



**The Town of Hilton Head Island  
Regular Town Council Meeting  
December 18, 2018  
4:00 P.M. EXECUTIVE SESSION  
5:00 P.M. REGULAR MEETING  
Benjamin M. Racusin Council Chambers  
AGENDA**

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As a courtesy to others please turn off/silence ALL mobile devices during the Town Council Meeting.  
Thank You.

**1. Call to Order**

- 2. 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.

**3. Executive Session**

**a. Contractual Matters:**

Discussion of negotiations incidents related to proposed contractual arrangements with the Town Attorney.

**b. Land Acquisition:**

Discussion of negotiations incident to the proposed sale, lease, or purchase of property:

- i.** In the Beach City Road Area

**c. Legal Advice:**

Receipt of legal advice related to pending, threatened, or potential claim related to:

- i.** Sea Cabin Racquet Club II HPRV v. Town of Hilton Head Island

**4. Pledge to the Flag – 5:00 p.m.**

**5. Invocation**

**6. Proclamations & Commendations - None**

**7. Approval of Minutes**

- a.** Town Council Meeting, November 7, 2018  
**b.** Town Council Meeting, December 4, 2018

**8. Report of the Town Manager**

- a.** Government Finance Officers Association – Distinguished Budget Award  
**b.** Building Code Effectiveness Grading Schedule Results  
**c.** FY2018 CAFR and Audit Presentation – Emily Sobczak, Greene Finney, LLP  
**d.** Presentation of Rural Development Act Utility Tax Credit – Berl Davis, Jr. – Palmetto Electric  
**e.** Items of Interest  
**i.** Town News  
**ii.** Noteworthy Events

## **9. Reports from Members of Council**

- a. General Reports from Council
- b. Report of the Intergovernmental & Public Safety Committee – Bill Harkins
- c. Report of the Community Services Committee – Marc Grant
- d. Report of the Public Planning Committee – David Ames
- e. Report of the Public Facilities Committee – Marc Grant
- f. Report of the Finance & Administrative Committee – Tom Lennox

## **10. Appearance by Citizens**

## **11. Unfinished Business - None**

## **12. New Business**

- a. **Consideration of Recommendations of the Accommodations Tax Advisory Committee**
- b. **Consideration of a Recommendation – Utility Easement on Town-owned Parcel**

Consideration of a Recommendation from the Public Facilities Committee to Town Council, granting Palmetto Electric Cooperative, Inc. a permanent easement over and across the Town-owned parcel of land known as the Ashmore Tract.

- c. **Consideration of a Recommendation – Vision Phase 2/Comprehensive Plan**

Consideration of a Recommendation from the Public Planning Committee to Town Council authorizing the Town Manager to direct staff to (1) identify, attract, recruit, and leverage talent and resources to support Phase 2 of the Vision/Comprehensive Plan by utilizing an open application process to solicit members for the “Our Future Development Team” and “Community Vision Work Groups” and (2) allocate \$150,000 of the Town Council initiative budget to this project.

- d. **Consideration of a Recommendation – Approval of Marketing Plan**

Consideration of a Recommendation from the Accommodations Tax Advisory Committee for the Chamber of Commerce Visitor and Convention Bureau’s proposed 2018-19 Marketing Plan.

- e. **Consideration of a Recommendation – Planters Row Golf Course Lease**

Consideration of a Recommendation from the Public Planning recommending Town Council not extend the Golf Course Ground Lease with the Heritage Golf Group.

- f. **Consideration of a Resolution – SC Transportation Infrastructure Bank Resolution**

Consideration of a Resolution of the Town Council supporting the joint pursuit, with Beaufort County, and in coordination with the State of South Carolina, the funding, analysis, and ultimate implementation of the Department of Transportation project known as “SCDOT Project ID PO30450 – U.S. 278 Corridor Improvements”, a portion of which is within the Town limits of Hilton Head Island, Beaufort County, in accordance with the plans of said project.

## **13. Possible actions by Town Council concerning matters discussed in Executive Session**

- a. Discussion of proposed contractual arrangements with the Town Attorney.

## **14. Adjournment**

**THE TOWN OF HILTON HEAD ISLAND  
REGULAR TOWN COUNCIL MEETING**

**Date: Tuesday, November 7, 2018**

**Time: 4:00 P.M.**

**Present from Town Council:** David Bennett, *Mayor*; Kim Likins, *Mayor Pro Tempore*; John McCann, Bill Harkins, Marc Grant, Tom Lennox, David Ames, *Council Members*

**Present from Town Staff:** Steve Riley, *Town Manager*; Joshua Gruber, *Assistant Town Manager*; Charles Cousins, *Director of Community Development*; Brian Hulbert, *Staff Attorney*; Brad Tadlock, *Fire Chief*; John Troyer, *Finance Director*; Carolyn Grant, *Communications Director*; Shawn Colin, *Deputy Director of Community Development*; Ed Boring, *Deputy Fire Chief – Support Services*; Melissa Cope, *Systems Analyst*; Krista Wiedmeyer, *Executive Assistant/Town Clerk*

**Present from Media:** Katherine Kokal, *Island Packet*

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**1. Call to Order**

Mayor Bennett called the meeting to order at 4:00 p.m.

- 2. FOIA Compliance** - Public notification of this meeting was published, posted, and distributed in compliance with the South Carolina Freedom of Information Act and the requirements of the Town of Hilton Head Island.

Mrs. Likins moved to change the order of the agenda and address item number 6(a) Recognition of Students for Student Government Day and presentation of Student Government Day Certificates prior to going into Executive Session, Mr. Harkins seconded. The Motion was approved by a vote of 7-0.

**3. Executive Session**

Mr. Riley stated that he needed an Executive Session for: (a) Legal Advice; receipt of legal advice related to pending, threatened, or potential claim related to; (i) Calvin “Skip” Hoagland v. David Bennett, et. al.

At 4:30 p.m. Mrs. Likins moved to go into Executive Session for matters mentioned by the Town Manager, Mr. Harkins seconded. The motion to go into Executive Session was approved by a vote of 7-0.

Town Council returned to the dais at 5:01 p.m. to begin the Regular portion of the meeting.

**4. Pledge to the Flag**

**5. Invocation**

**6. Proclamations & Commendations**

- a. Recognition of the Students for Student Government Day**
- b. Arbor Day Proclamation**

Mayor Bennett presented the Arbor Day Proclamation to Marcy Benson, Seniors Grants Administrator.

- c. Pancreatic Cancer Awareness Month Proclamation**

Mayor Bennett presented the Pancreatic Cancer Awareness Month Proclamation to Mr. Boccabella who made some brief remarks to the members of Council.

## **7. Approval of Minutes**

### **a. Town Council Meeting, October 18, 2018.**

Mrs. Likins moved to approve the minutes from the October 18, 2018 Town Council meeting. Mr. Harkins seconded, the motion was approved by a vote of 7-0.

## **8. Report of Town Manager**

### **a. Gullah-Geechee Land & Cultural Preservation Task Force – Lavon Stevens**

Lavon Stevens, Chairman for the Task Force, opened his update to Council by thanking them for their recent approval of the Vision. He went on to give an update to Council regarding the items the Task Force covered over the last quarter and the items coming up in the next. Dr. Stevens stated that the Task Force is focusing on the development of a resource center within Town Hall and raising awareness about heirs property. Both Mayor Bennett and Mr. Grant gave their appreciation to the Task Force for their dedication and work over the recent months.

### **b. Items of Interest**

- i. Town News**
- ii. Noteworthy Events**

Mr. Riley reviewed the Items of Interest, including Town News, upcoming Town meetings, and noteworthy events taking place throughout the Island over the coming weeks.

## **9. Reports from Members of Council**

### **a. General Reports from Council**

No General Reports from the members of Council.

### **b. Report of the Intergovernmental & Public Safety Committee – Bill Harkins, Chairman**

Mr. Harkins stated that he was deferring his report to item 12(b) of the agenda.

### **c. Report of the Community Services Committee – Kim Likins, Chairman**

Mrs. Likins stated that she did not have a report.

### **d. Report of the Public Planning Committee – David Ames, Chairman**

Mr. Ames reported that during the October 25, 2018 meeting, the Committee approved to move phase 2 of the Vision forward for Council to review and consider. He also reported that during the Committee's special meeting held in early November, recommendations regarding the Planters Row Golf Course and Cordillo Courts could also be coming to Council to consider. Lastly, Mr. Ames reported that there would be a special meeting in late November where the Committee would be meeting with the Workforce Housing consultant to discuss the results of the Housing Needs and Market Assessment.

### **e. Report of the Public Facilities Committee – Marc Grant, Chairman**

Mr. Grant stated that he did not have a report.

### **f. Report of the Finance & Administrative Committee – John McCann, Chairman**

Mr. McCann reported that the Committee met earlier in the day where they continued their discussion regarding transparency of the Chamber of Commerce.

## **10. Appearance by Citizens**

**Ed. Gyger:** Addressed the members of Council about citizens riding horses on the beach near Fish Haul Beach Park, stating that he felt there was an immediate danger to citizens.

**Alex Brown:** On behalf of the citizens at large, Mr. Brown presented Mayor Bennett with an appreciation award for his years in service as Mayor of the Town of Hilton Head Island. Mayor Bennett made some brief comments in recognition of receipt of the reward.

**Beth Green:** Addressed the members of Council about citizens riding horses on the beach near Fish Haul Beach Park, stating that she and her friend contacted the Town to confirm that there would not be an issue with riding horses in that area.

## **10. Appearance by Citizens (cont.)**

**Mary Deckard:** Addressed the members of Council about her concerns regarding Chamber transparency.

**Amber Kuehn, Sea Turtle Protection Project:** Addressed the members of Council regarding the Town's sea turtle protection ordinance, specifically as it relates to lighting.

## **11. Unfinished Business**

### **a. Second Reading of Proposed Ordinance 2018-15**

Second Reading of Proposed Ordinance 2018-15 to repeal sections 6-1-111 through 318 of the Municipal Code of the Town of Hilton Head Island; and providing for severability and effective date.

Mrs. Likins moved to approve, Mr. Harkins seconded. With little comment from the community at large, the motion passed with a vote of 7-0.

## **12. New Business**

### **a. Consideration of a Resolution – Public Hearing on Proposed Ordinance 2018-18**

Consideration of a Resolution by the Town Council to consider a Public Hearing on December 18, 2018 at 5:30 p.m. on Proposed Ordinance 2018-18, 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, Section 16-4-102.B.1.C and Chapter 10, Section 16-10-105 to provide for changes related to Recreational Vehicles.

Mrs. Likins moved to approve, Mr. Harkins seconded. Without discussion from both Council and the citizens, the motion passed with a vote of 7-0.

### **b. Consideration of a Recommendation – Unsignalized High-Speed Crosswalks**

Consideration of a Recommendation to Town Council authorizing the implementation of safety enhancements to unsignalized crosswalks along US 278, and other high-speed roads.

Mrs. Likins moved to approve, Mr. Harkins seconded. Mayor Bennett opened the discussion up to the members of Council where Mr. Harkins provided his Committee update about the presentation provided by Town staff regarding proposed updates to the crosswalks. With some continued discussion from the members of Council as well as the public at large, the motion was passed with a vote of 7-0.

### **c. Consideration of a Resolution – U.S. 278 Gateway Corridor Committee**

Consideration of a Resolution by Town Council authorizing the appointment of the Hilton Head Island U.S. 278 Gateway Corridor Committee.

Mrs. Likins moved to approve. Prior to a member of Council seconding the motion, Mayor Bennett stated that this was a Resolution that he placed on the agenda, and strongly believed that the Town should take the lead of the U.S. 278 project.

**12. c. Consideration of a Resolution – U.S. 278 Gateway Corridor Committee (cont.)**

Mr. Grant made a motion to amend the Resolution stating the following: Town Council is hereby authorized to appoint, within forty-five (45) days, the Hilton Head Island US 278 Gateway Corridor Committee consisting of no less than seven (7) and no more than eleven (11) members to work cooperatively with the South Carolina Department of Transportation to obtain and provide citizen input to the U.S 278 Environmental Assessment and Design Alternatives. Mr. McCann seconded. With continued discussion from the members of Council concerning the importance of the Committee as well as comments from the public at large, the motion was passed by a vote of 7-0, as amended.

**13. Possible actions by Town Council concerning matters discussed in Executive Session.**

**14. Adjournment**

Mayor Bennett adjourned the meeting at 6:30 p.m.

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Krista M. Wiedmeyer,  
Executive Assistant/Town Clerk

Approved: 12/18/2018

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John J. McCann, Mayor

DRAFT

**THE TOWN OF HILTON HEAD ISLAND  
REGULAR TOWN COUNCIL MEETING**

**Date: Tuesday, December 4, 2018**

**Time: 5:00 P.M.**

**Present from Town Council:** John McCann, *Mayor*; Bill Harkins, *Mayor Pro Tempore*; Marc Grant, Tom Lennox, David Ames, Tamara Becker, *Council Members*

**Present from Town Staff:** Steve Riley, *Town Manager*; Joshua Gruber, *Assistant Town Manager*; Charles Cousins, *Director of Community Development*; Brian Hulbert, *Staff Attorney*; Brad Tadlock, *Fire Chief*; John Troyer, *Finance Director*; Carolyn Grant, *Communications Director*; Shawn Colin, *Deputy Director of Community Development*; Ed Boring, *Deputy Fire Chief – Support Services*; Melissa Cope, *Systems Analyst*; Krista Wiedmeyer, *Executive Assistant/Town Clerk*

**Present from Media:** Katherine Kokal, *Island Packet*

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**1. Call to Order**

Steve Rile, Town Manager, called the meeting to order at 5:00 p.m.

**2. FOIA Compliance** - Public notification of this meeting was published, posted, and distributed in compliance with the South Carolina Freedom of Information Act and the requirements of the Town of Hilton Head Island.

**3. Pledge to the Flag**

**4. Invocation**

**5. Swearing in of New Mayor by the Honorable Carmen Tevis Mullen**

- a. Mayor – John J. McCann

The Honorable Carmen Tevis Mullen administered the Oath of the Office of Mayor for Mr. McCann.

**6. Swearing in of Town Council Members by the Honorable Carmen Tevis Mullen**

- a. Ward 2 – William D. Harkins
- b. Ward 4 – Tamara Becker
- c. Ward 5 – Thomas W. Lennox

The Honorable Carmen Tevis Mullen administered the Oath of the Office of Town Council for Mr. Harkins, Ms. Becker, and Mr. Lennox.

Mayor McCann made some brief comments thanking constituents, Town staff, and Council. He continued with remarks regarding the coming weeks, months and years.

**7. Election of Mayor Pro Tempore**

Mr. Grant moved to elect Mr. Harkins as Mayor Pro Tempore, Mrs. Becker seconded. The motion was approved by a vote of 7-0.

**8. Appointment of Town Council Committees**

Mayor McCann stated that he had made decisions on the Council Committees, and while all would be posted on the Town's website for the public's review on Thursday, November 8, 2018, he wanted to make note that Mr. Grant would be the new Chairman of the Community Services Committee.

**9. Report of the Town Manager**

- a. Town Council has scheduled a public hearing for Tuesday, December 18, 2018 at 5:30 p.m. in the Benjamin M. Racusin Council Chambers to consider proposed amendments to the Town's Land Management Ordinance (LMO) regarding changes related to Recreational Vehicles.

Mr. Riley reported that a public hearing would be held during the upcoming Town Council meeting on Tuesday, December 18, 2018.

**10. Adjournment**

Mayor McCann adjourned the meeting at 5:17 p.m.

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Krista M. Wiedmeyer,  
Executive Assistant/Town Clerk

Approved: 12/18/2018

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John J. McCann, Mayor

DRAFT





# **TOWN OF HILTON HEAD ISLAND**

## *Community Development Department*

**TO:** Stephen G. Riley, ICMA~CM, *Town Manager*  
**VIA:** Charles Cousins, AICP, *Director of Community Development*  
**VIA:** Shawn Colin, AICP, *Deputy Director of Community Development*  
**FROM:** Chris Yates, Building Official  
**DATE:** December 6, 2018  
**SUBJECT:** Building Codes Effectiveness Grading Schedule (BCEGS)

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The Building Division recently completed a Building Codes Effectiveness Grading Schedule (BCEGS) survey conducted by the Insurance Services Office (ISO). ISO is an insurer-supported organization with the primary mission of providing advisory insurance underwriting and rating information to insurers. ISO collects information on a community's building-code adoption and enforcement services, analyzes the data and then assigns a Building Code Effectiveness Classification on a scale from 1 to 10. A Class 1 represents exemplary commitment to building-code enforcement. The Building Division received a Class 3 for family dwellings and a Class 3 for commercial and industrial buildings.

BCEGS is an integral part of the Community Rating System program through which residents currently receive a 25% discount on their flood insurance policies. This equates to approximately \$5 million in annual savings. Maintaining the Class 3 designation will continue to provide benefits to property owners now and into the future.



# TOWN OF HILTON HEAD ISLAND

## ITEMS OF INTEREST

### December 18, 2018

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#### TOWN NEWS

- Tom Dunn, Emergency Management Coordinator (“CEM”), recently qualified as a Certified Emergency Manager, through the International Association of Emergency Managers. In order to receive the designation, he was required to submit an extensive credentials package detailing personal and professional achievements in addition to successful completion of a Management Essay and a written examination. This designation is held by only 1,929 men and women in the emergency management profession. As a CEM, Tom demonstrated a high level of competence and ethical fitness for emergency management. We’re proud to have Tom leading our emergency management efforts!
- Sally Krebs, Sustainable Practices Coordinator, and Scott Sodemann, Plans Examiner, have both successfully completed the process to become Certified Floodplain Managers. The Association of State Floodplain Managers grants this certification only to those professionals who pass an examination demonstrating their knowledge of flood mapping, the requirements of the NFIP, building construction in flood hazard areas, administering floodplain management regulations, and related topics. The role of the floodplain managers is expanding due to increases in disaster losses, the emphasis on mitigation to alleviate repetitive loss, and a recognized need for professionals to adequately address these issues. Congratulations to both Sally and Scott on their recent accomplishment!

#### TOWN OF HILTON HEAD ISLAND MEETINGS

- Planning Commission – December 19, 2018, 3:00 p.m.
- Town Council Executive Session – Wednesday, January 2, 2019 – 4:00 p.m.
- Town Council Regular Session – Wednesday, January 2, 2019 – 5:00 p.m.

*Meetings are subject to change and/or cancellation. Please visit the Town’s website at [www.hiltonheadislandsc.gov](http://www.hiltonheadislandsc.gov) for meeting dates and times.*

#### TOWN ADMINISTRATIVE OFFICES CLOSED

- In observance of the Christmas Holiday, the Town’s Administrative Offices will be closed Monday, December 24 and Tuesday, December 25, 2018.
- In observance of the New Year Holiday, the Town’s Administrative Offices will be closed Monday, December 31, 2018 and Tuesday, January 1, 2019.

#### HILTON HEAD ISLAND EVENTS

- Hilton Head Jingle Jingle 5k Run - Monday, December 24, 2018, 9:00 – 11:00 a.m. at Hilton Head Hospital Campus
- New Year’s Eve Celebration – Monday, December 31, 2018, 7:00 p.m. – 1:00 a.m. at Harbour Town Lighthouse



For more events taking place on the Island, please visit the Town’s Office of Cultural Affairs Events page at [www.culturehhi.org/events/](http://www.culturehhi.org/events/).

**Saturday, December 15<sup>th</sup> begin at 6:30 pm**

Club Course Drive, Otter Road  
Governors Road, Greenwood Drive  
Plantation Drive, Lighthouse Road,  
Harbour Town Marina, Baynard Cove Road,  
South Sea Pines Drive, South Beach  
Marina, South Beach Lane, Greenwood  
Drive, Forest Drive, West Willow Oak Road,  
Lawton Road, North Sea Pines Drive,  
Greenwood Lane, Old Military Road,  
Heritage Road, Plantation Road

**Sunday, December 16<sup>th</sup> begin at 6:30pm**

Shelter Cove Community Park, Poseidon,  
Belk, Shelter Cove Lane, King Neptune  
Statue, Yacht Cove, Long Cove Clubhouse,  
Wexford Clubhouse, Queens Folly Road,  
Marriott Hotel, Omni Hotel, Trent Jones  
Club House, Palmetto Dunes General Store

**Monday, December 17<sup>th</sup> begin at 6:30pm**

Headlands Drive, Big Woods, Rookery Way,  
Oyster Reef Drive, High Bluff Road, Hickory  
Forest Drive, Dolphin Head Deerfield Drive,  
Drive, Bear Creek Drive, Pineland Rd,  
Spring Lake Parking Lot, Seabrook Drive,  
Highbush Drive, Sweet Bay Lane, Village  
North Drive, Outerbridge Circle, Birdsong  
Way, Lady Slipper Lane, Meadow Lark Lane

**Tuesday, December 18<sup>th</sup> begin at 6:30pm**

South Port Royal Drive, Scarborough Head,  
Coggins Point Road, North Port Royal Dr,  
Market Place Drive, Dahlgren Lane,  
Ordnance Place, Union Cemetery Road,  
Dillon Road, 90 Dillon Road, Cotton Hope,  
Fish Haul, Baygall Road, Tabby Walk, Fort  
Howell Drive, Sedge Fern Drive,  
Cherry Hill Lane, Tucker Ridge Court



**Santa will be touring  
neighborhoods with Hilton Head  
Island Fire Rescue beginning at  
6:30 p.m. December 15-22.  
Here are the dates he will be in  
your neighborhood!**



**Please note: We are limited by  
safety so we stick to the main  
roads. Santa will only be driving  
through and will not make stops.**

**Wednesday, December 19<sup>th</sup> begin at 6:30 pm**

Oakview Road, Gold Oak Drive  
Sterling Point Drive, Spanish Wells Road  
Old House Creek Drive, Lavender Circle,  
Spanish Wells Clubhouse, Timbercrest  
Circle, Bryant Road, Muddy Creek Road, Tide  
Pointe Community, Point Comfort Road,  
Broad Creek Landing, Forest Cove Road,  
Ashton Cove, Point Comfort Road,  
Row Boat Road, Sea Olive Road

**Thursday, December 20<sup>th</sup> begin at 6:30 pm**

Squiresgate Road, Chinaberry Drive, Carolina  
Isles Drive, Gumtree Road, Katie Miller Drive,  
Ceasar Place, Squire Pope Road, Wild Horse  
Road, Shamrock Circle, Jarvis Creek Lane,  
Summerfield Court, Jonesville Road,  
Paddocks Blvd, Shearwater Drive

**Friday, December 21<sup>st</sup> begin at 6:30 pm**

Shipyard Drive, Evian, Sonesta Resort,  
Cordillo Parkway, Seabrook Community,  
Pope Avenue to Coligny Circle, Coligny  
Center, North Forest Beach, Ibis Street,  
Lagoon Rd, South Forest Beach Drive,  
DeAllyon Ave, Lemoyne Ave, TreeTops,  
Ocean Walk, South Forest Beach Drive

**Saturday, December 22<sup>nd</sup> begin at 6:30 pm**

Folly Field Road, Starfish Drive, Sand Dollar  
Road, Ghost Crab Way, Folly Field Road, The  
Westin, Woodlake community, Old  
Woodlands, Crosswinds Victoria Square,  
Indigo Pines, Southwood Park Drive, The  
Oaks



## **MEMORANDUM**

**TO:** Town Council

**FROM:** John Troyer, CPA, Director of Finance

**VIA:** Stephen G. Riley, ICMA-CM, Town Manager

**DATE:** November 2, 2018

**RE: CY 2019 State Accommodations Tax Grant Recommendations**

**Recommendation:** Staff recommends that Council review the attached Accommodations Tax Advisory Committee (ATAC) recommendations and award the calendar year 2019 grants at its meeting on December 18, 2018.

**Summary:** ATAC received 40 applications totaling \$5,863,185, held hearings with each, and made the recommendations attached. **The Chairman's letter is also attached which describes the applicants' requests, deliberations, and the Committee's recommendations to fund requests totaling \$4,380,208.** The ATAC did not recommend leaving any additional for possible out-of-cycle grants in addition to the \$50,000 minimum reserve. Staff anticipates that any lapsed amounts will be minimal and will roll into grant funding next year with the exception of the airport grant which the conditions to the grant were not met.

Council has **\$4,380,208 total funds to award now** if it chooses **after leaving a \$50,000 reserve balance** which could be used later in 2019 if an emergency out-of-cycle need arises or one worthy of out-of-cycle consideration. Town Council adopted a policy for accommodations taxes (ATAX) for a minimum \$50,000 reserve. Therefore, Council could also choose to leave a reserve larger than \$50,000.

**Background:**

Calendar year 2019 grants will be awarded from actual accommodations tax (ATAX) revenues from the first three quarters of calendar year 2018 and estimated revenues from the fourth quarter of calendar year 2018. Per policy, it will be adjusted for the difference in the prior year's fourth quarter estimate vs. actual.

The Town received \$5,686,673 from the first three quarters of calendar year 2018 and added estimated revenues of \$817,723 for the fourth quarter, to reach a total estimate of \$6,504,397. This is an estimated increase of \$247,117 or 3.95% from calendar year 2017 estimated revenues of \$6,257,280.

The following adjustments are made to the ATAX revenues to determine the amount available to award grants for calendar year 2019.

- \$4,950 of investment income is added;
- \$100,000 in lapsed grants is added, bringing the total available funds to \$6,609,347;
- formula funding is deducted:
  - to the Town - \$25,000 and 5% estimated at \$348,970, and
  - to the Chamber/VCB as DMO - 30% or an estimated \$1,943,819;
- \$56,757 for the increase in actual vs. the estimated ATAX revenues for the fourth quarter of calendar year 2017 is added;
- \$56,894 available but not awarded for 2018 grants is added. Per the new procedures, these funds will be the first awarded for calendar year 2019 grants.

**Leaves funds available total \$4,430,208.**

Last year, the Finance & Administrative Committee and Town Council adopted revised ATAX procedures which included a **minimum \$50,000 reserve fund**. The reserve will be used in the event worthy out-of-cycle grant applications are received.

**After deducting a \$50,000 reserve, the amount available for calendar year 2019 grants is \$4,380,208.**



## THE TOWN OF HILTON HEAD ISLAND ACCOMMODATION TAX ADVISORY COMMITTEE

To: Mayor John McCann, Town of Hilton Head Island  
Town Council Members, Town of Hilton Head Island

Cc: Steve Riley, Town Manager, Town of Hilton Head Island

From: Brad Marra, Chairman, Accommodations Tax Advisory Committee

Date: December 6, 2018

Subject: ATAC Recommendations for 2019 ATAX Grant Awards

On November 1, 2018, the Accommodations Tax Advisory Committee (ATAC) met to make grant funding recommendations for 39 ATAX grant applications that were solicited from our traditional 2019 grant cycle. As a result, the ATAC was pleased to make funding recommendations on 33 of the 39 submitted ATAX grant applications. This year's grant cycle did not allow for any carry over funds for the use of a possible out of cycle grant requests.

Total Applicant Funding Requests	\$5,863,185
Total Available Funding for Grants (after required \$50,000 reserve)	\$4,380,208
ATAC Funding Recommendations for Grants	<u>\$4,380,208</u>
ATAC Recommended Carryover for Out of Cycle Grants	\$ 0

As with past practice, the ATAC has worked to establish a consistent philosophy in how applications are reviewed and prioritized. Over the past five years, the review and recommendation approach of the ATAC has evolved through continuous improvement into the following guiding principles:

- **Economic Growth Through Tourism** - Does the applicant organization drive overnight visitors to Hilton Head Island?
- **Creation of Sustainable Visitor Traffic** - Does the applicant organization enhance, or improve, the visitor experience on Hilton Head Island creating opportunities that would encourage visitors to return to Hilton Head Island?
- **Collaboration Amongst Organizations** - How well does the applicant organization collaborate with other local organizations, especially fellow grant applicants? Where possible, do applicants cross-promote each other to further enhance the visitor experience?
- **Organization Viability and Return on Investment** - Does the organization possess both a clear vision and an achievable direction? Does the organization have other sources of public and private support available and what is the organization's long term dependency on ATAX funding going to be? Do established applicant organizations have the financial means to support themselves without an ATAX award for the upcoming year and/or beyond? Do organizations with a strong balance sheet have a strategic plan for their cash reserves?
- **Operational Confidence** – How well do the applicant organizations understand their operations? Do they track and report metrics, do they provide sufficient transparency, and are they accountable for their results?

The Committee also strives to enhance the grant review process and feels that it is important to evolve our thinking to adapt to the strategic focuses of the Town, the best practices of other ATAX municipalities, and evaluate feedback solicited through the past year. There are several items of note for the 2019 cycle:

- The 2019 application remains unchanged from 2018 with the unanimous support of the applicants. The 2019 applicants have remained comfortable submitting both “visitor” and “tourist” counts, as defined by the ATAX statute and Tourism Expenditure Review Committee (TERC) opinion
- All fireworks applications were reviewed for their individual merits and needs after determining that each applicant had varying levels of expenses and the Committee felt it was important to recommend funding individually rather than past years method of recommending an equitable award across all three applicants

In an effort to provide an additional layer of summary detail with our recommendation, each application has been broken out into sections categorizing, at the highest level, the type of recommendation each application received from the Committee this year. These five categories will group applications together based on whether they received recommendations for full, partial, TERC capped, or no funding. As with previous recommendation memos, a detailed view of the Committee’s recommendation of each application will follow these summaries.

### **Applicants Receiving Recommendations of Full Funding**

This year, the Committee was again in a fortunate position to make a number of full funding recommendations due to a slight increase ATAX receipts in fiscal year 2019. The Committee felt that these 9 organizations that fell into this category were thoughtful with their grant requests, demonstrated a reasonable financial need, and were able to show a strong ROI with how they chose to invest their financial resources to drive and enhance tourism on Hilton Head Island.

	<b><u>Committee</u></b>	<b><u>Request</u></b>
Harbour Town Merchants Assoc.	\$ 21,000	\$ 21,000
HH Symphony Orchestra-A (Operations)	\$ 250,000	\$ 250,000
Lowcountry Golf Course Owners Assoc.	\$ 50,000	\$ 50,000
Skull Creek July 4 Celebration	\$ 17,737	\$ 17,737
The Boys & Girls Club of Hilton Head Island	\$ 20,000	\$ 20,000
The Coastal Discovery Museum-A (Operations)	\$ 285,000	\$ 285,000
The First Tee of the Lowcountry	\$ 25,000	\$ 25,000
The Heritage Library- A (Operations)	\$ 58,000	\$ 58,000
The Sandbox	\$ 45,895	\$ 45,895
<b>Total Full Funding</b>	<b>\$ 772,632</b>	<b>\$ 772,632</b>

### **Applicants Receiving Recommendations of Partial Funding**

Some organizations were not recommended for full funding, despite being eligible and not being subjected to any TERC-based funding caps. The ATAC’s approach has been to evaluate the individual merit of each application irrespective of total available funding. The ATAC feels strongly that partial funding should not be considered as a negative reflection on the organization. The final determination generally fell within the ATAC’s belief that this year was a rather difficult year based on the total requests versus the amount of funding available. Furthermore, the Committee was cautious in recommending increased year over year funding to ensure that a new benchmark would not be created that could adversely impact the applicant in upcoming years if the same funding levels were not available in the future. A total of 22 organizations were impacted by the Committee’s partial funding recommendations. This resulted in a \$652,923 variance between what was requested by the applicant and what was recommended by the Committee. The Committee believes in making recommendations in the highest and best use of the available funds and felt comfortable making these specific partial funding recommendations for this year’s grant requests.

	<b><u>Committee</u></b>	<b><u>Request</u></b>	<b><u>Variance</u></b>
Art League of Hilton Head	\$ 65,000	\$ 75,000	(\$ 10,000)
Arts Center of Coastal Carolina	\$ 400,000	\$ 404,000	(\$ 4,000)
David M. Carmines Memorial Foundation	\$ 100,000	\$ 127,000	(\$ 27,000)
Gullah Museum of Hilton Head Island	\$ 50,000	\$ 150,000	(\$ 100,000)

Hilton Head Choral Society	\$ 40,000	\$ 45,000	(\$ 5,000)
Hilton Head Concours d'Elegance	\$ 250,000	\$ 261,000	(\$ 11,000)
Hilton Head Dance Theater	\$ 15,000	\$ 21,000	(\$ 6,000)
Hilton Head Island Airport	\$ 40,000	\$ 100,000	(\$ 60,000)
Hilton Head Island Bridge Assoc.	\$ 20,000	\$ 39,500	(\$ 19,500)
HH Rec Association (Wingfest & Oyster Festival)	\$ 25,000	\$ 30,000	(\$ 5,000)
HHI St. Patrick's Day Parade	\$ 20,000	\$ 22,000	(\$ 2,000)
HHI Wine & Food, Inc.	\$ 130,000	\$ 135,000	(\$ 5,000)
HHI-Bluffton Chamber of Commerce VCB	\$ 535,000	\$ 610,000	(\$ 75,000)
Lean Ensemble Theater	\$ 30,000	\$ 40,000	(\$ 10,000)
Main Street Youth Theater	\$ 15,000	\$ 20,000	(\$ 5,000)
Mitchelville Preservation Project	\$ 172,500	\$ 185,000	(\$ 12,500)
Native Island Business & Community	\$ 120,000	\$ 175,000	(\$ 55,000)
Shelter Cove Harbour Company	\$ 80,000	\$ 88,700	(\$ 8,700)
The Coastal Discovery Museum-B (Disc Golf Event)	\$ 25,000	\$ 39,000	(\$ 14,000)
The Heritage Library- C (Zion History Park)	\$ 55,000	\$ 65,000	(\$ 10,000)
The Outside Foundation	\$ 8,500	\$ 13,500	(\$ 5,000)
Town of Hilton Head Island- A (Operations)	\$1,394,630	\$1,582,853	(\$ 188,223)
Town of Hilton Head Island- B (Lantern Parade Event)	\$ 10,000	\$ 25,000	(\$ 15,000)
	<b>\$3,600,630</b>	<b>\$ 4,253,553</b>	<b>(\$ 652,923)</b>

#### **Applicants Receiving Recommendations with TERC-based Reimbursement Caps**

This year there was one applicant whose requests did not fully meet certain reimbursement requirements and were subject to maximum allowable reimbursement limits as defined by state statute and/or TERC opinion. In these situations, with the assistance of Town Staff, the ATAC used the tourism metrics provided by the applicant to determine the maximum allowable reimbursement amount each applicant would be eligible to receive if awarded.

	<b><u>Committee</u></b>	<b><u>Request</u></b>	<b><u>Max Allowed</u></b>	<b><u>Variance*</u></b>
The Heritage Library- B (History Day)	\$ 6,946	\$ 15,000	\$ 6,946	(\$ 8,054)
	<b>\$ 6,946</b>	<b>\$ 15,000</b>	<b>\$ 6,946</b>	<b>(\$ 8,054)</b>

#### **Applicants Receiving Recommendations of No Funding**

Unfortunately, there were 6 applications that were submitted this year that did not receive a recommendation for funding. These applications were thoughtful and well-presented; however, these organizations did not meet the civic, cultural, or event qualification requirements of TERC, the overall ask did not show a strong ROI with how they chose to invest their financial resources to drive and enhance tourism on Hilton Head Island or the applicant posed a potential conflict with the current destination marketing organization hired by the Town of Hilton Head Island.

	<b><u>Committee</u></b>	<b><u>Request</u></b>
Beaufort County Black Chamber of Commerce	\$ 0	\$ 75,000
BusinessATTRACT Development Fund	\$ 0	\$ 50,000
Hilton Head Island Carolina Shag Club	\$ 0	\$ 4,000
Hilton Head Symphony Orchestra-B (SoundWaves)	\$ 0	\$ 70,000
Memory Matters	\$ 0	\$ 23,000
The Coastal Discovery Museum-C (Marketing Plan)	\$ 0	\$ 600,000
		<b>\$ 822,000</b>

The remainder of this recommendation memo will provide summary information on the applicant organizations, a snapshot of their funding requests, and the Committee's recommendation and rationale. This memo is not meant to encompass all the applicant data or information, as this can be further referenced within each individual grant application that was submitted for the 2019 grant cycle. A spreadsheet of the committee's grants recommendations accompanies this memo.



**BASED ON THE ATAC'S REVIEW OF EACH GRANT APPLICATION, THE APPLICANT'S INDIVIDUAL PRESENTATIONS, AND THE COMMITTEE'S PUBLIC DISCUSSION, THE ATAC SUBMITS THE FOLLOWING RECOMMENDATIONS TO TOWN COUNCIL FOR REVIEW AND APPROVAL:**

**ART LEAGUE OF HILTON HEAD**  
2019 Grant Application

The Art League of Hilton Head has firmly established itself as a core component of the local arts community. The League is requesting funds to provide a strong visual art presence on Hilton Head Island through its innovative Gallery and Academy, and market creative events and partnerships with local organizations and businesses.

**"ATAX Application"**

**Tourism Ratio:** 45% / 7,077 visitors served out of 29,620 total people; of which 13,398 were beyond 50 miles  
**Grant Request:** **\$75,000**  
**Grant Reason:** Marketing and advertising through media partners.  
**Recommendation:** **\$65,000 – Partial Funding**  
**ATAC Opinion:** The Committee was impressed with the League's continued marketing efforts and its continued commitment towards evolving its social/digital media and marketing. New this year the ALHH will partner with the Allendale Correctional Institute to provide a new and unique exhibit that will feature self-taught inmates of all skill levels. The immense diversity of offerings helps enhance the visitor stay on the Island and the Committee feels that continued funding is important to the mission its trying to achieve. **The Committee continues to feel that the Art League is a good steward of ATAX funds.**

**ARTS CENTER OF COASTAL CAROLINA**  
2019 Grant Application

The Arts Center provides year-round, high quality programming to both tourists and residents through the production of theater, performing arts, and community festivals. Additionally, the Arts Center will continue to host multiple exhibitions and educational programs throughout the year.

**"Tourism Operations Support for the Arts Center of Coastal Carolina"**

**Tourism Ratio:** 56% / 27,725 visitors served out of 49,274 total people; of which 11,380 were beyond 50 miles  
**Grant Request:** **\$404,000** = 8.9% of total budget \$4,270,296  
**Grant Reason:** To support marketing efforts in addition to the visitor portion of program costs for theater, performing arts, and community festivals. Total cost to provide these programs in FY19 will be \$4,526,169. The Arts Center pointed out that this grant application supports its marketing and programming and does not include any supplementary facility maintenance requests.  
**Recommendation:** **\$400,000- Partial Funding**  
**ATAC Opinion:** The Committee feels strongly that the Arts Center is the focal point of arts within our community. The quality and diversity of programming provided to both tourists and residents showcases our Island as a world class destination and assists in both the driving and enhancing tourist stays. **The Committee continues to put additional scrutiny on larger grant recipients to ensure that there is a strong ROI on ATAX funds' use. The Committee believes the Arts Center is both a driver and enhancer of tourism. This year's recommendation is \$ 4,000 less than last year. Due to limited state funding, the Committee felt that funding at the same level as the previous year would allow the applicant to have the means to build on its already quality marketing and programming strategies.**

**BEAUFORT COUNTY BLACK CHAMBER OF COMMERCE**

**2019 Grant Application**

The BCBC is requesting funding for destination marketing and advertising of Hilton Head Island by the Beaufort County Gullah Geechee Guide. This guide is distributed to specifically targeted areas of Upstate South Carolina, Charlotte, Augusta, Atlanta and Pennsylvania audiences known to produce tour visits of the area frequently. In 2015, the BCBBB was successful in generating 8,600 room nights in Beaufort County through its involvement in planning group tours and reunions.

**“Cultural Tourism Marketing”**

<b>Tourism Ratio:</b>	Specific data related to Hilton Head Island not available
<b>Grant Request:</b>	<b><u>\$75,000</u></b>
<b>Grant Reason:</b>	For marketing via print and digital media in its annual Gullah Geechee Guide
<b>Recommendation:</b>	<b><u>No funding due to potential DMO overlap</u></b>
<b>ATAC Opinion:</b>	While the Committee appreciates the BCBC’s commitment to supporting Hilton Head Island tourism, the Committee is concerned about the ROI of awarding a grant to the BCBC when the Town is already supporting its current DMO that is the primary driver of tourism to Hilton Head Island. Although the BCBC is an established organization, its ability to drive or enhance tourism directly on Hilton Head Island is minimal in the Committee’s opinion. This organization has shown that it partnered with other local cultural organizations in support of their events and destinations. <b><u>The Committee’s opinion is that the BCBC should continue to collaborate directly with cultural organizations and that these local organizations engage the BCBC directly for marketing assistance.</u></b>

**BUSINESS ATTRACT DEVELOPMENT FUND**

**2019 Grant Application**

The Israeli Business and Industry Conference will be held the first quarter of 2019. The mission is to attract investment from Israeli business and industry by creating a better understanding of the assets, business climate and quality of life in South Carolina that meet the requirements of advanced manufacturing and technology centered Israeli companies considering location or expansion in the United States.

**“Israeli Business and industry Conference”**

<b>Tourism Ratio:</b>	Not directly reported in the application*
<b>Grant Request:</b>	<b><u>\$50,000</u></b>
<b>Grant Reason:</b>	For public relations and event marketing expenses through print, online, social, TV, and radio
<b>Recommendation:</b>	<b><u>No funding</u></b>
<b>ATAC Opinion:</b>	The Committee was thoroughly impressed with the thought behind bringing international tourism and business to Hilton Head Island. The Conference will bring nationally and internationally recognized speakers to present along with many local organizations such as the Southern Carolina Regional Development Alliance, Beaufort County Economic Development Corporation, University of South Carolina-Beaufort, Technical College of the Lowcountry, Hilton Head Realtors Association, The Don Ryan Center for Innovation and the World Affairs Council of Hilton Head Island. <b><u>The Committee’s opinion was based on Town and TERC guidelines. This applicant has not secured the necessary documentation of forming a 501 (c)(3) nonprofit. The Committee also felt that this concept would be better suited for the Town of Hilton Head Island or similar organization for partnership.</u></b>

**DAVID M. CARMINES MEMORIAL FOUNDATION**  
**2019 Grant Application**

The David M. Carmines Memorial Foundation organizes the annual Hilton Head Island Seafood Fest, currently in its 11<sup>th</sup> year. This week-long event concludes in an all day festival at Honey Horn featuring food, live entertainment, family activities, and other contests.

**“Hilton Head Island Seafood Fest”**

**Tourism Ratio:** 60% / 5,200 visitors served out of 13,000 total people; of which 7,800 were beyond 50 miles  
**Grant Request:** **\$127,000**  
**Grant Reason:** For public relations and event marketing expenses through print, online, social, TV, and radio  
**Recommendation:** **\$100,000 – Partial Funding**  
**ATAC Opinion:** The Committee was thoroughly impressed with continued success and growth of the event year over year. The total number of patrons increased by 53% from the previous year. Due to the event’s tourist draw and impressive survey metrics, the Committee felt it was important to continue funding this organization to support the marketing budget and assist in continuing to increase the event attendance. From the presentation provided, the Committee feels strongly that 2018 was the organization’s break-out year for solidifying its reputation and gaining a regional following. **The Committee’s recommendation of \$100,000 is 9% higher than last year’s award of \$91,000. Limited available funding prevented the Committee from awarding full funding. This event has proven to have strong management, good creativity, excellent metrics systems, and marketing. Success in 2018 was primarily driven by an enhanced marketing and image campaign and the retaining of a PR firm to bolster awareness of this event. As with previous years, the Committee continues to have confidence that this event is well on the way to being another signature event showcasing the culinary heritage and talent of our area.**

**GULLAH MUSEUM OF HILTON HEAD ISLAND**  
**2019 Grant Application**

The Gullah Museum of Hilton Head Island is requesting funding for its Gala Awards (January 21, 2017), Artist in Residence program (April 1 to August 31, 2017), Gullah Food Festival (October 21, 2017), and Gullah Christmas celebration (December 17, 2017)

**“Gullah Museum”**

**Tourism Ratio:** 91%/ 85 visitors served out of 916 total people; of which 831 were beyond 50 miles  
**Grant Request:** **\$150,000**  
**Grant Reason:** For event marketing and operation expenses related to 5 events  
**Recommendation:** **\$50,000– Partial Funding**  
**ATAC Opinion:** The Committee was impressed with the applicant’s continuing commitment and contribution towards enhancing the cultural experience of tourists. Management is making progress in measuring marketing funding effectiveness but needs continuing effort in this area. Total attendance was up by 55% in 2018. 2019 programming features 5 events between January and May in the otherwise slower season for Hilton Head. The Committee feels there is a need for a strategic plan that realistically plots events, growth in attendance, and collaboration with other Cultural and Heritage groups on the Island. The grant request for 2019 is 59% of total operating budget and would be a 300% increase over 2018 award. **A conservative approach was used by the Committee -being cautious about establishing a funding benchmark that might not be viable in future years and due to not having an established track record of success for the specific events and programming outlined in the application. However, the Committee is committed to ensuring that cultural tourism is properly supported and feels this applicant can be a strong contributor to enhancing the tourism experience on the Island. The Committee has recommended an award to encourage their strategic and business planning efforts.**

**HARBOUR TOWN MERCHANTS ASSOCIATION**  
**2019 Grant Application**

The Harbour Town Merchants Association is seeking grant funding for its annual Fourth of July Fireworks display. The Association estimates that more than 7,000 patrons attended the display in 2018, which was a mixture of residents and tourists visiting Hilton Head Island.

**“Harbour Town 4<sup>th</sup> of July Fireworks”**

<b>Tourism Ratio:</b>	Estimated 7,000+ total people served
<b>Grant Request:</b>	<b><u>\$21,000</u></b>
<b>Grant Reason:</b>	For event marketing and operational expenses related to the 4 <sup>th</sup> of July Fireworks show
<b>Recommendation:</b>	<b><u>\$21,000 - Full Funding</u></b>
<b>ATAC Opinion:</b>	As with previous years, the Committee feels that it is appropriate to support this fireworks display as it is a worthwhile tourism enhancer and driver for one of the Island’s busiest weeks of the year that generates a quality, family friendly atmosphere for all in attendance to enjoy. <b><u>The Committee’s recommendation reflects a 5% increase from 2018 to help the applicant offset increasing related event expenses.</u></b>

**HILTON HEAD CHORAL SOCIETY**  
**2019 Grant Application**

In 2019, its 43<sup>rd</sup> season, the Hilton Head Choral Society is planning to produce five concerts throughout the year, many in collaboration with other organizations. The Choral Society volunteers have worked hard to remain a fiscally responsible organization and have worked diligently to identify new marketing mediums that are more cost effective and efficient.

**“Hilton Head Choral Society Performance Season”**

<b>Tourism Ratio:</b>	<b>33% / 1,260 visitors served out of 3,783 total people; of which 580 were beyond 50 miles</b>
<b>Grant Request:</b>	<b><u>\$45,000</u></b>
<b>Grant Reason:</b>	This request will be used for marketing expenses with strong influences on social media
<b>Recommendation:</b>	<b><u>\$40,000 – Partial Funding</u></b>
<b>ATAC Opinion:</b>	The Committee continues to be impressed with this organization. The Society produces great events and is an excellent collaborator with other organizations island wide. HHCS has streamlined its management and governance, developed a 3 year strategic plan, created a Reserve Fund for financial sustainability, and introduced new committee structures to optimize member volunteer efforts. It takes a business approach to maintain its operations and has impressed the Committee with how it is fine-tuning itself year over year. <b><u>As with similar organizations with a low tourism ratio, the Committee is hesitant to recommend increased awards each year without a ROI justification. However, the Committee feels that because the HHCS has proven to be a key organization in the arts community for over 43 seasons, they will continue to grow with its continued social media exposure.</u></b>

## **HILTON HEAD ISLAND CONCOURS D'ELEGANCE, INC.**

### **2019 Grant Application**

The Hilton Head Island Motoring Festival & Concours d'Elegance continues to prove its position as one of the premiere destination events on the East Coast. Organizers continues to pursue three core strategies initiated in 2016: differentiation, diversification and collaboration. The festival started at Honey Horn Plantation and has grown so much that it is now hosted at Port Royal Golf Club. This successful step has aided the HHIMF to remain competitive with other top –tier national events. In 2016, the event added a vintage aircraft exhibition and gala with great success, despite the hurricane, adding a new market segment of attendees and sponsors which has proved to be a continued success year over year.

#### **"Hilton Head Concours d'Elegance & Motoring Festival"**

- Tourism Ratio:** 75% / 11,415 visitors served out of 15,214 total people; of which 7,347 were beyond 50 miles\*  
*(\*Based on 2017 attendance; the 2018 event occurred during the 2019 application cycle)*
- Grant Request:** **\$261,000**
- Grant Reason:** For promotional marketing and advertising and operating event expenses, which contributes towards a total event budget of \$1,339,713.
- Recommendation:** **\$250,000 – Partial Funding**
- ATAC Opinion:** The Committee feels very strongly that the Motoring Festival is a signature event for our Island and will only continue to grow and improve. Due to the Festival's ability to grow substantially year over year, show a clear vision and direction, and prove that it both drives and enhances tourism, the Committee recommends funding 14% above the grant request over last year. **This recommendation is \$30,000 greater than the 2018 award. With this funding provided, the Committee feels strongly that the Hilton Head Island Motoring Festival & Concours d'Elegance will be able to set itself apart from other motoring festivals and prove Hilton Head as a true world class destination for the event.**

## **HILTON HEAD DANCE THEATER**

### **2019 Grant Application**

Currently in its 33rd season, the Hilton Head Dance Theater has two major planned productions for 2018, in addition to several smaller ones. The Dance Theater's production of The Nutcracker generates the most tourist visits out of any of the other showings such as Peter Rabbit and Terpsichore.

#### **"Hilton Head Dance Theatre Performance Season"**

- Tourism Ratio:** 20% / 351 visitors served out of 2,859 total people; of which 583 were beyond 50 miles
- Grant Request:** **\$21,000**
- Grant Reason:** For promotional event marketing and advertising for 2 major productions in 2018
- Recommendation:** **\$15,000 – Partial Funding**
- ATAC Opinion:** The Committee feels that this is a worthy organization to continue supporting due to its ability to collaborate with other organizations and the quality of its productions. **The current recommendation is at the same level as the 2018 award. As with similar organizations with a low tourism ratio, the Committee is hesitant to recommend increased awards each year without a ROI justification.**

**HILTON HEAD ISLAND AIRPORT**  
**2019 Grant Application**

Hilton Head Island Airport is a public-use airport, owned and operated by Beaufort County. The Airport is an FAA Part 139 Commercial Service Airport that also boasts a robust General Aviation (GA) or private aviation service. Both the commercial and the GA aspects of the airport serve as important tourist/visitor gateways to Hilton Head Island, welcoming visitors from all over the country and the world.

**“Hilton Head Island Airport”**

**Tourism Ratio:** 82% / 57,885 visitors served out of 70,000 total people; of which 43,414 were beyond 50 miles  
**Grant Request:** **\$100,000**  
**Grant Reason:** For air service marketing and promotion to attract additional airline service with additional destinations to Hilton Head Island Airport  
**Recommendation:** **\$40,000 – Partial Funding**  
**ATAC Opinion:** The Committee appreciated hearing that with the recent 5,000 feet expansion of the Hilton Head Island Airport runway, this has already proven to be beneficial to developing increased air service. The HHIA will be partnering with an accredited aviation consulting firm which specializes in developing and attracting air service for smaller, niche airports like Hilton Head. **The Committee felt confident that with the proper marketing funding the airport could buy direct ad placement in key regional marketing pieces and digital marketing efforts directed for newer service cities.**

**HILTON HEAD ISLAND BRIDGE ASSOCIATION**  
**2019 Grant Application**

The Hilton Head Island Bridge Association offers a variety of bridge games and classes to its 550 members six days a week. They offer three tournaments a year, one being a week long. Tournaments hosted on Hilton Head Island offer those in attendance a desirable location and easy going atmosphere. Of the over 2800 clubs in the U.S. the HHIBA ranks 41. Marketing for these events through the use of social media and the Hilton Head Island-Bluffton Chamber of Commerce will be essential to presenting a successful event.

**“Marketing competitive Bridge to Tourists”**

**Tourism Ratio:** 78% / 2,682 visitors served out of 3,447 total people; of which 2,158 were beyond 50 miles  
**Grant Request:** **\$39,500**  
**Grant Reason:** For marketing and promotion to attract tourist and visitors who value playing the card game of competitive bridge while on vacation  
**Recommendation:** **\$20,000 – Partial Funding**  
**ATAC Opinion:** The Committee was interested in hearing that Hilton Head’s local Bridge Association is the 41<sup>st</sup> most active bridge club out of 2800 in the country. This club offers bridge games 6 days a week and 3 tournaments a year. As bridge “Vacations” are becoming more popular, Hilton Head serves as the perfect destination for new and returning tourists. The HHIBA will host a week-long tournament to attract passionate bridge players to its location providing an inviting club atmosphere to competitive players alike. **The Committee recommends \$20,000 funding, which is 51% of requested funding.**

**HILTON HEAD ISLAND CAROLINA SHAG CLUB**  
**2019 Grant Application**

The Carolina Shag is the state dance of South Carolina and is a partner dance done primarily to “Beach Music”. Shag is a recognized dance in national and international dance competitions held across the country. In its 24<sup>th</sup>, year Hilton Head Island Carolina Shag Club was founded with the mission of promoting and preserving the State dance. Today the HHICSC has over 240 active members and serves as a non-traditional vacation activity.

**“Hilton Head Island Carolina Shag Club XXIV Winter Classic”**

**Tourism Ratio:** 50% / 200 visitors served out of 400 total people; of which 200 were beyond 50 miles

**Grant Request:** **\$4,000**

**Grant Reason:** For marketing of the Winter Classic locally and regionally

**Recommendation:** **No Funding**

**ATAC Opinion:** The Committee was very impressed with the vision and mission of this first time applicant. The presentation was enlightening and identified an opportunity for our community to market ourselves in a different way to age appropriate travelers. The applicant will host a weekend long event with over 400 participants from the fly and drive markets. Marketing for this event will include an exclusive media print “shag media” that is viewed by those of the shag community.

**The Committee feels that this organization has a great concept to marketing our community to those other than the traditional traveler, however, they were concerned with how well Hilton Head would be impacted due to the low number of tourists. Unfortunately, due to limited available funds, the Committee did not recommend funding this request, and felt that if their tourism ratio increased with this event they should apply next year with proven ROI justification.**

**HILTON HEAD ISLAND RECREATION ASSOCIATION**  
**2019 Grant Application**

The Hilton Head Island Recreation Association organizes its annual Wingfest and Oyster Festival, two separate events. Entering its 24<sup>th</sup> year, Wingfest has become the “Super Bowl” of the chicken wing industry for local restaurants and food lovers. It has been showcased on national outlets, such as the Oprah Network and The Outdoor Channel. The Oyster Festival, entering its 18<sup>th</sup> year, is a true Lowcountry event that showcases the true essence of the area. These events have turned into key shoulder season events for those of all ages to enjoy.

**“ATAX Application for Events”**

**Tourism Ratio:** 54% / 6,500 tourists from beyond 50 miles were served out of 12,000 total people

**Grant Request:** **\$30,000**

**Grant Reason:** For event marketing with a strong focus on regional marketing through billboard, radio, mobile billboards, and social media.

**Recommendation:** **\$25,000 – Partial Funding**

**ATAC Opinion:** Due to the event’s tourist draw and impressive survey metrics, the Committee felt it was important to fund this organization to support its marketing budget to help continue increasing event attendance. This event is showing strong growth under good management and has proven to aide in increasing traffic to the Island during the otherwise slower season for Hilton Head. **Unfortunately, limited available funds did not allow for full funding, however, the Committee felt it was important to fund at the same level as the prior year.**

**HILTON HEAD ISLAND ST. PATRICK'S DAY PARADE**  
**2019 Grant Application**

The Hilton Head Island St. Patrick's Day Parade will celebrate its 36<sup>th</sup> year in 2019. The Hilton Head Island St. Patrick's Day Parade highlights the beginning of spring on the Island. By offering a family-oriented experience, this event attract tourists wanting to celebrate St. Patrick's Day in a safe and fun environment. The visibility to participating organizations and business is unlike any other offered in our community. The parade is comprised of floats, marching bands, walking groups, automobiles, animal units and other creative entries.

**"Hilton Head Island St. Patrick's Day Parade"**

**Tourism Ratio:** 41% / 9,020 visitors served out of 25,000 total people

**Grant Request:** **\$22,000**

**Grant Reason:** For event related expenses and securing additional entertainment to enhance the experience of spectators.

**Recommendation:** **\$20,000– Partial Funding**

**ATAC Opinion:** The Committee continues to be pleased with the progressive success of this event and recommends that it continues to be funded. Participation in the event has grown to 25,000 spectators in one day. The parade has highlighted the beginning of spring for Hilton Head Island by offering a family-oriented experience with a fun and safe environment for those of all ages to enjoy. This local parade allows restaurants and business along the route to experience exposure which can increase return visits by spectators. **This year's recommendation is \$2,400 higher than last year's award.**

**HILTON HEAD WINE AND FOOD, INC.**  
**2019 Grant Application**

The Hilton Head Wine and Food Festival is going to celebrate its 34<sup>th</sup> year in 2019. In 2015, the Festival announced a venue change to the Sea Pines Resort. HHWFF is a strong collaborator with other local organizations – HHI Motoring Festival, HHI Symphony, the Art League, and the HHI Chamber and VCB.

**"Hilton Head Island Wine and Food Festival"**

**Tourism Ratio:** 60% / 1,800 visitors served out of 3,000 total people were from beyond 50 miles

**Grant Request:** **\$135,000**

**Grant Reason:** To elevate event marketing through the placement of advertisements focused on the regional fly/drive market and targeting affluent travelers in an effort to increase the quality of tourist demographics currently experienced.

**Recommendation:** **\$130,000 – Partial Funding**

**ATAC Opinion:** The Committee continues to be impressed with this organization. It is impressive to see the strides this organization has taken over the past few years. The Committee was impressed with applicant's continued self-assessment of its events in 2017 and 2018, appreciating the candidness of what worked well and what did not and making appropriate changes for the upcoming year. The week-long annual event showcases many of the world's premier wines, while shining light on the Lowcountry's unique and thriving food scene. Through interactive and educational culinary experiences, the festival celebrates the area's coastal beauty and vibrant culture. **The Committee recommends partial funding at \$130,000, the same amount that was awarded for the previous year.**



**HILTON HEAD ISLAND - BLUFFTON CHAMBER OF COMMERCE / VCB**  
**2019 Grant Application**

The Chamber of Commerce has applied for a supplemental grant of \$610,000 for meetings and groups, destination golf, culinary, festival & events, accolade marketing and an island Arts & Cultural video promotion. As the Island's contracted Destination Marketing Organization, they have committed themselves to sustaining and growing ROI from substantial investments, which benefit the entire island economy and have a positive economic impact regionally.

**"Hilton Head Island Destination Marketing Promotion"**

**Tourism Ratio:** 2,740,000 unique visitors to destination, creating an overall tourism ratio of 55% on Hilton Head Island

**Grant Request:** **610,000**

**Grant Reason:** For group and meeting travel marketing, accolade awareness, and general golf promotion

**Recommendation:** **\$535,000 – Partial Funding**

**ATAC Opinion:** The Committee feels strongly that the Town's DMO has the greatest reach and best potential to reach the maximum amount of potential visitors to our Island. Due to the successful year that the Island had in terms of tourism and accolades, it is clear that there is a need to reinvest in ourselves to continue to drive and enhance tourism. **The Committee continues to feel that our DMO provides our Island with strong marketing and PR programs accompanied by strong business management skill and processes. While recognizing golf is a very significant tourism asset, the Committee was pleased the Chamber plans to focus on other opportunities to strengthen the local economy, such as Foodie February and the Bike Symposium, as this will assist in the development of an Arts, Cultural, and Historic Preservation tourism "product".**

**HILTON HEAD SYMPHONY ORCHESTRA, INC.**  
**2019 Grant Application (A) (B)**

**(A) "HHSO General Operating Grant"**

The Hilton Head Symphony Orchestra provides world-class arts programming for residents and visitors. In addition to Symphony productions and collaborative performances with many of the other local arts organizations, the Symphony hosts and produces the International Piano Competition which helps drive tourism over a week-long period. In 2016, the Symphony added live streaming of its piano competition events in order to gain additional exposure of which they now reach 59 countries.

**Tourism Ratio:** 47% / 7,512 visitors served out of 16,098 total people; of which 4,385 were beyond 50 miles

**Grant Request:** **\$250,000**

**Grant Reason:** For marketing and operational expenses to contribute towards the organization's full year budget of \$2,232,153.

**Recommendation:** **\$250,000 – Full Funding**

**ATAC Opinion:** The Symphony is a signature organization within our community and has remained consistent in its success and quality of productions. The Committee commends the HHSO with successfully executing its live stream of the annual piano competition which reached viewers in 59 countries. The Symphony is opening a new smaller avenue, offering new programming with performance opportunities in a more relaxed atmosphere tailored to younger audiences. **The Committee supports this next step in expanding the Symphony's music contributions to Hilton Head by recommending full funding for this year's grant.**

**(B) “HHSO SoundWaves Capital Request”**

The Symphony is in the process of renovating a new leased venue at Coligny for added programing focused directly to visitors on vacation and a younger demographic. The HHSO will still hold performances at the First Presbyterian Church however, this project is a step into the future for this organization to provide a true rehearsal space for themselves and those in the community. The HHSO will offer daytime children’s programs and evening family concerts during the height of tourist season

<b>Tourism Ratio:</b>	47% / 7,512 visitors served out of 16,098 total people; of which 4,385 were beyond 50 miles
<b>Grant Request:</b>	<b><u>\$70,000</u></b>
<b>Grant Reason:</b>	For performance lighting and audio video equipment for leased theater space
<b>Recommendation:</b>	<b><u>No Funding</u></b>
<b>ATAC Opinion:</b>	The Committee feels that the Symphony Orchestra has become a signature organization within our community. With the HHSO expansion they have embarked on a theater space that will be used for performances, practices and can also be used for private events by other local organizations. The space will be leased for 7 years with the option for renewal. <b><u>The Committee felt that this space is much needed, however, it believed the grant request was made due to a budgetary overage for the construction of the space. Additionally, the Committee felt that funding the renovation of a leased space would not be the best use of ATAX dollars.</u></b>

<b><u>LEAN ENSEMBLE</u></b> <b>2019 Grant Application</b>
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This is the 3<sup>rd</sup> ATAX application for the Lean Ensemble Theater which is a professional, performing arts-based company that was founded in August 2014. The mission is to bring an innovative form of theater to the Lowcountry using both equity actors and local talent. The 2017/2018 season runs from October through May. They will offer 4 productions and 2 benefit performances during the season.

**“Lean Ensemble Theater Productions”**

<b>Tourism Ratio:</b>	53% / 2,238 visitors served out of 4,224 total people; of which 1,689 were beyond 50 miles
<b>Grant Request:</b>	<b><u>\$40,000</u></b>
<b>Grant Reason:</b>	For marketing and operational expenses to contribute towards the organization’s full year budget of \$320,000
<b>Recommendation:</b>	<b><u>\$30,000 – Partial funding</u></b>
<b>ATAC Opinion:</b>	The Committee was impressed with this application and believes this organization will provide a unique arts experience for our visitors. It was appreciated that this organization worked to establish itself within the community for two years before applying for ATAX funding. This applicant has expanded their marketing budget for the 2018/2019 season by 28%, which includes a contract with Spectrum Cable that will drive the LETs visibility within the Hilton Head/Bluffton area. <b><u>The Committee recommends funding of \$30,000 which is unchanged from the previous years requested funding. The Committee continues to have confidence that this organization will continue to make a mark on our arts community with its forward thinking and eagerness to grow.</u></b>

**LOWCOUNTRY GOLF COURSE OWNERS ASSOCIATION**  
**2019 Grant Application**

The Lowcountry Golf Course Owners Association is an organization that is focused on driving golf tourism to the local area golf courses and is comprised of 30 public and semi-private member courses across Beaufort County. The LGCOA works closely with the Town's DMO to ensure golf tourism messaging and marketing channels align with the overall Hilton Head Island brand. Their overall marketing programs and partnership efforts to drive vacationing golfers from the drive and fly markets into the area during the shoulder seasons of spring, fall and winter has proven to be successful.

**"Golf Tourism Public Relations Campaign"**

<b>Tourism Ratio:</b>	Not directly reported in the application
<b>Grant Request:</b>	<b><u>\$50,000</u></b>
<b>Grant Reason:</b>	For marketing and PR efforts
<b>Recommendation:</b>	<b><u>\$50,000 – Full funding</u></b>
<b>ATAC Opinion:</b>	The Committee continues to feel that the LGCOA has the ability to drive business to Hilton Head Island. The Committee feels confident in the applicant's continued ability to reach nationally and regionally through print broadcast and digital channels to generate a strong ROI on its spend. The media PR firm used by the applicant is precise in its efforts and will continue into its 4 <sup>th</sup> year. <b><u>While the Committee continues to feel that this applicant partners well with our DMO to drive strong PR programs, some Committee members have concerns about the current DMO overweighting golf when other market segments are emerging.</u></b>

**MAIN STREET YOUTH THEATER**  
**2019 Grant Application**

Main Street Youth Theater is planning to offer 4 productions in 2019. The MSYT is dedicated to providing opportunities for youth and adults to experience live theater productions.

**"ATAX Grant Application"**

<b>Tourism Ratio:</b>	18% / 350 visitors served out of 2000 total people; of which 71 were beyond 50 miles
<b>Grant Request:</b>	<b><u>\$20,000</u></b>
<b>Grant Reason:</b>	For marketing expenses to promote season productions
<b>Recommendation:</b>	<b><u>\$15,000 – Partial Funding</u></b>
<b>ATAC Opinion:</b>	The Committee feels it is important to continue to support this arts organization. This is an organization that provides live theater productions that is reasonably priced and family friendly. By the use of print media and new print publications, the MSYT is also able to promote the arts community and destination to theater aficionados. <b><u>Although the Committee had the ability to recommend full funding, the current recommendation is at the same level as the 2018 award. As with similar organizations with a low tourism ratio and low visitor counts, the Committee is hesitant to recommend increased awards each year without a ROI justification.</u></b>

**MEMORY MATTERS**  
**2019 Grant Application**

Memory Matters is a community organization that provides education and support services for families who have individuals who are suffering from dementia, Alzheimer's, and memory loss. They are dedicated to holistically addressing brain wellness locally, regionally and statewide through the dissemination of instruction of 5 Brain Health Interventions: Exercise, Healthy Mediterranean–Style Eating, Lifelong Learning, Socialization and Restfulness. The specific request for funding is for its Brain Health Summit, which is an educational outreach to attract leaders in the field of brain health and wellness to provide the latest information and research.

**“Brain Health Summit”**

**Tourism Ratio:** 31% / 100 visitors served out of 318 total people; of which 11 were beyond 50 miles

**Grant Request:** **\$23,000 per TERC guidelines the maximum allowable award would be \$15,345**

**Grant Reason:** For marketing, staffing, and training expenses to assist with its efforts to market Hilton Head Island for the Brain Health Summit

**Recommendation:** **No Funding**

**ATAC Opinion:** The Committee was very impressed with the professionalism and vision of this applicant. The presentation was educational and insightful and identified an opportunity for our community to market ourselves in a different way to multi-generational travelers. Hosting a “Brain Health Summit” has been found to be relevant to approximately 50K potential visitors to Beaufort County. Memory Matters’ new vision and mission is to “Optimize Brain Wellness” through balancing Brain Health Education with Memory Care Services. **While the Committee felt that this applicant would be doing a service to our community through valued educational information, they felt that the marketing reach was not as aggressive as it could be. Though marketing locally is encouraged, drive and fly markets have also proven to be effective to boost and drive the local economy. This applicant was encouraged to return next year with justified data of it performance. As with similar organizations with a low tourism ratio and low visitor counts, the Committee is hesitant to recommend funding without a ROI justification.**

**MITCHELVILLE PRESERVATION PROJECT**  
**2019 Grant Application**

Mitchelville Preservation Project (MPP), now in its 7<sup>th</sup> year as a non-profit organization, is dedicated to preserving, protecting and promoting the heritage of Mitchelville – the first self-governed freedmen’s town in America. MPP educates the public on the compelling story of its inhabitants and their quest for education, self-reliance and inclusion as members of a free society. Ultimately, MPP’s goal to establish Mitchelville Freedom Park, which currently features replicas of original buildings and a series of ever-changing learning opportunities (i.e., revolving exhibits, lectures, forums, tours and cultural programs), has become a household name for those seeking to learn more about the Reconstructive Era from the African American perspective.

**“Accommodations Tax Grant Application”**

**Tourism Ratio:** 66% / 29,693 visitors served out of 45,282 total people were from beyond 50 miles  
**Grant Request:** **\$185,000**  
**Grant Reason:** For marketing and promotion of the exhibit at the Westin Resort, the promotion of the 2019 events, continued branding efforts and park site maintenance.  
**Recommendation:** **\$172,500 – Partial Funding**  
**ATAC Opinion:** The Committee is delighted with the progression of the vision and commitment of Mitchelville’s board and Executive Director over the years. The Committee members were pleased to see the collaborating effort with the Island’s other cultural organizations. The Committee was also pleased to learn that they are in the works to develop a master plan for Mitchelville. **The Committee recommends partial funding, at \$172,500 – a \$12,500 increase above the 2018 award. This is reflective of the continued growing success of this organization and the expansion of its programming and events to provide exclusive opportunities to drive and enhance tourism. The management’s focus on a written formalized strategic plan is noteworthy and urgently needed in order to sustain future funding at this 2019 level. As with similar organizations receiving large ATAX funding recommendations, the Committee is focused on ensuring there will be a strong ROI each year with the use of these funds and this organization has shown its prevalent impact on our community of culture and history.**

**NATIVE ISLAND BUSINESS & COMMUNITY AFFAIRS ASSOCIATION, INC.**  
**2019 Grant Application**

The Native Island Business & Community Affairs Association produces the annual Gullah Celebration on Hilton Head Island. NIBCAA will host the 23<sup>rd</sup> annual event in 2019 which will be held across the month of February. Over this month, NIBCAA produces a number of arts and cultural events, festivals and expos, which allows those visiting to create everlasting experiences.

**“Hilton Head Island Gullah Celebration”**

**Tourism Ratio:** 75% / 14,012 tourists served out of 18,691 total people; of which 12,336 were beyond 50 miles  
**Grant Request:** **\$175,000**  
**Grant Reason:** For marketing and event expenses  
**Recommendation:** **\$120,000 – Partial Funding**  
**ATAC Opinion:** The Committee applauds NIBCAA for its month-long effort to drive and enhance tourism on Hilton Head Island during an otherwise historically slow tourism period. Based on its figures, the Committee feels strongly that NIBCAA’s events are a tourist draw that enhance the stay of Island guests through its diverse offerings of Gullah history on the Island. During the month of February they showcase the rich cultural heritage of the Gullah descendants through arts, crafts and food. **The Committee recommends partial funding at \$120,000 - a \$10,000 increase above the 2018 award. The Committee fully supports the event, but shared concern as to the ROI of full funding at this time. Stronger strategic and business planning will help energize and freshen this valuable community effort and enlarge public enthusiasm and support.**

**SHELTER COVE HARBOUR COMPANY**  
2019 Grant Application

The Shelter Cove Harbour Company hosts a summertime fireworks series at its marina for those of all ages to enjoy. There are 11 events that include ten Tuesday night displays and one July 4<sup>th</sup> display. These events have become a tradition for many Island tourists, as they have been continuously operated for the past 30 years.

**“HarbourFest”**

**Tourism Ratio:** 92% / 59,800 tourists served out of 65,000 total people; of which 58,000 were beyond 50 miles  
**Grant Request:** **\$88,700**  
**Grant Reason:** For event expenses related to nine peak tourist season Tuesday night displays and the annual 4<sup>th</sup> of July firework display. This SCHC has secured a new reliable fireworks supplier, offering significantly improved and professionally executed performances. The organization implemented Parking Shuttle locations in 2017 and those improvements brought a parking problem under much better control.  
 Statistics are striking and they only continue to reach new heights:  
     92% of attendees were visitors to Hilton Head Island  
     79% were returning visitors  
     84% of the visitors stayed in lodging that generated accommodation tax revenues  
     60% had previously attended the Shelter Cove HarbourFest event  
     47% were first time visitors to the event  
     76% indicated they would return to HarbourFest event  
     88% of attendees would recommend this event to friends

**Recommendation:** **\$80,000 – Partial Funding**

**ATAC Opinion:** The Committee sees an accomplished and approachable management team delivering a series of remarkable fireworks events, which meets the expectation of a large group of tourists who visit the Island. **As such, the Committee recommends funding \$80,000, a \$3,200 increase over 2018, to offset the additional expenses associated with the 11 firework displays during the Island’s peak season. This year’s recommendation would allow the applicant to hold one additional Tuesday night firework show for those visiting to enjoy.**

**SKULL CREEK JULY 4<sup>TH</sup> CELEBRATION, INC.**  
2019 Grant Application

For the past 34 years the Skull Creek July 4<sup>th</sup> Celebration, Inc. has hosted an annual July 4<sup>th</sup> fireworks display in Skull Creek which is sponsored by a number of local business, many of which receive direct benefit from this display.

**“Skull Creek July 4<sup>th</sup> Celebration**

**Tourism Ratio:** 80% / estimated 1,000 tourists served  
**Grant Request:** **\$17,737**  
**Grant Reason:** For marketing and event expenses  
**Recommendation:** **\$17,737 – Full Funding**  
**ATAC Opinion:** **2019 will be the 35<sup>th</sup> year this organization will present this free community event. The Committee felt that this event is well-attended and a well-managed event for July 4<sup>th</sup> – 1 of 3 on the island thus, recommends full funding.**

**THE BOYS AND GIRLS CLUB-PEDAL HILTON HEAD**  
**2019 Grant Application**

Pedal Hilton Head Island sponsored by the Boys and Girls Club of Hilton Head was created to leverage our Island's growing popularity among cyclists throughout the southeast. This event provides a unique riding experience boasting five routes ranging from a family ride to a metric century ride across the bridge to Pinkney Island.

**"Pedal Hilton Head"**

<b>Tourism Ratio:</b>	50% / 398 tourists served out of 800 total people; of which 150 were beyond 50 miles
<b>Grant Request:</b>	<b><u>\$20,000</u></b>
<b>Grant Reason:</b>	Grant funds will be used to expand the regional marketing of Pedal Hilton Head Island and to cover expenses associated with staging the event. The 2019 event will be the 12 <sup>th</sup> consecutive year of the Island's only community bike ride, a requirement to maintain Hilton Head's Gold Level Bike Friendly Community designation.
<b>Recommendation:</b>	<b><u>\$20,000 – Full Funding</u></b>
<b>ATAC Opinion:</b>	Boys and Girls Club is the organizing entity whose application continues to reflect strong management planning that produces confidence in their ability to be good stewards of the public's money. <b><u>The Committee spoke highly in favor of supporting this popular activity which has the momentum to continue to draw large tourism numbers to the area. The Committee recommends fully funding of this project with confidence that they consistently have a strong impact on our biking community.</u></b>

**THE COASTAL DISCOVERY MUSEUM**  
**2019 Grant Application (A) (B) (C)**

**(A) "Cultural and Eco-Tourism Programs"**

The Coastal Discovery Museum was established in 1985 with the mission to educate the public about cultural heritage and natural history of the Lowcountry. The Museum provides over 1,700 programs per year, conducts outreach to tourists on the Island, continuously maintains its website, and distributes extensive print marketing all while maintaining the beauty of the Honey Horn property. The Museum consistently has high attendance with a large saturation of tourists.

<b>Tourism Ratio:</b>	89% / 97,038 tourists served out of 108,909 total people; of which 89,850 were beyond 50 miles
<b>Grant Request:</b>	<b><u>\$285,000</u></b>
<b>Grant Reason:</b>	For marketing, event, and facility expenses
<b>Recommendation:</b>	<b><u>\$285,000 – Full funding</u></b>
<b>ATAC Opinion:</b>	The Committee continues to be impressed with the CDM and its ability to drive and enhance tourism on the Island. Each year, the Museum creates new experiences for visitors and enhances its static exhibits. The Museum's commitment to continuous growth and evolution plays a key part in providing repeat visitors with new experiences and memories. <b><u>The Committee is continuously impressed with the skill with which the Museum has recovered from a long delayed reopening following hurricane cleanup activities which essentially closed the facility unexpectedly for 6 months. If it wasn't for the keen management of marketing funds, adjustment of programming and the expansion to local school children the Museum would not be thriving as well as they are today and those efforts are commendable. Recovery is still an ongoing process with certain market segments (weddings) and may take a few more years to fully recover. The Committee recommends full funding of \$285,000 to facilitate continuing recovery activities and the resumption of attendance growth.</u></b>

**(B) “Hilton Head Invitational Disc Golf Tournament”**

Disc golf is becoming the latest up and coming sport of the golf industry. With the introduction of tournaments and players it now offers a unique economic opportunity to lay the groundwork for many major championships held during the shoulder season for Hilton Head. The long-term goal is to have Hilton Head as a full candidate for an annual Southeastern Disc Golf Tour.

<b>Tourism Ratio:</b>	56% / 1,176 tourists served out of 2,100 total people; of which 1,176 were beyond 50 miles
<b>Grant Request:</b>	<b><u>\$39,000</u></b>
<b>Grant Reason:</b>	For the marketing and promotion of the annual disc golf
<b>Recommendation:</b>	<b><u>\$25,000 – Partial Funding</u></b>
<b>ATAC Opinion:</b>	The Committee feels that this tournament puts Hilton Head Island in a position for tourists to travel to our community for its annual disc golf event. The Hilton Head Island-Bluffton Chamber of Commerce provided an economic impact of well over \$115k from the 2017 event, and over \$250k from the 2018 event. These results have proven that past awarding has had positive ROI for this event. <b><u>The Committee feels that this tournament has gained positive exposure that adds value to our community and should be funded at the same level as the prior year.</u></b>

**(C) “History, Culture, Arts and Culinary Destination Marketing Plan”**

History, Culture, Arts and Culinary are becoming the main focus of marketing for Hilton Head Island. Through promotion, Hilton Head will be able to showcase itself as a unique Island. The CDM wishes to promote Hilton Head Island through the eyes of the Smithsonian and National Geographic Travel. The design would be to drive culture seekers to the Island during the shoulder season with attractive offerings, such as photography workshops marketed nationally and led by national geographic photographers at a Hilton Head Island hotel. This marketing plan would include print and digital publications, as well as social media components such as targeted posts, Instagram takeovers and Nat Geo e-newsletters.

<b>Tourism Ratio:</b>	Not directly reported in the application
<b>Grant Request:</b>	<b><u>\$600,000</u></b>
<b>Grant Reason:</b>	For marketing and promotion of history, culture, art and culinary on Hilton Head Island
<b>Recommendation:</b>	<b><u>No Funding</u></b>
<b>ATAC Opinion:</b>	The Committee felt that this was a justified marketing request, however, they were not sure if it was best suited for this organization or the Hilton Head Island-Bluffton Chamber of Commerce. They felt that given the amount available for funding amount this year, they would not be able to recommend that amount of money in good faith. They did leave it open for discussion and encouraged the history, culture, arts and culinary community to meet with the Chamber to explore the option of a collaborative effort for the Island.



**THE FIRST TEE OF THE LOWCOUNTRY**  
**2019 Grant Applications**

The First Tee of the Lowcountry was created through the collaboration of The Boys and Girls Club of Hilton Head Island and The First Tee beginning in 2013. The organization aims to bring golf and life skills to younger players. The First Tee is a nationally recognized brand that offers similar programs across the country. The First Tee offers visitors a family friendly and affordable golf experience (or Disc Golf experience) on Hilton Head Island. Additionally, amenities are open seven days a week and include a 325 yard driving range, six-hole golf course and nine-hole disc golf course.

**“Increase Learning Center Visitations”**

**Tourism Ratio:** 29% / 1,779 visitors served out of 6,079 total people; of which 1,098 were beyond 50 miles

**Grant Request:** **\$25,000**

**Grant Reason:** For marketing and promotion of the facilities

**Recommendation:** **\$25,000 – Full Funding**

**ATAC Opinion:** The Committee views this application positively and believes this organization provides a different sports and family experience to our visitors. It was appreciated that this organization has worked to establish itself within the community over the last few years and such hard work and dedication has showed. **Participation at this venue is growing due to the print advertising, mail campaigns, email blasts and social media advertising. It has become a multi-generational place where families can enjoy time learning and practicing the sport they adore to play. This is an enhancement to the visitor’s experience and is emerging as a tourist attraction. The Committee recommends full funding to sustain marketing of this facility to visiting tourists.**

**THE HERITAGE LIBRARY FOUNDATION**  
**2019 Grant Applications (A) (B) (C)**

**(A) “Heritage Library”**

The Heritage Library Foundation is a history and genealogy research center and owns and maintains Ft. Mitchel and the Zion Chapel of Ease Cemetery. The Library changed its management structure to rebrand itself with a fresh, new look, and has now embarked on a mission to become considerably more tourist-oriented. They are pursuing historical events and programs and plan to invite speakers of note. The Library also collaborates extensively with other Cultural and Historic Preservation organizations and events on the Island to broaden their reach collectively.

**Tourism Ratio:** 91%/735 visitors served out of 5,471 total people with 3,772 beyond 50 miles

**Grant Request:** **\$58,000**

**Grant Reason:** For promotion of special events and programs and historical site maintenance

**Recommendation:** **\$58,000 – Full Funding**

**ATAC Opinion:** The Committee continues to applaud the efforts of this organization. The Foundation has found new ways to reinvent itself and that has shown through increasing attendance numbers. The Committee was impressed with the efforts focusing on cultural and historical promotion, and its commitment to historical site preservation. **The Committee was impressed that the applicant requested less funding than in previous years showing that they are capable of effectively managing the funds received, thus recommending full funding for this organization. The Committee believes this organization is doing a good job representing and promoting the cultural heritage of our destination.**

**(B) "History Day"**

History Day 2015 saw breakout success in sheer volume of interest and attendance. However, the 2016 event had to be cancelled due to Hurricane Matthew. In 2017 the tour was upgraded to further add a personalized experience to those not only interested in general history, but also Civil War and military enthusiasts. Having such success the previous year, the museum decided to continue the same format for the 2018 which reaped just as much success. These events feature both bike and trolley routes across the Island and surround two themes – Civil War Fishing and Farming and Military History

<b>Tourism Ratio:</b>	34%/87 visitors served out of 295 total people with 58 beyond 50 miles
<b>Grant Request:</b>	<b><u>\$15,000; Per TERC guidelines the maximum allowable award would be \$6,946</u></b>
<b>Grant Reason:</b>	For event marketing
<b>Recommendation:</b>	<b><u>\$6,946 –Partial Funding-TERC limit</u></b>
<b>ATAC Opinion:</b>	This year's event will visit 12 historic sites on the island by bike or trolley. Each site will offer a different theme to personalize and expand the tour experience for those in attendance. The Committee agrees that this is a great event for tourism and proficiently highlights the cultural and historical heritage of our destination. The Committee feels that it is appropriate to help enlarge the marketing and promotion of this even to ensure a strong turnout in 2018. <b><u>The Committee's recommendation is TERC limited to \$6,946. As with similar organizations with a low visitor count, the Committee is focused on ensuring ATAX funds are recommended in their highest and best use.</u></b>

**(C) "Zion History Park"**

During the periods before and after the Revolutionary War, Hilton Head had a "downtown" located at the southern intersection of Matthews Drive and William Hilton Parkway. Due to battles during the War, only the Zion Chapel of Ease Cemetery and the Baynard Mausoleum (added in 1846 and the oldest building on the Island) are still standing today. The Heritage Library is embarking on a major effort to recreate the park to its original state. This undertaking involves the use of a plot of historical property contiguous to their existing holding and is owned by the Town. Doing so will take time however, they plan to have it completed by the 250<sup>th</sup> celebration of the Revolution in 2025.

<b>Tourism Ratio:</b>	It is estimated that 91% are visitors to the Island
<b>Grant Request:</b>	<b><u>\$65,000</u></b>
<b>Grant Reason:</b>	For park site enhancements
<b>Recommendation:</b>	<b><u>\$55,000 –Partial Funding</u></b>
<b>ATAC Opinion:</b>	The Committee feels that the Heritage Library Foundation is one of many key organizations on Hilton Head that encourages historic preservation. The Zion History Park hosts one of oldest buildings on the Island dating back to the 1800's. This grant specifically would be used to assist in the preservation efforts of the restoration by installing a perimeter fence and lighting/alarm system. Properly preserving this site will ensure that Zion history Park continues to remain a part of history, not just on Hilton Head, but also the country. <b><u>The Committee's recommendation is to fund this organization at \$55,000 to ensure the preservation of the site for years to come.</u></b>

**THE OUTSIDE FOUNDATION**  
**2019 Grant Application**

The Outside Foundation was formed in 2014 with a mission to get kids outside to preserve and protect our local environment. It seeks to provide outdoor experiences that will have a positive impact on people by creating awareness, expanding knowledge and developing responsible understanding of nature and the environment. Programs provided include Kids in Kayaks, Learn to Paddle, Charter Fishing, beach and waterway clean ups, the oyster shell recycling program and bed restoration project all focus on including children and their impact on our local environment.

**“TOF ATAX Application”**

**Tourism Ratio:** 24% / 196 visitors out of 805 total people; of which 43 were beyond 50 miles  
**Grant Request:** **\$13,500**  
**Grant Reason:** For marketing and promotion of preserving and protecting the local environment  
**Recommendation:** **\$8,500 – Partial Funding**  
**ATAC Opinion:** The Committee felt that organizing and promoting a beach cleanup, annual water festival and kayak-based waterway cleanup is a beneficial project to our Island. This further promotes tourism without adding any burden to our island and also adds a different activity for those that are visiting. **The Committee recommends \$8,500 which is 63% of the total request. As with similar organizations with a low visitor count, the Committee is focused on ensuring ATAX funds are recommended in their highest and best use.**

**THE SANDBOX**  
**2019 Grant Application**

The Sandbox is a museum attraction for tourist families visiting the Hilton Head Island area. The Sandbox promotes hands-on educational learning in a fun and safe environment. Throughout the years, The Sandbox has steadily grown and enhanced its programming. During the summer months, The Sandbox offers a number of events and programs geared towards tourists – including hosting parent’s night out – providing an opportunity for parents to enjoy the Island’s culinary options. This is a well-run and managed organization who has requested less funding in 2017, 2018, and now 2019!

**“Enhancing the Tourist Experience”**

**Tourism Ratio:** 80% /15,660 visitors out of 20,975 total people were from beyond 50 miles  
**Grant Request:** **\$45,895**  
**Grant Reason:** For marketing, advertising, programming, and general exhibit upkeep  
**Recommendation:** **\$45,895 – Full funding**  
**ATAC Opinion:** The Committee continues to applaud the efforts of The Sandbox which has shown steady and consistent growth since inception. The Committee takes great consideration in the fact that over 80% of the people served are visitors and that many are repeat visitors to our wonderful Island. The Sandbox fills a unique niche in our community by providing our Island’s youngest guests the opportunity to create lasting memories for years to come. **The Committee’s recommendation is \$45,895 – full funding.**

**TOWN OF HILTON HEAD ISLAND**

**2019 Grant Application (A) (B)**

**(A) “Municipal Town Operations – Tourism Support”**

The Town of Hilton Head Island is requesting funding to offset municipal operations that directly support tourism related public services. Included items are police and beach safety services; municipal code and land management ordinance enforcement services; and roadside, pathway, and public park maintenance.

<b>Tourism Ratio:</b>	The overall tourism ratio of visitors to full time residents of Hilton Head Island is 55%
<b>Grant Request:</b>	<b><u>\$1,582,853</u></b>
<b>Grant Reason:</b>	For tourism-related public services such as police and beach safety, code and LMO enforcement, and roadside, pathway, and park maintenance.
<b>Recommendation:</b>	<b><u>\$1,394,630 – Partial Funding</u></b>
<b>ATAC Opinion:</b>	The Committee feels that the services provided by the Town are vital towards enhancing and serving the tourists. As in previous years, the Committee works to ensure proper funding recommendations for all other applicants before making a funding recommendation for the Town. The Committee believes that all other organizations received fair funding recommendations based on their individual merit and demonstrated financial need. The Committee is also cognizant of the total request of applicants versus the actual amount received this year, in addition to \$50,000 in required emergency reserves. As a consequence, we reduced our recommendation to \$1,394,630 a \$5,370 decrease from the previous years awarding.

**(B) “Town of Hilton Head Island Lantern Parade”**

The Hilton Head Island Lantern Parade is an inaugural event envisioned to attract thousands of participants and spectators to the Island. Targeting early November, the Lantern Parade will bring visitors as spectators and participants from drive-time (one to five hour) areas requiring a minimum of one night’s stay.

<b>Tourism Ratio:</b>	Not yet calculated as this will be the first event
<b>Grant Request:</b>	<b><u>\$25,000</u></b>
<b>Grant Reason:</b>	For event support of the Town’s first lantern parade
<b>Recommendation:</b>	<b><u>\$10,000– Partial Funding</u></b>
<b>ATAC Opinion:</b>	The Committee feels that this step shows Hilton Head’s diversification with producing an activity that is multi-generational. The office of cultural affairs is taking the lead on this event and will partner with non-profits and civic based organizations to aide in the succession of this event. <b><u>The overall consensus of the Committee is they are enthusiastic about the concept and are positive it will be a successful Island event. As this is the first event, the Committee remained conservative on the recommendation of \$10,000 in the event that subsequent years state funding is not as abundant.</u></b>

Respectfully submitted on behalf of the Accommodations Tax Advisory Committee,



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Brad Marra, Chairman

**2019 Accommodations Tax Advisory Committee Members:**

Brad Marra, Chairman  
Dru Brown, Vice Chairman  
Rob Bender  
Roger Freedman  
Richard Thomas  
Julie A. Smith  
James Fluker

**Calendar Year 2019 Accommodations Tax Advisory Committee Recommendations**

	2018 GRANTS			2019 GRANTS		
	2018 Applicant Request	ATAC Recommendation	Town Council Award	2019 Applicant Request	ATAC Recommendation	Town Council Award
Art League of Hilton Head	65,000	65,000	65,000	75,000	65,000	
Arts Center of Coastal Carolina	416,000	385,000	400,000	404,000	400,000	
Beaufort County Black Chamber of Comm.	-	-	-	75,000	-	
BusinessATTRACT Development Fund	-	-	-	50,000	-	
David M. Carmines Memorial Fnd	127,000	91,000	91,000	127,000	100,000	
Gullah Museum of Hilton Head Island	100,000	50,000	50,000	150,000	50,000	
Harbour Town Merchants Assoc.	20,000	20,000	20,000	21,000	21,000	
Hilton Head Choral Society	40,000	40,000	40,000	45,000	40,000	
Hilton Head Concours d'Elegance	220,000	220,000	220,000	261,000	250,000	
Hilton Head Dance Theater	20,000	15,000	15,000	21,000	15,000	
Hilton Head Island Airport	345,000	-	100,000	100,000	40,000	
Hilton Head Island Bridge Assoc.	-	-	-	39,500	20,000	
Hilton Head Island Carolina Shag Club	-	-	-	4,000	-	
HHI Rec Association (Wingfest & Oyster Festival)	30,000	25,000	25,000	30,000	25,000	
HHI St. Patrick's Day Parade	18,000	17,580	17,580	22,000	20,000	
HHI Wine and Food, Inc.	130,000	130,000	130,000	135,000	130,000	
HHI-Bluffton Chamber of Commerce VCB	485,000	485,000	485,000	610,000	535,000	
Hilton Head Symphony Orchestra-A Operations	250,000	250,000	250,000	250,000	250,000	
Hilton Head Symphony Orchestra-B SoundWaves	-	-	-	70,000	-	
Lean Ensemble Theatre	30,000	30,000	30,000	40,000	30,000	
Lowcountry Golf Course Owners Assoc.	50,000	50,000	50,000	50,000	50,000	
Main Street Youth Theater	20,000	15,000	15,000	20,000	15,000	
Memory Matters	-	-	-	23,000	-	
Mitchelville Preservation Project	185,000	160,000	160,000	185,000	172,500	
Native Island Business & Community	175,000	110,000	110,000	175,000	120,000	
Shelter Cove Harbour Company	76,800	76,800	76,800	88,700	80,000	
Skull Creek July 4th Celebration	16,250	16,250	16,250	17,737	17,737	
The Boys & Girls Club of Hilton Head	20,000	18,300	18,300	20,000	20,000	
The Coastal Discovery Museum-A Operations	279,000	279,000	279,000	285,000	285,000	
The Coastal Discovery Museum-B Disc Golf	-	-	-	39,000	25,000	
The Coastal Discovery Museum-C Mkt Plan	-	-	-	600,000	-	
The First Tee of the Lowcountry-A Operations	60,000	20,000	20,000	25,000	25,000	
The First Tee of the Lowcountry-B Disc Golf	55,000	25,000	25,000	-	-	
The Heritage Library	70,000	60,000	60,000	58,000	58,000	
The Heritage Library- History Day	19,600	16,900	16,900	15,000	6,946	
The Heritage Library-Zion History Park	-	-	-	65,000	55,000	
The Outside Foundation	-	-	-	13,500	8,500	
The Sandbox	50,500	50,500	50,500	45,895	45,895	
Town of Hilton Head Island-A Operations	1,437,968	1,400,000	1,400,000	1,582,853	1,394,630	
Town of Hilton Head Island-B Lantern Parade	-	-	-	25,000	10,000	
<b>Total</b>	<b>4,811,118</b>	<b>4,121,330</b>	<b>4,236,330</b>	<b>5,863,185</b>	<b>4,380,208</b>	<b>-</b>

**Balance Available**

121,894

6,894

-

**STATE ACCOMMODATIONS TAX REVENUE ANALYSIS**  
 Calendar 2018 Revenues Available for Calendar Year 2019 Grants  
 with comparative information for the prior year

	Calendar Year 2018 Revenues Available for CY2019 Grants	Calendar Year 2017 Revenues Available for CY2018 Grants	\$ Difference	% Difference
<b>SOURCES:</b>				
Jan - Mar ATAX Revenue	397,776	417,652	(19,875)	-4.76%
Apr - June ATAX Revenue	2,254,419	2,171,824	82,595	3.80%
July - Sept ATAX Revenue	3,034,478 e	2,809,551	224,927	8.01%
Oct - Dec ATAX Revenue:				
Estimated Oct - Dec, actual received end of January after grants awarded	817,723 e	858,253	(40,530)	-4.72%
<b>Estimated ATAX Revenues for CY17/CY16</b>	<b>6,504,397</b>	<b>6,257,280</b>	<b>247,117</b>	<b>3.95%</b>
	<b>Recurring Portion</b>	<b>Recurring Portion</b>		
Other Amounts to be granted:				
Interest (Estimated last 2-3 months)	4,950	550		
Lapsed Grants	100,000	-		
<b>Total CY Sources</b>	<b>6,609,347</b>	<b>6,257,830</b>		
<b>USES:</b>				
First \$25,000 to the Town's General Fund	(25,000)	(25,000)		
30% to Chamber (Town's Designated Advertising & Promotion Agency) (Est. for last qtr.)	(1,943,819)	(1,869,684)		
5% to the Town's General Fund (Est. for last qtr.)	(323,970)	(311,614)		
<b>Available for Grants</b>	<b>4,316,558</b>	<b>4,051,532</b>		
Amount Available in Prior Year but not Awarded	56,894	288,866		
Amount Available in New Year due to Prior Year 4th Qtr being higher than Estimate (65% Fund Portion Only)	56,757	-		
<b>Amount Available to Award New grants - Subtotal</b>	<b>4,430,208</b>	<b>4,340,398</b>		
Less Amount to be Reserved for MidYear Grants/Emergenicies	(50,000)	(50,000)		
<b>Amount Available to Award New grants</b>	<b>4,380,208</b>	<b>4,290,398</b>		
<b>Requested "New" Grants</b>	<b>5,863,185</b>	<b>4,811,118</b>		
<b>Percentage of Grant Requests that can be funded</b>	<b>75%</b>	<b>89%</b>		
<b>Requests exceeding available funds</b>	<b>1,482,977</b>			

Notes:

- A. The estimated amount for the 4th quarter is the last three years' average for that quarter  
 B. For Calendar 18, the amount awarded was 4,121,330 by the Committee. Town Council amended for final awards of \$4,236,330.  
 amount in the new year's column.

**Town of Hilton Head Island  
Accommodations Tax Fund  
Ending 12/6/2018**

<b>Accommodations Tax Applicants</b>	<b>Amount Requested</b>	<b>Approved Grants</b>	<b>Paid FY 2018</b>	<b>Paid FY 2019 as of 12/7/2018</b>	<b>Amount Available</b>
<b>FY 2018-2019 (CY 2018 Grants)</b>					
Art League of Hilton Head	\$ 65,000.00	\$ 65,000.00	\$ -	\$ 30,391.88	\$ 34,608.12
Arts Center of Coastal Carolina	\$ 416,000.00	\$ 400,000.00	\$ 360,174.83	\$ 39,825.16	\$ 0.01
David M. Carmines Memorial Foundation	\$ 127,000.00	\$ 91,000.00	\$ 85,787.00	\$ -	\$ 5,213.00
Gullah Museum of Hilton Head	\$ 100,000.00	\$ 50,000.00	\$ 42,392.97	\$ 2,478.91	\$ 5,128.12
Harbour Town Merchants Association	\$ 20,000.00	\$ 20,000.00	\$ -	\$ 20,000.00	\$ -
Hilton Head Choral Society	\$ 40,000.00	\$ 40,000.00	\$ 10,151.16	\$ 25,498.01	\$ 4,350.83
Hilton Head Concours d' Elegance	\$ 220,000.00	\$ 220,000.00	\$ 39,278.00	\$ 117,168.03	\$ 63,553.97
Hilton Head Dance Theatre	\$ 20,000.00	\$ 15,000.00	\$ 6,109.27	\$ -	\$ 8,890.73
Hilton Head Island Airport	\$ 345,000.00	\$ 100,000.00	\$ -	\$ -	\$ 100,000.00
Hilton Head Island Recreation Association	\$ 30,000.00	\$ 25,000.00	\$ 12,500.00	\$ 12,500.00	\$ -
Hilton Head St. Patrick's Day Parade	\$ 18,000.00	\$ 17,580.00	\$ 8,232.80	\$ -	\$ 9,347.20
Hilton Head Wine & Food	\$ 130,000.00	\$ 130,000.00	\$ 111,129.93	\$ -	\$ 18,870.07
HHI-Bluffton Chamber of Commerce	\$ 485,000.00	\$ 485,000.00	\$ 299,091.53	\$ 32,778.42	\$ 153,130.05
Hilton Head Symphony Orchestra, Inc	\$ 250,000.00	\$ 250,000.00	\$ 250,000.00	\$ -	\$ -
Lean Ensemble Theater	\$ 30,000.00	\$ 30,000.00	\$ 30,000.00	\$ -	\$ -
Lowcountry Golf Course Owners Assoc.	\$ 50,000.00	\$ 50,000.00	\$ 23,630.91	\$ -	\$ 26,369.09
Main Street Youth Theater	\$ 20,000.00	\$ 15,000.00	\$ 4,525.15	\$ 5,116.63	\$ 5,358.22
Mitchelville Preservaiton Project	\$ 185,000.00	\$ 160,000.00	\$ 61,540.20	\$ 35,881.30	\$ 62,578.50
Native Island Business and Community Affairs Assoc, Inc.	\$ 175,000.00	\$ 110,000.00	\$ 51,287.27	\$ 41,061.63	\$ 17,651.10
Shelter Cove Harbour Company	\$ 76,800.00	\$ 76,800.00	\$ -	\$ 76,800.00	\$ -
Skull Creek July 4th Celbration, Inc.	\$ 16,250.00	\$ 16,250.00	\$ -	\$ 16,250.00	\$ -
The Boys & Girls Club of Hilton Head Island	\$ 20,000.00	\$ 18,300.00	\$ -	\$ 18,000.00	\$ 300.00
The Coastal Discovery Museum	\$ 279,000.00	\$ 279,000.00	\$ 119,937.23	\$ 134,587.92	\$ 24,474.85
The First Tee of the Lowcountry- A	\$ 60,000.00	\$ 20,000.00	\$ -	\$ -	\$ 20,000.00
The First Tee of the Lowcountry- B	\$ 55,000.00	\$ 25,000.00	\$ 25,000.00	\$ -	\$ -
The Heritage Library Foundation	\$ 70,000.00	\$ 60,000.00	\$ 23,001.92	\$ 23,474.69	\$ 13,523.39
The Heritage Library Foundation-History Day	\$ 19,600.00	\$ 16,900.00	\$ 49.30	\$ 12,007.44	\$ 4,843.26
The Sandbox	\$ 50,500.00	\$ 50,500.00	\$ 30,531.03	\$ 15,759.35	\$ 4,209.62
Town of Hilton Head Island	\$ 1,437,968.00	\$ 1,400,000.00	\$ 1,400,000.00	\$ -	\$ -
<b>CY 2018 GRANTS Total</b>	<b>4,811,118.00</b>	<b>4,236,330.00</b>	<b>2,994,350.50</b>	<b>659,579.37</b>	<b>582,400.13</b>





## **MEMORANDUM**

**TO:** Town Council

**FROM:** John Troyer, CPA, Director of Finance

**VIA:** Stephen G. Riley, ICMA-CM, Town Manager

**DATE:** December 6, 2018

**RE: 2018 Hilton Head Island Airport Accommodations Tax Grant Request**

**Recommendation:** Staff recommends that Council consider an extension for the approved 2018 Hilton Head Island Airport Accommodations Tax Grant funds until 2019.

**Background:** In December 2017, Town Council awarded the Hilton Head Island Airport \$100,000 in Accommodations Tax Funds in support of Phase 1 of the proposed campus improvements project. The award was conditioned on Beaufort County Council's approval to fund the same project to a two-to-one match or \$200,000. County Council has approved the \$200,000 match and has determined that it will come from proceeds of a General Obligation Bond Sale that is approved, however, not yet scheduled. The project has not yet commenced as they wanted to confidently obtain the necessary funding needed.



# TOWN OF HILTON HEAD ISLAND

*Public Projects and Facilities Management Department*

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**TO:** Stephen G. Riley, ICMA-CM, Town Manager  
**VIA:** Scott Liggett, PE, Director of PP&F/Chief Engineer  
Gregg Alford, Town Attorney  
**FROM:** Jeff Buckalew, PE, Town Engineer  
**CC:** Greg Creeden, Palmetto Electric Cooperative, Inc.  
**DATE:** November 26, 2018  
**SUBJECT:** Recommendation to Grant Palmetto Electric Cooperative a Utility Easement  
on the Town's Ashmore Tract [PIN R510 008 000 0153 0000]

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## **Recommendation:**

The Public Facilities Committee and Staff recommend Town Council grant Palmetto Electric Cooperative, Inc. (PECI) a permanent utility easement over and across the Town owned parcel of land known as the Ashmore Tract [PIN R510 008 000 0153 0000].

## **Summary:**

On November 26, 2018, the Public Facilities Committee voted unanimously in favor of recommending Town Council grant PECI the utility easement as requested on the Town's Ashmore Tract.

On November 2, 2018, PECI contacted the Town to request a non-exclusive utility easement be granted to them on, over and across the Ashmore Tract (Exhibit 1). The easement is desired by PECI to facilitate their relocation of an aged line that runs through the middle of the Hilton Head Public Service District's facilities.

The new power lines will be installed by directional drilling, although some existing vegetation will need to be removed for the installation of vaults and other equipment. The standard PECI easement agreement proposes an easement 10 feet wide which shall abut the existing westerly property lines for most of the length (Exhibit 2). PECI will be required to obtain all applicable permits before beginning construction.

The current Ashmore Tract is a 66 acre, undeveloped forested tract of land. The land was acquired by the Town in 1996 for approximately \$6.5 million dollars for the purposes of preserving open space, drainage facilities, fire station, and recycling facility. Granting this easement should not preclude these or other future uses of the land

Attachment: Proposed Easement Agreement with Exhibit

# EXHIBIT 1

November 2, 2018

Jeff,

We have an old underground feeder cable that is beginning to show its age and would like to replace it before it fails. It currently runs through the middle of Hilton Head PSD's facilities. We would like to get it out of the middle of their treatment plant and run it around the perimeter of their fence and the substation next door. Also, we would like to install a 2" conduit at the front of the substation for communications between Santee Cooper and Palmetto Electric. This would mean it would have to be installed on Town property, therefore we would like to have an easement for the lines, vaults and equipment.

I have attached a screen shot of the County parcel map of the property with red lines indicating the line routes to the easement. We would be using directional bore methods to limit impact on the property. Of course, there is extensive undergrowth along the route which would need to be cut to allow for installation of the lines, vaults and equipment.

Please let me know if you have any questions or concerns.

Respectfully,

Gregory J. Creeden  
Engineering Technician



111 Mathews Dr.  
Hilton Head Island, SC  
29926

Office: (843) 681-0058  
Mobile: (843) 384-2604



# EXHIBIT 2

STATE OF SOUTH CAROLINA

)

COUNTY OF BEAUFORT

)

EASEMENT

Know All Men By These Presents, that **The Town of Hilton Head Island, South Carolina**, by and through its duly authorized Officers (hereinafter, the "Grantor"), for and in consideration of the Sum of One Dollar, and other good and valuable consideration, the receipt and sufficiency whereof is acknowledged, and in further consideration of the full and faithful performance of covenants and conditions expressed herein, does hereby grant, bargain and sell, and by these Presents does hereby grant, bargain and sell to Palmetto Electric Cooperative, Inc. (hereinafter, the "Grantee"), a non-exclusive easement, on over and across the following described real property (hereinafter, the "Easement"), for the purpose of:

1. Installing, erecting, maintaining underground electric lines and communication lines (meaning fiber optic or metallic lines to allow for monitoring, control, and/or switching of equipment owned by Grantee and/or any customer connected to the electric grid), and any associated equipment; and,
2. Installing, erecting, maintaining overhead electric lines to the extent permitted by that certain "Underground Service Agreement" by and between Grantor and Grantee entered into as part of the "Franchise Agreement" by and between Grantor and Grantee, and which was approved by The Town of Hilton Head Island, South Carolina, in Ordinance 2004-35.

The Easement is Five (5') Feet on either side of centerline of any underground electric lines and communication lines (meaning fiber optic or metallic lines to allow for monitoring, control, and/or switching of equipment owned by Grantee and/or any customer connected to the electric grid), and/or overhead power lines installed pursuant hereto, and is across and under the following real property:

All that certain piece, parcel or lot of land lying and being on the Town of Hilton Head Island, Beaufort County, South Carolina, and being more particularly described as Tax Parcel R510-008-000-0153-0000, containing 70.94 acres, The ASHMORE TRACT PB55, P152, \*Split 8/88 3/00 0.08 AC to 8/202 PB70 P83, Easement for BJWSA PB85, P36, Split 2/03 0.18 AC 8/520 1/08 3.31 AC added to 8/84 which is recorded in the Office Of the Register of Deeds for Beaufort County, South Carolina in DB. 843 at Pg. 219.

**Parcel Address: 143 Mathews Drive**

The grant of this Easement is subject to the following terms and conditions:

1. Grantor hereby reserves the right to use or convey the property which is subject to this Easement in any manner whosoever which does not interfere with the use and enjoyment of the Easement.
2. That Grantor hereby reserves the right to change the location of the within Easement from time to time, but solely at the expense of Grantor.
3. Grantor agrees that landscaping shall not be planted within ten (10') Feet of any door or opening of electrical distribution equipment, or within the boundaries of the Easement.
4. Grantee acknowledges that any exercise of its rights under this Easement shall be governed by that certain "Franchise Agreement" by and between Grantor and Grantee, and which was approved by The Town of Hilton Head Island, South Carolina, in Ordinance 2004-35.

To have and to hold, all and singular, the rights, privileges, and easements aforesaid unto the Town of Hilton Head Island, South Carolina, its successors and assigns, forever.

In Witness whereof, the parties hereto have caused the within Easement to be Executed by their duly authorized officers on this \_\_\_\_\_ day of October, 2018.

WITNESSES:

PALMETTO ELECTRIC COOPERATIVE, INC.

\_\_\_\_\_

By: \_\_\_\_\_

\_\_\_\_\_

Attest: \_\_\_\_\_

THE TOWN OF HILTON HEAD ISLAND,  
SOUTH CAROLINA

\_\_\_\_\_

By: \_\_\_\_\_

\_\_\_\_\_

Attest: \_\_\_\_\_

STATE OF SOUTH CAROLINA

) UNIFORM ACKNOWLEDGMENT

)

COUNTY OF BEAUFORT

) S. C. CODE ANN. § 30-5-30 (SUPP. 2007)

I, the undersigned Notary Public do hereby certify that \_\_\_\_\_  
personally appeared before me on this day and duly acknowledged the execution of the foregoing  
instrument on behalf of Palmetto Electric Cooperative, Inc.

Sworn to and Subscribed before me  
on this \_\_\_\_\_ Day of \_\_\_\_\_, 2018.

\_\_\_\_\_  
Notary Public for South Carolina

My Commission Expires: \_\_\_\_\_

STATE OF SOUTH CAROLINA            ) UNIFORM ACKNOWLEDGMENT  
  )  
COUNTY OF BEAUFORT                ) S. C. CODE ANN. § 30-5-30 (SUPP. 2007)

I, the undersigned Notary Public do hereby certify that Stephen G. Riley personally appeared before me on this day and duly acknowledged the execution of the foregoing instrument on behalf of The Town of Hilton Head Island, South Carolina.

Sworn to and Subscribed before me  
on this \_\_\_\_ Day of \_\_\_\_\_, 2018.

\_\_\_\_\_  
Notary Public for South Carolina  
My Commission Expires: \_\_\_\_\_



Map Layers  
 00 BaseMap - 2016-01-01

**Identify**

Results Found: 1

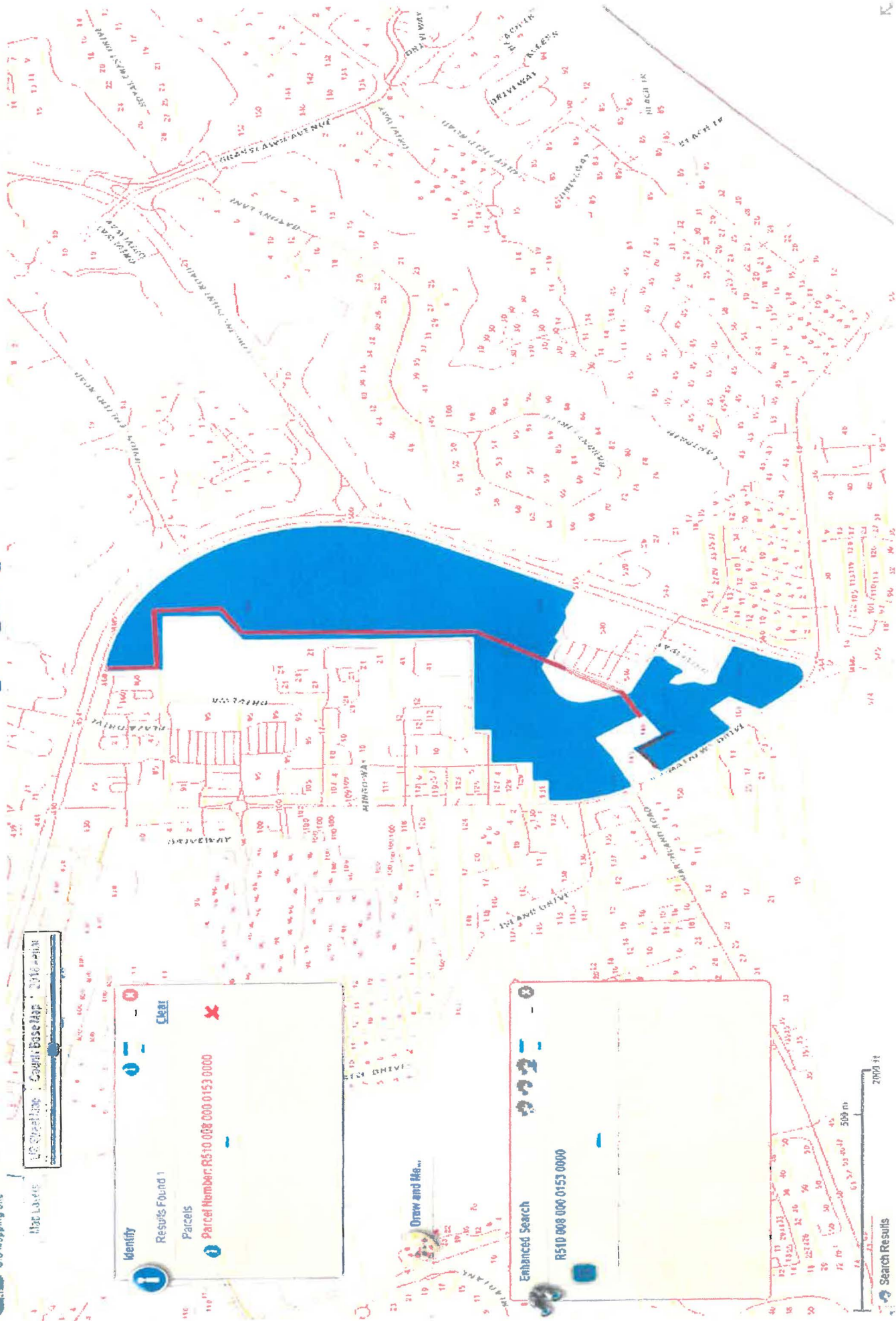
Clear

Parcels

Parcel Number: R510 008 000 0153 0000

**Enhanced Search**

R510 008 000 0153 0000

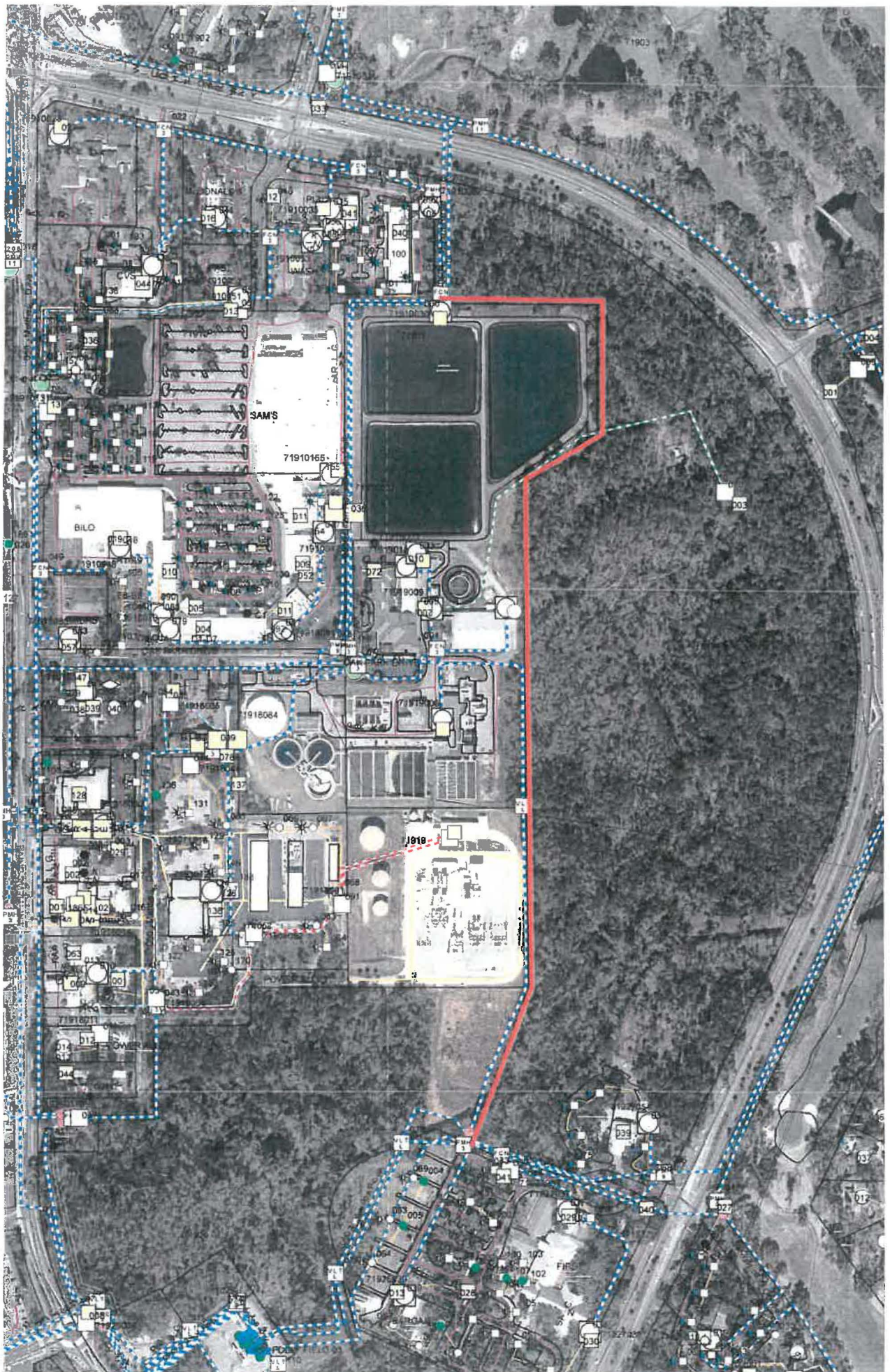


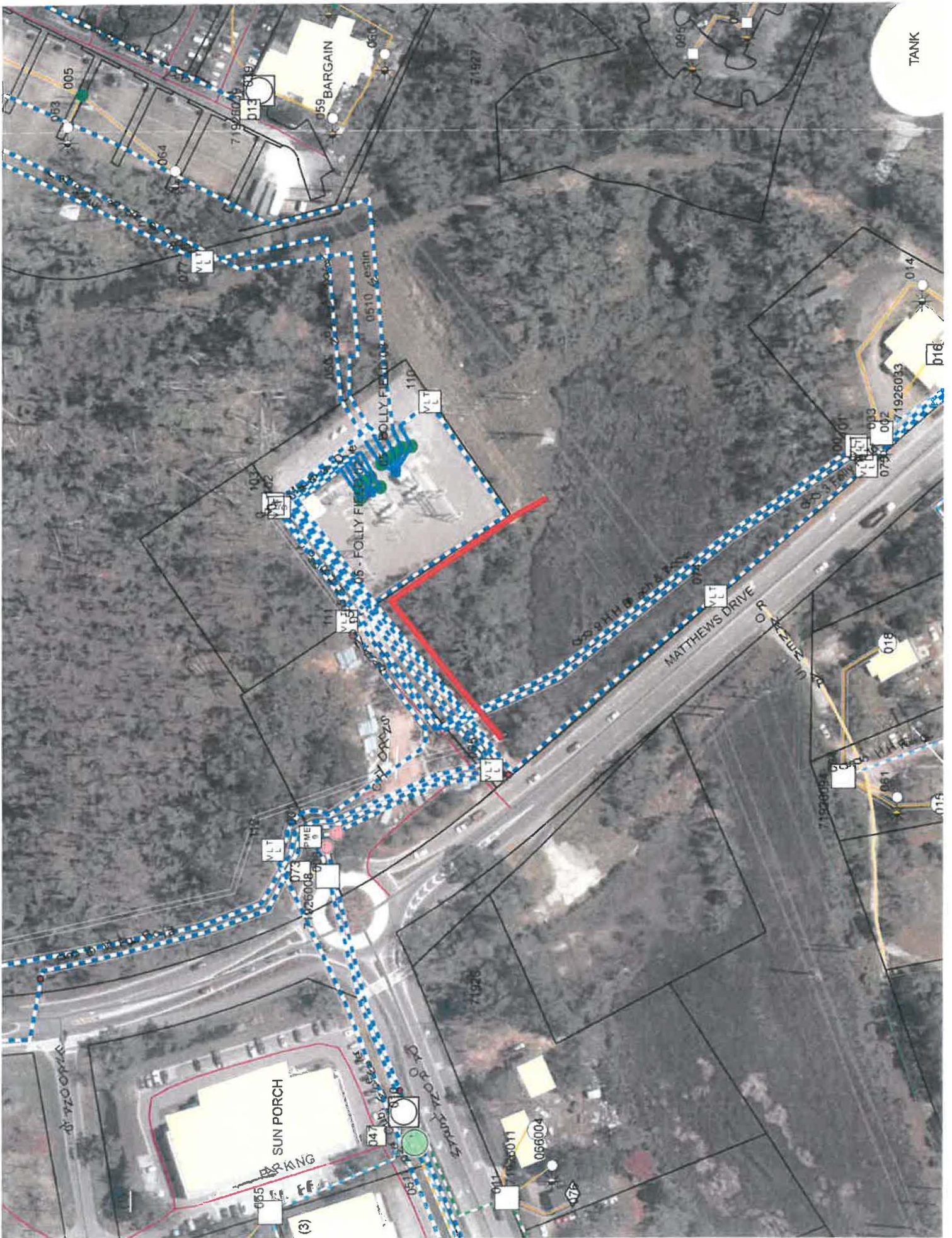
Search Results

2000 ft

500 m







**AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND**

**PROPOSED ORDINANCE NUMBER : 2014-12    ORDINANCE NUMBER: 2014-14**

**AN ORDINANCE OF THE TOWN OF HILTON HEAD, SOUTH CAROLINA, AUTHORIZING THE EXECUTION OF A SANITARY SEWER EASEMENT AGREEMENT GRANTING AN EASEMENT BY THE TOWN OF HILTON HEAD ISLAND TO SOUTH ISLAND PUBLIC SERVICE DISTRICT FOR THE CONSTRUCTION, REPAIR, MAINTENANCE, AND USE OF A SANITARY SEWER LINE THROUGH PROPERTY OF THE TOWN OF HILTON HEAD ISLAND, PURSUANT TO THE AUTHORITY OF S.C. CODE ANN. SEC. 5-7-40 (SUPP. 2011), AND SEC. 2-7-20, *CODE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA*, (1983); AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.**

**LEGISLATIVE FINDINGS**

WHEREAS, the Town of Hilton Head Island, South Carolina (the “Town”) is the owner of certain real property known as TMS # R550-015-000-0324-0000 (“Town Property”); and,

WHEREAS, South Island Public Service District (“SIPSD”) is extending sanitary sewer service pipelines to sewage treatment facilities owned and operated by SIPSD; and,

WHEREAS, the Town desires to grant and SIPSD desires to accept an easement for the purpose of constructing, maintaining and using a sewer pipeline on, in and through the Town Property subject to certain terms and conditions as set forth therein, and the Town Council for the Town of Hilton Head Island, South Carolina, has determined that it is in the best interests of the Town to execute such an agreement for the same; and,

WHEREAS, under the provisions of S.C. Code Ann. § 5-7-40 (SUPP. 2011) and § 2-7-20, *Code of the Town of Hilton Head Island, South Carolina*, (1983), the conveyance or granting of an interest in real property owned by the Town of Hilton Head Island must be effected 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 COUNCIL, AS FOLLOWS:**

***Section 1.*** Execution of Agreement.

- (a) The Mayor and Town Manager are hereby authorized to execute and deliver the Sanitary Sewer Easement Agreement which is attached hereto as Exhibit "A"; and
- (b) The Mayor and/or Town Manager are hereby authorized to take such other and further actions as may be necessary to complete the transactions contemplated in the Easement Agreement.

***Section 2.*** Severability.


If any section, phrase, sentence or portion 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 provision and shall not affect the remaining portion thereof.

***Section 3.*** Effective Date.

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

(THIS SPACE LEFT BLANK)

PASSED, APPROVED, AND ADOPTED BY THE COUNCIL FOR THE TOWN OF  
HILTON HEAD ISLAND ON THIS 10<sup>th</sup> DAY OF JUNE, 2014.

By:   
Drew A. Laughlin, Mayor

**ATTEST:**

By:   
Victoria L. Pfannenschmidt, Town Clerk

First Reading: 05/20/2014

Second Reading: 06/10/2014

**APPROVED AS TO FORM:**

  
Gregory M. Alford, Town Attorney

Introduced by Council Member: WILLIAM D. HARKIN'S

STATE OF SOUTH CAROLINA )  
 )  
COUNTY OF BEAUFORT )

**SANITARY SEWER  
EASEMENT AGREEMENT  
TMS # R550 015 000 0324 0000**

**THIS SANITARY SEWER EASEMENT AGREEMENT** (the "Agreement"), made effective the \_\_\_\_ day of \_\_\_\_\_, 2014, by and between the TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA One Town Center Court, Hilton Head Island, South Carolina 29928 (hereinafter referred to as the "Grantor"), and SOUTH ISLAND PUBLIC SERVICE DISTRICT, a special purpose District duly chartered and existing under the laws of the State of South Carolina, P.O. Box 5148, Hilton Head Island, South Carolina 29938 (hereinafter referred to as the "District").

**WITNESSETH:**

**WHEREAS**, the District owns and operates a water supply and sewage collection, disposal and treatment systems pursuant to the authority granted by the State of South Carolina; and

**WHEREAS**, the District is extending sanitary sewer service pipelines to sewage treatment facilities owned and operated by the District, and

**WHEREAS**, the Grantor is the owner of certain real property bearing the above-referenced Tax Map Parcel reference (the "Property") within the area serviced by the District through which the extended sanitary sewer line and related infrastructure (collectively the "Improvements") is to be constructed; and

**WHEREAS**, the Grantor desires to grant and the District desires to accept an easement for the purpose of constructing the Improvements on, in and through the Property; and

**WHEREAS**, the Grantor further wishes to grant and the District desires to accept a permanent easement to enter upon the Property described below to inspect the Improvements constructed or installed thereon, and to take such steps as the District may deem necessary to maintain or repair the Improvements.

**NOW THEREFORE, KNOW ALL MEN BY THESE PRESENTS**, that the Grantor, for and in consideration of the sum of Ten and No/100 Dollars (\$10.00), and no other consideration, to it in hand paid and before the sealing of these presents, by the District, in the State aforesaid, the receipt and sufficiency of which is hereby acknowledged, has granted, bargained, sold and released and by these presents does grant, bargain, sell and release unto the District, its successors and assigns forever, the following easement upon the terms and conditions stated herein:

**Easement.** A temporary easement during the course of construction, and a perpetual, non-exclusive, appurtenant easement for access, ingress, egress, and the operation and maintenance of the Improvements, on, over, through, and under, the Property shown and described as "New 5' Sewer Easement" on that certain plat entitled, "Plat of a New 5' Sanitary Sewer Easement Through the Property of the Town of Hilton Head Island" said plat being dated March 18, 2014, prepared by URS Corporation, said plat being attached hereto and incorporated herein by reference as Exhibit "A". Said easement is more fully described with reference to metes and bounds, courses and distances on the description attached hereto and incorporated herein by reference as Exhibit "B".

## TERMS AND CONDITIONS

(a) This Agreement may be terminated or modified by the Grantor and the District at any time by mutual consent by an instrument in writing which refers to this Agreement and which is recorded in the Office of the Register of Deeds for Beaufort County, South Carolina (the "ROD").

(b) The grant of easement shall run with the land and shall be binding upon and shall benefit the parties hereto, their successors and assigns.

(c) The District may use the Property herein conveyed only for purposes of the installation, operation, and maintenance of the Improvements. The District's permitted use of the Property shall also include the right to reasonable access to the Property for purposes of maintenance, repair and replacement of the Improvements located thereon. The District shall also have the right to reasonable access to the easement Property for the purpose of testing and inspecting which shall include surface and subsurface tests and inspections.

(d) This conveyance is subject to all applicable restrictions, covenants, easements, etc. applicable to the subject Property and of record in the ROD.

(e) In the event of a conflict, if any, between the aforementioned courses and distances description and the aforementioned plat of record, said plat shall be controlling.

(f) This Agreement is subject to the rights herein reserved by the Grantor, its successors and assigns, to utilize the Grantor's property at any time, in any manner, and for any purpose; provided however, that such use by the Grantor shall not be inconsistent with, nor prevent the full utilization by the District of the rights and privileges granted herein. The District agrees that the use of and access to the Improvements shall be under the exclusive control of the District, and the District shall, at all times, comply with all applicable laws, rules, codes and regulations.

(g) The District agrees to cause all work contemplated hereunder to be performed in a workmanlike fashion. The District further agrees to cause the work contemplated hereunder to be completed in an expeditious and timely fashion, barring conditions force majeure, that the Improvements shall at all times be maintained in a safe condition, and that all debris and construction materials relating to work undertaken by the District pursuant to the easement rights granted hereunder shall be promptly removed. The District shall restore any other part of the Grantor's property which may be damaged as a result of the District's exercise of the rights granted hereunder to its pre-existing state. Should the District's exercise of its easement rights hereunder include damage, by boring or other equipment or other means, to any asphalt or concrete pathway owned or maintained by the Grantor, or any infrastructure associated therewith, including but not limited to bridges, crosswalks, signage and lighting, the District agrees to restore the same to its pre-existing condition, normal wear and tear excepted.

(h) If construction of the Improvements contemplated by this Agreement are not completed within two (2) years of the date of this Agreement, then the easement rights granted to the District herein shall automatically terminate without any required action on the part of the Grantor, and thereafter shall no longer be of any force or effect. If the District fails to commence use of the easement rights granted pursuant to this Agreement for any (1) year period after receipt of written notice from the Grantor of such non-use, then this Agreement shall automatically terminate without any required action on the part of the Grantor, and thereafter shall no longer be of any force or effect.

(i) If either party undertakes legal action to enforce any right or remedy under this Agreement, the prevailing party shall be entitled to recover its reasonable costs and expenses in

connection with such legal action, including but not limited to court costs and attorney's fees, including without limitation such costs and fees incurred in conjunction with any appellate proceedings.

**TOGETHER** with all and singular, the rights, members, hereditaments and appurtenances to the Property belonging to or in anyway incident or appertaining thereto.

**TO HAVE AND TO HOLD**, all and singular, the rights, privileges and easements aforesaid unto the District, its successors and assigns forever.

**AND** the said Grantor does hereby bind itself and its successors and assigns forever, to warrant and defend, all and singular, the said premises unto the said District, its successors and assigns, against it and its successors and assigns lawfully claiming or to claim by, through, or under it.

*[Signature pages to follow]*

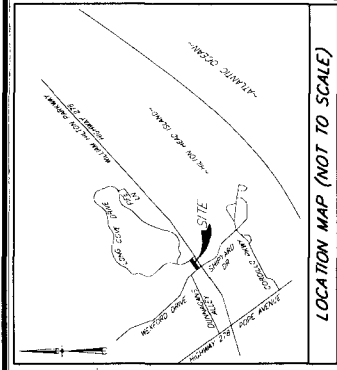






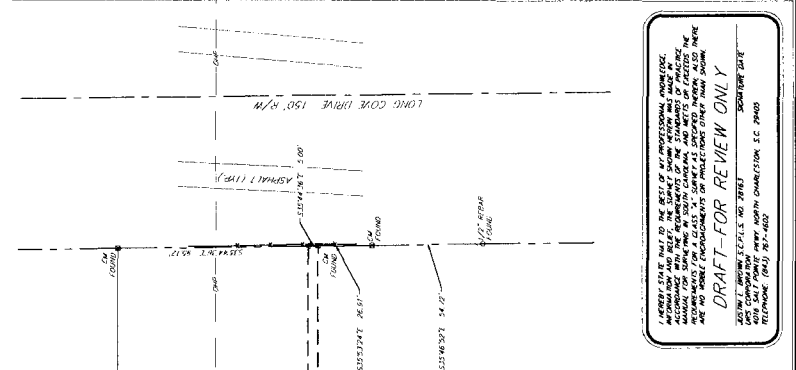
**Exhibit A**

Plat(s) of Easement Areas



**LOCATION MAP (NOT TO SCALE)**

**COPYRIGHT NOTICE**  
 THIS DRAWING IS THE PROPERTY OF URS CORPORATION AND IS LOANED TO YOU FOR THE PROJECT AND IS NOT TO BE REPRODUCED OR TRANSMITTED IN ANY FORM OR BY ANY MEANS, ELECTRONIC OR MECHANICAL, INCLUDING PHOTOCOPYING, RECORDING, OR BY ANY INFORMATION STORAGE AND RETRIEVAL SYSTEM, WITHOUT THE WRITTEN PERMISSION OF URS CORPORATION. URS CORPORATION IS NOT RESPONSIBLE FOR ANY ERRORS OR OMISSIONS IN THIS DRAWING OR FOR ANY DAMAGE TO ANY PERSON OR PROPERTY CAUSED BY THE USE OF THIS DRAWING.



**SURVEYOR'S NOTES**

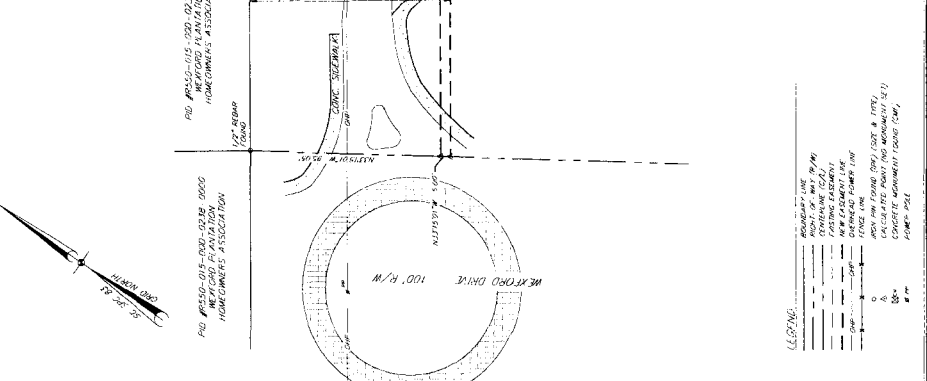
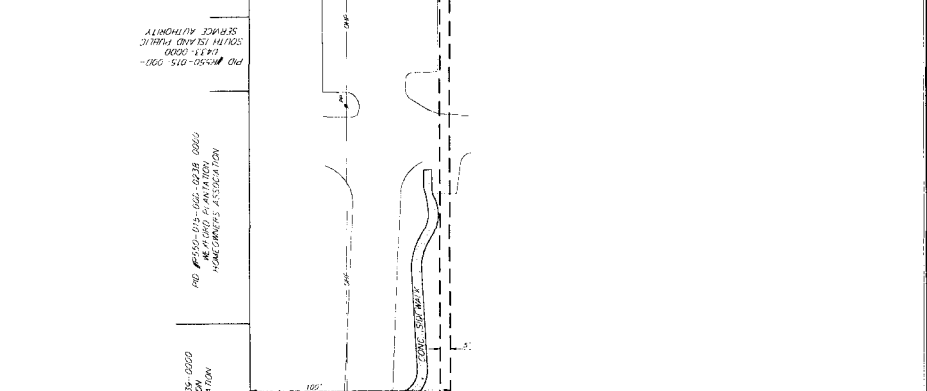
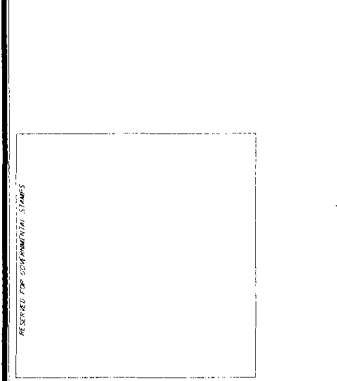
- THIS SURVEY IS BASED ON THE PUBLIC REFERENCES TO SURVEY DATA AND THE SURVEY DATA HAS BEEN CHECKED FOR ACCURACY AND IS BELIEVED TO BE CORRECT.
- ANYTHING SHOWN OUTSIDE THE BOUNDARY OF THE SUBJECT PROPERTY IS FOR DESCRIPTIVE PURPOSES ONLY.
- THIS IS NOT A TRUE, VALID COPY OF THIS DOCUMENT. THE ORIGINAL COPY OF THIS DOCUMENT IS KEPT AT THE SURVEYOR'S OFFICE. ANY COPIES OF THIS DOCUMENT ARE UNOFFICIAL AND SHOULD NOT BE USED FOR ANY PURPOSE.
- THE BOUNDARY OF THE SUBJECT PROPERTY IS BASED UPON THE USE OF SOUTH CAROLINA SURVEYING PRACTICES AND STANDARDS.
- ONLY UTILITIES WHICH WERE OBSERVED AND APPARENT TO THE SURVEYOR WERE LOCATED ON THIS SURVEY. THERE MAY BE OTHER UTILITIES NOT SHOWN ON THIS PLAN.
- THE SOLE PURPOSE OF THIS PLAN IS TO CREATE A NEW 5' SEWER EASEMENT. NO IMPROVEMENTS HAVE BEEN FIELD LOCATED ON THIS PROJECT.
- THE AREA SHOWN LIES IN TRACT DON AT RELEY 14) AS DEPICTED ON AERIAL PHOTOGRAPHY MANAGEMENT AGENCY (APMA) MAP DATED 08/20/13. THE TRACT IS IDENTIFIED AS TRACT 14) WITH AN EFFECTIVE DATE OF SEPTEMBER 25, 1986.
- ALL PLAT HAVING BEEN REFERENCES NOTED HEREON ARE FROM THE BEaufORT COUNTY REGISTER OF MORTGAGE CONVEYANCES, UNLESS NOTED OTHERWISE.

**REFERENCES**

- PLAT OF LONG CORE DRIVE PHASE 1, DATE RECORDED: JUNE 15, 1980 RECORDED IN PLAT BOOK 29, A PAGE 151, OF HILTON HEAD ISLAND RECORDING CO.
- PLAT OF TEMPORARY CONSTRUCTION EASEMENT & SEWER EASEMENT, DATE RECORDED: FEBRUARY 24, 2012 RECORDED IN PLAT BOOK 118, A PAGE 61, BY SEA ISLAND LAND SURVEY.
- A BOUNDARY PLAT SHOWING A 20' WIDENING OF THE 102' SEWER EASEMENT, DATE RECORDED: JULY 17, 1983 RECORDED IN PLAT BOOK 55, A PAGE 22, BY COASTAL SURVEYING CO., INC.
- AN AS-BUILT SURVEY SHOWING ADMINISTRATION & SALES OFFICES OF THE HILTON HEAD COMPANY, INC. AT PHASE 1B) BY SOCIAL SURVEYING CO. INC. AT PAGE 44.
- A PLAT OF A PORTION OF LONG CORE CLUB PHASE 1, SECTION 1, DATED JUNE 24, 1986, RECORDED IN PLAT BOOK 118, A PAGE 61, BY SEA ISLAND LAND SURVEY.
- EASEMENT AGREEMENT AT DEED BOOK 2912, PAGE 708.
- AMENDED EASEMENT AGREEMENT AT DEED BOOK 3214, PAGE 303.
- DEED BOOK 1552, A PAGE 1986.
- DEED BOOK 2981, A PAGE 2278.

**EASEMENT AREA TABLE**

EASEMENT	NEW 5' SEWER EASEMENT
PLAT 14-000000-01	14-000000-01



**DRAFT - FOR REVIEW ONLY**  
 URS CORPORATION  
 4016 Salt Pines Parkway, Suite 200  
 Charleston, South Carolina 29405  
 Telephone: (843) 571-4000 Fax: (843) 561-8123  
 www.urscorp.com

**LEGEND**

- PROPERTY LINE
- EXISTING FORCE MAIN
- EXISTING PARKING
- EXISTING EASEMENT
- EXISTING POINT
- EXISTING LINE
- EXISTING MONUMENT FOUND (M)
- CONCRETE MONUMENT FOUND (CM)
- FORMER USE

**SCALE**  
 1" = 30'

**NOTES**

- ALL DIMENSIONS ARE IN FEET AND INCHES.
- ALL DIMENSIONS ARE TO THE CENTERLINE OF THE FORCE MAIN.
- ALL DIMENSIONS ARE TO THE CENTERLINE OF THE SEWER EASEMENT.
- ALL DIMENSIONS ARE TO THE CENTERLINE OF THE PARKING AREA.
- ALL DIMENSIONS ARE TO THE CENTERLINE OF THE BOUNDARY.
- ALL DIMENSIONS ARE TO THE CENTERLINE OF THE MONUMENT.
- ALL DIMENSIONS ARE TO THE CENTERLINE OF THE FORMER USE.
- ALL DIMENSIONS ARE TO THE CENTERLINE OF THE CONCRETE MONUMENT.

**REVISIONS**

NO.	DATE	DESCRIPTION
1	03/16/14	ISSUE FOR REVIEW

## Exhibit B

### Land Description-The Town of Hilton Head Island

All that certain piece, parcel or tract of land, lying and being in the Town of Hilton Head Island, Beaufort County, State of South Carolina, and being more fully shown and designated on a Plat titled "NEW 5' SANITARY SEWER EASEMENT THROUGH THE PROPERTY OF THE TOWN OF HILTON HEAD ISLAND" for South Island Public Service District, by URS Corporation, dated March 18, 2014 and recorded in the Beaufort County Register of Deeds in Plat Book \_\_\_\_\_, page \_\_\_\_\_, said sanitary sewer easement having the following metes and bounds to wit:


Commencing at a concrete monument along the western right-of-way of Long Cove Drive and the southeast corner of the Wexford Plantation Homeowners Association (PID #R550-015-00d-0238-0000); thence running along the western right-of-way of Long Cove Drive in a direction of S35°44'36"E for a distance of 100.12' to a concrete monument, said monument being the true point of beginning; thence turning and running through the property of the Town of Hilton Head Island (PID #R550-015-000-0324-0000) along the southern edge of an existing 100' Central Electric Cooperative easement in a direction of S54°51'22"W for a distance of 652.61' to a computed point; thence turning and running along the eastern right-of-way of Wexford Drive in a direction of N33°15'01"W for a distance of 5.00' to a computed point; thence turning and running through the property of the Town of Hilton Head Island (PID #R550-015-000-0324-0000) in a direction of N54°51'22"E for a distance of 652.39' to a computed point; thence turning and running along the western right-of-way of Long Cove Drive in a direction of S35°44'36"E for a distance of 5.00' to a concrete monument, this being the true point of beginning.

Said New 5' Sanitary Sewer Easement contains 0.075 acres/ 3,262 square feet.

URS Corporation  
4016 Salt Pointe Parkway  
North Charleston, SC 29405

Justin Lee Brown, SCPLS #28163

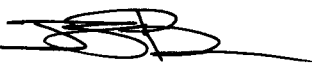

# Memo

**To:** Stephen G. Riley, ICMA-CM, Town Manager  
**From:** Jeff Buckalew, Town Engineer   
**Via** Scott Liggett, Director of Public Projects & Facilities/Chief Engineer  
Mitch Thoreson, Town Attorney's office  
**Date:** May 30, 2014  
**Re:** Second Reading of Proposed Ordinance 2014-12, a Sanitary Sewer Easement Agreement between the Town and the South Island Public Service District

---

Town Council made no changes to Proposed Ordinance 2014-12, as a result of the first reading held on May 20, 2014.

# Memo

**To:** Stephen G. Riley, ICMA-CM, Town Manager  
**From:** Jeff Buckalew, Town Engineer   
**Via:** Scott Liggett, Director of Public Projects & Facilities/Chief Engineer   
Mitch Thoreson, Town Attorney's office  
**Date:** May 20, 2014  
**Re:** First Reading of Proposed Ordinance 2014-12, a Sanitary Sewer Easement Agreement between the Town and the South Island Public Service District

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**Recommendation:** Staff recommends the approval of Proposed Ordinance 2014-12, authorizing the execution of a Sanitary Sewer Easement Agreement between the Town and the South Island Public Service District (SIPSD), whereby the Town grants an Easement to the SIPSD to construct and maintain an underground sewer facility over and across the Town Hall property (TMS # R550-015-000-0324-0000).

**Summary:** Approval of the Proposed Ordinance 2014-12 and the associated Easement Agreement would grant a perpetual easement to the SIPSD and its successors and assigns as shown on the attached plat subject to the following terms and conditions as detailed in the Easement Agreement.

**Background:** SIPSD has requested the Town grant this easement to facilitate the construction and maintenance of a proposed sanitary sewer line to better serve the Long Cove Club residential development. The proposed line will be a 6" diameter force main that will be installed via directional drilling in accordance with the plans prepared by URS and dated February, 2014. No paved areas on Town property will be cut or impacted during construction. The permanent easement is only 5' wide and will run along the planting strip dividing the parking bays of the Town Hall parking lot. To allow the SIPSD to expedite construction at their risk, a temporary Right of Entry has been offered to them.

Attachments:

- Proposed Easement Agreement and Plat



# TOWN OF HILTON HEAD ISLAND

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## *Community Development Department*

**TO:** Stephen G. Riley, ICMA~CM, *Town Manager*  
**VIA:** Charles Cousins, AICP, *Director of Community Development*  
**VIA:** Shawn Colin, AICP, *Deputy Director of Community Development*  
**FROM:** Jennifer Ray, ASLA, *Planning and Special Projects Manager*  
**DATE:** December 6, 2018  
**SUBJECT:** Vision Phase 2/Comprehensive Plan

---

### **Recommendation:**

The Public Planning Committee recommends Town Council provide staff authorization (1) to identify, attract, recruit, and leverage talent and resources to support Phase 2 of the Vision/Comprehensive Plan by utilizing an open application process to solicit members for the “Our Future Development Team” and “Community Vision Work Groups” and (2) allocate \$150,000 of the Town Council initiative budget to this project.

The Public Planning Committee met on October 25, 2018 and voted 3-0-0 to forward the recommendation to Town Council for approval.

### **Summary:**

The approved principles and process called for the use of “public leadership, involvement, and input” as well as “identifying, attracting, recruiting, and leveraging talent and resources” to support the process. Staff has created two application forms; one for potential members of the Our Future Development Team to be interviewed by the Public Planning Committee (PPC) and appointed by Town Council and the other for potential members of the Community Vision Work Groups to be reviewed by staff and PPC. A budget estimate has been prepared that accounts for expenses to support the project including multiple meetings, marketing/communications, and special experts on an as needed basis.

### **Background:**

Town Council authorized the Public Planning Committee (PPC) to work with staff to develop a process and principles to guide Phase 2 of the Vision. On September 27, 2018 the PPC approved the process and principles and directed staff to come back with recommendations on selection of members of the “Our Future Development Team” and the “Community Vision Work Groups”. The “Our Future Development Team” would include members of the Comprehensive Plan Committee of the Planning Commission and be supplemented with representatives from all sectors of the community who will ensure the process and principles are followed and coordinate between pillar Work Groups.

To form the “Community Vision Work Groups”, talent including staff, experts within the community, external stakeholders, and/or consultants should be identified, attracted, and recruited. Work Groups will be formed around each of the seven pillars to establish implementation strategies to advance the vision by aligning policy changes and public and private action in a new Comprehensive Plan.





## **MEMORANDUM**

**TO:** Town Council

**FROM:** John Troyer, CPA, Director of Finance

**VIA:** Stephen G. Riley, ICMA-CM, Town Manager

**RE:** **Chamber of Commerce/Visitor & Convention Bureau 2018-2019 Budget**

**DATE:** April 19, 2018

---

**Recommendation:** Staff recommends that Council consider approval of the fiscal year 2018-2019 budget for the Chamber of Commerce Visitor and Convention Bureau (VCB) which is required by State law and Town Code for the VCB to continue as the Town's designated marketing organization (DMO) for State Accommodations Tax purposes.

The Accommodations Tax Advisory Committee (ATAC) voted unanimously to recommend to Town Council that the proposed 2018-2019 budget be approved. The ATAC recommendation letter is attached.

**Summary:** On April 5, 2018, the VCB presented in detail to ATAC its proposed budget and marketing plan for 2018-2019. The plan is presented in a format as recommended by ATAC and Council. The budget breaks down revenues and expenses in rows by functional categories and in columns by the major funding sources with the Town of Hilton Head Island in the second column (after the total column) with a budget of \$ 2,400,000.

**Background:** According to State law, 30% of the two percent bed tax funds collected by the State of South Carolina is allocated to the pre-determined Destination Marketing Organization with an ongoing tourist program, which for the Town is the VCB. Town Code requires ATAC to review the VCB's proposed budget and marketing plan each year and make a recommendation to Town Council. Attached is the recommendation memo from the ATAC Chairman Stewart Brown which includes a synopsis of the VCB's proposed budget and marketing plan. Each Council member has previously been provided a bound book from the VCB entitled 2018-2019 Hilton Head Island Destination Marketing Plan. The budget can be found on pages 68-70.



## THE TOWN OF HILTON HEAD ISLAND ACCOMMODATION TAX ADVISORY COMMITTEE

To: Mayor David Bennett, Town of Hilton Head Island  
Town Council Members, Town of Hilton Head Island

CC: Steve Riley, Town Manager, Town of Hilton Head Island

From: Stewart Brown, Chairman, Accommodation Tax Advisory Committee

Date: April 19, 2017

Subject: Recommended approval of the DMO's 2018-2019 marketing plan and budget

---

On April 5, 2018, the Accommodations Tax Advisory Committee (ATAC) met to hear and review the marketing plan and budget presentation of the Town's Designated Marketing Organization (DMO), the Hilton Head Island Visitor and Convention Bureau (HHIVCB). The purpose of this DMO is to promote and enhance tourism on Hilton Head Island. As the Town's DMO, the HHIVCB is allocated 30% of the available annual ATAX funding, through state statute and the committee is asked to make a recommendation to the Town Council whether or not to approve the DMO's marketing plan and budget for its upcoming fiscal year.

### **Summary of Presentation**

Ariana Pernice, VP of the HHIVCB, started the presentation by showcasing the HHIVCB's marketing plan book and reviewing its layout. Ms. Pernice explained to the Committee that the purpose of a DMO is to represent the destination and help in the long-term development of a community through the creation and implementation of a travel and tourism strategy. Additionally, she stated that the mission is to lead the local travel and tourism industry by marketing and guiding the Hilton Head Island destination brand experience to generate sustainable economic vitality.

### **Conclusions:**

- Another excellent presentation showing continued improvement in adoption of strong business management and effective measurement principles and processes
- We continue to have pride in how well HHIVCB is doing their job
- Council can be confident they are spending the public's money well
- Stronger results in 2017 vs 2016
- Record number of visitors in 2017 – 2.7 million
- \$ 1.49 Billion in economic impact
- \$17.08 ROI – per dollar of marketing money invested
- 16,698 jobs generated from tourism
- 2.6 million website visits – 36.9% converted to “take action” partner websites = +3% vs 2016

## Results:

## 2017 Hilton Head Island Lodging Performance

	2-Source		Home & Villa		Hotels	
RevPAR	\$121.00	+2.5%	\$120.00	+4.3%	\$110.19	+1.5%
OCC	55.0%	+5.2%	52.1%	+6.5%	62.7%	-2.3%
ADR	\$221.00	-2.6%	\$231.00	-2.1%	\$175.73	+3.8%

## Key discussion points include:

- Very effective Public Relations and Media recognition of Hilton Head Island
- Sustained use of processes to accurately measure each activity / program effectiveness
- Clearly defined and updated short-term and long-term goals (See details below)
- All DMO actions are well aligned with defined target market segments, DMO goals, and measured for effectiveness and conversion efficiency
- Able to track each segment's activity from search to booking
- Each new tool is trial tested to meet business needs before deployment
- Recognition that today's traveler seeks two or more diverse activities
- International marketing to Canada, UK and German markets continues
- Use of Brand USA and other partners tools is efficient and a productive use of VCB resources for International marketing
- VCB continues to focus on the keys to success in the meetings and business group sales sector – personal relationships, decision-makers putting eyes on the ground in Hilton Head, continuous tradeshow participation and partnerships with market research firms focused on electronic/social media/ digital venues to build leads and enhance bookings

## Updated Goals:

## Short-term goals through calendar year 2019

1. Grow shoulder and off-season group business room nights by 10%
  - a. Up 53.7% in 2017
2. Grow off-season group business prospects by 12.5%
  - a. Up 354.4% in 2017
3. Increase conversions by 30% by expanding VCB Group Incentive Program
  - a. Up 76% in 2017
4. Grow partner relationships to increase brand awareness by growing website conversions by 3%
  - a. Up 11% in 2017
5. Increase destination presence and demand with target campaigns with expanded new and existing inbound flight markets
  - a. Up 12% in 2017
6. Increase destination website visits from our top 10 DMA's by 3%
7. Leverage VCB digital assets and campaigns to increase website conversions/partner referrals by 5% and website sessions by 10%

## Long Term Goals

1. Drive year-round business growth by use of strategic initiatives and programming
2. Research and development of branding for the destination
3. Build public and private funding for DMO
4. NEW
  - a. Leverage emerging technologies to engage and elevate the visitor's travel experience
    - i. Advanced digital marketing
    - ii. Integrate visitor's multiple interests into every trip

**Committee Review**

ATAC Notes to VCB:

1. Do not be afraid to create/test/beta develop added marketing techniques to keep your tool box fresh with modern effective tools
2. Show us the trend lines of results over time
3. Check each market segment's ROI
4. Can you expand to "Visit HHI; Live on HHI"?
  - a. VCB targets visitors who can become potential home buyers especially those 55+
  - b. The same features and benefits that attract our visitors are also sought after by travelers transitioning to retirement and being active volunteers to give back to their community, just as those did in the 1990's. How can VCB encourage "Visit HHI; Live on HHI?"

**Recommendation**

Overall, the Committee continues to believe that the HHVCB is representing Hilton Head Island well and has revised and improved the clarity, depth, and reliability of its systems and processes to deliver results in a more effective and efficient manner.

**The Committee made a motion to recommend to Town Council that they approve the marketing plan and budget as presented. The motion was seconded and was approved unanimously by a vote of 5-0.**

Respectfully submitted on behalf of the Accommodations Tax Advisory Committee,



Stewart D. Brown, Chairman  
Accommodations Tax Advisory Committee

**2017/2018 Accommodations Tax Advisory Committee Membership:**

Stewart Brown, Chairman  
Brad Marra, Vice Chairman \*absent  
Mike Alsko  
Rob Bender  
Roger Freedman \*absent  
Cliff McMackin  
Richard Thomas



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## TOWN OF HILTON HEAD ISLAND

### *Community Development Department*

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**TO:** Stephen G. Riley, ICMA~CM, *Town Manager*  
**VIA:** Charles Cousins, AICP, *Director of Community Development*  
**FROM:** Teri B. Lewis, AICP, *LMO Official*  
**CC:** Shawn Colin, AICP, *Deputy Director of Community Development*  
**DATE:** December 6, 2018  
**SUBJECT:** Planters Row Golf Course – Proposed Par 3 Course and Lease Extension Request

---

#### **Recommendation:**

The Public Planning Committee recommends Town Council not extend the Golf Course Ground Lease with the Heritage Golf Group. During the November 2<sup>nd</sup> meeting, the public Planning Committee (PPC) considered a recommendation to extend the lease. PPC voted 2 to 1 in favor of not extending the lease. The Committee stated that Town Council should pull back and take a look at how the Town can begin to use this property for the public and move forward with the Visioning and Master Planning while ensuring all commitments associated with the Concours d'Elegance & Motoring Festival are met.

Staff considered the proposal from Heritage Golf Group to extend the lease for the Town's Planters Row Golf Course property and recommends that Town Council approve the requested extension.

#### **Summary:**

Heritage Golf Group's current lease of the Town's Planters Row Golf Course property ends December 31, 2018 (Attachment A). Heritage Golf recently approached the Town requesting an extension of this lease so they could analyze converting the Planters Row Golf Course to a Par 3/Executive Course (Attachment B). This request was assigned on September 18, 2018 to PPC for their review and recommendation. The change in course configuration would result in a smaller amount of the Town's property being used as a golf course. This would result in creating a golfing option for residents and guests that does not currently exist in the Town while at the same time freeing up a portion of the Town's property for other future use(s). Additionally, the request would continue to place the cost of maintaining this Town land on Heritage Golf during a time which the Town has no designated use of the property. Heritage Golf is requesting a one-year extension of the current lease with two additional one-year extension options to provide them with the additional time that they need to explore the Par 3 opportunity.

#### **Background:**

Town Council acquired the Planters Row Golf Course and entered into a Golf Course Ground Lease with Heritage Golf on June 6, 2013. The lease initially was for two years with the option for either party to extend the lease. The current lease is valid until December 31, 2018. The conditions of the lease require the Tenant (Heritage Golf) to maintain the premises in an orderly

*12/14/2018*

*Page 2*

condition and to maintain compliance with all Town, State and Federal ordinances. Currently the Town has no planned use for the property.

STATE OF SOUTH CAROLINA	)	FIRST AMENDMENT TO
	)	GOLF COURSE GROUND LEASE
COUNTY OF BEAUFORT	)	

This First Amendment to Golf Course Ground Lease is made by and between The Town of Hilton Head Island, South Carolina, One Town Center Court, Hilton Head Island, South Carolina, 29928 (hereinafter, the "Town"), and Heritage Golf Port Royal, LLC, a Delaware limited liability Company, with a mailing address of 12750 High Bluff Dr., 4th Floor, San Diego, CA, 92130 (hereinafter, "Heritage Golf"), on this 7 Day of October, 2014.

RECITALS

WHEREAS, heretofore, on June 6, 2013, the Town and Heritage Golf, entered into a Golf Course Ground Lease (hereinafter, the "Lease"); and,

WHEREAS, Heritage Golf has requested an Amendment to the Lease to amend the dates upon which the current term of the ends, and to amend the Lease by making it terminable by either party upon one year written notice; and,

WHEREAS, the Town has requested an Amendment to the Lease to provide for certain rate reductions for owners and residents of real property within the Town of Hilton Head Island, South Carolina; and,

WHEREAS, The Town Council for The Town of Hilton Head Island, South Carolina, has determined that the proposed Amendment to the Lease is in the best interests of the citizens, residents and visitors on Hilton Head Island; and,

WHEREAS, The Town Council of The Town of Hilton Head Island, South Carolina, is authorized to enter into leases of Town owned land under the authority of S.C. Code Ann. § 5-7-40 (Supp 2011), and § 2-3-30 and § 2-7-20, *Code of the Town of Hilton Head Island, South Carolina* (1983, as amended).

NOW, THEREFORE, for and in consideration of the sum of One Dollar, and the full and faithful performance of the obligations, conditions and covenants contained in the Lease, as Amended hereby, the receipt and sufficiency of which are acknowledged by the Parties hereto, the Town and Heritage Golf agree as follows:

I. *Amendment to Lease*: Article 2, §A of the Lease is deleted in its entirety, and is replaced with the following Amendments to Article 2 §A.

A. Duration, Commencement, and Early Termination:

The term of this Lease shall commence on June 6, 2013 (hereinafter sometimes referred to as the "Commencement Date"), and shall end on December 31, 2018 (hereinafter sometimes referred to as the "Termination Date"). The parties may mutually agree in writing to extend the term of this lease for successive one year term(s), thereby extending the Termination Date.

## Attachment A

Either party may terminate this agreement prior to the Termination Date by giving the other party one (1) year written notice.

II. *Amendment to Lease*: Article 5 Section E shall be added to the Lease, which shall read as follows:

D. Hilton Head Island Owner/Resident Rate Schedule:

The rate schedule attached to this Lease as Exhibit "B" shall apply to all owners and residents of real property located within the Town of Hilton Head Island South Carolina. "Owner" shall be defined as a person owning real property located within the limits of the Town of Hilton Head Island, South Carolina. "Resident" shall be defined as a person residing on or within real property located within the limits of the Town of Hilton Head Island, South Carolina when such real property serves as that person's "residence" as defined in Section 1-3-10 of the Municipal Code of the Town of Hilton Head Island, South Carolina.

III. *Amendment to Lease*: Exhibit "B" shall be added to the Lease, a copy of which is attached hereto as Exhibit "1".

IV. *No Other Changes*: Unless expressly amended by this First Amendment to Golf Course Ground Lease, all other terms and conditions of the Lease remain unchanged and in full force.

In Witness whereof, the Parties hereto, by and through their duly authorized officers, have set their hands and seals as of the date first above written.

(SIGNATURE PAGES FOLLOW)



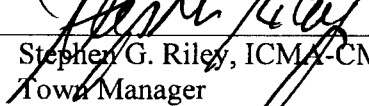
WITNESSES:

THE TOWN OF HILTON HEAD ISLAND,  
SOUTH CAROLINA

  
\_\_\_\_\_

By:   
\_\_\_\_\_ Drew A. Laughlin, Mayor

  
\_\_\_\_\_

By:   
\_\_\_\_\_ Stephen G. Riley, ICMA-CM  
Town Manager

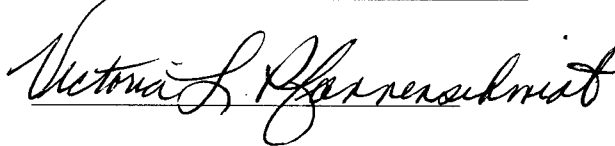
STATE OF SOUTH CAROLINA )  
  )  
COUNTY OF BEAUFORT        )

UNIFORM ACKNOWLEDGMENT  
S.C. CODE ANN. § 30-5-30 (Supp. 2011)

I, the undersigned Notary Public, do hereby certify that Drew A. Laughlin and Stephen G. Riley personally appeared before me on this day and duly acknowledged the execution of the foregoing instrument on behalf of the Town of Hilton Head Island, South Carolina.

Sworn to Before Me

on this 7<sup>th</sup> Day of OCTOBER, 2014.

  
\_\_\_\_\_

Notary Public for South Carolina

My Commission Expires: OCTOBER 12, 2017





Hilton Head Island Resident (1) Rate (3)  
Exclusively for Planter’s Row Golf Course  
Revised 9/5/14

Starting Times Available 5 Days Prior

Effective 10/1/14

	<u>Mar. – Oct.</u>	<u>Nov. – Feb.</u>
• Weekday Rate	\$44	\$39
• Weekend Rate	\$39	\$39
• Junior Rate Walking (17 & Under)	\$15	\$15
• Junior Rate w/Cart (16 & 17 w/ DL) (2)	\$25	\$25
○ After 12:00 Noon		
○ Space Available Basis		

**Note:** All Rates (Except Junior) Include a Shared Golf Cart.

- (1) A Resident is defined as any individual who possess a HHI Driver’s License  
Or an individual who owns property on HHI and can verify that ownership  
with a Utility Bill in their name.
- (2) Must possess a valid Driver’s License to rent a golf car
- (3) Quoted rates valid so long as Planter’s Row Lease with HHI is in effect.

## Attachment B

August 3<sup>rd</sup>, 2018

Dear Town Council Members:

I want to first thank each of you for your support as we have continued to work through the challenges related to Planters Row Golf Course. It has been nearly two years since Hurricane Matthew's path found its way to Hilton Head Island and created destruction which we are still addressing at all our properties. An enormous amount of cleanup was completed, and now we are in the final stages of project completion at all three of our properties and returning them to the standards our members and guests have come to expect from the Heritage Collection of Clubs on the island.

Port Royal Golf Club's success has in the past somewhat relied on the vast choices both guests and residents have had with three different golf courses to choose from. Additionally, the unique aspect of Planters Row being a "core golf course" (one with no housing on its perimeter) has been a tremendous differentiator with its beauty and natural surrounds being highlighted exponentially.

However, as the dynamics of golf have changed – largely due to time commitments – we believe Planters Row being converted to a Par 3 / Executive Course would be a great addition for the property and community. A "short-course" would provide opportunities for everyone – from residents and visitors young and old, to beginners and accomplished golfers alike. While we feel the property as a redesigned short golf course product would continue to be a great asset for the community, we also recognize the growing needs of the community as a whole. Thus, our plan for a repurposed golf course, would likely reduce the acreage required by possibly as much as 50% of the current footprint.

Recognizing the property as an integral part of our operation, but also, noting the sensitivity of development and the needs of the community, we would like to ask for a one-year (1) extension of the current lease with two (2) additional one-year extension options. The additional time frame will allow us to continue the review of the Par 3 opportunity. Furthermore, the additional one-year options allow for flexibility if so needed by both parties.

In the interim, I can assure you that we fully expect to support parking related to the car show (Concours) needs so long as we have a lease in place.

I hope to hear from you shortly, and if you have any questions, please do not hesitate to contact me.

Sincerely,



Richard Shoemaker  
Vice President of Operations – HHI  
Heritage Golf Group



# TOWN OF HILTON HEAD ISLAND

## *Community Development Department*

**TO:** Stephen G. Riley, ICMA~CM, *Town Manager*  
**FROM:** Charles Cousins, AICP, *Community Development Director*  
**CC:** Josh Gruber, *Assistant Town Manager*  
**DATE:** December 10, 2018  
**SUBJECT:** Resolution Supporting U.S. 278 Corridor Improvements Project/ S.C. Transportation Infrastructure Bank Application

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**Recommendation:** Staff recommends that Town Council approve the attached resolution supporting the joint pursuit, with Beaufort County, and in coordination with the State of South Carolina, of funding, analysis and implementation of SCDOT’s “U.S. 278 Corridor Improvements” project.

**Summary:** SCDOT has identified as a project “U.S. 278 Corridor Improvements”. This project encompasses the area along U.S. 278 between Moss Creek Drive and Spanish Wells Road. A portion of this section of U.S. 278 includes the eastbound span of the Karl Bowers Bridge over Mackay Creek which has been determined to be structurally deficient. SCDOT has allocated \$40,000,000 to improve or replace this bridge span. The entire cost of the “U.S. 278 Corridor Improvements” project has been estimated by SCDOT at \$245,000,000. In October 2019 Beaufort County voter approved a 1 cent sales tax referendum intended to raise \$80,000,000 for this project. It is anticipated that the remainder of the \$245,000,000 would be funded by the South Carolina Transportation Infrastructure Bank.

**Background:** SCDOT’s project “U.S. 278 Corridor Improvements” is underway to study and improve the 3.7 mile section of U.S. 278 between Moss Creek Drive and Spanish Wells Road. This project includes 4 bridge structures which cross either Mackay Creek or the Intracoastal Waterway. Initial SCDOT cost estimates for this project are \$245,000,000. One of these bridge spans, the eastbound Karl Bowers Bridge over Mackay Creek, has been identified as structurally deficient. SCDOT has allocated \$40,000,000 to address this deficiency. A 1 cent sales tax referendum was passed by Beaufort County voters in October of this year to provide \$80,000,000 towards the cost of this project. Town and County staff, along with the County’s consultant, have been preparing an application to the South Carolina Transportation Infrastructure bank to provide additional funds needed for this project. In support of this application, local governments and key stakeholders have been requested to pass resolutions of support.

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, SUPPORTING THE JOINT PURSUIT, WITH BEAUFORT COUNTY, AND IN COORDINATION WITH THE STATE OF SOUTH CAROLINA, THE FUNDING, ANALYSIS AND ULTIMATE IMPLEMENTATION OF THE DEPARTMENT OF TRANSPORTATION PROJECT KNOWN AS “SCDOT PROJECT ID PO30450 – U.S. 278 CORRIDOR IMPROVEMENTS”, A PORTION OF WHICH IS WITHIN THE TOWN LIMITS OF HILTON HEAD ISLAND, BEAUFORT COUNTY, IN ACCORDANCE WITH THE PLANS OF SAID PROJECT.**

**WHEREAS**, the South Carolina Department of Transportation (“SCDOT”), proposes to survey, analyze, design, permit, construct, reconstruct, alter, or improve the 3.7-mile section of United States Highway 278 (“U.S. 278”) from Moss Creek Drive to Spanish Wells Road including the bridges connecting the mainland to Hilton Head Island in connection with that certain project known as “SCDOT Project ID PO30450 – U.S. 278 Corridor Improvements” (hereinafter, the “Project”), of which a portion is located within the corporate limits of the Town of Hilton Head Island (hereinafter, the “Town”); and

**WHEREAS**, SCDOT has allocated \$40,000,000 to improve or replace the structurally deficient eastbound span of the Karl Bowers Bridge over Mackay Creek; and

**WHEREAS**, the traffic capacity limitations and deficient bridge conditions may have dire consequences on public safety during emergency evacuations from Hilton Head Island and post disaster re-entry and recovery operations on Hilton Head Island, as this route is the only land-based route connecting the Island to the mainland; and

**WHEREAS**, an estimated 2,600,000 tourists visited Hilton Head Island in 2016 and contributed an estimated \$1.44 billion in economic impact (output) according to the 2017 Regional

Transactions Concepts, LLC study, and the vast majority of these tourists used the US 278 bridges to access Hilton Head Island; and

**WHEREAS**, according to the U.S. Census Bureau, Center for Economic Studies, Inflow/Outflow Analysis (2015), 12,693 people commute to Hilton Head Island using the US 278 bridges, representing 61.5% of the workforce on Hilton Head Island; and

**WHEREAS**, the 2017 Town of Hilton Head Island Comprehensive Plan states the U.S. 278 Bridges to Hilton Head Island are critical public facilities that provide the only vehicular access for residents and visitors to the Island, and the only ground transportation link for emergency evacuations, and therefore ensuring they are structurally and functionally sound is a top priority; and

**WHEREAS**, the Project shall provide for long term economic benefits to the Town, the County and the State by improving long-term transportation efficiency and reliability for the Strategic Statewide Freight Roadway Network, as listed in the SCDOT South Carolina Statewide Freight Plan, by improving the movement of people and goods, and the access between employment centers, job opportunities, and workforces; and

**WHEREAS**, future highway corridor planning must be broadened beyond mere traffic engineering and access management to encompass land use, economic development, pedestrian safety, and aesthetic issues, as well as impacts to existing residents along the corridor; and

**WHEREAS**, the Project will include an Environmental Assessment currently underway to assess all of the possible solutions and their potential impact on community, natural and cultural resources before committing to a design; and

**WHEREAS,** THE Town of Hilton Head Island will be appointing a task force made up of community groups to provide input as part of the Environmental Assessment; and

**WHEREAS,** the Project will improve road capacity; improve safety during daily trips and during emergency evacuations; improve access to U.S. 278 from adjoining roads and properties; improve efficiency through the U.S. 278 corridor; and consider related infrastructure and connectivity for non-motorized transportation; and

**WHEREAS,** the improvements to the U.S. 278 corridor between Moss Creek Drive and Spanish Wells Road, including repairing or replacing both bridges across Mackay Creek and Skull Creek, is projected to cost in excess of \$245,000,000 (based on SCDOT engineering estimates dated November 2018, adjusted for inflation and contingency factors); and

**WHEREAS,** Beaufort County voters supported the November 2018 1 cent transportation referendum committing \$80 million in local funds for the U.S. 278 Corridor Improvement Project.

**NOW, THEREFORE, BE IT RESOLVED BY THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA,** that the Project is essential to the safety and welfare of the citizens of, and the continued economic development within, the Town of Hilton Head Island; and

1. The Town of Hilton Head Island supports the joint pursuit of funding from the South Carolina Transportation Infrastructure Bank to plan, analyze and implement the Department of Transportation project known as “SCDOT Project ID PO30450 – U.S. 278 Corridor Improvements”.



2. In supporting this project the Town will not consider any future use of its Jenkins Island property within this corridor until all needs for this project have been identified.

**PASSED AND APPROVED BY THE TOWN COUNCIL, THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 20\_\_.**

\_\_\_\_\_  
**John J. McCann, Mayor**

**ATTEST:**

\_\_\_\_\_  
**Krista M. Wiedmeyer, Town Clerk**

APPROVED AS TO FORM:

\_\_\_\_\_  
**Gregg Alford, Town Attorney**

Introduced by Council Member \_\_\_\_\_