



Town of Hilton Head Island  
**TOWN COUNCIL MEETING**  
Tuesday, December 15, 2020, 4:00 p.m.  
**AGENDA**

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In accordance the Town of Hilton Head Island Municipal Code § 2-5-15, this meeting is being conducted virtually and can be viewed on the Town's Facebook Page (<http://facebook.com/TownofHiltonHeadIslandSC>) or website (<https://www.hiltonheadislandsc.gov>), as well as Hargray channels 9 & 113 and Spectrum channel 1304.

**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. Pledge to the Flag**

**4. Invocation**

**5. Approval of Agenda**

**6. Approval of Minutes**

- a. Regular Meeting – November 17, 2020
- b. Regular Meeting – December 1, 2020
- c. Special Meeting – December 2, 2020

**7. Report of the Town Manager**

- a. Town Administration Update – Joshua A. Gruber, Deputy Town Manager
- b. Report of the Auditor, Greene Finney – Emily Sobczak, Partner

**8. Reports from the Members of Council**

- a. General Reports from Council
- b. Report of the Intergovernmental Committee
- c. Report of the Community Services & Public Safety Committee
- d. Report of the Public Planning Committee
- e. Report of the Finance & Administrative Committee

**9. Proclamations/Commendations - NONE**

**10. Appearance by Citizens**

*Citizens who wish to address Town Council during the meeting by phone must contact the Town Clerk at 843.341.4701 or [kristaw@hiltonheadislandsc.gov](mailto:kristaw@hiltonheadislandsc.gov) no later than **12:00 p.m. the day of the meeting**. Citizens speaking during the meeting will limit their comments to no longer than three (3) minutes and will conduct themselves in a manner appropriate to the decorum of the meeting, refraining from the use of profane, abusive, threatening, or obscene language.*

## 11. Unfinished Business

### a. **Second Reading of Proposed Ordinance 2020-32 – Coastal Discovery Museum Sublease**

Second Reading of Proposed Ordinance 2020-32 authorizing the execution of a Sublease with the Coastal Discovery Museum, related to the Lease of Real Property owned by the Town of Hilton Head Island, South Carolina, pursuant to the authority of S.C. Code Ann. Sec. 5-7-40 (Supp. 2012), and Sec. 2-7-20 of the Municipal Code of the Town of Hilton Head Island, South Carolina, (1983); and providing for severability and an effective date.

### b. **Second Reading of Proposed Ordinance 2020-33 – Special Event Requirements**

Second Reading of Proposed Ordinance 2020-33 to amend the Municipal Code of the Town of Hilton Head Island, South Carolina, by amending Chapter 12 of Title 17, to reduce the threshold requirement for events requiring a Special Event Permit from five hundred (500) attendees to two hundred fifty (250) attendees; and adding a requirement that Special Event applications include a public health plan as part of the application process; and providing for severability and an effective date.

### c. **Second Reading of Proposed Ordinance 2020-34 – Town Council Standing Committees**

Second Reading of Proposed Ordinance 2020-34 amending Title 2 of the Municipal Code of the Town of Hilton Head Island, South Carolina, General Government and Administration, Chapter 5, Section 2-5-60, Committees of Council; and providing for severability and an effective date.

## 12. New Business

### a. **Consideration of a Resolution – Temporary Construction Easement and Right of Entry**

Consideration of a Resolution of the Town Council of the Town of Hilton Head Island, South Carolina, authorizing the execution and delivery of a *“Temporary Construction Easement and Right of Entry”* affecting Real Property owned by the Town of Hilton Head Island, South Carolina, located near Gardner Drive on Hilton Head Island, South Carolina.

### b. **Consideration of Recommendations of the Accommodations Tax Advisory Committee**

### c. **Authorization of the Town Manager to execute the 2020 Palmetto Electric Cooperative, Inc. Rural Development Act Utility Agreement, for the Town-owned property at 355 William Hilton Parkway.**

### d. **Authorization of the Town Manager to execute the Addendum to the 2018 Palmetto Electric Cooperative, Inc. Rural Development Act Utility Agreement, extending the agreement until December 31, 2021.**

### e. **Consideration of the Appointment of a Town Representative to the Beaufort County Economic Development Corporation Board of Directors**

### f. **Discussion of Request for Proposal for a Land Planner in the Stoney Community**

### 13. Executive Session

- a. **Personnel Matters:** Discussion of appointments of members to Boards and Commissions
- b. **Contractual Matters:** Discussion of negotiations related to proposed contractual arrangements with the Town Attorney
- c. **Legal Matters:** Receipt of legal advice related to ArborNature v. Town of Hilton Head Island

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

### 15. Adjournment

Citizens may submit public comments via the Town's Open Town Hall portal (<https://hiltonheadislandsc.gov/opentownhall/>). The portal will close **two (2) hours prior to the start of the scheduled meeting**. All comments submitted to the portal will be provided to Town Council for review and made part of the official record.



Town of Hilton Head Island  
**TOWN COUNCIL**  
Tuesday, November 17, 2020 at 4:00 p.m.  
**MEETING MINUTES**

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

**Present from Town Staff:** Steve Riley, *Town Manager*; Josh Gruber, *Deputy Town Manager*; Shawn Colin, *Director of Community Development*; Scott Liggett, *Director of Public Projects and Facilities/Chief Engineer*; John Troyer, *Finance Director*; Jennifer Ray, *Deputy Director of Community Development*; Teri Lewis, *Deputy Director of Community Development*; Krista Wiedmeyer, *Exec. Assist/Town Clerk*

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**1. Call to Order**

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

**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. Pledge to the Flag**

**4. Invocation – Reverend Edward B. Alston, Queen Chapel AME Church**

Reverend Alston from Queen Chapel AME Church delivered the invocation.

**5. Approval of Agenda**

Mr. Harkins moved to approve the agenda. Mr. Stanford seconded. By way of roll call, the agenda was approved by a vote of 7-0.

**6. Approval of Minutes**

**a. Parking Master Plan Workshop – October 27, 2020**

**b. Regular Meeting – November 4, 2020**

Mr. Harkins moved to approve the minutes noted on the agenda. Mr. Stanford seconded. By way of roll call, the minutes were approved by a vote of 7-0.

**7. Report of the Town Manager**

**a. Consideration of Closing the Town’s Administrative Offices, Thursday, December 24, 2020, in Observance of the Christmas Holiday**

Mr. Harkins moved to approve closing the Town’s Administrative Offices, Thursday, December 24, 2020. Mr. Stanford seconded. The motion was approved by a vote of 7-0.

**b. Items of Interest**

Mr. Riley reviewed the Items of Interest and upcoming scheduled virtual meetings.

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

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

Mayor McCann thanked Mr. Grant for his service to the community. He noted his admiration for Mr. Grant's dedication, noting he appreciated his friendship. Mayor McCann discussed a recent meeting he and Mr. Gruber had with Beaufort County concerning the Law Enforcement Fee. He noted that the most recent meeting did not go as he had hoped, and that he felt going to court was going to be the only way of resolving the issue.

Mrs. Becker thanked Mr. Grant for his service on Council. She also reported on the recent issues concerning the Sandalwood Terrace Apartments and the discussion had during the recent Intergovernmental Committee meeting. Mrs. Becker also thanked Fire Rescue and everyone who assisted to save her house. She thanked members of staff who have been giving guidance and advice for moving forward. Mrs. Becker closed by telling everyone to make sure they have a plan!

Mr. Lennox thanked Mr. Grant, calling him his mentor throughout the years they have been on Council together. He also reported that he met with the Executive Director of the Sandbox who took him on a tour of the new building and museum.

Mr. Grant thanked the citizens of Ward One, his wife, family, parents, and the Native Island Community. He thanked his fellow Council members and Town staff too. He closed by stating that Mr. Brown will be a good Council member for the Town.

### **b. Report of the Intergovernmental Committee – Bill Harkins**

Mr. Harkins echoed the Mayor's sentiments with regard to Mr. Grant. He said he had enjoyed working closely with him while on Council. Mr. Harkins reported that the Committee met on November 9, 2020, where they discussed the recent events surrounding the Sandalwood Terrace Apartments. He thanked the Beaufort County Housing Authority for participating in the meeting and giving a presentation to the Committee. Mr. Harkins said he looked forward to continued conversations with the Housing Authority and to resolving many of the issues.

### **c. Report of the Community Services & Public Safety Committee – Marc Grant**

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

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

Mr. Ames stated that he did not have a report, but that he wanted to make his own personal comments to Mr. Grant. He said Mr. Grant had taught him how and why a Council can work. He went on to say, that Mr. Grant has seen the world through a different lens, which gave him insight and the opportunity to learn. Mr. Ames thanked Mr. Grant for what he had taught him.

### **e. Report of the Finance & Administrative Committee – Tom Lennox**

Mr. Lennox reported that the Committee met earlier in the day where they received an updated on the last four months of revenues and expenses. He said some of the trends were not so favorable, but there were more trends that were favorable. Mr. Lennox said they are cautiously optimistic about the rest of the year.

## 9. Proclamations/Commendations – NONE

## 10. Appearance by Citizens

Skip Hoagland: Addressed the members of Town Council on matters concerning the Town and the Chamber of Commerce.

## 11. Unfinished Business

### a. Second Reading of Proposed Ordinance 2020-29 – Dirt Road Paving Zoning Amendments

Second Reading of Proposed Ordinance 2020-29 to amend Title 16 of the Municipal Code of the Town of Hilton Head Island, South Carolina, the Land Management Ordinance (LMO), Chapters 3 and 5. These Amendments, commonly referred to as *Dirt Road Paving LMO Amendments* as noticed in the Island Packet on September 13, 2020, include changes that create greater flexibility for properties that are located along a road paving program. These changes are as described in “Exhibit A” to this ordinance, and providing for severability and an effective date.

Mr. Grant moved to approve. Mr. Stanford seconded. With no discussion, the motion was approved by a vote of 7-0.

### b. Second Reading of Proposed Ordinance 2020-31 – Stormwater System Refunding Revenue Bonds

Second Reading of Proposed Ordinance 2020-31 providing for the issuance and sale of not exceeding \$6,000,000 in aggregate principal amount of the Town of Hilton Head Island, South Carolina, Stormwater System Refunding Revenue Bonds, Series 2021, for the purpose of refinancing all or a portion of the Outstanding \$13,810,000 original principal amount of the Town of Hilton Head Island, South Carolina Stormwater System Refunding Revenue Bond, Series 2010, delegating the authority to the Town Manager to determine certain matters with respect to the Series 2021 Bonds; prescribing the form and details of such Bonds; other matters relating thereto; and providing for severability and an effective date.

Mr. Harkins moved to approve. Mr. Stanford seconded. With no discussion, the motion was approved by a vote of 7-0.

### c. Consideration of the Independent Engineering Review of the U.S. 278 Gateway Corridor Project

Mr. Harkins moved to approve. Mr. Grant seconded. Town Council discussed this matter at great length. Council as a whole agreeing that there needs to be more Town involvement with this process as well as continued transparency. Members of Council discussed the selection of members for the Oversight Committee as well as the function of this group. Mr. Gruber explained the changes that were made in the agreement with County as a result of the last Town Council meeting. He also pointed out all of the attachments included with the agreement, including the scope of work. With no further discussion, the motion was approved by a vote of 6-1, Mr. Ames opposing.

## 12. New Business

### a. **First Reading of Proposed Ordinance 2020-32 - Coastal Discovery Museum Sub-Lease**

First Reading of Proposed Ordinance 2020-32 authorizing the execution of a Sublease with the Coastal Discovery Museum, related to the Lease of Real Property owned by the Town of Hilton Head Island, South Carolina, pursuant to the authority of S.C. Code Ann. Sec. 5-7-40 (Supp. 2012), and Sec. 2-7-20, Code of the Town of Hilton Head Island, South Carolina, (1983); and providing for severability and an effective date.

Mr. Harkins moved to approve. Mr. Stanford seconded. With no discussion, the motion was approved by a vote of 7-0.

### b. **First Reading of Proposed Ordinance 2020-33 - Special Event Requirements**

First Reading of Proposed Ordinance 2020-33 to amend the Municipal Code of the Town of Hilton Head Island, South Carolina, by amending Chapter 12 of Title 17, to reduce the threshold requirement for events requiring a Special Event Permit from five hundred (500) attendees to two hundred fifty (250) attendees; and adding a requirement that Special Event applicants include a public health plan as part of the application process; and providing for severability and an effective date.

Mr. Harkins moved to approve. Mr. Stanford seconded. With no discussion, the motion was approved by a vote of 7-0.

### c. **Consideration of a Recommendation – Summit Drive Re-Alignment for Hilton Head Island Convenience Center Operations**

Consideration of a Recommendation to Town Council to insert the Realignment of Summit Drive as an immediate priority into the fiscal year 2021 Capital Improvement Program, a subsequent budget amendment, and to coordinate and partner with Beaufort County on Construction and real estate transfers.

Mr. Harkins moved to approve. Mr. Stanford seconded. With limited discussion, confirming the re-alignment was related to the convenience center, not to the ArborNature transfer station, the motion was approved by a vote of 7-0.

### d. **Consideration of a Recommendation – Accessible Covered Overlook at Islanders' Beach Park**

Consideration of a Recommendation to Town Council to insert as a new priority, the proposed covered overlook project at Islanders' Beach Park into the fiscal year 2021 Capital Improvements Program.

Mr. Harkins moved to approve. Mrs. Becher seconded. Mrs. Becker thanked Council and Town staff for their support with this item. With no further discussion, the motion was approved by a vote of 7-0.

**12. New Business (cont.)**

**e. Consideration of a Recommendation – Palmetto Bay Business Park Proposals**

Consideration of a Recommendation to Town Council authorizing release of a RFP for solicitation of a developer to purchase Town-owned property in the Palmetto Bay Road area to be utilized in a manner consistent with the Town's adopted Comprehensive Plan, initial acquisition goals, and related Declaration of Covenants and Restrictions.

Mr. Stanford moved to approve. Mr. Grant seconded. Town Council discussed this matter at great length. Discussing their support as well as reservations for this project to move ahead. With no further discussion, the motion was approved by a vote of 6-0. NOTE: Mr. Harkins recused himself from the discussion and action on this item.

**f. Discussion and Consideration of the Agreement for the Interim Town Manager Between the Town of Hilton Head Island, South Carolina and Joshua A. Gruber**

Mr. Harkins moved to approve, adding the following language to the agreement; *“upon conclusion of the Town Manager search, Mr. Gruber will return to his role as the Deputy Town Manager working at the pleasure of the new Town Manager.”* Mr. Stanford seconded. With little discussion, the motion was approved by a vote of 7-0.

**13. Executive Session**

**14. Possible Actions by Town Council Concerning Matters Discussed in Executive Session**

**15. Adjournment**

By unanimous vote, the meeting adjourned at 4:57 p.m.

**Approved: December 15, 2020**

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John J. McCann, Mayor

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Krista M. Wiedmeyer, Town Clerk





Town of Hilton Head Island  
**TOWN COUNCIL**  
Tuesday, December 1, 2020 at 4:00 p.m.  
**MEETING MINUTES**

**Present from Town Council:** John J. McCann, *Mayor*; Bill Harkins, *Mayor Pro-Tempore*; David Ames, Tamara Becker, Alex Brown, Tom Lennox, Glenn Stanford, *Council Members*

**Present from Town Staff:** Steve Riley, *Town Manager*; Josh Gruber, *Deputy Town Manager*; Krista Wiedmeyer, *Exec. Assist/Town Clerk*

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**1. Call to Order**

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

**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. Pledge to the Flag**

**4. Invocation – Pastor Lewis Johnson, Central Oak Grove Missionary Baptist Church**

Pastor Johnson from Central Oak Grove Missionary Baptist Church delivered the invocation.

**5. Approval of Agenda**

Mr. Harkins moved to approve the agenda. Mr. Stanford seconded. The agenda was approved by a vote of 7-0.

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

a. **Ward 1 – Alexander Brown, Jr.**

b. **Ward 3 – David Ames**

c. **Ward 6 – Glenn Stanford**

Judge Mullen delivered the Oath of Office, swearing in Mr. Brown, Mr. Ames, and Mr. Stanford.

**7. Election of Mayor Pro Tempore**

Mayor McCann said without objection, he would like to nominate William Harkins to serve for two years as Mayor Pro Tempore. Mr. Ames moved to approve. Mr. Stanford seconded. The motion was approved by a vote of 7-0.

## **8. New Business**

### **a. Consideration of a Resolution of Town Council**

Consideration of a Resolution of the Town Council of the Town of Hilton Head Island, South Carolina, recognizing the Town Manager, Stephen G. Riley, and the naming of the Stephen G. Riley Municipal Complex.

Mayor McCann said Mr. Riley has been with the Town for 29 years, and has built a great relationship with the Town over these last 29 years. Mayor McCann reviewed the Resolution, asking for a motion to approve. Mr. Stanford moved to approve. Mr. Harkins seconded. With no discussion the motion was approved by a vote of 7-0.

### **b. First Reading of Proposed Ordinance 2020-34 – Town Council Standing Committees**

First Reading of Proposed Ordinance 2020-34 amending Title 2 of the Municipal Code of the Town of Hilton Head Island, South Carolina, General Government and Administration, Chapter 5, Section 2-5-60, Committees of Council; and providing for severability and an effective date.

Mayor McCann reviewed the proposed changes to the Town Council standing committees, announcing the assignments to each one. He let Council know that a copy of the new committees and assignments would be sent out in the coming days. Mr. Stanford moved to approve. Mr. Harkins seconded. With limited discussion, the motion was approved by a vote of 7-0

## **9. Adjournment**

By unanimous vote, the meeting adjourned at 4:22 p.m.

**Approved: December 15, 2020**

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Krista M. Wiedmeyer, Town Clerk

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John J. McCann, Mayor



Town of Hilton Head Island  
**TOWN COUNCIL**  
Wednesday, December 2, 2020 at 2:00 p.m.  
**SPECIAL MEETING MINUTES**

**Present from Town Council:** John J. McCann, *Mayor*; Bill Harkins, *Mayor Pro-Tempore*; David Ames, Tamara Becker, Alex Brown, Tom Lennox, Glenn Stanford, *Council Members*

**Present from Town Staff:** Steve Riley, *Town Manager*; Josh Gruber, *Deputy Town Manager*; Shawn Colin, *Director of Community Director*; Scott Liggett, *Director of Public Projects and Facilities/Chief Engineer*; Krista Wiedmeyer, *Exec. Assist/Town Clerk*

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**1. Call to Order**

Mayor McCann called the meeting to order at 2:00 p.m.

**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. Approval of Agenda**

Mr. Harkins moved to approve the agenda. Mr. Stanford seconded. The agenda was approved by a vote of 7-0.

**4. Appearance by Citizens**

Marty Baumgartner, Iris Shedlock, Cherry Norris, Eric Lawson, Lisa Laking, Jeff Laking, Danny Gause, and Skip Hoagland addressed the members of Town Council to show their opposition of the extension of the Ordinance for wearing face coverings.

Dr. Jane Kelly, Assistant State Epidemiologist with the Department of Health and Environmental Control gave a presentation showing a snapshot of where the case numbers are as well as why wearing a face covering helps to slow the spread.

Mr. Gruber gave an update to Town Council about a change order for the completion of the Sandbox Museum at Celebration Park.

**5. Consideration of Proposed Emergency Ordinance 2020-35 - Required Face Covering**

Consideration of Proposed Emergency Ordinance 2020-35 requiring individuals to wear face coverings in certain circumstances and locations in the Municipal limits of the Town of Hilton Head Island, South Carolina, and providing for severability and an effective date

Mr. Harkins moved to approve. Mr. Stanford seconded. Town Council each agreed that they are following the guidance of both the Centers for Disease Control and the Department of Health and Environmental Control with regards to the wearing of face

coverings to help slow the spread of the virus. With limited discussion, the motion was approved by a vote of 7-0.

## **6. Executive Session**

Mr. Gruber stated that there was a need to enter into Executive Session for Legal Matters; the discussion of pending litigation with Beaufort County concerning the Law Enforcement Fee.

At 3:23 p.m., Mr. Harkins moved to go into Executive Session for the reasons stated by Mr. Gruber. Mr. Stanford seconded. The motion was approved by a vote of 7-0.

## **7. Potential Action by Town Council as a Result of Executive Session**

At 4:22 Council returned from Executive Session.

Mr. Gruber stated that as a result of discussions during Executive Session, he would need a motion of Council authorizing the Town Manager to transfer two million dollars (\$2,000,000) to Beaufort County to be held in an escrow account as a show of good faith regarding continued negotiations surrounding the law enforcement fee and that in exchange and as a show of good faith the County remove the fee from the current tax bills as negotiations continue on this matter. Also, in addition to transferring the funds to the escrow account, the Town would request title to the County-owned parks properties on the Island for which the Town will be assuming the maintenance responsibilities.

Mr. Lennox moved to approve the actions stated by Mr. Gruber. Mr. Stanford seconded. With no discussion, the motion was approved by a vote of 6-0. Mrs. Becker left the meeting.

## **8. Adjournment**

By unanimous vote, the meeting adjourned at 4:24 p.m.

**Approved: December 15, 2020**

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Krista M. Wiedmeyer, Town Clerk

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John J. McCann, Mayor



## Financial Audit Presentation Year Ended June 30, 2020

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## TOWN OF HILTON HEAD ISLAND 2020 FINANCIAL AUDIT

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### **OPINION**

- The Town's responsibility:
  - Maintain effective internal controls
    - There are limitations on internal controls.
    - Regular risk assessment is important, including assessing the risk of fraud.
  - Financial Statements
    - Accuracy, completeness, and propriety of balances, amounts, and disclosures

2



## TOWN OF HILTON HEAD ISLAND 2020 FINANCIAL AUDIT

- Greene Finney, LLP's ("GFLLP") responsibility:
  - Opinion – reasonable assurance that financial statements are materially correct
    - Does not address the financial condition of the Town
  - Purpose of the audit is not to detect fraud. GFLLP cannot take responsibility for finding fraud, if it existed
- Issued unmodified opinion

3

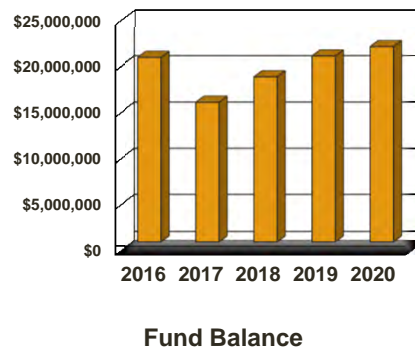


## TOWN OF HILTON HEAD ISLAND 2020 FINANCIAL AUDIT

### General Fund

- Total fund balance increased \$1M to \$22.1M
- Committed fund balance of \$18.8M for disaster recovery
- Assigned fund balance of \$931K for Town Council initiatives

GENERAL FUND



4

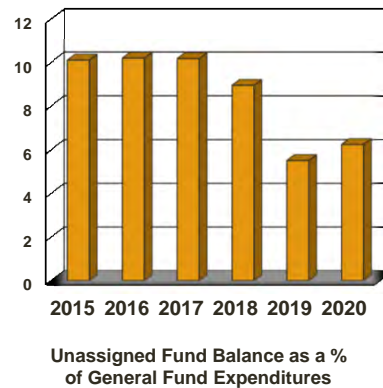


## TOWN OF HILTON HEAD ISLAND 2020 FINANCIAL AUDIT

### **General Fund**

- Unassigned fund balance is \$2.4M, which is 6.2% of 2020 actual expenditures and 5.7% of 2021 budgeted expenditures
- Unrestricted fund balance is \$22.1M, which is 57.0% of 2020 actual expenditures and 52% of 2021 budgeted expenditures
- GFOA recommends a minimum of 16.7% (two months)

### **GENERAL FUND**



5



## TOWN OF HILTON HEAD ISLAND 2020 FINANCIAL AUDIT

- **Major Reasons To Maintain An Adequate Fund Balance:**
  - Cash flow through second half of calendar year; property taxes and business licenses are cyclical.
  - Significant emergencies and unanticipated expenditures.
  - Flexibility for discretionary funding needs.
  - Potential for better interest rates on debt issues (can save the Town money).
  - Unique requirements for a coastal municipality
  - Important given the uncertain economic times.

6



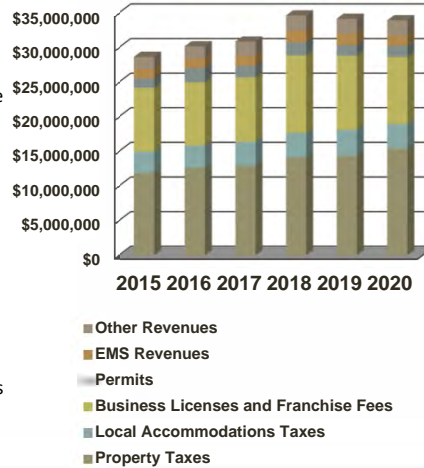


## TOWN OF HILTON HEAD ISLAND 2020 FINANCIAL AUDIT

### General Fund Revenues and Net Transfers:

- \$40 million for 2020:
  - \$15.4 million from property taxes
  - \$3.5 million from local accommodations taxes
  - \$9.7 million from business licenses and franchise fees
  - \$1.6 million from permits
  - \$1.5 million from EMS revenue
  - \$2.2 million in all other revenues
  - \$6.0 million in net transfers in
- \$123 thousand (<1%) decrease from 2019
  - Decreases in accommodations taxes and business licenses were largely offset by an increase in property tax revenues
- \$1.5 million (4%) less than budget
  - \$1.2 million less than budget in business licenses and franchise fees as a result of the 4<sup>th</sup> quarterly payment from MASC being delayed

GENERAL FUND REVENUES



7

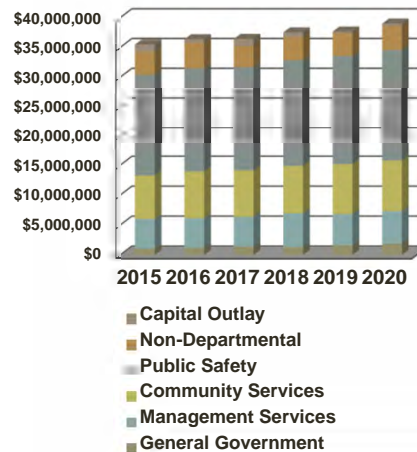


## TOWN OF HILTON HEAD ISLAND 2020 FINANCIAL AUDIT

### General Fund Expenditures:

- \$39.0 million for 2020:
  - \$1.9 million in general government
  - \$5.4 million in management services
  - \$8.5 million in community services
  - \$18.8 million in public safety
  - \$4.1 million in non-departmental
  - \$362 thousand in capital outlay
- \$1.3 million (3.5%) increase from 2019
- \$3.7 million (8.6%) under budget
  - Due to overall conservative spending across departments in response to the uncertainty related to the pandemic

GENERAL FUND EXPENDITURES



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## TOWN OF HILTON HEAD ISLAND 2020 FINANCIAL AUDIT

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### **Total for all Governmental Funds**

- **Includes General Fund, Special Revenue Funds, Debt Service Fund, and Capital Projects Funds**
  - Total Revenues and Net Other Financing Sources of \$79.5 million
  - Total Expenditures of \$91.6 million (including debt service payments of \$20.3 million and capital outlay of \$23.7 million)

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## TOWN OF HILTON HEAD ISLAND 2020 FINANCIAL AUDIT

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### **Enterprise Fund – Stormwater Fund**

- The **Stormwater Fund** had an increase in net position of \$479 thousand to \$9.9 million as of June 30, 2020 (including \$4.9 million invested in capital assets):
  - Operating revenues increased \$33 thousand (<1%) from the prior year.
  - Operating expenses increased approximately \$679 thousand (20.2%) due to increases in repairs and maintenance.
  - Non-operating expenses include \$7 thousand in administrative costs and \$360 thousand in interest expense.

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## TOWN OF HILTON HEAD ISLAND 2020 FINANCIAL AUDIT

### Capital Assets

- Total capital assets were \$286.1 million at 6/30/20, including \$273.1 million for governmental activities and \$13 million for business-type activities – increase of \$15.8 million for governmental activities and a decrease of \$521 thousand for business-type activities.
  - Capital asset additions of \$20.4 million exceeded depreciation expense of \$4.4 million and net disposals of \$1.1 million for governmental activities.
  - Capital asset additions of \$3.1 million exceeded depreciation expense of \$1.2 million for business-type activities.

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## TOWN OF HILTON HEAD ISLAND 2020 FINANCIAL AUDIT

### Long-term Obligations

- Total long-term obligations outstanding at 6/30/20 were \$156 million – a decrease of \$17.3 million from 6/30/19:
  - Issued debt of \$16.5 million for governmental activities during 2020.
  - Principal payments of \$16.4 million made during 2020.
  - Compensated absences outstanding at 6/30/20 – \$5.3 million.
- Net pension liability of \$16.7M as of June 30, 2020 on the full accrual statements. This is the Town's proportionate share of the total net pension liability for the SC Police Officers Retirement System. The liability does not directly affect the Town's cash flows; however, employer contribution rates have increased annually (18.24% for FY20). Those increases have a direct impact on the Town's operating budgets.

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## TOWN OF HILTON HEAD ISLAND 2020 FINANCIAL AUDIT

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### **AUDITING/ACCOUNTING UPDATE:**

- Future Significant Changes in Accounting Principles:
  - GASB #84 “Fiduciary Activities” provides guidance on what activities should be recorded in fiduciary funds and which should be recorded in other funds. The Town will need to implement for the year ended June 30, 2021.
  - GASB #87 “Leases” provides new guidance on reporting leases as generally all leases will report an intangible right-to-use lease asset and lease liability (similar to capital lease accounting). The Town will need to implement for the year ended June 30, 2022.

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## TOWN OF HILTON HEAD ISLAND 2020 FINANCIAL AUDIT

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### **Compliance**

- No findings, significant deficiencies, or material weaknesses were noted
- Single Audit was not required for 2020

### **Management Letter**

- Required communications to management and those charged with governance – no matters to report.

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## TOWN OF HILTON HEAD ISLAND 2020 FINANCIAL AUDIT

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### **Summary**

- Unmodified opinion on the Financial Statements from GFLLP
- Good financial condition as of June 30, 2020



# **TOWN OF HILTON HEAD ISLAND**

*Community Development Department*

**TO:** Stephen G. Riley, ICMA~CM, *Town Manager*  
**VIA:** Shawn Colin, AICP, *Director of Community Development*  
**VIA:** Jennifer Ray, ASLA, *Deputy Director of Community Development*  
**FROM:** Jayme Lopko, AICP, *Senior Planner*  
**DATE:** November 30, 2020  
**SUBJECT:** Honey Horn Sublease

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Town Council reviewed the proposed Sublease with the Coastal Discovery Museum for a portion of Honey Horn to be used as a Debris Management Site at their meeting on November 4, 2020. At that meeting, Town Council made no changes to Proposed Ordinance 2020-32.

Exhibits:

Exhibit A: Sublease

Exhibit B: Location Map

**AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, AUTHORIZING THE EXECUTION OF A SUBLEASE WITH THE COASTAL DISCOVERY MUSEUM, RELATED TO THE LEASE OF REAL PROPERTY OWNED BY THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, PURSUANT TO THE AUTHORITY OF S.C. CODE ANN. SEC. 5-7-40 (SUPP. 2012), AND SEC. 2-7-20, CODE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, (1983); AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.**

**WHEREAS**, the Town of Hilton Head Island, South Carolina (“Town”), owns one or more parcels of real property known generally as “Honey Horn” (“Property”); and

**WHEREAS**, on January 29, 2002 the Town of Hilton Head Island adopted a resolution which entered into an agreement with the Coastal Discovery Museum, regarding a Lease of the Honey Horn property which is owned by the Town of Hilton Head Island, South Carolina; and

**WHEREAS**, the Town now desires to sublease a portion of the Property from the Coastal Discovery Museum, (“Museum”), for the operation of a Debris Management Site in accordance with that certain Sublease attached hereto as Exhibit “A”; and

**WHEREAS**, on October 26, 2020, the Community Services and Public Safety Committee met and voted unanimously to forward the Sublease to Town Council with a recommendation of approval; and

**WHEREAS**, the Town Council of the Town is authorized to enter into leases of Town-owned land under the authority of S.C. Code Ann. Section 5-7-40 (Supp. 2010) and Section 2-3-30 and Section 2-7-20, *Code of The Town of Hilton Head Island*, South Carolina (1983, as amended); and

**WHEREAS**, the Town Council for the Town has determined that it is in the best interests of the Town to enter into a Sublease with the Museum for a Debris Management Site in the Town of Hilton Head Island in substantial conformance with the attached Exhibit “A”.

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

**Section 1 - Execution, Delivery and Performance of Lease.**

(a) The Mayor and/or Town Manager are hereby authorized to execute and deliver the Sublease in substantial conformance with the attached Exhibit “A”; and

(b) The Town Manager is hereby authorized to take such other and further actions as may be necessary to complete the performance of the Town's obligations under the terms and conditions of the Sublease.

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

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

**PASSED AND APPROVED BY THE TOWN COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, ON THIS \_\_\_\_ DAY OF \_\_\_\_\_, 2020.**

THE TOWN OF HILTON HEAD  
ISLAND, SOUTH CAROLINA

\_\_\_\_\_  
John McCann, Mayor

ATTEST:

\_\_\_\_\_  
Krista Wiedmeyer, Town Clerk

First Reading: \_\_\_\_\_

Second Reading: \_\_\_\_\_

APPROVED AS TO FORM:

\_\_\_\_\_  
Curtis L. Coltrane, Town Attorney

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

Exhibit A

STATE OF SOUTH CAROLINA )  
 )  
COUNTY OF BEAUFORT )

**SUBLEASE**

**THIS SUBLEASE AGREEMENT** dated as of September 16th, 2020 entered into by Coastal Discovery Museum., (hereinafter the “Landlord”) and the Town of Hilton Head Island, South Carolina (hereinafter the “Tenant”).

WITNESSETH

**WHEREAS**, the Landlord is a South Carolina not for profit corporation, existing as such under and by virtue of the Constitution, statutes and laws of the State of South Carolina; and,

**WHEREAS**, the Tenant, is a political subdivision of the State of South Carolina, existing as such under and by virtue of the Constitution, statutes and laws of the State of South Carolina; and

**WHEREAS**, the Landlord, has leased certain real property on Hilton Head Island and the Tenant desires to sublease a portion thereof, (approximately 12.34 acres or 537,000 square feet of open land with existing infrastructure, see exhibit A) in order for the Tenant to operate a Debris Management Site, DMS, to carry out the Tenant’s debris management plan; and

**NOW THEREFORE**, for and in consideration of the sum of nine cents per square foot, (\$0.09 per square foot) to be paid on a monthly basis, to be prorated if Tenant to does not occupy for a full month, and the performance of the mutual promises, conditions and covenants herein set forth, and other good and valuable consideration, the receipt and sufficiency of which is acknowledged by the Landlord, the Parties hereto agree as follows:

ARTICLE 1

1.1 Use of the Premises: The Tenant shall use the premises for the operation of a Debris Management Site and for other related needs.

1.2 Maintenance of Premises and Compliance with Law: During the term of this lease, the Tenant shall, at its sole cost and expense, provide for the maintenance or upkeep of any of its equipment and property



located within the Premises, and provide for insurance of any of its equipment and property located within the Premises, subject to the South Carolina Tort Claims Act.

1.3 Compliance with Laws: The Tenant shall at all times comply with any and all applicable statutes, ordinances or regulations governing its occupancy or use of the premises, and the same may from time to time be in effect.

## ARTICLE 2

2.1 Term of this lease: This Lease shall commence after the declaration of a State of Emergency by the Mayor of the Town of Hilton Head Island, and when the Town Manager of Hilton Island, or his designee, deems the commencement of the lease to be necessary to begin recovery operations, and ending when the Town Manager of Hilton Head Island, or his designee, deems it appropriate.

2.2 Required Insurance: The Tenant hereby covenants, agrees and represents to the Landlord that it has liability insurance with the State Insurance Reserve Fund in keeping with the requirements of the State of South Carolina Under the South Carolina Tort Claims Act providing coverage against potential liability arising from and in any manner relating to the Tenant's user or occupation of the Premises. The Tenant warrant that it shall keep and maintain such insurance in effect for the full term of this lease.

2.3 Hold Harmless: The Landlord agrees to hold Tenant harmless for any damage done to the property as a result of its use as a debris management site, Tenant will return property to the condition it was in prior to being used as a debris management site.

## ARTICLE 3

3.1 Assignment and Subletting: This Lease shall not be assigned by the Tenant for any reason. The Tenant shall have the right to sublease the Premises, in whole or in part, upon the consent of the Landlord.

3.2 Encumbrances Prohibited: The Tenant shall not grant any easements, licenses or right-of-way or enter into any agreement which would in any way affect the title of the Premises.

## ARTICLE 4

4.1 Notices: All notices, certificates or other communications required hereunder shall be sufficiently given and shall be deemed given when delivered in person, or mailed by certified mail, return

receipt requested postage prepaid, address as follows, or to such other addresses as may be designated, in writing, by Parties:

To The Landlord: Coastal Discovery Museum  
Mr. Rex Garniewicz  
70 Honey Horn Drive  
Hilton Head Island, SC 29926

To the Tenant Town of Hilton Head Island  
Stephen G. Riley, ICMA-CM, Town Manager  
One Town Center Court  
Hilton Head Island, SC 29928

## ARTICLE 5

5.1 Waivers: In the event that any agreement contained herein should be breached by either party and thereafter waived by the other Party, such waiver shall be limited to the particular breach so waived and shall not be deemed to waive any other breach hereunder.

5.2 Binding Effect: This Lease shall inure to the benefit of and shall be binding upon the Landlord and Tenant and their respective successors and assigns, if any are permitted hereunder.

5.3 Entire Agreement/Amendment and Modifications: This Lease supersedes all prior discussions and agreements between the Parties with respect to the Leased Premises and all other matters contained herein, and constitutes the sole and entire agreement and understanding between the Landlord and Tenant with respect to the Lease of the leased premises. This Leases shall not be modified or amended except by an instrument in writing signed by the Landlord and Tenant.

5.4 Severability: In the event that any provision of this Lease shall be held invalid or unenforceable by any court of competent jurisdiction, such holding shall not be invalidated or rendered unenforceable any other provision hereof.

5.5 Applicable Law: This lease shall be governed by and construed in accordance with the Laws of the State of South Carolina.

5.6 Captions: The captions or headings herein are for convenience only and in no way define, limit, or describe the scope or intent of any provisions of Articles of this Lease.

5.7 Recording Prohibited: The parties hereto may not record this Lease in the Office of the Register of Deed for Beaufort County, South Carolina.

5.8 Further Assurances and Corrective Documents: The Landlord and Tenant agree to do, execute, acknowledge, deliver, or cause to be done all such further acts as may be reasonably determined to be necessary to carry out this Lease and give effect hereto. The Landlord and Tenant agree that each shall, upon request, execute and deliver such other or corrective documents as may be reasonably determined to be necessary, either before or after the execution, cancellation, or termination of this Lease.

**IN WITNESS WHEREOF**, the parties hereto have affixed their signatures hereto the date first written hereinabove.

**WITNESSES:**

By: Coastal Discovery Museum

\_\_\_\_\_  
By: Rex Garniewicz  
Its: Manager

\_\_\_\_\_  
  
\_\_\_\_\_

**WITNESSES:**

**TOWN:**

Town of Hilton Head Island

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

\_\_\_\_\_  
  
\_\_\_\_\_



WILLIAM HILTON PARKWAY

SOL BLATT JR PARKWAY

SOL BLATT JR PARKWAY

SOL BLATT JR PARKWAY

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SOL BLATT JR PARKWAY

SOL BLATT JR PARKWAY

SOL BLATT JR PARKWAY

Temporary Locking Security Gate

Inspection Tower

Grinded Material Storage Area (0.82 ac)

Grinder

Grinded Material Storage Area (1.87 ac)

Inspection Tower

Temporary Locking Security Gate

Temporary Locking Security Gate

Debris Storage Area (2.83 ac)

Office Trailer and Comfort Station

Debris Storage Area (1.36 ac)

Debris Storage Area (1.73 ac)

Debris Storage Area (2.47 ac)

General White Wood Storage Area (1.26 ac)

Buildings at Honey Horn

Coastal Discovery Museum

Honey Horn Stage

Honey Horn DMS Conceptual

**ZONE A**

**ZONE B**



Exhibit B





# **TOWN OF HILTON HEAD ISLAND**

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## *Executive Department*

**TO:** Town Council  
**DATE:** December 9, 2020  
**SUBJECT:** Special Events Ordinance Amendment

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At the November 17, 2020 meeting, Town Council reviewed the proposed amendments to Chapter 12 of Title 17 of the Municipal Code, reducing the threshold requirement for events requiring a special event permit and the adding the requirement that special event applicants include a public health plan as part of the application. Town Council made no changes to Proposed Ordinance 2020-33.

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

**AN ORDINANCE TO AMEND THE MUNICIPAL CODE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, BY AMENDING CHAPTER 12 OF TITLE 17, TO REDUCE THE THRESHOLD REQUIREMENT FOR EVENTS REQUIRING A SPECIAL EVENT PERMIT FROM FIVE HUNDRED (500) ATTENDEES TO TWO HUNDRED FIFTY (250) ATTENDEES; AND ADDING A REQUIREMENT THAT SPECIAL EVENT APPLICANTS INCLUDE A PUBLIC HEALTH PLAN AS PART OF THE APPLICATION PROCESS; AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.**

**WHEREAS**, special events which are conducted within the Town of Hilton Head Island, such as concerts, festivals, and parades, provide cultural opportunities, recreation, and enjoyment to both residents and visitors; and

**WHEREAS**, such special events, if not properly coordinated, can create unnecessary and unsafe traffic conditions, excessive noise, and otherwise constitute a hazard to the health, safety and welfare of adjoining properties and the community at large; and

**WHEREAS**, the Town Council of the Town of Hilton Head Island, after careful consideration, has determined that it is the best interests of the citizens of the community to provide for the regulation of special events in order to facilitate such activities while minimizing the potential for hazards and nuisances.

**NOW, THEREFORE, BE IT ORDERED AND ORDAINED BY THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA; AND IT IS ORDAINED BY THE AUTHORITY OF THE TOWN COUNCIL THAT THE MUNICIPAL CODE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, SHALL BE AMENDED AS FOLLOWS;**

**Underlined and bold-face typed** text indicates additions to the Municipal Code of the Town of Hilton Head Island, South Carolina. ~~Stricken~~ text indicates deletions from the Municipal Code of the Town of Hilton Head Island, South Carolina.

**Section 1.** Amendment to the Municipal Code of the Town of Hilton Head Island. The Municipal Code of the Town of Hilton Head Island, South Carolina, Section 17-12-115, is amended as follows:

Sec. 17-12-115. Area of Applicability.

- (a) Except as otherwise provided herein, this chapter shall apply to:
- (1) Outdoor musical concerts, festivals, fairs, carnivals, which may be expected to have **two hundred fifty (250)** ~~five hundred (500)~~ or more people at any one time.
  - (2) Sporting events which require the use of temporary structures, including grandstands and tents, and which may be expected to have three thousand (3,000) or more people at any one time.
  - (3) Other outdoor places of public assembly for the gathering of persons for commercial, civic or social functions or recreation or for food or drink consumption, which may be expected to have **two hundred fifty (250)** ~~five hundred (500)~~ or more people at any one time.
- (b) The provisions of sections 17-12-140 and 17-12-141 of this chapter shall also apply to all grandstands, stages, tents or groups of tents.

- (c) The provisions of section 17-12-150 of this chapter shall apply to any event using mechanical amusement rides.
- (d) This chapter shall not apply to places of personal residence, nor to activities within a permanent facility specifically approved and permitted for the proposed activity.
- (e) This chapter shall not apply to activities which are conducted by a duly authorized residential property owners association, occur entirely within the area of its jurisdiction, are arranged primarily for the benefit of association members, generate minimal outside traffic, and do not benefit any outside organization; provided, however, that the provisions of subsections (b) and (c) above shall apply where appropriate and such associations shall be expected to notify the county sheriff's department of the event and shall contact the town fire and rescue division to assure that life safety consideration have been adequately addressed.

**Section 2.** Amendment to the Municipal Code of the Town of Hilton Head Island. The Municipal Code of the Town of Hilton Head Island, South Carolina, Section 17-12-125, is amended as follows:

Sec. 17-12-125. – Security and safety.

Prior to the issuance of any permit or license for events, the applicant shall make the following arrangements:

- (1) In consultation with the county sheriff's department, develop and submit for approval a plan to address crowd control during the event. A minimum of two (2) paid security/law enforcement officers to monitor crowd control shall be provided for events anticipated to generate between **two hundred fifty (250)** ~~five hundred (500)~~ and one thousand (1,000) persons and for every anticipated one thousand (1,000) persons thereafter. The county sheriff's department shall have the authority to determine the anticipated number of persons in attendance. Additionally, the county sheriff's department may require that law enforcement be provided to monitor crowd control during the event. The security/law enforcement officers shall be paid by the applicant of the event. A copy of a signed contract with the security/law enforcement agency shall be provided, and the required funds shall be placed in escrow with the town finance director. The above minimum requirements may be reduced upon authorization of the town manager in consultation with the county sheriff.
- (2) In consultation with the town fire and rescue division, develop and submit for approval a plan to address all fire and life safety concerns and the provisions of the Standard Fire Prevention Code of Title 15 of this Code. Based upon the plan, the fire marshal shall determine the appropriate number of fire and medical personnel needed to provide fire prevention and medical coverage. The costs of these personnel shall be paid by the applicant of the event by placing the required funds in escrow with the town finance director. The Town may require that added funds be paid by an applicant in the event additional (beyond that approved) law enforcement, fire and rescue division personnel are required to work an event. Applicant shall pay to the town such added funds within five (5) working days from the demand date.
- (3) **In consultation with current South Carolina Department of Health and Environmental Control recommendation's relating to large gatherings, develop and submit for approval to address public health concerns occurring before, during, and after the event.**

**Section 3.** Amendment to the Municipal Code of the Town of Hilton Head Island. The Municipal Code of the Town of Hilton Head Island, South Carolina, Section 17-12-130, is amended as follows:

Sec. 17-12-130. – Toilet facilities.

Adequate toilet shall be provided. The following minimum standards shall generally apply, although the town may approve variation from these standards based on the length of the event, the spatial characteristics of event, or other factors or considerations;

- (1) A minimum of ten (10) toilet facilities shall be provided to serve an anticipated attendance of **two hundred fifty (250)** ~~five hundred (500)~~ people. In addition, two (2) toilet facilities shall be provided for each additional two hundred fifty (250) people anticipated to attend.
- (2) Public or common use toilets must comply with the Federal ADA accessibility guidelines, which required that five (5) percent of the total number, or no less than one toilet facility per each cluster of toilet facilities, must be accessible to guests with disabilities.

**PASSED, APPROVED, AND ADOPTED BY THE COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND ON THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 2020.**

TOWN OF HILTON HEAD ISLAND,  
SOUTH CAROLINA

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

ATTEST:

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

First Reading: \_\_\_\_\_

Second Reading: \_\_\_\_\_

APPROVED AS TO FORM:

\_\_\_\_\_  
Curtis L. Coltrane, Town Attorney

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



*\*Guidelines are updated frequently to align with modifications from the CDC and executive orders.\**

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**\*Executive Order 2020-63:** SC Commerce, in close consultation with DHEC, is managing an [exception process](#) specific to events/large mass gatherings where more than 250 guests are expected, as outlined in the [recent executive order](#). These events will be required to satisfactorily demonstrate an ability to comply with federal and state COVID-19 procedures and protocols.

### **INTRODUCTION**

The recommendations set forth in the following pages are specific to the reopening of community festivals and special events in South Carolina and are intended for use by event planners, local officials, participating vendors, entertainers and other personnel working with the planning and execution of these events. Attendees of community festivals and other special events should follow the personal health and safety guidelines issued by the CDC and SCDHEC as well as local health authorities and specific guidelines provided by the event they attend. These recommendations are not intended for private gatherings like weddings, conventions, conferences, reunions, or athletic tournaments.

Festivals and special events, for the purposes of these recommendations, are defined as planned, public gatherings with in primarily outdoor temporary or permanent venues. Festivals are generally subject to the Governor's Executive Order that established the [event exception process](#) run by the Department of Commerce for > 250 attendee events. While some recommendations here may be beneficial, indoor event venues are encouraged to reference the AccelerateSC [Guidelines & Resources for Reopening & Operating Attractions](#).

These recommendations have been kept deliberately broad because of the varied size, footprint, and scope of community festivals and special events in SC intended to be represented. Federal, state and local guidelines and regulations are changing and evolving frequently. Anyone planning a public event should consult the current CDC guideline, state guidelines, as well as their local current guidelines (city, county, town, municipality) from the local health department, fire marshal, police, councils, etc.

### **CONSIDERATIONS**

If more than 250 people are expected, an [event exception](#) must be obtained from the Department of Commerce. Above any and all other recommendations stated in the following pages, consideration of your event's ability to adequately adjust to changing social distancing guidance as well as attendee, volunteer, and staff safety should remain the priority. If, because of size, scope, location, community infection rates, historical attendance or any other planning influence, you are not able to adhere to the most basic, current social distancing and personal safety guidance, event postponement or cancellation is recommended.

If recommendations included herein may cause disruption to an event's standard operational

*\*Guidelines are updated frequently to align with modifications from the CDC and executive orders.\**

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or financial plans, it may be advisable to postpone the event until such precautions are not necessary.

### **ATTENDEE SAFETY**

Community festivals and events, like all other industries returning to work, should monitor and adjust to the “phased-in” approach many communities are implementing. Crowd capacity and the ability to control the number of attendees within your festival or event site has a direct impact on the immediate safety of attendees.

Careful consideration of current [CDC social distancing recommendations](#) of 6 feet should also guide operational adjustments for your event.

- **ATTENDEE EXPECTATIONS**

A reasonable assumption for anyone attending or working at a community festival or event is that they will be in proximity of large crowds and will be exposed to a large amount of touch points that could expose them to COVID-19 or any other viral disease. Events should create their own set of attendee expectations and clearly communicate these pre-event as well as repeating these expectations often to possible attendees. These questions should be considered when developing your unique set of attendee expectations:

- o Is there a local ordinance requiring the use of face coverings?
- o Do you expect your attendees to wear face coverings?
- o Are face coverings required while within festival grounds or just for entry?
- o Do you expect attendees to adhere to current social distancing and remain 6’ apart while in the festival or event site?
- o Do you expect front of house vendors to follow your guidelines when interacting and serving attendees?
- o Can you enforce expectations?
- o Can you adequately communicate these expectations?
- o Can your event adapt quickly to new guidance from health authorizes?

### **VOLUNTEER, STAFF & CONTRACTOR SAFETY**

Guidance from the [Event Safety Alliance Reopening Guide](#), issued 5/11/20, which includes measures for social distancing, “work teams”, hand washing and sanitation, face coverings and other PPE, temperature screenings, and etiquette, can be a primary guide to develop event specific safety plans. Additional considerations may include:

- Policies for sick or symptomatic staff, volunteers, or contracted vendors that discourage them from coming to work if they have symptoms or are a close contact
- Liability waivers and compliance agreements
- Providing safety “work kits” that could include disposable mask, individual hand

*\*Guidelines are updated frequently to align with modifications from the CDC and executive orders.\**

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- sanitizer, and disposable gloves (training on proper use of PPE may be needed)
- Clearly communicated expectations of safety protocols (example: it is recommended hand washing occur at a minimum of every hour. It is expected all staff, is to wear a mask while on the event site)

### **INGRESS & EGRESS**

Controlled ingress and egress are critical during initial reopening of community festivals and events. Ingress/egress points will vary greatly dependent upon unique footprints, but several standard considerations will apply to many events.

- Strong considerations to gated entry are highly encouraged. Many community events are free and open to the public, however, this greatly limits an event's ability to control crowd capacities, and enforce any new safety guidelines.
  - Events should assess and determine their appropriate capacities with assistance from local fire marshals based on current CDC guidelines on physical distancing. Outdoors 1212 people per acre and indoors 113 square feet per person or 50% occupancy as defined by the fire marshal, whichever is lower.
  - Events that cannot adequately control crowd capacities should consider postponing or cancelling.
- Gated points of entry should consider all possible touch points, including, but not limited to: temporary barricades, tickets, wristbands, hand stamps, ID checks, bag searches, check-in tables, metal detectors, etc.
  - Consider ways to move all admission procedures to online, virtual or touchless procedures
  - Consider how you record admission to control capacity
  - Consider the speed at which attendees can be safely granted entry and how to maintain proper social distancing while waiting in lines
  - Prioritize advanced, cashless, admission sales possibly offering significant savings
  - Consider implementing a no bag or clear bag policy to eliminate bag checks
  - Create one-way ingress/egress points
  - Create "pedestrian flow" within event sites

### **FRONT OF HOUSE VENDORS**

Events should either solicit from Point of Sale (POS) vendors, food & beverage and merchandise, a thorough safety plan or develop and require a compliance agreement to include individual protocols for sanitation and safety prior to arrival on-site, detailing how vendor operations and staff will adhere to your policies, as well as CDC and local health guidance.

*\*Guidelines are updated frequently to align with modifications from the CDC and executive orders.\**

Event specific protocols should be developed and communicated with all vendors in advance and include clear expectations. Contactless POS procedures should be the highly encouraged option if not required. The use of Google Pay, Apple Pay, Venmo, Paypal and other cashless options will require use hotspots, wifi, or broadband.

- **FOOD & BEVERAGE**

1. It is always recommended to know and follow [SCDHEC regulations](#) for providing any food and beverage at festivals and special events, including [COVID-19 specific guidance](#). [Link to SC Restaurant and Lodging Association's Restaurant Guidelines here.](#)
2. It is recommended to minimize touch points where and when possible
3. Use of canned or plastic bottle beverages, alcohol and non-alcoholic, is recommended over draft/fountain served beverages
4. Designate a money handler separate who would not handle food or beverage product
5. Space vendors throughout your site to eliminate food and beverage gathering points
6. Eliminate food and beverage seating unless your footprint allows for proper table and seating spacing and you provide sanitation and cleaning attendants of tables and chairs
7. Condiments should be served with food orders or only at attendees' request, in disposable single-use packages. Open condiment service buffets should not be used.
8. Utensils should be disposable in nature and provided to attendees individually. Straws, stirrers, napkins and cutlery dispensers should not be used.
9. Follow ingress/egress protocols and have clearly designated entry and exit points.
10. Food and beverage samplings are discouraged at this time.
11. **ARTS, CRAFTS & MERCHANDISE**

- It is recommended to minimize touch points where and when possible.
- Determine event standards for touch/non-touch policies on merchandise.
- Any point of sale should offer cashless/touchless options; hand sanitizer should be provided if there are no touchless options.
- Develop and communicate all expectations to POS vendors for protocols when interacting with attendees.
- Properly space POS vendors and have displayed "maximum occupancy" signage for designated space.
- Follow ingress/egress protocols and have clearly designated entry and exit points. Plan for egress in the event of bad weather or other threat that requires a rapid exit.

*\*Guidelines are updated frequently to align with modifications from the CDC and executive orders.\**

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**DISCLAIMER**

The information provided in this document is for general informational purposes and to help you make informed decisions. Notwithstanding any and all Federal and State requirements, re-opening and resuming activities are at your own discretion.

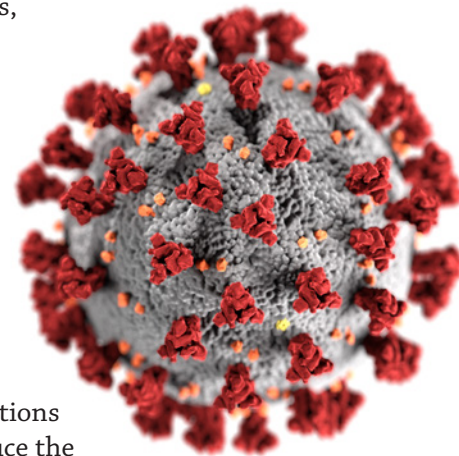
Although all information in this document is provided in good faith, we make no representation or warranty of any kind, express or implied, regarding the adequacy or completeness of these guidelines.

Under no circumstance shall we have any liability to you for any loss or damage of any kind incurred as a result of the use of these guidelines or reliance on any information provided in this document. Your reliance and use, or your non-reliance, on any information provided in this document is solely at your own risk.

# Events and Gatherings: Readiness and Planning Tool

## CDC Readiness and Planning Tool to Prevent the Spread of COVID-19 at Events and Gatherings

As some communities in the United States begin to plan and hold events and gatherings, CDC offers the following readiness and planning tool to share ways event planners and administrators can help protect staff, volunteers, and attendees and slow the spread of COVID-19. This tool aligns with the [Considerations for Events and Gatherings](#) and includes the following:



- General Readiness Assessment
- Preparing for If Someone Gets Sick
- Daily/Weekly Readiness Assessment
- End-of-Day Actions and Resources

Event planners and administrators may review and complete the general readiness assessment while working with state and local officials as part of making initial preparations before the event to promote healthy behaviors, environments, and operations that reduce the spread of COVID-19. The daily/weekly readiness assessment may be used to monitor and maintain recommended practices. Planning tools are also included to help event planners and administrators prepare for if someone gets sick, plan after-event actions, and address the specific needs and circumstances of the local community. Implementation should be guided by what is feasible, practical, acceptable, and tailored to the needs and context of each community.

### Guiding Principles to Keep in Mind

A gathering refers to a planned or spontaneous event, indoors or outdoors, with a small number of people participating, or a large number of people in attendance. Examples of gatherings, small or large, include a community event, concert, festival, conference, parade, wedding, or sporting event.

- The more people an individual interacts with at a gathering and the longer that interaction lasts, the higher the individual's potential risk of becoming infected with COVID-19 and then spreading COVID-19 to others.
- The [higher the level of community transmission](#) in the area where the gathering is held, the higher the risk of COVID-19 spreading at the gathering.
- The size (attendance) of an event or gathering should be determined based on state, local, territorial, or tribal safety laws and regulations.

### The risk of COVID-19 spreading at events and gatherings increases as follows:

- **Lowest risk:** Virtual-only activities, events, and gatherings.
- **More risk:** Smaller outdoor gatherings in which individuals from different households remain spaced at least 6 feet apart, wear cloth face coverings, do not share objects, and come from the same local area (e.g., a community, town, city, or county).
- **Higher risk:** Medium-sized in-person gatherings that are organized/laid out to allow individuals to remain spaced at least 6 feet apart, some wear cloth face coverings and come from outside the local area (e.g., a community, town, city, or county).
- **Highest risk:** Large in-person gatherings where it is difficult for individuals to remain spaced at least 6 feet apart, do not wear cloth face coverings and travel from outside the local area.



[cdc.gov/coronavirus](https://cdc.gov/coronavirus)



## Events and Gatherings: General Readiness Assessment

Use the following tool when making initial preparation before the event to promote healthy behaviors, environments, and operations that reduce the spread of COVID-19.

| Policies and Procedures                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Facilities and Supplies                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Education and Training                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Point Person(s):</b> _____</p> <p>Review relevant local/state regulatory agency policies and orders, such as those related to events, gatherings, and travel.</p> <p>Consult local health officials about recommended COVID-19 testing policies for events and gatherings.</p> <p>Consult with the venue operators about their COVID-19 policies prior to the event.</p> <p>Develop a plan to conduct daily health checks (e.g., temperature screening and/or <a href="#">symptom checking</a>) of staff and attendees.</p> <p>Develop a plan to allow for social distancing before, during, and after the event (e.g., limiting attendance and modifying layouts before the event, providing physical barriers during the event and staggering exit times after the event).</p> <p>Consider limiting event attendance to staff and attendees who live in the local area (e.g., community, city, town, or county) to reduce risk of spreading the virus from areas with higher levels of COVID-19. If attendance is open to staff and guests from other communities, inform attendees in advance so they can make an informed decision whether they will participate.</p> <p>Develop online attendance options in addition to in-person attendance to help reduce the number of attendees at the event.</p> <p>Develop a flexible refund policy.</p> <p>Designate a staff person responsible for responding to all COVID-19 related situations and concerns. Make sure other staff and attendees know how to contact this person.</p> | <p><b>Point Person(s):</b> _____</p> <p>Obtain supplies including:</p> <ul style="list-style-type: none"><li>soap</li><li>water for hand hygiene</li><li>hand sanitizer (at least 60% alcohol)</li><li>paper towels</li><li>tissues</li><li>cleaning supplies</li><li>EPA approved disinfection supplies</li><li>cloth face coverings</li><li>no-touch/foot pedal trash cans</li><li>no-touch soap/hand sanitizer dispensers</li><li>gloves</li><li>disposable food service items</li><li>other: _____</li></ul> <p>Develop a schedule for increased routine <a href="#">cleaning and disinfection</a>.</p> <p>Close shared spaces (e.g., a lounge); otherwise develop a plan for staggered use of these spaces and <a href="#">cleaning and disinfecting</a>.</p> <p>Develop a plan for the <a href="#">safe and correct use</a> and storage of <a href="#">cleaners and disinfectants</a>, including storing products away from children.</p> | <p><b>Point Person(s):</b> _____</p> <p>Create a plan for educating staff and attendees to ensure they know that they should not come to the event if they become sick with COVID-19 <a href="#">symptoms</a>, test positive for COVID-19, or have been exposed to someone with symptoms or someone suspected or confirmed to have COVID-19. Make sure they know that if they get sick at the event, they should notify event administrators (e.g., the designated COVID-19 point of contact) right away.</p> <p>Develop protocols to educate staff on flexible work and leave policies that encourage sick staff members to stay at home without fear of job loss or other consequences.</p> <p>Create a plan for educating staff and attendees about who should wear <a href="#">cloth face coverings</a>, and communicate the importance of wearing them to both staff and attendees. Cloth face coverings should <b>not</b> be placed on.</p> <ul style="list-style-type: none"><li>• children younger than 2 years old</li><li>• anyone who has trouble breathing or is unconscious</li><li>• anyone who is incapacitated or otherwise unable to remove the cover without help</li></ul> <p>Create information on <a href="#">proper use, removal, and washing of cloth face coverings</a> and distribute to staff members.</p> <p>Create and implement training to be delivered to staff on all COVID-19 safety protocols:</p> <ul style="list-style-type: none"><li>• Conduct <a href="#">training</a> virtually or maintain <a href="#">social distancing</a> during training</li></ul> <p>Other: _____</p> |



## Events and Gatherings: General Readiness Assessment (continued from previous page)

### Policies and Procedures

Develop policies that encourage sick staff members to stay at home without fear of job loss or other consequences. Protect their privacy, particularly for those with underlying medical conditions and at higher risk for severe illness).

Develop options for staff at [higher risk for severe illness](#) (e.g., telework or virtual learning opportunities).

Develop flexible sick leave policies and practices.

Develop options for flexible worksites (e.g., telework) and flexible work hours (e.g., staggered shifts).

Develop a plan to monitor absenteeism of staff, cross-train staff, and create a roster of trained back-up staff.

Develop a transportation and parking plan to limit contact between attendees (e.g., staggered arrival and ride share drop-off times or locations).

Develop a plan for if someone gets sick or shows symptoms of COVID-19 while at the event or venue. (See *Preparing for If Someone Gets Sick*).

Develop a plan to safely serve food, beverages, and merchandise, if applicable. Refer to CDC's COVID-19 considerations for [restaurants and bars](#) for guidance.

Other: \_\_\_\_\_

### Facilities and Supplies

Make sure ventilation systems operate properly. If using fans, make sure they do not blow from one person onto another, and increase circulation of outdoor air as much as possible (e.g., opening windows and doors).

Make sure [water systems](#) and features are safe to use after a prolonged facility shutdown.

Develop a plan to use touchless payment options .

Develop a plan to use multiple entrances and exits to discourage crowding in waiting areas.

Develop a plan to change seating layout or availability of seating, or block off rows or sections so that attendees can stay at least 6 feet apart.

Create and install physical barriers, such as sneeze guards and partitions, in areas where it is difficult for individuals to remain at least 6 feet apart.

Create physical guides, such as tape on floors and signs on walls, to promote social distancing.

Develop a plan to eliminate lines or queues if possible or encourage people to stay at least 6 feet apart by providing signs or other visual cues such as tape or chalk marks in congregation areas such as entrances, exits, and restrooms if a 6-foot distance between attendees is hard to ensure.

Develop a plan to reconfigure parking lots, limit congregation points and ensure proper separation (e.g., closing every other space).

Purchase adequate supplies to minimize sharing of materials, or limit use to one per family or group of individuals at a time, and clean and disinfect between use.

Ensure organizations that share the venue facilities such as food vendors are aware of and follow all safety protocols.

Other: \_\_\_\_\_

## Events and Gatherings: General Readiness Assessment

Use the following tool when making initial preparations before the event to promote healthy behaviors, environments, and operations that reduce the spread of COVID-19.

### Communication and Messaging

**Point Person(s):** \_\_\_\_\_

Develop a plan to create and disseminate clear messages (e.g., [videos](#)) about behaviors that prevent spread of COVID-19 to staff and attendees before the event:

websites

email

[social media accounts](#)

other \_\_\_\_\_

Create and post signs in highly visible locations that promote everyday protective measures such as wearing cloth face coverings and that describe how to stop the spread of germs in:

entrances

dining areas

restrooms

other \_\_\_\_\_

Develop a plan to communicate with partner organizations such as vendors to ensure that they are aware of all of your COVID-19 safety protocols.

Develop [signs and communication](#) (e.g., [videos](#)) in alternative formats (e.g., large print posters, braille, American Sign Language) for people who have limited vision, or are blind, or people who are deaf or hard of hearing.

Consider posting signs for the national distress hotline: 1-800-985-5990, text TalkWithUs to 66746; The National Domestic Violence Hotline: 1-800-799-7233, TTY 1-800-787-3224; and The National Suicide Prevention Lifeline: 1-800-273-TALK (8255).

Develop regular announcements on reducing the spread of COVID-19 to be broadcast on public address systems.

Create a plan for communicating with staff and attendees about whom to contact if they have questions and concerns related to COVID-19.

Other: \_\_\_\_\_

### Action Planning—Notes and Next Steps

**Point Person(s):** \_\_\_\_\_

Use this space to note any required resources and next steps, or potential barriers and opportunities:

## Events and Gatherings: Preparing for if Someone Gets Sick

Use the following tool when making initial preparations before the event for if someone gets sick with COVID-19.

### Before Someone Gets Sick

**Point Person(s):** \_\_\_\_\_

Create a plan to educate staff and attendees to ensure they know that they should not come to the event if they become sick with COVID-19 symptoms, test positive for COVID-19, or have been exposed to someone with symptoms or someone with suspected or confirmed COVID-19. Make sure they know that if they get sick at the event, they should notify event planners (e.g., the designated COVID-19 point of contact) right away.

Develop systems to:

Allow staff and attendees to self-report to administrators if they have [symptoms](#) of COVID-19, a positive test for COVID-19, or were exposed to someone with COVID-19 within the last 14 days.

Notify individuals of closures and restrictions put in place to limit COVID-19 exposure.

Develop staff policies for returning to the venue after COVID-19 illness. CDC's [criteria to discontinue home isolation and quarantine](#) can inform these policies.

Identify and create an isolation room or area to separate anyone who has COVID-19 symptoms or who has tested positive but does not have symptoms.

Develop procedures for safely transporting anyone who is sick to their home or to a healthcare facility.

Develop a plan to support staff and attendees experiencing trauma or challenges related to COVID-19.

Other: \_\_\_\_\_

### When Someone Gets Sick

**Point Person(s):** \_\_\_\_\_

Immediately separate individual(s) with COVID-19 [symptoms](#) from others.

Safely transport sick individuals home or to a healthcare facility, depending on how severe their symptoms are.

If calling an ambulance or bringing someone to the hospital, try to call first to alert them that the person may have COVID-19.

Close off areas used by a sick person and do not use these areas until after [cleaning and disinfecting](#) them (for outdoor areas, this includes surfaces or shared objects in the area, if applicable).

Advise sick individuals that they should not return to the venue until they have met CDC's [criteria to discontinue home isolation](#).

Other: \_\_\_\_\_

### Notes and Next Steps:

### After Someone Gets Sick

**Point Person(s):** \_\_\_\_\_

In accordance with state and local laws and regulations, notify [local health officials](#), staff, and families of a person with COVID-19 while maintaining the individual's confidentiality in accordance with the [Americans with Disabilities Act \(ADA\)](#).

Notify individuals of closures and restrictions put in place due to COVID-19 exposure.

Advise those who have had [close contact](#) with a person diagnosed with COVID-19 to stay home, [self-monitor for symptoms](#), and follow [CDC guidance](#) if symptoms develop.

Close off the area and wait at least 24 hours before cleaning and disinfecting. If 24 hours is not feasible, wait as long as possible. Make sure of [safe and correct](#) use and storage of cleaning and disinfection products, including storing them securely away from children.

Other: \_\_\_\_\_

## Events and Gatherings: Daily/Weekly Readiness Assessment

Use the following tool the day of and during the event to monitor and maintain healthy behaviors, environments, and operations that reduce the spread of COVID-19.

| Policies and Procedures                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Facilities and Supplies                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Education and Training                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Point Person(s):</b> _____</p> <p>Maintain regular contact with local health authorities to ensure adherence to their most up-to-date guidance.</p> <p>Ensure an on-duty staff person is assigned to be responsible for responding to COVID-19 concerns.</p> <p>Monitor absenteeism of staff.</p> <p>Ensure the roster of trained back-up staff is updated in case a staff member is sick.</p> <p>Conduct daily health checks (e.g., temperature screening and/or <a href="#">symptom checking</a>) of staff and attendees, if feasible.</p> <p>Ensure staff are using flexible worksites (e.g., telework) and flexible work hours (e.g., staggered shifts) when needed.</p> <p>Ensure staff and attendees have received communication about all safety protocols and COVID-19 related policies.</p> <p>Ensure that attendees have received communication about refund policies if they get sick and cannot attend the event.</p> <p>Ensure that all protocols developed, to limit contact between staff and attendees and ensure that attendees can maintain 6 feet of distance, are implemented.</p> <p>Ensure limited opportunities for both staff and attendees to share objects.</p> <p>Ensure the broadcasting of regular announcements on reducing the spread of COVID-19 on public address systems throughout the event.</p> | <p><b>Point Person(s):</b> _____</p> <p>Monitor and restock supplies including:</p> <ul style="list-style-type: none"><li>soap</li><li>water for hand hygiene</li><li>hand sanitizer (at least 60% alcohol)</li><li>paper towels</li><li>tissues</li><li>cleaning supplies</li><li>EPA-approved disinfection supplies</li><li>cloth face coverings</li><li>no-touch/foot pedal trash cans</li><li>no-touch soap/hand sanitizer dispensers</li><li>disposable food service items</li><li>gloves</li><li>other: _____</li></ul> <p>Monitor adherence to the schedule for increased, routine cleaning and disinfection of:</p> <ul style="list-style-type: none"><li>frequently touched surfaces</li><li>communal spaces</li><li>shared objects</li><li>other: _____</li></ul> <p>Monitor availability and use of gloves when removing garbage bags or handling and disposing of trash.</p> | <p><b>Point Person(s):</b> _____</p> <p>Ensure that staff and attendees have received communication that they should not come to the event if they become sick with COVID-19 symptoms, test positive for COVID-19, or have been exposed to someone with symptoms or someone with suspected or confirmed COVID-19. Make sure they know that if they get sick at an event, they should notify event administrators (e.g., the designated COVID-19 point of contact).</p> <p>Ensure that staff have reviewed the policies on flexible work and leave that encourage sick staff members to stay at home without fear of job loss or other consequences.</p> <p>Reinforce and monitor <a href="#">handwashing</a> with soap and water for at least 20 seconds or using hand sanitizer containing at least 60% alcohol if soap and water are not readily available.</p> <p>Encourage staff to cover their mouth and nose with a tissue when coughing and sneezing and then wash hands with soap and water for at least 20 seconds.</p> <p>Ensure that communication about the proper use of <a href="#">cloth face coverings</a> is easily seen or heard by staff and attendees. Cloth face coverings should <b>not</b> be placed on.</p> <ul style="list-style-type: none"><li>• children younger than 2 years old</li><li>• anyone who has trouble breathing or is unconscious .</li><li>• anyone who is incapacitated or otherwise unable to remove the cover without help</li></ul> |

## Events and Gatherings: Daily/Weekly Readiness Assessment (continued from previous page)

### Policies and Procedures

Review the most recent local/state regulatory agency policies for updates.

Other: \_\_\_\_\_

### Facilities and Supplies

Monitor [safe and correct use](#) and storage of [cleaners and disinfectants](#), including storing products securely away from children.

Ensure adequate ventilation when cleaners and disinfectants are used to prevent staff and attendees from inhaling toxic fumes.

Monitor ventilation systems to determine if they are operating properly.

Ensure that touchless payment options are operational.

Ensure all physical barriers, such as sneeze guards and partitions, in areas where it is difficult for individuals to remain at least 6 feet apart are installed correctly.

Ensure that all physical guides, such as tape on floors and signs on walls, to promote social distancing are easily seen.

Ensure that all changes to the venue such as seating layout, entrances and exits are well marked and easy to understand.

Ensure the staggered use and cleaning and disinfecting between uses of shared spaces.

Ensure the circulation of outdoor air as much as possible throughout the event (e.g., opening windows and doors).

Ensure that adequate supplies are available to minimize sharing of high-touch materials and monitor cleaning and disinfecting between use.

Other: \_\_\_\_\_

### Education and Training

Ensure that information on [proper use, removal, and washing of cloth face coverings](#) is available.

Ensure that all staff present have been trained on relevant COVID-19 safety protocols.

Other: \_\_\_\_\_

## Events and Gatherings: Daily/Weekly Readiness Assessment

Use the following tool the day of and during the event to monitor and maintain healthy behaviors, environments, and operations that reduce the spread of COVID-19.

### Communication and Messaging

**Point Person(s):** \_\_\_\_\_

Ensure that [signs](#) are placed in highly visible locations that [promote everyday protective measures](#) such as wearing cloth face coverings and that describe how to [stop the spread](#) of germs at:

entrances

dining areas

restrooms

other \_\_\_\_\_

Continue to provide or update clear messages (e.g., [videos](#)) about behaviors that prevent spread of COVID-19 when communicating with staff and families on:

websites

email

[social media accounts](#)

other \_\_\_\_\_

Ensure that partner organizations such as vendors have received communication about all COVID-19 safety protocols.

Ensure [signs and communication](#) (e.g., [videos](#)) in alternative formats (e.g., large print posters, braille, American Sign Language) for people who have limited vision or are blind or people who are deaf or hard of hearing are readily available.

Make sure all staff and attendees have been informed which staff person is responsible for responding to COVID-19 concerns and how to contact them.

Encourage staff to take breaks from watching, reading, or listening to news stories about COVID-19, including social media if they are feeling overwhelmed or distressed throughout the event.

Promote healthy eating, exercising, getting sleep, and finding time to unwind among staff to help them cope with stress.

Encourage staff to talk with people they trust about their concerns and how they are feeling.

Other: \_\_\_\_\_

### Action Planning—Notes and Next Steps

**Point Person(s):** \_\_\_\_\_

Use this space to note any required resources and next steps, or potential barriers and opportunities:

## Events and Gatherings: End-of-Day Actions and Other Resources

Use the following resources to conduct end-of-day actions and address any additional considerations specific to your program or community context.

| End-of-Day Actions                                                                                                                                                                                                                                                                                                                                                                                                                  | Other Considerations                                                                                                                     | Other Resources                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Point Person(s):</b> _____</p> <p>Meet with the emergency operations coordinator and/or planning team(s) to discuss and note lessons learned.</p> <p>Determine ways to improve planning and implementation processes if the event will happen again.</p> <p>Inform staff and attendees of any changes made.</p> <p>Update your plans regularly according to the state and local situation and orders.</p> <p>Other: _____</p> | <p><b>Point Person(s):</b> _____</p> <p>Use this space to note any other considerations unique to your program or community context.</p> | <p><b>Point Person(s):</b> _____</p> <ul style="list-style-type: none"><li>• <a href="#">Latest COVID-19 Information</a></li><li>• <a href="#">Cleaning and Disinfection</a></li><li>• <a href="#">Guidance for Businesses and Employers</a></li><li>• <a href="#">Guidance for Schools and Childcare Centers</a></li><li>• <a href="#">Guidance for Park Administrators</a></li><li>• <a href="#">Shared and Congregate Housing</a></li><li>• <a href="#">COVID-19 Prevention</a></li><li>• <a href="#">Handwashing Information</a></li><li>• <a href="#">Face Coverings</a></li><li>• <a href="#">Social Distancing</a></li><li>• <a href="#">COVID-19 Frequently Asked Questions</a></li><li>• <a href="#">People at Higher Risk</a></li><li>• <a href="#">People with Disabilities</a></li><li>• <a href="#">Coping with Stress</a></li><li>• <a href="#">HIPAA and COVID-19</a></li><li>• <a href="#">CDC communication resources</a></li><li>• <a href="#">Community Mitigation</a></li></ul> |





# **TOWN OF HILTON HEAD ISLAND**

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## *Executive Department*

**TO:** Town Council  
**DATE:** December 9, 2020  
**SUBJECT:** Town Council Standing Committees

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At the December 1, 2020 meeting, Town Council reviewed the proposed amendments to Chapter 5 of Title 2 of the Municipal Code, changing the standing committees of Town Council and increasing the number of members assigned to each committee. Town Council made no changes to Proposed Ordinance 2020-34.

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

**ORDINANCE NO.**

**PROPOSED ORDINANCE NO. 2020-34**

**AN ORDINANCE TO AMEND TITLE 2 OF THE MUNICIPAL CODE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, GENERAL GOVERNMENT AND ADMINISTRATION, CHAPTER 5 SECTION 2-5-60, COMMITTEES OF COUNCIL; AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.**

**WHEREAS**, the Town Council of the Town of Hilton Head Island, South Carolina previously adopted Ordinance 2015-05, amending Section 2-5-60 for the purpose of codifying Town Council Standing Committees, namely the Finance and Administrative Committee, Intergovernmental Relations Committee, Community Services Committee, Public Planning Committee, Public Facilities Committee, and the Public Safety Committee; and

**WHEREAS**, the Town Council adopted Ordinance 2019-10, further amending Section 2-5-60 reducing the number of standing committees of Town Council to four, the Finance and Administrative Committee, Intergovernmental Committee, Community Services and Public Safety Committee; and the Public Planning Committee; and

**WHEREAS**, the purpose of the Town Council Standing Committee system is to facilitate a more efficient Town Council system within the Town Council/Manager form of government and to allow for in-depth analysis of issues, proposed ordinances, and other Town-related matters; and

**WHEREAS**, the Town Council now desires to amend Section 2-5-60 by reducing the number of standing committees of Town Council to three, the Finance and Administrative Committee, Community Services and Public Safety Committee, and Public Planning Committee.

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

**NOTE:** Newly added language is illustrated with double underline and deleted language is illustrated with ~~strikethrough~~.

**Section 1. Sec. 2-5-60. - Committees of council.**

- (a) The Town Council shall have standing committees to assist in the efficient operation of the Town Council, namely the Finance and Administrative Committee, ~~Intergovernmental Committee~~, Community Services and Public Safety Committee, and Public Planning Committee. Each committee shall be composed of ~~three (3)~~ four (4) Town Council members and an alternate, who shall also be a member of council. The Mayor shall appoint the members and the alternate and shall designate a chairman.

- (b) The Town Council may appoint, by resolution, such other committees i.e. non-standing committees, composed exclusively of council members as it shall deem necessary and appropriate for the efficient operation of the Town Council. To assist such council committees, the Town Council may appoint town resident citizens to serve as committee members. The term of the committee membership of any town resident citizen shall be as prescribed by resolution, but in no event shall the term of any committee extend beyond the term of the then sitting council.

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

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

**PASSED, APPROVED, AND ADOPTED BY THE COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND ON THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 20\_\_.**

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

**ATTEST:**

By: \_\_\_\_\_  
**Krista Wiedmeyer, Town Clerk**

**First Reading:** \_\_\_\_\_

**Second Reading:** \_\_\_\_\_

**APPROVED AS TO FORM:**

\_\_\_\_\_  
**Curtis L. Coltrane, Town Attorney**

**Introduced by Council Member:** \_\_\_\_\_

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Curtis L. Coltrane  
E-Mail: [curtis@coltraneandwilkins.com](mailto:curtis@coltraneandwilkins.com)  
Certified Circuit Court Mediator  
Certified Circuit Court Arbitrator  
Certified Federal Court Mediator

Curtis L. Coltrane\*  
John W. Wilkins  
\*Also Member Virginia Bar

November 25, 2020

Mr. Stephen G. Riley  
TOWN OF HILTON HEAD ISLAND  
One Town Center Court  
Hilton Head Island, SC 29928

PRIVILEGED/CONFIDENTIAL/NOT FOR RELEASE  
Via Email to: [stever@hiltonheadislandsc.gov](mailto:stever@hiltonheadislandsc.gov)

RE: Request for Right of Entry/HHCA Site  
Our File Number: THH-20-001

Dear Steve:

Earlier this year, a request was made by the owner of the Hilton Head Christian Academy Site for a Right of Entry that would allow the construction of a storm water drainage/outfall that will facilitate the drainage of water from the Hilton Head Christian Academy site into the large wetland that the Town owns adjacent to the Hilton Head Christian Academy site and the Old Woodlands Subdivision. My information is that the Hilton Head Christian Academy site already drains into that adjacent wetland, but there is no easement to document the right of that parcel to drain into the wetland, and the outfall is needed in connection with the re-development of the site.

The Town is in the process of issuing the Development Plan Approval for the re-development of the Hilton Head Christian Academy site, and the granting of both the temporary Right of Entry and the permanent easement related to the drainage, are conditions of that approval.

Mr. Stephen G. Riley  
November 25, 2020  
Page 2 of 2

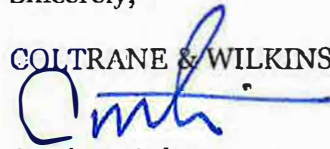
I have also attached a Proposed Resolution which, if adopted by Council, would authorize the Mayor and you to sign the Temporary Right of Entry. You will see that the Temporary Right of Entry also has spaces to be signed by the owner of the property, and I have forwarded this off to Walter J. Nester, the lawyer representing the developer, and have asked that he return an executed copy of it to me at his earliest convenience. I have no reason to think that I will not have the signed document back from Walter in advance of the meeting at which Town Council will take this up.

Please take a look at the attachments and let me know if you have any question or comment concerning them. If not, I would ask that this be placed on Council's Agenda for its second meeting in December for its consideration.

I thank you for your assistance in this matter and I look forward to hearing from you soon. I am,

Sincerely,

COLTRANE & WILKINS, LLC



Curtis L. Coltrane

CLC/cw

Cc: Mr. Joshua A. Gruber

Mr. Teri B. Lewis

Mr. Shawn Colin

Enc.: As Stated

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, AUTHORIZING THE EXECUTION AND DELIVERY OF A “TEMPORARY CONSTRUCTION EASEMENT AND RIGHT OF ENTRY” AFFECTING REAL PROPERTY OWNED BY THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, LOCATED NEAR GARDNER DRIVE ON HILTON HEAD ISLAND, SOUTH CAROLINA**

WHEREAS, AB PR QOZB II Property, LLC, owns property located along Gardner Drive, on Hilton Head Island, South Carolina, now or formerly occupied by the Hilton Head Christian Academy; and,

WHEREAS, storm and surface water drains from the property of AB PR QOZB II Property, LLC, into an adjacent wetland owned by The Town of Hilton Head Island, South Carolina, that is a receiving area for drainage from adjacent properties; and,

WHEREAS, AB PR QOZB II Property, LLC, has requested a temporary construction easement and right of entry over Town owned real property in connection with drainage work to improve the drainage from the property of AB PR QOZB II Property, LLC; and,

WHEREAS, the Town Council for The Town of Hilton Head Island, South Carolina, had determined that it is in the best interests of the Town to grant the request.

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

1. The Mayor and Town Manager are hereby authorized to execute and deliver the “Temporary Construction Easement and Right of Entry” in a form and substance similar to the document attached hereto as Exhibit “A.”

**MOVED, APPROVED AND ADOPTED BY THE TOWN COUNCIL THIS  
\_\_\_\_ DAY OF DECEMBER, 2020.**

\_\_\_\_\_  
John J. McCann

ATTEST:

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

APPROVED AS TO FORM:

\_\_\_\_\_  
Curtis L. Coltrane, Town Attorney

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



EXHIBIT "A" TO RESOLUTION 2020-\_\_ \_

STATE OF SOUTH CAROLINA            )  
                                                  )  
COUNTY OF BEAUFORT                )        TEMPORARY CONSTRUCTION  
                                                  )        EASEMENT AND RIGHT OF ENTRY

WHEREAS, AB PR QOZB II Property, LLC, owns property located along Gardner Drive, on Hilton Head Island, South Carolina; and,

WHEREAS, storm and surface water drains from the property of AB PR QOZB II Property, LLC, into an adjacent wetland owned by The Town of Hilton Head Island, South Carolina that is a receiving area for drainage from adjacent properties; and,

WHEREAS, AB PR QOZB II Property, LLC, has requested a temporary construction easement and right of entry over Town owned real property in connection with drainage work to improve the drainage from the property of AB PR QOZB II Property, LLC; and,

NOW, THEREFORE, for and in consideration of the sum of Ten and No/100 (\$10.00) Dollars, the receipt and sufficiency at and before the execution and delivery of these presents is acknowledged, The Town of Hilton Head Island, South Carolina, has granted and delivered to AB PR QOZB II Property, LLC, a Temporary Construction Easement and Right of Entry on, over and across a portion of the real property owned by The Town of Hilton Head Island, South Carolina, which is known and described as follows:

“75 Ft Wide Temporary Construction Easement or Right of Entry to allow Developer to Construct Storm Drainage Outfall Ditch” on the drawing attached hereto as Exhibit “A” (Hereinafter, the “Temporary Easement Property”)

This Temporary Construction Easement and Right of Entry is granted and accepted subject to the following terms and conditions:

1. This Temporary Construction Easement and Right of Entry is granted to permit AB PR QOZB II Property, LLC, its agents, employees, contractors and subcontractors the

temporary right to enter on the Temporary Easement Property to build a storm drainage outfall (hereinafter, the "Work").

2. AB PR QOZB II Property, LLC, agrees to assume all costs in connection with the Work.

3. AB PR QOZB II Property, LLC agrees that all entry, access, over, along, across, through and under the Temporary Easement Property for the purpose of completing the Work shall be under the exclusive control of AB PR QOZB II Property, LLC and that it shall comply with all applicable laws, rules, codes, and regulations governing or affecting the Work.

4. This Temporary Construction Easement and Right of Entry shall expire on the sooner of: (a) twelve (12) months from the Effective Date of this Temporary Construction Easement and Right of Entry; or, (b) the conclusion of the Work.

In Witness whereof, the parties hereto have caused the within Easement Agreement to be executed by their duly authorized officers on this \_\_\_\_\_ day of December, 2020.

WITNESSES:

AB PR QOZB II PROPERTY, LLC

\_\_\_\_\_

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

\_\_\_\_\_

Its: \_\_\_\_\_

STATE OF NEW YORK

)

COUNTY OF NEW YORK

)

)

UNIFORM ACKNOWLEDGMENT

I, the undersigned Notary Public do hereby certify that AB PR QOZB II PROPERTY, LLC, by and through \_\_\_\_\_, its \_\_\_\_\_, personally appeared before me on this day and duly acknowledged the execution of the foregoing instrument.

Sworn to and Subscribed before me  
on this \_\_\_\_ Day of December, 2020.

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

WITNESSES:

THE TOWN OF HILTON HEAD ISLAND,  
SOUTH CAROLINA

\_\_\_\_\_

By \_\_\_\_\_  
Stephen G. Riley

\_\_\_\_\_

Its: Manager

STATE OF SOUTH CAROLINA )

) UNIFORM ACKNOWLEDGMENT

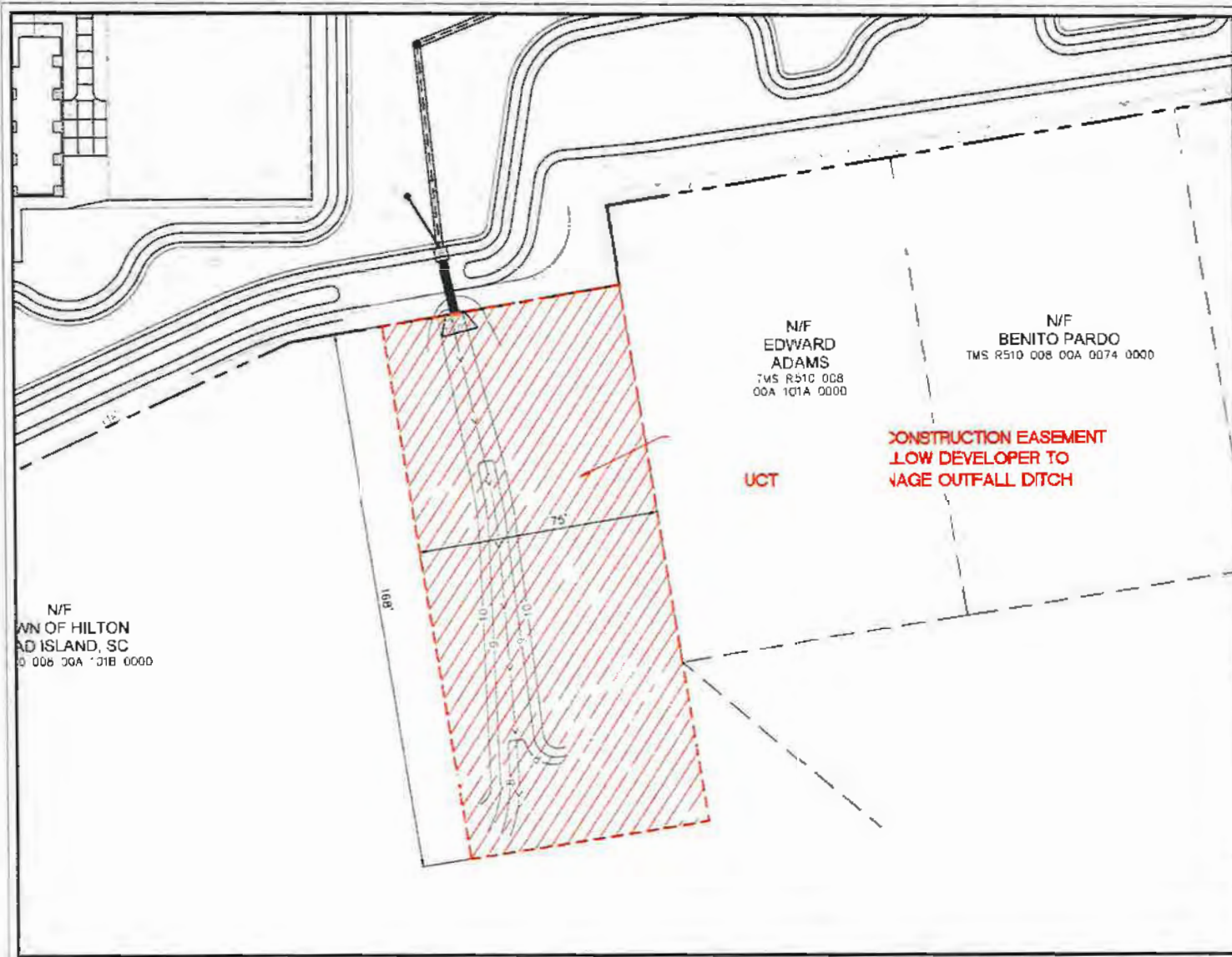
COUNTY OF BEAUFORT )

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

Sworn to and Subscribed before me  
on this \_\_\_\_\_ Day of December, 2020.

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

EXHIBIT "A" TO TEMPORARY RIGHT OF ENTRY  
DECEMBER \_\_\_\_, 2020

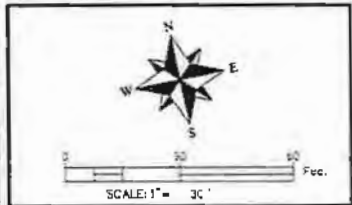


**TEMPORARY  
CONSTRUCTION EASEMENT**

**55 GARDNER DRIVE**  
TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA

PREPARED FOR:  
**SDP HHI, LLC**

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| PROJECT #    | 160271        |
| DATE:        | 0 / 28 / 2020 |
| PREPARED BY: | TCR           |
| SHEET NUMBER | 1 OF 1        |





# TOWN OF HILTON HEAD ISLAND

## *Finance Department*

**TO:** Town Council  
**VIA:** Steve Riley, *ICMA-CM, Town Manager*  
**VIA:** Josh Gruber, *Deputy Town Manager*  
**FROM:** John M. Troyer, *Director of Finance*  
**DATE:** December 3, 2020  
**SUBJECT:** CY 2020 State Accommodations Tax Grant Recommendations

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### **Recommendation:**

Staff recommends that Council review the attached Accommodations Tax Advisory Committee (ATAC) recommendations and award the calendar year 2021 grants at its meeting on December 15, 2020.

### **Summary:**

ATAC received 30 applications totaling \$4,066,535, 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 \$4,244,898.** The ATAC recommended leaving \$126,944 for possible out-of-cycle grants in addition to the \$50,000 minimum reserve. Staff notes that grantees have been opportunity to extend the grants to 2021 and therefore anticipates that any lapsed amounts will be minimal and will roll into grant funding next year.

Council has **\$4,371,892 total funds to award now** if it chooses **after leaving a \$50,000 reserve balance** which could be used later in 2021 for out-of-cycle grants. Town Council adopted a policy for accommodations taxes (ATAX) for a minimum \$50,000 reserve. Council could choose to leave a reserve larger than \$50,000.

### **Background:**

Calendar year 2021 grants will be awarded from actual accommodations tax (ATAX) revenues from the first three quarters of calendar year 2020 and estimated revenues from the fourth quarter of calendar year 2019. Per policy, it will be adjusted for the difference in the prior year's fourth quarter estimate vs. actual.

The Town received \$5,971,635 from the first three quarters of calendar year 2020 and added estimated revenues of \$621,669 for the fourth quarter, to reach a total estimate of \$6,593,304. This is an estimated decrease of \$441,055 or 6.27% down from calendar year 2019 estimated revenues of \$7,034,359.

The following adjustments are made to the ATAX revenues to determine the amount available to award grants for calendar year 2020.

- \$18,128 of investment income is added;
- \$0 in lapsed grants deducted because of the extension for COVID-19, bringing the total available funds to \$6,611,432;
- formula funding is deducted:
  - to the Town - \$25,000 and 5% estimated at \$328,415, and
  - to the DMO - 30% or an estimated \$1,970,491;
- \$84,367 for the increase in actual vs. the estimated ATAX revenues for the fourth quarter of calendar year 2019 is added;
- \$50,000 available but not awarded for 2019 grants as a reserve is added. Per the new procedures, these funds will be the first awarded for calendar year 2021 grants.

**Leaves funds available total \$4,421,8921.**

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 2020 grants is \$4,371,892. The ATAC Committee recommends keeping an additional \$126,994 in reserve – these funds could be used toward mid-year needs or for next year grants—to help offset any decrease in revenue collections. The recommendation total from the ATAC Committee is \$4,244,898 split according to the attached list.**



## 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:** Andrew Brown, Chairman, Accommodations Tax Advisory Committee

**Date:** December 3, 2020

**Subject:** ATAC Recommendations for 2021 ATAX Grant Awards

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On November 5, 2020, the Accommodations Tax Advisory Committee (ATAC) met to make grant funding recommendations for 30 ATAX grant applications that were solicited from our traditional 2021 grant cycle. As a result, the ATAC was pleased to make funding recommendations on 28 of the 30 submitted ATAX grant applications. This year's grant cycle did allow for carry-over funds for the use of a possible out of cycle grant requests.

|                                                                      |                    |
|----------------------------------------------------------------------|--------------------|
| Total Applicant Funding Requests                                     | \$4,066,535        |
| Total Available Funding for Grants (after required \$50,000 reserve) | \$4,371,892        |
| ATAC Funding Recommendations for Grants                              | <u>\$4,244,898</u> |
| ATAC Recommended Carryover for Out-of-Cycle Grants                   | \$ 126,994         |

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 a clear vision and an achievable direction? Does the organization have other sources of public and private support available? 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 as it is important to evolve our thinking 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 2021 cycle:

- The 2021 application remains unchanged from 2020 with the unanimous support of the applicants.
- The 2021 applicants have remained comfortable submitting both "visitor" and "tourist" counts, as defined by the ATAX statute and Tourism Expenditure Review Committee (TERC) opinion.
- Given the unknown of funding due to the global pandemic of COVID-19, many organizations, with the approval of Town Council, were able to carry-over funding from its 2020 awards to assist in the 2021 year. In return, many organizations only requested the incremental funds they felt they would need, reducing the overall ask for 2021.

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 three categories will group applications together based on whether they received recommendations for full, TERC capped or no funding. As with previous recommendation memos, a review of the Committee's recommendation of each application will follow these summaries.

### Applicants Receiving Recommendations of Full Funding

This year, given the unknown of the global pandemic of COVID-19, the Committee was still in a fortunate position to make a number of full-funding recommendations. The Committee felt that the 24 organizations that fell into this category were thoughtful with their grant requests, demonstrated a reasonable financial need, and were able to show a strong Return on Investment (ROI) with how they chose to invest their financial resources to drive and enhance tourism on Hilton Head Island. Furthermore, the Committee is 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. This resulted in a positive variance of \$253,988 between what was requested by the applicant and what was recommended by the Committee.

|                                                 | <u>Request</u> | <u>Committee</u> | <u>Variance</u> |
|-------------------------------------------------|----------------|------------------|-----------------|
| Art League of Hilton Head                       | \$ 65,000      | \$ 65,000        |                 |
| Arts Center of Costal Carolina                  | \$ 325,000     | \$ 325,000       |                 |
| David M. Carmines Memorial Foundation           | \$ 115,000     | \$ 115,000       |                 |
| Gullah Museum of Hilton Head                    | \$ 17,000      | \$ 17,000        |                 |
| Hilton Head Choral Society                      | \$ 16,000      | \$ 16,000        |                 |
| Hilton Head Concours d'Elegance                 | \$ 88,000      | \$ 88,000        |                 |
| Hilton Head Dance Theater                       | \$ 19,000      | \$ 19,000        |                 |
| Hilton Head Island Airport                      | \$ 165,000     | \$ 165,000       |                 |
| Hilton Head Island Recreation Assoc.            | \$ 10,000      | \$ 10,000        |                 |
| Hilton Head Wine & Food Inc.                    | \$ 88,000      | \$ 88,000        |                 |
| Hilton Head Island-Bluffton Chamber of Comm     | \$ 350,000     | \$ 476,994       | \$126,994       |
| Hilton Head Symphony Orchestra                  | \$ 270,000     | \$ 270,000       |                 |
| Lean Ensemble Theater                           | \$ 40,000      | \$ 40,000        |                 |
| Lowcountry Golf Course Owners Assoc.            | \$ 50,000      | \$ 50,000        |                 |
| Lowcountry Gullah                               | \$ 75,000      | \$ 75,000        |                 |
| Main Street Youth Theater                       | \$ 25,000      | \$ 25,000        |                 |
| Mitchellville Preservation Project              | \$ 185,000     | \$ 185,000       |                 |
| Native Island Business & Community Assoc.       | \$ 225,000     | \$ 225,000       |                 |
| The Coastal Discovery Museum-Operations         | \$ 310,000     | \$ 310,000       |                 |
| The Coastal Discovery Museum-Honey Horn Capital | \$ 350,000     | \$ 350,000       |                 |
| The First Tee of the Lowcountry                 | \$ 25,000      | \$ 25,000        |                 |
| The Heritage Library                            | \$ 110,000     | \$ 110,000       |                 |
| The Sandbox                                     | \$ 54,500      | \$ 54,500        |                 |
| The Town of Hilton Head Island                  | \$1,000,000    | \$1,126,994      | \$126,994       |
| Total Full Funding                              | \$3,977,500    | \$4,231,488      | \$253,988       |

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

This year there were four applicants 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. The ATAC feels strongly that TERC capped funding should not be considered as a negative reflection on the organization. The final determination was based solely on TERC guidelines for funding. This resulted in a \$25,055 variance between what was requested by the applicant and what was recommended by the Committee.

|                                      | <b><u>Request</u></b> | <b><u>Committee</u></b> | <b><u>Variance</u></b> |
|--------------------------------------|-----------------------|-------------------------|------------------------|
| Hilton Head Island Land Trust        | \$ 30,000             | \$ 28,684               | (\$ 1,316)             |
| Operation R & R                      | \$ 15,000             | \$ 2,000                | (\$ 13,000)            |
| The Outside Foundation               | \$ 20,000             | \$ 10,367               | (\$ 9,633)             |
| World Affairs Council of Hilton Head | \$ 10,000             | \$ 8,894                | (\$ 1,106)             |
| <b>Total Partial Funding</b>         | <b>\$ 75,000</b>      | <b>\$ 49,945</b>        | <b>(\$ 25,055)</b>     |

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

Unfortunately, there were two 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>Request</u></b> | <b><u>Committee</u></b> | <b><u>Variance</u></b> |
|-----------------------|-----------------------|-------------------------|------------------------|
| 12 Jewels of Life     | \$ 40,000             | \$ 0                    | (\$ 40,000)            |
| Sea Turtle Patrol HHI | \$ 10,660             | \$ 0                    | (\$ 10,660)            |
|                       | <b>\$ 50,660</b>      | <b>\$ 0</b>             | <b>( \$50,660)</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 2020 grant cycle. A spreadsheet of the committee's grants recommendations accompanies this memo.

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

**12 JEWELS OF LIFE**  
**2021 Grant Application**

12 Jewels of Life serves as a non-profit to provide mentoring programs for youth and other disadvantaged populations which include afterschool programs for homework help, reading, writing, math, arts and crafts, field trips, summer lunch programs and other assistance that in the Beaufort and Jasper County areas. This application is for a program to bring exclusive comedy acts to Hilton Head, with the objective of providing entertainment not only for tourists to enjoy but to drive and enhance the overall tourist experience.

**"12 Jewels of Life Sunset Comedy Cruise"**

**Tourism Ratio:** none to-date, but targeted 60% / 300 visitors served out of 500 total people; 200 were targeted to be from beyond 50 miles

**Grant Request:** **\$40,000**

**Grant Reason:** Marketing and operational expenses related to the event.

**Recommendation:** **No funding**

**ATAC Opinion:** The Committee appreciated learning about this community engaged event; however, they did have concerns on how much of an economical driver and enhancer this would be to tourism on Hilton Head. This applicant shows much promise with time under its belt to truly form as a year-round event.

**The Committee's opinion is that 12 Jewels of Life should strive to provide a successful comedy event, demonstrate its tourism attendance and apply in a subsequent grant cycle.**

**ART LEAGUE OF HILTON HEAD**  
**2021 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. The Art Leagues 50<sup>th</sup> Anniversary will be in 2022 and they are striving to promote for and showcase Hilton Head Island as a world class arts community.

**"ATAX Application"**

**Tourism Ratio:** 45% / 12,319 visitors were from beyond 50 miles served out of 27,108 total people

**Grant Request:** **\$65,000**



**Grant Reason:** Marketing and advertising through media partners.

**Recommendation:** \$65,000 – Full Funding

**ATAC Opinion:** The Committee was impressed with the League’s entire presentation, including its continued marketing efforts and its continued commitment towards evolving its visual arts presence. The ALHH offers year-round visual art exhibitions, classes and programs in addition to partnering with local, private and nonprofit businesses to expand its reach to ensure visual arts are a continued cherished contributor to the Hilton Head Community. They will continue to work with their digital marketing and search engine firms to maintain a sustainable measurable media development plan and improve its branding. Through its marketing efforts the ALHH hopes to continue to provide a diversity of offerings to enhance the visitor stay on the Island and the Committee feels that continued funding is important to the mission it’s trying to achieve.

**The Committee continues to feel that the Art League is a good steward of ATAX funds thus awarding full funding for this organization.**

|                                                                                         |
|-----------------------------------------------------------------------------------------|
| <p><b><u>ARTS CENTER OF COASTAL CAROLINA</u></b><br/> <b>2021 Grant Application</b></p> |
|-----------------------------------------------------------------------------------------|

For nearly 25 years, the Arts Center of Coastal Carolina has provided year-round, high quality programming to both tourists and residents through the production of theater, performing arts and community festivals. For 2021, the Arts Center will still continue to host multiple exhibitions and educational programs throughout the year.

**“Tourism Operations Support for the Arts Center of Coastal Carolina”**

**Tourism Ratio:** 23% / 9,676 visitors served out of 41,034 total people; of which 7,936 were beyond 50 miles

**Grant Request:** \$325,000

**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 FY20 will be \$4,292,433. This grant application supports its marketing and programming and does not include any supplementary facility maintenance requests.

**Recommendation:** \$325,000- Full Funding

**ATAC Opinion:** The Committee feels strongly that the Arts Center continues to be 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 driving and enhancing tourist stays.

**The Committee believes the Arts Center is both a driver and enhancer of tourism. This year’s ask is \$ 81,000 less than last year. However, in comparison to other organizations with similar visitor counts and ATAX \$/Visitor spend, the Art Center continues to be funded appropriately within its competitive set. This organization will be using carry over funding from 2020 to aid and assist in the efforts for 2021.**

**DAVID M. CARMINES MEMORIAL FOUNDATION**  
**2021 Grant Application**

The David M. Carmines Memorial Foundation organizes the annual Hilton Head Island Seafood Fest, currently in its 14<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. Its goal is to encompass the lifestyle and uniqueness of our culinary culture here in the Lowcountry to visitors and locals alike. Whether you are a local or visitor, edible experiences will change the way you think about your food---beyond the plate.

**“Hilton Head Island Seafood Fest”**

**Tourism Ratio:** 68% / 9,255 visitors served out of 13,600 total people; of which 4,345 were beyond 50 miles

**Grant Request:** **\$115,000**

**Grant Reason:** For public relations and event marketing expenses through print, online, social, TV, and radio.

**Recommendation:** **\$115,000 – Full Funding**

**ATAC Opinion:** The Committee has been thoroughly impressed with the continued success and growth of this event year over year. The total number of patrons has increased 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 this organization has solidified its reputation and is continuing to gain a regional following. The event this past year was one of Hilton Heads last larger events prior to the mandated CDC shut down due to COVID-19. For 2021, this event will move to November to get ahead of any possible restrictions with events by the CDC.

**The Committee’s recommendation for full funding was felt to be warranted. This event has proven to continue to have strong management, good creativity, excellent metrics systems and marketing. The success year over year has been driven by an enhanced marketing and image campaign and the retaining of a PR firm to bolster awareness of this event. The Committee feels that this event has emerged to being another signature event showcasing the culinary heritage and talent of our area.**

**GULLAH MUSEUM OF HILTON HEAD ISLAND**  
**2021 Grant Application**

The Gullah Museum of Hilton Head Island is requesting funding for its heritage events and marketing for Gala Awards, Artist in Residence program, Gullah Food Festival, Gullah Christmas celebration and other history-based events to educate visitors and tourists of the distinctive Gullah culture that tells the story of the indigenous people of Hilton Head.

**“Gullah Museum of Hilton Head”**

**Tourism Ratio:** 90%/ 1,181 visitors served out of 1,301 total people; of which were beyond 50 miles

**Grant Request:** **\$17,000**

**Grant Reason:** For event marketing and operation expenses related to Arts and Cultural Events.

**Recommendation:** **\$17,000– Full Funding**

**ATAC Opinion:** The Committee was impressed with the applicant’s continued commitment and contribution towards enhancing the cultural experience of tourists. Management is making progress in measuring marketing funding effectiveness but needs continued efforts in this area. Programming features cultural 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 develops the growth in attendance and broadened collaboration with other Cultural and Heritage groups on the Island.

**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 continue to encourage their strategic and business planning efforts. This organization will be using carry over funding from 2020 to aid and assist in the efforts for 2021.**

**HILTON HEAD CHORAL SOCIETY**  
**2021 Grant Application**

In 2021, its 45<sup>th</sup> season, the Hilton Head Choral Society is planning to produce four 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”**

**Tourism Ratio:** 25% / 447 visitors served out of 1,399 total people; of which 136 were beyond 50 miles

**Grant Request:** **\$16,000**

**Grant Reason:** This request will be used for marketing expenses with strong influences on social media.

**Recommendation:** **\$16,000 – Full Funding**

**ATAC Opinion:** The Committee continues to be impressed with this organization. The Society continues to produce crowd worthy events and is an excellent collaborator with other organizations island wide. In its 45<sup>th</sup> year “Season of Hope”, they plan to rebound from the cancellation of its previous seasons shows through the robust marketing plan. The detailed plan includes PR and print design, media advertising and fine tuning its website. The Society uses a business approach to maintain its operations and has impressed the Committee with how it is fine-tuning itself year over year.

**As with similar organizations with a low tourism ratio, the Committee encourages increased focus on tourist attendance, and is hesitant to recommend increased awards without that ROI justification, however, the Committee feels that because the HHCS has proven to be a key organization in the arts community for over 45 seasons, they are confident the Society will continue to grow with its continued social media exposure. This organization will be using carry over funding from 2020 to aid and assist in the efforts for 2021.**

**HILTON HEAD ISLAND CONCOURS D’ELEGANCE, INC.**  
**2021 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 HHI Motoring Festival to remain competitive with other top –tier national events. In 2016, the event added a vintage aircraft exhibition and gala with great success, 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:** 58% / 8,527 visitors served out of 18,337 total people; of which 9,810 were beyond 50 miles\*

*(\*Based on 2019 attendance; the 2020 event was cancelled due to COVID-19)*

**Grant Request:** **\$88,000**

**Grant Reason:** For promotional marketing and advertising and operating event expenses, which contributes towards a total event budget of \$1,314,616.

**Recommendation:** **\$88,000 – Full Funding**

**ATAC Opinion:** The Committee feels very strongly that the Motoring Festival is a signature event for our Island, and has attracted multi-night visitors. It has not only continued to grow and improve, it has become a household name in the southeast. This organization’s fall event was cancelled due to COVID-19 restriction, however, due to the Festival’s proven 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 full funding.

**With this funding provided, the Committee feels strongly that the Hilton Head Island Motoring Festival & Concours d’Elegance will be able to come back**

**stronger and set itself apart from other motoring festivals and demonstrate Hilton Head as a true world class destination for the event. This organization will be using carry over funding from 2020 to aid and assist in the efforts for 2021.**

**HILTON HEAD DANCE THEATER**  
**2021 Grant Application**

Currently in its 35<sup>th</sup> season, the Hilton Head Dance Theater has two major planned productions for 2021, in addition to several smaller productions. The Dance Theater's production of The Nutcracker generates the most tourist visits out of any of the other showings such as Pile and Terpsichore.

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

**Tourism Ratio:** 19% / 514 visitors served out of 2,633 total people; of which 206 were beyond 50 miles

**Grant Request:** **\$19,000**

**Grant Reason:** For promotional event marketing and advertising for 2 major productions in 2020.

**Recommendation:** **\$19,000 – Full Funding**

**ATAC Opinion:** The Committee feels that this is a worthy arts organization to continue supporting due to its ability to collaborate with other organizations and the quality of its productions.

**As with similar organizations with a low tourism ratio, the Committee encourages increased focus on tourist attendance, and is hesitant to recommend increased awards without a ROI justification but feels that this organization warrants funding to sustain events geared towards attracting tourism. This organization will be using carry over funding from 2020 to aid and assist in the efforts for 2021.**

**HILTON HEAD ISLAND AIRPORT**  
**2021 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.

**"HHI Airport 2021 App"**

**Tourism Ratio:** 75% / 117,603 visitors served out of 233,275 total people; of which 88,202 were beyond 50 miles

**Grant Request:** **\$165,000**

**Grant Reason:** For air service marketing and promotion to attract additional airline service with additional destinations to Hilton Head Island Airport.

**Recommendation: \$165,000 –Full Funding**

**ATAC Opinion:** The expansion of the Hilton Head Island Airport runway has proven to be beneficial to developing increased air service. In 2019, the HHIA increased its direct routes from one to nine making it that much easier to fly into Hilton Head. Those direct flights provide a better experience to help develop first-time visitors into return visitors. The HHIA will continue partnering with a qualified aviation consulting firm which specializes in developing and attracting air service for smaller, niche airports like Hilton Head. Additional marketing programs will include Expedia, Travelocity, digital co-op with the local VCB, IQ advertising to second home owners and weather.com.

**The Committee felt confident that with the proper marketing funding the airport could purchase additional direct ad placement in key regional marketing pieces and digital marketing efforts directed for newer service cities for 2021, to aid in the recovery of air travel to Hilton Head Island. Their efforts are bringing many tourists and for multiple nights, so this is deemed to be a very appropriate and effective use of ATAX funds. This organization will be using carry over funding from 2020 to aid and assist in the efforts for 2021.**

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| <b><u>HILTON HEAD ISLAND LAND TRUST</u></b><br><b>2021 Grant Application</b> |
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The Hilton Head Island Land Trust was founded in 1987 for the purpose of protecting significant parcels of land on Hilton head for the enjoyment of future generation. Historic Fort Howell, located on Beach City Road, is one of our most significant properties and is the only fort on Hilton Head preserved and open to the public. Creating and preserving a protected path around the existing Fort in 2020, allowed visitors to envision what the entire earthen fort looks like and to better understand the effort it took to build over 150 years ago.

**“Parking Lot”**

**Tourism Ratio:** 82% / 73 visitors served out of 1,688 total people; of which 1,383 were beyond 50 miles

**Grant Request:** **\$30,000 Per TERC guidelines the maximum allowable award would be \$28,684**

**Grant Reason:** For facilities upgrade and maintenance to the existing fort pathway

**Recommendation:** **\$28,684 – TERC limit**

**ATAC Opinion:** The Committee was delighted to hear that Fort Howell was granted a listing as one of only five sites in South Carolina in the Underground Railroad Network to Freedom program sponsored by the Nation Park Service, and by the growth in tourists served. Fort Howell showcases the rich history and pride of preservation which is one of the many must haves for Hilton Head. Plans to enhance the visitor experience and providing a welcoming area is commendable on this organizations part. This will allow the site to house larger groups to continue to learn about Hilton Head rich history.

**The Committee’s recommendation is TERC limited to \$28,684. The Committee’s opinion was based on Town and TERC guidelines resulting in the maximum allowable amount for funding. The Committee recommends funding to aid in the creation of adequate parking facilities for the site.**

**HILTON HEAD ISLAND RECREATION ASSOCIATION**  
**2021 Grant Application**

The Hilton Head Island Recreation Association organizes its annual Wingfest and Oyster Festival, two separate events. Entering its 25<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. These events have turned into key shoulder season events for those of all ages to enjoy.

**“ATAX Application for Events”**

**Tourism Ratio:** 43% / 3,500 visitors served out of 8,000 total people; of which 2,500 were beyond 50 miles\*

*(\*Based on 2019 attendance; the 2020 event was cancelled due to COVID-19)*

**Grant Request:** **\$10,000**

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

**Recommendation:** **\$10,000 – Full 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. The ROI for the ATAX dollars invested is strong. These events 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, due to COVID-19 this organization had to cancel Oyster Fest in the fall. The Committee felt it was important to provide this organization full funding to host the Island’s iconic Wingfest. This organization will be using carry over funding from 2020 to aid and assist in the efforts for 2021.**

**HILTON HEAD WINE AND FOOD, INC.**  
**2021 Grant Application**

The Hilton Head Wine and Food Festival is going to celebrate its 36<sup>th</sup> year in 2021. With the festival’s venue change to the Sea Pines Resort in 2015, this event has attracted many with its world premiere wines through interactive and educational culinary experiences. HHWFF is a proven 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:** 76% / 900 visitors served out of 3000 total people; of which 2,100 were beyond 50 miles\*

*(\*Based on 2019 attendance; the 2020 event was cancelled due to COVID-19)*

**Grant Request:** **\$88,000**

**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: \$88,000 – Full 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 to remain at the top of the visitor's mind. The Committee was impressed with applicant's continued self-assessment of its events, 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. This festival celebrates the area's coastal beauty and vibrant culture and gives the visitor the full experience.

**While this applicant has a higher \$ vs Tourist ratio, they have also shown higher participant spending and multi-night stays, making this an effective use of ATAX funds. HHWF has shown consistent strides in advancing in the culinary festivals during Hilton Heads otherwise quieter months. Due to COVID-19 this organization had to cancel its 2020 event based on CDC guidelines. The Committee recommends full funding to expand their marketing and promotion for the 2021 event. This organization will be using carry over funding from 2020 to aid and assist in the efforts for 2021.**

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| <b><u>HILTON HEAD ISLAND - BLUFFTON CHAMBER OF COMMERCE / VCB</u></b><br><b>2021 Grant Application</b> |
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The Chamber of Commerce has applied for a supplemental grant of \$350,000 for meetings and groups, destination golf and festival & events 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:** 2,680,000 unique visitors to destination, creating an overall tourism ratio of 55% on Hilton Head Island

**Grant Request:** **\$350,000**

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

**Recommendation:** **\$476,994 – Full Funding**

**ATAC Opinion:** The Committee feels strongly that the Town's DMO continues to have the greatest reach and best potential to reach the maximum number of potential visitors to our Island. Due to the global pandemic of COVID-19, there is a need to reinvest in ourselves to drive and enhance tourism on Hilton Head now more than ever.

**The Committee continues to feel that our DMO provides our Island with strong marketing and PR programs accompanied by strong business management skills and processes. Due to the global pandemic and multi-state restrictions on travel, Hilton Head struggled during its second quarter as multiple events and festivals were cancelled due to CDC guidelines. While recognizing activities such as golf as a very significant tourism asset, the Committee was pleased the Chamber**



**plans to focus on these supplemental opportunities to strengthen the local economy during these unprecedented times. This organization will be using carry over funding from 2020 to aid and assist in the efforts for 2021.**

**HILTON HEAD SYMPHONY ORCHESTRA, INC.**  
**2021 Grant Application**

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.

**“HHSO 2020 General Operating Grant”**

**Tourism Ratio:** 50% / 7,359 visitors served out of 14,813 total people; of which 3,680 were beyond 50 miles

**Grant Request:** **\$270,000**

**Grant Reason:** For marketing and operational expenses to contribute towards the organization’s full year budget of \$2,130,440.

**Recommendation:** **\$270,000 – 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 the continuation to live stream of the annual piano competition which reaches viewers in over 50 countries. The Symphony has opened its smaller avenue, which offers new programming with performance opportunities in a more relaxed atmosphere tailored to younger audiences. This space also allows other Island performing arts organizations the ability to rehearse and perform when the Orchestra is not in season.

**The Committee recommends full funding for the HHSO to build its tourist appeal by supporting the marketing efforts of the International Piano Competition, SoundWaves presentations and outdoor concerts and its next step in expanding the Symphony’s music contributions to Hilton Head.**

**LEAN ENSEMBLE**  
**2021 Grant Application**

This is the 4<sup>th</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 season runs from October through May providing 4 classic productions and 2 benefit performances during the season.

**“Lean Ensemble Theater Productions”**

**Tourism Ratio:** 36% / 657 visitors served out of 4,174 total people; of which 835 were beyond 50 miles

**Grant Request:** **\$40,000**

**Grant Reason:** For marketing and operational expenses to contribute towards the organization’s full year budget of \$320,000.

**Recommendation:** **\$40,000 – Full Funding**

**ATAC Opinion:** The Committee was impressed with this application and believes this organization continues to provide a unique arts experience for our visitors to enjoy. It was appreciated that this organization worked to establish itself within the community for several years before applying for ATAX funding. Due to COVID-19, the theater was 2/3 thru its 2019/2020 season. This year also features a new partnership with the Mitchellville Preservation Project to produce a live action play that will showcase the rich history in 2022. The theater’s innovative way to provide “at home” viewings will provide for a new way of theater in the comfort of your own home.

**The Committee recommends full funding to ensure the production and marketing to expand a focus on tourist viewership during COVID-19. 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.**

**LOWCOUNTRY GOLF COURSE OWNERS ASSOCIATION**  
**2021 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”**

**Tourism Ratio:** Not directly reported in the application

**Grant Request:** **\$50,000**

**Grant Reason:** For marketing and PR efforts.

**Recommendation:** **\$50,000 – Full funding**

**ATAC Opinion:** 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 the spend. The media PR firm used by the applicant is precise in its efforts and will continue into its 5<sup>th</sup> year. Its focus this year will be to heighten awareness of Hilton Head’s numerous first-class courses that are open.

**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 and would like to see improved patron tracking and more of a collaborative effort regarding golf for all courses on the island as well as in the nearby region.**

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| <p><b><u>LOWCOUNTRY GULLAH</u></b><br/> <b>2021 Grant Application</b></p> |
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Lowcountry Gullah is the culmination of several years of experience being immersed within the Hilton Head Island Gullah community and a body of work highlighting the culture and its people. People are interested in learning more about historic information, as well as genealogic connection to their heritage on a local and global level. As a historical resource, Lowcountry Gullah provides a historical resource and cultural tourism influencer and the link to cultural elements that have been woven into the fabric of our society.

**“Lowcountry Gullah”**

**Tourism Ratio:** Not directly reported in the application

**Grant Request:** **\$75,000**

**Grant Reason:** Marketing expenses related to providing an informational website of the lowcountry.

**Recommendation:** **\$75, 000- Full Funding**

**ATAC Opinion:** The Committee was impressed with the forward thinking and information this applicant has provided thus far. The commitment to provide access to published articles and historical information all while serving as a cultural influencer shows much promise. Having over 20,000 pages views since July 2019, proves that this applicant is getting the word about Hilton Head Island out.

**The Committee recommends full funding to develop tracking of their patron’s visits to the island, and to ensure the production and marketing to include coverage of the Island’s Gullah cultural assets. By recommending funding this will allow the organization the ability to grow its local and international audience.**

**MAIN STREET YOUTH THEATER**  
**2021 Grant Application**

Formed in 1997, as the Hilton Head Community and Youth Theater, as produced over 80 shows in the last 20 years. The MSYT is dedicated to providing opportunities for youth and adults to experience live theater productions. This year, MSYT will offer classic productions in 2021 such as Peter Pan and Seussical. These productions provide quality, low cost and family friendly entertainment to visitors and tourist of all ages.

**“ATAX Grant Application”**

**Tourism Ratio:** 41% / 600 total people to date in 2020; 40 from beyond 50 miles

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

**Grant Reason:** For marketing expenses to promote season productions.

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

**ATAC Opinion:** The Committee feels it is important to continue to support this local 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 publications, the MSYT is also able to promote the arts community and destination to theater aficionados.

**The Committee recommends full funding to aide in improving the MSYT digital and social media marketing this year. As with similar organizations with a low tourism ratio and low visitor counts, the Committee is hesitant to recommend increased awards without a ROI justification, however, the Committee feels, with this funding, they will be able to increase tourist attendance at the shows.**

**MITCHELLE PRESERVATION PROJECT**  
**2021 Grant Application**

As the presence of Mitchellville Preservation Project continues to grow, so does it's dedicated to preserving, protecting and promoting the heritage of Mitchellville – the first self-governed freedmen's town in America. MPP continues to 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 Mitchellville 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:** 75% / 15,172 visitors served out of 60,021 total people; of which 44,849 were beyond 50 miles\*

*(\*Based on 2019 attendance; several 2020 events were cancelled due to COVID-19)*

**Grant Request:** \$185,000

**Grant Reason:** For marketing and promotion of the exhibit at the Westin Resort, the promotion of the 2021 events, continued branding efforts and park site maintenance and upkeep.

**Recommendation:** \$185,000 – Full Funding

**ATAC Opinion:** The Committee is delighted with the progression of the vision and continued commitment of Mitchellville’s board and Executive Director over the years. The Committee members were pleased to see the constant collaborating effort with several of the Island’s other cultural organizations. The Committee was also pleased to learn that they are in the final stage of the master plan approval for Mitchellville.

**The Committee recommends full funding, at \$185,000 – at the same level as in 2020. 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 will be key to sustaining this organization. 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. This organization has shown its predominant impact on our community of culture and history, and has been very effective at attracting tourists from out of the area. This organization will be using carry over funding from 2020 to aid and assist in the efforts for 2021.**

**NATIVE ISLAND BUSINESS & COMMUNITY AFFAIRS ASSOCIATION, INC.**

**2021 Grant Application**

The Native Island Business & Community Affairs Association produces the annual Gullah Celebration on Hilton Head Island. NIBCAA will host the 25<sup>th</sup> annual event in 2021 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 and become educated on the strong Gullah culture on Hilton Head.

**“Hilton Head Island Gullah Celebration”**

**Tourism Ratio:** 94% / 18,234 Visitors served out of 22,142 total people; of which 17,001 were beyond 50 miles

**Grant Request:** \$225,000

**Grant Reason:** For marketing and event expenses.

**Recommendation:** \$225,000 – Full Funding

**ATAC Opinion:** The Committee applauds NIBCAA for its culture filled month-long effort to drive and enhance tourism on Hilton Head Island during an otherwise historically slow tourism period. Based on its positive figures, the Committee feels strongly that NIBCAA’s events have become a tourist draw that enhance the stay of Island guests through its diverse offerings of Gullah history on the Island. The Gullah

Celebration, has been recognized as a Top 20 Event in the Southeast by the Southeast Tourism Society, thus attracting tourists to Hilton Head to enjoy a variety of activities and events designed to attract and educate visitors of diverse interest and backgrounds. During the month of February, they showcase the rich cultural heritage of the Gullah descendants through arts, crafts and food.

**The Committee recommends full funding at \$225,000 - a \$100,000 increase above the 2020 award. The Committee fully supports the event and feels the success this past year has been driven by an enhanced marketing and the ROI has proven to be positive. Building an even stronger strategic and business plan in support of their goal of 15% annual tourist growth will help to continue to energize and freshen this valuable community effort and enlarge public enthusiasm and support. This organization will be using carry over funding from 2020 to aid and assist in the efforts for 2021.**

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| <p><b>Operation R &amp; R</b><br/><b>2021 Grant Application</b></p> |
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The Operation R & R organization is unique in that it started and is based on Hilton Head Island to support and serve local military and gold star families. Started in 2008, this organization brings deserving previously deployed military families from three local bases (Ft. Stewart, Hunter Army bases and Beaufort Marine Air Base) along with Gold Star families from around the country. All families receive a 4-7-night stay in donated homes, villas and hotels. Many of Hilton Heads business are “participating partners”, which include over 60 restaurants and more than 35 service related brands.

**“Website”**

**Tourism Ratio:** ~55 families=220 tourists/yr.; 1,500 total families (approx. 3,000 children) since 2008

**Grant Request:** **\$15,000**

**Grant Reason:** For marketing and PR efforts.

**Recommendation:** **\$2,000- TERC Limit**

**ATAC Opinion:** The Committee appreciated learning about this community engaged event; however, they did have concerns on how much of an economical driver and enhancer this would be to tourism on Hilton Head. This applicant shows much drive and determination to give back to those in need and the committee commends them on that. The Committee welcomes this first-time applicant in the future with marketing data regarding tourist spending for future grant cycles.

**The Committee’s recommendation is TERC limited to \$2,000. The Committee’s opinion was based on Town and TERC guidelines resulting in the maximum allowable amount for funding. The Committee recommends funding to aid in the marketing and promotion to advertise to military families.**

**Sea Turtle Patrol of HHI**  
**2021 Grant Application**

Sea Turtle Patrol is a non-profit organization on Hilton Head designed to monitor Hilton Head beaches for turtle nesting. The Town of Hilton Head Island passed a beach ordinance that are designed to protect the turtle during the season. There are several regulations that visitors may not be aware of for example, removing personal property at night and lights out 10pm-6am. Proper education as an entertaining activity and PSA to a local property could serve beneficial.

**“Public Sea Turtle Talks”**

**Tourism Ratio:** **None to-date, targeting 55% / 2,600 total people to date in 2020**

**Grant Request:** **\$10,600**

**Grant Reason:** For speaker fees and venue rental.

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

**ATAC Opinion:** The Committee appreciated learning about this community engaged event; however, they did have concerns on how much of an economical driver and enhancer this would be to tourism on Hilton Head. This applicant shows vast knowledge, drive, and determination to educate tourists on beach stewardship for sea turtles and other beach fauna.

**While this is a worthy cause, the Committee’s opinion for no funding was based on Town and TERC guidelines. The Committee recommends that this applicant apply in a subsequent grant cycle for an alternative ask for this community event.**

**THE COASTAL DISCOVERY MUSEUM**  
**2021 Grant Application**

**“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.

**Tourism Ratio:** 94% / 93,985 tourists served out of 103,280 total people\*  
(\*Several 2020 events were cancelled due to COVID-19)

**Grant Request:** **\$310,000**

**Grant Reason:** For marketing, event, and facility expenses.

**Recommendation:** **\$310,000 – Full funding**

**ATAC Opinion:** 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 such as Farmers Market Tuesdays, Sweet grass basket classes and critter talks for the children. The Museum's commitment to continuous growth and evolution plays a key part in providing repeat visitors with new experiences and memories.

**The Committee is continuously impressed with the skill with which the Museum has grown its business plan and tourist attendance over the years. CDM has proven to be a leader of the museums on Hilton Head thru its successful marketing plans to boost their online presence and by maintain stimulating exhibits for those of all ages to enjoy. The Committee recommends full funding to facilitate activities, exhibits and the continued growth thru website improvements providing content specific for Hilton Head.**

### **"Honey Horn Capital Improvements"**

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 is one of the Islands centers for informing residents about the deep history that it has to offer. Renovating the current hay barn into a climate-controlled exhibition space to tell the story of Santa Elena would be one of a kind. This expansion would maximize CDM's exhibition space and become a major driver for heritage tourism.

**Tourism Ratio:** 94% / 93,985 tourists served out of 103,280 total people

**Grant Request:** **\$350,000**

**Grant Reason:** For facility renovations.

**Recommendation:** **\$350,000 – Full funding**

**ATAC Opinion:** The Committee felt this was a purposeful use of funding to support that will provide tourists with a better understanding of Santa Elena and what it means for Hilton Heads heritage. Providing tourists with the story of Santa Elena, "Where America Began" it draws history enthusiasts seeking information about the period Spanish occupation in the 16<sup>th</sup> century.

**The Committee recommends full funding at \$350,000. This is a new applicant for 2020, however, the Committee felt it was important, based on their documented ability to attract tourists, to support this applicant's effort to continue the promotion of History and culture on Hilton Head.**



**THE FIRST TEE OF THE LOWCOUNTRY**  
**2021 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 Hilton Head Island Facility Visitations”**

**Tourism Ratio:** 84% / 2,301 visitors served out of 2,271 total people; of which 1,293 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 unique 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 increased print advertising, mail campaigns, email blasts and social media advertising. The FTL has become a multi-generational place where families can enjoy time learning and practicing the sport they adore to play. This is an added enhancement to the visitor’s experience and has emerged as a tourist attraction on Hilton Head. The Committee recommends full funding to sustain marketing of this facility to visiting tourists.**

**THE HERITAGE LIBRARY FOUNDATION**  
**2021 Grant Application**

**“2021 ATAX Application 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:** 82%/4,736 visitors served out of 5,789 total people with 3,978 beyond 50 miles\*  
 (\*Based on 2019 attendance; several 2020 events were cancelled due to COVID-19)

**Grant Request:** **\$110,000**

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

**Recommendation:** **\$110,000 – 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 even thru a pandemic. The Committee was impressed with the efforts focusing on cultural and historical promotion, and its commitment to historical site preservation. The Committee was also pleased to hear that for 2021, HL has found an alternative to in person forums and will host live and virtual events. They also will be updating their website to include an interactive map that highlights the historic and cultural sites on Hilton Head.

**The Committee has much confidence in this applicant that has shown their determination of preserving and promoting their special events and programs to history enthusiasts, while establishing operational sustainability and broadening their funding base. They have shown they are capable of collaborating and effectively managing the funds received. The Committee believes this organization is doing a good job representing and promoting the cultural heritage of our destination.**

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| <p><b><u>THE OUTSIDE FOUNDATION</u></b><br/><b>2021 Grant Application</b></p> |
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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.

**“Environmental Sustainability”**

**Tourism Ratio:** 71% / 4,539 visitors out of 6,339 total people; of which 1,800 were beyond 50 miles

**Grant Request:** **\$20,000**

**Grant Reason:** For marketing and promotion of preserving and protecting the local environment

**Recommendation:** **\$10,367– TERC Limit**

**ATAC Opinion:** The Committee felt that organizing and promoting the expansion of the local environment sustainability project 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 by preserving and protecting our local environment. Documentation of involvement by patron type will be helpful in the future.

**The Committee’s recommendation is TERC limited to \$10,367. The Committee’s opinion was based on Town and TERC guidelines resulting in the maximum allowable amount for funding.**

**THE SANDBOX**  
**2021 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 for the last several years. For 2021, Sandbox will soon have a new home in the Town’s Lowcountry Community Park with more exhibit space and building enhancements for visitors to enjoy.

**“Enhancing the Tourist Experience”**

**Tourism Ratio:** 94%/1,348 visitors served out of 15,924 total people with 13,733 beyond 50 miles\* (*\*Several 2020 events were cancelled due to COVID-19*)

**Grant Request:** **\$17,875**

**Grant Reason:** For marketing, advertising, programming, and general exhibit upkeep.

**Recommendation:** **\$17,875 – 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 94% 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 is excited to see that the future holds for The Sandbox with the completion of its new building.

**The Committee’s recommendation is \$17,875 – full funding as this applicant has proven to continue to show a strong ROI, and submitted a superior application This organization will be using carry over funding from 2020 to aid and assist in the efforts for 2021.**

**TOWN OF HILTON HEAD ISLAND**  
**2021 Grant Application**

**“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 and the Office of Cultural Affairs. Included items are police and beach safety services; municipal code and land management ordinance enforcement services; and roadside, pathway, public park maintenance and new and creative programming such as the Hilton Head Lantern Parade and sculpture trail.

**Tourism Ratio:** The overall tourism ratio of visitors to full time residents of Hilton Head Island is 55%

**Grant Request:** \$1,000,000

**Grant Reason:** For tourism-related public services and event expenses.

**Recommendation:** \$1,126,994 – Full Funding

**ATAC Opinion:** 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. With the remaining funds, The Committee felt it was important to grant a portion of additional funds to ensure an adequate level of service from the Town for tourists.**

**WORLD AFFAIRS COUNCIL OF HILTON HEAD**

**2021 Grant Application**

For 39 years the World Affairs Council of Hilton Head has provided educational programs to the community and its visitors. The mission of WACHH is to keep members abreast of developments in international affairs including U.S. and national interests. The speaker series, set on Fridays, throughout 2021 will host 14 speakers to assist in engage potential visitors using a variety of marketing techniques and participation in Council-sponsored events. For 2021, events will be video recorded for the ease of virtual distribution.

**“Friday Speaker Series”**

**Tourism Ratio:** 5% / 399 visitors out of 7,150 total people; beyond 50 miles is unknown

**Grant Request:** \$10,000

**Grant Reason:** For marketing and promotion of educational programs

**Recommendation:** \$10,367– TERC Limit

**ATAC Opinion:** The Committee appreciated learning about this community engaged event; however, they did have concerns on how much of an economical driver and enhancer this would be to tourism on Hilton Head. Providing tourists with the opportunity to attend affordable, high level educational programs while here puts Hilton Head on the mind of those that seek current world affairs.

**The Committee’s recommendation is TERC limited to \$10,367. The Committee’s opinion was based on Town and TERC guidelines resulting in the maximum allowable amount for funding. As with similar organizations with a low tourism ratio and low visitor counts, the Committee is hesitant to recommend awards without a ROI justification, however, they feel with proper funding they will be able to increase tourist participation in these events.**

Respectfully submitted on behalf of the Accommodations Tax Advisory Committee,

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Andrew Brown, Chairman

**2021 Accommodations Tax Advisory Committee Members:**

Andrew Brown, Chairman  
James Fluker, Vice Chairman  
Richard Thomas  
Stephen Arnold  
Julie Martin  
John Farrell  
James Berghausen

## Calendar Year 2021 Accommodations Tax Advisory Grant Requests

|                                                                                       | 2020 GRANTS         |                     | 2021 GRANTS                       |                     |                    |
|---------------------------------------------------------------------------------------|---------------------|---------------------|-----------------------------------|---------------------|--------------------|
|                                                                                       | ATAC Recommendation | Town Council Award  | 2021 Applicant Request            | ATAC Recommendation | Town Council Award |
| 12 Jewels of Life                                                                     | \$ -                | \$ -                | \$ 40,000                         | \$ -                |                    |
| Art League of Hilton Head                                                             | \$ 65,000           | \$ 65,000           | \$ 65,000                         | \$ 65,000           |                    |
| Arts Center of Coastal Carolina                                                       | \$ 395,000          | \$ 406,000          | \$ 325,000                        | \$ 325,000          |                    |
| David M. Carmines Memorial Fnd                                                        | \$ 115,000          | \$ 115,000          | \$ 115,000                        | \$ 115,000          |                    |
| Gullah Museum of Hilton Head Island                                                   | \$ 55,000           | \$ 55,000           | \$ 17,000                         | \$ 17,000           |                    |
| Harbour Town Merchants Assoc.                                                         | \$ 21,000           | \$ 21,000           | Did not apply for 2021 ATAX Grant |                     |                    |
| Hilton Head Audubon Society                                                           | \$ 3,600            | \$ 3,600            | Did not apply for 2021 ATAX Grant |                     |                    |
| Hilton Head Choral Society                                                            | \$ 40,000           | \$ 40,000           | \$ 16,000                         | \$ 16,000           |                    |
| Hilton Head Concours d'Elegance                                                       | \$ 265,000          | \$ 282,000          | \$ 88,000                         | \$ 88,000           |                    |
| Hilton Head Dance Theater                                                             | \$ 15,000           | \$ 15,000           | \$ 19,000                         | \$ 19,000           |                    |
| Hilton Head Disc Golf                                                                 | \$ 20,000           | \$ 20,000           | Did not apply for 2021 ATAX Grant |                     |                    |
| Hilton Head Island Airport                                                            | \$ 90,000           | \$ 90,000           | \$ 165,000                        | \$ 165,000          |                    |
| Hilton Head Island Bridge Assoc.                                                      | \$ 25,000           | \$ 25,000           | Did not apply for 2021 ATAX Grant |                     |                    |
| Hilton Head Island Land Trust                                                         | \$ 15,000           | \$ 15,000           | \$ 30,000                         | \$ 28,684           |                    |
| HHI Rec Association (Wingfest & Oyster Festival)                                      | \$ 25,000           | \$ 25,000           | \$ 10,000                         | \$ 10,000           |                    |
| HHI St. Patrick's Day Parade                                                          | \$ 22,000           | \$ 22,000           | Did not apply for 2021 ATAX Grant |                     |                    |
| HHI Wine and Food, Inc.                                                               | \$ 120,000          | \$ 125,000          | \$ 88,000                         | \$ 88,000           |                    |
| HHI-Bluffton Chamber of Commerce VCB                                                  | \$ 575,000          | \$ 575,000          | \$ 350,000                        | \$ 476,994          |                    |
| Hilton Head Symphony Orchestra-A Operations                                           | \$ 250,000          | \$ 260,000          | \$ 270,000                        | \$ 270,000          |                    |
| Lean Ensemble Theatre                                                                 | \$ 35,000           | \$ 35,000           | \$ 40,000                         | \$ 40,000           |                    |
| Lowcountry Golf Course Owners Assoc.                                                  | \$ 50,000           | \$ 50,000           | \$ 50,000                         | \$ 50,000           |                    |
| Lowcountry Gullah                                                                     | \$ -                | \$ -                | \$ 75,000                         | \$ 75,000           |                    |
| Main Street Youth Theater                                                             | \$ 17,000           | \$ 17,000           | \$ 25,000                         | \$ 25,000           |                    |
| Mitchelville Preservation Project                                                     | \$ 185,000          | \$ 185,000          | \$ 185,000                        | \$ 185,000          |                    |
| Native Island Business & Community                                                    | \$ 125,000          | \$ 125,000          | \$ 225,000                        | \$ 225,000          |                    |
| Operation R & R <i>(New Application)</i>                                              |                     |                     | \$ 15,000                         | \$ 2,000            |                    |
| Sea Turtle Patrol HHI <i>(New Application)</i>                                        |                     |                     | \$ 10,660                         | \$ -                |                    |
| Shelter Cove Harbour Company                                                          | \$ 80,000           | \$ 80,000           | Did not apply for 2021 ATAX Grant |                     |                    |
| Skull Creek July 4th Celebration                                                      | \$ 21,000           | \$ 21,000           | Did not apply for 2021 ATAX Grant |                     |                    |
| The Boys & Girls Club of Hilton Head                                                  | \$ 22,000           | \$ 22,000           | Did not apply for 2021 ATAX Grant |                     |                    |
| The Coastal Discovery Museum-Operations                                               | \$ 297,500          | \$ 297,500          | \$ 310,000                        | \$ 310,000          |                    |
| The Coastal Discovery Museum-Lowcuntry Fair                                           | \$ 5,000            | \$ 5,000            | Did not apply for 2021 ATAX Grant |                     |                    |
| The Coastal Discovery Museum-Honey Horn Capital Improvements <i>(New Application)</i> |                     |                     | \$ 350,000                        | \$ 350,000          |                    |
| The First Tee of the Lowcountry- Operations                                           | \$ 25,000           | \$ 25,000           | \$ 25,000                         | \$ 25,000           |                    |
| The Heritage Library                                                                  | \$ 115,000          | \$ 115,000          | \$ 110,000                        | \$ 110,000          |                    |
| The Outside Foundation                                                                |                     |                     | \$ 20,000                         | \$ 10,367           |                    |
| The Sandbox                                                                           | \$ 54,500           | \$ 54,500           | \$ 17,875                         | \$ 17,875           |                    |
| Town of Hilton Head Island-A Operations                                               | \$ 1,389,941        | \$ 1,346,941        | \$ 1,000,000                      | \$ 1,126,994        |                    |
| World Affairs Council of HH <i>(New Application)</i>                                  |                     |                     | \$ 10,000                         | \$ 8,984            |                    |
| <b>Total</b>                                                                          | <b>\$ 4,538,541</b> | <b>\$ 4,538,541</b> | <b>\$ 4,066,535</b>               | <b>\$ 4,244,898</b> | <b>\$ -</b>        |

126,994 Reserved for later use

### Balance Available

Total Allocation

-

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4,371,892

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(0)

### Additional amounts:

The Committee voted to allocate the remaining \$389,966 to the following purposes 1/3 each:

1/3 126,994 DMO/marketing  
1/3 126,994 Town Operations  
1/3 126,994 Reserve for future grants

Note this is slightly different than presented because of a formula error.

380,983

\*|---- PRELIMINARY ----|\*

**STATE ACCOMMODATIONS TAX REVENUE ANALYSIS**

Calendar 2020 Revenues Available for Calendar Year 2021 Grants  
with comparative information for the prior year

|                                                                                                              | <u>Calendar Year 2020<br/>Revenues Available<br/>for CY2021 Grants</u> | <u>Calendar Year 2019<br/>Revenues Available<br/>for CY2020 Grants</u> | <u>\$<br/>Difference</u> | <u>%<br/>Difference</u> |
|--------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|------------------------------------------------------------------------|--------------------------|-------------------------|
| <b>SOURCES:</b>                                                                                              |                                                                        |                                                                        |                          |                         |
| Jan - Mar ATAX Revenue                                                                                       | 586,126                                                                | 472,626                                                                | 113,500                  | 24.01%                  |
| Apr - June ATAX Revenue                                                                                      | 1,730,047                                                              | 2,517,295                                                              | (787,248)                | -31.27%                 |
| July - Sept ATAX Revenue                                                                                     | 5,971,635                                                              | 3,223,818                                                              | 431,644                  | 13.39%                  |
| Oct - Dec ATAX Revenue:                                                                                      |                                                                        |                                                                        |                          |                         |
| Estimated Oct - Dec, actual received end of January after grants awarded                                     | 621,669                                                                | 820,620                                                                | (198,951)                | -24.24%                 |
| <b>Estimated ATAX Revenues</b>                                                                               | <b>6,593,304</b>                                                       | <b>7,034,359</b>                                                       | <b>(441,055)</b>         | <b>-6.27%</b>           |
|                                                                                                              | <u>Recurring<br/>Portion</u>                                           | <u>Recurring<br/>Portion</u>                                           |                          |                         |
| Other Amounts to be granted:                                                                                 |                                                                        |                                                                        |                          |                         |
| Interest (Estimated last 3-4 months)                                                                         | 18,128                                                                 | 17,820                                                                 |                          |                         |
| Lapsed Grants/(Extended Grants) (B.)                                                                         | -                                                                      | (60,000)                                                               |                          |                         |
| <b>Total CY Sources</b>                                                                                      | <b>6,611,432</b>                                                       | <b>6,992,179</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.)                       | (1,970,491)                                                            | (2,102,808)                                                            |                          |                         |
| 5% to the Town's General Fund (Est. for last qtr.)                                                           | (328,415)                                                              | (350,468)                                                              |                          |                         |
| <b>Available for Grants</b>                                                                                  | <b>4,287,525</b>                                                       | <b>4,513,903</b>                                                       |                          |                         |
| Amount Available in Prior Year but not Awarded                                                               | 50,000                                                                 | 50,000                                                                 |                          |                         |
| Amount Available in New Year due to Prior Year 4th Qtr being higher than Estimate<br>(65% Fund Portion Only) | 84,367                                                                 | 24,638                                                                 |                          |                         |
| <b>Amount Available to Award New grants - Subtotal</b>                                                       | <b>4,421,892</b>                                                       | <b>4,588,541</b>                                                       |                          |                         |
| Less Amount to be Reserved for MidYear Grants/Emergenicies                                                   | (50,000)                                                               | (50,000)                                                               |                          |                         |
| <b>Amount Available to Award New grants</b>                                                                  | <b>4,371,892</b>                                                       | <b>4,538,541</b>                                                       |                          |                         |
| <b>Requested "New" Grants</b>                                                                                | <b>4,066,535</b>                                                       | <b>5,135,064</b>                                                       |                          |                         |
| <b>Percentage of Grant Requests that can be funded</b>                                                       | <b>108%</b>                                                            | <b>88%</b>                                                             |                          |                         |
| <b>Requests exceeding available funds</b>                                                                    | <b>(305,357)</b>                                                       |                                                                        |                          |                         |

Notes:

A. The estimated amount for the 4th quarter is the last three years' average for that quarter and estimated at 70% because of COVID-19 uncertainty.

B. Because of the extension allowed this year, there are no lapsed grants this year. The extensions are funded out of last year's awards.

| Grant #                         | Accommodations Tax Applicants                 | Amount Requested    | Approved Grants     | Paid FY20           | Paid FY21         | Amount Remaining    |
|---------------------------------|-----------------------------------------------|---------------------|---------------------|---------------------|-------------------|---------------------|
|                                 |                                               |                     |                     |                     |                   |                     |
| AT275                           | Art League of Hilton Head                     | 65,000.00           | 65,000.00           | 14,987.12           | -                 | 50,012.88           |
| AT276                           | Arts Center of Coastal Carolina               | 406,000.00          | 406,000.00          | 315,247.61          | 33,254.84         | 57,497.55           |
| AT277                           | David M. Carmines Memorial Foundation         | 138,000.00          | 115,000.00          | 70,000.00           | 45,000.00         | -                   |
| AT278                           | Gullah Museum of Hilton Head                  | 60,000.00           | 55,000.00           | -                   | -                 | 55,000.00           |
| AT279                           | Harbour Town Merchants Association            | 22,000.00           | 21,000.00           | -                   | -                 | 21,000.00           |
| AT280                           | HH Audubon Society                            | 6,500.00            | 3,600.00            | 3,513.24            | -                 | 86.76               |
| AT281                           | Hilton Head Choral Society                    | 43,000.00           | 40,000.00           | 7,127.41            | 5,600.95          | 27,271.64           |
| AT282                           | Hilton Head Concours d' Elegance              | 282,000.00          | 282,000.00          | 37,251.68           | 11,770.00         | 232,978.32          |
| AT283                           | Hilton Head Dance Theatre                     | 23,000.00           | 15,000.00           | 5,404.12            | -                 | 9,595.88            |
| AT284                           | Hilton Head Disc Golf                         | 39,000.00           | 20,000.00           | 20,000.00           | -                 | -                   |
| AT285                           | Hilton Head Island Airport                    | 180,000.00          | 90,000.00           | -                   | 56,700.00         | 33,300.00           |
| AT286                           | Hilton Head Island Bridge Assoc               | 38,800.00           | 25,000.00           | 9,531.06            | -                 | 15,468.94           |
| AT287                           | Hilton Head Island Land Trust                 | 23,000.00           | 15,000.00           | 8,250.55            | 5,944.40          | 805.05              |
| AT288                           | Hilton Head Island Recreation Association     | 30,000.00           | 25,000.00           | 12,500.00           | -                 | 12,500.00           |
| AT289                           | Hilton Head St. Patrick's Day Parade          | 25,000.00           | 22,000.00           | -                   | -                 | 22,000.00           |
| AT290                           | Hilton Head Wine & Food                       | 130,000.00          | 125,000.00          | 78,026.22           | 9,600.00          | 37,373.78           |
| AT291                           | HHI-Bluffton Chamber of Commerce              | 635,000.00          | 575,000.00          | 342,956.61          | 73,531.29         | 158,512.10          |
| AT292                           | Hilton Head Symphony Orchestra, Inc           | 270,000.00          | 260,000.00          | 260,000.00          | -                 | -                   |
| AT293                           | Lean Ensemble Theater                         | 40,000.00           | 35,000.00           | 35,000.00           | -                 | -                   |
| AT294                           | Lowcountry Golf Course Owners Assoc           | 50,000.00           | 50,000.00           | -                   | 46,011.34         | 3,988.66            |
| AT295                           | Main Street Youth Theater                     | 20,000.00           | 17,000.00           | 6,808.97            | 10,191.03         | -                   |
| AT296                           | Mitchelville Preservaiton Project             | 185,000.00          | 185,000.00          | 54,488.63           | -                 | 130,511.37          |
| AT297                           | NIBCAA, INC.                                  | 225,000.00          | 125,000.00          | 75,502.89           | 26,094.17         | 23,402.94           |
| AT298                           | Shelter Cove Harbour Company                  | 88,700.00           | 80,000.00           | -                   | -                 | 80,000.00           |
| AT299                           | Skull Creek July 4th Celbration, Inc.         | 26,900.00           | 21,000.00           | -                   | -                 | 21,000.00           |
| AT300                           | The Boys & Girls Club                         | 22,000.00           | 22,000.00           | -                   | 2,265.00          | 19,735.00           |
| AT301                           | The Coastal Discovery Museum                  | 310,000.00          | 297,500.00          | 141,678.39          | 138,530.21        | 17,291.40           |
| AT302                           | The Coastal Discovery Museum- Lowcountry Fair | 15,000.00           | 5,000.00            | 1,721.73            | -                 | 3,278.27            |
| AT303                           | The First Tee of the Lowcountry               | 30,000.00           | 25,000.00           | -                   | 25,000.00         | -                   |
| AT304                           | The Heritage Library Foundation               | 120,000.00          | 115,000.00          | 16,283.70           | 2,468.20          | 96,248.10           |
| AT305                           | The Sandbox                                   | 54,500.00           | 54,500.00           | 7,172.91            | 11,817.08         | 35,510.01           |
| AT306                           | Town of Hilton Head Island                    | 1,427,664.00        | 1,346,941.00        | 1,346,941.00        | -                 | -                   |
| <b>CY 2020 GRANTS Sub-Total</b> |                                               | <b>5,031,064.00</b> | <b>4,538,541.00</b> | <b>2,870,393.84</b> | <b>503,778.51</b> | <b>1,164,368.65</b> |





## **TOWN OF HILTON HEAD ISLAND**

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### *Executive Department*

**TO:** Town Council  
**DATE:** December 9, 2020  
**SUBJECT:** 2020 Palmetto Electric Cooperative, Inc. Rural Development Act Utility Agreement

---

Pursuant to the South Carolina Rural Development Act, Palmetto Electric is providing grant funding to be utilized for improvements to the Town-owned property at 355 William Hilton Parkway (formally known as the Modern Classis Motors site). The improvements would include removal of the curb cut on US 278, realigning the access road across the property to the property boundary to services the adjoining commercial property owners, and to remove the existing concrete and asphalt on the property to allow for commercial redevelopment of the site.

STATE OF SOUTH CAROLINA )

**CONTRACT**

TOWN OF HILTON HEAD ISLAND )

WHEREAS, Town of Hilton Head Island, by and through its Town Council, hereinafter referred to as Town and Palmetto Electric Cooperative, Inc. by and through its Board of Directors, hereinafter referred to as Cooperative, wish to enter into this agreement.

NOW, THEREFORE, for the sum of Five (\$5.00) Dollars, each to the other paid, sufficient receipt of which is hereby acknowledged, and the other rights, duties and obligations as set out below, the parties agree as follows:

1. That Cooperative is a rural electric cooperative organized and existing under the laws of the State of South Carolina and as such is eligible to take advantage of the South Carolina Rural Development Act (Act No. 462) of 1996.

2. That Town is a body politic organized as a Town under the laws of the State of South Carolina. Under the Council-Manager Form of Government, the Town Manager, or their designated qualified municipal administrative officer, is authorized to sign this Contract. If required, this contract will be ratified by the Town Council at its next regularly scheduled Town Council Meeting.

3. That Cooperative intends to provide monies to the Town for roadway alignment, existing structure demolition and site preparation at 355 William Hilton Parkway owned by the

Town of Hilton Head Island. The Town agrees that the infrastructure, funded by such monies, will be substantially completed no later than December 31, 2021.

4. That Cooperative, under the South Carolina Rural Development Act of 1996, is allowed to apply for a credit against its tax liability for amounts paid in cash to provide infrastructure for a qualifying project as prescribed in Section 12 of the South Carolina Rural Development Act of 1996.

5. That 355 William Hilton Parkway, owned by the Town of Hilton Head Island, received the necessary state and local government approvals to be deemed a “qualifying” project as that term is defined in the Rural Development Act.

6. That Town has requested and Cooperative has agreed to invest dollars in infrastructure, an amount of Three Hundred Thousand & 0/100 (\$300,000.00) dollars, as part of its license liability to the State of South Carolina, through the Department of Revenue for the calendar year 2020. This contract pertains only to 2020 license fees.

7. Other electric cooperatives across South Carolina may agree to invest dollars in infrastructure payments that each cooperative otherwise would have paid to the Department of Revenue as part of its license tax liability to the State of South Carolina. South Carolina Department of Revenue Ruling #96-11 (12-9-96) provides that there are no restrictions requiring a project be within the service area of the electric cooperative claiming the credit; thus, electric cooperatives subject to license tax under Section 12-20-100 of the Code may contribute cash to any project that meets the requirement of the statute.

Investments made by electric cooperatives outside the service area of Palmetto Electric Cooperative, Inc. are entitled to the same legal protections afforded Palmetto Electric Cooperative,

Inc. if the Town fails to use cash contributions on infrastructure improvements as established by the South Carolina Rural Development Act of 1996.

8. That Town agrees to use these funds only for infrastructure improvements set out and approved by the South Carolina Rural Development Act of 1996.

9. That Town agrees to abide by any and all stipulations, conditions, and requirements of the South Carolina Rural Development Act, including but not limited to any and all necessary filings made necessary by the Act upon receipt of these funds.

10. That if, and in the event, that Town fails, or otherwise refuses to use the funds contributed by Cooperative, or other electric cooperatives, Town hereby agrees to take any and all such steps as are necessary to repay those funds immediately to Cooperative, or other electric cooperatives, or to the Department of Revenue. If the Town fails to take action to reimburse the State or the Cooperative, and other electric cooperatives, the Cooperative, or other electric cooperatives, shall have a cause of action against the Town for breach of this agreement, to the extent permitted by South Carolina law.

11. That in the event the funds are not appropriately used under the South Carolina Rural Development Act and Cooperative, or other electric cooperatives, is held responsible for the payment of any or all of these funds to the State of South Carolina, Town agrees not only to repay such funds, but also agrees to pay any penalty, interest, or fines that result from the lack of or inappropriate use of said funds, to the extent permitted by South Carolina law.

12. That the parties agree that they will both sign a form required by the South Carolina Rural Development Act waiving the statute of limitations on the State of South Carolina through the Department of Revenue for attempting to collect the above referenced funds, if and in the event they are not appropriately used under the Act and both parties agree to take all steps that would be

necessary to cooperate with the Department of Revenue to see that the transfer and use of these funds are appropriately handled and accounted for.

WITNESS our hands and seals this \_\_\_\_\_ day of \_\_\_\_\_, 2020 at  
Town of Hilton Head Island, South Carolina.

WITNESSETH:

TOWN OF HILTON HEAD ISLAND

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

BY: Stephen G. Riley  
its: Town Manager

PALMETTO ELECTRIC  
COOPERATIVE, INC.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

BY: A. Berl Davis, Jr.  
its: President and Chief Executive Officer

THE STATE OF SOUTH CAROLINA,  
TOWN OF HILTON HEAD ISLAND

PERSONALLY, appeared before me \_\_\_\_\_ and made oath that he/she saw the within named Town of Hilton Head Island, by Stephen G. Riley, its Town Manager, sign, seal, and as its act and deed, deliver the within written Contract, and that he/she with \_\_\_\_\_, witnessed the execution thereof.

SWORN to before me this \_\_\_\_\_ day of \_\_\_\_\_, 2020.

\_\_\_\_\_(SEAL) \_\_\_\_\_  
NOTARY PUBLIC FOR S.C.  
My commission expires: \_\_\_\_\_

THE STATE OF SOUTH CAROLINA,  
COUNTY OF JASPER

PERSONALLY, appeared before me \_\_\_\_\_ and made oath that he/she saw the within named Cooperative, by A. Berl Davis, Jr., its President and Chief Executive Officer, sign, seal, and as its act and deed, deliver the within written Contract, and that he/she with \_\_\_\_\_, witnessed the execution thereof.

SWORN to before me this \_\_\_\_\_ day of \_\_\_\_\_, 2020.

\_\_\_\_\_(SEAL) \_\_\_\_\_  
NOTARY PUBLIC FOR S.C.  
My commission expires: \_\_\_\_\_



## **TOWN OF HILTON HEAD ISLAND**

---

### *Executive Department*

**TO:** Town Council  
**DATE:** December 9, 2020  
**SUBJECT:** 2018 Palmetto Electric Cooperative, Inc. Rural Development Act Utility Agreement Addendum

---

In late 2018, Palmetto Electric Cooperative and the Town entered into an agreement, whereas Pursuant to the South Carolina Rural Development Act, Palmetto Electric provided grant funding to be utilized for work and the construction of drainage infrastructure within the Summit Drive Business Park. The work is ongoing, requiring an addendum to the initial agreement.

STATE OF SOUTH CAROLINA )

TOWN OF HILTON HEAD ISLAND)

**CONTRACT ADDENDUM**

WHEREAS, the Town of Hilton Head Island, by and through its Town Council, hereinafter referred to as “Town” and Palmetto Electric Cooperative, Inc. by and through its Board of Directors, hereinafter referred to as “Cooperative,” wish to enter into this addendum to their attached contract dated November 19, 2018, regarding the South Carolina Rural Development Act (Act No. 462) of 1996 (hereinafter referred to as “the Agreement”),

NOW, THEREFORE, the parties agree that the following new Section 3 will replace the Agreement’s previous Section 3 in its entirety:

3. *That Cooperative intends to provide monies to the Town for site work and the construction of drainage infrastructure within the Summit Drive Business Park owned by the Town of Hilton Head Island. The Town agrees that the infrastructure, funded by such monies, will be substantially completed no later than December 31, 2021.*

The parties further agree that the remaining sections of the Agreement will remain unchanged and will apply to the new Section 3 as amended by this addendum.



WITNESS our hands and seals this \_\_\_\_\_ day of \_\_\_\_\_, 2020, at Beaufort  
County, South Carolina.

WITNESSETH:

TOWN OF HILTON HEAD ISLAND

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
BY: Stephen G. Riley

its: Town Manager

PALMETTO ELECTRIC  
COOPERATIVE, INC.

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
BY: A. Berl Davis, Jr.

its: President and Chief Executive Officer

THE STATE OF SOUTH CAROLINA,  
TOWN OF HILTON HEAD ISLAND

PERSONALLY, appeared before me \_\_\_\_\_ and made that he/she saw the within named Town of Hilton Head Island, by Stephen G. Riley, Town Manager, sign, seal, and as its act and deed, deliver the within written Contract, and that he/she with \_\_\_\_\_, witnessed the execution thereof.

SWORN to before me this \_\_\_\_\_ day of \_\_\_\_\_, 2020.

\_\_\_\_\_  
(SEAL)

NOTARY PUBLIC FOR S.C.

My commission expires: \_\_\_\_\_

THE STATE OF SOUTH CAROLINA,  
COUNTY OF JASPER

PERSONALLY, appeared before me \_\_\_\_\_ and made that he/she saw the within named Cooperative, by A. Berl Davis, Jr., its President and Chief Executive Officer, sign, seal, and as its act and deed, deliver the within written Contract, and that he/she with \_\_\_\_\_, witnessed the execution thereof.

SWORN to before me this \_\_\_\_\_ day of \_\_\_\_\_, 2020.

\_\_\_\_\_  
(SEAL)

NOTARY PUBLIC FOR S.C.

My commission expires: \_\_\_\_\_

STATE OF SOUTH CAROLINA     )  
TOWN OF HILTON HEAD ISLAND )

**CONTRACT**

WHEREAS, Town of Hilton Head Island, by and through its Town Council, hereinafter referred to as Town and Palmetto Electric Cooperative, Inc. by and through its Board of Directors, hereinafter referred to as Cooperative, wish to enter into this agreement.

NOW, THEREFORE, for the sum of Five (\$5.00) Dollars, each to the other paid, sufficient receipt of which is hereby acknowledged, and the other rights, duties and obligations as set out below, the parties agree as follows:

1. That Cooperative is a rural electric cooperative organized and existing under the laws of the State of South Carolina and as such is eligible to take advantage of the South Carolina Rural Development Act (Act No. 462) of 1996.
2. That Town is a body politic organized as a Town under the laws of the State of South Carolina.
3. That Cooperative intends to provide monies to the Town for site work and the construction of drainage infrastructure within the Summit Drive Business Park owned by the Town of Hilton Head Island. The Town agrees that the infrastructure, funded by such monies, will be substantially completed no later than December 31, 2019.

4. That Cooperative, under the South Carolina Rural Development Act of 1996, is allowed to apply for a credit against its tax liability for amounts paid in cash to provide infrastructure for a qualifying project as prescribed in Section 12 of the South Carolina Rural Development Act of 1996.

5. That Summit Drive Business Park, owned by the Town of Hilton Head Island, receives the necessary state and local government approvals to be deemed a “qualifying” project as that term is defined in the Rural Development Act.

6. That Town has requested and Cooperative has agreed to invest dollars in infrastructure, an amount of Four Hundred Thousand & 0/100 (\$400,000.00) dollars, as part of its license liability to the State of South Carolina, through the Department of Revenue for the calendar year 2018. This contract pertains only to 2018 license fees.

7. Other electric cooperatives across South Carolina may agree to invest dollars in infrastructure payments that each cooperative otherwise would have paid to the Department of Revenue as part of its license tax liability to the State of South Carolina. South Carolina Department of Revenue Ruling #96-11 (12-9-96) provides that there are no restrictions requiring a project be within the service area of the electric cooperative claiming the credit; thus, electric cooperatives subject to license tax under Section 12-20-100 of the Code may contribute cash to any project that meets the requirement of the statute.

Investments made by electric cooperatives outside the service area of Palmetto Electric Cooperative, Inc. are entitled to the same legal protections afforded Palmetto Electric Cooperative, Inc. if the Town fails to use cash contributions on infrastructure improvements as established by the South Carolina Rural Development Act of 1996.

8. That Town agrees to use these funds only for infrastructure improvements set out and approved by the South Carolina Rural Development Act of 1996.

9. That Town agrees to abide by any and all stipulations, conditions, and requirements of the South Carolina Rural Development Act, including but not limited to any and all necessary filings made necessary by the Act upon receipt of these funds.

10. That if, and in the event, that Town fails, or otherwise refuses to use the funds contributed by Cooperative, or other electric cooperatives, Town hereby agrees to take any and all such steps as are necessary to repay those funds immediately to Cooperative, or other electric cooperatives, or to the Department of Revenue. If the Town fails to take action to reimburse the State or the Cooperative, and other electric cooperatives, the Cooperative, or other electric cooperatives, shall have a cause of action against the Town for breach of this agreement.

11. That in the event the funds are not appropriately used under the South Carolina Rural Development Act and Cooperative, or other electric cooperatives, is held responsible for the payment of any or all of these funds to the State of South Carolina, Town agrees not only to repay such funds, but also agrees to pay any penalty, interest, or fines that result from the lack of or inappropriate use of said funds.

12. That the parties agree that they will both sign a form required by the South Carolina Rural Development Act waiving the statute of limitations on the State of South Carolina through the Department of Revenue for attempting to collect the above referenced funds, if and in the event they are not appropriately used under the Act and both parties agree to take all steps that would be necessary to cooperate with the Department of Revenue to see that the transfer and use of these funds are appropriately handled and accounted for.

WITNESS our hands and seals this 19 day of November, 2018 at Beaufort County, South Carolina.

WITNESSETH:

[Redacted]  
[Redacted]

[Redacted]  
[Redacted]

TOWN OF HILTON HEAD ISLAND

[Redacted]  
BY: Stephen G. Riley  
its: Town Manager


PALMETTO ELECTRIC COOPERATIVE, INC.

[Redacted]  
BY: A. Berl Davis, Jr.  
its: President and Chief Executive Officer

THE STATE OF SOUTH CAROLINA  
TOWN OF HILTON HEAD ISLAND

PERSONALLY, appeared before me, K. Wiedmeyer and made oath that he/she saw the within named Town of Hilton Head Island, by Stephen G. Riley, its Town Manager, sign, seal, and as its act and deed, deliver the within written Contract, and that he/she with Phyllis Dieter, witnessed the execution thereof.

SWORN to before me this  
15th day of November, 2018.

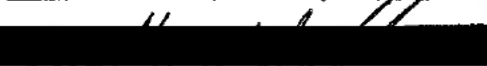
 (SEAL)  
NOTARY PUBLIC FOR S.C.  
My commission expires: May 21, 2023



THE STATE OF SOUTH CAROLINA  
CITY OF HARDEEVILLE

PERSONALLY, appeared before me Virginia B. Gaffney and made oath that he/she saw the within named Cooperative, by A. Berl Davis, Jr., its President and Chief Executive Officer, sign, seal, and as its act and deed, deliver the within written Contract, and that he/she with Martha C. McMillan, witnessed the execution thereof.

SWORN to before me this  
19th day of November, 2018.

 (SEAL)  
NOTARY PUBLIC FOR S.C.  
My commission expires: 8/6/2022



# **TOWN OF HILTON HEAD ISLAND**

## *Community Development Department*

**TO:** Stephen G. Riley, ICMA~CM, *Town Manager*  
**VIA:** Shawn Colin, *AICP, Director of Community Development*  
**FROM:** Jennifer Ray, *ASLA, Deputy Director of Community Development*  
**CC:** Joshua Gruber, *Deputy Town Manager*  
**DATE:** December 8, 2020  
**SUBJECT:** US Highway 278 Corridor/Stoney Area Land Use Planning RFP

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### **Recommendation:**

Staff recommends Town Council authorize release of a Request for Proposal (RFP) for solicitation of a land planning firm to prepare land use plans in conjunction with the South Carolina Department of Transportation (SCDOT) US 278 Corridor Improvement Project with emphasis on the Stoney Community.

### **Summary:**

Authorization by Town Council will allow staff to finalize the development of a RFP to be issued by the Town to solicit a land planning firm to prepare land use plans for the Stony Community in conjunction with the US 278 Corridor Improvement Project. Upon authorization staff will advertise/issue the RFP within one week (mid-December) with Proposals due in mid-January (+/- 4 weeks).

### **Background:**

The Town and Beaufort County jointly hired HDR Engineering of the Carolinas, Inc. to perform an independent engineering review of the SCDOT's plans as part of the US 278 Corridor Improvement Project. Recognizing the impact the corridor project will have on the Stoney Community, the Town would like to retain a land planning firm to analyze the land in and around the US Highway 278 corridor and prepare land use plans for the area that will suggest ways to create and sustain mixed-use and family oriented neighborhoods and commercial opportunities for those impacted by the US 278 Corridor Improvement Project.