



Town of Hilton Head Island

Town Council Meeting

Tuesday, May 7, 2024, 3:00 PM

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

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

- 1. Call to Order**
- 2. Pledge to the Flag**
- 3. Invocation – Pastor Louis Johnson, Central Oak Grove Baptist Church**
- 4. Adoption of the Agenda**
- 5. Approval of the Minutes**
 - a. Regular Meeting Minutes of March 19, 2024
 - b. Regular Meeting Minutes of April 2, 2024
 - c. Workshop Meeting Minutes of April 9, 2024
 - d. Special Meeting Minutes of April 29, 2024
- 6. Presentations and Recognitions**
 - a. Report of the Town Manager
 - b. Bike Month Proclamation - Mayor Perry
 - c. Hilton Head Island Airport Expansion Update - Jon Rembold, Airports Director, Beaufort County
- 7. Reports from Members of Town Council**
 - a. General Reports from Town Council
 - b. Report of the Lowcountry Area Transportation Study – Glenn Stanford

- c. Report of the Lowcountry Council of Governments – Tammy Becker
- d. Report of the Beaufort County Airports Board – David Ames
- e. Report of the Southern Lowcountry Regional Board – Glenn Stanford
- f. Report of the Island Recreation Association Board – Alex Brown
- g. Report of the Community Services and Public Safety Committee – Tammy Becker
- h. Report of the Public Planning Committee – David Ames
- i. Report of the Finance and Administrative Committee – Alex Brown

8. Public Hearing

- a. Public Hearing and First Reading of a Proposed Ordinance Adopting the Consolidated Municipal Budget for the Town of Hilton Head Island for Fiscal Year 2025 Ending June 30, 2025 - Marc Orlando, Town Manager

9. Unfinished Business

- a. Consideration of an Ordinance to Amend the Town of Hilton Head Island Budget for the Fiscal Year Ending June 30, 2024; to Provide for the Budgeted Appropriations of the Prior Year Budget Roll Forwards and Certain Other Appropriations and Commitments and the Expenditures of Certain Funds; to Allocate the Sources of Revenue for the Said Funds; and to Provide for Severability and an Effective Date - Second and Final Reading - Josh Gruber, Deputy Town Manager
- b. Consideration of an Ordinance to Amend Title 16 of the Municipal Code of the Town of Hilton Head Island, the Land Management Ordinance, to Amend Floor Area Ratio Requirements within the Forest Beach Neighborhood Character Overlay District - Second and Final Reading - Missy Luick, Director of Planning
- c. Consideration of an Ordinance of the Town of Hilton Head Island authorizing the Execution of an Easement Encumbering Property to be Owned by the Town of Hilton Head Island Identified as PIN:R510 008 000 0460 0000, under the Authority of South Carolina Code 5-7-40 and 2-7-20, Municipal Code of the Town of Hilton Head Island and Providing for Severability and an Effective Date - Second and Final Reading - Josh Gruber, Deputy Town Manager

10. New Business

- a. Consideration of a Resolution to Support the Strengths, Weaknesses, Opportunities, and Threats (SWOT) Assessment for Solid Waste and Recycling for Hilton Head Island - Bryan McIlwee, Director of Public Projects and Facilities
- b. Consideration of a Resolution Approving the 2024-2025 Hilton Head Island Destination Marketing Organization (DMO) Marketing Plan & Budget - Angie Stone, Assistant Town Manager

11. Appearance by Citizens: Citizens who wish to speak on the matters being discussed during the meeting may do so by submitting the [Request to Speak form](#) no later than 12:00 PM the day of the meeting.

12. Executive Session

- a. Discussion of Negotiations Incident to Proposed Contractual Arrangements for a Beach Franchise Agreement [Pursuant to the South Carolina Freedom of Information Act Section 30-4-70(a)(2)]

13. Action from Executive Session

14. Adjournment

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

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

Municipal Association of South Carolina (MASC) Civility Pledge:

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



Town of Hilton Head Island TOWN COUNCIL MEETING Tuesday, March 19, 2024, 3:00 PM Minutes

Call to Order

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

Council Members present: Alan Perry, Mayor, David Ames, Ward 3, Mayor Pro-Tempore; Patsy Brison, Ward 2; Alex Brown, Ward 1; Tammy Becker, Ward 4; Steve Alfred, Ward 5; Glenn Stanford, Ward 6 (attended via Microsoft Teams)

Invocation

The Invocation was delivered by a Pastor from Grace Community Church.

Adoption of the Agenda

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

Approval of the Minutes

Regular Meeting Minutes of February 20, 2024

Regular Meeting Minutes of March 5, 2024

Mr. Ames moved to approve the regular meeting minutes of February 20, 2024 and regular meeting minutes of March 5, 2024. Mr. Alfred seconded. Motion carried 7-0.

Report of the Town Manager

The week of 2/9 – 2/16 was SC Arts Advocacy Day, sponsored by the SC Arts Alliance in cooperation with the SC Arts Commission. Natalie Harvey served as a Regional Captain by the group to assist in setting up meetings with legislators for visits from Lowcountry residents advocating for the arts in our communities on South Carolina Arts Day at the State House in Columbia on 2/15. This year, Natalie was the only HHI representative, but she has already begun recruiting members of our rich artistic community to join the event next year.

Introduction of Employees

- TJ Jett, Chief Environmental Officer
- Quincy White, Chief Housing Officer

Strategic Planning Workshop:

Mr. Orland announced the Strategic Planning Workshop is scheduled for Thursday, March 21st beginning at 9 AM at the Westin. He invited all to attend or watch it live via the Beaufort County Channel.

Proclamation Honoring the Red Cross Month - Mayor Perry

Mayor Perry presented and read the proclamation.

Housing Action Committee Update - Chair Jack Alderman

Mr. Alderman provided an update and clarified that the Committee does not have final authority regarding housing issues or a budget to work with. He stated they collaborate and work with staff. He reviewed the 2024 priorities of the Committee and future issues they will be dealing with. He noted it has become clear to the Committee that housing is the most important issue for the vibrant future of the community and now is the time to do something about it. He noted the need for the Town to address the issue regarding workforce housing.

William Hilton Parkway Gateway Corridor End to End Analysis Preliminary Report – Shawn Colin, Assistant Town Manager, Community Development

Mr. Colin provided an update with the following information:

Town of Hilton Head Island Gateway Corridor Project Guiding Principles

Fix the transportation issues in the corridor in a way that improves the safety and quality of life for all residents, workers, and visitors to Hilton Head Island:

- Address transportation needs for natural disasters and resiliency of island access.
- Consider future transportation alternatives.

Improve the safety and quality of life for the residents of the neighborhoods and businesses directly impacted by the US 278 corridor:

- Stoney Community.
- Neighborhoods on Jenkins and Hog Islands (including but not limited to Windmill Harbor).

Have a gateway to and from Hilton Head Island that the region will be proud of:

- Aesthetically pleasing and reflecting the Hilton Head Island/Low Country values.
- Safe and functional pathways for pedestrians and cyclists.
- Minimizes environmental impacts and enhances the national asset of Pinckney Island.

Town Council Approved Scope of Work Independent Study

Task 1: Project Initiation and Coordination:

- Initial meeting with Town of Hilton Head Island and Independent Consultant.
COMPLETE

- Conduct Bi-weekly project status meetings with Town staff and the project advisory committee. ONGOING
- Review meeting with representatives of Town of Hilton Head Island, SCDOT and the existing design consultants on prior work performed ONGOING
- Monthly update meetings with Town Manager. PROVIDED BY STAFF
- Review and define the study area. COMPLETE
- Perform a site visit/field review. COMPLETE
- Review and understand bridge inspection data. IN PROCESS
- Understand the Town of Hilton Head Island's and Community concern with the proposed concept and existing model. COMPLETE
- Study existing project reports including: the SCDOT Draft Environmental Assessment, Town Council recommendations supported by MKSK and HDR studies, and the Technical Working Group report dated 3/31/23 to FHWA/Council on Environmental Quality/SCDOT. COMPLETE

Task 2: Provide Modeling of Data and Recommended Design Concepts

- Review assumptions contained within the model – Daily, Hour, Land Use, and identify other input variables, including adaptive traffic signals and safety provisions. COMPLET

The results of each alternative evaluated should include but not be limited by the following:

IN PROGRESS

Throughput and Traffic Simulation

This includes factors such as end-end delay, level of service, and average speed. We wish to see these computed via event simulation from end-to-end in each direction (for each alternative) including modeling the coupling and interactions of all proposed traffic lights, merges, splits, and other possible constrictions, as opposed to summing them as acting individually. The simulation must operate on the smallest interval possible to provide meaningful results.

Costs

Since detailed engineering for the various Corridor options is not available at this point, the Consultant shall use broad-gauge cost estimates similar to those used by SCDOT. The Consultant shall solicit assistance from SCDOT, the County, and the Town in developing cost estimates for the various options and identifying the split between covered and uncovered costs.

Safety, Environmental and Community Impacts

- Review data collection approach and study area.
- Review model outputs and subsequent recommendations for intersection

- operations and bridge concepts.
- Model Review and Concept Review Memo.
- Compile findings into a Summary Review Memo, identifying primary findings and recommendations for improvement.
- Review data collection from Adaptive Traffic Signals.

Task 3: Model and Operational Analysis Updates

- The model updates will be based on the version of the Lowcountry Area Transportation Study (LATS) model utilized to develop the project. Consultant to study and recommend a model alternative if warranted. COMPLETE
- Provide simulation and modeling of various data. IN PROGRESS
- Confirm that the base traffic demand model accurately takes into account trips generated by visitor traffic, workforce traffic, mass transit traffic, and traffic demand from redevelopment from existing island parcels. COMPLETE
- Update the model based on findings in Task 2 and coordination with the Town of Hilton Head. COMPLETE
- Expand the SCDOT project model and study area to include the following signalized intersections and merge points east of Spanish Wells Road: COMPLETE
 - William Hilton Parkway (US 278) merge with Cross Island Parkway.
 - William Hilton Parkway (US 278 Bus) at Gum Tree Road.
 - William Hilton Parkway (US 278 Bus) at Jarvis Park Road / Wilborn Road.
 - William Hilton Parkway (US 278 Bus) at Pembroke Drive/Museum Street.
 - William Hilton Parkway (US 278 Bus) at Indigo Run Drive/Whooping Crane Way.
 - Palmetto Bay Road (US 278) at Point Comfort Road/Arrow Road.
 - Palmetto Bay Road at Target Road.
 - Sea Pines Circle - William Hilton Parkway (US 278 Bus) at Palmetto Bay Road.
- Expand the model and study area to include the following signalized intersections and merge points west of Bluffton Parkway Flyover on US 278: COMPLETE
 - US 278 (Fording Island Road) at Buckingham Plantation Drive/Moss Creek Drive (on Mainland).
 - Bluffton Parkway at Buckingham Plantation Drive (on Mainland)

Task 4: Proposed Intersection Improvements and other important elements:

- Evaluate the safety for bicycle and pedestrians within the original Project Study Area including new signal proposed at Windmill Harbour. IN PROGRESS
- Evaluate vehicular safety of the Project and make cost-effective recommendations to reduce accidents and enhance safety for the motoring public including emergency response considerations. IN PROGRESS
- Identify potential modifications to the proposed intersection designs of the preferred alternative within the original Project Study Area from Moss Creek to Spanish Wells Road that deliver the same (or better) expected operational levels. IN PROGRESS
- Based on the findings of Task 3 for intersections outside of the original project study area, develop alternatives to improve operations in the future. Evaluation should include but not be limited to traffic conveyance and capacity

improvements (LOS, delay, etc.) as well as anticipated project costs and known impacts or concerns with the alternatives IN PROGRESS

- Evaluate, quantify, and explain the Project's impacts on the Stoney Community. IN PROGRESS
- Develop a Summary of Findings and Recommendations for review by the Town of Hilton Head that can be utilized to secure future funding for the improvements beyond the Project Study Area. IN PROGRESS

Task 5: Final Report

- Compile model updates, operational analysis, and findings into a report for a review and discussion.
- Integrate safety objectives based on the results of data and analysis into findings and recommendations.
- The report shall contain a detailed quantitative, objective comparison of alternatives including pros and cons of each that assesses the conveyance and capacity efficacy, safety improvements, community and social impacts, environmental impacts, appearance/aesthetic impacts, and total costs. This comparison shall be summarized in a simple to understand, tabular format as agreed to by the Town.
- Finalize elements into draft and final reports, including executive summaries and recommendations.
- Presentation of study, with final findings and recommendations, to Town Council for endorsement/adoption.
- Submit final report electronically for endorsement/adoption by Town Council.
- All engineering work must be certified by a Professional Engineer.

No Left Turn Assessment

No Left Turns at Peak Hours – Stoney Corridor Signalized Intersections

- Compared to the 2023 No-Build scenario, the VISSIM models show that the removal of the left turns would:
 - **Increase** eastbound US 278 travel times by 84 seconds during the AM peak; and,
 - **Decrease** westbound travel times by 669 seconds during the PM peak.
- The increase in eastbound travel times during the AM peak period is due to increased traffic reaching the Gumtree Road intersection, which results in queues spilling back on US 278.

TABLE 1: 2023 PEAK HOUR VISSIM TRAVEL TIMES

Scenario	AM (Seconds)	PM (Seconds)
	EB US 278	WB US 278
2023 No-Build	1192	1760
2023 No Left-Turns	1276	1091
2023 Build	583	592

Overall, the no left-turn analysis has shown that removal of the eastbound and westbound left turn along US 278 at the signalized intersections at Squire Pope Road/Chamberlin Drive and Wild Horse Road/Spanish Wells Road would have little impact to eastbound US 278 AM peak period travel times but improve westbound US 278 PM peak period travel times. However, the CBB Independent Review Build configuration still provides a higher benefit to system travel times and long-term capacity.

Town of Hilton Head Island Critical Path/Next Steps

- Complete the Independent Study and approved Scope of Work with consultant and the Advisory Committee. Preliminary Findings expected in the first quarter of 2024 with focus on segment from Moss Creek intersection to Gum Tree Road, with final report and recommendations due in the second quarter of 2024.
- Assess recommendations for design revisions to achieve Guiding Principles.
- Coordinate meetings with impacted property owners to identify mitigation opportunities.
- Municipal Consent request and consideration (Bridge, Corridor, Impacts/Mitigation)

Members of Council had questions, comments and discussion regarding: confirmation the mitigation plan submitted to the Town previously was not adopted; inquiry regarding the SCDOT model and the consultants view of that model; how the consultants model was calibrated; confirmation the scope of work with the consultant is more detailed; confirmation the task of the Committee is to make sure the scope of work approved by Council is executed; confirmation the contract includes an evaluation of all reasonable elements to maintain a family land segment; the need for the community to be informed of the tasks within the study; inquiry as to limitations in the timeline for funding; confirmation the consultants are dividing or postponing work that is east of Gumtree Road and trying to finish up the portion that is west of Gumtree Road; inquiry as to how the Town will ensure the residents in the Stoney Community are going to be taken care of; inquiry as to a flyover; acknowledgement there is outreach to the community for input regarding the project; the need to consider quality of life for residents in the stoney Community; discussion regarding alternative modes of transportation being included in the report; the need to make a decision on the project; concern of impact on our economy due to traffic congestion; confirmation the final report will be delivered by the end of June, 2024; and appreciation conveyed to the County for their efforts regarding meeting with families impacted by the project.

General Reports from Town Council

Council Members Becker and Brison reported on various events and activities that have taken place and future activities that may be of interest to the community.

Report of the Lowcountry Area Transportation Study – Glenn Stanford

No report.

Report of the Lowcountry Council of Governments – Tammy Becker

No report.

Report of the Beaufort County Airports Board – David Ames

Mr. Ames noted there is an upcoming meeting scheduled for Thursday, March 21 but he will not be able to attend as he will be attending the Town Strategic Planning Workshop.

Report of the Southern Lowcountry Regional Board – Glenn Stanford

Mayor Perry reported in place of Mr. Stanford. He stated the Board received a presentation from the Green Tax Committee stating they have received four applications to date and are conducting an outreach for additional applications. He reported the Beaufort County Chairman conducted a presentation regarding the next thirty years and what it means in terms of growth in traffic and how each municipality needs to take a look at that and how each one is affecting individually as well as the County as a whole.

Report of the Island Recreation Association Board – Alex Brown

Mr. Brown reported the Board met and he provided an update on the climbing wall, outdoor basketball and pickle ball. He stated the Senior Center has developed a direct mail newsletter which has improved participation. He stated that soccer has over 600 children registered and Town Manager Marc Orlando is one of the coaches. He added that the Board approved the creation of a pickleball advisory committee that will work with Island Rec staff to promote the programs. He announced the 27th Wingfest Celebration will be held this weekend at Lowcountry Celebration Park.

Report of the Community Services and Public Safety Committee – Tammy Becker

Community Services and Public Safety Committee Report – March 18, 2024

The Community Services and Public Safety Committee undertook the following actions at its March 18, 2024, meeting:

1. Received a presentation on the 2023 Hilton Head Island Fire and Rescue Annual Report.
2. The Committee reviewed the Strengths, Weaknesses, Opportunities, and Threats (SWOT) Assessment for Solid Waste and Recycling on Hilton Head Island and had a robust conversation with staff and the report's author on the short, mid, and long-term options to improve recycling and solid waste disposal on the Island. The Committee then voted 3-1 to recommend that the Town Council adopt a Resolution supporting the Assessment.
3. Lastly, the Committee considered an Ordinance to amend the Town's code to include a definition for "electronic smoking devices" otherwise known as vaping, and to prohibit the use of these devices in the same manner that traditional

smoking materials are currently prohibited. The Committee voted unanimously to recommend approval of the Ordinance to the Town Council.

Report of the Public Planning Committee – David Ames

At its meeting on March 14, 2024, the Public Planning Committee voted to act on the following items that will be forwarded to Town Council for its consideration:

1. Consideration of a Resolution Supporting the Town of Hilton Head Island Conditions and Trends Assessment

The Committee discussed a proposed Resolution, which if adopted, would authorize the use of the Conditions and Trends Assessment for future planning purposes.

Ms. Brison moved to recommend that the Town Council accept the conditions and trends assessment with the following amendments:

- Page 113 – strike the word “strategies” and insert in lieu thereof the phrase “potential strategies”.
- Page 114 – strike the phrase “current steps” and insert in lieu thereof the phrase “potential first steps”.
- Page 115 – strike the phrase “future strategies and steps” and insert thereof the phrase “potential future strategies and steps”.

And further to amend the draft resolution as follows:

- In the seventh Whereas – strike the word “adoption” and insert in lieu thereof the word “acceptance”.
- Under the Resolution clause and paragraph number (1) strike the word “adopted” and insert in lieu thereof the word “accepted”.
- In the second clause under the resolution language strike number (2) and insert in lieu thereof the following sentence: “The Town Manager is authorized to use the Conditions and Trends Assessment for future planning purposes”.
- Finally, ask the Town Manager to have the Town Staff review the document in light of public comments to make any technical corrections.

Mr. Alfred seconded the motion.

Ms. Becker expressed concern over not being able to follow each change and questioned if all were confident that the document would reflect the changes.

Report of the Finance and Administrative Committee – Alex Brown

The Finance and Administrative Committee met on March 12, and acted on two items of New Business:

- 1) The Committee voted unanimously to recommend a Resolution to Town Council that would authorize the submittal of the Town’s CDBG Annual Action Plan to HUD for the 2024 funding allocation to be used for the Patterson Park project.

- 2) The Committee also reviewed the requests and presentations for Affiliated Agency applicants. After each presentation, the committee determined the funding amount which it recommend to Town Council.

The Committee voted unanimously to recommend the following funding requests be included in the FY2025 Budget proposal that will be considered by Town Council on May 7, 2024:

Hilton Head Island Recreation Association - \$1,167,366
Coastal Discovery Museum - \$107,700
Mitchelville Preservation Project - \$105,000
USCB Event Management & Hospitality Training - \$235,000
Palmetto Breeze – LRTA - \$253,595
14th circuit Solicitor – Multidisciplinary Court* - \$50,000
14th Circuit Solicitor – Career Criminal Program* - \$118,500
Beaufort County Economic Development Corporation - \$40,000
Sea Turtle Patrol Hilton Head Island - \$73,480

The Committee did not recommend funding at this time for the following entities:

Beaufort Jasper Economic Opportunity Commission
BlacQuity
Memory Matters

The Committee went on to further recommend that Town staff seek additional State and County grant funding to replace the \$50,000 and \$125,000 for the 14th Circuit Solicitor that was requested and recommended to Town Council. For now, these amounts will be included in the FY2025 Budget proposal. If State and County funding is obtained before the FY2025 budget is approved, these amounts will be removed from the budget proposal.

Lastly, the Committee recommended that Town Council consider exploring the development of an MOU between the Sea Turtle Patrol and the Beaufort Jasper Economic Opportunity Commission to define the responsibilities and services that these entities will provide to the Town should funding for these entities ultimately be approved by Town Council.

Appearance by Citizens

Adam Lipson addressed Council on behalf of Burkes Beach POA and stated their opposition to and Island wide Floor Area Ratio (FAR). He warned of the potential damage it would cause. He said it is note a one size fits all noting some people are responsible in managing their property and should not have rights taken away.

Alex Cruden addressed Council regarding the success of the local pickleball tournament which raised over \$6,000 for Memory Matters. He emphasized the need for additional

courts.

Sandy West addressed Council regarding the crisis for Chimney Cove residents who are facing eviction and the need to assist them.

Lynn Greeley addressed Council stating she was giving her three minutes to Skip Hoagland.

Mayor Perry acknowledged the request and stated that the three minutes would count as Mr. Hoagland's time allotment. Mr. Hoagland argued that he would speak for Lynn Greeley and himself and would utilize 3 minutes for each and refused to leave the podium.

Due to Skip Hoagland's refusal to leave the podium, Mayor Perry called for a recess at 4:30 p.m.

Upon reconvening the meeting Mr. Ames moved to move Public Comment to follow Executive Session. Ms. Brison seconded. Motion carried 6-1 (Becker opposed).

Mr. Hoagland continued to refuse to leave the podium.

At 4:47 p. m. Mr. Ames moved to amend the agenda by moving Executive Session to take place at this time. Ms. Brison seconded. Motion carried 6-1 (Becker opposed).

Executive Session

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

1. Marshland Road
2. Cordillo Parkway Area
3. Pembroke Drive Area

Discussion of Negotiations Incident to Proposed Contractual Arrangements for a Beach Franchise Agreement [Pursuant to the South Carolina Freedom of Information Act Section 30-4-70(a)(2)]

Action from Executive Session

At 5:55 p.m. Mr. Ames moved to come out of Executive Session. Ms. Brison seconded. Motion carried 7-0.

Upon returning to regular session, Mayor Perry gave Mr. Hoagland the opportunity to leave the podium and sit down so Council could resume the meeting. Mr. Hoagland refused.

Adjournment

At 5:57 p.m. Mr. Ames moved to adjourn. Ms. Becker seconded. Motion carried 7-0.

Approved:

Kimberly Gammon, Town Clerk

Alan R. Perry, Mayor

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



Town of Hilton Head Island TOWN COUNCIL MEETING Tuesday, April 2, 2024, 3:00 PM Minutes

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

Council Members present: Alan Perry, Mayor, David Ames, Ward 3, Mayor Pro-Tempore; Patsy Brison, Ward 2; Alex Brown, Ward 1; Tammy Becker, Ward 4; Steve Alfred Ward 5, (joined meeting at 3:03 p.m.); Glenn Stanford, Ward 6

Invocation

Pastor Glenn Neff from Hilton Head Island Chapel (Hospital Clergy) presented the invocation.

Adoption of the Agenda

Mr. Ames moved to approve. Mr. Stanford seconded. Motion carried 6-0. (Mr. Alfred joined the meeting following the adoption of the agenda.)

Report of the Town Manager

Mr. Orlando stated the Town began moving agenda notifications over from GovDelivery to Civic Plus in October as we slowly introduced the public to the look and feel of our meeting agendas. The agendas will continue to be online as they always have been and published to social media, however if you would like to continue receiving email notifications about meetings, you will need to sign up through Civic Plus. That link has been sent out several times via media releases and social media posts, and it is also available on the homepage of our website. There are also fliers in the back of Council Chambers with the link and instructions on how to sign up for notifications. If you have any questions, please see our Town Clerk.

Earth Day Proclamation - Mayor Perry

Mayor Perry presented the proclamation to Dr. Jean Fruh, Executive Director, Outside Foundation.

Child Abuse Prevention Month Proclamation - Mayor Perry

Mayor Perry invited Mayor Pro-Tem Ames to conduct the presentation. Mr. Ames presented the proclamation to Dr. Jo Keuhn, Board Member of Hopeful Horizons and Chris Wilbur, Child Abuse Prevention Association (CAPA).

General Reports from Town Council

Mayor Perry extended condolences regarding the passing of Henry C. Driessen, one of the original Town Council members in 1983 when the Town was incorporated. Mr. Driessen served on Council for 10 years, sold property to the Town which is now known as Driessen Park. Mr. Driessen and his family have left a great legacy with all of their contributions to the Town of Hilton Head Island.

Ms. Becker submitted a request that the Mayor change the start time for the upcoming meetings of the William Hilton Parkway Gateway Corridor Review Advisory Committee from 1:00 p.m. to 5:00 p.m. or 5:30 p.m. to allow those that are working to attend.

Mr. Brown noted that he recently spoke at Hilton Head Island High School and encouraged residents to be mindful of environment and attitude towards the younger generation in order to make them want to come back to the area after completing their further education.

Report of the Lowcountry Area Transportation Study - Glenn Stanford

No report.

Report of the Lowcountry Council of Governments - Tammy Becker

No report.

Report of the Beaufort County Airports Board - David Ames

Mr. Ames reported construction has begun on the Hilton Head Island Airport and the RBC Heritage Golf Tournament flags have been placed at the entrance to the airport.

Report of the Southern Lowcountry Regional Board - Glenn Stanford

Mayor Perry reported that at a recent meeting the Board received updates from Dominion Energy, Palmetto Electric and Beaufort Jasper Water/Sewer Authority regarding Capital Improvement Projects and how they are addressing growth.

Report of the Island Recreation Board - Alex Brown

No report.

Report of the Community Services and Public Safety Committee - Tammy Becker

Ms. Becker reported the meeting met previously and will be bringing forward recommendations for the vacancies on the Housing Action Committee during Executive Session.

Report of the Public Planning Committee - David Ames

Mr. Ames reported the Committee met on March 14 and approved to moved forward a resolution to Town Council for consideration regarding trends and assessments. He added there would be no meeting held in April.

Report of the Finance and Administrative Committee - Alex Brown

No report.

Appearance by Citizens

Skip Hoagland addressed Council regarding his perception of misuse of tax dollars.

Yolawnda Cohen-McKinney addressed Council regarding her opposition to the expansion of US278 and her concern for the Gullah Geechee Community and loss of culture.

Lucas Michalowski addressed Council regarding bonfires in neighboring homes and the negative effects on him and his family. He asked for stricter regulations regarding the fires.

John Casey addressed Council regarding the Coastal Community Development Corporation and the need for a legal analysis due to conflict regarding the 501(c)(3) status and violation of such.

Lynn Greeley addressed Council stating Skip Hoagland could speak on her behalf. Mayor Perry stated Council would not recognize the yielding of time. Mr. Hoagland continued to speak.

Unfinished Business

Consideration of an Ordinance to Amend the Town of Hilton Head Island's Comprehensive Plan to Incorporate a Housing Impact Analysis - Second and Final Reading - Missy Luick, Director of Planning

Ms. Luick conducted a presentation and reviewed the timeline, background and overview below:

- November 27, 2023: Housing Action Committee Review
- December 13, 2023: Housing Action Committee Recommendation of Approval
- December 17, 2023: Legal ad posting
- January 17, 2024: Planning Commission Public Hearing and Recommendation of Approval
- February 8, 2024: Public Planning Committee and Recommendation of Approval
- February 20, 2024: Town Council Brief
- March 5, 2024: Town Council 1st Reading
- April 2, 2024: Town Council 2nd Reading

- In 2023, SC General Assembly passed Act 57 allowing Accommodations Tax Revenue (ATAX) to support the development of workforce housing.
- Act 57 allows local governments to utilize a portion of its state or local accommodations taxes, or both, to be utilized in the development of qualified workforce housing as a tourism related expenditure.
- Act 57 requires that a local government entity that wants to utilize state ATAX revenue for workforce housing must complete and adopt a Housing Impact Analysis (HIA).
- Expenditures of both state and local ATAX are capped at fifteen percent (15%) of the local government's annual collections.
- The provisions of the Act are no longer effective after December 31, 2030.
- A HIA must be completed prior to second reading of an Ordinance to Town Council for approval.
- Town must update (amend) its Comprehensive Plan to include the HIA as a part of its housing element.
- The local government shall provide copies of the HIA to:
 - The Department of Revenue,
 - The Tourism Expenditure Review Committee, and
 - As an ordinance to the members of the legislative body of the local government.
 - Staff has confirmed receipt by both agencies above. Both agencies also confirmed that the Town of Hilton Head Island is the first municipality to deliver a Housing Impact Analysis.

The Housing Impact Analysis is a point in time analysis which includes the required data and analysis outlined in Act 57. Housing market challenges, costs associated with increased real estate prices, and the cost burden of local employees and families due to area income and housing cost imbalances.

The Town of Hilton Head Island Housing Impact Analysis has five areas of focus:

1. **Employment Analysis:** Assesses the current job market, growth projections, and employment trends.
2. **Housing Market Analysis:** Evaluates the broader housing market, examining factors such as housing supply and demand, pricing trends, and market saturation.
3. **Housing Market Conditions:** Examines current housing availability and affordability for both homeownership and rental units.
4. **Construction & Development Costs:** Analyzes the costs and barriers associated with building and developing housing affordably.
5. **Solving the Housing Crisis:** Overview of the Town's Workforce Housing Framework along with the goals associated with the adoption of the HIA to allow for ATAX revenues as a potential funding source to support these strategies.

Mayor Perry asked for public comment.

Xiadan Li addressed Council regarding her opposition to the amendment noting negative impacts would prevail in communities if passed.

Skip Hoagland addressed Council regarding the need for less government and more free enterprise.

Louise Cohen addressed Council and emphasized that Hilton Head Island is home to Native Islanders and encouraged all to pray and not get discouraged. She stated God is with them and they need to persevere and be encouraged they will be here forever.

John Smarzley addressed Council regarding analysis and the specifics stating if we are going to create an ordinance a section needs to address what is in the State's Bill.

Following comments, Mr. Ames moved to approve. Ms. Brison seconded.

Ms. Becker spoke in opposition to the ordinance because it does not address the impact of Act 57, the need for a survey of current conditions, and the intent of the analysis. She stated it needs to be sent back for additional information to be embedded into it so Council will be better informed.

Mayor Perry called for a vote and the motion carried 6-1 (Becker opposed).

New Business

Consideration of a Resolution to Authorize Submittal of the Community Development Block Grant Entitlement Program Annual Action Plan for Program Year 2024 to the U.S. Department of Housing and Urban Development. - Marcy Benson, Senior Grants Administrator

Ms. Benson conducted a presentation. The Finance & Administrative Committee recommends Town Council approve a resolution to authorize submittal of the Annual Action Plan for the program year 2024, as required by the U.S. Department of Housing and Urban Development (HUD) for participation in the Community Development Block Grant (CDBG) Entitlement Program.

The Finance & Administrative Committee met on March 12, 2024, and voted unanimously to recommend approval authorizing submittal of the Annual Action Plan for program year 2024.

To meet HUD requirements an Annual Action Plan must be prepared each year of program participation and public input must be solicited during the Plan development process. Public engagement was conducted January 3 - 27, 2024, after which the draft Plan was completed. The Plan details 2024 CDBG funds to be used for program administration costs and a park project located at the Town owned Patterson Park property, situated in a Census tract meeting LMI eligibility requirement. The draft Plan was released to the public on February 14, 2024, for a 30-day public comment period. The public comment period ended March 15, 2024, and no comments were received during this time period. A comment summary is included as an attachment to the plan document.

Approval of the 2024 CDBG Annual Action Plan will meet a HUD requirement for participation in the CDBG Entitlement Program. The attached Plan must be approved

by HUD prior to execution of a CDBG Entitlement Program grant agreement. Inclusion of the Patterson Park as the 2024 CDBG project in the Town's Annual Action Plan will allow the 2024 funding allocation, pending official HUD announcement, to be used for this project.

Approval of the Patterson Park project is consistent with the current Five-Year Consolidated Plan for CDBG funding as well as several Our Plan goals, strategies, and tactics including Connected – Strategy 4.5 and Tactic 4.5.1; Inclusive – Goal 8 and Strategy 8.5; Priority Investment – Strategy 4.5; and Parks & Recreation – Goal 2, and Strategy 7.2. The CDBG program has been identified in the Our Plan Capital Improvement Program (CIP) section as a funding source for Town CIP projects.

Mayor Perry asked for public comment. There was none.

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

Consideration of a Resolution to Authorize Submittal of the Community Development Block Grant Entitlement Program 2021 Annual Action Plan Substantial Amendment to the U.S. Department of Housing and Urban Development. - Marcy Benson, Senior Grants Administrator

Ms. Benson conducted a presentation. In the current 2021 Annual Action Plan, accepted by the U.S. Department of Housing and Urban Development (HUD), the Patterson Neighborhood Park is the project funded with the 2021 CDBG allocation. After preliminary park project design work began it was determined land acquisition costs for additional real property adjacent to the Town-owned Patterson parcel was needed to carry out the Patterson Neighborhood Park public improvement project. Because land acquisition activity was not included in the original 2021 Annual Action Plan a substantial amendment is required to add this activity to the plan. This substantial amendment will allow land acquisition activity to be funded with a portion of the Town of Hilton Head Island 2021 CDBG funding allocation. No other changes are proposed for this amendment.

According to HUD guidelines and the Town of Hilton Head Island CDBG Citizen Participation Plan, an amendment is considered substantial when an activity is to be added, deleted, or substantially changed in terms of purpose, scope, location, or beneficiaries. Because land acquisition was not included as an activity in the original 2021 Annual Action Plan, to use CDBG funds for land acquisition in this project, the plan must go through a substantial amendment process. This process includes a required separate public meeting and a 30-day public comment period to solicit feedback from the community on the amendment to the plan.

The draft 2021 Annual Action Plan substantial amendment was released to the public on March 1, 2024, for a 30-day comment period. A public meeting to solicit input on the substantial amendment was held on March 6, 2024, and there was one meeting attendee. No comments on the amended plan were given at this meeting. The public comment period ends April 1, 2024. Any comments received between the March 19,

2024, Town Council agenda item deadline and close of the public comment period will be brought forth at the April 2, 2024, Town Council meeting and included in the final submittal document to HUD.

Approving the resolution to authorize the amended plan submittal will also allow a funding request for land acquisition for the Patterson Neighborhood Park project to be submitted to HUD. This funding request submittal will allow for compliance with HUD timely expenditure requirements.

Mayor Perry asked for public comment.

Xiaodan Li addressed Council and questioned the need for HUD fundings for the project as opposed to Accommodations Tax Funds.

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

Consideration of an Ordinance to Amend the Town of Hilton Head Island Budget for the Fiscal Year Ending June 30, 2024; to Provide for the Budgeted Appropriations of the Prior Year Budget Roll Forwards and Certain Other Appropriations and Commitments and the Expenditures of Certain Funds; to Allocate the Sources of Revenue for the Said Funds; and to Provide for Severability and an Effective Date - First Reading - Josh Gruber, Deputy Town Manager

Josh Gruber conducted a presentation. As part of the annual budget review process, the Town assesses its current budgeted funds once the previous fiscal year has been closed. Staff then determines whether a mid-year budget amendment should be recommended. As we are now more than halfway through Fiscal Year 2024 and the previous fiscal year has been closed, staff proposes several budget amendments within certain identified Town Funds. Along with information pertaining to why the budget amendment is being requested, there are also corresponding recommendations on the identified sources of funding that are proposed to satisfy these amendments.

1. GENERAL FUND AMENDMENTS:

a. Beach Parking Allocation:

On September 20, 2022, the Town Council approved entering into a contract with PCI Municipal Services for the purpose of providing beach parking management. On February 21, 2023, the Town Council approved a budget amendment to fully fund this contract at a total cost of \$869,730 with \$366,965 allocated towards operating expenses and \$502,765 allocated towards capital expenses. At the conclusion of Fiscal Year 2023, there was \$308,508 remaining in unspent operating funds that staff is proposing to transfer into the Fiscal Year 2024 budget. These funds would be utilized to continue providing for the approved operating expenses identified in the initial budget that are continuing during the current fiscal year.

b. Community Development – Land Management Ordinance:

As part of the Fiscal Year 2023 budget, funding was identified within the Community Development Division for the purpose of engaging a consultant to undertake revisions to the Town's Land Management Ordinance. This initiative is identified in the Town's Strategic Action Plan under the Growth Framework and Island-Wide Master Plan strategy. The Town has recently executed a contract with the firm who will be utilized to accomplish this objective and as such, funding that was budgeted within the Fiscal Year 2023 budget but remained unspent is needed to be transferred into the Fiscal Year 2024 budget in the amount of \$350,000 to complete this initiative.

c. State Accommodation Taxes Allocation:

The Town's Finance and Administrative Committee recently made a unanimous recommendation to the Town Council that it authorize supplemental, mid-year appropriations under the FY24 Affiliated Agency program. Specifically, the Committee is making the following funding recommendations from available State Accommodation Tax balances:

- i. Coastal Community Development Corporation - \$600,000
- ii. Hilton Head Regional Habitat for Humanity - \$500,000

At its meeting on February 20, 2024, the Town Council voted to approve a Memorandum of Understanding with both the Coastal Community Development Corporation and the Hilton Head Regional Habitat for Humanity which outlines the various roles and responsibilities of the parties in the expenditure of these funds should this funding request ultimately be approved. Both appropriations would be funded from existing and available State Accommodation Taxes and would be dedicated towards the purpose of supporting affordable workforce housing initiatives on Hilton Head Island. A budget schedule identifying the availability of these funds is enclosed as Attachment 1. Also enclosed are copies of the Memorandums of Understanding with the Coastal Community Development Corporation and the Hilton Head Regional Habitat for Humanity as Attachments 2 and 3 respectively. Based upon these directives, staff is recommending an increase in the General Fund budget in the cumulative amount of \$1,100,000 from available State Accommodations Taxes to provide for these requested allocations as FY24 Affiliated Agencies.

d. Hospitality Tax Allocation:

Town Council recently approved a Sponsorship Agreement with the Heritage Classic Foundation to support the 2024 RBC Heritage Golf Tournament in the amount of

\$400,000. Funding for this Sponsorship Agreement was included in the Fiscal Year 2024 in the amount of \$307,469. Since the approved sponsorship amount is in excess of what was initially budgeted within the Fiscal Year 2024 budget, staff is recommending a budget amendment in the amount of \$92,531 from available funds within the Hospitality Tax fund balance. A schedule showing the availability of these funds is enclosed as Attachment 4.

2. CAPITAL IMPROVEMENT PLAN (CIP) AMENDMENTS:

a. Land Purchase Allocations:

The Town Council has previously authorized the purchase of several real estate parcels totaling 13.2 acres, and for which a corresponding budget amendment will need to be recorded to identify the sources of funding necessary to acquire these parcels. Staff are therefore requesting an amendment to the Capital Projects Fund budget in the cumulative amount of \$11,927,000 as further identified in each of the property acquisitions identified in the chart below:

Property Address	Purchase Price	Source of Funds	Closing Date
30 Bryant Road	\$3,400,000	Real Estate Transfer Fees	July 5, 2023
71 Shelter Cove Lane	\$3,938,000	State ATAX, Real Estate Transfer Fees, Land Sale Proceeds, and Hospitality Taxes	July 28, 2023
Parcel 15, Matthews Drive	\$350,000	Real Estate Transfer Fees	August 18, 2023
72 Pope Avenue	\$4,000,000	State ATAX, Real Estate Transfer Fees, Land Sale Proceeds, Hospitality Taxes	October 26, 2023
Lot 9, 19 Marshland Road	\$239,000	Real Estate Transfer Fees	April 30, 2024
Total Expenditure	\$11,927,000		

b. CIP Carry Forward:

In building the Fiscal Year 2024 Capital Improvement Program Budget, a preliminary estimate of the "Carry Forward" funding that would need to be brought forward from the Fiscal Year 2023 budget into the Fiscal Year 2024 budget was provided for within the adopted budget. Now that the Fiscal Year 2023 budget has been closed out, these estimated numbers are being updated to reflect the actual unspent balances that remain in a number of Capital Improvement Program project budgets. A copy of the CIP spreadsheet identifying these amounts by project is enclosed as Attachment 5. It is important to note that the current approved budget for Fiscal Year 2024 CIP projects is not being altered or amended with the exception of carrying forward unspent funds from Fiscal Year 2023.

As summary of the proposed carry forward requests broken down by CIP category is as follows:

- Beach - \$286,000
- Pathway - \$607,000
- Roads - \$530,000
- Parks - \$363,000
- Facilities and Equipment - \$1,490,000
- Fleet – No Change
- Land Acquisition - \$11,927,000 (via transfers in)

The Capital Projects Fund Expenditures spreadsheet showing the original budget carry forward estimate, the revised carry forward amounts, original budgeted and revised new funds for FY24, and the corresponding FY24 Adopted Budget and FY24 Revised Budget showing these figures is shown as follows:

Capital Projects Fund Expenditures:

	Budgeted Carry Forward	Revised Carry Forward	Budgeted New FY24 Funds	Revised FY24 New Funds	FY24 Adopted Budget	FY24 Revised Budget	Variance
Beach Program	1,556,000	1,842,216	3,000,000	3,000,000	4,556,000	4,842,216	286,216
Pathway Program	2,385,000	2,992,085	2,425,000	2,425,000	4,810,000	5,417,085	607,085
Roadway Program	3,892,020	3,397,753	2,312,445	3,337,170	6,204,465	6,734,923	530,458
Park Program	5,350,000	5,691,949	3,779,500	3,780,220	9,129,500	9,472,169	342,669
Facilities & Equipment Program	950,000	2,238,936	5,613,696	5,814,147	6,563,696	8,053,083	1,489,387
Fleet Program	7,518,420	7,489,466	811,000	839,954	8,329,420	8,329,420	-
Land Acquisition Administration	290,000	85,041	110,000	314,959	400,000	400,000	-
Land Acquisition	-	-	-	11,927,000	-	11,927,000	11,927,000
Totals	21,941,440	23,737,446	18,051,641	31,438,450	39,993,081	55,175,896	15,182,815

3. AMERICAN RESCUE PLAN ACT (ARPA) SPENDING PLAN:

a. American Rescue Plan Act (ARPA) Reallocation:

The Community Development Department has been engaged in implementing both the Home Safe and Repair Program and the Lateral Sewer Connection Program authorized by Town Council. The initial spending plan that was approved in 2021 provided for the following allocations:

- Community Foundation of the Lowcountry Grant - \$1,000,000
- Town Hall Security and Technology Improvements - \$1,000,000
- Workforce Housing Development/Infrastructure - \$1,000,000
- Home Safe and Repair Program - \$400,000
- Lateral Sewer Connections - \$200,000

- Public Infrastructure (TBD) - \$1,627,178

Based on the success of both the Home Safe and Repair and Lateral Sewer Connection Programs, the adopted Fiscal Year 2024 budget, it included a reallocation of additional funding for both of these programs thereby increasing the total funding available for these efforts as follows:

- Home Safe and Repair Program - \$200,000 in reallocation funding from Public Infrastructure (TBD) which results in \$600,000 in cumulative project funding.
- Lateral Sewer Connections - \$100,000 in reallocation funding from Public Infrastructure (TBD) which results in \$300,000 in cumulative project funding.

Due to the success of both of these programs, the Town has received more requests for assistance than it currently has in available in Town Council approved funding that would be needed to fulfill these outstanding requests. Staff is therefore proposing a further reallocation of \$969,158 in funding from Public Infrastructure (TBD) with \$899,741 being allocated to the Home Safe and Repair program and

\$69,417 being allocated to the Lateral Sewer Connection program. A spreadsheet outlining these proposed amendments is enclosed as Attachment 6.

A current status update on the Home Safe and Repair program is as follows:

- The Home Safe and Repair program has qualified 96 of the 123 applications that it has received.
- Of these 96 qualified applications, 19 projects have been completed at a cost of \$166,563.48.
- 29 projects have jobs that are pending or are otherwise under contract at a cost of \$403,205.
- Staff anticipates being able to complete all of the 62 additional projects if the proposed reallocation of funds is adopted.
- Any remaining projects will be identified for possible inclusion in the Fiscal Year 2025 budget.

A current status update on the Lateral Sewer Connection program is as follows: The Lateral Sewer Connection program has qualified 35 of the 37 applications that it has received.

- Of these 35 applications, 24 projects have been completed and an additional 3 projects are pending at a total cost of \$288,417.
- There are 8 projects remaining that staff anticipate being able to complete if the proposed reallocation of funds is adopted.
- The successful completion of these 8 projects would leave no outstanding applications remaining within the program.

The Town Council is requested to provide policy guidance on the proposed amendments to the Fiscal Year 2024 budget which include recommendations to transfer Fiscal Year 2023 unspent funds, rolling forward of Fiscal Year 2023 unspent Capital Improvement Project funds, to allocate funding for the Town's land acquisitions, and allocate Affiliated Agency funding for the Coastal Community Development Corporation and the Hilton Head Regional Habitat for Humanity. Additionally, the Town Council is requested to provide policy guidance on proposed amendments to the adopted American Rescue Plan Act (ARPA) spending plan which if approved, would allow for the completion of qualified projects between now and the end of the current calendar year.

Mayor Perry asked for public comment.

Melinda Tunner addressed Council questioning why the item was not presented to the Finance & Administrative Committee first. She also questioned the Beach Parking allocation to move unspent operating dollars from fiscal year 2023 to fiscal year 2024 and are the funds earmarked for specific projects.

Skip Hoagland addressed Council and questioned the numbers within the document and the need for review by an outside expert CPA along with a forensic audit to be conducted.

Following comments, Mr. Ames moved to approve. Mr. Alfred seconded.

Ms. Becker moved to amend the ordinance to have the Coastal Community Development Corporation and the Hilton Head Regional Habitat for Humanity removed from the list to be voted on separately. Motion failed for the lack of a second.

Following review of each item in detail and comments and questions posed by Council, the motion carried 5-2 (Perry and Becker opposed).

Consideration of an Ordinance of the Town of Hilton Head Island authorizing the Execution of an Easement Encumbering Property to be Owned by the Town of Hilton Head Island Identified as PIN:R510 008 000 0460 0000, under the Authority of South Carolina Code 5-7-40 and 2-7-20, Municipal Code of the Town of Hilton Head Island and Providing for Severability and an Effective Date - First Reading - Josh Gruber, Deputy Town Manager

Mr. Gruber conducted a presentation. At its meeting on March 5, 2024, the Town Council authorized the Mayor and Town Manager to enter into a contract with Herbert Ford to purchase real property located on Marshland Road in connection with the planned development of Patterson Park. The terms and conditions of the March 5, 2024, Contract, obligate the Town to execute and deliver an easement to Herbert Ford authorizing access across the Town Property and the placement of underground utilities and drainage lines on the Town Property.

Under the terms and conditions of the March 5, 2024, Contract, the execution and delivery of the easement is to take place at the Closing of the Town's purchase of the

Town Property. To lawfully authorize such an action, the Town Council must adopt an Ordinance authorizing the granting of this easement.

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

Executive Session

Discussion of Appointment to Boards, Commissions, Committees [Pursuant to the South Carolina Freedom of Information Act Section 30-4-70 (a)(1)(2)] related to:

1. Housing Action Committee

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

1. Beaufort County v. Town of Hilton Head Island (Law Enforcement Fee)

Mayor Perry asked the Town Manager if there was a need to enter Executive Session. Mr. Orlando stated there was a need regarding the items listed above.

At 4:47 p.m. Mr. Ames moved to enter into Executive Session for the reasons cited by the Town Manager. Mr. Stanford seconded. Motion carried 7-0.

At 5:20 p.m. Mr. Ames moved to come out of Executive Session. Mr. Alfred seconded. Motion carried 7-0.

Action from Executive Session

Mr. Ames moved to authorize the removal of Candace Birkenhauer from the Housing Action Committee. Ms. Brison seconded. Motion carried 7-0.

Mr. Ames moved Council appoint the following members to the Housing Action Committee: Janet Fantano - term to expire on 06/30/2026; Dennis Crawford - term to expire 06/30/2025; Katie Varin - term to expire 06/30/2026. Ms. Brison seconded. Motion carried 6-1 (Becker opposed).

Adjournment

The meeting was adjourned at 5:23 p.m.

Approved:

Kimberly Gammon, Town Clerk

Alan R. Perry, Mayor

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



Town of Hilton Head Island TOWN COUNCIL WORKSHOP Tuesday, April 9, 2024, 1:00 PM Minutes

Call to Order

Mayor Perry called the workshop to order at 1:00 p.m.

Council Members Present: Alan Perry, Mayor, David Ames, Ward 3, Mayor Pro-Tempore; Patsy Brison, Ward 2; Alex Brown, Ward 1; Tammy Becker, Ward 4; Steve Alfred, Ward 5; Glenn Stanford, Ward 6.

Adoption of the Agenda

Mr. Ames moved to approve. Mr. Stanford seconded. Motion carried 7-0.

Workshop Discussion

Major Thoroughfares Corridor Plan

William Hilton Parkway Segment 3 - Beach City Road to Dillon Road

William Hilton Parkway Segment 2 - Wilborn Road to Beach City Road, and Main Street

Brian McIlwee introduced Brian Kinzelman, Principal, MKSK, a Planning, Urban Design and Landscape Architecture Firm; Jonathan Guy, Vice-President, Kimley-Horn Associates, a premier engineering, planning and design consultant, and Addie Weber, Office Director, Toole Design, which is a transportation company with the mission to support innovative streets and dynamic communities where people of all ages and abilities can walk, bike and have access to transit. He explained they will present a high-level overview of the overall plan and then dive into two priority segments described above and receive feedback from Council so they can advance into final design.

Mr. McIlwee continued with a presentation regarding the following:

OVERVIEW & PURPOSE

- Focus on analyzing and understanding current conditions
- Target safety of roadways and pedestrian/bicycle movements
- Direct improvements to critical areas and corridors
- Design standards for infrastructure, materials, & aesthetics

Mr. Orlando noted that it is important to establish a position regarding the plan and work towards it with the South Carolina Department of Transportation. He explained the need for an encroachment permit submittal to the SCDOT in making these changes/improvements and stated rather than bring them one piece at a time it is important to develop a plan for the entire network to be implemented over time.

Mr. Colin added that there is a need to have a plan in place in order to seek funding from other agencies and partners to provide confidence in what the funding will be used for.

Mr. McIlwee reviewed the segments listed below and asked Mr. Kinzelman to continue with the presentation.

WILLIAM HILTON PARKWAY SEGMENTS

WHP - 1: Spanish Wells Road / Wild Horse Road to Wilborn Road / Jarvis Park Road

WHP - 2: Wilborn Road / Jarvis Park Road to Beach City Road / Gardner Drive and Main Street

WHP - 3: Beach City Road / Gardner Drive to Dillon Road

WHP - 4: Dillon Road to Mathews Drive /Cross Island Parkway Folly Field Road Fraser Bridge and approaches

WHP - 5: Mathews Drive / Folly Field Road to Shelter Cove Lane

WHP - 6: Shelter Cove Lane to Queens Folly Road / King Neptune Drive

WHP - 7: Queens Folly Road / King Neptune Drive to Wexford Drive /Shipyard Drive

WHP - 8: Wexford Drive / Shipyard Drive to Sea Pines Circle and New Orleans Road

Segments Prioritizations

Safety

- Improvements located in high crash areas
- New controlled or reconfigured intersections
- Improve access management
- Turn lane improvements
- Improvements to unsignalized crossings
- Reduction in conflict points
- Reduction of speed
- Complete streets
- Traffic calming

Connectivity

- Connects neighborhoods separated by roadways
- Fills gaps in pathway network
- Creates new neighborhood connections
- Reduces pathway conflict points

Placemaking

- Improvements support Island character
- Signature corridor or street within network
- Aesthetic and character improvements
- Median recommendations to enhance aesthetics

The consultants reviewed the framework in detail explaining “Systems” are those essential elements that contribute to a corridor’s character and functionality; “Segments” identifies specific areas for systems improvements within each corridor and “Implementation” includes aspirational and attainable actions to help achieve the Plan’s vision. They reviewed the systems challenges and opportunities; system landscape and aesthetics; systems wayfinding, signage, branding and art; systems roadways; systems intersections; systems pathways; systems transit.

Members of Council had questions, comments and discussion regarding: speed limit study results and needs; the importance of looking at volume and speed on the roadways; crosswalk safety; the need for a balance; the need to reduce speed limits and how to do so and the need for enforcements; the need for landscape medians; confirmation a separate report will need to be done and submitted to SCDOT regarding reducing speed limits on each segment; concern over the timeframe in obtaining approval for all improvements; confirmation these are interim improvements; confirmation that additional funds will be needed for the entire scope of the project; consensus of Council to move the item forward on a future agenda; clarification of the design for all-stops for pedestrian crossings; then need for a balance regarding circle placement; the need for circles to slow traffic; confirmation William Hilton Parkway has a large right-of-way which would fit the options with the exception of a few small areas on side streets which rights-of-way would be needed; the need to consider stakeholder input; confirmation the medians on main street would be removed but enhancements would be done regarding landscaping on the pathways; confirmation bike paths would be the same on both segments of Main Street; confirmation control of lighting features would be the Town’s decision for Main Street because of ownership; consensus of Council that Option 3 for North Main street is the preferred plan; the need to take caution with lighting choices; concern for pedestrians crossing at Museum Street to Pembroke Drive; the importance of signage within the plan with consideration of not overdoing; and confirmation segments can be done at intermittent times.

NEXT STEPS

- Town Council feedback and direction on interim improvements for WHP-3
- Town Council feedback and direction for WHP-3, WHP-2, and Main Street
- Town Council to review full Major Thoroughfares Corridor Plan (MTCP) over next 60 days
- Town Council Adoption of MTCP no later than August 1st, 2024
- Workshops on additional Segments - TBD

Appearance by Citizens

A gentleman that did not identify himself addressed Council regarding the difficulty in crossing WHP from Indigo Run to Hilton Head Plantation on a bike. He spoke in support of the proposed plans.

Melinda Tunner addressed Council regarding her opposition of a bike lane on Main Street due to driver distractions and the volume of traffic. She voiced concern regarding any tree removal on Main Street.

Frank Babel addressed Council in support of the plans stating they would assist in the Town becoming a Platinum level Bicycle Friendly Community.

Charlie Quigg addressed Council regarding the William Hilton Parkway intersection with Gardner Drive and Beach City Road. He referenced a letter to the editor his wife wrote to the Island packet regarding the danger in crossing from the library to Gardner Drive.

Louise Miller Cohen addressed Council stating her support of the proposed plans.

After further discussion, it was the consensus of the entire Council to move ahead with interim improvements and to move forward with the preliminary work, study, and encroachment permit submission and define the segments with the input provided.

Emphasis was made regarding the need for community input regarding all segments within the plan and the need to focus on funding sources and timelines.

Adjournment

The workshop adjourned at 4:06 p.m.

Approved:

Kimberly Gammon, Town Clerk

Alan R. Perry, Mayor

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



Town of Hilton Head Island
TOWN COUNCIL SPECIAL MEETING
Monday, April 29, 2024, 9:00 AM
Minutes

Call to Order

Council Members present: Alan Perry, Mayor, David Ames, Ward 3, Mayor Pro-Tempore; Patsy Brison, Ward 2; Alex Brown, Ward 1; Tammy Becker, Ward 4; Steve Alfred Ward 5; Glenn Stanford, Ward 6

Adoption of the Agenda

Mr. Ames moved to approve. Mr. Alfred seconded.

Ms. Becker stated her opposition to Item 4.b. being discussed in Executive Session, noting her feelings that the discussion should take place in open session.

Ms. Becker moved to remove Item 4.b. from the agenda and for it to be added to a future agenda as an open session item. The motion failed for lack of a second.

The motion to adopt the agenda carried 6-1 (Becker opposed).

Executive Session

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

Mitchelville Road Area

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

Memorandum of Understanding with Beaufort County for the William Hilton Parkway Gateway Corridor Project

Mayor Perry asked the Town Manager if there was a need to enter Executive Session. Mr. Orlando stated there was a need regarding the items listed above.

At 9:03 A.m. Mr. Ames moved to enter into Executive Session for the reasons cited by the Town Manager and listed above. Mr. Alfred seconded. Motion carried 6-1 (Becker opposed).

At 11:04 a.m. Mr. Ames moved to come out of Executive Session. Ms. Brison seconded. Motion carried 6-0 (Mr. Brown was not at the dais at this time).

Appearance by Citizens

Diederik Advocast addressed Council regarding the William Hilton Parkway Gateway Corridor Project and stated that with the horizontal by-pass the problems are with the timing of the lights and while expanding the bridges has been pushed aside, there is need for a review by a consultant.

Kay Bayless addressed Council stating she conducted a coastal drive to look at the bridges and people feel the traffic problems are stemming from the lights. She added that while we celebrate the Gullah Culture, we shouldn't compromise it with the project.

Action from Executive Session

Mr. Ames moved to approve a resolution authorizing the execution and delivery of a contract for the purchase of 26.462 acres of high ground, more or less, of real property on Mitchelville Road on Hilton Head Island, and execution of a certification regarding funding and the completion of the transaction described in the contract. Ms. Becker seconded. Motion Carried 7-0.

Adjournment

The meeting was adjourned at 5:23 p.m.

Approved:

Kimberly Gammon, Town Clerk

Alan R. Perry, Mayor

The Town of Hilton Head Island



Proclamation

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

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

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

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

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

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

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

WHEREAS, May 13-19, 2024, is Bike to Work Week and May 17, 2024, is Bike to Work Day.

NOW. THEREFORE, I Alan R. Perry, Mayor of the Town of Hilton Head Island, South Carolina, do hereby proclaim May 2024 as **Bike Month**.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused this seal of the Town of Hilton Head Island to be affixed on this 7th day of May, in the year of our Lord, two thousand and twenty-four.



Alan R. Perry, Mayor

Attest:

Kimberly Gammon, Town Clerk



TOWN OF HILTON HEAD ISLAND

Town Council

TO: Hilton Head Island Town Council Members
FROM: Josh Gruber, Deputy Town Manager
CC: Marc Orlando, Town Manager
Jeff Herriman, Interim Finance Director
DATE: April 24, 2024
SUBJECT: Consideration of an Ordinance to Amend the Town of Hilton Head Island Budget for the Fiscal Year Ending June 30, 2024; to Provide for the Use of Budgeted Appropriations from the Prior Year; to Allocate the Sources of Revenue for Said Funds; to Provide for Severability and an Effective Date; and to Amend the Adopted American Rescue Plan Act (ARPA) Spending Plan

RECOMMENDATION:

The Town Council is requested to provide policy guidance on proposed amendments to the Fiscal Year 2024 budget as well as additional policy guidance on proposed amendments to the adopted American Rescue Plan Act (ARPA) spending plan.

SUMMARY:

As part of the annual budget review process, the Town assesses its current budgeted funds once the previous fiscal year has been closed. Staff then determines whether a mid-year budget amendment should be recommended. As we are now more than halfway through Fiscal Year 2024 and the previous fiscal year has been closed, staff proposes several budget amendments within certain identified Town Funds. Along with information pertaining to why the budget amendment is being requested, there are also corresponding recommendations on the identified sources of funding that are proposed to satisfy these amendments.

At its meeting on April 2, 2024, the Town Council voted 5-2 to approve First Reading of the Fiscal Year 2024 Budget Amendment.

1. GENERAL FUND AMENDMENTS:

a. Beach Parking Allocation:

On September 20, 2022, the Town Council approved entering into a contract with PCI Municipal Services for the purpose of providing beach parking management. On

February 21, 2023, the Town Council approved a budget amendment to fully fund this contract at a total cost of \$869,730 with \$366,965 allocated towards operating expenses and \$502,765 allocated towards capital expenses. At the conclusion of Fiscal Year 2023, there was \$308,508 remaining in unspent operating funds that staff is proposing to transfer into the Fiscal Year 2024 budget. These funds would be utilized to continue providing for the approved operating expenses identified in the initial budget that are continuing during the current fiscal year.

b. Community Development – Land Management Ordinance:

As part of the Fiscal Year 2023 budget, funding was identified within the Community Development Division for the purpose of engaging a consultant to undertake revisions to the Town's Land Management Ordinance. This initiative is identified in the Town's Strategic Action Plan under the Growth Framework and Island-Wide Master Plan strategy. The Town has recently executed a contract with the firm who will be utilized to accomplish this objective and as such, funding that was budgeted within the Fiscal Year 2023 budget but remained unspent is needed to be transferred into the Fiscal Year 2024 budget in the amount of \$350,000 to complete this initiative.

c. State Accommodation Taxes Allocation:

The Town's Finance and Administrative Committee recently made a unanimous recommendation to the Town Council that it authorize supplemental, mid-year appropriations under the FY24 Affiliated Agency program. Specifically, the Committee is making the following funding recommendations from available State Accommodation Tax balances:

- i. Coastal Community Development Corporation - \$600,000
- ii. Hilton Head Regional Habitat for Humanity - \$500,000

At its meeting on February 20, 2024, the Town Council voted to approve a Memorandum of Understanding with both the Coastal Community Development Corporation and the Hilton Head Regional Habitat for Humanity which outlines the various roles and responsibilities of the parties in the expenditure of these funds should this funding request ultimately be approved. Both appropriations would be funded from existing and available State Accommodation Taxes and would be dedicated towards the purpose of supporting affordable workforce housing initiatives on Hilton Head Island. A budget schedule identifying the availability of these funds is enclosed as Attachment 1. Also enclosed are copies of the Memorandums of Understanding with the Coastal Community Development Corporation and the Hilton Head Regional Habitat for Humanity as Attachments 2 and 3 respectively. Based upon these directives, staff is recommending an increase in the General Fund budget in the cumulative amount of \$1,100,000 from available State

Accommodations Taxes to provide for these requested allocations as FY24 Affiliated Agencies.

d. Hospitality Tax Allocation:

Town Council recently approved a Sponsorship Agreement with the Heritage Classic Foundation to support the 2024 RBC Heritage Golf Tournament in the amount of \$400,000. Funding for this Sponsorship Agreement was included in the Fiscal Year 2024 in the amount of \$307,469. Since the approved sponsorship amount is in excess of what was initially budgeted within the Fiscal Year 2024 budget, staff is recommending a budget amendment in the amount of \$92,531 from available funds within the Hospitality Tax fund balance. A schedule showing the availability of these funds is enclosed as Attachment 4.

2. CAPITAL IMPROVEMENT PLAN (CIP) AMENDMENTS:

a. Land Purchase Allocations:

The Town Council has previously authorized the purchase of several real estate parcels totaling 13.2 acres, and for which a corresponding budget amendment will need to be recorded to identify the sources of funding necessary to acquire these parcels. Staff are therefore requesting an amendment to the Capital Projects Fund budget in the cumulative amount of \$11,927,000 as further identified in each of the property acquisitions identified in the chart below:

Property Address	Purchase Price	Source of Funds	Closing Date
30 Bryant Road	\$3,400,000	Real Estate Transfer Fees	July 5, 2023
71 Shelter Cove Lane	\$3,938,000	State ATAX, Real Estate Transfer Fees, Land Sale Proceeds, and Hospitality Taxes	July 28, 2023
Parcel 15, Matthews Drive	\$350,000	Real Estate Transfer Fees	August 18, 2023
72 Pope Avenue	\$4,000,000	State ATAX, Real Estate Transfer Fees, Land Sale Proceeds, Hospitality Taxes	October 26, 2023
Lot 9, 19 Marshland Road	\$239,000	Real Estate Transfer Fees	April 30, 2024
Total Expenditure	\$11,927,000		

b. CIP Carry Forward:

In building the Fiscal Year 2024 Capital Improvement Program Budget, a preliminary estimate of the “Carry Forward” funding that would need to be brought forward from the Fiscal Year 2023 budget into the Fiscal Year 2024 budget was provided for within the adopted budget. Now that the Fiscal Year 2023 budget has been closed out, these estimated numbers are being updated to reflect the actual unspent balances that remain in a number of Capital Improvement Program project budgets. A copy of the CIP spreadsheet identifying these amounts by project is enclosed as Attachment 5. It is important to note that the current approved budget for Fiscal Year 2024 CIP projects is not being altered or amended with the exception of carrying forward unspent funds from Fiscal Year 2023.

As summary of the proposed carry forward requests broken down by CIP category is as follows:

- Beach - \$286,000
- Pathway - \$607,000
- Roads - \$530,000
- Parks - \$363,000
- Facilities and Equipment - \$1,490,000
- Fleet – No Change
- Land Acquisition - \$11,927,000 (via transfers in)

The Capital Projects Fund Expenditures spreadsheet showing the original budget carry forward estimate, the revised carry forward amounts, original budgeted and revised new funds for FY24, and the corresponding FY24 Adopted Budget and FY24 Revised Budget showing these figures is shown as follows:

Capital Projects Fund Expenditures:

	Budgeted Carry Forward	Revised Carry Forward	Budgeted New FY24 Funds	Revised FY24 New Funds	FY24 Adopted Budget	FY24 Revised Budget	Variance
Beach Program	1,556,000	1,842,216	3,000,000	3,000,000	4,556,000	4,842,216	286,216
Pathway Program	2,385,000	2,992,085	2,425,000	2,425,000	4,810,000	5,417,085	607,085
Roadway Program	3,892,020	3,397,753	2,312,445	3,337,170	6,204,465	6,734,923	530,458
Park Program	5,350,000	5,691,949	3,779,500	3,780,220	9,129,500	9,472,169	342,669
Facilities & Equipment Program	950,000	2,238,936	5,613,696	5,814,147	6,563,696	8,053,083	1,489,387
Fleet Program	7,518,420	7,489,466	811,000	839,954	8,329,420	8,329,420	-
Land Acquisition Administration	290,000	85,041	110,000	314,959	400,000	400,000	-
Land Acquisition	-	-	-	11,927,000	-	11,927,000	11,927,000
Totals	21,941,440	23,737,446	18,051,641	31,438,450	39,993,081	55,175,896	15,182,815

3. AMERICAN RESCUE PLAN ACT (ARPA) SPENDING PLAN:

a. American Rescue Plan Act (ARPA) Reallocation:

The Community Development Department has been engaged in implementing both the Home Safe and Repair Program and the Lateral Sewer Connection Program authorized by Town Council. The initial spending plan that was approved in 2021 provided for the following allocations:

- Community Foundation of the Lowcountry Grant - \$1,000,000
- Town Hall Security and Technology Improvements - \$1,000,000
- Workforce Housing Development/Infrastructure - \$1,000,000
- Home Safe and Repair Program - \$400,000
- Lateral Sewer Connections - \$200,000
- Public Infrastructure (TBD) - \$1,627,178

Based on the success of both the Home Safe and Repair and Lateral Sewer Connection Programs, the adopted Fiscal Year 2024 budget, it included a reallocation of additional funding for both of these programs thereby increasing the total funding available for these efforts as follows:

- Home Safe and Repair Program - \$200,000 in reallocation funding from Public Infrastructure (TBD) which results in \$600,000 in cumulative project funding.
- Lateral Sewer Connections - \$100,000 in reallocation funding from Public Infrastructure (TBD) which results in \$300,000 in cumulative project funding.

Due to the success of both of these programs, the Town has received more requests for assistance than it currently has in available in Town Council approved funding that would be needed to fulfill these outstanding requests. Staff is therefore proposing a further reallocation of \$969,158 in funding from Public Infrastructure (TBD) with \$899,741 being allocated to the Home Safe and Repair program and \$69,417 being allocated to the Lateral Sewer Connection program. A spreadsheet outlining these proposed amendments is enclosed as Attachment 6.

A current status update on the Home Safe and Repair program is as follows:

- The Home Safe and Repair program has qualified 96 of the 123 applications that it has received.
- Of these 96 qualified applications, 19 projects have been completed at a cost of \$166,563.48.
- 29 projects have jobs that are pending or are otherwise under contract at a cost of \$403,205.
- Staff anticipates being able to complete all of the 62 additional projects if the proposed reallocation of funds is adopted.

- Any remaining projects will be identified for possible inclusion in the Fiscal Year 2025 budget.

A current status update on the Lateral Sewer Connection program is as follows:

- The Lateral Sewer Connection program has qualified 35 of the 37 applications that it has received.
- Of these 35 applications, 24 projects have been completed and an additional 3 projects are pending at a total cost of \$288,417.
- There are 8 projects remaining that staff anticipate being able to complete if the proposed reallocation of funds is adopted.
- The successful completion of these 8 projects would leave no outstanding applications remaining within the program.

CONCLUSION:

The Town Council is requested to provide policy guidance on the proposed amendments to the Fiscal Year 2024 budget which include recommendations to transfer Fiscal Year 2023 unspent funds, rolling forward of Fiscal Year 2023 unspent Capital Improvement Project funds, to allocate funding for the Town's land acquisitions, and allocate Affiliated Agency funding for the Coastal Community Development Corporation and the Hilton Head Regional Habitat for Humanity. Additionally, the Town Council is requested to provide policy guidance on proposed amendments to the adopted American Rescue Plan Act (ARPA) spending plan which if approved, would allow for the completion of qualified projects between now and the end of the current calendar year.

ATTACHMENTS:

1. Draft Fiscal Year 2024 Budget Ordinance Amendment
2. State Accommodations Tax Funding Availability Schedule
3. Memorandum of Understanding with Coastal Community Development Corporation
4. Memorandum of Understanding with the Hilton Head Regional Habitat for Humanity
5. Hospitality Tax Funding Availability Schedule
6. CIP Spreadsheet Identifying FY2024 Carry Forward Allocations
7. American Rescue Plan Act Proposed Funding Reallocation

AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND

AN ORDINANCE TO AMEND THE BUDGET FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, FOR THE FISCAL YEAR ENDING JUNE 30, 2024; TO PROVIDE FOR THE BUDGETED APPROPRIATIONS OF PRIOR YEAR BUDGET ROLL-FORWARDS AND CERTAIN OTHER APPROPRIATIONS AND COMMITMENTS AND THE EXPENDITURES OF CERTAIN FUNDS; TO ALLOCATE THE SOURCES OF REVENUE FOR THE SAID FUNDS; AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.

WHEREAS, Section 5-7-260 of the Code of Laws of South Carolina requires that a municipal council act by ordinance to adopt a budget and levy taxes, pursuant to public notice; and

WHEREAS, the Town Council did adopt the budget on June 6, 2023, and

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

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

Section 1. Amendment. The adopted 2024 fiscal year budget is amended to make the following changes as additions to the funds from prior years and to the projected revenue and expenditure accounts as summarized below and as detailed in Attachment A.

General Fund

- Allocation of \$308,508 in unspent Fiscal Year 2023 funds for the new parking program contract operations and implementation.
- Allocation of \$350,000 in unspent Fiscal Year 2023 funds for Community Development to utilize for Land Management Ordinance revisions.
- Allocation of \$1,100,000 in State Accommodations Tax funds to fund the Fiscal Year 2024 Affiliated Agency applications from the Coastal Community Development Corporation (\$600,000) and the Hilton Head Regional Habitat for Humanity (\$500,000).
- Allocation of \$92,531 in Hospitality Tax funds for the 2024 RBC Heritage Sponsorship Agreement.

A schedule outlining these transfers is as follows:

General Fund Revenues

Transfer-in from State Accommodations Tax	\$ 1,100,000
Transfer-in from Hospitality Tax	\$ 92,531
Prior Year Unspent Funds (Beach Parking)	\$ 308,508
Prior Year Unspent Funds (LMO Revisions)	<u>\$ 350,000</u>
	\$ 1,851,039

General Fund Expenditures

FY24 Affiliated Agency Funding:	
Coastal Community Development Corporation	\$ 600,000
Hilton Head Regional Habitat for Humanity	<u>\$ 500,000</u>
	\$ 1,100,000
Remainder of FY23 Parking Contract Funding:	
Parking Program Contract	\$ 308,508
Community Development:	
LMO Amendments	\$ 350,000
<u>Sponsorship Agreement</u>	\$ 92,531
2024 RBC Heritage Golf Tournament	<u> </u>
	\$ 1,851,039

Capital Projects Fund

A change in the amount of expected carry forward for various CIP projects to move from available budget projects to actual availability unspent funds as well as an increase in the CIP budget to provide for land acquisitions approved by Town Council since July 1, 2023, is reflected in the chart below. This chart represents the cumulative amendments within the CIP and is shown in greater detail in Attachment A attached hereto and incorporated herein by reference.

Capital Projects Fund Expenditures:

	Budgeted Carry Forward	Revised Carry Forward	Budgeted New FY24 Funds	Revised FY24 New Funds	FY24 Adopted Budget	FY24 Revised Budget	Variance
Beach Program	1,556,000	1,842,216	3,000,000	3,000,000	4,556,000	4,842,216	286,216
Pathway Program	2,385,000	2,992,085	2,425,000	2,425,000	4,810,000	5,417,085	607,085
Roadway Program	3,892,020	3,397,753	2,312,445	3,337,170	6,204,465	6,734,923	530,458
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Fleet Program	7,518,420	7,489,466	811,000	839,954	8,329,420	8,329,420	-
Land Acquisition Administration	290,000	85,041	110,000	314,959	400,000	400,000	-
Land Acquisition	-	-	-	11,927,000	-	11,927,000	11,927,000
Totals	21,941,440	23,737,446	18,051,641	31,438,450	39,993,081	55,175,896	15,182,815

American Rescue Plan

A reallocation of \$969,158 within the adopted spending plan to transfer funding from the Public Infrastructure line item to the Home Safe and Repair Program (\$899,741) and Lateral Sewer Connection (\$69,417) line items.

Section 2. Severability. If any section, phrase, sentence, or portion of this Ordinance is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct, and independent provision, and such holding shall not affect the validity of the remaining portions thereof.

Section 3. Effective Date. This Ordinance shall be effective upon its enactment by the Town Council of the Town of Hilton Head Island.

**PASSED, APPROVED, AND ADOPTED BY THE TOWN COUNCIL FOR THE TOWN OF
HILTON HEAD ISLAND ON THIS _____ DAY OF _____, 2024.**

**TOWN OF HILTON HEAD ISLAND,
SOUTH CAROLINA**

Alan R. Perry, Mayor

ATTEST:

Kimberly Gammon Town Clerk

APPROVED AS TO FORM:

Curtis Coltrane, Town Attorney

Town of Hilton Head Island			
Calculation of State Accommodations Taxes (ATAX) & Available Funds			
As of January 16, 2024			
SC ATAX Funds Available on July 1, 2022, less 2023 ATAX Grant Requests			1,139,792
	FY23 ATAX Collections	13,344,903	
	FY23 Interest Earnings	371,636	
		13,716,539	
Total FY23 Available ATAX Funds Before Distributions			14,856,331
FY23 Required Distributions			
	General Fund	(25,000)	
	DMO 30% (after first \$25k)	(3,995,971)	
	General Fund 5%	(665,995.00)	
	Subtotal Required Distributions	(4,686,966)	
Town Council Allocations in the FY 2024 Budget:			
	General Fund Operations Budgets 2024	(3,515,021)	
	Capital Improvements Budget 2024	(3,000,000)	
	Total Town Council Allocations	(6,515,021)	
2024 ATAX Grant Application Awards		(4,282,328)	
FY24 Expected Activity (July - December 2023)			
FY24 State ATAX Revenues - July-September 2023 (Actual)		5,148,616	
FY24 State ATAX Revenues - October-December 2023 (Forecast)		1,612,716	
FY24 ATAX Revenue Interest Earnings - July-December 2023 (Actual)		284,359	
Total FY24 Revenues (July-December 2023)		7,045,691	
FY24 Required Distributions (July - December)			
	General Fund	(25,000)	
	DMO 30% (after first \$25k)	(2,020,900)	
	General Fund 5%	(336,817)	
	Subtotal Required Distributions	(2,382,717)	
Total FY24 Available ATAX Funds Before Additional Uses			4,034,990
Possible Uses of Available ATAX Funds			
Planned Land Purchases (Pending Adoption of FY24 Budget Amendment)		(2,000,000)*	
Workforce Housing (Hilton Head Regional Habitat for Humanity & CCDC)		(1,100,000)*	
Total Possible Uses of Available ATAX Funds		(3,100,000)	
Total FY24 Available Balance After Additional Uses			934,990

*Subject to Town Council approval of Fiscal Year 2024 Budget Amendment.

STATE OF SOUTH CAROLINA)
)
COUNTY OF BEAUFORT)

MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (“Agreement”) is entered into this ____ day of _____, 2024, by and between the Town of Hilton Head Island (“Town”), a South Carolina Municipal Corporation, and the Coastal Community Development Corporation (“Coastal”), a South Carolina nonprofit corporation. When referred to jointly, these entities shall be referred to as the “Parties.”

WHEREAS, the Town is committed to fostering a strong sense of community and well-being for all of its residents through the creation of affordable workforce housing; and

WHEREAS, within *Our Plan*, the Town of Hilton Head Island’s Comprehensive Plan, the Town has identified a specific goal of encouraging the development of workforce housing and home ownership through effective incentives; and

WHEREAS, one of the strategies identified within Comprehensive Plan is to support programs that are aimed at increasing workforce housing availability similar to the program that is offered by the Coastal Community Development Corporation; and

WHEREAS, Coastal is dedicated to the acquisition of affordable workforce housing and has presented a plan whereby it would acquire existing residential units on Hilton Head Island and restrict their future occupation and use to established affordable housing criteria; and

WHEREAS, both parties acknowledge the need for an effective partnership between the Town and Coastal to facilitate the acquisition of affordable workforce housing within the municipal limits of Hilton Head Island.

NOW, THEREFORE, for and in consideration of the mutual promises, undertakings, and covenants set forth herein, the receipt and sufficiency of which is acknowledged and affirmed by both the Town and Coastal, the Parties do hereby agree as follows:

1. Governing Document

It is the intent of the parties that this Memorandum shall only govern circumstances wherein the Town has provided funding to Coastal for the purposes of acquiring affordable workforce housing units.

2. Funding

The Town will consider an annual financial contribution to Coastal through its Affiliated Agency funding process to support the acquisition of properties, the creation of affordable workforce housing, and the oversight and management of the same. The balance of any capital or operating funding that may be necessary to accomplish this purpose above and beyond any amount appropriated by the Town shall be raised by Coastal from sources other than what has been provided by the Town through its Affiliated Agency funding.

Nothing in this document, or the Affiliated Agency funding process shall be deemed to require the Town to continue the Affiliated Agency funding process, or to otherwise be deemed a commitment of the Town to provide any future funding. The use of funding identified in this Memorandum is conditioned upon the Town taking such actions as may be necessary in order to satisfy the requirements outlined in Act 57 of 2023.

3. Roles and Responsibilities

A. Coastal's Obligations:

- i. Approval of Plan and Budget. Prior to awarding any funding identified under this Agreement, Coastal shall submit annually through the Town's Affiliated Agency program. Among other program requirements, this submission shall include a detailed plan (the "Plan") and budget (the "Budget") for the acquisition of workforce housing for which this funding will be utilized. The Town will provide Coastal with access to its staff to assist in the development of both the Plan and the Budget should it request such support.
- ii. Use of Funding. Coastal may only use the above referenced funding for the purposes of developing and/ or acquiring single and/or multi-family workforce housing units within the municipal boundaries of Hilton Head Island.
- iii. Maintenance Plan. Within its Plan, Coastal shall provide information outlining how the affordable workforce housing units acquired with the use of the Town's funding will be maintained in accordance with generally accepted maintenance standards.
- iv. Tenant Qualifications. Coastal shall also identify how applicants will be screened and ultimately selected to own, rent, and/or occupy any units created under this Agreement. In addition to verifying income criteria, these screening and selection criteria shall include a mandatory requirement that at least one member of a household that qualifies to rent any units created under this Memorandum shall be actively employed within the municipal boundaries of the Town of Hilton Head

Island at the time that they are qualified and selected for such unit. This selection criteria along with the applicable income verifications shall be recertified by Coastal no less than annually or at any such time as a new lease or other similar instrument is issued, whichever shall occur sooner so long as no period of recertification occurs in any frequency less than annually.

- v. Selection of Tenants. ~~Coastal shall offer the workforce housing units created or acquired under this Memorandum to any qualified individual meeting the terms and conditions outlined herein and shall not grant any preference to applicant based upon the identity of their employer or nature of their employment on Hilton Head Island.~~ Coastal shall develop selection criteria for its tenants that shall be in keeping with the terms expressed in this Memorandum of Understanding. Coastal shall be authorized to offer preferential selection of qualifying tenants as a means of raising funds from private, nongovernmental entities. The Town supports these efforts and therefore authorizes Coastal to offer this preferential treatment so long as such preference shall not exceed a ratio of units that are offered to any qualifying member of the general public in a ratio that is any less than one to one (1:1) with one preferential unit being available for every publicly available unit that is also created. When requested, Coastal shall provide the Town with written documentation identifying how it is conducting this application and selection process and shall include detailed information on its review and qualification of such applications. This information shall also include a detailed list of the individuals selected as preferred tenants of any workforce housing units and the waiting lists, if any, that it may maintain for future units.
- vi. Income Requirements. Within its submitted Plan, Coastal shall identify the Area Median Incomes (“AMI”) applicable to the affordable workforce housing units that it seeks to create under this Agreement. The rental or conveyance of any workforce housing homes created under this Agreement shall not be less than 30% nor greater than 120% of the AMI applicable to Hilton Head Island, South Carolina according to the latest figures available from the United States Department of Housing and Urban Development (HUD) without the express prior written approval by the Town. Additionally, the monthly rental amount to be charged on any unit that is created or acquired under this program shall not exceed thirty percent (30%) of the total household income identified at the time of qualification for such unit.
- vii. Ongoing Affordable Nature of Housing Units. Within its submitted Plan, Coastal shall identify the nature and extent to which the affordable workforce housing units it seeks to create under this Agreement shall be maintained and the duration of time, expressed in years, that it will ensure that the affordability standards for these units are maintained as stated in its submitted Plan. Coastal shall provide the Town with

copies of the restrictive covenants that will be created for these purposes which shall be provided as part of Coastal's annual Plan and Budget submission. Additionally, within the submitted Plan, any units acquired and/or created under this agreement shall be documented as being restricted from use as a short-term rental during any period of time to which the unit is limited to workforce housing purposes.

- viii. Limitations on sale. No units acquired or created under this agreement shall be sold by Coastal without the express written consent of the Town. The net proceeds of any such units that are authorized for sale shall be reinvested into acquiring comparable workforce housing units.
- ix. Annual Report. Coastal shall prepare and submit an annual report to the Town identifying the manner in which any funding that it has received by the Town was utilized, the outcomes that it has created to support the acquisition of workforce housing on Hilton Head Island, and any performance metrics that may be that may be necessary to evaluate the overall effectiveness that this funding has had in addressing workforce housing issues on Hilton Head Island.
- x. Insurance. Coastal shall provide a Certificate of Insurance covering all activities necessary in the carrying out of acquiring real property, and/or during any occupancy of either single and/or multi-family workforce housing units within the municipal boundaries of Hilton Head Island. The Town shall be named as an additional insured within this document. The insurance policies required by this agreement shall include:
 - a. Fire insurance with limits equal to the replacement cost of any structure covered by this agreement, unless already included by regime insurance;
 - b. General liability insurance with limits of no less than \$1million
- xi. Indemnification. Coastal shall defend, indemnify, and hold harmless the Town, its officers, directors, agents, and employees from and against any and all actions, costs, claims, losses, expenses, and/or damages, including attorney's fees, whether incurred prior to the institution of litigation, during litigation, or on appeal arising out of or resulting from the conduct of any activity hereby authorized or the performance of any requirement imposed pursuant by this Agreement, however caused or occasioned, unless caused by the willful misconduct or gross negligence of the Town.

B. Town's Obligations

- i. Staff Support: The Town will provide Coastal with access to its staff to support its activities provided for under this Agreement.
- ii. Processing of Permits. The Town agrees to work with Coastal to expeditiously

process any requests that it may submit for the renovation or repair of any residential units that it acquires or maintains, and the building permits associated with any workforce housing units provided for under this Agreement. We request waiving of any permit fees.

- iii. Release of Funding. The Town will provide any funding authorized to Coastal under this Agreement on a draw down basis. This shall mean that Coastal will submit to the Town documentation establishing satisfactory compliance with all criteria outlined above and only after such documentation has been verified as being sufficient, shall the Town issue funding to Coastal in the amount requested and verified as being compliant with this Memorandum of Understanding.

4. Specific Obligations

Because of the unknown nature of future Plans and Budgets that may be submitted by Coastal, as a condition of any funding that may be awarded to Coastal through the Affiliated Agency funding process, the Town may require additional obligations that shall be consistent with both the Plan and Budget approved by the Town Council. Any such specific obligations will be incorporated via separate agreement and shall identify the nature and scope to which such specific obligations shall apply.

5. Claw Backs and Dissolution

In the event Coastal materially breaches this Agreement, the Town reserves the right to claw back the entirety of the Grant funds, or a portion thereof, that it has provided to Coastal. Additionally, should any funding awarded under this Agreement not be utilized pursuant to the terms and conditions outlined herein, or any additional specific obligations that may be associated with any such award, then Coastal agrees to refund any such funding to the Town upon the receipt of a written demand by the Town to return such funding. We request a 10 year time frame for this restriction.

Should at any time in the future Coastal cease to exist or otherwise operate as a South Carolina nonprofit corporation, Coastal's assets shall be transferred to another similar entity, with the consent of the Town, who shall assume the ownership and responsibilities for the residential units outlined within this agreement and shall continue their occupation, maintenance, and management of these units under the same terms and conditions outlined herein or in any corresponding Plan or Budget that has been approved by the Town Council. Should a sufficient successor organization not be identified, the Town shall have the right to assume the ownership and responsibility for these units under the same terms and conditions outlined herein or in any corresponding Plan or Budget that has been approved by the Town Council.

6. Notices

All notices required under this Memorandum shall be deemed to have been given if in writing and

1. delivered personally; or
2. mailed first class, postage prepaid, to the address of record set forth below, in which case delivery shall be deemed to have occurred two calendar days after the date of postmark.

COASTAL COMMUNITY DEVELOPMENT CORPORATION

Executive Director
1000 Main Street Suite 100-B
Hilton Head Island, South Carolina 29926

TOWN OF HILTON HEAD ISLAND

Town Manager
One Town Center Court
Hilton Head Island, SC 29928

The address of record may be changed by written notice to the other party.

7. Term

The term of this Memorandum of Understanding shall be for a period of five (5) years from the date of its execution. No less than one hundred and eighty (180) days prior to the conclusion of this Memorandum, the Town and Coastal shall meet to discuss any extensions, modifications, or terminations of the same. Changes to this Agreement may be made only with and by the mutual written consent of both Parties. This Agreement and any future requests for funding that are contemplated herein are subject to an annual budget appropriation by the Town Council as part of its Affiliated Agency funding program.

8. Termination

In addition to any other rights of termination set forth in this Memorandum, each party shall have the right to terminate this Memorandum, by written notice to the other party, if the other party is in default of any term or provision of this Memorandum, and the defaulting party fails to cure or correct such default within fourteen (14) days of notice thereof from the non-defaulting party. A party may elect to disregard a default for the period of time without waiving its right to declare a default at a subsequent time or upon reoccurrence of the default. Additionally, either of the Parties may elect to terminate this Agreement for convenience by written notice to the other party, thirty (30) days in advance of such termination.

(SIGNATURE PAGES FOLLOW)

IN WITNESS WHEREOF, Coastal has caused this Agreement to be signed and sealed
this _____ day of _____, 20____.

SIGNED, SEALED AND
DELIVERED IN THE PRESENCE
OF:

COASTAL COMMUNITY DEVELOPMENT
CORPORATION

By: _____
Executive Director

Attest: _____

Print Name: _____

STATE OF SOUTH CAROLINA)
)
COUNTY OF _____)

ACKNOWLEDGEMENT

I, the undersigned Notary Public, do hereby certify that _____ and
_____ personally appeared before me this day and acknowledged
the due execution of the foregoing instrument on behalf of the Coastal Community Development
Corporation.

Witness my hand and seal this _____ day of _____, 20____.

Notary Public for South Carolina
My Commission Expires: _____

STATE OF SOUTH CAROLINA)
)
 COUNTY OF BEAUFORT)

MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (“Agreement”) is entered into this ____ day of _____, 2023, by and between the Town of Hilton Head Island (“Town”), a South Carolina Municipal Corporation, and Hilton Head Regional Habitat for Humanity (“Habitat”), a South Carolina nonprofit corporation. When referred to jointly, these entities shall be referred to as the “Parties.”

WHEREAS, the Town is committed to fostering a strong sense of community and well-being for all of its residents through the creation of affordable workforce housing; and

WHEREAS, within *Our Plan*, the Town of Hilton Head Island’s Comprehensive Plan, the Town has identified a specific goal of encouraging the development of workforce housing and home ownership through effective incentives; and

WHEREAS, one of the strategies identified within Comprehensive Plan is to support programs that are aimed at increasing workforce housing home ownership similar to the program that is offered by Habitat for Humanity; and

WHEREAS, Habitat is dedicated to the development of affordable workforce housing and has proven experience in both the construction and management of such projects on Hilton Head Island; and

WHEREAS, both parties support Habitat’s pursuit of financial support for workforce housing development through the Town’s adopted Affiliated Agency funding process; and

WHEREAS, both parties acknowledge the need for an effective partnership between the Town and Habitat to facilitate the development of affordable workforce housing within the municipal limits of Hilton Head Island.

NOW, THEREFORE, for and in consideration of the mutual promises, undertakings, and covenants set forth herein, the receipt and sufficiency of which is acknowledged and affirmed by both the Town and Habitat, the Parties do hereby agree as follows:

1. Governing Document

It is the intent of the parties that this Memorandum shall only govern circumstances wherein the Town has provided funding to Habitat for the purposes of developing affordable workforce housing. Any additional capital and operating costs necessary for the development of qualified affordable workforce housing will be the responsibility of Habitat.

2. Funding

The Town will consider an annual financial contribution to Habitat through its Affiliated Agency funding process to support the acquisition of land, the creation of affordable workforce housing, and the oversight and management of the same. The balance of any capital or operating funding that may be necessary to accomplish this purpose above and beyond any amount appropriated by the Town shall be raised by Habitat from sources other than what has been provided by the Town through its Affiliated Agency funding.

3. Roles and Responsibilities

a. Habitat's Obligations:

- i. Approval of Plan and Budget. Prior to awarding any funding identified under this Agreement, Habitat shall submit annually through the Town's Affiliated Agency program. Among other program requirements, this submission shall include a detailed plan (the "Plan") and budget (the "Budget") for the development of workforce housing for which this funding will be utilized. The Town will provide Habitat with access to its staff to assist in the development of both the Plan and the Budget. The use of funding identified in this Memorandum is conditioned upon the Town taking such actions as may be necessary in order to satisfy the requirements outlined in Act 57 of 2023.
- ii. Use of Funding. Habitat may only use the above referenced funding for the purposes of acquiring real property, and/or designing and constructing single and/or multi-family workforce housing units within the municipal boundaries of Hilton Head Island.
- iii. Review of Plans. Habitat shall submit all conceptual, design, engineering, and site plans to the Town for review and approval consistent with the standard and ordinary development review and building construction process. The plans submitted by Habitat shall follow the Town's Land Management Ordinance as well as any other applicable laws and regulations.

- iv. Maintenance Plan. Within its Plan, Habitat shall provide information outlining how the affordable workforce housing units developed with the use of the Town's funding will be maintained in accordance with generally accepted maintenance standards. Habitat shall also identify how applicants will be screened and ultimately selected to own and/or occupy any units created under this Agreement. These screening and selection criteria shall include a mandatory requirement that at least one or more members of a household that qualifies to acquire any units created under this Memorandum shall be actively employed within the municipal boundaries of the Town of Hilton Head Island at the time that they are qualified and selected for such unit.
- v. Income Requirements. Within its submitted Plan, Habitat shall identify the Area Median Incomes ("AMI") applicable to the affordable workforce housing units that it seeks to create under this Agreement. The rental or conveyance of any workforce housing homes created under this Agreement shall be between thirty percent (30%) to eighty percent (80%) ~~not exceed 120%~~ of the AMI applicable to Hilton Head Island, South Carolina without the express prior written approval by the Town.
- vi. Ongoing Affordable Nature of Housing Units. Within its submitted Plan, Habitat shall identify the nature and extent to which the affordable workforce housing units it seeks to create under this Agreement shall be maintained and the duration of time, expressed in years, that it will ensure that the affordability standards for these units are maintained as stated in its submitted Plan. Additionally, within the submitted Plan, any units created under this agreement shall be restricted from being used for short-term rental purposes.
- vii. Accounting, Reporting, and Transparency. Any funding awarded under this Agreement shall be accounted for in a separate fund according to Generally Accepted Accounting Principles for governmental and non-profit entities. Habitat shall allow the Town to access all records related to the Grant funds upon seventy-two (72) hour written notice. To the extent that it should become necessary, Habitat agrees that it will provide the Town with any documentation that may be necessary to appropriately identify and account for any funding that it may receive. Habitat shall also work with the Town to provide any documentation that may be requested of any state or federal entity pertaining to this funding.

Habitat shall cause a financial statement to be prepared each year at the conclusion of Habitat's fiscal year by an entity independent of, and unconnected to, Habitat. Habitat shall deliver a copy of its financial statement to the Town within thirty (30) days of the completion of the financial statement each calendar year.

Habitat shall provide the Town with an annual independent audit report or review report prepared by a Certified Public Accountant (CPA) acceptable to the Town. An annual report shall be submitted no less than every third year.

Habitat shall prepare and submit an annual report to the Town identifying the manner in which any funding that it has received by the Town was utilized, the outcomes that it has created to support the development of workforce housing on Hilton Head Island, and any performance metrics that may be necessary to evaluate the overall effectiveness that this funding has had in addressing workforce housing issues on Hilton Head Island.

- viii. Insurance. Habitat shall provide a Certificate of Insurance covering all activities necessary in the carrying out of acquiring real property, and/or designing and constructing single and/or multi-family workforce housing units within the municipal boundaries of Hilton Head Island. The Town shall be named as an additional insured within this document.
- ix. Indemnification. Habitat shall defend, indemnify, and hold harmless the Town, its officers, directors, agents, and employees from and against any and all actions, costs, claims, losses, expenses, and/or damages, including attorney's fees, whether incurred prior to the institution of litigation, during litigation, or on appeal arising out of or resulting from the conduct of any activity hereby authorized or the performance of any requirement imposed pursuant by this Agreement, however caused or occasioned, unless caused by the willful misconduct or gross negligence of the Town.

b. Town Obligations:

- i. Support for Habitat Services: The Town will encourage and guide Habitat in the submission of any necessary procurement documentation that may be required in order to facilitate Habitat's participation as a qualified vendor in the Town's Home Safe and Repair program as well as any additional contracting opportunities that may be appropriate for Habitat's services in the home construction and home repair industry.
- ii. Staff Support: The Town will provide Habitat with access to its staff to support identifying opportunities within historic neighborhoods and the development of home ownership opportunities on all properties located within the Town of Hilton Head Island inclusive of Gullah land. This access to staff will include, but will not

be limited to, the Historic Neighborhoods Principal Planner, staff from the Gullah Geechee Historic Neighborhoods Community Development Corporation, and others as may be necessary to accomplish this purpose.

- iii. Development Support: The Town will work cooperatively with Habitat to assist in performing site selection, site design, building design, and construction related activities that support the creation of home ownership workforce housing on Hilton Head Island.
- iv. Processing of Permits. The Town agrees to work with Habitat to expeditiously process any requests that it may submit for development and/or building permits associated with the creation of affordable workforce housing called for under this Agreement.
- v. Project Assistance. The Town may assist and/or perform functions that aid in the acquisition, transfer, and/or development of affordable workforce housing properties for homeownership in a joint partnership with Habitat as provided for within Section 11-1-911 of the Municipal Code of the Town of Hilton Head Island, South Carolina.
- vi. Project Payments. The Town will provide any funding authorized under this Memorandum to Habitat based upon on a periodic draw down basis. The Town Manager shall be authorized to determine the appropriate amounts to be paid under each draw down request based upon the project progress that has been achieved at the time of the draw down request.
- vii. Future Funding Opportunities: The Town will work cooperatively with Habitat to jointly pursue external funding opportunities that support workforce housing development.

4. Specific Obligations

Because of the unknown nature of future Plans and Budget that may be submitted by Habitat, as a condition of any funding that may be awarded to Habitat through the Affiliated Agency funding process, the Town may require additional obligations that shall be consistent with the Plan and Budget approved by the Town Council. Any such specific obligations will be incorporated via separate agreement and shall identify the nature and scope to which such specific obligations shall apply.

5. Claw Backs

In the event Habitat materially breaches this Agreement, the Town reserves the right to claw back the entirety of the Grant funds, or a portion thereof, that it has provided to Habitat. Additionally, should any funding awarded under this Agreement not be utilized pursuant to the terms and conditions outlined herein, or any additional specific obligations that may be associated with any such award, then Habitat agrees to refund any such funding to the Town upon the receipt of a written demand by the Town to return such funding.

6. Notices

All notices required under this Memorandum shall be deemed to have been given if in writing and

- a. delivered personally; or
- b. mailed first class, postage prepaid, to the address of record set forth below, in which case delivery shall be deemed to have occurred two calendar days after the date of postmark.

HILTON HEAD REGIONAL HABITAT FOR HUMANITY

Executive Director
PO Box 2747
Bluffton, SC 29910

TOWN OF HILTON HEAD ISLAND

Town Manager
One Town Center Court
Hilton Head Island, SC 29928

The address of record may be changed by written notice to the other party.

7. Term

The term of this Memorandum of Understanding shall be for a period of five (5) years from the date of its execution. No less than one hundred and eighty (180) days prior to the conclusion of this Memorandum, the Town and Habitat shall meet to discuss any extensions, modifications, or terminations of the same. Changes to this Agreement may be made only with and by the mutual written consent of both Parties. This Agreement and any future requests for funding that are contemplated herein are subject to an annual budget appropriation by the Town Council as part of its Affiliated Agency funding program.

8. Termination

In addition to any other rights of termination set forth in this Memorandum, each party shall have the right to terminate this Memorandum, by written notice to the other party, if the other party is in default of any term or provision of this Memorandum, and the defaulting party fails to cure or correct such default within fourteen (14) days of notice thereof from the non-defaulting party. A party may elect to disregard a default for the period of time without waiving its right to declare a default at a subsequent time or upon reoccurrence of the default. Additionally, either of the Parties may elect to terminate this Agreement for convenience by written notice to the other party, thirty (30) days in advance of such termination.

(SIGNATURE PAGES FOLLOW)

IN WITNESS WHEREOF, Habitat has caused this Agreement to be signed and sealed this _____ day of _____, 20_____.

**SIGNED, SEALED AND
DELIVERED IN THE PRESENCE
OF:**

**HILTON HEAD REGIONAL HABITAT
FOR HUMANITY**

By: _____
Brenda Dooley
Executive Director

Attest: _____

Print Name: _____

STATE OF SOUTH CAROLINA)
)
COUNTY OF _____)

ACKNOWLEDGEMENT

I, the undersigned Notary Public, do hereby certify that Brenda Dooley and _____ personally appeared before me this day and acknowledged the due execution of the foregoing instrument on behalf of the Hilton Head Regional Habitat for Humanity, Inc.

Witness my hand and seal this _____ day of _____, 20_____.

Notary Public for South Carolina
My Commission Expires: _____

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Town of Hilton Head Island
Calculation of Hospitality Taxes (HTAX) Available Funds
FY23 Actual and FY24 Forecast

	FY23 Actual	FY24 Forecast
Fund Balance - Beginning of Year	19,568,949	24,485,722
Revenue		
HTAX Revenue	10,400,345	10,106,156
Interest Earnings	503,723	900,000
Total Revenue	10,904,068	11,006,156
Transfers Out		
General Fund	(3,218,687)	(5,062,424)
Transfers to HTAX - CIP Expenditures	(1,323,918)	(2,360,000)
Transfers to Debt Service	(1,444,690)	(1,437,133)
Total Transfers Out	(5,987,295)	(8,859,557)
Net Change in Fund Balance	4,916,773	2,146,599
Fund Balance - End of Year	24,485,722	26,632,321

TOWN OF HILTON HEAD ISLAND - CAPITAL IMPROVEMENTS PROGRAM FY24

MAP KEY	PROJECTS	FY23 BUDGETED CARRY FORWARD	FY23 ACTUAL CARRY FORWARD	FY24 BUDGETED NEW FUNDS	FY24 ACTUAL NEW FUNDS ACTUAL	FY24 TOTAL ORIGINAL BUDGET	FY24 TOTAL REVISED BUDGET	FY24 TOTAL BUDGET INCREASE
BEACH PROGRAM								
B1	Beach Management & Monitoring	\$ -	\$ -	\$ 450,000	\$ 450,000	\$ 450,000	\$ 450,000	\$ -
B2	Beach Renourishment	\$ -	\$ 150,000	\$ 700,000	\$ 700,000	\$ 700,000	\$ 850,000	\$ 150,000
	BEACH PARK IMPROVEMENTS							
	Beach Park Maintenance & Improvements	\$ -	\$ 35,382	\$ 250,000	\$ 250,000	\$ 250,000	\$ 285,382	\$ 35,382
B3	Driessen Beach Park Boardwalk Replacement	\$ 556,000	\$ 577,851	\$ 250,000	\$ 250,000	\$ 806,000	\$ 827,851	\$ 21,851
B4	Folly Field Beach Park Boardwalk Replacement	\$ -	\$ 78,983	\$ -	\$ -	\$ -	\$ 78,983	\$ 78,983
B5	Islanders Beach Park Improvements	\$ 400,000	\$ 400,000	\$ 1,250,000	\$ 1,250,000	\$ 1,650,000	\$ 1,650,000	\$ -
	<i>Total BEACH PARK IMPROVEMENTS</i>	\$ 956,000	\$ 1,092,216	\$ 1,750,000	\$ 1,750,000	\$ 2,706,000	\$ 2,842,216	\$ 136,216
B7	Harbour Town Dredge	\$ 600,000	\$ 600,000	\$ -	\$ -	\$ 600,000	\$ 600,000	\$ -
	Beach Project Management and Contingency	\$ -	\$ -	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ -
	TOTAL BEACH PROGRAM	\$ 1,556,000	\$ 1,842,216	\$ 3,000,000	\$ 3,000,000	\$ 4,556,000	\$ 4,842,216	\$ 286,216
PATHWAY PROGRAM								
	Pathway Maintenance & Improvements	\$ 345,000	\$ 592,330	\$ -	\$ -	\$ 345,000	\$ 592,330	\$ 247,330
	NEW PATHWAY SEGMENTS							\$ -
Pa1	Shelter Cove Lane	\$ 260,000	\$ 277,444	\$ 150,000	\$ 150,000	\$ 410,000	\$ 427,444	\$ 17,444
Pa2	Woodhaven Drive/Lane	\$ -	\$ 342,311	\$ -	\$ -	\$ -	\$ 342,311	\$ 342,311
Pa3	William Hilton Parkway EB (Mathews Drive/Folly Field Road to Shelter Cove Lane)	\$ 1,280,000	\$ 1,280,000	\$ -	\$ -	\$ 1,280,000	\$ 1,280,000	\$ -
Pa4	Jonesville Road	\$ 500,000	\$ 500,000	\$ -	\$ -	\$ 500,000	\$ 500,000	\$ -
	William Hilton Parkway EB (Wexford to Arrow Road)	\$ -	\$ -	\$ 1,925,000	\$ 1,925,000	\$ 1,925,000	\$ 1,925,000	\$ -
	Dunnagans Alley (Wexford Drive to Arrow Road)	\$ -	\$ -	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ -
Pa6	Cordillo Parkway at Pope Avenue	\$ -	\$ -	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ -
	<i>Total NEW PATHWAY SEGMENTS</i>	\$ 2,040,000	\$ 2,399,755	\$ 2,325,000	\$ 2,325,000	\$ 4,365,000	\$ 4,724,755	\$ 359,755
	Pathway Project Management and Contingency	\$ -	\$ -	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ -

TOWN OF HILTON HEAD ISLAND - CAPITAL IMPROVEMENTS PROGRAM FY24

MAP KEY	PROJECTS	FY23 BUDGETED CARRY FORWARD	FY23 ACTUAL CARRY FORWARD	FY24 BUDGETED NEW FUNDS	FY24 ACTUAL NEW FUNDS ACTUAL	FY24 TOTAL ORIGINAL BUDGET	FY24 TOTAL REVISED BUDGET	FY24 TOTAL BUDGET INCREASE
	TOTAL PATHWAY PROGRAM	\$ 2,385,000	\$ 2,992,085	\$ 2,425,000	\$ 2,425,000	\$ 4,810,000	\$ 5,417,085	\$ 607,085
	ROADWAY PROGRAM							
	DIRT ROAD ACQUISITION & PAVING PROGRAM							
R1	Mitchelville Lane	\$ 647,965	\$ 647,965	\$ -	\$ -	\$ 647,965	\$ 647,965	\$ -
R2	Pine Field Road	\$ -	\$ 70,022	\$ -	\$ -	\$ -	\$ 70,022	\$ 70,022
R3	Horse Sugar Lane & Alice Perry Drive	\$ 89,000	\$ 89,000	\$ 300,000	\$ 300,000	\$ 389,000	\$ 389,000	\$ -
R4	Freddie's Way	\$ 343,000	\$ 343,000	\$ -	\$ -	\$ 343,000	\$ 343,000	\$ -
R5	Alfred Lane	\$ 48,500	\$ 48,500	\$ -	\$ -	\$ 48,500	\$ 48,500	\$ -
	<i>Total DIRT ROAD ACQUISITION & PAVING PROGRAM</i>	<i>\$ 1,128,465</i>	<i>\$ 1,198,487</i>	<i>\$ 300,000</i>	<i>\$ 300,000</i>	<i>\$ 1,428,465</i>	<i>\$ 1,498,487</i>	<i>\$ 70,022</i>
	WILLIAM HILTON PARKWAY ENHANCEMENTS							
R10	William Hilton Parkway Gateway Corridor	\$ -	\$ 284,379	\$ 50,000	\$ 50,000	\$ 50,000	\$ 334,379	\$ 284,379
R6	Crosswalk Uniformity - Spot Intersection Improvements	\$ 150,000	\$ 150,000	\$ -	\$ -	\$ 150,000	\$ 150,000	\$ -
R7	Crosswalk Lighting - Northridge/Palmetto Parkway Safety Improvements	\$ 295,000	\$ 270,275	\$ 455,000	\$ 479,725	\$ 750,000	\$ 750,000	\$ -
R9	Pedestrian and Vehicular Enhancements	\$ 500,000	\$ 500,000	\$ -	\$ -	\$ 500,000	\$ 500,000	\$ -
R11	Adaptive Traffic Signal Management - all signalized intersections on William Hilton Parkway	\$ 1,000,000	\$ -	\$ -	\$ 1,000,000	\$ 1,000,000	\$ 1,000,000	\$ -
	<i>Total WILLIAM HILTON PARKWAY ENHANCEMENTS</i>	<i>\$ 1,945,000</i>	<i>\$ 1,204,654</i>	<i>\$ 505,000</i>	<i>\$ 1,529,725</i>	<i>\$ 2,450,000</i>	<i>\$ 2,734,379</i>	<i>\$ 284,379</i>
	POPE AVE., PALMETTO BAY ROAD, ARROW ROAD, & NEW ORLEANS ROAD STREETScape ENHANCEMENTS						\$ -	\$ -
R13	Pope Avenue Streetscape Enhancements	\$ -	\$ -	\$ 500,000	\$ 500,000	\$ 500,000	\$ 500,000	\$ -
R14	Adaptive Traffic Signal Management - all signalized intersections on Palmetto Bay Road & Pope Avenue	\$ 275,000	\$ 275,000	\$ -	\$ -	\$ 275,000	\$ 275,000	\$ -
	<i>Total POPE AVE., PALMETTO BAY ROAD, ARROW ROAD, & NEW ORLEANS ROAD STREETScape ENHANCEMENTS</i>	<i>\$ 275,000</i>	<i>\$ 275,000</i>	<i>\$ 500,000</i>	<i>\$ 500,000</i>	<i>\$ 775,000</i>	<i>\$ 775,000</i>	<i>\$ -</i>
R15	Main Street Enhancements	\$ 75,000	\$ 137,666	\$ 175,000	\$ 175,000	\$ 250,000	\$ 312,666	\$ 62,666
R16	Squire Pope Road Crosswalks	\$ 135,000	\$ 135,000	\$ -	\$ -	\$ 135,000	\$ 135,000	\$ -
	Roadway Maintenance & Improvements	\$ 333,555	\$ 446,946	\$ 352,445	\$ 352,445	\$ 686,000	\$ 799,391	\$ 113,391
	Traffic Signal System Maintenance	\$ -	\$ -	\$ 230,000	\$ 230,000	\$ 230,000	\$ 230,000	\$ -

TOWN OF HILTON HEAD ISLAND - CAPITAL IMPROVEMENTS PROGRAM FY24

MAP KEY	PROJECTS	FY23 BUDGETED CARRY FORWARD	FY23 ACTUAL CARRY FORWARD	FY24 BUDGETED NEW FUNDS	FY24 ACTUAL NEW FUNDS ACTUAL	FY24 TOTAL ORIGINAL BUDGET	FY24 TOTAL REVISED BUDGET	FY24 TOTAL BUDGET INCREASE
R17	Wayfinding & Signage Master Plan	\$ -	\$ -	\$ 150,000	\$ 150,000	\$ 150,000	\$ 150,000	\$ -
	Roadway Project Management and Contingency	\$ -	\$ -	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ -
	TOTAL ROADWAY PROGRAM	\$ 3,892,020	\$ 3,397,753	\$ 2,312,445	\$ 3,337,170	\$ 6,204,465	\$ 6,734,923	\$ 530,458
PARK PROGRAM								
	PARKS & RECREATION							
PR1	Mid-Island Tract Park	\$ 900,000	\$ 900,000	\$ -	\$ -	\$ 900,000	\$ 900,000	\$ -
PR2	Chaplin Community Park Renovation	\$ 1,550,000	\$ 1,550,000	\$ 450,000	\$ 450,000	\$ 2,000,000	\$ 2,000,000	\$ -
PR3	Crossings Park Renovation	\$ 550,000	\$ 550,000	\$ -	\$ -	\$ 550,000	\$ 550,000	\$ -
PR4	Shelter Cove Community Park Expansion	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
PR5	Chaplin Linear Park with Treehouse	\$ 350,000	\$ 350,000	\$ -	\$ -	\$ 350,000	\$ 350,000	\$ -
PR6	Patterson Family Property Park	\$ 1,300,000	\$ 1,300,000	\$ 900,000	\$ 900,000	\$ 2,200,000	\$ 2,200,000	\$ -
PR7	Taylor Family Property Park	\$ 95,000	\$ 95,000	\$ 905,000	\$ 905,000	\$ 1,000,000	\$ 1,000,000	\$ -
PR8	Barker Field	\$ 400,000	\$ 400,000	\$ 100,000	\$ 100,000	\$ 500,000	\$ 500,000	\$ -
PR14	Ford Shell Ring	\$ -	\$ -	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ -
	<i>Total PARKS & RECREATION</i>	<i>\$ 5,145,000</i>	<i>\$ 5,145,000</i>	<i>\$ 2,455,000</i>	<i>\$ 2,455,000</i>	<i>\$ 7,600,000</i>	<i>\$ 7,600,000</i>	<i>\$ -</i>
PR9	Island Recreation Association - Capital Projects							
	Rec Center Building Enhancements	\$ -	\$ -	\$ 354,500	\$ 354,500	\$ 354,500	\$ 354,500	\$ -
	Rec Center Pool Enhancements	\$ -	\$ -	\$ 110,000	\$ 110,000	\$ 110,000	\$ 110,000	\$ -
	Parks/Event Enhancements	\$ -	\$ -	\$ 45,000	\$ 45,000	\$ 45,000	\$ 45,000	\$ -
	<i>Total Island Recreation Association - Capital Projects</i>	<i>\$0</i>	<i>\$0</i>	<i>\$509,500</i>	<i>\$509,500</i>	<i>\$509,500</i>	<i>\$ 509,500</i>	<i>\$ -</i>
PR10	Public Art Program	\$ 5,000	\$ 4,280	\$ 30,000	\$ 30,720	\$ 35,000	\$ 35,000	\$ -
PR11	GENERAL PARK ENHANCEMENTS	\$ 200,000	\$ 542,669	\$ 110,000	\$ 110,000	\$ 310,000	\$ 652,669	\$ 342,669
PR15	Greens Shell Park Enhancements	\$ -	\$ -	\$ 250,000	\$ 250,000	\$ 250,000	\$ 250,000	\$ -
PR16	Old Schoolhouse Park Enhancements	\$ -	\$ -	\$ 250,000	\$ 250,000	\$ 250,000	\$ 250,000	\$ -

TOWN OF HILTON HEAD ISLAND - CAPITAL IMPROVEMENTS PROGRAM FY24

MAP KEY	PROJECTS	FY23 BUDGETED CARRY FORWARD	FY23 ACTUAL CARRY FORWARD	FY24 BUDGETED NEW FUNDS	FY24 ACTUAL NEW FUNDS ACTUAL	FY24 TOTAL ORIGINAL BUDGET	FY24 TOTAL REVISED BUDGET	FY24 TOTAL BUDGET INCREASE
PR17	Bristol Sports Arena	\$ -	\$ -	\$ 75,000	\$ 75,000	\$ 75,000	\$ 75,000	\$ -
	Park Project Management and Contingency	\$ -	\$ -	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ -
	TOTAL PARK PROGRAM	\$ 5,350,000	\$ 5,691,949	\$ 3,779,500	\$ 3,780,220	\$ 9,129,500	\$ 9,472,169	\$ 342,669
FACILITIES AND EQUIPMENT PROGRAM								
FE1	Town Hall Facility Enhancements	\$ -	\$ 177,516	\$ 750,000	\$ 750,000	\$ 750,000	\$ 927,516	\$ 177,516
FE26	Town Facilities Improvements Planning	\$ -	\$ -	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ -
FE3	Sprinkler Head Replacement	\$ 180,000	\$ 180,000	\$ 100,000	\$ 100,000	\$ 280,000	\$ 280,000	\$ -
FE27	Furniture Replacement	\$ -	\$ -	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ -
FE28	Generator Replacement	\$ -	\$ -	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ -
	<i>Total Town Hall Facility Enhancements</i>	<i>\$ 180,000</i>	<i>\$ 357,516</i>	<i>\$ 1,250,000</i>	<i>\$ 1,250,000</i>	<i>\$ 1,430,000</i>	<i>\$ 1,607,516</i>	<i>\$ 177,516</i>
FE4	Shelter Cove/BCSO Office	\$ -	\$ 291,451	\$ -	\$ -	\$ -	\$ 291,451	\$ 291,451
FE29	Fire Rescue Training Center Facility Upgrades	\$ -	\$ -	\$ 250,000	\$ 250,000	\$ 250,000	\$ 250,000	\$ -
FE30	Jarvis Pump Station Roof Replacement	\$ -	\$ -	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000	\$ -
FE31	SCDOT Toll Plaza Building Demolition	\$ -	\$ -	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ -
FE5	Electric Vehicle Charging Stations at Town Facilities	\$ -	\$ 420	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,420	\$ 420
FE6	Parking Master Plan Implementation	\$ 200,000	\$ -	\$ -	\$ 200,000	\$ 200,000	\$ 200,000	\$ -
	Emergency Access Gates	\$ -	\$ -	\$ 150,000	\$ 150,000	\$ 150,000	\$ 150,000	\$ -
FE7	Coastal Discovery Museum - Capital Projects						\$ -	\$ -
	Discovery House	\$ -	\$ -	\$ 10,500	\$ 10,500	\$ 10,500	\$ 10,500	\$ -
	Armstrong/Hack House	\$ -	\$ -	\$ 3,500	\$ 3,500	\$ 3,500	\$ 3,500	\$ -
	Pavilion	\$ -	\$ -	\$ 4,500	\$ 4,500	\$ 4,500	\$ 4,500	\$ -
	Discovery Lab	\$ -	\$ -	\$ 4,500	\$ 4,500	\$ 4,500	\$ 4,500	\$ -
	Pavilion/Restroom Building	\$ -	\$ -	\$ 7,000	\$ 7,000	\$ 7,000	\$ 7,000	\$ -

TOWN OF HILTON HEAD ISLAND - CAPITAL IMPROVEMENTS PROGRAM FY24

MAP KEY	PROJECTS	FY23 BUDGETED CARRY FORWARD	FY23 ACTUAL CARRY FORWARD	FY24 BUDGETED NEW FUNDS	FY24 ACTUAL NEW FUNDS ACTUAL	FY24 TOTAL ORIGINAL BUDGET	FY24 TOTAL REVISED BUDGET	FY24 TOTAL BUDGET INCREASE
	Horse Barn	\$ -	\$ -	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ -
	Misc. Improvements	\$ -	\$ -	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ -
	Hay Barn	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	Additional Power Pedestals	\$ -	\$ -	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ -
	Event Space Improvements	\$ 60,000	\$ 60,000	\$ 400,000	\$ 400,000	\$ 460,000	\$ 460,000	\$ -
	<i>Total Coastal Discovery Museum - Capital Projects</i>	\$ 60,000	\$ 60,000	\$ 518,000	\$ 518,000	\$ 578,000	\$ 578,000	\$ -
FE8	Historic Mitchelville Freedom Park - Capital Projects						\$ -	\$ -
	Primary Parking Lot	\$ 50,000	\$ 50,000	\$ 550,000	\$ 550,000	\$ 600,000	\$ 600,000	\$ -
	Loop Road to Visitor's Center	\$ 25,000	\$ 24,549	\$ 125,000	\$ 125,451	\$ 150,000	\$ 150,000	\$ -
	Beach Parking, Pathways, and Playground	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	<i>Total Historic Mitchelville Freedom Park - Capital Projects</i>	\$ 75,000	\$ 74,549	\$ 675,000	\$ 675,451	\$ 750,000	\$ 750,000	\$ -
	IT EQUIPMENT & SOFTWARE							\$ -
FE9	Town Hall Equipment & Software							\$ -
	Network Infrastructure Enhancements	\$ -	\$ -	\$ 225,000	\$ 225,000	\$ 225,000	\$ 225,000	\$ -
	Tyler Assist	\$ -	\$ -	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ -
	Recable Town Hall and Shelter Cove Buildings	\$ -	\$ -	\$ 95,000	\$ 95,000	\$ 95,000	\$ 95,000	\$ -
	Cloud Services Enhancements	\$ -	\$ -	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ -
	Town Strategic Plan SWOT for Town Connectivity	\$ -	\$ -	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000	\$ -
	Applicant Tracking System Replacement	\$ -	\$ -	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ -
	IT Hardware	\$ -	\$ -	\$ 180,000	\$ 180,000	\$ 180,000	\$ 180,000	\$ -

TOWN OF HILTON HEAD ISLAND - CAPITAL IMPROVEMENTS PROGRAM FY24

MAP KEY	PROJECTS	FY23 BUDGETED CARRY FORWARD	FY23 ACTUAL CARRY FORWARD	FY24 BUDGETED NEW FUNDS	FY24 ACTUAL NEW FUNDS ACTUAL	FY24 TOTAL ORIGINAL BUDGET	FY24 TOTAL REVISED BUDGET	FY24 TOTAL BUDGET INCREASE
FE10	Public Safety Systems Equipment and Software						\$ -	\$ -
	Dispatch Center Equipment						\$ -	\$ -
FE32	CAD System Replacement	\$ -	\$ -	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ -
FE33	Fire Apparatus Technology Equipment	\$ -	\$ -	\$ 95,000	\$ 95,000	\$ 95,000	\$ 95,000	\$ -
FE12	Station Alerting	\$ 100,000	\$ 100,000	\$ -	\$ -	\$ 100,000	\$ 100,000	\$ -
FE34	Weather Stations	\$ -	\$ -	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ -
	<i>Total IT EQUIPMENT & SOFTWARE</i>	\$ 100,000	\$ 100,000	\$ 1,045,000	\$ 1,045,000	\$ 1,145,000	\$ 1,145,000	\$ -
	SECURITY CAMERAS & CONNECTIVITY							\$ -
FE35	Coligny Beach Park/Parking	\$ -	\$ -	\$ 140,000	\$ 140,000	\$ 140,000	\$ 140,000	\$ -
FE36	Fish Haul Beach Park/Parking	\$ -	\$ -	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ -
FE37	Rowing & Sailing Center at Squire Pope Community Park	\$ -	\$ -	\$ 32,000	\$ 32,000	\$ 32,000	\$ 32,000	\$ -
FE38	Bristol Sports Arena	\$ -	\$ -	\$ 32,000	\$ 32,000	\$ 32,000	\$ 32,000	\$ -
FE39	Driessen Beach Park	\$ -	\$ -	\$ 32,000	\$ 32,000	\$ 32,000	\$ 32,000	\$ -
FE40	Historic Mitchelville Freedom Park	\$ -	\$ -	\$ 65,000	\$ 65,000	\$ 65,000	\$ 65,000	\$ -
FE41	Public Safety Cameras	\$ -	\$ -	\$ 54,696	\$ 54,696	\$ 54,696	\$ 54,696	\$ -
	<i>Total SECURITY CAMERAS & CONNECTIVITY</i>	\$ -	\$ -	\$ 390,696	\$ 390,696	\$ 390,696	\$ 390,696	\$ -
FE16	FIRE/MEDICAL SYSTEMS & EQUIPMENT REPLACEMENT						\$ -	\$ -
FE42	Radio & Mic Battery Replacement	\$ -	\$ -	\$ 70,000	\$ 70,000	\$ 70,000	\$ 70,000	\$ -
FE43	AED Replacement	\$ -	\$ -	\$ 110,000	\$ 110,000	\$ 110,000	\$ 110,000	\$ -
FE44	Fleet Maintenance Equipment	\$ -	\$ -	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000	\$ -
FE45	Fire Service Atmospheric Monitors	\$ -	\$ -	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ -
FE46	Personal Protective Equipment Replacement	\$ -	\$ -	\$ 115,000	\$ 115,000	\$ 115,000	\$ 115,000	\$ -
	<i>Total FIRE/MEDICAL SYSTEMS & EQUIPMENT REPLACEMENT</i>	\$ -	\$ -	\$ 375,000	\$ 375,000	\$ 375,000	\$ 375,000	\$ -

TOWN OF HILTON HEAD ISLAND - CAPITAL IMPROVEMENTS PROGRAM FY24

MAP KEY	PROJECTS	FY23 BUDGETED CARRY FORWARD	FY23 ACTUAL CARRY FORWARD	FY24 BUDGETED NEW FUNDS	FY24 ACTUAL NEW FUNDS ACTUAL	FY24 TOTAL ORIGINAL BUDGET	FY24 TOTAL REVISED BUDGET	FY24 TOTAL BUDGET INCREASE
FE17	Automobile Place / Modern Classic Motors Site Enhancements	\$ -	\$ 40,000	\$ -	\$ -	\$ -	\$ 40,000	\$ 40,000
	Fire Hydrant Expansion	\$ -	\$ -	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ -
FE19	Arts Campus Feasibility Study	\$ 25,000	\$ 25,000	\$ -	\$ -	\$ 25,000	\$ 25,000	\$ -
	STORMWATER PROJECTS						\$ -	\$ -
FE21	Wexford Debris System Design	\$ 38,000	\$ 38,000	\$ 85,000	\$ 85,000	\$ 123,000	\$ 123,000	\$ -
FE22	Gum Tree Road Improvements	\$ 80,000	\$ 80,000	\$ -	\$ -	\$ 80,000	\$ 80,000	\$ -
FE23	Jarvis Creek Outfall	\$ 100,000	\$ 100,000	\$ -	\$ -	\$ 100,000	\$ 100,000	\$ -
FE24	25 Moonshell Road	\$ 42,000	\$ 42,000	\$ 50,000	\$ 50,000	\$ 92,000	\$ 92,000	\$ -
FE25	Cordillo Court Improvements	\$ 50,000	\$ 50,000	\$ 20,000	\$ 20,000	\$ 70,000	\$ 70,000	\$ -
	Palmetto Hall Outfall Improvements	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
FE47	Lawton Pump Station	\$ -	\$ 980,000	\$ 350,000	\$ 350,000	\$ 350,000	\$ 1,330,000	\$ 980,000
FE48	Pump Station Security Cameras	\$ -	\$ -	\$ 45,000	\$ 45,000	\$ 45,000	\$ 45,000	\$ -
	Total STORMWATER PROJECTS	\$ 310,000	\$ 1,290,000	\$ 550,000	\$ 550,000	\$ 860,000	\$ 1,840,000	\$ 980,000
	Facilities and Equipment Project Management and Contingency	\$ -	\$ -	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ -
	TOTAL FACILITIES AND EQUIPMENT PROGRAM	\$ 950,000	\$ 2,238,936	\$ 5,613,696	\$ 5,814,147	\$ 6,563,696	\$ 8,053,083	\$ 1,489,387

TOWN OF HILTON HEAD ISLAND - CAPITAL IMPROVEMENTS PROGRAM FY24

MAP KEY	PROJECTS	FY23 BUDGETED CARRY FORWARD	FY23 ACTUAL CARRY FORWARD	FY24 BUDGETED NEW FUNDS	FY24 ACTUAL NEW FUNDS ACTUAL	FY24 TOTAL ORIGINAL BUDGET	FY24 TOTAL REVISED BUDGET	FY24 TOTAL BUDGET INCREASE
FLEET PROGRAM								
FI3	Town Vehicle Replacement							
	Staff Vehicle Replacement	\$ -	\$ -	\$ 181,000	\$ 181,000	\$ 181,000	\$ 181,000	\$ -
	New Staff Vehicles	\$ -	\$ -	\$ 360,000	\$ 360,000	\$ 360,000	\$ 360,000	\$ -
	<i>Total Town Vehicle Replacement</i>	\$ -	\$ -	\$ 541,000	\$ 541,000	\$ 541,000	\$ 541,000	\$ -
FI4	FR Apparatus & Vehicle Replacement							
	Engine/Pumper Replacement/Quint Company Replacement (2)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	Staff Vehicle Replacement	\$ -		\$ -	\$ -	\$ -	\$ -	\$ -
	New Staff Vehicles	\$ -		\$ -	\$ -	\$ -	\$ -	\$ -
	Support Vehicle Replacement	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	<i>Total FR Apparatus & Vehicle Replacement</i>	\$ 7,518,420	\$ 7,489,466	\$ 170,000	\$ 198,954	\$ 7,688,420	\$ 7,688,420	\$ -
	Fleet Project Management and Contingency	\$ -		\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ -
	TOTAL FLEET PROGRAM	\$ 7,518,420	\$ 7,489,466	\$ 811,000	\$ 839,954	\$ 8,329,420	\$ 8,329,420	\$ -
LAND ACQUISITION ADMINISTRATION								
	Land Acquisition Administration	\$ 290,000	\$ 85,041	\$ 110,000	\$ 314,959	\$ 400,000	\$ 400,000	\$ -
	Land Acquisition - 30 Bryant Road, 71 Shelter Cove Lane, Mathews Drive, 72 Pope Avenue, Marshland Road	\$ -	\$ -	\$ -	\$ 11,927,000	\$ -	\$ 11,927,000	\$ 11,927,000
	TOTAL LAND ACQUISITION ADMINISTRATION	\$ 290,000	\$ 85,041	\$ 110,000	\$ 12,241,959	\$ 400,000	\$ 12,327,000	\$ 11,927,000
	TOTAL CIP	\$ 21,941,440	\$ 23,737,446	\$ 18,051,641	\$ 31,438,450	\$ 39,993,081	\$ 55,175,896	\$ 15,182,815

ATTACHMENT 7

AMERICAN RESCUE PLAN FUNDS								
PROPOSED FUNDING REALLOCATION								
American Rescue Plan Funding Appropriations - Approved by Town Council			Allocation Amount Approved by Town Council- August 19,2021	FY2024 Budget Reallocation Approved by Town Council	Revised Allocation Amounts effective FY24		Estimated Funding to Execute Pending Projects	Revised Allocation Amounts
Public Infrastructure (TBD)			1,627,178	(300,000)	1,327,178		(969,158)	358,020
Coummunity Foundation of the Lowcountry Pandemic Impact Grants			1,000,000		1,000,000		-	1,000,000
Town Hall Security and Technology Improvements			1,000,000		1,000,000		-	1,000,000
Workforce Housing Development/Infrastructure								
	Northpoint Workforce Housing*		1,000,000		1,000,000		-	1,000,000
Home Repair-Structural Safety/Removal of Unsafe & Uninhabitable Structures								
	Home Safe and Repair		400,000	200,000	600,000		899,741	1,499,741
	Lateral Sewer Connection		200,000	100,000	300,000		69,417	369,417
Totals			5,227,178	-	5,227,178		-	5,227,178



TOWN OF HILTON HEAD ISLAND

Town Council

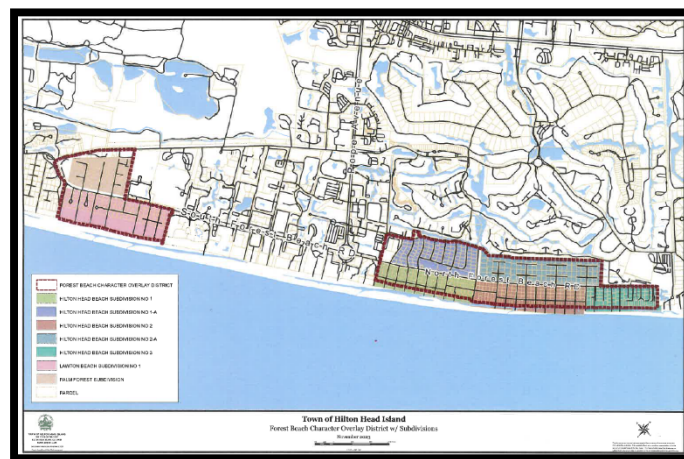
TO: Town Council
FROM: Melissa Paul-Leto, Principal Planner
VIA: Aaron Rucker, AICP, Community Planning Manager
VIA: Missy Luick, Director of Planning
VIA: Shawn Colin, AICP, Assistant Town Manager – Community Development
CC: Marc Orlando, Town Manager
DATE: May 7, 2024
SUBJECT: Consideration of an Ordinance Amending Title 16 of the Municipal Code of the Town of Hilton Head Island, the Land Management Ordinance, to Amend Floor Area Ratio Requirements within the Forest Beach Neighborhood Character Overlay District.

RECOMMENDATION:

That the Town Council consider a proposed Ordinance Amending Title 16 of the Municipal Code of the Town of Hilton Head Island, the Land Management Ordinance, to Amend the Floor Area Ratio (FAR) requirements within the Forest Beach Neighborhood Character Overlay (FB-NC-O) District.

OVERVIEW:

The amendment proposes to adjust the FAR requirements from .55 to .45 within the Forest Beach Neighborhood Character Overlay District. The map below depicts the boundary of the FB-NC-O District and the 7 subdivisions that are included within the Overlay District boundary. Refer to the map (Attachment 1).



Below is the proposed FAR amendment to the FB-NC-O District for consideration. Strike through and underline denote the changes.

EXHIBIT "A"

FLOOR AREA RATIO

16-3-106 Overlay Zoning Districts

H. Forest Beach Neighborhood Character Overlay (FB-NC-O) District

4. District Regulations

d. Floor Area Ratio

The maximum **gross floor area** is limited to ~~0.55~~ 0.45 times the area of the **lot** containing the **single-family** residence up to a maximum of 5,000 square feet. The **gross floor area** shall include covered porches and all enclosed space with a ceiling height of seven feet or greater except as follows:

- i. Areas beneath the **structure** utilized solely for parking and storage. All such areas must be hydrostatically vented if required by the Building **Official**.
- ii. The first 600 square feet of covered porches.
- iii. Attic space as defined by the latest adopted edition of the IBC.

Refer to proposed Ordinance and Amendment (Attachment 2 and 3).

The amendment proposes reducing the maximum FAR from 0.55 to 0.45 for single-family homes within the FB-NC-O District. A FAR of 0.45 is consistent with existing FAR requirements in the current LMO for the other two Neighborhood Character Overlay Districts of Folly Field and Holiday Homes.

BACKGROUND:

The purpose and intent of the Land Management Ordinance (LMO) is outlined in Section 16-1-103. The purpose and intent of the LMO is to guide the development and use of property in accordance with the Town's Comprehensive Plan and existing and future needs of the Town to protect, promote, and improve the public health, safety, morals, convenience, order, appearance, prosperity, and general welfare of the landowners and residents of the Town. The LMO is enacted and designed to exercise the full range of authority available to the Town in accordance with the enabling authority in Title 6 of the Code of Laws of South Carolina, and including all provisions located elsewhere in the Code granting any applicable authority to:

- A. Promote the public health, safety, and general welfare, while recognizing the rights of real property owners, by adopting a comprehensive zoning ordinance for the Town and providing for administrative procedures and development standards.

- B. Prevent the overcrowding of land and avoid undue concentration of population by creating zoning districts consistent with the character and desired development form of each area of the Town and each area's suitability for particular development and uses by adopting an Official Zoning Map consistent with the zoning districts.
- C. Through the zoning districts, regulate the areas and dimensions to be occupied by buildings and structures.
- D. Provide for the safe, orderly, and convenient movement of vehicular, pedestrian, and bicycle traffic.
- E. Minimize risk to life and property from natural disasters, fire, panic, and other dangers.
- F. Facilitate the adequate provision of transportation, water, sewerage, drainage, schools, parks, and other public facility improvement requirements by regulating, as appropriate, the impact of development on community infrastructure.
- G. Ensure orderly development with concurrent provision of appropriate and necessary public facility infrastructure that is consistent with the capacity of public facility infrastructure systems to serve development.
- H. Provide for the imposition of impact fees to finance the expansion, maintenance, and repair of the Town's transportation systems to meet growth-related demand.
- I. Protect designated corridors, natural resource areas, historic areas, scenic areas, and the Town's general aesthetic by establishing conservation and corridor overlay zoning districts, as appropriate, and regulations related to ensure maintenance of quality aesthetics and environmental standards.
- J. Assist to achieve the goals, objectives, and policies of the Town of Hilton Head Island Comprehensive Plan.
- K. Carry out such other purposes in the public interest as may be specifically cited in the LMO and Comprehensive Plan.

The (FB-NC-O) District Purpose and Intent per Section 16-3-106.H.4.d is to "protect the single-family residential character of the district and in particular the development and redevelopment of lots within the district."

In April 2001 the FB-NC-O District was officially adopted, establishing a (FAR) of 0.65. No FAR existed previously.

According to a 2003 Town staff report regarding the FB-NC-O District, it was noted that, "since the adoption of the Forest Beach Overlay in 2001 there was little to no effect on reducing the size of re-development in the area. The size of homes being constructed dominated the existing homes despite meeting the size and height restrictions. In most all cases, the structures being constructed were using the entire buildable area leaving only the 5-foot side and rear yard setbacks and 20-foot street side setbacks undeveloped. Whatever space remained did not provide enough space to preserve trees or control drainage." Refer to the 2003 Ordinance (Attachment 3).

On August 5, 2003, FB-NC-O District FAR regulations were reduced from 0.65 to 0.55 as outlined below:

- Increasing setback and buffers from 5-feet to 10-feet with some flexibility to save existing trees.
- Requiring a buffer landscape plan for lots in the Corridor Overlay District.
- Limiting the amount of impervious paving.
- Reducing the FAR from 0.65 to 0.55, with a maximum limit of 5,000 square feet.
- Adding a minimum lot size of 7,000 square feet and a minimum lot width of 70-feet for any further subdivision of existing lots.
- Provided for increased parking requirements based on the number of bathrooms.
- Revised the definition of dwelling units to account for guest suites.

The FB-NC-O District was subsequently amended in 2016 and 2017.

The current FB-NC-O District requirements are:

- **Setbacks**
 - Side adjacent use setbacks shall be 10 feet for lots with a width of 70 feet and above.
 - For lot widths less than 70 feet, the side adjacent use setback shall be equal to 12 percent of the lot width rounded to the closest whole number.
 - Rear adjacent use setbacks shall equal 10 percent of the lot depth or 10 feet, whichever is greater.
- **Buffers**
 - A 20-foot street buffer and side and rear buffers equal to the setbacks above shall be required.
- **Impervious Cover**
 - All site paving shall be pervious with the exception of a swimming pool and deck not to exceed 500 square feet unless the site complies with the maximum impervious cover requirements for the RSF-5 District. Spaced wood decking over a pervious surface is considered pervious.
- **FAR** – The maximum gross floor area is limited to 0.55 times the area of the lot containing the single-family residence up to a maximum of 5,000 square feet. The gross floor area shall include covered porches and all enclosed space with a ceiling height of seven feet or greater except as follows:
 - Areas beneath the structure utilized by the Building Official.
 - The first 600 square feet of covered porches.
 - Attic space as defined by the latest adopted edition of the IBC.
- **Minimum Lot Size and Width**
 - The subdivision or recombination of lots platted and recorded on or after April 3, 2001, shall not result in any lot less than 7,000 square feet in size or 70 feet in width.
- **Parking**
 - Two parking spaces are required for up to 2,000 square feet of gross floor area. Above 2,000 square feet, one additional space is required for each 1,000 square feet or less of gross floor area. Driveway paving not located in the required buffer may be counted for parking.

In January 2023, the Town of Hilton Head Island conducted a critical review of the LMO in a code assessment. The code assessment identified core strengths, weaknesses, opportunities, and threats of existing code regulations.

Following the code assessment, the Town Council identified an LMO Amendments Plan to address development and design standards to specifically address and prioritize single-family development mass, scale, and parking.

Code amendments were drafted to address single-family dwelling parking and single-family FAR. These amendments have been under public review and consideration since July 2023.

On January 11, 2024, the Public Planning Committee discussed amendments related to parking, FAR, and mass and scale for single family dwellings. Concluding discussion, the Public Planning Committee voted 4-0 to amend Section 16-3-106.H.4.d for the FB-NC-O District to reduce the FAR from 0.55 to 0.45 to address single-family development mass and scale. Refer to the amendment (Attachment 3).

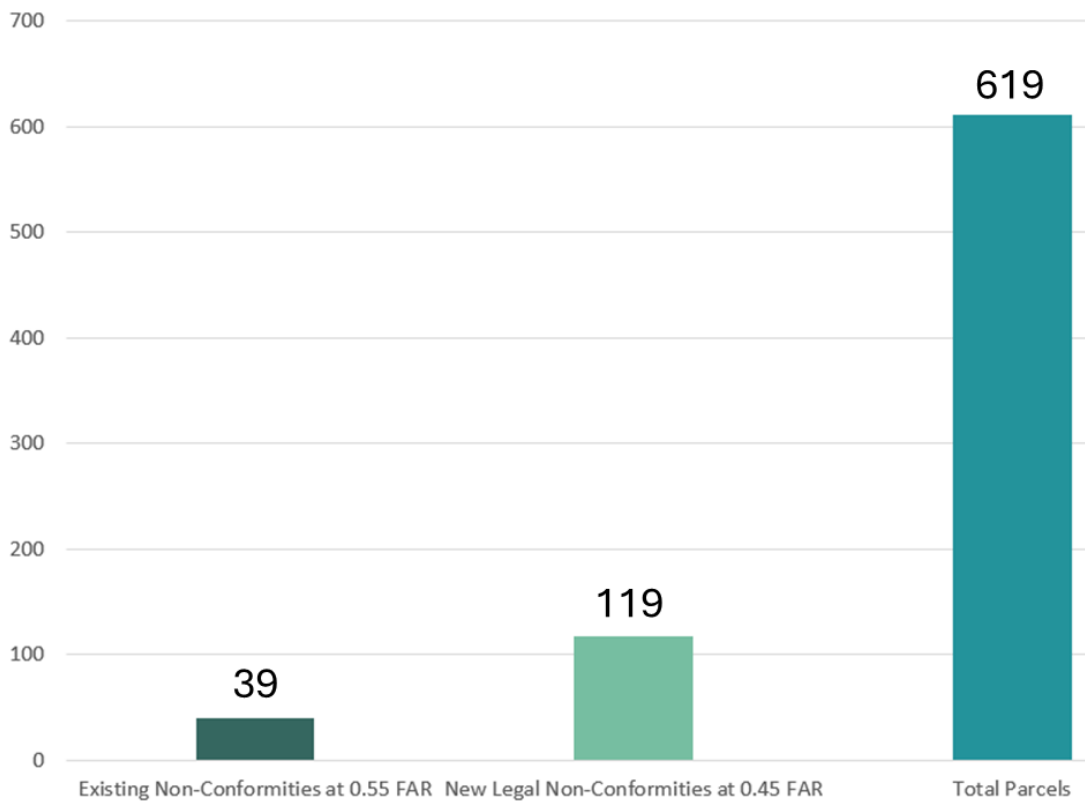
The purpose of the proposed FAR amendment is to regulate the volume and bulk of homes more efficiently based on the ratio of the structure's size in relation to the property size. The proposed amendment reduces the current FAR and would limit the gross floor area that a single-family residence could have on a parcel of land.

On February 20, 2024, the Town Council held a first reading considering an ordinance Title 16 of the Municipal Code of the Town of Hilton Head Island, the Land Management Ordinance, to amend the FAR requirements within the FB-NC-O District. The Town Council voted 7-0 to approve the first reading.

On April 17, 2024, the Planning Commission held a Public Hearing on the proposed amendment to reduce the FAR in the FB-NC=O District. The Planning Commission voted 6-0.

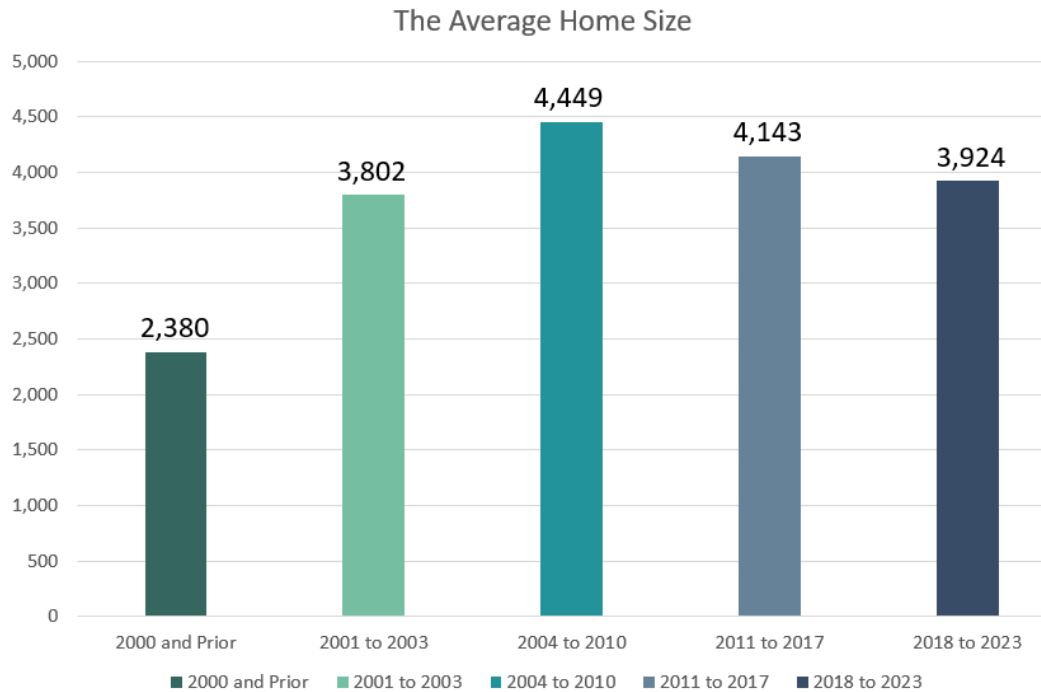
DATA ANALYSIS:

Town data demonstrates that at the current 0.55 FAR there are thirty-six (39) existing non-conforming properties within the FB-NC-O District. Reducing the FAR to 0.45 would result in approximately one hundred thirteen (119) additional legal nonconforming properties. The total number of parcels in FB-NC-O is six hundred nineteen (619). If adopted, there would be 158 legally nonconforming structures, or 25.5% of the total parcels in the District (see graphs below).

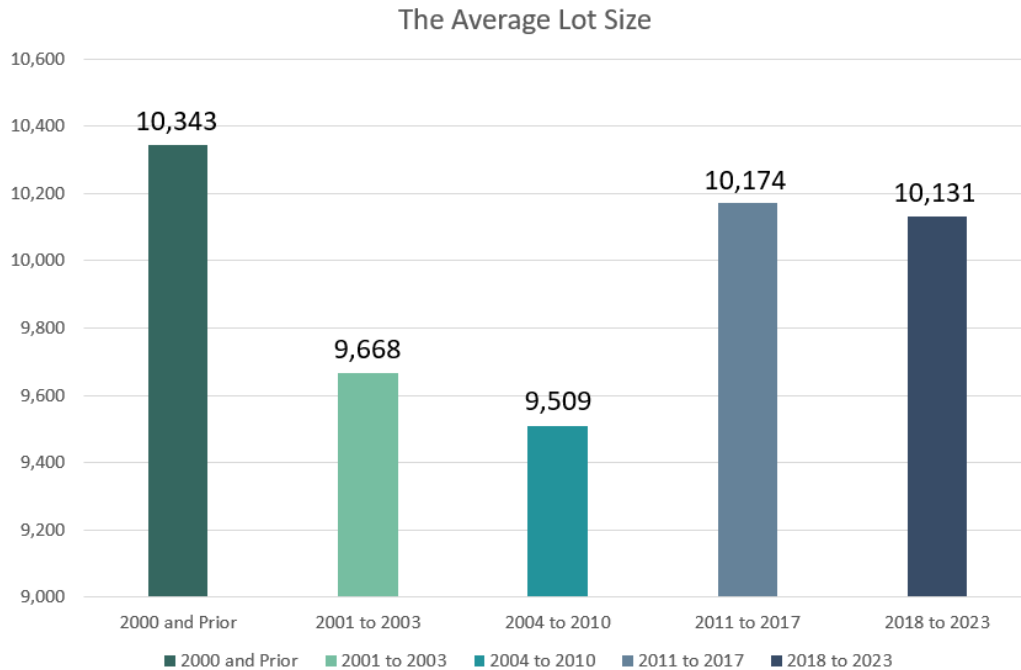


Of the six hundred nineteen (619) parcels, four hundred fifty (450) homes or 72.6% of the total homes were built before 2001, the year when the FB-NC-O District was created.

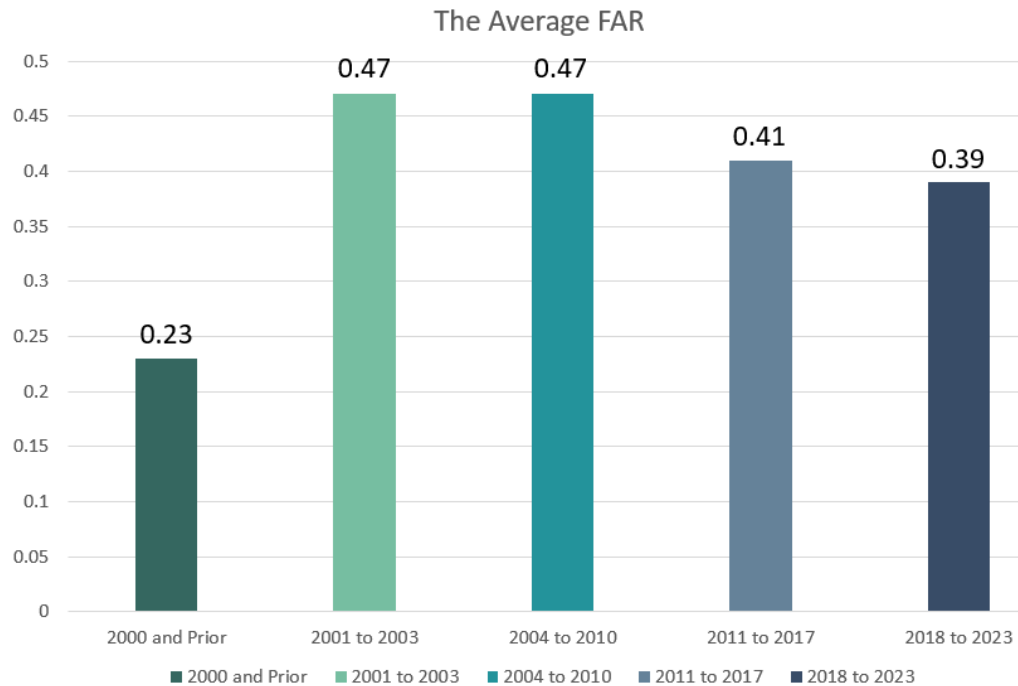
The home size in the FB-NC-O District has a minimum of 690 square feet, with a maximum of 7,469 square feet. The analysis also shows the average home size in the FB-NC-O District between 2000 and prior, 2001-2003, 2004-2010, 2011-2017, 2018-2023 have changed over time (see graphs below):



The lot size in the FB-NC-O District has a minimum of 1,126 square feet, with a maximum of 30,034 square feet. The analysis also shows the average lot size in the FB-NC-O District between 2000 and prior, 2001-2003, 2004-2010, 2011-2017, 2018-2023.



The FAR in the FB-NC-O District has a minimum of 0.06, with a maximum of 0.89. The analysis also shows the average FAR in the FB-NC-O District between 2000 and prior, 2001-2003, 2004-2010, 2011-2017, 2018-2023.



The charts illustrate that the average FAR from 2011 to present is .41 or less, and during the same period, the average lot sizes also increased, with the second largest average home size for all years reviewed. Between 2004-2010, home sizes were at their largest with average lot sizes at their lowest. During this period, fifty-eight (58) homes were built (9.3%). Collectively, this may help to explain the sense of a greater mass and scale within the neighborhood. Additionally, nearly 73% of the housing stock was built prior to 2001 suggesting a potential threat that existing properties could be redeveloped with larger homes that may be used as short-term rentals. However, it should be noted that lots platted in 2000 and prior constitutes the largest average sizes in the district (10,343 square feet).

The following are individual analyses of the seven subdivisions that make up the Forest Beach Neighborhood Character Overlay District. This information offers a detailed understanding of the housing characteristics within each subdivision.

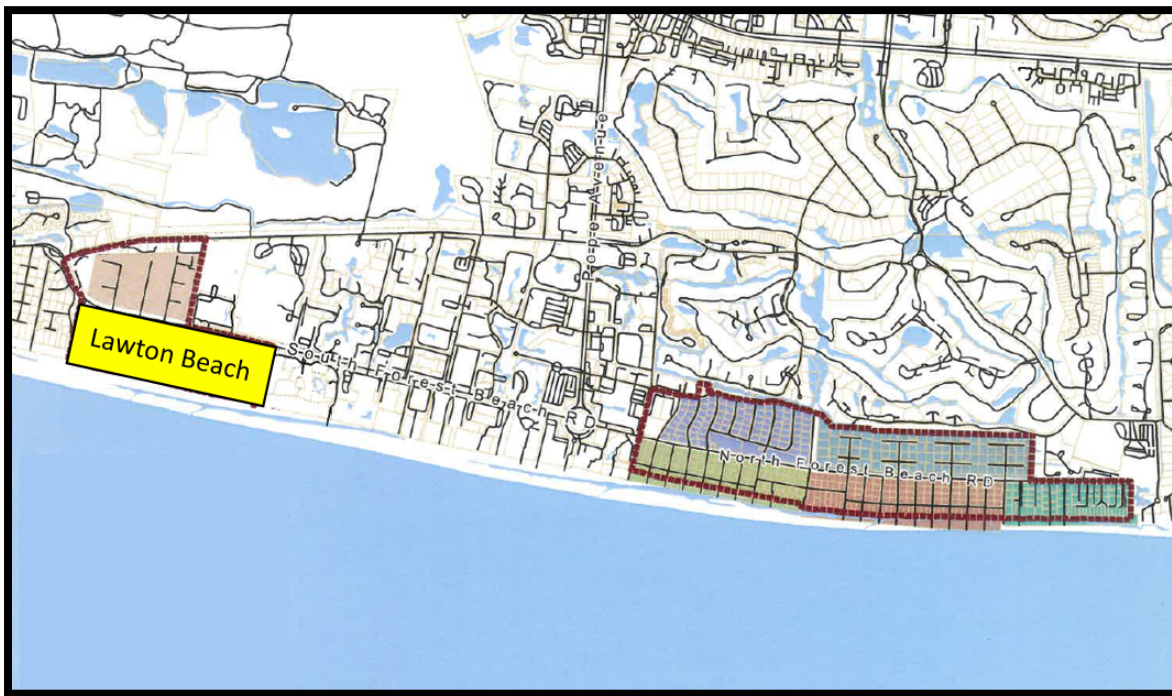


Figure 1- FB-NC-O - Lawton Beach Subdivision

- The Lawton Beach Subdivision has a total number of 83 lots.
- There are 0 undeveloped lots within the subdivision.
- There were 66 lots developed prior to 2001.
- There were 4 lots developed between 2001 and 2002.
- There are 13 lots that were built in the years 2003 and later.
- The minimum home size is 968 square feet.
- The average home size is 2,895 square feet.
- The maximum home size is 6,321 square feet (permitted prior to overlay maximum square footage created in 2003).
- The minimum lot size in the Lawton Beach Subdivision is 6,492 square feet.
- The average lot size is 9,220 square feet.
- The maximum lot size is 14,766 square feet.
- The minimum FAR is 0.11.
- The average FAR is 0.31.
- The maximum FAR is 0.62 (approved prior to overlay FAR requirements).
- There are 3 lots that are legal nonconformities.
- There are 11 lots that would become legally nonconforming if the FAR was reduced to 0.45.

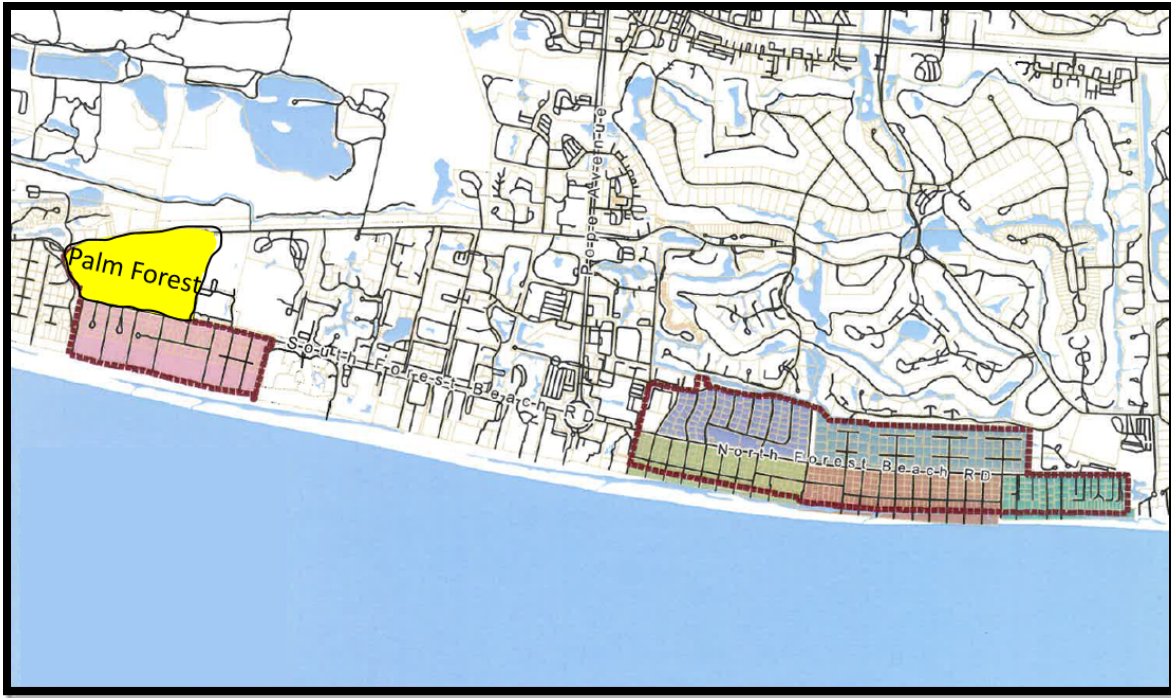


Figure 2 - FB-NC-O – Palm Forest Subdivision

- The Palm Forest Subdivision has a total number of 57 lots.
- There are 0 undeveloped lots within the subdivision.
- There were 35 lots developed prior to 2001.
- There were 6 lots developed between 2001 and 2002.
- There were 16 lots that were developed in the years 2003 and later.
- The minimum home size is 845 square feet.
- The average home size is 2,592 square feet.
- The maximum home size is 4,944 square feet.
- The minimum lot size in the Palm Forest Subdivision is 7,764.2 square feet.
- The average lot size is 15,202 square feet.
- The maximum lot size is 25,628 square feet.
- The minimum FAR is 0.05.
- The average FAR is 0.18.
- The maximum FAR is 0.37.
- There are 0 lots that are legal nonconformities.
- There are 0 lots that would become legally nonconforming if the FAR was reduced to 0.45.

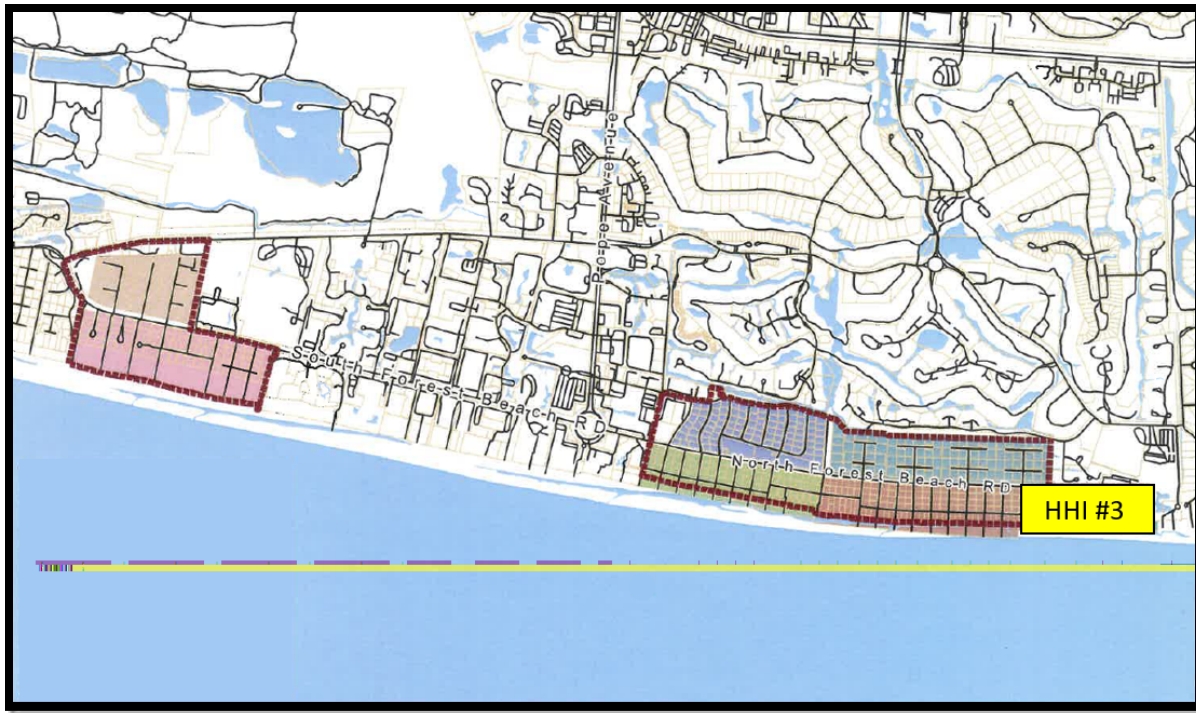


Figure 3 - FB-NC-O – HHI #3 Subdivision

- The HHI #3 Subdivision has a total number of 77 lots.
- There are 3 undeveloped lots within the subdivision.
- There were 45 lots developed prior to 2001.
- There were 5 lots developed between 2001 and 2002.
- There were 23 lots developed in the years 2003 and later (1 lot is missing year-built data).
- The minimum home size is 1,292 square feet.
- The average home size is 3,097 square feet.
- The maximum home size is 6,293 square feet (permitted prior to overlay maximum square footage created in 2003).
- The minimum lot size in the HHI #3 Subdivision is 6,556 square feet.
- The average lot size is 9,018 square feet.
- The maximum lot size is 15,422 square feet.
- The minimum FAR is 0.10.
- The average FAR is 0.34.
- The maximum FAR is 0.88 (approved prior to overlay FAR requirements).
- There are 8 lots that are legal nonconformities.
- There are 18 lots that would become legally nonconforming if the FAR was reduced to 0.45.

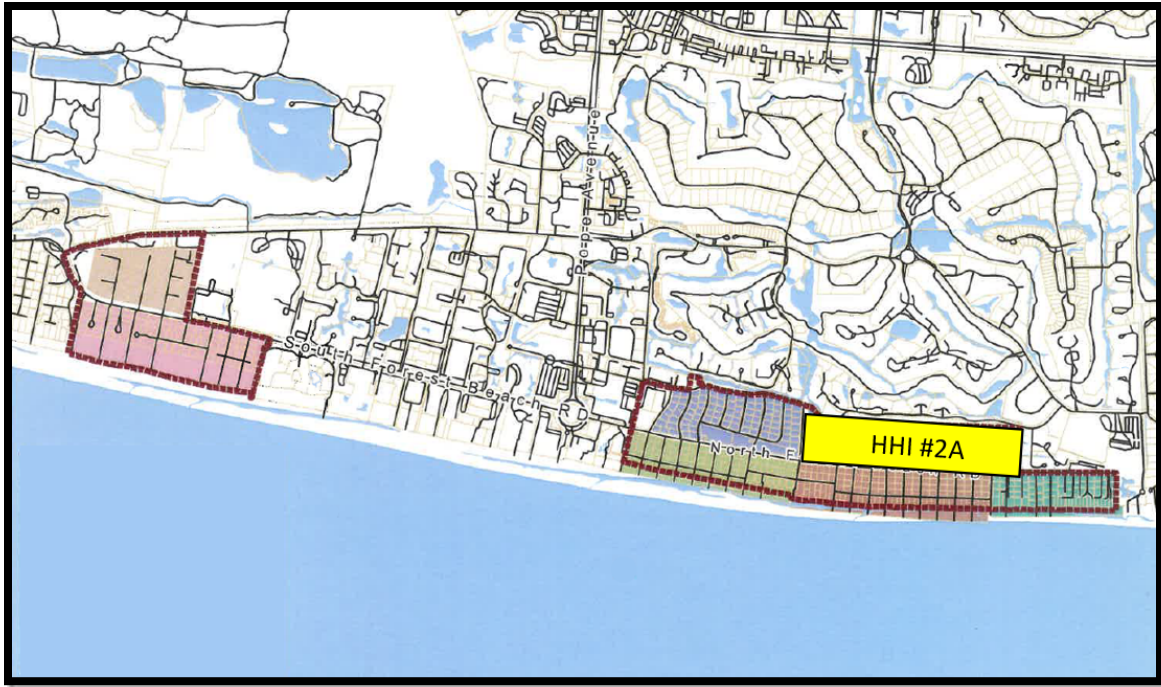


Figure 4 - FB-NC-O – HHI #2A Subdivision

- The HHI #2A Subdivision has a total number of 92 lots.
- There is 1 undeveloped lot within the subdivision.
- There were 80 lots developed prior to 2001.
- There was 1 lot developed between 2001 and 2002.
- There were 10 lots developed in the years 2003 and later.
- The minimum home size is 1,244 square feet.
- The average home size is 2,363 square feet.
- The maximum home size is 4,506 square feet.
- The minimum lot size in the HHI #2A Subdivision is 10,532 square feet.
- The average lot size is 14,190 square feet.
- The maximum lot size is 30,034 square feet.
- The minimum FAR is 0.08.
- The average FAR is 0.17.
- The maximum FAR is 0.41.
- There are 0 lots that are currently legal nonconformities.
- There are 0 lots that would become legally nonconforming if the FAR was reduced to 0.45.

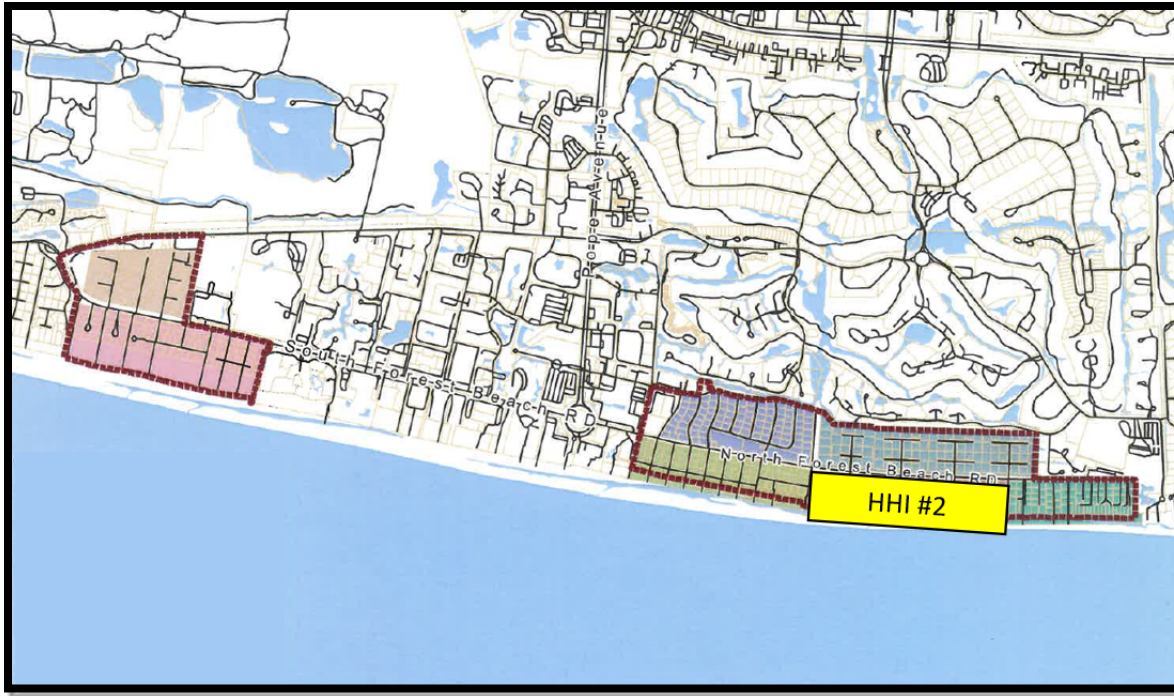


Figure 5 - FB-NC-O – HHI #2 Subdivision

- The HHI #2 Subdivision has a total number of 116 lots.
- There is 1 undeveloped lot within the subdivision.
- There were 80 lots developed prior to 2001.
- There were 3 lots developed between 2001 and 2002.
- There were 32 lots developed in the years 2003 and later.
- The minimum home size is 1,176 square feet.
- The average home size is 3,023 square feet.
- The maximum home size is 7,469 square feet (approved c/o in 2000 prior to overlay maximum square footage created in 2003).
- The minimum lot size in the HHI #2 Subdivision is 6,493 square feet.
- The average lot size is 8,362 square feet.
- The maximum lot size is 19,008 square feet.
- The minimum FAR is 0.13.
- The average FAR is 0.37.
- The maximum FAR is 0.75 (approved prior to overlay FAR requirements).
- There are 10 lots that are currently legal nonconformities.
- There are 34 lots that would become legally nonconforming if the FAR was reduced to 0.45.

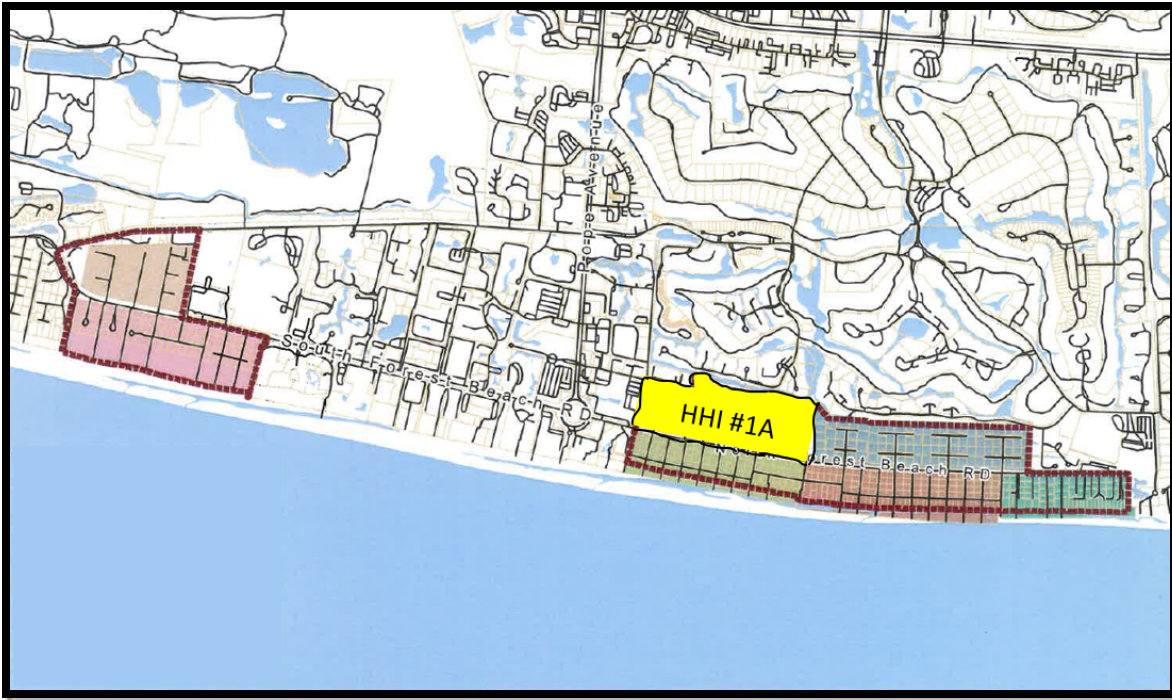


Figure 6 - FB-NC-O – HHI #1A Subdivision

- The HHI #1A Subdivision has a total number of 87 lots.
- There is 1 undeveloped lot within the subdivision.
- There were 77 lots developed prior to 2001.
- There were 0 lots developed between 2001 and 2002.
- There were 9 lots developed in the years 2003 and later.
- The minimum home size is 690 square feet.
- The average home size is 2,204 square feet.
- The maximum home size is 4,992 square feet.
- The minimum lot size in the HHI #1A Subdivision is 7,199 square feet.
- The average lot size is 9,310 square feet.
- The maximum lot size is 13,093 square feet.
- The minimum FAR is 0.08.
- The average FAR is 0.24.
- The maximum FAR is 0.76 (approved prior to overlay FAR requirements).
- There are 3 lots that are currently legal nonconformities.
- There are 6 lots that would become legally nonconforming if the FAR was reduced to 0.45.

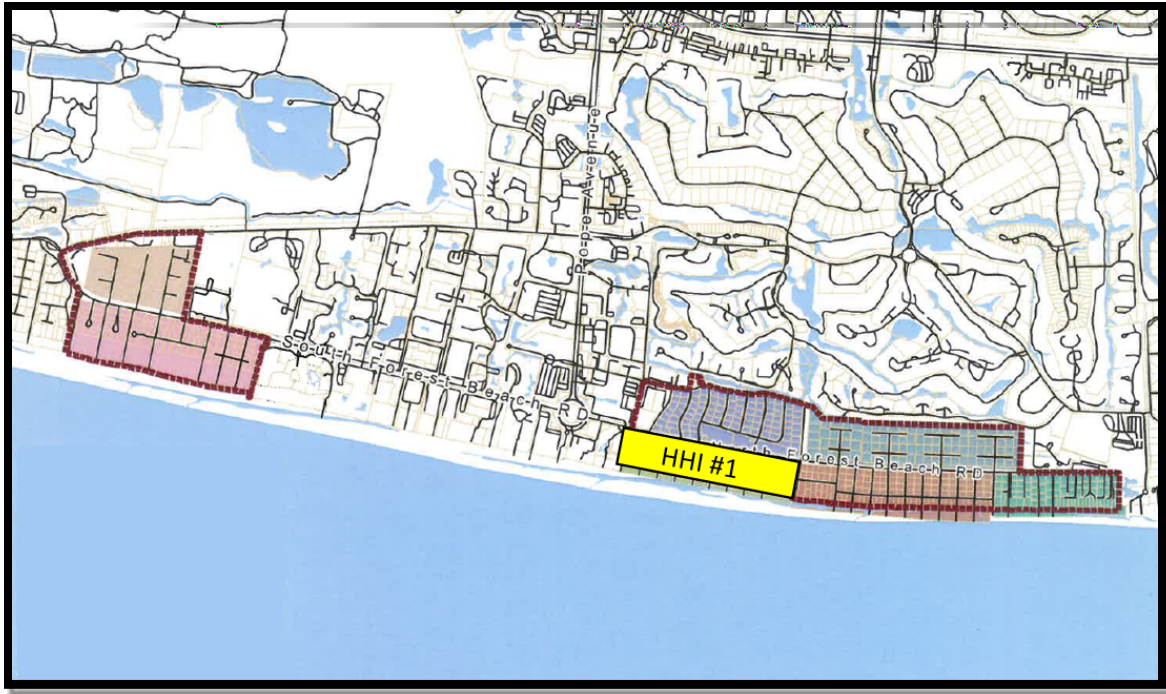


Figure 7 - FB-NC-O – HHI #1 Subdivision

- The HHI #1 Subdivision has a total number of 106 lots.
- There are 0 undeveloped lots within the subdivision.
- There were 67 lots developed prior to 2001.
- There were 6 lots developed between 2001 and 2002.
- There were 29 lots developed in the years 2003 and later (4 lots missing year-built data).
- The minimum home size is 756 square feet.
- The average home size is 3,361 square feet.
- The maximum home size is 7,032 square feet (approved c/o in 1994 prior to overlay maximum square footage created in 2003).
- The minimum lot size in the HHI #1 Subdivision is 6,498 square feet.
- The average lot size is 8,239 square feet.
- The maximum lot size is 11,269 square feet.
- The minimum FAR is 0.09.
- The average FAR is 0.41.
- The maximum FAR is 0.86 (approved prior to overlay FAR requirements).
- There are 15 lots that are currently legal nonconformities.
- There are 50 lots that would become legally nonconforming if the FAR was reduced to 0.45.

NONCONFORMING STRUCTURES:

Chapter 16-7 provides standards for nonconformities. The purpose statement of the Nonconformities Chapter reads as follows, “the zoning regulations and development standards established by this Ordinance are designed to guide the future development and redevelopment of land within the Town by encouraging and regulating site development and appropriate groupings of compatible and related uses that promote and protect the public health, safety, and general welfare. While the Town recognizes the continued existence of nonconformities is generally inconsistent with the purpose and intent of this Ordinance, it also recognizes this Ordinance needs to provide flexibility to encourage redevelopment of nonconforming development if it lessens the degree of the nonconformity and if redevelopment is consistent with the goals of the Comprehensive Plan and the district in which the development is located. This Chapter provides for the regulation of nonconforming uses, structures, signs, and site features, and specifies those circumstances and conditions under which such nonconformities are allowed to continue and redevelop.”

If a structure is legally nonconforming, to redevelop, expand or relocate, it must meet the requirements of Chapter 16-7, or Chapter 16-9 Disaster Recovery and Chapter 13 Disaster emergency.

Chapter 16-7 outlines standards for nonconformities within the Town, acknowledging the need for flexibility in redevelopment while ensuring alignment with the Comprehensive Plan and district goals. Redevelopment, expansion, or relocation of legally nonconforming structures must adhere to Chapter 16-7 and typically must meet the Substitutions of Nonconformities for Redevelopment requirements listed below:

- Will not include any new **development** that increases the amount of encroachment into any required buffer or setback;
- Will not increase the **impervious cover** on the **site** over the maximum allowed for the district or the existing **impervious cover**, whichever is greater;
- Will lessen the extent of existing **nonconforming site features** to the greatest extent possible;
- Will not have an adverse impact on the public health, safety or welfare; and
- Will lessen the extent of nonconformities related to any existing **nonconforming structure** on the **site** to the greatest extent possible.

Chapter 16-9 Disaster Recovery aims to expedite the rebuilding process post-natural disaster, allowing landowners to repair or reconstruct damaged structures without full review under normal ordinance procedures. This chapter applies to structures damaged in events declared as a State of Emergency and takes precedence over nonconformity regulations. However, alterations beyond pre-disaster conditions require compliance with standard permitting provisions.

In Chapter 13 Disaster Emergency, applies to structures damaged or destroyed in emergencies declared by the mayor, as defined in the Town’s Municipal Code. Repair, reconstruction, or rebuilding must adhere to the state or condition existing before the emergency. Alterations beyond pre-emergency conditions require permits under Title 15.

REVIEW STANDARDS:

Section 16-2-103.B.3 provides text amendment review standards that may be considered when determining to adopt or deny a proposed text amendment. The review standards may be used to weigh the relevance of and consider whether and the extent to which the proposed Text Amendment meets the following:

- In accordance with *Our Plan*;
- Required by changed conditions;
- Addresses a demonstrated community need;
- Consistent with the purpose and intent of the zoning districts in this ordinance, or would improve compatibility among uses and ensure efficient development within the Town;
- Would result in a logical and orderly development pattern; and
- Would not result in significant adverse impacts on the natural environment, including but not limited to water, air, noise, stormwater management, wildlife, vegetation, wetlands, and the natural functioning of the environment.

The proposed amendment would result in a logical and orderly development pattern already represented within the community and demonstrates the evolving community needs and preferences. There is a demonstrated community need, as the Forest Beach Property Owners Association (POA) is in support of the proposed amendment. Refer to (Attachment 4). Reducing the FAR in the FB-NC-O District would also make the district consistent with the Folly Field and Holiday Homes Neighborhood Character Overlay Districts which both have 0.45 FAR.

Throughout *Our Plan*, there is an overlap in key ideas, goals, and strategies. The proposed text amendment to reduce the FB-NC-O District FAR from 0.55 to 0.45 should be further based upon the *Our Plan* goals and themes as discussed below.

- **The Pursuit of Excellence**
 - Connected Strategies include providing appropriate modifications to the zoning designations and land use regulations to meet community needs while maintaining island character (p.116).
- **The Environment and Sustainability**
 - Opportunities for the Environment include interpreting the future climate or environment that could impact the human footprint and presence on the Island (p.124).
 - Economic Strategies include encouraging and offering options for sustainable development of structures and sites (p.127).

SUMMARY:

The proposed amendment reduces the FAR from 0.55 to 0.45 within the Forest Beach Neighborhood Character Overlay District. This amendment aims to address concerns regarding single-family development mass and scale. On January 11, 2024, the Public Planning Committee voted 4-0 to support a reduction in FAR to 0.45. The proposed reduction aligns with existing FAR requirements in other overlay districts and reflects *Our Plan* goals, emphasizing modification of the zoning designation reflecting community input to maintain island character as represented in the Forest Beach POA and response. The FAR reduction may result in building footprint reduction, resulting in more pervious surface, and provides a mechanism for achieving more sustainable development patterns. Lowering the FAR would also help lessen redevelopment risk of smaller, older housing stock replaced with larger homes out of character with the district. The Planning Commission also supported reducing FAR within all single-family neighborhoods to .45 on July 27, 2023.

In January 2023, the Town of Hilton Head Island conducted a critical review of the LMO in a code assessment. The code assessment identified core strengths, weaknesses, opportunities, and threats of existing code regulations.

Following the code assessment, the Town Council identified an LMO Amendments Plan to address development and design standards to specifically address and prioritize single-family development mass, scale, and parking.

Code amendments were drafted to address single-family dwelling parking and single-family FAR. These amendments have been under public review and consideration since July 2023.

On January 11, 2024, the Public Planning Committee discussed amendments concerning parking, FAR, and mass and scale for single family dwellings. They voted 4-0 to amend Section 16-3-106.H.4.d for the FB-NC-O District, reducing the FAR from 0.55 to 0.45 to address concerns regarding single-family development mass and scale. This reduction would limit the gross floor area permitted for a single-family residence on a parcel of land.

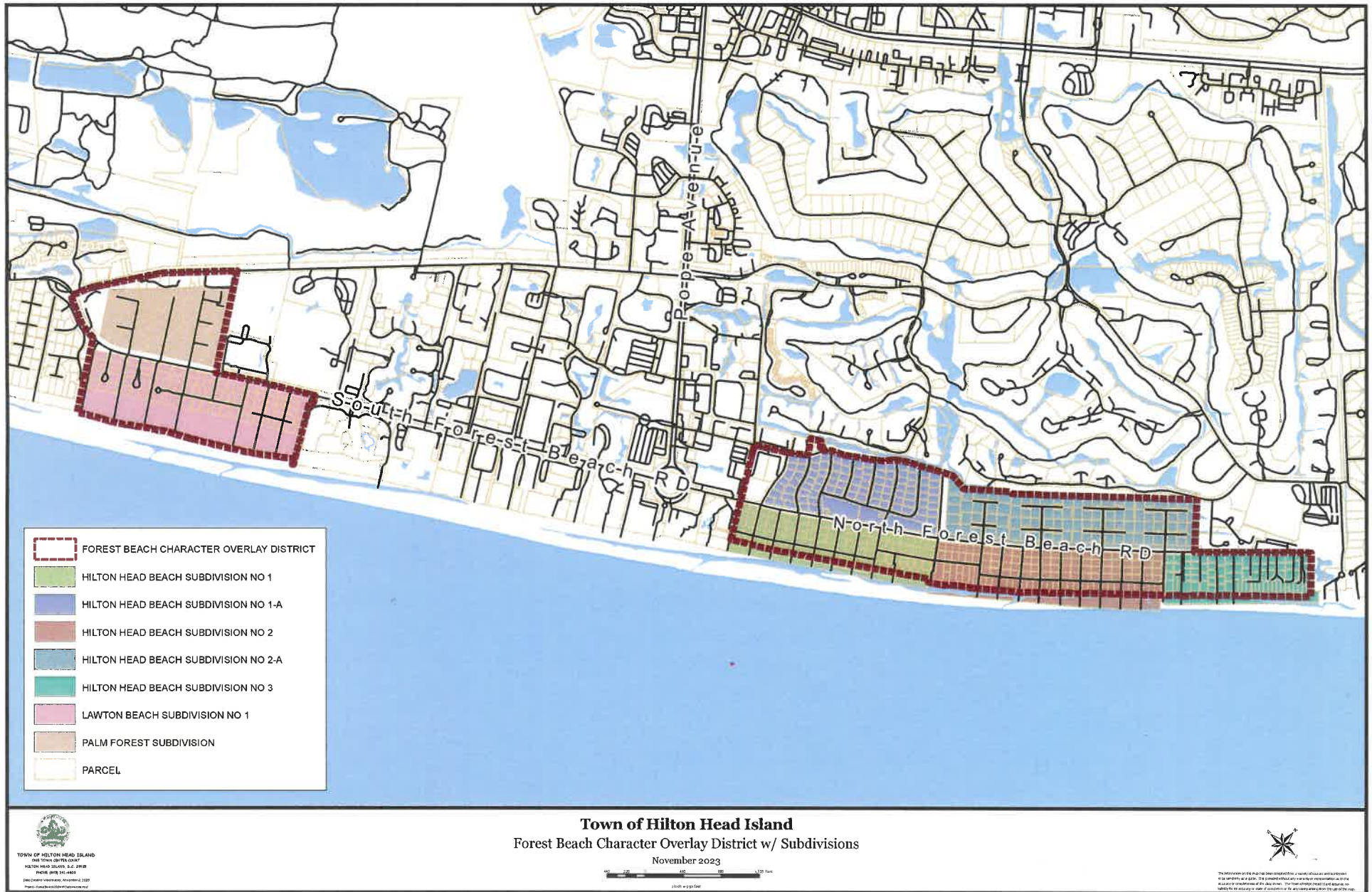
The purpose of the proposed FAR amendment is to regulate the volume and bulk of homes more efficiently based on the ratio of the structure's size in relation to the property size. The proposed amendment reduces the current FAR and would limit the gross floor area that a single-family residence could have on a parcel of land.

On February 20, 2024, the Town Council held a first reading on an ordinance to amend FAR requirements within the FB-NC-O District. The Town Council unanimously voted 7-0 to approve the first reading. The Planning Commission had previously submitted an Island-Wide FAR on July 27, 2023.

On April 17, 2024, the Planning Commission held a Public Hearing on the proposed amendment to reduce the FAR in the FB-NC-O District. The Planning Commission voted 6-0.

ATTACHMENTS:

1. Forest Beach Neighborhood Character Overlay District Map
2. Proposed Ordinance
3. Exhibit A - Amendment
4. Forest Beach 2003 Overlay Ordinance
5. Forest Beach Correspondence
6. Presentation



AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND

ORDINANCE NO.

AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND TO AMEND CHAPTER 16 OF THE MUNICIPAL CODE, THE LAND MANAGEMENT ORDINANCE, TO AMEND FLOOR AREA RATIO REQUIREMENTS WITHIN THE FOREST BEACH NEIGHBORHOOD CHARACTER OVERLAY DISTRICT OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.

WHEREAS, on April 3, 2001, the Town Council for the Town of Hilton Head Island, South Carolina, adopted Ordinance 2001-17, by which the then existing Land Management Ordinance by, among other things, adopting the “Forest Beach Neighborhood Overlay District;” and,

WHEREAS, among other things, the “Forest Beach Neighborhood Overlay District” was intended to protect the single-family residential character of the Forest Beach Area; and,

WHEREAS, the “Forest Beach Neighborhood Overlay District” imposed setbacks and buffers a Floor Area Ratio of 0.65 on property in the “Forest Beach Neighborhood Overlay District;”

WHEREAS, on August 5, 2003, the Town Council for the Town of Hilton Head Island, South Carolina, adopted Ordinance 2003-19 which amended the “Forest Beach Neighborhood Overlay District,” and re-named it the “Forest Beach Neighborhood Character Overlay District;” and,

WHEREAS, among other things, Ordinance 2003-19 included findings that the existing “Forest Beach Neighborhood Overlay District” regulations had proven insufficient to prevent the detrimental effects of development of disproportionate sized residences in the area, and were insufficient to prevent the detrimental effects of such disproportionate sized residences on the residential single-family character of the Forest Beach neighborhood; and,

WHEREAS, Ordinance 2003-19 also reduced the Floor Area Ratio from 0.65 to 0.55; and,

WHEREAS, on May 17, 2016, the Town Council for the Town of Hilton Head Island, South Carolina, adopted Ordinance 2016-07, which made amendments text related to the

“Forest Beach Neighborhood Character Overlay District;” and,

WHEREAS, on December 5, 2017, the Town Council for the Town of Hilton Head Island, South Carolina, adopted Ordinance 2017-19, which made amendments text related to the “Forest Beach Neighborhood Character Overlay District;” and,

WHEREAS, on March 7, 2023, the Town Council for the Town of Hilton Head Island, South Carolina, adopted Ordinance 2023-04, which made amendments text related to the “Forest Beach Neighborhood Character Overlay District;” and,

WHEREAS, among other things, the “Forest Beach Neighborhood Character Overlay District” was intended to protect the single-family residential character of the Forest Beach Area; and,

WHEREAS, the Town Council finds that the “Forest Beach Neighborhood Character Overlay District” regulations have been demonstrated to be insufficient to address the detrimental effects of the construction of large residences on proportionately small lots, and the large residences have continued to be built; and,

WHEREAS, the construction of such disproportionately large residences has continued to create detrimental effects on the residential character of the Forest Beach Neighborhood, including overcrowding, with attendant noise and trash, lack of adequate parking on the property where such structures exist; drainage issues resulting from impervious coverage on lots in the Forest Beach neighborhood; and,

WHEREAS, the Town of Hilton Head Island, South Carolina, finds that further amendments to the “Forest Beach Neighborhood Character Overlay District” are needed to address the detrimental effects of disproportionately large residences; and,

WHEREAS, the Town of Hilton Head Island conducted a critical review of the Land Management Ordinance in a code assessment in January 2023. The code assessment identified core strengths, weaknesses, opportunities, and threats of existing code regulations; and,

WHEREAS, the Town Council identified a continued need for the adoption of LMO Amendments to address development and design standards to address single-family development mass, scale, and parking, to address the detrimental effects that have been experienced in the “Forest Beach Neighborhood Character Overlay District” to date; and,

WHEREAS, on January 11, 2024, the Public Planning Committee discussed amendments to the Land Management Ordinance and voted 4-0 to amend Floor Area Ratio

(FAR) regulations in the Forest Beach Neighborhood Character Overlay (FB-NC-O) District from 0.55 to 0.45; and,

WHEREAS, on April 17, 2024, the Planning Commission held a Public Hearing to consider an amendment to the LMO and voted 6-0 to reduce the FAR regulations in the FB-NC-O District from 0.55 to 0.45 and the public had an opportunity to comment on the proposed ordinance; and,

WHEREAS, the Town Council finds it is in the best interest of the Town and its citizens, residents and visitors to amend the “Forest Beach Neighborhood Character Overlay District” to establish a floor area ratio of .45 within the overlay district.

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

Section 1. Amendment. That the LMO Amendment is adopted and the Land Management Ordinance is amended as shown on Exhibit “A” to this Ordinance. Newly added language is illustrated with double underline and deleted language is illustrated with ~~strikethrough~~.

Section 2. Severability. If any section, phrase, sentence, or portion of this Ordinance is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct, and independent provision, and such holding shall not affect the validity of the remaining portions thereof.

Section 3. Effective Date. This Ordinance shall be effective upon its adoption by the Town Council of the Town of Hilton Head Island, South Carolina.

PASSED, APPROVED, AND ADOPTED BY THE COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND ON THIS ____ DAY OF _____, 2024.

THE TOWN OF HILTON HEAD
ISLAND, SOUTH CAROLINA

Alan R. Perry, Mayor

ATTEST:

Kimberly Gammon, Town Clerk

First Reading:

Second Reading:

APPROVED AS TO FORM:

Curtis L. Coltrane, Town Attorney

EXHIBIT “A”

FLOOR AREA RATIO

16-3-106 Overlay Zoning Districts

**H. Forest Beach Neighborhood Character Overlay (FB-NC-O)
District**

4. District Regulations

d. Floor Area Ratio

The maximum *gross floor area* is limited to ~~0.55~~ 0.45 times the area of the *lot* containing the *single-family* residence up to a maximum of 5,000 square feet. The *gross floor area* shall include covered porches and all enclosed space with a ceiling height of seven feet or greater except as follows:

- i. Areas beneath the *structure* utilized solely for parking and storage. All such areas must be hydrostatically vented if required by the Building *Official*.
- ii. The first 600 square feet of covered porches.
- iii. Attic space as defined by the latest adopted edition of the IBC.

AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND

ORDINANCE NO.: 2003-19

PROPOSED ORDINANCE NO.: 2003-23

AN ORDINANCE TO AMEND TITLE 16 OF THE MUNICIPAL CODE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, THE LAND MANAGEMENT ORDINANCE BY AMENDING CHAPTER 4, ARTICLE VII, FOREST BEACH NEIGHBORHOOD OVERLAY DISTRICT; AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.

WHEREAS, on July 21st, 1998, the Town Council of the Town of Hilton Head Island, South Carolina did adopt Title 16 of the Municipal Code of the Town of Hilton Head Island by enacting a new Land Management Ordinance; and

WHEREAS, the Town Council adopted the Forest Beach Neighborhood Overlay District April 3, 2001 to protect the single family residential character of the District; and

WHEREAS, the Town Council now finds that, upon further review, that the overlay district provisions have not had the desired effect and that it is in the public interest to amend Chapter 4, Article VII to provide for better control of disproportionate size residences; and

WHEREAS, these amendments are consistent with the Comprehensive Plan's Implementation Strategy #4 of its Land Use Element and are they in compliance with the Land Management Ordinance's Character and Purpose Statement for the District.

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

Section 1. Amendment. That the Land Management Ordinance (LMO) of the Town of Hilton Head Island, South Carolina, be, and the same hereby is, amended to read as indicated on the attached pages.

NOTE: New text is indicated by a double underline, deleted text is indicated by ~~strike through~~.

Section 2. Severability. If any sections, 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 attest the validity of the remaining portions thereof.

Section 3. Effective Date. This Ordinance shall be effective upon its adoption by the Town Council for the Town of Hilton Head Island, South Carolina.

PASSED, APPROVED, AND ADOPTED BY THE COUNCIL FOR THE TOWN OF
HILTON HEAD ISLAND ON THIS 5th DAY OF August, 2003.


Thomas D. Peeples, Mayor


Sandi Santaniello, C. M. C., Town Clerk

Public Hearing: July 2, 2003
First Reading: July 15, 2003
Second Reading: August 5, 2003

ARTICLE VII. FOREST BEACH NEIGHBORHOOD CHARACTER OVERLAY DISTRICT

Sec. 16-4-701. Applicability and Purpose

The purpose of the Forest Beach Neighborhood Character Overlay District is to protect the single-family residential character of the ~~area~~ district and in particular the development and re-development of lots within the district. All new development and changes to existing development in the district are subject to the overlay district regulations in addition to those listed in Section 16-3-302.D.

Sec. 16-4-702. Delineation of the District

The Forest Beach Neighborhood Character Overlay District includes all parcels in the RS-5 Detached Single Family Zoning District.

Sec. 16-4-703. District Regulations

- A. Setbacks.** In addition to the single family setback requirements of Chapter 5, Article VII, a 5 10 ft./65 degree side and rear adjacent use setback shall be required. Setbacks shall comply with the standards of Chapter 5, Article VII except that the setback angle shall be measured from 15 ft. above base flood elevation. The following exceptions are allowed:
1. The 10 ft. side setback may be reduced to 5 ft. for up to 30% of the side elevation in order to preserve trees provided the total of both side setbacks equals 20 ft.
 2. For lot widths of 65 ft. or less the side setbacks may be reduced to 5 ft.
- B. Buffers.**
1. A 20 ft. ~~front~~ street buffer and a 5-ft. side and rear buffer equal to the setbacks above shall be required. In the case of a corner lot only a 10 ft. buffer is required on the street with the lowest ADT unless the street with the higher ADT is approved by the Administrator for the 10 ft. setback in order to preserve trees. The 20 ft. buffer shall then apply to the street with the lower ADT. In the case where both streets have the same ADT the 20 ft. buffer shall apply to the street that will preserve the more significant tree coverage to be determined by the Administrator. Buffers shall comply with the standards of Chapter 5, Article VIII except that street access as permitted in Sec. 16-5-808 shall be limited to a total width of 20 ft for all driveways.
 2. Lots in the Corridor Overlay District shall submit a buffer landscape plan as required in Sec. 16-3-304 to show compliance with the guidelines as determined by the Administrator.
- C. Impervious Coverage.** All site paving shall be pervious with the exception of a swimming pool and deck not to exceed 500 sq. ft. unless the site complies with the maximum impervious coverage requirements of Section 16-4-1005. Spaced wood decking is considered pervious.
- D. Floor Area Ratio.** The maximum gross floor area is limited to ~~0.65~~ 0.55 times the area of the lot containing the single-family residence up to a maximum of 5,000 sq. ft. The gross floor area shall be calculated as all habitable enclosed-conditioned space. Enclosed parking areas not located beneath the residence are included. Parking areas located beneath the residence and covered porches less than 500 sq. ft. are not included.

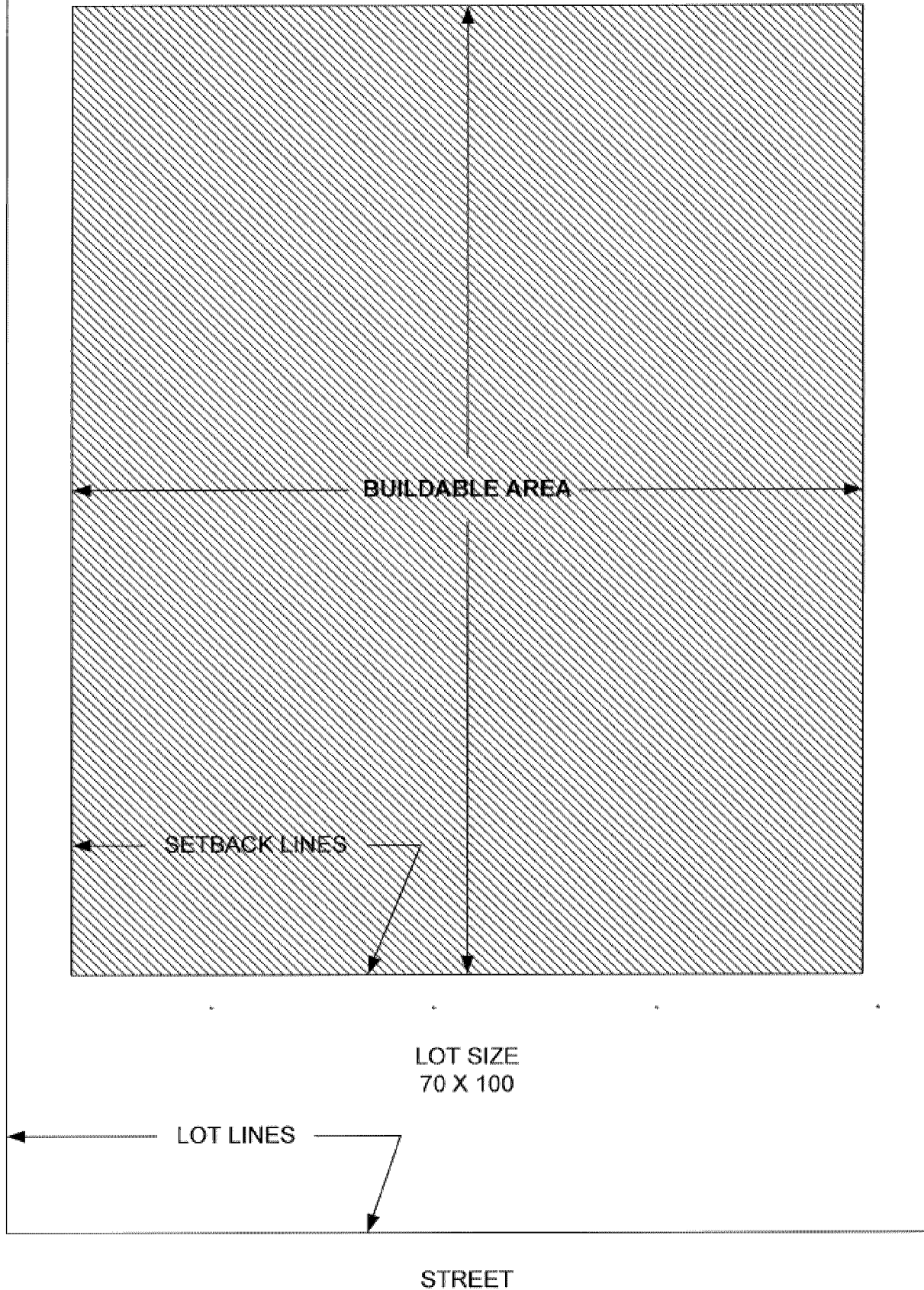
- E. **Minimum Lot Size and Width.** The subdivision or recombination of lots platted and recorded as of <effective date> shall not result in any lot less than 7,000 sq. ft. in size or 70 ft in width.
- F. **Parking.** A minimum of two parking spaces are required. In addition one space is required for every bathroom and half bathroom above three and a half. Driveways may be used for up to two parking spaces.

REAR

CURRENT REGULATIONS

SIDE

SIDE



REAR

PROPOSED REGULATIONS

SIDE

SIDE

BUILDABLE AREA

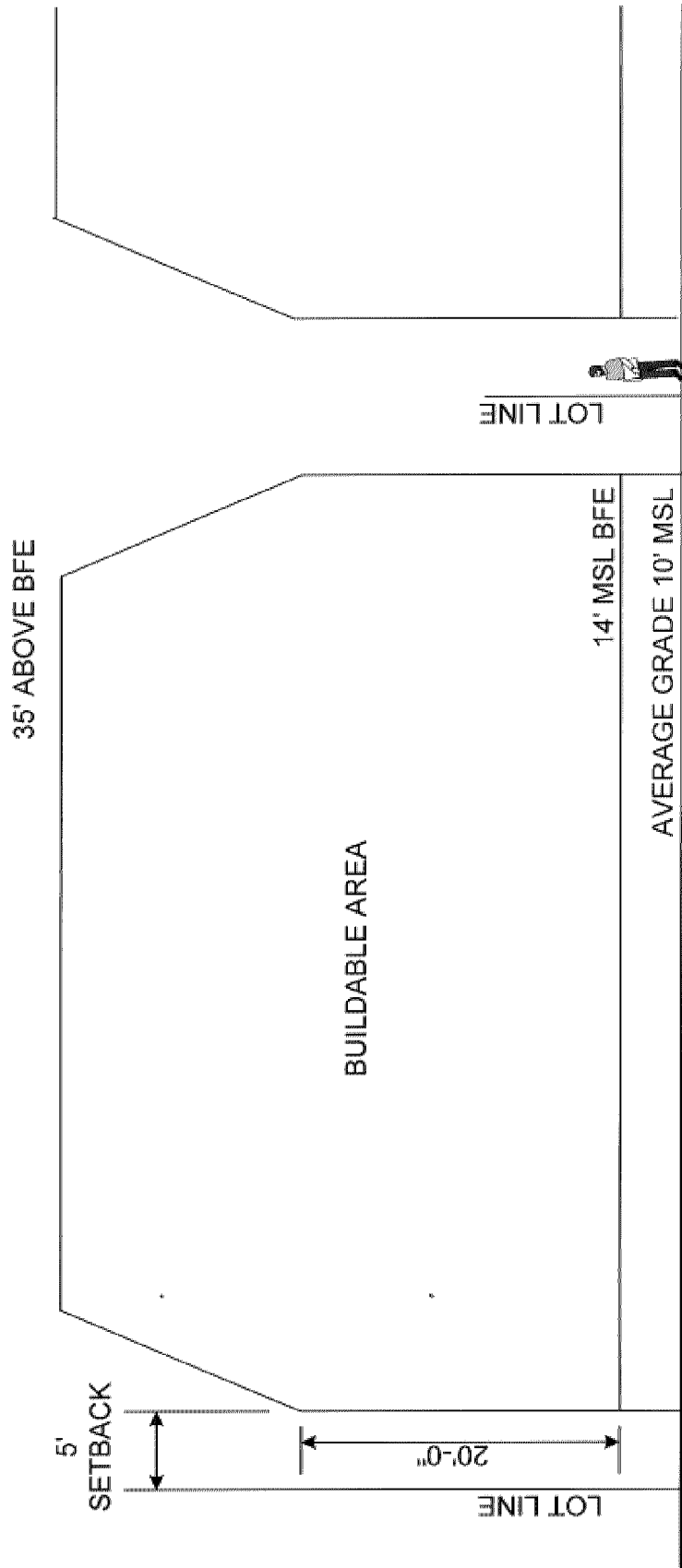
SETBACK
LINES

LOT SIZE
70 X 100

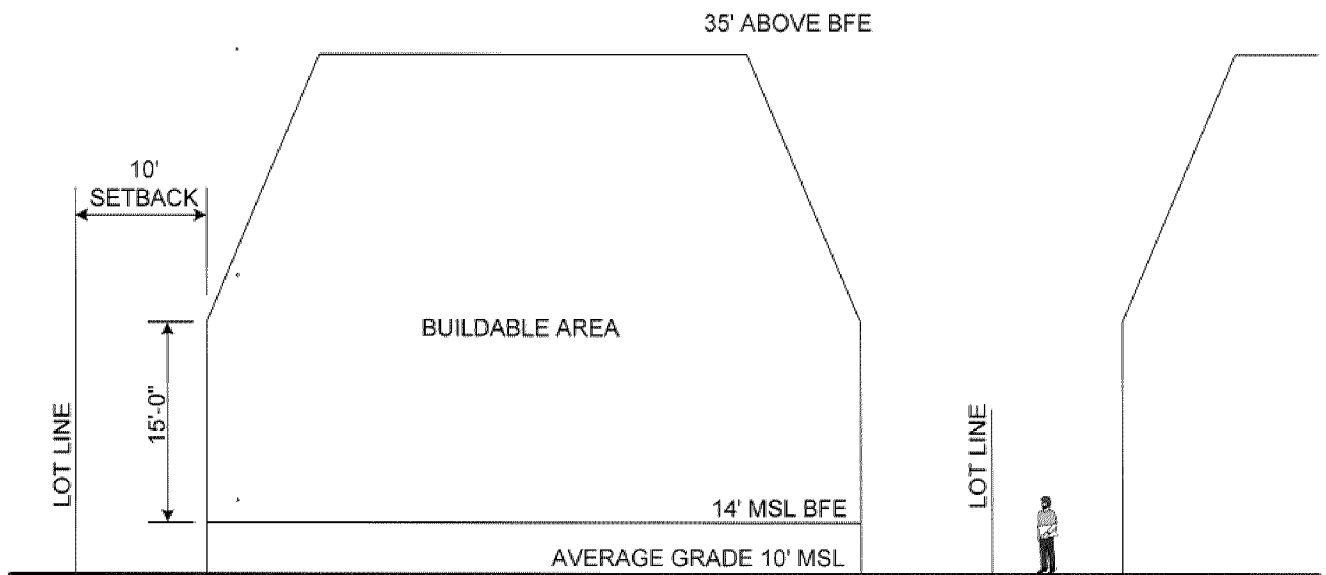
LOT LINES

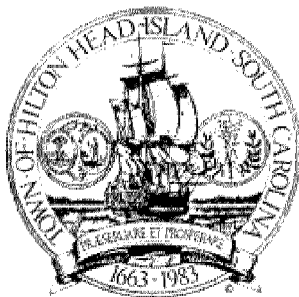
STREET

CURRENT REGULATIONS



PROPOSED REGULATIONS





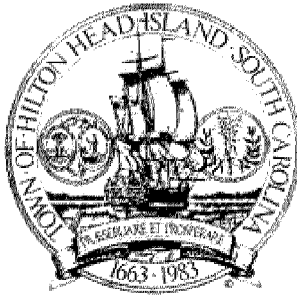
TOWN OF HILTON HEAD ISLAND

Planning Department

TO: Stephen G. Riley, *AICP, Town Manager* *R*
VIA: Charles F. Cousins, *AICP, Director of Planning* *CFC*
FROM: Edwin B. Drane, *AIA, AICP, Town Urban Designer* *ED*
DATE: July 23, 2003
SUBJECT: Proposed Ordinance 2003-23

Recommendation: The staff recommends approval on second reading of proposed ordinance 2003-23, LMO amendments to the Forest Beach Neighborhood Overlay District.

Summary: Town Council approved on first reading at its July 15, 2003 meeting proposed ordinance 2003-23 with the deletion of the revisions to the definition of dwelling and dwelling unit. These changes are reflected in the attached document.



TOWN OF HILTON HEAD ISLAND

Planning Department

TO: Stephen G. Riley, *AICP, Town Manager*
VIA: Charles F. Cousins, *AICP, Director of Planning* CFC
FROM: Edwin B. Drane, *AIA, AICP, Town Urban Designer* EBD
DATE: June 3, 2003
SUBJECT: LMO Revisions to Forest Beach Overlay District

Recommendation: The staff recommends the Town Council adopt on first reading proposed ordinance 2003-23, LMO Revisions to Forest Beach Overlay District.

Summary: Staff has been asked to look into the problem of “monster homes” and ways to control their size and use. These homes are generally defined as homes significantly out of scale with existing structures in a neighborhood. The major problems they are creating are increased storm water runoff, amount of parking needed, excessive tree removal and destroying the character of the neighborhood. The proposed revisions to the Forest Beach Overlay District are meant to keep new residences more closely in size and scale to the existing structures in the neighborhood thereby reducing there impact.

Background: Since the adoption of the Forest Beach Neighborhood Overlay District in April of 2001 the average new home in the district was over 4,500 sq. ft. of heated area. By comparison the national average is 2,200 sq. ft. Of the 27 homes permitted during this time period 9 exceeded 5,000 sq. ft. with the largest being 6,300 sq. ft. An application has been received for a 12 bedroom, 12 bath residence with over 9,500 sq. ft. of heated area. The effect in an older developed neighborhood, like Forest Beach, has been to alter their character by demolishing existing homes and constructing dramatically larger homes with the related removal of existing mature trees, increased drainage problems and parking problems. Many of these are on the short term rental market and are utilized by multiple families each week creating “mini hotels.”

The adoption of the Forest Beach Overlay District in 2001 has had little to no effect on reducing the size of re-development in the area. The size of homes being constructed dominates the existing homes even though they meet the size and height restrictions. In most all cases the structures are being constructed using the entire buildable area leaving only the 5 ft. side and rear yard setbacks and 20 ft. street setback. This is simply not enough space left to preserve trees or control drainage.

The proposed revisions include:

- Increasing setback and buffers from 5 ft. to 10 ft. with some flexibility in order to save existing trees.
- Requiring a buffer landscape plan for lots in the Corridor Overlay District.
- Limiting the amount of impervious paving.
- Reducing the Floor Area Ratio from .65 to .55 and maximum add a limit of 5,000 sq. ft.
- Adding a minimum lot size of 7,000 sq. ft. and a minimum lot width of 70 ft. for any further subdivision of exiting lots.
- Providing for increase parking requirements based on the number of bathrooms.
- Revising the definition of dwelling unit to account for guest suites.

On July 2, 2003 the Planning Commission held a public hearing on proposed ordinance 2003-23. After much discussion and comment from the public they voted to recommend that Town Council adopt the ordinance on first reading and that prior to second reading a task force of residents and design professionals be appointed to review its provisions to determine if any further refinement is necessary. A letter from Planning Commission Chairman, Harry Shutt, will be sent to Town Council members offering suggestions as to what provisions the Planning Commission thinks should be included in the Task Force review.

The Planning and Development Standards Committee will not meet to review these amendments until July 9, 2003. Staff will update the Town Council members on the results of that meeting prior to the July 15 Town Council meeting.

TOWN OF HILTON HEAD ISLAND

One Town Center Court, Hilton Head Island, S.C. 29928

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www.hiltonheadislandsc.gov

Alan R. Perry
Mayor

David Ames
Mayor Pro Tem

Council Members

Alexander Brown, Jr.
Patsy Brison
Tamara Becker
Steve Alfred
Glenn Stanford

Marc Orlando
Town Manager

December 19, 2023

Mr. Jack Daly
Forest Beach Owners Association President
PO BOX 6442
Hilton Head Island, SC 29928

Dear Mr. Daly,

We are reaching out to all property owner associations (POA's) within the Town's Forest Beach Neighborhood Character Overlay (FBNCO) District and asking for your input concerning the mass and scale of single-family homes built within the FBNCO District. The current single-family regulations in Sec. 16-3-106.4.d, Floor Area Ratio, state that the maximum gross floor area is limited to 0.55 times the area of the lot up to a maximum of 5,000 square feet with certain exceptions. I have included an excerpt of the existing regulations below for your information.

There have been community concerns raised to Town Council regarding single-family home mass and scale within the Forest Beach Neighborhood. The Town is exploring a possible amendment to the Floor Area Ratio standards including a possible reduction to the Floor Area Ratio from 0.55 to 0.45 within the FBNCO boundary. Please provide the Town with your interest and position on the existing Floor Area Ratio of 0.55 and possible reduction of Floor Area Ratio to 0.45 by January 12, 2024.

Sec 16-3-106.4.d. Floor Area Ratio

The maximum **gross floor area** is limited to 0.55 times the area of the **lot** containing the **single-family** residence up to a maximum of 5,000 square feet. The **gross floor area** shall include covered porches and all enclosed space with a ceiling height of seven feet or greater except as follows:

- i. Areas beneath the **structure** utilized solely for parking and storage. All such areas must be hydrostatically vented if required by the Building **Official**.
- ii. The first 600 square feet of covered porches.
- iii. Attic space as defined by the latest adopted edition of the IBC.

Please feel free to contact me at 843-341-4693 or missyl@hiltonheadislandsc.gov if you have questions.

Sincerely,



Missy Luick
Director of Planning

TOWN OF HILTON HEAD ISLAND

One Town Center Court, Hilton Head Island, S.C. 29928

(843) 341-4600 Fax (843) 842-7728

www.hiltonheadislandsc.gov

Alan R. Perry
Mayor

David Ames
Mayor ProTem

Council Members

Alexander Brown, Jr.
Patsy Brison
Tamara Becker
Steve Alfred
Glenn Stanford

Marc Orlando
Town Manager

December 15, 2023

Ms. Elizabeth Mead
Hilton Head Beach Assets Number 2
82 Dune Lane
Hilton Head, SC 29938

Dear Ms. Mead,

We are reaching out to all property owner associations' (POA's) within the Town's Forest Beach Neighborhood Character Overlay (FBNCO) District and asking for your responses concerning the mass and scale of the single-family homes that have been built within the FBNCO District. The current single-family regulations in Sec. 16-3-106.4.d state that the maximum gross floor area is limited to 0.55 times the area of the lot up to a maximum of 5,000 square feet with certain exceptions. Does the Hilton Head Beach Assets desire to modify the ratio from 0.55 to 0.45 with existing exceptions? I have included an excerpt of the existing regulations below for your information.

Sec 16-3-106.4.d. Floor Area Ratio

The maximum **gross floor area** is limited to 0.55 times the area of the **lot** containing the **single-family** residence up to a maximum of 5,000 square feet. The **gross floor area** shall include covered porches and all enclosed space with a ceiling height of seven feet or greater except as follows:

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Please feel free to contact me if you have any questions.

Sincerely,

Missy Luick,
Director of Planning

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Marc Orlando
Town Manager

December 15, 2023

Mr. James Guscio
Property Research Holding Inc
PO BOX 7432
Hilton Head, SC 29938

Dear Mr. Guscio,

We are reaching out to all property owner associations' (POA's) within the Town's Forest Beach Neighborhood Character Overlay (FBNCO) District and asking for your responses concerning the mass and scale of the single-family homes that have been built within the FBNCO District. The current single-family regulations in Sec. 16-3-106.4.d state that the maximum gross floor area is limited to 0.55 times the area of the lot up to a maximum of 5,000 square feet with certain exceptions. Does the Property Research Holding Inc. desire to modify the ratio from 0.55 to 0.45 with existing exceptions? I have included an excerpt of the existing regulations below for your information.

Sec 16-3-106.4.d. Floor Area Ratio

The maximum **gross floor area** is limited to 0.55 times the area of the **lot** containing the **single-family** residence up to a maximum of 5,000 square feet. The **gross floor area** shall include covered porches and all enclosed space with a ceiling height of seven feet or greater except as follows:

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Please feel free to contact me if you have any questions.

Sincerely,

Missy Luick,
Director of Planning

From: [jack daly](#)
To: [Missy Luick](#); [David Ames](#)
Subject: FBOA - Parking and FAR
Date: Tuesday, January 9, 2024 1:41:47 PM

THIS MESSAGE ORIGINATED OUTSIDE YOUR ORGANIZATION

Missy, the FBOA met last night and we voted on FAR and parking. We voted unanimously for the following:

1. .45 FAR
2. Maximum of 5000 sq ft
3. Current owners at date of code change are grandfathered in at the previous FAR of .55 with 5000 sq ft maximum
4. Change in ownership means property is no longer grandfathered in at older code

Obviously Council will do what they wish. But that's how we voted.

Public Planning Committee 1/11 Meeting

We also offer the following responses to the issues that will be considered in the meeting.

Parking:

1. Do you believe parking is an issue for all single-family homes Island-wide?

yes, but maybe not island-wide

2. Do you believe parking is an issue for single-family homes within planned development communities?

yes, in gated communities

3. Do you believe parking is an issue for single family homes that are short-term rentals?

yes.

Mass and Scale:

4. Do you believe the mass and scale of single-family homes is an issue Island-wide?

Yes, but some board members disagree

5. Do you believe the mass and scale of single-family homes is an issue within planned development communities?

yes.

6. Do you believe the mass and scale of single-family homes is an issue for new development or existing single-family

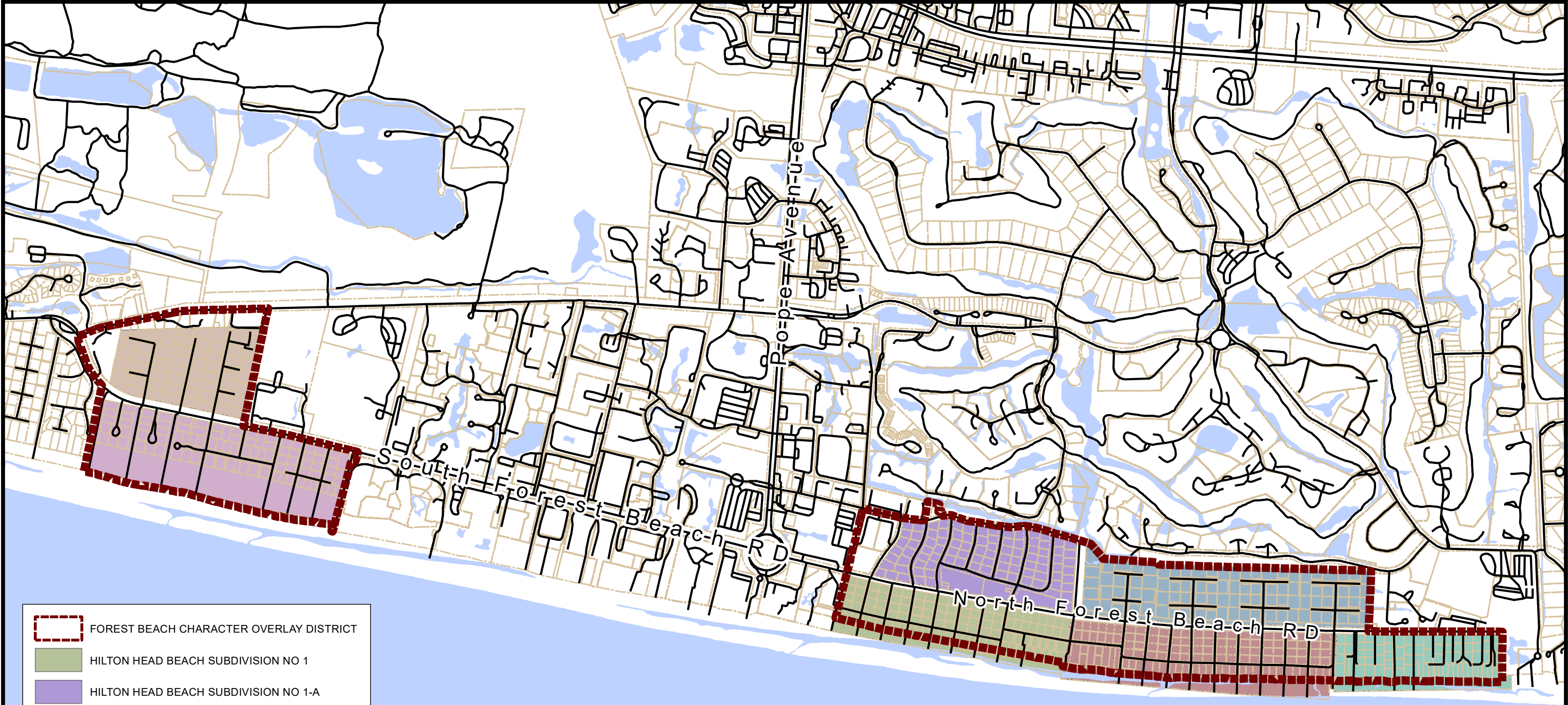
development?

yes.

7. Do you believe the mass and scale of single-family homes should be a uniform standard applied Island-wide or be calibrated by neighborhood type or zoning district?

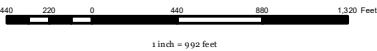
calibrated differently

Jack



-  FOREST BEACH CHARACTER OVERLAY DISTRICT
-  HILTON HEAD BEACH SUBDIVISION NO 1
-  HILTON HEAD BEACH SUBDIVISION NO 1-A
-  HILTON HEAD BEACH SUBDIVISION NO 2
-  HILTON HEAD BEACH SUBDIVISION NO 2-A
-  HILTON HEAD BEACH SUBDIVISION NO 3
-  LAWTON BEACH SUBDIVISION NO 1
-  PALM FOREST SUBDIVISION
-  PARCEL

Town of Hilton Head Island
Forest Beach Character Overlay District w/ Subdivisions
November 2023



The information on this map has been compiled from a variety of sources and is intended to be used only as a guide. It is provided without any warranty or representation as to the accuracy or completeness of the data shown. The Town of Hilton Head Island assumes no liability for its accuracy or state of completion or for any losses arising from the use of the map.

From: [jack daly](#)
To: [Missy Luick](#); [David Ames](#)
Subject: FBOA - Parking and FAR
Date: Tuesday, January 9, 2024 1:41:47 PM

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1. Do you believe parking is an issue for all single-family homes Island-wide?

yes, but maybe not island-wide

2. Do you believe parking is an issue for single-family homes within planned development communities?

yes, in gated communities

3. Do you believe parking is an issue for single family homes that are short-term rentals?

yes.

Mass and Scale:

4. Do you believe the mass and scale of single-family homes is an issue Island-wide?

Yes, but some board members disagree

5. Do you believe the mass and scale of single-family homes is an issue within planned development communities?

yes.

6. Do you believe the mass and scale of single-family homes is an issue for new development or existing single-family

development?

yes.

7. Do you believe the mass and scale of single-family homes should be a uniform standard applied Island-wide or be calibrated by neighborhood type or zoning district?

calibrated differently

Jack

Consideration of an Ordinance Amending Title 16 of the Municipal Code of the Town of Hilton Head Island, the Land Management Ordinance, to Amend Floor Area Ratio Requirements within the Forest Beach Neighborhood Character Overlay District.

Town Council – May 7, 2024



RECOMMENDATION:

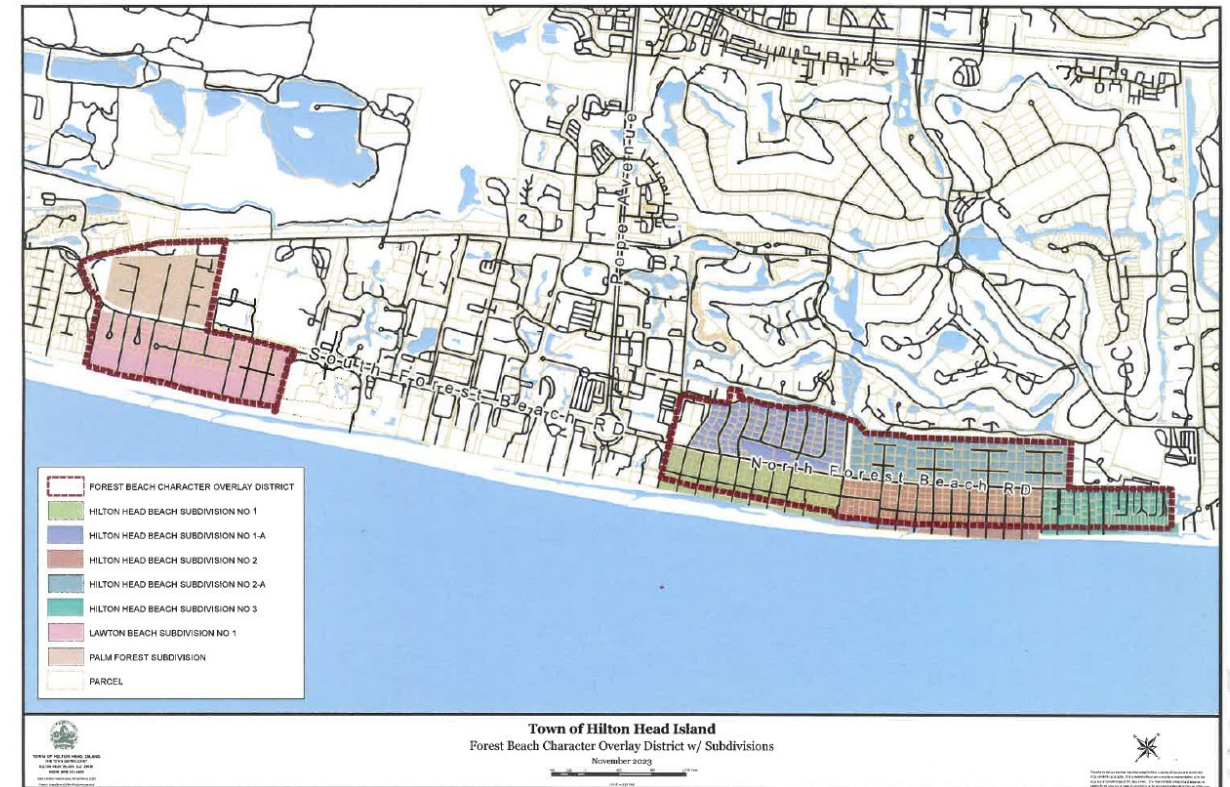
That the Town Council consider a proposed Ordinance Amending Title 16 of the Municipal Code of the Town of Hilton Head Island, the Land Management Ordinance, to Amend the Floor Area Ratio Requirements (FAR) requirements within the Forest Beach Neighborhood Character Overlay (FB-NC-O) District.

OVERVIEW:

An amendment proposes to adjust the FAR requirements from 0.55 to 0.45 within the FB-NC-O District.

PUBLIC REVIEW:

- Public Planning Committee – January 11, 2024 – 4-0
- Town Council – February 20, 2024 – 7-0 – 1st Reading
- Planning Commission – April 17, 2024 – 6-0



PROPOSED FB-NC-O DISTRICT FAR AMENDMENT:

- The amendment proposes reducing the maximum FAR from 0.55 to 0.45 for single-family homes within the FB-NC-O District in the following manner:

FLOOR AREA RATIO

16-3-106 Overlay Zoning Districts

H. Forest Beach Neighborhood Character Overlay (FB-NC-O) District

4. District Regulations

d. Floor Area Ratio

The maximum **gross floor area** is limited to 0.55 0.45 times the area of the **lot** containing the **single-family** residence up to a maximum of 5,000 square feet. The **gross floor area** shall include covered porches and all enclosed space with a ceiling height of seven feet or greater except as follows:

- i. Areas beneath the **structure** utilized solely for parking and storage. All such areas must be hydrostatically vented if required by the Building **Official**.
 - ii. The first 600 square feet of covered porches.
 - iii. Attic space as defined by the latest adopted edition of the IBC.
- Reducing FAR to 0.45 is consistent with existing FAR requirements in Folly Field and Holiday Homes Neighborhood Character Overlay Districts

BACKGROUND:

- LMO Purpose and Intent (Section 16-1-103)
...to **guide the development and use of property in accordance with the Town's Comprehensive Plan and existing and future needs of the Town...**
 - A. Promote the public health, safety, and general welfare, while recognizing the rights of real property owners, by **adopting a comprehensive zoning ordinance for the Town and providing for administrative procedures and development standards.**
 - B. Prevent the **overcrowding of land and avoid undue concentration of population by creating zoning districts consistent with the character and desired development form of each area of the Town and each area's suitability for particular development and uses** by adopting an Official Zoning Map consistent with the zoning districts.
 - C. Through the zoning districts, **regulate the areas and dimensions to be occupied by buildings and structures.**



BACKGROUND:

- LMO Purpose and Intent (Section 16-1-103) continued...
 - D. Provide for the safe, orderly, and convenient movement of vehicular, pedestrian, and bicycle traffic.
 - E. Minimize risk to life and property from natural disaster, fire, panic, and other dangers.
 - F. Facilitate the adequate provision of transportation, water, sewerage, drainage, schools, parks, and other public facility improvement requirements by regulating, as appropriate, the impact of development on community infrastructure.
 - G. Ensure orderly development** with concurrent provision of appropriate and necessary public facility infrastructure that is consistent with the capacity of public facility infrastructure systems to serve development.
 - H. Provide for the imposition of impact fees to finance the expansion, maintenance, and repair of the Town's transportation systems to meet growth-related demand.
 - I. Protect designated corridors, natural resource areas, historic areas, scenic areas, and the Town's general aesthetic by establishing conservation and corridor overlay zoning districts, as appropriate, and regulations related to ensure maintenance of quality aesthetics and environmental standards.**
 - J. Assist to achieve the goals, objectives, and policies of the Town of Hilton Head Island Comprehensive Plan.
 - K. Carry out such other purposes in the public interest as may be specifically cited in the LMO and Comprehensive Plan.

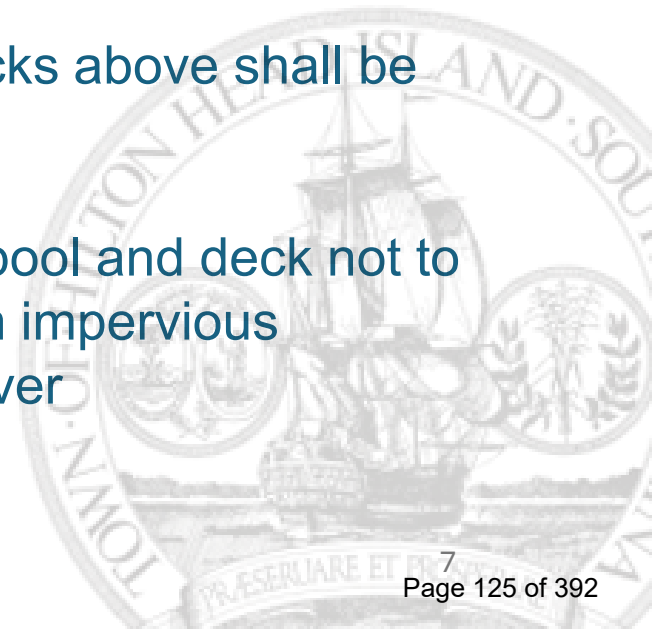
BACKGROUND:

- FB-NC-O District Purpose and Intent is to **“protect the single-family residential character of the district and in particular the development and redevelopment of lots within the district.”**
- FB-NC-O District was officially adopted in April of 2001 establishing a floor area ratio (FAR) of 0.65. No FAR existed previously.
- On August 5, 2003, the FB-NC-O District FAR regulations were reduced from 0.65 to 0.55 additional regulations, as outlined below:
 - ✓ Increasing setback and buffers
 - ✓ Requiring a buffer landscape plan
 - ✓ Limiting the amount of impervious paving
 - ✓ Reducing the Floor Area Ratio from 0.65 to 0.55, with a maximum limit of 5,000 square feet
 - ✓ Adding a minimum lot size of 7,000 square feet and a minimum lot width of 70-feet
 - ✓ Provided for increase parking requirements based on the number of bathrooms
 - ✓ Revised the definition of dwelling units to account for guest suites.
- The FB-NC-O District was subsequently amended in 2016 and 2017.



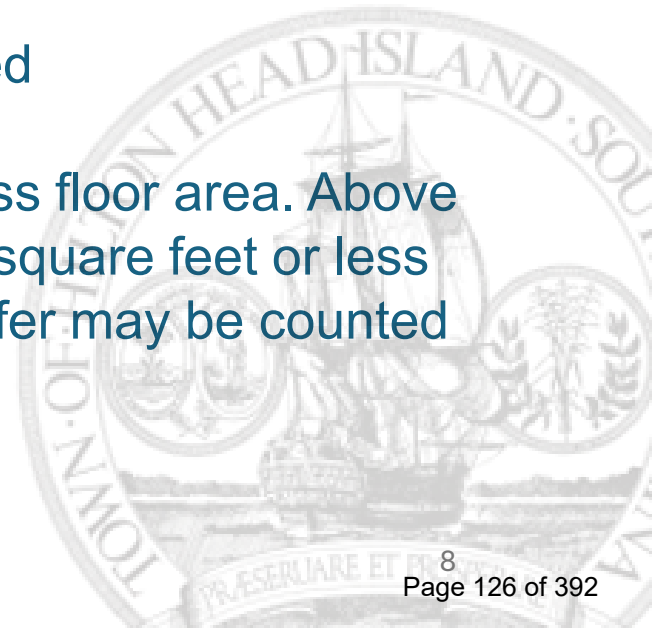
BACKGROUND:

- The current FB-NC-O District requirements manage:
 - **Setbacks**
 - Side adjacent use setbacks shall be 10 feet for lots with a width of 70 feet and above. For lot widths less than 70 feet, the side adjacent use setback shall be equal to 12 percent of the lot width rounded to the closest whole number.
 - Rear adjacent use setbacks shall equal 10 percent of the lot depth or 10 feet, whichever is greater.
 - **Buffers**
 - A 20-foot street buffer and side and rear buffers equal to the setbacks above shall be required.
 - **Impervious Cover**
 - All site paving shall be pervious with the exception of a swimming pool and deck not to exceed 500 square feet unless the site complies with the maximum impervious cover requirements for the RSF-5 District. Spaced wood decking over a pervious surface is considered pervious.



BACKGROUND:

- The current FB-NC-O District requirements are:
 - **FAR-** The maximum gross floor area is limited to 0.55 up to a maximum of 5,000 square feet, including covered porches and all enclosed space with a ceiling height of seven feet or greater except:
 - Areas beneath the structure utilized solely for parking and storage
 - The first 600 square feet of covered porches
 - Attic space
 - **Minimum Lot Size and Width**
 - Lots less than 7,000 square feet in size or 70 feet in width prohibited
 - **Parking**
 - Two parking spaces are required for up to 2,000 square feet of gross floor area. Above 2,000 square feet, one additional space is required for each 1,000 square feet or less of gross floor area. Driveway paving not located in the required buffer may be counted for parking.



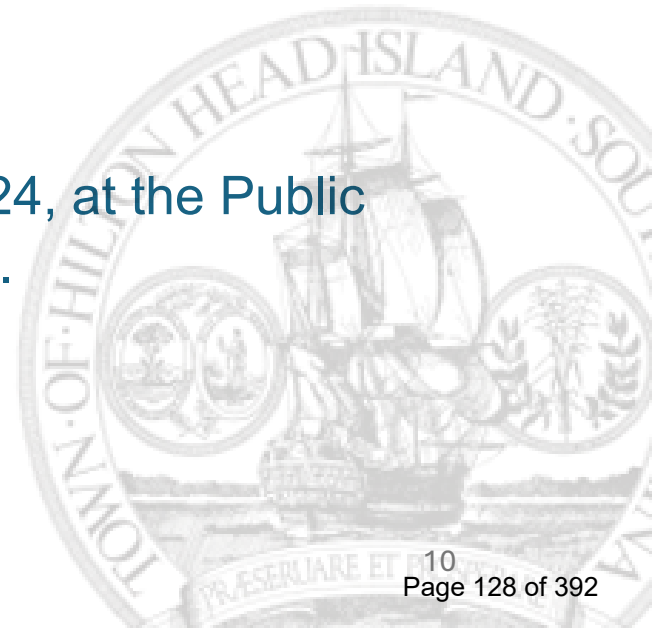
BACKGROUND:

- The Town of Hilton Head Island conducted a critical review of the LMO in a code assessment in January 2023. The code assessment identified core strengths, weaknesses, opportunities, and threats of existing code regulations.
- Following the code assessment, the Town Council identified an LMO Amendments Plan to address development and design standards and to specifically address and prioritize single-family development mass, scale, and parking.
- Code amendments were drafted to address single-family dwelling parking and floor area ratio. These amendments have been under public review and consideration since July 2023.



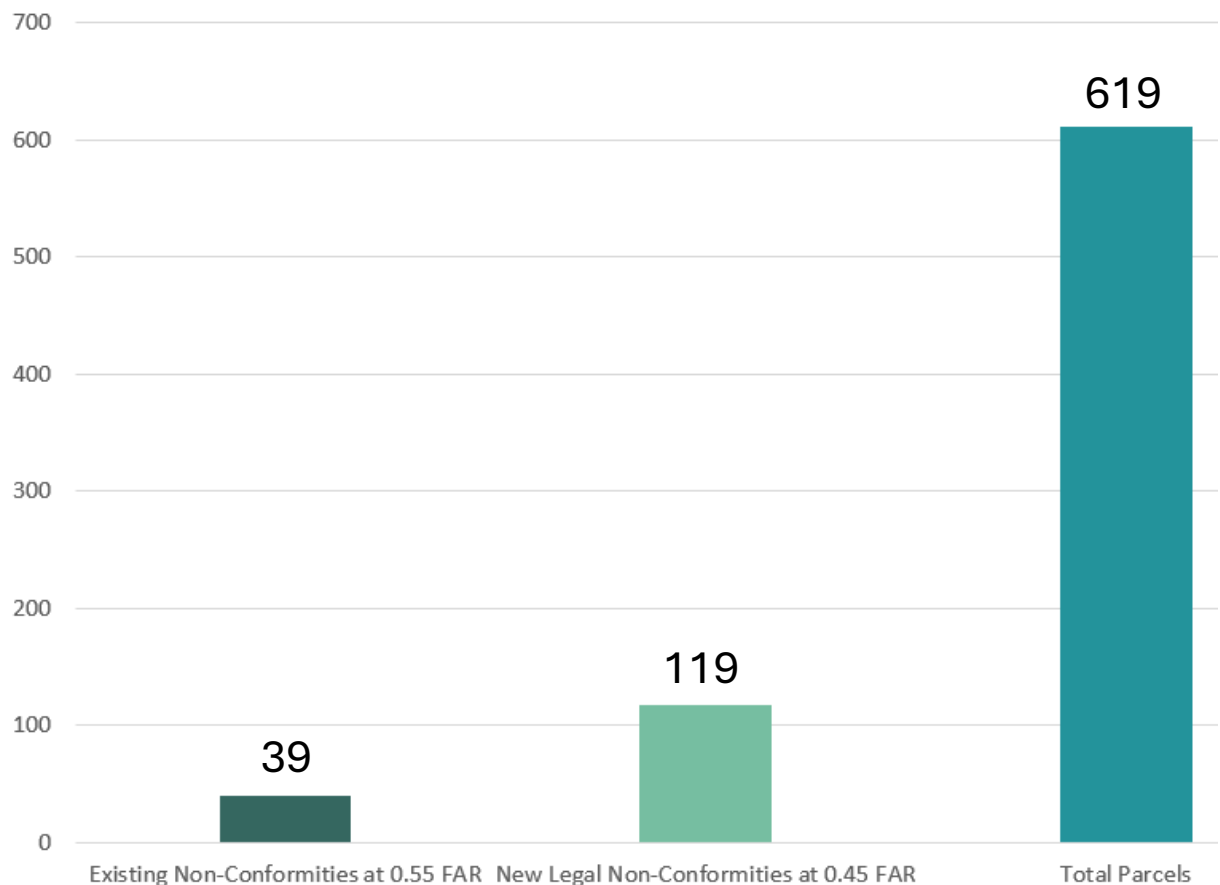
BACKGROUND:

- On January 11, 2024, the Public Planning Committee discussed amendments to the Land Management Ordinance related to parking, FAR, and mass and scale for single family dwellings. Concluding discussion, the Public Planning Committee voted 4-0 to amend Section 16-3-106.H.4.d for the FB-NC-O District to reduce the FAR from 0.55 to 0.45 to address single-family development mass and scale.
- On February 20, 2024, the Town Council held a first reading considering an ordinance to amend the FAR requirements within the FB-NC-O District.
- The Town Council voted 7-0 to approve the first reading.
- The proposed amendment was presented for consideration on April 17, 2024, at the Public Hearing by the Planning Commission. The Planning Commission voted 6-0.



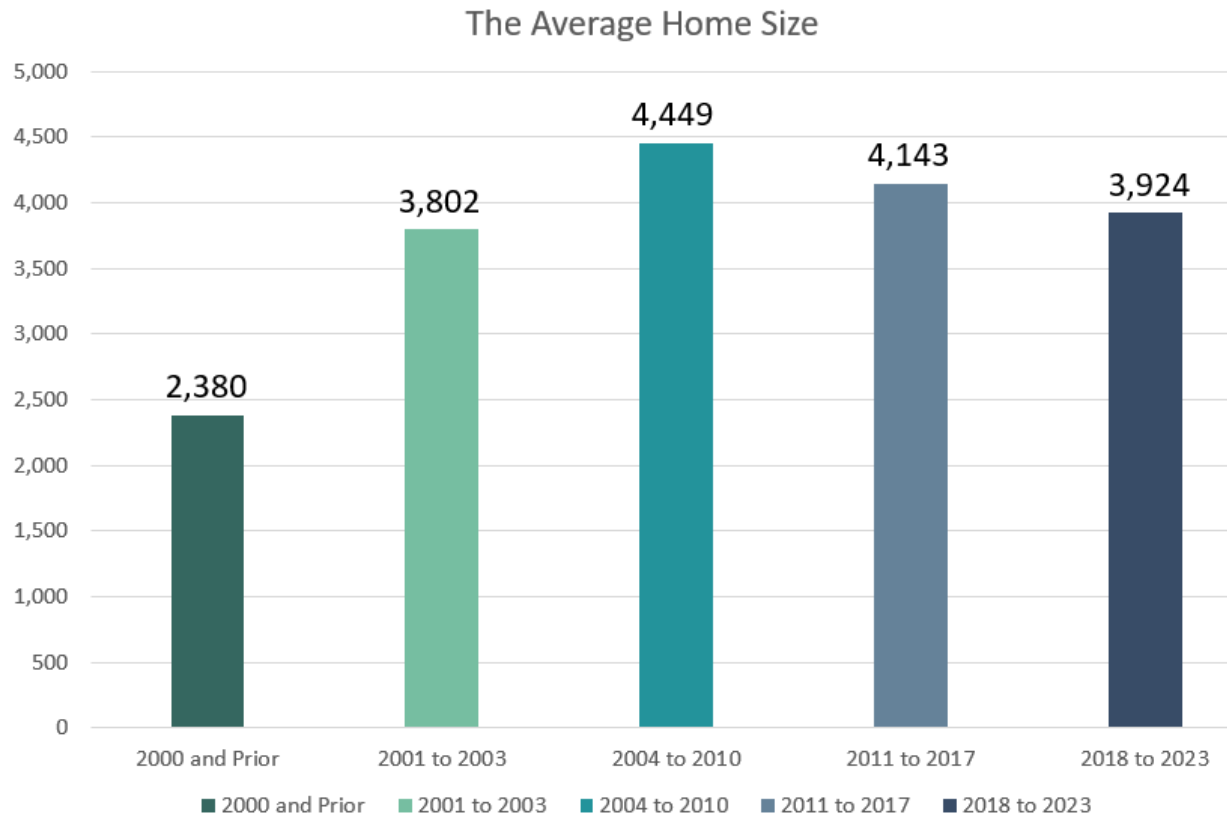
DATA ANALYSIS:

- At 0.55 FAR there are 39 existing non-conforming properties
- Reducing the FAR to 0.45 would result in approximately 119 additional legal nonconforming properties.
- The total number of parcels 619.
- If adopted, there would be 158 legal nonconforming structures, or 25.5% of the total parcels in the District.



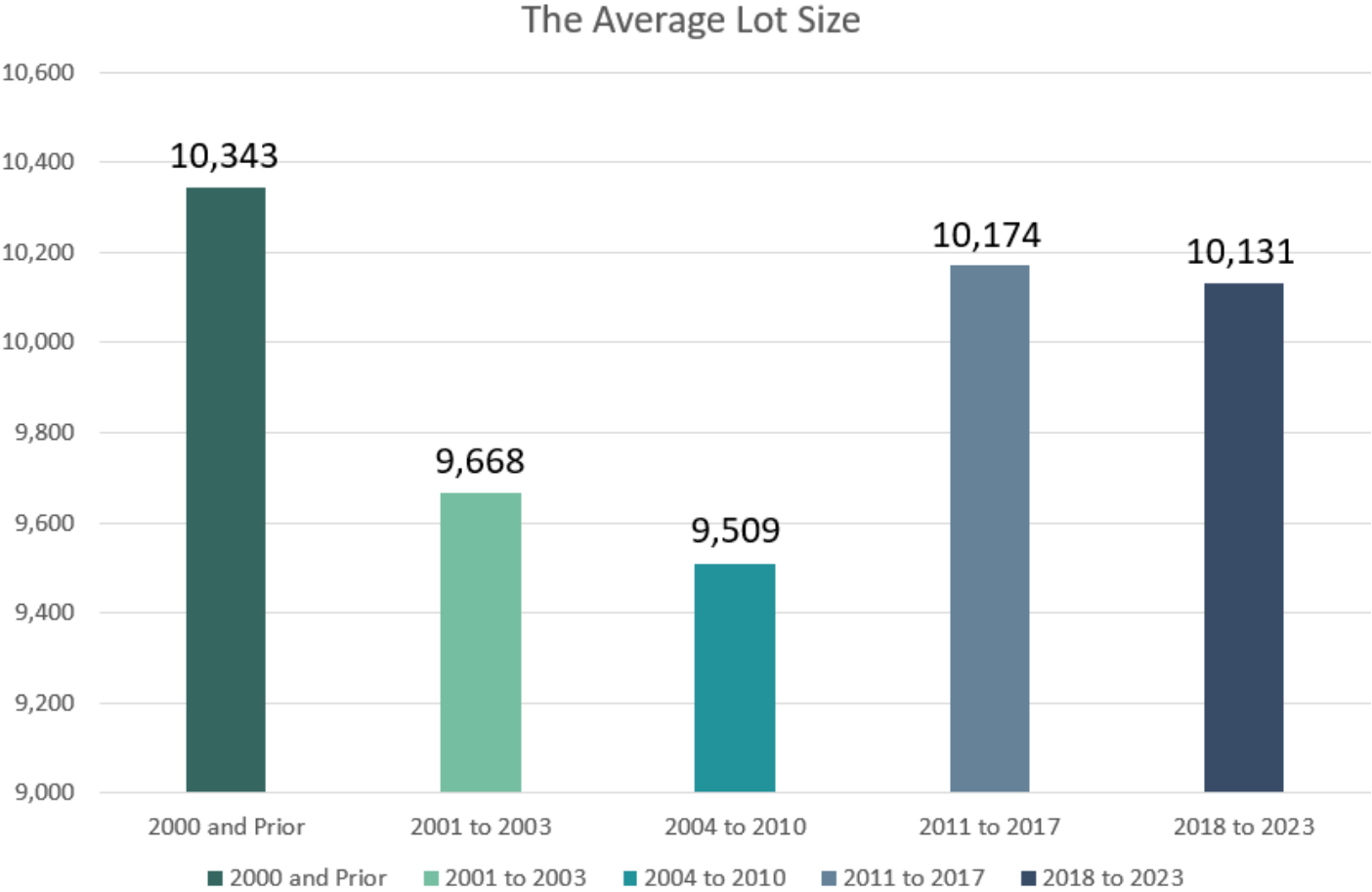
DATA ANALYSIS:

- Out of 619 parcels, 450 (or 72.6%) of homes were built before 2001, the year when the FB-NC-O District was created.
- Minimum home size is 690 square feet, with a maximum of 7,469 square feet.
- Average home size in the FB-NC-O District between 2000 and prior, 2001-2003, 2004-2010, 2011-2017, 2018-2023 have changed over time



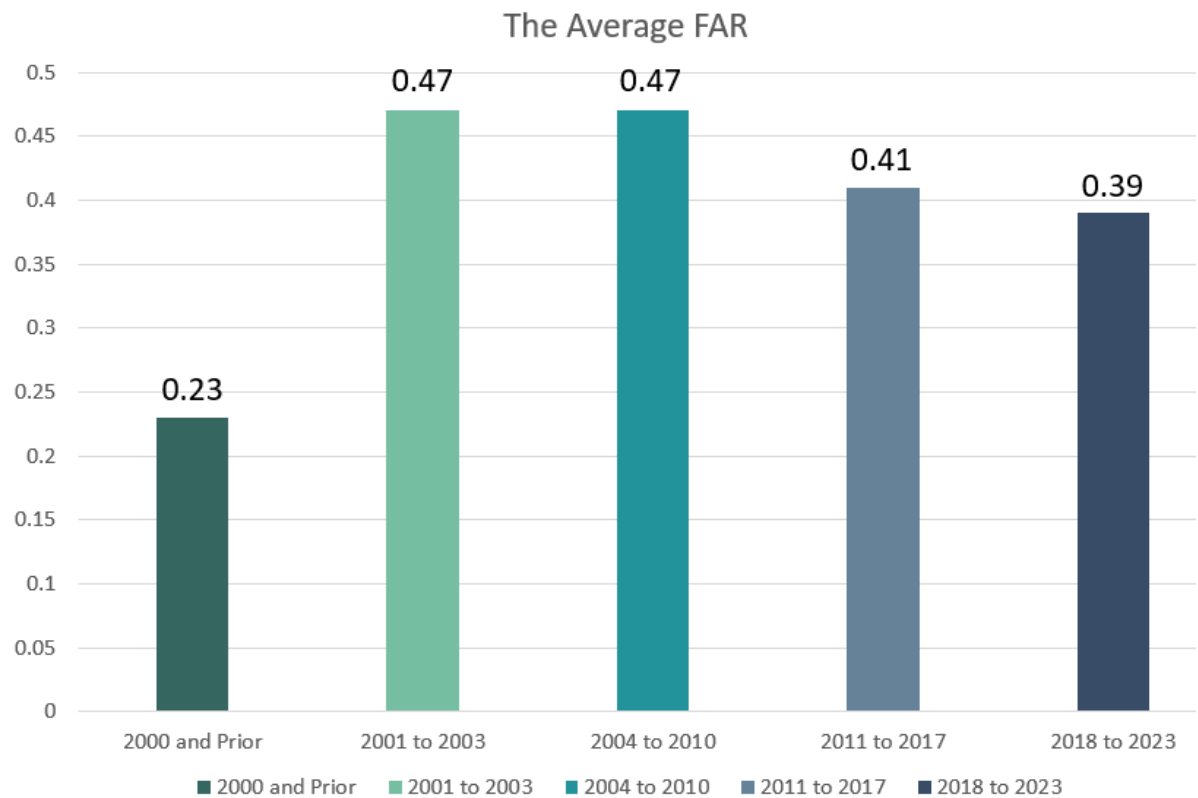
DATA ANALYSIS:

- Minimum lot size is 1,126 square feet, with a maximum of 30,034 square feet.
- Average lot size in the FB-NC-O District between 2000 and prior, 2001-2003, 2004-2010, 2011-2017, 2018-2023 ranges from 9,509 square feet to 10,343 square feet



DATA ANALYSIS:

- Minimum FAR is 0.06, with a maximum of 0.89.
- Average FAR in the FB-NC-O District between 2000 and prior, 2001-2003, 2004-2010, 2011-2017, 2018-2023 ranges from 0.23 to .0.47



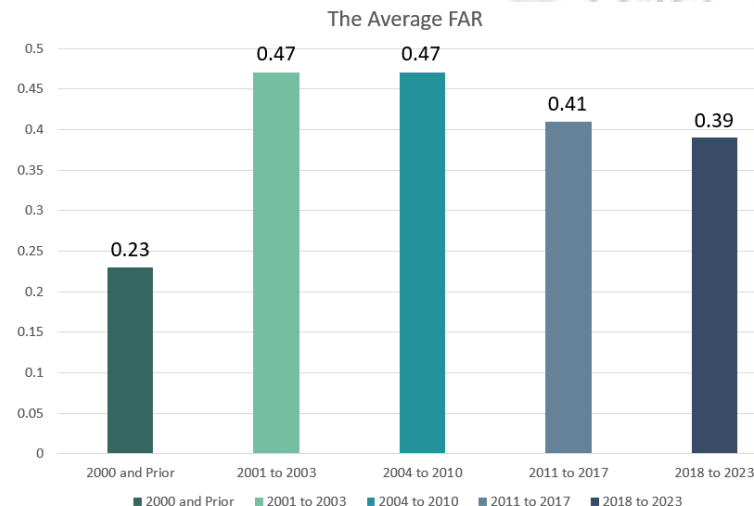
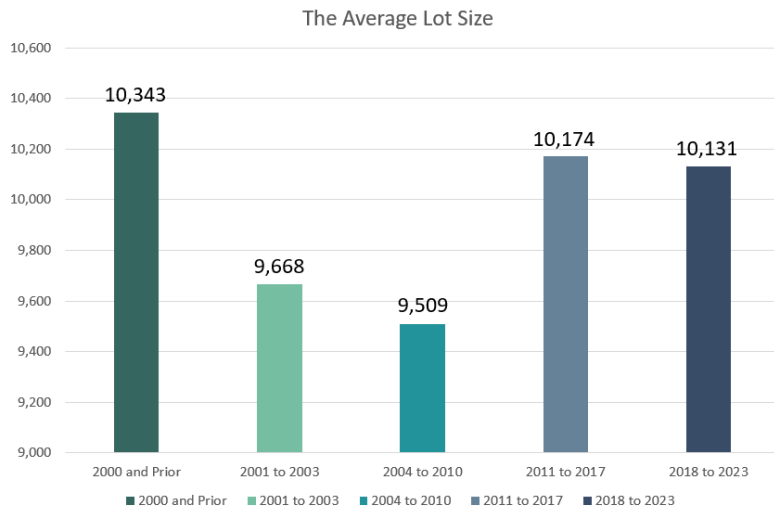
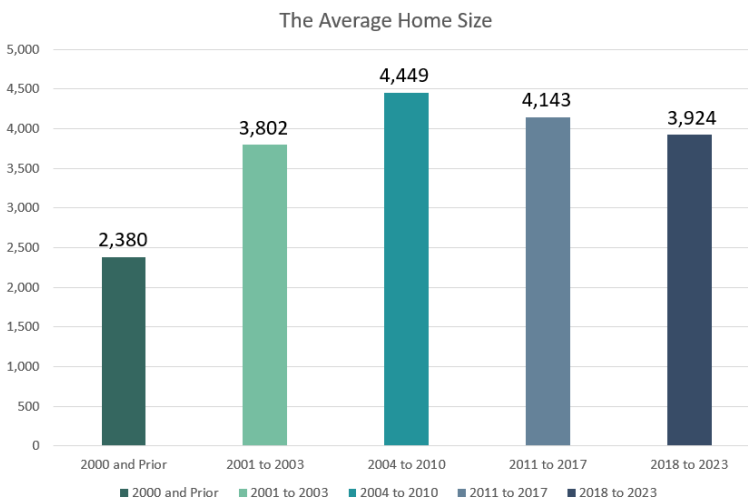
DATA ANALYSIS:

- Side by side charts illustrate average FAR from 2011 to present is 0.41 or less
 - Average lot sizes also increased
 - Second largest average home size for all years reviewed
- Between 2004-2010, home sizes were largest with average lot sizes at their lowest
 - 58 homes were built (or 9.3%).

Collectively, this may help to explain the sense of a greater mass and scale within the neighborhood.

*nearly 73% of the housing stock was built prior to 2001 with potential for redevelopment.

- Note: lots platted in 2000 and prior constitutes the largest average size in the district (10,343 square feet)



DATA ANALYSIS:

- The Lawton Beach Subdivision has a total number of 83 lots.
- There are 0 undeveloped lots within the subdivision.
- There were 66 lots developed prior to 2001.
- There were 4 lots developed between 2001 and 2002.
- There are 13 lots that were built in the years 2003 and later.
- The minimum home size is 968 square feet.
- The average home size is 2,895 square feet.
- The maximum home size is 6,321 square feet (permitted prior to overlay maximum square footage created in 2003).
- The minimum lot size in the Lawton Beach Subdivision is 6,492 square feet.
- The average lot size is 9,220 square feet.
- The maximum lot size is 14,766 square feet.
- The minimum FAR is 0.11.
- The average FAR is 0.31.
- The maximum FAR is 0.62 (approved prior to overlay FAR requirements).
- There are 3 lots that are legal nonconformities.
- There are 11 lots that would become legally nonconforming if the FAR was reduced to 0.45.

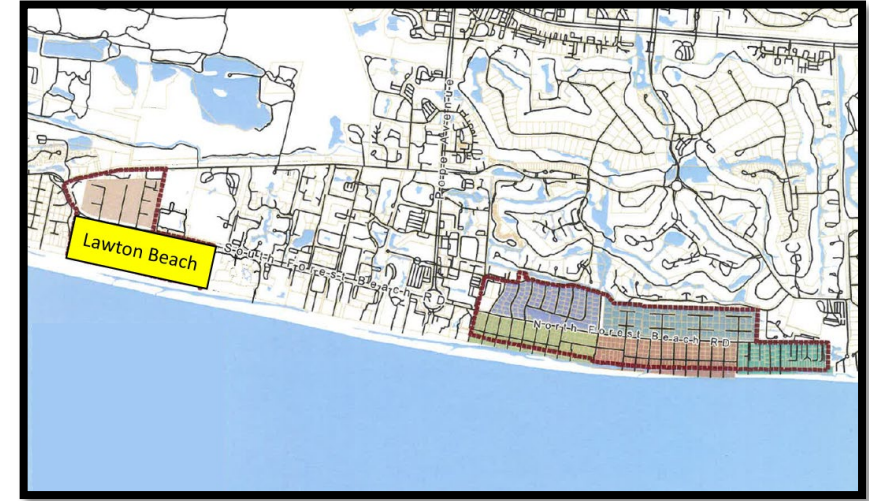


Figure 1- FB-NC-O - Lawton Beach Subdivision



DATA ANALYSIS:

- The Palm Forest Subdivision has a total number of 57 lots.
- There are 0 undeveloped lots within the subdivision.
- There were 35 lots developed prior to 2001.
- There were 6 lots developed between 2001 and 2002.
- There were 16 lots that were developed in the years 2003 and later.
- The minimum home size is 845 square feet.
- The average home size is 2,592 square feet.
- The maximum home size is 4,944 square feet.
- The minimum lot size in the Palm Forest Subdivision is 7,764.2 square feet.
- The average lot size is 15,202 square feet.
- The maximum lot size is 25,628 square feet.
- The minimum FAR is 0.05.
- The average FAR is 0.18.
- The maximum FAR is 0.37.
- There are 0 lots that are legal nonconformities.
- There are 0 lots that would become legally nonconforming if the FAR was reduced to 0.45.



Figure 2- FB-NC-O – Palm Forest Subdivision



DATA ANALYSIS:

- The HHI #3 Subdivision has a total number of 77 lots.
- There are 3 undeveloped lots within the subdivision.
- There were 45 lots developed prior to 2001.
- There were 5 lots developed between 2001 and 2002.
- There were 23 lots developed in the years 2003 and later (1 lot is missing year-built data).
- The minimum home size is 1,292 square feet.
- The average home size is 3,097 square feet.
- The maximum home size is 6,293 square feet (permitted prior to overlay maximum square footage created in 2003).
- The minimum lot size in the HHI #3 Subdivision is 6,556 square feet.
- The average lot size is 9,018 square feet.
- The maximum lot size is 15,422 square feet.
- The minimum FAR is 0.10.
- The average FAR is 0.34.
- The maximum FAR is 0.88 (approved prior to overlay FAR requirements).
- There are 8 lots that are legal nonconformities.
- There are 18 lots that would become legally nonconforming if the FAR was reduced to 0.45.

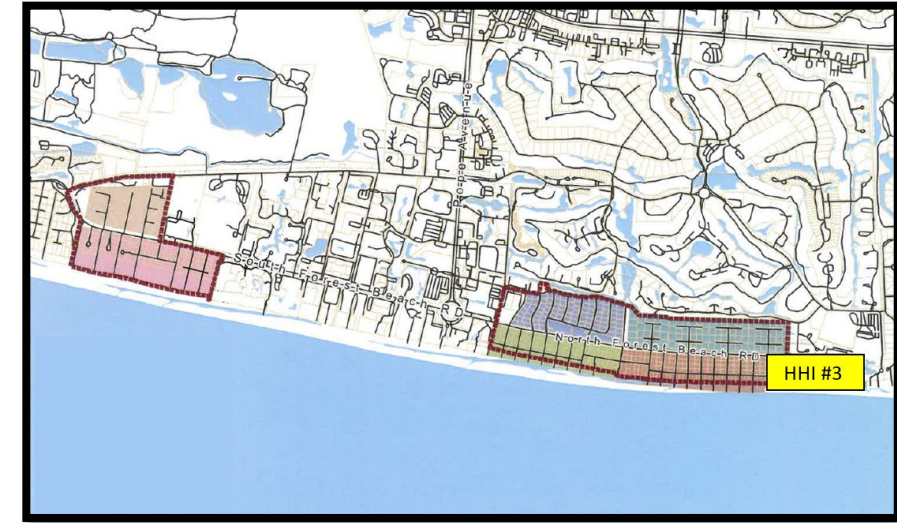


Figure 3- FB-NC-O – HHI #3 Subdivision



DATA ANALYSIS:

- The HHI #2A Subdivision has a total number of 92 lots.
- There is 1 undeveloped lot within the subdivision.
- There were 80 lots developed prior to 2001.
- There was 1 lot developed between 2001 and 2002.
- There were 10 lots developed in the years 2003 and later.
- The minimum home size is 1,244 square feet.
- The average home size is 2,363 square feet.
- The maximum home size is 4,506 square feet.
- The minimum lot size in the HHI #2A Subdivision is 10,532 square feet.
- The average lot size is 14,190 square feet.
- The maximum lot size is 30,034 square feet.
- The minimum FAR is 0.08.
- The average FAR is 0.17.
- The maximum FAR is 0.41.
- There are 0 lots that are currently legal nonconformities.
- There are 0 lots that would become legally nonconforming if the FAR was reduced to 0.45.

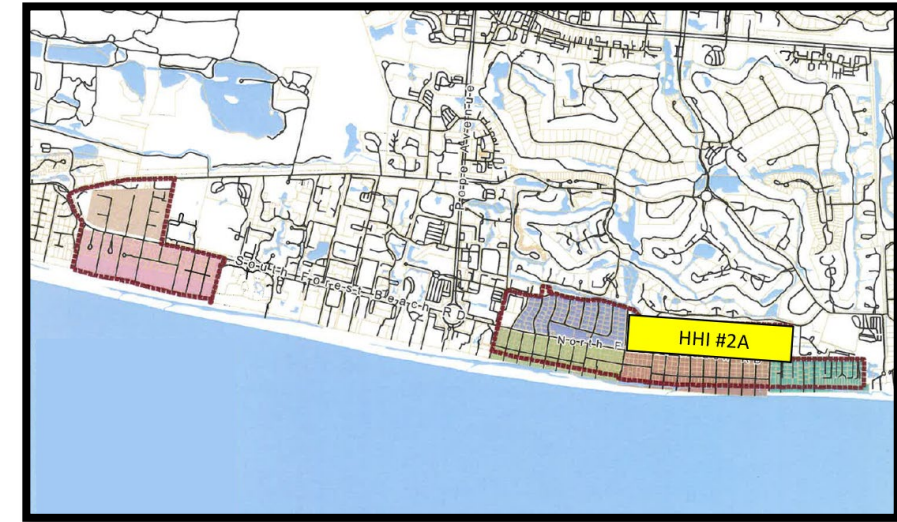


Figure 4- FB-NC-O – HHI #2A Subdivision



DATA ANALYSIS:

- The HHI #2 Subdivision has a total number of 116 lots.
- There is 1 undeveloped lot within the subdivision.
- There were 80 lots developed prior to 2001.
- There were 3 lots developed between 2001 and 2002.
- There were 32 lots developed in the years 2003 and later.
- The minimum home size is 1,176 square feet.
- The average home size is 3,023 square feet.
- The maximum home size is 7,469 square feet (approved c/o in 2000 prior to overlay maximum square footage created in 2003).
- The minimum lot size in the HHI #2 Subdivision is 6,493 square feet.
- The average lot size is 8,362 square feet.
- The maximum lot size is 19,008 square feet.
- The minimum FAR is 0.13.
- The average FAR is 0.37.
- The maximum FAR is 0.75 (approved prior to overlay FAR requirements).
- There are 10 lots that are currently legal nonconformities.
- There are 34 lots that would become legally nonconforming if the FAR was reduced to 0.45.

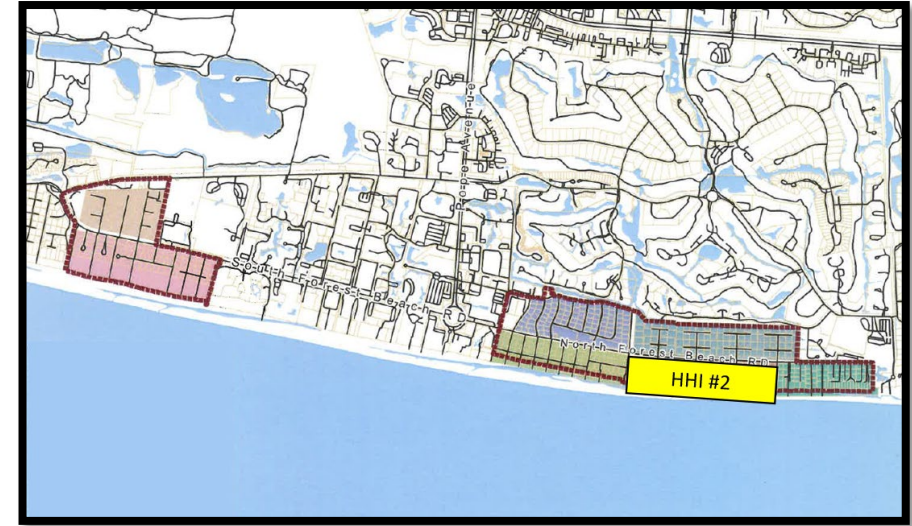


Figure 5- FB-NC-O – HHI #2 Subdivision



DATA ANALYSIS:

- The HHI #1A Subdivision has a total number of 87 lots.
- There is 1 undeveloped lot within the subdivision.
- There were 77 lots developed prior to 2001.
- There were 0 lots developed between 2001 and 2002.
- There were 9 lots developed in the years 2003 and later.
- The minimum home size is 690 square feet.
- The average home size is 2,204 square feet.
- The maximum home size is 4,992 square feet.
- The minimum lot size in the HHI #1A Subdivision is 7,199 square feet.
- The average lot size is 9,310 square feet.
- The maximum lot size is 13,093 square feet.
- The minimum FAR is 0.08.
- The average FAR is 0.24.
- The maximum FAR is 0.76 (approved prior to overlay FAR requirements).
- There are 3 lots that are currently legal nonconformities.
- There are 6 lots that would become legally nonconforming if the FAR was reduced to 0.45.

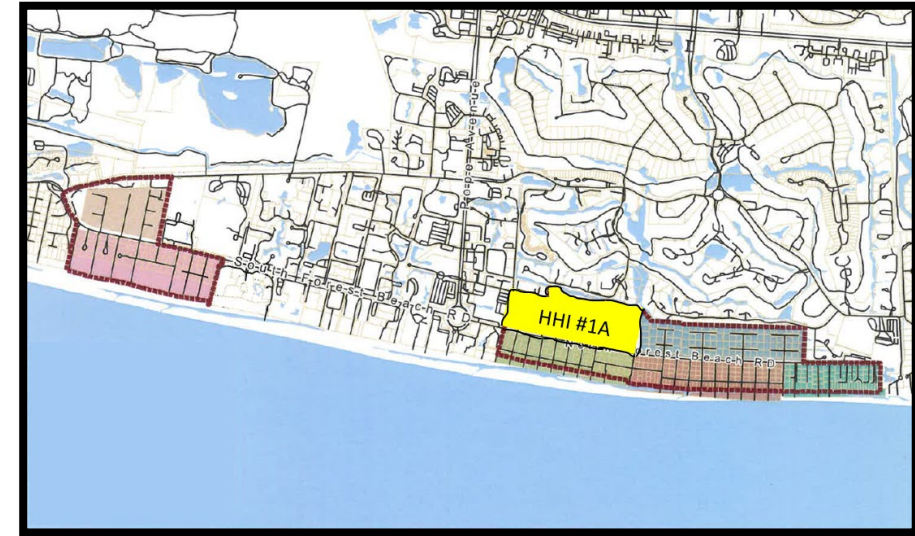


Figure 6- FB-NC-O – HHI #1A Subdivision



DATA ANALYSIS:

- The HHI #1 Subdivision has a total number of 106 lots.
- There are 0 undeveloped lots within the subdivision.
- There were 67 lots developed prior to 2001.
- There were 6 lots developed between 2001 and 2002.
- There were 29 lots developed in the years 2003 and later (4 lots missing year-built data).
- The minimum home size is 756 square feet.
- The average home size is 3,361 square feet.
- The maximum home size is 7,032 square feet (approved c/o in 1994 prior to overlay maximum square footage created in 2003).
- The minimum lot size in the HHI #1 Subdivision is 6,498 square feet.
- The average lot size is 8,239 square feet.
- The maximum lot size is 11,269 square feet.
- The minimum FAR is 0.09.
- The average FAR is 0.41.
- The maximum FAR is 0.86 (approved prior to overlay FAR requirements).
- There are 15 lots that are currently legal nonconformities.
- There are 50 lots that would become legally nonconforming if the FAR was reduced to 0.45.

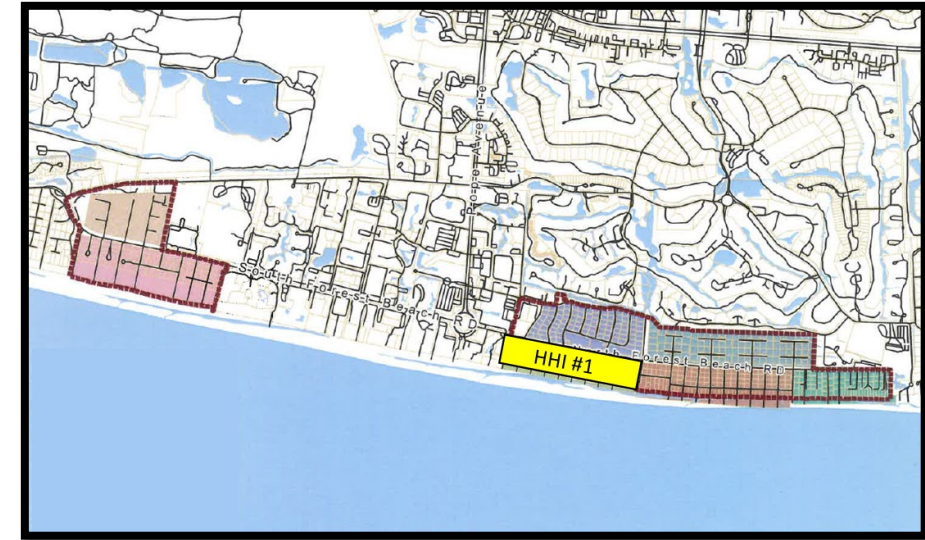


Figure 7- FB-NC-O – HHI #1 Subdivision





Photo in Forest Beach along Forest Beach Road looking towards the beach

Lawton Beach Subdivision



- Home size: 4,682 square feet
- Lot size: 8,747 square feet
- Built in 2004
- 0.53 FAR



- Home size: 4,980 square feet
- Lot size: 12,008 square feet
- Built in 2019
- 0.41 FAR

Palm Forest Subdivision



- Home size: 2,543 square feet
- Lot size: 10,252 square feet
- Built in 2020
- 0.24 FAR



- Home size: 3,509 square feet
- Lot size: 9,366 square feet
- Built in 2021
- 0.37 FAR

HHI #2 Subdivision



- Home size: 4,395 square feet
- Lot size: 7,997 square feet
- Built in 2021
- 0.55 FAR



- Home size: 3,775 square feet
- Lot size: 8,317 square feet
- Built in 2007
- 0.45 FAR

HHI #1A Subdivision



- Home size: 4,095 square feet
- Lot size: 8,520 square feet
- Built in 2006
- 0.48 FAR



- Home size: 4,992 square feet
- Lot size: 10,693 square feet
- Built in 2006
- 0.49 FAR

HHI #1 Subdivision



- Home size: 4,353 square feet
- Lot size: 8,000 square feet
- Built in 2021
- 0.54 FAR



- Home size: 3,597 square feet
- Lot size: 8,062 square feet
- Built in 2006
- 0.45 FAR

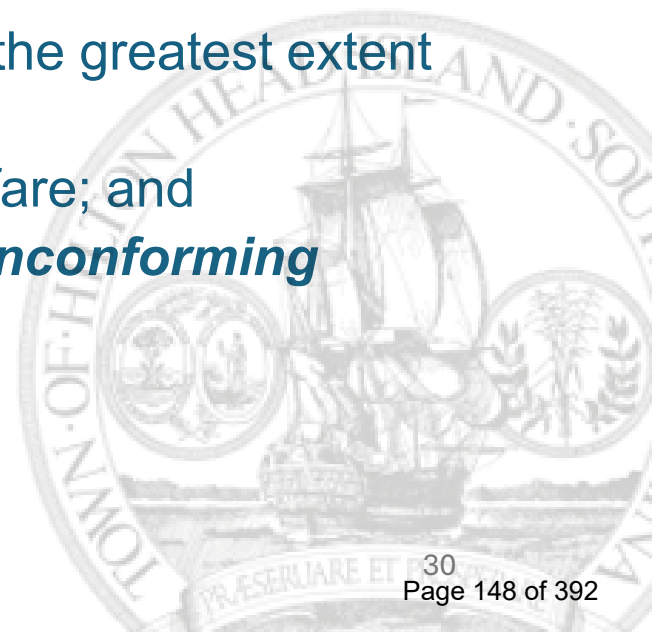
NONCONFORMING STRUCTURES:

- Chapter 16-7 provides standards for nonconformities.
 - Nonconformities Chapter reads as follows, “the zoning regulations and development standards established by this Ordinance are designed to guide the future development and redevelopment of land within the Town by encouraging and regulating site development and appropriate groupings of compatible and related uses that promote and protect the public health, safety, and general welfare. **While the Town recognizes the continued existence of nonconformities is generally inconsistent with the purpose and intent of this Ordinance, it also recognizes this Ordinance needs to provide flexibility to encourage redevelopment of nonconforming development if it lessens the degree of the nonconformity and if redevelopment is consistent with the goals of the Comprehensive Plan and the district in which the development is located.** This Chapter provides for the regulation of nonconforming uses, structures, signs, and site features, and specifies those circumstances and conditions under which such nonconformities are allowed to continue and redevelop.”
- If a structure is legally nonconforming, to redevelop, expand or relocate, it must meet the requirements of Chapter 16-7 or Chapter 16-9 Disaster Recovery and Chapter 13

NONCONFORMING STRUCTURES:

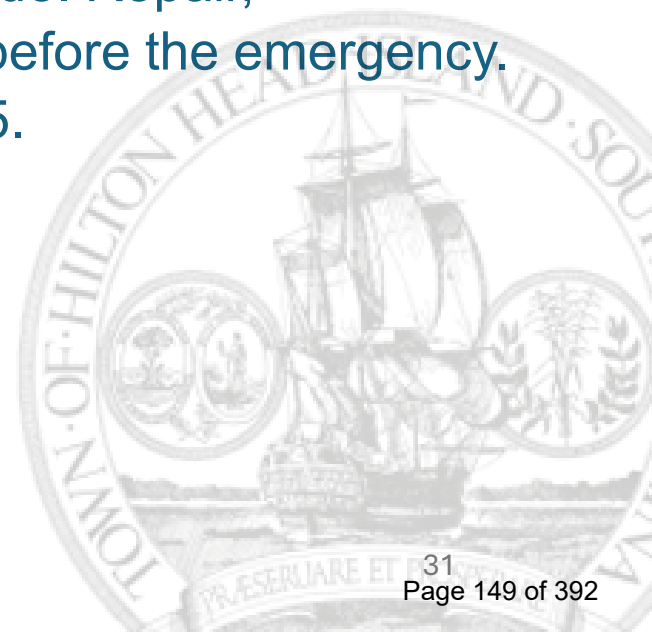
Chapter 16-7 outlines standards for nonconformities within the Town

- Redevelopment, expansion, or relocation of legally nonconforming structures must adhere to Chapter 16-7 and typically must meet the Substitutions of nonconformities for Redevelopment requirements listed below:
 - Will not include any new ***development*** that increases the amount of encroachment into any required buffer or setback;
 - Will not increase the ***impervious cover*** on the ***site*** over the maximum allowed for the district or the existing ***impervious cover***, whichever is greater;
 - Will lessen the extent of existing ***nonconforming site features*** to the greatest extent possible;
 - Will not have an adverse impact on the public health, safety or welfare; and
 - Will lessen the extent of nonconformities related to any existing ***nonconforming structure*** on the ***site*** to the greatest extent possible.



NONCONFORMING STRUCTURES:

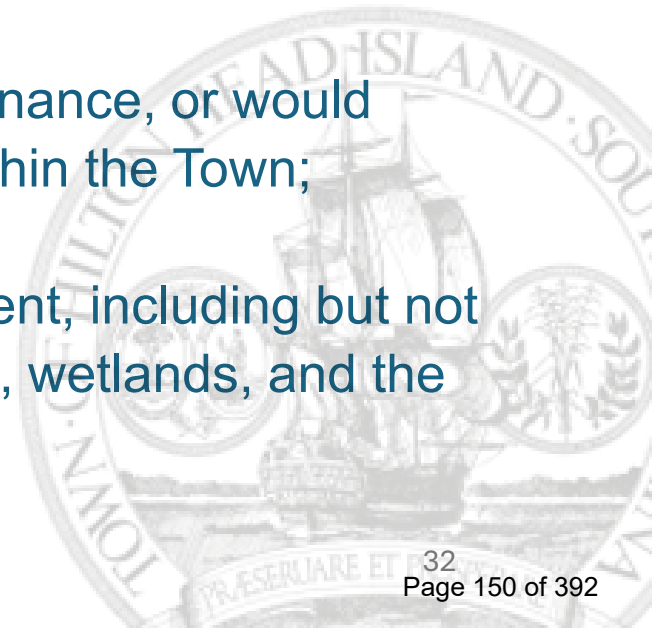
- Chapter 16-9 Disaster Recovery aims to expedite the rebuilding process post-natural disaster, allowing landowners to repair or reconstruct damaged structures without full review under normal ordinance procedures.
 - Applies to structures damaged in events declared as a State of Emergency and takes precedence over nonconformity regulations. However, alterations beyond pre-disaster conditions require compliance with standard permitting provisions.
- In Chapter 13 – Disaster Emergency, applies to structures damaged or destroyed in emergencies declared by the mayor, as defined in the Town’s municipal Code. Repair, reconstruction, or rebuilding must adhere to the state or condition existing before the emergency. Alterations beyond pre-emergency conditions require permits under Title 15.



REVIEW STANDARDS:

Section 16-2-103.B.3 provides text amendment review standards that may be considered when determining to adopt or deny a proposed text amendment. The review standards may be used to weigh the relevance of and consider whether and the extent to which the proposed Text Amendment meets the following:

- In accordance with *Our Plan*;
- Required by changed conditions;
- Addresses a demonstrated community need;
- Consistent with the purpose and intent of the zoning districts in this ordinance, or would improve compatibility among uses and ensure efficient development within the Town;
- Would result in a logical and orderly development pattern; and
- Would not result in significant adverse impacts on the natural environment, including but not limited to water, air, noise, stormwater management, wildlife, vegetation, wetlands, and the natural functioning of the environment.

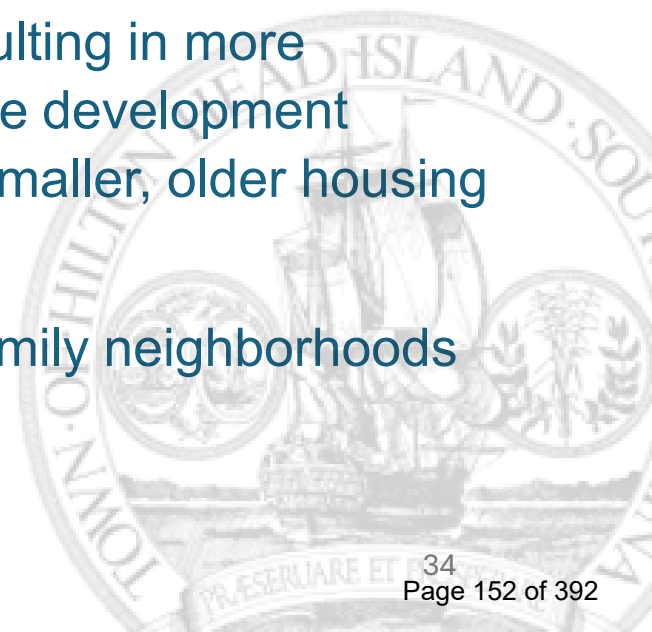


REVIEW STANDARDS:

- The proposed amendment would result in a logical and orderly development pattern already represented within the community and demonstrates the evolving community needs and preferences.
- There is a demonstrated community need, as the Forest Beach Property Owners Association (POA) is in support of the proposed amendment.
- Reducing the FAR in the FB-NC-O District would also make the district consistent with the Folly Field and Holiday Homes Neighborhood Character Overlay Districts which both have 0.45 FAR.
- Throughout *Our Plan*, there is overlap in key ideas, goals and strategies. The proposed text amendment to reduce the FB-NC-O District FAR from 0.55 to 0.45 should be further based upon the *Our Plan* goals and themes as discussed below.
 - **The Pursuit of Excellence**
 - Connected Strategies include providing appropriate modifications to the zoning designations and land use regulations to meet community needs while maintaining island character (p.116).
 - **The Environment and Sustainability**
 - Opportunities for the Environment include interpreting the future climate or environment that could impact the human footprint and presence on the Island (p.124).
 - Economic Strategies include encouraging and offering options for sustainable development of structures and sites (p.127).

SUMMARY:

- The proposed amendment reduces the FAR from 0.55 to 0.45 within the Forest Beach Neighborhood Character Overlay District.
- This amendment aims to address concerns regarding single-family development mass and scale.
- The proposed reduction aligns with existing FAR requirements in other overlay districts and reflects *Our Plan* goals, emphasizing modification of the zoning designation reflecting community input to maintain island character as represented in the Forest Beach POA and response. The FAR reduction may result in building footprint reduction, resulting in more pervious surface, and provides a mechanism for achieving more sustainable development patterns. Lowering the FAR would also help lessen redevelopment risk of smaller, older housing stock replaced with larger homes out of character with the district.
- The Planning Commission also supported reducing FAR within all single-family neighborhoods to .45 on July 27, 2023.



SUMMARY:

- In January 2023, the Town of Hilton Head Island conducted a critical review of the LMO in a code assessment. The code assessment identified core strengths, weaknesses, opportunities, and threats of existing code regulations.
- Following the code assessment, the Town Council identified an LMO Amendments Plan to address development and design standards to specifically address and prioritize single-family development mass, scale, and parking.
- Code amendments were drafted to address single-family dwelling parking and single-family FAR. These amendments have been under public review and consideration since July 2023.



SUMMARY:

- The purpose of the proposed FAR amendment is to regulate the volume and bulk of homes more efficiently based on the ratio of the structure's size in relation to the property size. The proposed amendment reduces the current FAR and would limit the gross floor area that a single-family residence could have on a parcel of land.
- On January 11, 2024, the Public Planning Committee discussed amendments concerning parking, FAR, and mass and scale for single-family dwellings. They voted 4-0 to amend Section 16-3-106.H.4.d for the FB-NC-O District, reducing the FAR from 0.55 to 0.45 to address concerns regarding single-family development mass and scale. This reduction would limit the gross floor area permitted for a single-family residence on a parcel of land.
- On February 20, 2024, the Town Council held a first reading on an ordinance to amend FAR requirements within the FB-NC-O District. The Town Council unanimously voted 7-0 to approve the first reading.
- On April 17, 2024, the Planning Commission held a Public Hearing on the proposed amendment to reduce the FAR in the FB-NC-O District. The Planning Commission voted 6-0.

QUESTIONS?





TOWN OF HILTON HEAD ISLAND

Town Council

TO: Town Council Members
FROM: Josh Gruber, Deputy Town Manager
CC: Marc Orlando, Town Manager
DATE: April 29, 2024
SUBJECT: Consideration of an Ordinance of the Town of Hilton Head Island, South Carolina, Authorizing the Execution of an Easement Encumbering Property to be Owned by the Town of Hilton Head Island, Under the Authority of S.C. Code Ann. § 5-7-40 (Supp. 2023), and § 2-7-20, Municipal Code of the Town of Hilton Head Island (1983); and Providing for Severability and an Effective Date.

RECOMMENDATION:

The Town Council should review the proposed Ordinance authorizing the execution of an easement for access purposes across land to be acquired by the Town of Hilton Head Island as part of the development of Patterson Park.

Summary:

At its meeting on March 5, 2024, the Town Council authorized the Mayor and Town Manager to enter into a contract with Herbert Ford to purchase real property located on Marshland Road in connection with the planned development of Patterson Park. The terms and conditions of the March 5, 2024, Contract, obligate the Town to execute and deliver an easement to Herbert Ford authorizing access across the Town Property and the placement of underground utilities and drainage lines on the Town Property.

Under the terms and conditions of the March 5, 2024, Contract, the execution and delivery of the easement is to take place at the Closing of the Town's purchase of the Town Property. To lawfully authorize such an action, the Town Council must adopt an Ordinance authorizing the granting of this easement which is attached hereto as Exhibit "A".

At its meeting on April 2, 2024, the Town Council voted unanimously to approve First Reading of the Ordinance authorizing the execution of the easement.

ATTACHMENTS:

1. Draft Ordinance Authorizing the Execution of an Easement Encumbering Property to be Owned by the Town of Hilton Head Island

ORDINANCE 2024-____

AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, AUTHORIZING THE EXECUTION OF AN EASEMENT ENCUMBERING PROPERTY TO BE OWNED BY THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, UNDER THE AUTHORITY OF S. C. CODE ANN. § 5-7-40 (SUPP. 2023), AND § 2-7-20, *MUNICIPAL CODE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA*, (1983); AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.

LEGISLATIVE FINDINGS

WHEREAS, on March 5, 2024, The Town of Hilton Head Island, South Carolina, entered into a Contract with Herbert Ford to purchase real property located on Marshland Road from Herbert Ford (hereinafter the “Town Property”); and,

WHEREAS, the terms and conditions of the March 5, 2024, Contract, obligate the Town to execute and deliver an easement to Herbert Ford authorizing access across the Town Property and the placement of underground utilities and drainage lines on the Town Property; and,

WHEREAS, under the terms and conditions of the March 5, 2024, Contract, the execution and delivery of the easement is to take place at the Closing of the Town’s purchase of the Town Property; and,

WHEREAS, the form of the easement to be granted by the Town is attached hereto as Exhibit “A”; and,

WHEREAS, S. C. Code Ann. § 5-7-40 (Supp. 2023) and § 2-7-20, *Municipal Code of the Town of Hilton Head Island, South Carolina*, (1983), require that any lease, conveyance or granting of an interest in real property owned by the Town of Hilton Head Island, South Carolina, must be authorized by Ordinance.

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

Section 1. Execution and Delivery of Easement Encumbering the Town Property:

The Mayor and the Town Manager are authorized to execute and deliver an easement authorizing access across the Town Property and the placement of underground utilities and drainage lines on the Town Property. The easement will be in the form and substance as the document attached hereto as Exhibit "A."

Section 2. Severability.

If any section, phrase, sentence, term or part of this Ordinance is, for any reason, held or deemed to be invalid or unconstitutional by any court of competent jurisdiction, then such section, phrase, sentence or portion shall be deemed a separate, distinct and independent part and shall not affect the remaining parts of this Ordinance.

Section 3. Effective Date.

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

PASSED, APPROVED AND ADOPTED BY THE TOWN COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, ON THIS _____ DAY OF APRIL, 2024.

Alan R. Perry, Mayor

ATTEST:

Kimberly Gammon, Town Clerk

First Reading: March 19, 2024

Second Reading:-----

Approved as to form: -----
Curtis L. Coltrane, Town Attorney

Introduced by Council Member:-----

**EXHIBIT “A” TO ORDINANCE AUTHORIZING GRANTING OF
AN EASEMENT ON TOWN OWNED PROPERTY ON FOR
MARSHLAND ROAD**

STATE OF SOUTH CAROLINA	)	
	)	ACCESS, UTILITY AND
COUNTY OF BEAUFORT	)	DRAINAGE EASEMENT

This Access, Utility and Drainage Easement (this “Easement”) is made and entered into by and between The Town of Hilton Head Island, South Carolina, a body politic (the “Town”), whose address is 1 Town Center Court, Hilton Head Island, SC 29928, and Herbert Ford (“Ford”), whose address is 19 Marshland Road, Hilton Head Island, SC 29926.

WHEREAS, contemporaneously with the execution and delivery of this Easement, Ford has sold to the Town that certain tract of real property containing 0.639 acre, more or less, shown and described as “Lot 9” on that certain plat of survey entitled “A Lot Line Reconfiguration of Lot 9 #19 Marshland Road Mingo Green Estates” prepared by Atlas Surveying, Inc., Jeremy W. Reeder, SCPLS 28139, dated 24 July 2023 and recorded in the Office of the Register of Deeds for Beaufort County, South Carolina (the “ROD Office”) in Plat Book _____ at Page _____ (the “Lot 9 Survey”); and

WHEREAS, Ford is the owner of those certain tracts of real property containing in aggregate 1.419 acres, more or less, and individually (a) containing 0.665 acre, more or less, shown and described as “Lot 13”, and (b) containing 0.664 acre, more or less, shown and described as “Lot 12”, both on that certain plat of survey entitled “Plat of As-Built Survey for Jim Wiley Realty Co. Lots 9, 12 and 13 (2.009 Ac.) Mingo Green Estate” prepared by Sea Island Engineering, Inc., M.A. Dunham, SCPLS 11580, dated 16 April 1997, last revised 12 November 1997, and recorded in the ROD Office in Plat Book 63 at Page 101; and (c) containing 0.090 acre, more or less, shown and described as “Area to be Combined with Lot 13” on the Lot 9 Survey (collectively, the “Ford Tracts”); and

WHEREAS, with the conveyance of Lot 9 by Ford to the Town, Ford desires to save and except from such conveyance the various easement provided for herein for the benefit of the Ford Tracts, and the Town intends to grant and establish such easements for the benefit of the Ford Tracts; and

WHEREAS, this Easement was approved by the Town Council of the Town by way of the adoption of Ordinance No. _____ on _____ 2024;

NOW, THEREFORE, for and in consideration of the conveyance of Lot 9 by Ford to the Town, of Ten and No/100 (\$10.00) Dollars paid in hand by Ford to the Town, and of other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound, the Town and Ford hereby declare, covenant, and agree as follows:

1. Recitals. The above preamble and “WHEREAS” clauses are hereby incorporated as if restated verbatim.

2. The Access Easement. Subject to the terms, conditions, restrictions, and limitations set forth in this Easement, Ford hereby creates, establishes, and reserves for the benefit of the Ford Tracts, and the Town hereby grants, bargains, sells, and conveys to Ford for the benefit of the Ford Tracts, a perpetual, appurtenant, non-exclusive easement for vehicular and pedestrian access (the “Access Easement”) on, over, and across Lot 9; to have and to hold unto Ford, his heirs, successors, and assigns, forever.

A. Nature and Purpose. The Access Easement is for the purpose of providing vehicular and pedestrian ingress to and egress from the right-of-way of Marshland Road, a public road, and the Ford Tracts. The Access Easement is intended to be appurtenant to the Ford Tracts because the parties to this Easement hereby declare that the Access Easement is essentially necessary for the use and enjoyment of the Ford Tracts.

B. Terms, Conditions, and Restrictions. The Access Easement is for the use and benefit of Ford and all other residents on the Ford Tracts, and their respective patrons, guests, licensees, employees, and invitees. The Access Easement is non-exclusive in nature, and the Town has the right to use Lot 9 for any purposes; provided, however, that any such other use by the Town shall not unreasonably interfere with the exercise of the easement rights established herein. Until the Town has completed the construction of an access road from Marshland Road to the adjacent Town Property and the Ford Property substantially in conformance with the plan for the access road shown and depicted on that certain Concept Plan prepared by Witmer Jones Keefer Ltd. dated July 2023, attached hereto as Exhibit A (the “Concept Plan”), Ford shall be entitled to utilize those portions of Lot 9 as have historically been utilized for ingress to and egress from the Ford Tracts. Upon the completion of the access road, the Access Easement shall be limited to those portions of the paved driving surface extending from the right-of-way of Marshland Road to the Ford Tracts. The Town shall have the right from time to time to reconfigure or otherwise alter the design and layout of the

paved driving surface on Lot 9, to relocate the Access Easement to other portions of Lot 9, and to reconstruct and modify the paved driving surface on Lot 9, all without the necessity of obtaining any approval from Ford; provided, however, any such reconfiguration or alteration of the design and layout of the paved driving surface on Lot 9, or any such relocation of the Access Easement shall not have material, adverse impacts upon physical access through Lot 9 to and from the right-of-way of Marshland Road and the Ford Tracts as contemplated by this Easement, or with any other existing easements, granted herein or otherwise. No portion of the Access Easement may be used by Ford for vehicle parking.

C. Maintenance. The Access Easement, including the paved driving surface, shall be maintained by the Town; provided, however, that Ford shall be responsible for any act or omission of his own and of his tenants, and each of their respective employees, agents, contractors, subtenants, guests, patrons, or invitees that results in the need for extraordinary repairs or maintenance to any portion of the Access Easement, including the paved driving surface, and for all costs incurred in connection with such extraordinary repairs or maintenance.

3. The Utility and Drainage Easement. Subject to the terms, conditions, restrictions, and limitations set forth in this Easement, Ford hereby creates, establishes, and reserves for the benefit of the Ford Tracts, and the Town hereby grants, bargains, sells, and conveys to Ford for the benefit of the Ford Tracts, a perpetual, appurtenant, non-exclusive easement for the installation and maintenance of underground lines, wires, pipes, drainage pipes, and other facilities for water and sanitary sewer utility services, electrical utility services, telephone utility services, CATV and fiber optic utility services, and stormwater drainage services (collectively, the “Utility and Drainage Easement”) on, over, and across that portion of Lot 9 that is described as follows:

That certain area that is twenty (20') feet in width running in a generally north to south direction from the right of way of Marshland Road on Lot 9 to the common boundary of Lot 9 and Lot 13 of the Ford Tracts located twenty (20') feet from and parallel to the current common boundary of Lot 9 and the adjacent property owned by the Town of Hilton Head Island, South Carolina (the “Utility Easement Area”); provided, however, that the owners of Lot 9 and the Ford Tracts may agree to alter the configuration of the Utility Easement Area on such terms as they may deem appropriate.

to have and to hold unto Ford, his heirs, successors, and assigns, forever.

A. Nature and Purpose. The Utility and Drainage Easement is for the purpose of providing water and sanitary sewer utility services, electrical utility services, telephone utility services, and CATV, underground drainage pipes and

fiber optic utility services from the right-of-way of Marshland Road to the Ford Tracts. The Utility and Drainage Easement is intended to be appurtenant to the Ford Tracts because the parties to this Easement hereby declare that the Access Easement is essentially necessary for the use and enjoyment of the Ford Tracts.

B. Terms, Conditions, and Restrictions. The Utility and Drainage Easement is for the use and benefit of Ford and all other residents on the Ford Tracts. The use of the Utility and Drainage Easement for utility services shall be limited to those portions of Lot 9 without vertical improvements which may be necessary to make connections to utility services lines, wires, and pipes, where such lines, wires, and pipes are located from time to time, and includes the right to reconstruct, maintain, and operate existing underground lines, wires, pipes, pumps, valves, and other improvements necessary in order to provide utility services to the Ford Tracts from the right-of-way of Marshland Road, but only to the extent that any such connections are approved in writing by the applicable utility service provider.

C. Maintenance. Ford shall be solely responsible for the cost of installation, construction, maintenance, repair or replacement of any utility facilities installed within the Utility Easement Area by him.

D. Duty to Restore. Following the installation or construction of any utilities allowed under the terms and conditions of this easement, or the maintenance, repair or replacement of any such utilities, Ford shall restore any part of the Town's property or facilities damaged by such installation, construction, maintenance, repair or replacement of such utilities to its pre-existing condition.

4. Additional General Terms, Conditions, and Restrictions. The parties to this Easement hereby further covenant and agree as follows:

A. Non-exclusive Easements. All of the easements granted herein are non-exclusive in nature, and the Town reserves the right to use any and all portions of Lot 9, including, without limitation, the portions of Lot 9 that are subject to the easements granted herein, as it may deem appropriate in its sole discretion, and to grant other easements of any nature on, over, or across any and all portions of Lot 9; *provided, however*, any such use shall not unreasonably interfere with the exercise of the easements and rights established herein.

B. Breach Not Termination; Attorney's Fees. No breach or violation of any of the provisions of this Easement shall entitle any party to cancel, rescind, or terminate this Easement. No breach or forbearance of remedies shall affect in any manner any rights or remedies any party may have under this Easement, and each

party retains all rights at law and in equity, except as otherwise provided for herein. If any party undertakes legal action to enforce any right or remedy under this Easement, the prevailing party in any such action, suit, arbitration, or mediation shall be entitled to recover its reasonable costs and expenses in connection with such legal action and related appeal, including, but not limited to, court costs and reasonable attorney's fees.

5. Miscellaneous. This Easement shall be binding upon and shall inure to the benefit of the parties hereto, their respective heirs, successors, and assigns. In the event any provision hereof is held to be invalid or unenforceable, such invalidity or unenforceability shall not affect the validity or enforceability of any other provisions hereof. This Easement may not be modified except by written modification executed by the parties. This Easement shall be construed, governed, and interpreted in accordance with the laws of the State of South Carolina.

[Signature pages follow]

IN WITNESS WHEREOF, Herbert Ford has signed and sealed this Access, Utility and Drainage Easement on _____ 2024.

SIGNED, SEALED, AND DELIVERED IN THE PRESENCE OF:

_____(L.S.)
Herbert Ford

STATE OF SOUTH CAROLINA	)	
	)	ACKNOWLEDGEMENT
COUNTY OF BEAUFORT	)	

I, the undersigned Notary Public, do hereby certify that Herbert Ford personally appeared before me this day and acknowledged the due execution of the foregoing instrument.

Witness my hand and seal on _____ 2024.

_____(SEAL)
Notary Public for South Carolina
My Commission Expires: _____

IN WITNESS WHEREOF, The Town of Hilton Head Island, South Carolina, a body politic has caused this Access, Utility and Drainage Easement to be signed and sealed on _____ 2024.

SIGNED, SEALED, AND DELIVERED IN THE
PRESENCE OF:

The Town of Hilton Head Island, South Carolina, a
body politic

By: _____(L.S.)
Allen R. Perry, Mayor

Attest: _____(L.S.)
Marc A. Orlando, Town Manager

STATE OF SOUTH CAROLINA

COUNTY OF BEAUFORT

)
)
)

ACKNOWLEDGEMENT

I, the undersigned Notary Public, do hereby certify that Allen R. Perry and Marc A. Orlando personally appeared before me this day and acknowledged the due execution of the foregoing instrument.

Witness my hand and seal on _____ 2024.

_____(SEAL)
Notary Public for South Carolina
My Commission Expires: _____



TOWN OF HILTON HEAD ISLAND

Town Council

TO: Town Council
FROM: Bryan McIlwee, PE, Director of Public Projects & Facilities
VIA: Shawn Colin, AICP, Assistant Town Manager – Community Development
CC: Marc Orlando, Town Manager
DATE: May 7, 2024
SUBJECT: Consideration of a Resolution to Support the Strengths, Weaknesses, Opportunities, and Threats (SWOT) Assessment for Solid Waste and Recycling for Hilton Head Island

RECOMMENDATION:

Consideration of a Resolution to support the Strengths, Weaknesses, Opportunities, and Threats (SWOT) Assessment for Solid Waste and Recycling for Hilton Head Island (Attachment 1).

BACKGROUND:

There is a priority initiative in the Town of Hilton Head Island 2023-25 Strategic Action Plan to identify Strengths, Weaknesses, Opportunities & Threats (SWOT) of Hilton Head Island Solid Waste and Recycling (Attachment 2).

Staff procured A. Goldsmith Resources, LLC (AGR), an expert consultant in the field of solid waste and recycling, and the preparer of the recently updated Beaufort County Solid Waste Management Plan (2022-2041), to conduct this assessment.

SUMMARY:

On May 2, 2023, Town Council unanimously approved a Resolution to endorse the following outline for the general scope of services to conduct the SWOT assessment.

1. Introduction
2. Goals and Objectives of the Analysis
3. Executive Summary
4. Applicable Town, County and State Regulations
5. Stakeholder Involvement (assistance by Town and County staff)
6. Gather and Review Relevant Data and Information
7. Assess Current Practices
8. SWOT Analysis of Hilton Head Island solid waste and recycling infrastructure and program including but not limited to the following:

- Committed team of professionals
 - Southern County Materials Recovery Facility (MRF)
 - Restraints of weekend landfill operations
 - Consistent Ordinances
 - Long-Term agreement for Convenience Center operations
 - Improved commercial recycling and public facilities recycling
 - Curbside Public contracted recycling and solid waste collection
 - Public education and information campaigns
 - Diversion credits to haulers for recycling loads
 - Landfill Constraints
 - Misinformation and Lack of Education regarding Recycling
 - Short term guests – ease of recycling
9. Prioritized Recommendations for implementation of key strategies and projects
 10. Recommendations for Future Studies and Analysis
 11. References
 12. List of Figures and Tables
 13. Appendices

Upon completing the assessment with input from Town Staff and Beaufort County, AGR submitted the assessment to the Town for consideration.

On January 8, 2024, the Community Services and Public Safety Committee was presented with the findings and conclusions of the SWOT analysis provided by AGR, LLC.

This analysis of strengths, weaknesses, opportunities, and threats lead to several overarching conclusions outlined below.

- The Town of Hilton Head Island will need to be proactive to achieve the goal from Our Plan “To work toward a Town-wide zero waste model”. Conducting this analysis and selecting options to implement is the first step.
- Ensuring waste haulers comply with existing requirements in the municipal code is a useful starting point for achieving goals. Additional ordinances may be required in the future.
- The Town has several options to make solid waste and recyclable collection from residents more efficient, more effective in reducing waste, and more consistent Town-wide, with varying degrees of oversight required.
- To reduce waste through recycling and composting, Hilton Head Island will need to ensure facilities are available to receive, process, and market material before arranging to have materials collected. Because Beaufort County is responsible for ensuring recycling and solid waste management facilities are available, the Town will need to support and collaborate with the County to ensure long-term contracts at existing facilities, or the development of new facilities move forward.

- Excellent educational resources focusing on waste reduction and recycling are available from Beaufort County, DHEC's Office of Solid Waste Reduction & Recycling, among others. The Town can use these materials to increase waste reduction and recycling, tailoring them as needed to reflect its programs.
- Implementing any of the options presented in this report in a way that enables the Town to "work toward a Town-wide zero waste model" requires dedicated staff and funding.

The committee requested explanation of select current practices and the inclusion of possible near-term actions as outlined below:

1. Describe multifamily solid waste and recycling collection.
2. Provide example of solid waste and recycling in a POA.
3. Clarify what is recyclable.
4. Include grant funding as an opportunity.
5. Add possible near-term actions.

In this regards Staff provided the following:

1. Describe multifamily solid waste and recycling collection:

Multifamily dwellings are generally classified as commercial establishments for the purpose of solid waste and recycling services. Town code defines commercial establishments as follows:

Town of Hilton Head Island Municipal Code Sec. 9-6-10. - Definitions.

Commercial establishment: Any income-producing establishment, for profit or nonprofit, including, but not limited to, those used for retail, wholesale, industrial, manufacturing, dining, offices, professional services, automobile services, hotels, motels and restaurants. For purposes of this title pertaining to collection of solid waste and recycling only, commercial establishments shall include dumpster-based multifamily residential dwellings, and shall exclude all other residential dwellings.

2. Provide example of solid waste and recycling in a POA:

Example of POA Approach - Sea Pines

Residential collection like rest of Hilton Head Island:

- Each property owner contracts for their own service.
- Most of the "regimes" arrange collection for their villa or condo complex.
- Once per week drop-off center provided by 3rd party vendor for mixed paper, plastic, glass, aluminum, tin bottles and cans, electronics, and batteries at retail area.

- Sea Pines Community Services Associates (CSA) requires trash cans and recycling bins must be kept in service yards at all times.

CSA programs:

- Work with vendors to “harvest” recyclables from commercial facilities: cardboard, glass, plastic/aluminum, food residuals, coffee, oyster shells.
- Weekly collection and drop-off of vegetative debris which is mulched and available to residents.

3. Clarify what is recyclable:

Town of Hilton Head Island Municipal Code Sec. 9-6-30 Requirement for Private Hauler Collection	Beaufort County Convenience Centers
Cardboard	Corrugated cardboard
Newspapers, newspaper inserts, cardboard, pizza boxes, magazines, catalogs, phone books, residential mail, junk mail, office paper, paper bags, box board, cereal cartons, beverage cartons, gift wrapping paper, shredded office paper	Mixed paper: junk mail, newspaper, magazines, phone books, office paper, cereal boxes, soda boxes and shoeboxes, or any paper that doesn't fall into the category of corrugated cardboard
All closed-mouth plastic bottles, #1 through #7 household plastics (no styrofoam)	Plastics #1 and #2: Plastic bottles, jugs and jars
Glass containers of any color	Glass bottles and jars: Clear, brown & green glass
Milk/juice cartons and aseptic containers	
Aluminum cans, other aluminum, aluminum foil, steel cans, tin cans, aerosol cans, and other small household scrap metal	Metal food and beverage cans: Aluminum, tin, & steel cans

Beaufort County convenience center also accepts yard waste, tires, cooking oil, motor oil, oil filters, appliances, scrap metal, furniture, mattresses, construction & demolition debris, plastic film, household hazardous waste. Some of these materials are recycled.

4. Include grant funding as an opportunity:

SC DHEC Solid Waste Reduction and Recycling Grant

- Scope: Projects that can demonstrate a positive impact on a local government's efforts to reach their recycling and waste reduction goals
- Eligibility: Counties, cities, towns, or regions within South Carolina that provide solid waste services
- Source: Funded by a \$2 fee on appliances and lead-acid batteries charged upon purchase at the retail level
- Schedule: Applications for FY25 opened in February 2024;
- \$15,000 max grant in Category 1 (General Recycling)
- \$50,000- \$100,000 grant in Category 2 (Creativity with waste reduction)

Recycling Partnership Community Grant Program

- Curbside Recycling Cart Grants
- Multifamily Recycling Program Grants
- Drop-Off Program Grants

5. Add possible near-term actions:

- Coordinate with Beaufort County to share approved SWOT and determine County's short-, mid-, and long-term plans for solid waste and recycling.
- Evaluate potential approaches and associated costs to provide curbside solid waste and recycling for all Hilton Head Island residents.
- Establish a best-in-class recycling program at beach park facilities, incorporating outreach and education for residents and visitors.
- Establish a best-in-class recycling program at Hilton Head Island facilities, incorporating outreach and education for residents and visitors.
- Continue to strengthen enforcement of reporting and recycling requirements for licensed haulers in Town ordinance.

NEXT STEPS:

Pending Town Council adoption, next steps are as follows:

- Develop action plan to implement the aforementioned near-term actions
- Use the Strengths, Weakness, Opportunities and Threats assessment as a resource to aid in immediate and future decision making and planning.

ATTACHMENTS:

1. Resolution
2. 2023-25 Strategic Action Plan – Excerpt on Solid Waste and Recycling
3. Recycling and Solid Waste Management Strengths, Weaknesses, Threats, and Opportunities Report
4. Solid Waste and Recycling SWOT Presentation

TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, ADOPTING THE STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS ASSESSMENT FOR SOLID WASTE AND RECYCLING FOR HILTON HEAD ISLAND

WHEREAS, the Town considers the protection of its natural environment to be one of its highest priorities as evidenced by environmental sustainability being identified as a core value within the Town's Comprehensive Plan; and

WHEREAS, the Town's Strategic Action Plan includes a strategy of developing an environmental sustainability initiative to identify the Strengths, Weaknesses, Opportunities, and Threats (SWOT) of Hilton Head Island Solid Waste and Recycling; and

WHEREAS, the SWOT assessment attached hereto as Exhibit "A" and incorporated herein by reference will help guide the decision making process on both the immediate and future solid waste and recycling needs on 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:

(a) The Town Council for the Town of Hilton Head Island hereby adopts the Strengths, Weakness, Opportunities and Threats assessment for solid waste and recycling for Hilton Head Island, attached hereto as Exhibit "A."

(b) The Town Manager is authorized to use the Strengths, Weakness, Opportunities and Threats assessment as a resource to aid in immediate and future decision making and planning.

MOVED, APPROVED, AND ADOPTED ON THIS ____ DAY OF MAY, 2024.

Alan R. Perry, Mayor
Town of Hilton Head Island

ATTEST:

Kimberly Gammon, Town Clerk

APPROVED AS TO FORM

Curtis L. Coltrane, Town Attorney



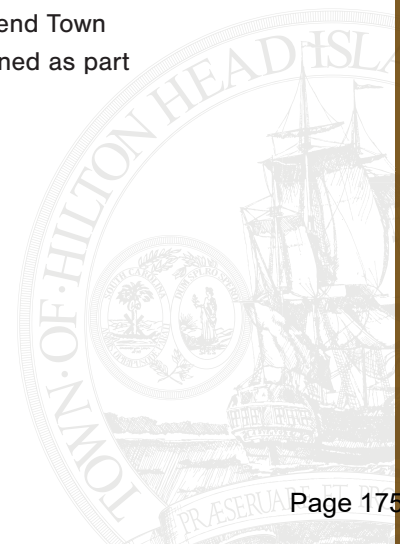
STRATEGY #9

Conduct a Strengths, Weaknesses, Opportunities and Threats (SWOT) of Hilton Head Island Solid Waste and Recycling

FOCUS AREA: ENVIRONMENTAL SUSTAINABILITY

The Town's Our Plan document lays out several goals related to increasing capacity for processing recyclable materials and ensuring the long-term viability of solid waste disposal for the Island. To achieve these objectives, the Town will need to work in coordination with Beaufort County as the agency responsible for household waste streams disposal for the entire county and jointly pursue opportunities that improve recycling and composting rates.

- ❑ 9.1 Engage experts in the field of solid waste to assist the Town in performing a SWOT analysis.
- ❑ 9.2 Pursue promotional and educational efforts to foster recycling, composting, and litter control.
- ❑ 9.3 Engage in dialogue with Beaufort County regarding their long-range solid waste disposal and recycle programs. If they undertake revisions or updates to their long-range plans, actively participate in such discussions in order to represent the goals of the Island in these plans.
- ❑ 9.4 Propose discussions with Beaufort County regarding the potential creation of an off-Island materials processing center that would facilitate increased recycling rates from within the Town and the greater region.
- ❑ 9.5 Examine the creation of composting models at highly visible sites around the Town.
- ❑ 9.6 Evaluate the need to amend Town Code utilizing data obtained as part of the SWOT analysis.





RECYCLING AND SOLID WASTE MANAGEMENT STRENGTHS, WEAKNESSES, THREATS, AND OPPORTUNITIES

Hilton Head Island, South Carolina

May 2024

Prepared by: A. Goldsmith Resources, LLC

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1 Background

1.1 Description of the Area

The Town of Hilton Head Island (Town), in Beaufort County, covers 42 square miles on a barrier island off the southeast corner of South Carolina. According to the Town's 2020 to 2040 Comprehensive Plan, Hilton Head Island is home to an estimated 40,000 people on a permanent, full-time basis. However, due to the Town's tourism-based economy, a large population of second homeowners, and influx of seasonal workers and visitors, keeps the population count in daily fluctuations.¹

1.2 South Carolina Waste Reduction and Recycling Goals

The South Carolina Solid Waste Policy and Management Act of 1991 (S.C. Code of Laws 44-96-80) governs solid waste management in the State. This law established statewide waste reduction and recycling goals which have since been updated.

Currently, the state of South Carolina has a goal to recycle at least 50 percent of municipal solid waste (MSW) generated statewide by 2030 and to dispose of no more than 3.25 pounds per person per day by 2030. Each year, the counties in the State are required to report progress toward these goals. According to the South Carolina Solid Waste Management Annual Report for FY22, Beaufort County's MSW recycling rate was 14.58 percent and the County's disposal rate was 4.37 pounds per person per day in FY22.² No data is available to determine the recycling or disposal rate specifically for the Town.



1.3 Solid Waste Management in Beaufort County

Section 44-96-80(J) of South Carolina's Solid Waste Policy and Management Act of 1991 gives the governing body of each county the responsibility and authority to provide for the management of solid waste within its borders. Chapter 62 of Beaufort County Code of Ordinances gives the County the authority to:

- establish and organize the County's solid waste and recycling facilities as necessary for useful and efficient operation;
- establish necessary procedures, policies, and guidelines for the use of the county's solid waste and recycling facilities; and

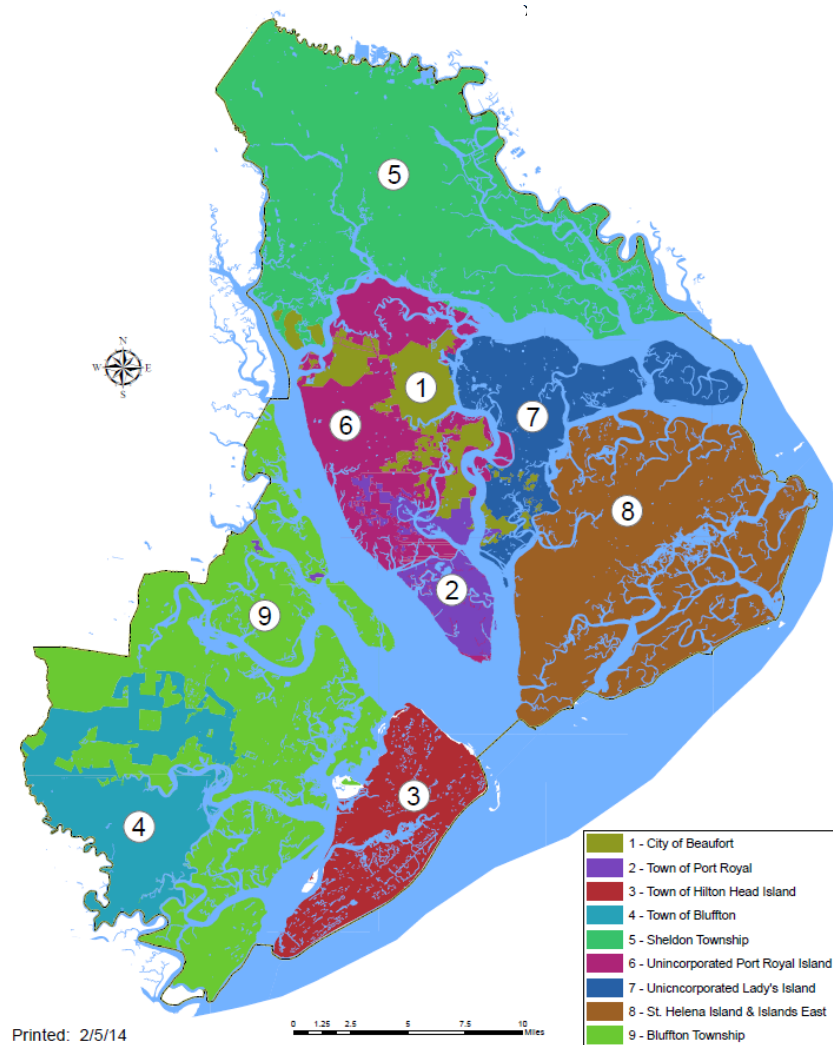
¹ Our Plan, 2020 to 2040 Comprehensive Plan for the Town of Hilton Head Island, South Carolina, Adopted October 2020

² South Carolina Solid Waste Management Annual Report for Fiscal Year 2022

- to recommend appropriate fee and rate schedules for consideration and approval by County Council.

The County is organized into nine solid waste districts with the Town of Hilton Head Island, including Jenkins and Pinckney Islands, comprising Solid Waste District 3 (see Figure 1-1). A Solid Waste and Recycling Board, with one member from each solid waste district, advises the County Council and staff in determining appropriate levels of public solid waste management services for residential, commercial, and industrial taxpayers and for governmental entities within the county.

Figure 1-1 Map of Beaufort County Solid Waste Districts



Another provision of the South Carolina Solid Waste Policy and Management Act of 1991 requires counties (or multi-county regions) to prepare and submit a solid waste management plan that identifies they will reduce and manage solid waste over the next 20 years. Beaufort

County's current Solid Waste Management Plan covers the years from 2022 through 2041 and includes the Town of Hilton Head Island and the other three municipalities in the County.³The goals and strategies in Beaufort County's most recent Solid Waste Management Plan are shown in Table 1-1.

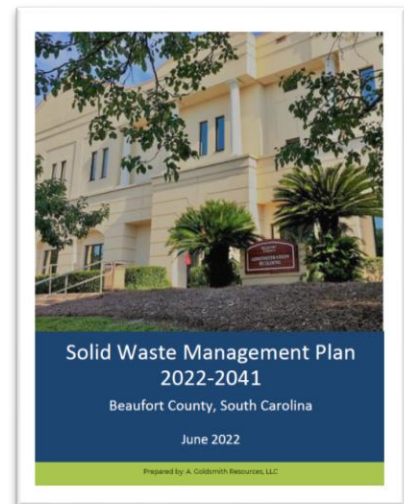
Table 1-1 Goals and Strategies in Beaufort County Solid Waste Management Plan

Goals	Strategies
Goal 1: Progress towards State MSW disposal and recycling goals	Strategy 1.1: Ensure convenient collection of recyclables from all residents. Strategy 1.2: Expand collection of recyclables from non-residential generators. Strategy 1.3: Contract for processing and marketing of recyclables collected through County programs. Strategy 1.4: <i>Process and market recyclables at new materials recycling facility.</i> Strategy 1.5: Educate residents, businesses, institutions, and visitors about opportunities to reduce waste and recycle.
Goal 2: Divert items banned from landfill	Strategy 2.1: <i>Divert organics.</i> Strategy 2.2: Divert household hazardous waste, e-waste, and other banned and hard-to-recycle materials from disposal.
Goal 3: Secure disposal capacity	Strategy 3.1: Continue to dispose of collected Class 3 solid waste at Hickory Hill. Strategy 3.2: Develop and operate transfer station.
Goal 4: Transition to curbside collection for residents	Strategy 4.1: Shift to curbside collection in more densely populated areas. Strategy 4.2: Optimize the number and operation of convenience centers. Strategy 4.3: Engage and inform residents of their collection options.
Goal 5: Consider user fees for funding certain activities	Strategy 5.1: Ensure funds are available to cover capital costs. Strategy 5.2: Consider user fees to cover some solid waste management services and facilities.
Source: Solid Waste Management Plan, 2022-2041, Beaufort County, South Carolina, June 2022	

³ Solid Waste Management Plan 2022-2041, Beaufort County, South Carolina. Prepared by A. Goldsmith Resources, LLC. Adopted June 2022

The County's Solid Waste Management Plan identifies actions to achieve these goals and implement these strategies. Some of the actions most relevant to the future of recycling and solid waste management in the Town of Hilton Head Island are listed below.

- Require residential haulers to offer recycling to their customers.
- Incorporate collection of recyclables in future residential solid waste collection contracts.
- Encourage businesses, institutions, and other non-residential generators to recycle and provide support needed.
- Maintain and update information on websites and social media, newsletters, and other printed materials.
- Make presentations to students, civic groups, and at events about the reasons and opportunities to reduce, reuse and recycling.
- Work with collection contractors to update customers on recycling and solid waste services provided.
- Evaluate the potential to contract for residential curbside collection in the Town of Hilton Head Island and implement if feasible.

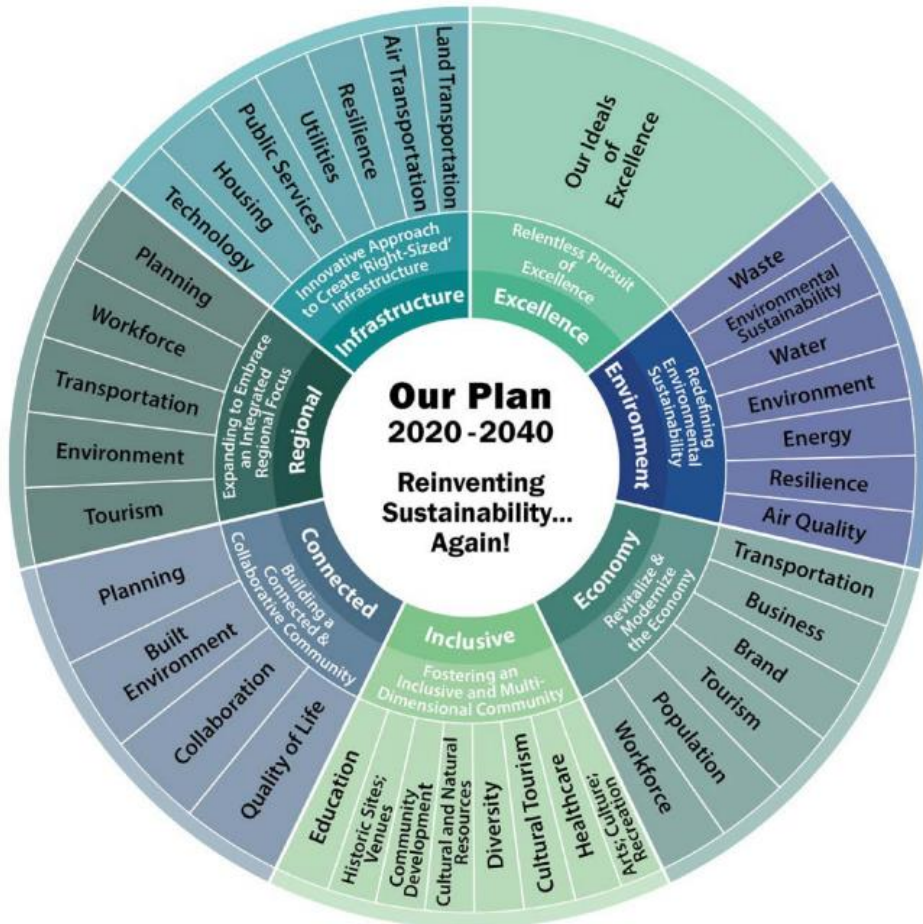


1.4 Waste Management in the Town's Comprehensive Plan

The Vision for 2020 to 2040 Comprehensive Plan for the Town of Hilton Head Island, referred to as "*Our Plan*", is "Reinventing Sustainability ... Again!".⁴ One of the core values in that Vision is "Environment" which includes waste as one of seven elements, as shown in Figure 1-2.

⁴ Our Plan, 2020 to 2040 Comprehensive Plan for the Town of Hilton Head Island, South Carolina, Adopted October 2020

Figure 1-2 Core Values in *Our Plan*



Source: 2020 to 2040 Comprehensive Plan for Town of Hilton Head Island, Figure 3.1

The Town's strategy for waste, identified in *Our Plan*, is "To work toward a Town-wide zero waste model," using the U.S. Environmental Protection Agency's definition of a zero waste as follows:

"Zero Waste" encompasses waste eliminated at the source through product design and producer responsibility, and waste reduction strategies further down the supply chain such as recycling, reuse, and composting."

The actions in Table 1-2 are included under this strategy in *Our Plan*.

Table 1-2 Actions to Achieve the Town’s Goal “To Work Toward A Town-Wide Zero Waste Model”

Number	Action
1.1	Examine waste collection options that take into account the unique aspects of the Island and maximize efficient collection.
1.2	Explore methods to improve recycling and composting rates.
1.3	Encourage Beaufort County to create an off-island materials processing center and work with County leaders to identify long-term disposal and recycling capabilities for on and off island facilities, and within the region.
1.4	Pursue promotional and education efforts to foster recycling, composting, and litter control.
1.4.1	Facilitate composting models at highly visible sites, such as schools and Town facilities.
1.4.2	Pursue new ways to disseminate information on waste and recycling to residents and visitors.
1.4.3	Promote Beaufort County’s recycling and litter control programs.
1.4.4	Incorporate initiatives to reuse and up-cycle trash for art programs or with local artists.
<i>Source: 2020 to 2040 Comprehensive Plan for Town of Hilton Head Island, Chapter 2, Section 3.0.</i>	

1.5 The “SWOT” Analysis

The Town’s Strategic Action Plan for 2023-2025 prioritizes its top initiatives for the next couple of years.⁵ One of the top 15 strategies is to “Conduct a Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis of Hilton Head Island Solid Waste and Recycling”. This report presents the results of the that analysis. It goes a step further to present options for future solid waste management and recycling that address the findings of the SWOT.

This report is organized as follows:

- Section 1 is the background for this report including a brief description of the Town’s geography and demographics and the role and goals of the State, County and Town in solid waste management;
- Section 2 describes the current recycling and solid waste management system in Hilton Head Island;
- Section 3 presents the findings of the Strengths, Weaknesses, Opportunities, and Threats analysis of recycling and solid waste management in the Town of Hilton Head Island;
- Section 4 identifies options for capitalizing on the strengths and opportunities and addressing the weaknesses and threats associated with recycling and solid waste management in the Town; and
- Section 5 provides overarching conclusions of the analysis and suggests next steps to achieve the Town’s goals.

⁵ Town of Hilton Head Island Strategic Action Plan 2023-2025. Adopted June 6, 2023.

2 Recycling and Solid Waste Management Today

2.1 Residential Curbside Collection

The Town of Hilton Head Island does not provide solid waste collection services directly to its residents. Residents can make arrangements with a waste hauler licensed by the Town for collection of solid waste and recyclables. In some communities, property owner associations make these arrangements on behalf of their residents.

Waste haulers licensed by the Town are required by Sec. 9-6-20 of the municipal code to provide “single-stream recycling collection service to all residential dwellings that they service at least once per week with no additional fee associated for this service”. Sec. 9-6-30 of the municipal code describes the materials that waste haulers must collect, at a minimum, as follows.

- Newspapers, newspaper inserts, cardboard, pizza boxes, magazines, catalogs, phone books, residential mail, junk mail, office paper, paper bags, box board, cereal cartons, beverage cartons, gift wrapping paper, shredded office paper.
- All closed-mouth plastic bottles, #1 through #7 household plastics (no styrofoam).
- Glass containers of any color.
- Milk/juice cartons and aseptic containers.
- Aluminum cans, other aluminum, aluminum foil, steel cans, tin cans, aerosol cans, and other small household scrap metal.

Residents are not required to participate in the recycling program. However, Sec. 9-6-40 of the municipal code prohibits residents from contaminating recyclables by placing any materials other than those collected by the waste hauler in the recyclable material receptacle provided for this purpose. The waste hauler is authorized to leave behind contaminated loads of recyclables and leave a notice for the resident explaining why the recyclables were not acceptable.

Sec. 9-6-20 (d) of the Town’s municipal code requires waste haulers to submit semi-annual reports on solid waste and recycling activity by August 1 and February 1 each year that includes the following information for the previous six months.

- Waste hauler's fee schedules and frequency of pickup for residential and commercial recycling.
- Number of residential solid waste customers and the percent using the hauler's recycling service.
- Number of commercial solid waste customers and the percent that are using the hauler's recycling service.
- Tonnage of recycling from residential customers and tonnage of recycling from commercial customers.

The Town received reports in August 2022 after sending a letter reminding waste haulers of the reporting requirement and consequences for non-compliance. Based on these reports, six companies were licensed to collect and haul solid waste and recyclables on Hilton Head Island between January 1 and July 1, 2022, with four serving residential customers. These four haulers reported a total of 28,980 residential solid waste customers from which they collected 6,409 tons of MSW and 288 tons of recyclables in the first six months of 2023. This equates to a recycling rate of 4.3 percent for the residential customers served by private haulers.

Beaufort County also requires private haulers to submit reports, monthly and with information provided for each Solid Waste District⁶. In June 2023, two of the three haulers known to serve residential customers in Solid Waste District 3, which covers Hilton Head Island, had reported.

2.2 County Convenience Centers

Residents can also deliver their solid waste and recyclables to one of nine convenience centers operated by Beaufort County. The *Resident's Guide to Recycling & Waste Disposal in Beaufort County*, provides details on the convenience centers including location, hours, and materials accepted.⁷ Residents must display a decal to use the convenience centers and can deliver solid waste up to three times each week at no charge. The cost for operating the convenience centers, including the hauling and disposal of solid waste and the hauling and processing of recyclable materials collected at the convenience centers is paid for through a millage rate on the County property tax.



One of the convenience centers is located within the Town of Hilton Head Island at 26 Summit Drive, off Dillon Road. The County recorded 306,075 visits to this convenience center in FY22, up by 5 percent from the previous year. Table 2-1 shows the County's reported tonnage of solid waste and recyclables collected at the Hilton Head Island convenience center in the past two years. These tonnages reflect a 21.8 percent recycling rate in FY23.

⁶ The Town of Hilton Head Island comprises Beaufort County's Solid Waste District 3.

⁷ Available at <https://www.beaufortcountysc.gov/solid-waste-and-recycle/convenience-centers/index.html>,

Table 2-1 Tons Received at Hilton Head Island Convenience Center

	FY22	FY23
# Visits	306,075	N/A
MSW (Tons)	4,378	4,146
Recyclables (Tons)	1,179	1,158
<i>Source: Beaufort County</i>		

It should be noted that County residents with a decal can use any convenience center in the County. Thus, residents from outside the Town may use the Hilton Head Island Convenience Center and residents of the Town may use other convenience centers so the visits and tonnages shown are not necessarily reflective of the center's usage by Town residents.

2.3 Commercial Collection

Commercial establishments, including multi-family residential buildings that use dumpsters (according to Town code) are required to contract with a private company for collection and disposal of solid waste. Waste haulers are not required to collect recyclables from commercial establishments, nor are businesses required to recycle.

As described in Section 2.1, waste haulers licensed by the Town must report semi-annually on the number of commercial customers and the tons of solid waste and recyclables collected. For the period from January 1 to July 1, 2022, all six licensed private haulers reported serving a total of 59,850 commercial customers with one hauler serving 99.5 percent of these. These haulers reported collecting a total of 4,682 tons of solid waste and 1,288 tons of recyclables in the first six months of 2023. However, one of the reporting waste haulers provided no tonnage information.

2.4 Collection from Town Facilities

The Town of Hilton Head Island contracts for collection of solid waste and recyclables from its facilities, parks, and beaches. Town buildings and parks are serviced by a licensed waste hauler. Collection of solid waste and recyclables from Town beaches, however, is incorporated into a franchise agreement for Beach Patrol Services, a five-year agreement that expires June 30, 2024.

2.5 Processing and Marketing of Recyclables

Beaufort County has a contract with a company to process recyclables collected at convenience centers. However, waste haulers collecting recyclables from residents and businesses in Hilton Head Island must pay any fees charged by the recyclable processing facility where it delivers collected materials.

2.6 Disposal

Solid waste collected from residents of Hilton Head Island, both by waste haulers and at the convenience centers, is delivered to the Hickory Hill landfill in Jasper County. Beaufort County has a contract with the landfill operator for disposal of all residential solid waste collected throughout Beaufort County, including that collected in the Town of Hilton Head Island. Waste haulers that collect solid waste from commercial generators in Hilton Head Island pay the landfill or transfer station the disposal fee directly. Beaufort County only contracts for disposal of solid waste collected from residents from the County.

The Hickory Hill landfill is the closest landfill to Hilton Head Island. According to South Carolina's Solid Waste Management Annual Report of FY22, the Hickory Hill landfill will reach its currently permitted capacity in FY26 (based on the permitted disposal rate of 302,000 tons per year). The private company that operates the landfill has applied for a permit to expand. However, according to conversations with permitting staff at the SC Department of Health and Environmental Control (DHEC) at the end of 2023, the application for a landfill expansion permit was still under review.

3 Strengths, Weaknesses, Opportunities, and Threats

3.1 Strengths

Support for Waste Reduction and Recycling

Town officials and the public have demonstrated support for waste reduction, recycling, and integrated solid waste management. As described in Section 1, the Town's Comprehensive Plan, *Our Plan*, has a goal to “Work toward a Town-wide zero waste model” and the Strategic Action Plan for 2023-2025 identifies near-term actions to meet this goal. In addition, the Town Council has passed several resolutions supporting waste reduction, recycling, and integrated solid waste management.

Provisions in Town Code Support Recycling

The municipal code of the Town of Hilton Head Island provides a solid foundation for residential recycling. Specifically, the provisions that 1) require licensed waste haulers to collect recyclables from residential customers weekly; 2) prohibit residents from putting non-recyclables into recycling receptacles; 3) allow private haulers to leave behind contaminated loads of recyclables with education information for violators; and 4) require comprehensive reporting requirements for waste haulers have the potential to encourage recycling, minimize contamination, and provide useful information to evaluate how the residential recycling and solid waste system is performing and areas for improvement.

County Convenience Centers

The County's convenience centers, including one located on Summit Drive on Hilton Head Island, provide residents with a convenient location to deliver solid waste and a wide range of recyclables, many of which are difficult to collect at the curb. Residents can use these convenience centers in addition to, or instead of, collection by private haulers at their residence. Because the County's convenience centers accept materials for recycling that are not accepted at the residence, and because they are open six days a week, they offer residents in the Town of Hilton Head Island more options for reducing and managing their waste.



County Disposal Contract

The County arranges for disposal of all solid waste collected from residents, whether collected at the convenience centers or at residences by waste haulers. The County pays the landfill operator directly for disposal of residential solid waste from a millage on the County property

tax which also covers operation of the convenience centers and public education activities. Because the County arranges for disposal of solid waste generated by residents of the Town of Hilton Head Island, the Town can focus on waste reduction, recycling, and public education.

3.2 Weaknesses

Limited Control Over Solid Waste Management

Although the Town of Hilton Head Island has established goals to reduce, recycle, and otherwise manage solid waste, it has limited ability to achieve these goals under the current solid waste management system. Residents have the option to make arrangements with waste haulers to collect solid waste and recyclables but are not required to do so. Businesses are required by ordinance to make arrangements with private haulers for solid waste, but not recyclable, collection. Because the Town does not provide collection, disposal, or recycling services, its main ability to achieve goals is through outreach and education and enforcement of provisions in the municipal code.

Variation in Residential Collection Services

Unlike the other three municipalities in the County, the Town of Hilton Head Island does not require residential property owners to arrange for solid waste and recyclable collection. They can choose to deliver solid waste and recyclables to a County convenience center or elsewhere, potentially delivering waste to a workplace, another residence, or a public location.

For those residential properties that have arranged for collection with a waste hauler, the level of service, type of containers, set-out location, collection day, or materials collected for recycling may vary depending on the hauler and the neighborhood requirements. A single street may be served by multiple waste haulers, leading to increased truck traffic in a neighborhood. Different waste haulers may approach improperly set out solid waste or contaminated recyclables in diverse ways, making it difficult for the Town to educate the residents on how to reduce, recycle, and properly dispose of what remains.

Inconsistent Hauler Compliance with Requirements

The Town's ability to achieve its goals is primarily through provisions in the municipal code. However, currently, it is challenging to ensure all private haulers are complying with requirements to offer all residential customers recycling, recycle the materials they collect, and identify and leave behind contaminated loads with information for residents. In addition, private haulers are not consistently complying with the Town's reporting requirements. Without consistent and comprehensive reports from all licensed private haulers, it is impossible to determine progress toward goals, including estimating recycling or disposal rates.

Recyclables Identified in the Municipal Code

Although some provisions in the Town code were identified as a strength in the Town's recycling and solid waste management system, there are a couple of provisions that could be modified to strengthen recycling and solid waste management. The ordinance specifically lists recyclables that must be collected from residents by waste haulers. However, as shown in Table 3-1, this list is not aligned with those accepted at the convenience center or possibly, with those accepted by the recycling facility accepting materials from waste haulers.

Table 3-1 Recyclable Materials Listed in Town Ordinance vs Collected at County Convenience Centers

Town Ordinance (Sec. 9-6-30)	County Convenience Centers
Cardboard	Corrugated cardboard
Newspapers, newspaper inserts, cardboard, pizza boxes, magazines, catalogs, phone books, residential mail, junk mail, office paper, paper bags, box board, cereal cartons, beverage cartons, gift wrapping paper, shredded office paper	Mixed paper: junk mail, newspaper, magazines, phone books, office paper, cereal boxes, soda boxes and shoeboxes, or any paper that doesn't fall into the category of corrugated cardboard
All closed-mouth plastic bottles, #1 through #7 household plastics (no styrofoam)	Plastics #1 and #2: Plastic bottles, jugs, and jars
Glass containers of any color	Glass bottles and jars: Clear, brown & green glass
Milk/juice cartons and aseptic containers	
Aluminum cans, other aluminum, aluminum foil, steel cans, tin cans, aerosol cans, and other small household scrap metal	Metal food and beverage cans: Aluminum, tin, & steel cans

Section 9-6-40 (f) of the municipal code requires waste haulers to deliver residential recyclables to a processing facility approved by the Town. However, it appears that to date no facility has been approved by the Town.

Financial Disincentives for Haulers to Recycle

The Town requires licensed waste haulers to collect recyclables from residential customers each week but prohibits them from charging an additional fee for this service. Beaufort County pays for disposal of solid waste collected from residents, but the private hauler pays for recyclables delivered to a processing facility. As a result, it can cost a hauler significantly more to recycle, rather than dispose of, collected materials. This can present a significant financial disincentive for the private hauler to maximize the tons recycled from their residential customers.

Town Beach Collection Contracts

In recent years, solid waste and recyclable collection from Town beaches have been provided under a beach patrol contract (and secondarily a turtle protection contract) rather than a dedicated solid waste and recycling company. Exhibit 1 to the Beach Patrol franchise agreement states that "The primary purpose of the Beach Patrol is to protect the safety of beachgoers in their use of the beaches and ocean waters of the Town and to render assistance

to those in need of assistance”. However, the billable beach patrol services also include providing and maintaining 32-gallon containers for beachgoers to deposit trash and recyclables; encouraging beachgoers to use the containers provided; maintaining Town trash corral structures at beach access points; monitoring and emptying trash and recycling containers; and scheduling and monitoring collection of dumpsters with trash and recyclables. This approach has the potential to minimize the focus on waste reduction, recycling, litter prevention, and solid waste collection on the beaches, one of the most visible venues for visitors and residents alike.

Lack of Dedicated Staff and Funding

Currently, recycling and solid waste initiatives in the Town of Hilton Head Island are overseen by the Public Projects and Facilities Department, which also oversees facilities maintenance, public projects, public services, stormwater management, and transportation. The Town has no staff or budget designated specifically for recycling and solid waste management, which will make it difficult to achieve its goals.

3.3 Opportunities

Proposed County Recycling Facility

Beaufort County has included the development of a processing facility for recyclables in its Solid Waste Management Plan. The County has been exploring potential sites located south of Broad Creek for this facility which could receive recyclables collected in curbside programs as well as at convenience centers. A County recycling facility south of Broad Creek would offer waste haulers in the Town of Hilton Head Island a more convenient location for processing and marketing recyclables collected within its jurisdiction.

Local Models for Residential Collection Agreements

Should the Town of Hilton Head Island pursue additional oversight of residential collection, it has several examples of how to proceed. The Town itself contracted for residential collection in 2010 and can apply lessons learned from that experience. As part of Beaufort County pursuing its stated goal to transition to curbside collection for residents, it issued a Request for Proposals for these services in 2018 that can be used as a model. Lastly, the other three municipalities in the County – Beaufort, Bluffton, and Port Royal – all have contracts for residential collection with private haulers that could serve as a model for how to proceed.

Commercial Waste Reduction and Recycling

According to *Our Plan*, Hilton Head Island businesses employed 23,471 people in 2017, many of these in industries such as accommodations and food services, retail trade, and administration. These industries often generate relatively clean, recyclable (or compostable) material compared to residential generators. Some of these businesses have made environmental commitments and plans to achieve them that often include waste reduction and recycling. For example, Marriott International, Inc., with several locations in the Town, has a goal to reduce waste sent to landfills by 45 percent and food waste by 50 percent from a 2016 baseline. Walmart, with a supercenter on-island, has a goal to send zero waste to landfill and incineration in its U.S., Canada, and Mexico operations by 2025 and to reduce operational food waste by 50 percent between 2016 and 2030. The abundance of commercial establishments on Hilton Head Island and the commitment and experience that some have with waste diversion, recycling, and composting, present an opportunity for the Town to progress towards its zero waste goals.

Solid Waste and Recycling at Town Beaches

The Town has an opportunity to serve as a model of best-in-class recycling and solid waste management at its own facilities. In recognition of this opportunity, the Town is soliciting proposals for solid waste and recyclable collection services from beaches and other Town-owned properties with a long-term goal to increase recycling rates and decrease contamination of recyclables.

Existing Resources for Education and Technical Assistance

Beaufort County, the State of South Carolina, and trade associations and organizations have free educational and technical resources to promote waste reduction, recycling, and other approaches to solid waste management. Beaufort County's website describes how to recycle or dispose of many materials that a resident or business in Beaufort County generates using a digital guide, videos, and clickable icons. The site contains detailed information about convenience center locations and hours, and special collection events for electronics and household hazardous waste. County staff provide presentations in schools and host events and competitions to promote waste reduction and recycling throughout the year.⁸



⁸ Go to <https://www.beaufortcountysc.gov/solid-waste-and-recycle/> to access County solid waste and recycling information and resources.

DHEC's Office of Solid Waste Reduction & Recycling's website has extensive education and outreach materials available for local governments to use, specific to homes, businesses, and schools. This includes lesson plans for schoolchildren, business recycling guides, dozens of posters, activity and coloring books, and public service announcements, including many that can be customized for local government programs.⁹

Finally, local governments can utilize education and outreach resources offered by the recycling industry and by not-for-profit organizations. For example, The Recycling Partnership provides research, reports, educational materials, and grants to help local governments expand curbside recycling programs, fight contamination in recyclables, and institute multifamily recycling.¹⁰



These resources provide an opportunity to expand the education, information, and technical support available to residents, visitors, school children, and businesses of the Town, at little to no cost.

Grants

The Town of Hilton Head Island is eligible to apply for grants from the DHEC to support waste reduction, recycling, and solid waste management activities. Table 3-2 presents grant funding available from DHEC's Office of Solid Waste Reduction & Recycling.¹¹ The Office also allocates grant funds to South Carolina public and private colleges and universities that promote sustainability through recycling, reuse, composting, and waste reduction.

Other organizations, including trade organizations representing the solid waste and recycling industry or manufacturers of packaging or other materials, award grants to local governments to initiate or enhance recycling programs. For example, The Recycling Partnership awards grants to local governments to purchase curbside recycling carts, for multifamily recycling programs, and for drop-off programs.¹² The organization also has a grant program for public or private Material Recovery Facilities.

⁹ Go to <https://scdhec.gov/index.php/environment/recycling-waste-reduction> to access DHEC's Office of Solid Waste Reduction & Recycling's extensive technical assistance, education, and outreach materials.

¹⁰ www.recyclingpartnership.org

¹¹ Information about DHEC's Waste Reduction and Recycling grants can be found at <https://scdhec.gov/environment/recycling-waste-reduction/local-government-recycling/grant-funding-local-governments>

¹² Information about grants offered by The Recycling Partnership can be found at <https://recyclingpartnership.org/grants>

Table 3-2 DHEC Recycling and Solid Waste Reduction Grant Programs

Name	Cycle	Eligibility	Amount	Scope
Solid Waste Grant Program	Annual	Counties, cities, towns, or regions within South Carolina that provide solid waste services.	Competitive	Projects that can demonstrate a positive impact on a local government's efforts to reach their recycling and waste reduction goals.
Used Motor Oil Grant Program	Annual	Counties, cities, towns, or regions within South Carolina that provide solid waste services.	Competitive	Establishment, expansion, and continued operation of used motor oil collection programs for do-it-yourselfer oil changers. This is to include equipment and programs related to the collection of used motor oil, oil filters, oil bottles and oil/gasoline mixtures.
Waste Tire Grant Program	Annual with mid-year application for stockpile remediation	Counties, cities, towns, or regions within South Carolina that provide solid waste services.	Competitive	Collection and recycling of waste tires as well as remediation of waste tire dump sites.

3.4 Threats

Ever-Changing Population

With a 2018 population of 39,639 and over 2.6 million visitors in the same year¹³, the Town of Hilton Head Island faces unique challenges to accomplish its waste reduction, recycling, and solid waste management goals. To be effective, waste reduction, recycling, and solid waste collection programs must be designed to reach visitors, in addition to residents, wherever they are - in hotels, rental homes, or on the beach. Outreach and educational programs must be continuous and impactful to remind part-time residents of recycling and solid waste practices in the Town.

Vacant Properties

Another outcome of the high proportion of tourists and part-time residents on island at any given time is high vacancy rates in island housing, reported at nearly 50 percent¹⁴. This makes it challenging to maintain consistent recycling and solid waste management programs. Residential collection services are typically offered year-round and are not easy to start and

¹³ Our Plan, 2020 to 2040 Comprehensive Plan for the Town of Hilton Head Island, South Carolina, Adopted October 2020

¹⁴ Ibid

stop. However, property owners may resist paying for recycling and solid waste services full-time when their property is only occupied part-time. It also requires re-education of part-time residents and of visitors when they return to these properties.

Time Required to Travel On and Off-Island

Given the dearth of solid waste handling facilities on the island, solid waste and recyclable material generated on Hilton Head Island must be transported off the island for disposal and processing, respectively. The increased distance to transport collected waste and recyclables after collection increases costs for recycling and solid waste management.

Potential Impact of Climate Change

As described in *Our Plan*, “as a barrier island, Hilton Head Island is particularly sensitive to the effects of sea level rise, tropical storms, hurricanes, drought, and other environmental threats.” These threats have a potential impact on recycling and solid waste management in many ways. More intense storms generate large amounts of debris requiring collection and disposal, can interfere with regular collection operations, and limit access to transport solid waste and recyclables off-island to management facilities.

Limited Disposal Options

Currently, the Hickory Hill Landfill is the only solid waste handling facility within direct haul distance of Hilton Head Island. The landfill’s current permitted capacity is expected to be full in the next couple of years and DHEC is still reviewing its permit for expansion. There are no transfer stations within direct haul proximity to Hilton Head Island. Over the years, Beaufort County has considered a transfer station to increase available and affordable disposal options. However, to date, the County has been stymied in its efforts to site such a facility.

Convenience Center Constraints

The Beaufort County convenience center on Hilton Head Island was identified as a strength for the current recycling and solid waste management system. However, the lack of space and the configuration at the site, coupled with the increasing number of visitors each year, may challenge current operations, and make it difficult to add activities at the site. In addition, the Hilton Head Island convenience center is operated by Beaufort County. In its Solid Waste Management Plan, the County has established a goal to transition to curbside collection of residential solid waste. With no current agreement between the Town and the County regarding the operation and the future of the convenience center, the Town has limited control over how the site is used now and in the future.

Siting Constraints

Several of the threats identified above point to the key issue of the lack of sites for recycling and solid waste infrastructure on the island, or in southern Beaufort County generally. As an example, the County has been working for years to site a processing facility for recyclables south of Broad Creek. Limited space and high property values make it likely that the Town of Hilton Head Island will have to rely on regional facilities for at least some of its recycling and solid waste needs, potentially increasing costs.

Markets for Recyclables

To achieve the Town's goal to "work toward a Town-wide zero waste model," it is necessary to take into account challenges presented by recycling, many beyond the control of the Town. One of those challenges is the fluctuation in markets for recyclables, often tied with issues tied to international supply and demand. For example, when oil prices are down, the demand for recovered plastics, made from petroleum products, may also go down. Fluctuations in markets for recyclable materials may not only affect the price paid (or charged) to deliver recyclable material to a processor but processors willingness to accept materials. This is especially true when collected materials include even a small amount of contamination, or unacceptable materials. When markets for recyclables materials fall, processors are more likely to reject loads that require additional sorting and cleaning before being sold to end users.

Costs of Curbside Recycling

Recycling costs more than disposal in most cases. In a single stream curbside program, a second collection route is required, and materials must be delivered to a processing facility where they are sorted, baled, and shipped to market. All of these activities can be costly, usually more than the revenue received for the sale of material to end users. And in most solid waste and recycling systems, the savings in disposal, for example, the delay in expansion or siting of a new disposal facility, is typically not recognized.

Misinformation About Recycling

The misunderstanding surrounding recycling poses a threat to Hilton Head Island's ability to achieve goals. If the recycling public does not understand why reduction and recycling is important, what is and is not recyclable, and the negative consequences of contamination, they are less likely to participate correctly, thus reducing the positive potential of recycling and increasing costs. Additionally, if the public does not understand the true costs associated with recycling and how they can reduce those costs, expectations for recycling programs are not likely to be met.

4 Options for Future Recycling and Solid Waste Management

This Section of the report presents the options for recycling and solid waste management that aim to capitalize on the strengths and opportunities and mitigate the weaknesses and threats identified in Section 3. The highlighted boxes identify how the options align with strategies in *Our Plan*.

4.1 Residential Collection

Strengthen Enforcement of Provisions in Municipal Code

Ensuring that licensed private haulers offer weekly collection of recyclables to all their residential customers and inform those customers when recyclables are contaminated would help strengthen residential recycling programs. Consistent semiannual reports from private haulers, with all of the information listed in the code, would help the Town evaluate progress toward goals and identify what other options may be needed. Section 9-6-20 (c) of the municipal code provides sufficient oversight of waste hauler compliance (“the adequacy and reasonableness of the waste and recycling collection service shall be determined by the Town manager or designee through an annual review”) and an enforcement mechanism (“In accordance with Sec. 10-1-10 et al. of the Town code, the Town Manager or designee can suspend or revoke a waste haulers’ business license for non-compliance with any of these provisions.”) Designating staff to ensure waste haulers comply with ordinance requirements and conduct annual reviews for “adequacy and reasonableness” has the potential to strengthen residential recycling in Hilton Head Island.

Alignment with Strategies from *Our Plan*

- ✓ Examine waste collection options that take into account the unique aspects of the Island and maximize efficient collection.
- ✓ Explore methods to improve recycling and composting rates.
- ✓ Pursue promotional and educational efforts to foster recycling, composting, and litter control.

Revise Municipal Code Provisions

The Town may consider a couple of minor revisions to provisions in the municipal code regarding residential recycling. Rather than identify recyclables that waste haulers must collect in the municipal code, the Town could identify them in a list provided to haulers, possibly as part of the annual business license renewal process. This would provide a more flexible mechanism for updating recyclable materials to be collected if materials accepted by processors change. The Town would want to minimize the changes to materials collected in curbside recycling programs to avoid confusing waste haulers and residents. However, the Town would want to have the flexibility to update the recyclable materials list as markets

evolve and to reduce the possibility that waste haulers deliver materials that are considered contaminated by the recyclable processing facility.

The Town may also want to reevaluate the provision that requires waste haulers to deliver residential recyclables to a processing facility approved by the Town since it is unclear that the Town has designated such a processing facility. The Town could either play a larger role in identifying and approving processing facilities, clearly letting waste haulers know where collected recyclables can go, or it can require waste haulers to identify the processing facility where residential recyclables are delivered, and possibly require records from that facility, as part of the semiannual reporting process.

Contract for Residential Collection

If the Town determines that a more hands-on approach to residential collection is required to reach its recycling and solid waste management goals, it may consider entering into a contract with one or more waste haulers to collect recyclables and solid waste from residents, taking lessons from previous experience with collection contracts in 2010. Because many residents in the Town of Hilton Head Island receive recycling and solid waste collection services through an arrangement made by their property owner association (POA) and have unique set out and collection requirements, the Town could work with POAs to incorporate these arrangements into a Town-wide collection program.

Alignment with Strategies from *Our Plan*

- ✓ Examine waste collection options that take into account the unique aspects of the Island and maximize efficient collection.
- ✓ Explore methods to improve recycling and composting rates.

Ensuring that all residents have collection from a waste hauler is consistent with Beaufort County's goal to transition toward curbside collection for residents. Hilton Head Island should collaborate with Beaufort County to determine the best arrangement for contracting for residential collection. The Town may also want to explore the potential to collaborate with the Town of Bluffton on a future collection contract.

Contract for Processing Recyclables

Removing the financial disincentive for waste haulers to deliver residential recyclables to a recyclable processing facility, instead of the landfill, is likely to go a long way to improving recycling rates in the Town. If waste haulers could deliver recyclables to a processing facility at no charge, like they deliver solid waste to the landfill at no charge, the financial disincentive would be eliminated.

One way to do this is for Beaufort County and/or the Town to enter into an agreement with a recyclable processing facility to receive residential recyclables collected by private haulers and bill the County (or Town), as is the case with solid waste. Then, the Town could identify that facility as the "approved" processing facility referenced in the municipal code. If the Town

proceeds to contract with waste haulers for residential collection, it could stipulate that solid waste be delivered to the landfill under contract to the County and recyclables be delivered to the contracted processing facility.

Expand Activities at Convenience Center

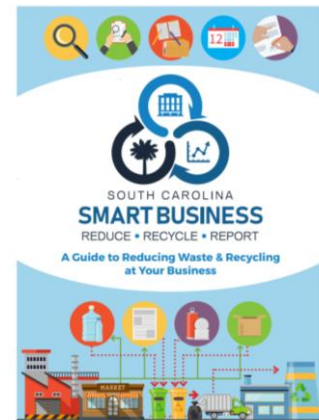
The County convenience centers were identified as a strength in the Town's recycling and solid waste management system. Such a visible resource, already associated with waste reduction and recycling, offers the potential to reduce waste and recycle even more and to serve as a venue for education and outreach. However, the potential to add activities at the Hilton Head Island convenience center is limited by its current size and configuration. The Town could work with the County to explore the potential to expand the site, adding waste reduction, recycling, and education activities, as part of the Capital Improvement Program for the area.

Alignment with Strategies from *Our Plan*

- ✓ Examine waste collection options that take into account the unique aspects of the Island and maximize efficient collection.
- ✓ Explore methods to improve recycling and composting rates.

4.2 Commercial Recycling

The potential reduction of waste from the commercial sector in Hilton Head Island was identified as an opportunity in the previous Section. However, the current scope of commercial recycling activity in the Town is not clear. A first step to determine how to improve reduction and recycling from the commercial sector in Hilton Head Island, is to survey local businesses, possibly through the Chamber of Commerce or other business associations, to determine what they are currently doing to reduce waste and recycle and what they need to achieve their environmental and business objectives as well as the Town's goals.



Expand Outreach, Education and Technical Assistance

It is likely that local businesses could benefit from technical assistance and education regarding waste reduction and recycling opportunities. The Smart Business Recycling Program, offered by DHEC's Office of Solid Waste Reduction & Recycling is an excellent starting point. This free and confidential program offers businesses in the state waste audits to identify waste reduction and recycling potential, education and outreach materials for employees and customers, training sessions, reporting tools, and recognition through an

Alignment with Strategies from *Our Plan*

- ✓ Pursue promotional and educational efforts to foster recycling, composting, and litter control.

awards program.¹⁵ The Town can help businesses access these materials and fill in the gaps with other technical assistance and educational resources as needed.

Require Haulers to Offer Commercial Recycling

Currently, the Town does not require licensed waste haulers to offer recycling services to their commercial customers like they do for residential customers. The Town could update its ordinance to require licensed waste haulers to offer recycling services to all their customers. The designated recyclables for commercial customers may be different than those for residential customers, possibly limited to cardboard and possibly office paper.

Require Businesses to Recycle

Unlike residential properties, commercial establishments in Hilton Head Island are required to contract for waste collection services. The Town could require them to arrange for the collection of designated recyclables as well. Some communities require businesses of a certain size to recycle specific materials. For example, Mecklenburg County, North Carolina requires businesses that contract for 16 cubic yards or greater of municipal solid waste collection service per week to recycle corrugated cardboard and office paper. The City of Atlanta requires multi-family property owners (classified as commercial establishments in Hilton Head Island for solid waste management purposes) to secure and manage contracts for recycling service and provide clearly marked collection bins for recycling.

Alignment with Strategies from *Our Plan*

- ✓ Examine waste collection options that take into account the unique aspects of the Island and maximize efficient collection.
- ✓ Explore methods to improve recycling and composting rates.

With either of these regulatory approaches to require recycling (placed on licensed waste haulers or on businesses), these ordinance provisions would only be effective in reducing solid waste if consistently enforced. As with residential recycling provisions, they would be even more effective if the Town could eliminate the financial disincentive to recycle, possibly by offering a convenient and cost-effective processing location for collected materials.

¹⁵ Resources available at <https://scdhec.gov/environment/recycling-waste-reduction/smart-business-recycling-program>

Arrange Drop-Off Sites for Commercial Recyclables

The Town could arrange centralized drop-off points for cardboard and other commercially generated recyclables in commercial or tourist areas. The Town could do this in collaboration with the County, which established a pilot drop-off program for cardboard in FY22. Other partners for managing commercial drop-off locations may include businesses or commercial property owners or POAs (e.g., Sea Pines already offers a recycling center in its commercial district). They could also be located at Town facilities. In any case, such sites would need to be monitored and managed, to ensure they did not become unsightly. The Town (or the County as part of their current commercial drop-off program) would need to contract for emptying, transport, and processing of recyclables, possibly as part of its recycling contract at Town facilities.

Alignment with Strategies from *Our Plan*

- ✓ Examine waste collection options that take into account the unique aspects of the Island and maximize efficient collection.
- ✓ Explore methods to improve recycling and composting rates.

Facilitate Multi-Business Collection Routes for Recyclables

Hilton Head Island could also facilitate at-the-source collection of recyclables for businesses, which would be more convenient, but likely more costly, than centralized drop-off points. Many local governments that provide commercial solid waste collection, such as Charleston County and the City of Columbia, also collect recyclables from these clients. However, since the Town does not offer commercial solid waste collection, it may facilitate these arrangements between groups of business and a contractor.

4.3 Organics Diversion

Expand Outreach, Education, and Technical Assistance

Organic materials make up a substantial portion of solid waste generated by residents and businesses and the hospitality industry, a significant contributor to the Town's economy, can be a big contributor. As with recycling, the Town may want to survey local businesses to understand current diversion programs and assess what the Town could offer to meet business objectives and contribute to the Town's waste reduction goal.

The easiest first step is always to take advantage of existing resources to encourage reduction and recycling and as with recycling, there are many existing resources available to help increase diversion of organics from Town residents and businesses. Beaufort County offers residents home composting bins and

Alignment with Strategies from *Our Plan*

- ✓ Explore methods to improve recycling and composting rates.
- ✓ Pursue promotional and educational efforts to foster recycling, composting, and litter control.

provides an instructional video, an expert composter training program, and links to related resources.¹⁶

The DHEC's Office of Solid Waste Reduction & Recycling has a guide to home composting and one to help businesses reduce food waste as part of the Office's Smart Business Program.



Establish Composting Demonstration Sites

The Town could establish small demonstration compost sites in conjunction with other organizations that might manage the site. Such sites could be used for outreach and education for both the partners managing the sites and visitors. Potential locations for compost demonstration sites include Town parks and facilities; schools, in conjunction with staff and students; in neighborhoods, in conjunction in POAs; and at community gardens.

Facilitate Commercial Scale Composting

Although waste reduction and reuse (e.g., food donations, etc.) and home composting can make a dent in the organic waste disposed, a commercial scale composting facility would likely be needed to divert organics on a large-scale basis. According to DHEC's FY22 annual report, there were two permitted composting and wood grinding facilities in Beaufort County, both in Hilton Head Island: ArborNature Composting and Wood Chipping Facility, located on Summit Drive, and Sea Pines Wood Chipping Facility. Both of these facilities are classified as Type 1 compost facilities, meaning that they can accept yard trimmings, land-clearing debris, and wood but not food residuals and other organics. Siting and permitting a facility that could accept a broader range of materials, to include food residuals, would be a significant undertaking. Charleston County has a Type 2 composting facility that processes nearly 75,000 tons per year, including all yard waste

Alignment with Strategies from *Our Plan*
✓ Explore methods to improve recycling and composting rates.

¹⁶ <https://www.beaufortcountysc.gov/solid-waste-and-recycle/recycle-and-compost/compost.html>.

collected at the curb and commercial food waste from participating local restaurants, grocery stores, and schools. This facility is operated by a private contractor and is located at the County landfill, a resource not available to the Town or to Beaufort County.¹⁷

4.4 Recycling at Town Facilities, Beaches, Parks, and Events

Operate Model Recycling Programs at all Town Facilities

The Town could set an example for residents, businesses, and visitors with highly visible model recycling programs at all Town facilities. Contracts for recycling at Town facilities can continue to be included as part of solid waste collection contracts or as a separate contract with a recycling company. In either case, contracts need to specify the materials that will be collected, what constitutes contamination, and the recyclable processing facility where collected materials will be delivered. Contractors should be required to report the amount and type of material collected each month that the Town could use in promotional material. For an office recycling program to be successful requires ongoing education of employees, citizens, and visitors. Staff dedicated to managing and monitoring the Town's recycling program, and educating participants on an ongoing basis is necessary for the program's success.

Alignment with Strategies from *Our Plan*

- ✓ Examine waste collection options that take into account the unique aspects of the Island and maximize efficient collection.
- ✓ Explore methods to improve recycling and composting rates.
- ✓ Pursue promotional and educational efforts to foster recycling, composting, and litter control.

Contract for Best-in-Class Recycling at Beaches and Parks

The Town is capitalizing on the opportunity to improve recycling at Town parks and beaches by soliciting proposals for best-in-class solid waste and recyclable collection services from beaches and other Town-owned properties. The final contracts should focus on increasing recycling, minimizing contamination, preventing litter, educating residents and visitors, and requiring comprehensive reports adequate to measure performance, including recycling rates.

Require Recycling at Special Events

The Town may also consider requiring a plan for recycling as a condition of issuing a special event permit. The Town could require the permittee to arrange for the recycling of certain materials, possibly in conjunction with its solid waste collection and disposal arrangements.

¹⁷www.charlestoncounty.org/departments/environmental-management/compost-commercial-info.php

Alternatively, Hilton Head Island could contract with a service provider, possibly the contractor proving recycling at Town parks and beaches, to provide recycling at special events.

4.5 Transfer and Disposal

Support County's Efforts to Develop Sustainable Disposal Options

Although the County arranges for disposal of residential waste generated on the island and waste haulers arrange for disposal of commercial waste, it is in the Town's best interest to help ensure a guaranteed long-term, convenient, and cost-effective option is available. To do this, Hilton Head Island should monitor the status of the County's contract with Hickory Hill and the status of the landfill operator's expansion permit application. The Town should also support the County's efforts to develop alternatives to the one disposal option available. Currently, the most viable option for the County is to develop or contract for the development of transfer station in the southern portion of the County, which would provide residents and businesses on the island more sustainable disposal options for the long-term.

Alignment with Strategies from *Our Plan*

- ✓ Examine waste collection options that take into account the unique aspects of the Island and maximize efficient collection.
- ✓ Encourage Beaufort County to create an off-Island materials processing center and work with County leaders to identify long-term waste disposal and recycling capabilities for on and off island facilities, and within the region.

4.6 Education and Outreach

Capitalize on Existing Resources

Previous sections of this report have referenced technical and educational resources available to the Town from the County, the State, and trade associations and organizations. The Town should draw on these resources to meet its specific requirements. To be successful, outreach and education to such a broad and ever-changing audience needs to be an ongoing effort. Thus, the Town should dedicate staff to continually educate and assist residents, businesses, citizens, and employees to participate in waste reduction, recycling, and solid waste management programs in a way that achieves recycling and waste management goals.

Alignment with Strategies from *Our Plan*

- ✓ Explore methods to improve recycling and composting rates.
- ✓ Pursue promotional and educational efforts to foster recycling, composting, and litter control.

Require Waste Haulers to Disseminate Educational Materials

The Town code requires waste haulers to affix a Town-approved sticker or tag to nonconforming recyclables stating the reason for not collecting a contaminated receptacle of

recyclables. This is one effective approach to educating residents about recycling when enforced. However, given their regular contact with residential and commercial generators, waste haulers can be an avenue to encourage customers to participate in recycling programs and educate them on how, when, and what to recycle. To make sure the message that residents and businesses receive about waste reduction and recycling is consistent, the Town may want to provide educational materials to waste haulers for distribution. The Town may need to update its code to include periodic distribution of these materials as a condition of a waste hauler's business license. If the Town proceeds with contracting for collection services, distribution of educational materials provided by the Town can be included as a term of the contract.

4.7 Staff and Funding

No matter which options are selected, the Town will need to commit additional staff to plan, implement, and operate them. Once the options are selected, the Town could draft job descriptions for staff best suited to implement them. For example, if the Town chooses to start by reviewing, modifying, and disseminating education on recycling to residents, businesses, and visitors, a job description may include experience in public relations or education.

The Town will need to dedicate funds for staff and other costs associated with implementing the options selected. The cost for some of these options could be significant so a consistent funding source is critical to success. Local governments elsewhere fund recycling and solid waste management activities with sources such as general revenue, user fees, franchise fees, revenues from the sale of recyclables, and grants and loans. On Hilton Head Island, where visitors have a significant impact on the amount of solid waste generated, the Town also may want to consider funding sources tied to tourism.

4.8 Summary of Options

Some of the options presented in this Section could be implemented with minimal time and resources while others may require significant effort. Some, such as applying for state grants or capitalizing on existing educational resources, are likely to be widely supported while some stakeholders may resist some of the other options.

Table 4-1 categorizes the relative ease of implementing each option taking into account the potential time and cost to implement, the degree of change required, and potential resistance from some stakeholders. Although this characterization is simplistic, it is intended to help decision makers understand what may be entailed in implementing each option.

Table 4-1 Relative Ease of Implementation

			OPTIONS			EASE OF IMPLEMENTATION
Residential Collection			Strengthen enforcement of provisions in municipal code			
			Revise municipal code provisions			
			Contract for residential collection			
			Contract for processing recyclables			
			Expand activities at convenience center			
Commercial Recycling			Expand outreach, education, and technical assistance			
			Require haulers to offer commercial recycling			
			Require businesses to recycle			
			Arrange drop-off sites for commercial recyclables			
			Facilitate multi-business collection routes for recyclables			
Organics Diversion			Expand outreach, education, and technical assistance			
			Establish composting demonstration sites			
			Facilitate commercial scale composting			
Recycling at Town Facilities			Operate model recycling programs at all Town facilities			
			Contract for best-in-class recycling services at beaches and parks			
			Require recycling at special events			
Transfer and Disposal			Support County's efforts to develop sustainable disposal options			
Education and Outreach			Capitalize on existing resources			
			Require licensed haulers to disseminate educational materials			
Staff and Funding			Designate staff to plan, implement, and operate selected options			
			Identify sources and dedicate funding to implement selected options			
			Apply for state (and other) grants			
		Easiest		More Challenging		Most Challenging

5 Conclusions

This analysis of strengths, weaknesses, opportunities, and threats in Section 3 and the evaluation of options to address them included in Section 4 lead to several overarching conclusions, listed below.

- The Town of Hilton Head Island will need to be proactive to achieve the goal from *Our Plan* “To work toward a Town-wide zero waste model”. Conducting this analysis and selecting options to implement is the first step.
- Ensuring waste haulers comply with existing requirements in the municipal code is a useful starting point for achieving goals. Additional ordinances may be required in the future.
- The Town has several options to make solid waste and recyclable collection from residents more efficient, more effective in reducing waste, and more consistent Town-wide, with varying degrees of oversight required.
- To reduce waste through recycling and composting, Hilton Head Island will need to ensure facilities are available to receive, process, and market material before arranging to have materials collected. Because Beaufort County is responsible for ensuring recycling and solid waste management facilities are available, the Town will need to support and collaborate with the County to ensure long-term contracts at existing facilities, or the development of new facilities move forward.
- Excellent educational resources focusing on waste reduction and recycling are available from Beaufort County, DHEC’s Office of Solid Waste Reduction & Recycling, among others. The Town can use these materials to increase waste reduction and recycling, tailoring them as needed to reflect its programs.
- Implementing any of the options presented in this report in a way that enables the Town to “work toward a Town-wide zero waste model” requires dedicated staff and funding.

The next step is for the Town of Hilton Head Island to finalize and approve the SWOT analysis, select options for implementation, and develop an action plan to implement the selected options. Based on input from staff, some of the near-term actions the Town can take first include the following:

- Coordinate with Beaufort County to share approved SWOT and determine County’s short-, mid-, and long-term plans for solid waste and recycling;
- Evaluate potential approaches and associated costs to provide curbside solid waste and recycling for all HHI residents;
- Establish a best-in-class recycling program at beach park facilities, incorporating outreach and education for residents and visitors;

- Establish a best-in-class recycling program at HHI facilities, incorporating outreach and education for residents and visitors; and
- Continue to strengthen enforcement of reporting and recycling requirements for licensed haulers in Town ordinance.

Town of Hilton Head Island

Solid Waste and Recycling Strengths, Weaknesses, Opportunities, and Threats

*Town Council
May 7, 2024*

Bryan McIlwee, PE
Director Public Projects & Facilities



Overview of Presentation

- Background
- Conclusions
- Review of Strengths, Weaknesses, Opportunities, and Threats
- Next Steps
- Questions/Discussion

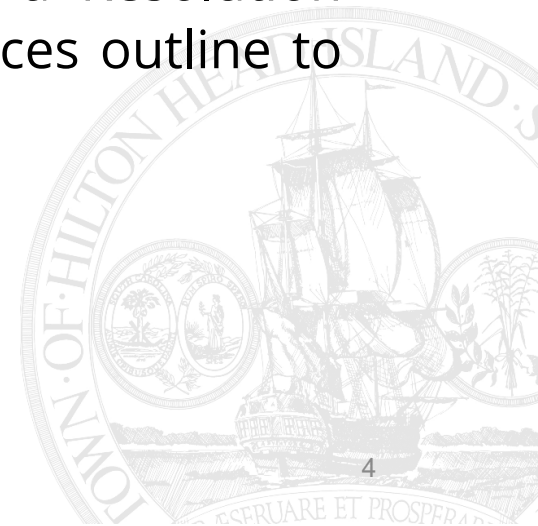


Background



Background

- Priority initiative in the Town of Hilton Head Island 2023-25 Strategic Action Plan to identify Strengths, Weaknesses, Opportunities & Threats (SWOT) of Hilton Head Island Solid Waste and Recycling.
- May 2, 2023 - Town Council unanimously approved a Resolution supporting the proposed approach and scope of services outline to complete the SWOT assessment.



Background

1. Introduction
2. Goals and Objectives of the Analysis
3. Executive Summary
4. Applicable Town, County and State Regulations
5. Stakeholder Involvement (assistance by Town and County staff)
6. Gather and Review Relevant Data and Information
7. Assess Current Practices



Background

8. SWOT Analysis of Hilton Head Island solid waste and recycling infrastructure and program including but not limited to the following

- Committed team of professionals
- Southern County Materials Recovery Facility (MRF)
- Restraints of weekend landfill operations
- Consistent Ordinances
- Long-Term agreement for Convenience Center operations
- Improved commercial recycling and public facilities recycling
- Curbside Public contracted recycling and solid waste collection
- Public education and information campaigns
- Diversion credits to haulers for recycling loads
- Landfill Constraints
- Misinformation and Lack of Education regarding Recycling
- Short term guests – ease of recycling



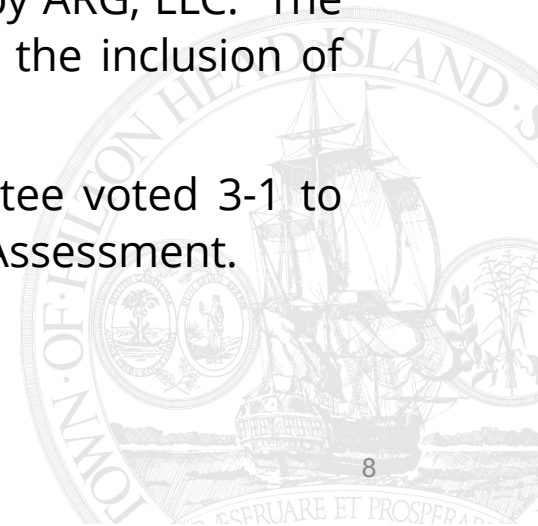
Background

- 9. Prioritized Recommendations for implementation of key strategies and projects
- 10. Recommendations for Future Studies and Analysis
- 11. References
- 12. List of Figures and Tables
- 13. Appendices



Background

- Staff procured A. Goldsmith Resources, LLC, an expert consultant in the field of solid waste and recycling, and the preparer of the recently updated Beaufort County Solid Waste Management Plan (2022-2041), to conduct this assessment.
- January 8, 2024 - Community Services and Public Safety Committee was presented with the findings and conclusions of the SWOT analysis provided by ARG, LLC. The committee requested explanation of select current practices and the inclusion of possible near-term actions as outlined below:
- March 18, 2024 - Community Services and Public Safety Committee voted 3-1 to recommend that Town Council adopt a Resolution supporting the Assessment.

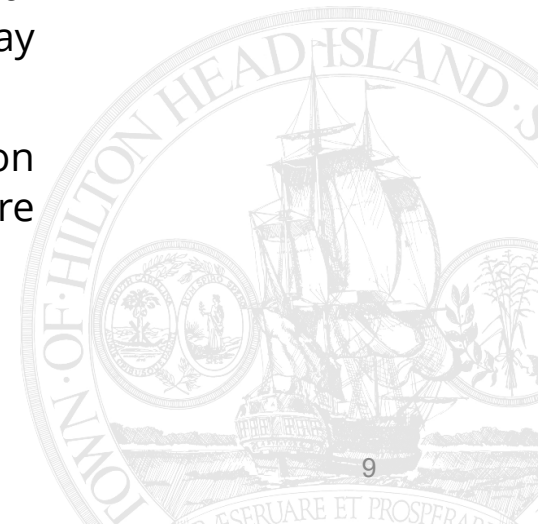


Solid Waste and Recycling Strengths, Weaknesses, Opportunities, and Threats

Conclusions

This analysis of Strengths, Weaknesses, Opportunities, and Threats lead to several overarching conclusions in addition to the five near-term actions:

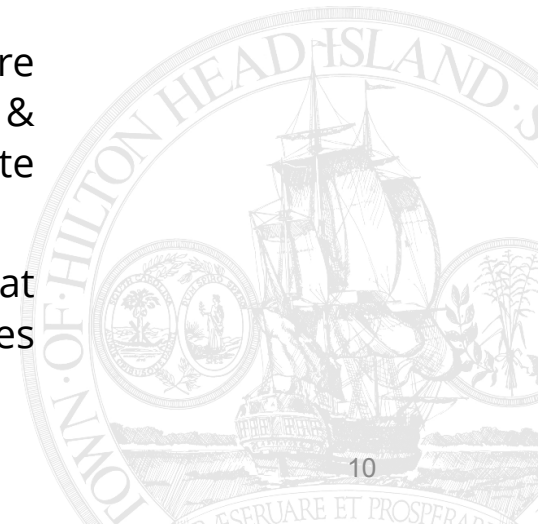
- The Town of Hilton Head Island will need to be proactive to achieve the goal from Our Plan “To work toward a Town-wide zero waste model”. Conducting this analysis and selecting options to implement is the first step.
- Ensuring waste haulers comply with existing requirements in the municipal code is a useful starting point for achieving goals. Additional ordinances may be required in the future.
- The Town has several options to make solid waste and recyclable collection from residents more efficient, more effective in reducing waste, and more consistent Town-wide, with varying degrees of oversight required.



Solid Waste and Recycling Strengths, Weaknesses, Opportunities, and Threats

Conclusions

- To reduce waste through recycling and composting, Hilton Head Island will need to ensure facilities are available to receive, process, and market material before arranging to have materials collected. Because Beaufort County is responsible for ensuring recycling and solid waste management facilities are available, the Town will need to support and collaborate with the County to ensure long-term contracts at existing facilities, or the development of new facilities move forward.
- Excellent educational resources focusing on waste reduction and recycling are available from Beaufort County, DHEC's Office of Solid Waste Reduction & Recycling, among others. The Town can use these materials to increase waste reduction and recycling, tailoring them as needed to reflect its programs.
- Implementing any of the options presented in this report in a way that enables the Town to “work toward a Town-wide zero waste model” requires dedicated staff and funding.



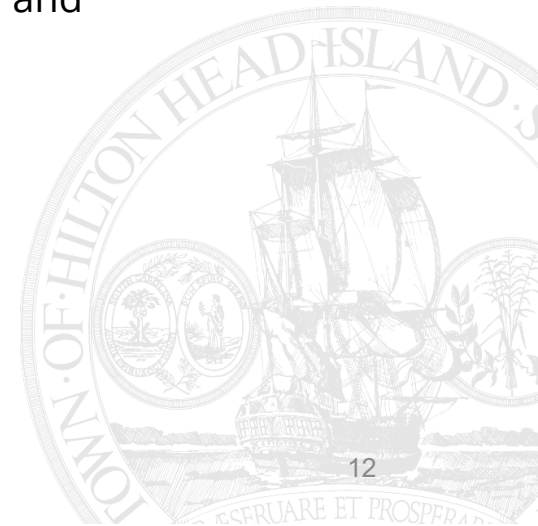
Review of Strengths, Weaknesses, Opportunities, and Threats



Solid Waste and Recycling Strengths, Weaknesses, Opportunities, and Threats

Strengths Demonstrated Support from Elected Officials and Public

- Goal in *Our Plan* to “Work toward a Town-wide zero waste model” with associated strategies and tactics
 - Actions in *Hilton Head Island Strategic Action Plan for 2023-2025* to begin to implement starting with this SWOT analysis
- Town Council resolution to work with County to develop new long-term agreement that will secure landfill and recycling needs of Hilton Head Island and Beaufort County (4/19/22)
- Existing provisions in Town ordinance (Title 9, Chapter 6) provides strong foundation for residential recycling



Solid Waste and Recycling
Strengths, Weaknesses, Opportunities, and Threats

Strengths
Existing Resources

Public Education Tools



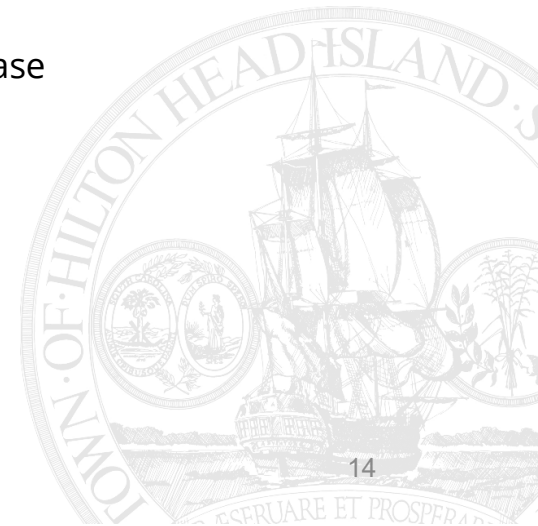
County Convenience Centers



Solid Waste and Recycling Strengths, Weaknesses, Opportunities, and Threats

Weaknesses

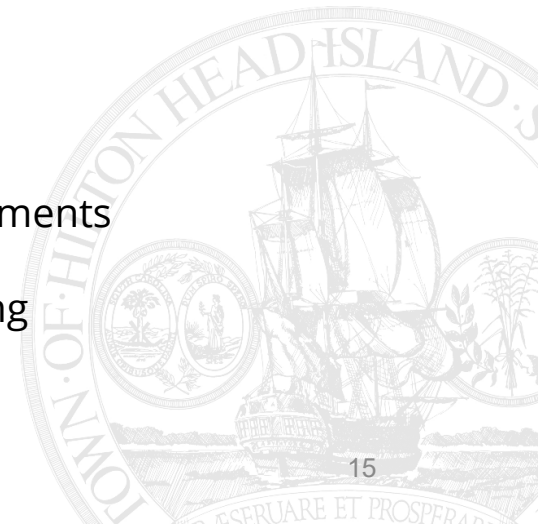
- Limited control of recycling and solid waste
 - Reliance on County for convenience center, disposal, and recyclable processing
- No consistent curbside collection
 - HHI is only municipality that does not provide curbside collection to residents
 - Consider lessons learned from previous Town contract for collection
- Haulers not always in compliance with all ordinance requirements
 - Not consistently reporting required information biannually
 - No evidence that haulers consistently offer recycling to all customers as part of base monthly fee
 - No evidence that haulers affix sticker/tag approved by HHI to contaminated recyclables left with customer



Solid Waste and Recycling Strengths, Weaknesses, Opportunities, and Threats

Weaknesses

- Solid waste and recyclable collection from beaches not handled by a dedicated solid waste & recycling company
- Ordinance inconsistencies
 - List of materials private waste haulers must collect for recycling is different than County list and what processors accept
 - Not clear that Town processing facility has been identified as stated in ordinance
- Constraints at Hilton Head Island convenience center
 - Current footprint is limited
 - Over 300,000 visits in FY22
- Significant financial disincentive for haulers to recycle under current arrangements
- No dedicated Town staff or funding for solid waste management and recycling



Solid Waste and Recycling

Strengths, Weaknesses, Opportunities, and Threats

Opportunities

- County paying for residential disposal at Hickory Hill landfill
- County considering developing processing facility for recyclables south of Broad
- Existing framework exists for contracting for Town-wide collection
 - Previous contract in HHI
 - Precedent in other Towns
 - County policy and 2018 RFP for collection by Solid Waste District could serve as example
- Potential for diversion from commercial and public facilities
 - Relatively homogenous materials generated at many businesses
 - Interest and experience in recycling from some corporate entities, especially in hospitality industry
- Enhance solid waste and recyclable collection on beaches and beach parks
 - Incorporate outreach and education as part of enhancements



Solid Waste and Recycling Strengths, Weaknesses, Opportunities, and Threats

Threats

Demographic and Geographic

- Limited access increases transport costs/time on and off island
- Large visitor population and high turnover of residents requires constant public education and outreach
- Potential impact of climate change on infrastructure, access, and debris/waste generation and management as identified in *Our Plan* (Environment Goal 6)



Solid Waste and Recycling Strengths, Weaknesses, Opportunities, and Threats

Threats

Limited Facilities

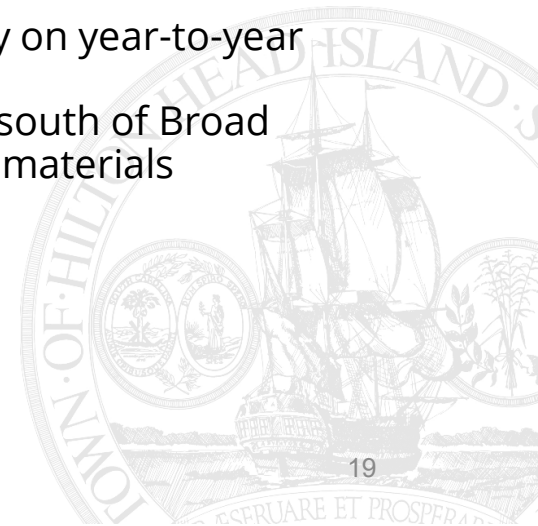
- Limited disposal options
 - Hickory Hill is only landfill within direct haul distance
 - Permit to expand Hickory Hill beyond few years capacity not yet approved
- Convenience center limitations
 - Space and configuration at HHI center makes it challenging to add activities
 - “County transitioning to curbside collection for residents” (Goal 4 of Beaufort County Solid Waste Management Plan, 2022-2041)
- Limited locations to develop or expand facilities on HHI and in southern Beaufort County



Solid Waste and Recycling Strengths, Weaknesses, Opportunities, and Threats

Threats Recycling Challenges

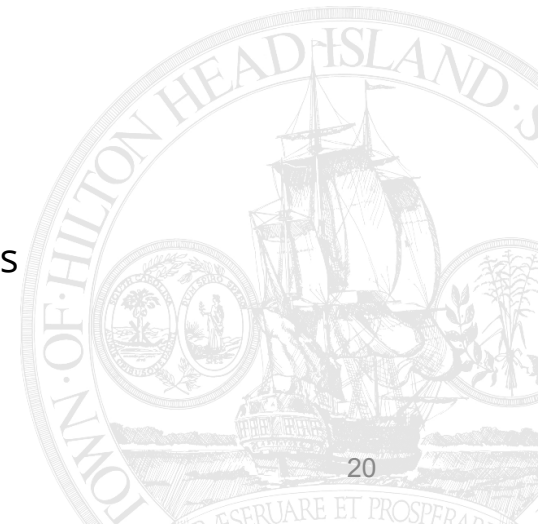
- Markets for recyclable materials fluctuate
- Minimizing contamination of recyclables, especially in single-stream, requires constant education and monitoring, increasing costs
- Recycling often costs more than disposal depending on what materials are collected and how
- Future recyclable processing
 - County's contract for processing at Hickory Hill expired 6/30/23, currently on year-to-year extension
 - County has not identified acceptable site to develop for recycling facility south of Broad
 - Hickory Hill MRF not designed to maximize diversion from single-stream materials
- Misinformation about recycling and about past curbside collection contract



Solid Waste and Recycling Strengths, Weaknesses, Opportunities, and Threats

Possible Near-Term Actions

- Coordinate with Beaufort County to share approved SWOT and determine County's short-, mid-, and long-term plans for solid waste and recycling.
- Evaluate potential approaches and associated costs to provide curbside solid waste and recycling for all HHI residents.
- Establish a best-in-class recycling program at beach park facilities, incorporating outreach and education for residents and visitors.
- Establish a best-in-class recycling program at HHI facilities, incorporating outreach and education for residents and visitors.
- Continue to strengthen enforcement of reporting and recycling requirements for licensed haulers in Town ordinance.



Solid Waste and Recycling Strengths, Weaknesses, Opportunities, and Threats

Next Steps

Pending Town Council adoption of Resolution to support the Strengths, Weaknesses, Opportunities, and Threats (SWOT) Assessment for Solid Waste and Recycling for Hilton Head Island, next steps are as follows:

- Develop action plan to implement the near-term actions.
- Use the Strengths, Weakness, Opportunities and Threats assessment as a resource to aid in immediate and future decision making and planning.



Questions / Discussion





TOWN OF HILTON HEAD ISLAND

Town Council

TO: Town Council
FROM: Angie Stone, Assistant Town Manager
DATE: May 7, 2024
SUBJECT: Consideration of a Resolution Approving the 2024-2025 Hilton Head Island Destination Marketing Organization (DMO) Marketing Plan & Budget - Angie Stone, Assistant Town Manager

RECOMMENDATION:

Staff recommends the Town Council consider a resolution approving the Destination Marketing Organization (DMO) 2024-2025 Marketing Plan & Budget.

SUMMARY:

The purpose of this discussion is to provide an opportunity for Town Council to discuss the DMO Marketing Plan and Budget submitted by the Hilton Head Island - Bluffton Chamber of Commerce Visitor & Convention Bureau (VCB) for 2024-2025. The Town Council will then vote on a resolution to approve the Marketing Plan & Budget.

BACKGROUND:

According to South Carolina State law, 30% of the two percent bed tax funds collected by the State of South Carolina is allocated to the Town's pre-determined Destination Marketing Organization (DMO) with an ongoing tourist program. The Town Council has designated the Hilton Head Island - Bluffton Chamber of Commerce Visitor & Convention Bureau (VCB) as its DMO. On or by April 1 of each year, Town Code requires the VCB's proposed budget and marketing plan to be submitted to the Accommodations Tax Advisory Committee (ATAC) to review and make a recommendation to Town Council for final approval. The ATAC has recommended the DMO Marketing Plan and Budget to Town Council for consideration. The Marketing Plan and Budget were also presented to the Finance and Administrative Committee for its recommendation to Town Council. The Finance and Administrative Committee voted 4-0 to recommend the Marketing Plan and Budget to Town Council.

ATTACHMENTS:

1. 2024-2025_Destination Marketing Plan and Budget
2. 2024 05 07 Resolution Approving DMO Marketing Plan v.1

An aerial photograph of Hilton Head Island, South Carolina, showing a wide sandy beach, ocean waves, and coastal vegetation. In the distance, a cluster of buildings is visible on the right side of the island.

FISCAL YEAR 2024-2025

HILTON HEAD ISLAND DESTINATION MARKETING PLAN

HILTON HEAD ISLAND
SOUTH CAROLINA

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IT STARTS WITH A VISIT

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

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

The FY 2024-2025 Destination 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

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

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

DESTINATION VALUES

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



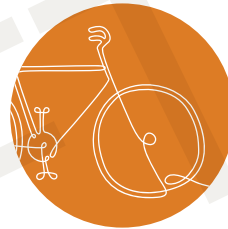
Ecotourism



History



Arts & Culture



Recreation



Wellness

DEMONSTRATING OUR VALUES

ECOTOURISM

We will continue to educate and inform residents and guests about the importance of protecting our delicate ecosystem, and the role each individual can play in that. Our efforts throughout Sea Turtle Season to bring awareness to preservation and conservation, continuing to build on the sustainability section of our website, and certifying more island businesses as Sea Turtle Friendly are a few of the ways we continue to educate our residents and visitors about the importance of preserving our delicate ecosystem and the role each individual can play in that effort.

ARTS & CULTURE

In partnership with the Town of Hilton Head Island's Culture HHI, we are dedicated to promoting the Island's unique arts and culture in a way that can inspire a traveler to visit, through continued digital and social campaigns. With some of the finest art galleries, live music venues, and dance and theater productions happening year-round, Hilton Head Island's arts and culture scene is second to none.

HISTORICAL HERITAGE

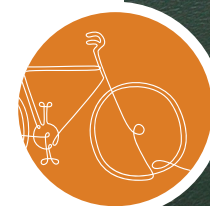
As we look to further establish the destination as a place for heritage travel we will work alongside the community to gather assets, collecting the rich history it holds and documenting it through various touchpoints for visitors to explore. We will also engage our partners within the community and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

WELLNESS

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

RECREATION

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





DESTINATION GOALS

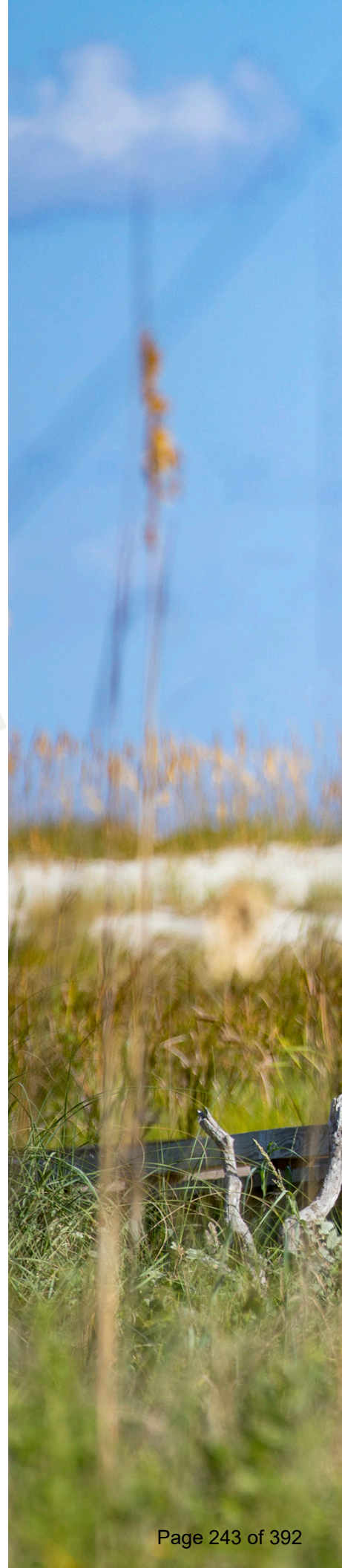
A PLAN OF ACTION. A VISION FOR THE COMMUNITY.

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

GOALS 1-5

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

- 1 CONNECT THE MARKETING PROMISE WITH THE ON-ISLAND EXPERIENCE.
- 2 CREATE AN UNDERSTANDING OF, AND RESPECT FOR OUR DELICATE ECOSYSTEM (RESIDENTS AND VISITOR).
- 3 DRIVE DEEPER DISCOVERY AND EXPLORATION OF OUR DESTINATION.
- 4 BUILD BRAND AWARENESS.
- 5 ENHANCE LEISURE & GROUP BUSINESS THROUGH QUALIFIED VISITATION.





GOALS 1-5

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

KEY PERFORMANCE INDICATORS

Community sentiment survey and continued benchmarking
Visitor Profile study

Campaign landing page visits

Increase email signups
Increase time spent on blog
Increase social referrals
Increase in content engagement metrics
Chatbot AI development

Brand lift study
Website traffic
Paid media impressions

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

2023 RESULTS

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

Turtle landing page metrics:
Sessions: 33,499
Partner Referrals: 2,762
Bounce Rate > Change to Engagement Rate: 62.37%
Time on Site > Change to Avg Session Duration: 2:23
Pages per Visit > Views per Session: 1.58

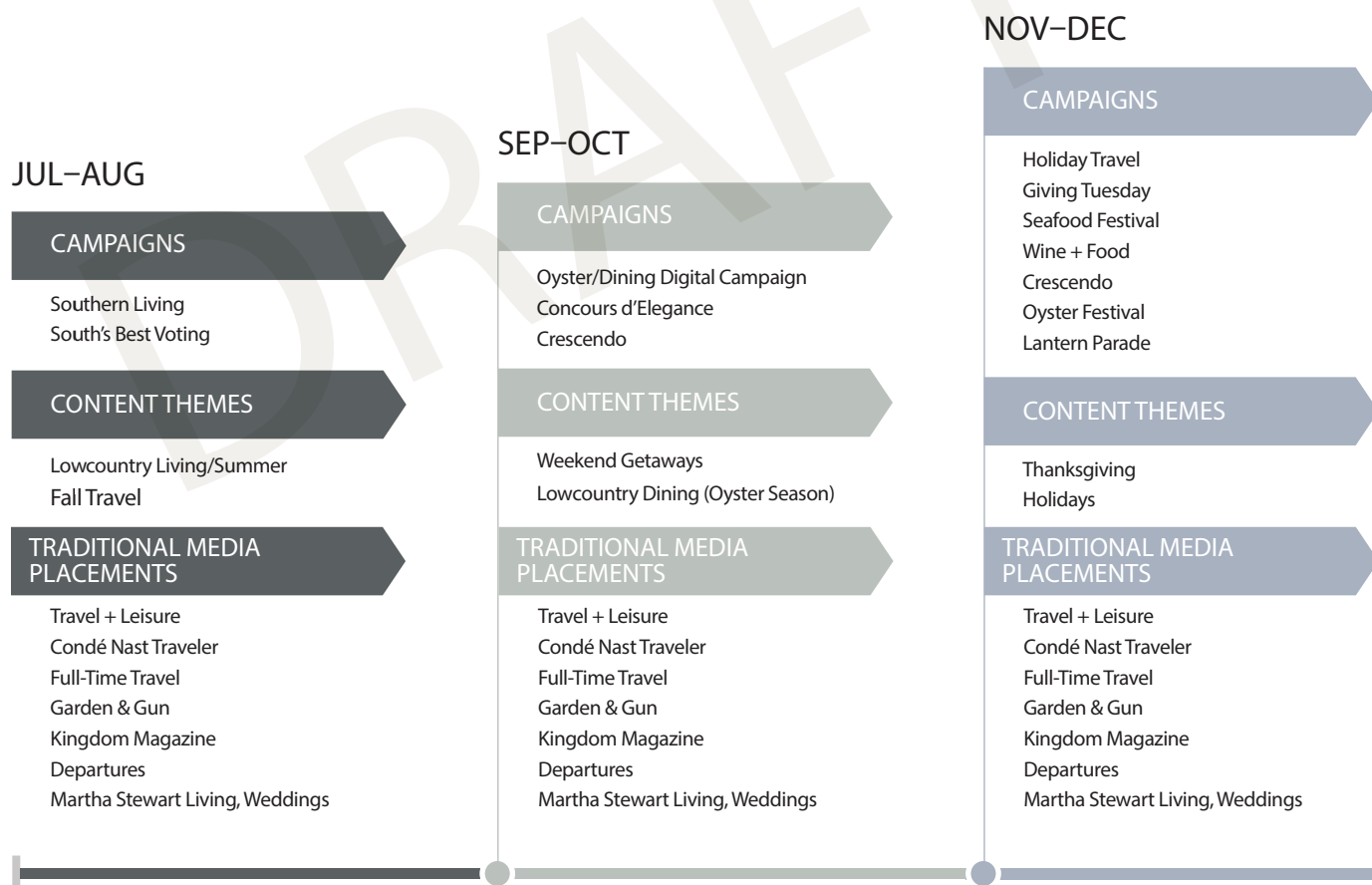
Email list growth of 143,826 (8.9%)
Time spent on blog 3:04 (flat)
Social referrals 345,816 (+12.4%)
Bounce rate 46% (-8.8)
Time on site 1:50 (+2.1%)
Pages per visit 1.8 (+2.2%)
Chatbot engagements 2,685 (+60.3%)

Brand lift study being will be completed this fiscal year.
Website traffic 3,064,623 (-10.2%)
129 million paid partner media impressions

Website traffic 3,064,623 (-10.2%)
1,610,210 partner referrals (-5.2%)
Home and Villa
Occupancy 45% (+4%) ADR \$496.00 (+13%) RevPar \$221.00 (+18%)
Hotel
Occupancy 59.7% (-2.2%) ADR \$246.82 (+2.9%) RevPar \$147.39 (+0.7%)
Direct solicitations 535 (phone calls, emails, social outreaches)
Sales appointments 352
101 (+73.2%) leads sent to properties

2024-2025 MARKETING ROADMAP

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



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



JAN-FEB

CAMPAIGNS

Foodie February
Gullah Celebration
Wine + Food
Seafood Festival
Bravo! Piano Competition
Restaurant Week
Travel + Leisure Voting
Darius Rucker Golf Tournament

CONTENT THEMES

Fresh Start
Lowcountry Love

TRADITIONAL MEDIA PLACEMENTS

Travel + Leisure
Condé Nast Traveler
Full-Time Travel
American Express
Garden & Gun
Kingdom Magazine
Departures
Martha Stewart Living, Weddings

MAR-APR

CAMPAIGNS

RBC Heritage
Travel + Leisure Voting
Condé Nast Traveler Voting
WingFest

CONTENT THEMES

RBC Heritage
Spring in Swing: Golf, Fishing, Biking

TRADITIONAL MEDIA PLACEMENTS

Travel + Leisure
Condé Nast Traveler
Full-Time Travel
American Express
Garden & Gun
Kingdom Magazine
Departures
Martha Stewart Living, Weddings

MAY-JUN

CAMPAIGNS

Sea Turtle Conservation
Condé Nast Traveler Voting
NTTW Summer Campaign
Pedal Hilton Head Island

CONTENT THEMES

Wildlife/Conservation
Ready for Summer

TRADITIONAL MEDIA PLACEMENTS

Travel + Leisure
Condé Nast Traveler
Full-Time Travel
American Express
Garden & Gun
Kingdom Magazine
Departures
Martha Stewart Living, Weddings

BUDGET

HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE

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

FY 2024-2025 BUDGET

	VCB TOTALS	Town of HHI DMO	VCB Private Sector	SCPRT Dest. Specific	SCPRT Co-ops	Town of Bluffton DMO	Beaufort Co. DMO	Membership
Revenues								
Town of HHI DMO	4,000,000	4,000,000						
Private Sector	475,000		475,000					
SCPRT Destination Specific	625,000			625,000				
SCPRT Coop	625,000				625,000			
Private Match Coop	2,600,000				2,600,000			
Town of Bluffton DMO	350,000					350,000		
B/C Bluffton & Dauskie	365,000						365,000	
Total Revenues	9,040,000	4,000,000	475,000	625,000	3,225,000	350,000	365,000	1,950,000
Membership Revenue								
Total Revenues with Membership	10,990,000							
Expenses								
Media Partnerships								
Media Buys	960,000	776,107	49,337	134,556				
	960,000	776,107	49,337	134,556				
Social Media								
Partner Promotions	60,000	48,507	3,084	8,410				
Paid Brand Social Media	170,000	137,436	8,737	23,828				
Social Media Management	76,317	61,698	3,922	10,697				
Sub-total	306,317	247,640	15,743	42,934				
Digital Marketing								
Digital Strategy, Web Maintenance & Support	80,000	64,676	4,111	11,213				
Technology Improvements	60,000	48,507	3,084	8,410				
SEO	24,000	19,403	1,233	3,364				
SEM / Display	569,754	460,614	29,281	79,858				
Managed Web Hosting and Content Delivery Network	1,800	1,455	93	252				
eNewsletter/Drip Campaign	30,000	24,253	1,542	4,205				
Digital Contingency	0	0	0	0				
Sub-total	765,554	618,908	39,344	107,302				
Destination PR								
PR Strategy, Maintenance & Support	276,000	223,131	14,184	38,685				
Journalists/Influencers/Partnerships	50,000	40,422	2,570	7,008				
Monitoring Services (Print/Online/Broadcast Tracking)								
PR Contingency	18,300	14,795	940	2,565				
Sub-total	394,300	318,770	20,264	55,266				
Group Sales & Marketing								
Promotional Giveaways	50,000	40,422	2,570	7,008				
Program Incentives	2,000	1,617	103	280				
VCB Dues, Subscriptions and Training	90,000	72,760	4,625	12,615				
Tradeshows	35,000	28,296	1,799	4,906				
In-Market Events	15,000	12,127	771	2,102				

Focused Service	1,000	808	51	140
SEM	40,000	32,338	2,056	5,607
Social Media	49,630	40,123	2,551	6,956
Sub-total	282,630	228,491	14,525	39,614
International				
International Promotions and Events	150,000	121,267	7,709	21,024
International Tradeshows	40,000	32,338	2,056	5,607
Sub-total	190,000	153,604	9,765	26,631
Destination Photography & Video				
	75,000	60,631	3,854	10,512
Collateral/Fulfillment				
Vacation Planner	300,000	242,533	15,418	42,049
Fulfillment	120,000	97,013	6,167	16,820
Toll-Free Phone	4,000	3,234	206	561
Sub-total	424,000	342,780	21,791	59,429
Research & Planning				
	214,075	173,068	11,002	30,005

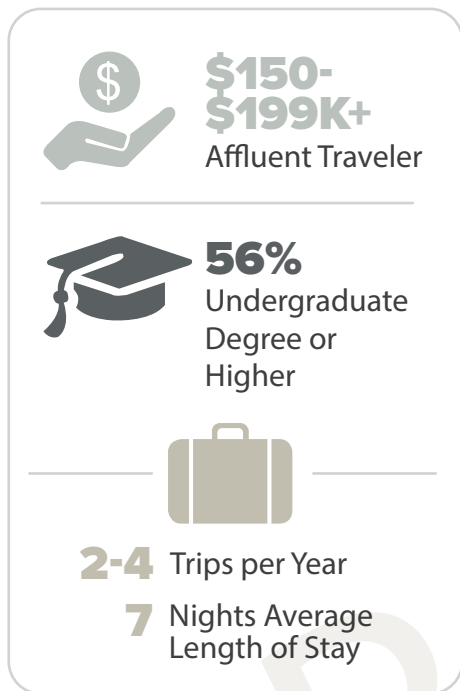
VCB Sales, Mkt. Services & Ops:

Personnel	1,295,000	756,000	202,563	83,125	65,625	91,875	95,813
Benefits	185,000	108,000	28,938	11,875	9,375	13,125	13,688
Operations	370,000	216,000	57,875	23,750	18,750	26,250	27,375
Sub-total	1,850,000	1,080,000	289,375	118,750	93,750	131,250	136,875

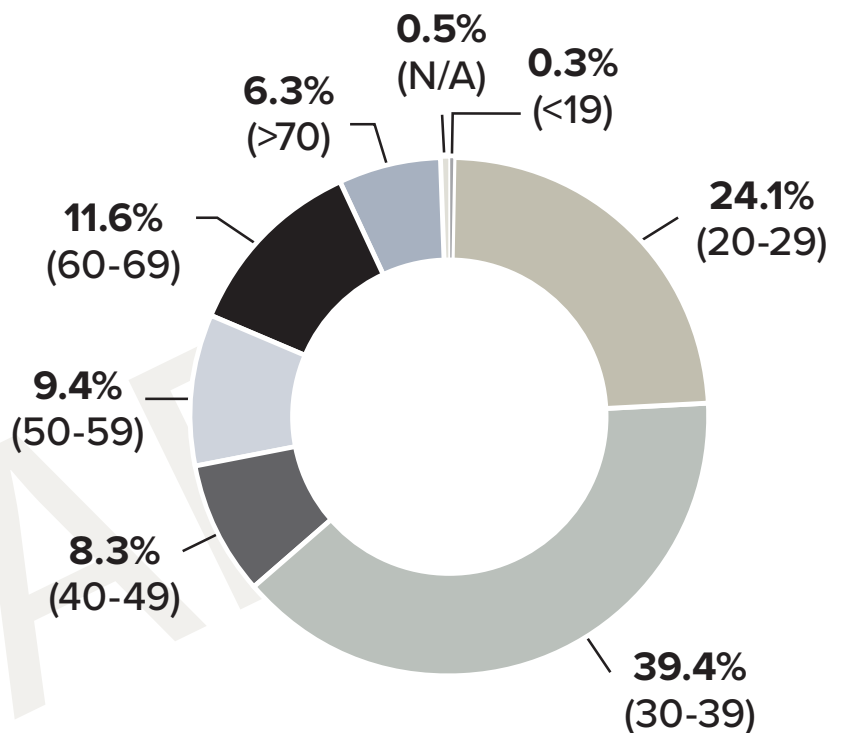
	VCB TOTALS	Town of HHI DMO	VCB Private Sector	SCPRT Dest. Specific	SCPRT Co-ops	Town of Bluffton DMO	Beaufort Co. DMO	Membership
SCPRT								
SC PRT - Leisure	1,300,000				1,300,000			
SC PRT - Sports	1,002,749				1,002,749			
SC PRT - Meetings & Groups	828,500				828,500			
Sub-total	3,131,249				0	3,131,250		
Town of Bluffton DMO						218,750		
Promotions	218,750							
B/C Bluffton & Daufuskie DMO							228,125	1,950,000
Promotions	228,125							
TOTAL VCB EXPENSES	9,040,000	4,000,000	475,000	625,000	3,225,000	350,000	365,000	10,990,000
Difference b/w Revenue & Expense	0	0	0	0	0	0	0	0
Total Expenses with Membership	10,990,000							
Revenues Minus Expenses:	0							
Revenues & Expenses for HHI-related marketing programs								
Revenues & Expenses for other marketing programs								

OUR TARGET LEISURE TRAVELER

2023 VISITOR PROFILE STUDY



AGE DISTRIBUTION

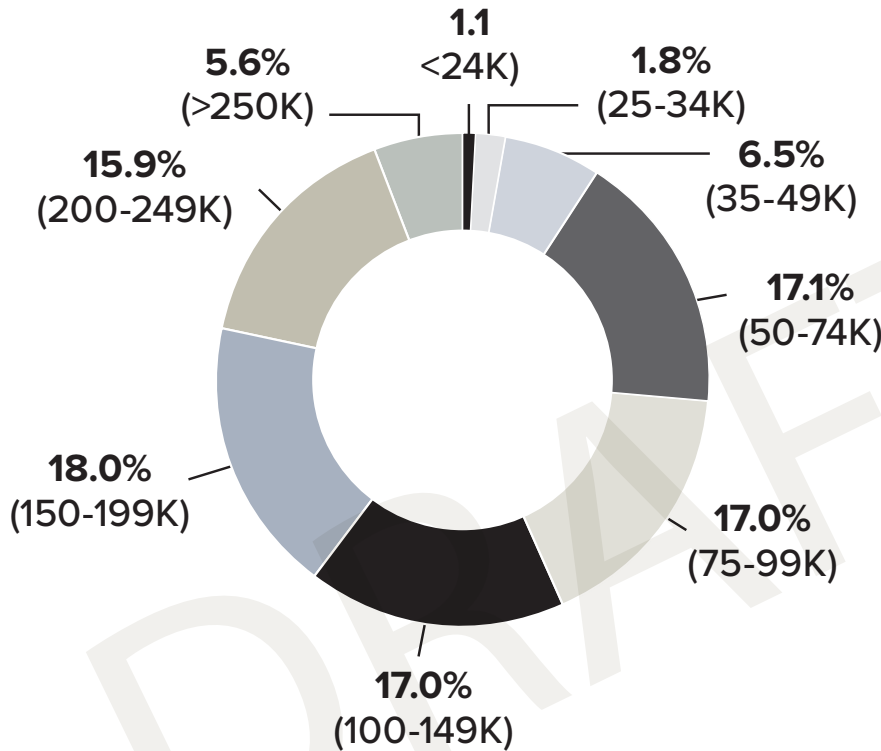


*2023 Visitor Profile Study:
Office of Tourism Analysis,
College of Charleston

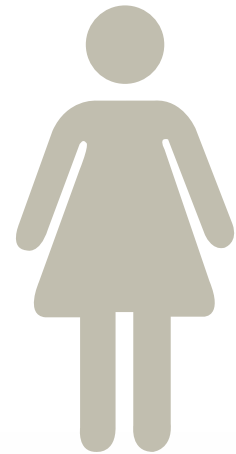
DEMOGRAPHICS AND PERSONAS



HOUSEHOLD INCOME DISTRIBUTION



**45%
MALE**



**55%
FEMALE**



Wellness
Traveler



Arts, History &
Cultural Enthusiasts



International
Travelers

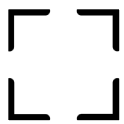




STRATEGIC MARKETING PLAN

MARKETING PLAN STRATEGIES & TACTICAL DETAILS

The ultimate goal of the marketing strategy is to connect like-minded visitors with the destination through an “always on” approach with a series of media touch points that bring our destination values forward.



AREAS OF FOCUS

LEADING WITH COMMUNITY IN MARKETING

We will highlight, celebrate, and feature our locals, their businesses, offerings, and unique identities across all our marketing channels and touchpoints. We will strive to add layers of additional authenticity by engaging with the Gullah community, sustainability and conservation partners, and others.

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



DESTINATION WEBSITE PLATFORMS

In the upcoming year, following the launch of our new website, we are committed to further enhancing and optimizing the platform to prioritize our destination marketing values. As we continue to make updates, our goal is to ensure that these priorities remain at the forefront of the user experience.

With the release of our new website, we have laid the foundation for a more immersive and engaging online presence. Now, our focus shifts to refining and fine-tuning the user journey, ensuring that visitors are seamlessly guided towards exploring the unique aspects of our destination.

From showcasing family-friendly attractions to highlighting our renowned golf courses and rich cultural experiences, every aspect of our website will be designed to captivate and inspire our audience. Through strategic optimizations and enhancements, we aim to create a platform that not only informs but also evokes a sense of excitement and curiosity about Hilton Head Island.

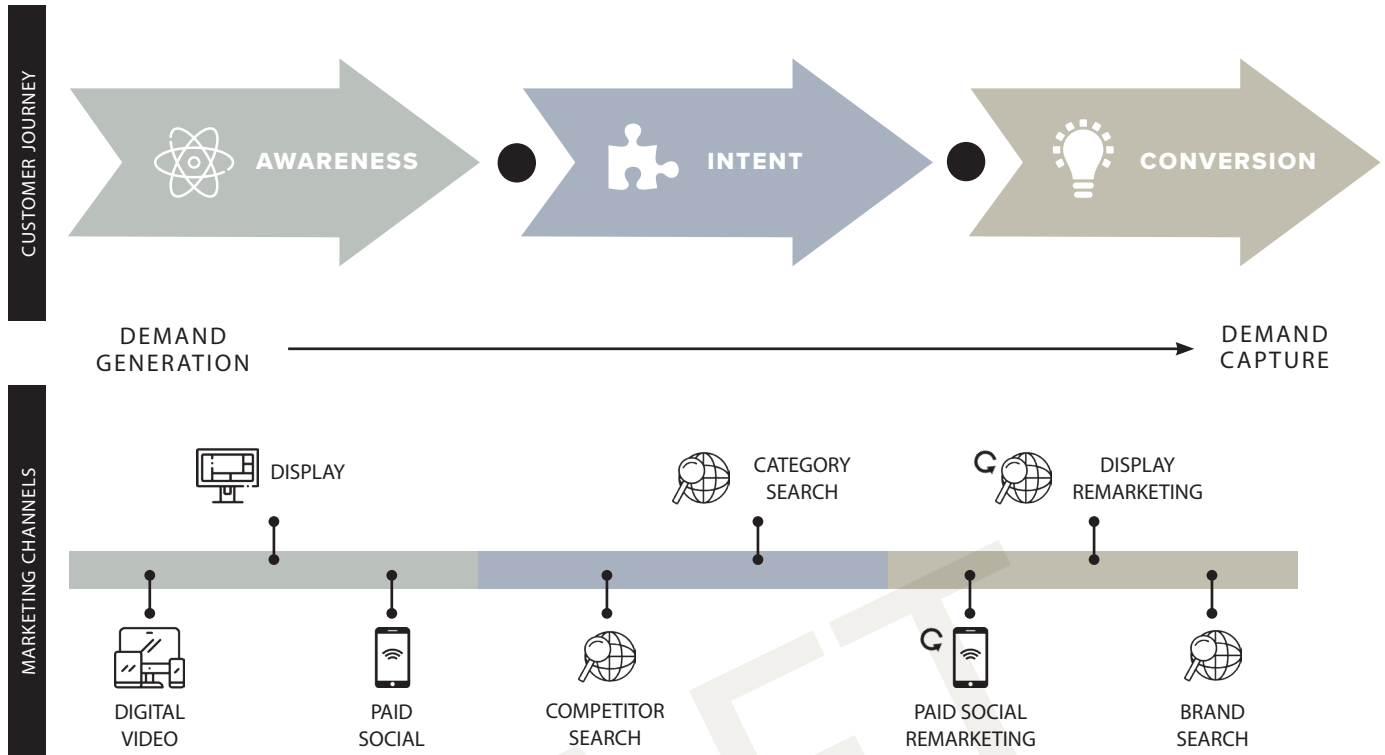
As we embark on this journey, our commitment to excellence remains unwavering. We will continue to listen to feedback, analyze data, and implement innovative solutions to deliver an exceptional online experience that truly reflects the essence of our destination.



RESIDENT AND VISITOR SATISFACTION SURVEYS

The Hilton Head Island-Bluffton Chamber of Commerce, under the Destination Marketing Organization contract, will report on resident and visitor satisfaction annually through surveys. Using these insights, they'll craft a comprehensive plan to engage the community. Regular tourism updates will enhance residents' awareness of tourism's benefits, stimulating the regional economy and improving quality of life. Campaigns will be strategically deployed based on defined goals aligned with the overarching marketing plan, ensuring alignment with the customer journey at every stage.

AUDIENCE TARGETING WITH DIGITAL MEDIA



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

The 2024-2025 marketing plan will consist of the following marketing channels:

- » Search Engine Marketing (SEM)
- » Organic & Search Engine Optimization (SEO)
- » Digital Video (YouTube, Social)
- » Connected TV and Broadcast
- » Social Media Advertising
- » Email Marketing and CRM Programmatic Display & Remarketing
- » Audio Advertising on Digital Streaming Platforms (DSP)
- » Trade Marketing
- » Traditional Print, Radio
- » Public Relations and Influencer Marketing



VIDEO IN CONTENT MARKETING

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

Our priority across all social channels will be focused on video content first, whether that's through 15-second clips or in-depth community interviews.



DIGITAL ADVERTISING

The focus on qualified yet efficient digital media channels continues to be a core focus of the 2024-2025 digital advertising strategy. Our digital marketing efforts will focus on performance marketing channels that will enable the destination to purchase and connect with highly qualified audience targets on a cost-effective basis to drive maximum performance for the destination.

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

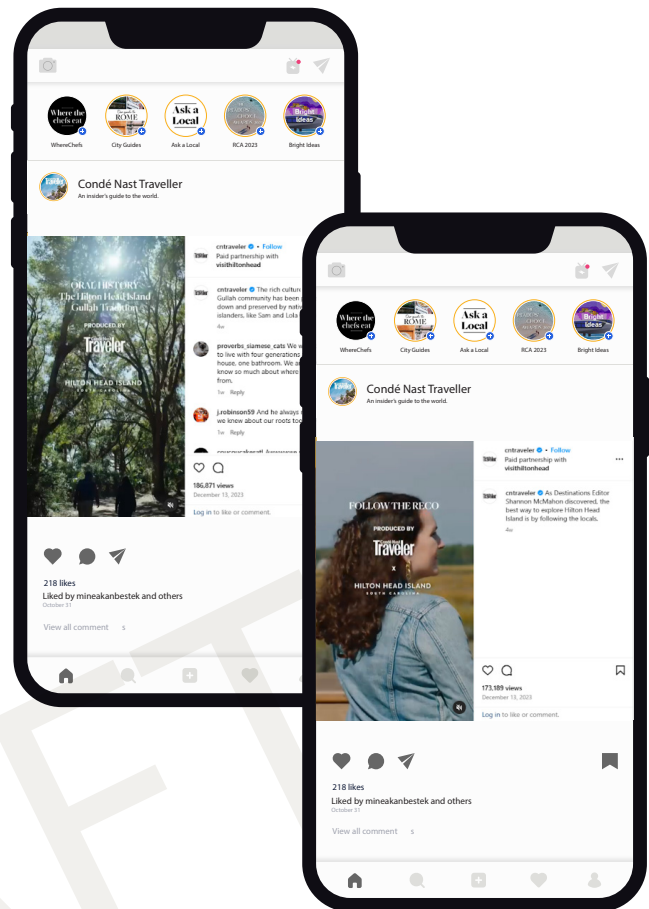


EMAIL

Going forward, we aim to leverage interest in the destination by delivering personalized emails tailored to their preferences and interests. To facilitate this, we will update our email preference center to include the destination's marketing pillars, ensuring that subscribers receive content that aligns with their priorities. This change will also include leveraging a new email service provider, Campaigner, to help us optimize the delivery of our communications.

We'll curate content-specific emails that resonate with audiences passionate about these areas. Additionally, we'll run general email campaigns for the broader subscriber list. New subscribers will be welcomed with an automated journey introducing them to the destination, while those requesting a visitor's guide will receive automated emails guiding them further through the customer journey.

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



EVENT CONTENT

We will work closely with our partners to understand the goals for their event and incorporate our assets and promotion to best fit their needs and KPIs. .

BEFORE

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

DURING

Real-time coverage: content shared "live" across social and boosted where applicable.

AFTER

Wrap-up content: content that shares highlights and photogenic moments about the event and showcases the destination to build awareness for the following year.

SOCIAL CHANNEL PRIORITIES FOR 2024-2025

These are the social channels that best support Hilton Head Island's strategic efforts and where we will focus our priorities for FY 2024-2025.

FACEBOOK

With 3.05 billion monthly active users, Facebook remains our top social channel. Our page boasts 234.8K likes and growing. In FY 2024-2025, we'll enhance our community by sharing fresh photo and video content, focusing on partner experiences, sustainability initiatives, marquee events, co-op partnerships, and campaigns.

INSTAGRAM

As Instagram evolves, we'll stay ahead with Reels, the leading content format. Our goal is to share authentic, engaging content that resonates with current trends and keeps us at the forefront of users' feeds.

TIKTOK

With over a billion users, TikTok is a key platform for travel tips and experiences. We've seen strong growth on our Hilton Head Island channel and will leverage TikTok's evolving features to reach new audiences, repurposing content from Instagram's Reels.

PINTEREST

Pinterest is a hub for inspiration and planning. We'll continue to showcase destination experiences through itineraries, wellness options, and sustainable activities, driving traffic to our website with optimized SEO.

SPOTIFY

Through playlists, collaborations, and ads, Spotify offers unique ways to connect with customers. We'll share trending, feel-good music and wellness-themed playlists to engage both new and existing audiences.

YOUTUBE

YouTube's Shorts emphasize the importance of short-form video. We'll produce content that highlights our destination's key pillars, catering to the platform's engaged audience.

LINKEDIN

Our LinkedIn account is the go-to for destination updates and industry news. We'll continue sharing relevant updates and content to engage meeting planners and industry professionals.

TOTAL ORGANIC AUDIENCE 357,284

ISLAND TIME BLOG

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

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

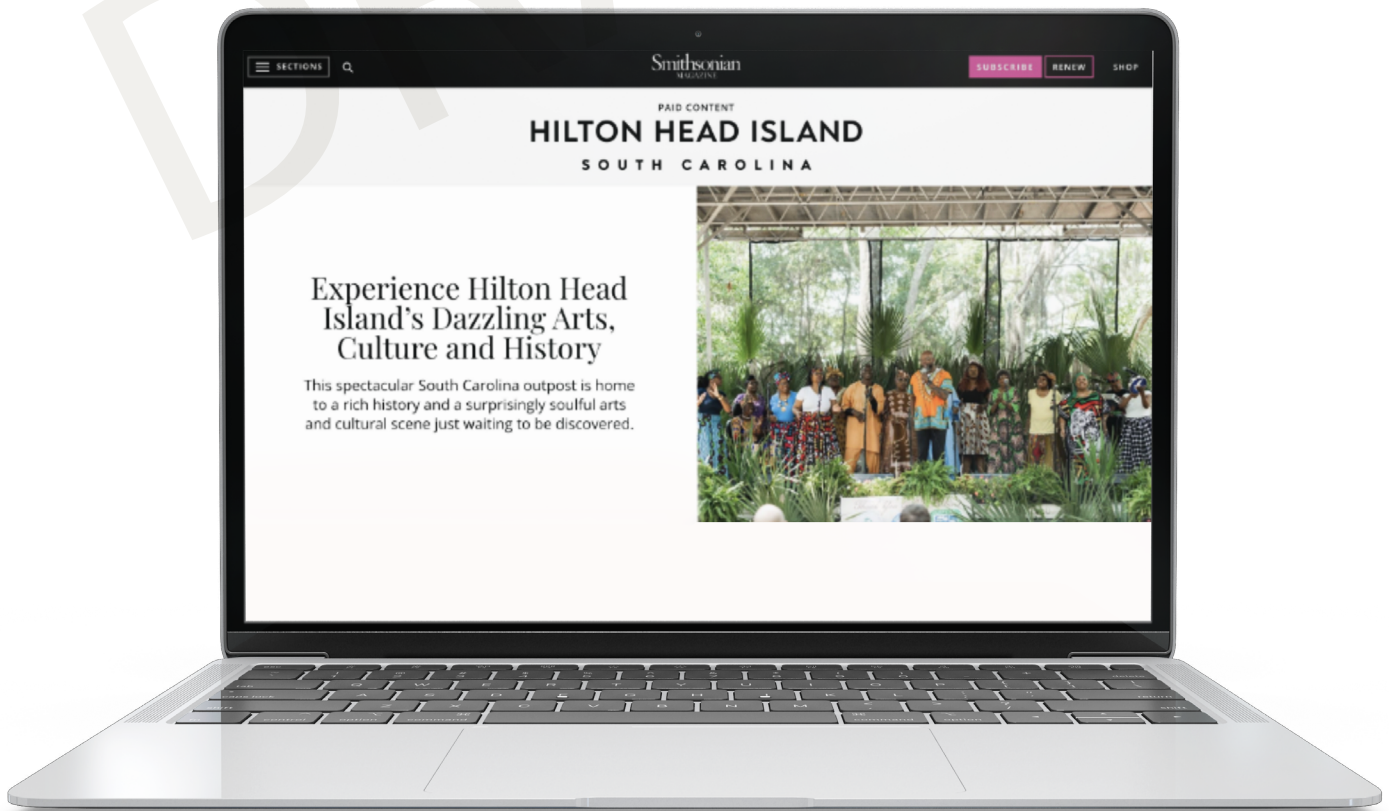
- » For Different Demographics
- » For Different Interests
- » For Different Vacation Lengths

LEISURE MEDIA PARTNERSHIPS

It is no secret that the popularity of Hilton Head Island as a destination continues to increase. Hilton Head Island is well positioned with the product travelers are looking to experience. Recent accolades from Condé Nast Traveler, Travel + Leisure, and Southern Living are proof that Hilton Head Island is a global brand in regards to visitors wishing to experience the Lowcountry. Accolades earned by the destination bring our brand to the top which helps to enhance the overall awareness of Hilton Head Island as a “must-visit” destination. We will continue to infuse the local community into our media efforts that allows the consumer to connect with the destination and inspire them to travel to Hilton Head Island to discover more.

Travel + Leisure and Condé Nast Traveler, with their recognizable and highly coveted Reader’s Choice Award accolade platforms, assist in the destination’s efforts to cut through the ever increasing noise within the global travel sector. Securing a third party endorsement, at this level further solidifies the destination and establishes Hilton Head Island top of mind of a traveler’s consideration set.

Today’s travelers, specifically seeking upscale, shoulder-season travel, have a myriad of destination choices. By utilizing these platforms and endorsements to further amplify our voice, we are able to tell our brand story and leverage our overall marketing to help differentiate the destination from the competitive set and drive awareness and visitation to Hilton Head Island.



MEDIA PARTNERSHIPS

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

DEPARTURES

BY THE NUMBERS

95.4B
TRAVEL

\$19.4B
FASHION &
ACCESSORIES

\$13.9B
AIRLINES

\$2.4B
WINE & SPIRITS

\$18B
LODGING

\$383.6B
OVERALL CARD
MEMBER SPEND

35-64
CARD MEMBER
AGE RANGE

\$5.7B
JEWELRY & WATCHES

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

AUDIENCE

BY THE NUMBERS

9.9MM
AFFLUENT AUDIENCE

962,867
CIRCULATION

11.3MM
DIGITAL UVS

15.7MM
SOCIAL MEDIA
FOLLOWERS

DIGITAL ENGAGEMENT

BY THE NUMBERS

12.8MM
UNIQUE VISITORS

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

27.7MM
VIEWS

3:13
AVERAGE MINUTES
SPENT ON A PAGE

CONDÉ NAST TRAVELER

BY THE NUMBERS

\$11B
SPENT ON TRAVEL

1.2X
LUXURY TRAVELERS

1.5X
CULTURE SEEKERS

1.3X
CULINARY TRAVELERS

3.2M
PRINT READERS

4.6M
AVG. MONTHLY
DIGITAL UNIQUES

22M
AVG. MONTHLY
VIDEO VIEWS

9M
SOCIAL FOLLOWERS

KINGDOM

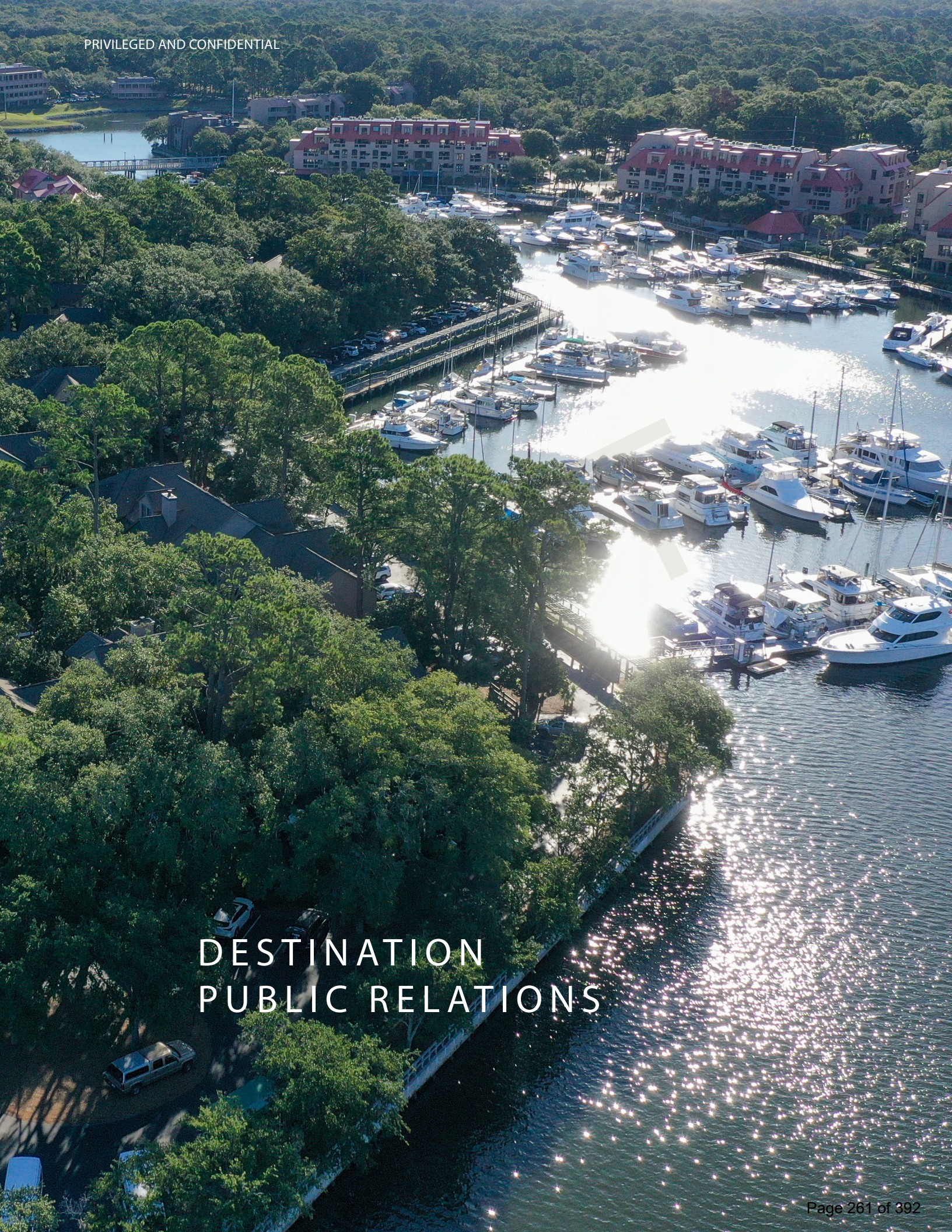
BY THE NUMBERS

761K
TOTAL READERSHIP

171K
SOCIAL FOLLOWERS

205K
PRINT DISTRIBUTION

60K
EMAIL SUBSCRIBERS



DESTINATION PUBLIC RELATIONS

In 2024-2025, the Hilton Head Island – Bluffton Chamber of Commerce will employ a forward-looking strategic and thoughtful public relations plan that is designed to distinguish Hilton Head Island (HHI) from competitors and convert first-time visitors to repeat guests.

Despite economic challenges, travel has returned to pre-pandemic levels, confirming consumers' priorities and importance on travel. However, new consumer behaviors have emerged, and the media landscape remains ever-changing. Travelers are looking to vacation where they can truly embrace the destination—both physically and culturally—through “slow travel.” Plus, consumers continue to prioritize affordability and accessibility via shoulder season opportunities. These preferences align with HHI's offerings, and we'll work to elevate the Island's Lowcountry appeal to attract travelers.

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

MEDIA LANDSCAPE

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

MEDIA LAYOFFS: As of 2024, there have been multiple walk outs and rounds of media layoffs at national media publications, such as Conde Nast Traveler, VOGUE, Forbes, National Geographic, Business Insider and more. As such, we anticipate that on-staff writers will endure more competition for stories and be strapped for time as they take on additional beats and assignments. We'll see an increased reliance on freelancers and contributors, as well as fewer original stories and more syndication.

CROWDED MEDIA ENVIRONMENT: Grabbing consumer attention is harder than it's ever been, with audiences overloaded with content, so much so that the average person scrolls through an average of 300 feet of digital content every day.

We'll ensure that HHI breaks through culturally across mediums by engaging print, digital, broadcast and social platforms, and focus on garnering stand-alone feature stories that differentiate the Island amongst competitors.

BOOKED AND TRAVELING: Journalists are back on the road and their calendars are often booked up 6 months in advance. As such, we'll need to continue to look ahead to secure IPTs and additional media visits earlier than usual.

TRENDS TO CONSIDER FOR HILTON HEAD

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

SLOW TRAVEL: Consumers are opting to slow down, enjoy the present and immerse themselves in a destination's daily rhythms instead of rushing from one tourist spot to the next.

SHOULDER SEASON POPULARITY: Consumers are choosing to travel during shoulder seasons to avoid crowds and costs

DESTINATION DUPES: Travelers are looking for “destination dupes” that allow them to swap out more expensive and far-flung destinations to save money and avoid the crowds.

SUSTAINABLE TRAVEL: Younger demographics want to make an impact on the destination they visit, and plan to continue prioritizing sustainable and travel.

TARGET AUDIENCES

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

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

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

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

PRIORITY FOCUS AREAS

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

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

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

ARTS AND CULTURE: Encourage visitation to museums and marquee events including on-Island experiences, such as:

- RBC Heritage PGA TOUR Tournament
- Hilton Head Island Motoring Festival & Concours d'Elegance
- Hilton Head Island Seafood Festival

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

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

2024-2025 PR TACTICS

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

VISITING JOURNALIST/INFLUENCER PROGRAM:

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

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

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

STRATEGIC PARTNERSHIPS AND SPECIAL

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





MEETINGS & GROUP SALES

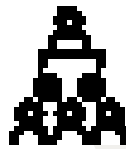
The meetings and group industry continues to recover, and Hilton Head Island offers a unique opportunity for groups of all sizes.

Hilton Head Island is well positioned to provide the ideal environment as a destination that leads with sustainability and ecotourism as one of its key core values. Following the vision of Charles Fraser, the forward-thinking developer that came to the island establishing the highest land planning standards: to keep this lush sea island clean and vibrant for the thousands of residents and visitors who enjoy it every year.



Corporate Hosting

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



Association Events

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



Reunions

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



Family & Military Groups

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



Motorcoach Tours

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



Religious Groups

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



Government Groups

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





INTERNATIONAL MARKETING

OUR STRATEGY

The international market is open, potential guests from Canada and Europe eager to visit our shores. Internationally, we see potential guests booking travel further ahead, while a desire for luxury and experiences continues to dominate the landscape. Those in the international, upper-tier household income bracket we are already targeting, are ready to travel and splurge.

With strong partnerships with the U.S. Travel Association and Brand USA, we will continue to tap into the international market through tradeshows, working closely with our accommodation partners for packaged opportunities to secure desirable rates to assist with promoting our destination. Available offers and packages will focus on key travel timeframes for this segment and include curated programs and events of this lost business segment due to COVID-19.

COLLATERAL AND FULFILLMENT

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

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

PROMOTIONS AND BROCHURE DISTRIBUTION

Included in our budget is a dedicated campaign for the promotion of the Vacation Planner for visitors to request a guide as well as for fulfillment and distribution costs.

The books are distributed through:

- » Online requests
- » Phone inquiries
- » Savannah/Hilton Head International Airport
- » Hilton Head Island Airport
- » South Carolina Welcome Centers
- » AAA offices nationwide
- » Hotel partners
- » Tradeshows
- » Events
- » Media



In partnership with the Lowcountry Golf Club Owners Association (LGCOA), we also include their Official Golf Vacation Planner with our planner when requested.



OUR COMMUNITY CORNERSTONE

The details outlined above map our consistent effort to promote Hilton Head Island as a destination suitable for anyone who wants to experience it, while ensuring preservation and conservation is at the forefront of everything we do. Our execution of our goals and the integration of our destination values throughout all out-marketing efforts are done in support of our Community Cornerstone Plan.





APPENDIX

GLOSSARY OF TERMS

HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE

Board of Directors & DMO Marketing Council

DEMOGRAPHICS

COMMUNITY CORNERSTONE PLAN

2023 Performance, Goals 1-5

MMGY INTELLIGENCE

Community Sentiment Survey Executive Summary, Wave 3

OFFICE OF TOURISM ANALYSIS, COLLEGE OF CHARLESTON

2023 Visitor Profile Study

OFFICE OF TOURISM ANALYSIS, COLLEGE OF CHARLESTON

2023 Estimated Total Impact of Tourism in
Hilton Head Island on Beaufort County

VERB INTERACTIVE

2023 Digital and Social Media Marketing Recap

WEBER SHANDWICK

2023 Public Relations Recap



GLOSSARY OF TERMS

FULFILLMENT

Fulfillment - The number of physical vacation planners distributed from requests throughout multiple platforms: online, media and home inquiries. In addition, we also distribute the planner to state and local welcome centers, airports, along with tradeshow and promotional events.

HOTEL, HOME & VILLA OCCUPANCY

Corporate Housing - Lodging created by local businesses and organizations specifically to house seasonal workers.

Occupancy - Used within the accommodations industry to gauge the health of tourism. Occupancy percentage is calculated by dividing the occupied rooms by total room supply.

ADR (Average Daily Rate) - Metric widely used to indicate the average realized room rental per day. ADR is calculated by dividing the room revenue by the total rooms sold.

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

Corporate Hosting - A corporate event is an event that is sponsored by a company within a destination. The event focuses on either the employees or the clients of the company. Corporate events can be anything from a holiday party to an award ceremony.

Association Events - A group of people who work in the same industry. They aim to promote their profession, the interests of people and organizations in that profession, and the public interest. They gather regularly, e.g. monthly, quarterly, annually.

MEDIA PARTNERSHIPS

Paid Media - Paid promotional efforts, such as advertising and sponsored content, where payment is made to third parties for placement across various channels.

HHI - Household Income noted in Media Partnership section

PUBLIC RELATIONS

Earned Media - Refers to the instances when a destination or brand is featured in content without direct payment.

Impressions - This metric quantifies the number of times destination content has been viewed.

Ad Values - Sometimes known as AVE, or ad value equivalency, it's a calculation that estimates the value of a story or mention by comparing it to the cost of a comparable ad in the outlet for that coverage.

Mentions - Any instance where a brand or individual is discussed in various media, including news articles, social media posts, blogs, and interviews. These mentions contribute to overall visibility and help assess the impact of communication efforts.

UVPM (Unique Visitors per Month) - This metric represents the number of visitors to a media outlet.

Heritage Travel - A form of tourism in which individuals or groups visit destinations primarily to explore and connect with their cultural, historical, or familial heritage. This type of travel often involves visiting ancestral hometowns, landmarks, museums, historical sites, and other places significant to one's cultural or familial background.

Sustainable Travel - Refers to responsible travel practices that minimize negative impacts on the environment, preserve cultural heritage, and benefit local communities economically and socially.

Shoulder Season - Refers to the period between the peak and off-peak seasons in travel and tourism. During this time, there is a decrease in tourist activity compared to the peak season, but it's still more active than the off-peak season.

REPORTING PLATFORMS

2-Source Report - The 2-source report is an aggregated report of both Home and Villa and Hotel data.

Keydata - Keydata is a real time home and villa platform that allows users to view on the books and historical villa data.

STR - Smith Travel Research (STR).

SOCIAL MEDIA

Impressions - The amount of times your content was seen across a feed or in search terms.

Engagements - A measurement on how much your audience interacts with your content. This can be measured in likes, comments, shares, etc.

Total Audience - Number of followers across each platform combined.

UGC (User Generated Content) - Content captured by users online, who have given permission to have their content reposted.

WEBSITE PERFORMANCE

Demand Generation - The strategic efforts aimed at creating interest and awareness among potential customers for a product or service. It involves utilizing various digital channels and tactics to attract, engage, and ultimately convert prospects into leads or customers.

Demand Capture - The strategic efforts aimed to target individuals who are already actively seeking your brand with the goal of converting those individuals.

Visits - A website visit in Google Analytics 4 (GA4) refers to a period of user interaction with a website. Visits help measure user engagement and interactions on a website within a specific time frame.

User(s) - Website users in Google Analytics 4 (GA4) represent individual visitors or devices that access a website within a specified time period. Each user is identified by a unique identifier, allowing GA4 to track and analyze the behavior of distinct individuals or devices interacting with the site.

Partner Referrals - This metric refers to external link clicks to partner websites from ads or partner listings throughout the Hilton Head Island website. This helps quantify how many potential visitors we are connecting to local businesses.



2024 BOARD OF DIRECTORS

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The Beach House,
Hilton Head Island

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Lola Campbell, Esq.
Binya Boutique, LLC

VICE CHAIR, VISITOR & CONVENTION BUREAU

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Westin Hilton Head Island
Resort & Spa

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Hilton Garden Inn

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Ray Warco
Center for Strategic Planning -
USCB

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Hilton Head Island-Bluffton
Chamber of Commerce

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VP Advancement & Workforce
Development

VICE CHAIR, MEMBERSHIP

Diana McDougall
Coastal States Bank

VICE CHAIR, PUBLIC POLICY

Ahmad Ward
Historic Mitchelville
Freedom Park

VICE CHAIR, BUSINESS EDUCATION PARTNERSHIP

Bob Cosgrove
Sonesta Resort Hilton Head Island

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Hilton Head Area REALTORS®

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International Airport

Joel Taylor
Hilton Head Regional Healthcare

Joe Caruso
Disney's Hilton Head
Island Resort

Steve Wilmot
Heritage Classic Foundation

Alan Wolf
SERG Restaurant Group

FY 2024-2025 MARKETING COUNCIL MEMBERS

The Hilton Head Island Marketing Council serves as an advisory and advocacy committee to the Hilton Head Island Visitor & Convention Bureau. The Council represents cross sections of the island's diverse travel and tourism industry and guides the planning and execution of the annual Destination Marketing Plan. The committee monitors the plan's effectiveness and results making recommendations for improvements and enhancements when needed.

Vice Chairman, Visitor & Convention Bureau
Mike Tighe
Westin Hilton Head Island Resort & Spa

Arts Seat
Natalie Harvey
Director of Cultural Affairs
Town of Hilton Head Island

Attractions Seat
Rex Garniewicz, Ph.D.
President & CEO
Coastal Discovery Museum

Convention Property Seat
Teresa Manzolillo
Director of Sales and Marketing
Hilton Beachfront Resort and Spa

Convention Property Seat
OPEN

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
Chris Brewer
President
Hilton Head Island Concours d'Elegance & Motoring Festival

Golf Seat
Brad Marra
Chief Operating Officer
Palmetto Dunes Oceanfront Resort

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
Director of Marketing and Operations
Coastal Restaurants & Bars (CRAB)

Retail Seat
Beth Patton
Marketing Manager
Forsythe Jewelers

Transportation & Tours Seat
Lori Lynah
Director of Marketing and Air Service Development
Savannah/Hilton Head International Airport

Transportation & Tours Seat
Jon Rembold
Airports Director
Hilton Head Island Airport/Beaufort Executive Airport

Town Council
Councilman Alex Brown
Ward 1

Town Representatives
Angie Stone
Assistant Town Manager
Town of Hilton Head Island

Andrew Davis
Marketing & Communications Director
Town of Hilton Head Island

Kelly Spinella
Marketing & Brand Manager
Town of Hilton Head Island

COMMUNITY CORNERSTONE PLAN

GOAL #1

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.

STRATEGY

Develop social, cultural and environmental sustainability initiatives to engage locals and visitors.

Continue ongoing resident sentiment survey program that measures and tracks support for the local visitor economy. Publish the results on a regular basis for ongoing conversation.

Conduct live and virtual community speaking engagements, community updates regarding tourism and surveys on a regular basis to gain resident feedback on quality of life.

Develop community-wide programs to increase awareness and support of tourism & hospitality as a key economic driver providing growth opportunities for all.

Further invest in data management platforms and community crowdsourcing tools to ensure intelligent, data-driven decision making, and resident priorities across all levels of the public and private sector.

TACTICS

Continue to build out and promote The Promise campaign, a VCB initiative that promotes the importance of our environment and efforts to protect and preserve our delicate ecosystem.

Bring awareness to environmental programs; e.g. Loggerhead Sea Turtles, Dolphins, Piping Plovers through The Promise campaign, through touchpoints such as a Sustainability Tool Kit and e-Commerce platform.

Partner with Coastal Discovery Museum, Outside Foundation, Sea Turtle Patrol, & Office of Cultural Affairs creating in-depth programming to further emphasize the importance of our environment.

Implement annual resident sentiment survey.

Present findings to key stakeholders; Town, residents, businesses partners, etc.

Benchmark and update resident sentiment results annually.

Host bi-annual community engagement events.

Regular cadence of Chamber driven communications to local businesses, e.g. Monthly Power Hour, Monday Briefing, Chamber social, Chamber website, email campaign, regional and local media outlets.

Designated resident & community communications, outreach and informational meetings.

Deployment of annual resident sentiment surveys.

Connect with USCB and develop a Brand Boot Camp program. These could be extensions of the existing Island Ambassador Program or a hybrid program.

In partnership with USCB, create a Brand Tool Kit to complement the program. Once a business engages with the program, the 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.

Data management platform examples: Zartico, Simpleview, Keydata.

Hiring dedicated headcount to support these new platforms and analytics.

Liaise with community counterparts to share insights and promote a data-driven ecosystem for the destination.

TIMING



LEAD	FY 2024	FY 2025	FY 2026	KPIs
Chamber		•		15% of local businesses featuring promise seals (all businesses).
Town/Chamber/ Businesses		•		Number of Sustainable Toolkit downloads/engagements.
Chamber		•		Create programs with partners with budget to support.

LEAD	FY 2024	FY 2025	FY 2026	KPIs
Chamber	•	•	•	Growth in number of surveys completed YoY.
Chamber	•	•	•	Completion of presentations to stakeholders annually.
Chamber	•	•	•	Monitor YoY increase/ decrease in sentiment and address accordingly.

LEAD	FY 2024	FY 2025	FY 2026	KPIs
Chamber	•			Event participant numbers.
Chamber	•			Impressions & engagement, and open rate.
Chamber	•			Number of meetings held. Number of attendees, reach and open rate.
Chamber	•			Number of surveys sent. Number of surveys completed.

LEAD	FY 2024	FY 2025	FY 2026	KPIs
Chamber		•		Development of Brand Boot Camp Program in partnership with USCB.
Chamber			•	10% of island businesses have engaged with the Brand Boot Camp program and are using the Brand Tool Kit.
Chamber/Town	•			Contract deliverable, 1x per year.

LEAD	FY 2024	FY 2025	FY 2026	KPIs
Chamber	•			Establish platforms and set up reporting efforts (internal to Chamber).
Chamber		•		Hiring completed.
Chamber		•		Create comprehensive reports and discuss and establish cadence for reporting out and sharing insights.

COMMUNITY CONERSTONE PLAN (CONTINUED)

GOAL #2

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.

STRATEGY	TACTICS
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.
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.
Work in partnership and enhance industry workforce development initiatives with the public sector, area schools, and industry partners.	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.
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.
Enhance and promote awareness of hospitality and cultural training programs in collaboration with local educational institutions and 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.

LEAD	FY 2024	FY 2025	FY 2026	KPIs
Chamber/Town		●		Create and implement program. Establish key metrics for measurement.
Chamber/Town		●		Confirm creation of video and plan to support promotion.

COMMUNITY CORNERSTONE PLAN (CONTINUED)

GOAL #3

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.

STRATEGY

Develop and promote the entirety of Hilton Head Island as a connected and easily navigable ecosystem of parks, beaches, and other outdoor spaces, as outlined in the Parks & Rec Master Plan and dispersion tactics.

Develop a local culinary, arts & cultural network/ trail to improve regional connectivity, showcase small businesses and unique local history, drive visitor dispersal, and provide suggestions for inclement weather days.

Enhance and support the historic and cultural locations on the island-programming and promotion.

Diversify the visitor by sharing different perspectives and representation across marketing touchpoints.

TACTICS

Onsite QR code or App mapping technology designed to lead visitors deeper into the destination and to help them discover new-to-them experiences.

Influencer partnerships designed to showcase itineraries based on visitor interest. Work with partners to make these experiences plannable, bookable, and part of a cohesive itinerary.

Immersive itineraries distributed through personalized media and technology platforms.

Develop mapped itineraries that can be filtered by interest/topic.

Sister partnerships/exchanges and sharing of ideas to create a FIC product.

Continue to bring forward Gullah cuisine and highlight locations, chefs and dishes that represent the rich history of our area/region.

Continued partnership with Historic Mitchelville Freedom Park through paid media, creative campaign strategy, and marketing roadmap.

Continue to develop art, culture and history tour programming with interactive interpretive panels that can be used to build awareness for the artist, their products and the importance of their role in enhancing the culture of the destination.

Continue the promotion of performing arts and cultural programming.

Increase diversified representation in marketing materials through a new photoshoot showcasing diverse talent.

Amplify local voices who can tell potential visitors about our culture and unique experiences in authentic ways through digital videos, email newsletters, and blogs.

Work with content creators and influencers who provide unique and diverse perspectives on travel.

TIMING



LEAD	FY 2024	FY 2025	FY 2026	KPIs
Chamber/Private Partner/Town		•		Partner with Town on QR code platform, content creation and strategy for partner placement.
Chamber/Private Partner		•		Influencer partnership secured and itinerary efforts in place for capture.
Chamber/Private Partner			•	Itinerary page sessions, engagement and conversions.

LEAD	FY 2024	FY 2025	FY 2026	KPIs
Chamber		•		Details on how many itineraries have been developed. Report out on number of engagements/sessions for this program.
TCL/ Private Partners		•		Development of a FIC product.
Chamber/Gullah Community		•		Impressions and engagement on platforms where content is placed.

LEAD	FY 2024	FY 2025	FY 2026	KPIs
Stakeholder/Town/Chamber		•		Develop a robust marketing campaign. Measure and report out on earned media coverage. Report out on website sessions.
Stakeholder/Town/Chamber		•		Partner with the Office of Cultural Affairs to identify, outreach and confirm partners for this program.
Chamber		•		Report out on website sessions to arts & culture content.

LEAD	FY 2024	FY 2025	FY 2026	KPIs
Chamber	•			Completion of shoot Q1 FY23
Chamber	•			Number of locals involved in program/sessions to their content
Chamber		•		Establish an Influencer program: details of campaign, identify talent and budget

COMMUNITY CORNERSTONE PLAN (CONTINUED)

GOAL #4

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.

STRATEGY	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.

COMMUNITY CORNERSTONE PLAN (CONTINUED)

GOAL #5

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.

STRATEGY	TACTICS
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. Evaluate solutions through collaboration with partners throughout the destination. Develop and implement strategy for delivering 5G/ Ultra wideband throughout the destination.
Promote multimodal 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.
Increase rideshare and airport transportation options.	Set up meetings with rideshare companies to discuss driver recruitment strategies and partnership opportunities. Prepare and release RFP for official regional shuttle/bus services. Work with key stakeholders and the community to influence current rideshare regulations and constraints that limit cross-state transportation opportunities.

TIMING



LEAD	FY 2024	FY 2025	FY 2026	KPIs
Town/ Private Sector/ Chamber		•		Scope, budget, implement and report out on an assessment.
Town/ Private Sector/ Chamber			•	Identify top three viable options to bring forward for further review.
Town/ Private Sector/ Chamber			•	Strategy and rollout plan.

LEAD	FY 2024	FY 2025	FY 2026	KPIs
Chamber/Town/ Palmetto Breeze			•	Marketing campaign launch Campaign impressions and sessions Ridership increase

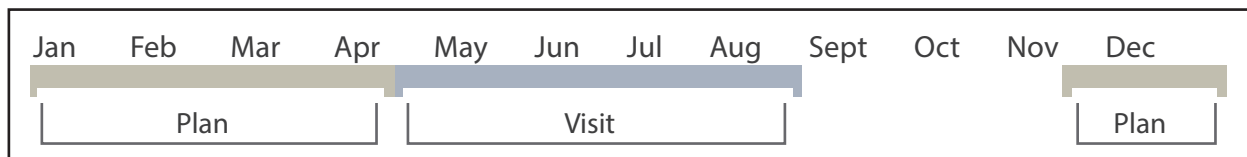
LEAD	FY 2024	FY 2025	FY 2026	KPIs
Town/ Private Sector/ Chamber		•		Engage three rideshare partners.
Town/ Private Sector/ Chamber	•			RFP responses and successful bidding process.
Town/ Private Sector/ Chamber			•	Identification of ways to work alongside rideshare regulations and serve residents and visitors.



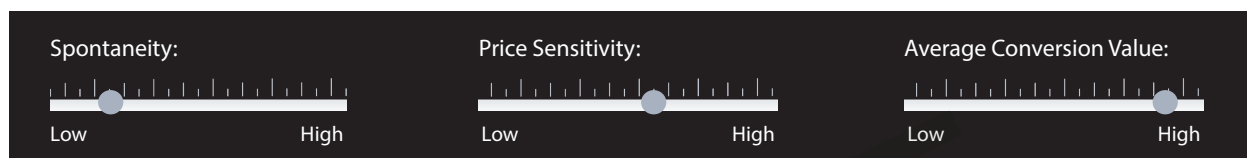
FAMILY

TRAVEL OBJECTIVE

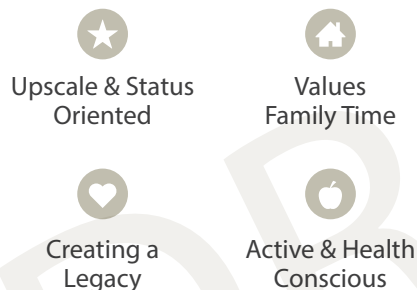
Find a vacation spot that will please everyone during the school holidays.



FAMILY TRAVEL HABITS



WHO THEY ARE



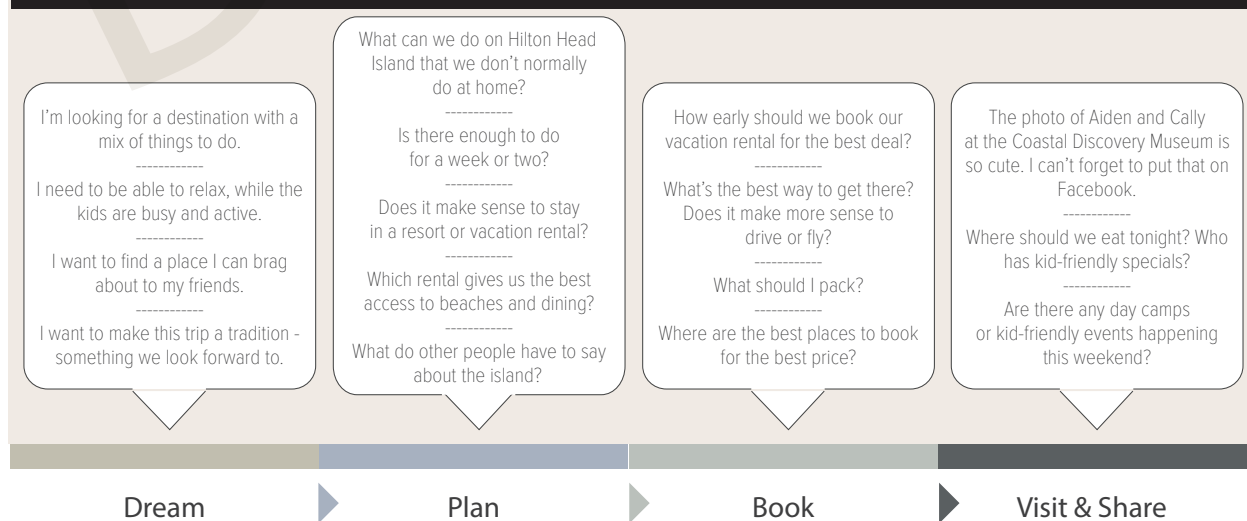
PREFERRED ACTIVITIES & ATTRACTIONS

Vacation Rentals & Resorts
Beach & Water Activities
Biking & Hiking
Tennis & Pickleball
Festivals & Events
Kid-friendly Dining
Museums & Day Camps

MARKETING CHANNELS & FORMATS

Facebook Videos
Instagram
TripAdvisor
TV
Online Video
Forums & Blogs
Pinterest

"LET'S MAKE MEMORIES:" THEIR PATH TO PURCHASE

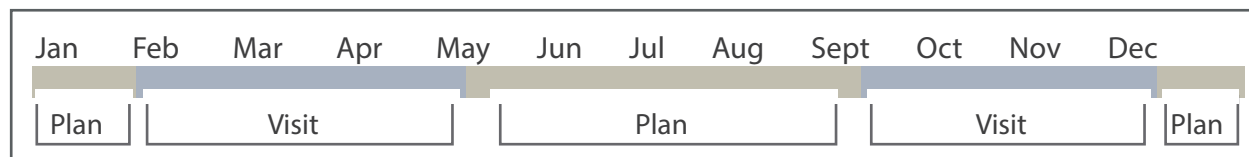




ARTS, HISTORY & CULTURE

TRAVEL OBJECTIVE

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



ARTS, HISTORY & CULTURE TRAVEL HABITS



WHO THEY ARE


Values
Learning
& Authenticity


Image
Conscious


Seeking an
Immersive
Experience


Upscale
& Status
Oriented

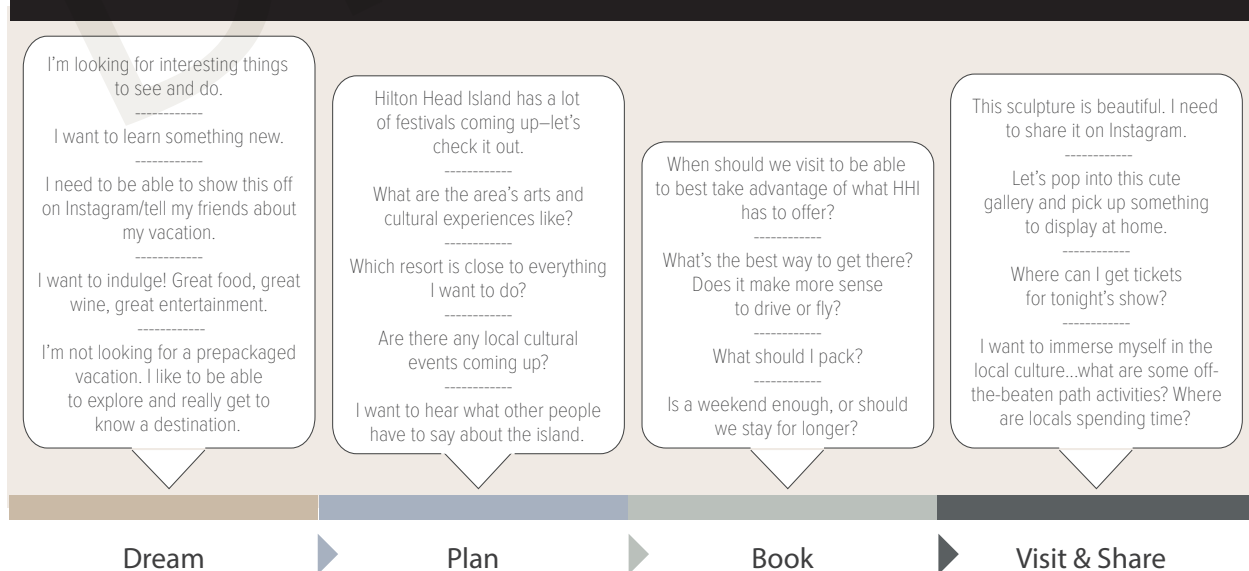
PREFERRED ACTIVITIES & ATTRACTIONS

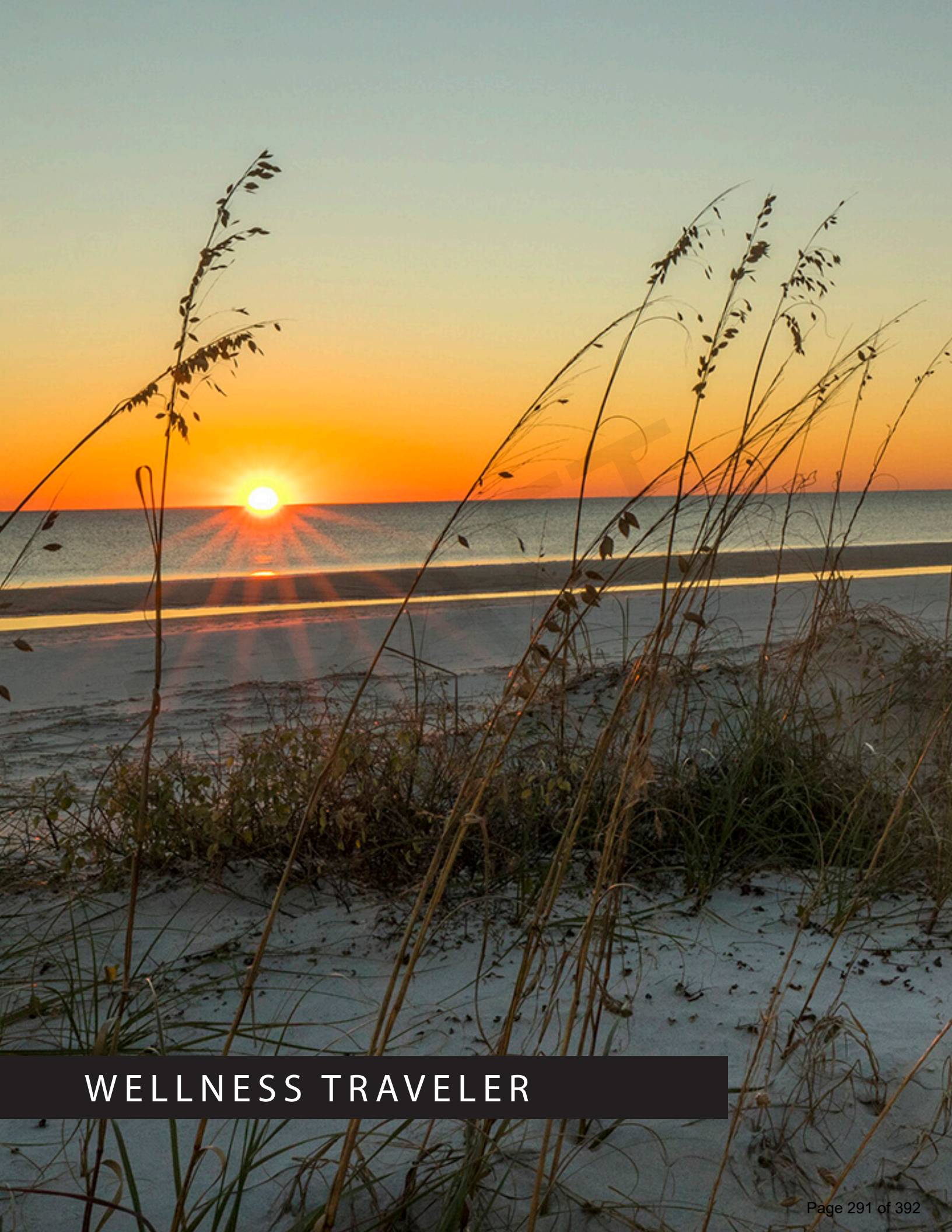
Historical Attractions
Art Galleries
Local Culture
Culinary Experiences
Festivals & Events
Theater
Music

MARKETING CHANNELS & FORMATS

Facebook Videos
Instagram
TripAdvisor
Online Video
Forums & Blogs
Pinterest
Earned Media (Print/Digital)

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

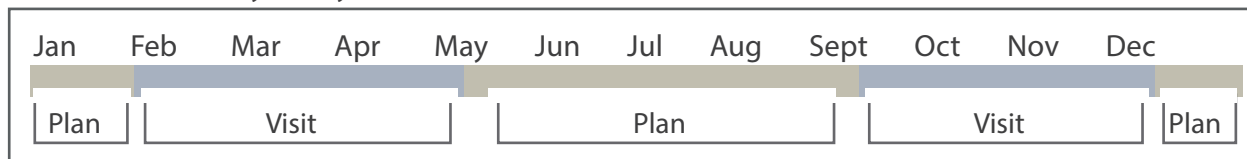




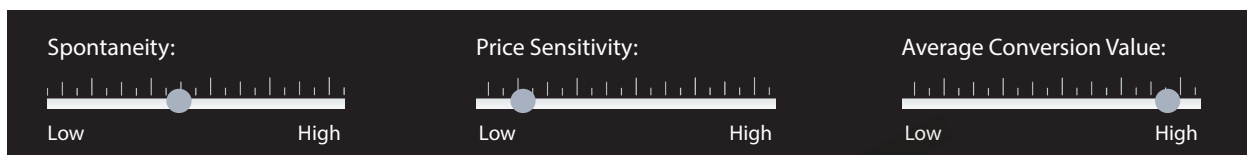
WELLNESS TRAVELER

TRAVEL OBJECTIVE

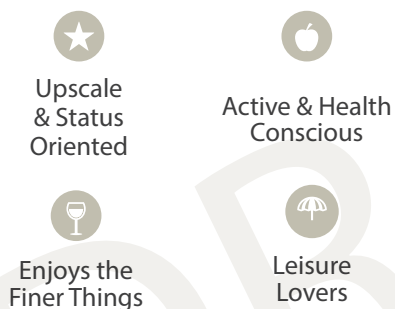
Find a getaway that will accommodate relaxation and rejuvenation, and allow them to prioritize their healthy lifestyle.



ARTS, HISTORY & CULTURE TRAVEL HABITS



WHO THEY ARE



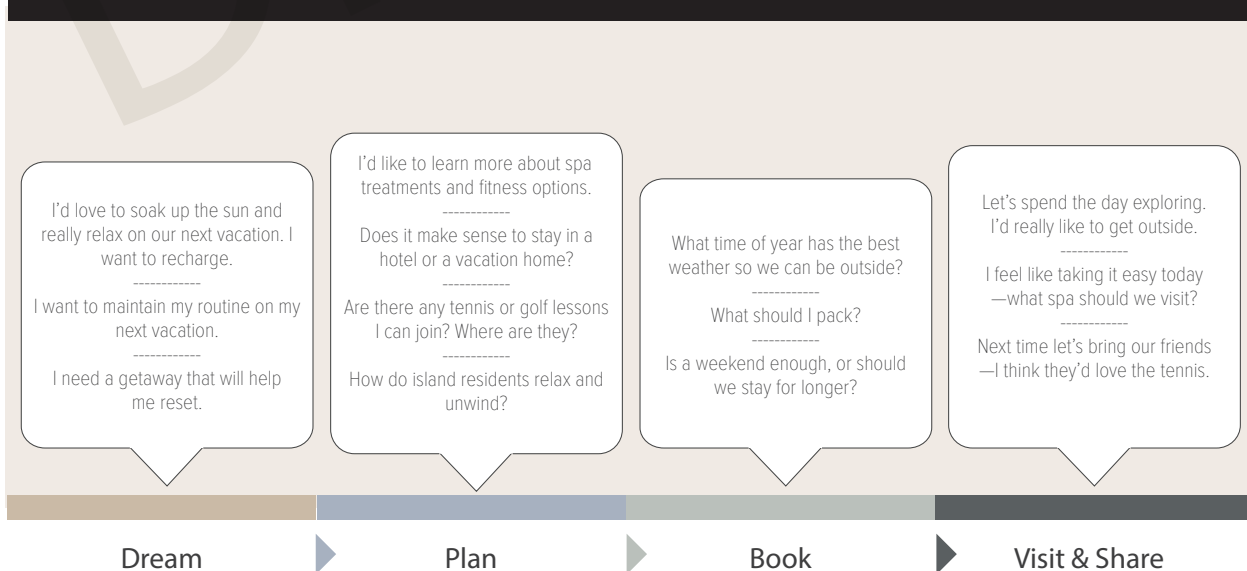
PREFERRED ACTIVITIES & ATTRACTIONS

Vacation Rentals & Resorts
Golf
Tennis & Pickleball
Biking
Spas

MARKETING CHANNELS & FORMATS

Facebook
Instagram
Forums & Blogs
TripAdvisor
Pinterest

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

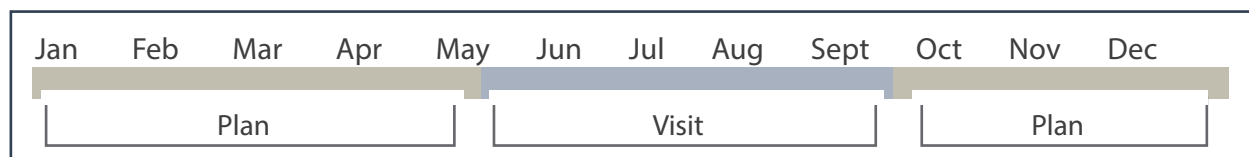




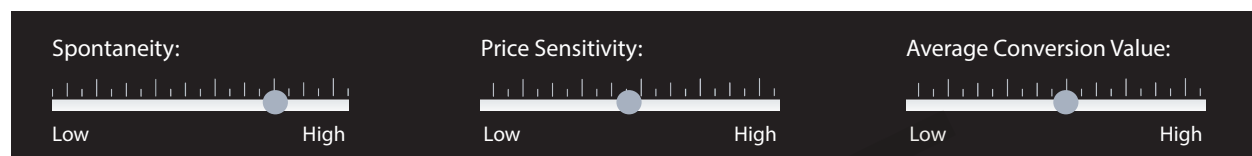
SPORTS ENTHUSIAST

TRAVEL OBJECTIVE

Find a destination where they can pursue their interests on their downtime.



SPORTS ENTHUSIAST TRAVEL HABITS



WHO THEY ARE

Sports Fans (Golf & Tennis)

Leisure Lovers

Spontaneous & Social

Active & Health Conscious

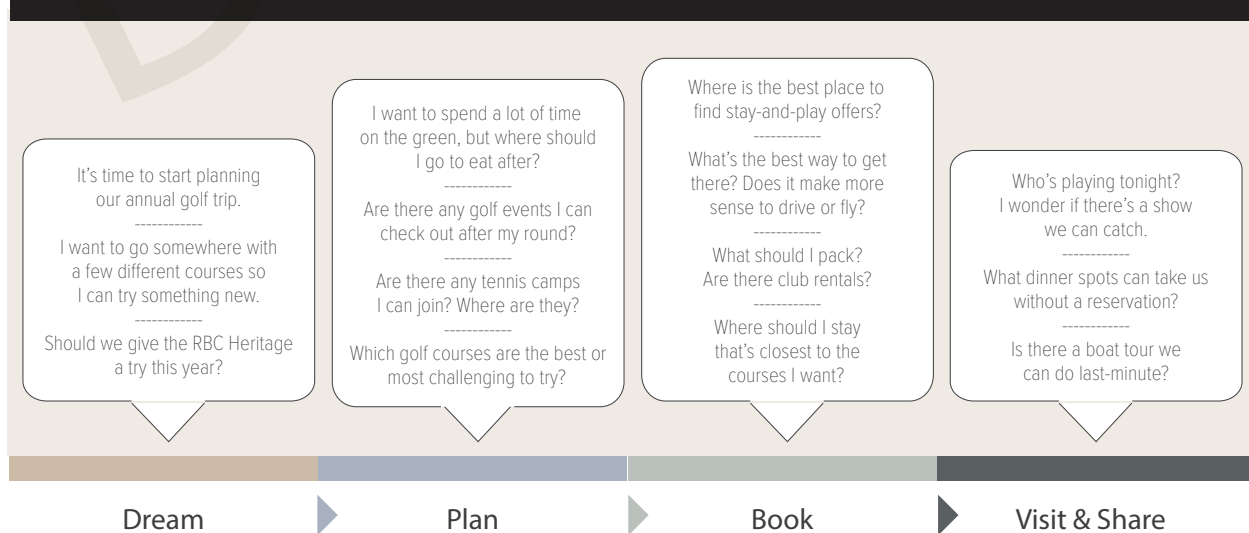
PREFERRED ACTIVITIES & ATTRACTIONS

Golf
Tennis & Pickleball
Boating & Water Activities
Hiking & Biking
Nightlife

MARKETING CHANNELS & FORMATS

Facebook Videos
Instagram
Twitter
TripAdvisor
TV
Online Video
Forums & Blogs

"LET'S EXPLORE." THEIR PATH TO PURCHASE

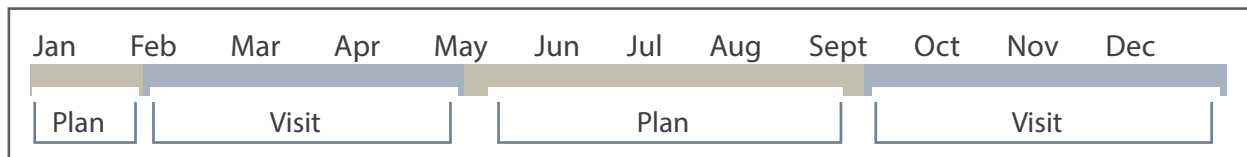




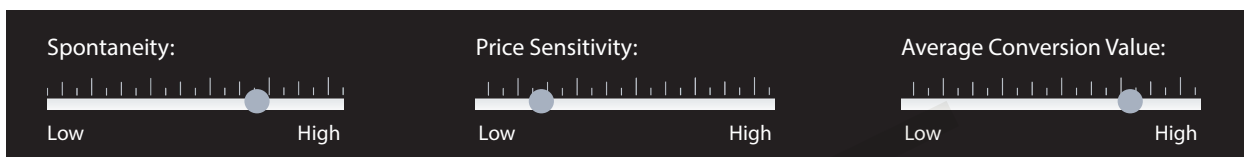
CULINARY

TRAVEL OBJECTIVE

Be immersed in a new destination (or an old favorite) by exploring the pursuit of unique and memorable culinary experiences.



CULINARY TRAVEL HABITS



WHO THEY ARE


Values
Authenticity


Seeking an
Immersive
Experience


Spontaneous
& Social


Unconventional

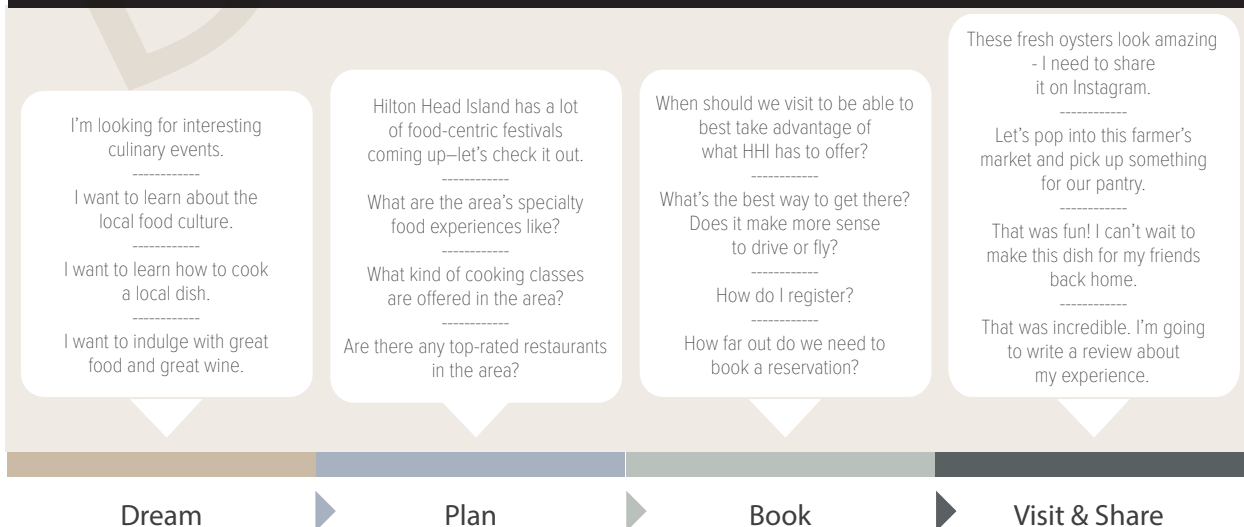
PREFERRED ACTIVITIES & ATTRACTIONS

Cooking Classes
Food Tours
Wine, Beer, and Food Festivals
Specialty Dining Experiences

MARKETING CHANNELS & FORMATS

Facebook Videos
Instagram
TripAdvisor
Forums & Blogs
Pinterest

"EXPERIENCE AUTHENTIC, LOCAL CUISINE." THEIR PATH TO PURCHASE





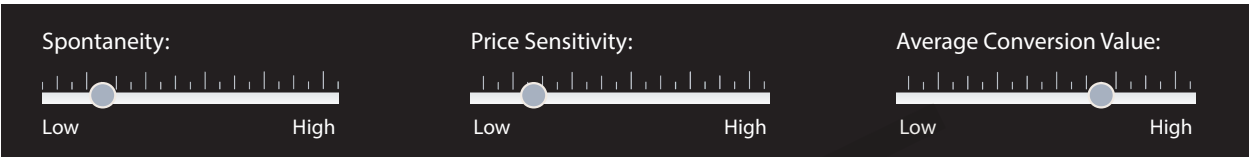
SNOWBIRDS

TRAVEL OBJECTIVE

Find a warm destination that feels like home for the winter, where they can welcome family and friends for visits.



SNOWBIRD TRAVEL HABITS



WHO THEY ARE



- 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

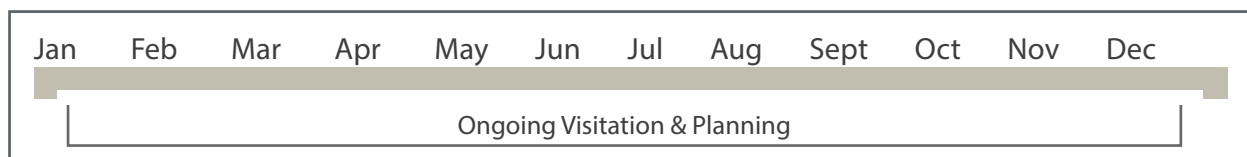




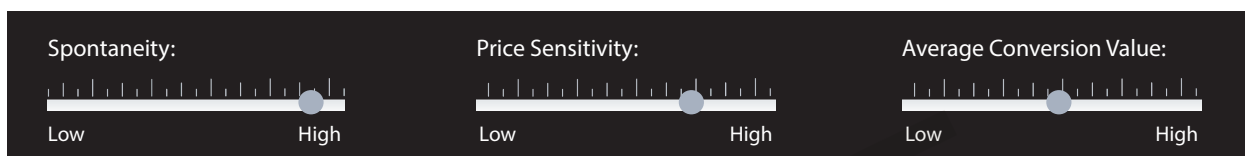
THE WEEKENDERS

TRAVEL OBJECTIVE

Find a fairweather weekend escape from work and city life.



THE WEEKENDERS TRAVEL HABITS



WHO THEY ARE

★
Upscale & Status
Oriented

🏠
Urban
Dwellers

💬
Spontaneous
& Social

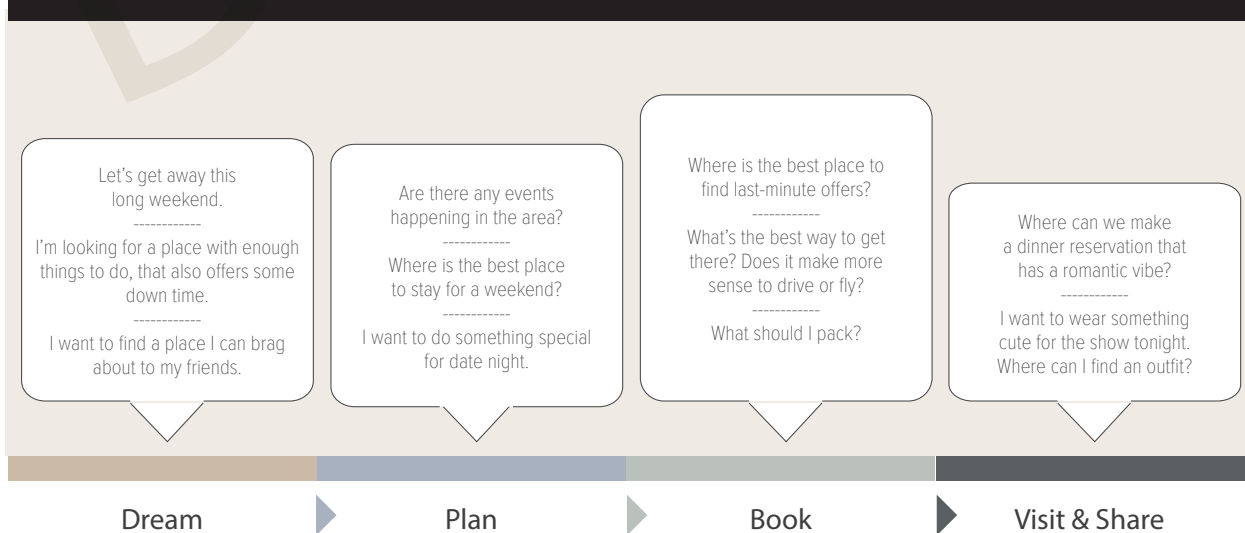
PREFERRED ACTIVITIES & ATTRACTIONS

Vacation Rentals & Resorts
Beach & Water Activities
Dining & Shopping
Romantic Things to Do
Festivals & Events
Weddings

MARKETING CHANNELS & FORMATS

Facebook Videos
Instagram
TripAdvisor
TV
Online Video
Forums & Blogs
Pinterest

"LET'S GET AWAY." THEIR PATH TO PURCHASE

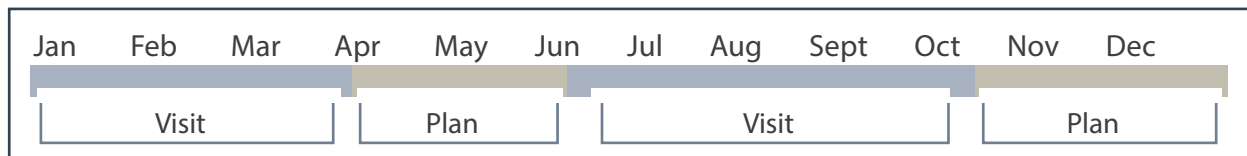




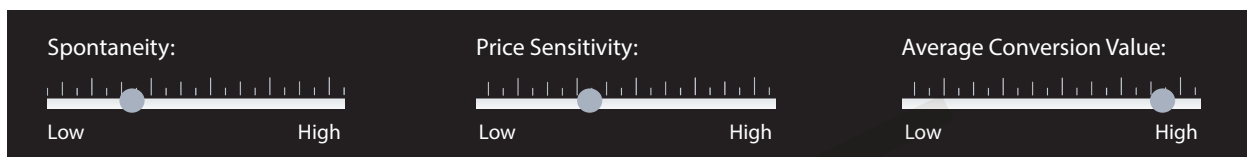
INTERNATIONAL VISITORS

TRAVEL OBJECTIVE

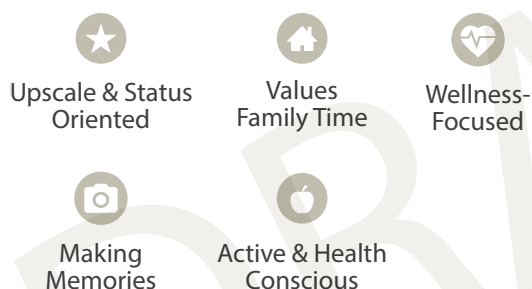
Find a vacation spot that will inspire and that offers something different than where we're from. Escape the everyday, relax and recharge in a destination that's fresh, and different from home.



INTERNATIONAL TRAVEL HABITS



WHO THEY ARE



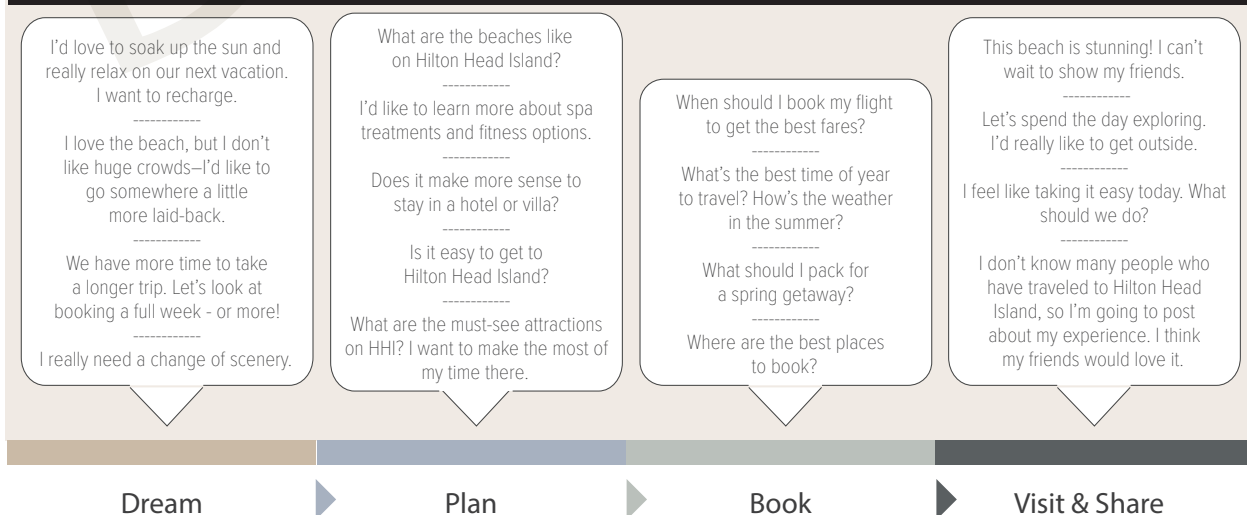
PREFERRED ACTIVITIES & ATTRACTIONS

Homes & Villas
Beach & Water Activities
Biking & Hiking
Food & Drink
Festivals & Events

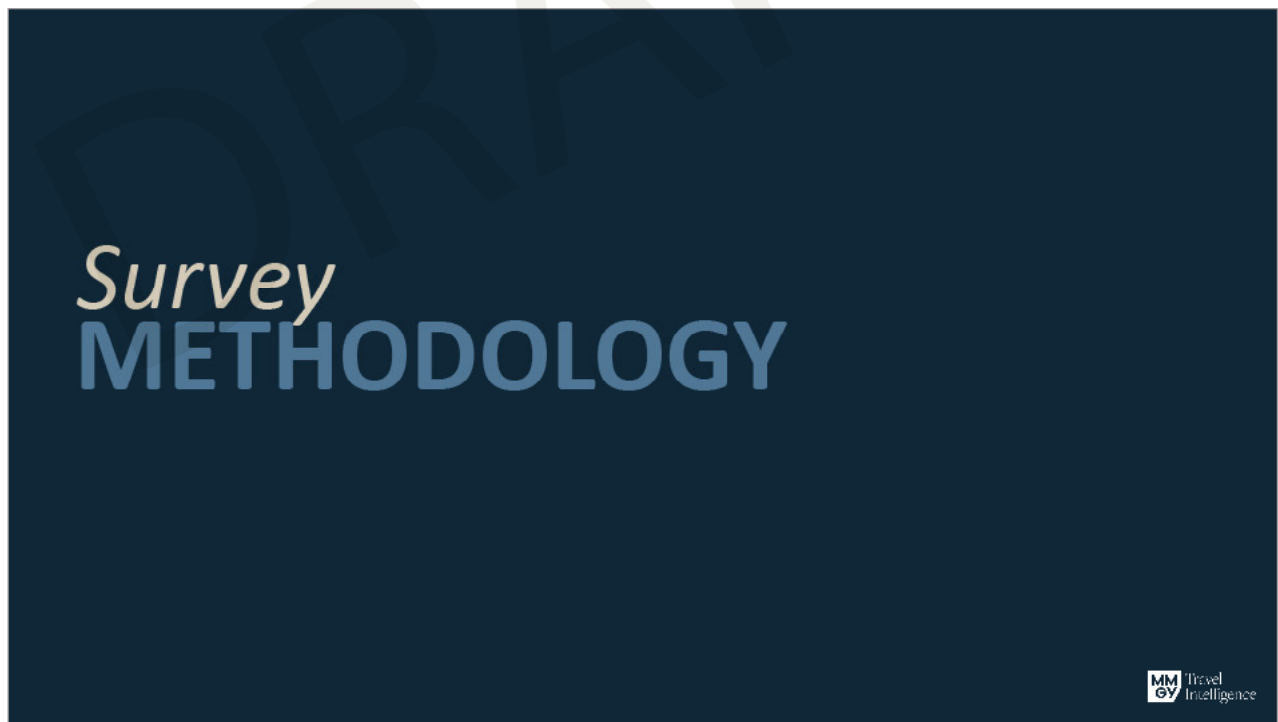
MARKETING CHANNELS & FORMATS

Facebook Videos
Instagram
TripAdvisor
TV
Online Video
Forums & Blogs
Pinterest

"IT'S TIME TO GET AWAY FROM IT ALL." THEIR PATH TO PURCHASE



MMGY INTELLIGENCE
Community Sentiment Survey Executive Summary, Wave 3

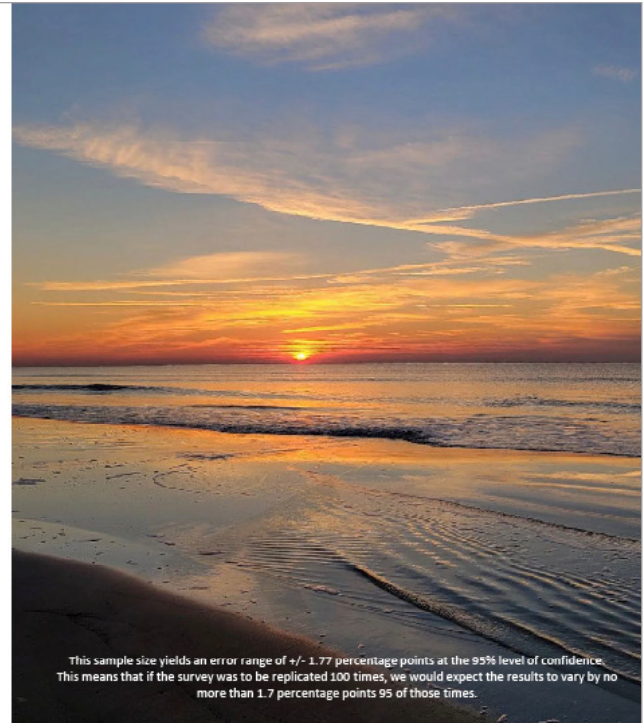


Survey Methodology

- MMGY Travel Intelligence conducted an online survey of 2,830 Hilton Head Island residents.
- Residents were invited to complete the online survey through the Chamber website, social media channels, and email outreach.
- The survey was fielded August 28, 2023 – September 17, 2023. Data were tabulated and analyzed by MMGY Travel Intelligence.
- The participants met the following criteria:
 - / Must be a resident or property owner of Hilton Head Island;
 - / 18 years of age or older.

Comparisons in this report were made to Wave 1, as well as some comparisons across length of residency and employment status.

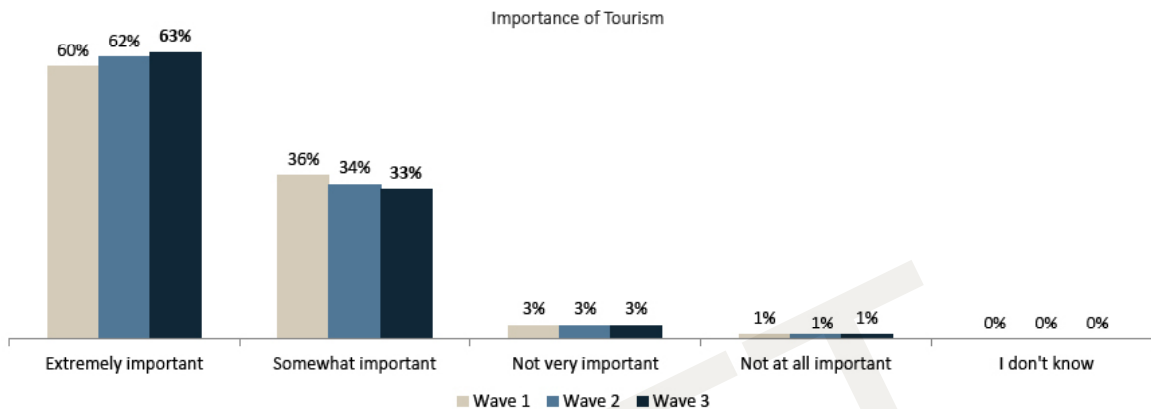
Throughout this report, data in **bold** indicates a significant difference.



Key INSIGHT #1

Perceptions of the importance of tourism are up slightly from Wave 1 and fewer residents indicate it has a negative impact on their lives. While the majority of residents continue to feel that Summer is too crowded, fewer feel that each season is too crowded compared to Wave 1.

63% of residents believe tourism is extremely important to the local economy.



Key Insight #1

-5- / **Question:** How important do you believe tourism is to the local Hilton Head Island economy?

MMGY Travel Intelligence

More of those who have moved to Hilton Head Island within the last 5 years find tourism to be extremely important than those who have lived here longer.

By Length of Residency	Less than 5 years	5–10 years	11–20 years	More than 20 years
Extremely important	70%	60%	59%	61%
Somewhat important	27%	36%	36%	34%
Not very important	2%	3%	4%	4%
Not at all important	0%	1%	1%	1%
I don't know	0%	0%	0%	0%

Key Insight #1

-6- / **Question:** How important do you believe tourism is to the local Hilton Head Island economy?

MMGY Travel Intelligence

Those who work off-island are more likely to find tourism to be extremely important to the Hilton Head Island economy than those who are retired or currently work on Hilton Head Island.

By Employment Status	Currently work on Hilton Head Island	Currently work elsewhere	Retired
Extremely important	63%	71%	62%
Somewhat important	33%	26%	35%
Not very important	3%	3%	3%
Not at all important	1%	0%	1%
I don't know	0%	0%	0%

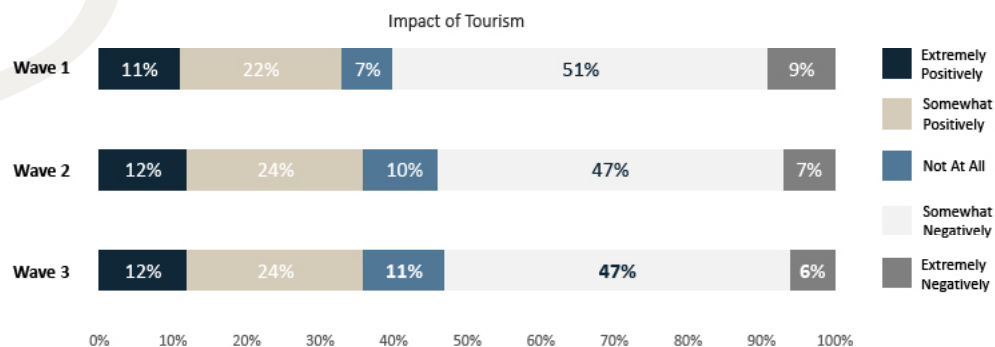
Key Insight #1

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



-7-

Compared to Wave 1, fewer residents feel tourism impacts them negatively.



Key Insight #1

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



-8-

Those who have lived here longer are more likely to feel that tourism impacts them negatively than those who moved here in the past 5 years.

By Length of Residency	Less than 5 years	5–10 years	11–20 years	More than 20 years
Extremely positively	15%	9%	9%	13%
Somewhat positively	28%	24%	21%	23%
Not at all	14%	9%	11%	8%
Somewhat negatively	41%	52%	52%	48%
Extremely negatively	3%	6%	7%	9%

Key Insight #1

- 9 -

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



Retirees are more likely to feel tourism impacts them negatively than those who currently work.

By Employment Status	Currently work on Hilton Head Island	Currently work elsewhere	Retired
Extremely positively	16%	17%	9%
Somewhat positively	25%	27%	24%
Not at all	8%	14%	11%
Somewhat negatively	43%	39%	51%
Extremely negatively	8%	3%	6%

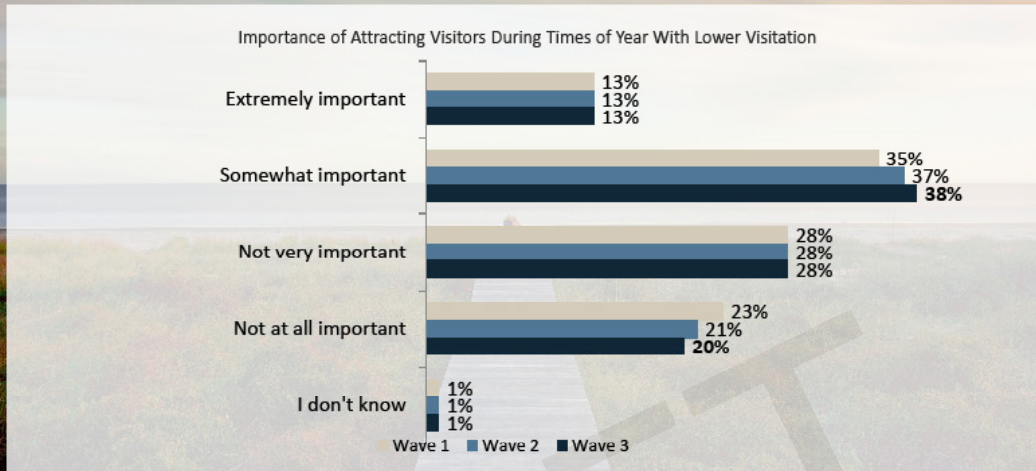
Key Insight #1

- 10 -

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



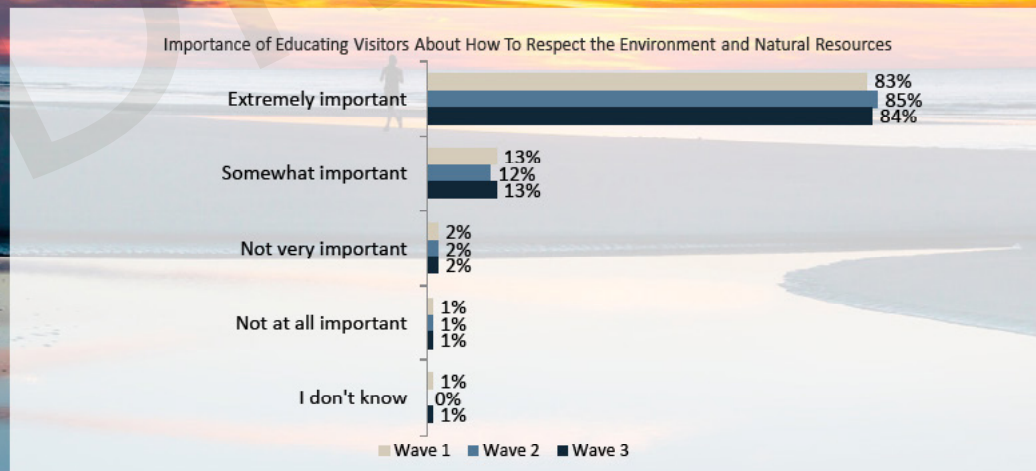
Half of residents believe that it is important to attract visitors during times of the year with lower visitation, up slightly from Wave 1.



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)?

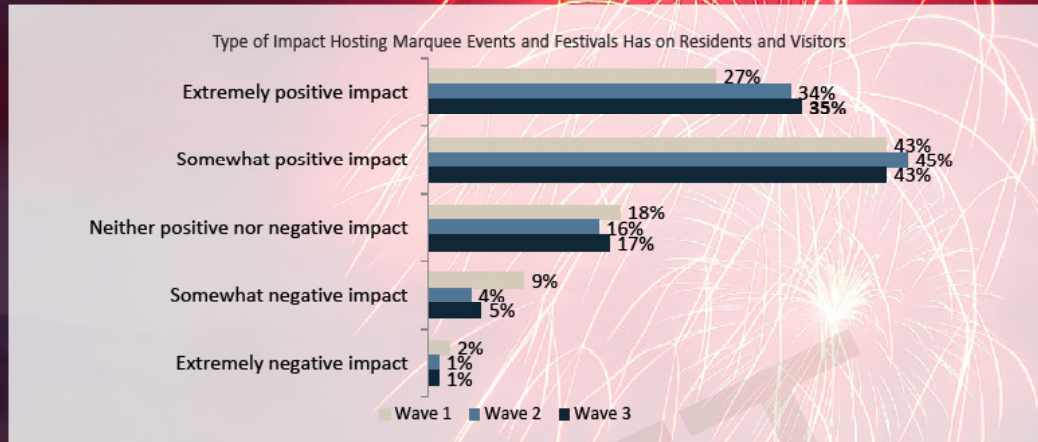
Nearly all residents believe it is important to educate visitors about how to respect the environment and natural resources when they visit, unchanged from previous waves.



Key Insight #1

Question: In your view, how important is it for Hilton Head Island–Bluffton Chamber of Commerce to educate visitors about how to respect the local environment and natural resources when they visit?

8 in 10 residents believe events have a positive impact on residents and visitors, up from Wave 1.



Key Insight #1

Question: One of the Hilton Head Island–Bluffton Chamber of Commerce’s objectives is to promote marquee events and festivals (e.g., Concours d’Elegance, Seafood Festival, Wine & Food Festival, etc.). Please indicate the type of impact you believe these activities have on the quality of life for local residents and visitors.

Compared to Wave 1, significantly more residents support efforts to fund art and cultural attractions, to promote attractions and festivals on Hilton Head Island, and in branding and marketing Hilton Head Island for tourism.

	Wave 1	Wave 2	Wave 3
I support efforts by the Hilton Head Island–Bluffton Chamber of Commerce in educating visitors about how to be responsible in protecting and preserving our natural resources when visiting Hilton Head Island	87%	87%	87%
I support efforts by our town in the funding and installation of local public art, exhibits, and cultural attractions	67%	70%	70%
I support efforts by the Hilton Head Island–Bluffton Chamber of Commerce in promoting attractions, festivals, exhibits and similar on Hilton Head Island	57%	67%	67%
I support efforts by the Hilton Head Island–Bluffton Chamber of Commerce in branding and marketing Hilton Head Island for tourism	47%	51%	50%

Key Insight #1

Question: Please indicate your level of agreement with each of the following statements:





Residents were asked their level of agreement with a few statements related to tourism in Hilton Head Island.

For organizational purposes, these statements have been grouped and labeled as “positive” or “negative.”

Positive: Tourism on Hilton Head Island...

- Creates jobs for area residents
- Provides amenities and attractions that residents can also enjoy
- Provides restaurants that residents can also enjoy
- Supports local business creation
- Generates tax revenues for state, county and local governments.
- Supports existing small businesses throughout the year
- Helps create a positive ambiance/vibe in the local community
- Is an important factor in making our community a great place to live
- Helps to offset the costs for public safety personnel, streets/roads, schools
- Reduces taxes for residents (ex. property taxes, county and city sales taxes, school taxes etc.)
- Covers the cost of beach renourishment
- Increases real estate values

Negative: Tourism on Hilton Head Island...

- Creates traffic congestion problems for residents
- Causes local restaurant & entertainment prices to rise
- Negatively impacts our natural resources
- Brings too many people to Hilton Head Island

Key Insight #2

The most agreed with statements continue to be related to how tourism provides the opportunity for "creation" – new amenities, new jobs, new restaurants and new businesses.

▲ Indicates a significant difference from Wave 2. For these positive statements, a green, up arrow indicates a more **positive perception** (more people agree).

▼ Indicates a significant difference from Wave 2. For these positive statements, a red, down arrow indicates a more **negative perception** (more people disagree).

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

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



Key Insight #2

Compared to Wave 1, significantly more residents agree with the least agreed upon positive statements.

▲ Indicates a significant difference from Wave 2. For these positive statements, a green, up arrow indicates a more **positive perception** (more people agree).

▼ Indicates a significant difference from Wave 2. For these positive statements, a red, down arrow indicates a more **negative perception** (more people disagree).

Positive Statements (% Agree) – Bottom 4	Wave 1	Wave 2	Wave 3
Reduces taxes for residents (ex. property taxes, county and city sales taxes, school taxes etc.)	51%	55%	56% ▲
Covers the cost of beach renourishment	50%	53%	54% ▲
Is an important factor in making our community a great place to live	39%	45%	46% ▲
Helps create a positive ambiance/vibe in the local community	33%	37%	38% ▲

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



Key Insight #2

Compared to Wave 1, significantly more residents feel that tourism causes prices to rise while fewer residents agree with the remaining negative statements.

▲ Indicates a significant difference from Wave 2. For these negative statements, a red, up arrow indicates a more **negative perception** (more people agree).

▼ Indicates a significant difference from Wave 2. For these negative statements, a green, down arrow indicates a more **positive perception** (more people disagree).

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

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



Key Insight #2

Tourism on Hilton Head Island...

All Statements (% Agree)	Wave 1	Wave 2	Wave 3
Creates traffic congestion problems for residents	86%	82%	82%
Generates tax revenues for state, county and local governments	76%	80%	81%
Creates jobs for area residents	71%	73%	74%
Provides restaurants that local residents can also enjoy	63%	68%	71%
Supports local business creation	64%	68%	69%
Increases real estate values	64%	66%	67%
Provides amenities and attractions that local residents can also enjoy	56%	62%	64%
Helps to offset the costs for public safety personnel, streets/roads, schools	53%	58%	61%
Supports existing small businesses throughout the year	56%	59%	60%
Brings too many people to Hilton Head Island	65%	59%	58%
Causes local restaurant & entertainment prices to rise	49%	52%	58%
Negatively impacts our natural resources	61%	57%	57%
Reduces taxes for residents (ex. property taxes, county and city sales taxes, school taxes etc.)	51%	55%	56%
Covers the cost of beach renourishment	50%	53%	54%
Is an important factor in making our community a great place to live	39%	45%	46%
Helps create a positive ambiance/vibe in the local community	33%	37%	38%

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



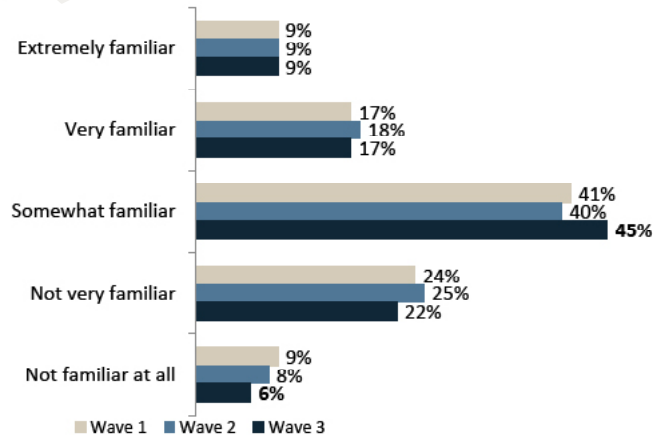
Key Insight #2

Key INSIGHT #3

Familiarity with the Hilton Head Island-Bluffton Chamber of Commerce is relatively unchanged from Wave 1. The Chamber continues to be one of the top sources of information residents suggest to their visitors.

Familiarity with the Hilton Head Island-Bluffton Chamber of Commerce is relatively unchanged from previous waves.

Familiarity with the Hilton Head Island-Bluffton Chamber of Commerce



Question: To what extent, if at all, are you familiar with the Hilton Head Island-Bluffton Chamber of Commerce, the local organization responsible for marketing tourism for Hilton Head Island?

MMGY Travel Intelligence

Key Insight #3

74%
Wave 3

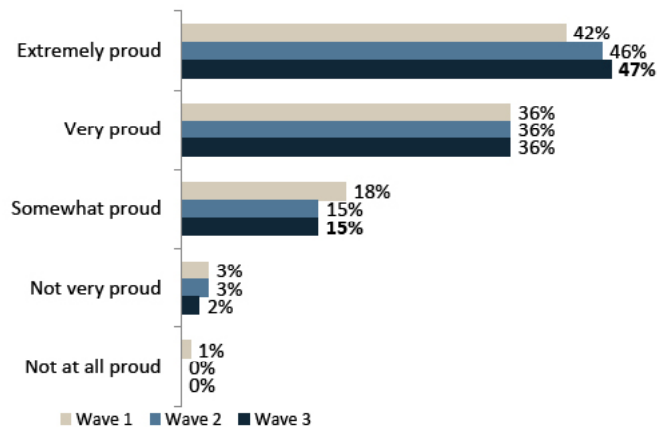
Source	Wave 1	Wave 2	Wave 3
Accommodations tax dollars collected from hotel and home & villa guests	63%	58%	58%
Hospitality tax	57%	54%	54%
Local sales tax	31%	31%	31%
Resident taxes	24%	23%	23%
Private funding	20%	20%	20%
State funding	17%	17%	15%
Other	3%	4%	3%

34%
Wave 3

Key INSIGHT #4

Pride in residency is up from Wave 1 while and perceptions of safety are down slightly. Perceptions of the airports, outdoor public spaces, community parks, shopping, road quality, sports facilities and museum/cultural attractions increased from Wave 1, as well as culinary experiences such as breweries/wineries/distilleries, food trucks, and walk-up stands.

83 percent of residents are proud to be residents of Hilton Head Island, up from Wave 1.



Key Insight #4

- 27 -

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

MMGY Travel Intelligence

Those who have lived here less than 5 years are more likely to be extremely proud in their residency than those who have lived here longer.

By Length of Residency	Less than 5 years	5–10 years	11–20 years	More than 20 years
Extremely proud	56%	42%	39%	46%
Very proud	34%	37%	40%	34%
Somewhat proud	8%	19%	17%	17%
Not very proud	1%	2%	4%	2%
Not at all proud	1%	1%	0%	1%

Key Insight #4

- 28 -

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



Those who work off-island are more likely to be extremely proud in their residency than retirees and those who work on-island.

By Employment Status	Currently work on Hilton Head Island	Currently work elsewhere	Retired
Extremely proud	47%	57%	44%
Very proud	35%	32%	38%
Somewhat proud	15%	10%	16%
Not very proud	3%	1%	2%
Not at all proud	0%	0%	1%

Key Insight #4

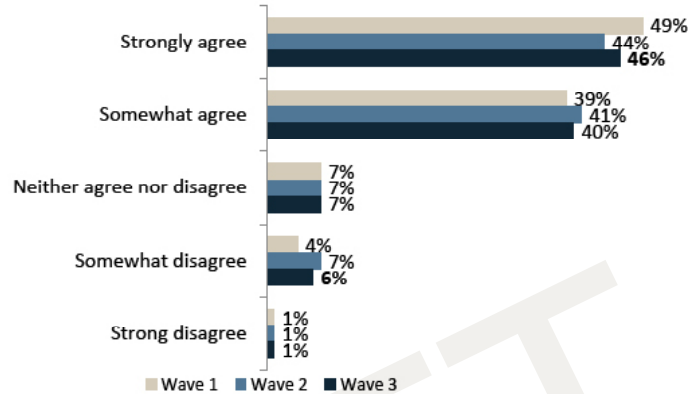
- 29 -

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



86 percent of residents believe Hilton Head Island is a safe place to live, down slightly from Wave 1.

"I believe Hilton Head Island is a very safe place to live."



Key Insight #4

- 30 -

Question: Please indicate your level of agreement with the following statement:

MMGY Travel Intelligence

Perceived Quality of Hilton Head Island Experiences

Top 2 Box	Wave 1	Wave 2	Wave 3
Beaches	91%	92%	92%
Golf courses	91%	91%	92%
Leisure pathways and bike trails	86%	86%	87%
Outdoor/nature activities	80%	82%	82%
Savannah/Hilton Head International Airport	79%	80%	82%
Outdoor public spaces for festivals and events	69%	77%	81%
Water sports/activities	77%	79%	79%
Community parks	70%	77%	78%
Surface street bike paths	70%	70%	72%
Hilton Head Island Airport	55%	57%	58%
Retail shopping	49%	54%	52%
Road quality	42%	44%	51%
Playing fields for sports leagues, tournaments and competitions	44%	48%	50%
Museums/Cultural attractions	38%	43%	47%
Public pools/aquatic centers	27%	32%	31%
Indoor facilities for sports leagues, tournaments and competitions	18%	22%	23%

- The highest perceived Hilton Head Island experiences continue to be its beaches, golf courses, and leisure pathways and bike trails.
- Compared to Wave 1, significantly more residents perceive the following Hilton Head Island experiences to be good quality:
 - Savannah/Hilton Head International Airport
 - Outdoor public spaces
 - Community parks
 - Hilton Head Island Airport
 - Retail shopping
 - Road quality
 - Playing fields
 - Museums/cultural attractions
 - Public pools
 - Indoor sports facilities

Key Insight #4

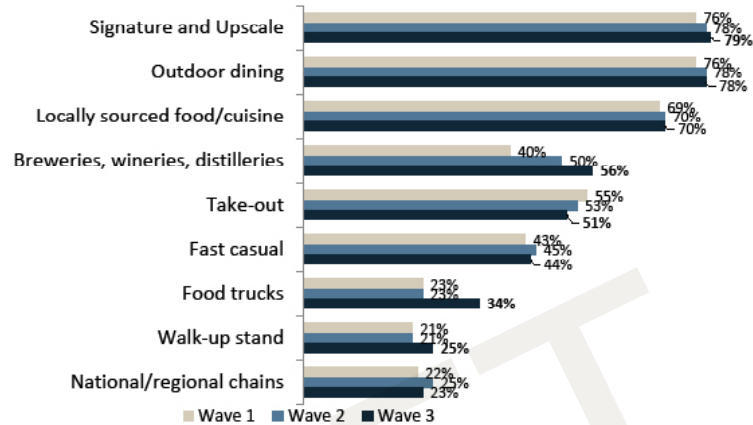
- 31 -

Question: Please indicate your perception of the quality of the following services, products and infrastructure on Hilton Head Island to serve visitors and residents alike.

MMGY Travel Intelligence

Nearly 8 in 10 residents believe Hilton Head Island has quality signature and upscale dining and outdoor dining.

Dining Options in Hilton Head Island Perceived To Be High Quality



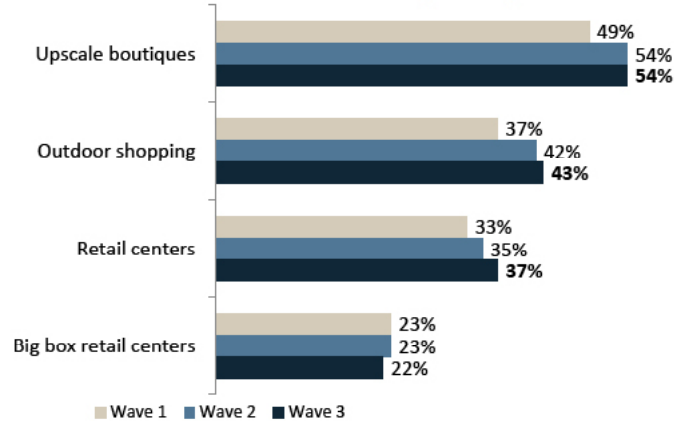
Key Insight #4

- 32 - / **Question:** Please indicate your perception of the quality of each of the following categories of dining and restaurant options on Hilton Head Island.



After displaying increases in Wave 2, we're seeing a similar percentage of residents reporting that they believe Hilton Head Island to have high quality upscale boutiques and outdoor shopping.

Shopping Options in Hilton Head Island Perceived To Be High Quality



Key Insight #4

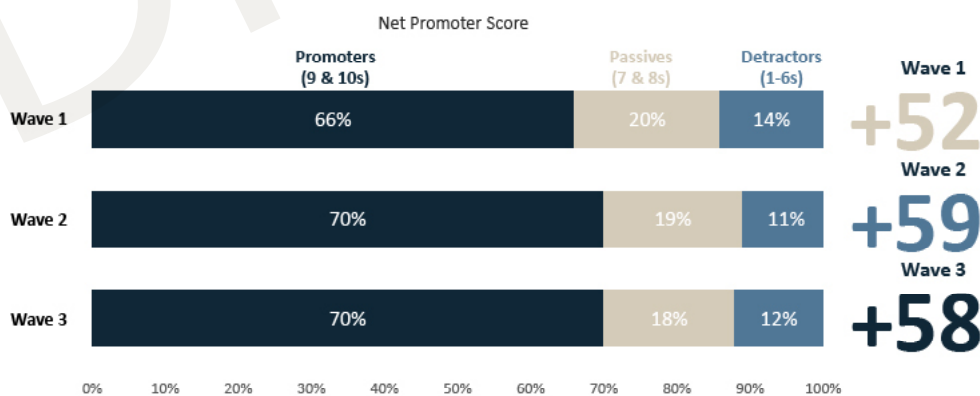
- 33 - / **Question:** Please indicate your perception of the quality of each of the following categories of shopping on Hilton Head Island.



Key INSIGHT #5

The Net Promoter Score of residents is up from Wave 1 and slightly more consider themselves passionate advocates. The most cited positive and negative aspects of tourism were similar to those reported in previous waves with economic benefits and amenities cited as positive impacts and overcrowding, overdevelopment, and the quality of the current visitor cited most frequently as negative aspects.

Residents report a higher Net Promoter Score for Hilton Head Island than they did in Wave 1.



/ **Question:** On a scale from 1-10, where 1 = Not Likely at All and 10 = Extremely Likely, how likely are you to recommend Hilton Head Island as a place to visit when talking to trusted friends and family members who do not live on Hilton Head Island?

Key Insight #5

MM
GY Travel
Intelligence

Net Promoter Scores decrease as length of residency increases, although all scores are still extremely positive.

By Length of Residency	Less than 5 years	5–10 years	11–20 years	More than 20 years
Promoters (9+10s)	79%	69%	67%	63%
Passives (7+8s)	15%	19%	20%	20%
Detractors (1-6s)	6%	12%	13%	17%
NPS	+73	+57	+54	+46

Key Insight #5

/ **Question:** On a scale from 1-10, where 1 = Not Likely at All and 10 = Extremely Likely, how likely are you to recommend Hilton Head Island as a place to visit when talking to trusted friends and family members who do not live on Hilton Head Island?



- 36 -

Net Promoter Scores are higher for those who work off-island than those who work on-island or are retired.

By Employment Status	Currently work on Hilton Head Island	Currently work elsewhere	Retired
Promoters (9+10s)	65%	82%	69%
Passives (7+8s)	21%	11%	19%
Detractors (1-6s)	14%	7%	12%
NPS	+51	+71	+57

Key Insight #5

/ **Question:** On a scale from 1-10, where 1 = Not Likely at All and 10 = Extremely Likely, how likely are you to recommend Hilton Head Island as a place to visit when talking to trusted friends and family members who do not live on Hilton Head Island?



- 37 -

83%
Wave 3

[illegible]

The positive aspects of tourism cited by residents are similar to responses reported last wave.

Positive Atmosphere

Some residents cited the positive atmosphere tourism creates by attracting interesting and diverse visitors. They also feel positively about the generations of families who visit year after year and eventually become residents themselves.

Negative Aspects to Tourism on Hilton Head Island

Overcrowding

The most cited negative aspects of tourism relate to overcrowding, congestion, and traffic. Residents feel that the infrastructure on the island can not keep up with the number of tourists. They cite lack of parking, traffic on the bridge, and the inability to go to restaurants during the Summer.

Overdevelopment

Residents also cited overdevelopment as a negative aspect of tourism. They feel that the natural aspects of the Island are being destroyed in order to accommodate more tourists. They worry about becoming too commercialized like Myrtle Beach rather than keeping the charm and natural focus that Hilton Head Island has always been known for.

Quality of Visitor

Residents believe that the quality of visitor has decreased in recent years. They believe the current visitors have a lack of respect for residents and for the Island's natural resources. They say many of these visitors leave litter on the beaches, are disorderly, disrupt the ecosystem of the wildlife, and disobey biking and driving laws.

Rising Prices

Residents also cited the rising prices as a negative aspect of tourism, specifically in restaurants and stores. Many are also concerned about the lack of affordable housing for residents and Island workers which results in more traffic and a shortage of service industry workers to accommodate the number of visitors.

Key Insight #5



Top Concerns Facing The Community

	Wave 2	Wave 3
Workforce shortage	48%	44%
278 Corridor project	38%	39%
On-island workforce housing	36%	35%
Overall development	29%	34%
Environmental/open spaces protection	26%	27%
General infrastructure needs (e.g. water/sewer, roads, other utilities)	20%	18%
Short-term rental noise and parking	16%	18%
South-end traffic	16%	17%
Repurposing/modernizing Island commercial buildings	14%	14%
Mid-Island initiative and redevelopment (Northridge Plaza, Port Royal Plaza, Mid-Island Park)	12%	12%
North-island traffic	11%	12%
Bike safety	9%	7%
Arts and development of cultural assets (e.g. Mitchelville Freedom Park)	4%	4%
Other	9%	10%
None of the above	0%	1%

- The top concerns residents feel are facing their community are the workforce shortage, the 278 Corridor project, on-island workforce housing, and overall development. Compared to Wave 2, fewer residents are concerned about the workforce shortage, infrastructure needs, and bike safety, while more are concerned about overall development, and short-term rental noise and parking.

Key Insight #5

This question was not asked in Wave 1 so comparisons have been made to Wave 2.

-41- / **Question:** What are your top three concerns facing our community?



What can Hilton Head Island do to make the town more attractive?

Host more arts, festivals and cultural events.

Stay true to its character.

Bring in more dining and shopping options.

Continue preservation and protection efforts.

Provide more workforce housing.

Continue to develop family-friendly offerings.

Modernize the airport and offer more direct flights.

Have stricter controls on rental properties.

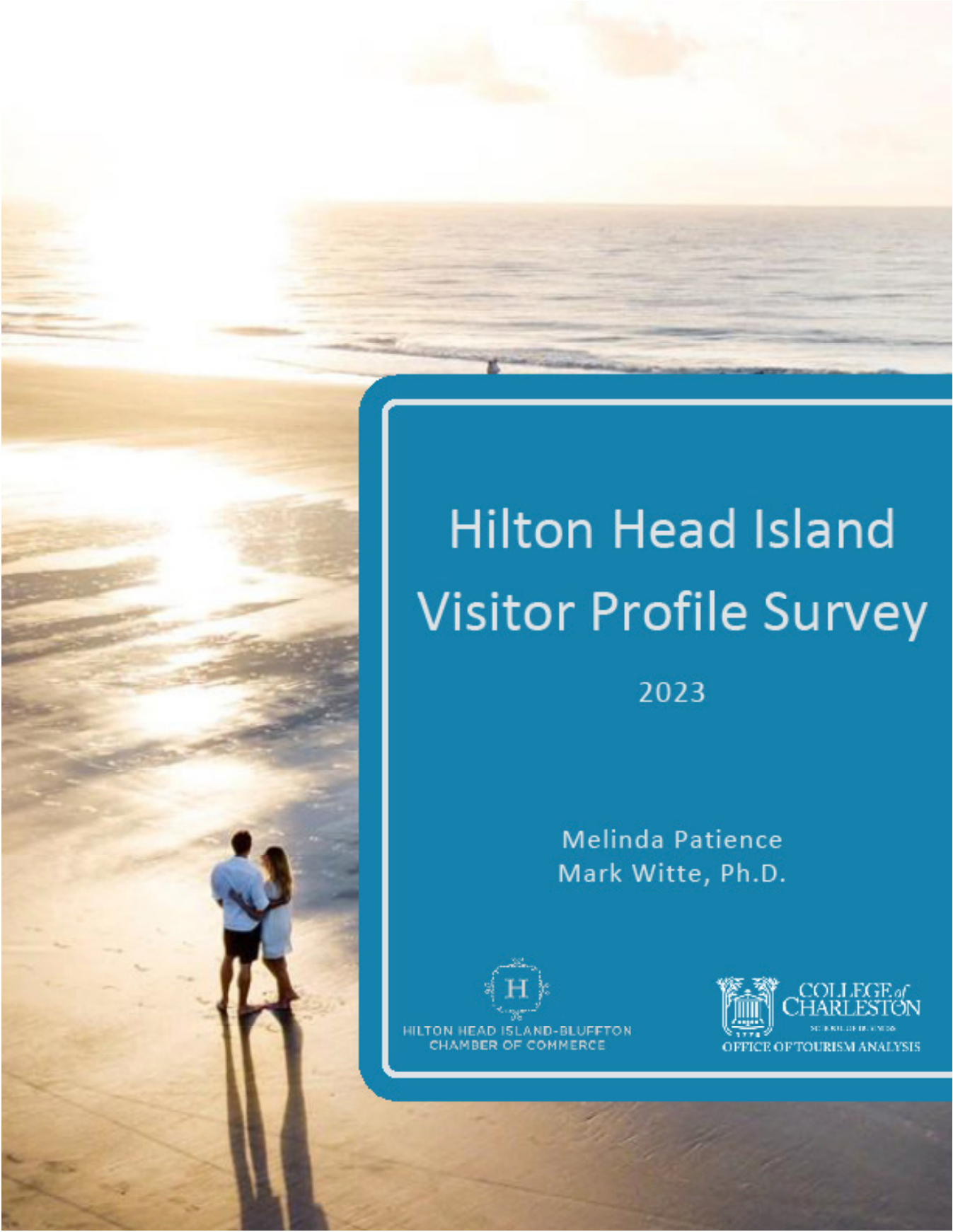
Ease traffic flow.

Advertise to a higher income traveler.

Key Insight #5



OFFICE OF TOURISM ANALYSIS,
COLLEGE OF CHARLESTON
2023 Visitor Profile Study



Hilton Head Island Visitor Profile Survey

2023

Melinda Patience
Mark Witte, Ph.D.



HILTON HEAD ISLAND-BLUFFTON
CHAMBER OF COMMERCE



COLLEGE of
CHARLESTON

OFFICE OF TOURISM ANALYSIS

**PREPARED FOR:
HILTON HEAD ISLAND-BLUFFTON
CHAMBER OF COMMERCE**

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1

EXECUTIVE SUMMARY

SAMPLE DEMOGRAPHICS

Millennials represented 61% of the respondents, followed by Gen X (17.7%), and then Baby Boomers (17.9%). Over 56% of those surveyed had a Bachelor's degree or higher, and more than 57% had an annual household income of \$100,000 or more per year. Also, nearly 90% of the respondents were married.

POINT OF ORIGIN

The respondents resided in 140 geographical areas / MSAs (Metropolitan Statistical Areas) throughout the U.S., stretching from east to west coast. More respondents resided in California than any other state (13.0%). Second was Texas (7.8%), followed then by Pennsylvania (7.1%), New York (6.5%), Ohio (5.5%), and Georgia (5.1%). In-state visitors did not make up a significantly large portion of the respondents (4.8%).

According to a market penetration analysis, the following MSAs were major markets amongst respondents: Los Angeles-Long Beach-Anaheim, CA; New York-Newark-Jersey City, NY-NJ; Atlanta-Sandy Springs-Roswell, GA; Philadelphia-Camden-Wilmington, PA-NJ-DE-MD; San Francisco-Oakland-Fremont, CA; Washington-Arlington-Alexandria, DC-VA-MD-WV; and Chicago-Naperville-Elgin, IL-IN.

Canada was the top international origin market amongst respondents (38.0%), followed by the Middle East (26.8%), and Europe (16.9%).

THOSE WHO TRAVELED TO HILTON HEAD ISLAND

The top three reasons for choosing Hilton Head Island as a destination continue to be visiting beaches (40.7%), relaxation (31.7%), and spending time with family (22.2%), followed by nature-based activities (19.5%), hiking (17.4%), culinary experiences (14.3%), and shopping (14.3%). The activities in which visitors actually participated are similar to the previously mentioned activities, and also include water excursions, museums, and wellness activities.

Amongst Hilton Head Island's overnight visitors, 70.6% indicated they had visited Hilton Head Island, SC for the first time, suggesting that the destination continues to appeal to new visitors.

TRIP CHARACTERISTICS

The average group size of those surveyed was 4.7 for overnight visitors and 5.3 for day trip visitors. While the main mode of transportation around the island continues to be personal/family car (31.7%), transportation to the saw significant increase in flying into the destination from the prior survey (36.9% to 52.8%), with the majority of visitors flying into Hilton Head Island Airport.

The average length of stay for those surveyed varied by segment; those staying in villa rentals stayed approximately 8.1 nights, hotel visitors stayed 6.5 nights, timeshare visitors stayed 8.0 nights, and second homeowners stayed 9.7 nights. The overall average was 6.9 nights.

Resorts stood out as the most popular choice of paid accommodation for overnight visitors (56.1%), followed by home/villa rentals (15.6%), hotels (13.7%), timeshares (6.1%), and second homes (3.0%).

**TRAVEL PLANNING**

VRBO remains by far the most popular online booking platform for villas/homes (32.2%), followed by local vacation rental companies (22.2%) and the local resorts' online booking platforms (e.g., Sea Pines, Palmetto Dunes) (10.8%). The percentage of respondents booking via Airbnb remains steady year-to-year at around 11%.

Other destinations like Gulf Shores, Alabama Gulf Trail, Hawaii, the Caribbean, and the Outer Banks were the top competitors for Hilton Head Island as alternative beach destinations. The top competing market was Gulf Shores.

Top reasons for choosing to visit Hilton Head Island were beach destination (32.6%), wanting to visit nature-based attractions (23.4%), previous visitation (20.4%), wanting to visit heritage attractions (18.2%), and word-of-mouth/recommendation (12.2%).

Of those visitors surveyed, 80.2% 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=169), 33.7% had never visited the Hilton Head Island / Bluffton area before, and 50.3% had visited one to five times before.

Of those non-visitors, 47.0% traveled elsewhere, 26.0% plan to visit in the future, 4.0% were hesitant because of unpredictable weather events, 3.0% mentioned health reasons, 2.0% did not find what they were looking for, and 2.0% did not travel at all. Of those who did not visit the Hilton Head Island / Bluffton area, alternative destinations in the Southeast (42.0%) and South (27.0%) were the most popular. Nonetheless, 48.8% 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 (50.6%) 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: relaxation & rejuvenation (72.2%), beaches (71.2%), passive outdoor adventures (63.7%), historic attractions (61.9%), and romantic couple getaways (60.8%).

The following attributes were most important in choosing a leisure vacation: natural beauty of the destination (76.9%), quality of dining options (74.6%), ease of access (73.3%), affordability (73.0%), quality of lodging options (72.6%), diversity of dining options (70.4%), and diversity of lodging options (65.9%).



METHODOLOGY

The 2022 Visitor Profile Study (VPS) for the Hilton Head Island and Bluffton Area was conducted electronically. Between mid-January 2022 and January 2023, emails were sent on a rolling basis to invite individuals to participate in the VPS. These individuals had previously visited www.hiltonheadisland.org or www.visitbluffton.org and submitted their email addresses, and they were contacted following their anticipated dates of visitation. In addition, invitations to complete the survey were posted multiple times during the same time period on the social media channels of the Hilton Head Island Visitor & Convention Bureau and Explore Bluffton.

A total of 2,918 completed surveys were collected. This report is based largely on the 1,913 respondents who visited Hilton Head Island as an overnight or day trip, along with individuals who did not travel at all or did not travel to Hilton Head Island / Bluffton.

This report presents the results of the present study, together with comparative results from the last two times this study was completed, examining visitation in 2019 and 2021. When 2019 data is not presented, it is because the question was not asked in that survey.

The table below shows the visitor estimates for Hilton Head Island by segment for 2021, and 2022. 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	Change (%)
Villa/Home Rentals	962,686	951,126	-1.2%
Hotels/Resorts	508,577	497,574	-2.2%
Timeshares	481,934	481,461	-0.1%
Second Homeowners	719,302	710,673	-1.2%
Non-paying Guests	186,667	184,428	-1.2%
Day trippers	267,290	264,083	-1.2%
Total Visitors	3,126,856	3,089,345	-1.2%

Table 1: Visitor Estimates for 2021 and 2022



SURVEY FINDINGS

SAMPLE DEMOGRAPHICS

	2019	2021	2022	2023
Gender				
Female	67.4%	62.5%	49.8%	54.1%
Male	32.6%	37.4%	51.1%	45.7%
Self-identify	-	0.1%	-	0.3%
Marital Status				
Married	76.7%	76.7%	77.3%	86.4%
Single	8.5%	9.2%	9.9%	6.7%
Divorced	7.4%	7.7%	5.8%	3.4%
Living as Married	3.8%	-	-	-
Widowed	3.1%	5.3%	5.9%	2.8%
Separated	0.5%	1.1%	1.1%	0.7%
Education (highest level completed)				
Grade School	0.2%	0.7%	0.4%	0.9%
High School	8.0%	8.0%	6.5%	3.8%
Some College	19.6%	20.9%	21.5%	22.6%
Associates Degree (2 years)	13.1%	13.6%	13.2%	16.0%
Bachelor's Degree (4 years)	31.5%	32.9%	32.3%	33.0%
Graduate Degree (Post degree/MA)	26.9%	23.8%	26.1%	23.7%
Age				
19 years or younger	0.1%	0.1%	0.1%	0.3%
20 to 29 years	0.9%	10.5%	23.8%	24.1%
30 to 39 years	5.9%	16.5%	28.8%	39.4%
40 to 49 years	15.3%	12.6%	13.1%	8.3%
50 to 59 years	26.8%	18.7%	10.9%	9.4%
60 to 69 years	34.4%	25.8%	14.2%	11.6%
70 years and over	15.9%	14.5%	8.6%	6.3%
Not Applicable	0.6%	1.4%	0.3%	0.5%
Household Income				
Under \$24,999	1.4%	2.3%	1.5%	1.1%
\$25,000-\$34,999	1.8%	6.3%	4.1%	1.8%
\$35,000-\$49,999	5.5%	7.7%	8.0%	6.5%
\$50,000-\$74,999	12.6%	15.7%	12.2%	17.1%
\$75,000-\$99,999	14.6%	17.7%	17.2%	17.0%
\$100,000-\$149,999	22.1%	24.6%	21.8%	17.0%
\$150,000-\$199,999	11.3%	13.0%	17.1%	18.0%
\$200,000-\$249,999	5.8%	5.9%	9.4%	15.9%
\$250,000 or more	6.2%	6.8%	8.6%	5.6%
Not Applicable	18.8%	-	-	-
N	1,682	1,884	1,913	1,154

Table 2: Demographics

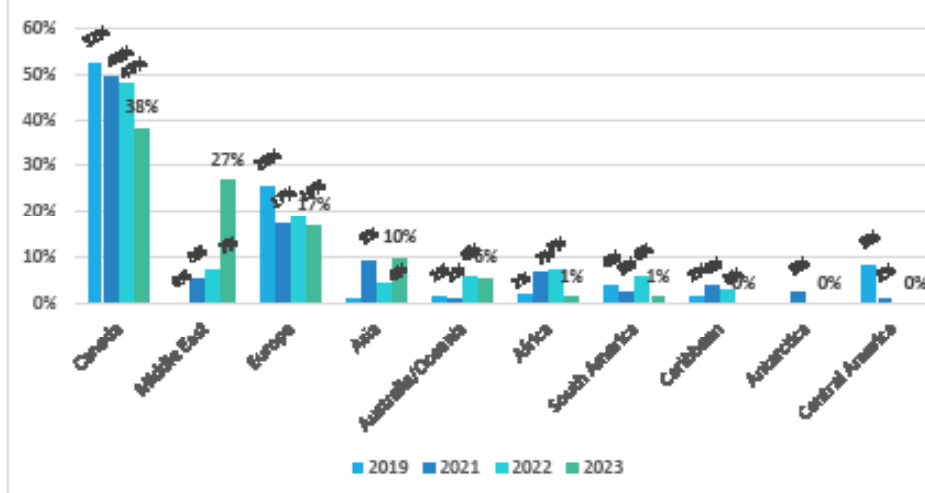
SAMPLE POINT OF ORIGIN**ZIP Code Analysis – Top 30 MSAs**

	Metropolitan Area	Sum MSA	Percent MSA Share
1	Los Angeles-Long Beach-Anaheim, CA	106	9.3%
2	New York-Newark-Jersey City, NY-NJ	79	6.9%
3	Atlanta-Sandy Springs-Roswell, GA	44	3.9%
4	Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	41	3.6%
5	San Francisco-Oakland-Fremont, CA	39	3.4%
6	Washington-Arlington-Alexandria, DC-VA-MD-WV	38	3.3%
7	Chicago-Naperville-Elgin, IL-IN	34	3.0%
8	Pittsburgh, PA	33	2.9%
9	Charlotte-Concord-Gastonia, NC-SC	23	2.0%
10	Columbus, OH	23	2.0%
11	Detroit-Warren-Dearborn, MI	20	1.8%
12	Charleston-North Charleston, SC	17	1.5%
13	Louisville/Jefferson County, KY-IN	17	1.5%
14	Rural OH	16	1.4%
15	Boston-Cambridge-Newton, MA-NH	15	1.3%
16	Cincinnati, OH-KY-IN	15	1.3%
17	Houston-Pasadena-The Woodlands, TX	15	1.3%
18	Kansas City, MO-KS	15	1.3%
19	Albany-Schenectady-Troy, NY	14	1.2%
20	Baltimore-Columbia-Towson, MD	14	1.2%
21	Austin-Round Rock-San Marcos, TX	13	1.1%
22	Riverside-San Bernardino-Ontario, CA	13	1.1%
23	San Diego-Chula Vista-Carlsbad, CA	13	1.1%
24	Jacksonville, FL	12	1.1%
25	Wisconsin Rapids-Marshfield, WI	12	1.1%
26	Greenville-Anderson-Greer, SC	11	1.0%
27	St. Louis, MO-IL	11	1.0%
28	Akron, OH	10	0.9%
29	Columbia, SC	10	0.9%
30	Rural TX	10	0.9%
	Other	408	35.8%
	Total	1,141	

Table 3: ZIP Code Analysis – Top 30 MSAs

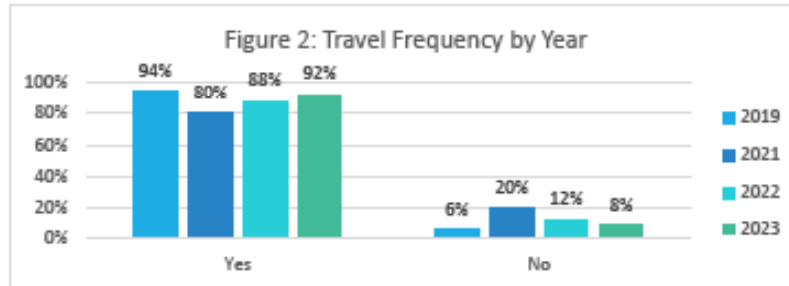
International Markets

Figure 1: International Markets by Year

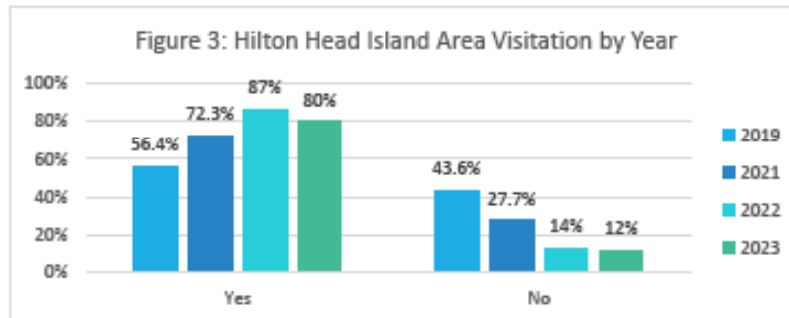


	2019	2021	2022	2023
Canada	52.1%	49.3%	47.8%	38.0%
Middle East	0.0%	5.3%	7.2%	26.8%
Europe	25.4%	17.3%	18.8%	16.9%
Asia	1.0%	9.3%	4.3%	9.9%
Australia/Oceania	1.4%	1.3%	5.8%	5.6%
Africa	2.1%	6.7%	7.2%	1.4%
South America	4.2%	2.7%	5.8%	1.4%
Caribbean	1.4%	4.0%	2.9%	-
Antarctica	-	2.7%	-	-
Central America	8.5%	1.3%	-	-
N	71	75	69	71

Table 4: International Markets by Year

TRAVEL TO THE HILTON HEAD ISLAND / BLUFFTON AREA**Within the last 12 months have you traveled or taken a vacation?¹**

	2019	2021	2022	2023
Yes	94.3%	80.4%	87.8%	91.8%
No	5.7%	19.6%	12.2%	8.2%
N	1,684	2,084	2,918	1,710

TABLE 5: Travel Frequency by Year**Did you visit Hilton Head Island, SC or Bluffton, SC in the last 12 months?¹**

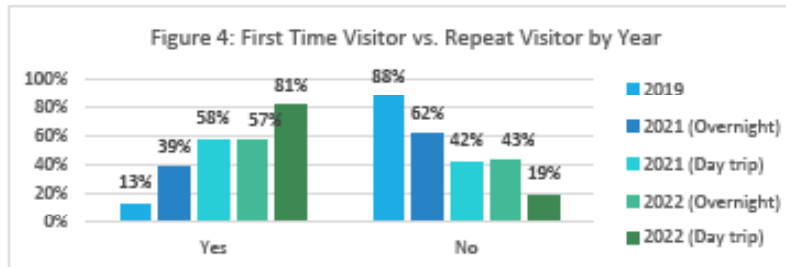
	2019	2021	2022	2023
Yes	56.4%	72.3%	86.5%	79.8%
No	43.6%	27.7%	13.5%	12.0%
N	1,713	1,675	2,547	1,570

TABLE 6: Hilton Head Island Area Visitation by Year

¹ For the 2019 report, these questions asked about the last 18 months instead of the last 12 months. Also, in 2019 the second question was asked of all respondents, whereas in 2021 and 2022 it was just asked of those who had travelled.

HILTON HEAD ISLAND VISITORS

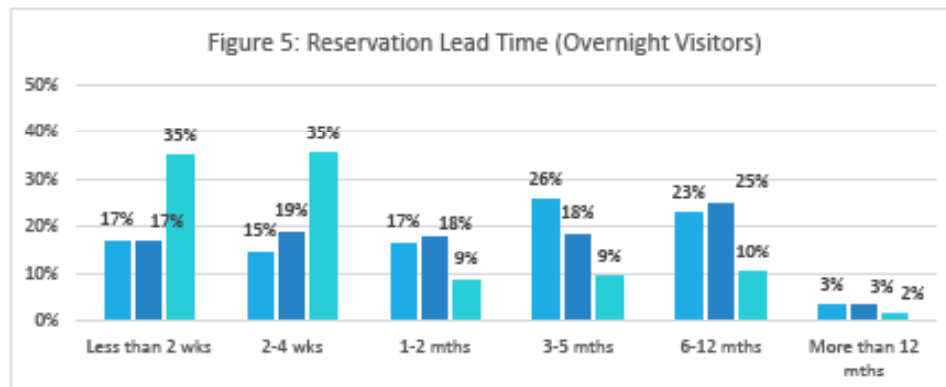
Was that your first time visiting Hilton Head Island?



	2019	2021 (Overnight)	2021 (Day trip)	2022 (Overnight)	2022 (Day trip)	2023 (Overnight)	2023 (Day trip)
Yes	12.5%	38.5%	57.8%	57.4%	81.0%	28.0%	70.6%
No	87.5%	61.5%	42.2%	42.6%	19.0%	72.0%	29.4%
N	946	991	45	1,477	79	1,077	34

TABLE 7: First Time Visitor vs. Repeat Visitor by Year

Approximately how long before your trip to Hilton Head Island did you make your first reservation (e.g., accommodation, transportation, etc.)?



	2021	2022	2023
Less than 2 weeks	17.0%	16.8%	34.9%
2 weeks to 4 weeks	14.6%	18.9%	35.4%
1 to 2 months	16.6%	17.8%	8.5%
3 to 5 months	25.5%	18.4%	9.4%
6 to 12 months	22.9%	24.9%	10.2%
More than 12 months	3.3%	3.2%	1.6%
N	991	1,479	1,076

TABLE 8: Reservation Lead Time

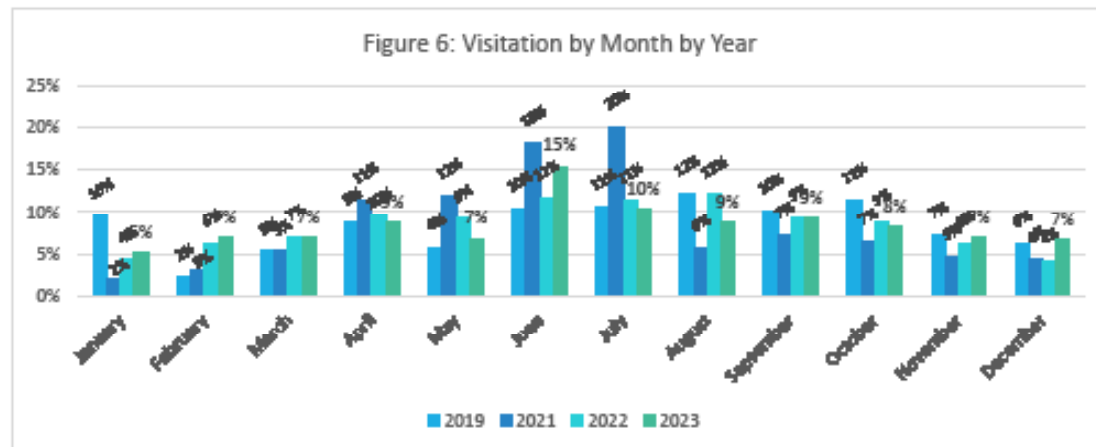
When did you make your most recent trip to Hilton Head Island?

	2019	2021 (Overnight)	2021 (Day trip)	2022 (Overnight)	2022 (Day trip)	2023 (Overnight)	2023 (Day trip)
2018	12.9%						
2019	77.8%						
2020	9.3%	14.1%	26.5%				
2021		85.9%	73.5%				
2022				100.0%	100.0%		
2023						100.0%	100.0%
N	951	1,040	34	1,477	79	1,044	33

TABLE 9: Visitation Year by Year

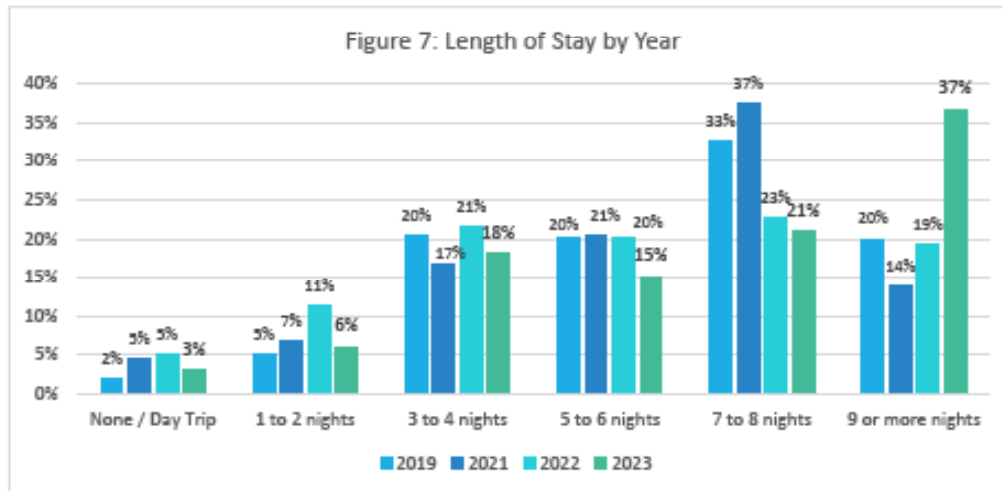
	2019	2021 (Overnight)	2021 (Day trip)	2022 (Overnight)	2022 (Day trip)	2023 (Overnight)	2023 (Day trip)
January	9.5%	1.9%	0.0%	4.3%	4.3%	5.1%	3.0%
February	2.2%	3.0%	2.9%	6.4%	4.3%	6.9%	0.0%
March	5.3%	5.3%	8.6%	6.8%	11.4%	6.9%	3.0%
April	8.9%	11.5%	5.7%	9.6%	7.1%	8.8%	15.2%
May	5.8%	12.0%	5.7%	9.5%	4.3%	6.8%	12.1%
June	10.4%	17.8%	31.4%	11.7%	12.9%	15.4%	18.2%
July	10.6%	20.0%	25.7%	11.4%	11.4%	10.3%	12.1%
August	12.3%	5.8%	2.9%	11.4%	25.7%	8.7%	12.1%
September	10.2%	7.2%	5.7%	9.3%	11.4%	9.3%	6.1%
October	11.4%	6.5%	8.6%	9.2%	1.4%	8.2%	9.1%
November	7.2%	4.7%	0.0%	6.3%	2.9%	6.9%	0.0%
December	6.2%	4.3%	2.9%	4.2%	2.9%	6.6%	9.1%
N	951	1,504	34	1,361	70	1,044	33

TABLE 10: 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 forward, data collection occurred on a continuous basis throughout the year.

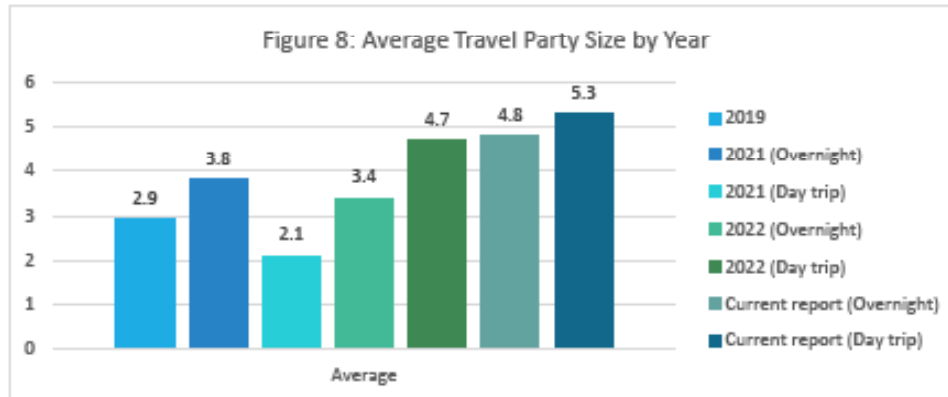
Approximately how many nights was your trip to Hilton Head Island?



	2019	2021	2022	2023
None/day trip only	2.0%	4.5%	5.2%	3.1%
1 night	1.5%	1.8%	2.4%	0.4%
2 nights	3.1%	4.9%	8.9%	5.6%
3 nights	10.3%	7.5%	11.3%	10.2%
4 nights	10.0%	9.3%	10.2%	7.9%
5 nights	7.7%	9.6%	10.5%	7.5%
6 nights	12.4%	10.9%	9.5%	7.6%
7 nights	30.4%	34.0%	19.3%	15.4%
8 nights	2.1%	3.4%	3.4%	5.5%
9 nights	2.3%	2.6%	1.8%	3.7%
10 nights	3.4%	3.1%	3.2%	3.7%
11 nights	0.5%	0.4%	1.3%	2.6%
12 nights	0.8%	0.9%	1.4%	3.7%
13 nights	0.6%	0.7%	0.8%	2.9%
14 nights	4.8%	4.2%	3.6%	4.4%
15 nights	0.5%	0.8%	1.1%	2.9%
More than 15 nights	7.1%	1.1%	6.2%	12.8%
N	950	996	1,519	1,103

TABLE 11: Length of Stay by Year

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



	2019	2021 (Overnight)	2021 (Day trip)	2022 (Overnight)	2022 (Day trip)	2023 (Overnight)	2023 (Day trip)
Average	2.9	3.8	2.1	3.4	4.7	4.8	5.3
N	951	995	45	1,477	79	1,042	30

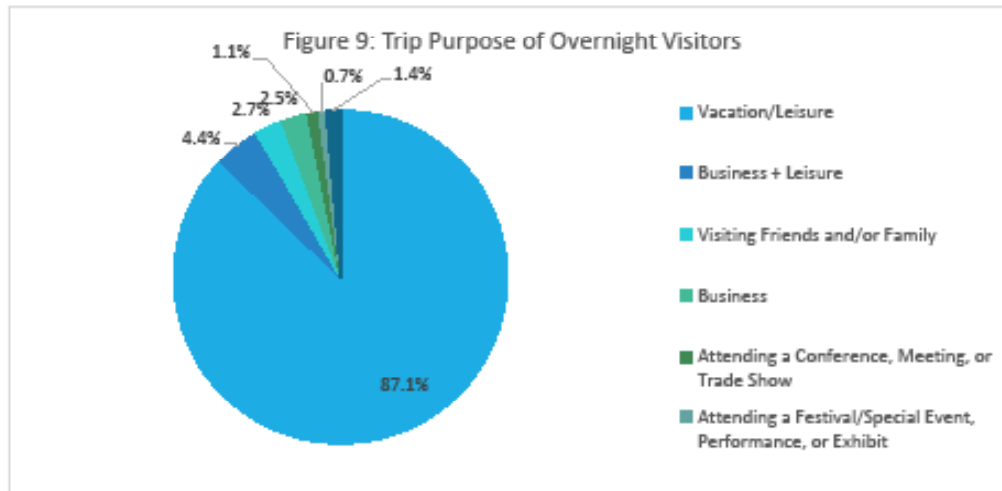
TABLE 12: Travel Party Size by Year

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	35.3%	25.6%	20.0%	15.7%	1.1%	0.5%	1.7%
	18-24	25.8%	6.9%	3.4%	1.1%	0.1%	0.1%	2.5%
	25-34	35.3%	6.5%	16.8%	13.0%	11.7%	13.6%	2.9%
	35-44	35.3%	21.5%	21.3%	17.9%	0.6%	0.6%	2.8%
	45-54	86.8%	5.6%	5.0%	0.6%	0.1%	0.2%	1.8%
	55-64	84.4%	7.7%	5.3%	0.4%	0.6%	0.1%	1.7%
	65+	83.3%	5.4%	9.2%	0.6%	-	0.2%	2.4%
Day Trip	Under 18	64.7%	14.7%	14.7%	-	-	2.9%	2.9%
	18-24	67.6%	14.7%	5.9%	-	-	5.9%	5.9%
	25-34	44.1%	14.7%	8.8%	5.9%	5.9%	5.9%	14.7%
	35-44	64.7%	14.7%	8.8%	-	2.9%	2.9%	5.9%
	45-54	79.4%	11.8%	5.9%	2.9%	-	-	-
	55-64	79.4%	5.9%	2.9%	2.9%	-	2.9%	5.9%
	65+	82.4%	11.8%	5.9%	-	-	-	-

TABLE 13: Travel Party Ages by Year

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



	2021	2022	2023
Vacation/Leisure	82.1%	74.3%	87.1%
Business + Leisure	6.7%	6.9%	4.4%
Visiting Friends and/or Family	3.9%	5.0%	2.7%
Business	2.1%	5.3%	2.5%
Attending a Conference, Meeting, or Trade Show	2.3%	4.2%	1.1%
Attending a Festival/Special Event, Performance, or Exhibit	0.9%	2.5%	0.7%
Other ²	1.9%	1.7%	1.4%
N	995	1,491	1,081

TABLE 14: 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
Part of a vacation	57.8%	72.2%	76.5%
Day trip from home	42.2%	27.8%	23.5%
N	45	79	34

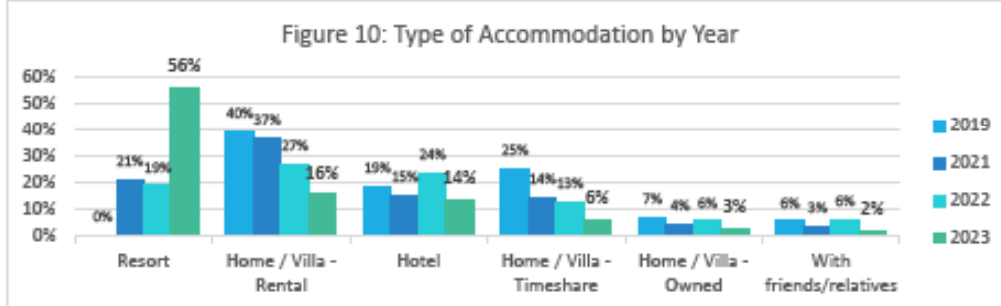
TABLE 15: Day Trip as Part of a Vacation or Day Trip from Home

Where did you stay overnight?

	2021	2022	2023
Charleston	19.2%	50.9%	26.9%
Savannah	42.3%	19.3%	23.1%
Tybee Island	7.7%	10.5%	19.2%
Beaufort	19.2%	14.0%	15.4%
Jacksonville	3.8%	3.5%	11.5%
Fripp Island	3.8%	-	-
Other	3.8%	1.8%	3.8%
N	26	57	26

TABLE 16: Day Trip Visitors' Overnight Location

² Other responses for trip purpose include research for relocation to HHI, golf or tennis tournament, birthday, or anniversary trip.

Overnight Visitors:**What was your primary form of accommodation while visiting Hilton Head Island?**

	2019	2021	2022	2023
Resort	-	20.9%	19.0%	56.1%
Home / Villa - Rental	39.5%	37.2%	26.6%	15.6%
Hotel	18.6%	15.0%	23.6%	13.7%
Home / Villa - Timeshare	25.2%	14.2%	12.7%	6.1%
Home / Villa - Owned	7.1%	4.3%	5.6%	3.0%
With friends/relatives	5.6%	3.4%	5.9%	2.0%
RV park	1.1%	0.4%	1.5%	0.4%
Other	1.4%	0.3%	0.1%	-
None – Day Trip only	1.7%	4.3%	5.0%	3.0%
N	951	1,040	1,570	1,115

TABLE 17: Types of Accommodation by Year**What was the name of the Hotel/Resort where you stayed?**

Hampton Inn & Suites Bluffton-Sun City	14.7%
Sonesta Resort Hilton Head Island	10.5%
Hilton Beachfront Resort & Spa	10.0%
The Westin Hilton Head Island Resort	7.9%
Omni Hilton Head Oceanfront Resort	5.8%
Sea Pines Resort	3.7%
Barony Beach Club	3.2%
Beach House Hilton Head Island	3.2%
Comfort Suites Bluffton-Hilton Head Island	3.2%
Grand Hilton Head Inn	3.2%
N	190

TABLE 18: Top 10 Hotels or Resorts**Which of the following online platforms did you use to make your home/villa reservation?**

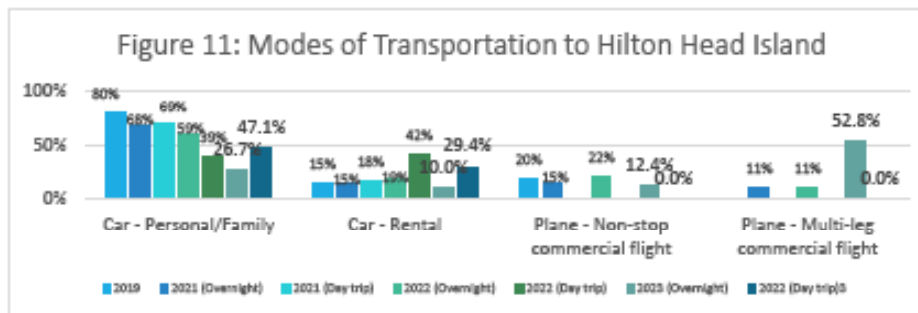
	2019	2021	2022	2023
Directly with owner	-	6.2%	6.0%	-
Vrbo	32.8%	34.2%	29.2%	32.3%
A Local vacation rental company	22.7%	22.9%	24.7%	22.2%
Directly with the resort	11.2%	15.1%	13.0%	10.8%
Airbnb	2.4%	10.0%	12.0%	10.2%
Vacasa	-	4.9%	5.5%	6.6%
HomeAway	-	2.2%	3.5%	4.2%
TurnKey	-	1.3%	-	3.0%
I don't remember	3.5%	0.8%	3.0%	1.2%
Booking.com	-	0.3%	2.2%	0.6%
None	-	0.5%	0.5%	0.6%
Other	23.5%	1.6%	0.5%	8.4%
N		371	401	167

TABLE 19: Booking Platforms for Home/Villa Rental

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

	2019	2021 (Overnight)	2021 (Day trip)	2022 (Overnight)	2022 (Day trip)	2023 (Overnight)	2023 (Day trip)
Car - Personal/Family	79.5%	67.6%	68.9%	59.3%	39.2%	26.7%	47.1%
Car - Rental	14.7%	15.0%	17.8%	19.4%	41.8%	10.0%	29.4%
Plane - Non-stop commercial flight	19.5% ⁴	14.8%	-	21.5%	-	12.4%	-
Plane - Multi-leg commercial flight	-	10.7%	-	11.0%	-	52.8%	-
Plane - Private	0.2%	0.7%	13.3%	3.4%	10.1%	1.5%	17.6%
Personal RV	1.1%	2.2%	-	4.9%	1.3%	1.9%	17.6%
Motor Coach/Tour bus	0.0%	1.5%	6.7%	3.9%	15.2%	5.9%	11.8%
Other	0.6%	0.6%	-	0.1%	-	0.2%	-
N	953	995	45	1,477	79	1,115	34

TABLE 20: Modes of Transportation to Hilton Head Island



Visitors Arriving by Plane:

At which airport did you land?

	2019	2021	2022	2023
Hilton Head Island	12.8%	39.8%	33.8%	81.6%
Savannah/Hilton Head International	69.5%	40.6%	38.1%	12.1%
Charleston	9.2%	8.8%	12.7%	3.3%
Atlanta	2.8%	5.6%	6.1%	1.4%
Jacksonville	1.4%	2.0%	5.5%	1.1%
Charlotte	1.4%	2.0%	3.3%	0.3%
Other	2.8%	1.2%	0.4%	0.3%
N	114	251	488	728

TABLE 21: Arrival Airport by Year

Which commercial airline did you use?

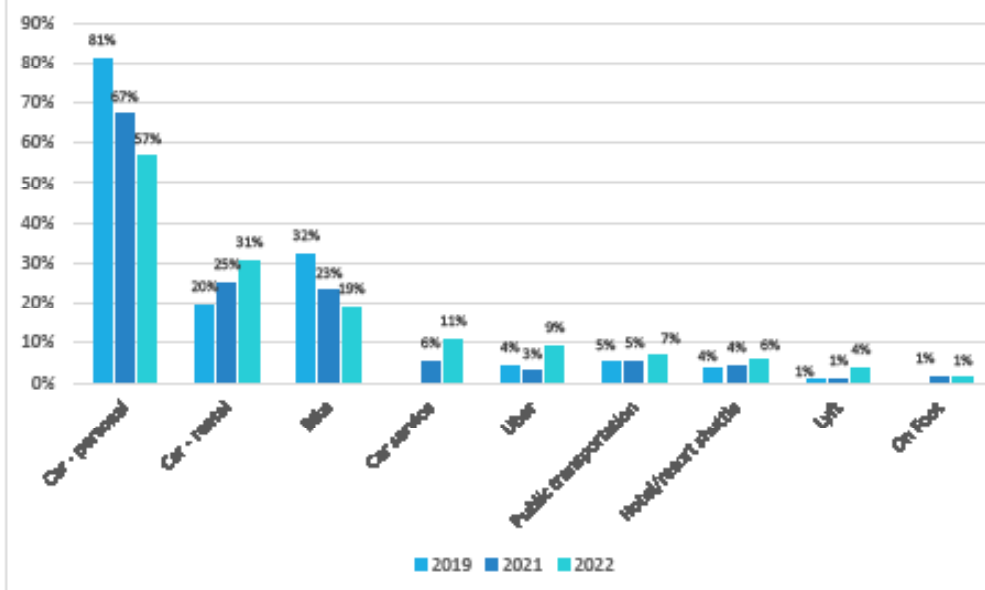
	2021	2022	2023
American Airlines	38.9%	44.8%	25.4%
Southwest	8.1%	9.0%	14.2%
Silver Airways	0.8%	1.8%	14.2%
Air Canada	5.3%	6.8%	12.8%
JetBlue	6.5%	3.6%	12.2%
Frontier	1.6%	2.3%	11.9%
Frontier	0.4%	2.3%	11.9%
Delta	16.6%	7.0%	2.6%
Allegiant	10.1%	8.1%	2.1%
Alaska	2.8%	10.4%	1.7%
Breeze	1.2%	3.2%	1.4%
Sun Country Airlines	0.4%	0.9%	0.1%
United	6.9%	1.8%	-
Spirit	0.4%	0.2%	-
N	247	442	720

TABLE 22: Commercial Airlines Used

⁴ The 2019 survey did not divide commercial flights into non-stop and multi-leg, so stated percentage is for all commercial flights.

Once on Hilton Head Island, what mode[s] of transportation did you use?

Figure 12: Transportation used while on Hilton Head Island



	2019	2021	2022	2023
Car - personal	81.1%	67.1%	56.7%	31.7%
Car - rental	19.5%	25.0%	30.5%	19.4%
Bike	32.2%	23.2%	19.1%	15.2%
Car service	-	5.5%	10.9%	14.5%
Public transportation (HHI Trolley, etc.)	5.4%	5.4%	6.8%	12.5%
Shuttle offered by the hotel/resort	3.7%	4.2%	5.7%	11.1%
Uber	4.1%	2.9%	9.2%	8.5%
Lyft	1.1%	1.0%	3.7%	5.8%
On Foot	-	1.4%	1.3%	0.8%
Other	-	0.1%	0.1%	-
N	948	995	1,477	1,115

TABLE 23: Transportation Used While on Hilton Head

Please indicate the approximate total amount of money that was spent by your party/group for each category while in the Hilton Head Island area.

	Villa Rental	Hotel	Timeshare	Second Homeowner	Non-paying Guests	Day Trip	Overall
Transportation	\$201	\$335	\$185	\$107	\$162	\$57	\$274
Lodging	\$2,834	\$1,804	\$1,229	\$0	\$0	\$0	\$1,315
Food - Dining	\$606	\$833	\$907	\$579	\$401	\$166	\$763
Food - Grocery	\$338	\$692	\$251	\$314	\$171	\$107	\$573
Shopping	\$485	\$795	\$274	\$415	\$479	\$157	\$684
Spas	\$29	\$276	\$25	\$46	\$49	\$73	\$187
Golf	\$54	\$260	\$72	\$96	\$150	\$29	\$189
Biking	\$69	\$74	\$39	\$16	\$37	\$20	\$63
Performance/Visual Arts	\$35	\$272	\$18	\$12	\$57	\$71	\$183
Festivals	\$12	\$260	\$6	\$18	\$37	\$45	\$168
Museums/Historical Tours	\$42	\$242	\$32	\$12	\$33	\$74	\$163
Boating/Sailing/Fishing	\$137	\$298	\$203	\$31	\$175	\$91	\$231
Nature-based Activities	\$18	\$258	\$17	\$15	\$38	\$41	\$169
Dolphin Tours	\$56	\$272	\$34	\$8	\$48	\$58	\$187
Tennis	\$13	\$259	\$3	\$159	\$11	\$55	\$173
Other Expenses	\$55	\$298	\$64	\$75	\$161	\$13	\$204
Total Expenditure	\$4,864	\$5,890	\$3,352	\$1,894	\$1,917	\$1,414	\$5,241

Table 24: Average Per Travel Party Trip Expenditures by Category and Visitor Type

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

	2019	2021 (Overnight)	2021 (Day trip)	2022 (Overnight)	2022 (Day trip)	2023 (Overnight)	2023 (Day trip)
Beaches	73.5%	75.4%	55.6%	62.0%	38.0%	40.7%	44.1%
Relaxation	58.6%	51.5%	31.1%	34.1%	12.7%	31.7%	20.6%
Time with family/friends	48.4%	46.6%	24.4%	32.6%	10.1%	22.2%	26.5%
Nature-based activities (dolphin/turtle tours, fishing, etc.)	11.3%	12.0%	2.2%	13.3%	3.8%	19.5%	23.5%
Biking	15.7%	16.4%	11.1%	21.3%	27.8%	17.4%	11.8%
Culinary	13.9%	12.2%	31.1%	14.2%	27.8%	14.3%	20.6%
Shopping	11.7%	10.9%	24.4%	10.7%	8.9%	14.3%	20.6%
Golf	16.3%	13.7%	8.9%	10.4%	13.9%	14.1%	2.9%
Business trip (convention, meeting, etc.)	1.2%	5.1%	4.4%	10.5%	24.1%	13.1%	2.9%
Health/wellness/fitness	2.1%	3.4%	11.1%	5.9%	6.3%	13.1%	8.8%
Boating / Sailing / Kayaking	1.6%	7.5%	11.1%	13.6%	16.5%	12.3%	26.5%
Festivals	4.0%	3.6%	6.7%	8.2%	3.8%	11.6%	8.8%
Attend sporting event	0.6%	4.7%	15.6%	11.2%	10.1%	11.3%	2.9%
Paris	1.4%	1.8%	6.7%	4.9%	5.1%	11.1%	2.9%
Heritage attractions / Museum / Historical tours	3.3%	6.5%	20.0%	10.6%	16.5%	6.1%	32.4%
Tennis	2.1%	1.7%	6.7%	2.6%	11.4%	3.9%	2.9%
Other	8.1%	4.1%	-	3.9%	2.5%	1.8%	5.9%
Wedding	-	1.2%	-	1.6%	0.0%	0.9%	2.9%
N	953	995	45	1,477	79	1,115	34

TABLE 25: Three Primary Reasons for Visitation

Which of the following activities did you actively participate in?

	2019	2021 (Overnight)	2021 (Day trip)	2022 (Overnight)	2022 (Day trip)	2023 (Overnight)	2023 (Day trip)
Beaches	83.2%	81.8%	42.2%	69.4%	51.9%	46.5%	44.1%
Biking	37.3%	40.5%	6.7%	38.4%	24.1%	31.2%	17.6%
Relaxation	78.0%	68.7%	40.0%	45.6%	15.2%	28.1%	8.8%
Shopping	69.1%	58.1%	46.7%	42.3%	13.9%	25.9%	29.4%
Time with family/friends	70.5%	59.0%	37.8%	40.8%	20.3%	25.1%	20.6%
Water excursions	24.4%	17.6%	17.8%	11.3%	29.1%	17.8%	17.6%
Attend sporting event	2.3%	4.9%	8.9%	13.5%	16.5%	15.3%	11.8%
Nature-based activities (dolphin/turtle tours, fishing, etc.)	30.3%	26.3%	8.9%	24.6%	7.6%	14.9%	23.5%
Culinary	40.1%	29.1%	31.1%	27.5%	16.5%	14.3%	20.6%
Museums / Historical tours	17.8%	15.7%	11.1%	17.9%	8.9%	9.9%	14.7%
Health / Wellness / Fitness	12.6%	12.8%	4.4%	14.8%	12.7%	7.8%	14.7%
Golf	23.8%	18.7%	8.9%	14.6%	6.3%	6.7%	5.9%
Music or theatrical performance / Visual arts exhibit	16.7%	6.2%	8.9%	10.4%	3.8%	6.5%	8.8%
Festivals	13.4%	6.5%	6.7%	12.1%	8.9%	5.8%	17.6%
Business/work	2.5%	7.1%	13.3%	11.8%	11.4%	5.4%	2.9%
Spas	8.0%	5.1%	6.7%	9.5%	5.1%	3.9%	5.9%
Tennis	5.9%	4.9%	-	3.2%	1.3%	3.9%	2.9%
Sports activities	8.1%	4.4%	8.9%	5.8%	5.1%	2.8%	91.2%
Other	3.9%	2.0%	-	2.6%	6.3%	1.8%	5.9%
University visit / Education / Intellectual programs	0.6%	1.4%	2.2%	2.0%	1.3%	1.6%	2.9%
N	950	995	45	1,477	79	1,115	34

TABLE 26: Activities Visitors Participated In

Which shopping locations did you visit?

	2019	2021 (Overnight)	2021 (Day trip)	2022 (Overnight)	2022 (Day trip)	2023 (Overnight)	2023 (Day trip)
Coligny Plaza	68.8%	64.7%	26.7%	54.4%	32.9%	31.6%	23.5%
Harbour Town	60.2%	55.8%	26.7%	44.2%	39.2%	29.2%	23.5%
Shelter Cove Harbour	47.8%	42.0%	17.8%	36.9%	21.5%	23.0%	20.6%
Shelter Cove Towne Centre	40.4%	33.4%	20.0%	25.0%	8.9%	21.2%	29.4%
Downtown Bluffton	30.5%	25.4%	28.9%	31.1%	34.2%	20.4%	38.2%
Tanger Outlets	53.2%	34.9%	37.8%	26.1%	22.8%	19.6%	5.9%
Shopping areas off 278 (Target, Kroger, Best Buy, etc.)	42.0%	30.7%	22.2%	21.7%	20.3%	18.3%	20.6%
The Shops at Sea Pines Center	32.6%	30.3%	8.9%	25.5%	6.3%	18.1%	35.3%
Main Street Village	25.0%	20.2%	8.9%	24.6%	25.3%	14.9%	20.6%
South Beach Marina	25.2%	21.5%	11.1%	17.7%	15.2%	14.9%	23.5%
Village at Wexford	16.4%	10.9%	6.7%	12.8%	11.4%	10.9%	11.8%
Beckwith shopping areas	2.9%	4.9%	11.1%	8.3%	10.1%	10.1%	8.8%
Other	5.5%	2.1%	2.2%	2.3%	1.3%	2.1%	67.6%
None	2.1%	1.5%	2.2%	0.7%	1.3%	0.7%	23.5%
N	945	995	45	1,477	79	1,115	34

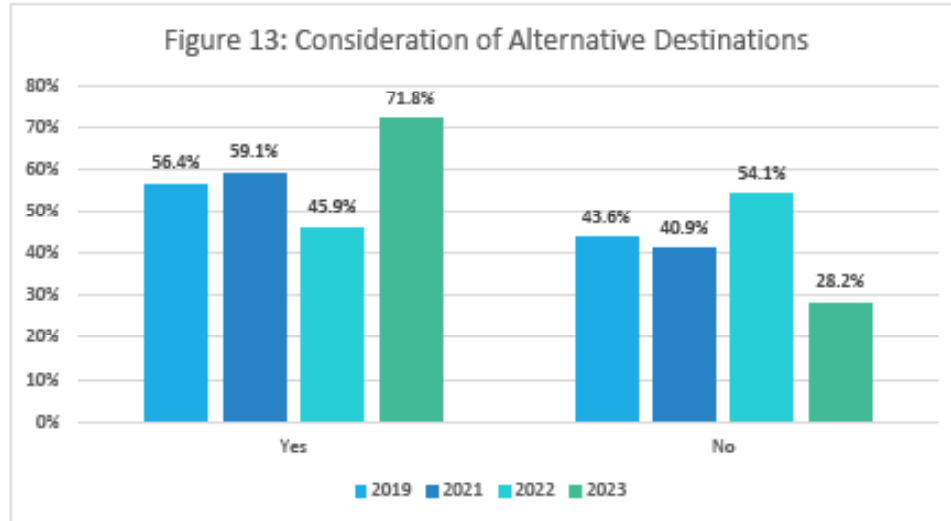
TABLE 27: Shopping Locations Visited**Did you visit any of the following cities while staying on Hilton Head Island?**

	2021	2022	2023
Bluffton	37.0%	37.4%	66.2%
Tybee Island	7.3%	10.0%	51.1%
Savannah	29.3%	26.0%	16.0%
Charleston	15.7%	20.8%	10.5%
Beaufort	17.7%	23.2%	9.4%
Danforth Island	13.0%	17.1%	7.8%
Jacksonville	5.4%	11.3%	4.8%
Other	0.9%	0.5%	0.9%
I did not visit any other cities.	28.8%	20.1%	12.2%
N	995	1,477	1,115

TABLE 28: Other Cities Visited While on Hilton Head

TRAVEL PLANNING

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



	2019	2021	2022	2023
Yes	56.4%	59.1%	45.9%	71.8%
No	43.6%	40.9%	54.1%	28.2%
N	1,691	1,039	1,570	1,114

TABLE 29: Consideration of alternative destinations by year

Which of the following destinations did you consider visiting?

	2019	2021	2022	2023
Gulf Shores, AL	14.9%	19.8%	28.1%	18.3%
Alabama Golf Trail	1.6%	23.8%	31.9%	15.1%
Hawaiian Islands	4.8%	15.8%	24.4%	14.4%
Other	11.3%	13.2%	13.6%	12.4%
Outer Banks, NC	22.6%	28.9%	20.0%	12.3%
Caribbean	12.5%	23.1%	20.4%	12.1%
Marco Island/Naples, FL	12.1%	14.4%	18.2%	11.8%
The Florida Keys	19.4%	12.5%	8.5%	11.6%
Savannah, GA	33.9%	20.0%	19.3%	11.3%
Aspen, CO	2.0%	11.5%	10.1%	10.4%
Jekyll Island, GA	12.5%	13.2%	10.1%	10.4%
Telluride, CO	0.8%	7.8%	12.4%	10.3%
Orlando, FL	12.1%	19.3%	15.0%	9.5%
Ses Island, GA	4.8%	10.4%	12.5%	9.4%
Charleston, SC	45.2%	24.2%	19.3%	8.5%
Sandestin, FL	8.5%	9.2%	13.1%	8.4%
Reynolds Plantation, GA	1.2%	8.9%	10.7%	8.3%
St. Simons Island, GA	-	10.1%	10.4%	7.6%
Kiawah Island, SC	14.1%	15.5%	10.8%	7.5%
Sanibel Island, FL	13.7%	13.4%	13.8%	7.5%
Myrtle Beach, SC	37.5%	20.5%	12.9%	7.0%
Pinehurst, NC	3.2%	9.9%	12.2%	7.0%
Isle of Palms, SC	12.5%	18.1%	16.1%	6.9%
Sarasota, FL	6.9%	7.3%	9.6%	6.9%
Napa/Sonoma, CA	2.8%	8.5%	8.9%	6.4%
Tampa/St. Petersburg, FL	10.1%	9.6%	6.5%	6.3%
Tybee Island, GA	18.2%	14.6%	8.8%	6.3%
Ponte Vedra, FL	3.6%	8.5%	8.9%	5.5%
Santa Fe, NM	1.6%	2.8%	4.0%	5.4%
Bluffton, SC	0.0%	1.9%	4.4%	1.5%
Total	248	425	720	800

TABLE 30: Alternative Destinations by Year

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

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

TABLE 31: Reasons for Visiting Hilton Head Island

How likely are you to return to Hilton Head Island?

	2021	2022	2023
Very likely	74.3%	62.7%	44.4%
Likely	15.0%	22.5%	24.3%
Neutral	7.6%	9.5%	17.2%
Unlikely	1.9%	3.7%	13.4%
Very Unlikely	1.3%	1.7%	0.6%
Total	1,027	1,510	1,027

TABLE 32: Likelihood of Visiting Hilton Head Island Again

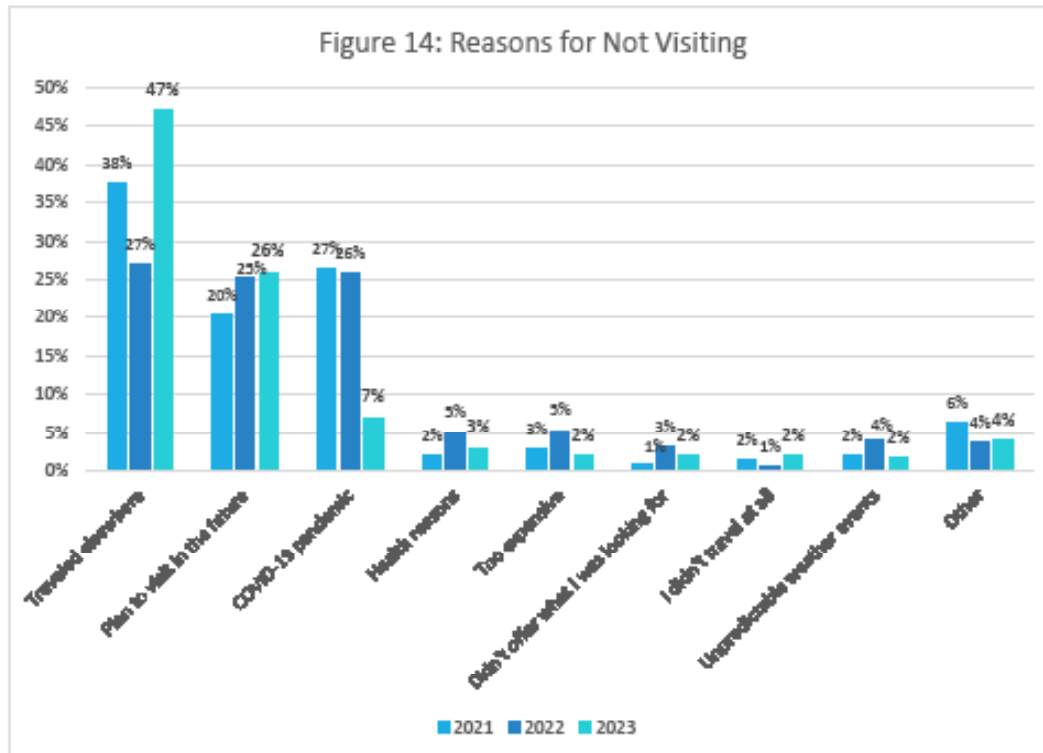
How likely are you to recommend visiting Hilton Head Island to a friend or family member?

	2021	2022	2023
Definitely Recommend	79.7%	70.2%	48.4%
Probably Recommend	14.9%	21.8%	22.8%
May or May Not Recommend	4.9%	6.2%	14.1%
Probably Not Recommend	0.5%	1.5%	14.4%
Definitely Not Recommend	0.0%	0.2%	0.2%
Total	1,034	1,522	1,039

TABLE 33: Likelihood of Recommending a Visit to Hilton Head Island

Non-Visitors

Which of the following most accurately reflects why you did not visit Hilton Head Island-Bluffton during the last 12 months?



	2021	2022	2023
Traveled elsewhere	37.6%	27.0%	47.0%
Plan to visit in the future	20.4%	25.2%	26.0%
COVID-19 pandemic	26.5%	25.8%	7.0%
Health reasons	2.0%	5.0%	3.0%
Too expensive	2.9%	5.3%	2.0%
Didn't offer what I was looking for	0.9%	3.2%	2.0%
I didn't travel at all	1.5%	0.6%	2.0%
Unpredictable weather events	2.0%	4.1%	1.7%
Other	6.2%	3.8%	4.0%
Total	860	341	100

TABLE 34: Reasons for not visiting

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

	2021	2022	2023
USA - Southeast (GA, FL, NC, SC)	26.9%	33.7%	42.0%
USA - South (AL, AR, KY, LA, MS, OK, TN, TX)	9.0%	22.3%	27.0%
USA - Northeast (CT, MA, ME, NJ, NH, NY, PA, RI, VT)	9.1%	18.5%	24.0%
USA - West (AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY)	9.8%	19.6%	22.0%
USA - Midwest (IA, IN, IL, KS, MI, MN, MO, ND, NE, OH, SD, WI)	10.5%	20.8%	17.0%
USA - South Atlantic (DE, DC, MD, VA, WV)	8.0%	17.0%	16.0%
Canada	1.4%	10.9%	16.0%
Europe	1.2%	7.3%	10.0%
Asia	0.5%	4.4%	8.0%
Latin America and Caribbean	2.1%	6.5%	6.0%
Australia/New Zealand	0.2%	3.2%	6.0%
Africa	0.3%	1.2%	1.0%
USA - Southeast (GA, FL, NC, SC)	26.9%	33.7%	42.0%
Total	860	341	100

TABLE 35: Regions Visited by Non-Visitors in the Past 12 Months

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

	2021	2022	2023
Never visited	38.9%	42.9%	33.7%
1	18.6%	14.0%	9.5%
2 to 5	30.2%	36.4%	40.8%
6 to 10	9.8%	5.0%	13.6%
11 to 20	1.9%	0.9%	1.2%
21 or more	0.9%	0.5%	1.2%
Total	860	341	169

TABLE 36: 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
Yes, within one year	49.2%	50.1%	48.8%
Yes, but not sure when	42.5%	49.0%	47.0%
No	8.3%	0.9%	4.2%
Total	859	341	168

TABLE 37: Plans of visiting Hilton Head Island in the Future by Non-Visitors

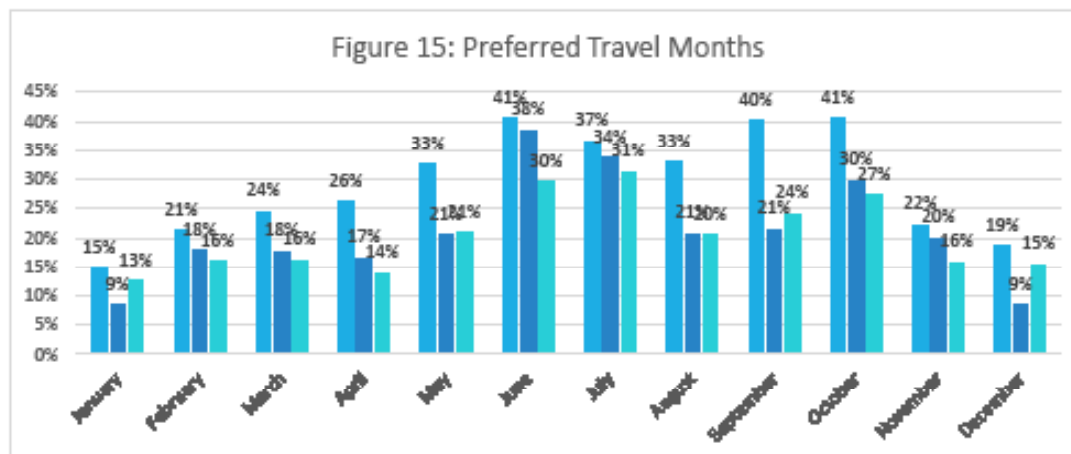
TRAVEL BEHAVIOR – ALL RESPONDENTS

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

	2021	2022	2023
0 to 1	15.3%	10.0%	7.3%
2 to 4	55.1%	47.3%	50.6%
5 to 7	19.2%	29.9%	23.4%
8 to 10	6.3%	8.2%	15.8%
More than 10	4.1%	4.7%	2.9%
Total	1,042	984	1,625

TABLE 38: Frequency of Leisure/Vacation Trips

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



	2021	2022	2023
January	14.8%	8.5%	12.6%
February	21.3%	17.8%	15.9%
March	24.4%	17.7%	16.1%
April	26.2%	16.5%	13.9%
May	32.5%	20.5%	20.8%
June	40.5%	38.4%	29.6%
July	36.5%	33.7%	31.3%
August	32.9%	20.7%	20.4%
September	40.1%	21.4%	24.1%
October	40.6%	29.8%	27.3%
November	22.2%	20.0%	15.8%
December	18.7%	8.5%	15.3%
Total	1,042	984	1,625

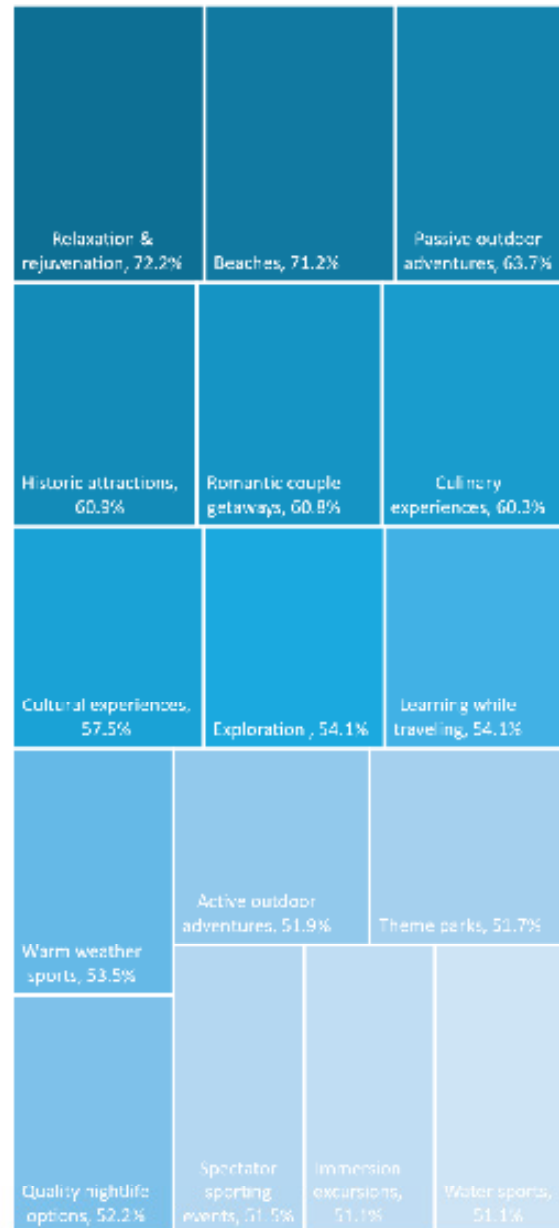
TABLE 39: Preferred Travel Months

To what extent do the following types of vacations/leisure trips and/or travel experiences appeal to you?

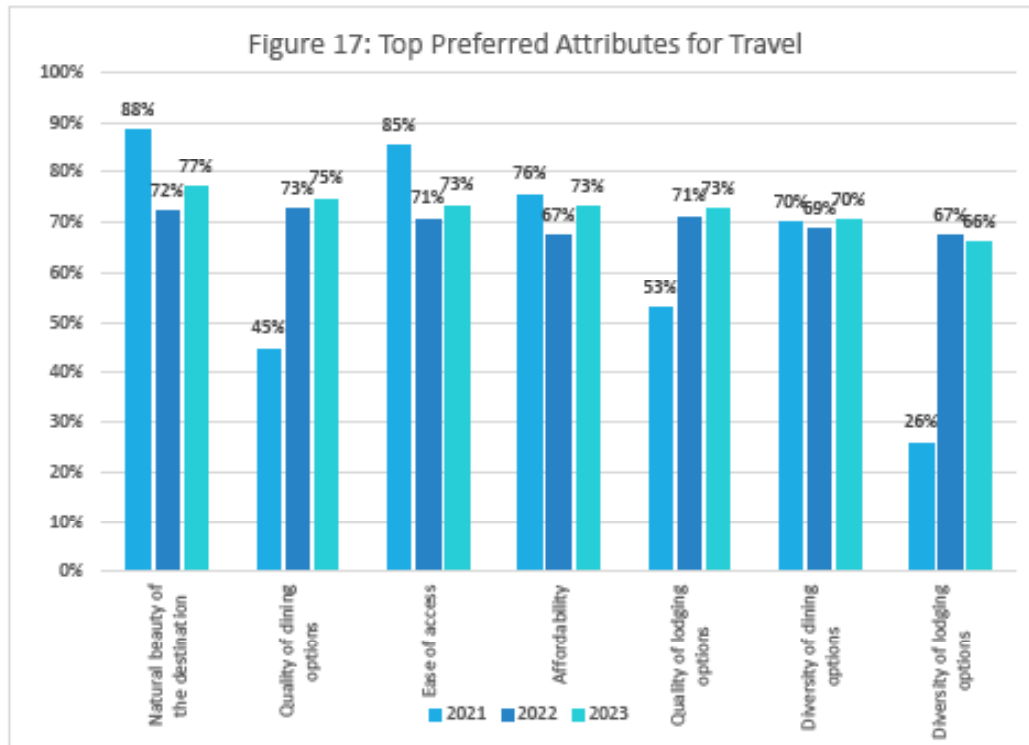
"Appealing" + "Very Appealing"	2021	2022	2023
Relaxation & rejuvenation	85.4%	66.9%	72.2%
Beaches	88.4%	65.1%	71.2%
Passive outdoor adventures	72.6%	64.4%	63.7%
Historic attractions	75.5%	64.4%	60.9%
Romantic couple getaways	70.0%	65.0%	60.8%
Culinary experiences	70.1%	63.7%	60.3%
Cultural experiences	70.7%	62.9%	57.5%
Exploration	57.5%	59.8%	54.1%
Learning while traveling	60.9%	56.3%	54.1%
Warm weather sports	52.7%	61.2%	53.5%
Quality nightlife options	52.6%	60.3%	52.2%
Active outdoor adventures	46.8%	59.6%	51.9%
Theme parks	44.7%	58.7%	51.7%
Spectator sporting events	49.2%	57.0%	51.5%
Immersion excursions	49.6%	57.4%	51.1%
Water sports	48.8%	60.4%	51.1%
Luxury camping	39.9%	55.0%	50.7%
Performing/cultural arts getaways	51.2%	58.6%	50.5%
Art	49.8%	57.1%	49.2%
Urban getaway	48.4%	58.5%	48.0%
Medical/wellness	40.8%	55.5%	47.9%
Waterparks	40.3%	54.4%	47.9%
Winter sports	30.2%	53.9%	42.5%
Golf getaways	37.4%	50.6%	41.9%
Voluntourism	29.5%	49.9%	40.8%
Tennis getaways	25.8%	48.5%	36.2%
Total	949	1,005	1,625

TABLE 40: 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
Natural beauty of the destination	88.4%	72.1%	76.9%
Quality of dining options	44.7%	72.5%	74.6%
Ease of access	85.4%	70.5%	73.3%
Affordability	75.5%	67.2%	73.0%
Quality of lodging options	52.7%	71.0%	72.6%
Diversity of dining options	70.0%	68.6%	70.4%
Diversity of lodging options	25.8%	67.3%	65.9%
Low traffic congestion	60.9%	64.8%	63.6%
Travel distance	70.7%	63.1%	63.3%
Environmental/ecological sensitivity	72.6%	67.6%	59.2%
Access to other cities in the surrounding area	46.8%	58.8%	57.8%
Activities like events/festivals	49.6%	64.2%	55.4%
Nightlife activity options	48.4%	61.4%	53.2%
Medical/wellness	37.4%	60.4%	52.6%
Public transportation	57.5%	57.0%	49.2%
Total	949	1,005	

TABLE 41: Preferred Attributes for Vacation/Leisure Travel

Please indicate the extent to which you agree with the following statements.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
I would rather rely on a travel agent or tour operator than make my own travel arrangements.	10.6%	21.7%	29.9%	26.4%	11.3%
I try to support the local economy of places that I visit.	22.9%	42.8%	19.4%	12.3%	2.5%
N 973					

TABLE 42: Travel Preferences

APPENDIX

All ZIP Codes Collected by MSA

MSA	Count	Percent
Los Angeles-Long Beach-Anaheim, CA	106	9.3%
New York-Newark-Jersey City, NY-NJ	79	6.9%
Atlanta-Sandy Springs-Roswell, GA	44	3.9%
Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	41	3.6%
San Francisco-Oakland-Fremont, CA	39	3.4%
Washington-Arlington-Alexandria, DC-VA-MD-WV	38	3.3%
Chicago-Naperville-Elgin, IL-IN	34	3.0%
Pittsburgh, PA	33	2.9%
Charlotte-Concord-Gastonia, NC-SC	23	2.0%
Columbus, OH	23	2.0%
Detroit-Warren-Dearborn, MI	20	1.8%
Charleston-North Charleston, SC	17	1.5%
Louisville/Jefferson County, KY-IN	17	1.5%
Rural OH	16	1.4%
Boston-Cambridge-Newton, MA-NH	15	1.3%
Cincinnati, OH-KY-IN	15	1.3%
Houston-Pasadena-The Woodlands, TX	15	1.3%
Kansas City, MO-KS	15	1.3%
Albany-Schenectady-Troy, NY	14	1.2%
Baltimore-Columbia-Towson, MD	14	1.2%
Austin-Round Rock-San Marcos, TX	13	1.1%
Riverside-San Bernardino-Ontario, CA	13	1.1%
San Diego-Chula Vista-Carlsbad, CA	13	1.1%
Jacksonville, FL	12	1.1%
Wisconsin Rapids-Marshfield, WI	12	1.1%
Greenville-Anderson-Greer, SC	11	1.0%
St. Louis, MO-IL	11	1.0%
Alton, OH	10	0.9%
Columbia, SC	10	0.9%
Rural TX	10	0.9%
Indianapolis-Carmel-Greenwood, IN	9	0.8%
La Crosse-Onalaska, WI-MN	9	0.8%
Rural KY	9	0.8%
San Jose-Sunnyvale-Santa Clara, CA	9	0.8%
Miami-Fort Lauderdale-West Palm Beach, FL	8	0.7%
Minneapolis-St. Paul-Bloomington, MN-WI	8	0.7%
Allentown-Bethlehem-Easton, PA-NJ	7	0.6%
Buffalo-Cheektowaga, NY	7	0.6%
Cape Coral-Fort Myers, FL	7	0.6%
Charlottesville, VA	7	0.6%
Denver-Aurora-Centennial, CO	7	0.6%
Fayetteville-Springdale-Rogers, AR	7	0.6%
Milwaukee-Waukesha, WI	7	0.6%
Orlando-Kissimmee-Sanford, FL	7	0.6%
Rochester, NY	7	0.6%
San Antonio-New Braunfels, TX	7	0.6%

MSA	Count	Percent
Dayton-Kettering-Beavercreek, OH	6	0.5%
Fresno, CA	6	0.5%
Jackson, MS	6	0.5%
Johnstown, PA	6	0.5%
Lancaster, PA	6	0.5%
Las Vegas-Henderson-North Las Vegas, NV	6	0.5%
Little Rock-North Little Rock-Conway, AR	6	0.5%
Sacramento-Roseville-Folsom, CA	6	0.5%
Beaumont-Port Arthur, TX	5	0.4%
Birmingham, AL	5	0.4%
Fayetteville, NC	5	0.4%
Killeen-Temple, TX	5	0.4%
Lansing-East Lansing, MI	5	0.4%
Memphis, TN-MS-AR	5	0.4%
Phoenix-Mesa-Chandler, AZ	5	0.4%
Rural IA	5	0.4%
Rural ME	5	0.4%
Rural NY	5	0.4%
Savannah, GA	5	0.4%
Seattle-Tacoma-Bellevue, WA	5	0.4%
Toledo, OH	5	0.4%
Anchorage, AK	4	0.4%
Boise City, ID	4	0.4%
Brainerd, MN	4	0.4%
Calhoun, GA	4	0.4%
Findlay, OH	4	0.4%
Lafayette-West Lafayette, IN	4	0.4%
Ocala, FL	4	0.4%
Providence-Warwick, RI-MA	4	0.4%
Richmond, VA	4	0.4%
Rural CO	4	0.4%
Rural ND	4	0.4%
Asheville, NC	3	0.3%
Athens-Clarke County, GA	3	0.3%
Atlantic City-Hammonton, NJ	3	0.3%
Deltona-Daytona Beach-Ormond Beach, FL	3	0.3%
Erie, PA	3	0.3%
Greensboro-High Point, NC	3	0.3%
Gulfport-Biloxi, MS	3	0.3%
Omaha, NE-IA	3	0.3%
Panama City-Panama City Beach, FL	3	0.3%
Roanoke, VA	3	0.3%
Rockingham, NC	3	0.3%
Rural AK	3	0.3%
Rural FL	3	0.3%
Rural KS	3	0.3%
Salinas, CA	3	0.3%
Stevens Point-Plover, WI	3	0.3%
Sumter, SC	3	0.3%

MSA	Count	Percent
Tucson, AZ	3	0.3%
Virginia Beach-Chesapeake-Norfolk, VA-NC	3	0.3%
Warner Robins, GA	3	0.3%
Albany, GA	2	0.2%
Augusta-Waterville, ME	2	0.2%
Chambersburg, PA	2	0.2%
Ellensburg, WA	2	0.2%
Fergus Falls, MN	2	0.2%
Keene, NH	2	0.2%
Kendallville, IN	2	0.2%
Maryville, MO	2	0.2%
Merced, CA	2	0.2%
Mobile, AL	2	0.2%
Modesto, CA	2	0.2%
Northwich, IA	2	0.2%
Pensacola-Ferry Pass-Brent, FL	2	0.2%
Port St. Lucie, FL	2	0.2%
Raleigh-Cary, NC	2	0.2%
Redding, CA	2	0.2%
Reno, NV	2	0.2%
Rural LA	2	0.2%
Rural MI	2	0.2%
Seneca, SC	2	0.2%
South Bend-Mishawaka, IN-MI	2	0.2%
Tallahassee, FL	2	0.2%
Terre Haute, IN	2	0.2%
Texarkana, TX-AR	2	0.2%
Torrington, CT	2	0.2%
Tulahoma-Manchester, TN	2	0.2%
Victoria, TX	2	0.2%
Cambridge, OH	1	0.1%
Decatur, IN	1	0.1%
El Paso, TX	1	0.1%
Jamestown-Dunkirk, NY	1	0.1%
Lake Havasu City-Flagman, AZ	1	0.1%
Las Vegas, NM	1	0.1%
Liberal, KS	1	0.1%
Manhattan, KS	1	0.1%
New Orleans-Metairie, LA	1	0.1%
Pullman, WA	1	0.1%
Russellville, AR	1	0.1%
Rutland, VT	1	0.1%
Sebastian-Vero Beach-West Vero Corridor, FL	1	0.1%
St. Cloud, MN	1	0.1%
Thomasville, GA	1	0.1%

OFFICE OF TOURISM ANALYSIS,
COLLEGE OF CHARLESTON
2023 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 2023



MARCH 2024

CONDUCTED BY:

MELINDA PATIENCE
MARK WITTE, PH.D.



COLLEGE of
CHARLESTON

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DRAFT

Introduction

This study estimates the economic impact generated by tourism to the Town of Hilton Head Island in the year 2023. It examines the impact of such tourism on the broader economy of Beaufort County, South Carolina, and takes into account the direct spending of the visitors along with the positive secondary effects of such expenditures. The analysis entailed individually estimating the economic impacts associated with various tourist segments, as classified by the visitors' lodging type – villa rental, hotel, timeshare, second homeowners and their non-paying guests, and same-day visitors – and then summing them together for an overall total.

This analysis was conducted by Dr. Mark Witte and Melinda Patience of the Office of Tourism Analysis, which is part of the School of Business at the College of Charleston.

Methodology

The economic impact estimations undertaken for this analysis involved various steps and diverse data. Initially, visitor volume estimates for each lodging type were produced using data on lodging demand, as provided by various third-party entities (e.g., CoStar and Key Data), combined with visitor behavior data that is collected via a Visitor Profile Survey. The estimated total number of visitors in each segment for 2023 can be observed in Table 1. These figures then were used to estimate the total direct visitor spending associated with each segment. Such spending estimates also relied upon visitor expenditure data collected as part of the previously mentioned Visitor Profile Survey, which asks respondents about their spending in over a dozen categories (e.g.,

lodging, food, transportation, and activities). The list of expenditure categories, and the total estimated direct expenditure in each category for 2023, can be observed in Table 2.

The previously described data subsequently were used to determine average per-person expenditures. These figures were combined with the estimated visitor counts and used as inputs for a regional economic impact modelling tool, IMPLAN. IMPLAN is an input-output (I-O) model that uses regionalized economic data and other information to determine economic output that accounts for direct expenditure and the secondary benefits of such expenditure (i.e., indirect and induced impacts). The model further estimates labor impacts and tax revenues.

Table 1. Number of HHI Visitors

Segment	Visitors
Villa Rental	920,345
Hotel	481,328
Timeshare	477,628
Second Homeowner	674,278
Non-Paying Guests	174,983
Day Trip	255,358
Total Visitors	2,983,919

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. 2023 Estimated Total Expenditure by Spending Category

Category	Totals
Transportation (around the destination)	\$125,971,387
Lodging	\$900,075,506
Food – Dining Out	\$450,188,097
Food – Groceries	\$237,565,102
Shopping	\$309,837,707
Spas	\$52,742,751
Golf	\$82,444,207
Biking	\$36,645,071
Performance/Visual Arts	\$44,619,961
Festivals	\$37,384,228
Museums/Historical Tours	\$45,162,778
Boating/Sailing/Fishing	\$112,463,225
Nature-based Activities	\$39,205,349
Dolphin Tours	\$53,253,515
Tennis	\$63,269,618
Other Expenses	\$76,625,335
Total Expenditure	\$2,667,453,836

- **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

After a record high number of visitors in 2021, the total number of visitors slightly declined in 2022 and 2023. Notably, while villa rental visitors, timeshare visitors and hotel visitors waned, there was an increase in second homeowner stays, non-paying guests and daytrippers. Even as the “paying” clientele may have decreased in total number, the total spent on lodging increased. Indeed, the decline in total visitors did not create a contraction in total expenditures and total economic impact.

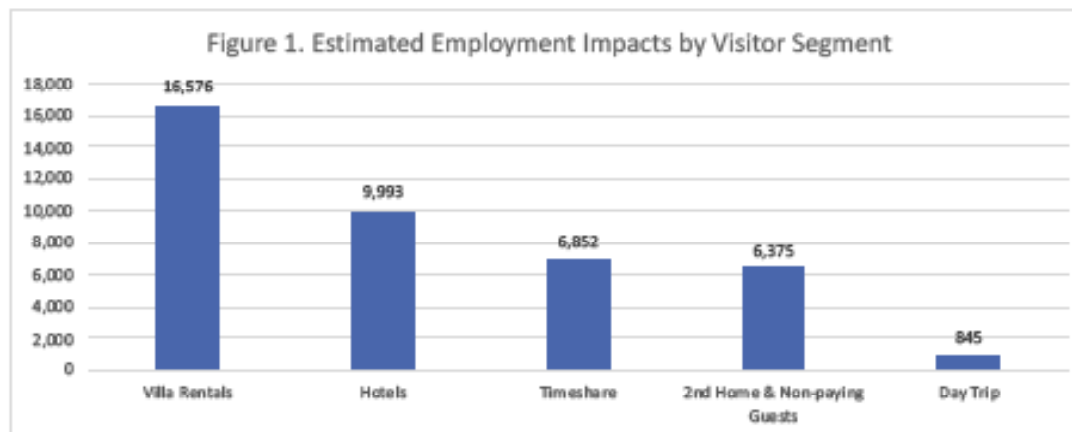
Why? Simply, there were increased expenditures by fewer visitors. Particularly, greater direct visitor spending accrued to boating/sailing/fishing, dolphin tours and nature-based activities; roughly \$128 million of the \$206 million increase in year-over-year direct expenditures (61%) were earned by these industries. And this increase in direct expenditures led to an overall increase in economic impact.

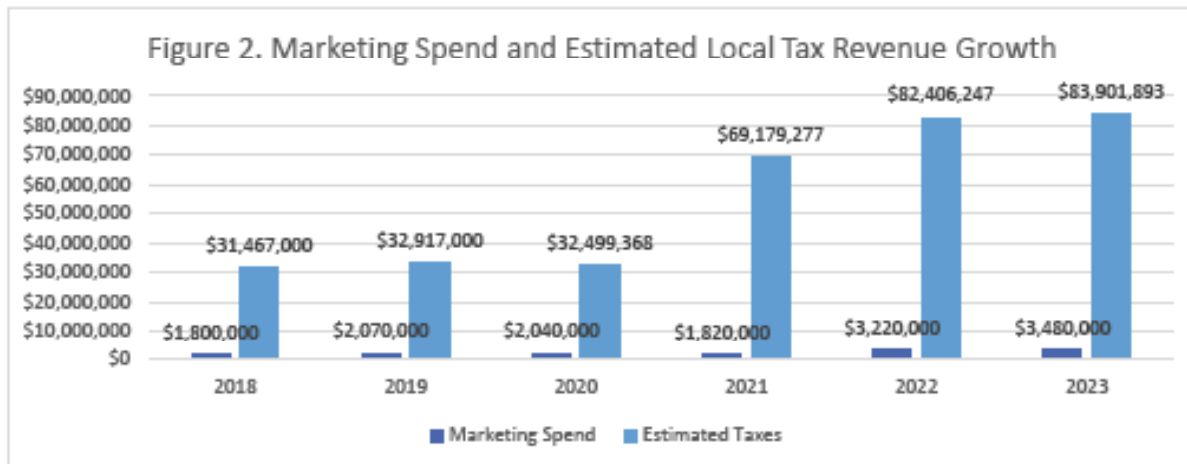
A total of 2.98 million visitors came to Hilton Head Island in 2023, down 3.4% compared to 2022, down 4.6% compared to 2021, up 14.4% compared to 2020, and up 111.2% compared to 2019. The overall economic impact of this tourism for Beaufort County was \$3.61 billion, up 13.5% compared to 2022, up 27.7% compared to 2021, up 162.9% compared to 2020, and up 139.0% compared to 2019. 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 40,641 jobs, which represent 33.3% of all jobs in Beaufort County, as per employment data provided by the Bureau of Economic Analysis. 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 1.35. This signifies that every dollar spent by tourists on Hilton Head Island increased output in the overall Beaufort County economy by a total of \$1.35.

The tourist expenditures generated an estimated \$39.31 million in tax revenues for local Beaufort County governments. The Town of Hilton Head Island earned an additional \$44.59 million in accommodations tax, hospitality tax, and beach preservation fees, as reported by the Town of Hilton Head Island Revenue Services. Together, this \$83.90 million in tax revenue represents a Return on Tax Investment (ROTI) of 24.11, based on the \$3.48 million that was spent on destination marketing in 2023. In other words, each dollar spent by the Visitor & Convention Bureau yielded an estimated return of \$24.11 in local tax revenue.





Appendix

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

	Employment	Labor Income	Output
Direct	13,398	\$532,560,202	\$985,790,272
Indirect	1,490	\$69,650,074	\$224,864,209
Induced	1,687	\$78,295,036	\$278,711,172
Total	16,576	\$680,505,312	\$1,489,365,653

Table A2. Hotel – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	7,982	\$238,231,162	\$557,654,579
Indirect	1,179	\$52,613,736	\$189,837,592
Induced	832	\$38,583,898	\$137,357,950
Total	9,993	\$329,428,796	\$884,850,122

Table A3. Timeshare – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	5,475	\$188,671,793	\$412,291,086
Indirect	747	\$35,002,352	\$116,462,503
Induced	630	\$29,239,830	\$104,087,729
Total	6,852	\$252,913,976	\$632,841,318

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

	Employment	Labor Income	Output
Direct	5,163	\$145,845,761	\$333,156,603
Indirect	705	\$32,115,330	\$116,983,739
Induced	507	\$23,535,055	\$83,783,008
Total	6,375	\$201,496,146	\$533,923,349

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

	Employment	Labor Income	Output
Direct	672	\$19,429,091	\$43,545,413
Indirect	104	\$4,591,891	\$16,690,979
Induced	69	\$3,197,778	\$11,384,320
Total	845	\$27,218,759	\$71,620,711

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

	Employment	Labor Income	Output
Direct	32,691	\$1,124,738,008	\$2,332,437,953
Indirect	4,225	\$193,973,383	\$664,839,022
Induced	3,725	\$172,851,597	\$615,324,178
Total	40,641	\$1,491,562,988	\$3,612,601,153
Estimated Local Tax Revenue			\$39,311,249
Local Tourism Tax Revenue (ATax, HTax, and Beach Preservation Fees)			\$44,590,644
Total Estimated Local Tax Revenue			\$83,901,893

Table A7. Top 50 Industries Impacted by HHI Tourism

	Industry	Output
1	Non-hotel accommodations	\$807,597,480
2	Full-service restaurants	\$481,808,252
3	Other real estate	\$184,932,587
4	Miscellaneous store retailers	\$184,899,693
5	Fitness and recreational sports centers	\$182,488,285
6	Transit and ground passenger transportation	\$127,765,129
7	Owner-occupied dwellings	\$117,721,364
8	Water transportation	\$113,547,739
9	Hotels and motels, including casino hotels	\$99,855,058
10	Food and beverage stores	\$96,549,029
11	Scenic and sightseeing transportation and support activities for transportation	\$94,733,851
12	Museums, historical sites, zoos, and parks	\$81,425,303
13	Personal care services	\$55,360,322
14	Performing arts companies	\$46,764,182
15	Other amusement and recreation industries	\$39,575,925
16	Other local government enterprises	\$35,144,058
17	All other food and drinking places	\$34,555,753
18	Monetary authorities and depository credit intermediation	\$34,373,087
19	Management of companies and enterprises	\$32,290,629
20	Insurance agencies, brokerages, and related activities	\$29,559,500
21	Legal services	\$28,042,044
22	Employment services	\$26,227,830
23	Nonstore retailers	\$25,573,272
24	Services to buildings	\$24,097,285
25	Limited-service restaurants	\$23,914,117
26	Offices of physicians	\$23,707,668
27	Securities and commodity contracts intermediation and brokerage	\$21,799,352
28	Management consulting services	\$21,035,158
29	Advertising, public relations, and related services	\$20,292,263
30	Other financial investment activities	\$18,215,169
31	Accounting, tax preparation, bookkeeping, and payroll services	\$16,945,483
32	Maintenance and repair construction of nonresidential structures	\$16,303,522
33	Nondepository credit intermediation and related activities	\$14,208,414
34	General merchandise stores	\$12,849,479
35	Automotive repair and maintenance, except car washes	\$12,831,984
36	Tenant-occupied housing	\$12,698,137
37	Landscape and horticultural services	\$12,068,274
38	Internet publishing and broadcasting and web search portals	\$11,404,456
39	Postal service	\$11,384,978

	Industry	Output
40	Electric power transmission and distribution	\$10,588,935
41	Waste management and remediation services	\$10,509,716
42	Travel arrangement and reservation services	\$10,448,081
43	Hospitals	\$10,341,644
44	Gasoline stores	\$9,594,428
45	Insurance carriers, except direct life	\$9,149,583
46	Building material and garden equipment and supplies stores	\$9,041,051
47	Clothing and clothing accessories stores	\$9,039,248
48	Truck transportation	\$8,908,954
49	Car washes	\$8,597,883
50	Radio and television broadcasting	\$8,520,030

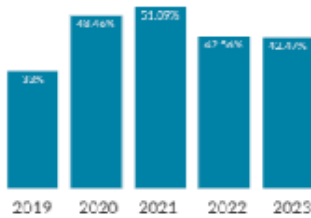
VERB INTERACTIVE
2023 Digital and Social Media Marketing Recap

HILTON HEAD ISLAND PROPER

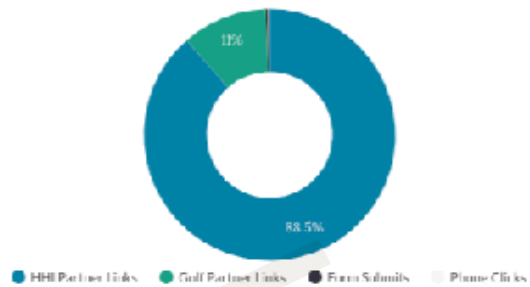
CONVERSION RATE OVERVIEW

- Compared to 2022, our overall conversion rate remained flat.
- The majority of conversions are outgoing links to partners (88.5%). Golf accounts for 11% of conversions. Form Submits and Click to Call actions drove 0.48% between the two.

Conversion Rate



Conversion Breakdown

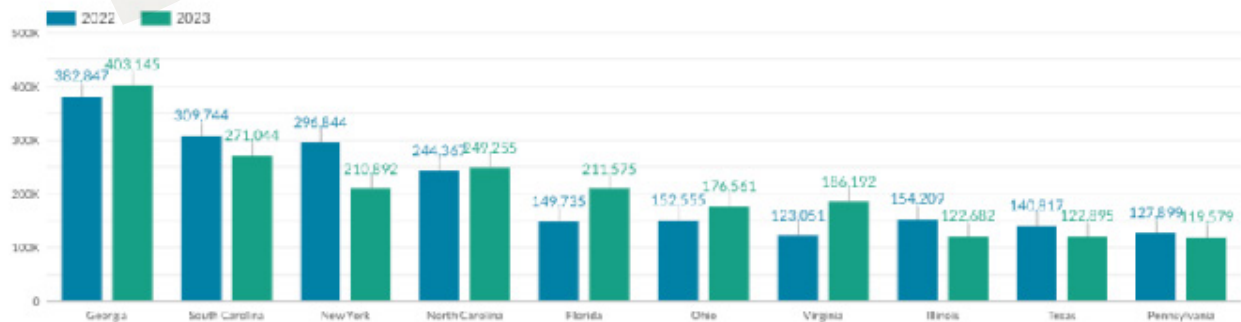


HILTON HEAD ISLAND PROPER

DMAs

- In 2023, the top 10 DMA traffic remained fairly steady compared to the PY. The top 5 DMAs drive 64% of all traffic to the website. We saw the largest YoY decreases from New York and Illinois. However we increased traffic by +41% for Florida and +51% Virginia

Top 10 Markets



HILTON HEAD ISLAND PROPER

PAGE PERFORMANCE

- Other than the homepage, the See & Do page is the most popular page by pageviews. After the See & Do page, Offers page comes close to with total pageviews equalling 431,209

Top Pages

	Page path and screen class	Pageviews	% of Total Pageviews	Avg Session Duration	Bounce Rate
1.	/	999,948	19%	01:25	41.23%
2.	/see-do	485,739	9%	01:05	50.29%
3.	/offers/hilton-head-island-escapes	431,209	8%	01:19	53.31%
4.	/stay/tube-trails-resorts	213,315	4%	02:58	52.86%
5.	/events	136,130	3%	01:56	49.46%
6.	/stay	115,371	2%	01:11	57.71%
7.	/about-us	113,577	2%	01:13	43.81%
8.	/stay/vacation-homes-villas	97,953	2%	02:42	60.46%
9.	/see-do/beaches	95,448	2%	01:47	78.59%
10.	/golf/golf-courses	88,521	2%	02:55	46.82%
11.	/golf/golf-getaway	71,426	1%	01:25	52.79%
12.	/hilton-head-island-airport	61,263	1%	01:00	59.31%

HILTON HEAD ISLAND PROPER

GOOGLE PAID METRICS

- Comparing 2022 and 2023, the cost per click decreased from .87 to .62 cents. Under \$1 CPC is under the average benchmark. These ads drove over 1.3M users to the destination website.

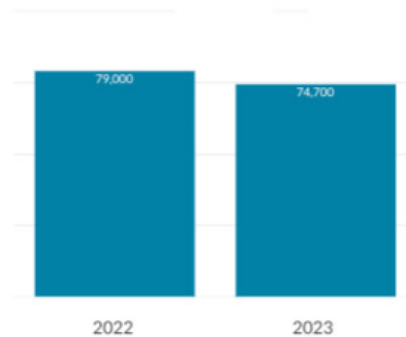
This data includes HHI, HHI Co-op, and SCRPT (when applicable).



HILTON HEAD ISLAND PROPER

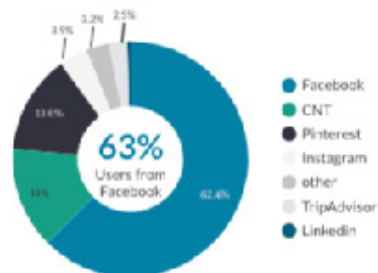
SEARCH INTEREST

- In 2023, global monthly search volume decreased slightly by 5.4% vs PY. Search interest reached a peak in late June and the first week of July.
- Top terms used to search for Hilton Head Island were hilton head, hilton head island, hilton head weather, hilton head south carolina, hilton head island sc, hilton head hotels, hilton head resorts, hilton head golf courses, and things to do in hilton head.



HILTON HEAD ISLAND

SOCIAL TRAFFIC



- Facebook is the key driver for the majority of the social traffic to the website, accounting for 63% of the social sessions.
- We saw an overall decrease in Facebook sessions with Pinterest and Instagram showing relatively same volume

Social Traffic Engagement

	Social Network	Sessions	% Sessions of Total	Pages / Session	Avg. Session Duration
1.	Facebook	25,795	62%	10.31	07:14
2.	CNT	5,777	14%	1.03	00:23
3.	Pinterest	5,634	14%	28.51	19:45
4.	Instagram	1,625	4%	7.61	10:24
5.	other	1,311	3%	51.00	10:42
6.	TripAdvisor	1,050	3%	15.44	04:05
7.	LinkedIn	163	0%	1.34	02:06

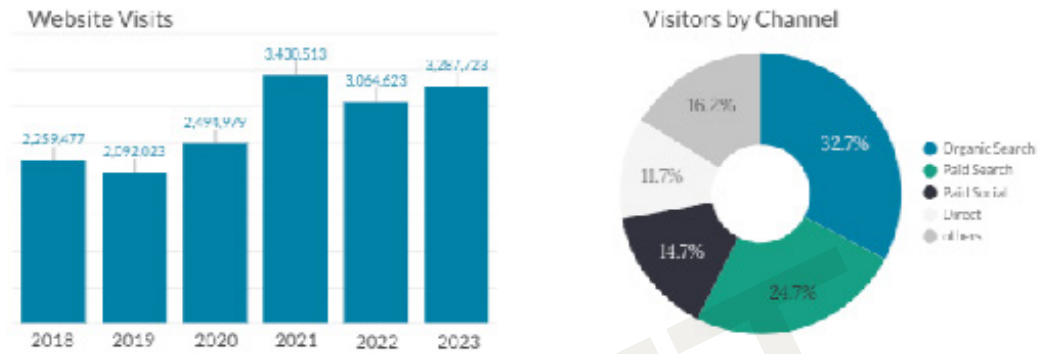
6 7 8 9 10 11 12

HILTON HEAD ISLAND PROPER

TOTAL WEBSITE VISITATION

• In 2023, there were 3.28M visits to the hiltonheadisland.org website. Search traffic (organic and paid) contributed the majority of traffic to the website (69.3%). Traffic to the website increased by +7.27% vs. PY.

• 67.98% of users navigated to the site from a mobile device, followed by 26.62% on a desktop and 5.36% from a tablet.



WEBER SHANDWICK
2023 Public Relations Recap

HILTON HEAD ISLAND 2023 COVERAGE HIGHLIGHTS

COVERAGE HIGHLIGHTS HISTORY/GULLAH CULTURE

TRAVEL+ LEISURE

This Island in South Carolina Has the First Self-governed Town of Formerly Enslaved People in the U.S.



With its rich history and beautiful beaches, Hilton Head Island is a perfect destination for anyone looking for a relaxing getaway. The island's unique blend of natural beauty and historical significance makes it a must-visit destination for anyone interested in history and culture.

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The 21 Best Wellness Retreats in the U.S.

Hilton Head Health, Hilton Head, South Carolina

Hilton Head Health is a wellness resort located on Hilton Head Island, South Carolina. The resort offers a variety of wellness programs, including yoga, meditation, and fitness classes. The resort also offers a variety of amenities, including a spa, a pool, and a restaurant. The resort is a great place to relax and rejuvenate.

woman's day

14 Best Women's
Wellness Retreats to
Nurture Your Mind
and Body in 2024



8

Hilton Head Health on Hilton Head Island, South
Carolina

Hilton Head Health is situated on Hilton Head Island, which is known for its incredible beauty, world-class golf courses, and beautiful beaches. Hilton Head Health offers three different wellness retreat programs for women to enjoy.



DIY Wellness Retreat: A Treat for Your Mind and Body at Home

WebMD features an article about Hilton Head Health, a luxury wellness resort on Hilton Head Island, SC, that is a great starting point for your wellness journey.

Anne Palmer, director of behavioral health at Hilton Head Health, defined wellness as any activity you do or engage in to promote or improve your physical, emotional, or mental health. "It's taking time to listen to what your body and mind need — and then taking action on that — is what self-care is all about," said Palmer. "Having health care on your terms, on your schedule, and improving your...

Southern Living

The Best Off-Season Trips To
Plan Now



Hilton Head Island, South Carolina

Hilton Head Island is a beautiful beach town in South Carolina. The island is known for its pristine beaches, world-class golf courses, and beautiful scenery. Hilton Head Island is a great place to relax and enjoy the outdoors.

TRAVEL+LEISURE
Charleston, South Carolina, in Savannah, Georgia

10 of the Best U.S. Road Trips for Families



From long drives to scenic views, road trips are a family tradition. From the scenic views of the Blue Ridge Parkway to the historic charm of the Charleston, South Carolina, area, there are many options for families. The following are 10 of the best U.S. road trips for families. From the scenic views of the Blue Ridge Parkway to the historic charm of the Charleston, South Carolina, area, there are many options for families. The following are 10 of the best U.S. road trips for families.

VOGUE

The Best Bachelorette Party Destinations: 15 Places for the Ultimate Bridal Party Trip

Hilton Head Island, South Carolina



From the scenic views of the Blue Ridge Parkway to the historic charm of the Charleston, South Carolina, area, there are many options for families. The following are 10 of the best U.S. road trips for families.

Southern Living

The Best South Carolina Beaches For A Relaxing Lowcountry Getaway

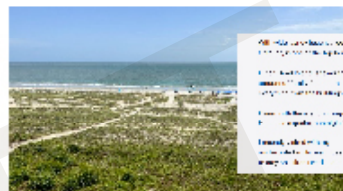


01 Hilton Head Island

Hilton Head Island is a beautiful beach destination. It is known for its pristine beaches, historic architecture, and world-class golf courses. The island is a perfect getaway for families and friends. The following are 10 of the best U.S. road trips for families.

THE POINTS GUY

Hilton Head for families: What to do and where to stay



Hilton Head Island is a beautiful beach destination. It is known for its pristine beaches, historic architecture, and world-class golf courses. The island is a perfect getaway for families and friends. The following are 10 of the best U.S. road trips for families.

BEST LIFE

The 10 Best Beaches Only All-Purpose Resorts in the U.S.

LOWCOUNTRY RESORTS, HILTON HEAD ISLAND, SOUTH CAROLINA



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THE TRAVEL

Hilton Head Island, South Carolina

These Are The 10 Most Less-Crowded US Destinations You Should Visit This Fall



Hilton Head Island is a beautiful beach destination. It is known for its pristine beaches, historic architecture, and world-class golf courses. The island is a perfect getaway for families and friends. The following are 10 of the best U.S. road trips for families.

TOWN&COUNTRY

The 50 Best Beaches on the East Coast

Hilton Head Island, South Carolina



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TRAVEL+LEISURE

11 All-inclusive Resorts Perfect for a Girls Trip

01 Hilton Head Health

Hilton Head Health is a beautiful beach destination. It is known for its pristine beaches, historic architecture, and world-class golf courses. The island is a perfect getaway for families and friends. The following are 10 of the best U.S. road trips for families.

Parents

11 Best Family Beach Towns for Your Next Vacation



1. Hilton Head Island, South Carolina

Over 100 miles of beautiful beaches, world-class golf courses, and a variety of family-friendly activities make Hilton Head Island a top destination for families. The island is known for its pristine beaches, world-class golf courses, and a variety of family-friendly activities. Hilton Head Island is a top destination for families, offering a variety of activities for all ages. The island is known for its pristine beaches, world-class golf courses, and a variety of family-friendly activities. Hilton Head Island is a top destination for families, offering a variety of activities for all ages. The island is known for its pristine beaches, world-class golf courses, and a variety of family-friendly activities.

TRAVEL PULSE

2023 Travel Guide to the United States

Best Places for Couples

Hilton Head Island, South Carolina

Hilton Head Island is a beautiful destination for couples, offering a variety of activities for all ages. The island is known for its pristine beaches, world-class golf courses, and a variety of family-friendly activities. Hilton Head Island is a top destination for families, offering a variety of activities for all ages. The island is known for its pristine beaches, world-class golf courses, and a variety of family-friendly activities.



OUTDOORS WIRE

Celebrate National Lighthouse Day with these 20 US Lighthouses

Hilton Head Island, South Carolina

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redbook

The Best Road Trips from Florida



6

Hilton Head, South Carolina

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Where to Go on the Perfect South Carolina Lowcountry Vacation

Beaches, Golf, and More on Hilton Head Island



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THE POINTS GUY

The 10 best road trips to take with your family this summer

The South Carolina coast



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BAZAAR

Try These Affordable Summer Getaways In The US

Enjoy your vacation without also trying the bank.

12 Hilton Head Island, South Carolina



Hilton Head Island is a small, beautiful island in South Carolina, known for its pristine beaches, historic lighthouse, and charming small-town atmosphere. The island is a perfect summer getaway, offering a mix of relaxation and adventure. With its beautiful beaches, historic lighthouse, and charming small-town atmosphere, Hilton Head Island is a perfect summer getaway. The island is a mix of relaxation and adventure, with beautiful beaches, historic lighthouse, and charming small-town atmosphere.

For summer, you'll find many great options for the island, including the historic lighthouse, the beautiful beaches, and the charming small-town atmosphere. The island is a mix of relaxation and adventure, with beautiful beaches, historic lighthouse, and charming small-town atmosphere.

Head to Hilton Head Island for a perfect summer getaway. The island is a mix of relaxation and adventure, with beautiful beaches, historic lighthouse, and charming small-town atmosphere.

Fodor's Travel

14 Classic American Summer Towns That Are Also Perfect Winter Escapes



Hilton Head Island is a classic American summer town, known for its beautiful beaches, historic lighthouse, and charming small-town atmosphere. The island is a perfect summer getaway, offering a mix of relaxation and adventure. With its beautiful beaches, historic lighthouse, and charming small-town atmosphere, Hilton Head Island is a perfect summer getaway. The island is a mix of relaxation and adventure, with beautiful beaches, historic lighthouse, and charming small-town atmosphere.

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Head to Hilton Head Island for a perfect summer getaway. The island is a mix of relaxation and adventure, with beautiful beaches, historic lighthouse, and charming small-town atmosphere.

redbook

Check Out These Underrated Spring Break Destinations

12 Hilton Head Island, South Carolina



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TRAVELPULSE

Hilton Head Island: Golf Traveler's Paradise, Foodie Traveler's Delight



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Parade

Happy International Women's Day!
13 of Our Favorite Female Chefs
Share Their Go-To Off-Duty Meals

Orchid Paulmeier

Owner, founder, and chef at **One Hot Mama's**, Hilton Head, South Carolina

"My dish is 'Filipino Fried Rice' or Tapsilog. I learned from my dad and Lola Virgie (she knew how to stretch a meal - she had 10 kids) how to make it through straight repetition. I had it at least once a week! We would take the Filipino house staples: day-old rice, leftover protein (not enough to be a meal - usually, garlic, and of course, season with garlic salt and black pepper. If we had the extra ingredients, it was served with a fried egg on top and sliced tomatoes. As an adult, it soon became the standard in my house as no one wanted to eat HHO after working in the restaurant all week. Because my three kids grew up on it, they now crave it, all to try and away at colleges. Always quick and easy by using all the leftovers in the house, and a reminder of our Filipino Heritage."



Hilton Head Island: Golf Traveler's Paradise, Foodie Traveler's Delight

Foodie Traveler's Delight

When dining on vacation, you want each meal to be memorable, you want to savor the flavors and bring them home with you.

Hilton Head Island has a plethora of delicious eateries, with each and every one of course dominating the scene. After all, when you're by the water, you want that fresh catch.

Hudson's Seafood Lounge on the Pines, an acclaimed seafood restaurant, is located on the waterfront, is known for its fresh catch options, the seafood favorites, and Lowcountry-style dishes. Hudson's is also one of the best restaurants to visit in the area. Dining with sunset views is a must when visiting Hilton Head Island.



Scenic view of a beach at sunset with a lighthouse in the background. Hilton Head Island, South Carolina. Photo by Amy Peterson.

2023 MEDIA MENTIONS

*Represents 2023 calendar year mentions

PRINT/ONLINE

1,430 MENTIONS

6,138,422,879

IMPRESSIONS

\$2,862,512.36

AD VALUE

BROADCAST

708 MENTIONS

238,538,080

IMPRESSIONS

\$18,165,638.07

AD VALUE

TOTAL

2,138

MENTIONS

6,376,960,959

IMPRESSIONS

\$21,028,150.43

AD VALUE





HILTON HEAD ISLAND
SOUTH CAROLINA

TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA

RESOLUTION NO. _____

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF
HILTON HEAD ISLAND, SOUTH CAROLINA, APPROVING THE 2024-
2025 DESTINATION MARKETING ORGANIZATION MARKETING
PLAN AND BUDGET**

WHEREAS, pursuant to South Carolina Code, the funds received by a municipality or a county in county areas collecting more than fifty thousand dollars from the local accommodations tax authorized in S. C. Code Ann. §12-36-920 (Supp. 2023) and S. C. Code Ann. § 12-36-2630(3)(Supp. 2023) must be allocated as stated in S. C. Code Ann. §6-4-10(3)(Supp. 2023), which requires, among other things, that following certain distributions to the general fund: Thirty percent of the balance must be allocated to a special fund and used only for advertising and promotion of tourism to develop and increase tourist attendance through the generation of publicity; and

WHEREAS, the Town receives more than more than fifty thousand dollars from the local accommodations tax authorized in S. C. Code Ann. § 12-36-2630(3)(Supp. 2023); and,

WHEREAS, among other things, S. C. Code Ann. §6-4-10(3)(Supp. 2023), requires the Town to: select one or more organizations, such as a chamber of commerce, visitor and convention bureau, or regional tourism commission, which has an existing, ongoing tourist promotion program to manage and direct the expenditure of these tourism promotion funds; and,

WHEREAS, among other things, S. C. Code Ann. §6-4-10(3)(Supp. 2023), requires the organization selected to received the funds to submit for

approval a budget of planned expenditures prior to the beginning of each fiscal year; and,

WHEREAS, as is required by S. C. Code Ann. § 6-4-25 (Supp. 2023), the Town appoints an Accommodations Tax Advisory Committee to advise and recommend to the Town Council of Hilton Head Island on the expenditure of revenue generated from the local accommodations tax; and,

WHEREAS, On April 4, 2024, the Town of Hilton Head Island Accommodations Tax Advisory Committee reviewed the 2024-2025 Destination Marketing Organization Marketing Plan and Budget and recommended approval of it; and

WHEREAS, Town Council now desires to approve the 2024-2025 Destination Marketing Organization Marketing Plan and Budget as presented by the Accommodations Tax Advisory Committee.

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

(a) the Town Council hereby approves the 2024-2025 Destination Marketing Organization Marketing Plan and Budget as presented to and recommended by the Accommodations Tax Advisory Committee.

MOVED, APPROVED, AND ADOPTED THIS ____ DAY OF _____, 2024.

**TOWN OF HILTON HEAD ISLAND,
SOUTH CAROLINA**

By: _____
Alan R. Perry, Mayor

ATTEST:

Kimberly Gammon, Town Clerk

APPROVED AS TO FORM:

Curtis L. Coltrane, Town Attorney

Introduced by Council Member: _____