 1,651,148	$ 5,798,120	**$ 12,644,919**
	0%	41%	13%	46%	**100%**

Notes:
**** - Total for FY2026 uses projected amount.***

FY2026 Total Projection is based on the average collections for the last three fiscal years.

Beach Preservation Fee Revenue
Revenues by Quarter/Fiscal Year as of March 31, 2026

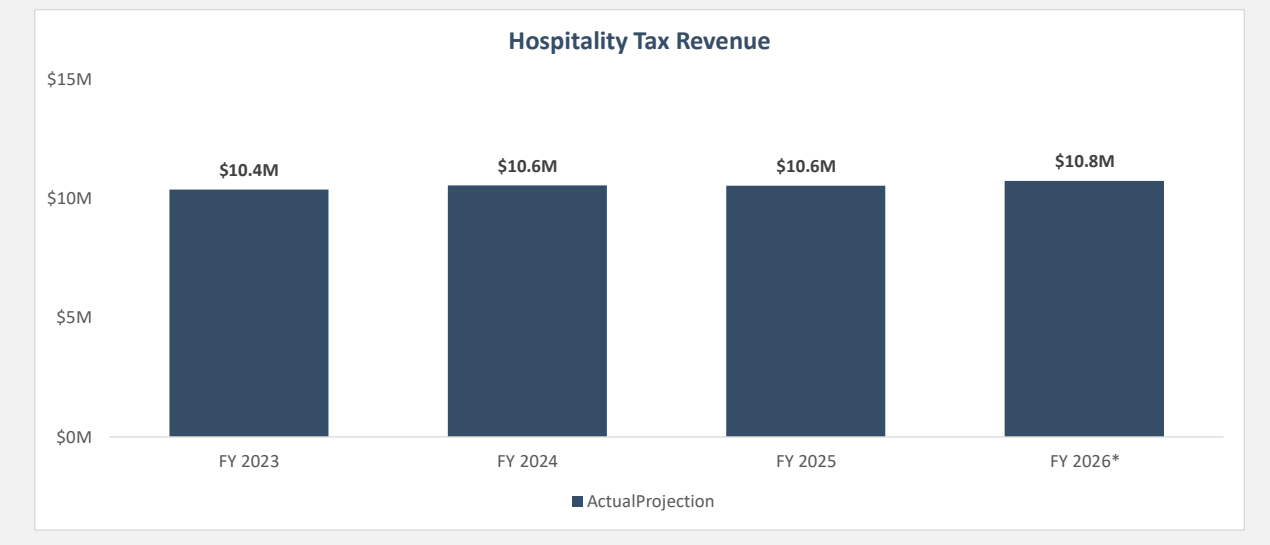


Notes:
Represents 2% of the 3% local accommodations collected by the Town on the rental of any rooms (excluding meeting rooms).
Tax collections occur monthly.
FY2026 Assumptions: Q1, Q2 & Q3 are actuals. Q4 is a 4% reduction from FY2025 (excluding one-time items).

Fiscal Year	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total*
2023	$ 1,506,824 11%	$ 4,574,360 33%	$ 1,512,979 11%	$ 6,302,768 45%	**$ 13,896,931 100%**
2024	$ 1,610,269 12%	$ 4,467,560 32%	$ 1,439,610 10%	$ 6,371,610 46%	**$ 13,889,049 100%**
2025	$ 1,279,595 7%	$ 4,351,239 25%	$ 1,743,089 10%	$ 9,894,859 1 57%	**$ 17,268,782 100%**
2026	$ 1,718,120 12%	$ 4,155,925 29%	$ 1,831,120 13%	$ 6,845,310 47%	**$ 14,550,475 100%**

Notes:
**** - Total for FY2026 uses projected amount.***
1 - FY2025 Q4 beach preservation fees includes $2.6M in proceeds received from the Airbnb settlement.

Hospitality Tax Revenue
Revenues by Quarter/Fiscal Year as of March 31, 2026



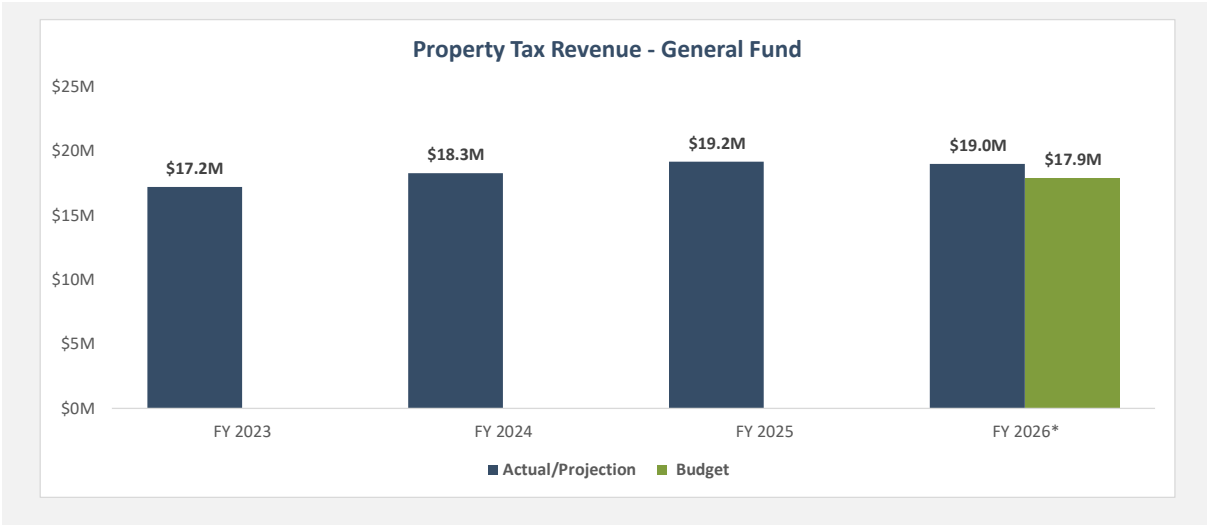
Notes:
Represents the montly collection of a 2% tax collected each month in the Town from the sale of prepared foods, meals and beverages sold.

FY2026 Assumptions: Q1,Q2 & Q3 are actuals. Q4 is flat compared to FY2025 based on actuals from Q2 & Q3 for FY2026.

Fiscal Year	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total*
2023	$ 1,099,256 11%	$ 2,727,970 26%	$ 1,820,982 18%	$ 4,752,137 46%	**$ 10,400,345 100%**
2024	$ 1,125,307 11%	$ 2,807,303 27%	$ 1,836,198 17%	$ 4,805,571 45%	**$ 10,574,379 100%**
2025	$ 1,073,329 10%	$ 2,740,003 26%	$ 1,842,822 17%	$ 4,903,508 46%	**$ 10,559,662 100%**
2026	$ 1,255,383 12%	$ 2,758,840 26%	$ 1,871,281 17%	$ 4,875,049 45%	**$ 10,760,553 100%**

Notes:
**** - Total for FY2026 uses projected amount.***

Property Tax Revenue - General Fund
Revenues by Quarter/Fiscal Year as of March 31, 2026



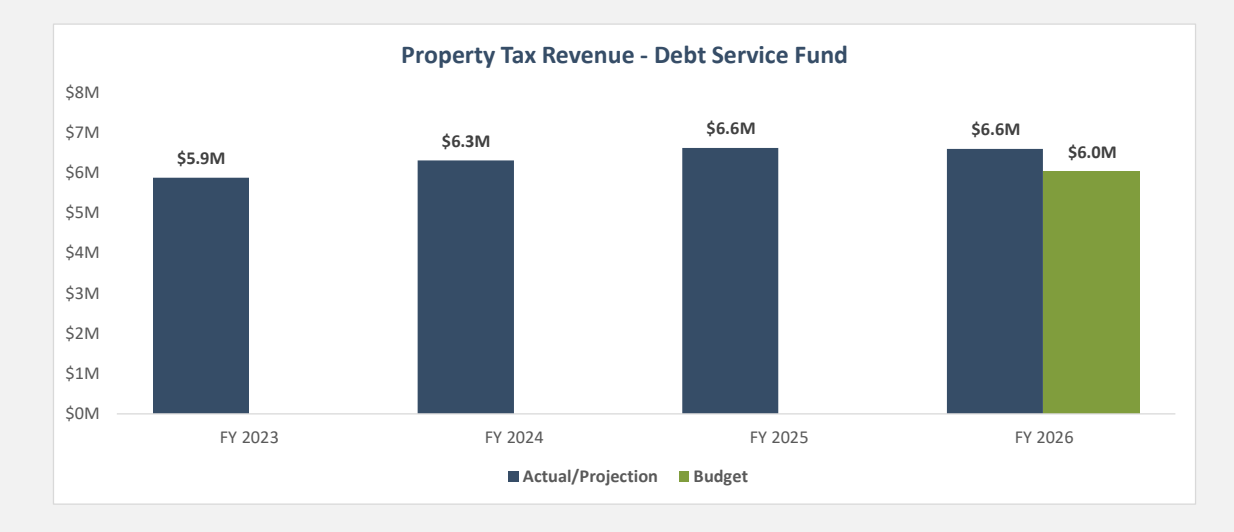
Notes:
Represents operating millage collections of 14.3 mills (FY2026) by Beaufort County and remitted to the Town on all real and personal (automobiles and watercraft) property within the Town. Majority of tax collections occur during the months of December and January.

FY2026 Assumptions: Q1, Q2 & Q3 are actuals. Q4 are down based on a millage reduction offset by appreciation of values.

Fiscal Year	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total*
2023	$ 238,529 1%	$ 2,631,682 15%	$ 13,396,238 78%	$ 949,097 6%	**$ 17,215,546 100%**
2024	$ 207,585 1%	$ 1,261,449 7%	$ 15,930,263 87%	$ 875,083 5%	**$ 18,274,380 100%**
2025	$ 170,971 1%	$ 2,336,204 12%	$ 15,839,643 83%	$ 843,976 4%	**$ 19,190,794 100%**
2026	$ 215,644 1%	$ 2,484,094 13%	$ 15,658,828 82%	$ 641,435 3%	**$ 19,000,000 100%**

Notes:
**** - Total for FY2026 uses projected amount.***
Projection: 10% debt millage reduction offset by 5% appreciation to assessed value.

Property Tax Revenue - Debt Service Fund
Revenues by Quarter/Fiscal Year as of March 31, 2026



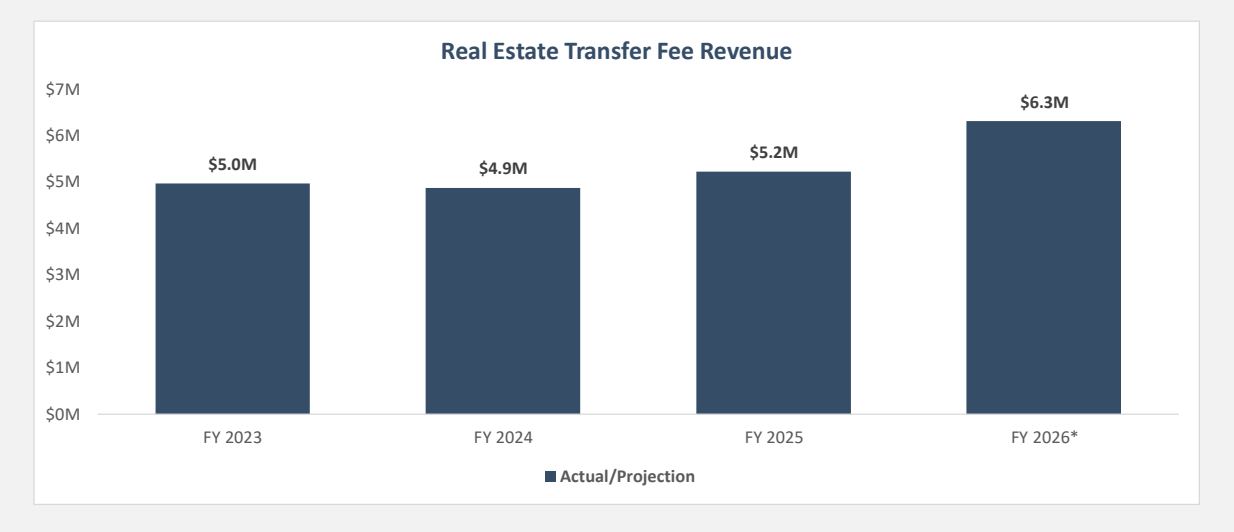
Notes:
Represents debt service millage collections of 5.1 mills (FY2026) by Beaufort County and remitted to the Town on all real and personal (automobiles and watercraft) property within the Town. Majority of tax collections occur during the months of December and January.

FY2026 Assumptions: Q1, Q2 & Q3 are actuals. Q4 is down based on 7% millage reduction.

Fiscal Year	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total*
2023	$ 79,264 1%	$ 899,185 15%	$ 4,592,086 78%	$ 316,165 5%	**$ 5,886,700 100%**
2024	$ 71,206 1%	$ 433,316 7%	$ 5,506,944 87%	$ 296,570 5%	**$ 6,308,036 100%**
2025	$ 56,441 1%	$ 804,215 12%	$ 5,473,052 83%	$ 285,421 4%	**$ 6,619,129 100%**
2026	$ 73,827 1%	$ 881,618 13%	$ 5,580,952 85%	$ 63,603 1%	**$ 6,600,000 100%**

Notes:
**** - Total for FY2026 uses projected amount.***
****Projection: 7% debt millage reduction offset by 5% appreciation to assessed value.***

Real Estate Transfer Fee Revenue
Revenues by Quarter/Fiscal Year as of March 31, 2026



Notes:

Represents 0.25% of the consideration paid on all Town of HHI real estate transfers filed with the Beaufort County Register of Deeds each month. Beaufort County retains 1% of the collected fees. Per municipal code, this fee is set to exipre December 31, 2044.

FY2026 Assumptions: Q1, Q2 & Q3 are actuals. Q4 is flat to compared to previous years Q4 amounts.

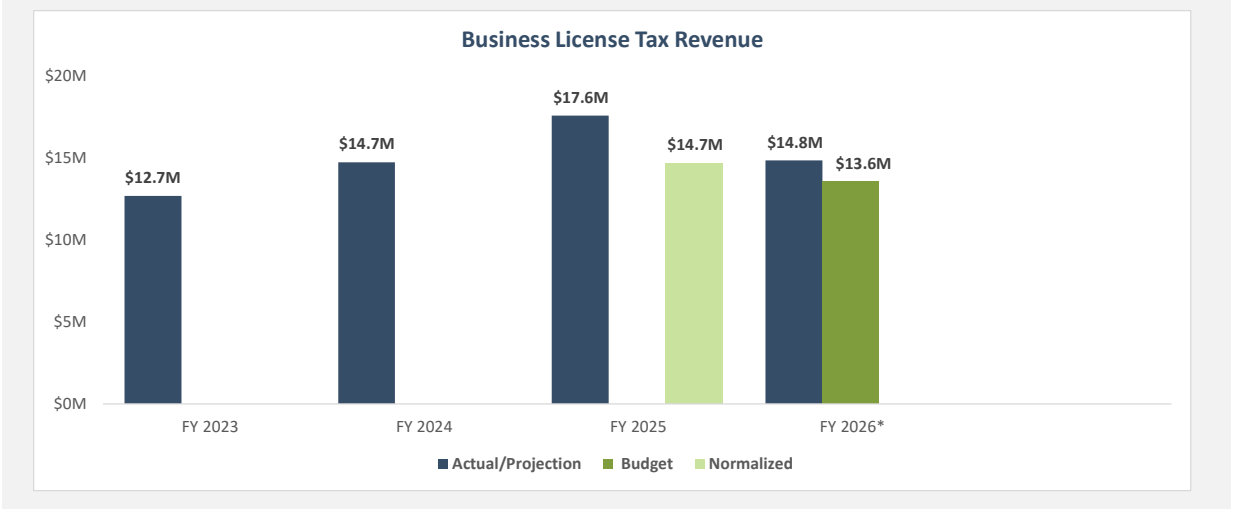
Fiscal Year	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total*
2023	$ 1,383,888 28%	$ 1,127,907 23%	$ 1,024,881 21%	$ 1,438,955 29%	**$ 4,975,631 100%**
2024	$ 1,318,874 27%	$ 1,014,836 21%	$ 1,136,910 23%	$ 1,412,585 29%	**$ 4,883,205 100%**
2025	$ 1,279,168 24%	$ 1,159,633 22%	$ 1,266,208 24%	$ 1,523,346 29%	**$ 5,228,355 100%**
2026	$ 2,233,440 35%	$ 1,301,920 21%	$ 1,329,441 21%	$ 1,460,113 23%	**$ 6,324,914 100%**

Notes:

**** - Total for FY2026 uses projected amount.***

FY2026 Total Projection is based on the average collections for the last three fiscal years.

Business License Revenue - General Fund
Revenues by Quarter/Fiscal Year as of March 31, 2026



Notes:

Business license revenue for existing businesses are paid annually during the month April. New businesses will pay pro-rated feed based on month of opening. Majority of collections occur during the 3rd and 4th quarter.

FY2026 Assumptions: Q1, Q2 & Q3 are actuals. Q4 is based on expected FY2026 revenues, which represent an overall growth rate of 0.5%.

Fiscal Year	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total*
2023	$ 496,410 4%	$ 203,450 2%	$ 3,489,303 27%	$ 8,501,761 67%	**$ 12,690,924 100%**
2024	$ 1,586,659 **1** 11%	$ 315,591 2%	$ 3,047,844 21%	$ 9,799,288 66%	**$ 14,749,382 100%**
2025	$ 1,701,317 **1** 10%	$ 77,044 0%	$ 3,125,536 18%	$ 12,681,705 **2** 72%	**$ 17,585,602 100%**
2026	$ 343,189 2%	$ 129,475 1%	$ 3,115,294 21%	$ 11,259,163 76%	**$ 14,847,121 100%**

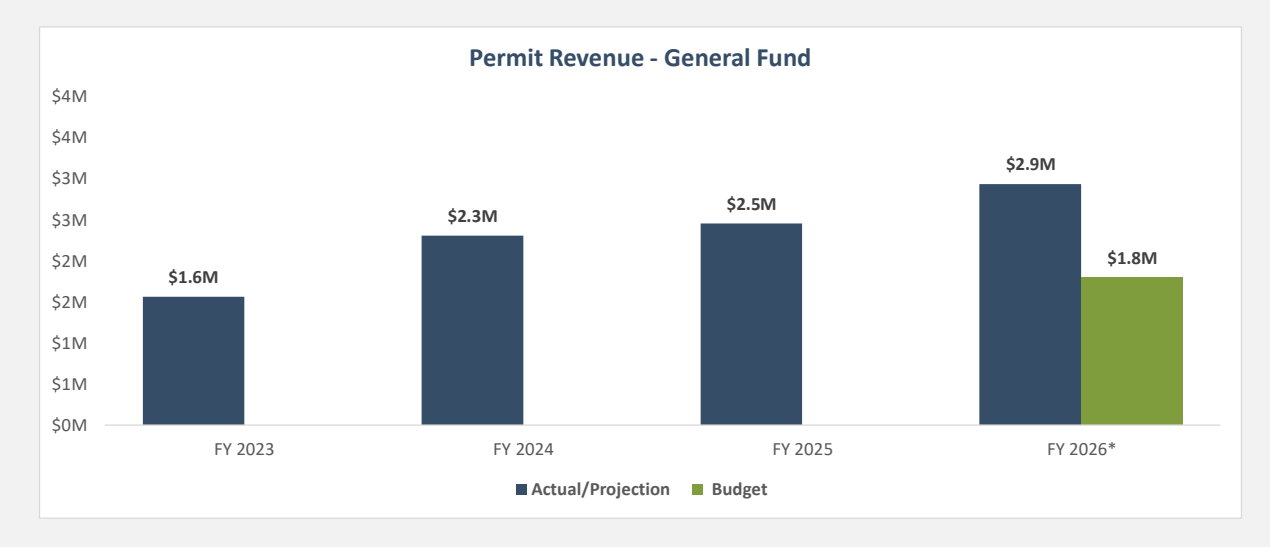
Notes:

**** - Total for FY2026 uses projected amount.***

1 - FY2025 Q1 MASC business licenses included $1.365M fees received for FY2024 & FY2024 MASC business licenses included $984K fees received for FY2023.

2 - FY2025 Q4 business licenses includes $1.507M in proceeds received from Airbnb settlement.

Permit Revenue - General Fund
Revenues by Quarter/Fiscal Year as of March 31, 2026



Notes:

Permit revenue is paid throughout the fiscal year for any improvements to an exsiting home or business or construction of a new home or busines Revenue is received throughout the fiscal year.

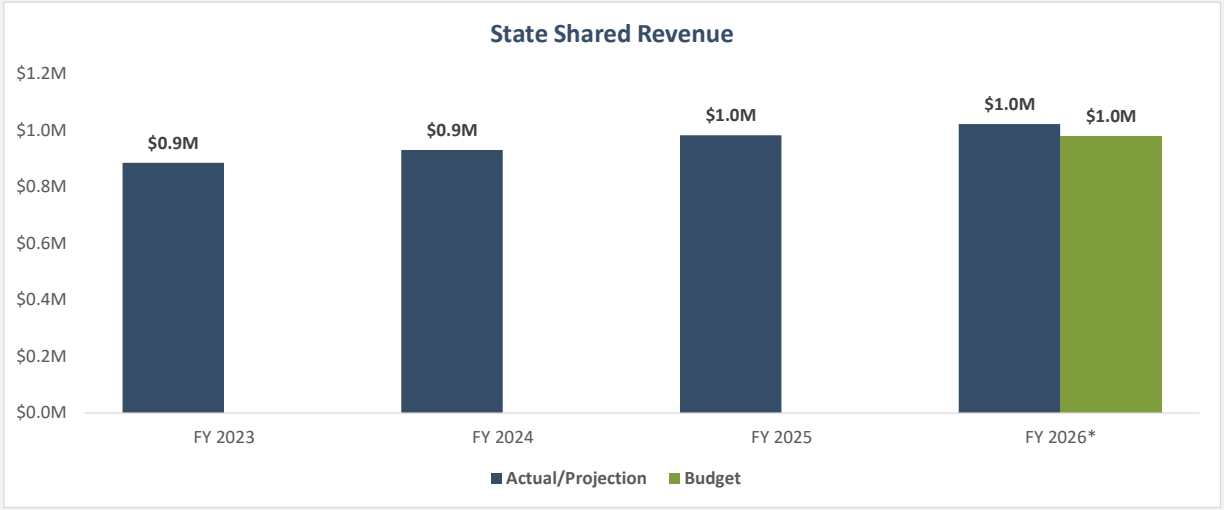
FY2026 Assumptions: Q1, Q2 & Q3 are actuals. Q4 is based on expected FY2026 revenue.

Fiscal Year	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total*
2023	$ 428,893 27%	$ 435,714 28%	$ 360,844 23%	$ 344,675 22%	**$ 1,570,126 100%**
2024	$ 655,820 28%	$ 778,737 34%	$ 485,294 21%	$ 395,288 17%	**$ 2,315,139 100%**
2025	$ 490,800 20%	$ 587,154 24%	$ 830,412 34%	$ 553,318 22%	**$ 2,461,684 100%**
2026	$ 845,731 29%	$ 710,959 24%	$ 891,242 30%	$ 492,488 17%	**$ 2,940,420 100%**

Notes:

**** - Total for FY2026 uses projected amount.***

State Shared Revenue - General Fund
Revenues by Quarter/Fiscal Year as of March 31, 2026



Notes:

Quarterly distributions from State from Aid To Subdivisions revenues.

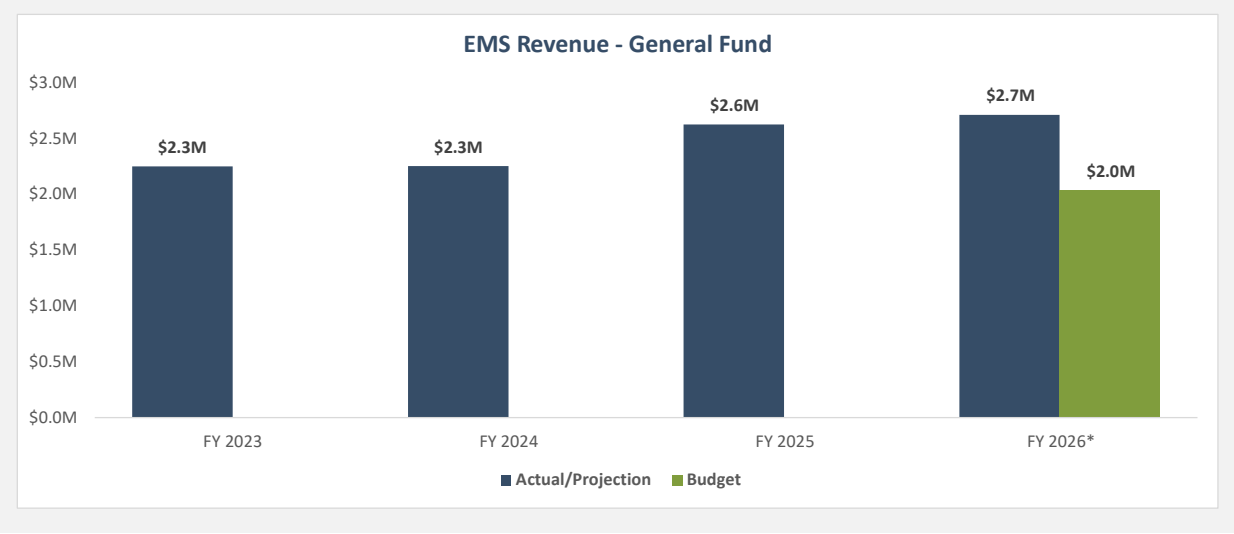
FY2026 Assumptions: Q1, Q2 & Q3 are actuals. Q4 is based on expected FY2026 revenue.

Fiscal Year	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total*
2023	$ 220,655 25%	$ 220,656 25%	$ 223,108 25%	$ 220,670 25%	**$ 885,089 100%**
2024	$ 231,688 25%	$ 231,689 25%	$ 235,223 25%	$ 231,505 25%	**$ 930,105 100%**
2025	$ 243,273 25%	$ 243,272 25%	$ 252,042 26%	$ 243,194 25%	**$ 981,781 100%**
2026	$ 255,436 25%	$ 255,437 25%	$ 262,802 26%	$ 248,072 24%	**$ 1,021,747 100%**

Notes:

**** - Total for FY2026 uses projected amount.***

Emergency Medical Services (EMS) Revenue - General Fund
Revenues by Quarter/Fiscal Year as of March 31, 2026



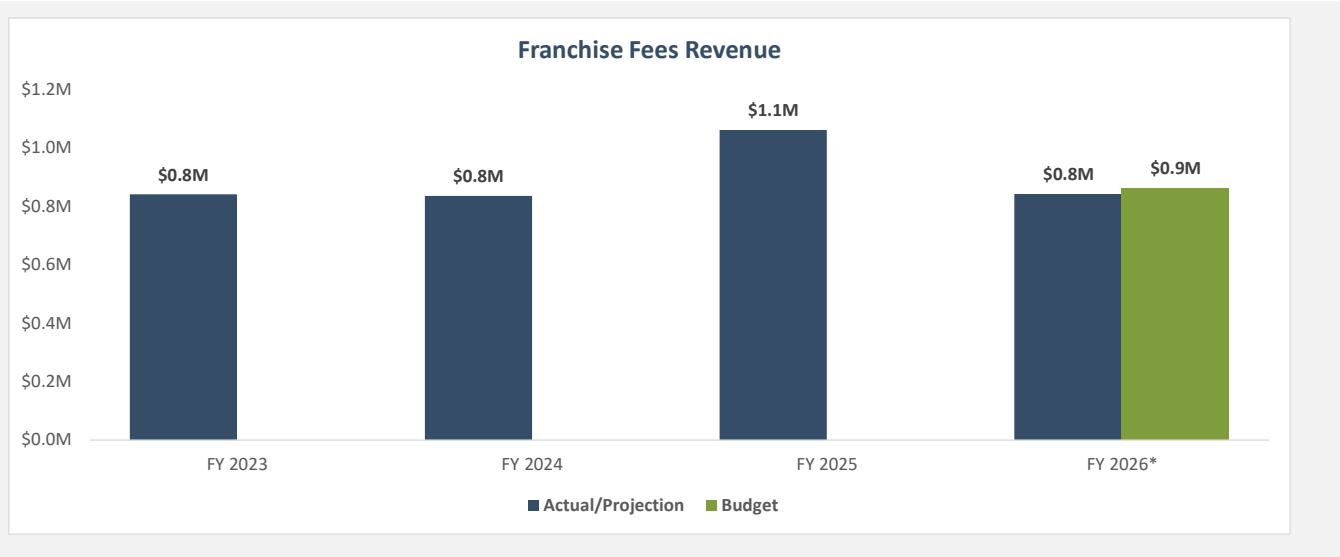
Notes:
Monthly revenue collections net of contractual adjustments, refunds, write-offs and other adjustments of EMS charges for services as collected and processed by EMS-MC (3rd party agency).

FY2026 Assumptions: Q1, Q2 & Q3 are actuals. Q3 Q4 is based on expected FY2026 revenues.

Fiscal Year	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total*
2023	$ 635,658 28%	$ 473,296 21%	$ 603,426 27%	$ 538,554 24%	**$ 2,250,934 100%**
2024	$ 567,962 25%	$ 462,648 21%	$ 582,543 26%	$ 639,394 28%	**$ 2,252,547 100%**
2025	$ 734,941 28%	$ 466,807 18%	$ 783,778 30%	$ 641,645 24%	**$ 2,627,171 100%**
2026	$ 600,412 22%	$ 726,125 27%	$ 432,949 16%	$ 954,350 35%	**$ 2,713,836 100%**

Notes:
**** - Total for FY2026 uses projected amount.***

Franchise Fees Revenue - General Fund
Revenues by Quarter/Fiscal Year as of March 31, 2026



Notes:

Quarterly collections (in arrears) of franchise fees for cable TV services provided by Charter Communications and Cable One (Hargray).

FY2026 Assumptions: Q1, Q2 & Q3 are actuals. Q4 is roughly flat to FY2025 based on historical trends.

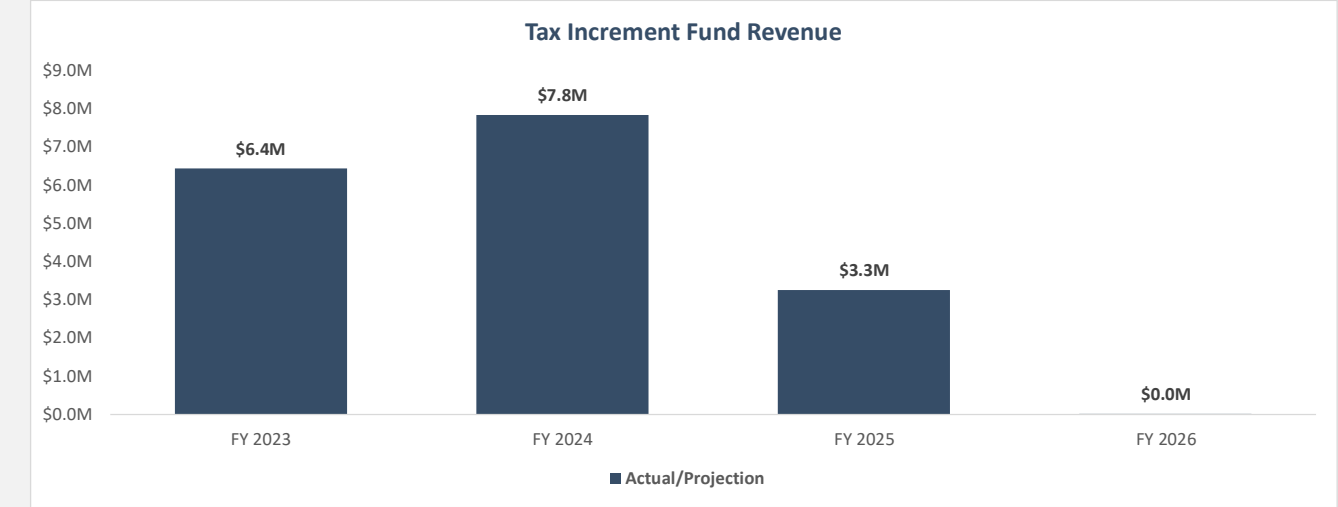
Fiscal Year	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total*
2023	$ 63,127 8%	$ 219,390 26%	$ 283,350 34%	$ 274,685 33%	**$ 840,552 100%**
2024	$ 163,458 20%	$ 208,072 25%	$ 262,896 31%	$ 201,439 24%	**$ 835,865 100%**
2025	$ 201,300 19% **1**	$ 195,948 18%	$ 299,470 28%	$ 365,085 34%	**$ 1,061,803 100%**
2026	$ - 0%	$ 178,428 21%	$ 346,675 41%	$ 317,452 38%	**$ 842,555 100%**

Notes:

**** - Total for FY2026 uses projected amount.***

1 - FY2025 Q1 Franchise Fees includes $201,300 in FY2024 Q4 franchise fees (Charter and Cable One).

Tax Increment Fund Revenue
Revenues by Quarter/Fiscal Year as of March 31, 2026

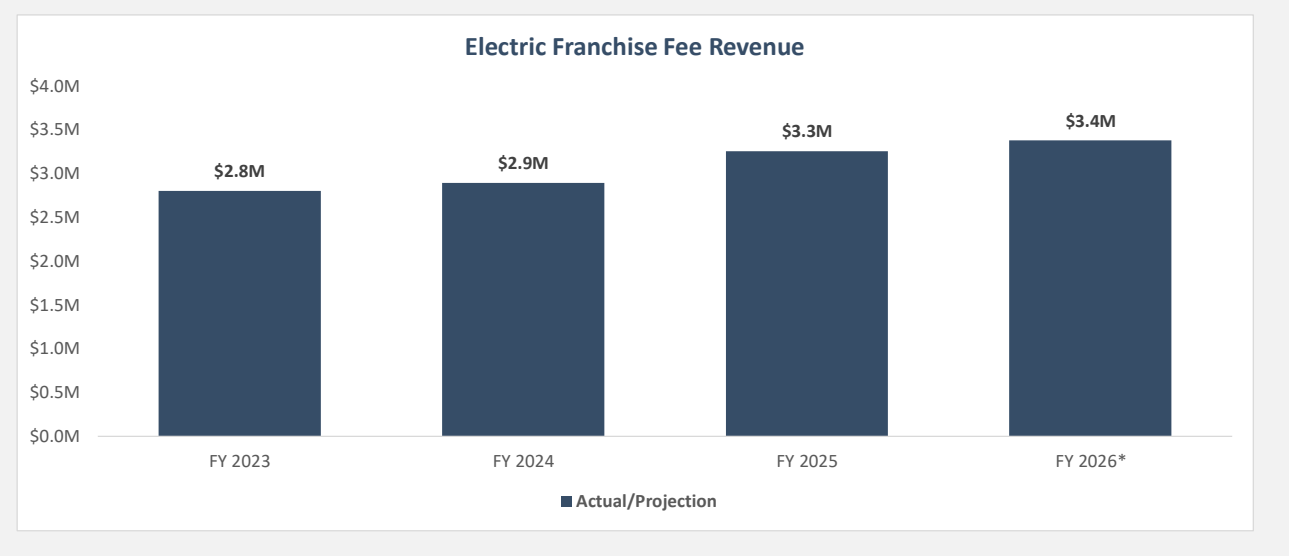


Notes:
FY2025 was final year of TIF collections.

Fiscal Year	Quarter 1	Quarter 2	Quarter 3	Quarter 4		Total*
2023	$ 11,238 0%	$ 686,503 11%	$ 5,602,071 87%	$ 143,966 2%		**$ 6,443,778 100%**
2024	$ 31,963 0%	$ 232,203 3%	$ 6,974,566 89%	$ 605,954 8%		**$ 7,844,686 100%**
2025	$ 97,675 3%	$ 1,058,673 32%	$ 7,033,782 216%	$ (4,931,271) -151%	**1**	**$ 3,258,859 100%**
2026	$ 15,410 92%	**2** $ 1,272 8%	**2** $ - 0%	$ - 0%		**$ 16,682 100%**

Notes:
*** - FY 2026 Total Projection is based on actual collections year to date.**
1 - Beaufort County reached $26M contribution cap and the Town was required to reimburse the overpayment of $5M.
2 - TIF ended 6/30/2025, FY 2026 revenue collections are late tax payments that were due for previous tax years.

Electric Franchise Fee Revenue
Revenues by Quarter/Fiscal Year as of March 31, 2026



Notes:

Represents monthly remittance of franchise fee charged by Palmetto Electric on all electricity usage within the Town for the previous month.

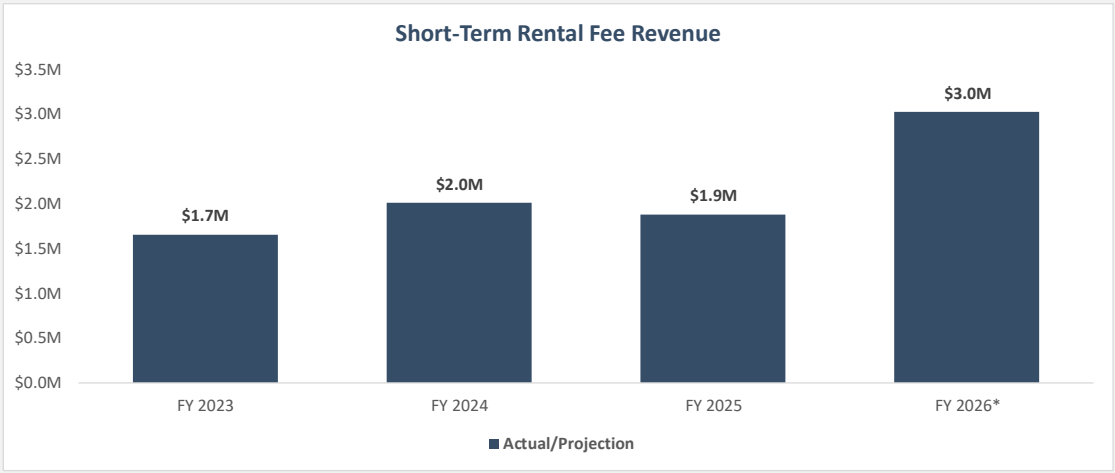
FY2026 Assumptions: Q1, Q2 & Q3 are actuals. Q4 is flat compared to FY2025 based on historical trends.

Fiscal Year	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total*
2023	$ 580,877 21%	$ 693,152 25%	$ 703,541 25%	$ 827,691 30%	**$ 2,805,261 100%**
2024	$ 590,376 20%	$ 709,564 25%	$ 691,427 24%	$ 902,251 31%	**$ 2,893,618 100%**
2025	$ 632,749 19%	$ 734,560 23%	$ 845,620 26%	$ 1,045,466 32%	**$ 3,258,395 100%**
2026	$ 700,506 21%	$ 789,277 23%	$ 916,052 27%	$ 975,034 29%	**$ 3,380,869 100%**

Notes:

**** - Total for FY2026 uses projected amount.***

Short-Term Rental Fee Revenue
Revenues by Quarter/Fiscal Year as of March 31, 2026



Notes:

FY2026 projection of $1,850,000 is based on the current permit fee of $250 per license.

Assumption: Q1, Q2, & Q3 are actuals. Q4 amount is based on a license renewal due date change from January 1 to May 15.

Fiscal Year	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total*
2023	$ - 0%	$ - 0%	$ 1,350,261 81%	$ 309,250 19%	**$ 1,659,511 100%**
2024	$ 113,000 6%	$ 1,341,750 67%	$ 389,500 19%	$ 168,245 8%	**$ 2,012,495 100%**
2025	$ 68,750 4%	$ 1,379,500 73%	$ 282,250 15%	$ 152,000 8%	**$ 1,882,500 100%**
2026	$ 130,500 4%	$ 89,500 3%	$ 54,000 2%	$ 2,757,050 91%	**$ 3,031,050 100%**

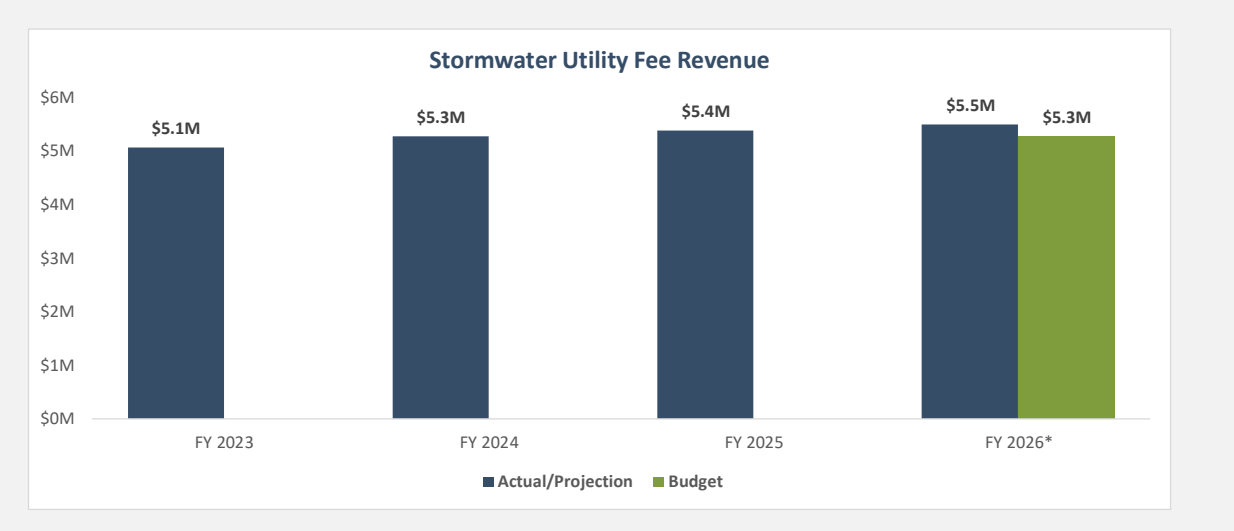
Notes:

**** - Total for FY2026 uses projected amount.***

FY26 revenues represent collection of $150 permit fee per bedroom for each short-term rental (STR) property.
Permit fee is valid from May to April, with majority of the revenue collected during Q4.

Previous fee was $250 per STR with the due date of December 31st with the majority of the revenue collected during Q2.

Stormwater Utility Fee Revenue
Revenues by Quarter/Fiscal Year as of March 31, 2026



Notes:

Fees charged and collected by Beaufort County on all real property in the County. Fee collections are remitted to the Town monthly that include an administrative fee and an 80/20 allocation based a properties impervious area (square footage/structure type) and gross area (acres). Majority of revenue collections occur during the months of December and January.

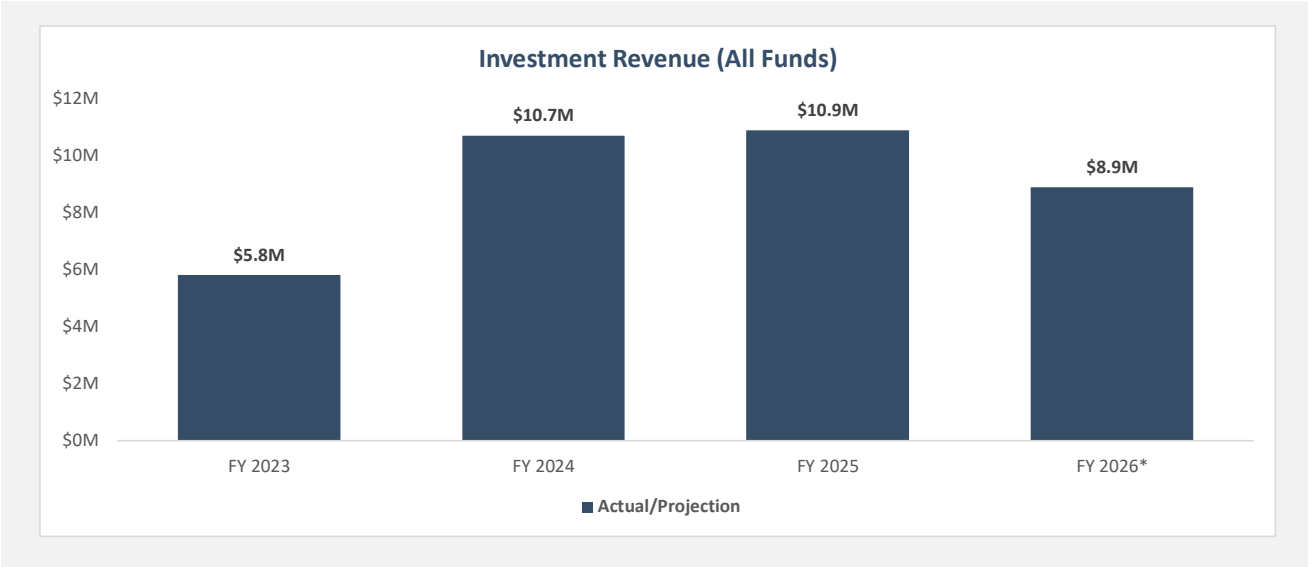
FY2026 Assumptions: Q1, Q2 & Q3 are actuals. Q4 is based on expected collections for FY2026.

Fiscal Year	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total*
2023	$ 29,193 1%	$ 690,657 14%	$ 4,227,573 83%	$ 119,175 2%	**$ 5,066,598 100%**
2024	$ 40,560 1%	$ 259,977 5%	$ 4,755,953 90%	$ 218,545 4%	**$ 5,275,035 100%**
2025	$ 40,725 1%	$ 603,199 11%	$ 4,581,118 85%	$ 159,222 3%	**$ 5,384,264 100%**
2026	$ 44,283 1%	$ 672,056 12%	$ 4,463,172 81%	$ 321,451 6%	**$ 5,500,962 100%**

Notes:

**** - Total for FY2026 uses projected amount.***

Investment Revenue (All Funds)
Revenues by Quarter/Fiscal Year as of March 31, 2026



Notes:
FY2026 Assumptions: Q1, Q2 & Q3 are actuals.
Q4 is lower due to expected spend on capital projects which lowers available cash for investments.

Fiscal Year	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total*
2023	$ 689,607 12%	$ 1,581,497 27%	$ 2,315,051 40%	$ 1,227,109 21%	**$ 5,813,264 100%**
2024	$ 2,557,765 24%	$ 2,949,717 28%	$ 2,588,816 24%	$ 2,603,169 24%	**$ 10,699,467 100%**
2025	$ 3,373,043 31%	$ 1,954,497 18%	$ 2,594,035 24%	$ 2,963,627 27%	**$ 10,885,202 100%**
2026	$ 2,577,426 29%	$ 2,330,282 26%	$ 1,875,631 21%	$ 2,104,859 24%	**$ 8,888,198 100%**

Notes:
**** - Total for FY2026 uses projected amount.***

Treasury/Cash Management

Fiscal Year 2026

Through March 2026

Treasury/Cash Management

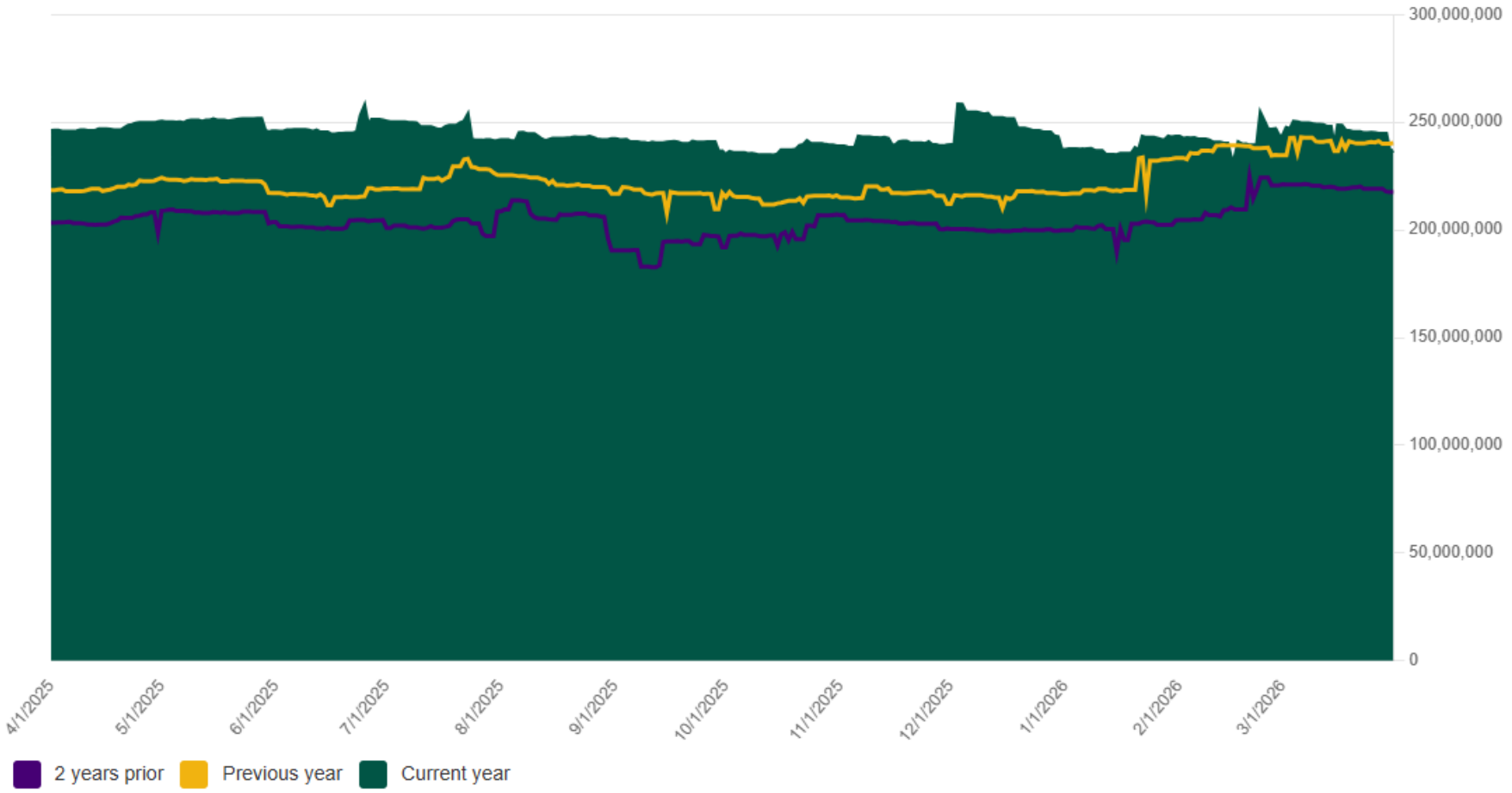
Summary of Cash Positions as of March 31, 2026

	Total Amount	% of Total
Cash	$ 2,906,034.16	1.2%
LGIP	101,774,760.95	42.7%
Fixed Income	133,500,000.00	56.0%
Total	**$ 238,180,795.11**	**100.0%**

Bank Account	Dollars
SC LGIP Accounts	
General Fund	$ 15,677,765.26
Disaster	1,715,402.13
Debt Service	17,023,352.49
Palmetto Electric	2,664,667.09
Beach Preservation	20,688,715.93
HTAX	10,341,623.08
Real Estate Transfer	12,630,971.39
TIF	2,061,903.95
SWU	3,772,327.54
CIP	6,857,760.08
ATAX	3,358,651.61
GGHNCDC	1,121,196.13
Fire Truck Lease	79,501.72
Opioid	47,667.50
2025 BPF Bonds Construction	3,732,253.73
2026 GO Bond Proceeds	1,001.32
Total LGIP	**$ 101,774,760.95**
Fixed Income Investments	$ 133,500,000.00
Cash Accounts	
Insured Investment	$ 2,821,824.54
EMS	35,147.60
Short Term Rentals	1,218.86
Credit Card Processing Account	47,843.16
Total Cash Accounts	**$ 2,906,034.16**
Total	**$ 238,180,795.11**

Treasury/Cash Management

History of Cash Position as of March 31, 2026



cashVest Analysis

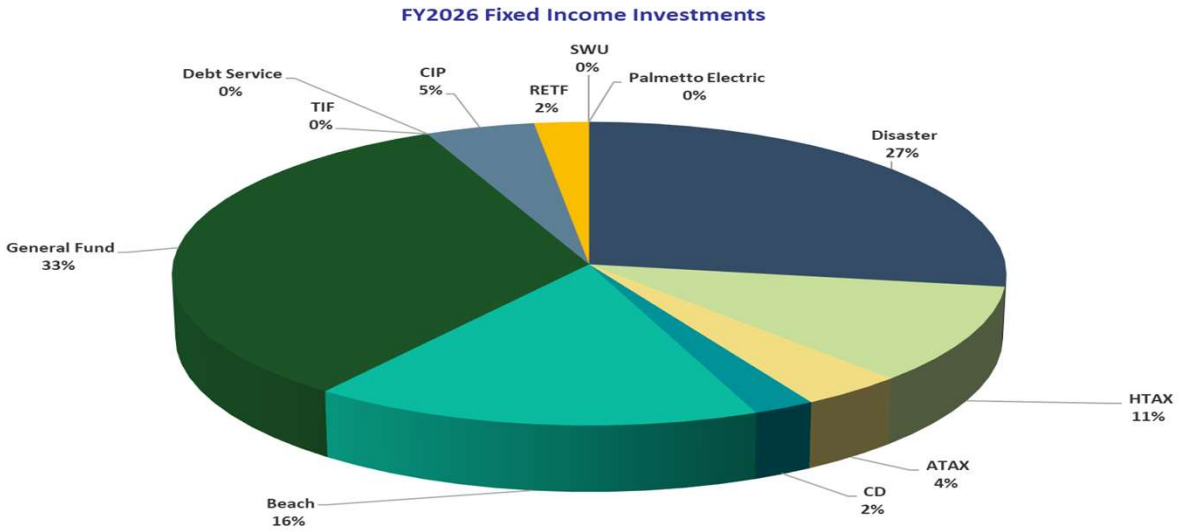
The Town's cash position remained above the prior two years' levels. As of March 31, overall balances were down $3.7 million. The Town maintains a very strong and stable cash balance with consistent growth.

The trailing 12-month and 3-month averages both show a year-over-year increase. For the trailing 12 months, data shows an average balance increase of $21.55 million over the prior year. When looking at the trailing 3-month balances, the data show the Town's balances are up $8.9 million from the same period last year.

***This chart/data is from our cashVest portal and is updated on a quarterly basis. The next update will be for April – June 2026.**

Treasury/Cash Management

Fixed Income Investments as of March 31, 2026



	Total Amount	% of Total
Treasuries*	$ 97,500,000	73.0%
Agencies**	$ 36,000,000	27.0%
Total	**$ 133,500,000**	**100.0%**

Notes:

****U.S. Treasuries are loans made directly to the federal government. They are considered one of the safest investments available because they are backed by the full faith and credit of the United States***

*****U.S. Agency securities are loans to government-sponsored organizations (such as housing or agricultural programs). While not always issued directly by the U.S. Treasury, they are supported by federal agencies and are widely regarded as very low-risk investments.***

TOWN OF HILTON HEAD ISLAND

Finance and Administrative Committee

TO: Finance and Administrative Committee
FROM: Dave Byrd, Finance Director
CC: Marc Orlando, ICMA-CM, Town Manager
Angie Stone, Assistant Town Manager
DATE: May 11, 2026
SUBJECT: Destination Marketing Organization FY2027 Marketing Plan, Budget, and Industry Metrics

RECOMMENDATION:

Consideration of the Destination Marketing Organization (DMO) Fiscal Year 2027 Budget, Marketing Plan, and Industry Metrics as contained in the DMO 2026 Annual Package **(Attachment 1)**.

BACKGROUND:

The Town is the recipient of State Accommodations Tax revenues and is required by SC Code of Laws § 6-4-10 to allocate a portion to a special fund (30 Percent Fund) utilized only for the advertising and promotion of tourism. State law further requires that the Town allocate the 30 Percent Fund to a DMO which must maintain a continuous tourism promotion program. The Town has designated the Hilton Head Island-Bluffton Chamber of Commerce as its DMO.

The DMO Agreement **(Attachment 2)** entered into by the Town and DMO includes specific terms related to the submission of an annual marketing plan, budget, and industry metrics and outlines the review and approval process. The process includes:

- A Town Council Workshop which was held on March 31.
- Presentation to the Accommodations Tax Advisory Council (ATAC) which occurred on April 23.
- Presentation to the Finance and Administrative Committee on May 11.
- Approval by Town Council on June 9.

SUMMARY:

Town Council reviewed the FY2027 DMO Marketing Plan and Budget at a workshop on March 31 and provided feedback on both. The DMO made requested revisions and

presented the FY2027 DMO Marketing Plan, Budget, and Industry Metrics to the ATAC on April 23. ATAC members voted unanimously to approve the Marketing Plan, Budget and Industry Metrics as submitted and to forward the Annual Package to the Finance and Administrative Committee for review and discussion on May 11.

ATTACHMENTS:

1. DMO 2026 Annual Package (Fiscal Year 2027 Destination Marketing Organization Budget, Marketing Plan and Industry Metrics)
2. Destination Marketing Organization Contract
3. Presentation - FY 2027 Proposed Marketing Plan & Budget

2026 DMO ANNUAL PACKAGE

HILTON HEAD ISLAND

SOUTH CAROLINA

BUDGET

ARTICLE 5.II

BUDGET REQUIREMENTS

	VCB TOTAL	TOWN OF HHI DMO	VCB PRIVATE SECTOR	SCRPT FUNDING	TOWN OF BLUFFTON DMO	BEAUFORT COUNTY DMO
REVENUES						
Town of HHI DMO	$3,700,000	$3,700,000				
Town of Bluffton DMO	$340,000				$340,000	
Southern BC DMO	$260,000					$260,000
SCPRT Destination Specific	$2,000,000			$2,000,000		
SCPRT Tourism Recovery	$1,000,000			$1,000,000		
Private Match Coop	$2,150,000		$2,150,000			
Private Sector-Other	$580,000		$580,000			
Total Revenues	**$10,030,000**	**$3,700,000**	**$2,730,000**	**$3,000,000**	**$340,000**	**$260,000**
Membership Revenue						**$2,200,000**
Total Revenues with Membership	**$12,230,000**					

The FY 2026–2027 budget was developed using the 30% (Nonprofit DMO) Budget Form established by the South Carolina Tourism Expenditure Review Committee (TERC).

As a result, this format differs significantly from prior years. The line items shown for FY 2026-2027 include only those funded by the 30% allocation of State accommodations tax (ATAX). Any items not included do not utilize these funds and are therefore not reported on the SC TERC Form, consistent with standard reporting practices.

Additionally, prior-year budgets and year-to-date (YTD) spending are not directly comparable to the FY 2026–2027 budget. In previous years, these line items were supported by a mix of funding sources, with final allocations determined at the end of the fiscal year. For FY 2026–2027, these items will be funded exclusively by State ATAX dollars, and comparisons should be viewed in that context.

YTD spending reflects total expenditures for these line items, as the portion allocated to State ATAX is not finalized until the end of the fiscal year.

DRAFT

BUDGET FORM

30 Percent (NONPROFIT DMO) Budget Form (Adopted October 14, 2022)

Name of Government: Town of Hilton Head Island
Contact Person: Ariana Pemice
Phone: 843-341-8366
Email: apemice@hiltonheadisland.org
Name of Organization Designated to Receive Special Fund: Hilton Head Island & Bluffton Chamber of Commerce/ Visitor & Convention Bureau

Project Category and Brief Explanation				GL Code	Amount Budgeted for 25-26	ACTUAL Spent for 25-26	Amount Budgeted for 26-27
1 - Advertising (Print, digital, broadcast, social, etc.)							
	1.a. Media Buys	exp: Smithsonian Magazine, Conde Nast Traveler, Garden & Gun, Southern Living		6460-200	$ 488,546.00	$ 1,132,526.00	$ 240,000.00
	1.b. Golf Marketing	Golf microsite, digital promotion (digital ads and social ads), print parterships, public relations, email		6479-200	$ 135,981.00	$ 63,415.00	$ 100,000.00
	1.c. Digital Agency	Digital agency retainer		6519-200	$ 67,991.00	$ 66,666.00	$ 100,000.00
	1.d. Marketing Strategy & Council	Marketing Strategy & Council		6527-200	$ 28,556.00	$ -	$ 42,000.00
	1.e. Digital Promotions	Destination ads on Google, Meta, Bing		6520-200	$ 503,871.00	$ 436,594.00	$ 750,000.00
	1.f. Social Media Management	Digital agency retainer		6521-200	$ 61,191.00	$ 60,000.00	$ 102,000.00
	1.g. Technology Improvement	Website hosting and updates		6522-200	$ 40,794.00	$ 16,063.00	$ 60,000.00
	1.h. Paid Brand Social Media	Paid advertising exp: Meta, YouTube, Spotify		6525-200	$ 163,177.00	$ 210,259.00	$ 250,000.00
	1.i. International Promotions & Events	Media partnerships exp: Virtuoso, Brand USA, Travel South		7115-200	$ 105,664.00	$ 158,238.00	$ 150,000.00
	1.j. International Tradeshows	Virtuoso, Brand USA, Travel South		7127-200	$ 67,991.00	$ 38,002.00	$ 100,000.00
2 - Promotional Materials/Publications							
	1.a Kennickell	Fulfillment and distribution		6430-200	$ 81,589.00	$ 25,777.00	$ 75,000.00
3 - Marketing support (creative, photography, videography)							
	3.a. Destination Photography	Professional photography for destination marketing		6490-200	$ 16,996.00	$ 13,440.00	$ 75,000.00
	3.b. Zartico	Market level geolocation and visitor tracking		7155-200	$ 26,782.00	$ 24,291.67	$ 28,192.00
	3.c. Placer.ai	Property level geolocation and visitor tracking		7155-200	$ 52,500.00	$ 33,390.00	$ 51,030.00
	3.d. CofC Reports (Economic Impact, Visitor Profile Study)	Economic Impact Reports, Visitor Profile Studies		7155-200	$ 21,750.00	$ -	$ 10,875.00
	3.e. USCB Event Research for Local Events	Ground level surveying for event attendance and sentiment		7155-200	$ 15,100.00	$ 500.00	$ 15,500.00
	3.f. Keydata Dashboard	Market level lodging KPIs for performance tracking		7155-200	$ 48,187.00	$ 47,783.00	$ 45,360.00
4 - Group Sales & Marketing							
	4.a. National Tradeshows & Direct Planner Engagement	Corporate, Association, Incentive trade shows and partnership events (Exp:MPI, Northstar, Connect Tours)		various	$ 99,266.00	$ 105,994.00	$ 40,000.00
	4.b. SEM: Meetings Focused	Paid digital advertising on Google, Bing with Geo-targeting key feeder markets		6886-200	$ 44,194.00	$ 37,352.00	$ 65,000.00
	4.c. Social Media: Planner Targeting	Paid social media advertising exp: Meta, LinkedIn campaigns and job title targeting		6887-200	$ 33,995.00	$ 33,333.00	$ 50,000.00
	4.d. Planner Incentive and Conversion Fund	Familiarization (FAM) tours, air support for sites, shoulder season incentives designed to drive closure		various	$ 1,360.00	$ 2,380.00	$ 30,000.00
	4.e. Marketing Collateral, CRM & Website Redesign	Meetings landing page, digital planner, RFP ready collateral, video and digital meeting assets, CRM enhancements		various	$ 20,398.00	$ -	$ 25,000.00
5. Destination PR							
	5.a. PR Strategy, Maintenance & Support	Public Relations Firm Retainer		6950-200	$ 203,972.00	$ 200,000.00	$ 285,000.00
6. Visitor Services (Centers, Call/Chat Centers)							
	Marketing Total				**$ 2,329,851.00**	**$ 2,706,003.67**	**$ 2,689,957.00**
7. Other							
	7.a. VCB Management - Payroll	VCB management payroll paid by 30% funds					$ 247,155.00
	7.b. VCB Management - Payroll Taxes	VCB management payroll taxes paid by 30% funds (7%)					$ 17,301.00
	7.c. VCB Management - 401K Expenses	VCB management 401K expenses paid by 30% funds (6%)					$ 14,829.00
	7.d. VCB Management - Insurance Expenses	VCB management insurance expenses paid by 30% funds					$ 9,000.00
	7.e. VCB Management - Operational Expenses	VCB management operational expensed paid by 30% funds by FTE (1.5)					$ 21,196.00
	7.f. VCB Management - Building Expenses	VCB Management building expenses paid by 30% funds by FTE (1.5)					$ 14,674.00
	7.g. VCB Support - Payroll	VCB support payroll paid by 30% funds					$ 250,017.00
	7.h. VCB Support - Payroll Taxes	VCB support payroll taxes paid by 30% funds (7%)					$ 17,501.00
	7.i. VCB Support - 401K Expenses	VCB support 401K expenses paid by 30% funds (6%)					$ 15,001.00
	7.j. VCB Support - Insurance Expenses	VCB support insurance expenses paid by 30% funds					$ 17,250.00
	7.k. VCB Support - Operational Expenses	VCB support operational expenses paid by 30% funds by FTE (2.88)					$ 40,625.00
	7.l. VCB Support - Building Expenses	VCB support building expenses paid by 30% funds by FTE (2.88)					$ 28,125.00
	7.m. Communications - Payroll	Communications payroll paid by 30% funds					$ 95,839.00
	7.n. Communications - Payroll Taxes	Communications payroll taxes paid by 30% funds (7%)					$ 6,709.00
	7.o. Communications - 401K Expenses	Communications 401K expenses paid by 30% funds (6%)					$ 5,750.00
	7.p. Communications - Insurance Expenses	Communications insurance expenses paid by 30% funds					$ 5,400.00
	7.q. Communications - Operational Expenses	Communications operational expenses paid by 30% funds by FTE (0.9)					$ 12,717.00
	7.r. Communications - Building Expenses	Communications building expenses paid by 30% funds by FTE (0.9)					$ 8,804.00
	7.s. Finance - Payroll	Finance payroll paid by 30% funds					$ 133,942.00
	7.t. Finance - Payroll Taxes	Finance payroll taxes paid by 30% funds (7%)					$ 9,376.00
	7.u. Finance - 401K Expenses	Finance 401K expenses paid by 30% funds (6%)					$ 8,037.00
	7.v. Finance - Insurance Expenses	Finance insurance expenses paid by 30% funds					$ 6,300.00
	7.w. Finance - Operational Expenses	Finance operational expenses paid by 30% funds by FTE (1.05)					$ 14,837.00
	7.x. Finance - Building Expenses	Finance building expenses paid by 30% funds by FTE (1.05)					$ 10,272.00
	Personnel Total				**$ 1,053,000.00**		**$ 1,010,657.00**
	Grand Total						**$ 3,700,614.00**

Certification that the Local Accommodations Tax Advisory Committee Reviewed Budgets Submitted and Made Recommendations per Section 6-4-25 of the SC Code of Laws.

(Please type YES or NO below.
If NO, please offer explanation)

Use space below to offer brief explanation of difference between budget and actual expenses or attach supplemental documentation from DMO.

Project Categories - All must attract or provide for tourists.

1 - Advertising (Print, digital, broadcast, social, etc.)
2 - Promotional Materials/Publications
3 - Marketing support (creative, photography, videography)
4 - Group Sales Efforts and Tradeshows

HILTON HEAD ISLAND DESTINATION MARKETING PLAN

HILTON HEAD ISLAND

SOUTH CAROLINA

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DRAFT

IT STARTS WITH A VISIT

Millions of people think we're a pretty special place, and we do, too. We believe that balance is critical to our way of life and vital to keeping our tourism-based economy healthy and to resident quality of life.

We are the Designated Marketing Organization (DMO) for the Town of Hilton Head Island. Destination marketing is funded through South Carolina's accommodations tax (ATAX), which is paid by visitors, not residents, and governed by strict state and local regulations. No property taxes or resident-paid taxes are used for tourism marketing.

The Chamber serves as a contracted marketing vendor to the Town of Hilton Head Island, responsible for delivering defined marketing services within an approved budget. Each year, we outline how state ATAX funds will be invested in our annual marketing plan, which is developed with local tourism leaders and reviewed by the Chamber of Commerce Marketing Council, the Chamber of Commerce Board of Directors, Town of Hilton Head Island Accommodations Tax Committee, Town of Hilton Head Island Finance & Administrative Committee, Town of Hilton Head Island Town Council, and the South Carolina Tourism Expenditure Review Committee (TERC).

The FY 2026-2027 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 Town of Hilton Head Island'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.

VISION

To ensure Hilton Head Island is a welcoming community, focused on embracing nature, culture, and economic vibrancy 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 community 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 Designated Marketing Organization 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.

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OUR SHARED VALUES

Arts & Culture

Ecotourism

History

Recreation

Wellness

VISITOR EXPERIENCE FOUNDATIONS

COASTAL OUTDOORS

Core Values

Year-round access to nature and outdoor recreation

Ecotourism
Sustainability
Beaches
Leisure Trails
Sea Turtle Nesting
Kayaking & Paddle-boarding
Nature Preserves & Parks
Birding & Wildlife Viewing
Coastal Discovery
Wellness

GOLF, RACQUET, AND SPORTS

Core Values

A world-class hub for golf and racquet sports

Championship Golf Courses
Golf Events (eg. Kingdom Cup, RBC Heritage)
Tennis
Pickleball
Padel
Instruction Programs + Academies
Racquet Events
Active Lifestyles
Wellness
Skateparks
Gold Level Bicycle Friendly Community

CULINARY + DINING

Core Values

A diverse and thriving food scene shaped by sea, land and culture

Local Seafood + Lowcountry Cuisine
Chef-Owned Restaurants
Culinary Events + Festivals
Waterfront Dining
Gullah-Inspired Cuisine
Farmers Markets

CULTURE + HERITAGE

Core Values

A deep sense of place rooted in Gullah history and creative expression

Gullah Heritage
Mitchelville Freedom Park
Native Islander Traditions
Museums & Public Art
Performance Arts
Cultural Tours
Storytelling
Mariculture

EVENTS + COMMUNITY

Core Values

Celebrations that bring the Island's culture and community to life

Music + Art Festivals
Food + Wine Events
Sports Tournaments
Local Traditions
Family + Seasonal
Weddings + Celebrations
Signature Island Events
Philanthropy

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TRANSLATING OUR SHARED VALUES ARTICLE 6.I

COASTAL OUTDOORS

Building upon our established positioning in both sustainable tourism and outdoor recreation, we will craft integrated messaging encouraging visitors and residents to adventure responsibly in the great outdoors. Our focus will be on enjoying the Island's natural beauty while acting as stewards of the land. Leveraging existing assets and activations, including our rich wildlife and general recreation storytelling and imagery, we will position conservation as lifestyle, spotlighting seasonally appropriate activities to inspire visitors to experience the natural beauty of Hilton Head Island, leaving our main message of leaving nothing but your footprints.

GOLF, RACQUET, AND SPORTS

Golf, tennis, and pickleball have all seen a significant surge in popularity in recent years. With growing consumer appetite for active vacations and golf-centric travel, Hilton Head Island is perfectly positioned to capture this demand through storytelling, images, and creative campaigns highlighting the Island's world-class tennis facilities and booming pickleball scene alongside existing assets that reinforce its status as a premier golf destination. In addition, we will elevate Hilton Head Island's designation as a Gold Level Bicycle Friendly Community by showcasing its extensive network of leisure pathways, scenic coastal routes, and commitment to safe, accessible cycling, positioning the Island as an ideal destination for both recreational riders and cycling enthusiasts seeking immersive, active travel experiences.

CULINARY + DINING

A core experiential pillar of Hilton Head Island, culinary, and dining represents a major new area of focus. Our approach combines visual and written storytelling, moving beyond a mere directory of the Island's 250+ restaurants to spotlight Hilton Head Island as a true culinary destination. Utilizing our website, social media, display campaigns, and search engine marketing, we will develop content spotlighting the Island's sea-to-table dining, unique Gullah cuisine, year-round outdoor dining options, and annual culinary events like the Hilton Head Oyster Festival, Hilton Head Island Seafood Festival, and Hilton Head Island Wine & Food Festival.

CULTURE + HERITAGE

We are dedicated to promoting Hilton Head Island's unique arts, culture, and heritage by translating traditional historical narratives, including those rooted in Gullah history and culture, into compelling, visitor-focused experiences such as tours, festivals, and live performances. This approach emphasizes bringing the Island's stories to life in ways that feel engaging, immersive, and relevant to today's travelers. By leveraging visual storytelling, curated itineraries, and integrated digital and social campaigns, we will further position Hilton Head Island as a premier destination for authentic cultural experiences and meaningful connections to its history.

EVENTS + COMMUNITY

Events & Community represents a prime opportunity to drive year-round engagement, while highlighting the vibrant community behind the destination. Weaving this content into all destination touchpoints, website, digital, social, and beyond, creates a dynamic opportunity for storytelling that changes with the seasons, emphasizing the wealth of diverse festivals, events, and experiences offered while showcasing the one-of-a-kind spirit of the Island's community.

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PRIVILEGED AND CONFIDENTIAL

DESTINATION GOALS

INSPIRING NEW VISITS, NURTURING LOYAL GUESTS, AND CARING FOR OUR COMMUNITY

This year, tried-and-true tactics are augmented with advances in AI optimizations and new technology channels, an attention-grabbing brand campaign, curating targeted content for Leisure Visitors, Meetings, Incentives, Conferences and Events (MICE) and Travel Advisor audiences. Our values are rooted in the community and continue to guide visitors as we continue to connect with what's best for our destination. and helping them be good stewards of the Island.

GOALS 1-4

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 **DESTINATION ALIGNMENT & COMMUNITY ENGAGEMENT**

2 **SUSTAINABLE TOURISM & INFRASTRUCTURE PRESERVATION AND DEVELOPMENT**

3 **REJUVENATE AND ELEVATE THE DESTINATION WITH A FOCUS ON QUALITY OVER QUANTITY**

4 **PRIORITY SALES AND MARKETING INITIATIVES**

DRAFT

STRATEGIC PLAN ARTICLE 6.II (b)

HILTON HEAD ISLAND & BLUFFTON CHAMBER OF COMMERCE

2027-2029 STRATEGIC PLAN EXECUTIVE SUMMARY

1 DESTINATION ALIGNMENT & COMMUNITY ENGAGEMENT

- Foster Increased Community Support for Tourism
- Strengthen Partnerships with Local Government & Industry Leaders
- Measure and Monitor Community Sentiment

2 SUSTAINABLE TOURISM & INFRASTRUCTURE PRESERVATION AND DEVELOPMENT

- Support Sustainable Infrastructure Growth & Mobility
- Enhance Outdoor Recreation Infrastructure
- Foster Resident and Guest Culture of Sustainability

3 REJUVENATE AND ELEVATE THE DESTINATION WITH A FOCUS ON QUALITY OVER QUANTITY

- Attract a High-Value but Diverse Visitor Mix
- Expand Off-Season & Shoulder Season Offering
- Integrate Sustainability & Stewardship into Visitor Experience
- Strengthen Connections Across the Destination

4 PRIORITY SALES AND MARKETING INITIATIVES

- Build a Robust Group, MICE, Leisure, and Weddings Sales Strategy
- Focused International Market Research
- Leverage Technology & AI to Drive Engagement
- Strategic Partnership & Sponsorship Programs
- Evolve Owned Media & Co-op Investment Opportunities
- Develop a Tactical Sales & Marketing Culture

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LOCAL EVENTS

ARTICLE 6.II (C)

HILTON HEAD ISLAND CONNECTIONS AND EXPERIENCES

We are committed to elevating Hilton Head Island's vibrant events calendar as a key driver of visitation, community connection, and year-round engagement. Through our Events page, we provide a centralized, always-on platform to promote and amplify local events, ensuring prospective visitors have access to timely, comprehensive information that supports trip planning and enhances the overall visitor experience. This effort is further supported through ongoing organic social media, where we highlight events in real time, extend their reach, and reinforce the Island's dynamic, experience-driven identity. Together, these channels serve as a foundational ecosystem for showcasing the breadth of events taking place across Hilton Head Island.

In partnership with the University of South Carolina Beaufort, we support on-the-ground event research when requested, providing valuable, real-time insights into attendance, visitor origin, and engagement. These efforts are complemented by Placer.ai reporting, enabling deeper, data-driven analysis of event performance and visitor behavior to inform future strategy and optimize impact.

With a strategic emphasis on driving out-of-market and overnight visitation, we deploy targeted paid media and campaign support behind key demand-driving events. These efforts are designed to extend reach beyond the region, attract high-value visitors, and maximize economic impact. These events include:

» Hilton Head Island Gullah Celebration

» Hilton Head Island Seafood Festival

» Hilton Head Island Wine & Food Festival

» Hilton Head Island Concours d'Elegance and Motoring Festival

» Crescendo Celebration of Arts & Culture

Looking ahead to FY 2026–2027, we plan to further strengthen this approach by working closely with the Town of Hilton Head Island and other community partners to identify, and promote new events with strong potential to generate overnight visitation and economic impact. These events may include: The Hilton Head Island Lantern Parade, RBC Heritage, Hilton Head Island Jam Songwriter Festival, and the Juneteenth Celebration. Over the past year, these combined efforts have generated meaningful reach, engagement, and visitation.

Combined, these campaigns drove:

» 25K visits/session to event landing pages

» 6K conversions to event partners

	Hilton Head Island Gullah Celebration	Hilton Head Island Wine & Food Festival	Hilton Head Island Seafood Festival	Hilton Head Island Concours d'Elegance and Motoring Festival	Crescendo Celebration of Arts & Culture	RBC Heritage*	Hilton Head Island Jam Songwriter Festival*	Juneteenth Celebration*
2025 Social Impressions	60,081	321,937	143,565	125,897	48,644			
2025 Social Engagements	1,525	11,683	4,992	3,174	2,219			
2025 Social Link Clicks	86	1,552	192	396	566			
2025 Website Views	1,004	12,552	3,425	2,848	5,709			
2025 Website Link Clicks	339	2,537	1,921	688	1,326			
2025 Attendance	2.4K visits	2.5K visits	2.4K visits	2K visits	9.5K visits			
2025 % of Visitors with Origin >50 miles away	37%	65%	37%	43%	49%			
FY 2026-2027 Promotional Budget	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000
FY 2026-2027 Research Budget	$600-$1200	$600-$1200	$600-$1200	$600-$1200	$600-$1200	$600-$1200	$600-$1200	$600-$1200

* Denotes new events that will be incorporated in FY 2026-2027

2025 attendance and origins as reported by Placer.ai. In cases where an event encompassed multiple days or locations, only the marquee event is included. All data is approximate.

Promotional budget includes paid promotion on social media and through digital ads. Rather than being separate line items, the budgets are allocated from the existing budget outlined in sections 1.e and 1.h of the FY 2026-2027 budget form.

Research budget includes on-the-ground event research produced in partnership with the event, the Hilton Head Island & Bluffton Chamber of Commerce, and USC Beaufort. The budgets fluctuate based on the needs of event partners and the scope of the research, and they are allocated from the existing budget outlined in section 3.e of the FY 2026-2027 budget form.

SURVEYS AND METRICS

ARTICLE 6.II (d)

MEASURING WHAT MATTERS, TOGETHER

Guided by Destinations International best practices, we have identified thirteen core metrics to measure performance. Looking ahead to FY 2026–2027, we will introduce additional metrics that reflect the evolving technology landscape, particularly the continued rise of artificial intelligence (AI) and generative search.

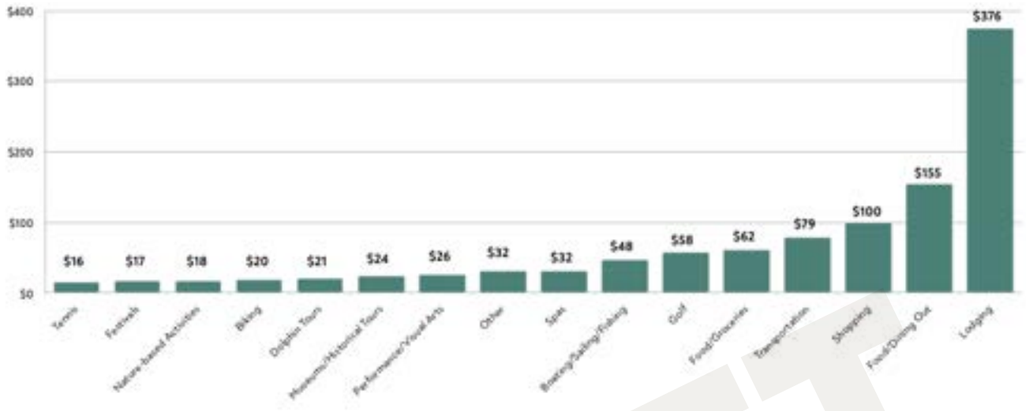
1. Visitor and resident sentiment
2. Revenue per available room (RevPAR)
3. Occupancy rates for Hilton Head Island and comparisons of occupancy rates with comparable destinations
4. Visitor spending and economic impact, including average spend per visitor and by category with comparisons to comparable destinations*
5. Return on investment (visitor spending per dollar invested)
6. Local tax revenues generated by visitors
7. Number of visitors by season and demographic categories, including insights into overnight visitation
8. Website engagement and referrals to local businesses
9. Group sales metrics including number of leads sent to partners
10. Public relations performance (media stories/mentions, impressions, and ad-value equivalency)
11. Jobs supported by tourism
12. Event attendance and out-of-market participation
13. Industry recognition and awards
14. Referral traffic from AI and generative search platforms as identifiable within available analytics tools*
15. Visibility of Hilton Head Island content within generative search results, including presence in AI-generated responses for priority travel queries*

**Denotes new metrics that will be tracked in FY 2026-2027*

Along with the selected metrics called out later in this plan, the full metrics are published annually in our DMO Metrics Book, which can be found in the appendix. Additionally, the DMO Metrics Book, along with our annual economic impact reports, visitor profile studies, marketing plans (inclusive of budget), and independent audits are published on THINK: Transparency in Tourism Marketing.

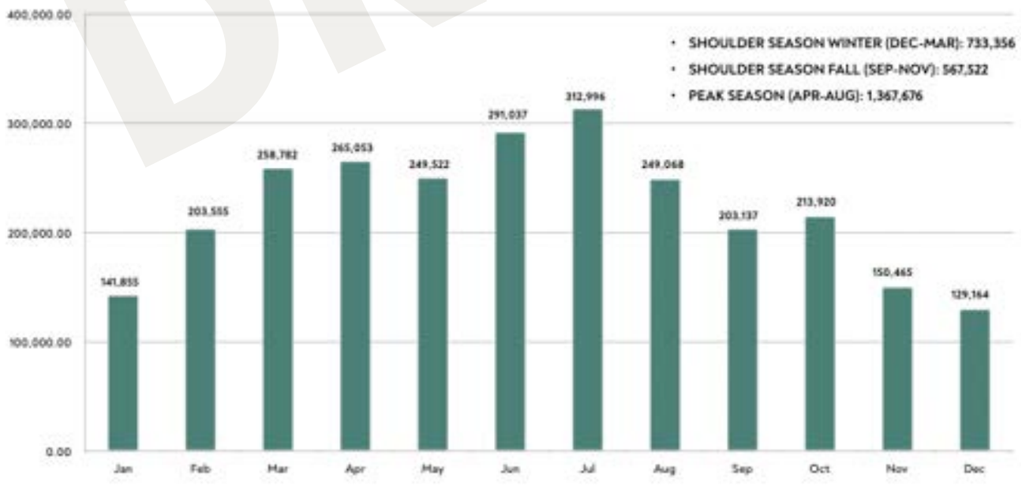
DRAFT

AVERAGE SPEND PER VISITOR AND BY CATEGORY
ARTICLE 6.II(d)(i)(1)



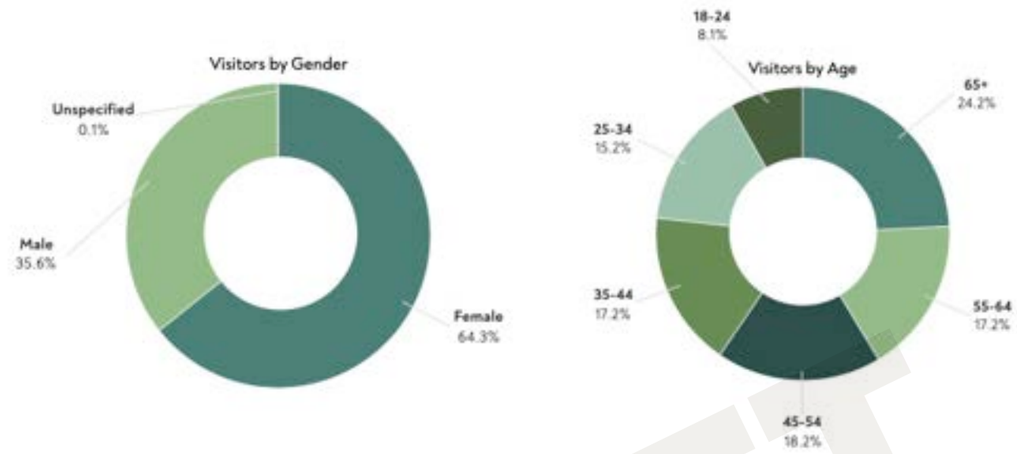
Source: 2025 Estimated Total Impact of Tourism in Hilton Head Island on Beaufort County, South Carolina - College of Charleston Office of Tourism Analysis

NUMBER OF VISITORS BY SEASON
ARTICLE 6.II(d)(i)(2)



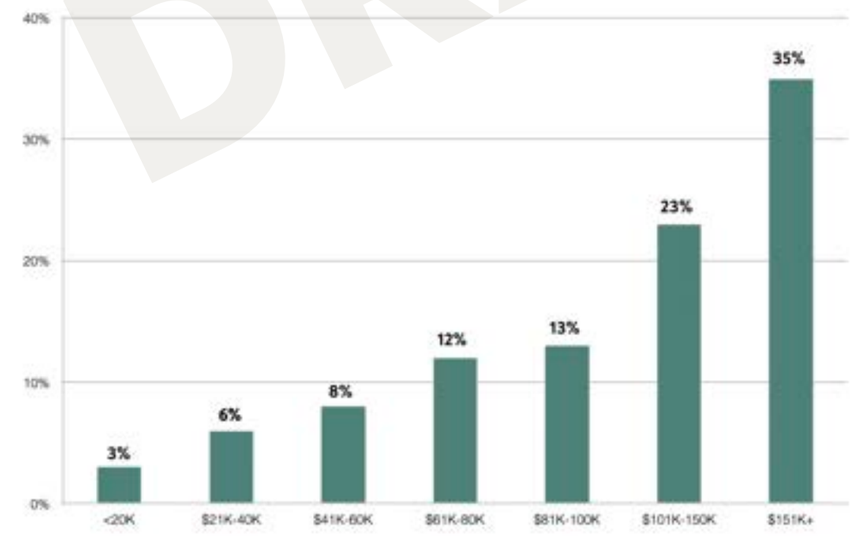
Note: This visitor number is inclusive of all visitors. This includes: villa rentals, hotels, timeshares, second homeowners, non-paying guests, and daytrippers. Source: College of Charleston Office of Tourism Analysis

VISITOR DEMOGRAPHICS BY CATEGORY
ARTICLE 6.II(d)(i)(2)



Source: 2025 Estimated Total Impact of Tourism on Hilton Head Island on Beaufort County, South Carolina College of Charleston Office of Tourism Analysis

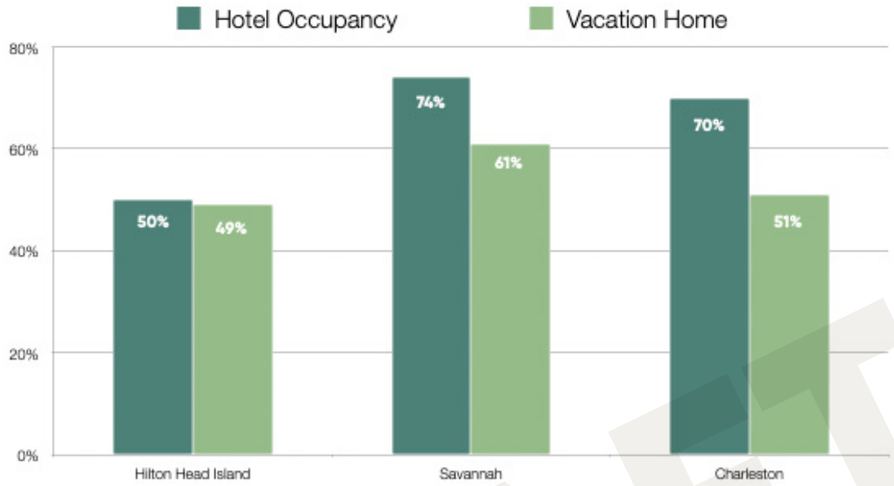
VISITORS BY INCOME
ARTICLE 6.II(d)(i)(2)



Source: 2025 Estimated Total Impact of Tourism in Hilton Head Island on Beaufort County, South Carolina - College of Charleston Office of Tourism Analysis

DRAFT

OCCUPANCY COMPARISON
ARTICLE 6.II(d)(i)(3)



Source: KeyData

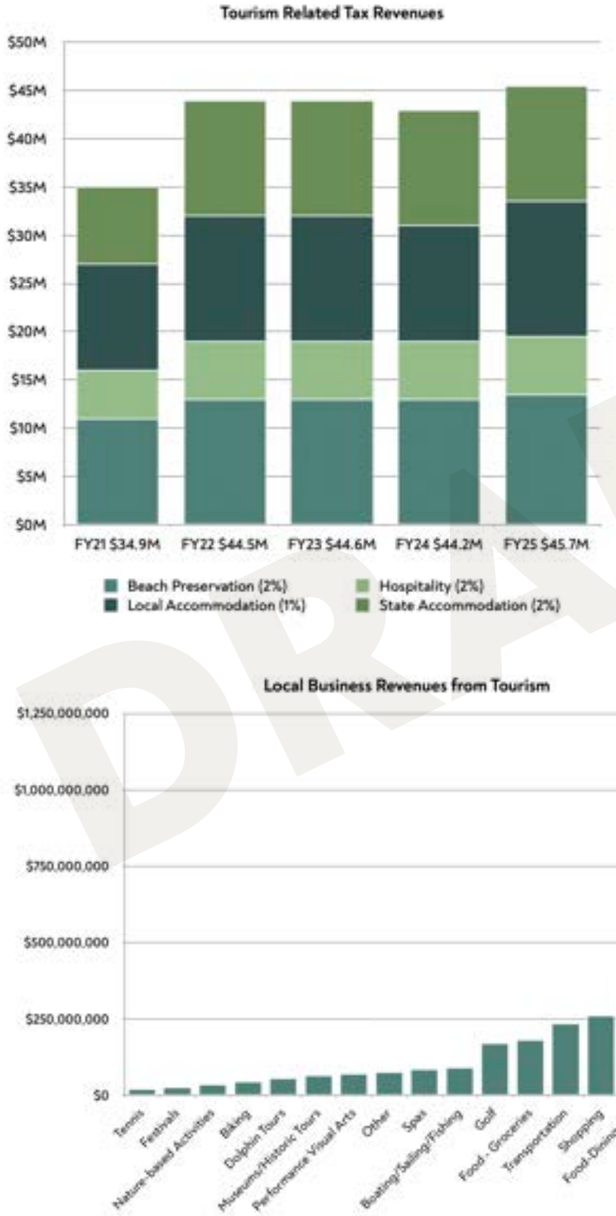
GROUP SALES METRICS
ARTICLE 6.II(d)(iii)

LEAD GENERATION (DMO OUTREACH)			
	2026 YTD	**2025 Full Year**	**YOY Pacing**
# of Leads	37	63	59%
Room Nights Requested	2,926	6,727	43%
Planner Touchpoints	320	291	110%
New Accounts Created	173	96	180%
Trade Shows Attended	2	12	17%
LEAD GENERATION (DMO OUTREACH)			
	2026 YTD	**2025 YTD**	**YOY Pacing**
Definite Groups	12	19	63%
Definite Room Nights	999	1,744	57%
Conversion Rate	32%	30%	
ECONOMIC IMPACT			
	DEFINITE 2026		
Total Economic Impact	$3.5M		
Avg Spend per Attendee	$275		

Source: Simpleview CRM
Note: 2026 data reflects performance through March 1, 2026, and should be viewed as early-year pace. 2025 data reflect full calendar year totals. Directional comparisons are intended to show pacing and trends rather than direct year-over-year equivalency. Additionally, a new data tracking process implemented in September 2025 may impact comparability across periods.

SURVEYS AND METRICS
ARTICLE 6.II(d)(iv)

ECONOMIC IMPACT
ARTICLE 6.II(d)(v)



Source: 2025 Estimated Total Impact of Tourism in Hilton Head Island on Beaufort County, South Carolina - College of Charleston Office of Tourism Analysis

MEDIA & BRAND AWARENESS METRICS
ARTICLE 6.II(d)(vi)

2,487
STORIES AND MENTIONS

24,478,291,321
IMPRESSIONS

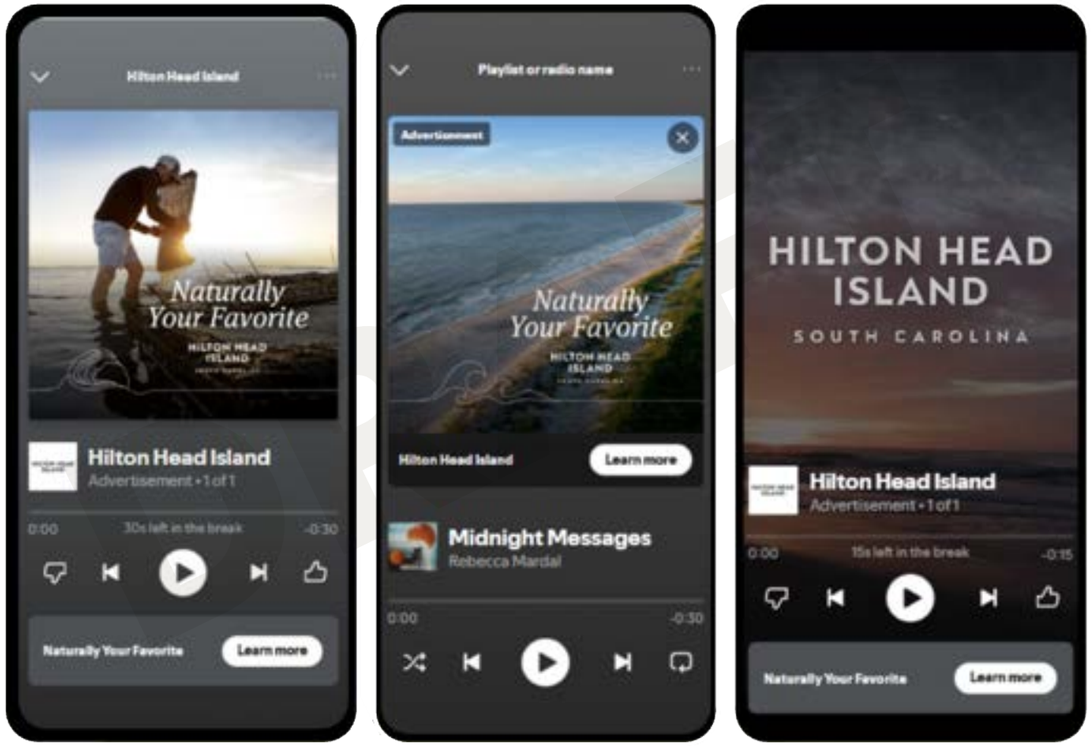
$32M
AD VALUE EQUIVALENCY

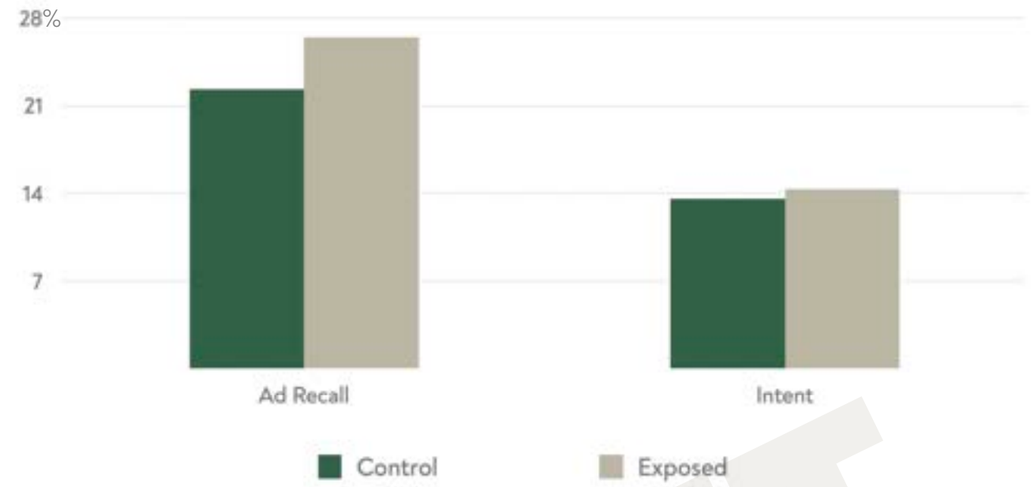
Source: Cision/Critical Mention

DRAFT

BRAND AWARENESS BENCHMARK STUDY RESULTS

The Naturally Your Favorite campaign included a Brand Lift Study through Spotify, with results collected in-app through a three-question survey. The campaign successfully drove a **significant increase** in ad recall and intent.





SEASONAL IMPACT METRICS

ARTICLE 6.II(d)(vii)

Source: KeyData

DRAFT

STAKEHOLDER SATISFACTION SURVEYS

ARTICLE 6.II(d)(viii)

Measuring stakeholder satisfaction is a critical component of our marketing strategy, ensuring alignment with the priorities of Hilton Head Island residents. In partnership with MMGY Travel Intelligence, we conduct and publish an annual Resident Sentiment Survey to assess perceptions of tourism's impact on the Island. This provides valuable insight to help guide our efforts in a way that reflects community priorities.

In addition, we administer an annual Membership Survey to better understand the needs and perspectives of our business community.

Together, these insights inform our strategic direction, supporting a balanced and collaborative approach that benefits visitors, residents, and local businesses alike.

The full Resident Sentiment Survey and key highlights from the Membership Survey are included in the appendix.

WHAT'S AHEAD IN FY 2026-2027

ADVERTISING

Our advertising strategy ensures we meet travelers at every stage of their journey, while adapting to the rapidly evolving way people search, discover, and plan travel. By optimizing for Generative Engine Optimization (GEO) and traditional SEO, our approach ensures Hilton Head Island remains visible, relevant, and easy to choose.

THE OLD WAY

THE NEW WAY

SEO & GEO - LAYING THE GROUNDWORK

A successful data-informed content strategy that will grow the organic search footprint for your brand both on traditional SERPs (Search Engine Results Page) as well as within Generative AI applications can be focused on the following core pillars:

ONPAGE

The optimization and data-informed creation of content will drive increased exposure in search engines leading to better engagement.

TECHNICAL

Ongoing technical audit and comprehensive review of the existing website to ensure current issues in the technical infrastructure are identified.

OFF PAGE

Link building through a personalized outreach program, and amplified exposure through influencer outreach and a targeted social media strategy.

AI AND THE OPPORTUNITY TO SUPPORT AI DISCOVERABILITY

A strong GEO strategy is crucial for DMOs and operators to remain visible and relevant in a changing digital landscape.

BECOME THE ANSWER

Position your brand as an authority so your content is the source for direct AI answers.

STAND OUT WITH AI

Clear, structured website information makes it more likely that your organization will be featured in these direct answers.

FUTURE-PROOF YOUR STRATEGY

Continuing to follow SEO best practices and investing in a strong website foundation sets you up for long-term success.

TRACK AND ANALYZE BRAND PERFORMANCE

Continuing to follow SEO best practices and investing in a strong website foundation sets you up for long-term success.

DRAFT

Traditional key performance indicators (KPIs), such as views and organic traffic, no longer tell the full story. In this new environment, new KPIs could include:

» AI search visibility - Share of citations in generative AI results for target queries.
» Agent-driven conversions - Number and value of bookings completed through AI agents.
» API engagement - Call volume, uptime, and usage by third-party platforms.
» Audience engagement - Interaction with personalized pathways and tailored content.
» Content performance in AI - Frequency and accuracy of brand mentions in AI responses.

This represents an emerging and continually evolving paradigm in marketing. As technology and processes advance, we will remain leaders in the destination marketing space by staying nimble and adaptable, continually refining our KPIs and strategies to leverage new developments.

OLD METRICS

22.5K
PAGE VIEWS

10,890
ORGANIC TRAFFIC

55%
BOUNCE RATE

+5.2%
SOCIAL LIKES

55%
SOCIAL LIKES

+525

NEW METRICS

10.2%
AI CITATION SHARE

4.7%
AGENT CONVERSION RATE

430
API CALLS

98.6%
AI CONTENT ACCURACY

PERSONALIZED PATHWAY ENGAGEMENT
+16%

GEO IS THE NEW DIGITAL PR

A successful data-informed content strategy that will grow the organic search footprint for your brand both on traditional SERPs (Search Engine Results Page) as well as within Generative AI applications can be focused on the following core pillars:

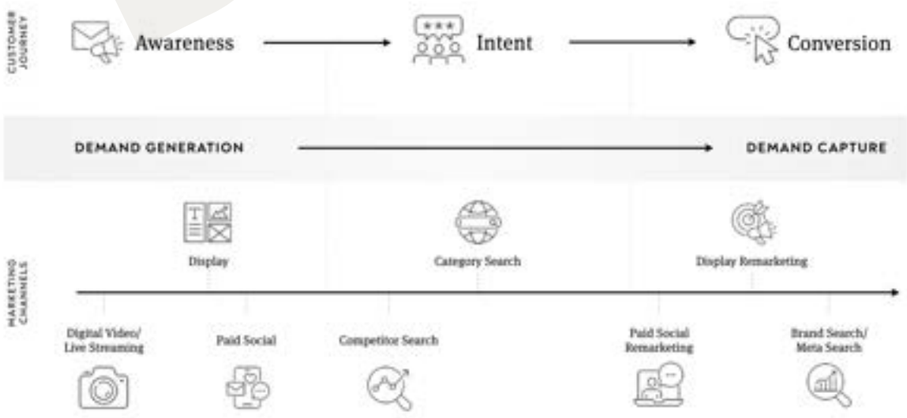
BE TECHNICALLY IMPECCABLE
Keep your site fast, error-free, and structured so AI can read and trust it. Use emerging tools (like llms.txt) to give Large Language Models extra context about your brand.

BUILD DIGITAL CREDIBILITY
Cultivate partnerships, manage your online reputation, and earn authoritative backlinks. Keep your brand details (NAP) consistent so LLMs see you as a trusted source.

CREATE AI-READY CONTENT
Publish high-value, relevant, and diverse content designed to be cited in AI answers—then test and refine for the new search landscape.

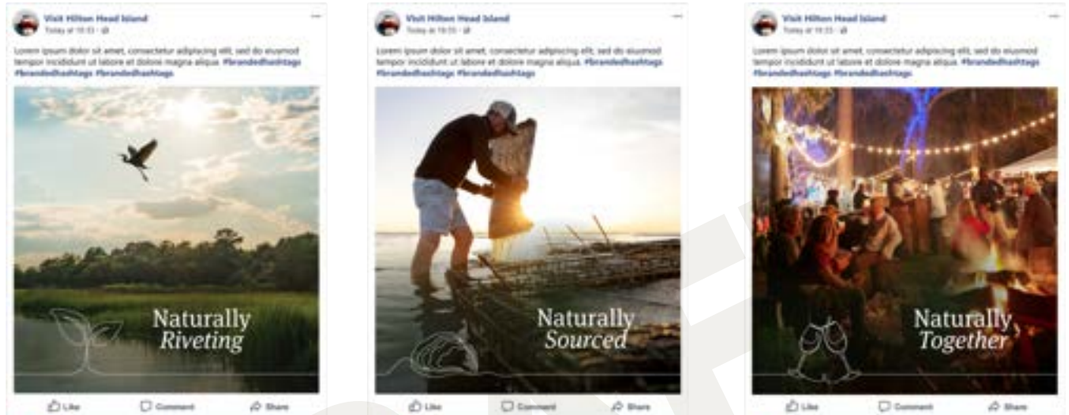
SOCIAL AND DIGITAL STRATEGY

Our social and digital strategy plays a critical role in shaping how travelers discover and engage with Hilton Head Island. Across platforms, we deliver visually compelling, on-trend content that reflects the Island's experiences while positioning the destination within the moments and conversations that influence travel decisions.



Short-form video, curated itineraries, and partner storytelling work together to inspire new visitors and encourage return trips. Paid and organic efforts are closely aligned, allowing us to reach highly targeted audiences while maintaining an authentic and engaging brand presence.

Local creators and influencers are central to this approach, bringing a credible, on-the-ground perspective that strengthens storytelling and expands reach. By elevating these voices, we create a steady stream of relevant content that resonates with today's traveler.



HILTONHEADISLAND.ORG

HiltonHeadIsland.org serves as the foundation of our marketing ecosystem, evolving to meet the expectations of today's AI-driven traveler. Through ongoing enhancements, the site is designed not only to inspire, but to seamlessly guide users toward planning and booking.

Our focus on Generative Engine Optimization (GEO) ensures that content is structured to perform across both traditional and AI-powered search, increasing visibility in how travelers now discover destinations. This is complemented by the integration of Mindtrip's AI-powered chatbot and itinerary tools, which transform the website into an interactive planning experience.

Together, these enhancements allow us to connect inspiration with action, ensuring visitors can easily explore, personalize, and plan their Hilton Head Island experience in real time.

FULFILLMENT

The Hilton Head Island Vacation Planner is a premium, "coffee table" style publication that showcases the destination through high-quality design, photography, and storytelling, offering a tangible, immersive way for potential visitors to engage with the Island.

Our focus is on ensuring this piece reaches the right audience. Through direct mail fulfillment to individuals who actively request it, along with placement in all South Carolina welcome centers and other key touchpoints, the planner is delivered into the hands of travelers already in a planning mindset. This targeted distribution makes it a highly effective and worthwhile investment, extending the reach of the destination in a way that is both memorable and impactful.

MARKETING SUPPORT

Research is not simply a support function. It is a strategic pillar that guides how we position, target, and grow Hilton Head Island as a destination. Every major marketing decision is grounded in data, ensuring our efforts are aligned with both visitor demand and community priorities.

Through a combination of first-party research and third-party data partnerships, we develop a clear, evolving understanding of who our visitors are, how they behave, and what motivates them to choose Hilton Head Island. This foundation allows us to move beyond assumptions and make informed, confident decisions that strengthen both performance and long-term sustainability.

Our research framework reflects a deliberate shift from volume to value. Success is not defined by increasing visitation, but by attracting the right visitors, those who support the Island's economy and increase the Island's quality of life.

To guide this approach, we utilize cutting-edge tools such as Placer.ai and Zartico to better understand who our visitors are, where they come from, and what drives them to choose Hilton Head Island. These insights allow us to refine targeting and focus on high-value audiences rather than broad demand.

This makes measuring economic impact essential. Through an annual economic impact report and ongoing visitor and resident sentiment research, we ensure tourism delivers meaningful economic benefit while preserving the character of the Island.

All economic impact reports, visitor profile studies, marketing plans (inclusive of budget), DMO metrics books, and independent audits are available at THINK: Transparency in Tourism Marketing.

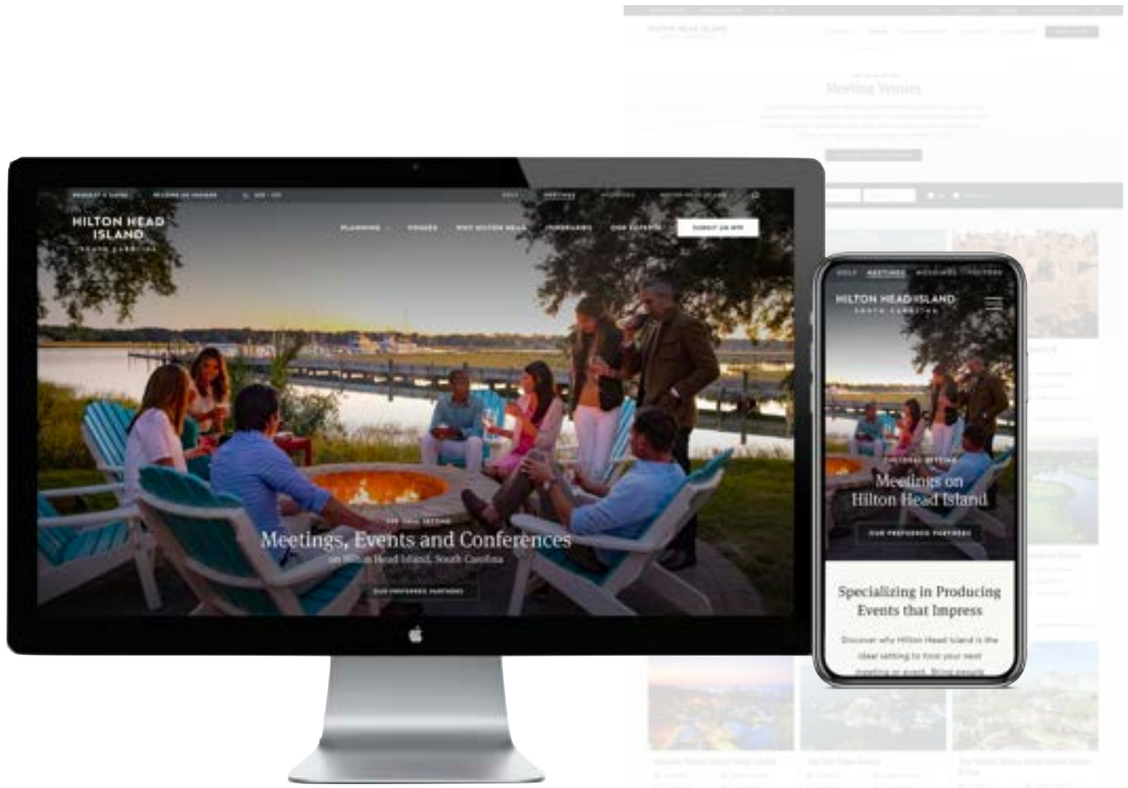
DRAFT

GROUP SALES & MARKETING

Group sales play a strategic role in delivering high-value visitation that aligns with Hilton Head Island's focus on quality over quantity. By targeting meetings, corporate retreats, and small-to-mid-size groups, we are able to drive meaningful economic impact while maintaining balance within the destination.

Our efforts focus on core drive and short-haul markets, including the Southeast and key feeder states such as South Carolina, North Carolina, Georgia, and Florida, as well as markets like Ohio, New York, Pennsylvania, and Illinois. Within these markets, we prioritize corporate retreats, leadership meetings, association groups, incentive travel, and wellness-focused gatherings that align with the Island's upscale, experiential offering.

By focusing on groups that generate strong return, higher average daily rates, increased spending, and year-round demand, we support local businesses while helping to fill need periods without adding pressure to peak seasons.



DESTINATION PUBLIC RELATIONS

The Hilton Head Island & Bluffton Chamber of Commerce's FY 2026–2027 public relations strategy is designed to differentiate the destination in an increasingly competitive travel landscape while converting first-time visitors into repeat guests.

Despite economic uncertainty, travel demand remains strong, with consumers prioritizing meaningful, experience-driven trips, particularly to destinations that offer sustainability, culture, and a sense of escape from crowded hotspots. Hilton Head Island is well-positioned to capitalize on these trends, and the plan will build on established PR tactics while leveraging strong media relationships and evolving platforms to maintain visibility as a premier domestic island destination.

The media landscape continues to shift rapidly, with traditional outlets declining and digital platforms, freelancers, and social media playing a larger role in shaping travel narratives. Influencers are now a major driver of travel decisions, particularly among younger audiences, making their integration into earned media strategies essential. At the same time, journalists are planning further in advance and increasingly require firsthand destination experiences, necessitating earlier outreach and more strategic press trip planning. These changes will require a more agile, forward-looking PR approach that blends traditional media relations with influencer and digital-first storytelling.

Consumer travel trends present key opportunities for Hilton Head Island to align its messaging with what travelers are seeking today. These include interest in "detour destinations" that offer proximity and authenticity, slower joy of missing out (JOMO)-style travel experiences, deeper cultural and heritage exploration, and sustainable tourism practices. The destination will also continue targeting core audiences such as families, regional drive markets, and high-value travelers, while expanding into new channels like podcasts, lifestyle programming, and influencer-driven platforms to reach broader and more diverse audiences.

To bring this strategy to life, the plan prioritizes storytelling across key themes including Gullah culture, ecotourism, events and festivals, wellness, recreation, and culinary experiences. Execution will be driven through a mix of tactics such as customized journalist and influencer visits, paid influencer partnerships, always-on media relations, and strategic brand collaborations. Together, these efforts aim to amplify Hilton Head Island's unique identity, drive sustained media coverage, and inspire year-round visitation.

DESTINATION ACCOLADES

Women's Health

2025 Health Travel Awards
Best Wellness Program Hilton Head Health & Wellness Resort & Spa

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Golf Digest

America's 100 Greatest Golf Courses

USA Today 10Best

Best Beach in South Carolina - Coligny Beach

USA Today 10Best

Best Resort Airport (Hilton Head Island Airport)

US News & World Report

12 Best Places to Visit in South Carolina

Yahoo Lifestyle

These Are the Best Spa Resorts in the U.S. for a Relaxing Weekend

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MSN Travel

20 Best Islands to Visit Without Leaving the U.S.

Travel + Leisure

12 Best Beach Towns on the East Coast

Travel Noire

Domestic Wellness Destinations To Relax, Relate, And Release

USA Today 10Best

Best Beach Bar - The Beach House

USA Today 10Best

Best Wellness Retreat Center

US News & World Report

2 SC Hotels are the Best in the US for 2025

DESTINATION ACCOLADES

Condé Nast Traveler

Hilton Head Island among the Best Beaches in the United States

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Travel + Leisure

"Hilton Head Island one of the Best Beach Towns to Live in Year-Round"

Travel & Leisure

16 Best Spa Weekend Getaways in the U.S.

Travel & Leisure

Travel + Leisure Readers' 15 Favorite Islands in the Continental U.S. of 2025

Southern Living

"Hilton Head Beach has the Bluest Water in S.C."

Southern Living

The 8 Most Beautiful Places On The South Carolina Coast

Condé Nast Traveler

11 Coastal Hotels in the US for a Sunny Spring Break

Travel & Leisure

11 Best Places to Live in South Carolina

Travel & Leisure

10 Best Vacation Destinations for Seniors

Southern Living

The 50 Best Beach Towns In The South 2025

Tripadvisor

Top 10 of Tripadvisor's Top Trending Destinations in the US

APPENDIX

GLOSSARY OF TERMS

HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE
Board of Directors & DMO Marketing Council

DEMOGRAPHICS

COMMUNITY CORNERSTONE PLAN
2025 Performance, Goals 1-5

MMGY INTELLIGENCE
Community Sentiment Survey Executive Summary, Wave 3

OFFICE OF TOURISM ANALYSIS, COLLEGE OF CHARLESTON
2025 Visitor Profile Study

OFFICE OF TOURISM ANALYSIS, COLLEGE OF CHARLESTON
2025 Estimated Total Impact of Tourism in Hilton Head Island on Beaufort County

VERB INTERACTIVE
2025 Digital and Social Media Marketing Recap

WEBER SHANDWICK
2025 Public Relations Recap

HIGHLIGHTS FROM THE CHAMBER MEMBERSHIP SURVEY

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 tradeshows 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.

Photo Courtesy of The Sea Pines Resort

2025 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

CHAIR
Susana Cook
Hilton Garden Inn

VICE CHAIR, BLUFFTON REGIONAL BUSINESS COUNCIL
Diana McDougall
Coastal States Bank

VICE CHAIR, BUSINESS EDUCATION PARTNERSHIP
Ray Warco
Center for Strategic Planning/USC Beaufort

VICE CHAIR, BUSINESS WORKFORCE COALITION
Mike Overton
Outside Brands

VICE CHAIR, FINANCE
Joel Taylor
Hilton Head Regional Healthcare

VICE CHAIR, MEMBERSHIP
Lola Campbell
Binya Boutique, LLC

VICE CHAIR, PUBLIC POLICY
Mary Lee Carns
Technical College of the Lowcountry

VICE CHAIR, VISITOR & CONVENTION BUREAU
Bob Cosgrove
Sonesta Resort Hilton Head Island

PRESIDENT & CEO
William G. Miles, IOM, CCE
Hilton Head Island & Bluffton Chamber of Commerce

BOARD OF DIRECTORS

Calvin Belknap
Omni Hilton Head Oceanfront Resort

Steve Birdwell
The Sea Pines Resort

Andrea Bragg
Forsythe Jewelers

Karen Cline
Sparklight

Berl Davis
Palmetto Electric Cooperative

Darrell Naylor-Johnson
Savannah College of Art & Design

Greg Kelly
Savannah/Hilton Head International Airport

Jon McGaunn
Montage Palmetto Bluff

Walter Nester
Burr & Forman

Dr. Al Panu
University of SC, Beaufort

Jon Rembold
Hilton Head Island Airport

Mike Tighe
Westin Hilton Head Island Resort & Spa

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
Bob Cosgrove
General Manager
Sonesta Resort Hilton Head Island

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
Councilwoman Melinda Tunner
Ward 6

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	TACTICS	TIMING				
		LEAD	FY 2024	FY 2025	FY 2026	KPIs
Develop social, cultural and environmental sustainability initiatives to engage locals and visitors.	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.	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.
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.	Implement annual resident sentiment survey. Present findings to key stakeholders; Town, residents, businesses partners, etc. Benchmark and update resident sentiment results annually.	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.
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.	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.	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.
Develop community-wide programs to increase awareness and support of tourism & hospitality as a key economic driver providing growth opportunities for all.	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 BrandTool 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.	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.
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.	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.	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.

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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	TACTICS	TIMING				
		LEAD	FY 2024	FY 2025	FY 2026	KPIs
Assist in the awareness of career opportunities and recruitment of talent for all residents and throughout the region.	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/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.
Assess availability of existing structures and government-owned land to potentially develop workforce housing on/off island.	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.	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.
Work in partnership and enhance industry workforce development initiatives with the public sector, area schools, and industrypartners.	Introduce new, formalized internship programs within the Lowcountry that include diverse offerings and hiring opportunities postintern ship. 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.	Beaufort County/ Town/ Chamber		•		Social impressions and engagements
		Beaufort County/ Town/ Chamber	•			
		Chamber	•			Social impressions and engagements
Develop strategic understanding of requirements for hiring senior and strategic talent to support local businesses in their talent search.	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.	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.
Enhance and promote awareness of hospitality and cultural training programs in collaboration with local educational institutionsand industry partners.	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.	Chamber/Town		•		Create and implement program. Establish key metrics for measurement.
		Chamber/Town		•		Confirm creation of video and plan to support promotion.

DRAFT

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	TACTICS
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.	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 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.	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.
Enhance and support the historic and cultural locations on the island-programming and promotion.	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.
Diversify the visitor by sharing different perspectives and representation across marketing touchpoints.	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

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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	TACTICS
Develop an arts, cultural & entertainment district with recreation and event facilities appropriately designed to fit our community and development aesthetic.	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.
Partner with the Town of Hilton Head Island on building out a strategy for Island branding.	Collaborate with the Town of Hilton Head Island to create a cohesive branding strategy for the island.
Seek a 5-star property or resort designation to further elevate the Hilton Head Island brand in the luxury leisure and group marketplace.	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).
Evaluate current incentives for investment in new and existing venue capital to compete with other like-size coastal destinations.	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.

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.

DRAFT

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.

TIMING

INITIATIVES	TACTICS	LEAD	FY 2024	FY 2025	FY 2026	KPIs
Upgrade broadband infrastructure with 5G/ Ultra wideband capacity across gated, non-gated communities, business plazas, and public spaces.	Conduct needs assessment by evaluating current infrastructure.	Town/ Private Sector/ Chamber		•		Scope, budget, implement and report out on an assessment.
	Evaluate solutions through collaboration with partners throughout the destination.	Town/ Private Sector/ Chamber			•	Identify top three viable options to bring forward for further review.
	Develop and implement strategy for delivering 5G/ Ultra wideband throughout the destination.	Town/ Private Sector/ Chamber			•	Strategy and rollout plan.

Promote multimodule access to public transportation in support of local resident and visitor movement to/ from the island as well as throughout the island.	Develop dedicated marketing campaign for visitors promoting the trolley system/ integration in market.	Chamber/Town/ Palmetto Breeze			•	Marketing campaign launch Campaign impressions and sessions Ridership increase

Increase rideshare and airport transportation options.	Set up meetings with rideshare companies to discuss driver recruitment strategies and partnership opportunities.	Town/ Private Sector/ Chamber		•		Engage three rideshare partners.
	Prepare and release RFP for official regional shuttle/bus services.	Town/ Private Sector/ Chamber	•			RFP responses and successful bidding process.
	Work with key stakeholders and the community to influence current rideshare regulations and constraints that limit cross-state transportation opportunities.	Town/ Private Sector/ Chamber			•	Identification of ways to work alongside rideshare regulations and serve residents and visitors.

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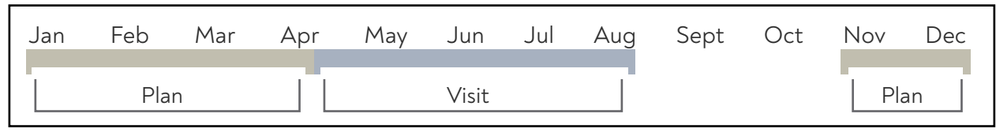
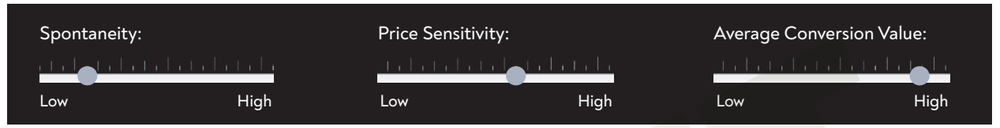
FAMILY

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

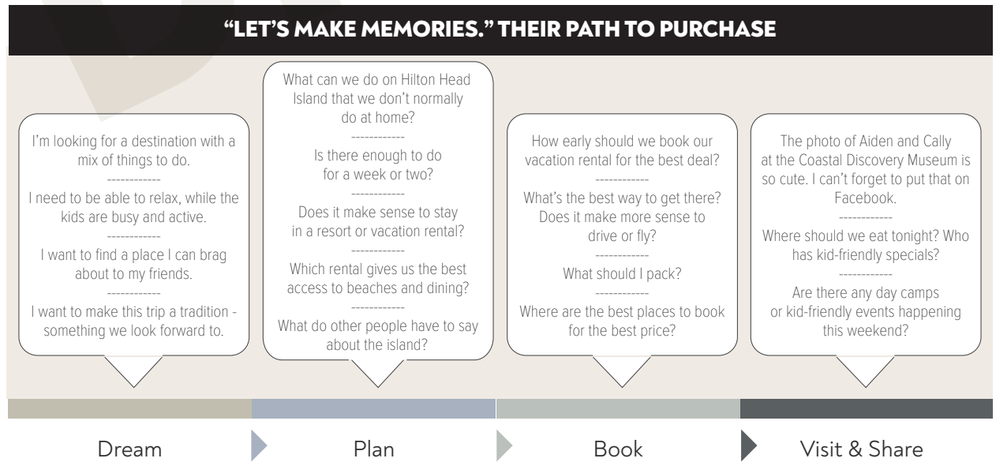
PREFERRED ACTIVITIES & ATTRACTIONS

- 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



DRAFT

ARTS, HISTORY & CULTURE

TRAVEL OBJECTIVE

To explore cultural attractions, historical sites and the local arts scene.

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Plan	Visit			Plan				Visit			Plan

ARTS, HISTORY & CULTURE TRAVEL HABITS

Spontaneity:	Price Sensitivity:	Average Conversion Value:
Low – High	Low – High	Low – High

WHO THEY ARE

- Values Learning & Authenticity
- Seeking an Immersive Experience
- Image Conscious
- 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

Dream	Plan	Book	Visit & Share
I'm looking for interesting things to see and do. --- I want to learn something new. --- I need to be able to show this off on Instagram/tell my friends about my vacation. --- I want to indulge! Great food, great wine, great entertainment. --- I'm not looking for a prepackaged vacation. I like to be able to explore and really get to know a destination.	Hilton Head Island has a lot of festivals coming up–let's check it out. --- What are the area's arts and cultural experiences like? --- Which resort is close to everything I want to do? --- Are there any local cultural events coming up? --- I want to hear what other people have to say about the island.	When should we visit to be able to best take advantage of what HHI has to offer? --- What's the best way to get there? Does it make more sense to drive or fly? --- What should I pack? --- Is a weekend enough, or should we stay for longer?	This sculpture is beautiful. I need to share it on Instagram. --- Let's pop into this cute gallery and pick up something to display at home. --- Where can I get tickets for tonight's show? --- I want to immerse myself in the local culture...what are some off-the-beaten path activities? Where are locals spending time?

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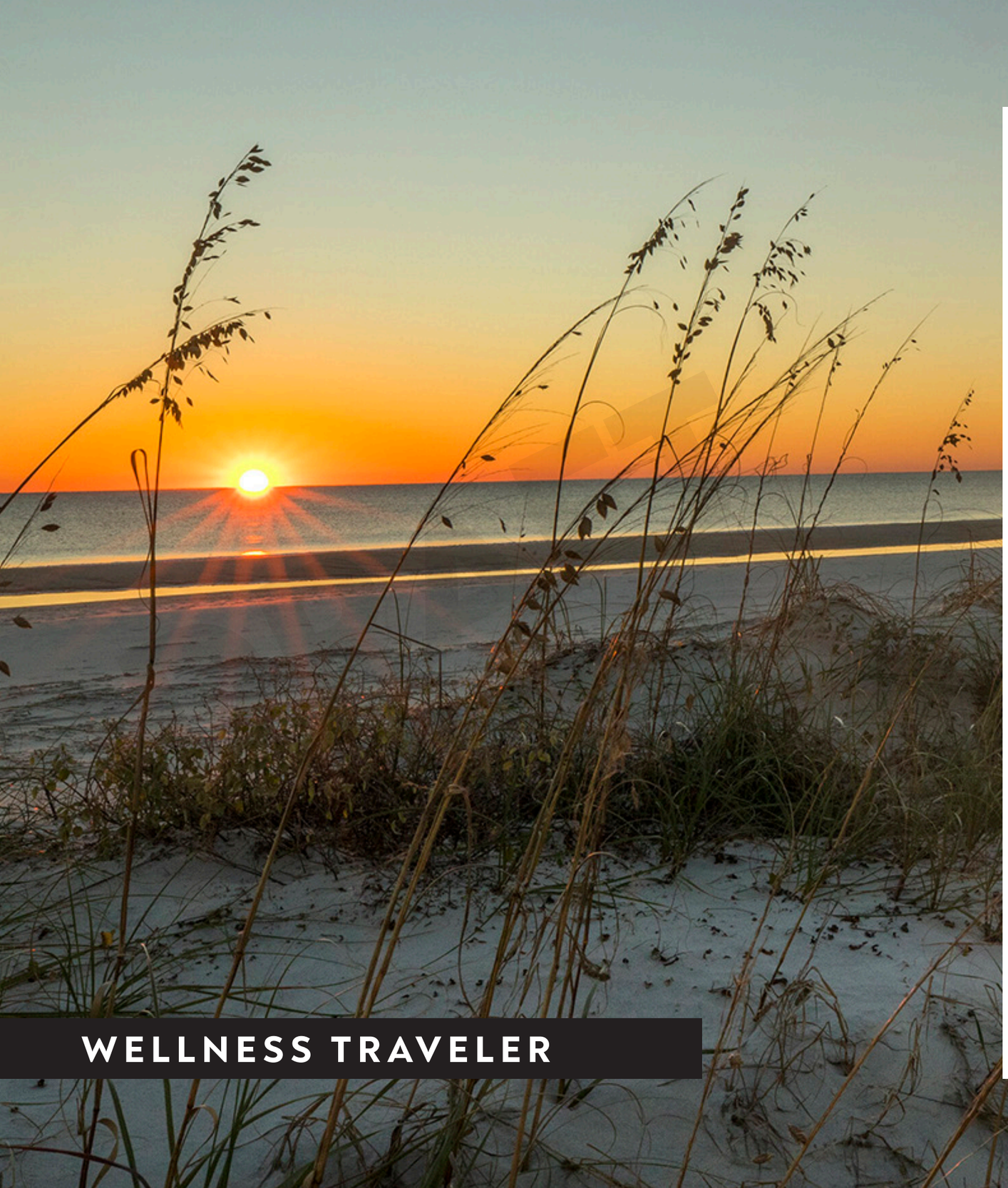
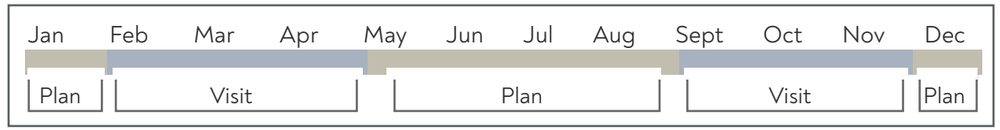


WELLNESS TRAVELER

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

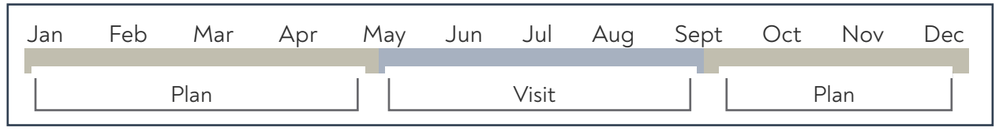
"EXPERIENCES ARE GREATER THAN THINGS." THEIR PATH TO PURCHASE

DRAFT

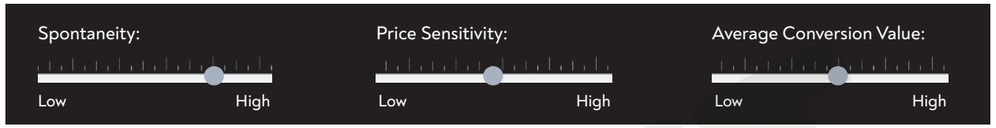
SPORTS ENTHUSIAST

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

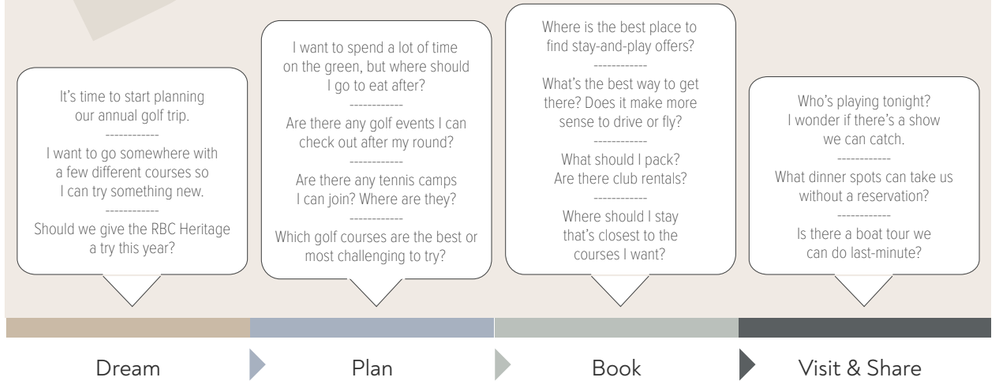
PREFERRED ACTIVITIES & ATTRACTIONS

- 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



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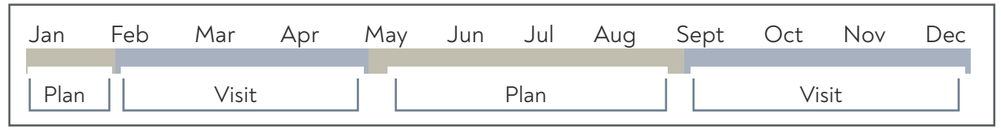
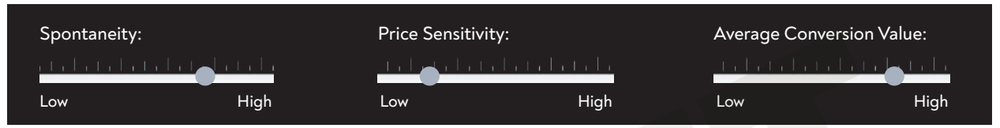
CULINARY

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

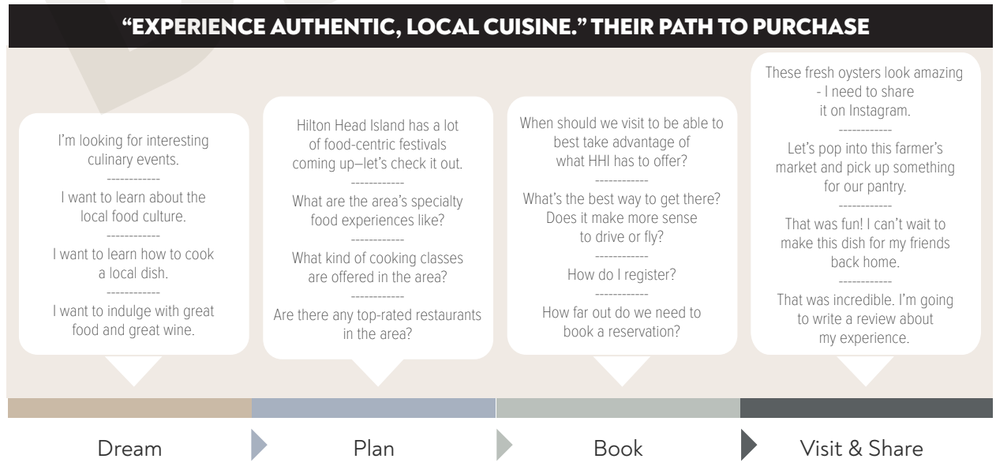
PREFERRED ACTIVITIES & ATTRACTIONS

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



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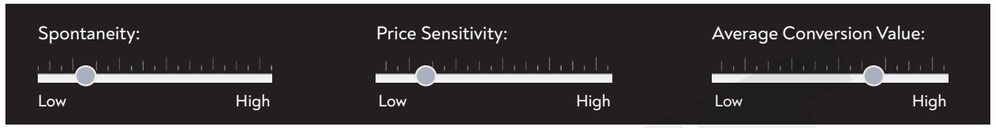
SNOWBIRDS

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

- Traditional
- Values Family Time
- Enjoys the Finer Things
- Active & Health Conscious

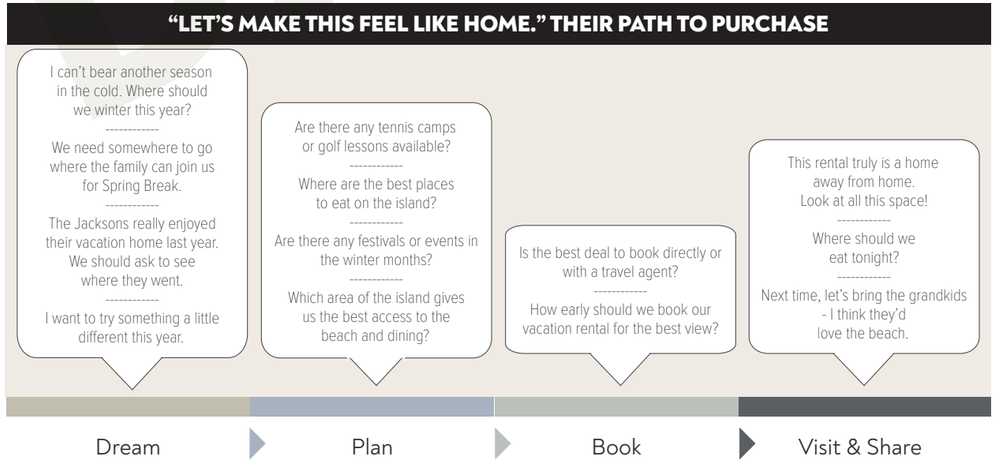
PREFERRED ACTIVITIES & ATTRACTIONS

- Vacation Rentals & Resorts
- Dining
- Golfing
- Tennis & Pickleball
- Biking

MARKETING CHANNELS & FORMATS

- Facebook
- Print
- TripAdvisor
- Radio
- TV
- Online Video

"LET'S MAKE THIS FEEL LIKE HOME." THEIR PATH TO PURCHASE



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THE WEEKENDERS

TRAVEL OBJECTIVE

Find a fairweather weekend escape from work and city life.

Jan Feb Mar Apr May Jun Jul Aug Sept Oct Nov Dec

Ongoing Visitation & Planning

THE WEEKENDERS TRAVEL HABITS

Spontaneity: Low — High

Price Sensitivity: Low — High

Average Conversion Value: Low — High

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

Dream	Plan	Book	Visit & Share
Let's get away this long weekend. ---------- I'm looking for a place with enough things to do, that also offers some down time. ---------- I want to find a place I can brag about to my friends.	Are there any events happening in the area? ---------- Where is the best place to stay for a weekend? ---------- I want to do something special for date night.	Where is the best place to find last-minute offers? ---------- What's the best way to get there? Does it make more sense to drive or fly? ---------- What should I pack?	Where can we make a dinner reservation that has a romantic vibe? ---------- I want to wear something cute for the show tonight. Where can I find an outfit?

DRAFT

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.

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Visit			Plan		Visit				Plan		

INTERNATIONAL TRAVEL HABITS

Spontaneity:	Price Sensitivity:	Average Conversion Value:
Low – High	Low – High	Low – High

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

Dream	Plan	Book	Visit & Share
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.

RESIDENT SENTIMENT SURVEY OUTREACH PLAN

Resident Sentiment Survey on Tourism Resident Outreach Plan

2025 Survey Highlights

3,025+	±1.4%	Year 6
Responses; exceeded 3,000 required	Margin of error at 95% confidence	2026 will be the 6th annual deployment

The Hilton Head Island Resident Sentiment Survey on Tourism is fielded annually by MMGY Travel Research, a nationally recognized leader in destination and tourism market research. MMGY brings best-practice survey methodology, consistent instrument design for year-over-year trending, and the ability to informally benchmark findings against comparable destinations.

The survey deploys in late August and early September, deliberately timed so residents can respond while the full impact of the island's peak summer season is fresh. Results are analyzed for demographic representation and reported with key findings analysis and benchmarking prepared by MMGY prior to broader distribution.

PART 1 — SURVEY DEPLOYMENT: AUDIENCES, CHANNELS AND CADENCE

Audience	Channels	Cadence
Island residents and property owners	Dedicated resident & business email campaign Chamber social media & other comms outlets *Residency verified; non-residents cannot participate*	Launch: late August – early September.
Gated community residents	Resident email channels *Distributed through each community's resident communications with results tracked by neighborhood*	Coordinated launch concurrent with Chamber deployment.
Non-gated and broader community residents	Targeted social media & chamber resident lists *Monitored throughout deployment to ensure balanced representation between gated and non-gated communities*	Concurrent with full deployment window; supplemental outreach triggered if representation balance warrants.
Town of Hilton Head Island	Town communications channels *Town has collaboratively amplified the survey through its own channels in past deployments*	Concurrent with deployment window as an amplification partner.

PART 2 — RESULTS DISSEMINATION: AUDIENCES, FORMAT AND TIMING

Audience	Format	Timing
Chamber board, staff and marketing and PR partners	MMGY key findings report Internal briefing	Following MMGY analysis; prior to public release.
Town Council & Town staff leadership	In-person presentations of Full findings report	Following board and done in person to allow for questions, input and discussion.
General public	Live presentations to POA groups, civic groups and in Annual metrics report, Tourism transparency site	Following Town Council presentation; publicly available at thinkhiltonheadisland.org.

Audience	Format	Timing
Resident community and civic organizations	In-person presentations Chamber programs	Scheduled throughout the year

PART 3 — METHODOLOGY, CREDIBILITY AND THE VALUE OF YEAR-OVER-YEAR CONTINUITY

Why MMGY Travel Research

- National leaders in DMO and destination research
- Best-practice survey design and fielding protocols
- Consistent survey instrument enables year-over-year trending
- Results analyzed for demographic representativeness
- Informal benchmarking context against comparable destinations

The value of six consecutive deployment years

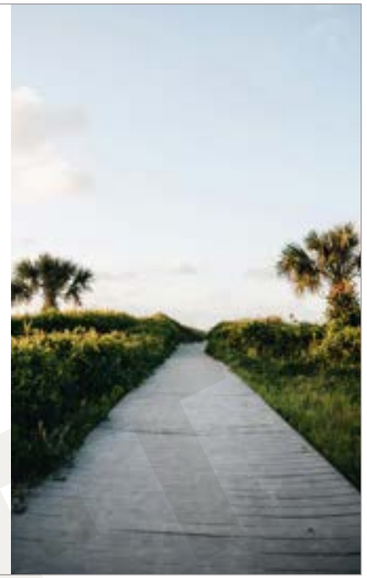
- Trend lines, not just annual snapshots, now available
- Prior-year findings help inform the destination management priorities
- Statistically robust: 3,025+ responses at 95% confidence, margin of error ±1.4%
- Late summer timing captures peak-season sentiment while it is current
- Collaborative outreach model has proven repeatable and reliable
- Survey platform verifies residency; non-residents cannot participate

MMGY INTELLIGENCE

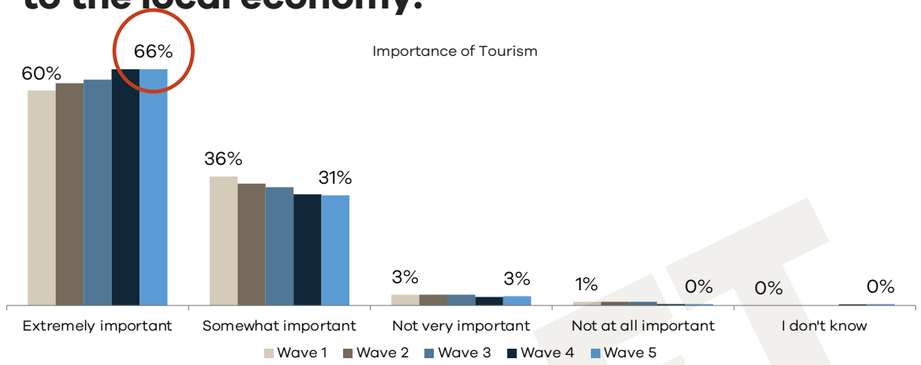
Community Sentiment Survey Executive Summary, Wave 4

Survey Methodology

- An online survey of 3,025 Hilton Head Island residents.
- Residents were invited to complete the online survey through the Chamber website, social media channels, and email outreach.
- In the field August 21st through September 25th, 2025.
- The participants met the following criteria:
  - / Must be a resident or property owner of Hilton Head Island;
  - / 18 years of age or older.
- Throughout this report, data in **bold** indicates a significant difference.
- This sample size yields an error range of +/- 1.48 percentage points at the 95% level of confidence.



Similar to previous waves, two-thirds of residents believe tourism is extremely important to the local economy.



/ **Question:** How important do you believe tourism is to the local Hilton Head Island economy?

Key Insight #1

- 5 -

Recent arrivals are significantly more likely to describe tourism as very important to the economy.

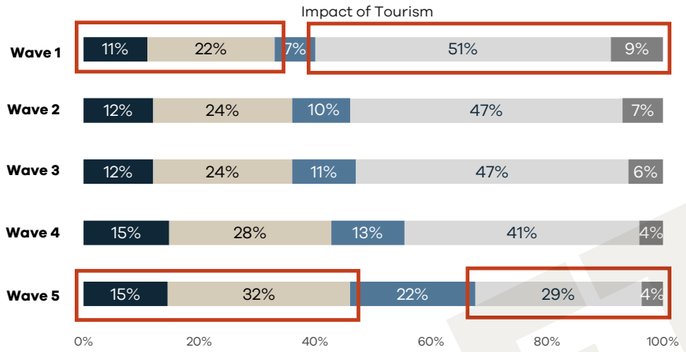
By Length of Residency	Less than 5 years	5–10 years	11–20 years	More than 20 years
Extremely important	**74%**	65%	61%	63%
Somewhat important	24%	**32%**	**34%**	**33%**
Not very important	1%	3%	3%	4%
Not at all important	0%	0%	1%	1%
I don't know	0%	0%	1%	0%

/ **Question:** How important do you believe tourism is to the local Hilton Head Island economy?

Key Insight #1

- 6 -

Perceptions of the impact of tourism on residents continue to increase.

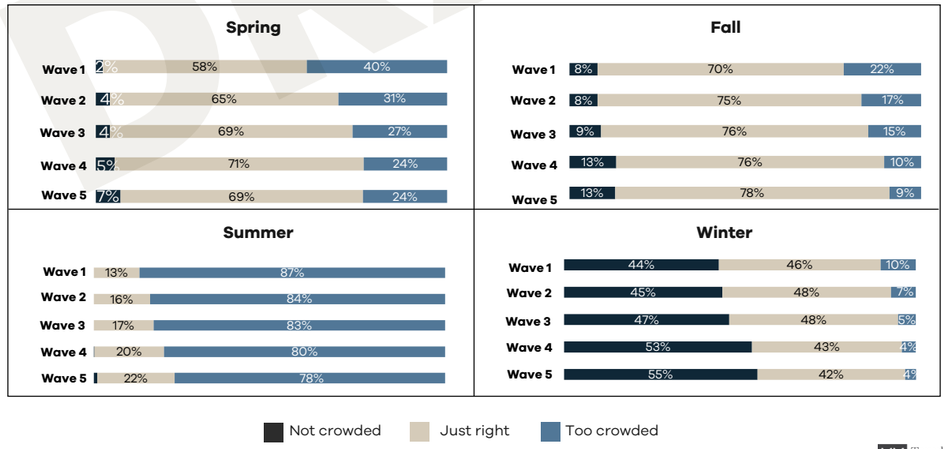


Key Insight #1

/ **Question:** How would you say Hilton Head Island tourism impacts your life as a resident?

Travel Intelligence

Seasonal Perceptions

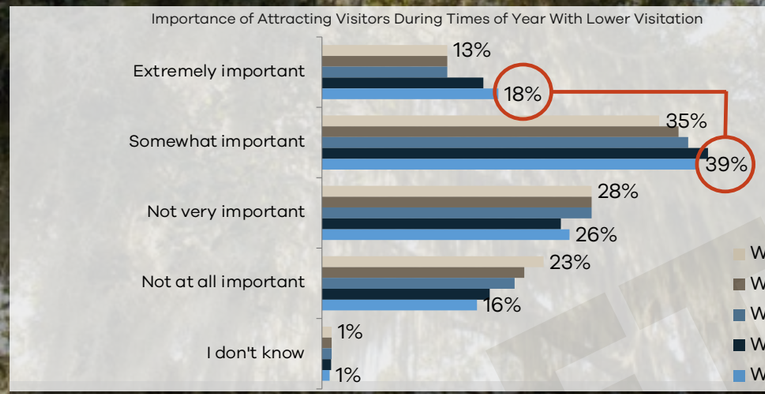


Key Insight #1

/ **Question:** Please indicate your perception of the level of visitation during the following seasons.

Travel Intelligence

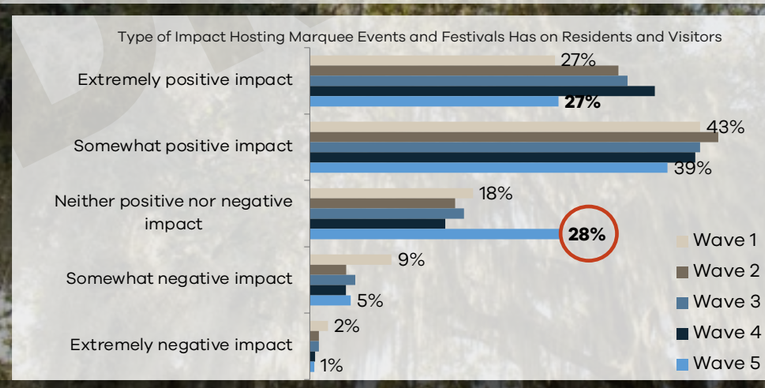
Nearly 6 in 10 residents believe it is important to attract visitors during times of year with lower visitation.



Key Insight #1

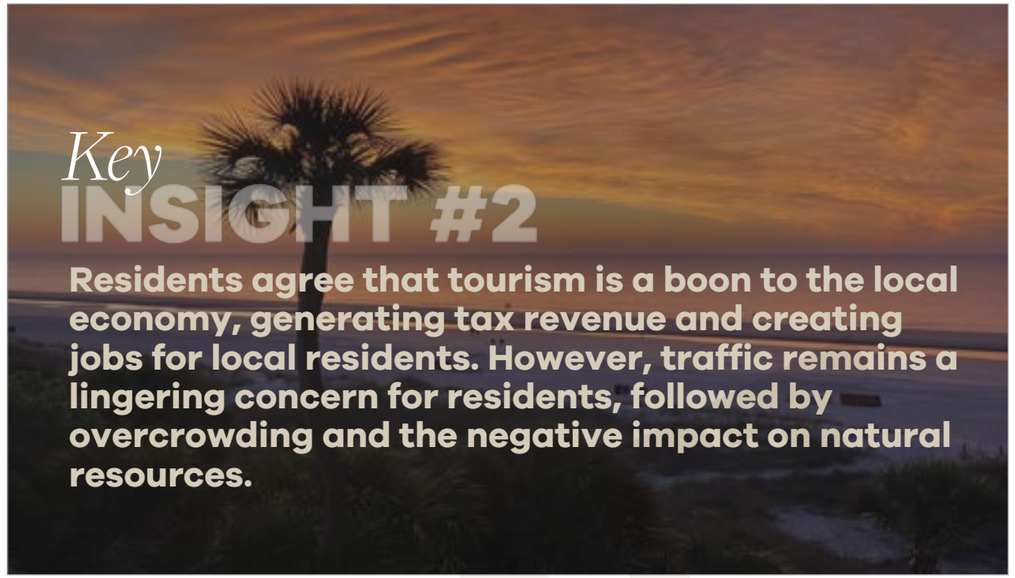
/ **Question:** Please indicate how important you believe it is to attract visitors to Hilton Head Island during times of the year that usually have lower visitation (October – March)?

The perception of the positive impacts of marquee events and festivals declined in this most recent wave.



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.



Key INSIGHT #2

Residents agree that tourism is a boon to the local economy, generating tax revenue and creating jobs for local residents. However, traffic remains a lingering concern for residents, followed by overcrowding and the negative impact on natural resources.

Residents continue to agree that tourism generates tax revenue and creates jobs for area residents.

Positive Statements (% Agree) – Top 6	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5
Generates tax revenues for state, county and local governments	76%	80%	81%	83%	84%
Creates jobs for area residents	71%	73%	74%	78%	78%
Provides restaurants that local residents can also enjoy	63%	68%	71%	74%	74%
Increases real estate values	64%	66%	67%	72%	**68%** ▼
Supports local business creation	64%	68%	69%	70%	72%
Provides amenities and attractions that local residents can also enjoy	56%	62%	64%	68%	69%

Key Insight #2

/ **Question:** Please indicate your level of agreement with the following statements: Tourism on Hilton Head Island...

MMGY Travel Intelligence

Recognition that tourism covers the cost of beach renourishment and reduces taxes for residents rises.

Positive Statements (% Agree) – Bottom 6	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5
Helps to offset the costs for public safety personnel, streets/roads, schools	51%	58%	61%	63%	66%
Supports existing small businesses throughout year	56%	59%	60%	64%	64%
Covers the cost of beach renourishment	50%	53%	54%	57%	**62%** ▲
Reduces taxes for residents (ex. property taxes, county and city sales taxes, school taxes etc.)	51%	55%	56%	55%	**62%** ▲
Is an important factor in making our community a great place to live	39%	45%	46%	50%	51%
Helps create a positive ambiance/vibe in the local community	33%	37%	38%	43%	42%

Key Insight #2

/ **Question:** Please indicate your level of agreement with the following statements: Tourism on Hilton Head Island...

MMGY Travel Intelligence

Nearly 8 in 10 residents acknowledge that tourism creates traffic congestion problems for residents.

Negative Statements (% Agree)	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5
Creates traffic congestion problems for residents	86%	82%	82%	76%	78%
Brings too many people to Hilton Head Island	65%	59%	58%	53%	55%
Negatively impacts our natural resources	61%	57%	57%	51%	54%
Causes local restaurant & entertainment prices to rise	49%	52%	58%	52%	53%

Key Insight #2

/ **Question:** Please indicate your level of agreement with the following statements: Tourism on Hilton Head Island...

MMGY Travel Intelligence

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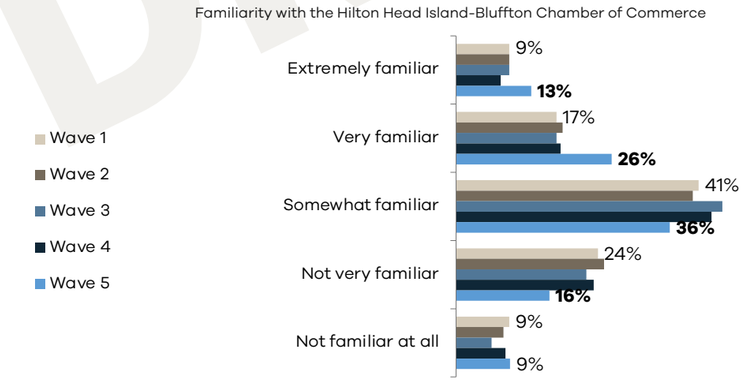
We see significant increase in stated familiarity with the Hilton Head Island–Bluffton Chamber of Commerce.



/ **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?

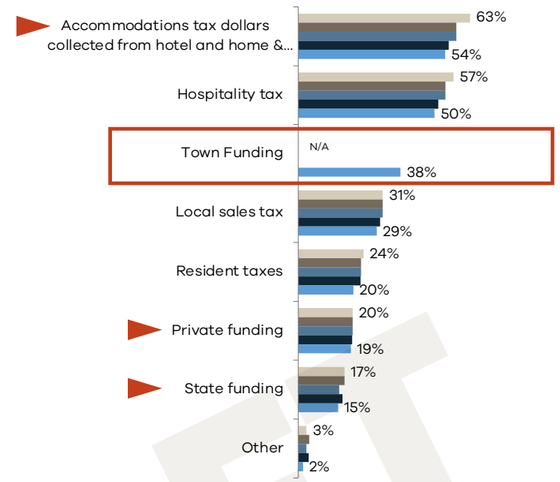
- 16 -

Key Insight #3

Hilton Head Island-Bluffton Chamber of Commerce Funding

69%
Wave 5

of residents believe they know what funds the Hilton Head Island-Bluffton Chamber of Commerce tourism marketing efforts.

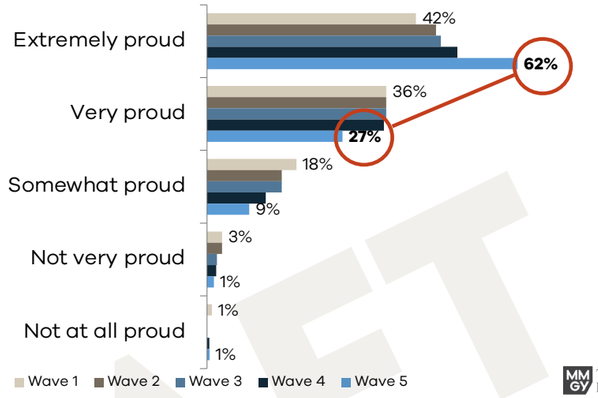


/ **Question:** Which of the following do you believe funds the Hilton Head Island–Bluffton Chamber of Commerce tourism marketing efforts? Please select all that apply.

- 17 -

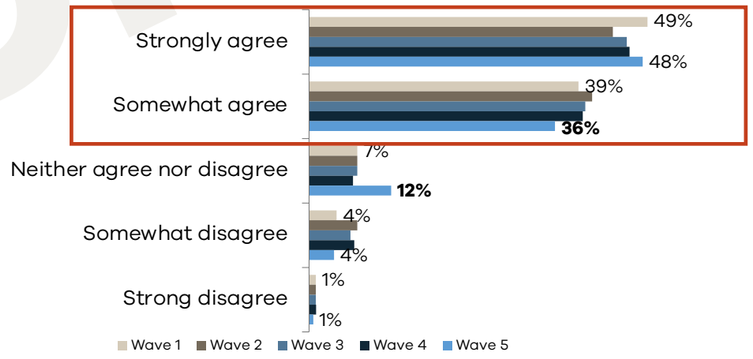
Pride rose to an all time high, with 89% of residents saying they are extremely/very proud to be residents of Hilton Head Island.

/ **Question:** Please indicate the level of pride you feel in being a resident of Hilton Head Island.



Key Insight #4

84% of residents agree that Hilton Head Island is a very safe place to live.



Key Insight #4

/ **Question:** Please indicate your level of agreement with the following statement:
"I believe Hilton Head Island is a very safe place to live."

Perceived Quality of Hilton Head Island Experiences

Top 2 Box	Wave 1	Wave 2	Wave 3	Wave 4	Wave 5
Beaches	91%	92%	92%	94%	94%
Golf courses	91%	91%	92%	93%	93%
Leisure pathways and bike trails	86%	86%	87%	88%	89%
Outdoor/nature activities	80%	82%	82%	84%	84%
Savannah/Hilton Head International Airport	79%	80%	82%	82%	85%
Outdoor public spaces for festivals and events	69%	77%	81%	83%	82%
Water sports/activities	77%	79%	79%	80%	80%
Community parks	70%	77%	78%	77%	78%
Hilton Head Island Airport	55%	57%	58%	57%	**63%**
Retail shopping	49%	54%	52%	57%	55%
Road quality	42%	44%	51%	59%	**54%**
Playing fields for sports leagues, tournaments and competitions	44%	48%	50%	51%	51%
Museums/Cultural attractions	38%	43%	47%	49%	47%
Public pools/aquatic centers	27%	32%	31%	31%	32%
Indoor facilities for sports leagues, tournaments and competitions	18%	22%	23%	24%	26%

Key Insight #4

/ **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.

Top Concerns Facing The Community

	Wave 2	Wave 3	Wave 4	Wave 5
278 Corridor project	38%	39%	40%	**51%**
Workforce shortage	48%	44%	40%	**43%**
Overall development	29%	34%	33%	**43%**
On-island workforce housing	36%	35%	33%	33%
Short-term rental noise and parking	16%	18%	21%	**32%**
General infrastructure needs (e.g. water/sewer, roads, other utilities)	20%	18%	20%	**28%**
Repurposing/modernizing Island commercial buildings	14%	14%	14%	**17%**
Sea Pines Circle/Coligny Traffic	16%	17%	17%	**14%**
Mid-Island initiative and redevelopment (Northridge Plaza, Port Royal Plaza, Mid-Island Park)	12%	12%	11%	13%
Arts and development of cultural assets (e.g. Mitchelville Freedom Park)	4%	4%	4%	4%
Other	9%	10%	9%	**6%**
None of the above	0%	1%	1%	1%

*South-end traffic in previous years

- 23 - / **Question:** What are your top three concerns facing our community?

Key Insight #5

Travel Intelligence

Summary Positive Aspects of Tourism

Economic Benefits
- Support for local businesses
- Lower property taxes
- Decreased economic burden on residents
- Helps create jobs

Amenities
- Variety of amenities supported by tourism
- Restaurants, parks and outdoor areas, golf courses and cultural activities
- Infrastructure improvements

Family Friendly and Safety
- Family-oriented atmosphere and amenities
- High level of safety

Key Insight #5

Travel Intelligence

Summary Negative Aspects of Tourism

Overcrowding
- Congestion, traffic and limited parking
- Overcrowding highest during summer months

Quality of Visitor
- Day visitors mentioned most often
- Concern around disrespect to the environment and ignoring bike and traffic laws

Overdevelopment
- Possibly leading to overpopulation
- Increase of short-term rentals

Rising Prices
- Limited affordable housing
- Prices as high as large metropolitan areas

Key Insight #5

Travel Intelligence

Overall...

81%

of residents consider themselves passionate advocates for Hilton Head Island.

Key Insight #5

Travel Intelligence

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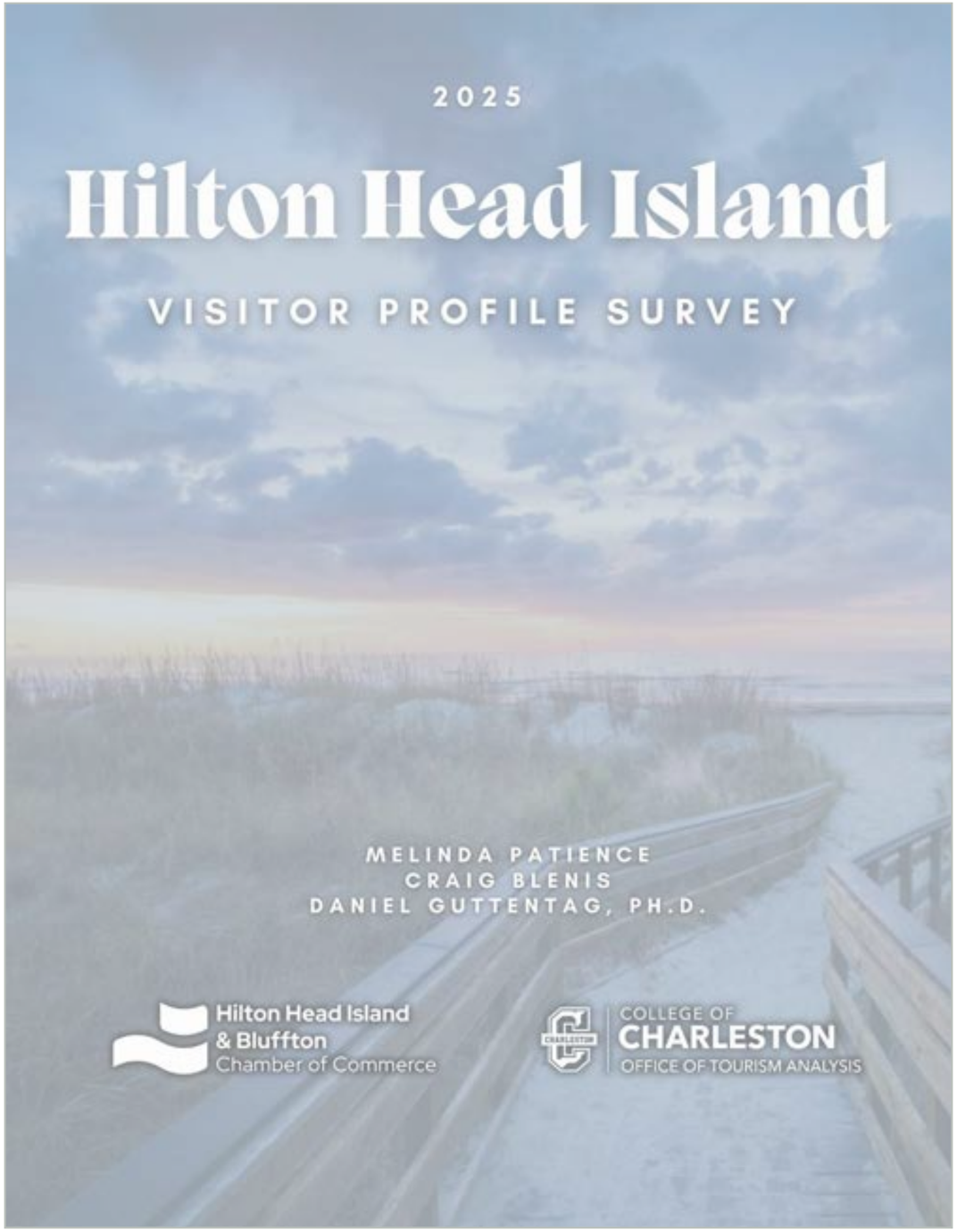
OFFICE OF TOURISM ANALYSIS, COLLEGE OF CHARLESTON

2025 Visitor Profile Study



PREPARED FOR:
HILTON HEAD ISLAND-BLUFFTON
CHAMBER OF COMMERCE

BY:
OFFICE OF TOURISM ANALYSIS
BENNETT SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT
SCHOOL OF BUSINESS
COLLEGE OF CHARLESTON
66 GEORGE STREET | CHARLESTON, SC 29424
843.953.1996 | GO.CHARLESTON.EDU/OTA | OTA@COFC.EDU

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Executive Summary

Visitor and Sample Demographics

Baby Boomers (62+ years old) represented 56.8% of the survey respondents, followed by Millennials (30-45 years old) (20.5%), Gen X (46-61 years old) (18.8%), and then Gen Z (19-29 years old) (2.5%). The visitor intelligence company Zartico, which analyzes geolocation data, estimates visitor age follows a somewhat similar pattern, with visitors 45-64 years old being the largest segment (35.0%), followed by 25-44 years old (32.0%), 65 years old and up (24.0%), and then 18-24 years old (8.0%). Over 64% of those surveyed had a Bachelor's degree or higher, and more than 79% had an annual household income of $75,000 or more. Zartico also estimates that visitors have high household incomes, with 71.0% earning $81,000 or more. Approximately 80% of the respondents were married.

Point of Origin

The respondents resided in 294 geographic areas (Metropolitan Statistical Areas) across the U.S., from the East Coast to the West Coast. More respondents resided in Ohio than in any other state (12.5%). Second was Pennsylvania (6.6%), followed by North Carolina (6.2%), New York (5.6%), Georgia (5.4%), and Illinois (5.3%). Data provider Placer.ai, which like Zartico also analyzes geolocation data, estimates the top states of visitor origin to be Georgia (16.8%), North Carolina (10.3%), Ohio (8.8%), New York (6.4%), and Virginia (6.4%). In-state visitors represented 8.2% of the survey respondents.

According to a market penetration analysis, the following MSAs were major markets amongst respondents: New York-Newark-Jersey City, NY-NJ; Chicago-Naperville-Elgin, IL-IN; Atlanta-Sandy Springs-Roswell, GA; Charlotte-Concord-Gastonia, NC-SC; Cincinnati, OH-KY-IN; Pittsburgh, PA; Philadelphia-Camden-Wilmington, PA-NJ-DE-MD; Columbus, OH; Minneapolis-St. Paul-Bloomington, MN-WI; and Akron, OH. Both Zartico and Placer.ai estimate the top 10 metropolitan areas to be Atlanta, GA; Charlotte, NC; New York, NY; Greenville-Spartanburg-Anderson, SC-Asheville, NC; Columbia, SC; Augusta, GA-Aiken, SC; Raleigh-Durham-Fayetteville, NC; Cleveland-Akron-Canton, OH; Washington, DC-Hagerstown, MD; and Charleston, SC.

Canada was the top origin market amongst international respondents (69.2%), followed by Europe (15.4%) and the Caribbean (7.7%).

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Those Who Traveled to Hilton Head Island

The top three reasons for choosing Hilton Head Island as a destination continue to be visiting beaches (76.0%), relaxation (61.4%), and spending time with family and friends (46.6%). These motivations were followed by culinary experience (16.1%), biking (13.2%), shopping (10.5%), nature-based activities (10.4%), golf (8.0%), and heritage attractions (6.9%). The activities in which visitors actually participated are similar to the previously mentioned activities, and also include historical tours, water excursions, and arts performances or exhibits.

Among Hilton Head Island's overnight visitors, 37.6% indicated they were visiting Hilton Head Island 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 4.7 for day trip visitors. The main mode of transportation to and around the island continues to be personal/family car (68.3%), followed by various modes of flying to the destination (22.1%). The majority of visitors fly into Hilton Head Island Airport, followed by Savannah/Hilton Head Island International Airport.

The average length of stay for those surveyed varied by segment; those staying in villa rentals stayed approximately 7.7 nights, hotel visitors stayed 6.4 nights, timeshare visitors stayed 7.3 nights, and second homeowners stayed 9.1 nights. The overall average was 6.9 nights.

Villa/home rentals stood out as the most popular choice of paid accommodation for overnight visitors (38.5%), followed by resorts (22.6%), timeshare units (17.8%), and hotels (11.9%).

Travel Planning

VRBO was the most popular online booking platform for villas/homes (29.1%), followed by local vacation rental companies (25.1%), Airbnb (14.2%), and the local resorts' online booking platforms (e.g., Sea Pines, Palmetto Dunes) (12.4%).

Savannah, Charleston, Myrtle Beach, Outer Banks, and Tybee Island were the top competitors for Hilton Head Island as alternative beach destinations. The top competing market was Savannah.

The top reasons for choosing Hilton Head Island were previous visit experience (56.8%), wanting to visit a beach destination (50.2%), wanting to visit someplace new (24.0%), word-of-mouth recommendation (23.7%), and wanting to visit someplace within driving distance from home (22.8%).

Of those visitors surveyed, 88.2% 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=331), 53.5% had never visited the Hilton Head Island / Bluffton area before, and 39.6% had visited one to five times before.

Of those non-visitors, 39.3% traveled elsewhere, 34.7% plan to visit in the future, 6.6% found it too expensive, 3.6% mentioned health reasons, and 1.2% didn't find what they were looking. Only 0.9% did not travel at all. Alternative destinations of those who did not visit the Hilton Head Island / Bluffton area included destinations most commonly in the Southeast (48.9%) and West (24.2%). Nonetheless, 51.1% 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 (59.4%) 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 (75.9%), relaxation and rejuvenation (73.2%), historic attractions (51.4%), passive outdoor adventures (47.3%), and romantic couple getaways (37.9%).

The following attributes were most important in choosing a leisure vacation: natural beauty of the destination (90.7%), ease of access (89.3%), quality of lodging options (88.1%), affordability (86.9%), and quality of dining options (86.7%).

METHODOLOGY

The 2025 Visitor Profile Study (VPS) for the Hilton Head Island and Bluffton Area was conducted electronically. Between mid-January 2025 and January 2026, 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 period on the Hilton Head Island Visitor & Convention Bureau's and Explore Bluffton's social media channels.

A total of 1,539 completed surveys were collected. This report is largely based on the 1,086 respondents who visited Hilton Head Island as an overnight or day trip, along with 331 individuals who did not travel at all or did not travel to Hilton Head Island / Bluffton. The remaining 122 responses where individuals who only visited Bluffton and are covered in a separate report.

This report represents the results of the present study, together with comparative results from the last five times this study was completed, examining visitation in 2019, 2021, 2022, 2023, and 2024. 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 for 2021 through 2025. 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	2025	%Chg vs 2021	%Chg vs 2022	%Chg vs 2023	%Chg vs 2025
Villa/Home Rentals	962,686	951,126	920,345	834,495	795,108	-17.4%	-16.4%	-13.6%	-4.7%
Hotels/Resorts	508,977	497,574	481,328	453,826	408,261	-19.8%	-17.9%	-15.2%	-10.0%
Timeshares	481,934	481,461	477,628	483,070	476,094	-1.2%	-1.1%	-0.3%	-1.4%
Second Homeowners	719,302	710,673	674,278	652,215	603,999	-16.0%	-15.0%	-10.4%	-7.4%
Non-paying Guests	186,667	184,428	174,983	169,258	156,745	-16.0%	-15.0%	-10.4%	-7.4%
Day trippers	267,290	264,083	255,358	242,361	228,346	-14.6%	-13.5%	-10.6%	-5.8%
Total Visitors	3,126,856	3,089,346	2,983,919	2,835,224	2,668,553	-14.7%	-13.6%	-10.6%	-5.9%

Table 1: Visitor Estimates for 2021-2025 and Percent Change Comparison

VISITORS' DEMOGRAPHIC AND GEOGRAPHIC PROFILE

The profile characteristics presented in this section are derived from smartphone-based geolocation data provided by Zartico and Placer.ai.

DEMOGRAPHICS

	2025
Income	
Less than $20,000	3.0%
$21,000-$40,000	6.0%
$41,000-$60,000	8.0%
$61,000-$80,000	12.0%
$81,000-$100,000	13.0%
$101,000-$150,000	23.0%
$151,000+	35.0%
Age	
18-24	8.0%
25-34	15.0%
35-44	17.0%
45-54	18.0%
55-64	17.0%
65+	24.0%

Table 2: Demographics (Zartico)

Origin Market	% of Visitors	Origin Market	% of Visitors
Atlanta GA	8.6%	Nashville TN	1.3%
Charlotte NC	7.0%	Tampa-St. Petersburg-Sarasota FL	1.2%
New York NY	5.8%	Detroit MI	1.2%
Greenville-Spartanburg-Anderson SC-Asheville NC	4.5%	Savannah GA	1.1%
Columbia SC	3.3%	Indianapolis IN	1.1%
Raleigh-Durham-Fayetteville NC	3.2%	Tri-Cities TN-VA	1.0%
Cleveland-Akron-Canton OH	3.2%	Macon GA	0.9%
Washington DC-Hagerstown MD	3.2%	Richmond-Petersburg VA	0.8%
Charleston SC	2.6%	Roanoke-Lynchburg VA	0.8%
Augusta GA	2.5%	Lexington KY	0.8%
Philadelphia PA	2.4%	Norfolk-Portsmouth-Newport News VA	0.8%
Columbus OH	2.2%	Louisville KY	0.8%
Chicago IL	2.1%	Myrtle Beach-Florence SC	0.8%
Pittsburgh PA	2.1%	Harrisburg-Lancaster-Lebanon-York PA	0.7%
Baltimore MD	2.1%	Dayton OH	0.7%
Cincinnati OH	1.9%	Hartford-New Haven CT	0.6%
Boston MA-Manchester NH	1.7%	Miami-Ft. Lauderdale FL	0.6%
Greensboro-High Point-Winston Salem NC	1.6%	St. Louis MO	0.6%
Jacksonville FL	1.6%	Los Angeles CA	0.5%
Buffalo NY	1.4%	Chattanooga TN	0.5%
Knoxville TN	1.4%	Charleston-Huntington WV	0.5%
Orlando-Daytona Beach-Melbourne FL	1.3%	Albany-Schenectady-Troy NY	0.5%

Table 3: Visitor Origin by Market (Zartico)

Point of Origin

Visitor Origin by State

State	% of Visitors	State	% of Visitors	State	% of Visitors
Georgia	16.84%	California	1.22%	Maine	0.21%
South Carolina	11.30%	Alabama	1.04%	Vermont	0.17%
North Carolina	10.25%	Maryland	1.04%	Nebraska	0.15%
Ohio	8.83%	Wisconsin	0.97%	Kansas	0.15%
New York	6.44%	West Virginia	0.93%	Nevada	0.14%
Virginia	6.43%	Colorado	0.81%	Oregon	0.13%
Florida	5.72%	Minnesota	0.81%	Louisiana	0.13%
Pennsylvania	5.29%	Connecticut	0.65%	N/A	0.12%
Tennessee	3.52%	Arizona	0.45%	South Dakota	0.08%
Illinois	2.76%	Mississippi	0.41%	New Mexico	0.07%
Michigan	2.09%	Iowa	0.36%	North Dakota	0.07%
Kentucky	2.04%	Washington	0.31%	Idaho	0.06%
Massachusetts	1.99%	Rhode Island	0.28%	Montana	0.05%
Texas	1.85%	Oklahoma	0.26%	Hawaii	0.03%
Indiana	1.56%	Utah	0.24%	Alaska	0.02%
Missouri	1.47%	Arkansas	0.23%	Wyoming	0.02%

Table 4: Visitor Origin by State (Placer.ai)

Visitor Origin by DMA

DMA Name	% of Visitors	DMA Name	% of Visitors
Atlanta	10.3%	Macon	1.1%
Charlotte	6.0%	Tampa-St. Pete (Sarasota)	1.1%
New York	4.9%	Indianapolis	1.1%
Greenvll-Spart-Ashevll-And	4.8%	Baltimore	0.9%
Augusta-Aiken	3.7%	Lexington	0.9%
Columbia, SC	3.0%	Dallas-Ft. Worth	0.9%
Washington, DC (Hagrstwn)	2.9%	Louisville	0.9%
Cleveland-Akron (Canton)	2.9%	St. Louis	0.8%
Charleston, SC	2.7%	Richmond-Petersburg	0.8%
Raleigh-Durham (Fayetteville)	2.3%	Minneapolis-St. Paul	0.8%
Cincinnati	2.3%	Chattanooga	0.7%
Chicago	2.3%	Myrtle Beach-Florence	0.7%
Philadelphia	2.1%	Roanoke-Lynchburg	0.7%
Columbus, OH	2.1%	Denver	0.7%
Pittsburgh	2.0%	Charleston-Huntington	0.7%
Boston (Manchester)	1.8%	Hartford & New Haven	0.7%
Knoxville	1.5%	Buffalo	0.6%
Orlando-Daytona Bch-Melbrn	1.4%	West Palm Beach-Ft. Pierce	0.6%
Savannah	1.3%	Miami-Ft. Lauderdale	0.6%
Nashville	1.2%	Harrisburg-Lncstr-Leb-York	0.6%
Tri-Cities, TN-VA	1.2%	Los Angeles	0.5%
Greensboro-H.Point-W.Salem	1.2%	Norfolk-Portsmth-Newpt Nws	0.5%
Jacksonville	1.2%	Birmingham (Ann and Tusc)	0.5%
Detroit	1.2%	Dayton	0.5%

DMA Name	% of Visitors	DMA Name	% of Visitors
Grand Rapids-Kalmzoo-B.Crk	0.5%	N/A	0.1%
Milwaukee	0.5%	Gainesville	0.1%
Ft. Myers-Naples	0.4%	Paducah-Cape Girard-Harsbg	0.1%
Wilmington	0.4%	Colorado Springs-Pueblo	0.1%
Kansas City	0.4%	Springfield, MO	0.1%
Houston	0.4%	Las Vegas	0.1%
Toledo	0.4%	Erie	0.1%
Phoenix (Prescott)	0.4%	Traverse City-Cadillac	0.1%
Rochester, NY	0.3%	Portland, OR	0.1%
Youngstown	0.3%	Omaha	0.1%
San Francisco-Oak-San Jose	0.3%	Parkersburg	0.1%
Wilkes Barre-Scranton-Hztn	0.3%	Tulsa	0.1%
Providence-New Bedford	0.3%	Clarksburg-Weston	0.1%
Albany-Schenectady-Troy	0.3%	Davenport-R.Island-Moline	0.1%
Greenville-N.Bern-Washngtn	0.3%	Salisbury	0.1%
Columbus, GA (Opelika, AL)	0.3%	Ft. Smith-Fay-Sprngdl-Rgrs	0.1%
Memphis	0.2%	Wichita-Hutchinson Plus	0.1%
Huntsville-Decatur (Flor)	0.2%	Tucson (Sierra Vista)	0.1%
Seattle-Tacoma	0.2%	Bowling Green	0.1%
Salt Lake City	0.2%	Montgomery-Selma	0.1%
Tallahassee-Thomasville	0.2%	Panama City	0.1%
Green Bay-Appleton	0.2%	Terre Haute	0.1%
Austin	0.2%	Rockford	0.1%
Madison	0.2%	Albuquerque-Santa Fe	0.1%
Evansville	0.2%	Lima	0.1%
Syracuse	0.2%	Sioux Falls(Mitchell)	0.1%
Johnstown-Altoona-St Colge	0.2%	Columbia-Jefferson City	0.1%
Champaign&Sprngfld-Decatur	0.2%	Waco-Temple-Bryan	0.1%
Des Moines-Ames	0.2%	La Crosse-Eau Claire	0.1%
Mobile-Pensacola (Ft Walt)	0.2%	Columbus-Tupelo-West Point	0.1%
Bluefield-Beckley-Oak Hill	0.2%	Jackson, MS	0.05%
Burlington-Plattsburgh	0.2%	Zanesville	0.05%
Albany, GA	0.2%	Lincoln & Hastings-Krny	0.05%
Ft. Wayne	0.2%	Spokane	0.05%
Portland-Auburn	0.2%	Bangor	0.05%
South Bend-Elkhart	0.2%	Elmira (Corning)	0.05%
Springfield-Holyoke	0.2%	Fargo	0.05%
Oklahoma City	0.1%	Shreveport	0.05%
Lansing	0.1%	Tyler-Longview(Lfkn&Ncgd)	0.04%
Charlottesville	0.1%	Lafayette, IN	0.04%
San Diego	0.1%	Dothan	0.04%
Flint-Saginaw-Bay City	0.1%	Boise	0.04%
Cedar Rapids-Wtrlo-IWC&Dub	0.1%	Binghamton	0.04%
San Antonio	0.1%	Utica	0.04%
Sacramnto-Stkton-Modesto	0.1%	Baton Rouge	0.04%
Little Rock-Pine Bluff	0.1%	Reno	0.04%
Wheeling-Steubenville	0.1%	Topeka	0.03%
Peoria-Bloomington	0.1%	Jackson, TN	0.03%
Harrisonburg	0.1%	Honolulu	0.03%

DMA Name	% of Visitors	DMA Name	% of Visitors
Watertown	0.03%	Rapid City	0.01%
Amarillo	0.03%	Butte-Bozeman	0.01%
Duluth-Superior	0.03%	Lake Charles	0.01%
Sioux City	0.03%	Meridian	0.01%
Rochestr-Mason City-Austin	0.03%	Monroe-El Dorado	0.01%
Monterey-Salinas	0.03%	Chico-Redding	0.01%
Joplin-Pittsburg	0.03%	Corpus Christi	0.01%
Quincy-Hannibal-Keokuk	0.03%	Beaumont-Port Arthur	0.01%
Yakima-Pasco-Rchlnd-Knnwck	0.03%	Cheyenne-Scottsbluff	0.01%
Wausau-Rhinelander	0.02%	Anchorage	0.01%
El Paso (Las Cruces)	0.02%	Ottumwa-Kirksville	0.01%
Grand Junction-Montrose	0.02%	Wichita Falls & Lawton	0.01%
Sherman-Ada	0.02%	Bakersfield	0.01%
Bismarck-Mnt-Dcknsn(Wlstn)	0.02%	Harlingen-Wslco-Brnsvl-Mca	0.01%
Marquette	0.02%	Bend, OR	0.01%
Palm Springs	0.02%	Twin Falls	0.01%
Eugene	0.02%	Alexandria, LA	0.01%
Lubbock	0.02%	Yuma-El Centro	0.01%
Biloxi-Gulfport	0.02%	St. Joseph	0.01%
Mankato	0.02%	Greenwood-Greenville	0.01%
Santabarbra-Sanmar-Sanluob	0.02%	Helena	0.01%
Lafayette, LA	0.02%	Casper-Riverton	0.01%
Fresno-Visalia	0.02%	San Angelo	0.01%
Odessa-Midland	0.02%	Juneau	0.005%
Jonesboro	0.02%	Medford-Klamath Falls	0.004%
Billings	0.02%	Laredo	0.003%
Idaho Fals-Pocatllo(Jcksn)	0.02%	Great Falls	0.002%
Missoula	0.02%	Presque Isle	0.001%
Hattiesburg-Laurel	0.02%	Fairbanks	0.001%
Abilene-Sweetwater	0.02%		

Table 5: Visitor Origin by Market (Placer.ai)

Survey Findings

Sample Demographics

	2019	2021	2022	2023	2024	2025
Gender						
Female	67.4	62.5%	48.8%	54.1%	49.0%	64.2%
Male	32.6	37.4%	51.1%	45.7%	50.7%	35.6%
Self-identify	-	0.1%	-	0.3%	0.3%	0.1%
Marital Status						
Married	76.7%	76.7%	77.3%	86.4%	72.7%	80.0%
Single	8.5%	9.2%	9.9%	6.7%	14.9%	6.9%
Divorced	7.4%	7.7%	5.8%	3.4%	6.6%	7.1%
Widowed	3.1%	5.3%	5.9%	2.8%	4.3%	5.5%
Separated	0.5%	1.1%	1.1%	0.7%	1.5%	0.5%
Living as Married	3.8%	-	-	-	-	-
Education (highest level completed)						
Grade School	0.2%	0.7%	0.4%	0.9%	0.6%	0.4%
High School	8.0%	8.0%	6.5%	3.8%	7.2%	7.9%
Some College	19.6%	20.9%	21.5%	22.6%	24.0%	14.3%
Associate's Degree (2 years)	13.1%	13.6%	13.2%	16.0%	14.2%	12.6%
Bachelor's Degree (4 years)	31.5%	32.9%	32.3%	33.0%	35.2%	37.3%
Graduate Degree (Post degree/MA)	26.9%	23.8%	26.1%	23.7%	18.8%	27.5%
Age						
19 years or younger	0.1%	0.1%	0.1%	0.3%	0.6%	0.1%
20 to 29 years	0.9%	10.5%	23.8%	24.1%	33.0%	2.4%
30 to 39 years	5.9%	16.5%	28.8%	39.4%	32.1%	8.0%
40 to 49 years	15.3%	12.6%	13.1%	8.3%	12.1%	12.5%
50 to 59 years	26.8%	18.7%	10.9%	9.4%	7.1%	18.8%
60 to 69 years	34.4%	25.8%	14.2%	11.6%	8.6%	31.8%
70 years and over	15.9%	14.5%	8.6%	6.3%	6.0%	25.0%
Prefer not to say	0.6%	1.4%	0.3%	0.5%	0.5%	1.5%
Household Income						
Under $24,999	1.4%	2.3%	1.5%	1.1%	3.2%	1.4%
$25,000-$34,999	1.8%	6.3%	4.1%	1.8%	5.8%	2.7%
$35,000-$49,999	5.5%	7.7%	8.0%	6.5%	9.9%	5.0%
$50,000-$74,999	12.6%	15.7%	12.2%	17.1%	18.4%	11.4%
$75,000-$99,999	14.6%	17.7%	17.2%	17.0%	21.0%	15.8%
$100,000-$149,999	22.1%	24.6%	21.8%	17.0%	22.0%	25.6%
$150,000-$199,999	11.3%	13.0%	17.1%	18.0%	9.7%	16.8%
$200,000-$249,999	5.8%	5.9%	9.4%	15.9%	5.0%	9.6%
$250,000 or more	6.2%	6.8%	8.6%	5.6%	5.0%	11.8%
Not Applicable	18.8%	-	-	-	-	-
N	1,682	1,884	1,913	1,154	1,040	1,539

Table 6: Demographics

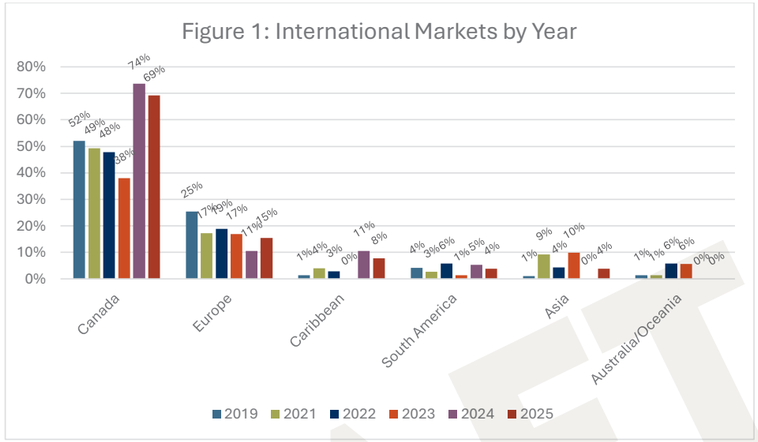
Sample Point of Origin

ZIP Code Analysis – Top 30 MSAs

	Metropolitan Area	Sum MSA	Percent MSA Share
1	New York-Newark-Jersey City, NY-NJ	71	4.6%
2	Chicago-Naperville-Elgin, IL-IN	57	3.7%
3	Atlanta-Sandy Springs-Roswell, GA	44	2.9%
4	Charlotte-Concord-Gastonia, NC-SC	40	2.6%
5	Cincinnati, OH-KY-IN	40	2.6%
6	Rural OH	39	2.5%
7	Pittsburgh, PA	37	2.4%
8	Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	35	2.3%
9	Columbus, OH	34	2.2%
10	Minneapolis-St. Paul-Bloomington, MN-WI	31	2.0%
11	Akron, OH	30	1.9%
12	Hilton Head Island-Bluffton-Port Royal, SC	29	1.9%
13	Boston-Cambridge-Newton, MA-NH	26	1.7%
14	Dallas-Fort Worth-Arlington, TX	24	1.6%
15	Greenville-Anderson-Greer, SC	23	1.5%
16	Washington-Arlington-Alexandria, DC-VA-MD-WV	22	1.4%
17	Indianapolis-Carmel-Greenwood, IN	20	1.3%
18	Louisville/Jefferson County, KY-IN	20	1.3%
19	Toledo, OH	19	1.2%
20	Myrtle Beach-Conway-North Myrtle Beach, SC	18	1.2%
21	St. Louis, MO-IL	18	1.2%
22	Augusta-Richmond County, GA-SC	17	1.1%
23	Columbia, SC	16	1.0%
24	Grand Rapids-Wyoming-Kentwood, MI	16	1.0%
25	Asheville, NC	15	1.0%
26	Detroit-Warren-Dearborn, MI	14	0.9%
27	Milwaukee-Waukesha, WI	14	0.9%
28	Baltimore-Columbia-Towson, MD	13	0.8%
29	Buffalo-Cheektowaga, NY	13	0.8%
30	Rochester, NY	13	0.8%
	Other	731	47.5%
	N	1,539	

Table 7: ZIP Code Analysis – Top 30 MSAs

International Markets

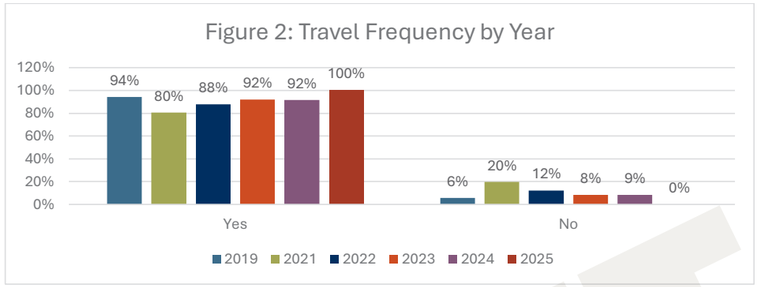


	2019	2021	2022	2023	2024	2025
Canada	52.1%	49.3%	47.8%	38.0%	73.7%	69.2%
Europe	25.4%	17.3%	18.8%	16.9%	10.5%	15.4%
Caribbean	1.4%	4.0%	2.9%	-	10.5%	7.7%
South America	4.2%	2.7%	5.8%	1.4%	5.3%	3.8%
Asia	1.0%	9.3%	4.3%	9.9%	-	3.8%
Australia/Oceania	1.4%	1.3%	5.8%	5.6%	-	-
Africa	2.1%	6.7%	7.2%	1.4%	-	-
Antarctica	-	2.7%	-	-	-	-
Central America	8.5%	1.3%	-	-	-	-
Middle East	-	5.3%	7.2%	26.8%	-	-
N	71	75	69	71	19	26

Table 8: International Markets by Year

Travel to the Hilton Head Island / Bluffton Area

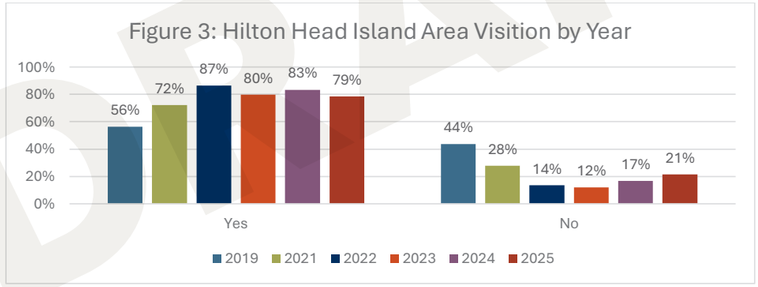
Within the last 12 months have you traveled or taken a vacation?[1]



	2019	2021	2022	2023	2024	2025
Yes	94.3%	80.4%	87.8%	91.8%	91.5%	100.0%
No	5.7%	19.6%	12.2%	8.2%	8.5%	-
N	1,684	2,084	2,918	1,710	1,040	1,539

Table 9: Travel Frequency by Year

Did you visit Hilton Head Island, SC or Bluffton, SC in the last 12 months?[1]



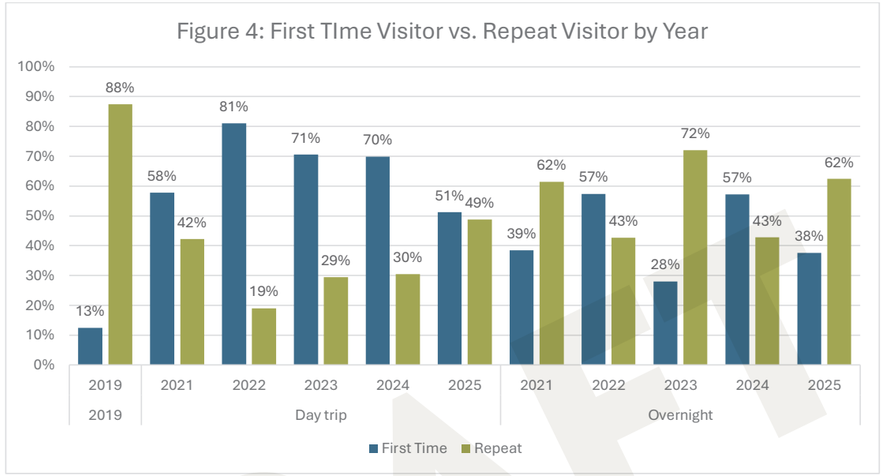
	2019	2021	2022	2023	2024	2025
Yes	56.4%	72.3%	86.5%	79.8%	83.4%	78.6%
No	43.6%	27.7%	13.5%	12.0%	16.6%	21.4%
N	1,713	1,675	2,547	1,570	952	1,539

Table 10: 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

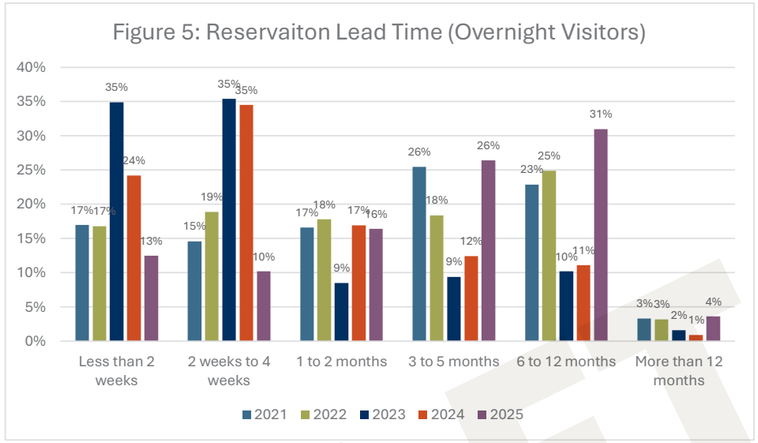
Was this your first time visiting Hilton Head Island?



	2019	2021		2022		2023		2024		2025	
		Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip
Yes	12.5%	38.5%	57.8%	57.4%	81.0%	28.0%	70.6%	57.2%	69.9%	37.6%	51.2%
No	87.5%	61.5%	42.2%	42.6%	19.0%	72.0%	29.4%	42.8%	30.4%	62.4%	48.8%
N	946	991	45	1,477	79	1,077	34	547	23	1,043	43

Table 11: First Time Visitors vs. Repeat Visitors by Year

Approximately how long before your trip to Hilton Head Island did you make your first reservation?



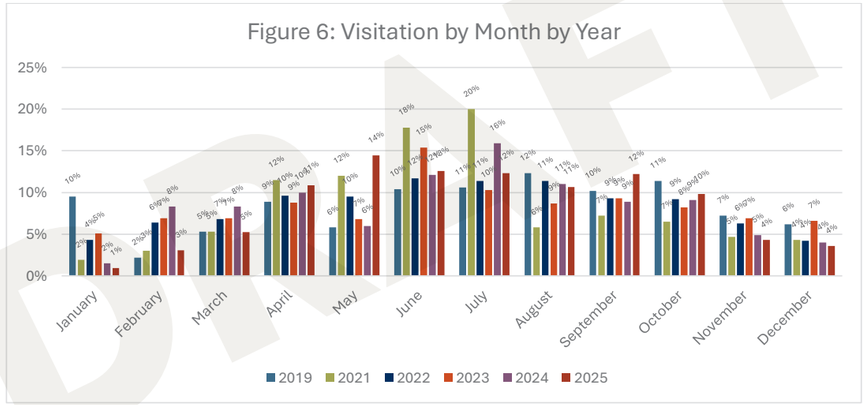
	2021	2022	2023	2024	2025
Less than 2 weeks	17.0%	16.8%	34.9%	24.2%	12.5%
2 weeks to 4 weeks	14.6%	18.9%	35.4%	34.5%	10.2%
1 to 2 months	16.6%	17.8%	8.5%	16.9%	16.4%
3 to 5 months	25.5%	18.4%	9.4%	12.4%	26.4%
6 to 12 months	22.9%	24.9%	10.2%	11.1%	31.0%
More than 12 months	3.3%	3.2%	1.6%	0.9%	3.6%
N	991	1,479	1,076	550	1,036

Table 12: Reservation Lead Time

When did you make your most recent trip to Hilton Head Island?

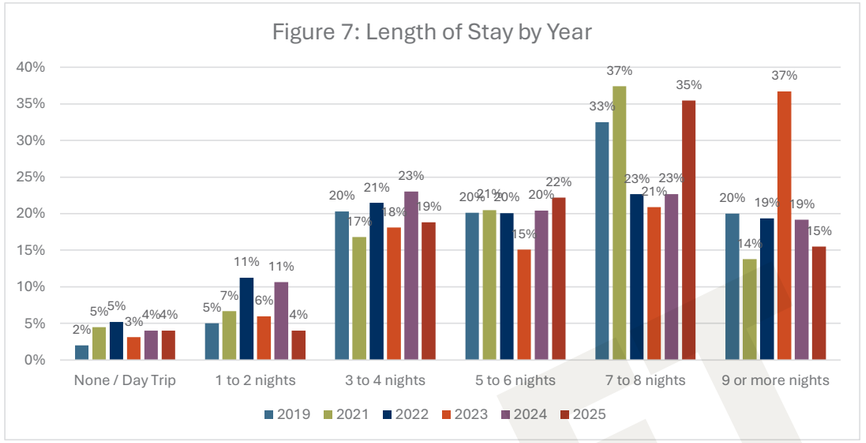
	2019	2021		2022		2023		2024		2025	
		Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip
January	9.5%	1.9%	-	4.3%	4.3%	5.1%	3.0%	1.5%	-	0.9%	-
February	2.2%	3.0%	2.9%	6.4%	4.3%	6.9%	-	8.3%	4.8%	3.1%	5.0%
March	5.3%	5.3%	8.6%	6.8%	11.4%	6.9%	3.0%	8.3%	4.8%	5.2%	17.5%
April	8.9%	11.5%	5.7%	9.6%	7.1%	8.8%	15.2%	10.0%	9.5%	10.9%	7.5%
May	5.8%	12.0%	5.7%	9.5%	4.3%	6.8%	12.1%	6.0%	23.8%	14.4%	20.0%
June	10.4%	17.8%	31.4%	11.7%	12.9%	15.4%	18.2%	12.1%	9.5%	12.6%	10.0%
July	10.6%	20.0%	25.7%	11.4%	11.4%	10.3%	12.1%	15.9%	9.5%	12.3%	5.0%
August	12.3%	5.8%	2.9%	11.4%	25.7%	8.7%	12.1%	11.0%	4.8%	10.7%	2.5%
September	10.2%	7.2%	5.7%	9.3%	11.4%	9.3%	6.1%	8.9%	4.8%	12.2%	10.0%
October	11.4%	6.5%	8.6%	9.2%	1.4%	8.2%	9.1%	9.1%	28.6%	9.8%	15.0%
November	7.2%	4.7%	-	6.3%	2.9%	6.9%	-	4.9%	-	4.3%	5.0%
December	6.2%	4.3%	2.9%	4.2%	2.9%	6.6%	9.1%	4.0%	-	3.6%	2.5%
N	951	1,504	34	1,361	70	1,044	33	529	21	976	40

Table 13: 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.

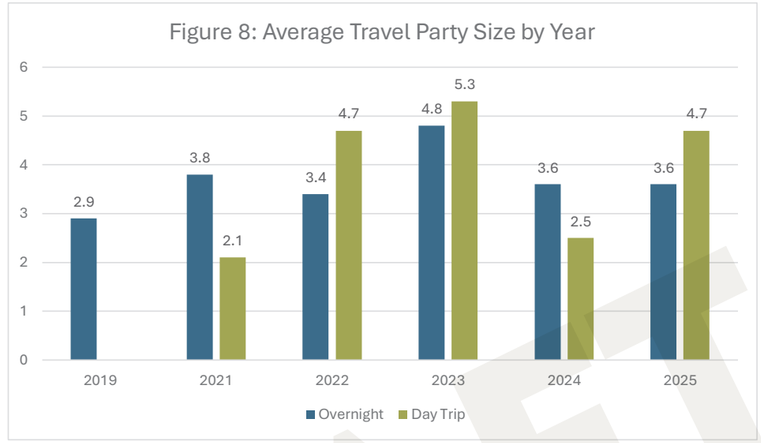
Approximately how many nights was your trip to Hilton Head Island?



	2019	2021	2022	2023	2024	2025
None/day trip only	2.0%	4.5%	5.2%	3.1%	4.0%	4.0%
1 night	1.9%	1.8%	2.4%	0.4%	1.9%	1.1%
2 nights	3.1%	4.9%	8.9%	5.6%	8.7%	2.9%
3 nights	10.3%	7.5%	11.3%	10.2%	11.3%	8.3%
4 nights	10.0%	9.3%	10.2%	7.9%	11.7%	10.4%
5 nights	7.7%	9.6%	10.5%	7.5%	11.5%	9.6%
6 nights	12.4%	10.9%	9.5%	7.6%	8.9%	12.6%
7 nights	30.4%	34.0%	19.3%	15.4%	19.0%	31.5%
8 nights	2.1%	3.4%	3.4%	5.5%	3.7%	3.9%
9 nights	2.3%	2.6%	1.8%	3.7%	3.0%	1.5%
10 nights	3.4%	3.1%	3.2%	3.7%	5.8%	4.0%
11 nights	0.5%	0.4%	1.3%	2.6%	1.6%	0.5%
12 nights	0.8%	0.9%	1.4%	3.7%	1.6%	1.1%
13 nights	0.6%	0.7%	0.8%	2.9%	1.0%	0.8%
14 nights	4.8%	4.2%	3.6%	4.4%	3.5%	3.3%
15 nights	0.5%	0.8%	1.1%	2.9%	0.9%	0.5%
More than 15 nights	7.1%	1.1%	6.2%	12.8%	1.9%	3.8%
N	950	996	1,519	1,103	573	1090

Table 14: Length of Stay by Year

Please indicate how many people (including yourself) were in your travel party.



	2019	2021		2022		2023		2024		2025	
		Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip
Average	2.9	3.8	2.1	3.4	4.7	4.8	5.3	3.6	2.5	3.6	4.7
N	951	995	45	1,477	79	1,042	30	551	23	1,044	44

Table 15: Travel Party Size by Year

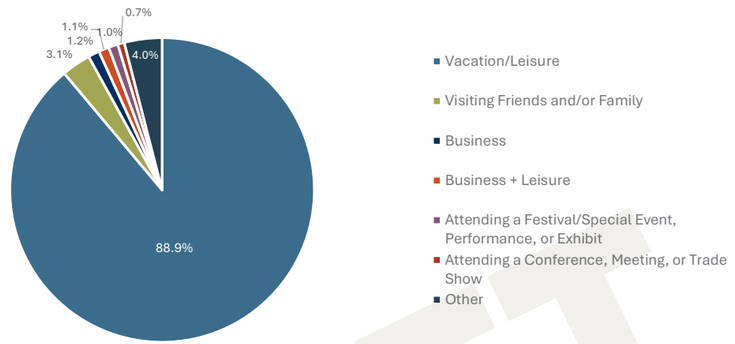
Please indicate by age category how many people were in your travel party.

Age		0	1	2	3	4	5	6 or more
Overnight	**Under 18**	72.2%	9.0%	10.2%	3.5%	1.3%	1.3%	1.0%
	18-24	87.5%	5.7%	3.5%	1.0%	0.4%	0.1%	0.5%
	25-34	85.2%	5.1%	4.9%	1.6%	0.6%	0.7%	0.6%
	35-44	78.6%	5.7%	10.9%	1.6%	1.2%	0.4%	0.2%
	45-54	77.6%	10.3%	9.2%	0.6%	0.4%	0.5%	0.1%
	55-64	66.6%	14.3%	15.5%	1.0%	0.9%	0.1%	0.3%
	65+	46.0%	15.7%	31.7%	1.7%	2.4%	0.1%	1.0%
Day Trip	**Under 18**	70.5%	15.9%	2.3%	-	-	4.5%	-
	18-24	77.3%	9.1%	4.5%	-	-	-	2.3%
	25-34	84.1%	4.5%	-	2.3%	-	-	2.3%
	35-44	79.5%	6.8%	4.5%	-	-	-	2.3%
	45-54	63.6%	13.6%	9.1%	4.5%	-	-	2.3%
	55-64	61.4%	11.4%	15.9%	2.3%	-	2.3%	-
	65+	47.7%	11.4%	25.0%	2.3%	2.3%	-	4.5%

Table 16: Travel Party by Age Group

What was the main purpose of your overnight visit to Hilton Head Island?

Figure 9: Trip Purpose of Overnight Visitors



	2021	2022	2023	2024	2025
Vacation/Leisure	82.1%	74.3%	87.1%	77.1%	88.8%
Visiting Friends and/or Family	3.9%	5.0%	2.7%	4.2%	3.1%
Business	2.1%	5.3%	2.5%	3.8%	1.2%
Business + Leisure	6.7%	6.9%	4.4%	9.8%	1.1%
Attending a Festival/Special Event, Performance, or Exhibit	0.9%	2.5%	0.7%	1.5%	1.0%
Attending a Conference, Meeting, or Trade Show	2.3%	4.2%	1.1%	2.9%	0.7%
Other	1.9%	1.7%	1.4%	0.4%	4.0%
N	995	1,491	1,081	551	1,056

Table 17: 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	2025
Part of a vacation	57.8%	72.2%	76.5%	73.9%	79.1%
Day trip from home	42.2%	27.8%	23.5%	26.1%	20.9%
N	45	79	34	15	43

Table 18: Day Trip as Part of a Vacation or Day Trip from Home

Where did you stay overnight?

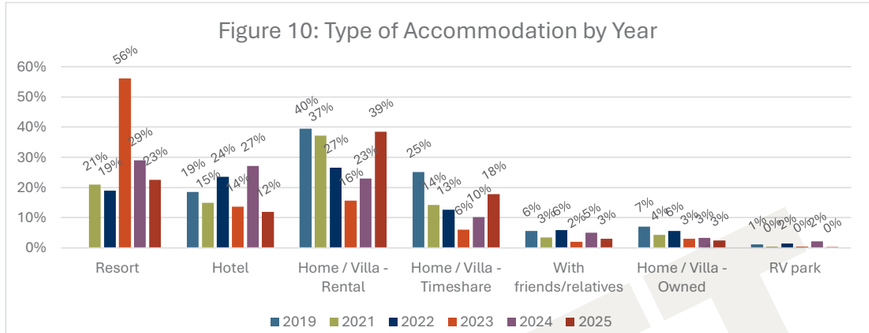
	2021	2022	2023	2024	2025
Savannah	42.3%	19.3%	23.1%	26.7%	50.0%
Charleston	19.2%	50.9%	26.9%	26.7%	11.8%
Beaufort	19.2%	14.0%	15.4%	6.7%	14.7%
Tybee Island	7.7%	10.5%	19.2%	6.7%	8.8%
Jacksonville	3.8%	3.5%	11.5%	20.0%	-
Fripp Island	3.8%	-	-	-	-
Other	3.8%	1.8%	3.8%	13.3%	-
N	26	57	26	15	29

Table 19: Day Trip Visitors' Overnight Location

Overnight Visitors:

What was your primary form of accommodation while visiting Hilton Head Island?

Figure 10: Type of Accommodation by Year



	2019	2021	2022	2023	2024	2025
Home / Villa - Rental	39.5%	37.2%	26.6%	15.6%	23.0%	38.5%
Resort	-	20.9%	19.0%	56.1%	29.0%	22.6%
Home / Villa - Timeshare	25.2%	14.2%	12.7%	6.1%	10.2%	17.8%
Hotel	18.6%	15.0%	23.6%	13.7%	27.2%	11.9%
With friends/relatives	5.6%	3.4%	5.9%	2.0%	5.1%	3.0%
Home / Villa - Owned	7.1%	4.3%	5.6%	3.0%	3.3%	2.5%
RV park	1.1%	0.4%	1.5%	0.4%	2.2%	0.3%
Other	1.4%	0.3%	0.1%	-	-	3.4%
N	951	1,040	1,570	1,115	551	1,044

Table 20: Types of Accommodation by Year

What was the name of the Hotel/Resort where you stayed?

Hilton Beachfront Resort & Spa	16.2%
Omni Resort	15.0%
Hampton inn	8.3%
Sonesta	7.5%
Beach House Resort	3.8%
Doubletree	3.8%
Holiday Inn Express	3.4%
The Westin	2.6%
HHI Beach & Tennis Resort	2.3%
Marriott Barony Beach	2.3%
N	176

Table 21: 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	2025
VRBO	32.8%	34.2%	29.2%	32.3%	22.6%	29.1%
Local company	22.7%	22.9%	24.7%	22.2%	33.6%	25.1%
Airbnb	2.4%	10.0%	12.0%	10.2%	15.8%	14.2%
Directly with the resort	11.2%	15.1%	13.0%	10.8%	17.1%	12.4%
Vacasa	-	4.9%	5.5%	6.6%	3.4%	5.5%
Booking.com	-	0.3%	2.2%	0.6%	1.4%	1.2%
TurnKey	-	1.3%	-	3.0%	2.1%	0.0%
HomeAway	-	2.2%	3.5%	4.2%	0.7%	0.0%
Directly with owner	-	6.2%	6.0%	-	-	0.0%
I don't remember	3.5%	0.8%	3.0%	1.2%	1.4%	2.0%
None	-	0.5%	0.5%	0.6%	2.1%	0.5%
Other	23.5%	1.6%	0.5%	8.4%	-	10.0%
N		371	401	167	146	402

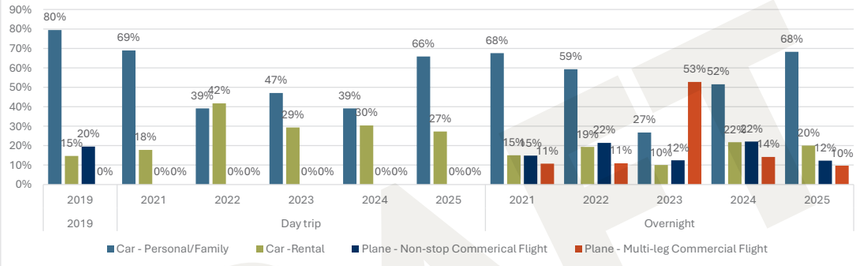
Table 22: Booking Platforms for Home/Villa Rental

What type of transportation did you use to travel to Hilton Head Island?

	2019	2021		2022		2023		2024		2025	
		Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip
Car - Personal/Family	79.50%	67.6%	68.9%	59.3%	39.2%	26.7%	47.1%	51.5%	39.1%	68.3%	65.9%
Car - Rental	14.70%	15.0%	17.8%	19.4%	41.8%	10.0%	29.4%	21.8%	30.4%	20.1%	27.3%
Plane - Non-stop commercial flight	19.5%[2]	14.8%	-	21.5%	-	12.4%	-	22.1%	-	12.4%	-
Plane - Multi-leg commercial flight	-	10.7%	-	11.0%	-	52.8%	-	14.2%	-	9.7%	-
Personal RV	1.10%	2.2%	-	4.9%	1.3%	1.9%	17.6%	5.1%	17.4%	1.1%	-
Motor Coach/Tour bus	-	1.5%	6.7%	3.9%	15.2%	5.9%	11.8%	10.0%	21.7%	0.5%	-
Plane - Private	0.20%	0.7%	13.3%	3.4%	10.1%	1.5%	17.6%	2.2%	21.7%	0.3%	2.3%
Other	0.60%	0.6%	-	0.1%	-	0.2%	-	0.2%	-	1.2%	2.3%
N	953	995	45	1,477	79	1,115	34	551	23	1,044	43

Table 23: Modes of Transportation to Hilton Head Island

FIgure 11: Modes of Transporation to Hilton Head Island



[2] The 2019 survey did not divide commercial flights into non-stop and multi-leg, so the stated percentage is for all commercial flights.

Visitors Arriving by Plane:

At which airport did you land?

	2019	2021	2022	2023	2024	2025
Hilton Head Island	12.8%	39.8%	33.8%	81.6%	31.7%	50.5%
Savannah/Hilton Head Island International	69.5%	40.6%	38.1%	12.1%	56.5%	40.7%
Charleston	9.2%	8.8%	12.7%	3.3%	5.3%	3.6%
Atlanta	2.8%	5.6%	6.1%	1.4%	-	2.6%
Jacksonville	1.4%	2.0%	5.5%	1.1%	2.8%	1.0%
Charlotte	1.4%	2.0%	3.3%	0.3%	2.0%	0.8%
Other	2.8%	1.2%	0.4%	0.3%	2.0%	0.8%
N	114	251	488	728	246	386

Table 24: Arrival Airport by Year

Which commercial airline did you use?

	2021	2022	2023	2024	2025
American Airlines	38.9%	44.8%	25.4%	59.3%	30.7%
Delta	16.6%	7.0%	2.6%	3.3%	18.9%
Southwest	8.1%	9.0%	14.2%	7.5%	18.9%
JetBlue	6.5%	3.6%	12.2%	3.3%	8.8%
Allegiant	10.1%	8.1%	2.1%	3.3%	3.5%
Breeze	1.2%	3.2%	1.4%	2.5%	3.1%
Alaska	2.8%	10.4%	1.7%	8.3%	0.9%
Frontier	1.6%	2.3%	11.9%	2.9%	0.9%
Silver Airways	0.8%	1.8%	14.2%	1.2%	0.9%
Sun Country Airlines	0.4%	0.9%	0.1%	-	0.9%
Air Canada	5.3%	6.8%	12.8%	7.5%	0.0%
Spirit	0.4%	0.2%	-	-	0.0%
United	6.9%	1.8%	-	0.8%	0.0%
Other	-	-	-	-	12.7%
N	247	442	720	241	228

Table 25: Commercial Airlines Used

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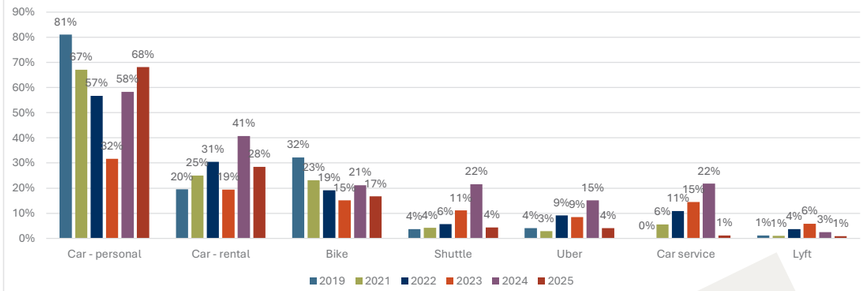
Once on Hilton Head Island, what mode(s) of transportation did you use?

Figure 12: Transportation used while on Hilton Head Island



	2019	2021	2022	2023	2024	2025
Car - personal	81.1%	67.1%	56.7%	31.7%	58.3%	68.2%
Car - rental	19.5%	25.0%	30.5%	19.4%	40.7%	28.4%
Bike	32.2%	23.2%	19.1%	15.2%	21.2%	16.7%
Shuttle offered by the hotel/resort	3.7%	4.2%	5.7%	11.1%	21.6%	4.4%
Uber	4.1%	2.9%	9.2%	8.5%	15.1%	4.1%
Public transportation (HHI Trolley, etc.)	5.4%	5.4%	6.8%	12.5%	23.4%	3.9%
Car service	-	5.5%	10.9%	14.5%	21.8%	1.1%
On Foot	-	1.4%	1.3%	0.8%	-	1.2%
Lyft	1.1%	1.0%	3.7%	5.8%	2.5%	0.9%
Other	-	0.1%	0.1%	-	0.7%	1.4%
N	948	995	1,477	1,115	551	1,044

Table 26: Transportation Used While on Hilton Head Island

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	$266	$413	$344	$217	$186	$70	$327
Lodging	$3,225	$1,372	$1,417	$0	$0	$0	$2,242
Food - Dining	$785	$573	$578	$406	$315	$213	$630
Food - Grocery	$274	$202	$210	$238	$164	$83	$234
Shopping	$353	$382	$322	$334	$409	$190	$353
Spas	$145	$164	$100	$80	$65	$50	$147
Golf	$374	$305	$164	$67	$58	$30	$284
Biking	$145	$113	$30	$20	$20	$10	$105
Performance/Visual Arts	$147	$145	$48	$50	$50	$50	$120
Festivals	$86	$84	$19	$50	$46	$60	$70
Museums/Historical Tours	$99	$185	$49	$25	$25	$114	$125
Boating/Sailing/Fishing	$278	$249	$166	$65	$70	$10	$238
Nature-based Activities	$89	$106	$10	$70	$44	$30	$87
Dolphin Tours	$115	$119	$48	$30	$30	$57	$104
Tennis	$78	$82	$50	$25	$40	$20	$69
Other Expenses	$152	$146	$89	$96	$57	$30	$134
Total Expenditure	**$4,688**	**$2,681**	**$2,079**	**$1,063**	**$979**	**$444**	**$3,168**

Table 27: Average Per Travel Party Trip Expenditures by Category and Visitor Type

DRAFT

What are the three primary reasons why you visited Hilton Head Island?

	2019	2021		2022		2023		2024		2025	
		Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip
Beaches	73.5%	75.4%	55.6%	62.0%	38.0%	40.7%	44.1%	61.9%	47.8%	76.0%	51.2%
Relaxation	58.6%	51.5%	31.1%	34.1%	12.7%	31.7%	20.6%	31.8%	13.0%	61.4%	46.5%
Time with family/friends	48.4%	46.6%	24.4%	32.6%	10.1%	22.2%	26.5%	32.1%	34.8%	46.6%	34.9%
Culinary	13.9%	12.2%	31.1%	14.2%	27.8%	14.3%	20.6%	8.3%	8.7%	16.1%	9.3%
Biking	15.7%	16.4%	11.1%	21.3%	27.8%	17.4%	11.8%	17.1%	21.7%	13.2%	4.7%
Shopping	11.7%	10.9%	24.4%	10.7%	8.9%	14.3%	20.6%	11.1%	8.7%	10.5%	37.2%
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%	10.4%	9.3%
Golf	16.3%	13.7%	8.9%	10.4%	13.9%	14.1%	2.9%	11.3%	8.7%	8.0%	4.7%
Heritage attractions / Museum / Historical tours	3.3%	6.5%	20.0%	10.6%	16.5%	6.1%	32.4%	13.4%	17.4%	6.9%	0.0%
Boating / Sailing / Kayaking	1.6%	7.5%	11.1%	13.6%	16.5%	12.3%	26.5%	22.5%	8.7%	4.7%	0.0%
Parks	1.4%	1.8%	6.7%	4.9%	5.1%	11.1%	2.9%	5.6%	4.3%	3.2%	4.7%
Health/wellness/fitness	2.1%	3.4%	11.1%	5.9%	6.3%	13.1%	8.8%	5.8%	0.0%	3.1%	0.0%
Festivals	4.0%	3.6%	6.7%	8.2%	3.8%	11.6%	8.8%	10.0%	4.3%	2.3%	4.7%
Tennis	2.1%	1.7%	6.7%	2.6%	11.4%	3.9%	2.9%	2.4%	4.3%	2.2%	0.0%
Attend sporting event	0.6%	4.7%	15.6%	11.2%	10.1%	11.3%	2.9%	7.8%	4.3%	2.1%	0.0%
Business trip (convention, meeting, etc.)	1.2%	5.1%	4.4%	10.5%	24.1%	13.1%	2.9%	11.3%	13.0%	1.2%	2.3%
Wedding	-	1.2%	-	1.6%	-	0.9%	2.9%	2.7%	0.0%	0.9%	0.0%
Other	8.1%	4.1%	-	3.9%	2.5%	1.8%	5.9%	2.2%	8.7%	8.4%	9.3%
N	953	995	45	1,477	79	1,115	34	551	23	1,044	43

Table 28: Three Primary Reasons for Visitation

Which of the following activities did you actively participate in?

	2019	2021		2022		2023		2024		2025	
		Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip
Beaches	83.2%	81.8%	42.2%	69.4%	51.9%	46.0%	44.1%	67.5%	30.4%	87.2%	55.8%
Relaxation	78.0%	68.7%	40.0%	45.6%	15.2%	28.1%	8.8%	42.1%	26.1%	80.2%	46.5%
Shopping	69.1%	58.1%	46.7%	42.3%	13.9%	25.9%	29.4%	50.1%	26.1%	67.2%	58.1%
Time with family/friends	70.5%	59.0%	37.8%	40.8%	20.3%	25.1%	20.6%	40.3%	39.1%	64.1%	32.6%
Culinary	40.1%	29.1%	31.1%	27.5%	16.5%	14.3%	20.6%	21.8%	4.3%	36.7%	23.3%
Biking	37.3%	40.5%	6.7%	38.4%	24.1%	31.2%	17.6%	36.7%	30.4%	31.6%	7.0%
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%	29.0%	14.0%
Museum / Historical tours	17.8%	15.7%	11.1%	17.9%	8.9%	9.9%	14.7%	24.3%	21.7%	20.9%	0.0%
Water excursions	24.4%	17.6%	17.8%	11.3%	29.1%	17.8%	17.6%	19.4%	17.4%	15.2%	7.0%
Golf	23.8%	18.7%	8.9%	14.6%	6.3%	6.7%	5.9%	18.5%	4.3%	12.6%	0.0%
Health / Wellness / Fitness	12.6%	12.8%	4.4%	14.8%	12.7%	7.8%	14.7%	15.4%	0.0%	10.4%	0.0%
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%	8.6%	0.0%
Festivals	13.4%	6.5%	6.7%	12.1%	8.9%	5.8%	17.6%	16.2%	13.0%	7.5%	9.3%
Tennis	5.9%	4.9%	-	3.2%	1.3%	3.9%	2.9%	5.8%	4.3%	4.8%	2.3%
Sports activities	8.1%	4.4%	8.9%	5.8%	5.1%	2.8%	91.2%	8.0%	4.3%	4.3%	2.3%
Attend sporting event	2.3%	4.9%	8.9%	13.5%	16.5%	15.3%	11.8%	7.3%	13.0%	3.3%	2.3%
Spas	8.0%	5.1%	6.7%	9.5%	5.1%	3.9%	5.9%	13.1%	4.3%	3.1%	0.0%
Business/work	2.5%	7.1%	13.3%	11.8%	11.4%	5.4%	2.9%	15.1%	13.0%	1.9%	2.3%
University visit / Education / Intellectual programs	0.6%	1.4%	2.2%	2.0%	1.3%	1.6%	2.9%	3.3%	0.0%	1.1%	0.0%
Other	3.9%	2.0%	-	2.6%	6.3%	1.8%	5.9%	1.3%	17.4%	6.6%	2.3%
N	950	995	45	1,477	79	1,115	34	551	23	1,044	43

Table 29: Activities Visitors Participated In

DRAFT

Which shopping locations did you visit?

	2019	2021		2022		2023		2024		2025	
		Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip	Overnight	Day trip
Coligny Plaza	68.8%	64.7%	26.7%	54.4%	32.9%	31.6%	23.5%	47.0%	13.0%	70.6%	30.2%
Harbour Town	60.2%	55.8%	26.7%	44.2%	39.2%	29.2%	23.5%	39.0%	13.0%	59.5%	18.6%
Shelter Cove Harbour	47.8%	42.0%	17.8%	36.9%	21.5%	23.0%	20.6%	29.0%	13.0%	47.7%	14.0%
Shelter Cove Towne Centre	40.4%	33.4%	20.0%	25.0%	8.9%	21.2%	29.4%	30.3%	13.0%	37.9%	2.3%
Tanger Outlets	53.2%	34.9%	37.8%	26.1%	22.8%	19.6%	5.9%	20.5%	8.7%	32.4%	16.3%
The Shops at Sea Pines Center	32.6%	30.3%	8.9%	25.5%	6.3%	18.1%	35.3%	26.0%	26.1%	31.7%	7.0%
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%	31.0%	14.0%
Downtown Bluffton	30.5%	25.4%	28.9%	31.1%	34.2%	20.4%	38.2%	40.5%	52.2%	25.5%	41.9%
Main Street Village	25.0%	20.2%	8.9%	24.6%	25.3%	14.9%	20.6%	26.0%	4.3%	20.2%	16.3%
South Beach Marina	25.2%	21.5%	11.1%	17.7%	15.2%	14.9%	23.5%	22.0%	13.0%	14.7%	4.7%
Village at Wexford	16.4%	10.9%	6.7%	12.8%	11.4%	10.9%	11.8%	12.7%	8.7%	9.4%	4.7%
Buckwalter shopping areas	2.9%	4.9%	11.1%	8.3%	10.1%	10.1%	8.8%	14.9%	13.0%	1.8%	4.7%
Other	5.5%	2.1%	2.2%	2.3%	1.3%	2.1%	67.6%	-	-	5.2%	14.0%
None	2.1%	1.5%	2.2%	0.7%	1.3%	0.7%	23.5%	1.3%	8.7%	1.3%	11.6%
N	950	995	45	1,477	79	1,115	34	551	23	1,044	43

Table 30: Shopping Locations Visited

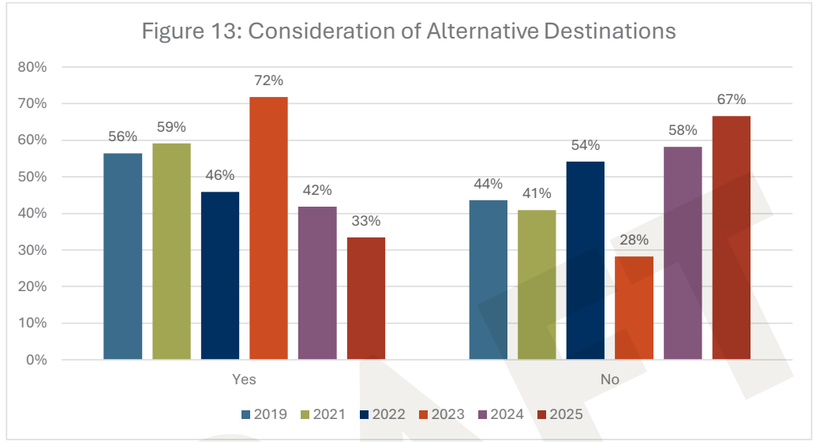
Did you visit any of the following cities while staying on Hilton Head Island?

	2021	2022	2023	2024	2025
Bluffton	37.0%	37.4%	66.2%	45.0%	38.3%
Savannah	29.3%	26.0%	16.0%	23.2%	34.3%
Beaufort	17.7%	23.2%	9.4%	19.8%	17.7%
Charleston	15.7%	20.8%	10.5%	23.6%	13.9%
Daufuskie Island	13.0%	17.1%	7.8%	18.7%	6.1%
Tybee Island	7.3%	10.0%	51.1%	16.5%	6.0%
Jacksonville	5.4%	11.3%	4.8%	15.6%	1.7%
Other	0.9%	0.5%	0.9%	0.5%	32.3%
I did not visit any other cities.	28.8%	20.1%	12.2%	18.0%	30.6%
N	995	1,477	1,115	551	1,044

Table 31: Other Cities Visited While on Hilton Head Island

Travel Planning

Before deciding to visit Hilton Head Island, did you consider any other destinations?



	2019	2021	2022	2023	2024	2025
Yes	56.4%	59.1%	45.9%	71.8%	41.8%	33.4%
No	43.6%	40.9%	54.1%	28.2%	58.2%	66.6%
N	1,691	1,039	1,570	1,114	574	1,084

Table 32: Consideration of Alternative Destinations by Year

Which of the following destinations did you consider visiting?

	2019	2021	2022	2023	2024	2025
Savannah, GA	33.9%	20.0%	19.3%	11.3%	22.6%	29.7%
Charleston, SC	45.2%	24.2%	19.3%	8.5%	21.3%	28.9%
Myrtle Beach, SC	37.5%	20.5%	12.9%	7.0%	10.1%	28.6%
Outer Banks, NC	22.6%	28.9%	20.0%	12.3%	27.5%	26.9%
Tybee Island, GA	18.2%	14.6%	8.8%	6.3%	7.0%	18.4%
Orlando, FL	12.1%	19.3%	15.0%	9.5%	18.5%	17.0%
Gulf Shores, AL	14.9%	19.8%	28.1%	18.3%	26.1%	15.6%
Other	11.3%	13.2%	13.6%	12.4%	16.7%	14.7%
Sanibel Island, FL	13.7%	13.4%	13.8%	7.5%	15.7%	13.9%
The Florida Keys	19.4%	12.5%	8.5%	11.6%	7.7%	13.9%
Caribbean	12.5%	23.1%	20.4%	12.1%	29.6%	11.3%
Tampa/St. Petersburg, FL	10.1%	9.6%	6.5%	6.3%	8.7%	11.3%
Isle of Palms, SC	12.5%	18.1%	16.1%	6.9%	22.6%	10.5%
Jekyll Island, GA	12.5%	13.2%	10.1%	10.4%	11.1%	10.5%
Marco Island/Naples, FL	12.1%	14.4%	18.2%	11.8%	12.9%	9.6%
Kiawah Island, SC	14.1%	15.5%	10.8%	7.5%	13.9%	8.8%
Sarasota, FL	6.9%	7.3%	9.6%	6.9%	10.5%	8.5%
St. Simons Island, GA	-	10.1%	10.4%	7.6%	10.8%	8.2%
Hawaiian Islands	4.8%	15.8%	24.4%	14.4%	29.3%	7.1%
Sandestin, FL	8.5%	9.2%	13.1%	8.4%	12.5%	4.8%
Bluffton, SC	-	1.9%	4.4%	1.5%	5.2%	3.7%
Sea Island, GA	4.8%	10.4%	12.5%	9.4%	14.6%	3.4%
Napa/Sonoma, CA	2.8%	8.5%	8.9%	6.4%	11.8%	2.8%
Santa Fe, NM	1.6%	2.8%	4.0%	5.4%	7.0%	2.8%
Pinehurst, NC	3.2%	9.9%	12.2%	7.0%	9.8%	2.3%
Aspen, CO	2.0%	11.5%	10.1%	10.4%	13.2%	2.0%
Reynolds Plantation, GA	1.2%	8.9%	10.7%	8.3%	12.5%	1.7%
Telluride, CO	0.8%	7.8%	12.4%	10.3%	12.5%	1.4%
Alabama Golf Trail	1.6%	23.8%	31.9%	15.1%	27.5%	1.1%
Ponte Vedre, FL	3.6%	8.5%	8.9%	5.5%	12.9%	1.1%
Total	248	425	720	800	278	353

Table 33: Alternative Destinations by Year

How did Hilton Head Island make it onto your list of places to consider for your vacation?

	2019	2021	2022	2023	2024	2025
Had visited in the past and wanted to return.	80.3%	60.0%	42.5%	20.4%	40.6%	56.8%
Wanted to visit a beach destination.	48.3%	49.7%	45.7%	32.6%	52.3%	50.2%
Wanted to visit someplace new.	8.6%	18.1%	17.8%	10.6%	29.1%	24.0%
It was recommended by friends/family.	18.2%	24.1%	26.2%	12.2%	40.8%	23.7%
Wanted to visit some place within driving distance.	22.7%	23.9%	19.4%	7.9%	18.5%	22.8%
Wanted to visit because of the nature-based attractions.	10.9%	14.5%	23.3%	23.4%	39.9%	11.3%
Wanted to visit heritage attractions.	4.6%	7.8%	20.3%	18.2%	32.6%	6.0%
Discovered/learned about it on the internet/display ads/search engines.	3.0%	7.5%	10.1%	4.7%	19.2%	4.6%
Saw an advertisement in a magazine or website/social media about the area.	2.1%	4.0%	9.9%	4.4%	18.3%	3.7%
Safe place to visit during or after COVID-19 pandemic.	-	19.0%	9.3%	4.2%	7.8%	2.9%
Wanted to attend a cultural/performing arts event.	1.9%	2.7%	6.3%	3.2%	14.1%	2.8%
Wanted to attend a sporting event.	1.7%	2.9%	4.3%	1.9%	6.6%	1.2%
Other	14.2%	8.5%	5.1%	2.9%	6.6%	12.2%
N	953	1,039	1,570	1,288	574	1,084

Table 34: Reasons for Visiting Hilton Head Island

How likely are you to return to Hilton Head Island?

	2021	2022	2023	2024	2025
Very likely	74.3%	62.7%	44.4%	53.7%	69.9%
Likely	15.0%	22.5%	24.3%	30.4%	18.3%
Neutral	7.6%	9.5%	17.2%	12.6%	6.8%
Unlikely	1.9%	3.7%	13.4%	2.2%	3.3%
Very Unlikely	1.3%	1.7%	0.6%	1.0%	1.7%
N	1,027	1,510	1,027	574	1,051

Table 35: Likelihood of Visiting Hilton Head Island Again

How likely are you to recommend visiting Hilton Head Island to a friend or family member?

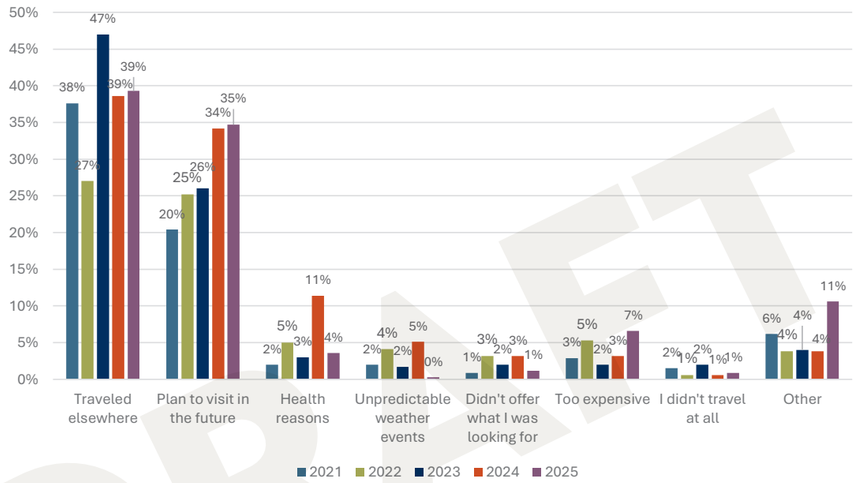
	2021	2022	2023	2024	2025
Definitely Recommend	79.7%	70.2%	48.4%	65.6%	79.7%
Probably Recommend	14.9%	21.8%	22.8%	23.4%	12.4%
May or May Not Recommend	4.9%	6.2%	14.1%	9.0%	4.3%
Probably Not Recommend	0.5%	1.5%	14.4%	1.6%	1.3%
Definitely Not Recommend	-	0.2%	0.2%	0.3%	0.6%
N	1,034	1,522	1,039	574	1,071

Table 36: 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?

Figure 14: Reason for Not Visiting



	2021	2022	2023	2024	2025
Traveled elsewhere	37.6%	27.0%	47.0%	38.6%	39.3%
Plan to visit in the future	20.4%	25.2%	26.0%	34.2%	34.7%
Too expensive	2.9%	5.3%	2.0%	3.2%	6.6%
Health reasons	2.0%	5.0%	3.0%	11.4%	3.6%
Didn't offer what I was looking for	0.9%	3.2%	2.0%	3.2%	1.2%
Unpredictable weather events	2.0%	4.1%	1.7%	5.1%	0.3%
I didn't travel at all	1.5%	0.6%	2.0%	0.6%	0.9%
Other	6.2%	3.8%	4.0%	3.8%	10.6%
COVID-19 pandemic	26.5%	25.8%	7.0%	-	0.3%
N	860	341	100	158	331

Table 37: Reasons for Not Visiting

Please indicate the region(s) that you traveled to in the past 12 months.

	2021	2022	2023	2024	2025
USA - Southeast (GA, FL, NC, SC)	26.9%	33.7%	42.0%	34.4%	48.9%
USA - West (AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY)	9.8%	19.6%	22.0%	25.5%	24.2%
USA - Midwest (IA, IN, IL, KS, MI, MN, MO, ND, NE, OH, SD, WI)	10.5%	20.8%	17.0%	14.0%	23.3%
USA - South (AL, AR, KY, LA, MS, OK, TN, TX)	9.0%	22.3%	27.0%	23.6%	19.0%
USA - Northeast (CT, MA, MA, NJ, NH, NY, PA, RI, VT)	9.1%	18.5%	24.0%	33.1%	14.2%
Europe	1.2%	7.3%	10.0%	14.6%	11.5%
USA - South Atlantic (DE, DC, MD, VA, WV)	8.0%	17.0%	16.0%	14.6%	10.3%
Latin America and Caribbean	2.1%	6.5%	6.0%	12.1%	8.2%
Canada	1.4%	10.9%	16.0%	16.6%	7.9%
Asia	0.5%	4.4%	8.0%	12.1%	0.9%
Africa	0.3%	1.2%	1.0%	2.5%	0.6%
Australia/New Zealand	0.2%	3.2%	6.0%	5.1%	0.0%
N	860	341	100	157	331

Table 38: Regions Visited by Non-Visitors in the Past 12 Months

How many times have you visited Hilton Head Island in the past 10 years?

	2021	2022	2023	2024	2025
Never visited	38.9%	42.9%	33.7%	29.7%	53.5%
1	18.6%	14.0%	9.5%	16.3%	14.5%
2 to 5	30.2%	36.4%	40.8%	45.5%	25.1%
6 to 10	9.8%	5.0%	13.6%	6.5%	4.8%
11 to 20	1.9%	0.9%	1.2%	1.6%	0.3%
21 or more	0.9%	0.5%	1.2%	0.4%	0.3%
N	860	341	169	246	331

Table 39: 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	2025
Yes, within one year	49.2%	50.1%	48.8%	36.7%	51.1%
Yes, but not sure when	42.5%	49.0%	47.0%	55.9%	39.9%
No	8.3%	0.9%	4.2%	36.7%	6.9%
N	859	341	168	245	331

Table 40: Plans of visiting Hilton Head Island-Bluffton in the Future by Non-Visitors

Travel Behavior – All Respondents

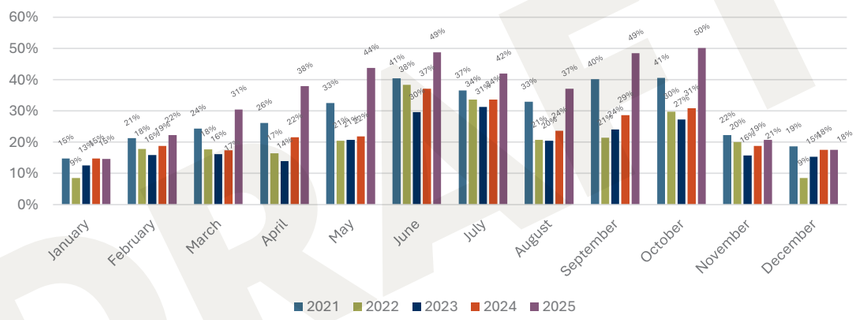
On average, approximately how many leisure/vacation trips do you take each year?

	2021	2022	2023	2024	2025
0 to 1	15.3%	10.0%	7.3%	11.7%	10.1%
2 to 4	55.1%	47.3%	50.6%	57.8%	59.4%
5 to 7	19.2%	29.9%	23.4%	18.8%	19.6%
8 to 10	6.3%	8.2%	15.8%	8.7%	5.9%
More than 10	4.1%	4.7%	2.9%	3.0%	5.1%
N	1,042	984	1,625	1,025	1,521

Table 41: Frequency of Leisure/Vacation Trips

Which month(s) are you most likely to travel for vacation purposes?

Figure 15: Preferred Travel Months



	2021	2022	2023	2024	2025
January	14.8%	8.5%	12.6%	14.8%	14.7%
February	21.3%	17.8%	15.9%	18.8%	22.2%
March	24.4%	17.7%	16.1%	17.4%	30.5%
April	26.2%	16.5%	13.9%	21.6%	37.9%
May	32.5%	20.5%	20.8%	21.9%	43.8%
June	40.5%	38.4%	29.6%	37.1%	48.8%
July	36.5%	33.7%	31.3%	33.7%	41.9%
August	32.9%	20.7%	20.4%	23.6%	37.1%
September	40.1%	21.4%	24.1%	28.7%	48.5%
October	40.6%	29.8%	27.3%	30.8%	50.2%
November	22.2%	20.0%	15.8%	18.8%	20.8%
December	18.7%	8.5%	15.3%	17.6%	17.6%
N	1,042	984	1,625	1,040	1,521

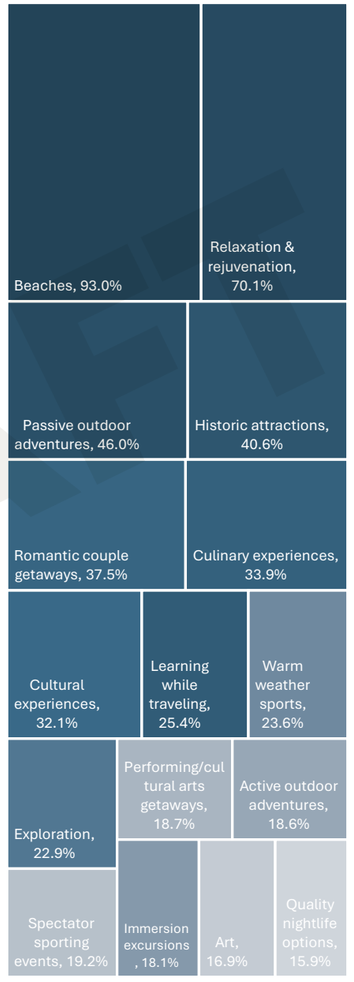
Table 42: Preferred Travel Months

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	2025
Beaches	88.4%	65.1%	71.2%	87.1%	93.0%
Relaxation & rejuvenation	85.4%	66.9%	72.2%	85.3%	70.1%
Passive outdoor adventures	72.6%	64.4%	63.7%	76.1%	46.0%
Romantic couple getaways	70.0%	65.0%	60.8%	74.7%	40.6%
Historic attractions	75.5%	64.4%	60.9%	73.6%	25.4%
Culinary experiences	70.1%	63.7%	60.3%	73.0%	33.9%
Cultural experiences	70.7%	62.9%	57.5%	72.1%	37.5%
Quality nightlife options	52.6%	60.3%	52.2%	66.7%	32.1%
Learning while traveling	60.9%	56.3%	54.1%	66.2%	22.9%
Immersion excursions	49.6%	57.4%	51.1%	66.1%	23.6%
Active outdoor adventures	46.8%	59.6%	51.9%	64.8%	18.1%
Exploration	57.5%	59.8%	54.1%	63.7%	18.6%
Art	49.8%	57.1%	49.2%	63.1%	18.7%
Theme parks	44.7%	58.7%	51.7%	63.1%	19.2%
Warm weather sports	52.7%	61.2%	53.5%	62.9%	16.9%
Water sports	48.8%	60.4%	51.1%	62.1%	15.9%
Performing/cultural arts getaways	51.2%	58.6%	50.5%	61.0%	15.4%
Luxury camping	39.9%	55.0%	50.7%	60.6%	14.9%
Urban getaway	48.4%	58.5%	48.0%	60.2%	12.8%
Spectator sporting events	49.2%	57.0%	51.5%	59.7%	13.9%
Waterparks	40.3%	54.4%	47.9%	58.4%	12.1%
Medical/wellness	40.8%	55.5%	47.9%	56.1%	8.4%
Golf getaways	37.4%	50.6%	41.9%	52.3%	10.9%
Winter sports	30.2%	53.9%	42.5%	51.7%	7.2%
Voluntourism	29.5%	49.9%	40.8%	47.6%	6.4%
Tennis getaways	25.8%	48.5%	36.2%	47.0%	5.9%
N	949	1,005	1,62	967	1,539

Table 43: 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	2025
Natural beauty of the destination	88.4%	72.1%	76.9%	92.8%	90.7%
Ease of access	85.4%	70.5%	73.3%	85.5%	89.3%
Quality of lodging options	52.7%	71.0%	72.6%	84.9%	88.1%
Affordability	75.5%	67.2%	73.0%	80.6%	86.9%
Quality of dining options	44.7%	72.5%	74.6%	85.8%	86.7%
Diversity of dining options	70.0%	68.6%	70.4%	83.2%	78.9%
Travel distance	70.7%	63.1%	63.3%	71.1%	68.8%
Diversity of lodging options	25.8%	67.3%	65.9%	77.8%	64.5%
Low traffic congestion	60.9%	64.8%	63.6%	74.7%	63.9%
Access to other cities in the surrounding area	46.8%	58.8%	57.8%	66.9%	54.1%
Environmental/ecological sensitivity	72.6%	67.6%	59.2%	69.9%	49.4%
Activities like events/festivals	49.6%	64.2%	55.4%	66.0%	48.0%
Medical/wellness	37.4%	60.4%	52.6%	60.1%	35.7%
Nightlife activity options	48.4%	61.4%	53.2%	65.7%	28.2%
Public transportation	57.5%	57.0%	49.2%	57.9%	23.2%
Total	949	1,005	1,625	967	1,526

Table 44: Preferred Attributes for Vacations/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.	2.0%	4.9%	26.8%	35.3%	25.8%
I try to support the local economy of places that I visit.	32.4%	49.9%	7.2%	1.1%	4.1%
N					1,526

Table 45: Travel Preferences

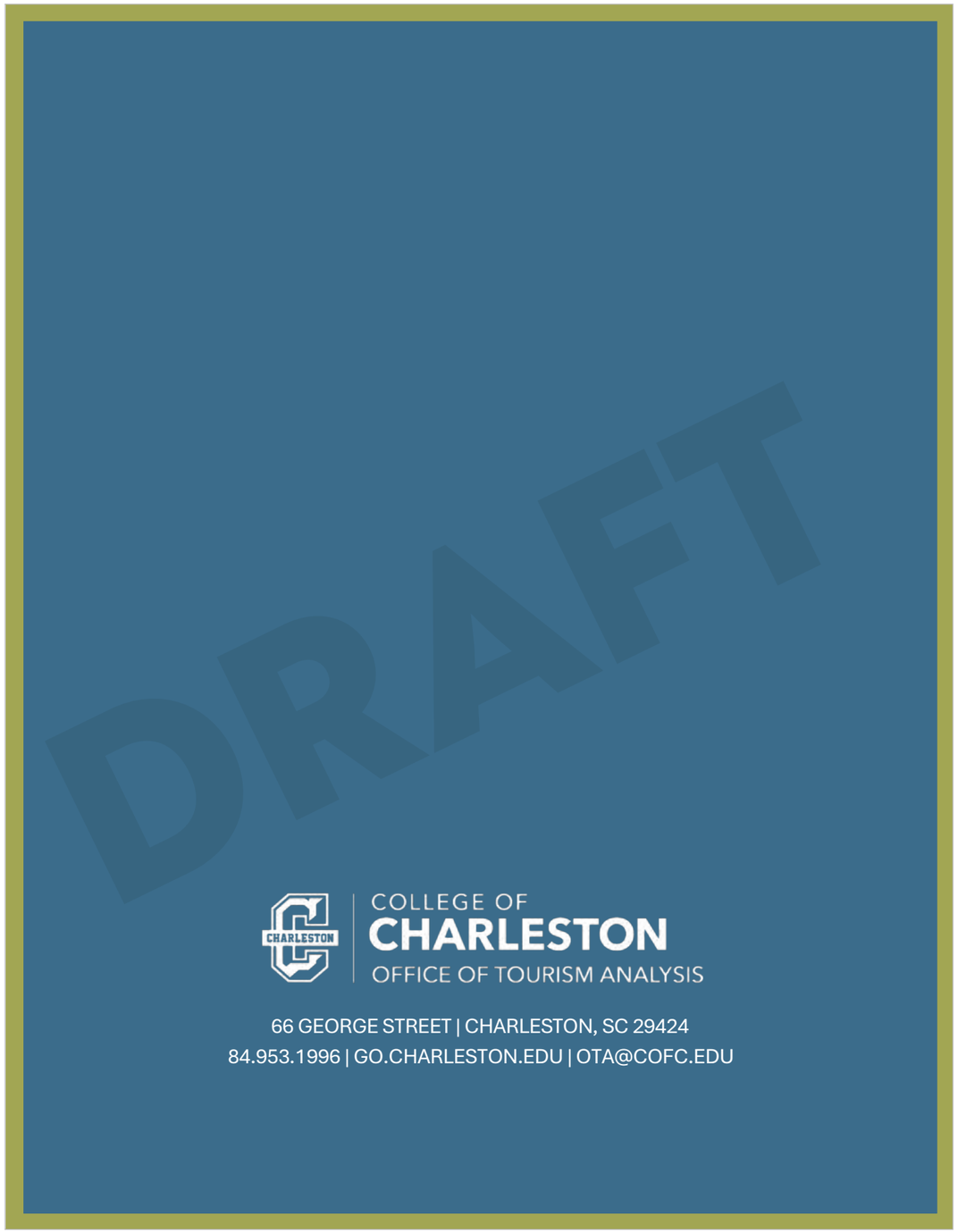
APPENDIX

ALL ZIP CODES COLLECTED BY MSA

MSA	Count	Percent	MSA	Count	Percent
New York-Newark-Jersey City, NY-NJ	71	4.6%	Hartford-West Hartford-East Hartford, CT	7	0.5%
Chicago-Naperville-Elgin, IL-IN	57	3.7%	Jacksonville, FL	7	0.5%
Atlanta-Sandy Springs-Roswell, GA	44	2.9%	Nashville-Davidson--Murfreesboro--Franklin, TN	7	0.5%
Charlotte-Concord-Gastonia, NC-SC	40	2.6%	Orlando-Kissimmee-Sanford, FL	7	0.5%
Cincinnati, OH-KY-IN	40	2.6%	Savannah, GA	7	0.5%
Rural OH	39	2.5%	Athens-Clarke County, GA	6	0.4%
Pittsburgh, PA	37	2.4%	Austin-Round Rock-San Marcos, TX	6	0.4%
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	35	2.3%	Birmingham, AL	6	0.4%
Columbus, OH	34	2.2%	Charleston-North Charleston, SC	6	0.4%
Minneapolis-St. Paul-Bloomington, MN-WI	31	2.0%	Des Moines-West Des Moines, IA	6	0.4%
Akron, OH	30	1.9%	Johnson City, TN	6	0.4%
Hilton Head Island-Bluffton-Port Royal, SC	29	1.9%	Lexington-Fayette, KY	6	0.4%
Boston-Cambridge-Newton, MA-NH	26	1.7%	Omaha, NE-IA	6	0.4%
Dallas-Fort Worth-Arlington, TX	24	1.6%	Port St. Lucie, FL	6	0.4%
Greenville-Anderson-Greer, SC	23	1.5%	Worcester, MA	6	0.4%
Washington-Arlington-Alexandria, DC-VA-MD-WV	22	1.4%	Appleton, WI	5	0.3%
Indianapolis-Carmel-Greenwood, IN	20	1.3%	Bridgeport-Stamford-Danbury, CT	5	0.3%
Louisville/Jefferson County, KY-IN	20	1.3%	Dayton-Kettering-Beavercreek, OH	5	0.3%
Toledo, OH	19	1.2%	Fort Wayne, IN	5	0.3%
Myrtle Beach-Conway-North Myrtle Beach, SC	18	1.2%	Greensboro-High Point, NC	5	0.3%
St. Louis, MO-IL	18	1.2%	Madison, WI	5	0.3%
Augusta-Richmond County, GA-SC	17	1.1%	Peoria, IL	5	0.3%
Columbia, SC	16	1.0%	Rural AL	5	0.3%
Grand Rapids-Wyoming-Kentwood, MI	16	1.0%	San Francisco-Oakland-Fremont, CA	5	0.3%
Asheville, NC	15	1.0%	Springfield, IL	5	0.3%
Detroit-Warren-Dearborn, MI	14	0.9%	Winston-Salem, NC	5	0.3%
Milwaukee-Waukesha, WI	14	0.9%	Allentown-Bethlehem-Easton, PA-NJ	4	0.3%
Baltimore-Columbia-Towson, MD	13	0.8%	Ann Arbor, MI	4	0.3%
Buffalo-Cheektowaga, NY	13	0.8%	Atlantic City-Hammonton, NJ	4	0.3%
Rochester, NY	13	0.8%	Barnstable Town, MA	4	0.3%
Durham-Chapel Hill, NC	12	0.8%	Binghamton, NY	4	0.3%
Los Angeles-Long Beach-Anaheim, CA	12	0.8%	Blacksburg-Christiansburg-Radford, VA	4	0.3%
Phoenix-Mesa-Chandler, AZ	12	0.8%	Bloomington, IL	4	0.3%
Richmond, VA	12	0.8%	Burlington-South Burlington, VT	4	0.3%
Kansas City, MO-KS	11	0.7%	Canton-Massillon, OH	4	0.3%
Miami-Fort Lauderdale-West Palm Beach, FL	11	0.7%	Harrisonburg, VA	4	0.3%
Virginia Beach-Chesapeake-Norfolk, VA-NC	11	0.7%	Lafayette-West Lafayette, IN	4	0.3%
Kingsport-Bristol, TN-VA	10	0.6%	Lancaster, PA	4	0.3%
Raleigh-Cary, NC	10	0.6%	Lynchburg, VA	4	0.3%
Wilmington, NC	10	0.6%	North Wilkesboro, NC	4	0.3%
Albany-Schenectady-Troy, NY	9	0.6%	Norwich-New London-Willimantic, CT	4	0.3%
Knoxville, TN	9	0.6%	Palm Bay-Melbourne-Titusville, FL	4	0.3%
Denver-Aurora-Centennial, CO	8	0.5%	Portland-Vancouver-Hillsboro, OR-WA	4	0.3%
Harrisburg-Carlisle, PA	8	0.5%	Rural GA	4	0.3%
Houston-Pasadena-The Woodlands, TX	8	0.5%	Rural MI	4	0.3%
Providence-Warwick, RI-MA	8	0.5%	Rural NH	4	0.3%
Rural IA	8	0.5%	Rural NY	4	0.3%

MSA	Count	Percent	MSA	Count	Percent
Scranton--Wilkes-Barre, PA	4	0.3%	Kingston, NY	2	0.1%
Seattle-Tacoma-Bellevue, WA	4	0.3%	Las Vegas-Henderson-North Las Vegas, NV	2	0.1%
Seneca, SC	4	0.3%	Manchester-Nashua, NH	2	0.1%
Albany, GA	3	0.2%	Marshall, MN	2	0.1%
Auburn, NY	3	0.2%	Marshalltown, IA	2	0.1%
Batavia, NY	3	0.2%	Morehead City, NC	2	0.1%
Beaver Dam, WI	3	0.2%	Norwalk, OH	2	0.1%
Cape Coral-Fort Myers, FL	3	0.2%	Ogden, UT	2	0.1%
Cedar Rapids, IA	3	0.2%	Oneonta, NY	2	0.1%
Celina, OH	3	0.2%	Parkersburg-Vienna, WV	2	0.1%
Charleston, WV	3	0.2%	Portsmouth, OH	2	0.1%
Charlottesville, VA	3	0.2%	Reading, PA	2	0.1%
Chattanooga, TN-GA	3	0.2%	Richmond-Berea, KY	2	0.1%
Eau Claire, WI	3	0.2%	Rochelle, IL	2	0.1%
Evansville, IN	3	0.2%	Rochester, MN	2	0.1%
Frankfort, KY	3	0.2%	Rockingham, NC	2	0.1%
Huntington-Ashland, WV-KY-OH	3	0.2%	Rural KY	2	0.1%
Jackson, MI	3	0.2%	Rural MO	2	0.1%
Jamestown-Dunkirk, NY	3	0.2%	Rural NC	2	0.1%
Lewisburg, PA	3	0.2%	Rural PA	2	0.1%
Macon-Bibb County, GA	3	0.2%	Rural VA	2	0.1%
Monroe, MI	3	0.2%	Somerset, KY	2	0.1%
Morristown, TN	3	0.2%	Somerset, PA	2	0.1%
New Haven, CT	3	0.2%	Springfield, OH	2	0.1%
North Port-Bradenton-Sarasota, FL	3	0.2%	Statesboro, GA	2	0.1%
Ocala, FL	3	0.2%	Syracuse, NY	2	0.1%
Roanoke, VA	3	0.2%	Tampa-St. Petersburg-Clearwater, FL	2	0.1%
Rural MN	3	0.2%	Torrington, CT	2	0.1%
Salem, OH	3	0.2%	Warner Robins, GA	2	0.1%
San Antonio-New Braunfels, TX	3	0.2%	Weirton-Steubenville, WV-OH	2	0.1%
Spartanburg, SC	3	0.2%	West Plains, MO	2	0.1%
Wichita, KS	3	0.2%	York-Hanover, PA	2	0.1%
Youngstown-Warren, OH	3	0.2%	Albuquerque, NM	1	0.1%
Adrian, MI	2	0.1%	Alexandria, LA	1	0.1%
Ashland, OH	2	0.1%	Altoona, PA	1	0.1%
Auburn, IN	2	0.1%	Amarillo, TX	1	0.1%
Baton Rouge, LA	2	0.1%	Anchorage, AK	1	0.1%
Bedford, IN	2	0.1%	Astoria, OR	1	0.1%
Bismarck, ND	2	0.1%	Athens, TN	1	0.1%
Boise City, ID	2	0.1%	Bangor, ME	1	0.1%
Boulder, CO	2	0.1%	Batesville, AR	1	0.1%
Burlington, NC	2	0.1%	Beaumont-Port Arthur, TX	1	0.1%
Champaign-Urbana, IL	2	0.1%	Billings, MT	1	0.1%
Charleston-Mattoon, IL	2	0.1%	Bloomington, IN	1	0.1%
Clewiston, FL	2	0.1%	Bloomsburg-Berwick, PA	1	0.1%
Columbus, IN	2	0.1%	Brainerd, MN	1	0.1%
Decatur, IN	2	0.1%	Brookings, SD	1	0.1%
Deltona-Daytona Beach-Ormond Beach, FL	2	0.1%	Brunswick-St. Simons, GA	1	0.1%
Erie, PA	2	0.1%	Bucyrus, OH	1	0.1%
Fort Collins-Loveland, CO	2	0.1%	Cañon City, CO	1	0.1%
Fresno, CA	2	0.1%	Cape Girardeau, MO-IL	1	0.1%
Greeneville, TN	2	0.1%	Chico, CA	1	0.1%
Holland, MI	2	0.1%	Clarksburg, WV	1	0.1%
Kalamazoo-Portage, MI	2	0.1%	Cleveland, TN	1	0.1%
Keene, NH	2	0.1%	Clinton, IA	1	0.1%

MSA	Count	Percent	MSA	Count	Percent
Colorado Springs, CO	1	0.1%	Owensboro, KY	1	0.1%
Columbus, NE	1	0.1%	Oxnard-Thousand Oaks-Ventura, CA	1	0.1%
Concord, NH	1	0.1%	Paducah, KY-IL	1	0.1%
Corpus Christi, TX	1	0.1%	Pierre, SD	1	0.1%
Crawfordsville, IN	1	0.1%	Portland-South Portland, ME	1	0.1%
Cumberland, MD-WV	1	0.1%	Provo-Orem-Lehi, UT	1	0.1%
Danville, IL	1	0.1%	Racine-Mount Pleasant, WI	1	0.1%
Daphne-Fairhope-Foley, AL	1	0.1%	Reno, NV	1	0.1%
Davenport-Moline-Rock Island, IA-IL	1	0.1%	Riverside-San Bernardino-Ontario, CA	1	0.1%
Decatur, AL	1	0.1%	Rockford, IL	1	0.1%
Decatur, IL	1	0.1%	Rural CA	1	0.1%
Defiance, OH	1	0.1%	Rural CO	1	0.1%
Duluth, MN-WI	1	0.1%	Rural IL	1	0.1%
Durant, OK	1	0.1%	Rural MD	1	0.1%
Elkhart-Goshen, IN	1	0.1%	Rural NE	1	0.1%
Eureka-Arcata, CA	1	0.1%	Rural WI	1	0.1%
Faribault-Northfield, MN	1	0.1%	Sacramento-Roseville-Folsom, CA	1	0.1%
Fayetteville-Springdale-Rogers, AR	1	0.1%	Salisbury, MD	1	0.1%
Findlay, OH	1	0.1%	San Angelo, TX	1	0.1%
Florence, SC	1	0.1%	San Diego-Chula Vista-Carlsbad, CA	1	0.1%
Fond du Lac, WI	1	0.1%	San Jose-Sunnyvale-Santa Clara, CA	1	0.1%
Fremont, OH	1	0.1%	Sandusky, OH	1	0.1%
Gaffney, SC	1	0.1%	Sault Ste. Marie, MI	1	0.1%
Gainesville, FL	1	0.1%	Sevierville, TN	1	0.1%
Gainesville, GA	1	0.1%	Sidney, OH	1	0.1%
Grand Junction, CO	1	0.1%	Spokane-Spokane Valley, WA	1	0.1%
Green Bay, WI	1	0.1%	Stevens Point-Plover, WI	1	0.1%
Hickory-Lenoir-Morganton, NC	1	0.1%	Sumter, SC	1	0.1%
Hilo-Kailua, HI	1	0.1%	Talladega-Sylacauga, AL	1	0.1%
Huntsville, AL	1	0.1%	Texarkana, TX-AR	1	0.1%
Jackson, MS	1	0.1%	Tupelo, MS	1	0.1%
Jefferson City, MO	1	0.1%	Vallejo, CA	1	0.1%
Jefferson, GA	1	0.1%	Victoria, TX	1	0.1%
Killeen-Temple, TX	1	0.1%	Waterloo-Cedar Falls, IA	1	0.1%
Lakeland-Winter Haven, FL	1	0.1%	Wooster, OH	1	0.1%
Lawrence, KS	1	0.1%			
Lawrenceburg, TN	1	0.1%			
Lewisburg, TN	1	0.1%			
Lima, OH	1	0.1%			
Logan, UT-ID	1	0.1%			
Longview, TX	1	0.1%			
Meadville, PA	1	0.1%			
Memphis, TN-MS-AR	1	0.1%			
Michigan City-La Porte, IN	1	0.1%			
Milledgeville, GA	1	0.1%			
Mobile, AL	1	0.1%			
Monroe, LA	1	0.1%			
Montgomery, AL	1	0.1%			
Muncie, IN	1	0.1%			
Natchitoches, LA	1	0.1%			
Newport, TN	1	0.1%			
Oak Harbor, WA	1	0.1%			
Oshkosh-Neenah, WI	1	0.1%			
Ottawa, IL	1	0.1%			
Owatonna, MN	1	0.1%			



OFFICE OF TOURISM ANALYSIS, COLLEGE OF CHARLESTON

2025 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 2025

FEBRUARY 2026

CONDUCTED BY:
MELINDA PATIENCE
DANIEL GUTTENTAG, PH.D.

COLLEGE OF CHARLESTON
OFFICE OF TOURISM ANALYSIS

66 GEORGE STREET | CHARLESTON, SC 29424
GO.CHARLESTON.EDU/OTA

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METHODOLOGY 1
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DRAFT

Introduction

This study estimates the economic impact of tourism on the Town of Hilton Head Island in 2025. It examines the impact of such tourism on the broader economy of Beaufort County, South Carolina, and considers the direct spending by visitors, along with the positive secondary effects of those expenditures. The analysis entailed individually estimating the economic impacts associated with various tourist segments, as classified by visitors' lodging type – villa rental, hotel, timeshare, second homeowners and their non-paying guests, and same-day visitors – and then summing them to obtain 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 several steps and diverse data sources. Initially, visitor volume estimates for each lodging type were produced using data on lodging demand from various third-party entities (e.g., Key Data), combined with visitor behavior data collected via a Visitor Profile Survey. The estimated total number of visitors for each segment in 2025 is shown 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 for each category in 2025 is shown 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	795,108
Hotel	408,261
Timeshare	476,094
Second Homeowner	603,999
Non-Paying Guests	156,745
Day Trip	228,346
Total Visitors	**2,668,553**

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. 2025 Estimated Total Expenditure by Spending Category

Category	Totals
Transportation (around the destination)	$209,991,116
Lodging	$1,003,246,352
Food – Dining Out	$414,879,675
Food – Groceries	$166,713,061
Shopping	$267,845,799
Spas	$85,381,926
Golf	$153,558,010
Biking	$52,784,745
Performance/Visual Arts	$70,256,360
Festivals	$46,386,053
Museums/Historical Tours	$64,694,203
Boating/Sailing/Fishing	$127,660,591
Nature-based Activities	$48,709,382
Dolphin Tours	$56,343,640
Tennis	$43,427,850
Other Expenses	$84,576,647
Total Expenditure	**$2,896,455,409**

- ***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 2025 were slightly below the previous year. This pattern mirrors the experience of many Southeastern coastal destinations, which have seen demand gradually decline after a dramatic rise following the pandemic, when people sought out domestic destinations offering outdoor recreation opportunities. In addition, economic uncertainties and a decline in international visitation dampened travel demand throughout 2025 across much of the

country. Nevertheless, Hilton Head Island visitor volume for 2025 was nearly identical to the pre-pandemic high that was reached in 2019. Furthermore, visitor expenditure levels increased in 2025, and consequently the total economic impact of Hilton Head Island tourism on the Beaufort County economy in 2025 exceeded that of 2024.

An estimated total of **2.67 million visitors** came to Hilton Head Island in 2025, down 5.9% compared to 2024 and down 0.6% from the pre-pandemic peak, reached in 2019. The overall economic impact of this tourism on Beaufort County was **$3.95 billion**, up 6.2% compared to 2024. 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 **31,604 jobs**, which represent **35.4%** 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 **1.37**. This signifies that every dollar spent by tourists on Hilton Head Island increased output in the overall Beaufort County economy by a total of $1.37.

The tourist expenditures generated an estimated **$49.58 million** in tax revenues for local Beaufort County governments. The Town of Hilton Head Island earned an additional **$49.84 million** in accommodations tax, hospitality tax, and beach preservation fees, as reported by the Town of Hilton Head Island Revenue Services. Together, this **$99.41 million** in tax revenue represents a Return on Tax Investment (ROTI) of 34.40, based on the $2.89 million that was spent on destination marketing in 2025. In other words, each dollar spent by the Visitor & Convention Bureau yielded an estimated return of **$34.40** in local tax revenue.

Figure 1. Estimated Employment Impacts by Visitor Segment

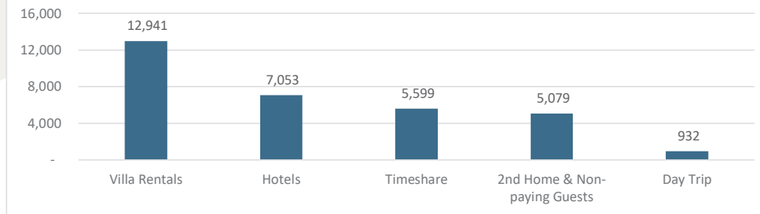
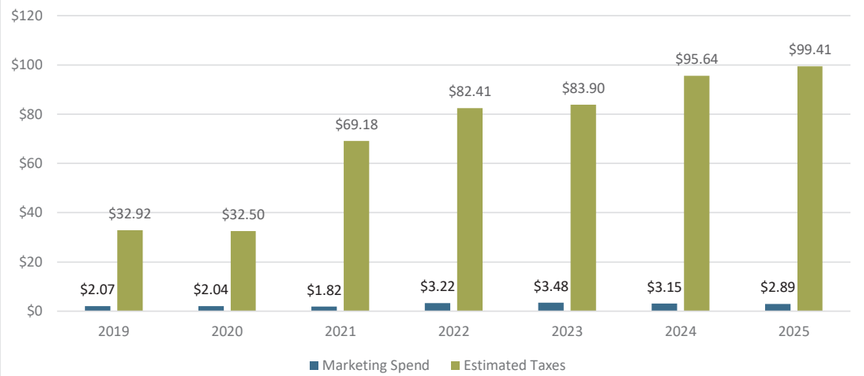


Figure 2. Marketing Spend and Estimated Local Tax Revenue Growth (in Millions)



Appendix

Table A1. Villa Rental – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	9,605	$350,616,959	$1,171,484,315
Indirect	2,123	$108,755,846	$366,453,107
Induced	1,214	$61,685,367	$219,287,871
Total	**12,941**	**$521,058,172**	**$1,757,225,294**

Table A2. Hotel – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	5,306	$159,076,138	$551,229,309
Indirect	1,168	$58,841,158	$203,218,677
Induced	578	$29,353,483	$104,351,712
Total	**7,053**	**$247,270,780**	**$858,799,698**

Table A3. Timeshare – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	4,190	$132,955,919	$465,617,728
Indirect	931	$47,938,835	$160,637,121
Induced	479	$24,322,997	$86,467,336
Total	**5,599**	**$205,217,751**	**$712,722,185**

Table A4. Second Homeowner & Non-Paying Guests – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	3,912	$101,044,987	$320,925,055
Indirect	793	$39,520,883	$138,953,280
Induced	374	$19,000,070	$67,547,123
Total	**5,079**	**$159,565,941**	**$527,425,458**

Table A5. Day Trip – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	716	$21,838,866	$59,910,050
Indirect	140	$6,807,261	$24,309,517
Induced	76	$3,864,687	$13,739,239
Total	**932**	**$32,510,814**	**$97,958,806**

Table A6. Total, All Segments – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	23,729	$765,532,870	$2,569,166,457
Indirect	5,155	$261,863,984	$893,571,702
Induced	2,721	$138,226,603	$491,393,282
Total	**31,604**	**$1,165,623,457**	**$3,954,131,441**
Estimated Local Tax Revenue			$49,576,954
Local Tourism Tax Revenue (ATax, HTax, and Beach Preservation Fees)			$49,837,512
Total Estimated Local Tax Revenue			**$99,414,466**

Table A7. Top 50 Industries Impacted by HHI Tourism

	Industry	Output
1	Non-hotel accommodations	$822,889,518.65
2	Full-service restaurants	$443,306,443.76
3	Fitness and recreational sports centers	$251,435,561.60
4	Other real estate	$232,876,295.11
5	Transit and ground passenger transportation	$212,672,151.13
6	Hotels and motels, including casino hotels	$181,321,631.15
7	Miscellaneous store retailers	$148,643,562.94
8	Water transportation	$127,914,716.19
9	Museums, historical sites, zoos, and parks	$113,640,911.69
10	Owner-occupied housing	$100,375,180.06
11	Truck transportation	$97,767,253.22
12	Insurance agencies, brokerages, and related activities	$80,202,613.00
13	Performing arts companies	$72,910,574.30
14	Scenic and sightseeing transportation and support activities for transportation	$68,304,589.26
15	Food and beverage stores	$61,697,639.04
16	Other amusement and recreation industries	$49,376,615.62
17	All other food and drinking places	$37,810,002.38
18	Monetary authorities and depository credit intermediation	$35,550,066.72
19	Other local government enterprises	$31,119,623.71
20	Legal services	$28,502,345.38
21	Maintenance and repair construction of nonresidential structures	$27,063,775.60
22	Services to buildings	$25,216,129.18
23	Employment services	$24,547,143.00
24	Securities and commodity contracts intermediation and brokerage	$22,775,503.97
25	Limited-service restaurants	$21,813,950.10
26	Travel arrangement and reservation services	$20,283,748.66
27	Management consulting services	$20,036,143.43
28	Offices of physicians	$19,873,227.34
29	Landscape and horticultural services	$18,058,982.52
30	Advertising, public relations, and related services	$18,003,110.31
31	Postal service	$17,776,116.74
32	Management of companies and enterprises	$16,851,483.91
33	Nondepository credit intermediation and related activities	$16,657,563.63
34	Lessors of nonfinancial intangible assets	$16,549,080.81
35	Accounting, tax preparation, bookkeeping, and payroll services	$15,734,512.64
36	Other financial investment activities	$15,383,027.58
37	Data processing, hosting, and related services	$14,604,188.11
38	Automotive repair and maintenance, except car washes	$13,258,147.40
39	Motor vehicle and parts dealers	$12,626,802.31
40	Insurance carriers, except direct life	$12,067,724.66
41	Commercial and industrial machinery and equipment rental and leasing	$12,007,569.06
42	General merchandise stores	$11,487,702.74
43	Couriers and messengers	$11,323,509.03

	Industry	Output
44	Wholesale - Other nondurable goods merchant wholesalers	$10,944,823.49
45	Tenant-occupied housing	$10,818,011.66
46	Internet publishing and broadcasting and web search portals	$10,809,468.38
47	Personal and household goods repair and maintenance	$10,107,404.31
48	Waste management and remediation services	$9,391,336.02
49	Gasoline stores	$9,360,953.40
50	Electric power transmission and distribution	$9,117,760.87

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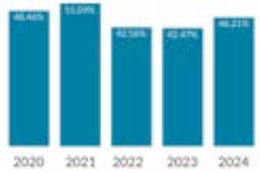
HILTON HEAD ISLAND PROPER

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

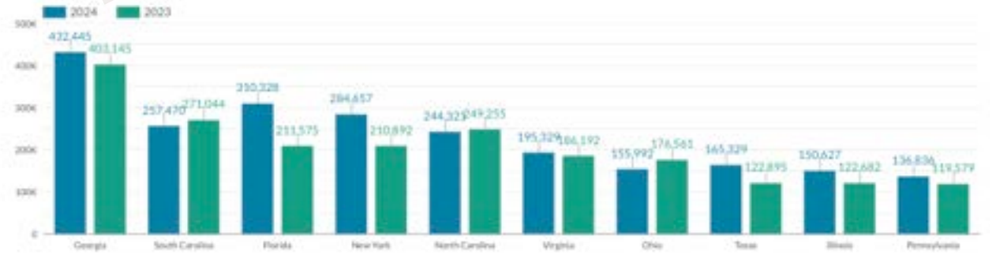
HILTON HEAD ISLAND PROPER

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



DRAFT

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	367,216	01:59	61.36%
3.	/offers/hilton-head-island-escapes	313,430	02:25	81.29%
4.	/stay/hotels-inns-resorts	200,534	01:40	88.29%
5.	/events	149,577	02:16	79.03%
6.	/dining	100,012	00:28	28.8%
7.	/golf/golf-getaways	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	89.44%
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.

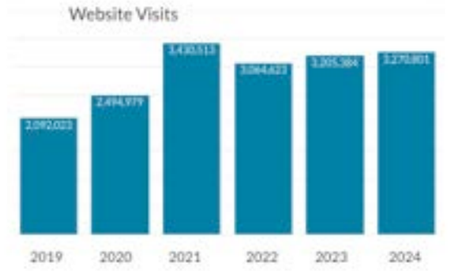
Social Traffic Engagement

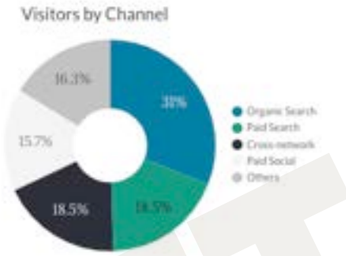
	Social Network	Sessions ▾	% Sessions of Total	Pages / Session	Avg. Session Duration
1.	Facebook	129,325	96%	15.38	19:13
2.	Pinterest	3,691	3%	21.64	11:20
3.	Instagram	1,307	1%	5.06	03:13
4.	other	677	1%	39.27	02:30
5.	TripAdvisor	371	0%	18.52	07:53
6.	LinkedIn	149	0%	1.95	11:54

HILTON HEAD ISLAND PROPER

TOTAL WEBSITE VISITATION

- In 2024, there were 3.27M 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 +2.7% 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.





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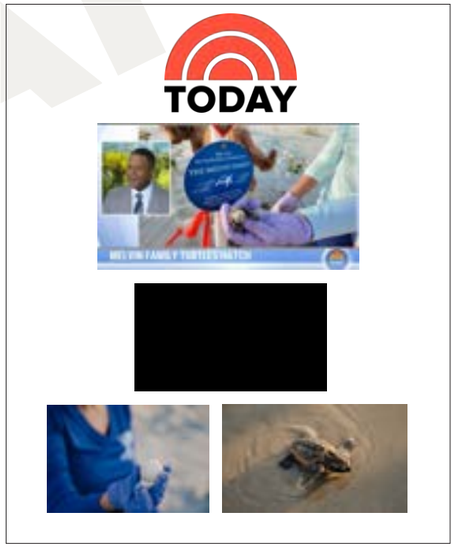
COVERAGE HIGHLIGHTS



COVERAGE HIGHLIGHTS

EBONY

THE DESTINATIONS THAT CHANGED HOW WE TRAVELED IN 2025

the grio

Meet the first self-ruled community of black freedmen called Michelville – still standing on Hilton Head island

REFINERY29

Traveling With My Dad Taught Me About Legacy & The Gift Of Time

Forbes

Young Black Leaders Are Creating A New Economic Renaissance

TRAVELPULSE

12 Travel Destinations to Celebrate Black History Month in 2025

Hilton Head Island, South Carolina

ESSENCE

The Black Girl's Guide To Travel: 5 Destinations Perfect For A Spring Break Getaway

Hilton Head, South Carolina

EBONY

HOW HILTON HEAD ISLAND TOOK MY PHONE, AND GAVE ME A LITTLE PEACE IN RETURN

COVERAGE HIGHLIGHTS

Medium

Where To Go On Holiday In Spring: Destinations You'll Love

For the Calm Couple: The Westin Hilton Head Island Resort & Spa

For the Fun Family: The Sea Pines Resort

For the Friends: Beach House Hilton Head Island

Southern Living

15 Charming Beach Towns To Visit This Winter

ShermansTravel

8 Great Getaways for Snowbirds

Hilton Head, South Carolina

TRAVEL+ LEISURE

13 of the Best Spring Break Ideas for Family Vacations

THE EVERYGIRL

Detour Destinations Are the Affordable Travel Trend You Need to Try in 2025

TRAVEL+ LEISURE

10 Best Spring Break Destinations in the U.S.

TRAVEL+ LEISURE

16 Best Spa Weekend Getaways in the U.S.—All-inclusive Resorts and T+L Reader Favorites Included

Condé Nast Traveler

19 Best Family Vacation Spots in the US

The Pioneer Woman

15 Best Family Vacations That Are Fun for All Ages

THE EVERYMOM

Start Planning Your Next Trip: 16 of the Best Kid-Friendly Beach Vacations

lonely planet

8 fresh destinations for a family-friendly spring break

THE EVERYGIRL

10 Spring Trip Ideas to Start Planning Now

7. Hilton Head, South Carolina

COVERAGE HIGHLIGHTS

the knot

Exchange Vows at These 12 Country Club Wedding Venues Across the United States

And the best part is, you don't have to be members.

Country Club of Hilton Head in Hilton Head, South Carolina

Indianapolis MONTHLY

Traveler: Hilton Head Island

HILTON HEAD ISLAND in South Carolina's Lowcountry has long ruled vacationers. Third-relaxed coastal ambiance, laid-getcherty antique shops, nearly 100 lowa threatened in Spanish moss, and 12 miles of pristine Atlantic beaches.

The Gud Woman—moment miners are no indigo delight even if you may wade up to your knees. The beaches are wide enough to create ideas in the shoreline at low tide. You can set out on a dolphin-watching cruise in a guided kayak adventure.

Lace up your hiking shoes and explore the sweeping marshes and wetland zones at the Pinckney Island National Wildlife Refuge. Keep your eyes peeled for armadillos skittering in the underbrush and migratory birds including tri-colored egrets—along with American alligators sunbathing on the sand. Another worthy visit is at the Audubon Newhall Preserve. The 4-mile morning jaunt around a pond is left by dedicated volunteers.

Hilton Head is renowned for its spoken, culturetary and shrimp. Majestic Seafood Feast on the Docks hosts harvests, and shucks its own oysters. Many meat wines are the seafood gumbo, creamed shrimp with cheese. That's still more. Allendo' salmon on thick-as-a-thesis, and hot, crispy hush puppies. It's no surprise that owner Brian Carrozzoni co-founds the island's annual seafood festival each February.

Perched, make your way to the Historic Harbourside Freedom Park to learn about the four rivers and graveyard by frontiersmen in America and—Home Outlook immediately that called this part of the island home. Finally, wind down your trip by taking in the sunset from the top of the Harbour Town Lighthouse Museum.

THE EVERYGIRL

15 Coastal Grandma-Inspired Destinations That Look Straight Out of a Nancy Meyers Movie

13. Hilton Head, South Carolina

TV Insider

Craig Melvin Shares Family Vacation Photos After Week-Long 'Today' Absence

lonely planet

From Charleston to Savannah: the ultimate Lowcountry road trip

TRAVEL+ LEISURE

Discover 25 of America's Best Beaches From Coast to Coast

TRAVEL+NOIRE

DOMESTIC WELLNESS DESTINATIONS TO RELAX, RELATE, AND RELEASE

HILTON HEAD, SOUTH CAROLINA: COASTAL HEALING AND SOUTHERN CHARM

TravelDreamsMagazine

No Passport, No Hassle – Your Perfect Getaway Awaits in Hilton Head Island

COVERAGE HIGHLIGHTS

Condé Nast Traveler

23 Best Luxury Family Resorts in the US and Caribbean

the knot

The Best Ideas for a Romantic Getaway in South Carolina

If you're looking to take a romantic getaway with Southern comfort, we have ideas for you.

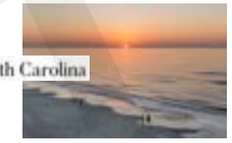
TravelDreamsMagazine

Shoulder Season Vacation Ideas – Hilton Head Island, S.C.

TRAVEL+ LEISURE

15 Top Travel Destinations to Visit in February

Hilton Head Island, South Carolina



COVERAGE HIGHLIGHTS

Reader's Digest

52 Affordable Quick Trips to Escape Without Breaking the Bank

Hilton Head, South Carolina

BOOK ON TRIPADVISOR

Why you'll love it: With everything from sun-soaked beaches to culinary hidden gems to miles and miles of golf courses on 33 different greens, Hilton Head Island offers the perfect backdrop for those looking for a safe domestic beach adventure and an affordable beach vacation.

Budget tip: Bring your bicycle with you for some of the best pedaling in the country. The American League of Bicyclists named the island a Gold Level Bicycle Friendly Community—and summer is the perfect time for a pedal. You can even ride on the flat and leveled sand.

Where to stay: Perched on Hilton Head Island's iconic white-sand beaches and framed by swaying palmetto trees, Westin Hilton Head Island Resort & Spa offers travelers a true Lowcountry oasis. With private access to a 1.2-mile swath of pristine beaches and an array of outdoor resort pools and amenities, the hotel feels like a tropical island vacation, but one you can drive to!

Condé Nast Traveler

A Day at the Condé Nast Traveler Points of View Summit

People

Exclusive

How Craig Melvin Turned His 'Luddite' Hobby into a Family Business Benefiting Cancer Charities (Exclusive)

2025 Media Coverage Results

**Results represent 2025 calendar year results*

TOTAL

2,487

STORIES/MENTIONS

24,478,291,321

IMPRESSIONS

$31,719,802.95

AD VALUE

HILTON HEAD ISLAND
2025 DMO Metrics Report

2025 Destination Marketing Organization Industry Metrics

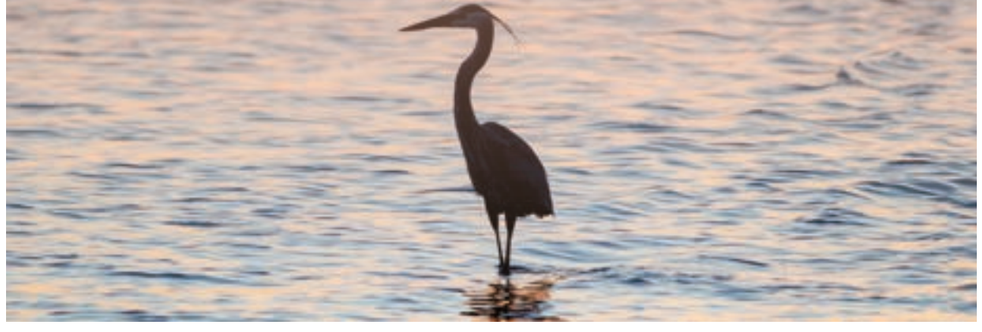
Annual Report

DRAFT

The purpose of this document is to provide the Town of Hilton Head Island with tourism metrics and/or reports to showcase annual Destination Marketing Organization (DMO) performance in efforts pertaining to the promotion of Hilton Head Island. It is understood and acknowledged that such metrics and/or reports may change from time to time based on best practices, funding, and the goals outlined in the marketing plan. The evaluation shall consider the metrics and reports in this document, collectively, and shall be compared with peers and other factors that affect the tourism industry such as the state of the economy, weather, condition of the lodging properties, etc.

The metrics presented in this document are aligned with the framework established under the previous DMO contract, which remained in effect through November 2025. With the implementation of the updated contract in December 2025, certain performance measures and reporting expectations have been refined to reflect evolving strategic priorities and industry standards. As such, there may be differences between the metrics included in this report and those outlined in the FY 2026-2027 Hilton Head Island Destination Marketing Plan. Metrics aligned with the updated contract will be fully incorporated beginning with the 2026 metrics report.

All reports referenced in this document, along with related materials such as marketing plans, economic impact studies, visitor profile studies, and independent audits, are available through THINK: Transparency in Tourism Marketing at **thinkhiltonheadisland.org**. This platform serves as a central hub where the public can access both current and past information related to Hilton Head Island's tourism marketing efforts.



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(ii) revenue per available room 5

(iii) occupancy rates 5

(iv) visitor spending studies 11

(v) return on investment for visitor spending per dollar of investment 12

(vi) local tax revenues generated by visitors 13

(vii) number of visitors 14

(viii) number of referrals made to area businesses and number of website hits and click-throughs made to area businesses 15

(ix) numbers related to mail fulfillment and other contacts 16

(x) industry awards received for marketing and public relations efforts 17

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Appendix

2025 Hilton Head Island Visitor Profile Survey:
Office of Tourism Analysis, College of Charleston 32

2025 Community Sentiment Survey:
MMGY Travel Intelligence 75

2025 Hilton Head Island Economic Impact Report:
College of Charleston 90

Visitor and Resident Satisfaction Surveys Executive Summary

As part of the official Destination Marketing Organization contract agreed upon and signed between the Town of Hilton Head Island and the Hilton Head Island & Bluffton Chamber of Commerce, we will report on resident and visitor satisfaction through annual survey results. We have an established process for both and will continue with those efforts.

Executive summaries for both surveys can be found in the appendix of this document.

- Visitor Profile Study Executive Summary, Office of Tourism Analysis, College of Charleston
- Community Sentiment Survey Executive Summary, MMGY Travel Intelligence
- Estimated Total Impact of Tourism in Hilton Head Island, College of Charleston

DRAFT

Revenue Per Available Room, Occupancy Rates & Average Daily Rate

Key performance indicators (KPIs) to measure operating performance for the hospitality industry include Revenue Per Available Room (RevPAR), Occupancy Rate (OCC), and Average Daily Rate (ADR). In order to achieve the most accurate performance indication, these benchmarks should be analyzed together.

Revenue Per Available Room, (RevPAR), is used to gauge industry health and is calculated by dividing the total room revenue by the total room supply within a specific time period.

RevPar = ROOM REVENUE / ROOMS AVAILABLE

Occupancy Rate (OCC) is another metric used within the accommodations industry to gauge the health of tourism. Occupancy percentage is calculated by dividing the occupied rooms by total room supply.

OCC = ROOMS SOLD / ROOMS AVAILABLE

Average Daily Rate (ADR) is a 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.

ADR = ROOM REVENUE / ROOMS SOLD

Details on the next page provide 2025 performance metrics for Hilton Head Island in a two-source combined calculation that includes both home & villa and hotels as well as broken out separately for comparison. There are also additional metrics for the hotel industry that show Hilton Head Island compared against the U.S. as a whole and top competitors, Charleston and Savannah.

Home & villa numbers are based on a sample of 4,353 units/keys and could vary, as an example from a one-bedroom villa to a ten-bedroom house. The hotel numbers are based on a sample of 2,008 hotel rooms at 11 properties on the Island.

2025 Hilton Head Island Lodging Performance

	2-SOURCE (Combined Home & Villa and Hotel Report)	HOME & VILLA	HOTELS
RevPAR	$161.00 -4.0%	$183.00 0% FLAT	$125.00 -12.0%
OCC	49.0% -7.0%	49.0% -4.0%	50.0% -13.0%
ADR	$328.00 +4.0%	$377.00 +4.0%	$249.00 +1.0%

HOTEL INDUSTRY COMPARISON

Nationwide
- RevPar down -0.3%
- Occupancy down -1.2%
- ADR up 0.9%

Competitor Set

Charleston
- RevPar down -3.0%
- Occupancy down -3.0%
- ADR flat 0%

Savannah
- RevPar down -7.0%
- Occupancy down -4.0%
- ADR down -3.0%

Source: 2025 Keydata

Note: Data reflects a point-in-time snapshot. YoY % changes are based on adjusted prior-year data and may not exactly match prior-year snapshot values.

2024 Hilton Head Island Lodging Performance

	2-SOURCE (Combined Home & Villa and Hotel Report)	HOME & VILLA	HOTELS
RevPAR	$173.00 -3.0%	$194.00 -2.0%	$143.00 -4.0%
OCC	55.0% -4.0%	53.0% -5.0%	58.0% -3.0%
ADR	$313.00 +1.0%	$364.00 +3.0%	$248.00 -1.0%

HOTEL INDUSTRY COMPARISON

Nationwide
- RevPar up +1.0%
- Occupancy up +0%
- ADR up +1.0%

Competitor Set

Charleston
- RevPar up +0%
- Occupancy up +1.0%
- ADR down -1.0%

Savannah
- RevPar up +1.0%
- Occupancy up +3.0%
- ADR down -1.0%

Source: 2024 Keydata
Note: Keydata adjusts reports annually, which can result in reporting variances.

2023 Hilton Head Island Lodging Performance

	2-SOURCE (Combined Home & Villa and Hotel Report)	HOME & VILLA	HOTELS
RevPAR	$177.00 +1.1%	$221.00 -7.0%	$146.00 -3.0%
OCC	59.0% -2.0%	59.0% -2.3%	59.0% -2.2%
ADR	$299.00 +2.4%	$375.00 +18.3%	$245.00 -2.0%

HOTEL INDUSTRY COMPARISON

Nationwide
- RevPar up +4.9%
- Occupancy up +0.6%
- ADR up +4.3%

Competitor Set

Charleston
- RevPar up +2.6%
- Occupancy up +0.8%
- ADR up +1.8%

Savannah
- RevPar up +1.7%
- Occupancy up +1.1%
- ADR up +0.6%

Source: 2023 Keydata and 2023 Smith Travel Research
Note: The Smith Travel Research and Keydata platforms adjust reports annually, which can result in reporting variances.

2022 Hilton Head Island Lodging Performance

	2-SOURCE (combined Home & Villa and Hotels Report)	HOME & VILLA	HOTELS
RevPAR	$175.00 +8.0%	$221.00 +18%	$147.00 +1.0%
OCC	54.0% 0% FLAT	45.0% +4.0%	60.0% -2.0%
ADR	$323.00 +8.0%	$496.00 +13%	$247.00 +3.0%

HOTEL INDUSTRY COMPARISON

Nationwide
- RevPAR up +29.8%
- Occupancy up +8.9%
- ADR up +19.1%

Competitor Set

Charleston
- RevPAR up +19.4 %
- Occupancy up +6.1%
- ADR up +12.5%

Savannah
- RevPAR up +24.2%
- Occupancy up +7.7%
- ADR up +15.4 %

Source: 2022 Keydata and 2022 Smith Travel Research
Note: The Smith Travel Research and Keydata platforms adjust reports annually, which can result in reporting variances.

2021 Hilton Head Island Lodging Performance

	2-SOURCE (Combined Home & Villa and Hotels Report)	HOME & VILLA	HOTELS
RevPAR	$175.00 +44.9%	$191.00 +36.2%	$150.00 +81.9%
OCC	59.9% +26.9%	60.4% +26.2%	60.3% +29.9%
ADR	$292.00 +14.2%	$317.00 +8.0%	$249.00 +40.1%

HOTEL INDUSTRY COMPARISON

Nationwide
- RevPAR up +58.1%
- Occupancy up +31%
- ADR up +20.7%

Competitor Set

Charleston
- RevPAR up +92.2%
- Occupancy up +39.1%
- ADR up +38.2%

Savannah
- RevPAR up +77.2%
- Occupancy up +35.0%
- ADR up +31.2%

Source: 2021 Inntopia DestiMetrics and 2021 Smith Travel Research Inc.

Visitor Spending Studies

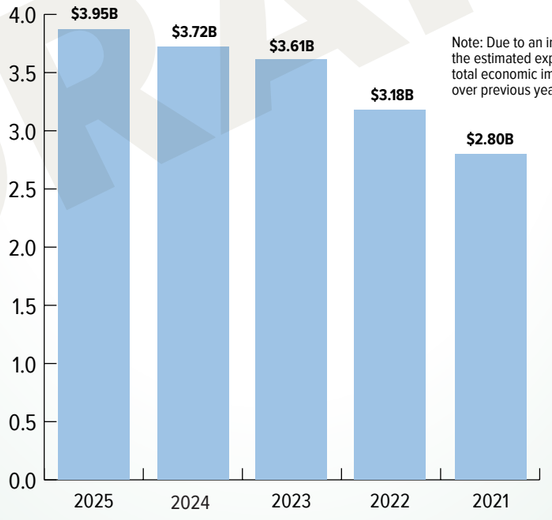
This study of the economic and fiscal impact of spending by visitors to Hilton Head Island in the year 2025 was performed by the College of Charleston Office of Tourism Analysis.

The study examines spending by tourists classified into five segments according to their lodging arrangement while visiting the island: villa rental, timeshare, hotel, second homeowners and their non-paying guests, and finally those who visit for the day and do not lodge overnight. The estimated impact from spending by each of these groups is summed in order to indicate the total impact that tourists to the Island had on Beaufort County, South Carolina.

COLLEGE OF CHARLESTON
OFFICE OF TOURISM ANALYSIS

$3.95 BILLION

ECONOMIC IMPACT OF
HILTON HEAD ISLAND TOURISM IN 2025



Note: Due to an increase in the estimated expenditure, the total economic impact is higher over previous year.

Source: Estimated Total Impact of Tourism in Hilton Head Island on Beaufort Country, South Carolina 2025.

ROI for Visitor Spending Per Dollar of Investment

The Visitor & Convention Bureau is the destination marketing division of the Hilton Head Island & Bluffton Chamber of Commerce. This division works to increase tourism through its marketing efforts cultivating leisure as well as meetings and group business for Southern Beaufort County.

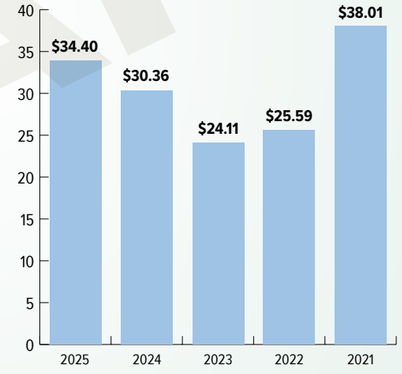
The marketing efforts put forth by the Visitor & Convention Bureau are delivered consistently to a well-defined target consumer set that aligns with our visitor research. Hilton Head Island experienced a slight decrease in visitation by 5.9% compared to 2024.

FOR EVERY TAX DOLLAR INVESTED IN MARKETING

$1

=

$34.40



Source: Estimated Total Impact of Tourism in Hilton Head Island on Beaufort County, South Carolina 2025

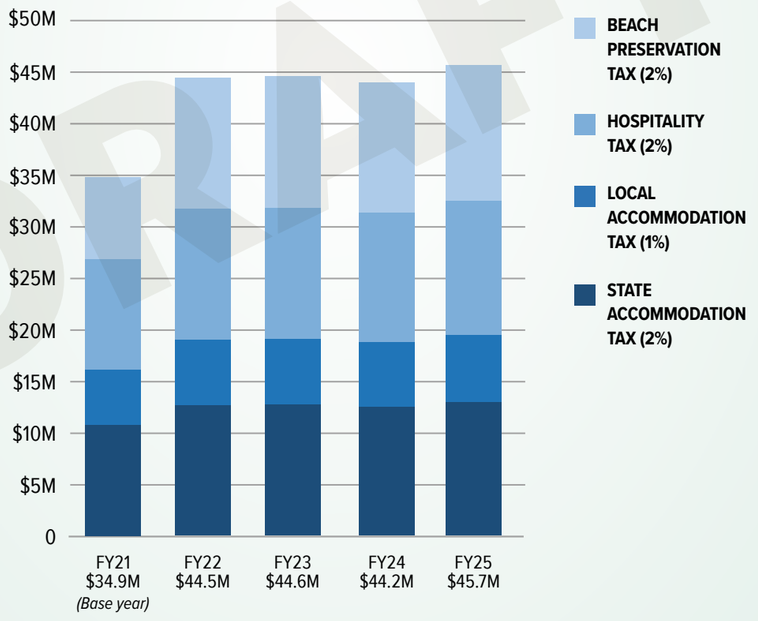
Local Tax Revenues Generated by Visitor

↑31%

ACCOMMODATION & HOSPITALITY TAX UP OVER 5 YEARS

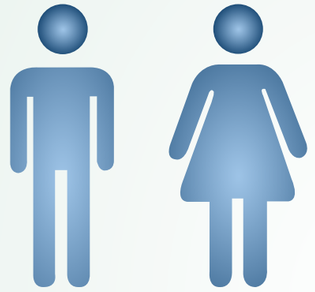
Source: Town of Hilton Head Island

TOWN OF HHI ATAX and HTAX COLLECTIONS



Number of Visitors

Based upon research gathered both locally and nationally, the Visitor & Convention Bureau is committed to attracting an affluent traveler with a household income of $150K-$250K+. Our target visitor skews Female (64%) and aged 45-55 This traveler has an undergraduate degree or higher (65%) and plans to take 2 to 4 trips per year lasting an average of 6 nights per trip. Our target key regions include the Northeast, Midwest, and Southeast markets.



35.6% MALE

64.2% FEMALE

MARRIED 80%

$150 - $250K+

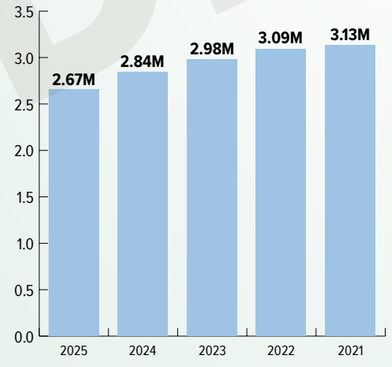
AFFLUENT TRAVELER

64.8%

UNDERGRADUATE DEGREE OR HIGHER

2-4 TRIPS PER YEAR

7 NIGHTS AVERAGE LENGTH OF STAY



2.67M

NUMBER OF VISITORS IN 2025

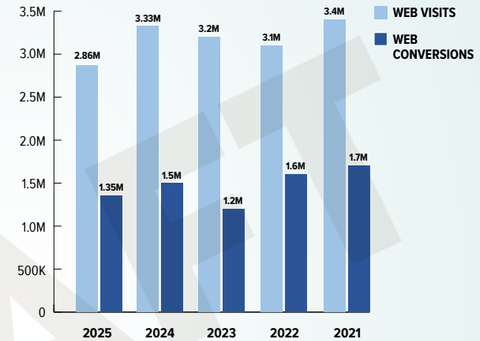
Sources: 2025 Visitor Profile Study/Keydata/Smith Travel Research Inc./College of Charleston

Number of Referrals, Website Hits & Click Throughs to Area Businesses

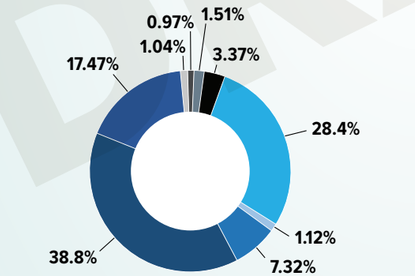
The HiltonHeadIsland.org website is our virtual front door. The website serves as the window to our destination and plays an integral part in the decision-making process. The following metrics are important key indicators of overall brand health and allow insight into visitor behavior. The insight and data taken from this platform allow us to better serve our partners, anticipate trends and react to consumer behavior.

2.86M
WEBSITE VISITS IN 2025

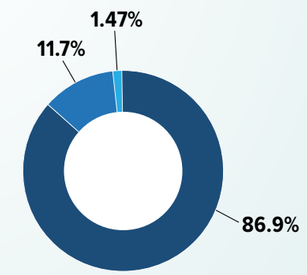
1.35M
WEBSITE CONVERSIONS TO PARTNERS IN 2025



Visits by Source



Conversion by Category



Source: Google Analytics & VERB Interactive

Numbers Related to Mail Fulfillment

The Hilton Head Island Vacation Planner, our comprehensive guide to help visitor plan and envision their vacation here on Hilton Head Island, is our primary print fulfillment piece.

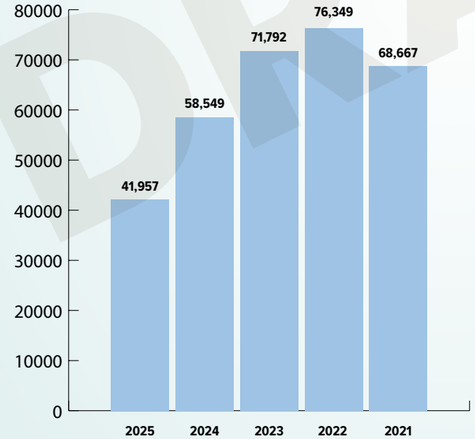
We receive requests for this piece from multiple platforms; online, media, and home inquiries. In addition, we also distribute the planner to state and local welcome centers, and airports, along with tradeshows and promotional events.

41,957
HILTON HEAD ISLAND VACATION PLANNERS AND GOLF ISLAND BROCHURES MAILED

In today's more visual world, telling a story through stunning photography and compelling content is an imperative component of the travel journey process. The "coffee table" piece allows our visitors to visualize their vacation and discover, through this first touch point, the reason for our many accolades, ultimately imagining themselves here vacationing on Hilton Head Island.

To cater to our golf-specific visitors, we offer the Hilton Head Island, Golf Island Planner. This planner can be requested through the same channels as our Vacation Planner.

The production, fulfillment, and management of our Vacation Planners is a partnership between Kennickell, our fulfillment and asset inventory partner, Impact Golf, and our Visitor & Convention Bureau staff.



Source: Kennickell Fulfillment/Hilton Head Island - Bluffton Chamber of Commerce

Spotlight on Accolades

America's Favorite Island®

Condé Nast Traveler
Hilton Head Island among the Best Beaches in the United States

Condé Nast Traveler
11 Coastal Hotels in the US for a Sunny Spring Break

Travel + Leisure
"Hilton Head Island one of the Best Beach Towns to Live in Year-Round"

Travel + Leisure
12 Best Beach Towns on the East Coast

Travel & Leisure
16 Best Spa Weekend Getaways in the U.S.

Travel & Leisure
11 Best Places to Live in South Carolina

Travel & Leisure
Travel + Leisure Readers' 15 Favorite Islands in the Continental U.S. of 2025

Travel & Leisure
10 Best Vacation Destinations for Seniors

Spotlight on Accolades

America's Favorite Island®

Southern Living
"Hilton Head Beach has the Bluest Water in S.C."

Southern Living
The 50 Best Beach Towns In The South 2025

Southern Living
The 8 Most Beautiful Places On The South Carolina Coast

Tripadvisor
Top 10 of Tripadvisor's Top Trending Destinations in the US

Women's Health
2025 Health Travel Awards Best Wellness Program Hilton Head Health & Wellness Resort & Spa

MSN Travel
20 Best Islands to Visit Without Leaving the U.S.

Golf Digest
America's 100 Greatest Golf Courses

Travel Noire
Domestic Wellness Destinations To Relax, Relate, And Release

Spotlight on Accolades

America's Favorite Island®

USA Today 10Best
Best Beach in South Carolina - Coligny Beach

USA Today 10Best
Best Beach Bar – The Beach House

USA Today 10Best
Best Resort Airport (Hilton Head Island Airport)

USA Today 10Best
Best Wellness Retreat Center

US News & World Report
12 Best Places to Visit in South Carolina

US News & World Report
2 SC Hotels are the Best in the US for 2025

Yahoo Lifestyle
These Are the Best Spa Resorts in the U.S. for a Relaxing Weekend

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Number of Jobs Created by Tourism

This study of the economic and fiscal impact of spending by visitors to Hilton Head Island in the year 2025 was performed by the College of Charleston School of Business, Office of Tourism Analysis.

The 31,604 jobs jobs that comprise the estimated total employment impact generated by the five combined visitor segments in 2025 represent 35.4% of all jobs in Beaufort County.

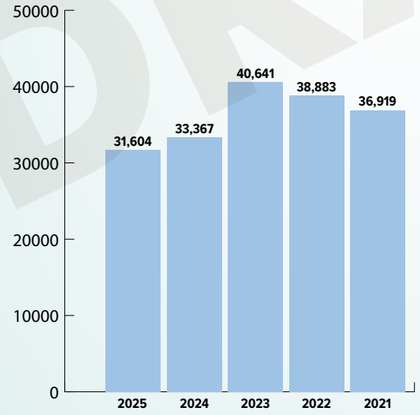
31,604 JOBS

GENERATED FROM HILTON HEAD ISLAND TOURISM

TOURISM ON HHI NOW ACCOUNTS FOR

35.4%

OF ALL JOBS IN BEAUFORT COUNTY



Source: Estimated Total Impact of Tourism In Hilton head Island On Beaufort County, South Carolina 2025

Note: The number of jobs generated are based on economic activity within different sectors of tourism. (e.g. airlines, car rentals, coach services, etc)

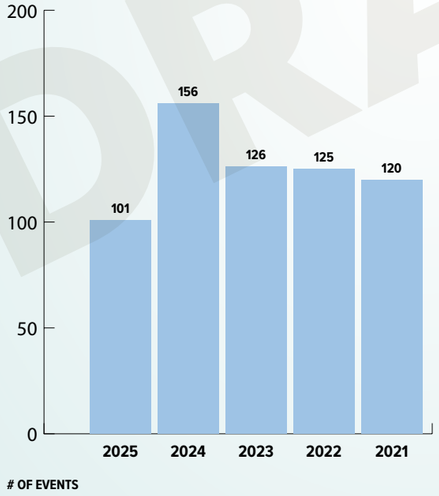
DRAFT

Networking Events, Workshops and Member/Community Events

In 2025, we celebrated 58 ribbon cuttings and groundbreaking ceremonies along with 43 in-person and virtual networking, learning seminars, and meetings, reaching 6,000+ people.

58 **RIBBON CUTTINGS & GROUNDBREAKING CEREMONIES**

43 **IN PERSON + VIRTUAL CHAMBER EVENTS**



2025 EVENTS

JANUARY

1/8/2025
Power Hour Tele Town Hall
Virtual

1/11/2025–01/18/2025
Chamber Wellness Week
Hilton Head Island & Bluffton

1/15/2025
First Presbyterian Day School Playground Ribbon Cutting
Hilton Head Island

1/16/2025
Novant Health PT Solutions Ribbon Cutting
Hilton Head Island

1/25/2025–2/1/2025
Chamber Restaurant Week
Hilton Head Island & Bluffton

1/30/2025
Conversation + Cocktails: Kung Fu Cantina
Bluffton

Lennie & Remi Ribbon Cutting
Bluffton

FEBRUARY

2/4/2025
Power Hour Tele Town Hall
Virtual

2/3/2025
Ribbon Cutting at the Town of Bluffton Squire Pope Carriage House
Bluffton

2/18/2025
Biscuits & Benefits
Hilton Head Island

2/19/2025
Chamber Young Professionals - Hawaii Fluid Art
Hilton Head Island

2/20/2025
Sparklight Ribbon Cutting
Bluffton

2/27/2025
Ribbon Cutting at Local Legend Brewing Company
Hilton Head Island

Conversation + Cocktails: Local Legend Brewing Company
Hilton Head Island

MARCH

3/4/2025
Beautique Medical Aesthetics Ribbon Cutting
Bluffton

3/5/2025
Power Hour Tele Town Hall
Virtual

3/7/2025
TCL Culinary Institute of the South Foodseum Ribbon Cutting
Bluffton

3/15/2025
Chamber Ball
Hilton Head Island

3/16/2025
Caring Transitions of Hilton Head Ribbon Cutting
Beaufort County

3/19/2025
Hilton Head Christian Academy Upper School Ribbon Cutting
Bluffton

Chamber Young Professionals at Uncorked
Hilton Head Island

3/20/2024
Conversation + Cocktails: Nectar in Bluffton
Bluffton

3/25/2025
Collins Group Realty Ribbon Cutting
Bluffton

Leadership Alumni Speaker Series Event
Hilton Head Island

3/22/2024
Ribbon Cutting: Eyemazy Iris Photography
Hilton Head Island

3/27/2025
Outside Palmetto Bluff Ribbon Cutting
Bluffton

APRIL

4/2/2024
Power Hour Tele Town Hall
Virtual

Novant Health Groundbreaking Ceremony for Bluffton Emergency Department
Bluffton

Pregnancy Center & Clinic Ribbon Cutting and Anniversary
Hilton Head Island

4/3/2024
Paid Par-Tee
Hilton Head Island

4/22/2025
Pure Salt Studios Ribbon Cutting
Hilton Head Island

4/23/2025
Daniel Ravenel Sotheby's International Realty Ribbon Cutting
Hilton Head Island

4/25/2025
Venice Lash Lounge Ribbon Cutting
Hilton Head Island

4/30/2025
Power Hour Tele Town Hall
Virtual

MAY

5/2/2025
Dill Dinkers Pickleball Ribbon Cutting
Hilton Head Island

Pops of Hilton Head Anniversary Ribbon Cutting
Hilton Head Island

5/5/2025–5/8/2025
Small Business Week
Hilton Head Island & Bluffton

5/5/2025
Pork in the Parking Lot
Hilton Head Island

5/6/2025
AI Bootcamp
Bluffton

5/7/2025
Ethical AI Seminar
Hilton Head Island

Beaufort Memorial Hospital Groundbreaking for Bluffton Community Medical Center
Bluffton

Junior Leadership Graduation
Hilton Head Island

5/9/2025
Lotus Health Ribbon Cutting
Bluffton

5/15/2025
Bluffton Block Party at Agave
Bluffton

5/16/2025
Lowcountry Stone Boutique Ribbon Cutting
Hilton Head Island

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5/16/2025
Lowcountry Stone Boutique Ribbon Cutting
Hilton Head Island

5/20/2025
Leadership Class of 2025 Project Ribbon Cutting - Safe to Shore
Hilton Head Island

5/21/2025
Biscuits & Benefits
Hilton Head Island

5/27/2025
Thai Smile Cuisine Ribbon Cutting
Hilton Head Island

JUNE

6/2/2025
Power Hour Tele Town Hall
Virtual

6/4/2025
Leadership Graduation
Hilton Head Island

6/12/2025
Business Golf Classic
Hilton Head Island

6/18/2025
Juicebox Natural Wine and Craft Beer Ribbon Cutting
Bluffton

6/24/2025
Chamber Champions Reception
Hilton Head Island

6/25/2025
Conversation + Cocktails: Hampton Hall
Bluffton

6/27/2025
Milkshake Factory Ribbon Cutting
Hilton Head Island

Nala's Beach Ribbon Cutting
Hilton Head Island

JULY

7/2/2025
Daily Café Ribbon Cutting
Hilton Head Island

7/9/2025
Power Hour Tele Town Hall
Virtual

7/30/2025
Origin Coffee Bar Ribbon Cutting
Hilton Head Island

J. Banks in Residence Ribbon Cutting
Hilton Head Island

Frank Babel Bike Path Dedication
Hilton Head Island

AUGUST

8/12/2025
Hilton Head Preperatory 60th Anniversary Ribbon Cutting
Hilton Head Island

8/13/2025
Leadership Class Orientation
Hilton Head Island

8/21/2025
Conversation + Cocktails: Nectar Hilton Head Island
Hilton Head Island

South Carolina Chamber Blueprint Luncheon
Bluffton

8/22/2025
Wildflower Girls Ribbon Cutting
Bluffton

8/24/2025
Junior Leadership Class Orientation
Hilton Head Island

8/25/2025
Emry's Bookshop Ribbon Cutting
Hilton Head Island

8/27/2025
Historic Mitchelville Freedom Park Groundbreaking for the Archaeological Research Facility and Auditorium
Hilton Head Island

8/29/2025
Ma Daisy's Porch & Bluffton Gullah Cultural Heritage Center Ribbon Cutting
Bluffton

SEPTEMBER

9/10/2025
Links & Legacy Invitational
Bluffton

9/14/2025
Pockets Full of Sunshine Ribbon Cutting
Hilton Head Island

9/17/2025
Biscuits & Benefits
Hilton Head Island

9/18/2025
Conversation + Cocktails: One Hot Mama's Hilton Head Island
Hilton Head Island

9/19/2025
Full Spectrum Studio Ribbon Cutting
Hilton Head Island

9/24/2025
221B Studios Ribbon Cutting
Bluffton

9/25/2025
Executive Connection at WaterWalk
Hilton Head Island

9/30/2025
Novant Health Westbury Park Primary Care Ribbon Cutting
Bluffton

OCTOBER

10/6/2025
Gullah Museum of Hilton Head Historic Outhouse Ribbon Cutting
Hilton Head Island

10/9/2025
Chamber Young Professionals at Hilton Head Distillery
Hilton Head Island

10/10/2025
Street Meet 20th Anniversary Ribbon Cutting
Hilton Head Island

10/15/2025
State of the Region with Governor Henry McMaster
Hilton Head Island

10/16/2025
Volunteers in Medicine "Edible Parking Lot" Ribbon Cutting
Hilton Head Island

10/22/2025
Flowers by Katie Ford Ribbon Cutting
Bluffton

10/23/2025
Conversation + Cocktails: Palmetto Hall
Hilton Head Island

10/24/2025
Town of Bluffton Permanent Art Structure Ribbon Cutting
Bluffton

Lavender Lounge Head Spa Ribbon Cutting
Bluffton

Birdie James Bluffton Ribbon Cutting
Bluffton

10/18/2024
Ribbon Cutting: Hawaii Fluid Art HHI
Hilton Head Island

10/28/2025
Leadership Alumni Association "Tales of the Lowcountry" Speakers Event
Hilton Head Island

NOVEMBER

11/6/2025
Executive Connection
Bluffton

11/7/2025
Indigo Run Golf Club Re-Opening Ribbon Cutting
Hilton Head Island

11/13/2025
Hail Mary's Ribbon Cutting
Bluffton

Conversation + Cocktails: Hail Mary's
Bluffton

11/19/2025
Demure Head Spa Ribbon Cutting
Hilton Head Island

11/20/2025
Beaufort Memorial Hospital Emergency Room Groundbreaking
Hilton Head Island

DECEMBER

12/3/2025
Nom Nom Poke Shop Ribbon Cutting
Bluffton

Artware 25th Anniversary Ribbon Cutting
Hilton Head Island

12/4/2025
Russel Stover Chocolates Ribbon Cutting
Hilton Head Island

12/5/2025
Sandbox 20th Anniversary Ribbon Cutting
Hilton Head Island

Historic Mitchelville Freedom Park Era Garden Ribbon Cutting
Hilton Head Island

12/8/2025
Taylor Memorial Family Park Groundbreaking
Hilton Head Island

12/9/2025
Radici Italian Chophouse Ribbon Cutting
Bluffton

12/12/2025
Sparkles & Spirits
Hilton Head Island

12/19/2025
T2 Teaching and Tutoring Ribbon Cutting
Bluffton

DRAFT

Media Impressions and the Dollar Equivalent

The communications team tracks all print, digital, and broadcast mentions and stories about Hilton Head Island. Hosting visiting journalists and social influencers, meeting with editors of some of the nation's top-tier publications, working with broadcast crews, and actively pitching story ideas about the destination are all part of the chamber's daily public relations outreach efforts in partnership with Weber Shandwick, one of the world's leading travel public relations firms.

2,487
STORIES & MENTIONS

24,478,291,321
MEDIA IMPRESSIONS

$31,719,802.95
AD EQUIVALENCY

Sources: Weber Shandwick and includes all print, online, and broadcast media

2025
Stories & Mentions
2,487
Impressions
24,478,291,321
Ad Value
$31,719,802.95

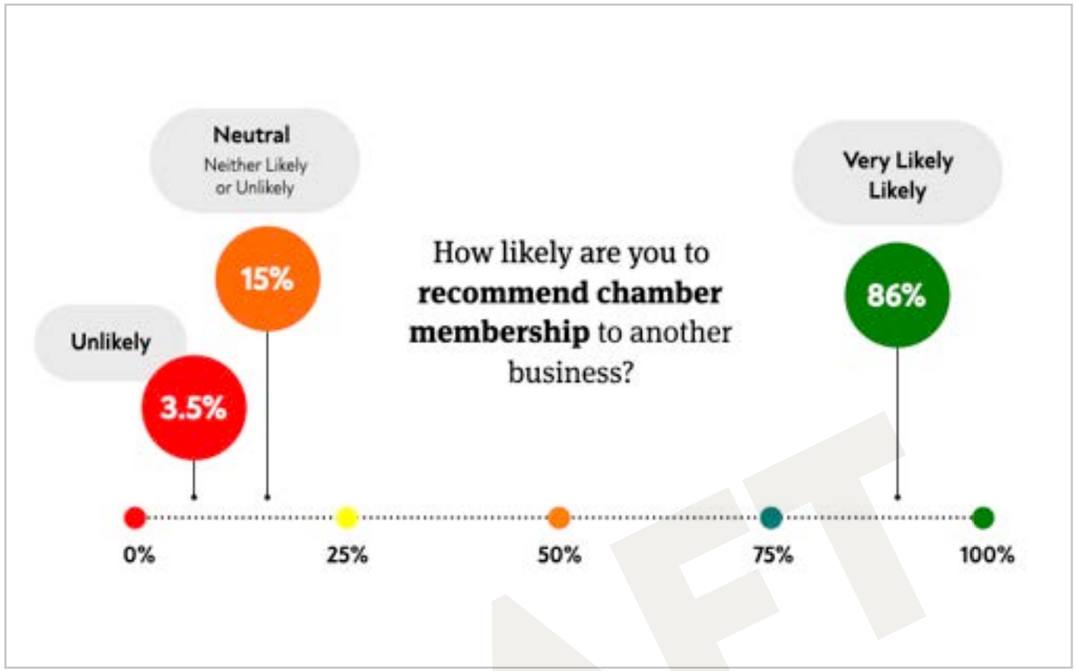
2024
Stories & Mentions
2,722
Impressions
24,796,409,713
Ad Value
$32,430,886

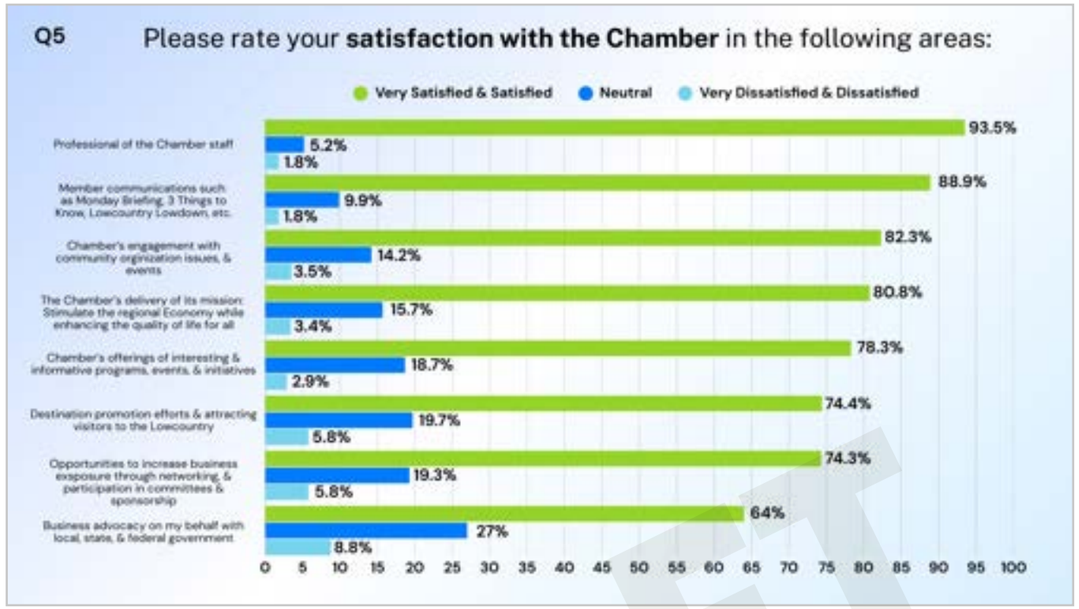
2023
Stories & Mentions
2,138
Impressions
6,376,960,959
Ad Value
$21,028,150.43

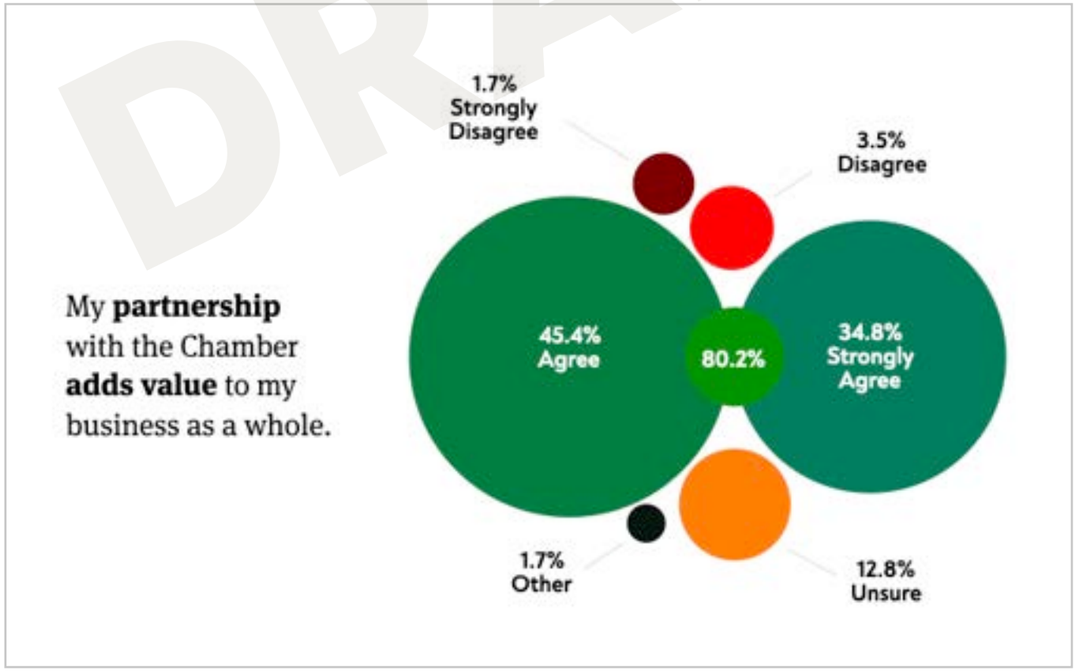
2022
Stories & Mentions
2,799
Impressions
11,119,754,831
Ad Value
$21,119,046.34

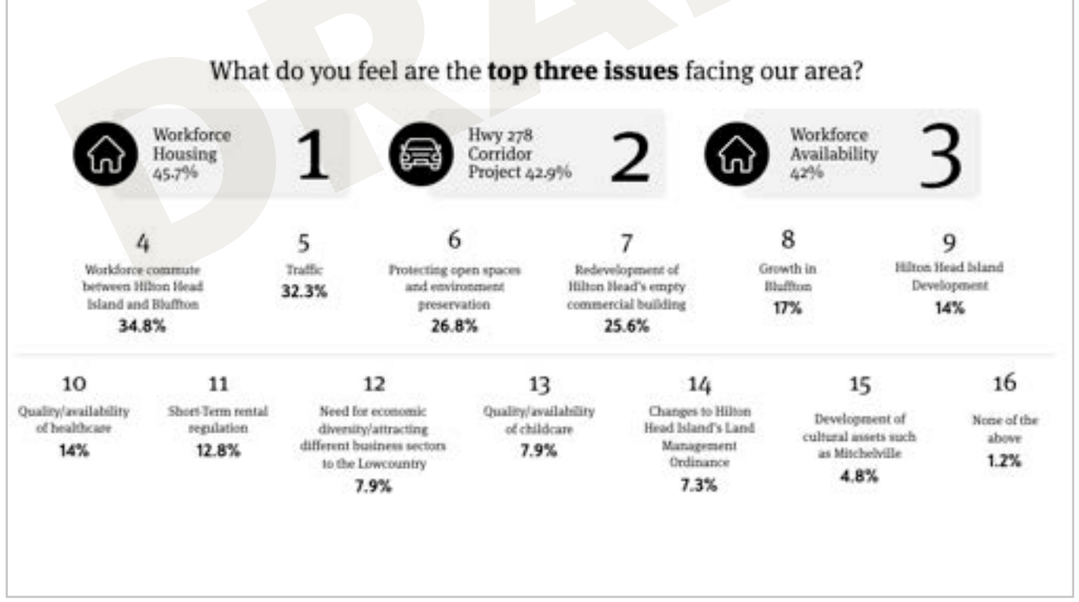
2021
Stories & Mentions
2,316
Impressions
13,269,706,386
Ad Value
$11,729,825.10

HIGHLIGHTS FROM THE CHAMBER MEMBERSHIP SURVEY


How likely are you to **recommend chamber membership** to another business?
Neutral
Neither Likely or Unlikely
15%
Unlikely
3.5%
Very Likely Likely
86%
0%
25%
50%
75%
100%


Q5 Please rate your **satisfaction with the Chamber** in the following areas:
Very Satisfied & Satisfied
Neutral
Very Dissatisfied & Dissatisfied
Professional of the Chamber staff
93.5%
5.2%
1.8%
Member communications such as Monday Briefing, 3 Things to Know, Lowcountry Lowdown, etc.
88.9%
9.9%
1.8%
Chamber's engagement with community orginization issues, & events
82.3%
14.2%
3.5%
The Chamber's delivery of its mission: Stimulate the regional Economy while enhancing the quality of life for all
80.8%
15.7%
3.4%
Chamber's offerings of interesting & informative programs, events, & initiatives
78.3%
18.7%
2.9%
Destination promotion efforts & attracting visitors to the Lowcountry
74.4%
19.7%
5.8%
Opportunities to increase business exposure through networking, & participation in committees & sponsorship
74.3%
19.3%
5.8%
Business advocacy on my behalf with local, state, & federal government
64%
27%
8.8%
0 5 10 15 20 25 30 35 40 45 50 55 60 65 70 75 80 85 90 95 100


My **partnership** with the Chamber **adds value** to my business as a whole.
1.7% Strongly Disagree
3.5% Disagree
45.4% Agree
80.2%
34.8% Strongly Agree
1.7% Other
12.8% Unsure


What do you feel are the **top three issues** facing our area?
Workforce Housing 45.7% 1
Hwy 278 Corridor Project 42.9% 2
Workforce Availability 42% 3
4 Workforce commute between Hilton Head Island and Bluffton 34.8%
5 Traffic 32.3%
6 Protecting open spaces and environment preservation 26.8%
7 Redevelopment of Hilton Head's empty commercial building 25.6%
8 Growth in Bluffton 17%
9 Hilton Head Island Development 14%
10 Quality/availability of healthcare 14%
11 Short-Term rental regulation 12.8%
12 Need for economic diversity/attracting different business sectors to the Lowcountry 7.9%
13 Quality/availability of childcare 7.9%
14 Changes to Hilton Head Island's Land Management Ordinance 7.3%
15 Development of cultural assets such as Mitchelville 4.8%
16 None of the above 1.2%

DRAFT

MARKETING COUNCIL MEETING SCHEDULE

November 18, 2026
Marketing Council Kick Off Meeting

January 27, 2027
Marketing Council Meeting

February 15, 2027
Draft Marketing Plan sent to Chamber Board of Directors & Marketing Council

February 22, 2027
Feedback due from Chamber Board of Directors & Marketing Council

March 1, 2027
Draft DMO Marketing Plan and FY 2027-2028 budget due to
Town of Hilton Head Island Town Manager

March 15, 2027
Feedback due from Town of Hilton Head Island Town Manager

March 18, 2027
DMO Workshop with Town of Hilton Head Island Town Council

April 6, 2027
Final Annual Package due to Town of Hilton Head Island Town Manager,
Assistant Town Manager, and Finance Director

April 22, 2027
Presentation to the Town of Hilton Head Island Accommodations Tax Advisory Committee

June 8, 2027
Presentation to the Town of Hilton Head Island Town Council

POINT OF CONTACT

Ariana Pernice
Vice President of Visitor & Convention Bureau
Hilton Head Island & Bluffton Chamber of Commerce
apernice@hiltonheadisland.org
(843) 341-8366

HILTON HEAD
ISLAND
SOUTH CAROLINA

STATE OF SOUTH CAROLINA	)	CONTRACT FOR A DESIGNATED MARKETING
	)	ORGANIZATION
COUNTY OF BEAUFORT	)	

THIS CONTRACT FOR A DESIGNATED MARKETING ORGANIZATION (the "***Contract***") is made effective as of December 19th, 202 5 ("***Effective Date***"), by and between **Hilton Head Island - Bluffton Chamber of Commerce**, a not-for-profit corporation organized and existing under the laws of the State of South Carolina ("***Chamber***" or "***DMO***") and the **Town of Hilton Head Island,** a municipal corporation and political subdivision of the State of South Carolina ("***Town***"); hereinafter individually referred to as a "***Party***" and collectively referred to as the "***Parties***".

WHEREAS, S.C. Code Ann. § 12-36-920(A)(Supp. 2025) imposes a sales tax of seven (7%) percent on accommodations provided to transients in the State of South Carolina. Under S.C. Code Ann. § 12-36-2630(3)(Supp. 2025), one component of the tax on accommodations is a two (2%) percent local accommodations tax that is credited to the counties and municipalities in the State in accordance with S.C. Code Ann. § 6-4-5, *et seq.*(Supp. 2025); and,

WHEREAS, Counties and municipalities in which more than fifty thousand and no/100 ($50,000.00) Dollars is collected must allocate the two (2%) percent accommodations tax credited to them in the manner stated in S.C. Code Ann. §6-4-10 (Supp. 2025); and,

WHEREAS, S.C. Code Ann. §6-4-10(3)(Supp. 2025), reads, in relevant part:

> 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. To manage and direct the expenditure of these tourism promotion funds, the municipality or county shall 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. If no organization exists, the municipality or county shall create an organization with the same membership standard in Section 6-4-25. To be eligible for selection the organization must be organized as a nonprofit organization and shall demonstrate to the municipality or county that it has an existing, ongoing tourism promotion program or that it can develop an effective tourism promotion program. Immediately upon an allocation to the special fund, a municipality or county shall distribute the tourism promotion funds to the organizations selected or created to receive them. Before the beginning of each fiscal year, an organization receiving funds from the accommodations tax from a municipality or county shall submit for approval a budget of planned expenditures. At the end of each fiscal year, an organization receiving funds shall render an accounting of the expenditure to the municipality or county which distributed them.

The fund described in S.C. Code Ann. §6-4-10(3)(Supp. 2025), is known as the "***Thirty Percent Fund***"; and,

WHEREAS, businesses in the Town collect more than fifty thousand and no/100 ($50,000.00) Dollars per year in accommodations taxes imposed by S.C. Code Ann. § 12-36-920(A)(Supp. 2025); therefore, under S.C. Code Ann. § 6-4-10(3)(Supp. 2025) the Town must select or create an organization to manage and direct the Thirty Percent Fund, said organization referred to as a destination marketing organization, herein the "***DMO***"; and,

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WHEREAS, the Chamber seeks to serve as the DMO, and reference to the DMO herein includes the Chamber and reference to the Chamber includes the DMO; and,

WHEREAS, the Parties desire to enter into this Contract to establish the standards of performance to be met by the DMO in the fulfilment of its statutory obligations to submit for approval its annual budget at the beginning of each fiscal year, DMO's obligation to submit an accounting of the expenditures at the end of each fiscal year, and formalize the Town's expectations for reporting of all marketing activity.

NOW, THEREFORE, in consideration of the mutual promises, undertaking and covenants set forth herein, the receipt and sufficiency of which are acknowledged and affirmed, the Parties hereto agree as follows:

ARTICLE 1. Incorporation of Recitals. The above recitals are hereby incorporated herein as if restated fully and are hereby made an integral part hereof so that their contents are a substantive part of this Contract.

ARTICLE 2. Term. This Contract shall be effective as of the Effective Date and shall continue for a period of three (3) years ("***Term***"), unless otherwise terminated as herein provided.

I. *Renewal Term*. This Contract may be renewed at the end of the Term for a period not to exceed two (2) years and may not be renewed more than one (1) time ("***Renewal Term***"). Parties agree the Renewal Term must be considered by Town Council thirty (30) calendar days after the beginning of the third (3rd) year of this Contract and prior to a Request for Qualification ("***RFQ***") for a DMO as required in Subsection II of this Article.

II. *End of Term RFQ.* The Parties acknowledge and understand that one (1) year prior to the end of the Term or Renewal Term, the Town will issue a RFQ for DMO services and the Town will review all responses pursuant to the Town's procurement process.

ARTICLE 3. DMO Funding

I. *Allocation and Use of Funds.* Pursuant to the authority and requirements established in the S.C. Code and as detailed in the recitals of this Contract, the Town shall allocate the monies held in the Thirty Percent Fund to the DMO. Said funds shall be allocated to the DMO quarterly based on the Fiscal Year. The Thirty Percent Funds shall be used pursuant to South Carolina state law, State of South Carolina Tourism Expenditure Review Committee ("***TERC***") oversight and as established in this Contract. DMO agrees the Thirty Percent Funds shall be held in a separate account from all other funds held by the DMO or in a manner that allows for a detailed accounting of the funds to be provided to the Town as required by this Contract. Failure by the DMO to use the Thirty Percent Funds as specified and required by this Contract shall be deemed a default by the DMO and shall result in a termination of this Contract.

II. *Availability of Funds.* The Parties acknowledge, understand and agree that the Thirty Percent Fund is funded from a fluctuating revenue source, thus the availability of funds may be inconsistent with the projected amounts. The Parties agree that the Town shall not be responsible for the difference between projected funding and the actual funding available and the Town shall not be requested or required to allocate any monies from any other funding source other than the Thirty Percent Fund. Nothing herein prevents the DMO from requesting additional funding from the Town.

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ARTICLE 4. Annual Approvals and Required Presentations.

I. *Annual Package Required.* The Parties acknowledge and agree that as a condition of eligibility for funding, the DMO shall prepare and submit to the Town of Hilton Head Island Town Council ("Town Council"), on or before April 6 of each year the finalized Budget, Marketing Plan, Marketing Council Calendar, and Point of Contact for review and approval; hereinafter collectively referred to as the "Annual Package". The Annual Package shall not be presented to or approved by Town Council unless all required documents are included.

II. *Budget and Marketing Workshop.* The DMO must submit a preliminary Budget and preliminary Marketing Plan to the Town Manager no later than March 1 of each year. The Town Manager will return a revised or approved copy of the Budget and Marketing Plan by March 16 of each year. The Budget and Marketing Plan shall be presented to the Town Council by the DMO at a workshop to be held no later than March 31 of each year.

III. *Required Public Presentations.* The DMO shall provide presentations and reports on the operations of the DMO to the Town when requested by the Town Council or Town Manager within fourteen (14) business days following the request. The DMO shall provide a presentation, report and update on marketing and the Budget every year as follows:

(a) Once per Fiscal Year to the Town's Accommodations Tax Advisory Committee at a time determined appropriate by the committee; and,
(b) A Quarterly Report to Town Council at a public meeting held between September 1 and October 31; and,
(c) A Quarterly Report to Town Council at a public meeting held between May 1 and June 30.

The required public presentations shall include:

(a) a mutually agreed upon marketing analysis based on defined key performance indicators as defined by Destinations International; and,
(b) report on status of marketing projects as described in the Marketing Plan; and,
(c) a budget update; and,
(d) update on projects and promoted and advertised local events; and,
(e) overview of any other projects and actions being taken in furtherance of the Core Values.

Town Council reserves the right to postpone or combine required public presentations and/or request for reports at its discretion.

ARTICLE 5. Annual Budget.

I. *Annual Budget Approval.* Pursuant to the requirements established in Article 4 herein, the DMO's annual budget ("***Budget***") shall be approved by Town Council as part of the Annual Package. The Budget shall be a detailed budget in a mutually agreed upon format that shall include a comparison to the previous fiscal year budget. The DMO shall provide a proposed budget format to the Town Manager no later than January 1 of each year for review and approval. For purposes of this Contract the fiscal year shall be from July 1 to June 30 ("***Fiscal Year***").

II. *Budget Requirements.* To be considered for approval by Town Council, the Budget shall be submitted utilizing the "30 Percent (NONPROFIT DMO) Budget Form" ("***Budget Form***") as adopted by TERC and in the agreed format as established in Section 5(I) of this Contract, and shall include all

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of the following:

(a) A description of all planned revenues of the DMO including but not limited to the Thirty Percent Fund, any other revenues from any other sources and amount by source fund.

(b) A description of all planned expenditures of the DMO. The line items for proposed expenditures shall include the proposed expenditures, identified by amount, for:

(i) All advertising or promotions placed in or utilizing any print, television, radio, all social media/digital/internet-based media or platforms, however described; and,

(ii) On-site advertising at airports, other transportation hubs and visitor/welcome centers; and,

(iii) All advertising or promotions through the South Carolina Parks, Recreation and Tourism co-op channels and group travel organizations, sponsors, and plans as it relates to Thirty Percent Funds; and,

(iv) All full-time employee personnel costs, including salary and benefits, charged or allocated to the DMO and funded by the Thirty Percent Funds; and whereby said breakdown shall include the percentage and dollar amount of Thirty Percent Funds contributed to each employee position total salary; and,

(v) All office costs, including but not limited to rent or other charges for office space, office supplies and utilities by expense as it relates to Thirty Percent Funds; and,

ARTICLE 6. Marketing Plan.

I. *Marketing Plan Approval.* Pursuant to the requirements established in Article 4 herein, the DMO shall deliver to the Town a Marketing Plan as part of the Annual Package. The Marketing Plan shall demonstrate adherence to the promotion of the Town's goal of sustainable and responsible tourism practices in alignment with the Town's strategic plan by promoting Ecotourism, Arts & Culture, Hilton Head Island History, Wellness, and Recreation (herein, the "***Core Values***") and as further required by this Article. The Parties agree the Marketing Plan shall adhere to the requirements established in Section 6(II), but the Town reserves the right to request additional documents and/or information as desired.

II. *Marketing Plan Requirements.* The Parties agree the Marketing Plan shall include:

(a) *General Requirements.* If applicable the advertising rates charged by the DMO for the Vacation Planner; planned print, television, radio, all social media/digital/internet based media or platforms, however described; on-site advertising at airports, other transportation hubs and visitor/welcome centers; direct mail or e-mail; and all advertising or promotions through the South Carolina Parks, Recreation and Tourism co-op channels and group travel organizations, sponsors and plans including group name, estimated number of room nights and venue rental; resident outreach plan with specific audiences and topics; and specifics on how each of the five Core Values will be marketed as associated with the Thirty Percent Fund.

(b) *Strategic Plan Required*. The DMO shall prepare and implement a Chamber Strategic Plan in accordance with South Carolina state law, TERC policies, and the Core Values.

(c) *Local Events.* The Marketing Plan shall include specific local events that will be promoted and

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advertised throughout the year with Thirty Percent Funds; where the local event promotes the Town as a destination, attracts visitors from fifty (50) miles away or more, and visitors that stay in the Town overnight. The DMO shall provide the local event name, the previous year statistics associated with the local event, and the amount of Thirty Percent Funds being used to promote the local event.

(d) *Surveys and Metrics.* In addition to any other requirements established in this Article and to confirm compliance with industry standards, the Marketing Plan shall include the most current Industry Standard metrics as published by "Destinations International" and reports of the metrics aligned with the Core Values to include but not be limited to:

(i) Visitor Metrics shall include:
(1) the average spend per visitor and by category (such as tours, lodging and dining);
(2) the number of visitors by season and demographic categories;
(3) a comparison of occupancy rates between the Town and comparable destinations; and,
(4) a comparison of the average spend per visitor between the Town and comparable destinations.

(ii) The identification of specific local events held within the Town, together with a detailed breakdown of the proposed strategies, timelines, and initiatives to be implemented for the purpose of promoting and enhancing attendance at such local events; where the local event promotes the Town as a destination, attracts visitors from fifty (50) miles away or more, and visitors that stay in the Town's jurisdiction overnight; and,

(iii) Group Sales metrics including year-over-year comparisons of DMO outreach to Group Sales providers, Group Sales attributable to DMO outreach, number of attendees per event, and economic impact or spend; and,

(iv) Digital Performance metrics including website traffic and engagement metrics (e.g., unique visitors, time on site, bounce rate); social media growth, engagement rates, and reach; and conversion rates for booking or other calls to action; and,

(v) Economic Impact metrics including local business revenues from tourism and tourism-related tax revenues; and,

(vi) Media and Brand Awareness metrics including earned media value, number of media placements and sentiment and brand recognition surveys; and,

(vii) Seasonal Impact metrics including Shoulder Season bookings, visitor numbers, and Peak Season bookings and visitor numbers; and,

(viii) Stakeholder Satisfaction metrics including surveys of Town businesses, residents, and industry stakeholders with a survey that meets statistical validity based on survey research best practices. For the resident survey, there must be a minimum of 3000 responses and a collaborative approach to outreach efforts. The DMO shall provide the Town with details of the outreach efforts at the Budget and Marketing Workshop.

ARTICLE 7. Annual Accounting and Financial Transparency.

I. *Accounting Report Required.* In addition to an annual audit and as required by S.C. Code Ann. § 6-4-10(3)(Supp. 2025), on or before September 30 of each year, the DMO shall deliver to the Town an accounting report of the DMO's expenditure of the revenues described in the Budget for the preceding Fiscal Year for the Thirty Percent Funds, hereinafter referred to as "***Accounting Report***".

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An audit and the related Accounting Report must be prepared by an independent certified public accounting firm and must conform to the standards set by the American Institute of Certified Public Accountants. The Accounting Report must include:

(a) One Hundred (100%) percent of all invoices and receipts paid from or charged against the revenues of the DMO including the Thirty Percent Fund and any other revenues and expenses identified in the Budget; and shall include all revenues and expenditures identified in the Budget for the preceding Fiscal Year; and,

(b) The most recent Federal and State tax returns filed related to the revenues and expenses of the DMO, and if the revenues and expenses of the DMO are included in Federal and State tax returns of any other organization, including the Chamber, then those Federal and State tax returns must be included. The Federal and State tax returns shall be prepared and filed by a tax professional that must execute the returns as a tax preparer as defined by the Internal Revenue Code, the South Carolina tax code, and/or their regulations.

II. *Fiscal Year Annual Audit*. The Accounting Report required in this Article is in addition to an annual audit completed by a Certified Public Accountant for each Fiscal Year. The DMO agrees to provide a copy of the fiscal year audit to the Town and post on the website as required in Section 7(V) of this Contract. Following a review of the Fiscal Year audit, the Town Manager or Town Council may request to inspect additional information or documentation related to the Thirty Percent Funds as described below.

III. *Inspection Rights.* The Town Manager (or a designee that satisfies the same standard to interview auditors as set forth herein), or a representative from the Town's Finance and Administration Committee (who also satisfied the same standard to interview auditors as set forth herein) may, upon reasonable notice, inspect the necessary financial records, including third party invoices, of the Chamber in order to verify compliance of the Accounting Report in all material respects. This inspection right shall not be exercised more than twice a Fiscal Year, unless otherwise agreed by the Parties.

IV. *DMO Warranties and Representations.* The DMO hereby warrants and represents the following:

(a) The DMO warrants and represents that it has all necessary licenses and consents required for the DMO to enter into and fully perform this Contract.

(b) The DMO warrants and represents to perform all tasks required under this Contract with a degree of skill and care of reputable organizations and experts of the same profession in South Carolina.

(c) The DMO warrants and represents to properly withhold from all wages, commissions, salaries, and fees paid by DMO to third parties or employees, agents, or sub-contractors of DMO, all amounts required by state or federal law to be withheld for or on account of taxes, social security payments, or other withholdings mandated by law or regulation.

V. *Records on Website.* The DMO shall be solely responsible for ensuring each year's Budget, Marketing Plan, and Accounting Report required in Section 6(II)(d) of this Contract are posted on the website with an address of www.ThinkHiltonHeadIsland.org. The documents posted on the website shall be easily accessible to the public and be in a format that can be accessed by the public or in a format that allows for the documents to be downloaded by a typical user. The DMO will also provide the previous ten (10) years of Accounting Reports, annual audits and yearly Budget on www.thinkhiltonheadisland.org.

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ARTICLE 8. Additional Grants.

I. *Request for Additional Grants.* Any request by the DMO or the Chamber for an Additional Grant of Accommodations Tax funds ("***Additional Grant***") or any other Town funds shall be accompanied by a detailed budget. To be considered for approval by the Town Council, the Additional Grant budget shall include all of the following:

(a) A description of all planned revenues to be applied to the matter that is the subject of the Additional Grant, including all Town funds and any other revenues from any other sources.

(b) A description of all planned expenditures related to the matter that is the subject of the Additional Grant. The line items for proposed expenditures shall include the proposed expenditures, identified by amount and recipient, for:

(i) All advertising or promotions placed in or utilizing any print, television, radio, all social media/digital/internet-based media or platforms, however described; and,

(ii) On-site advertising at airports, other transportation hubs and visitor/welcome centers; and,

(iii) direct mail or e-mail; and,

(iv) All advertising or promotions through the South Carolina Parks, Recreation and Tourism co-op channels and group travel organizations, sponsors, and plans; and,

(v) All personnel costs, including salary and benefits, charged or allocated to the DMO; and,

(vi) All fees for marketing support, including call/chat centers, creative development of materials, photography, videography and the like; and,

(vii) All office costs, including rent or other charges for office space, office supplies and utilities; and,

(viii) All professional fees and costs charged to or incurred by the DMO, including but not limited to professional fees for accounting, legal, website and web-based application development and maintenance.

II. *Required Reports.* Following the expenditure of any Additional Grant by the DMO, but in no event less than one hundred eighty (180) days following the delivery of any Additional Grant, the DMO shall deliver to the Town an accounting of the DMO's expenditure of the revenues described in the budget for the Additional Grant. The accounting must be prepared by an independent certified public accounting firm and must conform to the standards set by the American Institute of Certified Public Accountants. The accounting must include One Hundred (100%) percent of all invoices and receipts paid from or charged against the revenues of the DMO related to the Additional Grant including all revenues identified in the budget for the Additional Grant. The accounting shall include all revenues and all expenditures identified in the budget for the Additional Grant.

ARTICLE 9. Public Engagement.

I. *Appointment of Members.* The DMO acknowledges and agrees that the Town Mayor shall appoint one member of the Town Council and one staff member from the Town to the DMO Marketing Council of the Chamber.

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II. *Marketing Council Calendar.* The DMO shall ensure that specific dates are established for the DMO Marketing Council to meet throughout the year starting July 1 through June 30 of the following year. The calendar of meetings required in this Section shall be included in the Annual Package; hereinafter collectively referred to as "***Marketing Council Calendar***".

ARTICLE 10. Materials and Data.

I. *Assignability of Contracts*. To the extent available by the DMO's license and/or ownership, the DMO acknowledges and agrees that if this Contract is terminated or not renewed, the Town shall have the right to request for any contract related to the use of Thirty Percent Funds and pursuant to TERC may be assigned to the Town.

II. *Sale of Materials.* For purposes of this Contract, "Materials and Assets" shall include, but not be limited to, photography, data subscriptions, web-based applications, websites, and any other materials paid for in whole or in part with funds from the Thirty Percent Fund or any Additional Grant. To the extent available by the DMO's license and/or ownership any Materials and Assets, the Town shall have a first right of refusal to purchase the Materials and Assets pursuant to the terms of this Section. Within fifteen (15) days of receipt of the Town's written request, or the end of the Term or Termination of this Contract, the DMO shall deliver to the Town a written acknowledgment and bill of sale identifying the specifical Material and Asset. The Town shall have ninety (90) days from the date of receipt of the DMO's written acknowledgement and bill of sale to purchase said Material and Asset in their entirety, resulting in the DMO having no ownership in any of the Materials and Asset.

III. *Sale of Domain Names*. To the extent available by the DMO's license and/or ownership of the domain names associated with the Websites, these may be sold to the Town pursuant to the terms of this Section. If this Contract is terminated or not renewed within six (6) months from the end of a Term or Renewal Term, then the Town shall have the right of first refusal to purchase the domain names associated with the Websites, if DMO offers same for sale, at a fair market value established by a mutually agreed upon third party; whereby the fair market value shall be discounted by the amount of the Thirty Percent Fund that has been allocated to the use and promotion of the said domain names over the term of the contract. The Town shall have ninety (90) days from the date the fair market value is established to inform the DMO in writing of the Town's desire to purchase the domain names associated with the Websites; and the sale and purchase of the said domain names shall occur within ninety (90) days of the Town's written intent to the DMO.

IV. *Data and Information*. The Parties acknowledge that technology including software programs and artificial intelligence may be used to obtain data and information to form future marketing plans as well as to determine the effectiveness of current marketing strategies. To the extent available by the DMO's license and/or ownership the DMO acknowledges and agrees that upon a written request from the Town, the DMO shall within a commercially reasonable time provide to the Town any data and/or information gathered by software and/or artificial intelligence which has been purchased or obtained in any amount from the use of Thirty Percent Funds and pursuant to TERC.

ARTICLE 11. Correction of Errors, Inquiries and Requests.

I. *Websites.* The DMO is solely responsible for maintaining the websites with domain names www.ThinkHiltonHeadIsland.org and HiltonHeadIsland.org, collectively referred to as the "***Websites***". DMO shall ensure that Websites are free from errors, have current and accurate information at all times and function properly. The DMO shall correct errors or inaccurate or out of date information on the Websites within a commercially reasonable amount of time after receiving written notice of the

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alleged error, but in a period not to exceed fourteen (14) calendar days or within a longer period of time as approved by the Town whereby said approval shall not be unreasonably withheld.

II. *Requests from Town Generally.* The DMO shall have fourteen (14) calendar days to respond to written inquiries or requests for information from the Town. The DMO acknowledges and agrees that any failure to respond to written inquires or requests for information from the Town in the stated timeframe is a breach of this Contract.

ARTICLE 12. DMO Warranties and Role

I. *Warranties and Representations.* All warranties and representations of the DMO shall survive the expiration of the Term or any Termination as described in this Contract. The DMO hereby warrants and represents:

(a) it has all necessary licenses and consents required for the DMO to enter into and fully perform this Contract; and,

(b) it shall perform all tasks required under this Contract with a degree of skill and care of reputable organizations of the same profession in South Carolina; and,

(c) to properly withhold from all wages, commissions, salaries, and fees paid by DMO to third parties or employees, agents, or sub-contractors of Chamber, all amounts required by State or Federal law to be withheld for or on account of taxes, social security payments, or other withholdings mandated by law or regulation; and,

(d) to comply with all state accommodation tax laws, including but not limited to S.C. Code Ann. § 6-4-5, *et seq*. (Supp. 2025), in administering the Thirty Percent Fund; and,

(e) to comply with all Federal and State income tax laws.

II. *DMO Role and Revenues.* The Chamber acknowledges that its role as the DMO and as the recipient and end user of the Thirty Percent Fund and is a division of the Chamber of Commerce and will continue to act pursuant to South Carolina state law, TERC oversight, and the terms of this Contract.

III. *Point of Contact.* The Parties agree to provide the other Party a Point-of-Contact. The Point-of-Contact shall be a representative of each Party who will be used for regular communication and reporting purposes. Each Party shall provide to the other Party a specific name and all contact information for the Point-of-Contact. If a Party's Point-of-Contact changes, then the Party shall provide written notice to the other Party of said change. The DMO shall include the Point-of-Contact in the Annual Package. The Town shall provide the DMO a Point-of-Contact with its approval of the Annual Package. The Point-of-Contact shall not be used for formal notices as established in Article 15(IX) of this Contract.

ARTICLE 13. Termination.

I. *Default by DMO.* The Parties agree to act in good faith and take all available actions to avoid a termination pursuant to the terms of this Section. In the event of a breach by the DMO, the Town shall deliver a written notice to the DMO specifying the actions or inactions constituting the breach and specifying the actions necessary to cure the breach. Unless otherwise established in this Contract, the DMO shall have ninety (90) days following receipt of the written notice from the Town to cure the breach. If the DMO fails to cure the breach within the ninety (90) day period, then the Town may terminate this Contract by providing ninety (90) days written notice of the Termination to the DMO ("***Termination Notice***"). This Contract shall Terminate on the thirty first (31st) day following receipt of the Town's written Termination

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Notice (the "***Termination***"). Immediately following the Termination, or sooner at the DMO's election, the DMO shall return to the Town any part of the Thirty Percent Fund that was allocated to it and which has not been spent by the DMO in accordance with this Contract and the requirements of S.C. Code Ann. § 6-4-10(3)(Supp. 2025). Termination of this Contract shall not relieve the DMO of its obligations, responsibilities, or any representations and warranties as established in this Contract.

II. *Immediate Termination*. This Contract is hereby terminated and voided immediately if 1) due to an unforeseeable catastrophic event, not otherwise covered by the Force Majeure clause included in this Contract, which dramatically effects the Town's economy and tourism resulting in funding ceasing to exist; or 2) the South Carolina law is at any time amended whereby said amendment results in this Contract being unenforceable and/or illegal.

III. *Allocation of Remaining Funds.* Following a termination or non-renewal of this Contract the Town shall be responsible for allocating any Thirty Percent Funds remaining owed to the DMO. Upon receipt of the Thirty Percent Funds from the state, the Town shall issue the remaining Thirty Percent Funds owed to the DMO within sixty (60) days of receipt. If this Contract is terminated prior to the end of a quarter, the allocation of funds shall be calculated based on the percentage of the quarter the DMO provided its services and this Contract was in place. This Section shall remain fully enforceable following a termination or non-renewal of the Contract.

ARTICLE 14. Authorization to Execute, Deliver and Perform. Each Party warrants that it has taken such actions as are necessary to authorize the execution, delivery, and performance of this Contract; that the officers signing this Contract are authorized to do so; and that their signatures are valid and sufficient to bind the Parties.

ARTICLE 15. Miscellaneous Terms.

I. *Binding Effect***.** This Contract shall inure to the benefit of and shall be binding upon the Parties and their respective successors and assigns, if any are permitted hereunder.

II. *Non-Assignability*. The DMO may not assign or transfer this Contract without the prior written approval of the Town, and any attempt to do so shall be void.

III. *Entire Agreement, Amendment, Changes and Modifications.* This Contract supersedes all prior discussions and agreements between the Parties with respect to the matters contained in this Contract and constitutes the sole and entire agreement and understanding between the Parties with respect to the matters and things contemplated herein. This Contract shall not be modified or amended except by an instrument in writing signed by both Parties.

IV. *Severability.* If any provision of this Contract shall be held invalid or unenforceable by any court of competent jurisdiction, such holding shall not invalidate or render unenforceable any other provision.

V. *Counterparts.* This Contract may be simultaneously executed in several counterparts, each of which shall be an original and all of which shall constitute but one and the same instrument.

VI. *Applicable Law:* This Contract shall be governed by and construed in accordance with the laws of the State of South Carolina. Venue is agreed to proper in Beaufort County and the associated state and Federal courts therein.

VII. *Captions.* The captions or headings herein are for convenience only and in no way define, limit, or describe the scope or intent of any provisions, Sections or Articles of this Contract.

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VIII. *No Third-Party Beneficiaries.* The Parties affirmatively represent that this Contract is made solely for the benefit of the signature parties hereto and their respective successors and assigns and not for the benefit of any third party who is not a signature party hereto. No party other than the signature Parties and their respective successors and assigns hereto shall have any enforceable rights hereunder, or have any right to the enforcement hereof, or any claim for damages as a result of any alleged breach hereof.

IX. *Notices.* All notices, applications, requests, certificates or other communications hereunder shall be sufficiently given and shall be deemed given when delivered in person; mailed by Certified mail, postage prepaid (in such case, delivery shall be deemed complete upon mailing); or by email including a read receipt, provided that the receiving party acknowledges the read receipt, addressed as follows, or to such other place as may be designated in writing by the Parties:

To the Town:	To the DMO:
The Town of Hilton Head Island Attn: Marc A. Orlando, Town Manager One Town Center Court Hilton Head Island, SC 29928 Email: marco@hiltonheadislandsc.gov	Hilton Head Island – Bluffton Chamber of Commerce, Inc. Attn: William G. Miles, President & CEO 1 Chamber of Commerce Drive Hilton Head Island, SC 29928 Email: bmiles@hiltonheadisland.org

The Parties acknowledge that each has an obligation under this Contract to acknowledge receipt of any notice delivered by email, and each warrants and agrees that it will acknowledge receipt of email notices within twenty-four (24) hours of receipt.

X. *No Waiver:* The failure of a Party to exercise any right or power given to either hereunder, or to insist on strict compliance by the other party of its obligations hereunder, nor any custom or practice of the Party at variance with the express terms hereof shall constitute a waiver of either Party's right to demand exact compliance with the terms hereof.

XI. *Force Majure*. Neither Party shall be held liable for failure or delay in fulfilling obligations established in this Contract due to unforeseeable circumstances including, but not limited to, acts of God, natural disasters, war, terrorism, and pandemics.

XII. *No Joint Venture.* The DMO shall not, by entering into this Contract, become a servant, agent, or employee of Town, but shall remain at all times an independent contractor. This Contract shall not be deemed to create any joint venture, partnership, or common enterprise between the Parties, and the rights and obligations of the Parties shall not be other than as expressly set forth herein.

(*Signature Page to Follow)*

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IN WITNESS WHEREOF, the Parties with the duly authorized officers of the DMO and Town have caused this Contract to be duly executed and sealed as of the Effective Date.

THE HILTON HEAD ISLAND - BLUFFTON CHAMBER OF COMMERCE, INC.

By: Signed by: William G. Miles 1/6/2026
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William G. Miles, President & CEO

THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA

By: Signed by: 1/6/2026
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Alan R. Perry, *Mayor*

By: DocuSigned by: Marc Orlando 1/6/2026
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Marc A. Orlando, *Town Manager*

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TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA

A RESOLUTION BY THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA APPROVING THE EXECUTION OF A CONTRACT WITH THE HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE FOR DESTINATION MARKETING ORGANIZATION SERVICES

WHEREAS, S.C. Code Ann. § 12-36-920(A)(Supp. 2025) imposes a sales tax of seven (7%) percent on accommodations provided to transients in the State of South Carolina. Under S.C. Code Ann. § 12-36-2630(3)(Supp. 2025), one component of the tax on accommodations is a two (2%) percent local accommodations tax that is credited to the counties and municipalities in the State in accordance with S.C. Code Ann. § 6-4-5, *et seq*.(Supp. 2025); and,

WHEREAS, Counties and municipalities in which more than fifty thousand and no/100 ($50,000.00) Dollars is collected must allocate the two (2%) percent accommodations tax credited to them in the manner stated in S.C. Code Ann. §6-4-10 (Supp. 2025); and,

WHEREAS, S.C. Code Ann. §6-4-10(3)(Supp. 2025) establishes that "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", hereinafter the "***Thirty Percent Fund***"; and,

WHEREAS, businesses in the Town of Hilton Head Island ("***Town***") collect more than fifty thousand and no/100 ($50,000.00) Dollars per year in accommodations taxes imposed by S.C. Code Ann. § 12-36-920(A)(Supp. 2025); therefore, under S.C. Code Ann. § 6-4-10(3)(Supp. 2025) the Town must select or create an organization to manage and direct the Town's Thirty Percent Fund, said organization referred to as a destination marketing organization ("***DMO***"); and,

WHEREAS, the Town followed its procurement process in soliciting qualifications from interested parties to provide DMO services; and,

WHEREAS, the Hilton Head Island-Bluffton Chamber of Commerce ("***Chamber***") was found to be the most qualified eligible respondent; and,

WHEREAS, the Town and the Chamber have negotiated a mutually acceptable contract for DMO services and desire to enter into said contract in order to establish the standards of performance to be met by the Chamber. The terms of the contract shall be substantially similar to those terms, conditions and requirements provided for in **Exhibit A** attached hereto and incorporated herein by reference; and,

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WHEREAS, in accordance with the applicable State laws provided for above, the Town Council of the Town of Hilton Head Island finds it in the best interest of the citizens and visitors of the Town to enter into a contract with the Chamber to provide DMO services as described in Exhibit A.

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

1. The Mayor of the Town of Hilton Head Island is authorized to execute a contract for DMO services with the Chamber.
2. Town of Hilton Head Island, approves a contract for DMO services substantially similar to the terms, conditions and requirements as established in Exhibit A, attached hereto and incorporated herein by reference.

PASSED, APPROVED, AND ADOPTED BY THE COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, ON THIS 18th DAY OF DECEMBER, 2025.

THE TOWN OF HILTON HEAD ISLAND,
SOUTH CAROLINA

Alan R. Perry, Mayor

ATTEST:

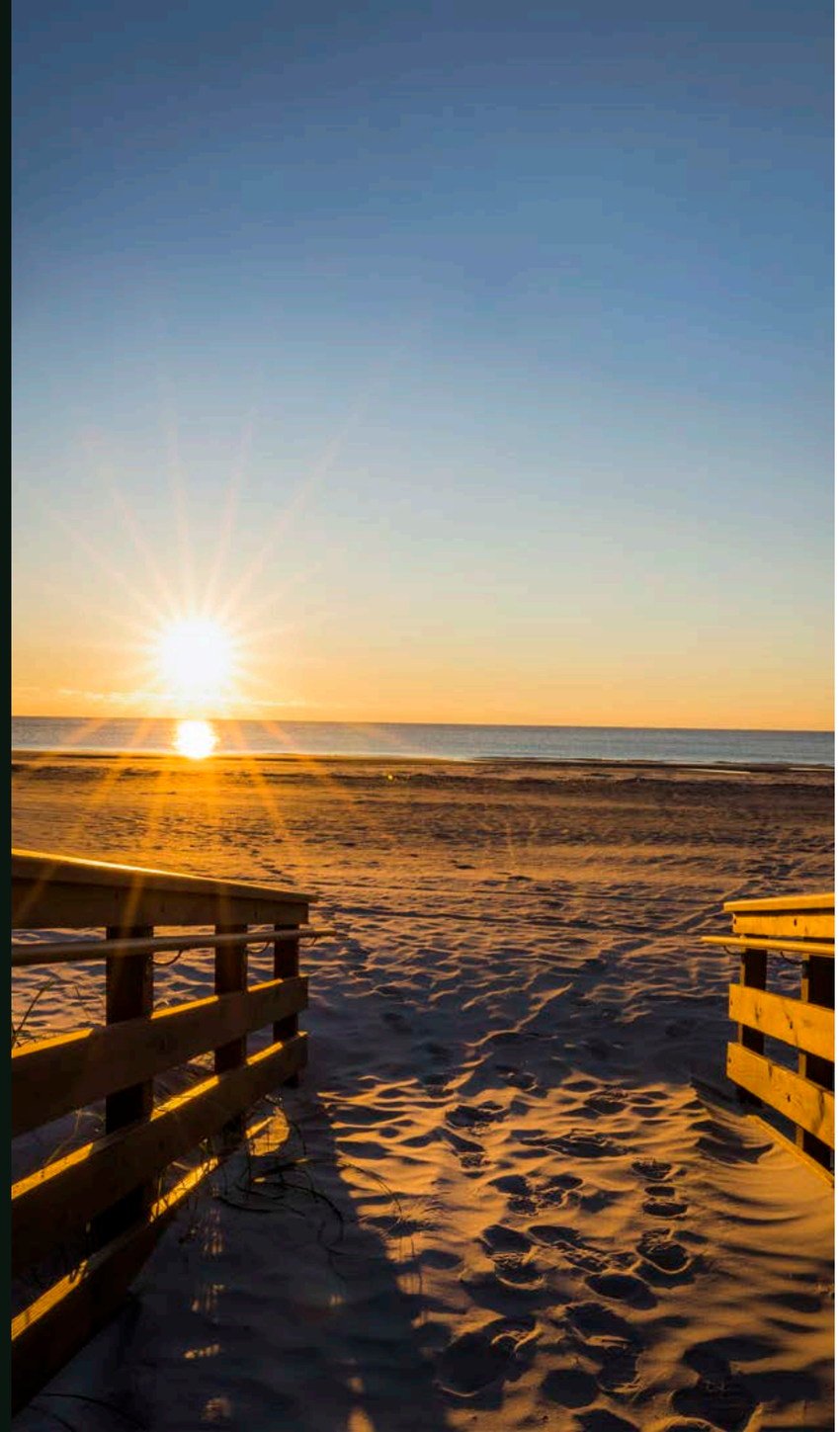
Kimberly Gammon, Town Clerk

APPROVED AS TO FORM:

Curtis L. Coltrane, Town Attorney

FY 2026-2027 Marketing Plan

Finance & Administrative Committee



Overview

- DMO Budget Review
- Golf Partnership
- Local Events
- Questions

Article 5.II
Budget Requirements

The FY 2026–2027 budget was developed using the 30% (Nonprofit DMO) Budget Form established by the South Carolina Tourism Expenditure Review Committee (TERC).

As a result, this format differs significantly from prior years. The line items shown include only those funded by the 30% allocation of State accommodations tax (ATAX). Any items not included do not utilize these funds and are therefore not reported on the SC TERC Form, consistent with standard reporting practices.

For prior years, the budget amounts shown reflect only the portion allocated to State ATAX funding.

Year-to-date (YTD) figures represent total expenditures for each line item based on the full budget, not just the State ATAX portion. The allocation of those expenditures to State ATAX will not be finalized until the end of the fiscal year.

In contrast, for FY 2026–2027, these line items will be funded exclusively with State ATAX dollars, with no blending of other revenue sources.

Article 5.II: Budget Requirements

	VCB TOTAL	TOWN OF HHI DMO	VCB PRIVATE SECTOR	SCRPT FUNDING	TOWN OF BLUFFTON DMO	BEAUFORT COUNTY DMO
REVENUES						
Town of HHI DMO	$3,700,000	$3,700,000				
Town of Bluffton DMO	$340,000				$340,000	
Southern BC DMO	$260,000					$260,000
SCPRT Destination Specific	$2,000,000			$2,000,000		
SCPRT Tourism Recovery	$1,000,000			$1,000,000		
Private Match Coop	$2,150,000		$2,150,000			
Private Sector-Other	$580,000		$580,000			
Total Revenues	**$10,030,000**	**$3,700,000**	**$2,730,000**	**$3,000,000**	**$340,000**	**$260,000**
Membership Revenue						**$2,200,000**
Total Revenues with Membership	**$12,230,000**					

30 Percent (NONPROFIT DMO) Budget Form (Adopted October 14, 2022)

Name of Government: Town of Hilton Head Island
Contact Person: Ariana Pernice
Phone: 843-341-8366
Email: apernice@hiltonheadisland.org
Name of Organization Designated to Receive Special Fund: Hilton Head Island & Bluffton Chamber of Commerce/ Visitor & Convention Bureau

Project Category and Brief Explanation					GL Code	Amount Budgeted for 25-26	ACTUAL Spent for 25-26	Amount Budgeted for 26-27
1 - Advertising (Print, digital, broadcast, social, etc.)								
	1.a. Media Buys	exp: Smithsonian Magazine, Conde Nast Traveler, Garden & Gun, Southern Living			6460-200	$ 488,546.00	$ 1,132,526.00	$ 240,000.00
	1.b. Golf Marketing	Golf microsite, digital promotion (digital ads and social ads), print parterships, public relations, email			6479-200	$ 135,981.00	$ 63,415.00	$ 100,000.00
	1.c. Digital Agency	Digital agency retainer			6519-200	$ 67,991.00	$ 66,666.00	$ 100,000.00
	1.d. Marketing Strategy & Council	Marketing Strategy & Council			6527-200	$ 28,556.00	$ -	$ 42,000.00
	1.e. Digital Promotions	Destination ads on Google, Meta, Bing			6520-200	$ 503,871.00	$ 436,594.00	$ 750,000.00
	1.f. Social Media Management	Digital agency retainer			6521-200	$ 61,191.00	$ 60,000.00	$ 102,000.00
	1.g. Technology Improvement	Website hosting and updates			6522-200	$ 40,794.00	$ 16,063.00	$ 60,000.00
	1.h. Paid Brand Social Media	Paid advertising exp: Meta, YouTube, Spotify			6525-200	$ 163,177.00	$ 210,259.00	$ 250,000.00
	1.i. International Promotions & Events	Media partnerships exp: Virtuoso, Brand USA, Travel South			7115-200	$ 105,664.00	$ 158,238.00	$ 150,000.00
	1.j. International Tradeshows	Virtuoso, Brand USA, Travel South			7127-200	$ 67,991.00	$ 38,002.00	$ 100,000.00
2 - Promotional Materials/Publications								
	1.a Kennickell	Fulfillment and distribution			6430-200	$ 81,589.00	$ 25,777.00	$ 75,000.00
3 - Marketing support (creative, photography, videography)								
	3.a. Destination Photography	Professional photography for destination marketing			6490-200	$ 16,996.00	$ 13,440.00	$ 75,000.00
	3.b. Zartico	Market level geolocation and visitor tracking			7155-200	$ 26,782.00	$ 24,291.67	$ 28,192.00
	3.c. Placer.ai	Property level geolocation and visitor tracking			7155-200	$ 52,500.00	$ 33,390.00	$ 51,030.00
	3.d. CofC Reports (Economic Impact, Visitor Profile Study)	Economic Impact Reports, Visitor Profile Studies			7155-200	$ 21,750.00	$ -	$ 10,875.00
	3.e. USCB Event Research for Local Events	Ground level surveying for event attendance and sentiment			7155-200	$ 15,100.00	$ 500.00	$ 15,500.00
	3.f. Keydata Dashboard	Market level lodging KPIs for performance tracking			7155-200	$ 48,187.00	$ 47,783.00	$ 45,360.00
4 - Group Sales & Marketing								
	4.a. National Tradeshows & Direct Planner Engagement	Corporate, Association, Incentive trade shows and partnership events (Exp:MPI, Northstar, Connect Tours)			various	$ 99,266.00	$ 105,994.00	$ 40,000.00
	4.b. SEM: Meetings Focused	Paid digital advertising on Google, Bing with Geo-targeting key feeder markets			6886-200	$ 44,194.00	$ 37,352.00	$ 65,000.00
	4.c. Social Media: Planner Targeting	Paid social media advertising exp: Meta, LinkedIn campaigns and job title targeting			6887-200	$ 33,995.00	$ 33,333.00	$ 50,000.00
	4.d. Planner Incentive and Conversion Fund	Familiarization (FAM) tours, air support for sites, shoulder season incentives designed to drive closure			various	$ 1,360.00	$ 2,380.00	$ 30,000.00
	4.e. Marketing Collateral, CRM & Website Redesign	Meetings landing page, digital planner, RFP ready collateral, video and digital meeting assets, CRM enhancements			various	$ 20,398.00	$ -	$ 25,000.00
5. Destination PR								
	5.a. PR Strategy, Maintenance & Support	Public Relations Firm Retainer			6950-200	$ 203,972.00	$ 200,000.00	$ 285,000.00
6. Visitor Services (Centers, Call/Chat Centers)								
	Marketing Total					**$ 2,329,851.00**	**$ 2,706,003.67**	**$ 2,689,957.00**
7. Other								
	7.a. VCB Management - Payroll	VCB management payroll paid by 30% funds						$ 247,155.00
	7.b. VCB Management - Payroll Taxes	VCB management payroll taxes paid by 30% funds (7%)						$ 17,301.00
	7.c. VCB Management - 401K Expenses	VCB management 401K expenses paid by 30% funds (6%)						$ 14,829.00
	7.d. VCB Management - Insurance Expenses	VCB management insurance expenses paid by 30% funds						$ 9,000.00
	7.e. VCB Management - Operational Expenses	VCB management operational expensed paid by 30% funds by FTE (1.5)						$ 21,196.00
	7.f. VCB Management - Building Expenses	VCB Management building expenses paid by 30% funds by FTE (1.5)						$ 14,674.00
	7.g. VCB Support - Payroll	VCB support payroll paid by 30% funds						$ 250,017.00
	7.h. VCB Support - Payroll Taxes	VCB support payroll taxes paid by 30% funds (7%)						$ 17,501.00
	7.i. VCB Support - 401K Expenses	VCB support 401K expenses paid by 30% funds (6%)						$ 15,001.00
	7.j. VCB Support - Insurance Expenses	VCB support insurance expenses paid by 30% funds						$ 17,250.00
	7.k. VCB Support - Operational Expenses	VCB support operational expenses paid by 30% funds by FTE (2.88)						$ 40,625.00
	7.l. VCB Support - Building Expenses	VCB support building expenses paid by 30% funds by FTE (2.88)						$ 28,125.00
	7.m. Communications - Payroll	Communications payroll paid by 30% funds						$ 95,839.00
	7.n. Communications - Payroll Taxes	Communications payroll taxes paid by 30% funds (7%)						$ 6,709.00
	7.o. Communications - 401K Expenses	Communications 401K expenses paid by 30% funds (6%)						$ 5,750.00
	7.p. Communications - Insurance Expenses	Communications insurance expenses paid by 30% funds						$ 5,400.00
	7.q. Communications - Operational Expenses	Communications operational expenses paid by 30% funds by FTE (0.9)						$ 12,717.00
	7.r. Communications - Building Expenses	Communications building expenses paid by 30% funds by FTE (0.9)						$ 8,804.00
	7.s. Finance - Payroll	Finance payroll paid by 30% funds						$ 133,942.00
	7.t. Finance - Payroll Taxes	Finance payroll taxes paid by 30% funds (7%)						$ 9,376.00
	7.u. Finance - 401K Expenses	Finance 401K expenses paid by 30% funds (6%)						$ 8,037.00
	7.v. Finance - Insurance Expenses	Finance insurance expenses paid by 30% funds						$ 6,300.00
	7.w. Finance - Operational Expenses	Finance operational expenses paid by 30% funds by FTE (1.05)						$ 14,837.00
	7.x. Finance - Building Expenses	Finance building expenses paid by 30% funds by FTE (1.05)						$ 10,272.00
	Personnel Total					**$ 1,053,000.00**		**$ 1,010,657.00**
	Grand Total							**$ 3,700,614.00**

Section 1

Project Category and Brief Explanation		GL Code	Amount Budgeted for 25-26	ACTUAL Spent for 25-26	Amount Budgeted for 26-27
1 - Advertising (Print, digital, broadcast, social, etc.)			$1,663,762.00	$2,181,763.00	$1,894,000.00
1.a. Media Buys	exp: Smithsonian Magazine, Conde Nast Traveler, Garden & Gun, Southern Living	6460-200	$488,546.00	$1,132,526.00	$240,000.00
1.b. Golf Marketing	Golf microsite, digital promotion (digital ads and social ads), print parterships, public relations, email	6479-200	$135,981.00	$63,415.00	$100,000.00
1.c. Digital Agency	Digital agency retainer	6519-200	$67,991.00	$66,666.00	$100,000.00
1.d. Marketing Strategy & Council	Marketing Strategy & Council	6527-200	$28,556.00	$0.00	$42,000.00
1.e. Digital Promotions	Destination ads on Google, Meta, Bing	6520-200	$503,871.00	$436,594.00	$750,000.00
1.f. Social Media Management	Digital agency retainer	6521-200	$61,191.00	$60,000.00	$102,000.00
1.g. Technology Improvement	Website hosting and updates	6522-200	$40,794.00	$16,063.00	$60,000.00
1.h. Paid Brand Social Media	Paid advertising exp: Meta, YouTube, Spotify	6525-200	$163,177.00	$210,259.00	$250,000.00
1.i. International Promotions & Events	Media partnerships exp: Virtuoso, Brand USA, Travel South	7115-200	$105,664.00	$158,238.00	$150,000.00
1.j. International Tradeshows	Virtuoso, Brand USA, Travel South	7127-200	$67,991.00	$38,002.00	$100,000.00

Sections 2 & 3

Project Category and Brief Explanation		GL Code	Amount Budgeted for 25-26	ACTUAL Spent for 25-26	Amount Budgeted for 26-27
2 - Promotional Materials/Publications			$81,589.00	$25,777.00	$75,000.00
1.a Kennickell	Fulfillment and distribution	6430-200	$81,589.00	$25,777.00	$75,000.00
3 - Marketing support (creative, photography, videography)			$181,315.00	$119,404.67	$225,957.00
3.a. Destination Photography	Professional photography for destination marketing	6490-200	$16,996.00	$13,440.00	$75,000.00
3.b. Zartico	Market level geolocation and visitor tracking	7155-200	$26,782.00	$24,291.67	$28,192.00
3.c. Placer.ai	Property level geolocation and visitor tracking	7155-200	$52,500.00	$33,390.00	$51,030.00
3.d. CofC Reports (Economic Impact, Visitor Profile Stu	Economic Impact Reports, Visitor Profile Studies	7155-200	$21,750.00	$0.00	$10,875.00
3.e. USCB Event Research for Local Events	Ground level surveying for event attendance and sentiment	7155-200	$15,100.00	$500.00	$15,500.00
3.f. Keydata Dashboard	Market level lodging KPIs for performance tracking	7155-200	$48,187.00	$47,783.00	$45,360.00

Sections 4 & 5

Project Category and Brief Explanation		GL Code	Amount Budgeted for 25-26	ACTUAL Spent for 25-26	Amount Budgeted for 26-27
4 - Group Sales & Marketing			$199,213.00	$179,059.00	$210,000.00
4.a. National Tradeshows & Direct Planner Engagemen	Corporate, Association, Incentive trade shows and partnership events (Exp:MPI, Northstar, Connect Tours)	various	$99,266.00	$105,994.00	$40,000.00
4.b. SEM: Meetings Focused	Paid digital advertising on Google, Bing with Geo-targeting key feeder markets	6886-200	$44,194.00	$37,352.00	$65,000.00
4.c. Social Media: Planner Targeting	Paid social media advertising exp: Meta, LinkedIn campaigns and job title targeting	6887-200	$33,995.00	$33,333.00	$50,000.00
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4.e. Marketing Collateral, CRM & Website Redesign	Meetings landing page, digital planner, RFP ready collateral, video and digital meeting assets, CRM enhancements	various	$20,398.00	$0.00	$25,000.00
5. Destination PR			$203,972.00	$200,000.00	$285,000.00
5.a. PR Strategy, Maintenance & Support	Public Relations Firm Retainer	6950-200	$203,972.00	$200,000.00	$285,000.00

Section 7

Project Category and Brief Explanation		Amount Budgeted for 25-26	ACTUAL Spent for 25-26	Amount Budgeted for 26-27
7. Other				$1,010,657.00
7.a. VCB Management - Payroll	VCB management payroll paid by 30% funds			$247,155.00
7.b. VCB Management - Payroll Taxes	VCB management payroll taxes paid by 30% funds (7%)			$17,301.00
7.c. VCB Management - 401K Expenses	VCB management 401K expenses paid by 30% funds (6%)			$14,829.00
7.d. VCB Management - Insurance Expenses	VCB management insurance expenses paid by 30% funds			$9,000.00
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7.j. VCB Support - Insurance Expenses	VCB support insurance expenses paid by 30% funds			$17,250.00
7.k. VCB Support - Operational Expenses	VCB support operational expenses paid by 30% funds by FTE (2.88)			$40,625.00
7.l. VCB Support - Building Expenses	VCB support building expenses paid by 30% funds by FTE (2.88)			$28,125.00
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7.q. Communications - Operational Expenses	Communications operational expenses paid by 30% funds by FTE (0.9)			$12,717.00
7.r. Communications - Building Expenses	Communications building expenses paid by 30% funds by FTE (0.9)			$8,804.00
7.s. Finance - Payroll	Finance payroll paid by 30% funds			$133,942.00
7.t. Finance - Payroll Taxes	Finance payroll taxes paid by 30% funds (7%)			$9,376.00
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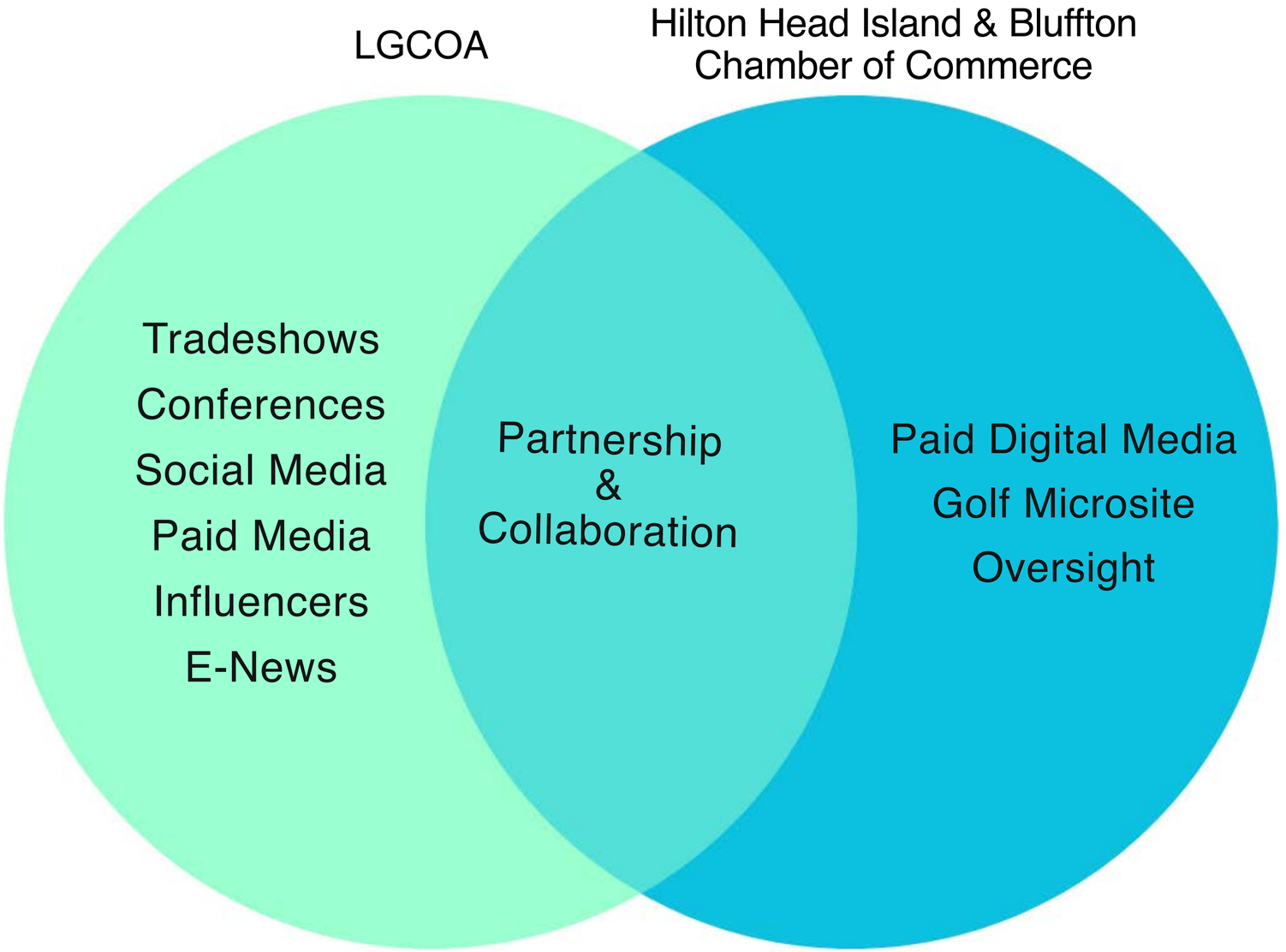
Golf Partnership



Produces

Outmarket Awareness

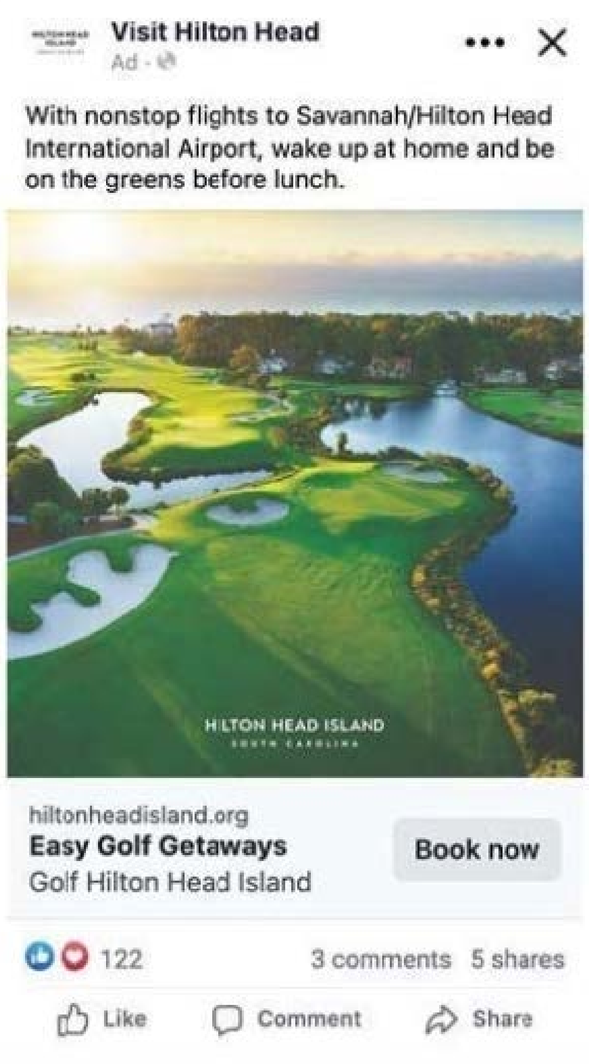
Demand

Visits to Microsite

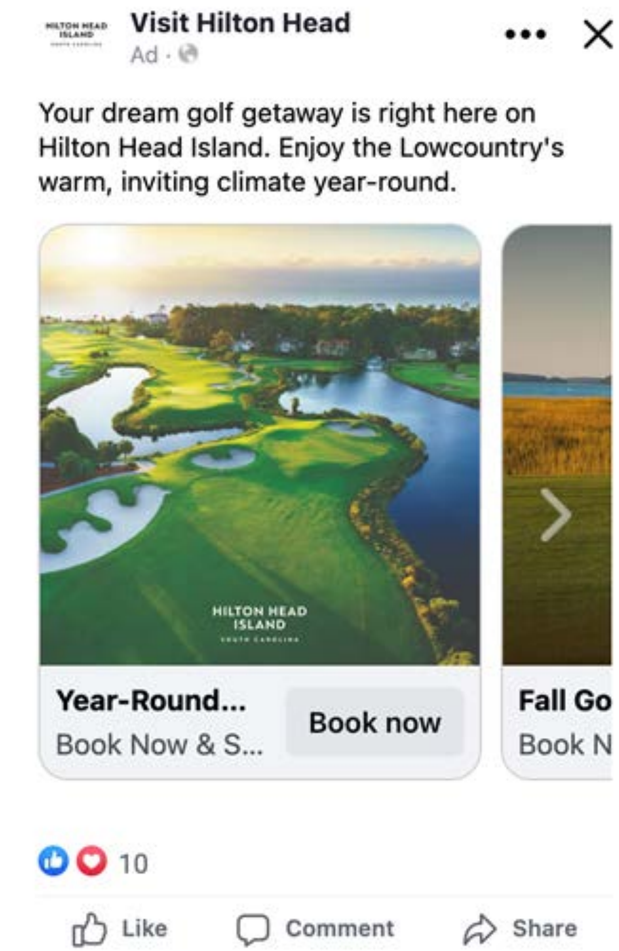
Qualified Booking

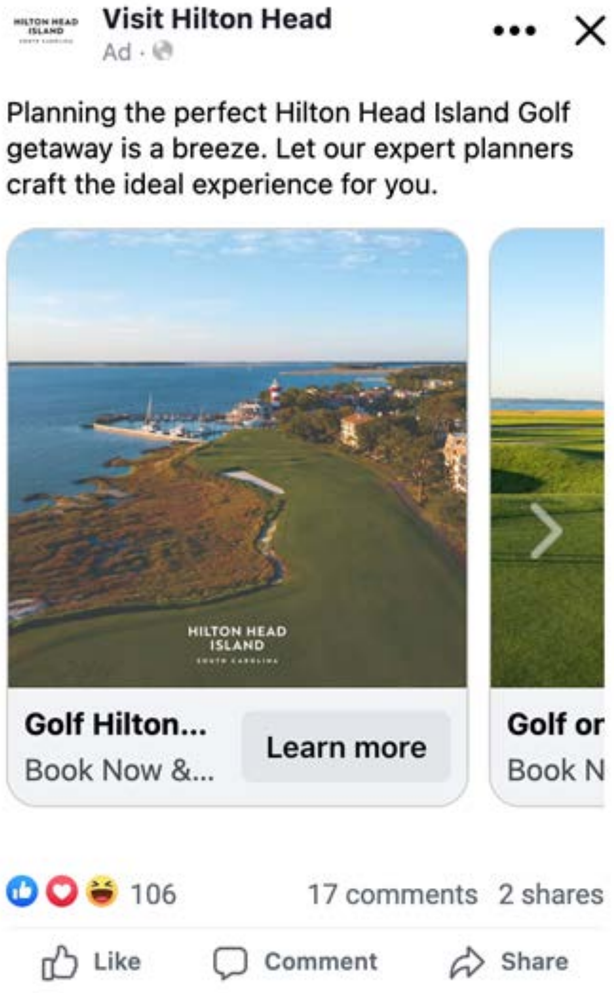
Visitors Playing Golf

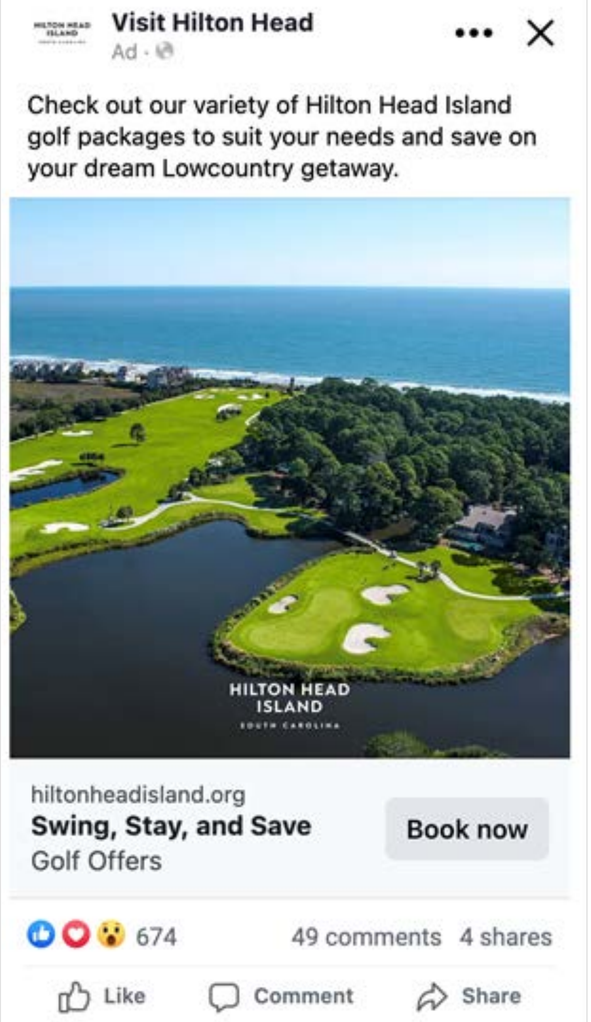
HILTON HEAD ISLAND



HILTON HEAD ISLAND







HILTON HEAD ISLAND

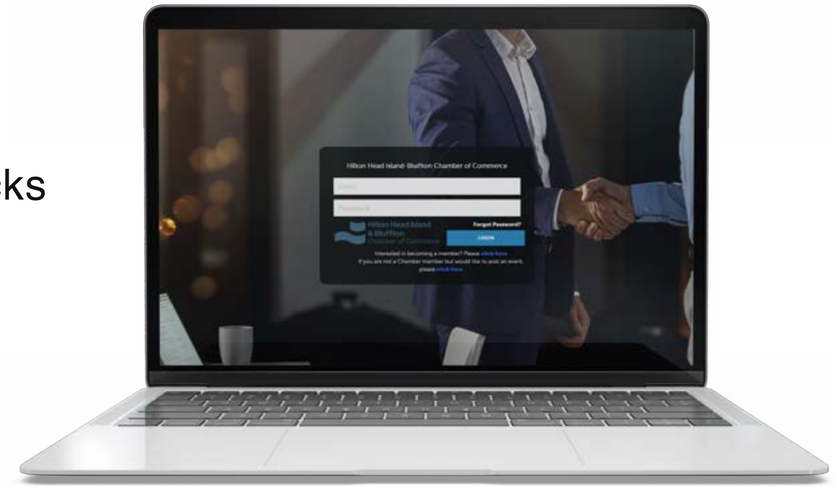
Local Events
Hilton Head Island Connections and Experiences

Article 6.II(c) - Local Events

We position Hilton Head Island's events as a key driver of visitation and year-round engagement through a centralized Events page along with organic social media that promotes, amplifies, and supports the visitor planning process. Through Placer.ai insights, we analyze event performance, attendance, and visitor origin to inform strategy.

2025 Events Page Performance

- 274K Views
- 217K External Link Clicks

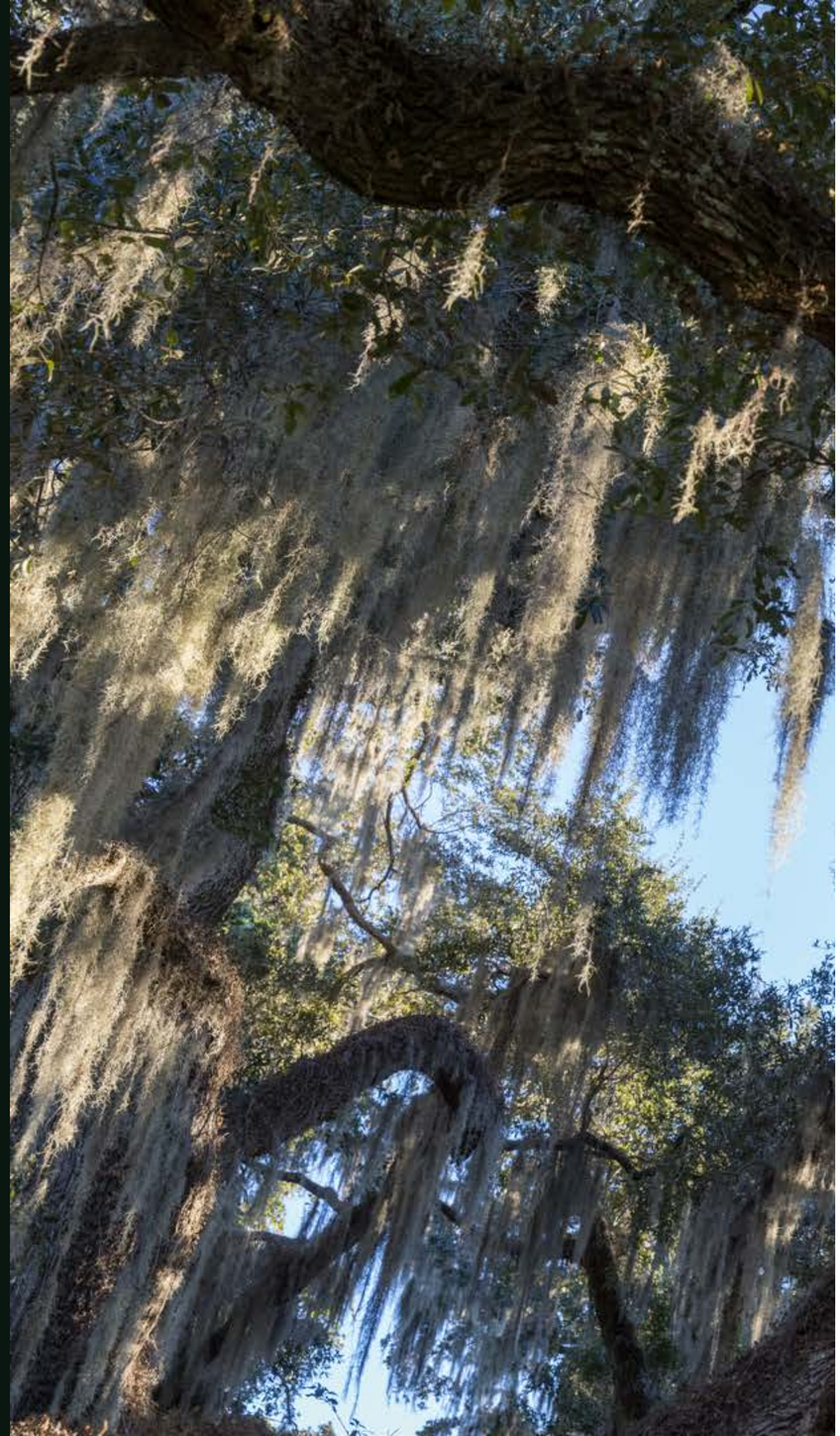


Article 6.II(c) - Local Events

We strategically deploy targeted paid media behind Hilton Head Island's demand-driving events, prioritizing those that generate the highest levels of out-of-market and overnight visitation from 50+ miles beyond the Island, particularly during key need timeframes. These campaigns expand reach, attract high-value visitors, and maximize economic impact.

Priority events include the Hilton Head Island Gullah Celebration, Hilton Head Island Seafood Festival, Hilton Head Island Wine & Food Festival, Hilton Head Island Motoring Festival and Concours d'Elegance, and Crescendo Celebration of Arts and Culture, each amplified through tailored, performance-driven campaigns.

Full partner campaign reports and performance details will be included in the Marketing Plan Appendix.



ATAC Collaboration

Beginning this year, we have redesigned our event partnership process to better align with the ATAX application cycle. While all events will continue to be listed on HiltonHeadIsland.org, ATAX applicants will have access to enhanced partnership opportunities through the VCB. Through a new online form, applicants can request on-the-ground research support from USC Beaufort, Placer.ai geolocation and visitor insights reporting, and both paid and organic promotion across social media and digital advertising. We will also partner with the Accommodations Tax Advisory Committee to ensure applicants are aware of this process and the promotional support available to help maximize their event's success.

Article 6.II(c) - Local Events

	HILTON HEAD ISLAND GULLAH CELEBRATION	HILTON HEAD ISLAND WINE & FOOD FESTIVAL	HILTON HEAD ISLAND SEAFOOD FESTIVAL	HILTON HEAD ISLAND CONCOURS D'ELEGANCE AND MOTORING FESTIVAL	CRESCENDO CELEBRATION OF ARTS & CULTURE	RBC HERITAGE*	HILTON HEAD ISLAND JAM SONGWRITER FESTIVAL*	JUNETEENTH CELEBRATION*
2025 Social Impressions	60,081	321,937	143,565	125,897	48,644			
2025 Social Engagements	1,525	11,683	4,992	3,174	2,219			
2025 Social Link Clicks	86	1,552	192	396	566			
2025 Website Views	1,004	12,552	3,425	2,848	5,709			
2025 Website Link Clicks	339	2,537	1,921	688	1,326			
2025 Attendance	2.4K visits	2.5K visits	2.4K visits	2K visits	9K visits			
2025 % of Visitors with Origin >50 miles away	37%	65%	37%	43%	50%			
FY 2026-2027 Promotional Budget	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000	$2,000
FY 2026-2027 Research Budget	$600-$1200	$600-$1200	$600-$1200	$600-$1200	$600-$1200	$600-$1200	$600-$1200	$600-$1200

** Denotes new events that will be incorporated in FY 2026-2027*

- *2025 attendance and origins as reported by Placer.ai. In cases where an event encompassed multiple days or locations, only the marquee event is included. All data is approximate.*
- *Promotional budget includes paid promotion on social media and through digital ads. Rather than being separate line items, the budgets are allocated from the existing budget outlined in sections 1.e and 1.h of the FY 2026-2027 budget form.*
- *Research budget includes on-the-ground event research produced in partnership with the event, the Hilton Head Island & Bluffton Chamber of Commerce, and USC Beaufort. The budgets fluctuate based on the needs of event partners and the scope of the research, and they are allocated from the existing budget outlined in section 3.e of the FY 2026-2027 budget form.*

HILTON HEAD
ISLAND
SOUTH CAROLINA
Thank You

TOWN OF HILTON HEAD ISLAND

Finance & Administrative Committee

TO:	Finance & Administrative Committee
FROM:	Don D'Adam, Public Projects Director
VIA:	Shawn Gillen, Assistant Town Manager Brittany Ward, Town Attorney Dave Byrd, Finance Director
CC:	Marc Orlando, ICMA-CM ,Town Manager Jeff Netzinger, Engineering Director Richard Loudin, Public Projects Program Manager
DATE:	May 11, 2026
SUBJECT:	Consideration of a Resolution of the Town Council of the Town of Hilton Head Island to Authorize Entering into a Financial Participation Agreement with the South Carolina Department of Transportation to Initiate an Engineering Analysis and the Design of Improvements to Sea Pines Circle.

RECOMMENDATION:

Staff recommends the consideration of a Resolution (**Attachment 1**) authorizing entering into a Financial Participation Agreement with the South Carolina Department of Transportation to initiate engineering analysis and the design of improvements to Sea Pines Circle (**Attachment 2**).

BACKGROUND:

In 2022 the Town of Hilton Head Island (Town) initiated the Major Thoroughfares Corridor Plan to study all major thoroughfares with an emphasis on pedestrian and vehicle safety improvements. The draft plan, last revised on April 9, 2024, divided all major thoroughfares into 8 segments to be considered for implementation as individual projects via the Capital Improvement Plan (CIP). Segment 8 – Sea Pines Circle/Palmetto Bay Road/Pope Avenue/Coligny circle was notable due to the congestion and safety issues associated with Sea Pines Circle. Staff initiated a survey with Atlas Survey in this area in 2025 with the intent to study this further with consultants. In 2025, the Town and South Carolina Department of Transportation (SCDOT) met, and it was decided that the Sea Pines Circle Project (Project) would be led by South Carolina Department of Transportation (SCDOT) through a Financial Participation Agreement.

SCDOT, in conjunction with Town Engineering and Legal staff, have prepared the attached agreement which outlines the scope, funding, and obligations of both parties to advance the analysis and design development for the Project in accordance with SCDOT standards. Project will be advanced to a 20-30% design development level with work products to include preliminary design drawings and an engineer's opinion of probable construction cost. The limits of the work are generally bound by the following – Palmetto Bay Road / Target Road intersection, US 278 / Arrow Road intersection, Pope Avenue / New Orleans Road intersection, and Greenwood Drive / Sea Pines Gate.

The project was originally funded by the Town for $350,000 and $32,404.54 has been spent on the survey efforts to be potentially used by SCDOT and their consultants. Therefore, $300,000 will be utilized with SCDOT to satisfy the Towns obligations as part of this agreement. The remaining balance will be transferred back into the general fund.

NEXT STEPS:

Upon execution of the agreement, SCDOT is expected to solicit for an engineering consultant. We would estimate that the consultant would be under contract in Fall 2026 with the next work product to be available for discussions in late Spring 2027.

ATTACHMENTS:

1. Draft Town Resolution
2. Financial Participation Agreement (FPA 15-26)

A RESOLUTION AUTHORIZING THE EXECUTION AND DELIVERY OF A FINANCIAL PARTICIPATION AGREEMENT WITH THE SOUTH CAROLINA DEPARTMENT OF TRANSPORTATION FOR ENGINEERING AND DESIGN SERVICES RELATED TO SEA PINES CIRCLE IMPROVEMENTS AND OTHER MATTERS RELATED THERETO

WHEREAS, the Town of Hilton Head Island ("***Town***") initiated the Major Thoroughfares Corridor Plan to evaluate transportation corridors with an emphasis on safety and congestion, identifying Sea Pines Circle and surrounding intersections as an area in need of improvement. The Town desires improve the Sea Pines Circle to address the safety and congestion concerns ("***Circle Project***"); and,

WHEREAS, to address the safety and congestion issues and complete the Circle Project the Town desires to work with the South Carolina Department of Transportation ("***SCDOT***") for engineering and design services, and the parties have agreed to advance the Circle Project through a Financial Participation Agreement with SCDOT; and

WHEREAS, the Town and SCDOT desire to enter into an agreement to memorialize the terms of the engineering and design services, substantially similar to the agreement provided for in **Exhibit A**, attached hereto and incorporated herein by reference.

NOW. THEREFORE, BE IT RESOLVED by the Town Council for the Town of Hilton Head Island, South Carolina, as follows:

1. ***Authorization.*** The Town Manager is hereby authorized to execute a Financial Participation Agreement with the South Carolina Department of Transportation for engineering and design services related to Sea Pines Circle improvements in a form substantially similar to **Exhibit A**, attached hereto and incorporated herein by reference.

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.

3. ***Effective Date***. This Resolution shall become effective upon adoption.

MOVED, APPROVED, AND ADOPTED ON THIS ____ DAY OF _____, 2026.

THE 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*

EXHIBIT A

Financial Participation Agreement
Between the
South Carolina Department of Transportation
And the
Town of Hilton Head Island

THIS AGREEMENT is made this _____ day of _____, 2026, by and between the South Carolina Department of Transportation (hereinafter referred to as "SCDOT") and the Town of Hilton Head Island (hereinafter referred to as "Town") (collectively "the Parties") for the below described Project:

WITNESSETH THAT:

WHEREAS, the Town has requested SCDOT's assistance in regard to the Project described below; and

WHEREAS, SCDOT is agreeable to the Town's request pursuant to the terms of this Agreement; and

WHEREAS, SCDOT is an agency of the State of South Carolina with the authority to enter into contracts necessary for the proper discharge of its functions and duties; and

WHEREAS, the Town is a body politic with all the rights and privileges of such including the power to contract as a necessary and incidental power to carry out Town's functions covered under this Agreement; and

NOW THEREFORE, in consideration of the several promises to be faithfully performed by the Parties hereto as set forth herein, SCDOT and the Town do hereby agree as follows:

I. PROJECT DESCRIPTION

The Town of Hilton Head Island Sea Pines Circle Project (hereinafter "the PROJECT") consists of the improving a traffic circle known as Sea Pines Circle at the intersection of William Hilton Parkway (Bus 278), Palmetto Road (US 278), Greenwood Road (Private), and Pope Avenue (US 278) in the Town of Hilton Head Island, South Carolina. The limits of the work are generally bound by the following – Palmetto Bay Road / Target Road intersection, US 278 / Arrow Road intersection, Pope Avenue / New Orleans Road intersection, and Greenwood Drive / Sea Pines Gate.

Additional PROJECT details and a map of the PROJECT area are included in South Island Traffic Circle Improvement Plan (hereinafter "Exhibit A") which is attached hereto and specifically made a part of this Agreement.

II. PROJECT SCOPE

SCDOT will develop engineering analysis and design development for the PROJECT in accordance with SCDOT standards. Project will be advanced to a 20-30% design development level with work products to include preliminary design drawings and an engineer's opinion of probable construction cost.

III. FUNDING

A. The Parties estimate the total cost for the PROJECT to be $300,000.00. The total cost shall include all allowable and allocable costs for the PROJECT. The total cost shall also include costs for oversight and administration, including but not limited to, attending public hearing(s), project location, design, utility relocations, other engineering services, and inspection and testing performed by SCDOT in accordance with state and federal requirements.

B. The Town is responsible for 100% of the total cost of the PROJECT. SCDOT has made no financial commitment to the PROJECT and shall not be required to advance any sums nor incur any costs hereunder.

C. Funding Summary:

Fund Priority	Fund Source	Total Amount	Federal Share	Federal Amount (Maximum)	State Share	State Amount	Other Share	Other Amount	Other Source
1	Local	$ 300,000.00	0%	$ -	0%	$ -	100%	$ 300,000.00	Town of Hilton Head
Total Project Cost		$ 300,000.00		$ -		$ -		$ 300,000.00	

D. SCDOT will invoice the Town based on this Agreement approximately 30 days after execution of this Agreement. The Town agrees to remit the invoiced amount to SCDOT within 30 days of receipt of invoice. No PROJECT work shall begin until payment is received by SCDOT.

IV. SCDOT WILL:

A. Assign an SCDOT employee to serve as liaison and contact between the Parties hereto.

B. Be responsible for all contract administration; advertising and awarding of contracts; review and approval of payment of contracts; and any other related or activities or functions necessary to deliver the PROJECT.

C. SCDOT shall perform all or any part of the work with its own forces or may contract out any of the work or services to outside private or governmental consultants or contractors at the

sole discretion of SCDOT if it determines that such contracting out would be more efficient or cost effective, or would result in more expeditious completion of the PROJECT. SCDOT does not guarantee completion of the PROJECT within the available budget. In accordance with Section VI. C. of this Agreement, SCDOT agrees to notify Town in writing as soon as it is made aware that the PROJECT will likely exceed the estimated total cost of $300,000.00.

V. TOWN WILL:

A. Assign an employee to serve as liaison and contact between the Parties hereto.

B. Pay SCDOT according to the terms of this Agreement.

C. Assign any right of entry necessary to SCDOT in order for SCDOT or SCDOT's contractors to complete the work contemplated by this Agreement.

VI. GENERAL TERMS

A. PERIODIC REPORTS. SCDOT's Project Manager will periodically, but at minimum every 30 days, provide a written update to the Town on the status of the PROJECT and funds.

B. COST UNDERRUNS. In the event that total cost of the PROJECT is less than originally estimated, SCDOT will refund any excess amount paid to SCDOT by the Town within 30 days of the final completion and closure of the PROJECT within SCDOT's accounting office. Refunds will not be unreasonably withheld, denied, or delayed.

C. COST OVERRUNS. If it becomes apparent that the cost of the PROJECT will exceed the funding available, SCDOT will provide the Town notice prior to total expenditure of funding available and provide the estimate of funds needed to complete the PROJECT. The Town shall remit to SCDOT within 30 days of receipt of the notice the additional funds needed to complete the PROJECT. No work will be completed beyond that covered by the available funds. If the Town does not have the additional funding needed to complete the PROJECT, SCDOT and the Town will mutually agree on a revision to the PROJECT scope and termini that is in accordance with the available budget.

D. CONFORMITY WITH LAWS. The Parties hereto agree to conform to all SCDOT policies; all State, Federal, and local laws, rules, regulations, and ordinances governing agreements or contracts relative to the acquisition, design, construction, maintenance and repair of roads and bridges, and other services covered under this Agreement.

E. AMENDMENTS. The Town, or its authorized agent, shall agree to hold consultations with SCDOT as may be necessary with regard to the execution of supplements to this Agreement during the course of this PROJECT for the purpose of resolving any items that may have been unintentionally omitted from this Agreement. Such supplemental agreements shall be subject to the approval and proper execution of the Parties hereto. No amendment to this Agreement shall be effective or binding on any Party hereto unless such amendment has been agreed to in writing by all Parties hereto.

F. MAINTENANCE RESPONSIBILITY. SCDOT accepts responsibility for normal maintenance of standard transportation materials, structures, and workmanship within SCDOT rights-of-way according to common local practices. The Town shall be responsible for the maintenance of any road or structure constructed pursuant to this Agreement that is not on the State Highway System at the time this Agreement is executed.

G. REVIEWS/APPROVALS. Any and all reviews and approvals required of the Parties herein shall not be unreasonably denied or withheld.

H. TERMINATION. This Agreement may be terminated by the Town upon written notice to SCDOT, provided that the Town covers all costs incurred prior to termination and as the result of termination. SCDOT may terminate this Agreement if the Town fails to pay according to the terms of the Agreement. In the event of such default, SCDOT will provide written notice of termination to the Town, and the Town shall be responsible for all costs incurred prior to termination and as the result of termination. Upon written notification of termination all work on the PROJECT shall cease. The Town's obligation to make payments and reimbursements for costs incurred prior to termination or for claims and judgments relating to the PROJECT received after termination shall survive the termination hereof.

I. DISPUTES. All claims or disputes shall be filed with the SCDOT Project Manager. The Parties will meet to attempt to resolve any dispute or claim. If unable to resolve the dispute with the SCDOT Project Manager, the Parties may appeal the claim or dispute to the appropriate SCDOT Deputy Secretary. The Deputy Secretary's decision in the matter shall be final and conclusive for both Parties.

J. NOTICES. All notices required to be given hereunder, except as otherwise provided in this Agreement, shall be deemed effective when received by the other Party, through certified mail, registered mail, personal delivery, or courier delivery. All such notices shall be addressed to the Parties as follows:

1. As to SCDOT:
   South Carolina Department of Transportation
   955 Park Street
   Post Office Box 191
   Columbia, South Carolina 29202-0191
   Attn.: Deputy Secretary for Engineering

2. As to the TOWN:
   Town of Hilton Head Island
   Marc Orlando - Town Manager
   1 Town Center Court
   Hilton Head Island, SC 29928

K. WAIVERS. No waiver of any event of default by SCDOT or the Town hereunder shall be implied from any delay or omission by the other Party to take action on account of such event of default, and no express waiver shall affect any event of default other than the event of default specified in the waiver and it shall be operative only for the time and to the extent therein stated. Waivers of any covenants, terms, or conditions contained herein must be in writing and shall not be construed as a waiver of any subsequent or other breach of the same covenant, term, or condition. The consent or approval by a Party of any act by the other requiring further consent or approval shall not be deemed to waive or render unnecessary the consent or approval to or of any subsequent or similar act. No single or partial exercise of any right or remedy of a Party hereunder shall preclude any further exercise thereof of the exercise of any other or different right or remedy.

L. SUCCESSORS AND ASSIGNS. SCDOT and the Town each bind themselves and their respective successors, executors, administrators, and assigns to the other Party with respect to these requirements, and also agree that no Party shall assign, sublet, or transfer its respective interest in the Agreement without the written consent of the other.

M. BENEFIT AND RIGHT OF THIRD PARTIES. This Agreement is made and entered into for the sole protection and benefit of SCDOT, Town, their respective successors, executors, administrators, and assigns. No other persons, firms, entities, or parties shall have any rights, or standing to assert any rights, under this Agreement in any manner.

N. SAVINGS CLAUSE Invalidation of any one or more of the provisions of this Agreement by any court of competent jurisdiction shall in no way affect any of the other provisions hereof, all of which shall remain, and is intended by the Parties to remain, in full force and effect.

O. EXECUTION IN COUNTERPARTS. This Agreement may be executed and delivered in counterparts, and if so executed, shall become effective when a counterpart has been executed and delivered by all Parties hereto. All counterparts taken together shall constitute one and the same Agreement and shall be fully enforceable as such. Delivery of counterparts via facsimile transmission or via email with scanned attachment shall be effective as if originals thereof were delivered.

P. AUTHORITY TO EXECUTE By executing this Agreement, the undersigned each affirms and certifies that he or she has authority to bind his or her principal thereto and that all necessary acts have been taken to duly authorize this Agreement under applicable law.

Q. ENTIRE AGREEMENT. This Agreement with any attachments constitutes the entire Agreement between the Parties. The Agreement is to be interpreted under the laws of the State of South Carolina.

SIGNED, SEALED AND DELIVERED
IN THE PRESENCE OF

TOWN OF HILTON HEAD ISLAND

_____
Witness

By:_____
(Signature)

Title:_____

SOUTH CAROLINA DEPARTMENT OF
TRANSPORTATION

_____
Witness

By:_____
Deputy Secretary for Finance and Administration
or Designee

RECOMMENDED BY:

_____
Deputy Secretary for Engineering or Designee

REVIEWED BY:

_____

Title:_____

EXHIBIT A

PROJECT DETAILS AND MAP

The purpose of the project is to improve safety for vehicles, pedestrians, and bicyclists and to alleviate congestion in the vicinity of Sea Pines Circle.

TOWN OF HILTON HEAD ISLAND

Finance and Administrative Committee

TO:	Finance and Administrative Committee
FROM:	Dave Byrd, Finance Director
VIA:	Michele Bunce, Senior Grants Administrator
DATE:	May 11, 2026
SUBJECT:	Consideration and Recommendation for Additional 2025 ATAX Grant Funding for HHI Concours d'Elegance

RECOMMENDATION:

Staff recommend the Finance and Administrative Committee (ATAC) consider the request for additional grant funding through the Accommodations Tax (ATAX) Grant Award program using unspent funds from the 2025 grant year and provide a funding recommendation to Town Council.

BACKGROUND:

Mr. Rick Sabol, Executive Director of the Hilton Head Island Concours d'Elegance, has requested additional financial assistance from the Town to support the continued operation of the event.

The Concours d'Elegance is an annual multi-day festival targeting auto enthusiasts and destination travelers. It has been a recurring recipient of funding through the Town's Accommodations Tax (ATAX) Grant Award program, which is intended to attract visitors to Hilton Head Island and contribute to the local tourism economy.

Mr. Sabol has provided financial statements for the past five years. Based on the information submitted, the event has operated at a deficit in four of the last five years. The organization has indicated that, without additional financial support, it may be unable to meet current financial obligations.

The ATAC first reviewed this request during a Special ATAC Meeting on March 31, 2026. Representatives from the Concours d'Elegance organization presented their proposal and responded to questions at that time. The Committee requested that additional information be presented at its next meeting on April 23. At that time, the Committee will review the submitted materials and make a formal recommendation to the Finance & Administrative Committee for further consideration.

The ATAC reviewed this request again at its regularly scheduled meeting on April 23, 2026. Representatives from the Concours d'Elegance organization provided further details expanding on their original proposal presented at the March 31, 2026 Special ATAC Meeting. This included additional financial information related to economic impact,

potential revenue changes or reductions, cash flow projections, and proposed enhancements to the event.

Following discussion, the ATAC voted 4–0 to recommend denial of the request for additional 2025 Accommodations Tax funding for the Hilton Head Island Concours d'Elegance, and to forward this recommendation to the Finance & Administrative Committee for consideration.

SUMMARY:

The Concours d'Elegance has received funding through the Accommodations Tax (ATAX) Grant Award program as follows:

Year	Requested	Awarded	Amount Remaining
2022	$307,000	$307,000	-
2023	$385,000	$385,000	-
2024	$362,000	$362,000	$5,565.43
2025	$350,000	$350,000	-
2026	$350,000	$340,000	$340,000*

**Calendar year 2026 funds are for use for expenditures from January 1, 2026 – December 31, 2026.*

The applicant is requesting additional 2025 ATAX Grant funding in the amount of $300,000. Any funding provided would be structured as an additional award within the Accommodations Tax (ATAX) Grant Award program and funded utilizing unspent funds from the 2025 grant cycle, in accordance with Town policy. A total of $121,486.92 remained unspent from the 2025 ATAX grant cycle.

Any approved funding must comply with all applicable State of South Carolina Accommodations Tax requirements and Town Policy, including eligibility by funding category. Expenses outside of the advertising and promotion category may be reimbursed only at the applicable tourism-related percentage and must be supported by appropriate visitor metrics and documentation for reporting to the Tourism Expenditure Review Committee (TERC).

This request represents a unique funding consideration outside of the standard annual application cycle and does not establish a precedent for future funding requests.

ATTACHMENTS:

1. HHI Concours d'Elegance Submitted Materials for March 31st ATAC Meeting
    a. 2026 Operational Status Report
    b. 2021 – 2025 Profit & Loss Statements and Balance Sheets
    c. 2024 - Form 990 Tax Return
    d. 2025 ATAX Post-Reimbursement Report
    e. 2026 Revenue & Expenses

f. Profit & Loss compared to 2026 Budget & Balance Sheet
g. AP Aging Report
h. 2026 Cash Flow & Projection
i. 2025 ATAX Application & Project Budget

2. HHI Concours d'Elegance Additional Materials for April 23rd ATAC Meeting
    a. 2025 Economic Impact
    b. 2026 Reductions or Revenue Increases
    c. Cash Flow Projection (April 2026 – March 2027)
    d. SCAD Serve Ideas for Concours d'Elegance Improvements

Hilton Head Island
Concours d'Elegance & Motoring Festival

A unique, nationally recognized, multi-day "lowcountry" motoring experience that entertains, educates and supports our community.

2026 Operational Status
As of March 26, 2026

The HHI Concours and Motoring Festival is nationally recognized as an exceptional event and destination for enthusiasts of automotive history, culture and lifestyle. For 24 years, our non-profit organization has brought thousands of visitors from around the region and country to our island, introducing newcomers and reacquainting repeat visitors to everything that makes our Lowcountry so special.

From incremental dining and lodging to retail spending, our multi-day event drives tourism revenue. Our annual contribution of $10 to $12 million in economic impact along with local charity support in Hilton Head Island, Beaufort County and Savannah is well documented. To quote a 2025 event guest who brought a group of 12 Porsche enthusiasts from Charleston: "Congratulations on an awesome event! We'll be back! I'm going to grab as many condos as possible for 2026."

Visitors and locals alike enjoy some of the world's rarest automobiles during our Sunday Concours and Saturday Car Club Showcase, as well as exhibits, seminars and hospitality stretching across three fairways of Port Royal. Whether chatting with an automotive legend like Bobby Rahal about his car collection or meeting nationally recognized automotive designers, influencers and media personalities, our event presents Hilton Head Island and our neighboring communities through the unique lens of automotive culture.

As a past winner of the Governor's Cup Award for Tourism Excellence, our vision for the event is to evolve, grow and drive even more business locally.

Contents

Building a Strong Foundation for Success

Proposed 2026 Budget
- 2026 Event Changes
- Revenue & Expense Budgets
- ATAX
- Balance Sheet Objectives

Appendix

Charting the course for the future

Building a Strong Foundation for Success

Since its start nearly a quarter century ago, the Hilton Head Island Concours d'Elegance has grown into one of the premier destinations for automotive enthusiasts in the U.S., as well as the 2nd largest annual event on our island. To date, we've contributed over $1,000,000 to local non-profits, worked with thousands of island residents who annually volunteer and have introduced countless newcomers to the joys of the Lowcountry.

Despite our great track record of growth and success, 2025 proved challenging for us. A strong program, tremendous community support and excellent attendance could not make up for a softening in tourism and sponsorship, and our revenue fell short of expectations. We did not meet our hotel block minimum, increasing our costs. Unlike previous years, the hotel was unable to support us with a sponsorship. Catering was considerably more expensive as prices significantly increased here on the island. As a result, we have begun to institute a number of changes, including event scale and overall cost structure.

We have also solicited support from our Board of Trustees and from a group of individuals (our Angels) who believe deeply in the value of preserving this event and want to see it continue to thrive. To date, we have secured Board financial commitments totaling $64,000 and Angels matching funds for the 2026 event of $36,500, as well as $41,500 in Sponsor and County ATAX for the 2026 event.

We are now respectfully asking the Town to consider helping by providing a grant to the Concours in the form of a named sponsorship at the $300,000 level. This support would allow us to meet outstanding 2025 obligations and, more importantly, provide the financial stability needed to deliver a 2026 event that continues to give back to our community, including local non-profit grants and tourism revenue.

We are already budgeting a conservative expense target of $1.1MM, reflecting the current slowdown in visitor spending and continued increase in event production costs. Every aspect of the event is under review, and we are rethinking the format and programs to ensure that we can operate more efficiently. For example, we have decided to eliminate previous airport-related activities, including the Flights & Fancy

evening, as they have not attracted required attendance and sponsors to operate at a minimum of break-even.

Our chief mission continues to be growth in our charitable activities, which can flourish if the event evolves and finds solid financial footing.

We are confident that, with actions already taken as well as your support, we can build on past successes and continue our role as a driving force in our community

Rick Sabol
Executive Director

Proposed 2026 Budget

2026 Event Changes

The Concours operates within an industry of similar events that take place during the year in other parts of the country. Our participants show their cars in many of these other events. Concours Board members and staff frequently visit these other events to bring home new ideas and invite participants to our event. We also follow challenges at other events to stay up to date in our industry.

While Concours weekend exhibits and programs will continue to draw collectors, VIPs, sponsors, visiting enthusiasts and local community spectators alike, we have a plan in place to trim content to reflect a new reality.

We are budgeting with a conservative expense target of $1.1MM, reflecting the current slowdown in visitor spending as well as sponsorship sales. Every aspect of the event is under review, and we are making difficult but necessary decisions to align our costs with tourism trends. For example:

- Eliminate all airport-related activities - both daytime and evening.
- Reduce the number of clubs and displays shown on Saturday to reduce complexity.
- Reduce the number of classes judged on Sunday to reduce complexity and costs.
- Decrease the number of single-purpose tents by combining user groups.
- Replace previous VIP evening events with a Saturday après awards Social consisting of a two-hour cash bar and other light refreshments, allowing attendees to choose to local restaurant and entertainment options.
- Adjust the Shuttle Service to improve efficiency, lower costs and remain convenient.
- Charge fees for exhibitors' use of Concours provided truck/trailer parking.
- Adjust sponsors and spectators fees to provide greater value.
- Improve operational efficiencies to better assure a positive outcome.

After these adjustments, the 2026 weekend will continue to include our popular Friday driving tour that introduces top collectors and exhibitors to local attractions and Friday evening's Grand Motoring Film Festival held in partnership with Popcorn Octane at the Coastal Art Center. The very popular Saturday Car Club Showcase, and our nationally-known Sunday Concours d'Elegance are also continuing. We are currently in conversation with national and regional car clubs to hold "events within our event" to increase the show's offerings, increase attendance and provide an additional source of revenue.

2026 Revenue & Expense Budgets

The Concours' goal is to retire remaining 2025 expenses ($250k) and produce a 2026 event that not only funds all costs but provides charitable donations and produces profit necessary to launch the 2027 event. Rebuilding the reserve account is essential to our future success.

The current 2026 Expense Budget of $1.1MM reflecting 2026 event changes is $470k less than 2025's Actual Expenses. The 2026 Revenue Budget of $1.3MM is projected to retire 2025 Expenses of $250k, cover 2026 Expenses while allowing $43k to be

donated to outside charities, provide funding to launch the 2027 Concours and start rebuilding the reserve account.

ATAX

Annually, the Concours Board authorizes Hilton Head Island Concours d'Elegance, Inc. to apply for ATAX grants from the Town of Hilton Head Island and Beaufort County. The Town's Accommodation Tax Advisory Committee approved a $350,000 grant for 2025. The County approved a $35,000 grant for 2025.

The Concours is limited as to how it's ATAX grant funds can be spent. In general, the Town of Hilton Head Island's funding can be used for marketing and promotions to draw attendees from outside of a 50-mile radius from Hilton Head Island. The process calls for the Concours to submit invoices to the Accommodation Tax Advisory Committee after spending on items the Concours has determined qualifies. The Committee reviews the submittal and approves for reimbursement the items the Committee deems are qualified expenditures. The Town then sends an ACH to the Concours for the Committee approved amount. The Concours' day-to-day operational and event facilities expenses do not qualify and are not submitted for reimbursement, other than up to $21,720 for expenses associated with our airport event. During 2025 the Concours submitted seven (7) separate ATAX reimbursement requests to the Town.

As requested, the Concours has provided the Town a 2025 ATAX Post-Reimbursement Report that summarizes 2025 ATAX Grant expenditures.

Balance Sheet Objectives

We are working to return our Balance Sheet to a healthy state.

- Charitable Fund - $50k
  The Concours makes annual grants of approximately $50k to local charities that support our event with volunteers and to organizations that support youth education in automotive design, engineering, restoration and transportation fields. Currently, the revenues that support this fund must be generated each year to fund the following year's grants.
- Q1 Operation Expenses - $105k
  At the beginning of each year the Concours has operational expenses in producing that year's event. The event starts producing income from sponsors and early ticket sales after the 1st quarter of the year. Therefore, from a cash flow perspective, we must have 1st quarter expenses at the beginning of the year before revenues start arriving.
- Reserve Account - $150k
  The reserve account is intended to be used for unexpected financial shortfalls and contribute toward paying off the outstanding Economic Injury Disaster Loan (EIDL) which has a current balance of $123k.

Appendix
(Provided separately.)

Contents

- Year End Profit & Loss and Balance Sheet Statements from 2021 to 2025
- 2024 Form 990 Return of Organization Exempt From Income Tax
- 2025 ATAX Post-Reimbursement Report
- 2026 Revenue & Expense Budgets
- February 28, 2026 Financials (P/L compared to 2026 Budget and Balance Sheet)
- Current A/P Aging Report
- Burn Rate Calculation

Hilton Head Island
Concours d'Elegance & Motoring Festival

A unique, nationally recognized, multi-day "lowcountry" motoring experience that entertains, educates and supports our community.

Year End Profit & Loss and Balance Sheet Statements from 2021 to 2025

2021

Year End Profit & Loss and Balance Sheet Statements

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss Prev Year Comparison
January through December 2021

	Jan - Dec 21	Jan - Dec 20	$ Change	% Change
Ordinary Income/Expense				
Income				
40000 - Revenue	1,365.00	0.00	1,365.00	100.0%
Award Sponsors	4,100.00	1,000.00	3,100.00	310.0%
Beverage Sales	3,464.00	0.00	3,464.00	100.0%
Business Expo Tents	5,025.00	0.00	5,025.00	100.0%
Concours Charitable Fund	99,621.71	19,425.00	80,196.71	412.9%
Concours General Fundraising	3,000.00	67,860.00	-64,860.00	-95.6%
Driving Tour	10,851.00	0.00	10,851.00	100.0%
Exhibitor Registration Fees	6,560.00	0.00	6,560.00	100.0%
Hospitality Events	21,320.00	0.00	21,320.00	100.0%
Hospitality Other - Airport	129,538.00	0.00	129,538.00	100.0%
Interest Income	0.00	5.29	-5.29	-100.0%
Merchandise Sales	6,628.39	160.00	6,468.39	4,042.7%
Misc Income	28,918.98	467.01	28,451.97	6,092.4%
Patrons	99,344.00	0.00	99,344.00	100.0%
Program Advertising	29,550.00	0.00	29,550.00	100.0%
Public Funding	417,915.46	255,206.29	162,709.17	63.8%
RACE TRACK	1,534.00	450.00	1,084.00	240.9%
Retail Vendor Space	11,300.00	500.00	10,800.00	2,160.0%
Sponsors	309,275.00	6,000.00	303,275.00	5,054.6%
Ticket	214,888.50	0.00	214,888.50	100.0%
Total Income	1,404,199.04	351,073.59	1,053,125.45	300.0%
Gross Profit	1,404,199.04	351,073.59	1,053,125.45	300.0%
Expense				
Administration	118,336.01	71,483.56	46,852.45	65.5%
Auction	0.00	200.00	-200.00	-100.0%
Charitable Fund	9,292.00	3,107.65	6,184.35	199.0%
Event Production	217,666.86	3,749.19	213,917.67	5,705.7%
Facilities	262,475.55	6,232.10	256,243.45	4,111.7%
Hospitality	68,666.81	0.00	68,666.81	100.0%
Marketing	300,823.58	58,445.79	242,377.79	414.7%
Merchandise	12,283.69	0.00	12,283.69	100.0%
Payroll Expenses	224,259.59	183,638.52	40,621.07	22.1%
Sponsor Solicitation	63,135.08	4,530.85	58,604.23	1,293.5%
Ticketing	25,673.20	0.00	25,673.20	100.0%
TRACK DAY	97.85	617.94	-520.09	-84.2%
void	0.00	0.00	0.00	0.0%
Volunteers	16,938.71	53.00	16,885.71	31,859.8%
Total Expense	1,319,648.93	332,058.60	987,590.33	297.4%
Net Ordinary Income	84,550.11	19,014.99	65,535.12	344.7%

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss Prev Year Comparison
January through December 2021

	Jan - Dec 21	Jan - Dec 20	$ Change	% Change
Other Income/Expense				
Other Expense				
CONTRIBUTIONS	27,449.14	37,200.00	-9,750.86	-26.2%
InterestExpense	4,714.14	388.23	4,325.91	1,114.3%
Total Other Expense	32,163.28	37,588.23	-5,424.95	-14.4%
Net Other Income	-32,163.28	-37,588.23	5,424.95	14.4%
Net Income	**52,386.83**	**-18,573.24**	**70,960.07**	**382.1%**

Hilton Head Island Concours d'Elegance, Inc.
Balance Sheet
As of December 31, 2021

	Dec 31, 21
ASSETS	
Current Assets	
Checking/Savings	
Cash On Hand	592.39
Community Foundation Of The LC	492.08
SC Unemployment Reserve	-743.51
Synovus Bank Checking	303,932.18
Total Checking/Savings	304,273.14
Accounts Receivable	
Accounts Receivable	76,533.57
Total Accounts Receivable	76,533.57
Other Current Assets	
Deposits - Current	5,958.00
Total Other Current Assets	5,958.00
Total Current Assets	386,764.71
TOTAL ASSETS	**386,764.71**
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	18,022.85
Total Accounts Payable	18,022.85
Other Current Liabilities	
Cafeteria Plan	0.00
Payroll Liabilities	3,382.64
Total Other Current Liabilities	3,382.64
Total Current Liabilities	21,405.49
Long Term Liabilities	
SBA - EIDL	143,564.37
Total Long Term Liabilities	143,564.37
Total Liabilities	164,969.86
Equity	
Opening Bal Equity	15,975.45
Retained Earnings	153,432.57
Net Income	52,386.83
Total Equity	221,794.85
TOTAL LIABILITIES & EQUITY	**386,764.71**

2022

Year End Profit & Loss and Balance Sheet Statements

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss Prev Year Comparison
January through December 2022

	Jan - Dec 22	Jan - Dec 21	$ Change	% Change
Ordinary Income/Expense				
Income				
40000 - Revenue	0.00	1,365.00	-1,365.00	-100.0%
Award Sponsors	2,000.00	4,100.00	-2,100.00	-51.2%
Banner Sales	500.00	0.00	500.00	100.0%
Beverage Sales	7,873.57	3,464.00	4,409.57	127.3%
Business Expo Tents	0.00	5,025.00	-5,025.00	-100.0%
Concours Charitable Fund	66,574.75	99,621.71	-33,046.96	-33.2%
Concours General Fundraising	0.00	3,000.00	-3,000.00	-100.0%
Driving Tour	7,570.00	10,851.00	-3,281.00	-30.2%
Exhibitor Registration Fees	7,050.00	6,560.00	490.00	7.5%
Hospitality Events	16,093.75	21,320.00	-5,226.25	-24.5%
Hospitality Other - Airport	132,771.29	129,538.00	3,233.29	2.5%
Merchandise Sales	13,116.68	6,628.39	6,488.29	97.9%
Misc Income	0.10	28,918.98	-28,918.88	-100.0%
Patrons	110,907.50	99,344.00	11,563.50	11.6%
Program Advertising	27,450.00	29,550.00	-2,100.00	-7.1%
Public Funding	347,340.00	417,915.46	-70,575.46	-16.9%
RACE TRACK	0.00	1,534.00	-1,534.00	-100.0%
Retail Vendor Space	12,550.00	11,300.00	1,250.00	11.1%
Sponsors	355,700.00	309,275.00	46,425.00	15.0%
Ticket	247,426.00	214,888.50	32,537.50	15.1%
Total Income	1,354,923.64	1,404,199.04	-49,275.40	-3.5%
Gross Profit	1,354,923.64	1,404,199.04	-49,275.40	-3.5%
Expense				
Administration	135,099.00	118,336.01	16,762.99	14.2%
Charitable Fund	4,459.21	9,292.00	-4,832.79	-52.0%
Event Production	201,520.35	217,666.86	-16,146.51	-7.4%
Facilities	315,010.66	262,475.55	52,535.11	20.0%
Hospitality	86,690.44	68,666.81	18,023.63	26.3%
Marketing	313,911.50	300,823.58	13,087.92	4.4%
Merchandise	12,338.60	12,283.69	54.91	0.5%
Payroll Expenses	243,285.40	224,259.59	19,025.81	8.5%
Savannah Events	2,863.70	0.00	2,863.70	100.0%
Sponsor Solicitation	79,460.74	63,135.08	16,325.66	25.9%
Ticketing	22,138.18	25,673.20	-3,535.02	-13.8%
TRACK DAY	0.00	97.85	-97.85	-100.0%
void	0.00	0.00	0.00	0.0%
Volunteers	13,477.33	16,938.71	-3,461.38	-20.4%
Total Expense	1,430,255.11	1,319,648.93	110,606.18	8.4%
Net Ordinary Income	-75,331.47	84,550.11	-159,881.58	-189.1%
Other Income/Expense				
Other Expense				
CONTRIBUTIONS	73,451.00	27,449.14	46,001.86	167.6%

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss Prev Year Comparison
January through December 2022

	Jan - Dec 22	Jan - Dec 21	$ Change	% Change
InterestExpense	3,016.18	4,714.14	-1,697.96	-36.0%
Total Other Expense	76,467.18	32,163.28	44,303.90	137.8%
Net Other Income	-76,467.18	-32,163.28	-44,303.90	-137.8%
Net Income	**-151,798.65**	**52,386.83**	**-204,185.48**	**-389.8%**

Hilton Head Island Concours d'Elegance, Inc.
Balance Sheet
As of December 31, 2022

	Dec 31, 22
ASSETS	
Current Assets	
Checking/Savings	
Cash On Hand	531.87
SC Unemployment Reserve	-903.52
Synovus Bank Checking	180,466.35
Total Checking/Savings	180,094.70
Accounts Receivable	
Accounts Receivable	43,075.18
Total Accounts Receivable	43,075.18
Other Current Assets	
Deposits - Current	5,958.00
Undeposited Funds	4,204.50
Total Other Current Assets	10,162.50
Total Current Assets	233,332.38
TOTAL ASSETS	**233,332.38**
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	23,723.09
Total Accounts Payable	23,723.09
Other Current Liabilities	
Cafeteria Plan	0.00
Payroll Liabilities	495.42
Total Other Current Liabilities	495.42
Total Current Liabilities	24,218.51
Long Term Liabilities	
SBA - EIDL	139,117.67
Total Long Term Liabilities	139,117.67
Total Liabilities	163,336.18
Equity	
Opening Bal Equity	15,975.45
Retained Earnings	205,819.40
Net Income	-151,798.65
Total Equity	69,996.20
TOTAL LIABILITIES & EQUITY	**233,332.38**

2023

Year End Profit & Loss and Balance Sheet Statements

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss Prev Year Comparison
January through December 2023

	Jan - Dec 23	Jan - Dec 22	$ Change	% Change
Ordinary Income/Expense				
Income				
Award Sponsors	4,500.00	2,000.00	2,500.00	125.0%
Banner Sales	500.00	500.00	0.00	0.0%
Beverage Sales	9,231.00	7,873.57	1,357.43	17.2%
Business Expo Tents	7,250.00	0.00	7,250.00	100.0%
Concours Charitable Fund	120,948.31	66,574.75	54,373.56	81.7%
Driving Tour	10,813.00	7,570.00	3,243.00	42.8%
Exhibitor Registration Fees	19,710.00	7,050.00	12,660.00	179.6%
Hospitality Events	0.00	16,093.75	-16,093.75	-100.0%
Hospitality Other - Airport	91,315.50	132,771.29	-41,455.79	-31.2%
Interest Income	14.45	0.00	14.45	100.0%
Merchandise Sales	15,045.64	13,116.68	1,928.96	14.7%
Misc Income	0.00	0.10	-0.10	-100.0%
Parking Fees - VIP	7,000.00	0.00	7,000.00	100.0%
Patrons	116,666.50	110,907.50	5,759.00	5.2%
Program Advertising	32,500.00	27,450.00	5,050.00	18.4%
Public Funding	425,532.28	347,340.00	78,192.28	22.5%
Retail Vendor Space	18,700.00	12,550.00	6,150.00	49.0%
Sponsors	364,603.83	355,700.00	8,903.83	2.5%
Ticket	224,856.06	247,426.00	-22,569.94	-9.1%
Total Income	1,469,186.57	1,354,923.64	114,262.93	8.4%
Gross Profit	1,469,186.57	1,354,923.64	114,262.93	8.4%
Expense				
Administration	126,616.42	135,099.00	-8,482.58	-6.3%
Charitable Fund	16,599.66	4,459.21	12,140.45	272.3%
Event Production	204,135.64	201,520.35	2,615.29	1.3%
Facilities	261,371.48	315,010.66	-53,639.18	-17.0%
Hospitality	70,854.48	86,690.44	-15,835.96	-18.3%
Marketing	371,307.64	313,911.50	57,396.14	18.3%
Merchandise	19,024.83	12,338.60	6,686.23	54.2%
Payroll Expenses	249,489.52	243,285.40	6,204.12	2.6%
Savannah Events	0.00	2,863.70	-2,863.70	-100.0%
Sponsor Solicitation	78,270.25	79,460.74	-1,190.49	-1.5%
Ticketing	19,771.14	22,138.18	-2,367.04	-10.7%
void	0.00	0.00	0.00	0.0%
Volunteers	13,446.58	13,477.33	-30.75	-0.2%
Total Expense	1,430,887.64	1,430,255.11	632.53	0.0%
Net Ordinary Income	38,298.93	-75,331.47	113,630.40	150.8%
Other Income/Expense				
Other Expense				
CONTRIBUTIONS	46,188.00	73,451.00	-27,263.00	-37.1%

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss Prev Year Comparison
January through December 2023

	Jan - Dec 23	Jan - Dec 22	$ Change	% Change
InterestExpense	5,019.49	3,016.18	2,003.31	66.4%
Total Other Expense	51,207.49	76,467.18	-25,259.69	-33.0%
Net Other Income	-51,207.49	-76,467.18	25,259.69	33.0%
Net Income	**-12,908.56**	**-151,798.65**	**138,890.09**	**91.5%**

Hilton Head Island Concours d'Elegance, Inc.
Balance Sheet
As of December 31, 2023

	Dec 31, 23
ASSETS	
Current Assets	
Checking/Savings	
10001 - Opperating Account	135,065.09
Cash On Hand	1,712.46
SC Unemployment Reserve	-119.68
Synovus Bank Checking	28,610.66
Total Checking/Savings	165,268.53
Accounts Receivable	
Accounts Receivable	119,078.23
Total Accounts Receivable	119,078.23
Other Current Assets	
Deposits - Current	5,958.00
Undeposited Funds	7,819.86
Total Other Current Assets	13,777.86
Total Current Assets	298,124.62
TOTAL ASSETS	**298,124.62**
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	104,465.81
Total Accounts Payable	104,465.81
Other Current Liabilities	
Cafeteria Plan	0.00
Payroll Liabilities	11.46
Total Other Current Liabilities	11.46
Total Current Liabilities	104,477.27
Long Term Liabilities	
SBA - EIDL	136,559.71
Total Long Term Liabilities	136,559.71
Total Liabilities	241,036.98
Equity	
Opening Bal Equity	15,975.45
Retained Earnings	54,020.75
Net Income	-12,908.56
Total Equity	57,087.64
TOTAL LIABILITIES & EQUITY	**298,124.62**

2024

Year End Profit & Loss and Balance Sheet Statements

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss Prev Year Comparison
January through December 2024

	Jan - Dec 24	Jan - Dec 23	$ Change	% Change
Ordinary Income/Expense				
Income				
Award Sponsors	4,200.00	4,500.00	-300.00	-6.7%
Banner Sales	0.00	500.00	-500.00	-100.0%
Beverage Sales	0.00	9,231.00	-9,231.00	-100.0%
Business Expo Tents	18,500.00	7,250.00	11,250.00	155.2%
Concours Charitable Fund	66,457.25	120,948.31	-54,491.06	-45.1%
Driving Tour	12,380.00	10,813.00	1,567.00	14.5%
Exhibitor Registration Fees	25,097.50	19,710.00	5,387.50	27.3%
Federal Payroll Tax Refund	14,803.33	0.00	14,803.33	100.0%
Hospitality Events	785.00	0.00	785.00	100.0%
Hospitality Other - Airport	87,171.00	91,315.50	-4,144.50	-4.5%
Interest Income	2,642.97	14.45	2,628.52	18,190.5%
Merchandise Sales	10,751.86	15,045.64	-4,293.78	-28.5%
Misc Income	297.38	0.00	297.38	100.0%
Parking Fees - VIP	3,850.00	7,000.00	-3,150.00	-45.0%
Patrons	111,306.00	116,666.50	-5,360.50	-4.6%
Program Advertising	10,700.00	32,500.00	-21,800.00	-67.1%
Public Funding	360,840.98	425,532.28	-64,691.30	-15.2%
Retail Vendor Space	17,825.00	18,700.00	-875.00	-4.7%
Sponsors	336,900.00	364,603.83	-27,703.83	-7.6%
Ticket	240,432.28	224,856.06	15,576.22	6.9%
Total Income	1,324,940.55	1,469,186.57	-144,246.02	-9.8%
Gross Profit	1,324,940.55	1,469,186.57	-144,246.02	-9.8%
Expense				
Administration	132,898.65	126,616.42	6,282.23	5.0%
Charitable Fund	10,862.06	16,599.66	-5,737.60	-34.6%
Event Production	194,769.55	204,135.64	-9,366.09	-4.6%
Facilities	246,984.78	261,371.48	-14,386.70	-5.5%
Hospitality	55,363.99	70,854.48	-15,490.49	-21.9%
Marketing	347,452.21	371,307.64	-23,855.43	-6.4%
Merchandise	18,621.99	19,024.83	-402.84	-2.1%
Payroll Expenses	253,713.12	249,489.52	4,223.60	1.7%
Sponsor Solicitation	23,239.30	78,270.25	-55,030.95	-70.3%
Ticketing	16,660.64	19,771.14	-3,110.50	-15.7%
void	0.00	0.00	0.00	0.0%
Volunteers	8,190.54	13,446.58	-5,256.04	-39.1%
Total Expense	1,308,756.83	1,430,887.64	-122,130.81	-8.5%
Net Ordinary Income	16,183.72	38,298.93	-22,115.21	-57.7%
Other Income/Expense				
Other Expense				
CONTRIBUTIONS	40,400.00	46,188.00	-5,788.00	-12.5%

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss Prev Year Comparison
January through December 2024

	Jan - Dec 24	Jan - Dec 23	$ Change	% Change
InterestExpense	2,740.70	5,019.49	-2,278.79	-45.4%
Total Other Expense	43,140.70	51,207.49	-8,066.79	-15.8%
Net Other Income	-43,140.70	-51,207.49	8,066.79	15.8%
Net Income	**-26,956.98**	**-12,908.56**	**-14,048.42**	**-108.8%**

Hilton Head Island Concours d'Elegance, Inc.
Balance Sheet
As of December 31, 2024

	Dec 31, 24
ASSETS	
Current Assets	
Checking/Savings	
10001 - Opperating Account	69,593.45
Cash On Hand	1.16
SC Unemployment Reserve	2,494.07
Synovus Bank Checking	0.01
Total Checking/Savings	72,088.69
Accounts Receivable	
Accounts Receivable	84,753.97
Total Accounts Receivable	84,753.97
Other Current Assets	
Deposits - Current	5,958.00
Undeposited Funds	100.00
Total Other Current Assets	6,058.00
Total Current Assets	162,900.66
TOTAL ASSETS	**162,900.66**
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	1,850.00
Total Accounts Payable	1,850.00
Other Current Liabilities	
Cafeteria Plan	0.00
Payroll Liabilities	-47.41
Total Other Current Liabilities	-47.41
Total Current Liabilities	1,802.59
Long Term Liabilities	
SBA - EIDL	130,967.41
Total Long Term Liabilities	130,967.41
Total Liabilities	132,770.00
Equity	
Opening Bal Equity	15,975.45
Retained Earnings	41,112.19
Net Income	-26,956.98
Total Equity	30,130.66
TOTAL LIABILITIES & EQUITY	**162,900.66**

2025

Year End Profit & Loss and Balance Sheet Statements

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss Prev Year Comparison
January through December 2025

	Jan - Dec 25	Jan - Dec 24	$ Change	% Change
Ordinary Income/Expense				
Income				
Award Sponsors	0.00	4,200.00	-4,200.00	-100.0%
Beverage Sales	7,453.00	0.00	7,453.00	100.0%
Business Expo Tents	0.00	18,500.00	-18,500.00	-100.0%
Concours Charitable Fund	60,126.15	66,457.25	-6,331.10	-9.5%
Driving Tour	3,437.00	12,380.00	-8,943.00	-72.2%
Exhibitor Registration Fees	-95.00	25,097.50	-25,192.50	-100.4%
Federal Payroll Tax Refund	0.00	14,803.33	-14,803.33	-100.0%
Hospitality Events	759.00	785.00	-26.00	-3.3%
Hospitality Other - Airport	101,912.00	87,171.00	14,741.00	16.9%
Interest Income	0.00	2,642.97	-2,642.97	-100.0%
Merchandise Sales	16,805.57	10,751.86	6,053.71	56.3%
Misc Income	365.61	297.38	68.23	22.9%
Other Online Deposits	166,462.00	0.00	166,462.00	100.0%
Parking Fees - VIP	1,081.00	3,850.00	-2,769.00	-71.9%
Patrons	26,268.00	111,306.00	-85,038.00	-76.4%
Program Advertising	12,900.00	10,700.00	2,200.00	20.6%
Public Funding	399,593.59	360,840.98	38,752.61	10.7%
Retail Vendor Space	7,900.00	17,825.00	-9,925.00	-55.7%
Sponsors	305,105.00	336,900.00	-31,795.00	-9.4%
Ticket	178,300.11	240,432.28	-62,132.17	-25.8%
Total Income	1,288,373.03	1,324,940.55	-36,567.52	-2.8%
Gross Profit	1,288,373.03	1,324,940.55	-36,567.52	-2.8%
Expense				
Administration	111,787.44	132,898.65	-21,111.21	-15.9%
Charitable Fund	20,756.45	10,862.06	9,894.39	91.1%
Event Production	238,971.57	194,769.55	44,202.02	22.7%
Facilities	319,111.18	246,984.78	72,126.40	29.2%
Hospitality	98,816.25	55,363.99	43,452.26	78.5%
Marketing	392,919.49	347,452.21	45,467.28	13.1%
Merchandise	18,884.96	18,621.99	262.97	1.4%
Miscellaneous	313.00	0.00	313.00	100.0%
Payroll Expenses	262,068.41	253,713.12	8,355.29	3.3%
Reconciliation Discrepancies	2,500.00	0.00	2,500.00	100.0%
Sponsor Solicitation	69,268.85	23,239.30	46,029.55	198.1%
Ticketing	17,782.21	16,660.64	1,121.57	6.7%
void	0.00	0.00	0.00	0.0%
Volunteers	16,532.18	8,190.54	8,341.64	101.8%
Total Expense	1,569,711.99	1,308,756.83	260,955.16	19.9%
Net Ordinary Income	-281,338.96	16,183.72	-297,522.68	-1,838.4%
Other Income/Expense				
Other Expense				
CONTRIBUTIONS	44,500.00	40,400.00	4,100.00	10.2%

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss Prev Year Comparison
January through December 2025

	Jan - Dec 25	Jan - Dec 24	$ Change	% Change
InterestExpense	1,837.11	2,740.70	-903.59	-33.0%
Total Other Expense	46,337.11	43,140.70	3,196.41	7.4%
Net Other Income	-46,337.11	-43,140.70	-3,196.41	-7.4%
Net Income	**-327,676.07**	**-26,956.98**	**-300,719.09**	**-1,115.6%**

Hilton Head Island Concours d'Elegance, Inc.
Balance Sheet
As of December 31, 2025

	Dec 31, 25
ASSETS	
Current Assets	
Checking/Savings	
10001 - Opperating Account	69,974.61
10003 - Contingency Fund	1,000.00
Cash On Hand	1.16
SC Unemployment Reserve	2,791.97
Synovus Bank Checking	0.01
Total Checking/Savings	73,767.75
Accounts Receivable	
Accounts Receivable	64,924.74
Total Accounts Receivable	64,924.74
Other Current Assets	
Deposits - Current	5,958.00
Undeposited Funds	1,822.77
Total Other Current Assets	7,780.77
Total Current Assets	146,473.26
TOTAL ASSETS	**146,473.26**
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	307,280.85
Total Accounts Payable	307,280.85
Other Current Liabilities	
Cafeteria Plan	0.00
Payroll Liabilities	7,652.03
Total Other Current Liabilities	7,652.03
Total Current Liabilities	314,932.88
Long Term Liabilities	
SBA - EIDL	123,275.41
Total Long Term Liabilities	123,275.41
Total Liabilities	438,208.29
Equity	
Opening Bal Equity	21,785.83
Retained Earnings	14,155.21
Net Income	-327,676.07
Total Equity	-291,735.03
TOTAL LIABILITIES & EQUITY	**146,473.26**

PUBLIC INSPECTION EDITION

Form **990**

Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)
Do not enter social security numbers on this form as it may be made public.
Go to www.irs.gov/Form990 for instructions and the latest information.

Department of the Treasury
Internal Revenue Service

OMB No. 1545-0047

2024

Open to Public Inspection

A For the 2024 calendar year, or tax year beginning and ending

B Check if applicable: Address change; Name change; Initial return; Final return/ terminated; Amended return; Application pending

C Name of organization
HILTON HEAD ISLAND CONCOURS DELEGANCE, INC.

Doing business as

Number and street (or P.O. box if mail is not delivered to street address) Room/suite
1 CARDINAL ROAD 16

City or town, state or province, country, and ZIP or foreign postal code
HILTON HEAD ISLAND, SC 29926

F Name and address of principal officer: RICK SABOL
SAME AS C ABOVE

D Employer identification number
02-0547759

E Telephone number
843-785-5747

G Gross receipts $ 1,324,941.

H(a) Is this a group return for subordinates? Yes [X] No

H(b) Are all subordinates included? Yes No
If "No," attach a list. See instructions

H(c) Group exemption number

I Tax-exempt status: [X] 501(c)(3) 501(c) ( ) (insert no.) 4947(a)(1) or 527

J Website: HTTP://WWW.HHICONCOURS.COM/

K Form of organization: [X] Corporation Trust Association Other

L Year of formation: 2002 **M** State of legal domicile: SC

Part I Summary

1 Briefly describe the organization's mission or most significant activities: ANNUAL AUTO SHOW & MOTORING FESTIVAL LOCATED ON HILTON HEAD ISLAND, SC.

2 Check this box if the organization discontinued its operations or disposed of more than 25% of its net assets.

3	Number of voting members of the governing body (Part VI, line 1a)	3	17
4	Number of independent voting members of the governing body (Part VI, line 1b)	4	17
5	Total number of individuals employed in calendar year 2024 (Part V, line 2a)	5	4
6	Total number of volunteers (estimate if necessary)	6	400
7a	Total unrelated business revenue from Part VIII, column (C), line 12	7a	10,700.
b	Net unrelated business taxable income from Form 990-T, Part I, line 11	7b	0.

		Prior Year	Current Year
8	Contributions and grants (Part VIII, line 1h)	425,959.	375,298.
9	Program service revenue (Part VIII, line 2g)	969,657.	852,090.
10	Investment income (Part VIII, column (A), lines 3, 4, and 7d)	14.	2,643.
11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	54,971.	76,288.
12	Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)	1,450,601.	1,306,319.
13	Grants and similar amounts paid (Part IX, column (A), lines 1-3)	46,188.	40,400.
14	Benefits paid to or for members (Part IX, column (A), line 4)	0.	0.
15	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	249,676.	253,317.
16a	Professional fundraising fees (Part IX, column (A), line 11e)	0.	0.
b	Total fundraising expenses (Part IX, column (D), line 25) 0.		
17	Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)	1,167,643.	1,039,559.
18	Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	1,463,507.	1,333,276.
19	Revenue less expenses. Subtract line 18 from line 12	-12,906.	-26,957.

		Beginning of Current Year	End of Year
20	Total assets (Part X, line 16)	298,125.	162,901.
21	Total liabilities (Part X, line 26)	241,037.	132,770.
22	Net assets or fund balances. Subtract line 21 from line 20	57,088.	30,131.

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here

Signature of officer Date

RICK SABOL, PRESIDENT
Type or print name and title

Paid Preparer Use Only

Preparer's name	Preparer's signature	Date	Check if self-employed	PTIN
MICHAEL R. PUTICH, CPA	MICHAEL R. PUTICH, C	03/06/26		P00853466

Firm's name ROBINSON GRANT & CO., P.A. Firm's EIN 57-0735924

Firm's address P.O. DRAWER 22959
HILTON HEAD ISLAND, SC 29925 Phone no. 843-815-6161

May the IRS discuss this return with the preparer shown above? See instructions [X] Yes No

Part III Statement of Program Service Accomplishments

Check if Schedule O contains a response or note to any line in this Part III ☐

1 Briefly describe the organization's mission:
THE CONCOURS EVENT IS HELD ANNUALLY ON HILTON HEAD ISLAND, SC AND DISPLAYS HISTORICAL AND SIGNIFICANT AUTOMOBILES FOR THE PURPOSE OF EDUCATING THE PUBLIC ON THE AUTOMOTIVE INDUSTRY ORIGIN, DEVELOPMENT AND CONTRIBUTION TO HISTORY

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ? ☐ Yes ☒ No
If "Yes," describe these new services on Schedule O.

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? ☐ Yes ☒ No
If "Yes," describe these changes on Schedule O.

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

4a (Code:) (Expenses $ 1,180,414. including grants of $) (Revenue $)
PRODUCTION OF A WEEK-LONG FESTIVAL MOTOR SHOW THAT FOCUSES UPON AUTOMOBILES AND OTHER VARIOUS METHODS OF TRANSPORTATION AND WHICH IS OPEN AND AVAILABLE TO THE GENERAL PUBLIC.

4b (Code:) (Expenses $ 40,400. including grants of $ 40,400.) (Revenue $)
PAYMENT OF GRANTS TO LOCAL NOT-FOR-PROFIT ORGANIZATIONS

4c (Code:) (Expenses $ including grants of $) (Revenue $)

4d Other program services (Describe on Schedule O.)
(Expenses $ including grants of $) (Revenue $)

4e Total program service expenses 1,220,814.

Part IV Checklist of Required Schedules

			Yes	No
1	Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? *If "Yes," complete Schedule A*	1	X	
2	Is the organization required to complete *Schedule B, Schedule of Contributors*? See instructions	2	X	
3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? *If "Yes," complete Schedule C, Part I*	3		X
4	**Section 501(c)(3) organizations.** Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? *If "Yes," complete Schedule C, Part II*	4		X
5	Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Rev. Proc. 98-19? *If "Yes," complete Schedule C, Part III*	5		X
6	Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? *If "Yes," complete Schedule D, Part I*	6		X
7	Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? *If "Yes," complete Schedule D, Part II*	7		X
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? *If "Yes," complete Schedule D, Part III*	8		X
9	Did the organization report an amount in Part X, line 21, for escrow or custodial account liability; serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? *If "Yes," complete Schedule D, Part IV*	9		X
10	Did the organization, directly or through a related organization, hold assets in donor-restricted endowments or in quasi-endowments? *If "Yes," complete Schedule D, Part V*	10		X
11	If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X, as applicable.			
a	Did the organization report an amount for land, buildings, and equipment in Part X, line 10? *If "Yes," complete Schedule D, Part VI*	11a		X
b	Did the organization report an amount for investments - other securities in Part X, line 12, that is 5% or more of its total assets reported in Part X, line 16? *If "Yes," complete Schedule D, Part VII*	11b		X
c	Did the organization report an amount for investments - program related in Part X, line 13, that is 5% or more of its total assets reported in Part X, line 16? *If "Yes," complete Schedule D, Part VIII*	11c		X
d	Did the organization report an amount for other assets in Part X, line 15, that is 5% or more of its total assets reported in Part X, line 16? *If "Yes," complete Schedule D, Part IX*	11d		X
e	Did the organization report an amount for other liabilities in Part X, line 25? *If "Yes," complete Schedule D, Part X*	11e	X	
f	Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? *If "Yes," complete Schedule D, Part X*	11f		X
12a	Did the organization obtain separate, independent audited financial statements for the tax year? *If "Yes," complete Schedule D, Parts XI and XII*	12a		X
b	Was the organization included in consolidated, independent audited financial statements for the tax year? *If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional*	12b		X
13	Is the organization a school described in section 170(b)(1)(A)(ii)? *If "Yes," complete Schedule E*	13		X
14a	Did the organization maintain an office, employees, or agents outside of the United States?	14a		X
b	Did the organization have aggregate revenues or expenses of more than $10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at $100,000 or more? *If "Yes," complete Schedule F, Parts I and IV*	14b		X
15	Did the organization report on Part IX, column (A), line 3, more than $5,000 of grants or other assistance to or for any foreign organization? *If "Yes," complete Schedule F, Parts II and IV*	15		X
16	Did the organization report on Part IX, column (A), line 3, more than $5,000 of aggregate grants or other assistance to or for foreign individuals? *If "Yes," complete Schedule F, Parts III and IV*	16		X
17	Did the organization report a total of more than $15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? *If "Yes," complete Schedule G, Part I.* See instructions	17		X
18	Did the organization report more than $15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? *If "Yes," complete Schedule G, Part II*	18		X
19	Did the organization report more than $15,000 of gross income from gaming activities on Part VIII, line 9a? *If "Yes," complete Schedule G, Part III*	19		X
20a	Did the organization operate one or more hospital facilities? *If "Yes," complete Schedule H*	20a		X
b	If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?	20b		
21	Did the organization report more than $5,000 of grants or other assistance to any domestic organization or domestic government on Part IX, column (A), line 1? *If "Yes," complete Schedule I, Parts I and II*	21		X

Part IV Checklist of Required Schedules *(continued)*

			Yes	No
22	Did the organization report more than $5,000 of grants or other assistance to or for domestic individuals on Part IX, column (A), line 2? *If "Yes," complete Schedule I, Parts I and III*	22		X
23	Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5, about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? *If "Yes," complete Schedule J*	23		X
24a	Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than $100,000 as of the last day of the year, that was issued after December 31, 2002? *If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25a*	24a		X
b	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b		
c	Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?	24c		
d	Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?	24d		
25a	**Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations.** Did the organization engage in an excess benefit transaction with a disqualified person during the year? *If "Yes," complete Schedule L, Part I*	25a		X
b	Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? *If "Yes," complete Schedule L, Part I*	25b		X
26	Did the organization report any amount on Part X, line 5 or 22, for receivables from or payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons? *If "Yes," complete Schedule L, Part II*	26		X
27	Did the organization provide a grant or other assistance to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity (including an employee thereof) or family member of any of these persons? *If "Yes," complete Schedule L, Part III*	27		X
28	Was the organization a party to a business transaction with one of the following parties? (See the Schedule L, Part IV, instructions for applicable filing thresholds, conditions, and exceptions):			
a	A current or former officer, director, trustee, key employee, creator or founder, or substantial contributor? *If "Yes," complete Schedule L, Part IV*	28a	X	
b	A family member of any individual described in line 28a? *If "Yes," complete Schedule L, Part IV*	28b		X
c	A 35% controlled entity of one or more individuals and/or organizations described in line 28a or 28b? *If "Yes," complete Schedule L, Part IV*	28c		X
29	Did the organization receive more than $25,000 in noncash contributions? *If "Yes," complete Schedule M*	29		X
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? *If "Yes," complete Schedule M*	30		X
31	Did the organization liquidate, terminate, or dissolve and cease operations? *If "Yes," complete Schedule N, Part I*	31		X
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? *If "Yes," complete Schedule N, Part II*	32		X
33	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? *If "Yes," complete Schedule R, Part I*	33		X
34	Was the organization related to any tax-exempt or taxable entity? *If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1*	34		X
35a	Did the organization have a controlled entity within the meaning of section 512(b)(13)?	35a		X
b	If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? *If "Yes," complete Schedule R, Part V, line 2*	35b		
36	**Section 501(c)(3) organizations.** Did the organization make any transfers to an exempt non-charitable related organization? *If "Yes," complete Schedule R, Part V, line 2*	36		X
37	Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? *If "Yes," complete Schedule R, Part VI*	37		X
38	Did the organization complete Schedule O and provide explanations on Schedule O for Part VI, lines 11b and 19? **Note:** All Form 990 filers are required to complete Schedule O	38	X	

Part V Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response or note to any line in this Part V ☐

				Yes	No
1a	Enter the number reported in box 3 of Form 1096. Enter -0- if not applicable	1a	0		
b	Enter the number of Forms W-2G included on line 1a. Enter -0- if not applicable	1b	0		
c	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?	1c			

Part V Statements Regarding Other IRS Filings and Tax Compliance *(continued)*

			Yes	No
2a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return **2a** 4			
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns?	2b	X	
3a	Did the organization have unrelated business gross income of $1,000 or more during the year?	3a	X	
b	If "Yes," has it filed a Form 990-T for this year? *If "No" to line 3b, provide an explanation on Schedule O*	3b	X	
4a	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?	4a		X
b	If "Yes," enter the name of the foreign country _____ See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR).			
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?	5a		X
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?	5b		X
c	If "Yes" to line 5a or 5b, did the organization file Form 8886-T?	5c		
6a	Does the organization have annual gross receipts that are normally greater than $100,000, and did the organization solicit any contributions that were not tax deductible as charitable contributions?	6a		X
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?	6b		
7	**Organizations that may receive deductible contributions under section 170(c).**			
a	Did the organization receive a payment in excess of $75 made partly as a contribution and partly for goods and services provided to the payor?	7a		X
b	If "Yes," did the organization notify the donor of the value of the goods or services provided?	7b		
c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?	7c		X
d	If "Yes," indicate the number of Forms 8282 filed during the year **7d**			
e	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?	7e		
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?	7f		
g	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?	7g		
h	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?	7h		
8	**Sponsoring organizations maintaining donor advised funds.** Did a donor advised fund maintained by the sponsoring organization have excess business holdings at any time during the year?	8		
9	**Sponsoring organizations maintaining donor advised funds.**			
a	Did the sponsoring organization make any taxable distributions under section 4966?	9a		
b	Did the sponsoring organization make a distribution to a donor, donor advisor, or related person?	9b		
10	**Section 501(c)(7) organizations.** Enter:			
a	Initiation fees and capital contributions included on Part VIII, line 12 **10a**			
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities **10b**			
11	**Section 501(c)(12) organizations.** Enter:			
a	Gross income from members or shareholders **11a**			
b	Gross income from other sources. (Do not net amounts due or paid to other sources against amounts due or received from them.) **11b**			
12a	**Section 4947(a)(1) non-exempt charitable trusts.** Is the organization filing Form 990 in lieu of Form 1041?	12a		
b	If "Yes," enter the amount of tax-exempt interest received or accrued during the year **12b**			
13	**Section 501(c)(29) qualified nonprofit health insurance issuers.**			
a	Is the organization licensed to issue qualified health plans in more than one state? **Note:** See the instructions for additional information the organization must report on Schedule O.	13a		
b	Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans **13b**			
c	Enter the amount of reserves on hand **13c**			
14a	Did the organization receive any payments for indoor tanning services during the tax year?	14a		X
b	If "Yes," has it filed a Form 720 to report these payments? *If "No," provide an explanation on Schedule O*	14b		
15	Is the organization subject to the section 4960 tax on payment(s) of more than $1,000,000 in remuneration or excess parachute payment(s) during the year? If "Yes," see the instructions and file Form 4720, Schedule N.	15		X
16	Is the organization an educational institution subject to the section 4968 excise tax on net investment income? If "Yes," complete Form 4720, Schedule O.	16		X
17	**Section 501(c)(21) organizations.** Did the trust, or any disqualified or other person engage in any activities that would result in the imposition of an excise tax under section 4951, 4952 or 4953? If "Yes," complete Form 6069.	17		

Part VI Governance, Management, and Disclosure. *For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes on Schedule O. See instructions.*

Check if Schedule O contains a response or note to any line in this Part VI X

Section A. Governing Body and Management

				Yes	No
1a	Enter the number of voting members of the governing body at the end of the tax year	1a	17		
	If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain on Schedule O.				
b	Enter the number of voting members included on line 1a, above, who are independent	1b	17		
2	Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?	2			X
3	Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, trustees, or key employees to a management company or other person?	3			X
4	Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?	4			X
5	Did the organization become aware during the year of a significant diversion of the organization's assets?	5			X
6	Did the organization have members or stockholders?	6			X
7a	Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?	7a			X
b	Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?	7b			X
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:				
a	The governing body?	8a		X	
b	Each committee with authority to act on behalf of the governing body?	8b		X	
9	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? *If "Yes," provide the names and addresses on Schedule O*	9			X

Section B. Policies *(This Section B requests information about policies not required by the Internal Revenue Code.)*

			Yes	No
10a	Did the organization have local chapters, branches, or affiliates?	10a		X
b	If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?	10b		
11a	Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?	11a		X
b	Describe on Schedule O the process, if any, used by the organization to review this Form 990.			
12a	Did the organization have a written conflict of interest policy? *If "No," go to line 13*	12a		X
b	Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?	12b		
c	Did the organization regularly and consistently monitor and enforce compliance with the policy? *If "Yes," describe on Schedule O how this was done*	12c		
13	Did the organization have a written whistleblower policy?	13		X
14	Did the organization have a written document retention and destruction policy?	14		X
15	Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?			
a	The organization's CEO, Executive Director, or top management official	15a	X	
b	Other officers or key employees of the organization	15b		X
	If "Yes" to line 15a or 15b, describe the process on Schedule O. See instructions.			
16a	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?	16a		X
b	If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements?	16b		

Section C. Disclosure

17 List the states with which a copy of this Form 990 is required to be filed SC

18 Section 6104 requires an organization to make its Forms 1023 (1024 or 1024-A, if applicable), 990, and 990-T (section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.

☐ Own website ☐ Another's website ☒ Upon request ☐ Other *(explain on Schedule O)*

19 Describe on Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year.

20 State the name, address, and telephone number of the person who possesses the organization's books and records

BOB LEE - 843-785-5747

1 CARDINAL ROAD, SUITE #16, HILTON HEAD ISLAND, SC 29926

Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Check if Schedule O contains a response or note to any line in this Part VII ☐

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- List all of the organization's **current** key employees, if any. See the instructions for definition of "key employee."
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (box 5 of Form W-2, box 6 of Form 1099-MISC, and/or box 1 of Form 1099-NEC) of more than $100,000 from the organization and any related organizations.
- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than $100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than $10,000 of reportable compensation from the organization and any related organizations.

See the instructions for the order in which to list the persons above.

☐ Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

(A) Name and title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC/ 1099-NEC)	(E) Reportable compensation from related organizations (W-2/1099-MISC/ 1099-NEC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(1) CHRIS BREWER PRESIDENT	40.00	X		X				105,000.	0.	0.
(2) MIKE MCCLELLAND CHAIRMAN	5.00	X		X				0.	0.	0.
(3) BOB LEE TREASURER	20.00	X		X				0.	0.	0.
(4) TRUITT RABUN SECRETARY	5.00	X		X				0.	0.	0.
(5) MERRY HARLACHER CHAIRMAN EMERITUS	5.00	X						0.	0.	0.
(6) LAWRENCE KOCH BOARD MEMBER	5.00	X						0.	0.	0.
(7) JOYCE CARLTON BOARD MEMBER	5.00	X						0.	0.	0.
(8) PAUL IANUARIO BOARD MEMBER	5.00	X						0.	0.	0.
(9) WALTER NESTER BOARD MEMBER	5.00	X						0.	0.	0.
(10) LEE NINER BOARD MEMBER	5.00	X						0.	0.	0.
(11) DENNIS WRIGHT BOARD MEMBER	5.00	X						0.	0.	0.
(12) ELKE MARTIN BOARD MEMBER	5.00	X						0.	0.	0.
(13) ERIK DOERRING BOARD MEMBER	5.00	X						0.	0.	0.
(14) PAUL BOES BOARD MEMBER	5.00	X						0.	0.	0.
(15) CARROL JENSEN BOARD MEMBER	5.00	X						0.	0.	0.
(16) BILL SCMITT BOARD MEMBER	5.00	X						0.	0.	0.
(17) STEWART BROWN CHAIRMAN EMERITUS	5.00	X						0.	0.	0.

Part VII **Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees** *(continued)*

(A) Name and title	(B) Average hours per week (list any hours for related organizations below line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC/ 1099-NEC)	(E) Reportable compensation from related organizations (W-2/1099-MISC/ 1099-NEC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
1b Subtotal								105,000.	0.	0.
c Total from continuation sheets to Part VII, Section A								0.	0.	0.
d Total (add lines 1b and 1c)								105,000.	0.	0.

2 Total number of individuals (including but not limited to those listed above) who received more than $100,000 of reportable compensation from the organization 1

		Yes	No
3	Did the organization list any **former** officer, director, trustee, key employee, or highest compensated employee on line 1a? *If "Yes," complete Schedule J for such individual*		X
4	For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than $150,000? *If "Yes," complete Schedule J for such individual*		X
5	Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? *If "Yes," complete Schedule J for such person*		X

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than $100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation
NONE		

2 Total number of independent contractors (including but not limited to those listed above) who received more than $100,000 of compensation from the organization 0

Part VIII Statement of Revenue

Check if Schedule O contains a response or note to any line in this Part VIII

				(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512 - 514
Contributions, Gifts, Grants and Other Similar Amounts	1a Federated campaigns	1a					
	b Membership dues	1b					
	c Fundraising events	1c					
	d Related organizations	1d					
	e Government grants (contributions)	1e	360,841.				
	f All other contributions, gifts, grants, and similar amounts not included above	1f	14,457.				
	g Noncash contributions included in lines 1a-1f	1g	$				
	h Total. Add lines 1a-1f			375,298.			
Program Service Revenue		Business Code					
	2a PATRON & SPONSORSHIP I	900099		504,406.	504,406.		
	b EVENT TICKET SALES	900099		223,035.	223,035.		
	c FLIGHTS AND FANCY AIRP	900099		87,171.	87,171.		
	d EXHIBITOR REGISTRATION	900099		25,098.	25,098.		
	e DRIVING TOUR TICKETS	900099		12,380.	12,380.		
	f All other program service revenue						
	g Total. Add lines 2a-2f			852,090.			
Other Revenue	3 Investment income (including dividends, interest, and other similar amounts)			2,643.			2,643.
	4 Income from investment of tax-exempt bond proceeds						
	5 Royalties						
		(i) Real	(ii) Personal				
	6a Gross rents 6a						
	b Less: rental expenses 6b						
	c Rental income or (loss) 6c						
	d Net rental income or (loss)						
		(i) Securities	(ii) Other				
	7a Gross amount from sales of assets other than inventory 7a						
	b Less: cost or other basis and sales expenses 7b						
	c Gain or (loss) 7c						
	d Net gain or (loss)						
	8a Gross income from fundraising events (not including $ _____ of contributions reported on line 1c). See Part IV, line 18 8a						
	b Less: direct expenses 8b						
	c Net income or (loss) from fundraising events						
	9a Gross income from gaming activities. See Part IV, line 19 9a						
	b Less: direct expenses 9b						
	c Net income or (loss) from gaming activities						
	10a Gross sales of inventory, less returns and allowances 10a		10,752.				
	b Less: cost of goods sold 10b		18,622.				
	c Net income or (loss) from sales of inventory			-7,870.	-7,870.		
Miscellaneous Revenue		Business Code					
	11a BUSINESS EXPO & RETAIL	900099		36,325.	36,325.		
	b ONLINE PURCHASE FEE RE	900099		17,398.	17,398.		
	c COVID 19 FUNDING - EMP	900099		14,803.	14,803.		
	d All other revenue	541800		15,632.	4,932.	10,700.	
	e Total. Add lines 11a-11d			84,158.			
	12 Total revenue. See instructions			1,306,319.	917,678.	10,700.	2,643.

Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX ☐

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21	40,400.	40,400.		
2 Grants and other assistance to domestic individuals. See Part IV, line 22				
3 Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	105,000.	78,750.	26,250.	
6 Compensation not included above to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7 Other salaries and wages	129,652.	103,722.	25,930.	
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)				
9 Other employee benefits				
10 Payroll taxes	18,665.	13,999.	4,666.	
11 Fees for services (nonemployees):				
a Management				
b Legal				
c Accounting	33,588.	16,794.	16,794.	
d Lobbying				
e Professional fundraising services. See Part IV, line 17				
f Investment management fees				
g Other. (If line 11g amount exceeds 10% of line 25, column (A), amount, list line 11g expenses on Sch O.)				
12 Advertising and promotion	347,452.	347,452.		
13 Office expenses				
14 Information technology	20,283.	10,140.	10,143.	
15 Royalties				
16 Occupancy	19,173.	11,504.	7,669.	
17 Travel	3,337.	3,337.		
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings				
20 Interest	2,741.		2,741.	
21 Payments to affiliates				
22 Depreciation, depletion, and amortization				
23 Insurance	12,360.	9,888.	2,472.	
24 Other expenses. Itemize expenses not covered above. (List miscellaneous expenses on line 24e. If line 24e amount exceeds 10% of line 25, column (A), amount, list line 24e expenses on Schedule O.)				
a FACILITY EXPENSES/RENTA	246,985.	246,985.		
b EVENT PRODUCTION COSTS	194,770.	194,770.		
c HOSPITALITY SPACE COSTS	66,226.	66,226.		
d SPONSOR SOLICITATION EX	23,239.	23,239.		
e All other expenses	69,405.	53,608.	15,797.	
25 **Total functional expenses.** Add lines 1 through 24e	1,333,276.	1,220,814.	112,462.	0.
26 **Joint costs.** Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here ☐ if following SOP 98-2 (ASC 958-720)				

Part X Balance Sheet

Check if Schedule O contains a response or note to any line in this Part X ☐

			(A) Beginning of year		(B) End of year
Assets	1	Cash - non-interest-bearing	165,269.	1	72,089.
	2	Savings and temporary cash investments		2	
	3	Pledges and grants receivable, net		3	
	4	Accounts receivable, net	119,078.	4	84,754.
	5	Loans and other receivables from any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		5	
	6	Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), and persons described in section 4958(c)(3)(B)		6	
	7	Notes and loans receivable, net		7	
	8	Inventories for sale or use		8	
	9	Prepaid expenses and deferred charges		9	
	10a	Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D 10a			
	b	Less: accumulated depreciation 10b		10c	
	11	Investments - publicly traded securities		11	
	12	Investments - other securities. See Part IV, line 11		12	
	13	Investments - program-related. See Part IV, line 11		13	
	14	Intangible assets		14	
	15	Other assets. See Part IV, line 11	13,778.	15	6,058.
	16	**Total assets.** Add lines 1 through 15 (must equal line 33)	298,125.	16	162,901.
Liabilities	17	Accounts payable and accrued expenses	104,466.	17	1,850.
	18	Grants payable		18	
	19	Deferred revenue		19	
	20	Tax-exempt bond liabilities		20	
	21	Escrow or custodial account liability. Complete Part IV of Schedule D		21	
	22	Loans and other payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		22	
	23	Secured mortgages and notes payable to unrelated third parties		23	
	24	Unsecured notes and loans payable to unrelated third parties	136,560.	24	130,967.
	25	Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D	11.	25	-47.
	26	**Total liabilities.** Add lines 17 through 25	241,037.	26	132,770.
Net Assets or Fund Balances		**Organizations that follow FASB ASC 958, check here** ☒ **and complete lines 27, 28, 32, and 33.**			
	27	Net assets without donor restrictions	57,088.	27	30,131.
	28	Net assets with donor restrictions		28	
		Organizations that do not follow FASB ASC 958, check here ☐ **and complete lines 29 through 33.**			
	29	Capital stock or trust principal, or current funds		29	
	30	Paid-in or capital surplus, or land, building, or equipment fund		30	
	31	Retained earnings, endowment, accumulated income, or other funds		31	
	32	Total net assets or fund balances	57,088.	32	30,131.
	33	Total liabilities and net assets/fund balances	298,125.	33	162,901.

Form 990 (2024)

Part XI Reconciliation of Net Assets

Check if Schedule O contains a response or note to any line in this Part XI ☐

1	Total revenue (must equal Part VIII, column (A), line 12)	1	1,306,319.
2	Total expenses (must equal Part IX, column (A), line 25)	2	1,333,276.
3	Revenue less expenses. Subtract line 2 from line 1	3	-26,957.
4	Net assets or fund balances at beginning of year (must equal Part X, line 32, column (A))	4	57,088.
5	Net unrealized gains (losses) on investments	5	
6	Donated services and use of facilities	6	
7	Investment expenses	7	
8	Prior period adjustments	8	
9	Other changes in net assets or fund balances (explain on Schedule O)	9	0.
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 32, column (B))	10	30,131.

Part XII Financial Statements and Reporting

Check if Schedule O contains a response or note to any line in this Part XII ☐

			Yes	No
1	Accounting method used to prepare the Form 990: ☐ Cash ☒ Accrual ☐ Other _____ If the organization changed its method of accounting from a prior year or checked "Other," explain on Schedule O.			
2a	Were the organization's financial statements compiled or reviewed by an independent accountant? If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both: ☐ Separate basis ☐ Consolidated basis ☐ Both consolidated and separate basis	2a		X
b	Were the organization's financial statements audited by an independent accountant? If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both: ☐ Separate basis ☐ Consolidated basis ☐ Both consolidated and separate basis	2b		X
c	If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? If the organization changed either its oversight process or selection process during the tax year, explain on Schedule O.	2c		
3a	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Uniform Guidance, 2 C.F.R. Part 200, Subpart F?	3a		X
b	If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why on Schedule O and describe any steps taken to undergo such audits	3b		

SCHEDULE A
(Form 990)

Department of the Treasury
Internal Revenue Service

Public Charity Status and Public Support

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.
Attach to Form 990 or Form 990-EZ.
Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

2024

Open to Public Inspection

Name of the organization	Employer identification number
HILTON HEAD ISLAND CONCOURS DELEGANCE, INC.	02-0547759

Part I Reason for Public Charity Status. (All organizations must complete this part.) See instructions.

The organization is not a private foundation because it is: (For lines 1 through 12, check only one box.)

1 ☐ A church, convention of churches, or association of churches described in **section 170(b)(1)(A)(i).**
2 ☐ A school described in **section 170(b)(1)(A)(ii).** (Attach Schedule E (Form 990).)
3 ☐ A hospital or a cooperative hospital service organization described in **section 170(b)(1)(A)(iii).**
4 ☐ A medical research organization operated in conjunction with a hospital described in **section 170(b)(1)(A)(iii).** Enter the hospital's name, city, and state: _____
5 ☐ An organization operated for the benefit of a college or university owned or operated by a governmental unit described in **section 170(b)(1)(A)(iv).** (Complete Part II.)
6 ☐ A federal, state, or local government or governmental unit described in **section 170(b)(1)(A)(v).**
7 ☐ An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in **section 170(b)(1)(A)(vi).** (Complete Part II.)
8 ☐ A community trust described in **section 170(b)(1)(A)(vi).** (Complete Part II.)
9 ☐ An agricultural research organization described in **section 170(b)(1)(A)(ix)** operated in conjunction with a land-grant college or university or a non-land-grant college of agriculture (see instructions). Enter the name, city, and state of the college or university: _____
10 ☒ An organization that normally receives (1) more than 33 1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions, subject to certain exceptions; and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See **section 509(a)(2).** (Complete Part III.)
11 ☐ An organization organized and operated exclusively to test for public safety. See **section 509(a)(4).**
12 ☐ An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in **section 509(a)(1)** or **section 509(a)(2)**. See **section 509(a)(3).** Check the box on lines 12a through 12d that describes the type of supporting organization and complete lines 12e, 12f, and 12g.

a ☐ **Type I.** A supporting organization operated, supervised, or controlled by its supported organization(s), typically by giving the supported organization(s) the power to regularly appoint or elect a majority of the directors or trustees of the supporting organization. **You must complete Part IV, Sections A and B.**
b ☐ **Type II.** A supporting organization supervised or controlled in connection with its supported organization(s), by having control or management of the supporting organization vested in the same persons that control or manage the supported organization(s). **You must complete Part IV, Sections A and C.**
c ☐ **Type III functionally integrated.** A supporting organization operated in connection with, and functionally integrated with, its supported organization(s) (see instructions). **You must complete Part IV, Sections A, D, and E.**
d ☐ **Type III non-functionally integrated.** A supporting organization operated in connection with its supported organization(s) that is not functionally integrated. The organization generally must satisfy a distribution requirement and an attentiveness requirement (see instructions). **You must complete Part IV, Sections A and D, and Part V.**
e ☐ Check this box if the organization received a written determination from the IRS that it is a Type I, Type II, Type III functionally integrated, or Type III non-functionally integrated supporting organization.
f Enter the number of supported organizations .....
g Provide the following information about the supported organization(s).

(i) Name of supported organization	(ii) EIN	(iii) Type of organization (described on lines 1-10 above (see instructions))	(iv) Is the organization listed in your governing document? Yes	(iv) No	(v) Amount of monetary support (see instructions)	(vi) Amount of other support (see instructions)
Total						

Part II **Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)**

(Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

Section A. Public Support

Calendar year (or fiscal year beginning in)	(a) 2020	(b) 2021	(c) 2022	(d) 2023	(e) 2024	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")						
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
3 The value of services or facilities furnished by a governmental unit to the organization without charge						
4 **Total.** Add lines 1 through 3						
5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f)						
6 **Public support.** Subtract line 5 from line 4.						

Section B. Total Support

Calendar year (or fiscal year beginning in)	(a) 2020	(b) 2021	(c) 2022	(d) 2023	(e) 2024	(f) Total
7 Amounts from line 4						
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties, and income from similar sources						
9 Net income from unrelated business activities, whether or not the business is regularly carried on						
10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.)						
11 **Total support.** Add lines 7 through 10						

12 Gross receipts from related activities, etc. (see instructions) 12

13 **First 5 years.** If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and **stop here** ☐

Section C. Computation of Public Support Percentage

14 Public support percentage for 2024 (line 6, column (f), divided by line 11, column (f)) 14 %

15 Public support percentage from 2023 Schedule A, Part II, line 14 15 %

16a **33 1/3% support test - 2024.** If the organization did not check the box on line 13, and line 14 is 33 1/3% or more, check this box and **stop here.** The organization qualifies as a publicly supported organization ☐

b **33 1/3% support test - 2023.** If the organization did not check a box on line 13 or 16a, and line 15 is 33 1/3% or more, check this box and **stop here.** The organization qualifies as a publicly supported organization ☐

17a **10% -facts-and-circumstances test - 2024.** If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the facts-and-circumstances test, check this box and **stop here.** Explain in Part VI how the organization meets the facts-and-circumstances test. The organization qualifies as a publicly supported organization ☐

b **10% -facts-and-circumstances test - 2023.** If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the facts-and-circumstances test, check this box and **stop here.** Explain in Part VI how the organization meets the facts-and-circumstances test. The organization qualifies as a publicly supported organization ☐

18 **Private foundation.** If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions ☐

Part III Support Schedule for Organizations Described in Section 509(a)(2)

(Complete only if you checked the box on line 10 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

Section A. Public Support

Calendar year (or fiscal year beginning in)	(a) 2020	(b) 2021	(c) 2022	(d) 2023	(e) 2024	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")	323,066.	420,915.	347,340.	425,959.	375,298.	1892578.
2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose	20,802.	962,208.	995,386.	959,657.	852,090.	3790143.
3 Gross receipts from activities that are not an unrelated trade or business under section 513						
4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
5 The value of services or facilities furnished by a governmental unit to the organization without charge						
6 **Total.** Add lines 1 through 5	343,868.	1383123.	1342726.	1385616.	1227388.	5682721.
7a Amounts included on lines 1, 2, and 3 received from disqualified persons						0.
b Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of $5,000 or 1% of the amount on line 13 for the year						0.
c Add lines 7a and 7b						0.
8 **Public support.** (Subtract line 7c from line 6.)						5682721.

Section B. Total Support

Calendar year (or fiscal year beginning in)	(a) 2020	(b) 2021	(c) 2022	(d) 2023	(e) 2024	(f) Total
9 Amounts from line 6	343,868.	1383123.	1342726.	1385616.	1227388.	5682721.
10a Gross income from interest, dividends, payments received on securities loans, rents, royalties, and income from similar sources	5.			14.	2,643.	2,662.
b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975						
c Add lines 10a and 10b	5.			14.	2,643.	2,662.
11 Net income from unrelated business activities not included on line 10b, whether or not the business is regularly carried on						
12 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.)						
13 **Total support.** (Add lines 9, 10c, 11, and 12.)	343,873.	1383123.	1342726.	1385630.	1230031.	5685383.

14 **First 5 years.** If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and **stop here** ☐

Section C. Computation of Public Support Percentage

15 Public support percentage for 2024 (line 8, column (f), divided by line 13, column (f))	15	99.95 %
16 Public support percentage from 2023 Schedule A, Part III, line 15	16	100.00 %

Section D. Computation of Investment Income Percentage

17 Investment income percentage for **2024** (line 10c, column (f), divided by line 13, column (f))	17	.05 %
18 Investment income percentage from **2023** Schedule A, Part III, line 17	18	%

19a **33 1/3% support tests - 2024.** If the organization did not check the box on line 14, and line 15 is more than 33 1/3%, and line 17 is not more than 33 1/3%, check this box and **stop here.** The organization qualifies as a publicly supported organization ☒

b **33 1/3% support tests - 2023.** If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3%, and line 18 is not more than 33 1/3%, check this box and **stop here.** The organization qualifies as a publicly supported organization ☐

20 **Private foundation.** If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions ☐

Part IV Supporting Organizations

(Complete only if you checked a box on line 12 of Part I. If you checked box 12a, Part I, complete Sections A and B. If you checked box 12b, Part I, complete Sections A and C. If you checked box 12c, Part I, complete Sections A, D, and E. If you checked box 12d, Part I, complete Sections A and D, and complete Part V.)

Section A. All Supporting Organizations

			Yes	No
1	Are all of the organization's supported organizations listed by name in the organization's governing documents? *If "No," describe in* **Part VI** *how the supported organizations are designated. If designated by class or purpose, describe the designation. If historic and continuing relationship, explain.*	1		
2	Did the organization have any supported organization that does not have an IRS determination of status under section 509(a)(1) or (2)? *If "Yes," explain in* **Part VI** *how the organization determined that the supported organization was described in section 509(a)(1) or (2).*	2		
3a	Did the organization have a supported organization described in section 501(c)(4), (5), or (6)? *If "Yes," answer lines 3b and 3c below.*	3a		
b	Did the organization confirm that each supported organization qualified under section 501(c)(4), (5), or (6) and satisfied the public support tests under section 509(a)(2)? *If "Yes," describe in* **Part VI** *when and how the organization made the determination.*	3b		
c	Did the organization ensure that all support to such organizations was used exclusively for section 170(c)(2)(B) purposes? *If "Yes," explain in* **Part VI** *what controls the organization put in place to ensure such use.*	3c		
4a	Was any supported organization not organized in the United States ("foreign supported organization")? *If "Yes," and if you checked box 12a or 12b in Part I, answer lines 4b and 4c below.*	4a		
b	Did the organization have ultimate control and discretion in deciding whether to make grants to the foreign supported organization? *If "Yes," describe in* **Part VI** *how the organization had such control and discretion despite being controlled or supervised by or in connection with its supported organizations.*	4b		
c	Did the organization support any foreign supported organization that does not have an IRS determination under sections 501(c)(3) and 509(a)(1) or (2)? *If "Yes," explain in* **Part VI** *what controls the organization used to ensure that all support to the foreign supported organization was used exclusively for section 170(c)(2)(B) purposes.*	4c		
5a	Did the organization add, substitute, or remove any supported organizations during the tax year? *If "Yes," answer lines 5b and 5c below (if applicable). Also, provide detail in* **Part VI,** *including (i) the names and EIN numbers of the supported organizations added, substituted, or removed; (ii) the reasons for each such action; (iii) the authority under the organization's organizing document authorizing such action; and (iv) how the action was accomplished (such as by amendment to the organizing document).*	5a		
b	**Type I or Type II only.** Was any added or substituted supported organization part of a class already designated in the organization's organizing document?	5b		
c	**Substitutions only.** Was the substitution the result of an event beyond the organization's control?	5c		
6	Did the organization provide support (whether in the form of grants or the provision of services or facilities) to anyone other than (i) its supported organizations, (ii) individuals that are part of the charitable class benefited by one or more of its supported organizations, or (iii) other supporting organizations that also support or benefit one or more of the filing organization's supported organizations? *If "Yes," provide detail in* **Part VI.**	6		
7	Did the organization provide a grant, loan, compensation, or other similar payment to a substantial contributor (as defined in section 4958(c)(3)(C)), a family member of a substantial contributor, or a 35% controlled entity with regard to a substantial contributor? *If "Yes," complete Part I of Schedule L (Form 990).*	7		
8	Did the organization make a loan to a disqualified person (as defined in section 4958) not described on line 7? *If "Yes," complete Part I of Schedule L (Form 990).*	8		
9a	Was the organization controlled directly or indirectly at any time during the tax year by one or more disqualified persons, as defined in section 4946 (other than foundation managers and organizations described in section 509(a)(1) or (2))? *If "Yes," provide detail in* **Part VI.**	9a		
b	Did one or more disqualified persons (as defined on line 9a) hold a controlling interest in any entity in which the supporting organization had an interest? *If "Yes," provide detail in* **Part VI.**	9b		
c	Did a disqualified person (as defined on line 9a) have an ownership interest in, or derive any personal benefit from, assets in which the supporting organization also had an interest? *If "Yes," provide detail in* **Part VI.**	9c		
10a	Was the organization subject to the excess business holdings rules of section 4943 because of section 4943(f) (regarding certain Type II supporting organizations, and all Type III non-functionally integrated supporting organizations)? *If "Yes," answer line 10b below.*	10a		
b	Did the organization have any excess business holdings in the tax year? *(Use Schedule C, Form 4720, to determine whether the organization had excess business holdings.)*	10b		

Part IV Supporting Organizations *(continued)*

			Yes	No
11	Has the organization accepted a gift or contribution from any of the following persons?			
a	A person who directly or indirectly controls, either alone or together with persons described on lines 11b and 11c below, the governing body of a supported organization?	**11a**		
b	A family member of a person described on line 11a above?	**11b**		
c	A 35% controlled entity of a person described on line 11a or 11b above? *If "Yes" to line 11a, 11b, or 11c, provide detail in* **Part VI.**	**11c**		

Section B. Type I Supporting Organizations

			Yes	No
1	Did the governing body, members of the governing body, officers acting in their official capacity, or membership of one or more supported organizations have the power to regularly appoint or elect at least a majority of the organization's officers, directors, or trustees at all times during the tax year? *If "No," describe in* **Part VI** *how the supported organization(s) effectively operated, supervised, or controlled the organization's activities. If the organization had more than one supported organization, describe how the powers to appoint and/or remove officers, directors, or trustees were allocated among the supported organizations and what conditions or restrictions, if any, applied to such powers during the tax year.*	**1**		
2	Did the organization operate for the benefit of any supported organization other than the supported organization(s) that operated, supervised, or controlled the supporting organization? *If "Yes," explain in* **Part VI** *how providing such benefit carried out the purposes of the supported organization(s) that operated, supervised, or controlled the supporting organization.*	**2**		

Section C. Type II Supporting Organizations

			Yes	No
1	Were a majority of the organization's directors or trustees during the tax year also a majority of the directors or trustees of each of the organization's supported organization(s)? *If "No," describe in* **Part VI** *how control or management of the supporting organization was vested in the same persons that controlled or managed the supported organization(s).*	**1**		

Section D. All Type III Supporting Organizations

			Yes	No
1	Did the organization provide to each of its supported organizations, by the last day of the fifth month of the organization's tax year, (i) a written notice describing the type and amount of support provided during the prior tax year, (ii) a copy of the Form 990 that was most recently filed as of the date of notification, and (iii) copies of the organization's governing documents in effect on the date of notification, to the extent not previously provided?	**1**		
2	Were any of the organization's officers, directors, or trustees either (i) appointed or elected by the supported organization(s) or (ii) serving on the governing body of a supported organization? *If "No," explain in* **Part VI** *how the organization maintained a close and continuous working relationship with the supported organization(s).*	**2**		
3	By reason of the relationship described on line 2, above, did the organization's supported organizations have a significant voice in the organization's investment policies and in directing the use of the organization's income or assets at all times during the tax year? *If "Yes," describe in* **Part VI** *the role the organization's supported organizations played in this regard.*	**3**		

Section E. Type III Functionally Integrated Supporting Organizations

1 *Check the box next to the method that the organization used to satisfy the Integral Part Test during the year* **(see instructions).**

- **a** ☐ The organization satisfied the Activities Test. *Complete* **line 2** *below.*
- **b** ☐ The organization is the parent of each of its supported organizations. *Complete* **line 3** *below.*
- **c** ☐ The organization supported a governmental entity. *Describe in* **Part VI** *how you supported a governmental entity (see instructions).*

			Yes	No
2	Activities Test. **Answer lines 2a and 2b below.**			
a	*Did substantially all of the organization's activities during the tax year directly further the exempt purposes of the supported organization(s) to which the organization was responsive? If "Yes," then in* **Part VI identify those supported organizations and explain** *how these activities directly furthered their exempt purposes, how the organization was responsive to those supported organizations, and how the organization determined that these activities constituted substantially all of its activities.*	**2a**		
b	Did the activities described on line 2a, above, constitute activities that, but for the organization's involvement, one or more of the organization's supported organization(s) would have been engaged in? *If "Yes," explain in* **Part VI** *the reasons for the organization's position that its supported organization(s) would have engaged in these activities but for the organization's involvement.*	**2b**		
3	Parent of Supported Organizations. **Answer lines 3a and 3b below.**			
a	Did the organization have the power to regularly appoint or elect a majority of the officers, directors, or trustees of each of the supported organizations? If "Yes" or "No," provide details in **Part VI**.	**3a**		
b	Did the organization exercise a substantial degree of direction over the policies, programs, and activities of each of its supported organizations? If "Yes," describe in **Part VI** the role played by the organization in this regard.	**3b**		

Part V Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations

1 ☐ Check here if the organization satisfied the Integral Part Test as a qualifying trust on Nov. 20, 1970 (*explain in* **Part VI**). **See instructions.** All other Type III non-functionally integrated supporting organizations must complete Sections A through E.

Section A - Adjusted Net Income		(A) Prior Year	(B) Current Year (optional)
1 Net short-term capital gain	**1**		
2 Recoveries of prior-year distributions	**2**		
3 Other gross income (see instructions)	**3**		
4 Add lines 1 through 3.	**4**		
5 Depreciation and depletion	**5**		
6 Portion of operating expenses paid or incurred for production or collection of gross income or for management, conservation, or maintenance of property held for production of income (see instructions)	**6**		
7 Other expenses (see instructions)	**7**		
8 **Adjusted Net Income** (subtract lines 5, 6, and 7 from line 4)	**8**		

Section B - Minimum Asset Amount		(A) Prior Year	(B) Current Year (optional)
1 Aggregate fair market value of all non-exempt-use assets (see instructions for short tax year or assets held for part of year):			
a Average monthly value of securities	**1a**		
b Average monthly cash balances	**1b**		
c Fair market value of other non-exempt-use assets	**1c**		
d **Total** (add lines 1a, 1b, and 1c)	**1d**		
e **Discount** claimed for blockage or other factors (*explain in detail in* **Part VI**):			
2 Acquisition indebtedness applicable to non-exempt-use assets	**2**		
3 Subtract line 2 from line 1d.	**3**		
4 Cash deemed held for exempt use. Enter 0.015 of line 3 (for greater amount, see instructions).	**4**		
5 Net value of non-exempt-use assets (subtract line 4 from line 3)	**5**		
6 Multiply line 5 by 0.035.	**6**		
7 Recoveries of prior-year distributions	**7**		
8 **Minimum Asset Amount** (add line 7 to line 6)	**8**		

Section C - Distributable Amount			Current Year
1 Adjusted net income for prior year (from Section A, line 8, column A)	**1**		
2 Enter 0.85 of line 1.	**2**		
3 Minimum asset amount for prior year (from Section B, line 8, column A)	**3**		
4 Enter greater of line 2 or line 3.	**4**		
5 Income tax imposed in prior year	**5**		
6 **Distributable Amount.** Subtract line 5 from line 4, unless subject to emergency temporary reduction (see instructions).	**6**		

7 ☐ Check here if the current year is the organization's first as a non-functionally integrated Type III supporting organization (see instructions).

Part V **Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations** *(continued)*

Section D - Distributions		**Current Year**
1 Amounts paid to supported organizations to accomplish exempt purposes	1	
2 Amounts paid to perform activity that directly furthers exempt purposes of supported organizations, in excess of income from activity	2	
3 Administrative expenses paid to accomplish exempt purposes of supported organizations	3	
4 Amounts paid to acquire exempt-use assets	4	
5 Qualified set-aside amounts (prior IRS approval required - *provide details in* **Part VI**)	5	
6 Other distributions (describe in **Part VI**). See instructions.	6	
7 **Total annual distributions.** Add lines 1 through 6.	7	
8 Distributions to attentive supported organizations to which the organization is responsive (*provide details in* **Part VI**). See instructions.	8	
9 Distributable amount for 2024 from Section C, line 6	9	
10 Line 8 amount divided by line 9 amount	10	

Section E - Distribution Allocations (see instructions)	**(i) Excess Distributions**	**(ii) Underdistributions Pre-2024**	**(iii) Distributable Amount for 2024**
1 Distributable amount for 2024 from Section C, line 6			
2 Underdistributions, if any, for years prior to 2024 (reasonable cause required - *explain in* **Part VI**). See instructions.			
3 Excess distributions carryover, if any, to 2024			
a From 2019			
b From 2020			
c From 2021			
d From 2022			
e From 2023			
f **Total** of lines 3a through 3e			
g Applied to under distributions of prior years			
h Applied to 2024 distributable amount			
i Carryover from 2019 not applied (see instructions)			
j Remainder. Subtract lines 3g, 3h, and 3i from line 3f.			
4 Distributions for 2024 from Section D, line 7: $			
a Applied to underdistributions of prior years			
b Applied to 2024 distributable amount			
c Remainder. Subtract lines 4a and 4b from line 4.			
5 Remaining underdistributions for years prior to 2024, if any. Subtract lines 3g and 4a from line 2. For result greater than zero, *explain in* **Part VI.** See instructions.			
6 Remaining underdistributions for 2024. Subtract lines 3h and 4b from line 1. For result greater than zero, *explain in* **Part VI**. See instructions.			
7 **Excess distributions carryover to 2025.** Add lines 3j and 4c.			
8 Breakdown of line 7:			
a Excess from 2020			
b Excess from 2021			
c Excess from 2022			
d Excess from 2023			
e Excess from 2024			

Part VI **Supplemental Information.** Provide the explanations required by Part II, line 10; Part II, line 17a or 17b; Part III, line 12; Part IV, Section A, lines 1, 2, 3b, 3c, 4b, 4c, 5a, 6, 9a, 9b, 9c, 11a, 11b, and 11c; Part IV, Section B, lines 1 and 2; Part IV, Section C, line 1; Part IV, Section D, lines 2 and 3; Part IV, Section E, lines 1c, 2a, 2b, 3a and 3b; Part V, line 1; Part V, Section B, line 1e; Part V, Section D, lines 5, 6, and 8; and Part V, Section E, lines 2, 5, and 6. Also complete this part for any additional information. (See instructions.)

Schedule B (Form 990)
(Rev. December 2024)
Department of the Treasury
Internal Revenue Service

Schedule of Contributors

Attach to Form 990, 990-EZ, or 990-PF.
Go to www.irs.gov/Form990 for the latest information.

OMB No. 1545-0047

Name of the organization
HILTON HEAD ISLAND CONCOURS DELEGANCE, INC.

Employer identification number
02-0547759

Organization type (check one):

Filers of:	**Section:**
Form 990 or 990-EZ	[X] 501(c)(3) (enter number) organization
	[ ] 4947(a)(1) nonexempt charitable trust **not** treated as a private foundation
	[ ] 527 political organization
Form 990-PF	[ ] 501(c)(3) exempt private foundation
	[ ] 4947(a)(1) nonexempt charitable trust treated as a private foundation
	[ ] 501(c)(3) taxable private foundation

Check if your organization is covered by the **General Rule** or a **Special Rule.**
Note: Only a section 501(c)(7), (8), or (10) organization can check boxes for both the General Rule and a Special Rule. See instructions.

General Rule

[X] For an organization filing Form 990, 990-EZ, or 990-PF that received, during the year, contributions totaling $5,000 or more (in money or property) from any one contributor. Complete Parts I and II. See instructions for determining a contributor's total contributions.

Special Rules

[ ] For an organization described in section 501(c)(3) filing Form 990 or 990-EZ that met the 33 1/3% support test of the regulations under sections 509(a)(1) and 170(b)(1)(A)(vi), that checked Schedule A (Form 990), Part II, line 13, 16a, or 16b, and that received from any one contributor, during the year, total contributions of the greater of **(1)** $5,000; or **(2)** 2% of the amount on (i) Form 990, Part VIII, line 1h; or (ii) Form 990-EZ, line 1. Complete Parts I and II.

[ ] For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, total contributions of more than $1,000 *exclusively* for religious, charitable, scientific, literary, or educational purposes, or for the prevention of cruelty to children or animals. Complete Parts I (entering "N/A" in column (b) instead of the contributor name and address), II, and III.

[ ] For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, contributions *exclusively* for religious, charitable, etc., purposes, but no such contributions totaled more than $1,000. If this box is checked, enter here the total contributions that were received during the year for an *exclusively* religious, charitable, etc., purpose. Don't complete any of the parts unless the **General Rule** applies to this organization because it received *nonexclusively* religious, charitable, etc., contributions totaling $5,000 or more during the year ..... $ _____

Caution: An organization that isn't covered by the General Rule and/or the Special Rules doesn't file Schedule B (Form 990), but it **must** answer "No" on Part IV, line 2, of its Form 990; or check the box on line H of its Form 990-EZ or on its Form 990-PF, Part I, line 2, to certify that it doesn't meet the filing requirements of Schedule B (Form 990).

Name of organization
HILTON HEAD ISLAND CONCOURS DELEGANCE, INC.

Employer identification number
02-0547759

Part I **Contributors** (see instructions). Use duplicate copies of Part I if additional space is needed.

(a) No.	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
1	TOWN OF HILTON HEAD ISLAND - ACCOMMODATIONS TAX FUNDING 1 TOWN CENTER COURT HILTON HEAD ISLAND, SC 29928	$ 341,841.	Person [X] Payroll [ ] Noncash [ ] (Complete Part II for noncash contributions.)
2	BEAUFORT COUNTY 100 RIBAUT ROAD BEAUFORT, SC 29902	$ 19,000.	Person [X] Payroll [ ] Noncash [ ] (Complete Part II for noncash contributions.)
3	GULFSTREAM AEROSPACE CORPORATION 1200 SENATE STREET COLUMBIA, SC 29201	$ 5,000.	Person [X] Payroll [ ] Noncash [ ] (Complete Part II for noncash contributions.)
4	MARTIN, ELKE & POPIEL, BOB 1798 CANYON OAKS DRIVE MT. PLEASANT, SC 29464	$ 5,000.	Person [X] Payroll [ ] Noncash [ ] (Complete Part II for noncash contributions.)
		$	Person [ ] Payroll [ ] Noncash [ ] (Complete Part II for noncash contributions.)
		$	Person [ ] Payroll [ ] Noncash [ ] (Complete Part II for noncash contributions.)

Name of organization
HILTON HEAD ISLAND CONCOURS DELEGANCE, INC.

Employer identification number
02-0547759

Part II **Noncash Property** (see instructions). Use duplicate copies of Part II if additional space is needed.

(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (See instructions.)	(d) Date received
		$	
(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (See instructions.)	(d) Date received
		$	
(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (See instructions.)	(d) Date received
		$	
(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (See instructions.)	(d) Date received
		$	
(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (See instructions.)	(d) Date received
		$	
(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (See instructions.)	(d) Date received
		$	

Name of organization
HILTON HEAD ISLAND CONCOURS DELEGANCE, INC.

Employer identification number
02-0547759

Part III **Exclusively religious, charitable, etc., contributions to organizations described in section 501(c)(7), (8), or (10) that total more than $1,000 for the year from any one contributor.** Complete columns **(a)** through **(e) and** the following line entry. For organizations completing Part III, enter the total of exclusively religious, charitable, etc., contributions of **$1,000 or less** for the year. (Enter this info. once.) $

Use duplicate copies of Part III if additional space is needed.

(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held

(e) Transfer of gift

Transferee's name, address, and ZIP + 4	Relationship of transferor to transferee

(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held

(e) Transfer of gift

Transferee's name, address, and ZIP + 4	Relationship of transferor to transferee

(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held

(e) Transfer of gift

Transferee's name, address, and ZIP + 4	Relationship of transferor to transferee

(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held

(e) Transfer of gift

Transferee's name, address, and ZIP + 4	Relationship of transferor to transferee

SCHEDULE D (Form 990) (Rev. December 2024)
Department of the Treasury
Internal Revenue Service

Supplemental Financial Statements

Complete if the organization answered "Yes" on Form 990, Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.
Attach to Form 990.
Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

Open to Public Inspection

Name of the organization HILTON HEAD ISLAND CONCOURS DELEGANCE, INC.

Employer identification number 02-0547759

Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts.

Complete if the organization answered "Yes" on Form 990, Part IV, line 6.

		(a) Donor advised funds	(b) Funds and other accounts
1	Total number at end of year		
2	Aggregate value of contributions to (during year)		
3	Aggregate value of grants from (during year)		
4	Aggregate value at end of year		

5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control? ☐ Yes ☐ No

6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit? ☐ Yes ☐ No

Part II Conservation Easements.

Complete if the organization answered "Yes" on Form 990, Part IV, line 7.

1 Purpose(s) of conservation easements held by the organization (check all that apply).

☐ Preservation of land for public use (for example, recreation or education)
☐ Preservation of a historically important land area
☐ Protection of natural habitat
☐ Preservation of a certified historic structure
☐ Preservation of open space

2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year.

			Held at the End of the Tax Year
a	Total number of conservation easements	2a	
b	Total acreage restricted by conservation easements	2b	
c	Number of conservation easements on a certified historic structure included on line 2a	2c	
d	Number of conservation easements included on line 2c acquired after July 25, 2006, and not on a historic structure listed in the National Register	2d	

3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year _____

4 Number of states where property subject to conservation easement is located _____

5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds? ☐ Yes ☐ No

6 Staff and volunteer hours devoted to monitoring, inspecting, handling of violations, and enforcing conservation easements during the year _____

7 Amount of expenses incurred in monitoring, inspecting, handling of violations, and enforcing conservation easements during the year _____

8 Does each conservation easement reported on line 2d above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)? ☐ Yes ☐ No

9 In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements.

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.

Complete if the organization answered "Yes" on Form 990, Part IV, line 8.

1a If the organization elected, as permitted under FASB ASC 958, not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide in Part XIII the text of the footnote to its financial statements that describes these items.

b If the organization elected, as permitted under FASB ASC 958, to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items.

(i) Revenue included on Form 990, Part VIII, line 1 $ _____

(ii) Assets included in Form 990, Part X $ _____

2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under FASB ASC 958 relating to these items:

a Revenue included on Form 990, Part VIII, line 1 $ _____

b Assets included in Form 990, Part X $ _____

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets *(continued)*

3 Using the organization's acquisition, accession, and other records, check any of the following that make significant use of its collection items (check all that apply).

a ☐ Public exhibition
b ☐ Scholarly research
c ☐ Preservation for future generations
d ☐ Loan or exchange program
e ☐ Other _____

4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII.

5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? ☐ Yes ☐ No

Part IV Escrow and Custodial Arrangements Complete if the organization answered "Yes" on Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

1a Is the organization an agent, trustee, custodian, or other intermediary for contributions or other assets not included on Form 990, Part X? ☐ Yes ☐ No

b If "Yes," explain the arrangement in Part XIII and complete the following table:

		Amount
c Beginning balance	1c	
d Additions during the year	1d	
e Distributions during the year	1e	
f Ending balance	1f	

2a Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability? ☐ Yes ☐ No

b If "Yes," explain the arrangement in Part XIII. Check here if the explanation has been provided in Part XIII ☐

Part V Endowment Funds Complete if the organization answered "Yes" on Form 990, Part IV, line 10.

	(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
1a Beginning of year balance					
b Contributions					
c Net investment earnings, gains, and losses					
d Grants or scholarships					
e Other expenditures for facilities and programs					
f Administrative expenses					
g End of year balance					

2 Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:

a Board designated or quasi-endowment _____%
b Permanent endowment _____%
c Term endowment _____%

The percentages on lines 2a, 2b, and 2c should equal 100%.

3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:

		Yes	No
(i) Unrelated organizations?	3a(i)		
(ii) Related organizations?	3a(ii)		
b If "Yes" on line 3a(ii), are the related organizations listed as required on Schedule R?	3b		

4 Describe in Part XIII the intended uses of the organization's endowment funds.

Part VI Land, Buildings, and Equipment

Complete if the organization answered "Yes" on Form 990, Part IV, line 11a. See Form 990, Part X, line 10.

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1a Land				
b Buildings				
c Leasehold improvements				
d Equipment				
e Other				
Total. Add lines 1a through 1e. *(Column (d) must equal Form 990, Part X, line 10c, column (B))*				0.

Part VII Investments - Other Securities

Complete if the organization answered "Yes" on Form 990, Part IV, line 11b. See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1) Financial derivatives		
(2) Closely held equity interests		
(3) Other		
(A)		
(B)		
(C)		
(D)		
(E)		
(F)		
(G)		
(H)		
Total. (Col. (b) must equal Form 990, Part X, line 12, col. (B))		

Part VIII Investments - Program Related.

Complete if the organization answered "Yes" on Form 990, Part IV, line 11c. See Form 990, Part X, line 13.

(a) Description of investment	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
Total. (Col. (b) must equal Form 990, Part X, line 13, col. (B))		

Part IX Other Assets

Complete if the organization answered "Yes" on Form 990, Part IV, line 11d. See Form 990, Part X, line 15.

(a) Description	(b) Book value
(1)	
(2)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
Total. *(Column (b) must equal Form 990, Part X, line 15, col. (B))*	

Part X Other Liabilities

Complete if the organization answered "Yes" on Form 990, Part IV, line 11e or 11f. See Form 990, Part X, line 25.

1. (a) Description of liability	(b) Book value
(1) Federal income taxes	
(2) PAYROLL LIABILITIES	-47.
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
Total. *(Column (b) must equal Form 990, Part X, line 25, col. (B))*	-47.

2. Liability for uncertain tax positions. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FASB ASC 740. Check here if the text of the footnote has been provided in Part XIII ☐

Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return

Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.

1	Total revenue, gains, and other support per audited financial statements			1	
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12:				
a	Net unrealized gains (losses) on investments	2a			
b	Donated services and use of facilities	2b			
c	Recoveries of prior year grants	2c			
d	Other (Describe in Part XIII.)	2d			
e	Add lines 2a through 2d			2e	
3	Subtract line 2e from line 1			3	
4	Amounts included on Form 990, Part VIII, line 12, but not on line 1:				
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a			
b	Other (Describe in Part XIII.)	4b			
c	Add lines 4a and 4b			4c	
5	Total revenue. Add lines **3** and **4c.** *(This must equal Form 990, Part I, line 12.)*			5	

Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return

Complete if the organization answered "Yes" on Form 990, Part IV, line 12a.

1	Total expenses and losses per audited financial statements			1	
2	Amounts included on line 1 but not on Form 990, Part IX, line 25:				
a	Donated services and use of facilities	2a			
b	Prior year adjustments	2b			
c	Other losses	2c			
d	Other (Describe in Part XIII.)	2d			
e	Add lines 2a through 2d			2e	
3	Subtract line 2e from line 1			3	
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:				
a	Investment expenses not included on Form 990, Part VIII, line 7b	4a			
b	Other (Describe in Part XIII.)	4b			
c	Add lines 4a and 4b			4c	
5	Total expenses. Add lines **3** and **4c.** *(This must equal Form 990, Part I, line 18.)*			5	

Part XIII Supplemental Information

Provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, lines 2d and 4b; and Part XII, lines 2d and 4b. Also complete this part to provide any additional information.

SCHEDULE L
(Form 990)
(Rev. December 2024)
Department of the Treasury
Internal Revenue Service

Transactions With Interested Persons

Complete if the organization answered "Yes" on Form 990, Part IV, line 25a, 25b, 26, 27, 28a, 28b, or 28c; or Form 990-EZ, Part V, line 38a or 40b.
Attach to Form 990 or Form 990-EZ.
Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

Open to Public Inspection

Name of the organization HILTON HEAD ISLAND CONCOURS DELEGANCE, INC.

Employer identification number 02-0547759

Part I Excess Benefit Transactions (section 501(c)(3), section 501(c)(4), and section 501(c)(29) organizations only)

Complete if the organization answered "Yes" on Form 990, Part IV, line 25a or 25b; or Form 990-EZ, Part V, line 40b.

1 **(a)** Name of disqualified person	**(b)** Relationship between disqualified person and organization	**(c)** Description of transaction	**(d)** Corrected? Yes	No
(1)				
(2)				
(3)				
(4)				
(5)				
(6)				

2 Enter the amount of tax incurred by the organization managers or disqualified persons during the year under section 4958 ..... $

3 Enter the amount of tax, if any, on line 2, above, reimbursed by the organization ..... $

Part II Loans to and/or From Interested Persons

Complete if the organization answered "Yes" on Form 990-EZ, Part V, line 38a, or Form 990, Part IV, line 26; or if the organization reported an amount on Form 990, Part X, line 5, 6, or 22.

(a) Name of interested person	**(b)** Relationship with organization	**(c)** Purpose of loan	**(d)** Loan to or from the organization? To	From	**(e)** Original principal amount	**(f)** Balance due	**(g)** In default? Yes	No	**(h)** Approved by board or committee? Yes	No	**(i)** Written agreement? Yes	No
(1)												
(2)												
(3)												
(4)												
(5)												
(6)												
(7)												
(8)												
(9)												
(10)												
Total						$						

Part III Grants or Assistance Benefiting Interested Persons

Complete if the organization answered "Yes" on Form 990, Part IV, line 27.

(a) Name of interested person	**(b)** Relationship between interested person and the organization	**(c)** Amount of assistance	**(d)** Type of assistance	**(e)** Purpose of assistance
(1)				
(2)				
(3)				
(4)				
(5)				
(6)				
(7)				
(8)				
(9)				
(10)				

Part IV **Business Transactions Involving Interested Persons**

Complete if the organization answered "Yes" on Form 990, Part IV, line 28a, 28b, or 28c.

	(a) Name of interested person	(b) Relationship between interested person and the organization	(c) Amount of transaction	(d) Description of transaction	(e) Sharing of organization's revenues? Yes	(e) Sharing of organization's revenues? No
(1)	BEACON ALLIED RESOURCES,	TREASURER/COMPTROLL	29,976.	PROVIDES AC		X
(2)						
(3)						
(4)						
(5)						
(6)						
(7)						
(8)						
(9)						
(10)						

Part V **Supplemental Information**

Provide additional information for responses to questions on Schedule L. See instructions.

SCH L, PART IV, BUSINESS TRANSACTIONS INVOLVING INTERESTED PERSONS:
(A) NAME OF PERSON: BEACON ALLIED RESOURCES, INC./ROBERT LEE
(B) RELATIONSHIP BETWEEN INTERESTED PERSON AND ORGANIZATION:
TREASURER/COMPTROLLER
(D) DESCRIPTION OF TRANSACTION: PROVIDES ACCOUNTING, TECHNOLOGY AND OTHER CONSULTING SERVICES TO THE ORGANIZATION VIA BEACON ALLIED RESOURCES, INC.

SCHEDULE O (Form 990)
(Rev. December 2024)
Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on Form 990 or 990-EZ or to provide any additional information.
Attach to Form 990 or Form 990-EZ.
Go to www.irs.gov/Form990 for instructions and the latest information.

OMB No. 1545-0047

Open to Public Inspection

Name of the organization: HILTON HEAD ISLAND CONCOURS DELEGANCE, INC.

Employer identification number: 02-0547759

FORM 990, PART VI, SECTION B, LINE 11B:
PRIOR TO THE FILING OF THE FORM 990, IT IS REVIEWED FOR ACCURACY BY THE COMPTROLLER/TREASURER.

FORM 990, PART VI, SECTION B, LINE 15A:
THE EXCECUTIVE DIRECTOR UNDERGOES AN ANNUAL PERFORMANCE REVIEW AND HIS/HER SALARY IS BASED ON COMPARABLE POSITIONS.

FORM 990, PART VI, SECTION C, LINE 19:
DOCUMENTATION IS AVAILABLE TO THE PUBLIC UPON REQUEST

Name: HILTON HEAD ISLAND CONCOURS DELEGANC FEIN: 02-0547759

Type and Entity: PRE-2018 NOL FED

DETAIL CARRYOVER SCHEDULE

Section 382 Annual Limitation | Section 382 Carryover

	Year Originated	Original Carryover Amount	Total Amount Used	Amount Used for 12/31/21	Amount Used for 12/31/22	Amount Used for	Amount Used for	Amount Used for	Amount Used for	Amount Used for	Amount Used for	Amount Used for
A	2017	2,924.	2,924.	1,216.	1,708.							
B												
C												
D												
E												
F												
G												
H												
I												
J												
K												
L												
M												
N												
O												
P												
Q												
R												
S												
T												
U												
V												
W												

	Detail Type	ESBC	Amount Used for	Amount Used for	Amount Used for	Amount Used for	Amount Used for	Amount Used for	Amount Used for	Amount Used for	Amount Used for	Amount Used for	Amount Used for
A													
B													
C													
D													
E													
F													
G													
H													
I													
J													
K													
L													
M													
N													
O													
P													
Q													
R													
S													
T													
U													
V													
W													

412571
04-01-24

Hilton Head Island Concours d'Elegance & Motoring Festival	
Project	2025 Motoring Festival
Total Grant Amount	350,000
Contact	Kelly Smith
Phone	(843) 683-8386
Email	hashtagconcours@gmail.com
Summary of Funded Activities	The 2025 ATAX allocation enabled the Hilton Head Island Concours d'Elegance & Motoring Festival to implement a sustained, destination-focused marketing program designed to attract out-of-market visitors, strengthen overnight visitation to include both our exhibitors and spectators, and elevate Hilton Head Island's visibility as a luxury leisure destination during the first weekend of November. ATAX funding was intentionally phased across the calendar year. Early investments established the creative and strategic foundation for the campaign through marketing design, content development, website support, and brand messaging. Mid-year efforts expanded into sustained digital and social promotion, while late summer and fall funding supported an increasingly targeted media mix intended to convert awareness into attendance, travel planning, and event-week engagement. Digital strategy was a central component of the funded work. ATAX dollars supported recurring social media marketing and advertising, digital media services, website content, digital program placements, e-blasts, and online advertising across multiple platforms and media partners. This digital-first structure allowed the campaign to remain active over a long promotional runway, retarget interested audiences, and maintain relevance with both regional consumers, exhibtors from all over the country or destination travelers considering Hilton Head Island for a fall trip. A second major strength of the funded program was its use of specialized media partnerships. The campaign invested in a carefully selected mix of collector car, enthusiast, luxury, and regional outlets, ensuring that the event was promoted not just broadly, but to audiences most aligned with its experience and economic impact. Automotive enthusiast publications and platforms such as Classic Motorsports, Hemmings, Sports Car Market, and Momentum Media helped reinforce the event's credibility within the collector and motoring community, while placements with lifestyle, regional, television, radio, and outdoor partners expanded reach and supported top-of-funnel awareness. Funding also supported visual storytelling and promotional asset creation through photography, videography, design, and print production. These efforts supplied the campaign with polished, event-specific content that could be repurposed across advertising, social media, email, website, program materials, and post-event publicity, improving both efficiency and overall campaign cohesion. All of these marketing activities reflected in the reimbursement requests show that ATAX support was used to build a complete promotional ecosystem: strategy, creative, media buying, content production, publicity support, and audience engagement. This integrated approach is especially important for an event of this scale and positioning, as it allows Hilton Head Island to be marketed not simply as the site of a single event, but as the setting for a broader high-value visitor lifestyle experience. The campaigns were executed across print, digital, outdoor, broadcast, and influencer channels; leveraged both regional and national outlet partnerships; and maintained promotional momentum from early-year planning through the event's peak attendance period.

Tourism Related Metrics	In 2025, the Hilton Head Island Concours d'Elegance & Motoring Festival welcomed approximately 20,000 attendees and featured approximately 500 exhibited vehicles, representing collectors, owners, and participants traveling from both regional and out-of-market locations, continuing to deliver strong tourism impact during the first weekend of November. According to the USCB on-site attendee survey, 41.88% of respondents came from other U.S. locations, 69.59% identified the event as the primary reason for their visit, and 50.79% said they would not have visited Hilton Head Island at that time without the festival. Among overnight visitors surveyed, 82.76% stayed on Hilton Head Island, with the majority staying 2–5 days, supporting lodging, dining, retail, and recreation spending across the destination. The event also creates substantial hotel demand, including a near-complete sellout of the Westin Hilton Head Island Oceanfront Resort & Spa during event weekend. USCB SURVEY DOC
Lessons Learned & Future Plans	The execution of this year's ATAX-funded campaign provided valuable insight into both the strengths of the current promotional strategy and the opportunities for continued growth and refinement. As our event continues to evolve, the experience gained through each funding cycle directly informs future planning, investment priorities, and long-term efforts. One of the most significant takeaways is the continued effectiveness of a multi-channel, digitally led marketing strategy supported by strong media partnerships and high-quality creative assets. The campaign demonstrated that sustained, year-round promotion particularly through digital advertising, social media, and targeted enthusiast outlets is essential to maintaining visibility and driving attendance within a competitive national event landscape. Moving forward, there is a clear opportunity to further strengthen this approach through increased investment in video production and dynamic content capture, which would allow for stronger engagement across digital, and extended use of assets across multiple campaign cycles. As the Concours continues to grow in both attendance and national recognition, the cost and complexity of producing a high-quality visitor experience increases accordingly. Additional resources dedicated to infrastructure, including event build-out, guest experience enhancements, and operational logistics, will be critical to maintaining the standard expected by attendees while allowing for continued expansion. Another key insight is the growing demand for diverse and accessible lodging options to support increased visitation. The event continues to attract a wide range of attendees, from high-net-worth collectors and VIP guests to families and regional drive-market visitors. As a result, there is a clear need to expand and strengthen hotel and accommodation partnerships across multiple price points and property types. Looking ahead, the organization is also placing a strong emphasis on intentional audience development and programming strategy. Current efforts include outreach to VIP attendees, collectors, and key stakeholders, as well as the curation of future "marquee" classes and featured experiences that will serve as anchor attractions for the event. These curated elements are expected to not only enhance the overall visitor experience, but also drive increased exhibitor participation and broader attendance by elevating the event's national profile and perceived value. In addition, future initiatives will continue to expand awareness that the Concours is an inclusive, multi-generational experience. While the event is rooted in automotive excellence, ongoing marketing efforts will further communicate that it offers something for all ages and interests including lifestyle experiences, design, food and beverage, interactive elements, and family-friendly programming. Broadening this perception will be key to increasing overall attendance, extending length of stay, and strengthening the event's role as a community and regional draw. From a sustainability standpoint, there is A focus On the importance of building a balanced and resilient funding model. In addition to continued ATAX support, future plans include expanding sponsorship opportunities, strengthening media and brand partnerships, enhancing VIP and premium experiences, and leveraging content and digital platforms to create additional revenue-generating opportunities. The knowledge gained through this funding cycle has reinforced that the Hilton Head Island Concours d'Elegance & Motoring Festival is well-positioned for continued growth. By refining digital strategies, investing in content and infrastructure, expanding lodging partnerships, and thoughtfully evolving programming and audience development, the event will continue to drive meaningful tourism impact and deliver long-term value to Hilton Head Island.
Additional Comments & Feedback	**Folder to Individual Reports -** *Per Disscussions this folder will continue to be updated with relevant individual reporting throughout the grant cycle and remain available for download at anytime for reference.* https://drive.google.com/drive/folders/1YpdBSNVdrCAqRd8llw7pz8j4hi3wxTy4?usp=share_link

2025 FESTIVAL REPORT

Concours d'Elegance & Motoring Festival

USCB | CENTER FOR LOWCOUNTRY HOSPITALITY EDUCATION

Executive Summary

At the request of festival organizers, the University of South Carolina Beaufort (USCB) conducted an on-site survey at the 2025 Hilton Head Island Concours d'Elegance & Motoring Festival on November 1 and 2, 2025. The purpose of the survey was to gain insight into festival attendees and identify how these attendees contribute to the Island's economy and local tourism.

Research staff collected data from festival goers via requesting attendees to answer question about the festival. The 37-question survey was administered digitally, via iPads, which were provided to attendees to answer the survey. Attendees were also able to scan QR codes to take the surveys on their own devices. QR codes were either passed out by attendants or placed around the event. At the conclusion of the survey, participants were offered a koozie for their time.

Overwhelmingly, participants enjoyed the event with 81% giving the festival a "5 Star" rating. This is further supported by the percentage of attendees who plan to return to the festival (59.69% *extremely likely, 25.71% very likely*) and recommend the festival to friends (69.38% *extremely likely, 26.21% very likely*). Below are a few key data points from this year's data.

- Word of Mouth (mainly friends and family) continues to be the number one driver of attendees to this festival (45.91%).
- Attendees largely local, with 58.12% of attendees surveyed living within 50 miles of the event venue.
- Primarily older demographic (55.99% are aged 55+) with the plurality of participants' annual household falling within the $200,000+/year group. This year, there was an uptick of young (18-24) guests, with them being the third-highest group with 11.55% of attendees. Over a third of guests were over 65.
- Attendees were a 54-43 split of males to females. Unlike previous years, more men seemed to want to take the survey than females.
- Parking was the least liked part of the event.
- Nearly half of respondents planned on viewing Sunday's Concours d'Elegance.
- No respondents came from outside the Untied States, though anecdotally there were individuals did come from other nations.

In the attached report, data for each question is both graphically and numerically showcased for ease of review.

468

Total Responses

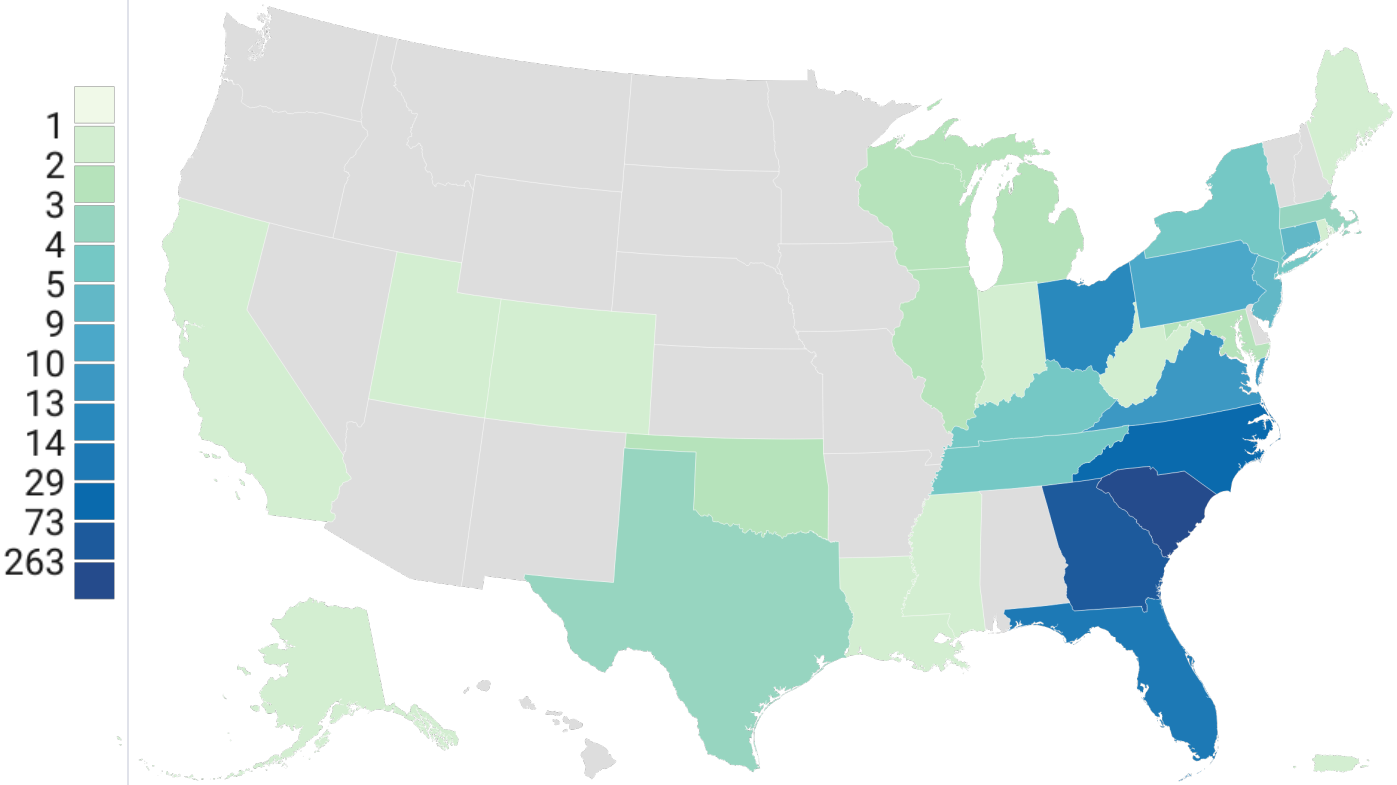
170
iPad Responses

98
Event Signage

200
QR Code Handouts

Please enter your ZIP code

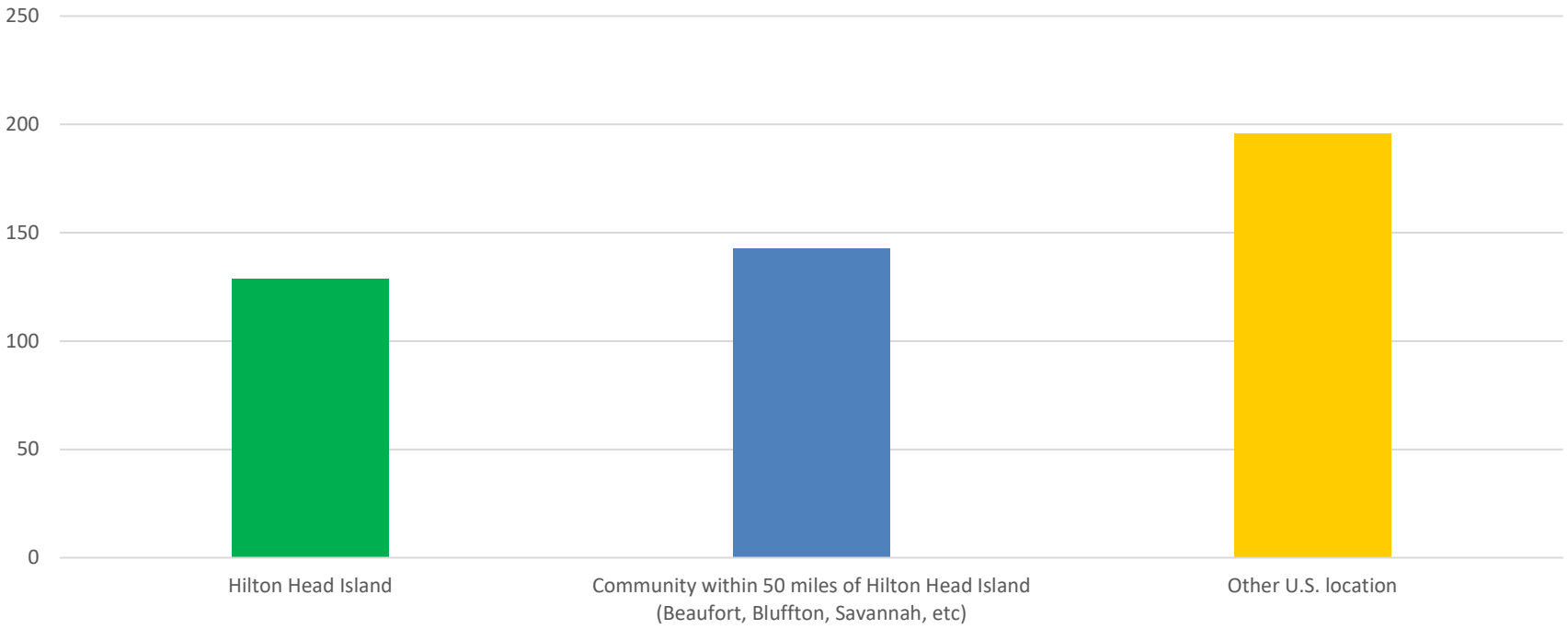
468 out of 468 respondents answered this question.



State of Residence	Respondents
South Carolina	263
Georgia	73
North Carolina	29
Florida	14
Ohio	13
Virginia	10
Pennsylvania	9
New Jersey	5
Connecticut	5
Tennessee	4
New York	4
Kentucky	4
Massachusetts	3
Texas	3
Illinois	2
Maryland	2
Oklahoma	2
Michigan	2
Wisconsin	2
Colorado	1
Utah	1
Alaska	1
Puerto Rico	1
Maine	1
West Virginia	1
Rhode Island	1
California	1
Indiana	1
Louisiana	1
Mississippi	1

Where is your PRIMARY residence?

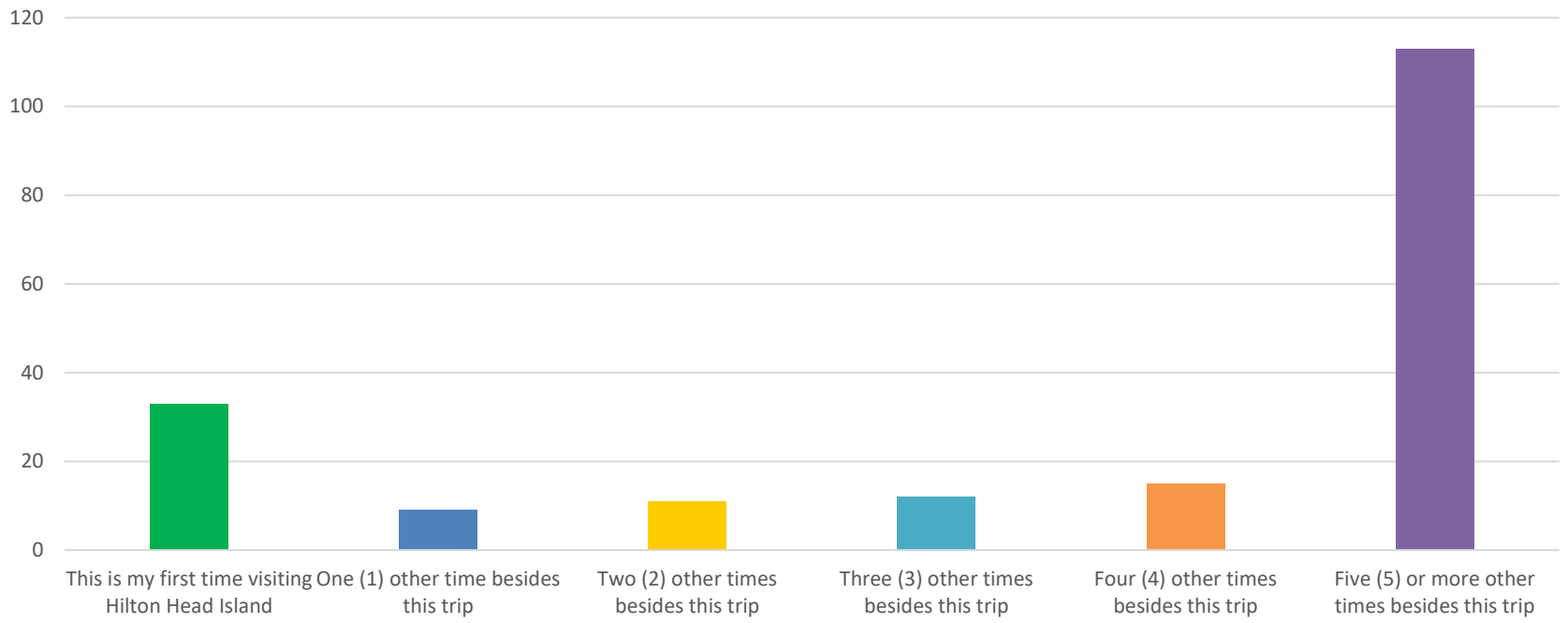
TYPE: SELECT_ONE. 468 out of 468 respondents answered this question.



Value	Frequency	Percentage
Hilton Head Island	129	27.56%
Community within 50 miles of Hilton Head Island (Beaufort, Bluffton, Savannah, etc)	143	30.56%
Other U.S. location	196	41.88%

Including this visit, HOW MANY trips have you taken to Hilton Head Island?

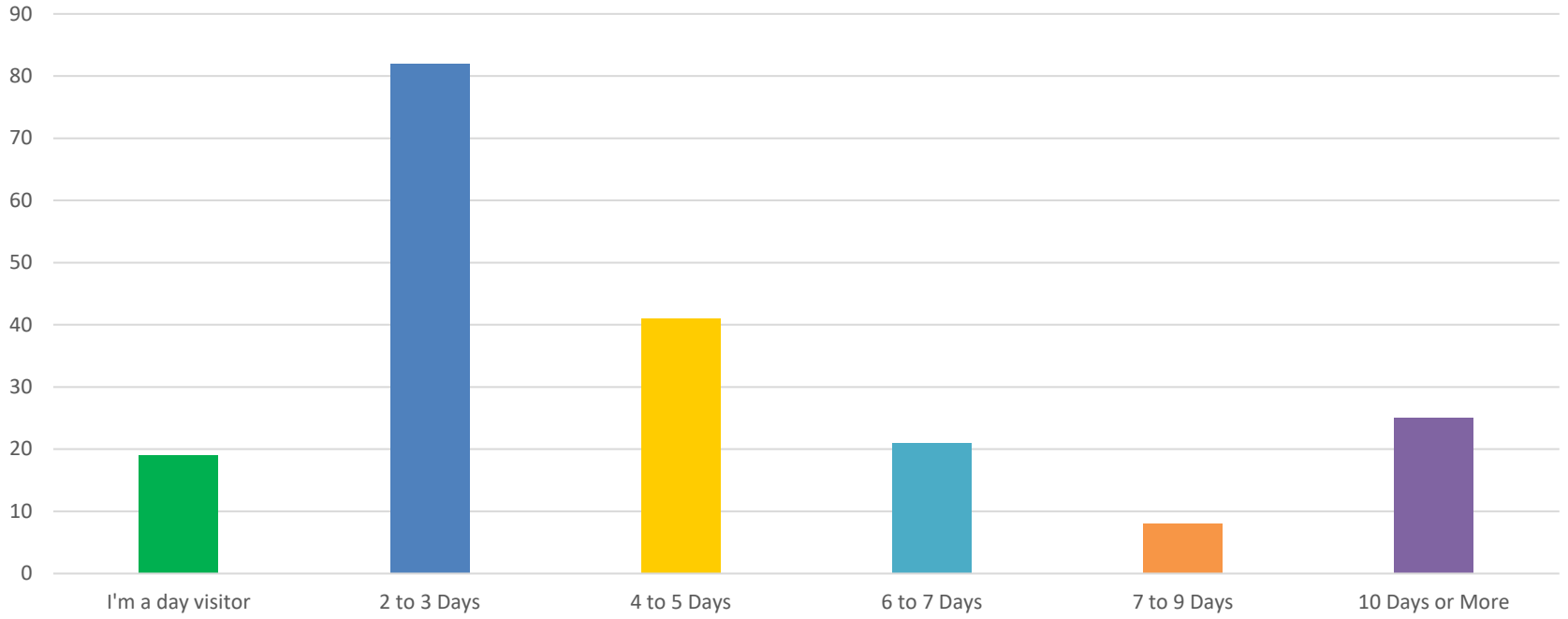
TYPE: SELECT_ONE. 193 out of 468 respondents answered this question.



Value	Frequency	Percentage
This is my first time visiting Hilton Head Island	33	17.10%
One (1) other time besides this trip	9	4.66%
Two (2) other times besides this trip	11	5.70%
Three (3) other times besides this trip	12	6.22%
Four (4) other times besides this trip	15	7.77%
Five (5) or more other times besides this trip	113	58.55%

How many days to you intend to stay in the Hilton Head Island area?

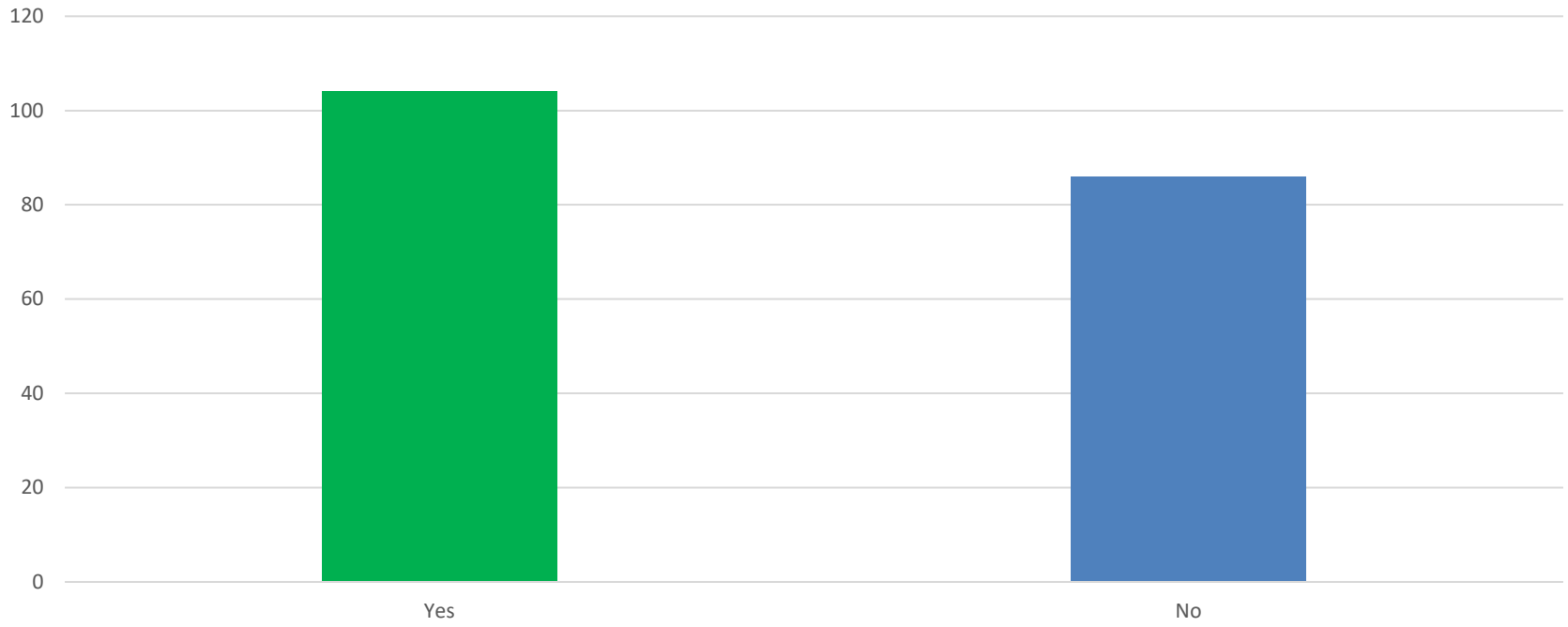
TYPE: SELECT_ONE. 196 out of 468 respondents answered this question.



Value	Frequency	Percentage
I'm a day visitor	19	9.69%
2 to 3 Days	82	41.84%
4 to 5 Days	41	20.92%
6 to 7 Days	21	10.71%
7 to 9 Days	8	4.08%
10 Days or More	25	12.76%

Is this your first-time attending the Hilton Head Island Concours d'Elegance & Motoring Festival?

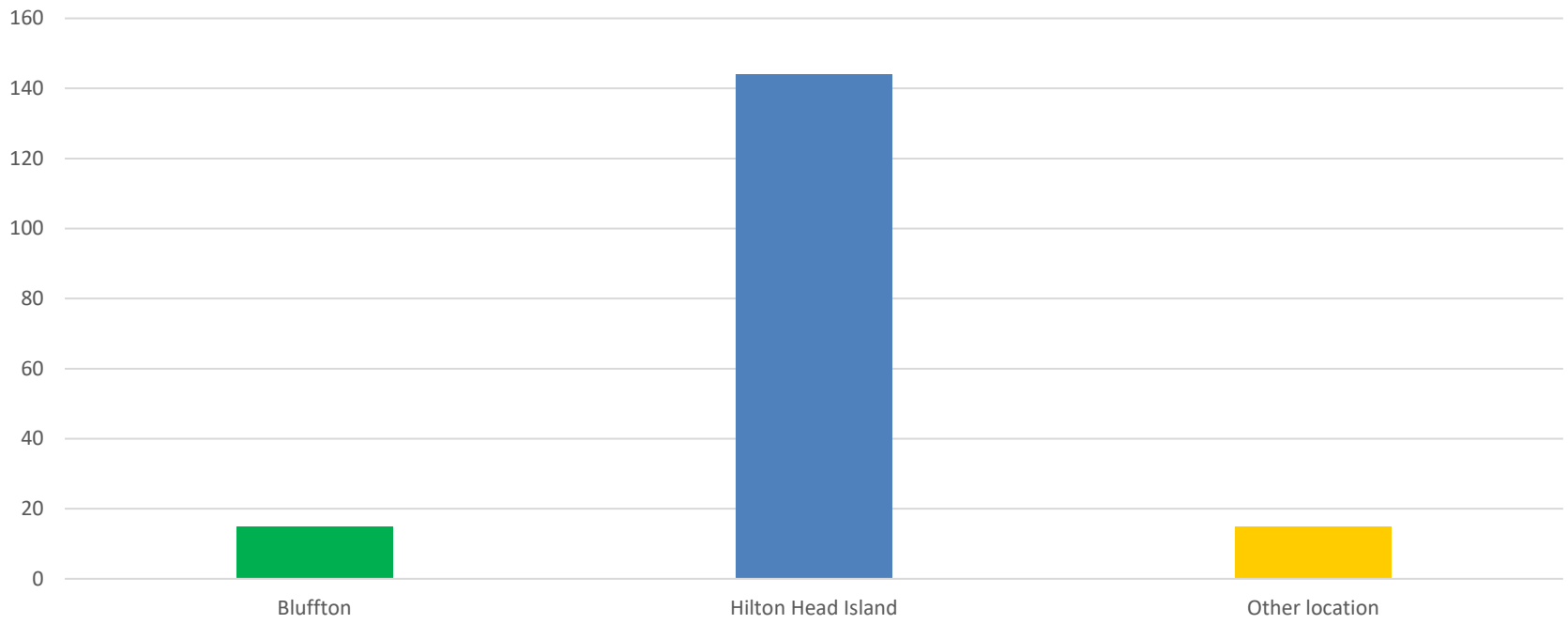
TYPE: SELECT_ONE. 190 out of 469 respondents answered this question.



Value	Frequency	Percentage
Yes	104	54.74%
No	86	45.26%

Where are you staying overnight on this trip?

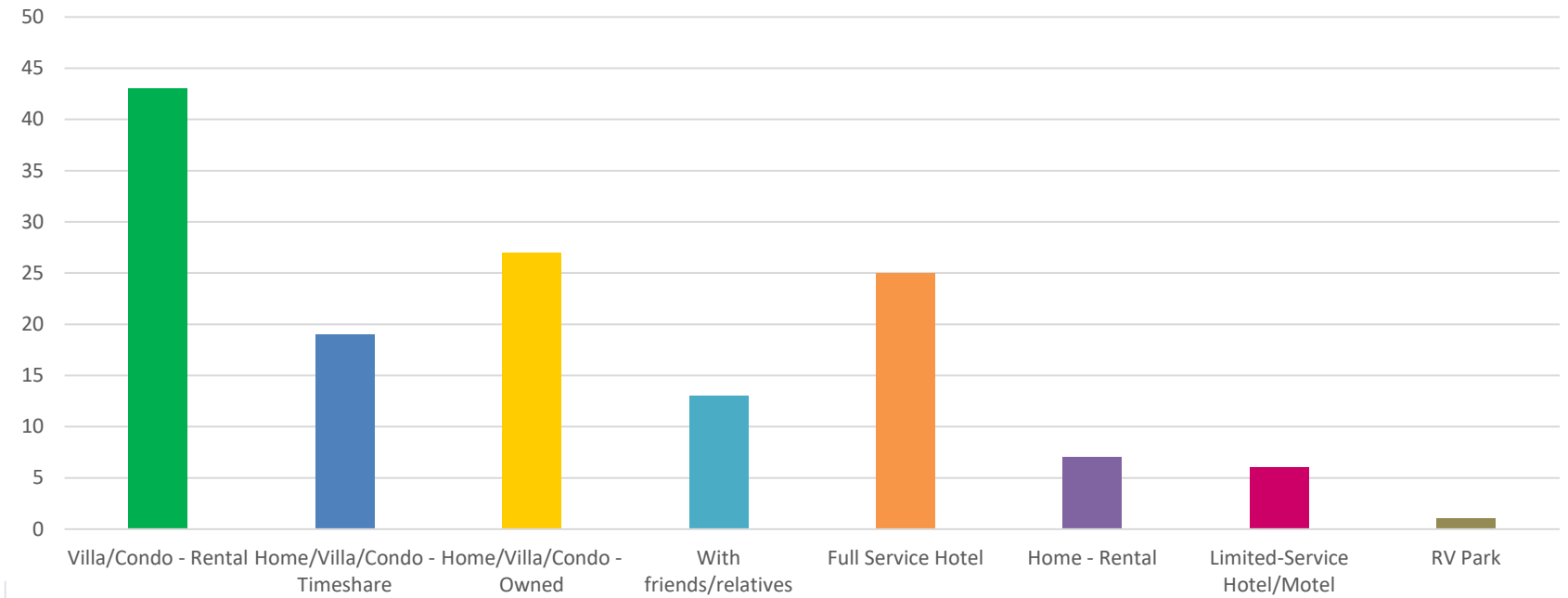
TYPE: SELECT_ONE. 174 out of 469 respondents answered this question.



Value	Frequency	Percentage
Bluffton	15	8.62%
Hilton Head Island	144	82.76%
Other location	15	8.62%

What type of accommodations are you using while staying on and visiting Hilton Head Island?

TYPE: SELECT_ONE. 140 out of 469 respondents answered this question.



Value	Frequency	Percentage
Villa/Condo - Rental	43	30.50%
Home/Villa/Condo - Timeshare	19	13.48%
Home/Villa/Condo - Owned	27	19.15%
With friends/relatives	13	9.22%
Full Service Hotel	25	17.73%
Home - Rental	7	4.96%
Limited-Service Hotel/Motel	6	4.26%
RV Park	1	0.71%

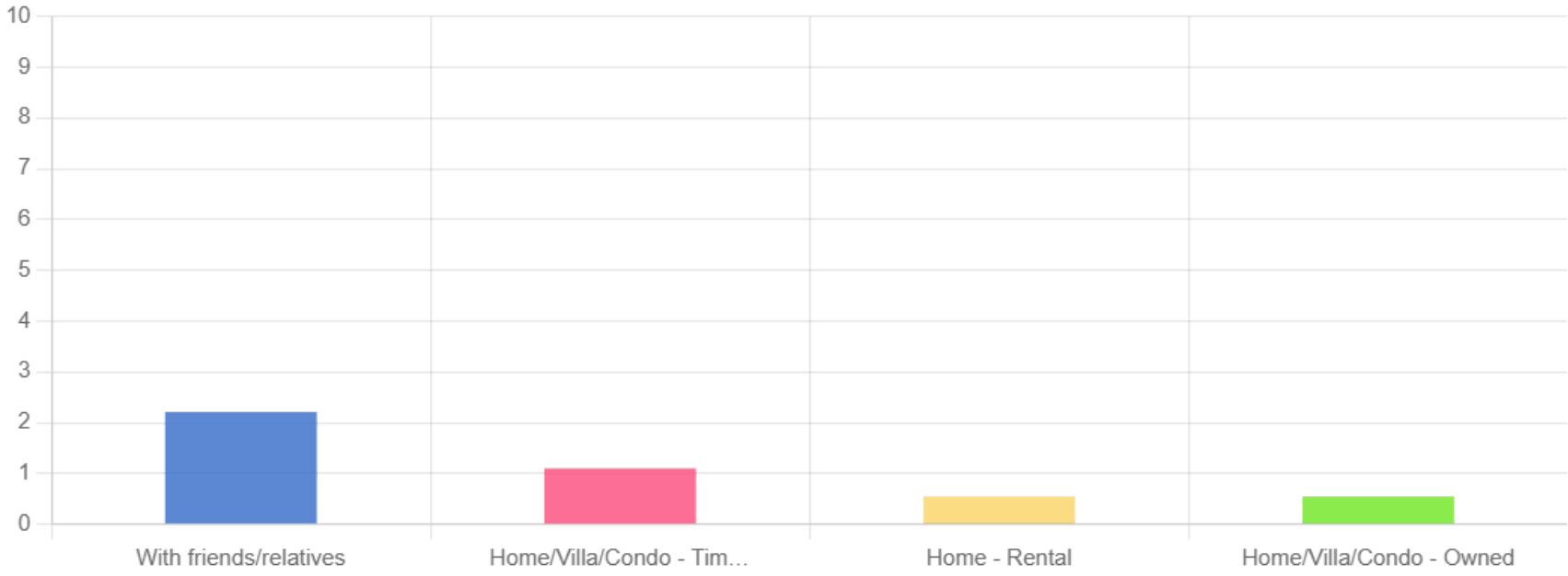
What type of accommodations are you using in Bluffton while visiting Hilton Head Island?

TYPE: SELECT_ONE. 6 out of 469 respondents answered this question. (175 were without data.)

Value	Frequency	Percentage
With friends/relatives	4	2.21
Full Service Hotel	1	0.55
Home - Rental	1	0.55

What type of accommodations are you using while visiting Hilton Head Island?

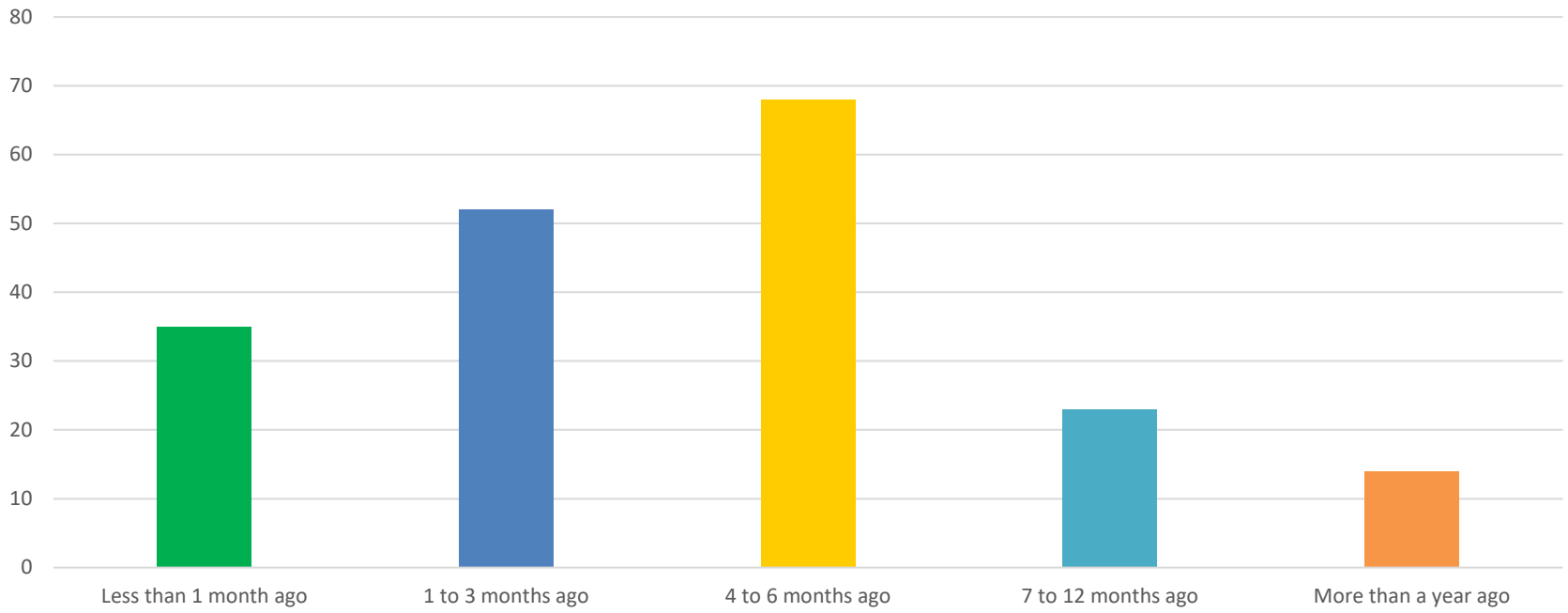
TYPE: SELECT_ONE. 8 out of 469 respondents answered this question. (173 were without data.)



Value	Frequency	Percentage
With friends/relatives	4	2.21
Home/Villa/Condo - Timeshare	2	1.1
Home - Rental	1	0.55
Home/Villa/Condo - Owned	1	0.55

How many months in advance did you book/plan this trip?

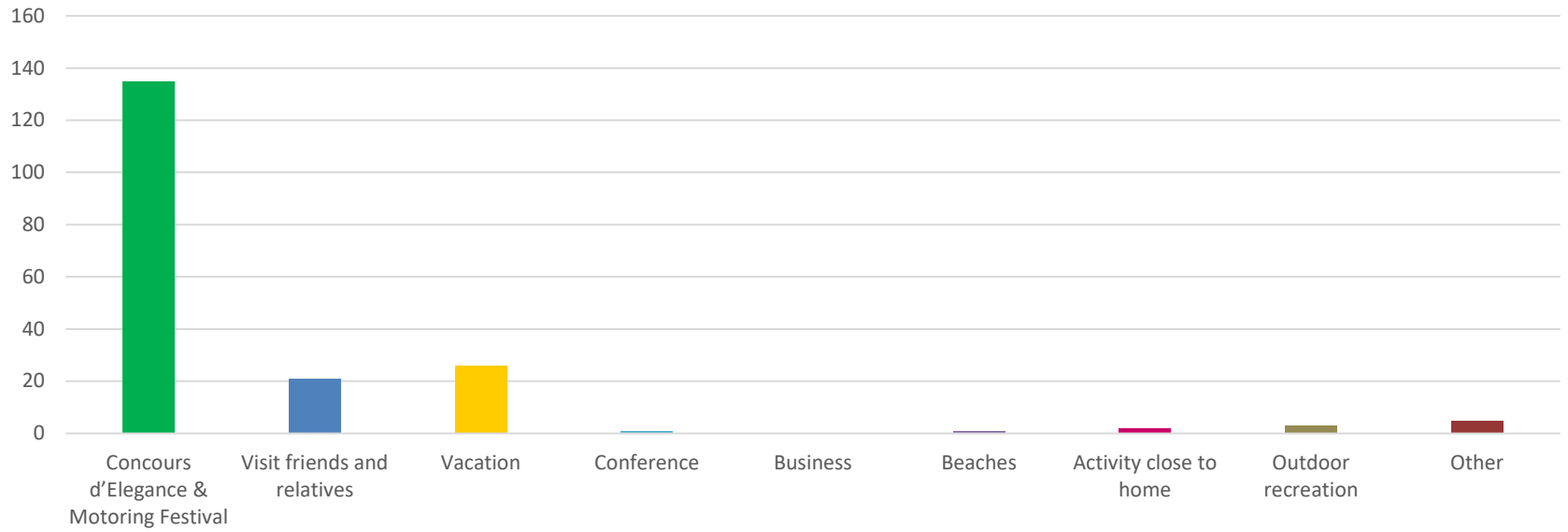
TYPE: SELECT_ONE. 192 out of 469 respondents answered this question.



Value	Frequency	Percentage
Less than 1 month ago	35	18.23%
1 to 3 months ago	52	27.08%
4 to 6 months ago	68	35.42%
7 to 12 months ago	23	11.98%
More than a year ago	14	7.29%

What is your PRIMARY reason for this visit to Hilton Head Island?

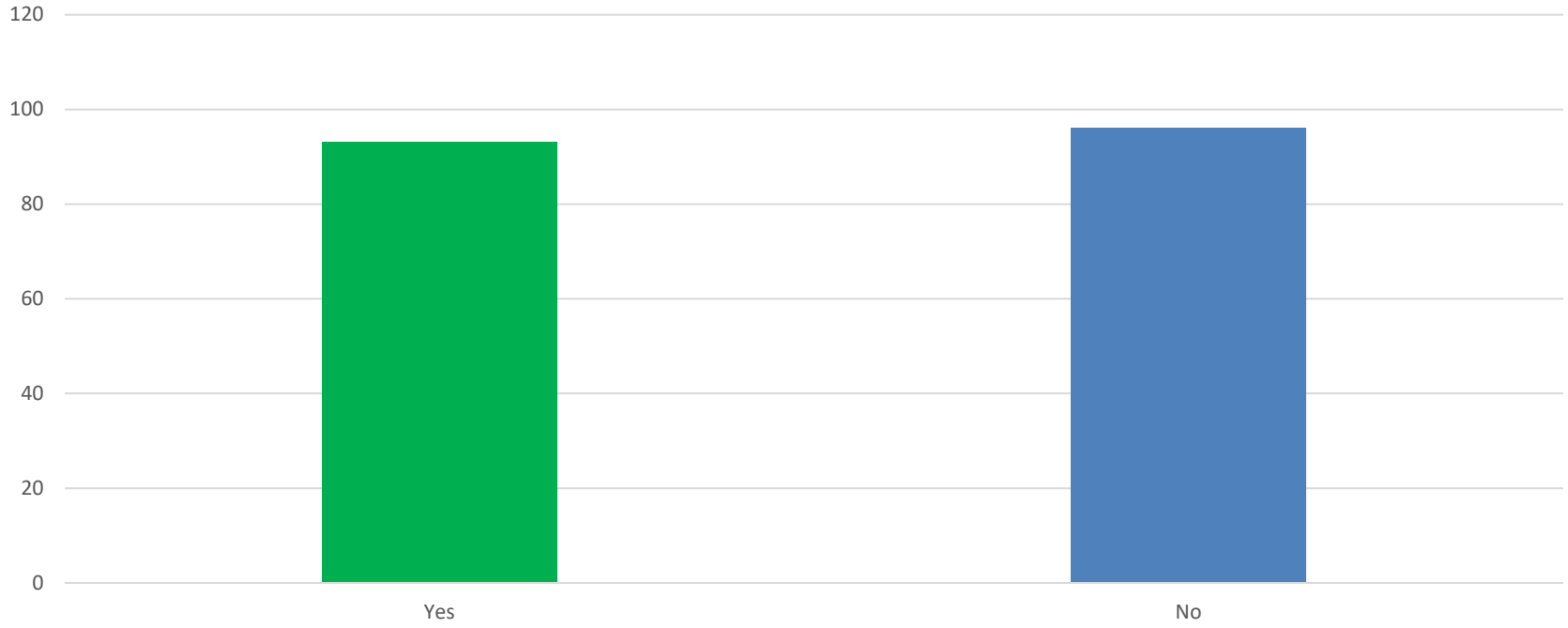
TYPE: SELECT_ONE. 186 out of 469 respondents answered this question.



Value	Frequency	Percentage
Concours d'Elegance & Motoring Festival	135	69.59%
Visit friends and relatives	21	10.82%
Vacation	26	13.40%
Conference	1	0.52%
Business	0	0.00%
Beaches	1	0.52%
Activity close to home	2	1.03%
Outdoor recreation	3	1.55%
Other	5	2.58%

Would you have visited the Hilton Head area AT THIS TIME even if this festival had not been held?

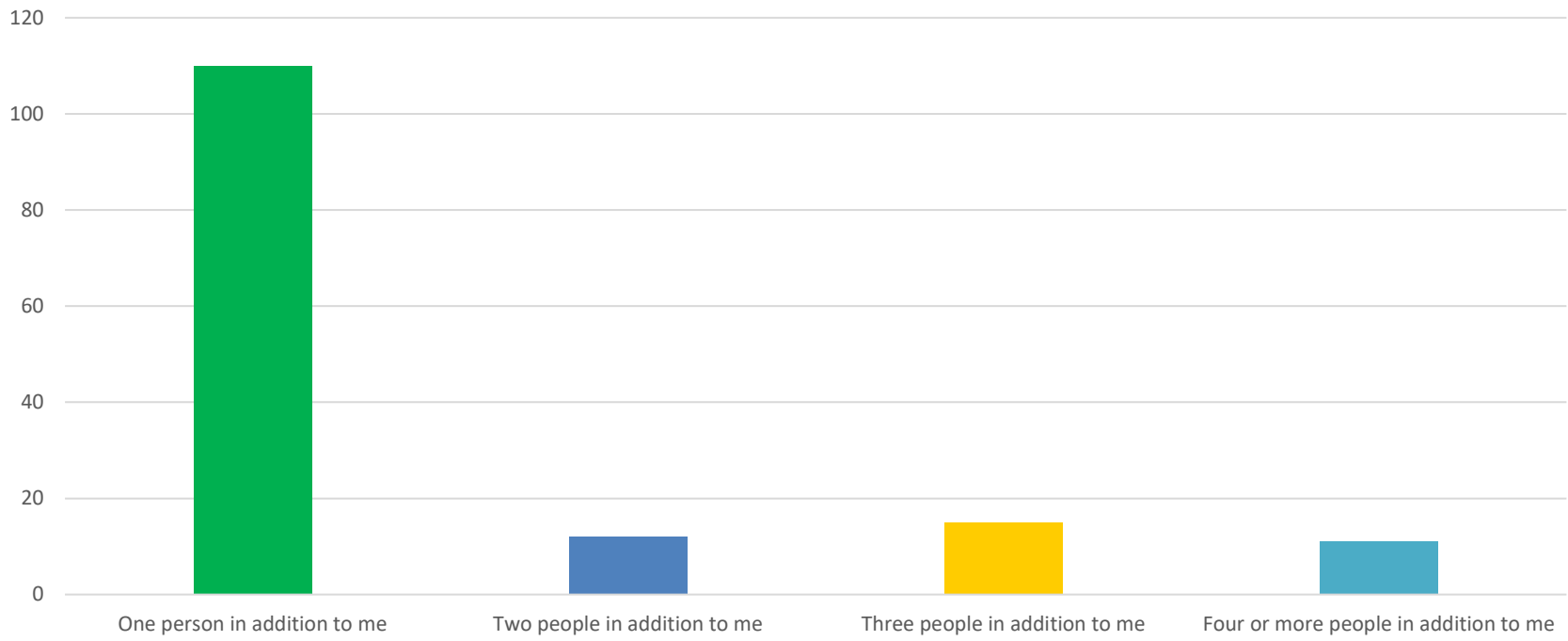
TYPE: SELECT_ONE. 189 out of 469 respondents answered this question.



Value	Frequency	Percentage
Yes	93	49.21%
No	96	50.79%

How many people are you financially responsible for during this trip?

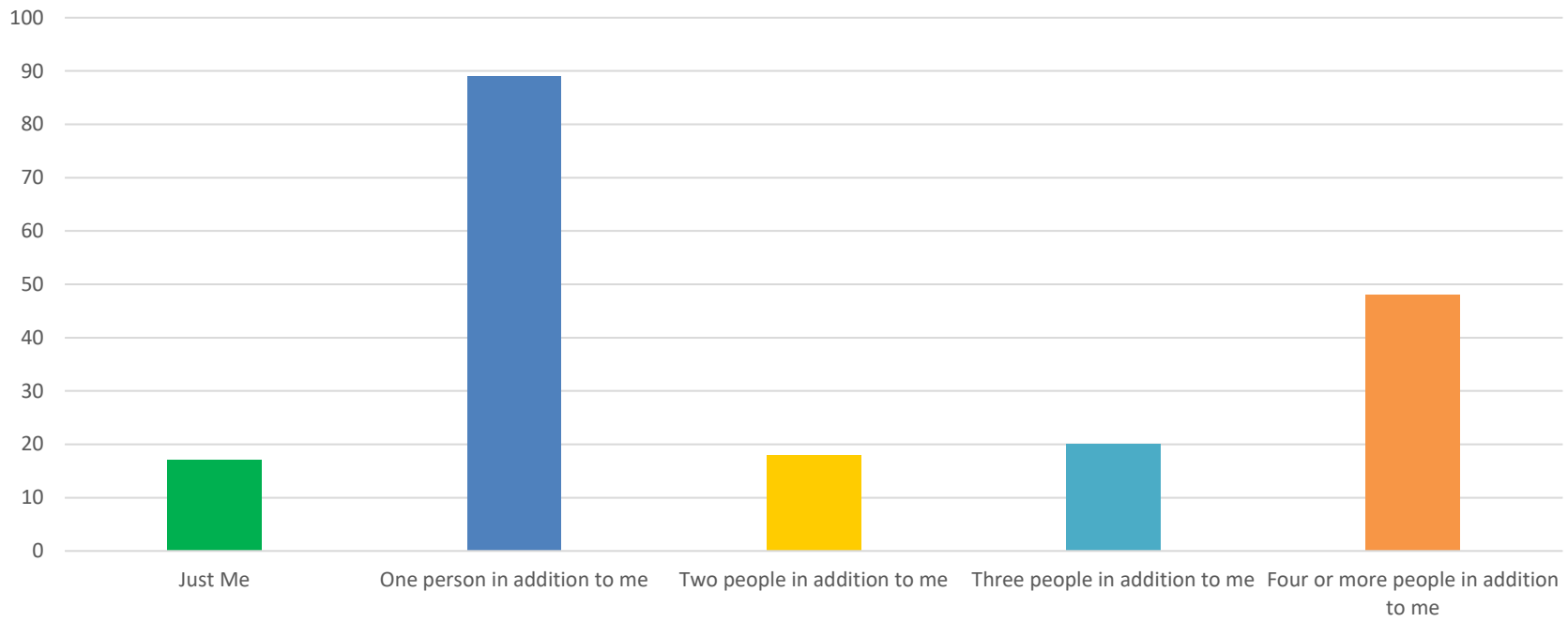
TYPE: SELECT_ONE. 148 out of 469 respondents answered this question.



Value	Frequency	Percentage
One person in addition to me	110	74.32%
Two people in addition to me	12	8.11%
Three people in addition to me	15	10.14%
Four or more people in addition to me	11	7.43%
One person in addition to me	110	74.32%

How many people are in your party at this event?

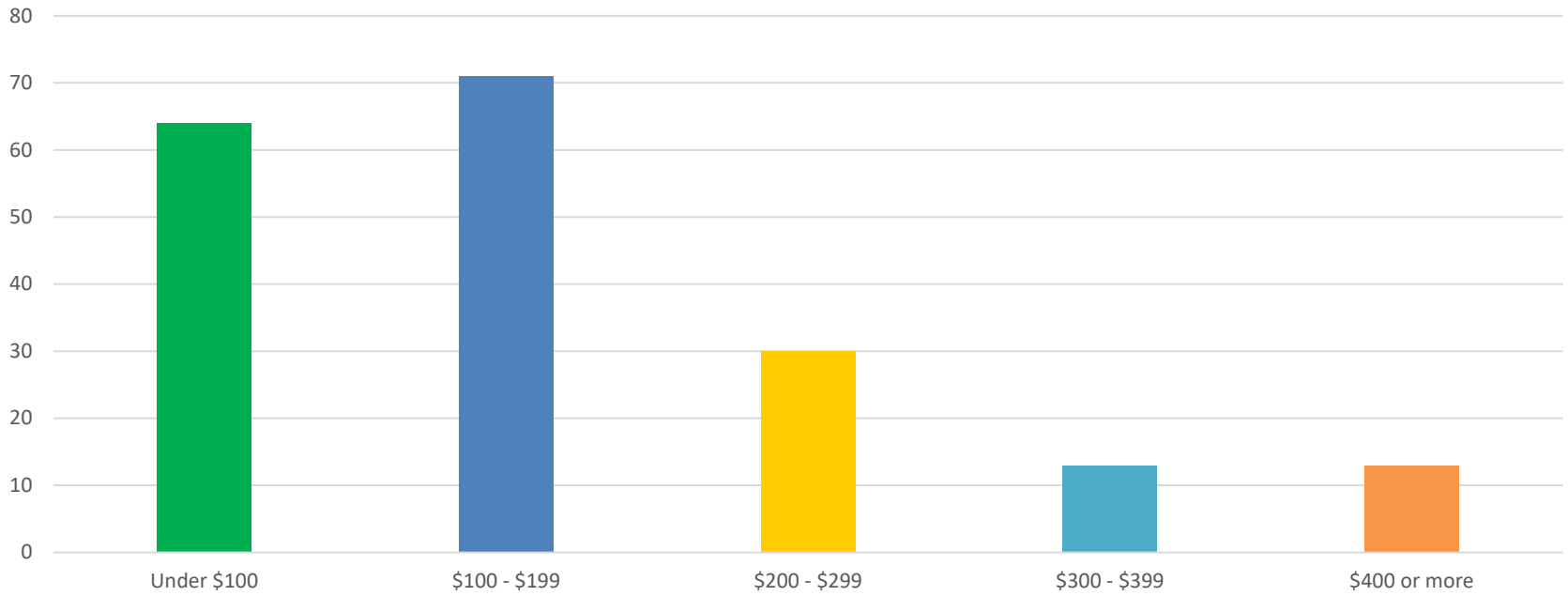
TYPE: SELECT_ONE. 192 out of 469 respondents answered this question.



Value	Frequency	Percentage
Just Me	17	8.85%
One person in addition to me	89	46.35%
Two people in addition to me	18	9.38%
Three people in addition to me	20	10.42%
Four or more people in addition to me	48	25.00%

On average, how much do you plan to spend on Restaurant Dining EACH DAY while visiting?

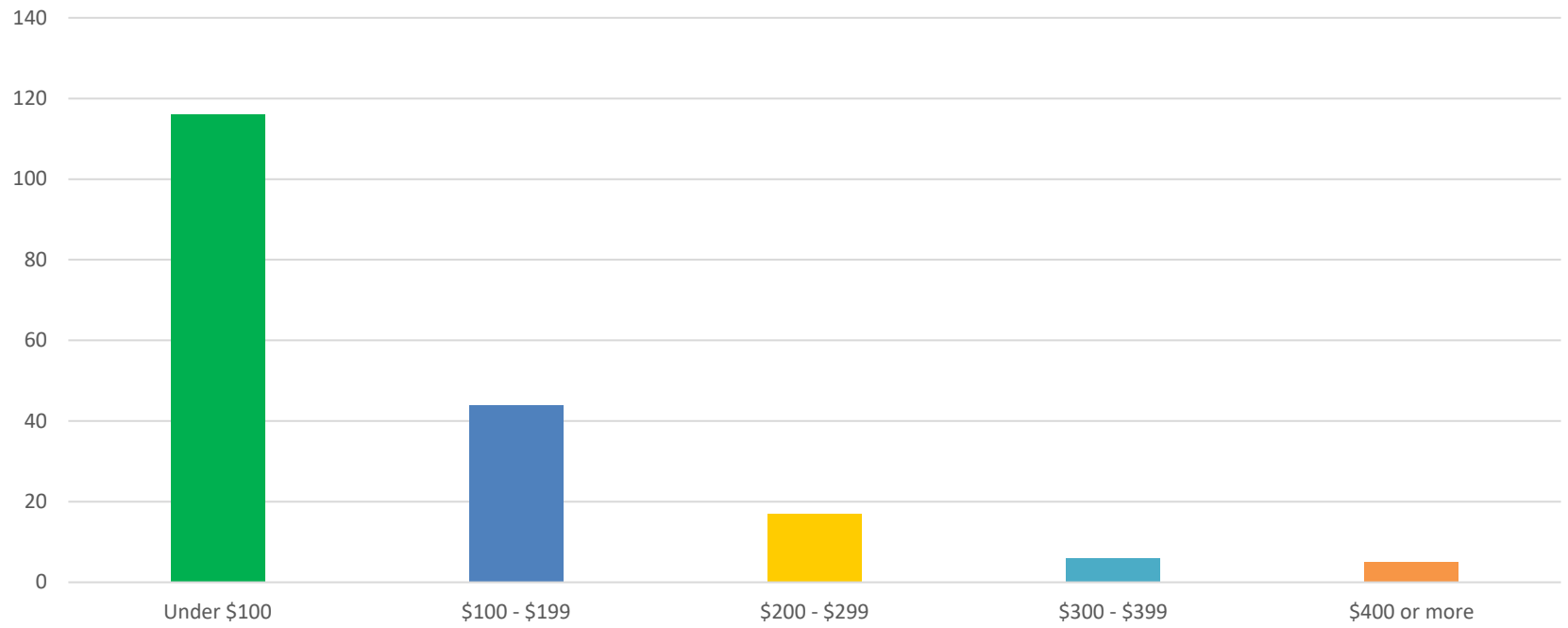
TYPE: SELECT_ONE. 191 out of 469 respondents answered this question.



Value	Frequency	Percentage
Under $100	64	33.51%
$100 - $199	71	37.17%
$200 - $299	30	15.71%
$300 - $399	13	6.81%
$400 or more	13	6.81%

On average, how much do you plan to spend on Recreation (i.e., Bicycling, Golf, Etc) EACH DAY while visiting?

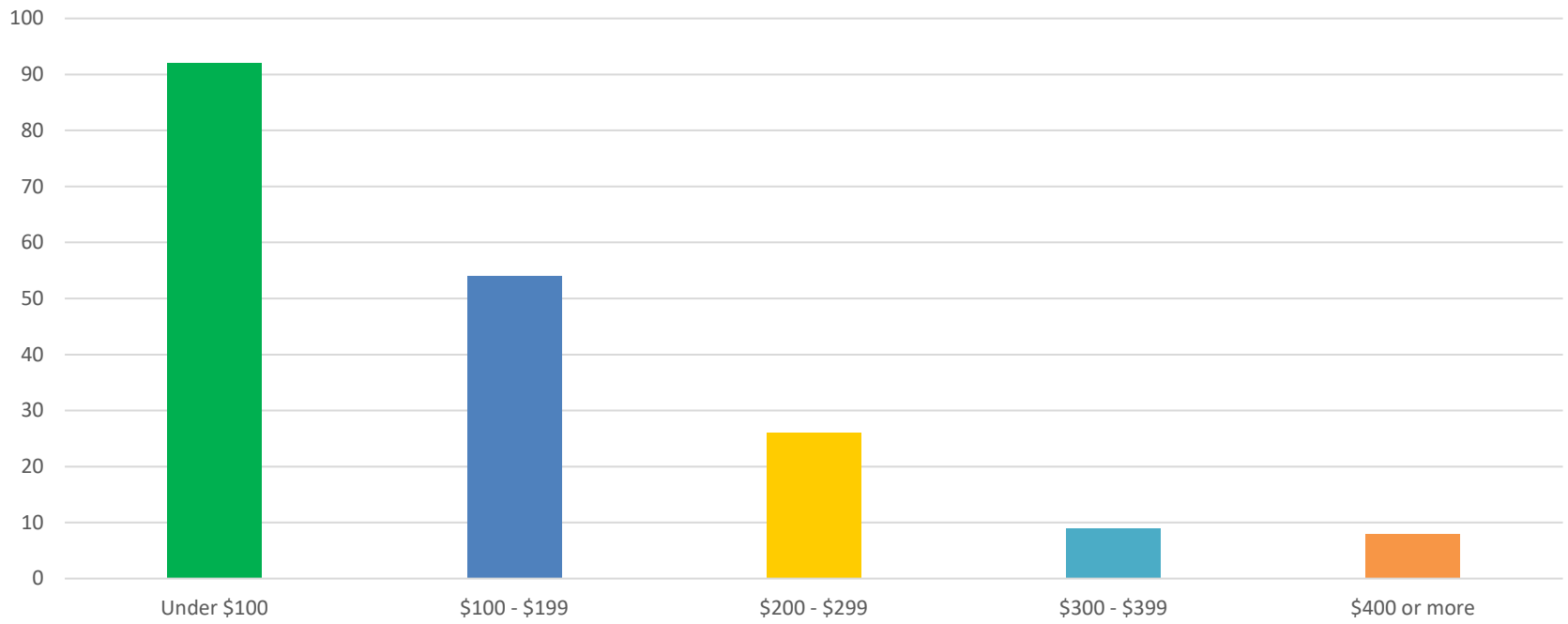
TYPE: SELECT_ONE. 188 out of 469 respondents answered this question.



Value	Frequency	Percentage
Under $100	116	61.70%
$100 - $199	44	23.40%
$200 - $299	17	9.04%
$300 - $399	6	3.19%
$400 or more	5	2.66%

On average, how much do you plan to spend on Retail (i.e., Gifts, Souvenirs, Etc) EACH DAY while visiting?

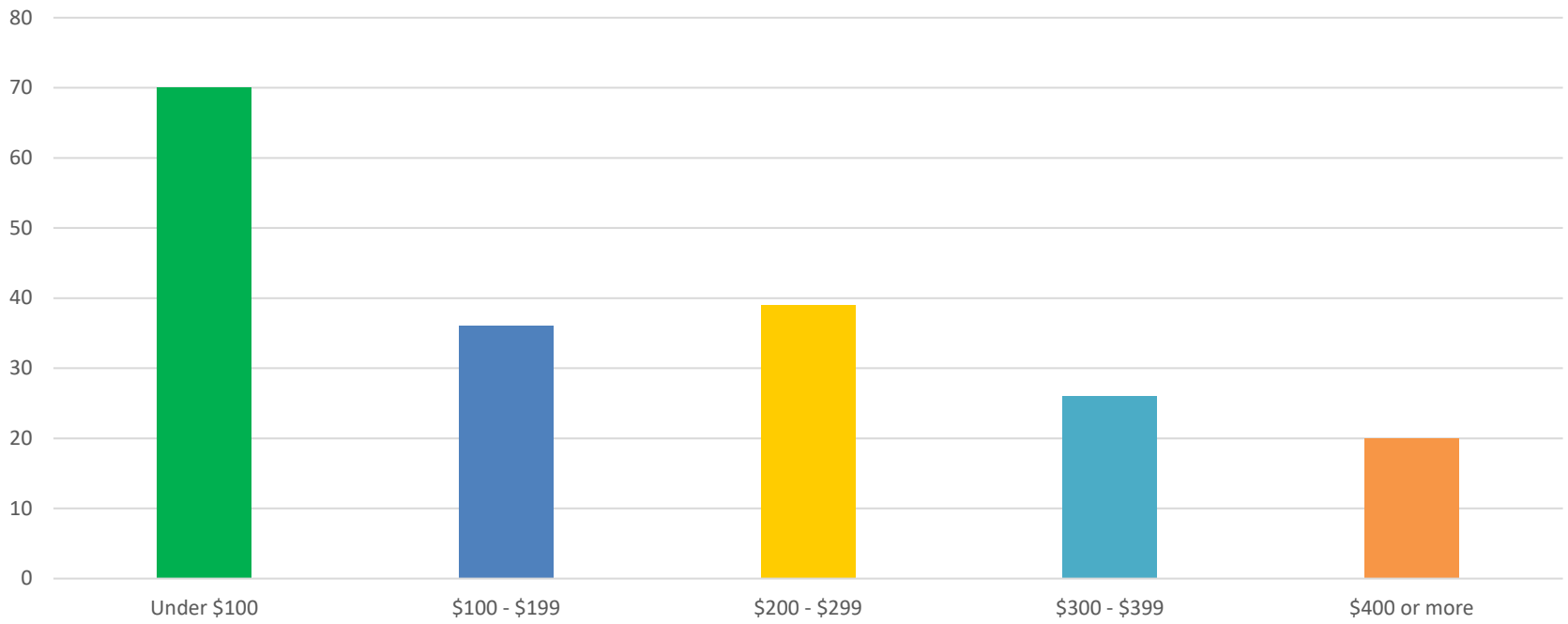
TYPE: SELECT_ONE. 189 out of 469 respondents answered this question.



Value	Frequency	Percentage
Under $100	92	48.68%
$100 - $199	54	28.57%
$200 - $299	26	13.76%
$300 - $399	9	4.76%
$400 or more	8	4.23%

On average, how much do you plan to spend on your accommodations EACH DAY while visiting?

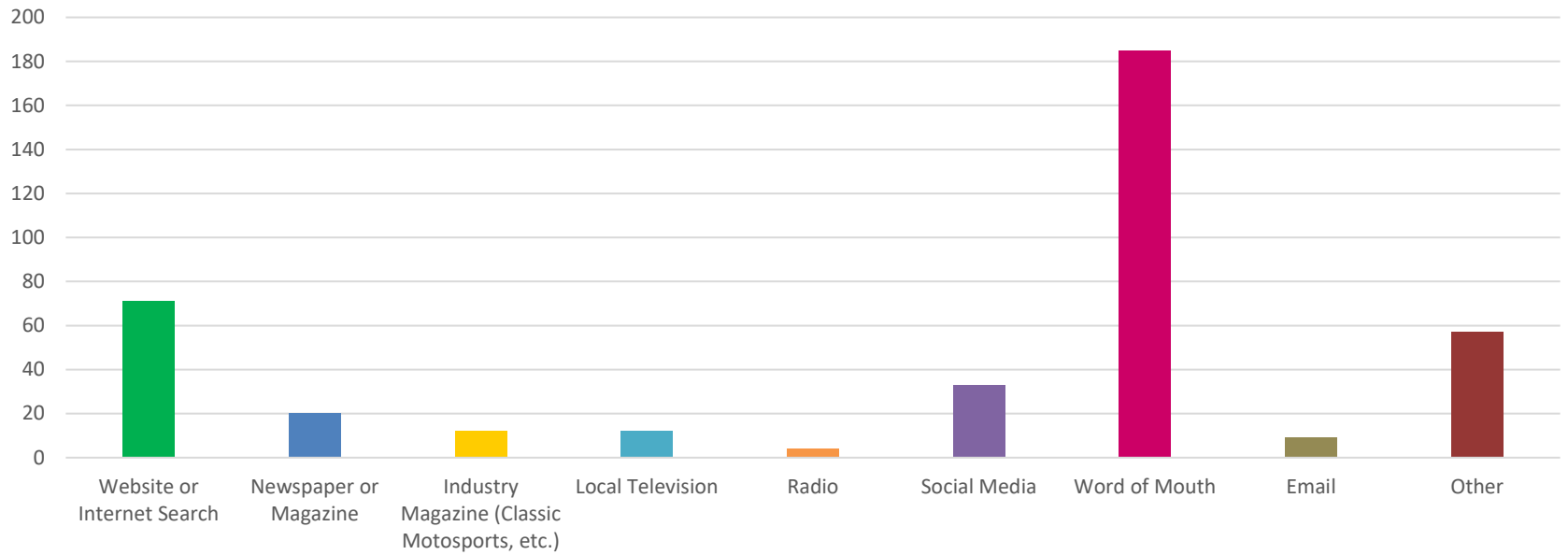
TYPE: SELECT_ONE. 191 out of 469 respondents answered this question.



Value	Frequency	Percentage
Under $100	70	36.65%
$100 - $199	36	18.85%
$200 - $299	39	20.42%
$300 - $399	26	13.61%
$400 or more	20	10.47%

How did you FIRST learn about this festival?

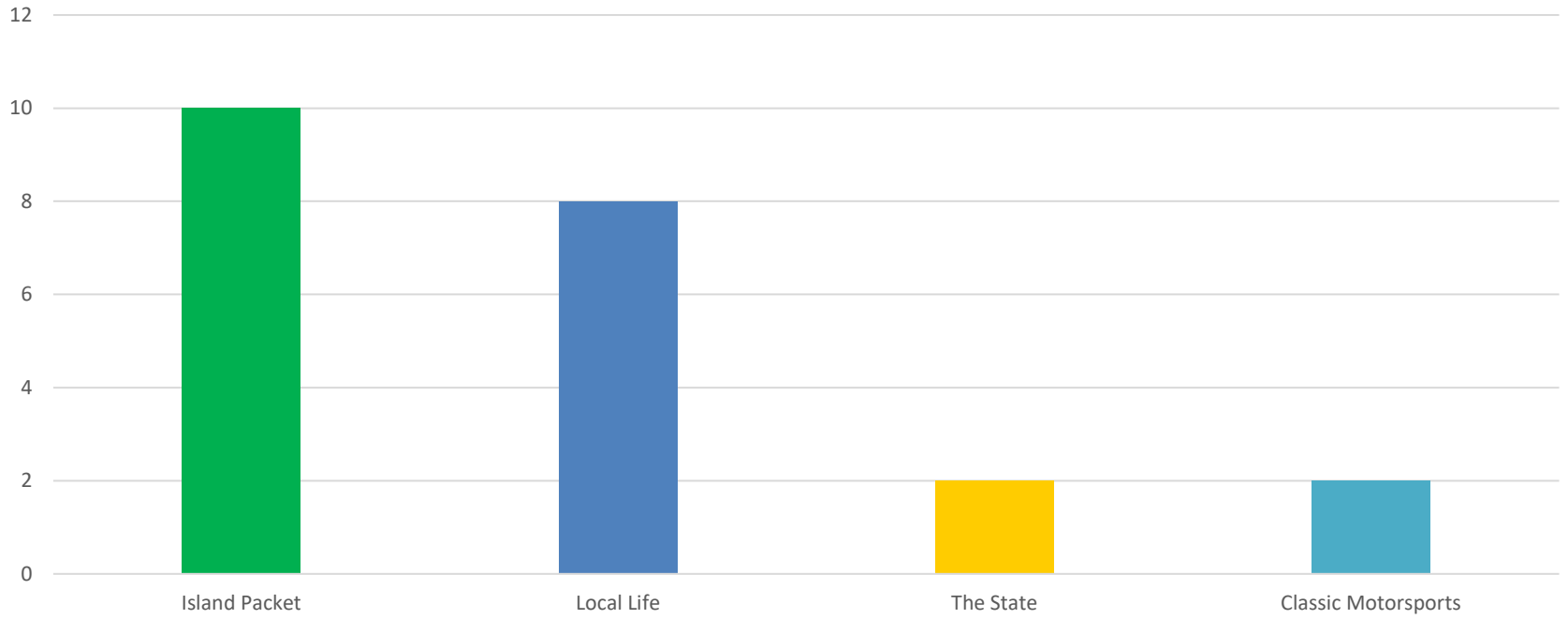
TYPE: SELECT_MULTIPLE. 403 out of 469 respondents answered this question.



Value	Frequency	Percentage
Website or Internet Search	71	17.62%
Newspaper or Magazine	20	4.96%
Industry Magazine (Classic Motosports, etc.)	12	2.98%
Local Television	12	2.98%
Radio	4	0.99%
Social Media	33	8.19%
Word of Mouth	185	45.91%
Email	9	2.23%
Other	57	14.14%

From which Newspaper or Magazine did you learn about this Festival?

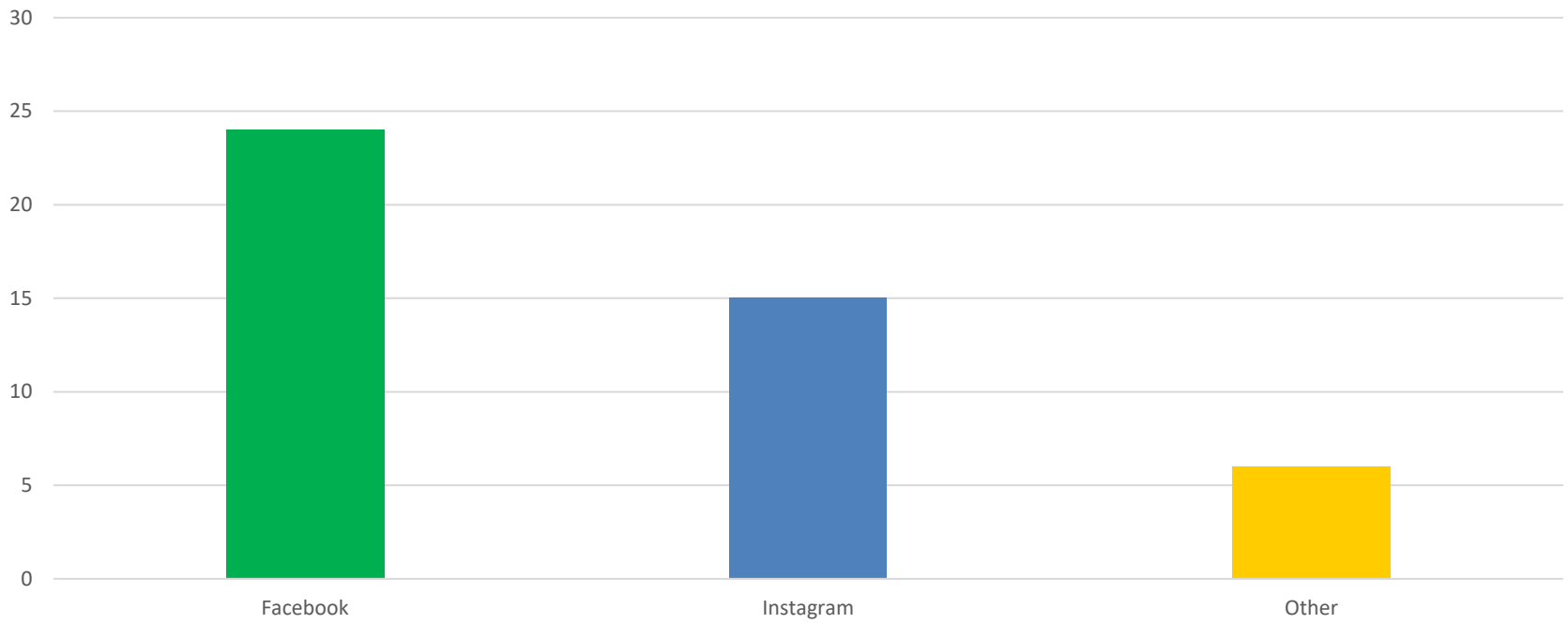
TYPE: SELECT_ONE. 22 out of 469 respondents answered this question.



Value	Frequency	Percentage
Island Packet	10	45.45%
Local Life	8	36.36%
The State	2	9.09%
Classic Motorsports	2	9.09%

From which social media site you learn about this festival?

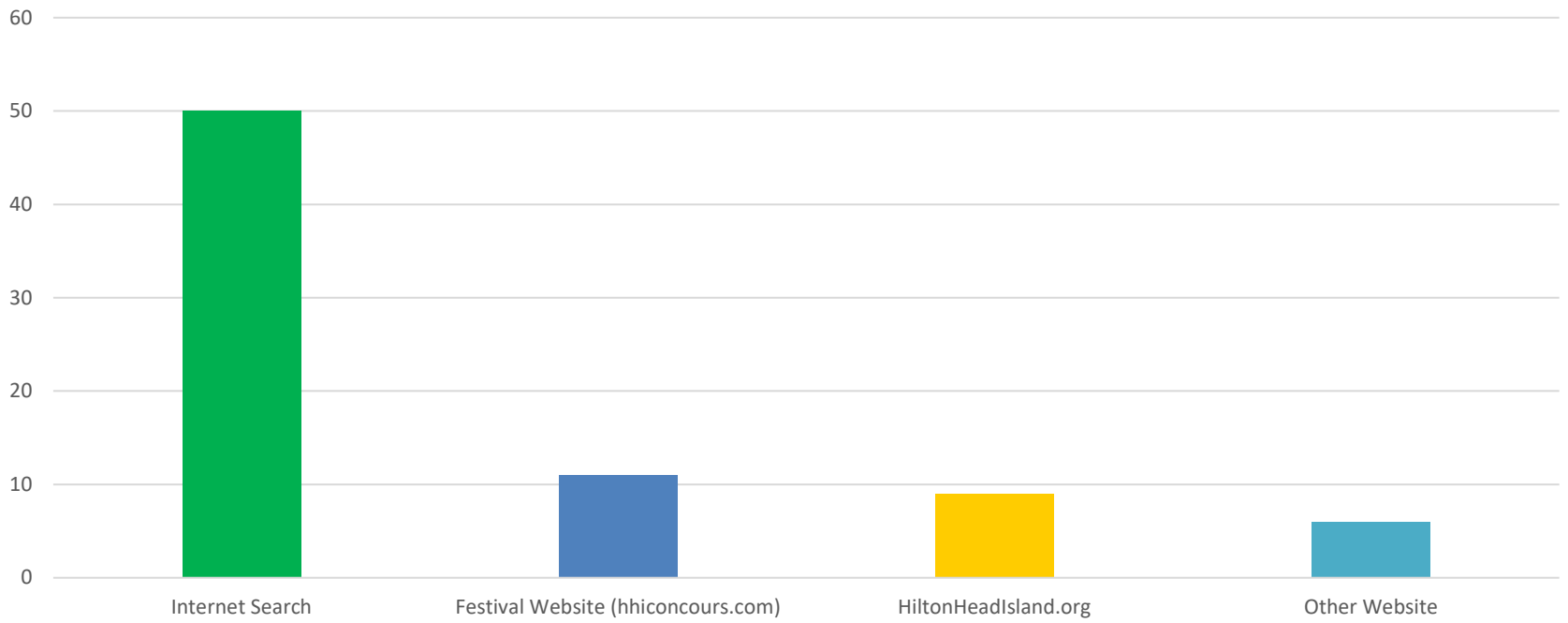
TYPE: SELECT_ONE. 45 out of 469 respondents answered this question.



Value	Frequency	Percentage
Facebook	24	53.33%
Instagram	15	33.33%
Other	6	13.33%

From which Website or Internet source did you FIRST learn about this Festival?

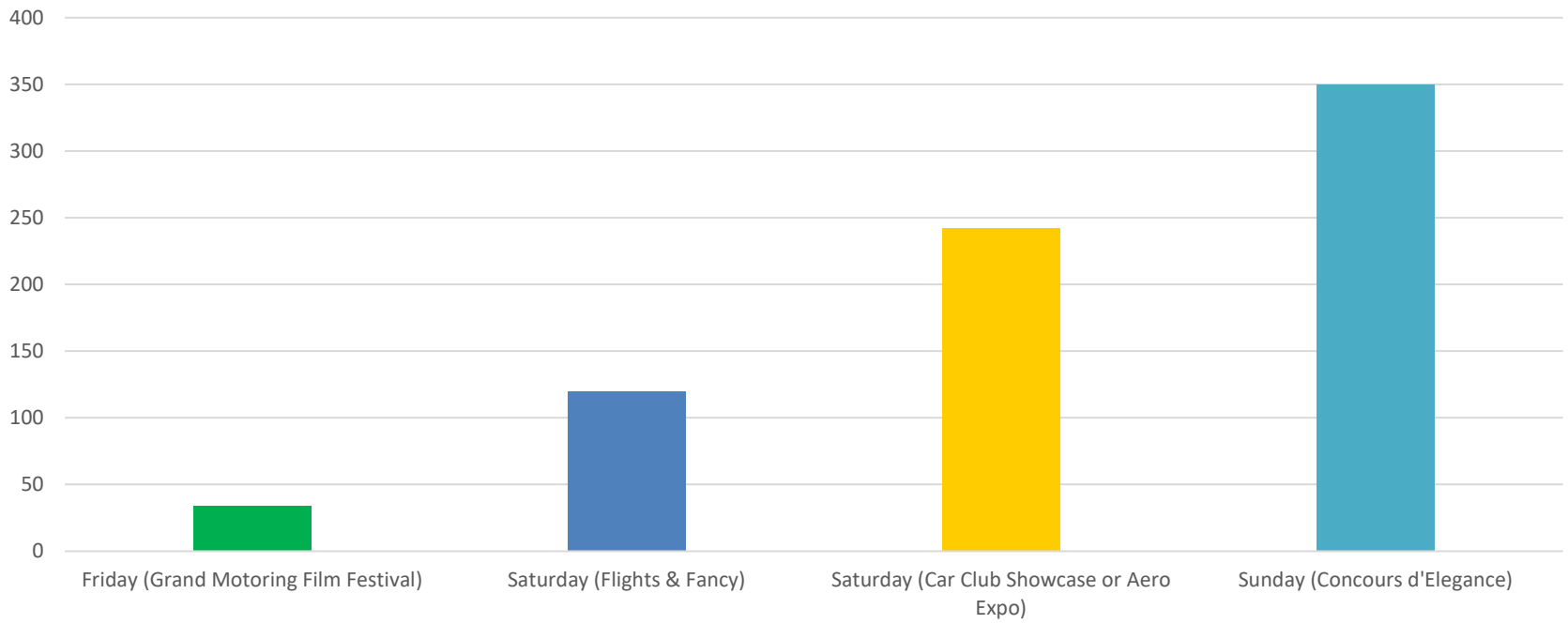
TYPE: SELECT_ONE. 76 out of 469 respondents answered this question.



Value	Frequency	Percentage
Internet Search	50	65.79%
Festival Website (hhiconcours.com)	11	14.47%
HiltonHeadIsland.org	9	11.84%
Other Website	6	7.89%

What event/s have you or plan to attend? (Select all that apply)

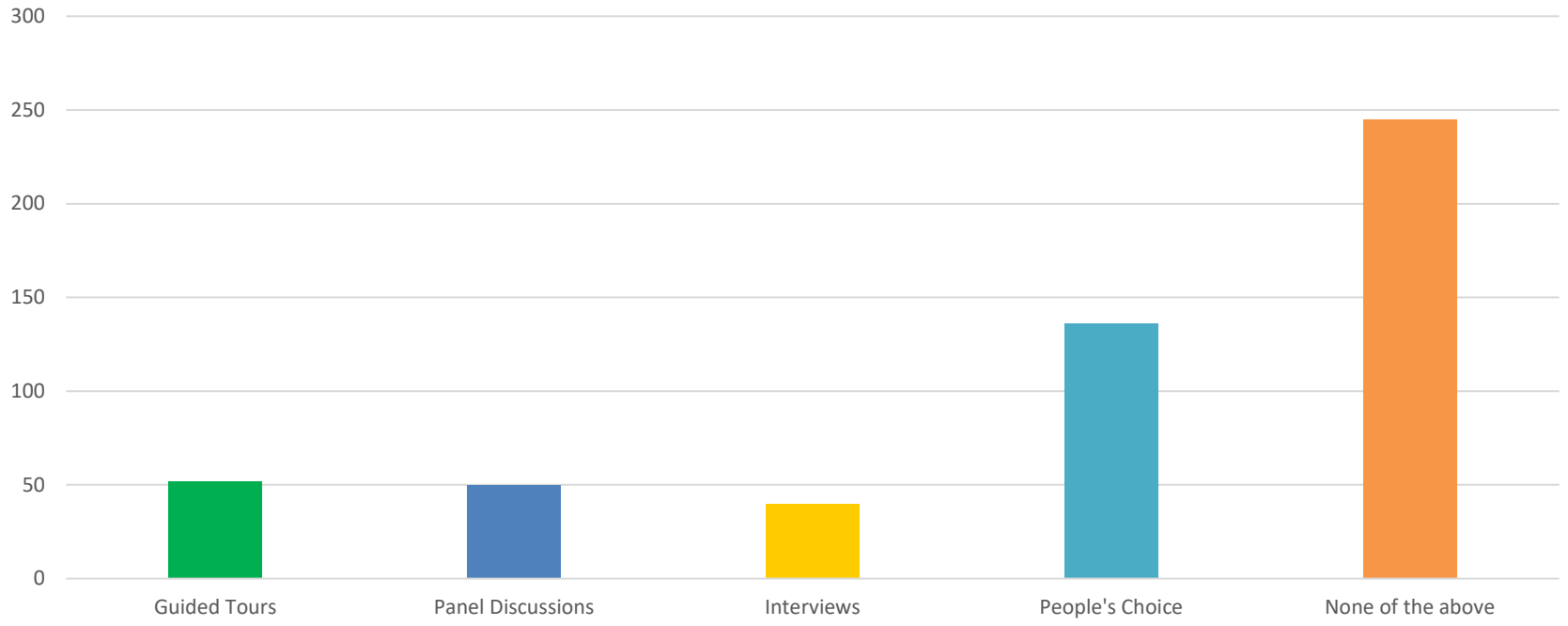
TYPE: SELECT_MULTIPLE. 459 out of 469 respondents answered this question. (4 were without data.)



Value	Frequency	Percentage
Friday (Grand Motoring Film Festival)	34	4.56%
Saturday (Flights & Fancy)	120	16.09%
Saturday (Car Club Showcase or Aero Expo)	242	32.44%
Sunday (Concours d'Elegance)	350	46.92%

In addition to viewing displays of vintage cars, there are other things to do at this festival. Which of the following events have you participated or planning to participate in? (Select all that apply)

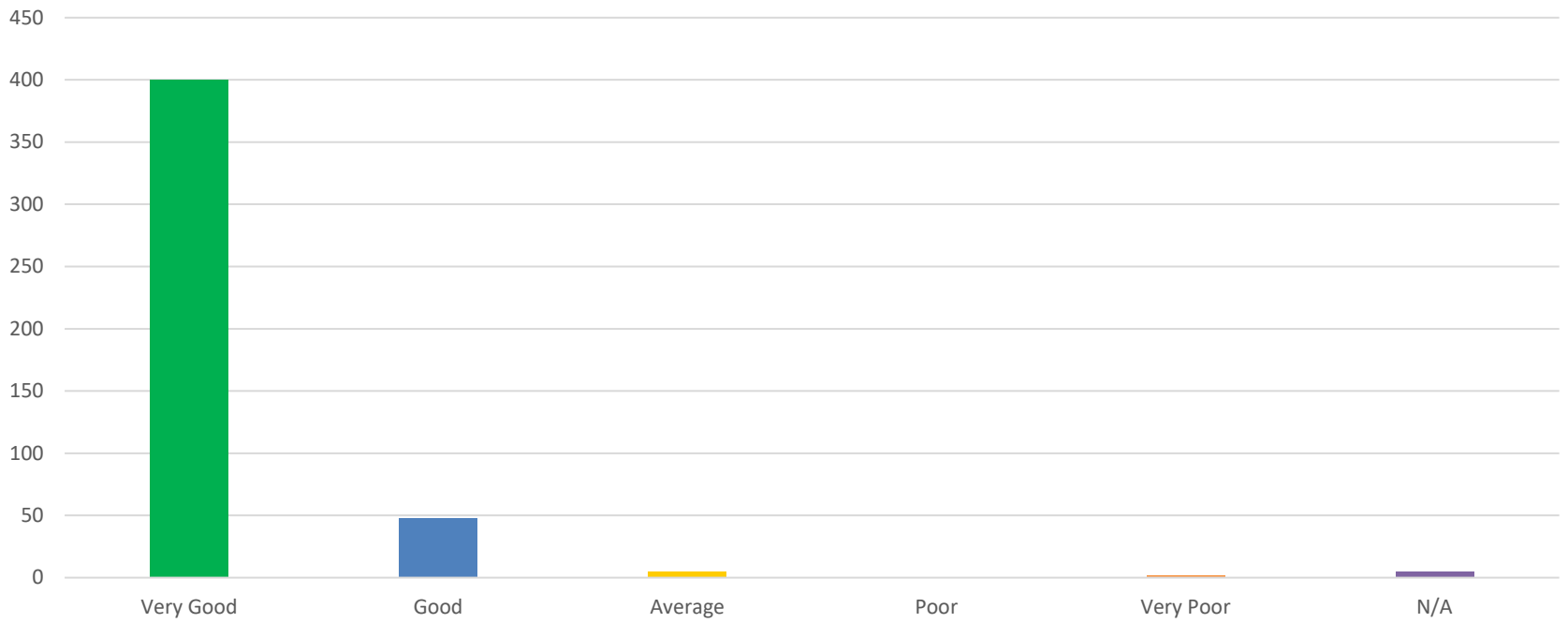
TYPE: SELECT_MULTIPLE. 443 out of 469 respondents answered this question.



Value	Frequency	Percentage
Guided Tours	52	9.94%
Panel Discussions	50	9.56%
Interviews	40	7.65%
People's Choice	136	26.00%
None of the above	245	46.85%

How would you rate the location of the event?

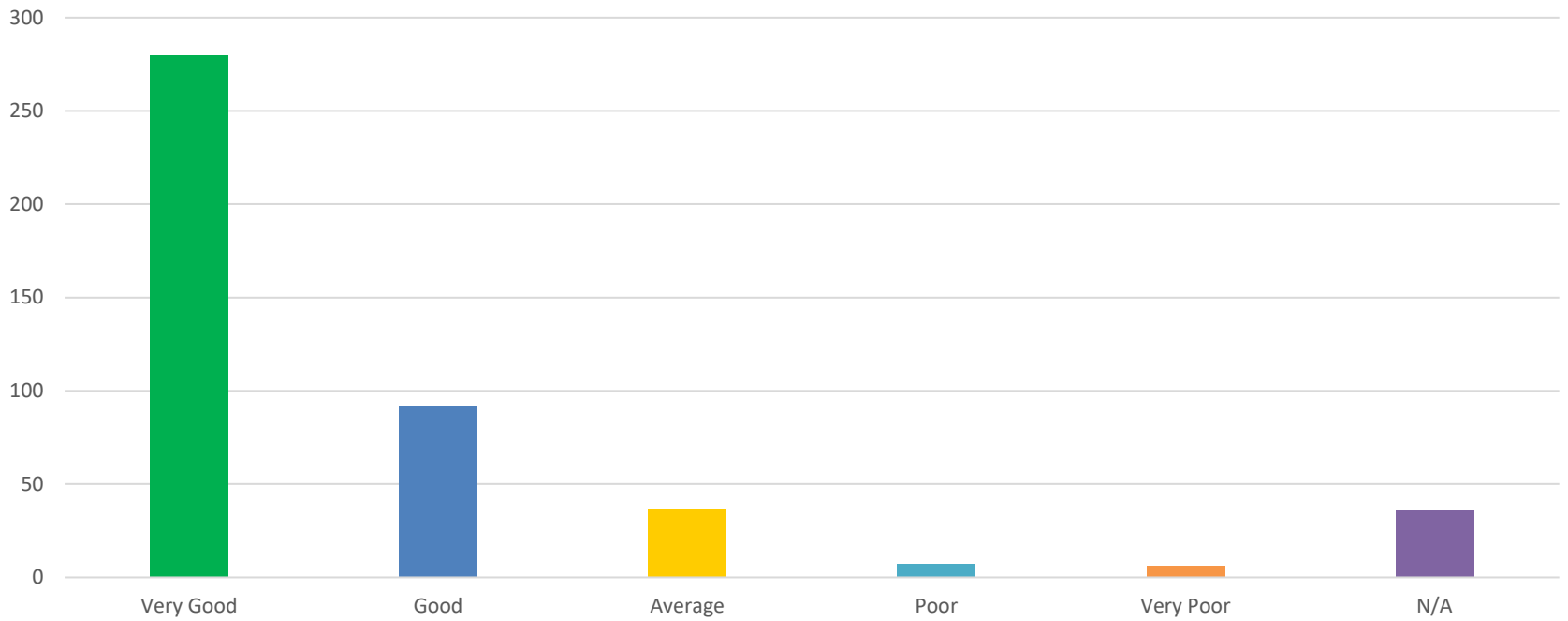
TYPE: SELECT_ONE. 458 out of 469 respondents answered this question. (2 were without data.)



Value	Frequency	Percentage
Very Good	400	86.96%
Good	48	10.43%
Average	5	1.09%
Poor	0	0.00%
Very Poor	2	0.43%
N/A	5	1.09%

How would you rate the parking at this event?

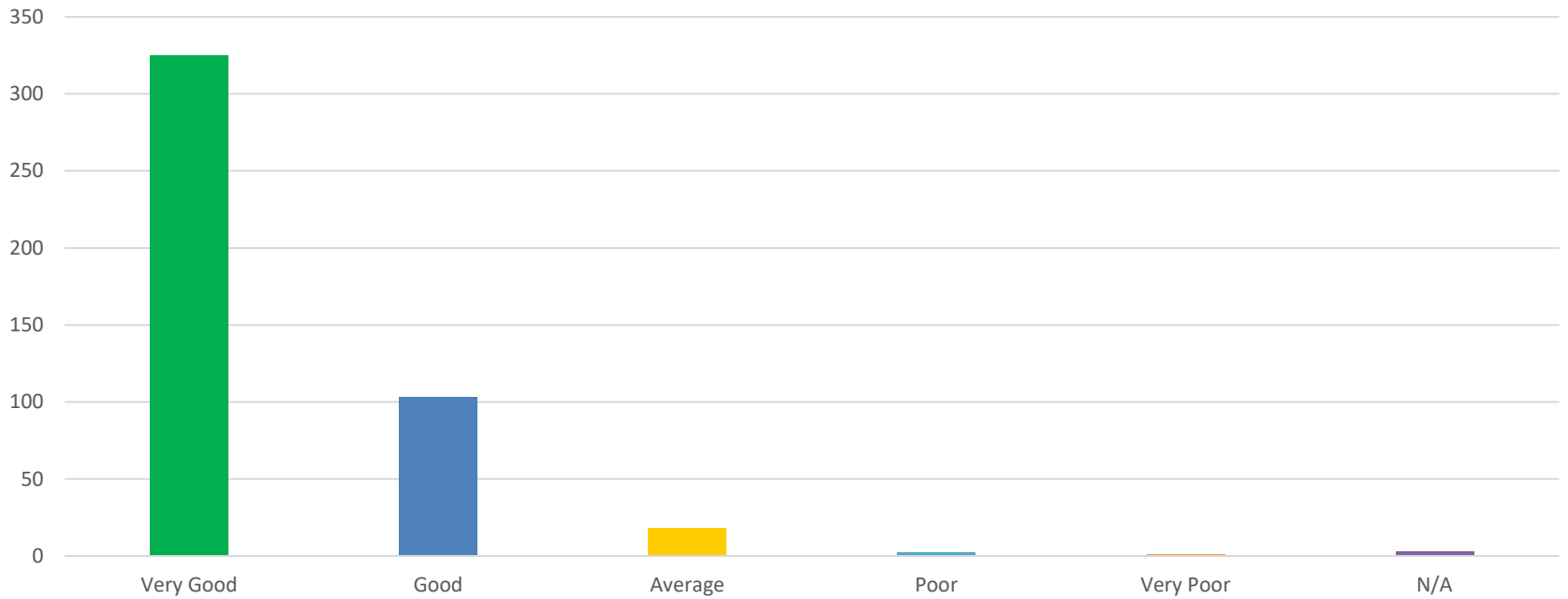
TYPE: SELECT_ONE. 458 out of 469 respondents answered this question.



Value	Frequency	Percentage
Very Good	280	61.14%
Good	92	20.09%
Average	37	8.08%
Poor	7	1.53%
Very Poor	6	1.31%
N/A	36	7.86%

How would you rate the crowd flow at this event?

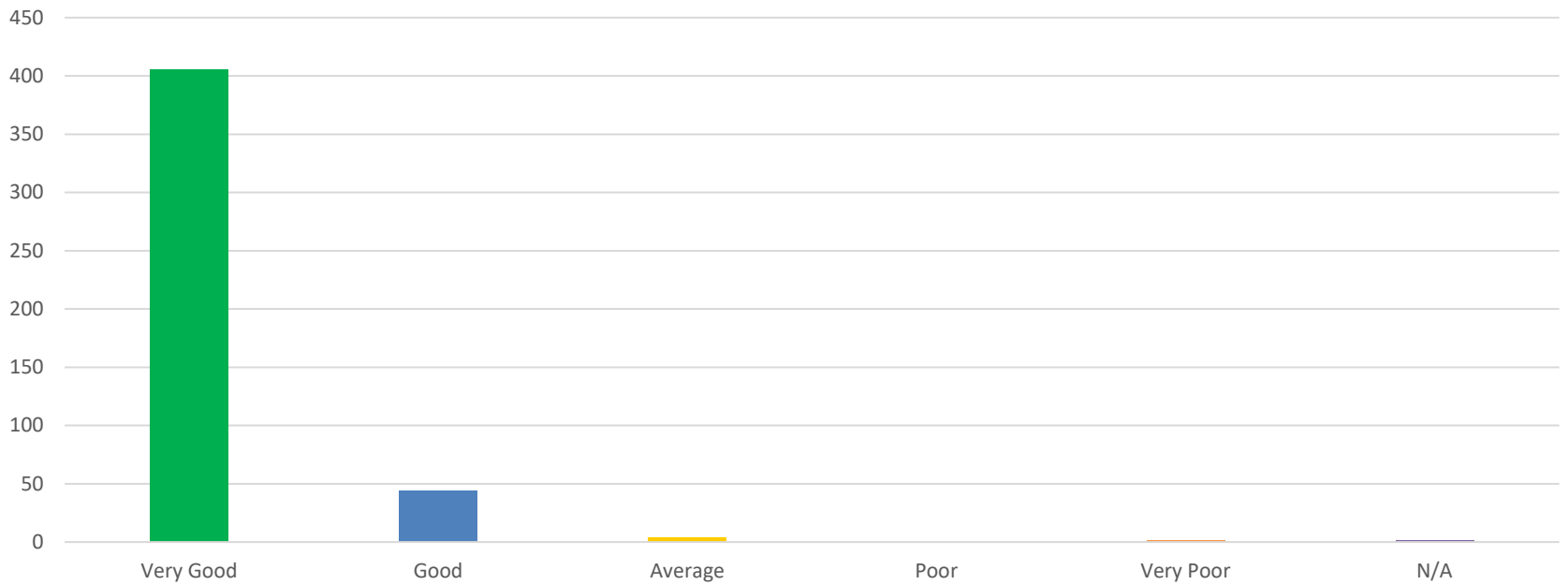
TYPE: SELECT_ONE. 452 out of 469 respondents answered this question.



Value	Frequency	Percentage
Very Good	325	71.90%
Good	103	22.79%
Average	18	3.98%
Poor	2	0.44%
Very Poor	1	0.22%
N/A	3	0.66%

How would you rate the friendliness of the volunteers at this event?

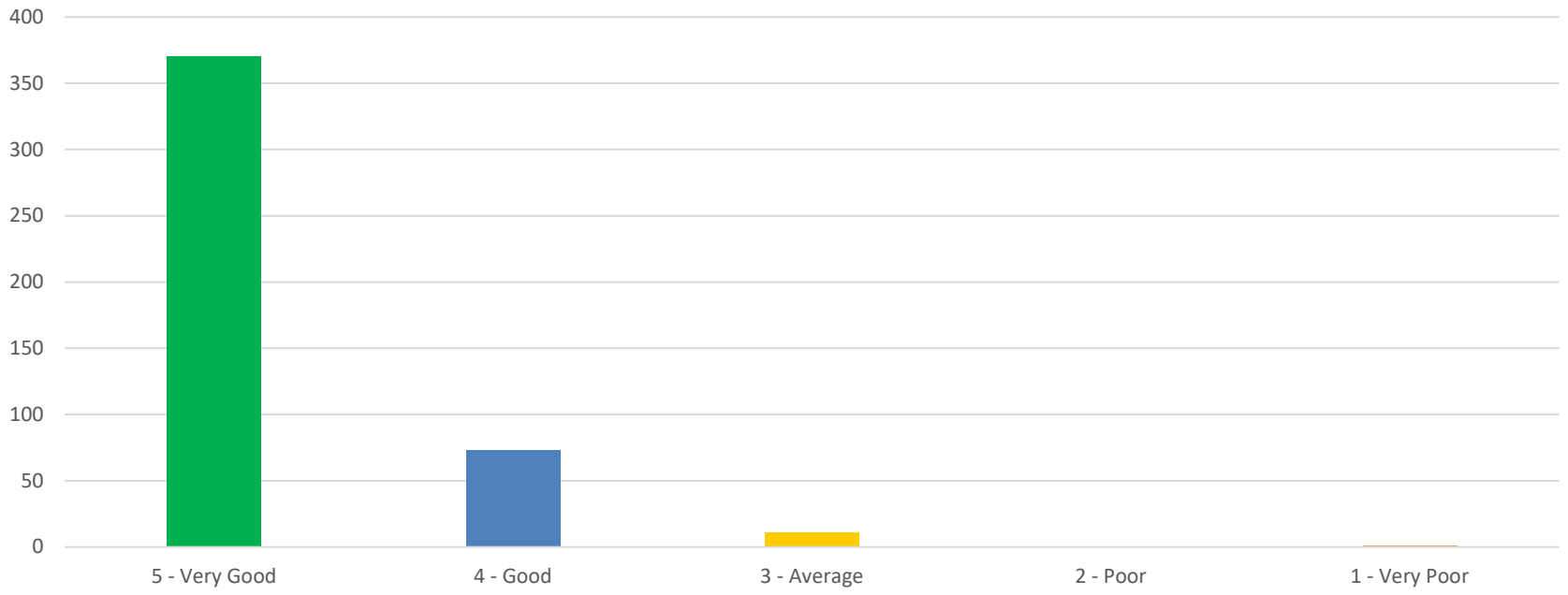
TYPE: SELECT_ONE. 455 out of 469 respondents answered this question.



Value	Frequency	Percentage
Very Good	405	89.01%
Good	44	9.67%
Average	4	0.88%
Poor	0	0.00%
Very Poor	1	0.22%
N/A	1	0.22%

On a scale of 1 to 5, with 5 being the BEST, how would you rate your overall experience with the 2025 Concours d'Elegance & Motoring Festival?

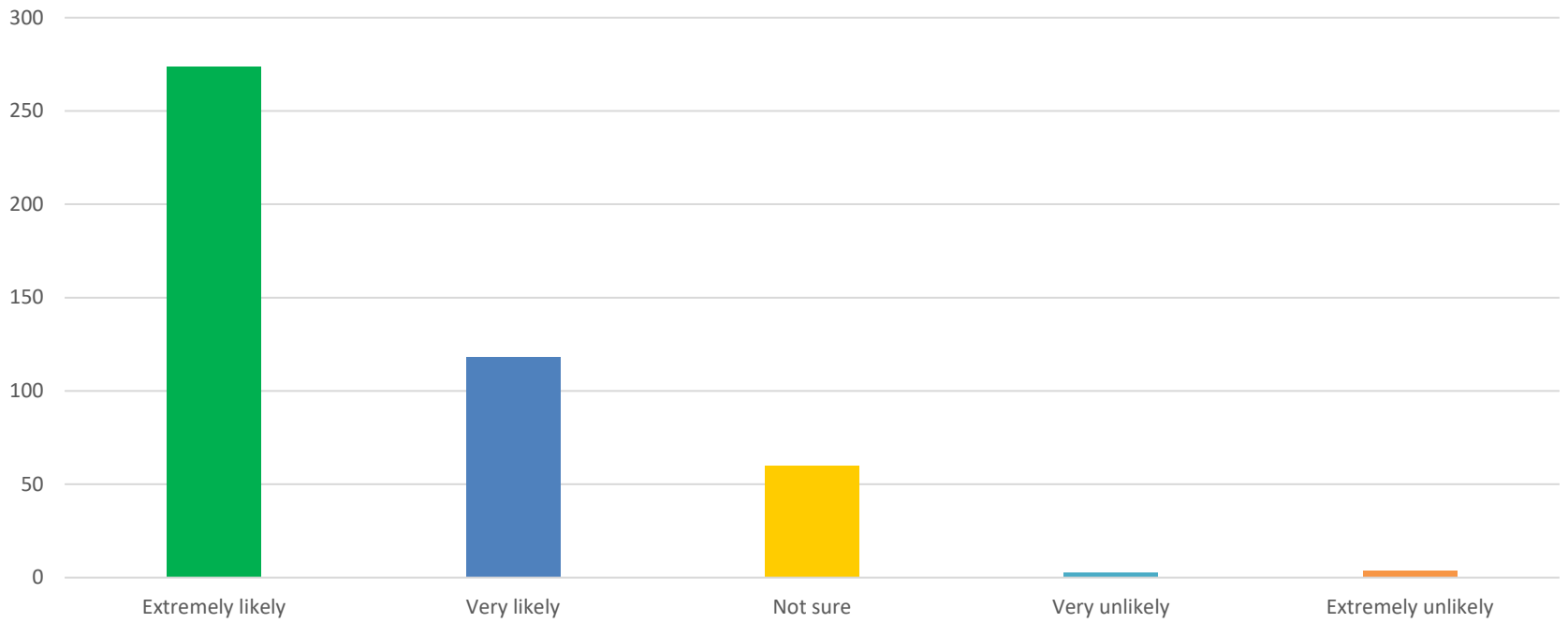
TYPE: SELECT_ONE. 455 out of 469 respondents answered this question.



Value	Frequency	Percentage
5 - Very Good	370	81.32%
4 - Good	73	16.04%
3 - Average	11	2.42%
2 - Poor	0	0.00%
1 - Very Poor	1	0.22%

How likely are you to return to next year's festival?

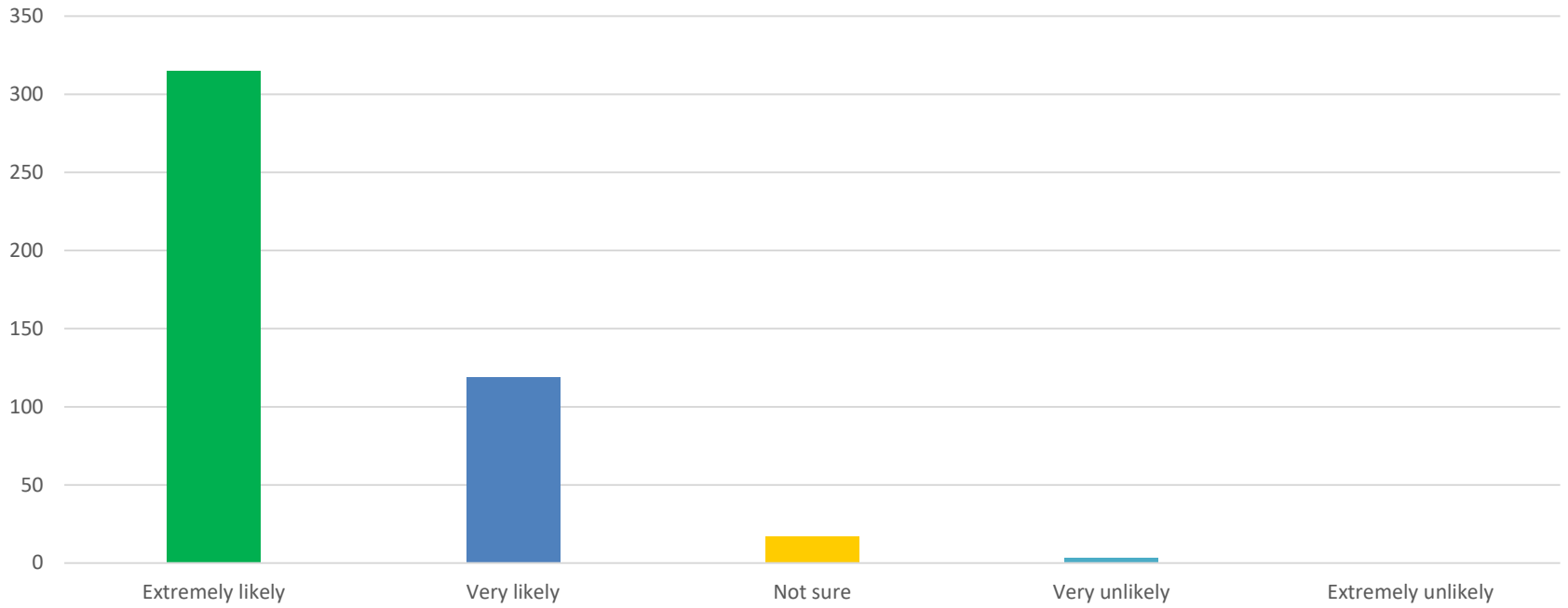
TYPE: SELECT_ONE. 459 out of 469 respondents answered this question.



Value	Frequency	Percentage
Extremely likely	274	59.69%
Very likely	118	25.71%
Not sure	60	13.07%
Very unlikely	3	0.65%
Extremely unlikely	4	0.87%

How likely are you to recommend this festival to friends?

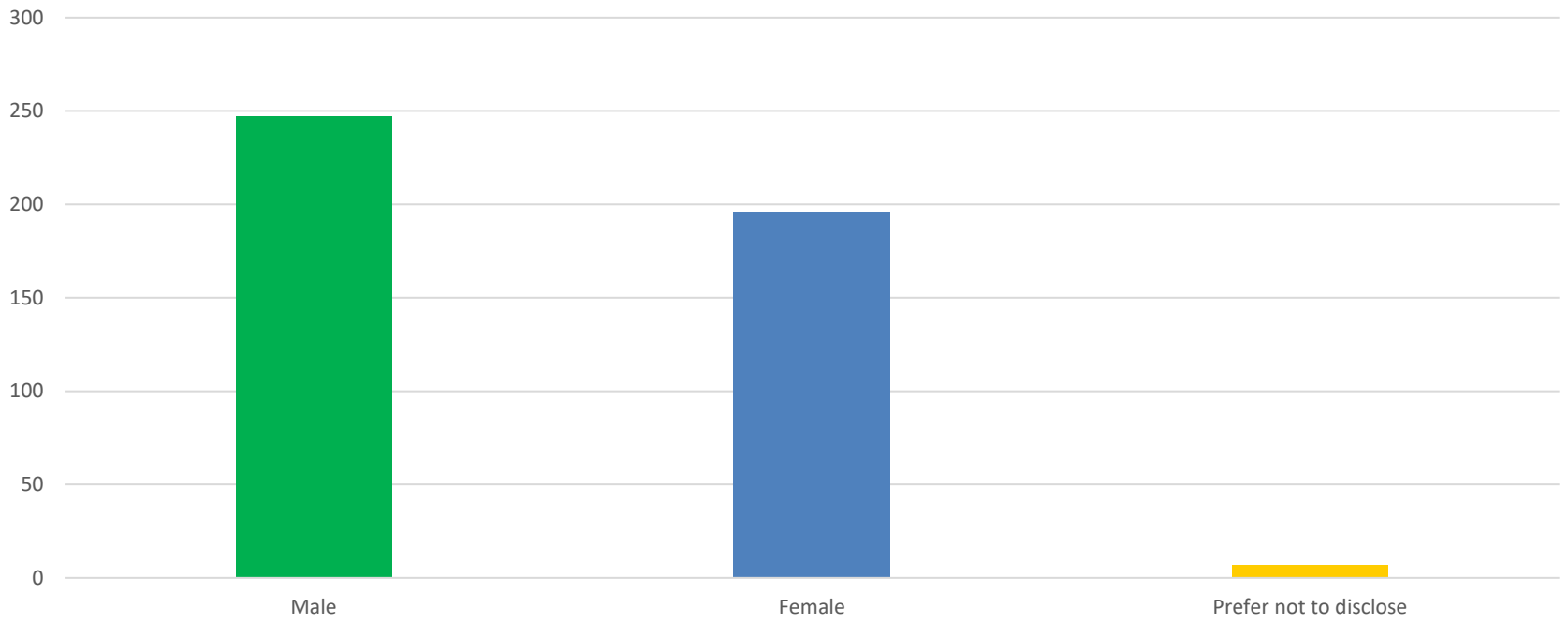
TYPE: SELECT_ONE. 454 out of 469 respondents answered this question.



Value	Frequency	Percentage
Extremely likely	315	69.38%
Very likely	119	26.21%
Not sure	17	3.74%
Very unlikely	3	0.66%
Extremely unlikely	0	0.00%

How do you identify

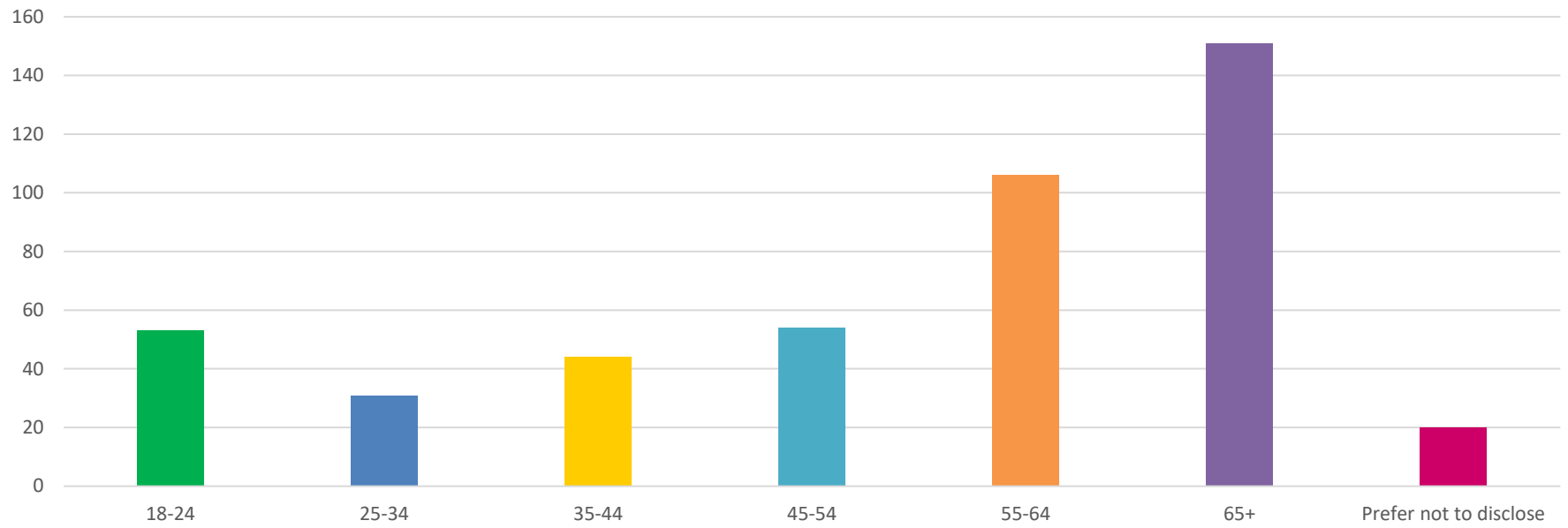
TYPE: SELECT_ONE. 450 out of 469 respondents answered this question.



Value	Frequency	Percentage
Male	247	54.89%
Female	196	43.56%
Prefer not to disclose	7	1.56%

Please indicate your age below

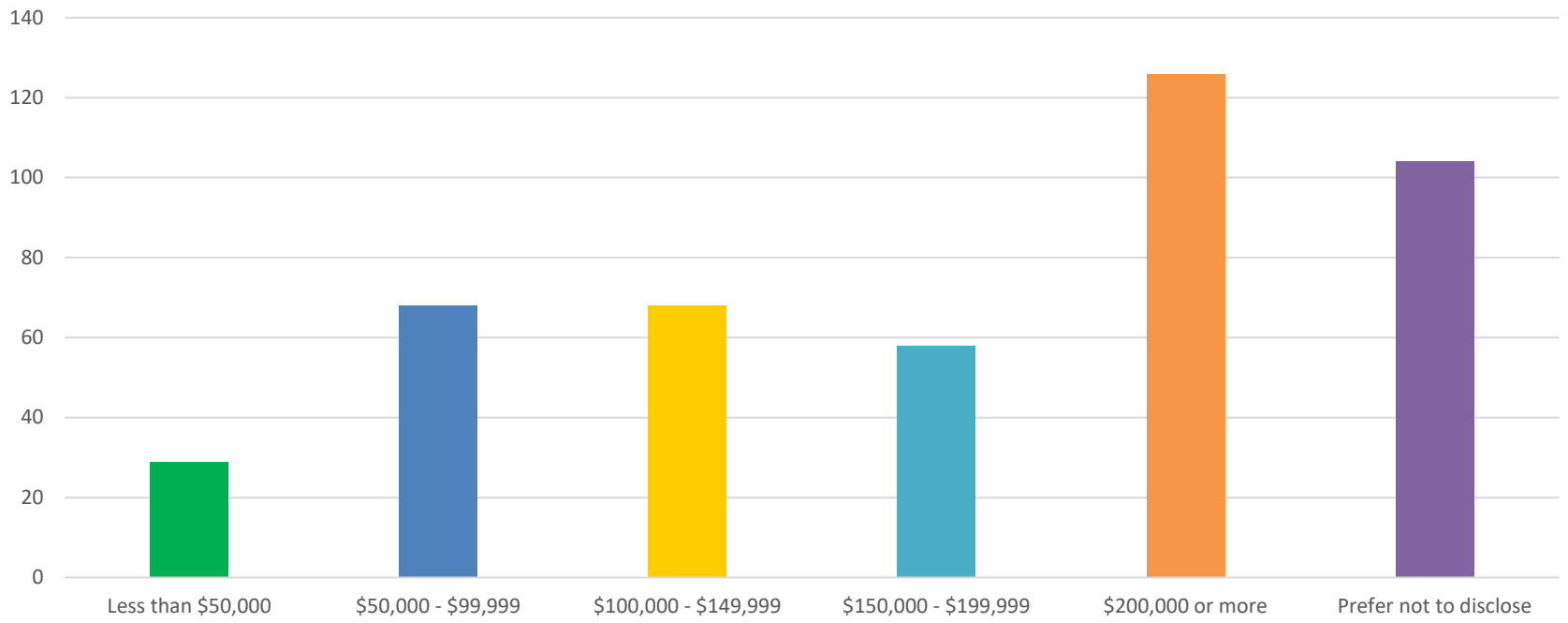
TYPE: SELECT_ONE. 459 out of 469 respondents answered this question.



Value	Frequency	Percentage
18-24	53	11.55%
25-34	31	6.75%
35-44	44	9.59%
45-54	54	11.76%
55-64	106	23.09%
65+	151	32.90%
Prefer not to disclose	20	4.36%

What is your approximate annual household income?

TYPE: SELECT_ONE. 453 out of 469 respondents answered this question.



Value	Frequency	Percentage
Less than $50,000	29	6.40%
$50,000 - $99,999	68	15.01%
$100,000 - $149,999	68	15.01%
$150,000 - $199,999	58	12.80%
$200,000 or more	126	27.81%
Prefer not to disclose	104	22.96%

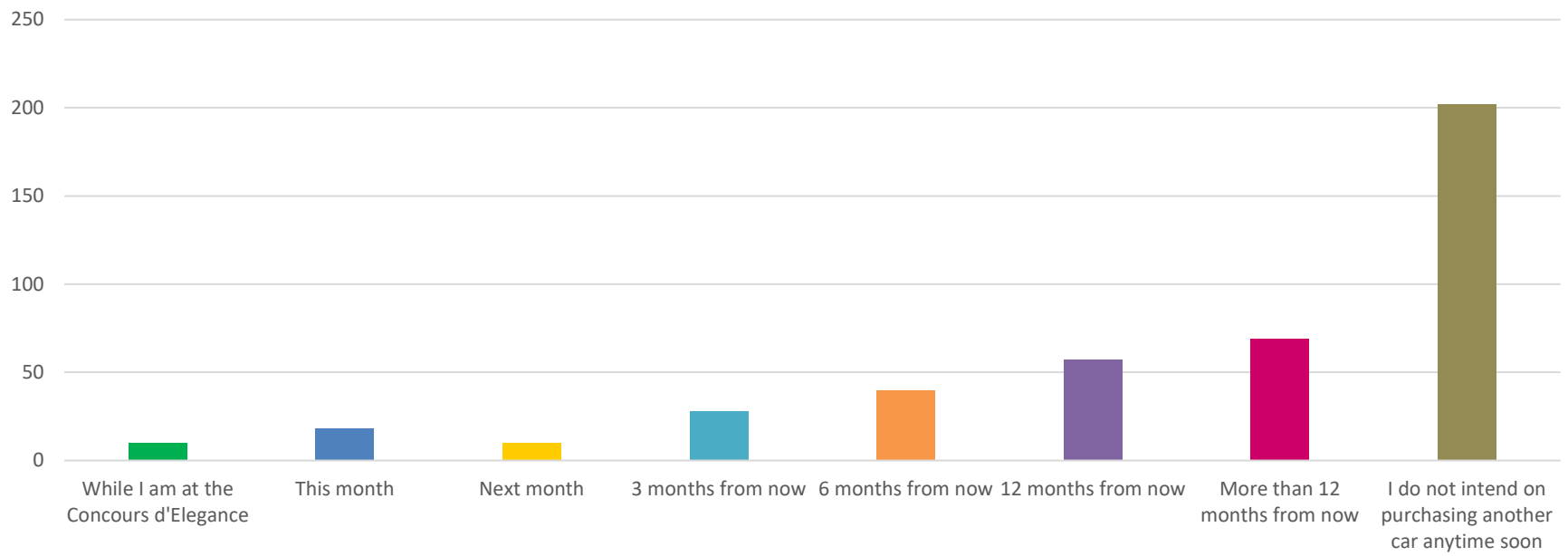
How many cars do you own?

TYPE: RANGE. 157 out of 469 respondents answered this question.

Mean	Median	Mode	Standard deviation
7.97	3.00	2.00	15.959

How soon do you intend on purchasing another car?

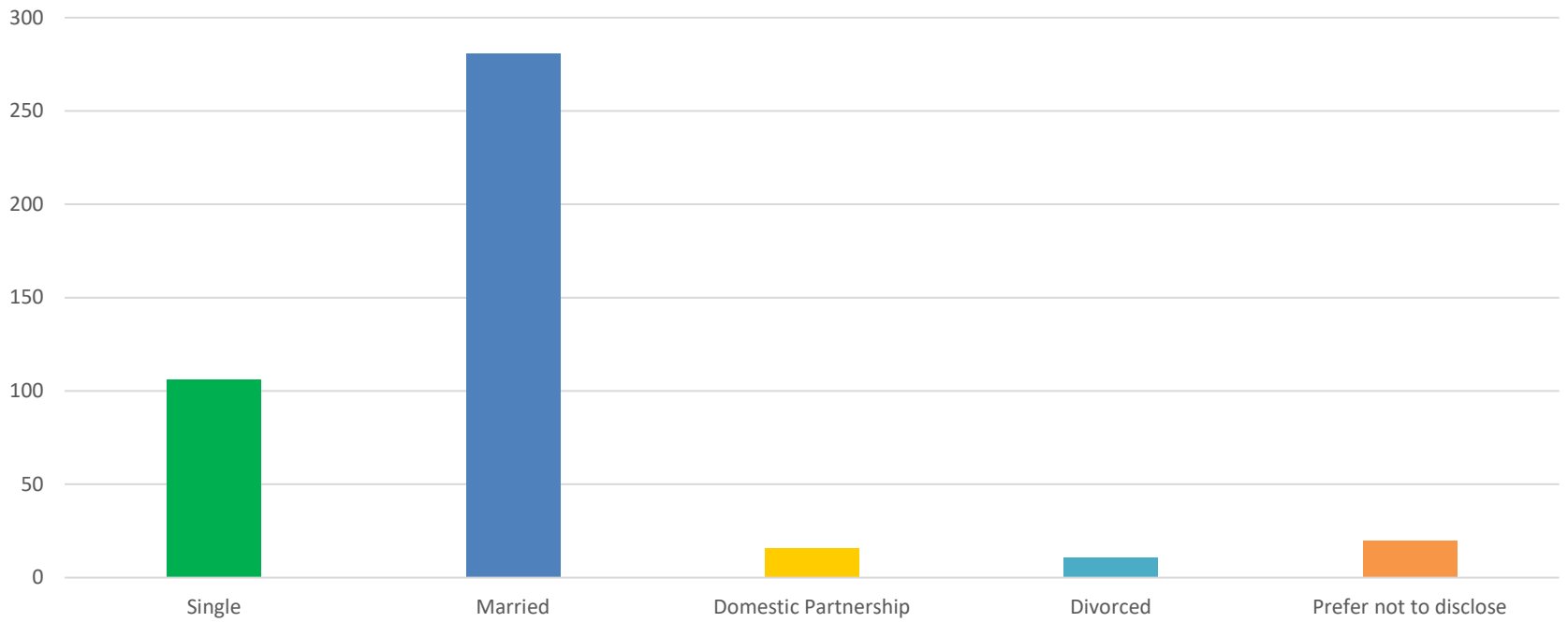
TYPE: SELECT_ONE. 232 out of 469 respondents answered this question.



Value	Frequency	Percentage
While I am at the Concours d'Elegance	10	2.30%
This month	18	4.15%
Next month	10	2.30%
3 months from now	28	6.45%
6 months from now	40	9.22%
12 months from now	57	13.13%
More than 12 months from now	69	15.90%
I do not intend on purchasing another car anytime soon	202	46.54%

Please indicate your marital status

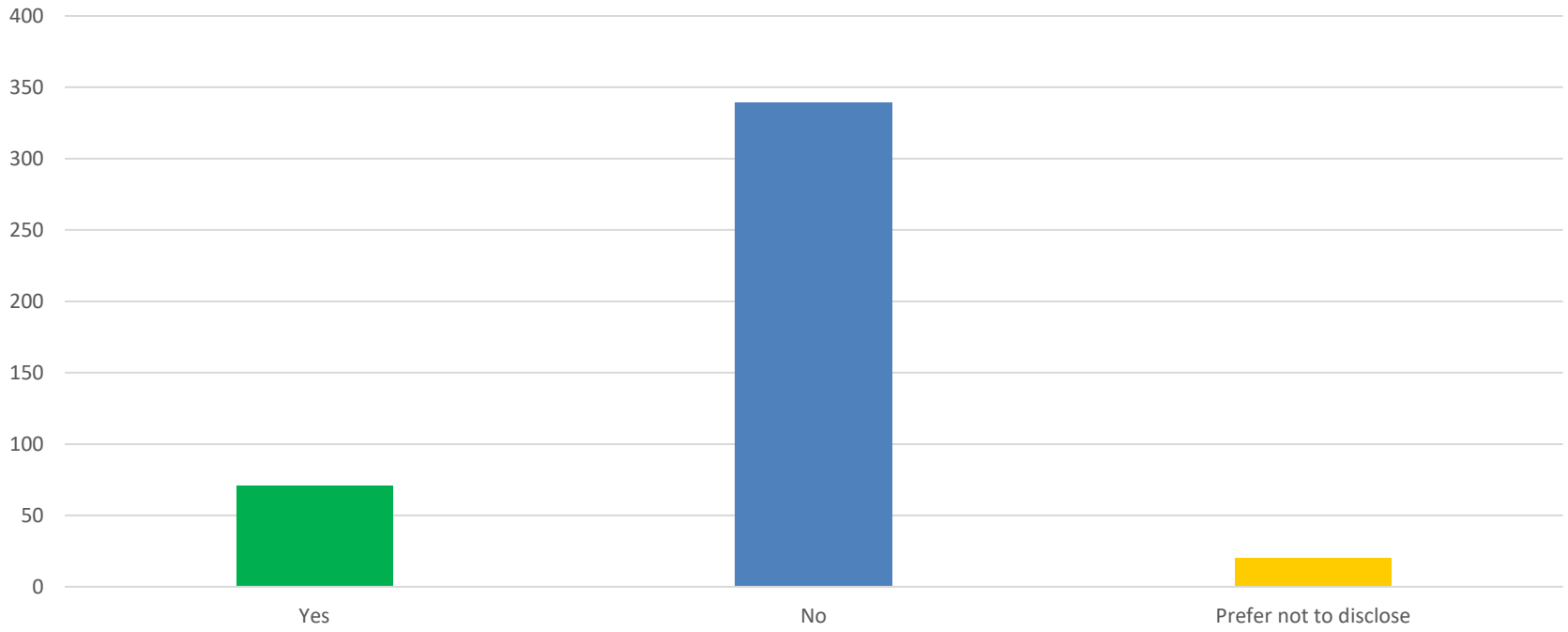
TYPE: SELECT_ONE. 434 out of 469 respondents answered this question.



Value	Frequency	Percentage
Single	106	24.42%
Married	281	64.75%
Domestic Partnership	16	3.69%
Divorced	11	2.53%
Prefer not to disclose	20	4.61%

Do you have children under the age of 18 living at home?

TYPE: SELECT_ONE. 430 out of 469 respondents answered this question.



Value	Frequency	Percentage
Yes	71	16.51%
No	339	78.84%
Prefer not to disclose	20	4.65%

Assorted comments from the 2025 HHI Concours d'Elegance.
Sentiment Breakdown - **Positive**, Neutral, *Negative*, and Suggestions.

- 1st timer
- 2nd year attending. **Planning to come back for 2026. One of the most friendly, down to earth exotic car events I've attended.**
- **A great event!**
- **All good**
- **Always a great time. Some very rare cars.**
- **Always love to attend.**
- **Amazing keep brimming funky stuff**
- **Amazing.**
- **(3x) Awesome**
- **Awesome show**
- *Ban cigars*
- **Beautiful cars**
- **Beautiful cars** Great weather **Friendly volunteers**
- **Beautiful day looking at some amazing cars. Enjoyed the experience.**
- **Beautiful event; very enjoyable**
- **beautiful experience**
- **Beautiful setting.** Hilton Head the best
- *Being an exhibitor, we found that the car staging on Friday was very disorganized & confusing. There was no place for a truck with a trailer to park at check in. Instructions were very lacking. The website didn't have any information on where to park during the event. Neither did the exhibitor packet. A few thing to improve upon in the future.* Overall, **we have had a fantastic time at this event. Thank you.**
- **Best experience ever.**
- Better info about parking and signage.
- Bring back the driving experiences with Porsche! The best year I have been here was my first- in 2019. A koozie for the survey instead of a shirt. *Less things offered.* Make it better than ever.
- **Concours is an amazing event that I look forward to every year!**
- **Concourse is maximum to go to**
- **Cool car**
- *Difficult this year to buy tickets ahead of time.*
- **Everyone needs to come down and see this**
- **Everything was great. Loved it.**
- **(4x) Excellent**
- **Excellent show Loved the old cars**
- **Excellent show!**
- **Excited to be here**
- **Fabulous time again this year**
- **Fantastic**
- **Fantastic as usual**
- Find some way to have parking without shuttle
- **First time and it was great**
- **Fix the parking situation**
- **(3x) Fun**
- **Fun event. Great involvement from locals and beyond**
- **Fun!**
- **Good event** 🌹
- **Good time**
- **(5x) Great**
- **Great day**
- **Great day and experience for all.**
- **Great event**
- **(3x) Great event!**
- **Great event!! All of the cars!!!! Wow**
- **Great event. Great weather.**
- **Great event……loved the entire day**
- **(2x) Great experience**
- **Great experience!**
- **Great festival**
- **Great job**
- **(5x) Great show**
- **Great show, thank you!**
- **Great show. Great weather**
- **Great staff and beautiful cars**

Assorted comments from the 2025 HHI Concours d'Elegance.
Sentiment Breakdown - **Positive**, Neutral, *Negative*, and Suggestions.

- **(2x) Great time!**
- **Great variety of unique cars**
- **Great venue**
- **Great weather also**
- **(2x) Great!**
- **Had a great time!**
- **Having a good time. Good show**
- I miss the driving experience, an additional screen in the food court showing the awards stage would be nice, shirts instead of a koozie for the survey. Just some of the specialness of years past seems to be lacking this year.
- I own a local business in Ohio and I hope as an event you do as much as possible with the local businesses on this Island.
- *I wish you'd provide discounts for locals through your sponsors*
- *I would have liked to see some involvement from local coffee houses to provide a variety of hot beverages. Coffee, tea, etc.*
- **Incredible event, very detailed and well executed**
- **Info tent would be better utilized if near event entrance.**
- **It is a great event every year**
- **(2x) It was amazing**
- **It's a great show I come every year and I wouldn't miss it**
- **It's awesome**
- **It's pretty sick**
- **Its a very nice variety of vehicles.**
- **Keep it up**
- Keep the brass cars parking close to the show field.
- **Keep this event coming here!**
- **Keep up the good work**
- **Like newer super and hyper cars**
- **Looking forward to a great day**
- Looking forward to the event . Hopefully will feel even better by the end of the day.
- **Looking forward to this event for the first ti.me**
- **Love it**
- **Love the event**
- **Love this festival!**
- **(2x) Loved it!**
- **Lovely**
- **Lovely selection**, however our collectible is a 67 Datsun Roadster. I would have loved to see a similar one.
- Lovely. Improvement point: did not know about parking lot at high school. Would have liked to know beforehand. **Nevertheless, that whole operation was efficient.**
- More Mercedes Benz cars
- More wayfinding/maps would be great!
- *Music is distracting Having BMW WITH VINTAGE CARS WAS ODD*
- Need additional seating areas for us old folks.
- Need more restrooms with better signage!
- Need seating in the snowfield, *my wife did not attend for lack of seating. Also, food was poor, barbecue tough and cold. Very poor value. Also clothing selections at check in locations ridiculously expensive and of very poor quality.*
- *Needed two lines at the food court.*
- **Nice experience and great variety of classic cars.**
- **Nice venue space lawn area** and l*ower food and drink prices Need chicken tender food option and more kid food ootionsc*
- **Nicest**
- *No info in brochure on Aero Expo*

Assorted comments from the 2025 HHI Concours d'Elegance.
Sentiment Breakdown - **Positive**, Neutral, *Negative*, and Suggestions.

- Not as big or as nice as 2024 event. *Probably will not attend again for a couple of years*. **Staff very friendly and helpful. Was nice to see more seating areas to rest. Transportation to/from parking is appreciated.**
- Not enough Mercedes Benz representation
- *Not sure why you need to know my income and children etc. almost rude to ask.* **The show is very good**, however a few key points, *why is there no tea and coffee facilities throughout the day, which is ridiculous*. *The man on the podium was all most rude, telling people how to pronounce jaguar and Porsche*. I *didn't take kindly to the man on the till when purchasing food, automatic assuming that he could keep the change, I was going to give it anyway, however they should be trained not to expect it.* Marred the experience some what. As it's a nice show, seems a shame.
- *On Sunday a lot of cars were missing the descriptions, which was unfortunate.*
- *One motorcycle showman was pushing Trump/MAGA at his display site. This should be Apolotical.*
- **One of my favorite events. We bring our son just about every year.** As it's getting more expensive might be a good idea to consider discounts for the under 35 crowd who is not attending with a child. They are priced out of attending, and it would be good to establish them as an annual attendees for the future my personal trainer for instance mention to me that the cost of the tickets was cost prohibitive for her and her husband to attend
- *Please exclude political signage/displays from your participants in future events. Thanks.*
- *Please work on website ease of use*. *Should be more efficient way to navigate without viewing pictures from previous shows. They are great to see, just should have there own page, not mixed in*
- **Really enjoyed**
- **Really nice event**
- *Saturday event was disappointing. Much fewer cars. Too much focus on hot rods. For the price we expected more cars of quality.* **Sunday was good.** *Too much time spent introducing judges. A thank you and they're listed in the program would do.*
- *Signage for parking was very poor and should be improved for next year*
- **So cool!!**
- **Thank you**
- **Thank you to the team**
- **(2x) Thanks**
- **The best**
- **The concourse I believe is the best event put on in Buford County, not only financially, but in terms of advertising and tourism this is a great event for anybody to sponsor and really showcase and partner with. Not to mention that it is also benefiting local charities.**
- **The hospitality was stupendous**
- The only issue we experienced was finding the high school for parking. If it was on the website, I couldn't find it.
- The Show isn't as Big as last and in a way that's a disappointment
- *The speakers on the field were too loud for my liking, I could not hear those talking about their cars on display.*

Assorted comments from the 2025 HHI Concours d'Elegance.
Sentiment Breakdown - **Positive**, Neutral, *Negative*, and Suggestions.

- The word "receive" is misspelled in your signs. Seriously?
- **This has been a fantastic experience! I have truly enjoyed seeing so many beautiful cars. Some I have never seen before! Fantastic experience!**
- **This is event is always awesome**
- **This is my 6th year coming here***, but disappointed that this year is much smaller and less well attended. Why no Saturday evening party, as in past years?? Big bummer.* 🥹
- **This is something I look forward to each year**
- **This is wonderful. So happy**
- **This years festival had substantially more traffic in the Red South area, which we greatly appreciated as a "Friends of Showcase" exhibitor on Saturday. The Sunday awards were done very nicely & the announcer is very good.**
- *Too expensive for admission*
- **Very good**
- **Very happy**
- **Very light crowd**
- **(2x) Very nice**
- **(2x) Very nice clean and all was friendly**
- **Very nice as always**
- **Very nice event**
- **Very well organized. Worthwhile.**
- **Very wide variety of autos.**
- **Volunteers are exceptionally nice. Special shoutout re Michael Burger.**
- Volunteers are the face of the event, and the go to for answering visitor questions. Not just to direct traffic or cart us around. (Thanks for those kind people.) Unfortunately, they aren't able to answer simple questions about navigating the venue or whom to talk to for answers. Please educate the volunteers. A simple set of notes on a clipboard for hospitality workers and handouts for cart drivers, would go a long way.
- **Was a lot of fun**
- We have been coming to this event for years now, and every year we always hear them say they would like to get more of the youth involved. We have discussed many options on how you might do that and think there is a little room for improvement. Also, my only other quarry is, that *a lot of the cars did not have their description paper in them for displaying the details and facts about the cars that people love to read.* In addition to that, *I did think that the airport portion was my least favorite this year,* which is sad because it has so much potential and is always my favorite part. *The tickets were more expensive this year, but the quality of the airport show did not reflect that*. Thank you so much for taking the time to listen to my commentary**. I hope it is received well because we always enjoy the show no matter what, and it's the only reason we return to the island!**
- Weather was great
- *Website doesn't show any information about parking.* Car shows in Stuart FL at the Elliot museum has similar caliber cars. Entry is free. *Entry price here is ridiculous especially for what you see.*
- Well lets just say there was cars
- **What we love is how this is a family event. We love how much you do to encourage the youth. We have started bringing our grandchildren for the last 3 years. We are thankful we can bring them to an event like this!**

Assorted comments from the 2025 HHI Concours d'Elegance.
Sentiment Breakdown - **Positive**, Neutral, *Negative*, and <u>Suggestions</u>.

- Wish they had a little bit more of the years between sixty seven and seventy seven
- **Wonderful**
- **(2x) Wonderful event**
- Would like to see sport /racing bikes and Lamborghinis. **Otherwise an amazing experience.**
- *<u>You need better direction signage to the event.</u>*
- *You refused to help transfer us to the exhibitors tent for lunch or breakfast and I am handicaped so I don't think we'll be coming again:. That's after coming for 20 years.*

Contact Us:

Sarah Beachkofsky
sbeach@uscb.edu
843-540-8504

Trey Ramsey
wjramsey@uscb.edu
843-208-8320

THANK YOU!

USCB | CENTER FOR LOWCOUNTRY HOSPITALITY EDUCATION

Hilton Head Island Concours d'Elegance & Motoring Festival
Annual/Monthly Budget
Year Ended December 31, 2026

		MONTHLY ALLOCATION											
REVENUES	**Total**	**JAN**	**FEB**	**MAR**	**APR**	**MAY**	**JUNE**	**JULY**	**AUG**	**SEPT**	**OCT**	**NOV**	**DEC**
Ticket revenues	230,000	-	-	-	28,750	28,750	28,750	28,750	28,750	28,750	28,750	28,750	-
Merchandise sales	17,500	-	-	-	-	-	-	-	-	-	-	17,500	-
Parking revenues	16,000	-	-	-	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	-
Volunteer shirt revenue	8,200	-	-	-	-	1,640	1,640	1,640	1,640	1,640	-	-	-
Public funding	375,000	31,250	31,250	31,250	31,250	31,250	31,250	31,250	31,250	31,250	31,250	31,250	31,250
Interest income	2,500	208	208	208	208	208	208	208	208	208	208	208	208
Sponsorship revenues	517,150	-	-	-	1,500	192,929	57,159	57,159	55,659	55,659	55,659	41,429	-
Exhibitors	31,375	-	-	-	-	5,229	5,229	5,229	5,229	5,229	5,229	-	-
Charitable Fund	145,000	13,182	13,182	13,182	13,182	13,182	13,182	13,182	13,182	13,182	13,182	13,182	-
TOTAL REVENUES	**$ 1,342,725**	**$ 44,640**	**$ 44,640**	**$ 44,640**	**$ 76,890**	**$ 275,188**	**$ 139,418**	**$ 139,418**	**$ 137,918**	**$ 137,918**	**$ 136,278**	**$ 134,319**	**$ 31,458**
EXPENSES													
Administrative Costs	298,812	24,901	24,901	24,901	24,901	24,901	24,901	24,901	24,901	24,901	24,901	24,901	24,901
Concours Charitable Fund Giving	43,000	-	-	-	-	43,000	-	-	-	-	-	-	-
Event Costs													
Production Costs	57,170	-	-	-	-	-	-	10,300	10,300	-	-	18,285	18,285
Facilitiy Costs	223,050	-	-	-	-	-	-	-	-	-	111,525	55,763	55,763
Hospitality Expenses	56,500	-	-	-	-	-	-	-	-	-	28,250	14,125	14,125
Marketing Expenses	300,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000
Merchandise	16,400	-	-	-	-	-	-	-	-	8,200	8,200	-	-
Services	25,000	-	-	-	-	-	-	-	-	12,500	12,500	-	-
Sponsor Soliciation	45,500	-	-	-	-	5,688	5,688	5,688	5,688	5,688	5,688	5,688	5,688
Tickets cost	18,500	-	-	-	-	-	9,250	9,250	-	-	-	-	-
Volunteer expense	12,500	-	-	-	-	-	-	-	-	-	6,250	6,250	-
Total Event Costs	754,620	25,000	25,000	25,000	25,000	30,688	39,938	50,238	40,988	51,388	197,413	125,110	118,860
TOTAL EXPENSES	**$ 1,096,432**	**$ 49,901**	**$ 49,901**	**$ 49,901**	**$ 49,901**	**$ 98,589**	**$ 64,839**	**$ 75,139**	**$ 65,889**	**$ 76,289**	**$ 222,314**	**$ 150,011**	**$ 143,761**
NET PROFIT/(LOSS)	**$ 246,293**	**$ (5,261)**	**$ (5,261)**	**$ (5,261)**	**$ 26,989**	**$ 176,599**	**$ 74,579**	**$ 64,279**	**$ 72,029**	**$ 61,629**	**$ (86,036)**	**$ (15,692)**	**$ (112,303)**

Hilton Head Island Concours d'Elegance, Inc.
Balance Sheet
As of February 28, 2026

	Feb 28, 26
ASSETS	
Current Assets	
Checking/Savings	
10001 - Opperating Account	22,302.47
10003 - Contingency Fund	1,000.00
Cash On Hand	1.16
SC Unemployment Reserve	2,661.97
Synovus Bank Checking	0.01
Total Checking/Savings	25,965.61
Accounts Receivable	
Accounts Receivable	17,500.00
Total Accounts Receivable	17,500.00
Other Current Assets	
Deposits - Current	5,958.00
Total Other Current Assets	5,958.00
Total Current Assets	49,423.61
TOTAL ASSETS	**49,423.61**
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	256,778.91
Total Accounts Payable	256,778.91
Other Current Liabilities	
Cafeteria Plan	100.00
Payroll Liabilities	5,914.82
Total Other Current Liabilities	6,014.82
Total Current Liabilities	262,793.73
Long Term Liabilities	
SBA - EIDL	121,993.41
Total Long Term Liabilities	121,993.41
Total Liabilities	384,787.14
Equity	
Opening Bal Equity	21,785.83
Retained Earnings	-313,520.86
Net Income	-43,628.50
Total Equity	-335,363.53
TOTAL LIABILITIES & EQUITY	**49,423.61**

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss
January through February 28, 2026

	Jan - Feb 28, 2026	YTD Budget	Variance
Income			
Public Funding	-	62,500	(62,500)
Concours Charitable Fund	5,000	26,364	(21,364)
Interest income	-	416	(416)
Total Income	5,000	89,280	(84,280)
Expenses			
Administration/Payroll	43,683	49,802	(6,119)
Event Production	1,148	-	1,148
Facilities	583	-	583
Marketing	3,215	50,000	(46,785)
Total Expenses	48,629	99,802	(51,174)
Net Income	(43,629)	(10,522)	(33,107)

Hilton Head Island Concours d'Elegance, Inc.

A/P Aging Summary

As of February 28, 2026

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Classic Tents & Events	0.00	0.00	0.00	80,150.83	0.00	80,150.83
Coastal Discovery Museum	0.00	0.00	7,000.00	0.00	0.00	7,000.00
DX Print	0.00	0.00	7,256.66	0.00	0.00	7,256.66
HGC Port Royal LLC	0.00	0.00	0.00	0.00	37,500.00	37,500.00
SERG Catering	0.00	0.00	0.00	62,170.33	0.00	62,170.33
Sun Belt Rentals	0.00	0.00	10,377.66	0.00	0.00	10,377.66
Westin Hilton Head Island Resort	0.00	0.00	52,323.43	0.00	0.00	52,323.43
TOTAL	**0.00**	**0.00**	**76,957.75**	**142,321.16**	**37,500.00**	**256,778.91**

Hilton Head Island Concours d'Elegance, Inc.
Cash Flow/Burn Projection
Year: 2026

Calcuation

2/28/2026 cash balance	22,302
Cash inflow through 3/26/26	78,584
Cash outflow through 3/26/26	(11,523)
Cash as of 3/26/2026	89,363
Payroll costs 3/27/2026	(7,188)
Projected cash as of 3/31/26	82,175
April 2026 adminstrative costs (Note #1)	(17,601)
Projected cash balance as of 4/30/26	64,574
May 2026 admininstrative costs (Note #1)	(17,601)
Projected cash balance as of 5/31/26	46,973
June 2026 admininstrative costs (Note #1)	(17,601)
Projected cash balance as of 6/30/26	29,372
July 2026 admininistrative costs (Note #1)	(17,601)
Projected cash balance as of 7/31/26	11,771
Aug 2026 admininistrative costs (Note #1)	(17,601)
Projected cash balance as of 8/31/26	(5,830)

Note #1: this amount includes unavoidable operational costs such as rent, payroll, utilities & telephone, worker's compensation insurance, office supplies & expense and miscellaenous other.

2025
Accommodations Tax Funds Request Application

Organization Name: Hilton Head Concours d'Elegance, Inc

Project/Event Name: Hilton Head Concours d'Elegance & Motoring Festival

Executive Summary

An ATAX Effectiveness Measurement form has been attached to this application.

As we commemorate the 22nd anniversary of the Hilton Head Island Concours d'Elegance, we proudly reflect on our legacy as one of the nation's oldest and most prestigious automotive events. Attracting nearly 20,000 visitors annually, our event not only captures the hearts and imagination of motoring enthusiasts but also significantly bolsters the local economy, reinforcing Hilton Head Island's status as a premier destination for automotive excellence.

In 2024, we remain steadfast in our commitment to growth and diversification, particularly within our specialty exhibits. Our distinguished Velocity Collector, Pinnacle, and Honored Collector displays continue to garner acclaim from both classic car collectors and enthusiasts from broader circles. This year, we honor renowned brands such as Rolls-Royce and Bentley, celebrate the rich 125-year legacy of Packard, and mark the milestone 60th anniversary of Ford's Mustang. In total, we expected to showcase over 500 motorized vehicles during our 2024 festival, including automobiles, motorcycles, boats, and airplanes.

Our meticulously curated schedule promises an array of engaging activities:

- **Thursday**: Partnering with the Grand Motoring Film Festival at the Arts Center of Coastal Carolina
- **Friday**: Flights & Fancy at the Hilton Head Island Airport, featuring airplanes, automobiles, craft beverages, gourmet food, and live entertainment
- **Saturday**: Car Club Showcase, Aero Expo, and Rolls-Royce Owners' Club National Mini Meet at the Hilton Head Island Airport and Port Royal Golf Club
- **Sunday**: Concours d'Elegance at the Port Royal Golf Club, showcasing hundreds of historically significant automobiles, motorcycles, and boats as well as our prestigious awards which are internationally known, to exhibitors and guests. These awards garner extensive media attention as well as year-round exposure to travelers.

This year's automotive classes include:

- Rolls-Royce and Bentley
- Packard's 125th Anniversary
- Pop Culture Cars of the '50s and '60s
- Ferrari GT
- Italian GT Cars of the '60s and '70s
- 70th Anniversary of the Mercedes-Benz 300SL
- International Prototypes
- Classic Japanese Performance
- Four Generations of Supercars
- And more

The unwavering support of the Town of Hilton Head and the funding from the ATAX Committee have been instrumental to our sustained success. With your continued partnership, we aspire to elevate our event by unveiling exclusive, never-before-seen content, expanding our specialty exhibits, and enhancing the overall visitor experience. These initiatives will ensure that our event continues to attract tourists, invigorate the local economy, and solidify Hilton Head Island's reputation as a beacon of automotive distinction as well as a destination that offers amenities that attract not only our exhibitors but leisure travelers.

We eagerly anticipate welcoming industry professionals, notable celebrities, respected collectors and leisure travelers to our event. Our heartfelt thanks go to the committee and Town Council for your essential and enduring support—it is the foundation of our annual success.

2025
Accommodations Tax Funds Request Application

Date Received: 09/06/2024	Time Received: 02:21 PM	By: Online Submittal

Applications will not be accepted if submitted after 4 pm on September 6, 2024

A. **SUMMARY OF GRANT REQUEST:**

ORGANIZATION NAME: Hilton Head Concours d'Elegance, Inc

Project/Event Name: Hilton Head Concours d'Elegance & Motoring Festival

Contact Name: Robert Lee Title: Treasurer

Address: 1 Cardinal Ct., Suite 16, Hilton Head Island, SC 29926

Email Address: bob@beaconallied.com Contact Phone: 843-290-2533

Event Date: October 31 - November 3, 2024 Event Location: Various Locations

Total Budget: $1,476,000.00 **Grant Requested:** $350,000.00

Provide a brief summary on the intended use of the grant and how the money would be used. *(100 words or less)*

Our funding strategy aims to elevate our event's profile and attract a diverse audience, boosting local commerce and culture. We'll allocate most of the budget (90%) to creative development, public relations, and digital advertising, targeting attendees from outside the area. A 10% budget share will secure unique vehicles for special exhibits, enhancing interest and will cover ongoing event expenses at Hilton Head Island Airport, ensuring the Island’s airport is home to our unique evening as well as daytime events.

How does the organization/event either drive tourism to Hilton Head Island or enhance the visitor experience on Hilton Head Island? How is this impact being measured? *(100 words or less)*

The Festival's marketing strategy aims to attract out-of-town visitors while also promoting locally. Our focus is on drawing visitors to the Island through a strong digital presence, combining paid ads and earned media. We target national media outlets, editors, and influencers in trade, lifestyle, and travel.

We measure success with the following metrics:

- **Overall Attendance**: Total number of attendees.

- **Website Traffic**: Visitors to our online portal.
- **Digital Engagement**: Clicks on digital ads.
- **Social Media Interaction**: Engagement on social platforms.
- **On-Site Surveys**: Data on attendees' length of stay and spending to gauge economic impact.

These metrics help us understand the Festival's impact and refine our strategies to enha

A. Total Number of Physical Tourists Served: 9712
A Tourist is considered a non-resident, traveling more than 50 miles to the Town of Hilton Head Island.

B. Total Number of Physical Visitors Served: 4376
A Visitor is considered a non-resident, who travels 50 miles or less to visit the Town of Hilton Head Island.

C. Total Number of Physical Residents Served: 5612
A Resident is considered any person who claims their property address within the limits of the Town of Hilton Head Island as their primary residence.

D. Total Number of Physical Patrons Served (A+B+C=D): 19700

How was the Number of Visitors/Tourists Documented? *(250 words or less)*

At our organization, we leverage data from our ticketing partner, Saffire, and gather zip codes along with on-site surveys to gain a comprehensive understanding of our audience. This data reveals whether our visitors are tourists, local residents, or out-of-town guests, and provides insights into their spending habits. These insights are crucial for our ATAX applications and sponsor development efforts, helping us better serve our community and stakeholders.

B. **DESCRIPTION OF OPERATIONS:**

1. For state reporting purposes, give a brief description of the organization. *(250 words or less)*

The Hilton Head Island Concours d'Elegance & Motoring Festival has emerged as one of the East Coast's premier destination events. Amidst over 50 national Concours and numerous automotive gatherings each year, Hilton Head Island consistently ranks among the top events in the country. Industry insiders and collectors recognize it as the quintessential automotive designer's Concours. This event's unique formula sets it apart from other automotive events, as we highlightHilton Head Island's known attractions as vital components of the overall visitor experience.

Our Festival encompasses a distinct schedule of signature events, including aviation showcases at the Hilton Head Island Airport, the Car Club Showcase, special exhibits, the

Concours d’Elegance, and the exclusive Pinnacle Society donor event. This multifaceted approach integrates Hilton Head Island's renowned hotels, restaurants, and other attractions, crafting an unparalleled experience akin to the prestigious Monterey Car Week, which features the oldest Concours in the country, the Pebble Beach Concours d'Elegance.

Hilton Head Island's multi-day program not only showcases world-class automobiles but also enhances visitor engagement through its exciting destination offerings. Our funding strategy targets auto enthusiasts and destination travelers, aiming to attract national media attention and a demographically desirable audience. The Festival's timing during Hilton Head Island's shoulder season further amplifies its value, drawing both national and regional sponsors, and bolstering the local economy.

For local town officials and stakeholders, the Hilton Head Island Concours d’Elegance & Motoring Festival represents a tradit

2. Describe in detail how the requested grant funding would be used? *(250 words or less)*

In 2024, 90% of our ATAX budget is allocated to marketing, including creative content, advertising, and PR. An additional 10% is reserved for transporting notable vehicles and covering program expenses at the Hilton Head Island Airport. Our primary goals are to boost out-of-town attendance, increase the length of stay, and attract desirable sponsors and demographics to the Island. Accordingly, 80% of our advertising efforts are focused outside the local area, targeting specific geographic and demographic segments.

To achieve these objectives, we continue to leverage targeted digital advertising designed to attract out-of-market drive and fly visitors. Our content is rooted in research, mobility trends, and results-based insights that drive traffic to our website.

Additionally, we maintain a strong social media presence, with our network of followers growing annually as well as digital partnerships that allow us to collaborate with international brands, influencers, media and more. By investing in comprehensive marketing strategies and leveraging cutting-edge digital tools, we aim to enhance our community's appeal while fostering growth and engagement.

3. What impact would partial funding have on the activities, if full funding were not received? What would the organization change to account for partial funding? *(100 words or less)*

Securing full funding for our 2025 marketing budget is crucial. With 80% of our budget from Town funding, we can elevate our event to new heights, fostering community engagement, economic growth, and national recognition. Without full funding, we'd face significant cuts to key elements like transportation of noteworthy cars, digital advertising, and exhibitor outreach. Reduced marketing could diminish sponsor participation and

jeopardize our event's national standing. Your support is more than financial; it's an investment in our community's vibrancy and future prosperity.

4. What is expected economic impact and benefit to the Island's tourism? *(100 words or less)*

In 2024, the event welcomed 19,700 attendees including nearly 10,000 visitors beyond 50 miles. generating $12.3 million in visitor expenditures. Duane Parrish from SCPRT noted, “The Concours is a premier event for automobile enthusiasts. Since its inception, annual visitor spending in Beaufort County has surged by over 90%. This event plays a pivotal role in driving tourism and will continue to do so.”

5. In order to comply with the State's Tourism Expenditure Reveiw Committee annual reporting requirements, **please classify your current grant request into the following authorized categories:**

1 - Destination Advertising/Promotion *Advertising and promotion of tourism so as to develop and increase tourist attendence through the generation of publicity.*	90 %
2 - Tourism-Related Events *Promotion of the arts and cultural events.*	10 %
3 - Tourism-Related Facilities *Construction, maintenance and operation of facilities for civic and cultural activities including construction and maintenance of access and other nearby roads and utilities for the facilities.*	0 %
4 - Tourism-Related Public Services *The criminal justice system, law enforcement, fire protection, solid waste collection and health facilities when required to serve tourists and tourist facilities. This is based on the estimated percentage of costs directly attributed to tourist. Also includes public facilities such as restrooms, dressing rooms, parks and parking lots.*	0 %
5 - Tourist Public Transportation *Tourist shuttle transportation.*	0 %
6 - Waterfront Erosion/Control/Repair *Control and repair of waterfront erosion.*	0 %
7 - Operation of Visitor Information Centers *Operating visitor information centers.*	0 %
Total:	**100** %

6. If not covered elsewhere in the application, please describe (a) how the organization will collaborate with other organizations to enhance tourism efforts, and (b) provide a venue or service not otherwise available to visitors to the Town of Hilton Head Island. *(250 words or less)*

The Hilton Head Island Concours d'Elegance stands as a premier automotive event, seamlessly integrating local businesses and organizations into its strategic framework. This approach sets it apart and enriches the overall attendee experience.

This year's event schedule features activities designed to highlight Hilton Head's unique charm:

- **Restaurant Integration into Flights & Fancy:** Culinary experiences showcasing local flavors.
- **Grand Motoring Film Festival:** Automotive excellence meets cinematic flair at the Arts Center of Coastal Carolina.
- **Nighttime Airport and Donor Event:** Exclusive gatherings featuring iconic destinations and influential cultural figures.

These initiatives draw out-of-town visitors and encourage longer stays, benefiting the local economy.

The Concours has built strong partnerships with local entities to deliver standout experiences:

- HHI Chamber/VCB
- Arts Center of Coastal Carolina
- Coastal Discovery Museum
- Beaufort County Schools
- Local Orchestra and Restaurants
- Youth Charities

These collaborations offer one-of-a-kind experiences that resonate with attendees and the community. This year's festival will feature local artists and crafts at the main grounds, along with exhibitors specializing in motoring art, enriching the cultural tapestry of the event. The festival's website and email blasts prominently feature community partners, promoting local businesses and ensuring visitors have a well-rounded experience. By incorporating Hilton Head businesses and organizations into its schedule and marketing, the Concours d'Elegance sets itself apart, enriching the local community and fostering unity and development.

7. Additional comments. *(250 words or less)*

Hilton Head Island Concours d'Elegance & Motoring Festival must continue to elevate its brand and sustain its current momentum to remain competitive in an increasingly saturated marketplace. With over 50 Concours events taking place across the US, and new events constantly emerging, it is imperative that we distinguish ourselves to consistently rank among the top 5. To maintain our relevance, it is crucial to offer a variety of experiences from year to year, not only in comparison to other Concours events but also against nationally recognized events outside the automotive industry. This approach ensures sustained interest from both attendees and sponsors.

While we strive to stand out among other Concours events, we face fierce competition for sponsor budgets, which are increasingly being directed towards high-profile national and international events like golf, tennis, and equestrian tournaments. Automotive sponsors are now gravitating away from traditional "car events" and are instead focusing on experiential opportunities, lifestyle events, and digital advertising. They are particularly attracted to smaller, exclusive gatherings where every attendee could potentially be a buyer of their luxury products.To capture and retain the interest of our key audiences, it's crucial that we maintain a dynamic presence and consistently update our content. Our strategy is to market the Concours as more than just an automotive event. We aim to leverage all the incredible amenities that Hilton Head Island has to offer, including its fine dining, luxurious resorts, vibrant arts and culture scene, and various recreational activities.

C. **FUNDING:**

1. Please describe how the organization is currently funded. *(100 words or less)*

The HHI Concours is financed through four main sources:

1. **Corporate Sponsorships and Event Revenue**: These fund nearly all of our fixed overhead and creation of the festival grounds and festival operational costs.
2. **Tourism/Accommodation Tax Grants**: Expected funds from the Town of HHI, Beaufort County, and SC PRT in 2025 will cover all of our marketing costs and minimal program expenses at the HHI Airport.
3. **Fundraising Events**: These raise money for the Festival's charitable fund, which has donated over $1 million to local youth charities and automotive scholarship programs.

These funding avenues ensure the HHI Concours continues to thrive and support our community.

2. Please also estimate, as a percentage, the source of the organization's total annual funding.

27	Government Sources	7	Private Contributions, Donations and Grants
25	Corporate Support, Sponsors		Membership, Dues, Subscriptions
41	Ticket Sales, or Sales and Services		Other

3. Has the organization requested other ATAX or any other funding from other public sources or organizations?
   Yes **X** No ___

   If so, please list top 3 sources and amounts.

   Beaufort County ATAX $38,000.00

D. **FINANCIAL INFORMATION:**

Fiscal Year Disclosure: Start Month: **January** End Month: **December**

Financial Statement Requirements:

1. The upcoming fiscal year's **operating budget** for the organization.

   Budget Provided: **Yes**

2. The previous two fiscal years and current year-to-date **profit and loss reports** for the organization.

   Current fiscal year Profit Loss Report Provided: Yes

   Previous fiscal year Profit Loss Reports Provided:

   2022- Previous FY 2
   2022- Previous FY 1
   2022- Previous FY 1
   2023- Previous FY 2

3. The previous two fiscal years and current year-to-date **balance sheets**.

   Current fiscal year Balance Sheet Provided: Yes

   Previous fiscal year Balanace Sheets Provided:

   2022 - Previous FY 2

   2023 - Previous FY 1

   2022 - Previous FY 2

4. The previous two years and current year **IRS Form 990 or 990T**.

   Current year IRS Form 990 or 990T Provided: Yes

   Previous IRS Form 990 or 990T Years Provided:

2020 - Previous FY 2

2021 - Previous FY 1

E. **FINANCIAL GUARANTEES AND PROCEDURES:**

1. Provide a copy of the **official minutes** wherein the organization approves the submission of this application.

   An official set of minutes have been attached to this application.

2. Indicate whether your organiztion follows Town procurement guidelines or has its own procurement guidelines which are utilized and followed in the expenditue of ATAX grant funds.
   - ○ Follow Town procurement guidelines
   - ◉ Utilize and follow organization's own procurement guidelines
   - ○ Our organization does not have or follow procurement guidelines

F. **MEASURING EFFECTIVENESS:**

If you received 2023 or 2024 HHI ATAX funds

1. List any ATAX award amounts received in 2023 and/or 2024.

2021	$88,000.00	Hilton Head Island Concours d'Elegance & Motoring Festival
2022	$307,000.00	Hilton Head Island Concours d'Elegance & Motoring Festival
2023	$385,000.00	Hilton Head Concours d'Elegance & Motoring Festival
2024	$362,000.00	2024 Hilton Head Island Concours d'Elegance & Motoring Festival

2. How were the ATAX fundsused? To what extent were the objectives achieved? The ATAX Effectiveness Measurement spreadsheet available in the application portal will show the numerics. Use the space below for verbal comments. *(200 words or less)*

Our funding has been mainly used for marketing and promotions. This includes creating an innovative campaign, running national and regional ads, and maintaining a strong social media presence. We continue to partner with the Hilton Head Island/Bluffton Chamber of Commerce to enhance our advertising and attract top-tier executives through initiatives like guest judging. Part of the funding offsets costs for showcasing prestigious display vehicles and covering production expenses at the Hilton Head Island Airport General Aviation. This ensures we maintain high standards for our Event while fostering community pride and tradition.

3. What impact did this have on the success of the organization/event and how did it benefit the community? *(200 words or less)*

The core indicator of our Event's success is attendance, monitored meticulously through scanned barcodes and pre-established hotel blocks. The University of South Carolina Beaufort's (USCB) marketing research department conducts on-site surveys to differentiate between local attendees and tourists, while also assessing the efficacy of our marketing strategies. This invaluable data allows us to pinpoint the geographic regions our attendees hail from, guiding our decisions on where to focus and expand our marketing efforts.

In recent years, we have strategically shifted the bulk of our advertising budget towards digital and social media platforms. Unlike traditional print media, digital channels offer the advantage of real-time data analysis. This allows us to continuously monitor and adjust our campaigns to optimize performance, measured through impressions and website click-through rates.

Between May and August alone, our digital campaigns garnered over 6.2 million impressions, resulting in more than 40,000 clicks to our website. This ability to adapt our marketing strategies on-the-fly not only maximizes our reach but also ensures we are engaging effectively with our target audiences.

4. How does the organization measure the effectiveness of both the overall activity and of individual programs? *(200 words or less)*

The 2024 Event is scheduled for the first week of November, so results are still pending. However, early indicators suggest a successful year. Despite some sponsor concerns due to economic uncertainties, we've attracted and are in talks with several new sponsors. Online ticket sales as of August 31 are consistent with previous years, with 69% of online sales coming from visitors located beyond 50 miles and 31% from local ticket buyers.. Typically, visitors purchase early and also secure accommodations and transportation at the same time they purchase their online tickets. Our careful use of grant funding has maintained our Event's esteemed reputation, engaged new sponsors, and ensured continuous promotional efforts. We stay committed to delivering an exceptional experience that honors our rich heritage while fostering community involvement and youth development.

G. **EXECUTIVE SUMMARY**

Provide an executive summary using the "ATAX Effectiveness Measurement" form provided via the link

on the left, or by utilizing the text area provided below to report uses of the organization's prior ATAX grant, if applicable. If creating your own format, please refer to the "ATAX Effectiveness Measurement" form and use the criteria as a guideline in developing your executive summary below. *(1300 words or less)*

An ATAX Effectiveness Measurement form has been attached to this application.

As we commemorate the 22nd anniversary of the Hilton Head Island Concours d'Elegance, we proudly reflect on our legacy as one of the nation's oldest and most prestigious automotive events. Attracting nearly 20,000 visitors annually, our event not only captures the hearts and imagination of motoring enthusiasts but also significantly bolsters the local economy, reinforcing Hilton Head Island's status as a premier destination for automotive excellence.

In 2024, we remain steadfast in our commitment to growth and diversification, particularly within our specialty exhibits. Our distinguished Velocity Collector, Pinnacle, and Honored Collector displays continue to garner acclaim from both classic car collectors and enthusiasts from broader circles. This year, we honor renowned brands such as Rolls-Royce and Bentley, celebrate the rich 125-year legacy of Packard, and mark the milestone 60th anniversary of Ford's Mustang. In total, we expected to showcase over 500 motorized vehicles during our 2024 festival, including automobiles, motorcycles, boats, and airplanes.

Our meticulously curated schedule promises an array of engaging activities:

- **Thursday**: Partnering with the Grand Motoring Film Festival at the Arts Center of Coastal Carolina
- **Friday**: Flights & Fancy at the Hilton Head Island Airport, featuring airplanes, automobiles, craft beverages, gourmet food, and live entertainment
- **Saturday**: Car Club Showcase, Aero Expo, and Rolls-Royce Owners' Club National Mini Meet at the Hilton Head Island Airport and Port Royal Golf Club
- **Sunday**: Concours d'Elegance at the Port Royal Golf Club, showcasing hundreds of historically significant automobiles, motorcycles, and boats as well as our prestigious awards which are internationally known, to exhibitors and guests. These awards garner extensive media attention as well as year-round exposure to travelers.

This year's automotive classes include:

- Rolls-Royce and Bentley
- Packard's 125th Anniversary
- Pop Culture Cars of the '50s and '60s
- Ferrari GT
- Italian GT Cars of the '60s and '70s
- 70th Anniversary of the Mercedes-Benz 300SL
- International Prototypes
- Classic Japanese Performance
- Four Generations of Supercars
- And more

The unwavering support of the Town of Hilton Head and the funding from the ATAX Committee have been instrumental to our sustained success. With your continued partnership, we aspire to elevate our event by unveiling exclusive, never-before-seen content, expanding our specialty

exhibits, and enhancing the overall visitor experience. These initiatives will ensure that our event continues to attract tourists, invigorate the local economy, and solidify Hilton Head Island's reputation as a beacon of automotive distinction as well as a destination that offers amenities that attract not only our exhibitors but leisure travelers.

We eagerly anticipate welcoming industry professionals, notable celebrities, respected collectors and leisure travelers to our event. Our heartfelt thanks go to the committee and Town Council for your essential and enduring support—it is the foundation of our annual success.

Signature: Robert Lee

Title/Position: Treasurer

Mailing Address: P.O. Box 21733, Hilton Head Island, SC 29925

Email Address: bob@beaconallied.com

Office Phone Number: 843-785-7469

Home Phone Number: 843-290-2533

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss Budget Overview
January through December 2024

	Jan - Dec 24
Ordinary Income/Expense	
Income	
Award Sponsors	10,000.00
Banner Sales	0.00
Beverage Sales	0.00
Business Expo Tents	0.00
Concours Charitable Fund (DYA)	100,000.00
Driving Tour Tickets	11,000.00
Exhibitor Registration Fees	20,000.00
Hospitality Other - Airport	120,000.00
Interest Income	0.00
Merchandise Sales	22,000.00
Misc Income	0.00
Parking Fees - VIP	7,000.00
Patrons	111,000.00
Program Advertising	33,000.00
Public Funding	395,000.00
Retail Vendor Space	25,000.00
Sponsors	372,000.00
Ticket Sales	250,000.00
Total Income	1,476,000.00
Gross Profit	1,476,000.00
Expense	
Administration	143,200.00
Charitable Fund	18,100.00
Event Production	189,900.00
Facilities	287,100.00
Hospitality	63,000.00
Marketing	373,000.00
Merchandise	19,000.00
Payroll Expenses	259,000.00
Sponsor Solicitation	36,100.00

Hilton Head Island Concours d'Elegance, Inc.
Profit & Loss Budget Overview
January through December 2024

	Jan - Dec 24
Ticketing	20,000.00
void	0.00
Volunteers	13,700.00
Total Expense	1,422,100.00
Net Ordinary Income	53,900.00
Other Income/Expense	
Other Expense	
CONTRIBUTIONS	48,000.00
InterestExpense	5,200.00
Total Other Expense	53,200.00
Net Other Income	-53,200.00
Net Income	**700.00**

HILTON HEAD ISLAND
CONCOURS d'ELEGANCE
& MOTORING FESTIVAL

2025
ECONOMIC IMPACT

(data collected by the Lowcountry and Resort Islands Tourism Institute at USC Beaufort)

2025 OVERALL ECONOMIC IMPACT

Data pulled from point-of-sale zip code collection and on-site survey data collected by USCB

AVERAGE NUMBER OF VISITORS TO A VISITOR PARTY	2.49 Visitors
TOTAL EXPENDITURE PER VISITOR PARTY/STAY (*Average daily expenditure per visitor party x average number of nights per visitor party*)	$720/day x 4.5 days = $3,159
AVERAGE ROOM RATE	$269 (USCB Survey)
AVERAGE LENGTH OF STAY	4.5 days

2025 ACTUAL ECONOMIC IMPACT

2025 Out-of-Area Attendees (Outside a 50-mile radius) = 41.9% of 18,500 = 7,752

VISITOR PARTIES (*Number of Visitors/Number of Visitors to a Visitor Party*)	3,004 (7,752/2.58)
TOTAL VISITOR EXPENDITURE (*Visitor Parties x Total Expenditure per Visitor Party/Stay*) (3,004 x $702 x 4.50)	$9,489,600
NUMBER OF ROOM NIGHTS (*Visitor Parties x Average Length of Stay*) (3,004 x 4.5)	13,518
TOTAL ROOM REVENUE (*Number of Room Nights x Average Room Rate*) (13,518 x $269)	$3,636,342
TOTAL IMPACT	**$13,125,942**

HHI Concours
2026 Reductions or Revenue Increases

▪ Eliminate all airport-related activities - both daytime and evening.
Eliminate Shuttles, Volunteers, F&B, Decorating, Tables/Chairs, Stage
Savings $188,500

▪ Reduce the number of clubs and displays shown on Saturday to reduce complexity.
Reduced services, meals, awards, volunteers required.
Savings $14,400

▪ Reduce the number of classes judged on Sunday to reduce complexity and costs.
Reduced services, awards, volunteers, judges
Savings $19,250

▪Decrease the number of single-purpose tents by combining user groups
Savings $4,000

▪ Replace previous VIP evening events with a Saturday après awards Social consisting of a two-hour cash bar and other light refreshments, allowing attendees to choose to local restaurant and entertainment options.
Event replaces the airport site event @ no cost, donated hospitality or cash bar

▪ Adjust the Shuttle Service to improve efficiency, lower costs and remain convenient.
Savings $3,000

▪ Charge fees for exhibitors' use of Concours provided truck/trailer parking.
New revenue of $16,000

▪ Adjust sponsors and spectators fees to provide greater value.
Additional revenue, lower price, more tents sold, $14,000 additional sales

▪ Improve operational efficiencies to better assure a positive outcome.
Contract reviews, better check points on attendance vs expenses

Hilton Head Island Concours d'Elegance, Inc.
Cash Flow Projection - $300k Town Sponsorship
April 1, 2026 - March 31, 2027

MGMT. COPY
DATE COMPILED: 4/14/2026

Description	Jan-Mar 2026 Actual	Apr. 2026	May 2026	June 2026	July 2026	Aug. 2026	Sept. 2026	Oct. 2026	Nov. 2026	Dec. 2026	Total 2026	Jan. 2027	Feb. 2027	Mar. 2027
Cash balance, beginning of month	59,313	91,744	63,362	379,406	190,589	97,642	154,061	237,631	360,767	337,600		200,435	181,002	161,569
Cash Inflows														
Ticket sale revenues	-	-	-	23,000	23,000	34,500	46,000	80,500	23,000	-	230,000	-	-	-
Merchandise sales	-	-	-	-	-	-	-	-	17,500	-	17,500	-	-	-
Event parking revenues	-	-	-	800	1,600	2,400	3,200	5,600	2,400	-	16,000	-	-	-
Volunteer shirt revenues	-	-	-	-	1,640	1,640	1,640	1,640	1,640	-	8,200	-	-	-
Public funding - Town of Hilton Head (A-Tax Funding)	-	-	-	19,542	19,542	55,833	55,833	83,750	50,250	50,250	335,000	15,000	15,000	15,000
Public funding - Beaufort County (A-Tax Funding)	17,500	-	-	7,500	-	-	-	-	-	15,000	40,000	-	-	-
Interest income	-	277	277	278	278	278	278	278	278	278	2,500	208	208	208
Exhibitor revenues	-	-	-	-	6,275	6,275	6,275	6,275	6,275	-	31,375	-	-	-
Charitable fund giving donations	63,500	-	-	31,000	-	-	25,250	25,250	-	-	145,000	-	-	-
Sponsorship revenues (Note #3)	-	-	44,426	57,159	57,159	55,659	55,659	55,659	41,429	-	367,150	-	-	-
Total cash inflow from operations	81,000	277	44,703	139,279	109,494	156,585	194,135	258,952	142,772	65,528	**1,192,725**	15,208	15,208	15,208
Other cash inflow - **Town of Hilton Head Sponsorhsip**	-	-	300,000	-	-	-	-	-	-	-	300,000	-	-	-
Other cash inflow - customer payments (Note #2)	-	-	-	15,000	-	-	-	-	-	-	15,000	-	-	-
Total monthly cash inflow	81,000	277	344,703	154,279	109,494	156,585	194,135	258,952	142,772	65,528	1,507,725	15,208	15,208	15,208
Cash Outflows														
Event Costs														
Production expenses	-	-	-	-	10,300	10,300	-	-	18,285	18,285	57,170	-	-	-
Facility costs	-	-	-	-	111,525	-	-	-	55,763	55,762	223,050	-	-	-
Hospitality (food and beverages) expense	-	-	-	-	-	-	-	28,250	14,125	14,125	56,500	-	-	-
Marketing Expense	-	-	-	42,857	42,857	42,857	42,857	42,857	42,857	42,858	300,000	-	-	-
Merchandise/Inventory purchases	-	-	-	-	-	-	8,200	8,200	-	-	16,400	-	-	-
Services expense	-	-	-	-	-	-	12,500	12,500	-	-	25,000	-	-	-
Sponsor soliciation costs	-	-	-	9,100	9,100	9,100	9,100	9,100	-	-	45,500	-	-	-
Ticket printing expenses	-	-	-	-	-	9,250	9,250	-	-	-	18,500	-	-	-
Volunteer costs	-	-	-	-	-	-	-	-	6,250	6,250	-	12,500	-	-	-
Total event costs	-	-	-	51,957	173,782	71,507	81,907	107,157	137,280	131,030	754,620	-	-	-
Concours Charitable Giving	-	-	-	-	-	-	-	-	-	43,000	43,000	-	-	-
Administrative Costs (Note #1)	46,646	28,018	28,018	28,018	28,018	28,018	28,018	28,018	28,018	28,022	298,812	34,000	34,000	34,000
Total cash flow from operations	46,646	28,018	28,018	79,975	201,800	99,525	109,925	135,175	165,298	202,052	**1,096,432**			
Other cash outflows - EIDL monthly loan payment	1,923	641	641	641	641	641	641	641	641	641	5,769	641	641	641
Other cash outflows - 2025 Concours Charitable Giving	-	-	-	5,700	-	-	-	-	-	-	5,700	-	-	-
Other cash outflows - payment to vendors (Note #2)	-	-	-	256,779	-	-	-	-	-	-	256,779	-	-	-
Total monthly cash outflow	48,569	28,659	28,659	343,095	202,441	100,166	110,566	135,816	165,939	202,693	1,364,680	34,641	34,641	34,641
Net monthly cash inflow/(outflow)	32,431	(28,382)	316,044	(188,817)	(92,948)	56,419	83,569	123,136	(23,167)	(137,165)		(19,433)	(19,433)	(19,433)
Cash balance, end of month	91,744	63,362	379,406	190,589	97,642	154,061	237,631	360,767	337,600	200,435		181,002	161,569	142,136

Notes and Disclosures

Note #1: Includes amounts for payroll, office rent, office supplies, insurance, accounting, software subscriptions, credit card fees, utilities, etc.

Note #2: Includes amounts due as of 3/31/2026 to vendors/from customers and projected to be collected/paid in June 2026.

Note #3: Sponsorship revenues include Award Sponsors, Galleria, Biz Expo, Patrons Tables, Program Ads and general corporate sponsors. In addition, previously submitted budgeted revenues included a $150,000 sponsorship from The Town of Hilton Head resulting in total budgeted revenues of $1,342,725; however, this cash flow worksheet reallocates that amount, as well as an additional requested $150,000, to the following line item: *Other cash inflow - Town of Hilton Head Sponsorhsip.*

Disclosure: In-Kind donation of services received in 2026 and not accounted for within this worksheet

Description	Estimated Annual Value
Land planning services	7,500
Executive director services	105,000
Total	112,500

HHI CONCOURS

SCAD SERVE IDEAS for CONCOURS IMPROVEMENTS

April 2026

PROJECT: REDESIGNING THE CONCOURS WEBSITE

CORE IDEA: Leverage elevated design, intuitive navigation, and refined storytelling to reduce friction, clarify value, and guide users seamlessly from discovery to ticket purchase.
COST vs REVENUE: Little to no cost as this is an in-house project with staff. With clearer communications, warmer entry points and more legible planning tools, the Concours can feel more approachable to newcomers while still preserving the sophistication and exclusivity that loyal guests value.

- Investment: Minimal (in-house execution; existing staff and resources)
- Operational Impact: No additional overhead; scalable within current infrastructure
- Revenue Leverage: High—digital platform becomes a conversion engine rather than a static information hub

OUTCOME: Transforms the website into a high-performing commercial and brand asset—driving measurable revenue growth, enhancing the guest experience, and expanding the Concours audience to include a younger, more diverse, and future-facing demographic, all while preserving the event's core identity of exclusivity and excellence.

PROJECT: TRANSFORMING TICKETING

CORE IDEA: Reposition ticketing from a transactional necessity into a curated, high-touch pre-event experience that drives revenue, increases attendee confidence, and reinforces the Concours' premium brand positioning.
Investment:

- Training and onboarding: Minimal.(short_term)

Cost Savings:

- Elimination of paper ticketing and fulfillment: Up to $6,000 annually
- Reduced manual labor and customer service inquiries

Revenue Levers:

- Digital upselling (VIP, add-ons, experiences)
- Pre-event engagement campaigns

OUTCOME: Transforms ticketing into a high-impact revenue and experience platform—driving measurable increases in conversion, total revenue, and per-guest spend while simultaneously enhancing guest satisfaction and expanding audience reach. The result is a more modern, efficient, and profitable operation that attracts a younger, next-generation audience without compromising the exclusivity and prestige of the Concours.

PROJECT: RETHINKING SOCIAL MEDIA

CORE IDEA: Transform social media from a passive marketing channel into a high-impact growth engine that educates, inspires, and converts—while extending the heritage of the Concours to a broader, younger, and more diverse audience.

COST vs REVENUE:

- Paid media (targeted ad buys): Moderate?scalable
- Content production (video, editing, design): Moderate
- Talent access (interviews, features): Low- moderate
- Strategic support via SCAD interns (cost-efficient, high-value creative pipeline)

Revenue Levers:

- Direct social-to-ticket conversion funnels
- Retargeting campaigns for high-intent users
- Increased brand awareness

OUTCOME: Transforms social media into a measurable growth channel—driving increased awareness, deeper engagement, and meaningful revenue impact. By educating and inspiring a broader audience, the Concours expands its reach, attracts a younger and more diverse demographic, and strengthens long-term brand equity—while maintaining the exclusivity and prestige that define the experience.

PROJECT: CREATING A BETTER YOUTUBE CHANNEL

CORE IDEA: Transform YouTube from an underutilized channel into a cinematic, documentary-style content hub that captures the depth, heritage, and personalities behind the Concours—turning passive viewers into emotionally invested attendees.

COST vs REVENUE:

Investment:

- Video production (filming, editing, post-production): Moderate
- Supplemental support via SCAD interns (cost-efficient production scale)

Revenue Levers:

- YouTube-driven traffic to ticketing platform
- Sponsorship integration and branded content opportunities
- Monetization via ads (long-term, secondary benefit)
- Increased demand driven by global exposure

OUTCOME: Transforms YouTube into a powerful storytelling and revenue-driving platform—expanding global awareness, deepening audience engagement, and increasing ticket sales through emotional connection and narrative depth. The result is a more visible, culturally relevant, and future-focused Concours that attracts a younger, broader audience while reinforcing its legacy of excellence and prestige.

PROJECT: FOSTERING CONVERSATIONS ON DESIGN

CORE IDEA: Leverage the Concours' reputation as The.Designers".Concours by creating a dedicated Design Café—a social, educational, and hospitality-driven space where attendees can:

- Participate in discussions with designers, judges, and collectors
- Observe live demonstrations and interviews
- Engage in meaningful networking around design and automotive culture

The Café acts as a hub of interaction, turning casual visitors into informed enthusiasts, building loyalty, and creating additional revenue opportunities.

COST vs REVENUE:

Investment:

- Physical space setup (furniture, signage, AV equipment): Moderate.upfront.cost
- Content creation: interviews, live demos, moderated panels: Low- moderate

Revenue Levers:

- Premium ticket add-ons for Design Café access, workshops, or VIP sessions
- Food & beverage sales during café hours
- Sponsorship and partnership opportunities with design brands
- Merchandising or post-event content monetization

Cost Efficiency:

- Space can double as lounge and presentation venue for multiple sessions per day
- Partnerships with design schools, local artisans, or sponsors offset costs

OUTCOME: By combining hospitality with design-centered programming, the café creates a more approachable environment where guests can pause, gather, and engage more deeply with the world behind the cars.

PROJECT: RESTRUCTURING THE PARADE

CORE IDEA: Transform the Car Parade and Awards Ceremony into a signature, must-attend "main stage" moment—elevating spectacle, storytelling, and production value to drive increased attendance, engagement, sponsorship value, and premium ticket revenue.

COST vs REVENUE:

- Premium seating / VIP viewing packages
- Sponsored award categories and branded moments
- Livestream sponsorship and digital advertising
- Post-event content monetization and media rights

ROI Opportunity:

- Converts an existing program into a high-yield revenue and sponsorship asset
- Elevates perceived value of attendance across all ticket tiers

OUTCOME: The result is a more engaging, emotionally resonant, and visually compelling experience that attracts a broader, younger audience while reinforcing the event's legacy of excellence, prestige, and celebration.

PROJECT: HIGHLIGHTING OUR VOLUNTEERS

CORE IDEA: Reposition volunteering as an exclusive, meaningful way to participate in the Concours experience—not just support it.

COST vs REVENUE:

Investment:

- Website redesign (in_house)
- Content creation (testimonials, photography, video): Low
- Volunteer recognition program (pins, tiering system): Low- moderate
- Pre-event gatherings and training sessions: Low

Revenue & Value Levers:

- Volunteer registration fee: upwards of $7,500 in new revenue
- Continued sponsorship support for volunteer program
- Conversion of volunteers into future ticket buyers and donors

OUTCOME: By elevating visibility, experience, and recognition, the Concours cultivates a passionate, multi-generational volunteer base that not only supports the event, but actively embodies and extends its culture, prestige, and legacy.

PROJECT: ENHANCING OUR EXHIBITOR EXPERIENCE

CORE IDEA: Position exhibitors not only as participants, but as strategic content drivers and audience magnets. By intentionally curating a mix of heritage vehicles alongside supercar and hypercar entries, the Concours can preserve its legacy while creating new entry points for younger, aspirational audiences. This duality—timeless elegance + modern performance—broadens appeal without diluting prestige.

COST vs REVENUE:

Investment:

- Registration and onboarding redesign (in-house): Minimal
- Relationship development (targeted outreach, invitations, social integration): Low-moderate
- Enhanced exhibitor hospitality (lounges, recognition, concierge support): Moderate

Revenue & Value Levers:

- Exhibitor parking/program fees: Pj[illegible]666>.incremental.revenue
- Exhibitor hospitality packages: Pj[illegible]666>.incremental.revenue
- Continued and expanded sponsorship alignment with exhibitor programming
- Conversion of exhibitors into future ticket buyers, donors, and long-term partners

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OUTCOME: By integrating supercar and hypercar presence with traditional concours excellence, the event strengthens its long-term relevance, increases ticket demand, and ensures its position as a future-facing, world-class automotive and lifestyle experience.

ADDITIONAL IDEAS:

- Reboot the auction (increase revenue)
- Create smaller events (1-2) throughout the year for additional grant money from local non-profits
- How can we bring in better exhibitors?

TOWN OF HILTON HEAD ISLAND

Finance and Administrative Committee

TO: Finance and Administrative Committee
FROM: Thomas Boxley, Executive Director
CC: Marc Orlando, ICMA-CM, Town Manager
DATE: May 11, 2026
SUBJECT: Consideration of a Resolution Authorizing the Renaming of the Rowing and Sailing Center at Squire Pope Community Park to Hilton Head Island Fishing Cooperative Park, with an Abbreviated name of Fishing Co-Op

RECOMMENDATION:

Staff recommends that the Committee approve a resolution authorizing the name change of the Rowing and Sailing Center at Squire Pope Community Park to the Hilton Head Island Fishing Cooperative Park. If approved, this item will be forwarded to Town Council for consideration and action.

BACKGROUND:

As part of its ongoing mission to honor and preserve the history of the Gullah Geechee community of Hilton Head Island, the Gullah Geechee Historic Neighborhoods Community Development Corporation (CDC) is proposing a name change that more accurately reflects the historic use and cultural significance of this site.

The property was historically owned and operated by Native Island Gullah Geechee residents organized as the Hilton Head Island Fishing Cooperative. Historical references to the Cooperative date back to at least 1966, predating the incorporation of the Town of Hilton Head Island, and reflect its role in supporting local fishermen and producers as well as advocating for the Gullah Geechee community.

The proposed name change was presented to the CDC Board of Directors in November 2025. At that time, staff was directed to further evaluate the proposal and conduct outreach to descendants of the Cooperative's founding members. During November and December 2025, the CDC conducted discussions with descendants representing five of the fifteen identified founding families, as well as additional Native Island family members. Feedback received during this process indicated strong support for the proposed name, Hilton Head Island Fishing Cooperative Park, with "Fishing Co-Op Park " identified as an acceptable abbreviated reference.

This proposed name change honors the site's historical ownership and use while recognizing the contributions of the Gullah Geechee community. The CDC Board of

Directors approved this recommendation in February 2026.

ATTACHMENTS:

1. Resolution Authorizing the Name Change of the Rowing and Sailing Center at Squire Pope Community Park to Hilton Head Island Fishing Cooperative Park

TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA

A RESOLUTION BY THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, AUTHORIZING THE NAME CHANGE OF THE "ROWING AND SAILING CENTER AT SQUIRE POPE COMMUNITY PARK" TO THE "HILTON HEAD ISLAND FISHING COOPERATIVE PARK."

WHEREAS, the Town of Hilton Head Island owns and maintains the facility currently known as the Rowing and Sailing Center located within Squire Pope Community Park; and,

WHEREAS, the Town Council recognizes the importance of ensuring that public facilities reflect their current use and serve the evolving needs of the community; and,

WHEREAS, the history of this site includes its prior ownership and operation by Native Island Gullah Geechee residents organized as the Hilton Head Island Fishing Cooperative, which played an instrumental role in supporting local fishermen and producers and advancing economic opportunity within the Gullah Geechee community; and,

WHEREAS, historical references to the Hilton Head Island Fishing Cooperative date back to at least 1966, predating the incorporation of the Town of Hilton Head Island and reflecting the longstanding cultural and economic contributions of the Gullah Geechee community to the Island; and,

WHEREAS, the Town acknowledges the partnership and involvement of the Gullah Geechee Historic Neighborhoods Community Development Corporation in honoring, preserving, and promoting the history and cultural heritage of the Gullah Geechee community; and,

WHEREAS, the Town acknowledges the partnership and involvement of the Gullah Geechee Historic Neighborhoods Community Development Corporation in honoring, preserving, and promoting the history and cultural heritage of the Gullah Geechee community; and,

WHEREAS, the Town further recognizes that descendants of the founders of the Hilton Head Island Fishing Cooperative have been consulted regarding the proposed name change; and,

WHEREAS, the Town Council finds that the proposed name change serves a public

purpose and provides an opportunity to strengthen and continue its relationship with the Gullah Geechee community of Hilton Head Island.

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

1. The Town Council hereby approves and authorizes the renaming of the Rowing and Sailing Center at Squire Pope Community Park to the "Hilton Head Island Fishing Cooperative Park."

2. The Town Manager and Town Staff are authorized and directed to take all necessary actions to implement this name change, including but not limited to updating signage, maps, official documents, and digital references.

3. This Resolution shall become effective immediately upon its adoption.

MOVED, APPROVED, AND ADOPTED ON THIS_____DAY OF _____, 2026.

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

TOWN OF HILTON HEAD ISLAND

TO: Mayor and Council
FROM: Don D'Adam – Public Projects Director
VIA: Shawn Gillen – Assistant Town Manager
Marc Orlando, ICMA-CM – Town Manager
DATE: May 11, 2026
SUBJECT: Patterson Family Park Project – Consideration for Authority to Execute the following documents related to wetland impact:
1) Declaration of Restrictive Covenants
2) Wetland and Stream Mitigation Purchase Agreement

BACKGROUND:

In early 2025, the civil engineering firm Thomas & Hutton (T&H) submitted preliminary plans to advance design and secure required permits for the Town of Hilton Head Island's historic neighborhood park project. The original concept included road access via a bridge crossing existing wetlands. Recognizing the importance of protecting these sensitive areas, the Town acquired adjacent property and relocated the access road further north, significantly reducing impacts to the wetlands. As a result, the project's remaining wetland impact has been minimized to just 0.27 acres.

Although small, this remaining impact required review by the U.S. Army Corps of Engineers (USACE), which holds jurisdiction over wetlands. Because USACE categorized the impact as transportation-related, it was not automatically consistent with coastal zone requirements and triggered additional review by the Bureau of Coastal Management (BCM) for Coastal Zone Consistency (CZC) certification.

On January 21, 2026, BCM informed the Town that, in order to secure CZC certification, the remaining onsite wetlands must be permanently preserved. This requirement presents a meaningful opportunity for the Town to safeguard critical wetlands as a long-term component of the park project. To formalize this protection, CZC requested that the Town include a restrictive covenant as an exhibit to the agreement. These covenants ensure no further impacts will occur and establish lasting protection for the remaining wetlands. All language was reviewed and approved by Town Legal Counsel.

BCM issued conditional approval on February 5, 2026 (see attached).

On 12/5/25 the Town received the USACE conditional approval (see attached), which required mitigation by purchase of a credit from a USACE approved mitigation bank (bank). T&H's wetland consultant, Resource & Land Consultants, coordinated, reviewed, and assisted this approval process. The bank that typically services our area was sold out, and an out-of-service-area request was approved by USACE on 1/7/26. There was no difference in the cost per credit between banks.

Therefore, prior to any construction and land disturbance associated with this project, the Town is required to execute two (2) documents to comply with local and federal law:

- Declaration of Restrictive Covenants: Obligates the Town to the South Carolina Department of Environmental Services, for placing certain restrictive covenants on the remaining non-impacted portions of the Property, in order that the Property shall remain substantially in its natural condition forever.

- Wetland and Stream Mitigation Purchase Agreement: Obligates the Town to pay WEYERHAEUSER NR COMPANY (the "Seller"), the sponsor and operator of the Palmetto Umbrella Mitigation Bank, a sum $15,000 for 1.0 Freshwater Wetland Credit

RECOMMENDATION:

Town staff recommend executing the agreement.

NEXT STEPS:

Upon execution of the agreements, Town staff will arrange the required payments and finalize the project construction documents to support a targeted late fiscal year 2026 construction start.

ATTACHMENTS:

1. Wetland and Stream Mitigation Purchase Agreement
2. Declaration of Restrictive Covenants
3. USACE Conditional Approval
4. CZC Conditional Certification
5. Restrictive Covenant Exhibit

PALMETTO UMBRELLA MITIGATION BANK – GREAT SWAMP MITIGATION SITE WETLAND AND STREAM MITIGATION CREDIT PURCHASE AGREEMENT

This Purchase Agreement (the "Agreement") is made and entered into as of this **5th** day of **February 2026** (the "Effective Date"), by and between **WEYERHAEUSER NR COMPANY (the "Seller")** and **The Town of Hilton Head** (the "Purchaser"), Seller and Purchaser being hereinafter at times collectively referred to as the "Parties".

RECITALS

A. Seller is the Sponsor and operator of the Palmetto Umbrella Mitigation Bank – Great Swamp Mitigation Site located in Colleton County, South Carolina (the "Bank"), established pursuant to the umbrella mitigation banking instrument number SAC-2023-001166 (the "UMBI") developed for the Bank and approved on September 18, 2023 by the U.S. Army Corps of Engineers (the "Corps") and other federal and state member agencies of the Interagency Review Team ("IRT").

B. Purchaser desires to buy from Seller **1.0** Freshwater Wetland and/or **N/A** Stream mitigation credits ("Credits") to meet the compensatory mitigation requirements of USACE/SCDES Permit **SAC-2021-00844** (the "Permit") issued pursuant to Clean Water Act Section 404, and Seller agrees to sell such Credits to Purchaser, under the terms and conditions set out in this Agreement.

AGREEMENT

NOW, THEREFORE, for and in consideration of the covenants and conditions herein contained, the receipt and sufficiency of which is hereby acknowledged by the parties, Seller and Purchaser agree as follows:

1. AGREEMENT TO PURCHASE AND SALE

1.B Deposit

A. From the Bank, Seller agrees to sell to Purchaser, and Purchaser agrees to purchase from Seller, the Credits subject to the terms and conditions hereof.

B. Upon execution of this Agreement, Purchaser shall pay to Seller a deposit of **N/A DOLLARS ($N/A)** (the "Deposit"), which equals **N/A (N/A)** percent of the total Purchase Price (defined below) under this Agreement. The Deposit shall be applied to the Purchase Price at Closing and nonrefundable to Purchaser, except as provided in Section 5.A of this Agreement.

2. CLOSING / PAYMENT

A. **Closing:** On or before **March 5, 2026** ("Closing"), Purchaser shall pay to Seller **FIFTEEN THOUSAND DOLLARS ($15,000.00)** for each Freshwater Wetland Credit and **N/A DOLLARS ($N/A)** for each Stream Credit for a total sum of **FIFTEEN THOUSAND DOLLARS ($15.000.00) ("Purchase Price")**, in full, in certified check or immediately available funds as noted below:

CHECK	**Payable to:**	**WEYERHAEUSER NR COMPANY** c/o Carolyn Torres 13005 SW 1st Road, Suite 241 Newberry, FL 32669

(1) Mail via a trackable delivery service, and
(2) include Special Instructions: Slide the envelope under the door if delivery occurs after business hours.

ACH PAYMENT	**Destination Bank:**	Bank of America 1825 Buckeye Road Phoenix, AZ 85034
	Account Name:	**Weyerhaeuser NR Company**
	Routing ABA No.:	121 000 358
	Account No.:	123 360 0869
WIRE PAYMENT	**Destination Bank:**	Bank of America 100 West 33rd Street New York, NY 10001
	Account Name:	**Weyerhaeuser NR Company**
	Routing ABA No.:	026 009 593
	Account Number:	123 360 0869
	SWIFT:	BofAUS3N

** Please contact chris.muckenfuss@weyerhaeuser.com prior to initiating an ETF payment.
Note: The Purchase Price is non-refundable.

B. Documentation: Upon receipt of the Purchase Price, Seller shall deliver to the Corps documentation confirming to the Corps' satisfaction that Purchaser has purchased compensatory mitigation pursuant to the Permit.

C. Reduction of Credits: If, during the period following execution of this Agreement but prior to the Closing Date, Purchaser determines that Purchaser will require fewer than **1.0** Freshwater Wetland Credits and/or **N/A** Stream Credits from the Bank, Purchaser shall have the option to elect, by written notice to Seller, to acquire fewer than **1.0** Freshwater Wetland Credits and/or **N/A** Stream Credits. If Purchaser so elects, the Purchase Price shall be proportionally reduced based on the actual number of Credits to be acquired by Purchaser; provided, however, that Purchaser's election to acquire fewer Credits will in no event entitle the Purchaser to return of all or a portion of the Deposit.

3. WARRANTIES & DISCLAIMERS

A. Seller's Warranty: Seller represents and warrants that Seller has the authority and approval from the Corps and the IRT, pursuant to the UMBI, to sell the Credits and has complied with the requirements of the UMBI for the purposes of issuing such Credits. PURCHASER ACKNOWLEDGES AND AGREES THAT (I) THIS AGREEMENT IS AN ARM'S-LENGTH CONTRACT BETWEEN THE PARTIES; (II) SELLER HAS NO CONTROL OVER THE ACTIONS OR INACTIONS OF THE CORPS OR ANY OTHER GOVERNMENTAL AGENCY; AND (III) **EXCEPT AS EXPRESSLY STATED IN THIS AGREEMENT, ALL REPRESENTATIONS, DISCLOSURES AND WARRANTIES, EXPRESS OR IMPLIED, ARE FULLY DISCLAIMED.**

B. Purchasers' Warranty: Purchaser warrants that: (1) Purchaser is an entity authorized to do business in South Carolina, and is duly authorized to enter into this Agreement and purchase the Credits; (2) Purchaser has the financial capability to pay for the Credits under this Agreement and, to the best of Purchaser's knowledge, there are no legal impediments restricting or otherwise existing that would prevent Purchaser from performing its obligations hereunder; and (3) Purchaser understands that Seller has made no representations or warranties to Purchaser with respect to the necessary number of Credits for Purchaser's needs. Purchaser acknowledges and agrees that it does not have and shall not hereafter have: (1) any rights to any monies generated by or related to the Bank (whether the surface or the subsurface of the Bank); or (2) any rights of ownership, use, or otherwise in the Bank.

4. INSOLVENCY OF PURCHASER/REMEDIES

In case of the filing of a petition in bankruptcy by or against Purchaser, or the appointment of a receiver for Purchaser, or the insolvency of Purchaser, prior to

Purchaser's full payment for the Credits under this Agreement, this Agreement shall automatically and immediately terminate without the necessity of any action or notice by or from Seller.

5. DEFAULT AND REMEDIES

A. If the purchase and sale of the Credits contemplated hereby is not consummated because of a default by Seller, then Purchaser may, as Purchaser's sole and exclusive remedy hereunder on account of any default by Seller, terminate this Agreement by written notice to Seller, upon which notice Seller shall return the Deposit to Purchaser, and the Parties shall have no further rights or obligations hereunder except those which survive the termination hereof.

B. If the purchase and sale of the Credits contemplated hereby is not consummated because of a default by Purchaser, Seller may, as Seller's sole and exclusive remedy hereunder on account of a default by Purchaser, terminate this Agreement by written notice to Purchaser, upon which notice Seller shall be entitled to retain the Deposit, **IT BEING AGREED BETWEEN PUCHASER AND SELLER THAT SUCH SUM SHALL BE SELLER'S SOLE AND LIQUIDATED DAMAGES (AND NOT A PENALTY) FOR SUCH DEFAULT OF PURCHASER HEREUNDER BECAUSE OF THE DIFFICULTY, INCONVENIENCE AND UNCERTAINTY OF ASCERTAINING ACTUAL DAMAGES FOR SUCH DEFAULT,** and the Parties shall have no further rights or obligations hereunder except those which survive the termination hereof.

C. Notwithstanding anything in this Agreement to the contrary, neither party shall be liable to the other for punitive, consequential, special, incidental, or indirect damages of any nature, in each case arising out of or relating to the performance of this Agreement, and whether such liability is claimed in contract or tort.

6. SAVINGS AND SEVERABILITY PROVISIONS

The parties agree that if a portion of this Agreement or if the application of this Agreement to any person or circumstance shall to any extent be declared invalid by a court of competent jurisdiction, then the remainder of this Agreement and the application of such provisions to persons or circumstances other than those held to be invalid shall not be affected thereby. Moreover, each other in such provision of this Agreement shall be valid and enforced to the fullest extent permitted by applicable law.

7. ASSIGNMENT

The parties may freely assign their rights under this Agreement.

8. INTEGRATION/MODIFICATION

The Agreement contains the entire understanding between the parties with respect to the subject matter hereof. Furthermore, this Agreement supersedes and revokes all previous communications, negotiations, and agreements, whether oral or written, between the parties with respect to the subject matter of this Agreement. No addition, modification, or deletion of or to this Agreement or any waiver of any of its provisions shall be binding on either party unless made in writing and executed both by Seller and Purchaser.

9. JURISDICTION

This Agreement shall be governed and construed for all purposes under and in accordance with the laws of the State of South Carolina.

10. NOTICE

Any notice required or permitted under or given in respect to this Agreement shall be made in writing (including electronic transmission) directed as follows:

	SELLER'S ADDRESS		**PURCHASER'S ADDRESS**
Name:	**WEYERHAEUSER NR COMPANY**	**Name:**	**Town of Hilton Heads**
Attn:	Chris Muckenfuss	**Attn:**	Scott Harris – Senior PM
Address:	206 Brighton Park Blvd., Suite A	**Address:**	1 Town Center Court
	Summerville, SC 29485		Hilton Head Island, SC 29928
Mobile #:	(843)607-2233	**Mobile #:**	
Email:	Chris.Muckenfuss@weyerhaeuser.com	**Email:**	

11. SUCCESSORS AND ASSIGNS

This Agreement shall be binding upon and inure to the benefit of the parties and their respective permitted successors and assigns.

12. COUNTERPARTS

This Agreement may be signed in multiple counterparts with the same effect as if all signatories had executed the same instrument. The exchange of copies of this Agreement and signature pages by facsimile or electronic (i.e., PDF) transmission will constitute effective execution and delivery of this Agreement and may be used instead of the original Agreement for all purposes.

[Signatures appear on following page]

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the Effective Date.

SELLER: **WEYERHAEUSER NR COMPANY**

By _____
Name Doug Hughes
Title Director, Mitigation Services
Date _____

PURCHASER: **TOWN OF HILTON HEAD**

By _____
Name Scott Harris
Title Senior Project Manager
Date _____

STATE OF SOUTH CAROLINA

DECLARATION OF
RESTRICTIVE COVENANTS

COUNTY OF _____

THIS DECLARATION OF RESTRICTIVE COVENANTS is made this____day of _____, 20__, by the Town of Hilton Head Island ("Declarant").

RECITALS

WHEREAS, Declarant is the owner of certain real property located in Beaufort County, South Carolina, more particularly described as 0.49 acres of freshwater wetlands in accordance with the attached “Patterson Family Park Restrictive Covenant Exhibit”, dated 1/29/2026; and

WHEREAS, as compensatory mitigation under Federal and State law for Department of the Army permit number SAC-2021-00844 ("Permit") issued by the U.S. Army Corps of Engineers, Charleston District ("Corps" or “Charleston District,” to include any successor agency), and certification(s) and/or permit(s) issued by the S.C. Department of Environmental Services ("SCDES," to include any successor agency), and in recognition of the continuing benefit to the permitted property, and for the protection of waters of the United States and scenic, resource, environmental, and general property values, Declarant *has* agreed to place certain restrictive covenants on the Property, in order that the Property shall remain substantially in its natural condition forever.

NOW THEREFORE, Declarant hereby declare*s* that the Property shall be held, transferred, conveyed, leased, occupied or otherwise disposed of and used subject to the following restrictive covenants, which shall run with the land and be binding on all heirs, successors, assigns (they are included in the term, “Declarant,” below), lessees, or other occupiers and users.

1. **Prohibitions**. Declarant is and shall be prohibited from the following: filling, draining, flooding, dredging, impounding, clearing, burning, cutting or destroying vegetation, cultivating, excavating, erecting, constructing, releasing wastes, or otherwise doing any work on the Property; introducing exotic species into the Property (except biological controls preapproved in writing by the Corps and SCDES); and from changing the grade or elevation, impairing the flow or circulation of waters, reducing the reach of waters, and any other discharge or activity requiring a permit under clean water or water pollution control laws and regulations, as amended. The following are expressly excepted from this paragraph: a) cumulatively very small impacts associated with hunting (excluding planting or burning), fishing, and similar recreational or educational activities, consistent with the continuing natural condition of the Property; b) removal or trimming of vegetation hazardous to person or property, or of timber downed or damaged due to natural disaster; c) restoration or mitigation required under law; d) the construction of a timber pedestrian/bicycle boardwalk to provide access across the wetland, provided the boardwalk is no more than 8’ in width.

2. **Amendment**. After recording, these restrictive covenants may only be amended by a recorded document signed by the Corps and SCDES and Declarant. The recorded document, as

amended, shall be consistent with the Charleston District model conservation restrictions at the time of amendment. Amendment shall be allowed at the discretion of the Corps and SCDES, in consultation with resource agencies as appropriate, and then only in exceptional circumstances. Compensatory mitigation for any adverse impacts associated with an amendment will be required pursuant to Charleston District mitigation policy at the time of amendment. There shall be no obligation to allow an amendment.

3. **Notice to Government**. Any permit application, or request for certification or modification, which may affect the Property, made to any governmental entity with authority over wetlands or other waters of the United States, shall expressly reference and include a copy (with the recording stamp) of these restrictive covenants.

4. **Reserved Rights**. It is expressly understood and agreed that these restrictive covenants do not grant or convey to members of the general public any rights of ownership, entry or use of the Property. These restrictive covenants are created solely for the protection of the Property, and for the consideration and values set forth above, and Declarant reserves the ownership of the fee simple estate and all rights appertaining thereto, including without limitation the rights to exclude others and to use the property for all purposes not inconsistent with these restrictive covenants.

5. **Compliance Inspections**. The Corps, SCDES and their authorized agents shall have the right to enter and go upon the lands of Declarant, to inspect the Property and take actions necessary to verify compliance with these restrictive covenants.

6. **Enforcement**. The Declarant grants to the Corps, the U.S. Department of Justice, and/or SCDES, a discretionary right to enforce these restrictive covenants in a judicial action against any person or other entity violating or attempting to violate these restrictive covenants; provided, however, that no violation of these restrictive covenants shall result in a forfeiture or reversion of title. In any enforcement action, an enforcing agency shall be entitled to a complete restoration for any violation, as well as any other judicial remedy such as civil penalties. Nothing herein shall limit the right of the Corps to modify, suspend, or revoke the Permit.

7. **Property Transfers**. Declarant shall include the following notice on all deeds, mortgages, plats, or any other legal instruments used to convey any interest in the Property (failure to comply with this paragraph does not impair the validity or enforceability of these restrictive covenants):

> NOTICE: This Property Subject to Declaration of Restrictive Covenants Recorded at **[*insert book and page references, county(ies), and date of recording*]**.

8. **Marking of Property**. The perimeter of the Property shall at all times be plainly marked by permanent signs saying, "Protected Natural Area," or by an equivalent, permanent marking system.

9. **Restrictive Covenant Exhibit**. An exhibit depicting the boundaries of the Property subject to these restrictive covenants shall be recorded in the deed records office for each county in which the Property is situated prior to the recording of these restrictive covenants. The plat is recorded at **[*include book and page references, county(ies), and date*]**.

10. **Long-Term Management.** The Declarant is responsible for long-term management activities identified. The required activities include but are not limited to management activities (invasive species, fire, etc) and the maintenance and/or replacement of structures (fences, ditch plugs, weirs, etc) that are critical to the long-term success of the mitigation activities as described in the approved mitigation plan.

11. **Separability Provision**. Should any separable part of these restrictive covenants be held contrary to law, the remainder shall continue in full force and effect.

IN WITNESS WHEREOF, the Declarant*(s) has/have* duly executed this Declaration of Restrictive Covenants the date written above.

IN THE PRESENCE OF:

Declarant*(s)*

_____
[*type name of witness under signature line*]

By: _____
[*type name of individual under signature line*]

_____
[*type name of witness under signature line*]

Its: _____
[*title of signing individual, where applicable*]

STATE OF SOUTH CAROLINA)
) ss.
COUNTY OF_____)

I, a Notary Public, do hereby certify that_____Personally appeared before me this day and acknowledged the due execution of the foregoing instrument.

WITNESS my hand and seal this_____day of_____, 20____.

_____
(Signature of Notary Public)

_____
(Typed/Printed name of Notary Public)

NOTARY PUBLIC FOR SOUTH CAROLINA

My Commission Expires: _____

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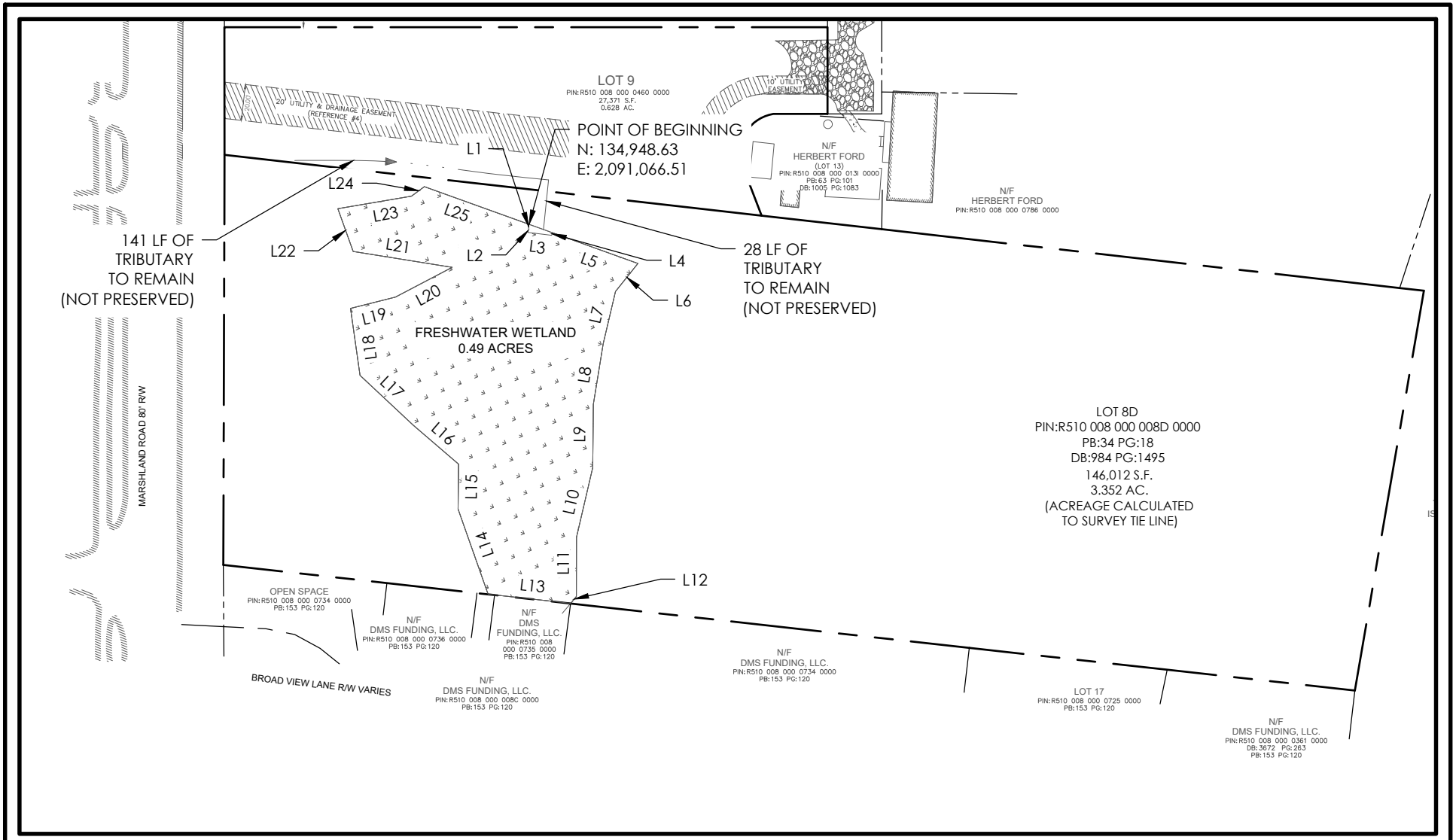

PATTERSON FAMILY PARK

RESTRICTIVE COVENANT EXHIBIT

CLIENT:

TOWN OF HILTON HEAD ISLAND, SC

LOCATION: HILTON HEAD ISLAND, SC

DATE: 01/29/26 DRAWN BY: ATL SHEET: EX1

JOB NUMBER: J-31984.0001 REVIEWED BY: ATL SCALE: 1" = 80'

THOMAS & HUTTON

50 Park of Commerce Way
Savannah, GA 31405 • 912.234.5300

www.thomasandhutton.com

80 0 40 80

1 INCH = 80 FEET

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LINE TABLE		
LINE	BEARING	DISTANCE
L1	N 78°46'58" E	1.78'
L2	N 75°36'32" E	2.75'
L3	N 15°10'01" W	13.25'
L4	S 74°55'15" W	1.51'
L5	N 2°10'04" W	50.57'
L6	S 73°08'28" E	19.84'
L7	N 81°13'45" E	29.62'
L8	N 77°22'15" E	34.04'
L9	N 68°29'59" E	35.00'
L10	N 81°08'01" E	39.72'

LINE TABLE		
LINE	BEARING	DISTANCE
L11	N 68°09'54" E	32.75'
L12	S 72°00'49" E	4.90'
L13	S 15°38'23" E	46.01'
L14	S 48°40'11" W	49.92'
L15	S 68°36'54" W	24.84'
L16	S 18°42'26" W	33.18'
L17	S 21°09'52" W	40.29'
L18	S 59°57'54" W	37.43'
L19	N 35°59'14" W	25.65'
L20	N 49°40'03" W	35.44'

LINE TABLE		
LINE	BEARING	DISTANCE
L21	S 12°51'22" E	55.50'
L22	S 48°24'39" W	25.16'
L23	N 31°35'44" W	41.29'
L24	N 58°26'51" W	8.92'
L25	N 2°10'04" W	61.63'

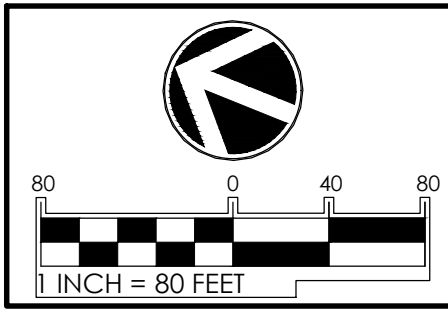
PATTERSON FAMILY PARK

RESTRICTIVE COVENANT EXHIBIT

CLIENT:
TOWN OF HILTON HEAD ISLAND, SC

LOCATION: HILTON HEAD ISLAND, SC
DATE: 01/29/26 DRAWN BY: ATL SHEET: EX2
JOB NUMBER: J-31984.0001 REVIEWED BY: ATL SCALE: 1" = 80'

THOMAS & HUTTON
50 Park of Commerce Way
Savannah, GA 31405 • 912.234.5300
www.thomasandhutton.com



DEPARTMENT OF THE ARMY
U.S. ARMY CORPS OF ENGINEERS, CHARLESTON DISTRICT
69-A HAGOOD AVENUE
CHARLESTON, SOUTH CAROLINA 29403

December 5, 2025

South Atlantic Division
Regulatory Technical
Regional Execution Center

Scott Harris
Town of Hilton Head
1 Town Center Court
Hilton Head Island, SC 29928
Via Email: scotth@hiltonheadislandsc.gov

Dear Mr. Harris:

This letter is in response to the Pre-Construction Notification (PCN) you submitted to the Charleston District on March 31, 2025, for a Department of the Army Nationwide permit (NWP) verification. This project has been assigned the file number SAC-2021-00844 and is known as 23 Marshland Road Hilton Head Island. This file number should be referenced in all correspondence concerning this project.

A review of the information provided indicates that the proposed work would include the construction of a new road to facilitate access to a public park. Specifically, the proposed work will include the discharge of fill into 0.1103 acre of non-tidal wetland, 0.0491 acre of non-tidal drainage feature including the installation of a new culvert, and 0.0287 acre of tidal drainage feature including the installation of new culverts, as well as clearing/regrading impacts to 0.0592 acre of non-tidal wetland, 0.004 acre of non-tidal drainage feature, and 0.0188 acre of tidal drainage feature. The project area is located at 23 Marshland Road, at Latitude 32.203500 and Longitude -80.705760; in Hilton Head Island, Beaufort County, South Carolina.

We have determined that the proposed work is authorized by Nationwide Permit 14 (Linear Transportation Projects) pursuant to authorities under Section 10 of the Rivers and Harbors Act of 1899 (33 U.S.C. § 403) and Section 404 of the Clean Water Act (33 U.S.C. § 1344). The proposed work must be accomplished in strict accordance with the general permit conditions, any regional conditions, the special conditions listed in this letter, the application materials, and the enclosed plans “Permitted Plans: SAC-2021-00844 - 23 Marshland Road Hilton Head Island”, pages 1-10, dated November 28, 2025. If the extent of the project area and/or nature of the authorized impacts to waters are modified, a revised PCN must be submitted to this office for written approval before work is initiated. Any violation of permit conditions or deviation from your submitted plans may subject the permittee to enforcement action.

This verification is valid until March 14, 2026, unless prior to this date the subject NWP(s) is suspended, revoked, or is modified such that the activity no longer complies with the terms and conditions of this NWP. If you commence or are under contract to commence this activity before the date that the relevant NWP is modified or revoked, you will have 12 months from the date of the modification or revocation of the NWP to complete the activity under the present terms and conditions of this NWP.

Project Specific Special Conditions:

a. **That prior to beginning the authorized work the permittee must obtain and provide the Corps with a copy of all appropriate state certifications and/or authorizations (e.g., Coastal Zone Management Act concurrence, State Navigable Waters Permit, etc.). This PROVISIONAL NWP is NOT VALID until the permittee obtains and provides the requisite state certification(s) and/or authorization(s) in accordance with this special condition.**

b. **That impacts to aquatic areas do not exceed those specified in the above mentioned PCN, including any supplemental information or revised permit drawings that were submitted to the Corps by the permittee.**

c. **That the construction, use, and maintenance of the authorized activity is in accordance with the information given in the PCN, including the supplemental information listed above, and is subject to any conditions or restrictions imposed by this letter.**

d. **That the permittee shall submit the attached signed compliance certification to the Corps within 30 days following completion of the authorized work.**

e. **That the permittee shall incorporate Best Management Practices (BMP's) during construction to protect adjacent wetlands and Waters of the United States from sediment and erosion during construction. BMP's to be utilized, independently or in combination, may include but are not limited to; erosion control matting, mulch, silt fences, sediment tubes, and other devices. BMP's shall be maintained until the fill material is stabilized.**

f. **That the permittee shall use only clean fill material obtained from an upland source.**

g. **Prior to beginning the authorized work, the permittee must coordinate with the local NFIP flood plain manager and comply with FEMA requirements. A list of NFIP floodplain managers may be found at: https://www.dnr.sc.gov/water/flood/index.html.**

h. **The permittee recognizes that their commitment to perform and implement the following conditions was a deciding factor in the favorable and timely**

decision on this permit and recognizes that a failure on their part to both actively pursue and implement these conditions may be grounds for modification, suspension or revocation of this Department of the Army authorization:

1. **That as compensatory mitigation for impacts to aquatic resources, the permittee agrees to purchase or debit a total of 0.99 credits from a Corps approved mitigation bank. The permittee must submit the name of the proposed mitigation bank from which the credits will be purchased to the Corps for approval prior to credit purchase. At least one half of the required credits (0.495) must be restoration/non-buffer enhancement credits. In addition, no more than one half of the required mitigation credits may be preservation credits.**

2. **That in order to fulfill your responsibility to complete the required compensatory mitigation as set forth in Special Condition "I", the permittee must submit evidence of the purchase or debit of the required mitigation credits to both the Corps of Engineers and SCDES prior to commencement of the authorized work.**

i. **In order to ensure protection of any threatened or endangered species, and designated critical habitat that may be present in the vicinity of the project area during construction activities, the permittee will comply with the following:**

1. **The permittee shall instruct all personnel associated with the project of the potential presence of and the need to avoid collisions with protected species, which may include but is not limited to West Indian manatees, Atlantic sturgeon, shortnose sturgeon, sea turtles, wood stork, blue whale, fin whale, North Atlantic right whale, sei whale and sperm whale.**

2. **The permittee shall advise all construction personnel that there are civil and criminal penalties for harming, harassing, or killing protected species, to include manatee(s), which are protected under the Marine Mammal Protection Act of 1972 and/or the Endangered Species Act of 1973.**

3. **Any siltation barriers used during the project shall be made of material in which protected species, to include manatee(s), cannot become entangled and must be properly secured, and regularly monitored to avoid protected species entrapment.**

4. **All vessels associated with the project shall operate at "no wake/idle" speeds at all times while in the construction area and while in water where the draft of the vessel provides less than a four-**

foot clearance from the bottom. All vessels will follow routes of deep water whenever possible.

5. **If protected species, to include manatee(s), are seen within 100 yards of the active construction area all appropriate precautions shall be implemented to ensure protection of the protected species, to include manatee(s). These precautions shall include the operation of all moving equipment no closer than 50 feet to a protected species, to include manatee(s). Operation of any equipment closer than 50 feet to a protected species, to include manatee(s), shall necessitate immediate shutdown of that equipment. Activities will not resume until the protected species, to include manatee(s), has departed the project area of its own volition.**

6. **Incidents where any individuals of sea turtles, Atlantic sturgeon, shortnose sturgeon, blue whale, fin whale, North Atlantic right whale, sei whale and sperm whale listed by NOAA Fisheries under the Endangered Species Act appear to be injured or killed as a result of discharges of dredged or fill material into waters of the United States or structures or work in navigable waters of the United States authorized by this DA permit shall be reported to NOAA Fisheries, Office of Protected Species at (727) 824-5312, the SCDNR Hotline at 1-800-922-5431, and the Regulatory Office of the Charleston District of the U.S. Army Corps of Engineers at (843) 329-8044. The finder should leave the animal alone, make note of any circumstances likely causing the death or injury, note the location and number of individuals involved and, if possible, take photographs. Adult animals should not be disturbed unless circumstances arise where they are obviously injured or killed by discharge exposure, or some unnatural cause. The finder may be asked to carry out instructions provided by NOAA Fisheries, Office of Protected Resources, to collect specimens or take other measures to ensure that evidence intrinsic to the specimen is preserved.**

7. **The permittee understands and agrees that all in-water lines (rope, chain, and cable, including the lines to secure turbidity curtains) must be stiff, taut, and non-looping. Examples of such lines are heavy metal chains or heavy cables that do not readily loop and tangle. Flexible in-water lines, such as nylon rope or any lines that could loop or tangle, must be enclosed in a plastic or rubber sleeve/tube to add rigidity and prevent the line from looping and tangling. In all instances, no excess line is allowed in the water. Where appropriate, in water wires should be fitted with PVC sleeve from the surface to the bottom to prevent any potential scraping of the passing manatees.**

j. **In order to ensure protection and reduce potential construction-related impacts to West Indian manatees that may be in the vicinity of the project area during construction activities, to discountable and insignificant levels, the permittee will comply with the following for all projects affecting the coastal waters of South Carolina:**

1. **The permittee shall instruct all personnel associated with the project of the potential presence of manatees and the need to avoid collisions with manatees. All construction personnel MUST monitor water-related activities for the presence of manatee(s).**

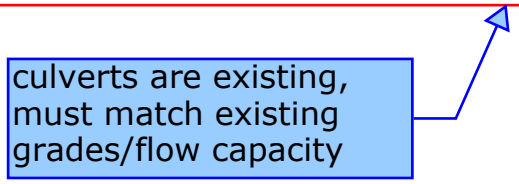
2. **Any collision with and/or injury to a manatee shall be reported immediately to the U.S. Fish and Wildlife Service contacts: Melanie Olds, South Carolina Manatee Lead, Charleston Field Office, at 843-727-4707 ext. 205; or Terri Calleson, Manatee Recovery Coordinator, North Florida Field Office, at 904-731-3286.**

3. **That the permittee shall install and maintain sturdy grates or bars, with a maximum of 8 inches between bars, at the downstream end of all proposed new water control structures, pipes and/or culverts and/or these structures that will be repaired or replaced to prevent West Indian manatee from entering the pipes**

k. **The project falls within the range of the Tri-colored bat (TCB) and the monarch butterfly which are proposed to be federally listed under the Endangered Species Act of 1973, as amended (ESA). The permittee understands and agrees that if the TCB or the monarch butterfly are reclassified as threatened or endangered by the U.S. Fish and Wildlife Service (USFWS) before the authorized work has been completed additional consultation may be required. In order to evaluate and address potential adverse effects to federally listed species, additional information and modification to the special conditions of this Department of the Army permit may be required.**

l. **The overall width of a single or multi-barrel box culvert shall be approximately equal to, but not narrower than, the typical bankfull width of the stream channel. Additional pipes or culverts may be used to receive flows exceeding bankfull, but the inlet(s) shall be baffled to or sit at the stream's bankfull elevation.**

m. **The upstream and downstream invert of culverts (except bottomless or arch-span culverts) shall be buried/embedded to a depth of 20% of the culvert height to allow natural substrate to colonize the structure's bottom and encourage aquatic life movement. Additional culverts used to receive flows exceeding bankfull are not required to be embedded.**



This NWP verification does not preclude the necessity to obtain any other Federal, State, or local permits, licenses, and/or certifications, which may be required.

If you have any questions related to this verification or have issues accessing documents referenced in this letter, please contact Kristopher Maedke-Russell, Project Manager of the SAD Regulatory Technical Regional Execution Center at 912-856-8203, by mail at the above address, or by email at kristopher.d.maedke-russell@usace.army.mil. Please take a moment to complete our customer satisfaction survey located at https://regulatory.ops.usace.army.mil/customer-service-survey/.

Sincerely,

Kristopher Maedke-Russell
Project Manager

Enclosures:
Permit Drawings
Nationwide Permit 14 – Linear Transportation Projects
Nationwide Permit General Conditions
Nationwide Permit Regional Conditions
Compliance Certification Form

Cc (w/enclosures)
Brett Searing, Resource & Land Consultants (via bsearing@rlandc.com)

SCDES – Bureau of Coastal Management
OCRMPermitting@des.sc.gov

SCDES-Bureau of Water
wqcwetlands@des.sc.gov

US Coast Guard
Sector Charleston
Attention: Waterways Management
D07-PF-SECTORCHASN-WWM@uscg.mil

General Conditions (33 CFR PART 320-330):

1. The time limit for completing the work authorized ends on **March 14, 2026.**

2. You must maintain the activity authorized by this permit in good condition and in conformance with the terms and conditions of this permit. You are not relieved of this requirement if you abandon the permitted activity, although you may make a good faith transfer to a third party in compliance with General Condition 4 below. Should you wish to cease to maintain the authorized activity or should you desire to abandon it without a good faith transfer, you must obtain a modification of this permit from this office, which may require restoration of the area.

3. If you discover any previously unknown historic or archeological remains while accomplishing the activity authorized by this permit, you must immediately notify this office of what you have found. We will initiate the Federal and state coordination required to determine if the remains warrant a recovery effort of if the site is eligible for listing in the National Register of Historic Places.

4. If you sell the property associated with this permit you must obtain the signature of the new owner on the transfer form attached to this letter and forward a copy to this office to validate the transfer of this authorization.

5. If a conditioned water quality certification has been issued for your project, you must comply with the conditions specified in the certification as special conditions to this permit. For your convenience, a copy of the certification is attached if it contains such conditions.

6. You must allow a representative from this office to inspect the authorized activity at any time deemed necessary to ensure that it is being or has been accomplished in accordance with the terms and conditions of your permit.

U.S. Army Corps of Engineers (USACE)

CERTIFICATION OF COMPLIANCE WITH DEPARTMENT OF THE ARMY PERMIT

For use of this form, see Section 404 of the Clean Water Act, Section 10 of the Rivers and Harbors Act of 1899, and Section 103 of the Marine Protection, Research, and Sanctuaries Act; the proponent agency is CECW-COR.

Form Approved - OMB No. 0710-0003 Expires 2027-10-31

The Agency Disclosure Notice (ADN)

The Public reporting burden for this collection of information, 0710-0003, is estimated to average 10 minutes per response, including time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding the burden estimate or burden reduction suggestions to the Department of Defense, Washington Headquarters Services, at whs.mc-alex.esd.mbx.dd-dod-information-collections@mail.mil. Respondents should be aware that notwithstanding any other provision of law, no person shall be subject to any penalty for failing to comply with a collection of information if it does not display a currently valid OMB control number.

PURPOSE: This form is used by recipients of U.S. Army Corps of Engineer Regulatory permits to certify compliance with the permit terms and conditions.

Your permitted activity is subject to a compliance inspection by a U.S. Army Corps of Engineers representative. If you fail to comply with this permit, you are subject to permit suspension, modification, or revocation.

Upon completion of the activity authorized by this permit and any mitigation required by the permit, sign this certification and return it to the U.S. Army Corps of Engineers, Charleston District, Regulatory Office.

The certification can be submitted by email at SAC.RD.Charleston@usace.army.mil or by mail at the below address:

U.S. Army Corps of Engineers
Charleston District Office
Street Address: 69-A Hagood Avenue
City: Charleston State: South Carolina Zip Code: 29403

COMPLETED BY THE CORPS

Corps Action Number: SAC-2021-00844

Permit Type: General Permit

General Permit Number and Name (*if applicable*): Nationwide Permit 14 – Linear Transportation Projects

Name of Permittee: Scott Harris

Project Name: 23 Marshland Road Hilton Head Island

Project Location (*physical address*): 23 Marshland Road
Hilton Head Island, South Carolina

PERMITTEE'S CERTIFICATION

Date Work Started: _____

Date Work Completed: _____

Enclose photographs showing the completed project (*if available*).

I _____ hereby certify that the work authorized by the above referenced permit has been completed in accordance with all of the permit terms and conditions, and that any required compensatory mitigation has been completed in accordance with the permit conditions.

Name	Date	Signature

certification required

ENG FORM 6285, DEC 2024 PREVIOUS

SC DEPARTMENT of ENVIRONMENTAL SERVICES

Coastal Zone Consistency Determination

To:	Dagny Jacobs, BCM Coastal Stormwater Permitting
From:	Jackson B. Cox, BCM Coastal Zone Consistency Division
Applicant:	Scott Harris, Town of Hilton Head Island
Project Name:	Patterson Family Park
Finding:	Conditionally Consistent with the SC Coastal Zone Management Program
Site Location:	Marshland Road, Hilton Head Island, Beaufort County, South Carolina (TMS#: R51000800004600000, R5100008008D0000)
Reference #:	HQA-HZK5-JKVDR
Date:	February 05, 2026

The staff of the Bureau of Coastal Management (BCM) reviewed the above referenced Coastal Zone Consistency project request for land disturbance associated with a recreational park development. Construction activities include an access driveway, parking lot, pavilion, playground, and paved walkways. Stormwater management is conducted via three wet retention ponds and BMPs. The total area of disturbance will be 3.20 acres of a 4.38-acre project site.

Per U.S. Army Corps of Engineers NWP 14 #SAC-2021-00844, the authorization of no more than 0.1881 acres of fill and 0.0820 acres of clearing/regrading to jurisdictional, aquatic resources. Compensatory mitigation involves the purchase of 0.99 mitigation credits. The remaining 0.49 acres of onsite wetlands are to be preserved through restrictive covenants in the Beaufort County, SC Register of Deeds.

We hereby certify that the above referenced project is **Conditionally Consistent** with the ***Guidelines for Evaluation of All Projects*** as well as the Transportation Facilities *(Roads and Highways and Parking Facilities),* Recreation and Tourism *(Parks),* Activities in Areas of Special Resource Significance *(Wetlands),* Stormwater Management *(Runoff)* policies contained in the S.C. Coastal Zone Management Program provided the following conditions are included in the permits and adhered to by the applicant.

1. In the event that any historic or cultural resources and/or archaeological materials are found during the course of work, the applicant must notify the State Historic Preservation Office and the South Carolina Institute of Archaeology and Anthropology. Historic or cultural resources consist of those sites listed in the

info@des.sc.gov | des.sc.gov | 803.898.3432

National Register of Historic Places and those sites that are eligible for the National Register. Archaeological materials consist of any items, fifty years old or older, which were made or used by man. These items include, but are not limited to, stone projectile points (arrowheads), ceramic sherds, bricks, worked wood, bone and stone, metal and glass objects, and human skeletal materials.

2. The project must be consistent with State Stormwater Permitting requirements during and post construction for protection of water quality.

3. Due to the close proximity of shellfish beds (within 1000' of the project), the applicant must demonstrate that the first one and half (1½) inches of runoff from the built upon portion of the property is retained onsite.

4. All construction BMPs must be installed, inspected and maintained to hold sediment onsite and to protect any adjacent or downstream critical area, wetlands and waters through the life of the project. Upon completion of construction activities, all disturbed (including undeveloped) areas, including those impacted for access, must be immediately stabilized.

5. The project must be fully consistent with local zoning and comprehensive plans prior to work being conducted.

6. Prior to land disturbance and impacts to jurisdictional wetlands of 0.2701 acres, applicant must fully comply with all general, special and regional terms and conditions of the US Army Corps of Engineers Permit (SAC-2021-00884) as well as SCDES requirements for Water Quality and Coastal Zone Certifications. Mitigation for the impacts to 0.2701 acres of wetlands will be provided through the preservation of the remaining 0.49 acres of freshwater wetlands, as well as the purchase of 0.99 credits from an approved mitigation bank. The preserved wetland areas must be protected in perpetuity through the placement of an approved restrictive covenant. A copy of the stamped recorded plat with metes and bounds, the stamped recorded restrictive covenants and proof of purchase of the 0.99 mitigation credits must be submitted to the Department prior to beginning work on the project.

This determination shall serve as the SCDES BCM Coastal Zone Consistency Determination for the work described above. However, this determination ***does not*** serve as a Department permitting decision and ***does not*** alleviate the applicant's responsibility to obtain any applicable State or Federal permit(s) for the work. Local government authorizations ***may also*** be required.

A RESOLUTION AUTHORIZING THE EXECUTION AND DELIVERY OF A DECLARATION OF RESTRICTIVE COVENANTS AND A WETLAND AND STREAM MITIGATION PURCHASE AGREEMENT RELATED TO PATTERSON FAMILY PARK AND OTHER MATTERS RELATED THERETO

WHEREAS, the Town of Hilton Head Island ("***Town***") is advancing design and permitting for the historic neighborhood park project located on Town owned real property generally located on Marshland Road with Tax Map Number R510 008 000 008D 0000, and the future location of what is referred to as the Patterson Family Park; collectively hereinafter as the "***Park Project***"; and,

WHEREAS, the Park Project design includes walking paths and features that will allow for citizens and visitors to enjoy the beautiful natural surroundings the park has to offer, including a boardwalk that will have limited wetland impacts. Recognizing the importance of protecting the sensitive wetland areas, the Town has minimized the impact to the greatest extent possible and modified the project design to reduce the total wetland impact to approximately 0.27 acres and as shown in ***Exhibit A***, attached hereto and incorporated herein by reference; collectively hereinafter the "***Impact Area***"; and,

WHEREAS, to complete the Park Project's walking path it was determined necessary to use the Impact Area for a boardwalk. The aforementioned use has been reviewed by the U.S. Army Corps of Engineers ("***Army Corps***") and the South Carolina Bureau of Coastal Management, resulting in conditional approvals that require permanent preservation of remaining wetlands and mitigation through the purchase of wetland credits; and,

WHEREAS, in accordance with the Army Corps conditional approval, the Town must execute a Declaration of Restrictive Covenants to ensure the permanent protection of designated wetland areas, where said terms are substantially similar to ***Exhibit B***, attached hereto and incorporated herein by reference. Additionally, the Town must execute a Wetland and Stream Mitigation Purchase Agreement, substantially similar to ***Exhibit C*** attached hereto and incorporated herein by reference, for the purchase wetland mitigation credits; and,

WHEREAS, the Town Council of the Town of Hilton Head Island finds that it is in the best interest of the citizens and visitors of the Town to execute a Declaration of Restrictive Covenants and a Wetland and Stream Mitigation Purchase Agreement to allow for a boardwalk to be located in the Impact Area as shown in Exhibit A.

NOW. THEREFORE, BE IT RESOLVED by the Town Council for the Town of Hilton Head Island, South Carolina, as follows:

1. ***Authorization.*** The Town Manager is hereby authorized to execute, deliver and record a Declaration of Restrictive Covenants and a Wetland and Stream Mitigation Purchase Agreement, as required and in forms substantially similar to Exhibit B and Exhibit C**,** attached hereto and incorporated herein by reference.

2. ***Severability.*** If any section, phrase, sentence, or portion of this Resolution 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.

3. ***Effective Date.*** This Resolution shall become effective upon adoption.

MOVED, APPROVED, AND ADOPTED ON THIS _____ DAY OF _____, 2026.

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*