



The Town of Hilton Head Island Regular Town Council Meeting

Tuesday, May 21, 2013

4:00 P.M.

AGENDA

As a Courtesy to Others Please Turn Off All Mobile Devices During
the Town Council Meeting

- 1) **Call to Order**
- 2) **Pledge to the Flag**
- 3) **Invocation**
- 4) **FOIA Compliance** – Public notification of this meeting has been published, posted, and mailed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.
- 5) **Proclamations and Commendations**
 - a. Emergency Medical Services Week
- 6) **Approval of Minutes**
 - a. Town Council Meeting – May 7, 2013
- 7) **Report of the Town Manager**
 - a. Town Manager's Items of Interest
- 8) **Reports from Members of Council**
 - a. General Reports from Council
 - b. Report of the Intergovernmental Relations Committee – George Williams, Chairman
 - c. Report of the Personnel Committee – Lee Edwards, Chairman
 - d. Report of the Planning & Development Standards Committee – John McCann, Chairman
 - e. Report of the Public Facilities Committee – Kim Likins, Chairman
 - f. Report of the Public Safety Committee – Marc Grant, Chairman
 - g. Report of the LMO Rewrite Committee – Kim Likins, Ex-Officio Member
- 9) **Appearance by Citizens**
- 10) **Unfinished Business**
 - a. **Second Reading of Proposed Ordinance 2013-03**

Second Reading of Proposed Ordinance 2013-03 to amend the budget for the Town of Hilton Head Island, South Carolina, for the fiscal year ending June 30, 2013; to provide for the expenditures of certain funds; and to allocate the sources of revenue for the said funds.

11) New Business

a. Consideration of a Recommendation

Consideration of a Recommendation from the Accommodations Tax Advisory Committee for the Chamber of Commerce Visitor and Convention Bureau's proposed 2012-2013 "30 Percent" Budget.

- b.** Consideration of a Recommendation that the Town Council of the Town of Hilton Head Island authorize the Town Manager to enter into a Memorandum of Agreement (MOA see attached) with Beaufort County to broadcast Town Council regular meetings for a one year trial period.

12) Executive Session

a. Land Acquisition

b. Legal Matters

13) Adjournment

Proclamation

BY
THE TOWN OF HILTON HEAD ISLAND

WHEREAS, emergency medical services (EMS) is a vital public service; and

WHEREAS, access to quality emergency care dramatically improves the survival and recovery rate of those who experience sudden illness or injury; and

WHEREAS, EMS plays a critical role in public outreach and injury prevention, and is evolving in its role as an important member of the healthcare community; and

WHEREAS, first responders, emergency medical technicians and paramedics stand ready to provide compassionate, lifesaving care to those in need 24 hours a day, 7 days a week; and

WHEREAS, emergency medical responders are supported by emergency medical dispatchers, firefighters, law enforcement officers, educators, administrators, researchers, emergency nurses, emergency physicians and others; and

WHEREAS, the members of EMS teams, both career and volunteer, engage in thousands of hours of specialized training and continuing education to enhance their lifesaving skills; and

WHEREAS, it is appropriate to recognize the value and the accomplishments of EMS practitioners by designating Emergency Medical Services Week.

NOW, THEREFORE, I, Drew A. Laughlin, Mayor, of the Town of Hilton Head Island, South Carolina do hereby proclaim May 19 -25, 2013 as

EMERGENCY MEDICAL SERVICES WEEK

in the Town of Hilton Head Island, South Carolina, with the theme, EMS: One Mission, One Team, I encourage the community to observe this week and thank their local EMS personnel.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused this seal of the Town of Hilton Head Island to be affixed this Twenty-First day of May, in the Year of our Lord, Two Thousand and Thirteen.



Drew A. Laughlin, Mayor
Attest:



Esther Coulson, Town Clerk

THE TOWN OF HILTON HEAD ISLAND

REGULAR TOWN COUNCIL MEETING

Date: Tuesday, May 7, 2013

Time: 4:00 P.M.

Present from Town Council: Drew A. Laughlin, *Mayor*; Bill Harkins, *Mayor Pro Tem*; Kim Likins, Lee Edwards, Marc Grant, John McCann, *Council Members*

Absent from Town Council: George Williams, *Council Member*

Present from Town Staff: Greg DeLoach, *Assistant Town Manager*, Scott Liggett, *Director of Public Projects and Facilities/Chief Engineer*; Charles Cousins, *Director of Community Development*; Lavarn Lucas, *Fire Chief*; Tom Fultz, *Director of Administrative Services*; Susan Simmons, *Director of Finance*; Bret Martin, *Deputy Director of Finance*; Victoria Shanahan, *Accounting Manager*; Jeff Buckalew, *Town Engineer*; Julian Walls, *Facilities Manager*; Natalie Majorkiewicz, *Systems & Reporting Administrator*; Jill Foster, *Deputy Director of Community Development*; Nancy Gasen, *Director of Human Resources*; Brian Hulbert, *Staff Attorney*; Heather Colin, *Development Review Administrator*; Rene Phillips, *Website/Court Systems Administrator*; Anne Cyran, *Senior Planner*; Vicki Pfannenschmidt, *Executive Assistant*

Present from Media: Brian Heffernan, *Island Packet*

1) CALL TO ORDER

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

Mayor Laughlin stated Council Member Williams and Town Manager Steve Riley had notified him that they would not be in attendance.

2) PLEDGE TO THE FLAG

3) INVOCATION

4) **FOIA Compliance** – Public notification of this meeting has been published, posted, and mailed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.

5) Proclamations and Commendations

a. Public Service Recognition Week

Town of Hilton Head Island employees Battalion Chief Jeff Hartberger, *29 years of service*; Fire Lieutenant Gerald O'Quinn, *27 years of service*, Sue Edwards, *Accountant, 26 years of service* and Sarah Wallace, *Community Development Assistant, 25 years of service*, were present to accept the proclamation.

b. Building Safety Month

Richard Spruce, *Town of Hilton Head Island Plans Review Administrator* was present to accept the proclamation.

c. Hilton Head Christian Academy “Eagles” Varsity Golf Team

Head Coach Doug Langhals and members of the Golf Team were present to accept the proclamation.

6) Approval of Minutes

a. Town Council Meeting – April 23, 2013

Mr. Harkins moved to approve. Mr. McCann seconded. The minutes of the April 23, 2013 Town Council meeting were approved by a vote of 6-0.

7) Report of the Town Manager

a. Town Manager’s Items of Interest

Mr. DeLoach reported on some items of interest. He added that a Special Town Council is scheduled for Wednesday, May 15, 2013 at 1:00 p.m. and that it was for the purpose of reviewing applications for the Economic Development Corporation Board members. Mr. DeLoach explained that after the meeting commences, Town Council will adjourn to executive session for the review of individual applications. Mr. DeLoach stated there would be a Public Hearing held on June 11, 2013 at 6:00 p.m. concerning the FY2014 Budget.

b. April, 2013 Quarterly Report

Mr. DeLoach noted the report was included in the packet and staff was available to answer any questions.

c. Presentation of the Government Finance Officers Association’s Distinguished Budget Presentation Award for fiscal year beginning July 1, 2012

Mayor Laughlin presented the award to Susan Simmons.

d. Broadcasting of Town Council Meetings

Mr. DeLoach reviewed the recommendation and specifics required in order to broadcast Town Council meetings. After discussion, it was the consensus of Town Council that staff bring a proposed memo of understanding back to Council as an action item at the next Town Council meeting.

8) Reports from Members of Council

a. General Reports from Council

Mayor Laughlin pointed out that Hilton Head Island was named the Best Beach Town for families in America by *Parents Magazine*.

Mr. Harkins explained there is a movement underway challenging the process of municipal bonds which would result in higher interest rates. He encouraged Council to have dialogue with state and federal representative stating opposition to the movement. He suggested enlisting the Chamber of Commerce for assistance. Mr. McCann concurred stating the effort would cost taxpayers and not the bond holders.

b. Report of the Intergovernmental Relations Committee – George Williams, Chairman

No report.

c. Report of the Personnel Committee – Lee Edwards, Chairman

Mr. Edwards commented on the upcoming Special Town Council meeting scheduled for May 15 stating approximately 47 applications have been received for the Economic Development Corporation Board and there is a good pool of applicants to choose from.

d. Report of the Planning & Development Standards Committee – John McCann, Chairman

Mr. McCann stated the Committee was in full support of New Business - Item 11.c. on the agenda.

e. Report of the Public Facilities Committee – Kim Likins, Chairman

No report.

f. Report of the Public Safety Committee – Marc Grant, Chairman

Mr. Grant stated the Committee met on May 6 and voted unanimously to move forward the texting while driving issue to the full Town Council.

g. Report of the LMO Rewrite Committee – Kim Likins, Ex-Officio Member

Mrs. Likins stated the Committee is meeting on a weekly basis and at this time they are in the process of reviewing the chapter on new zoning. Mr. McCann encouraged all Council members to attend the meetings.

9) Appearance by Citizens

None.

10) Unfinished Business

a. Second Reading of Proposed Ordinance 2013-02

Second Reading of Proposed Ordinance 2013-02 authorizing the issuance and sale of not to exceed \$9,000,000 General Obligation Bonds, in one or more series, in one or more years, with appropriate series designations, of the Town of Hilton Head Island, South Carolina; fixing the form and certain details of the bonds; authorizing the Town Manager or his lawfully authorized designee to determine certain matters relating to the bonds; providing for the payment of the bonds and the disposition of the proceeds thereof; to adopt written procedures related to tax-exempt debt; other matters relating thereto; and providing for severability and an effective date.

Mrs. Likins moved to approve. Mr. McCann seconded. The motion was approved by a vote of 6-0.

11) New Business

a. First Reading of Proposed Ordinance 2013-03

First Reading of Proposed Ordinance 2013-03 to amend the budget for the Town of Hilton Head Island, South Carolina, for the fiscal year ending June 30, 2013; to provide for the expenditures of certain funds; and to allocate the sources of revenue for the said funds.

Mr. Harkins moved to approve. Mrs. Likins seconded. The motion was approved by a vote of 6-0.

b. First Reading of Proposed Ordinance 2013-05

First Reading of Proposed Ordinance 2013-05 to raise revenue and adopt a budget for the Town of Hilton Head Island, South Carolina, for the fiscal year ending June 30, 2014; to establish a property tax levy; to establish funds; to establish a policy for acquisition of rights of way and easements; and providing for severability and an effective date.

Mrs. Likins moved to approve. Mr. Harkins seconded. Susan Simmons presented an overview of the proposed FY14 Budget. The motion was approved by a vote of 6-0.

c. Consideration of a Resolution – United Way of the Lowcountry Thermometer Signs

Consideration of a Resolution by the Town Council of the Town of Hilton Head Island approving the display of four United Way of the Lowcountry thermometer signs during its annual fundraising campaign.

Mr. Harkins moved to approve. Mrs. Likins seconded. The motion was approved by a vote of 6-0.

d. Request from the Hilton Head Island-Bluffton Chamber of Commerce for Support of Efforts to Host an IRONMAN Triathlon on Hilton Head Island and the Lowcountry beginning in 2014.

Bill Miles of the Hilton Head Island – Bluffton Chamber of Commerce explained they were seeking support from Town Council for Hilton Head Island to host the IRONMAN Competition. He stated it would be a chance to bring a world class event to a world class destination. After discussion, Mr. Edwards moved that Town Council enthusiastically support the Chamber of Commerce effort to bring the IRONMAN Triathlon to Hilton Head Island. Mr. McCann seconded.

Mr. Alfred Olivetti stated there is a team of community members and business people that stand ready and willing with their talent, time and trade to help the Chamber help the Town bring IRONMAN here and Council can feel confident they will be there for them.

The motion was approved by a vote of 6-0.

12) Executive Session

Mr. DeLoach stated he needed an Executive Session for legal matters related to a franchise agreement.

At 5:50 p.m. Mr. Edwards moved to go into Executive Session for the reasons given by the Town Manager. Mrs. Likins seconded. The motion was approved by a vote of 6-0.

Mayor Laughlin called the meeting back to order at 6:12 p.m. and stated there was no action taken in Executive Session.

11) Adjournment

Mr. Harkins moved to adjourn. Mr. McCann seconded. The motion was approved by a vote of 6-0. The meeting was adjourned at 6:13 p.m.

Vicki L. Pfannenschmidt
Executive Assistant

Approved:

Drew A. Laughlin, Mayor



Items of Interest

May 21, 2013

1. Town News

The Town of Hilton Head Island Financial Statements for the period ending March 31, 2013 and the Financial Dashboard have been posted on the Town's website as of May 8, 2013. You can view them at www.hiltonheadislandsc.gov

(Contact: Susan Simmons, Director of Finance – 341-4645)

Town Council will hold a Public Hearing on Tuesday, June 11, 2013 at 6:00 p.m. concerning the FY2014 Budget.

(Contact: Susan Simmons, Director of Finance – 341-4645)

2. Noteworthy Events

a) Some of the upcoming meetings at Town Hall:

- Planning & Development Standards Committee – May 22, 2013, 3:00 p.m.
- Town Council Budget Workshop – May 22, 2013, 4:30 p.m.
- LMO Rewrite Committee – May 23, 2013, 8:30 a.m.
- Town Administrative Offices Closed in Observance of Memorial Day – May 27, 2013
- Design Review Board – May 28, 2013, 1:15 p.m.
- LMO Rewrite Committee – May 30, 2013, 8:30 a.m.
- Town Council Budget Workshop – May 30, 2013, 4:00 p.m.
- Town Council Mid-Year Update Workshop – June 3, 2013, 9:00 a.m.
- Public Safety Committee – June 4, 2013, 10:00 a.m.
- Public Projects and Facilities – June 4, 2013 2:00 p.m.
- Town Council – June 4, 2013, 4:00 p.m.
- Town Council Budget Workshop – June 4, 2013, 5:00 p.m.

(Meetings subject to change and/or cancellation. Please visit the Town of Hilton Head Island website at www.hiltonheadislandsc.gov for meeting agendas

2013 Hilton Head Island Events

Wednesdays, thru October 30, 2013 9:00am-1:00pm	Farmers Market	Shelter Cove Community Park
Monday, May 27, 2013	Memorial Day Observance	Shelter Cove Veterans Memorial Park



MEMORANDUM

TO: Town Council

FROM: Stephen G. Riley, ICMA-CM, Town Manager

VIA: Susan M. Simmons, CPA, Director of Finance

DATE: May 8, 2013

RE: **Second Reading of Proposed Ordinance No. 2013-03**

There were no changes made to Proposed Ordinance 2013-03 during the first reading on May 7, 2013.

AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND

ORDINANCE NO.

PROPOSED ORDINANCE NO. 2013-03

AN ORDINANCE TO AMEND THE BUDGET FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, FOR THE FISCAL YEAR ENDING JUNE 30, 2013; TO PROVIDE FOR THE EXPENDITURES OF CERTAIN FUNDS; AND TO ALLOCATE THE SOURCES OF REVENUE FOR THE SAID FUNDS.

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

WHEREAS, the Town Council did adopt the budget on June 19, 2012, and

WHEREAS, pursuant to the budget amendment policy as stated in the Town's annual budget document, the Town Council is desirous of amending the budget for all four budgeted funds so as to provide funding sources for the expenditures and certain other commitments from the Fund Balance and other revenue sources, as well as to amend budget appropriations for certain capital projects and transfers out in the Capital Projects and Stormwater Funds, and amend budget appropriations for certain programs and transfers out in the Debt Service Funds.

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

Section 1 Amendment. The adopted 2013 fiscal year budget is amended to make the following changes as increases and decreases to the funds from prior years and to the projected revenue, expenditure and other sources and uses accounts as follows:

Capital Projects Fund

<u>Account Description</u>	<u>Source of Funds</u>	<u>Amount</u>
Revenues:		
2011B Hospitality Bond		3,514,272
General Obligation Bond Proceeds		5,225,000
Beach Fees		(495,771)
Donations		20,000
Grants		14,796
Hospitality Bond		(656,000)
Hospitality Tax		(101,483)
Lease		136,000
Property Taxes		(267,555)
Sunday Liquor Permit Fees		(231,745)
SWU Fees		(40,000)
TIF Bond		25,000
TIF Property Taxes		(2,478,003)
Traffic Impact Fees		(697,105)
Total Revenues		<u><u>3,967,406</u></u>

ORDINANCE NO.

PROPOSED ORDINANCE NO. 2013-03

Capital Projects Fund

Expenditures:

Pathways

Pathway Rehab	Property Taxes	\$ (5,000)
Palmetto Bay Road	TIF Property Taxes	(8,006)
Dunnagan's Alley	TIF Property Taxes	(5,839)
US 278 (Gardener to Mathews)	TIF Property Taxes	(664)
US 278 (Wexford to Fresh Market Shoppes)	Hospitality Taxes	(7,220)
"	Hospitality Bond	(60,000)
"	Traffic Impact Fees	(350,000)
Leg O'Mutton	Traffic Impact Fees	(287,105)
US 278 @ New Orleans to Shipyard & Town Hall	TIF Property Taxes	(14,691)
Pathway Kiosks	Donations	20,000
		<u>(718,525)</u>

Road Improvements

Directional/Neighborhood Signage	Hospitality Taxes	(5,557)
Mainland Transportation	Hospitality Taxes	400,000
Leamington/Fresh Market/US 278	Hospitality Taxes	(1,007,658)
"	Property Taxes	(189,000)
"	Traffic Impact Fees	(10,000)
Pedestrian Crosswalks	TIF Property Taxes	(15,947)
"	Property Taxes	(17,600)
Traffic Signal Mast Arms	Hospitality Taxes	(97,625)
"	Hospitality Bond	(221,000)
Roadway Safety Improvements	Property Taxes	(33,780)
"	Traffic Impact Fees	(50,000)
Intersection Improvements	TIF Property Taxes	(12,564)
F&R Emergency Access Points	Hospitality Taxes	(192)
"	Hospitality Bond	(100,000)
Roadway Resurfacing-Federal Match	Hospitality Taxes	771,133
		<u>(589,790)</u>

Park Development

Park Upgrades	Sunday Liq. Permit Fees	8,255
"	PARC Grant	14,796
Chaplin Tennis Park	TIF Property Taxes	(67,230)
"	Sunday Liq. Permit Fees	(240,000)
Rowing and Sailing Center	TIF Property Taxes	(685,810)
Recreation Center Enhancements	Hospitality Taxes	2,000
Collier Beach Park	Beach Fees	(400,000)
		<u>(1,367,989)</u>

Existing Facilities/Infrastructure

Rehabilitation and Renovation of Fixed Capital	Hospitality Taxes	(102,884)
Apparatus/Vehicle Replacement	Beach Fees	(3,902)
"	Hospitality Taxes	(51,285)
"	Property Taxes	(22,175)
Fire Station # 2 Replacement	Hospitality Bond	(275,000)
Security Cameras	Hospitality Bond	(20,000)
		<u>(475,246)</u>

ORDINANCE NO.

PROPOSED ORDINANCE NO. 2013-03

Capital Projects Fund

Expenditures:

New Facilities/Infrastructure

Dispatch Center Equipment Upgrade	Hospitality Taxes	(2,195)
Sewer Projects	Beach Fees	(46,148)
"	TIF Property Taxes	1,092
"	SWU Fees	(40,000)
BCSO with Tenant Upfit	Hospitality Bond	20,000
"	Lease	136,000
Coligny/Pope Avenue Area Initiative	TIF Property Taxes	(975,000)
"	TIF Bond	25,000
Dunnagan's Area Initiative	TIF Property Taxes	(693,344)
		<u>(1,574,595)</u>

Beach Maintenance

Beach Management/Monitoring	Beach Fees	(865,951)
Dunes Refurbishment	Beach Fees	(7,065)
Beach Parks	Beach Fees	(22,705)
Beach Renourishment FY16	Beach Fees	690,000
Beach Renourishment-Ocean Point	Beach Fees	160,000
		<u>(45,721)</u>

Land Acquisition

Land Acquisition	Gen. Oblig. Bond Proceeds	<u>5,000,000</u>
		5,000,000

Debt Service/Issue Costs/Misc

Debt Service/Issue Costs	Gen. Oblig. Bond Proceeds	<u>225,000</u>
		225,000

Transfers

Transfer to Debt Service Fund	Series 2011B Hosp. Bonds	1,061,140
Transfer to Hospitality Tax	Series 2011B Hosp. Bonds	<u>2,453,132</u>
		3,514,272

Total Expenditures

3,967,406

Debt Service Fund

<u>Account Description</u>	<u>Source of Funds</u>	<u>Amount</u>
Revenues:		
Transfers In:		
Real Estate Transfer Fees		\$ (462,062)
Series 2011B Hospitality Bond		<u>1,061,140</u>
Total Revenues		<u>\$ 599,078</u>
Expenditures:		
Total Expenditures		<u>\$ -</u>
Net Change in Fund Balance		<u>\$ 599,078</u>

Stormwater Fund

<u>Account Description</u>	<u>Source of Funds</u>	<u>Amount</u>
Revenues:		
Stormwater Fee Bonds		\$ (3,810,072)
Total Revenues		<u>\$ (3,810,072)</u>
Expenditures:		
Personnel		
Personnel	Stormwater Fee Bonds	<u>\$ 1,575</u>
		1,575
Operating		
Travel	Stormwater Fee Bonds	(4,000)
Public Education	Stormwater Fee Bonds	3,500
MAP Update	Stormwater Fee Bonds	(30,022)
Tools & Equipment	Stormwater Fee Bonds	3,200
Permitting	Stormwater Fee Bonds	(12,000)
Water Quality Monitoring	Stormwater Fee Bonds	<u>(2,831)</u>
		(42,153)
Infrastructure Upgrades & Improvements		
Hilton Head Plantation Pond Control	Stormwater Fee Bonds	(135,159)
Myrtle Bank	Stormwater Fee Bonds	23,400
Isabella Ct-Pipe Replacement	Stormwater Fee Bonds	33,000
HHP-Bear Creek Outfall	Stormwater Fee Bonds	(100,000)
Wiler's Creek Stabilization	Stormwater Fee Bonds	(80,000)
Palmetto Dunes-Mooring Buoy Culvert Replacement	Stormwater Fee Bonds	(60,000)
Miller's Pond	Stormwater Fee Bonds	(11,205)
Port Royal Plantation Culvert Upgrade	Stormwater Fee Bonds	220
Port Royal Plantation Canal Dredging	Stormwater Fee Bonds	(200,000)
Shipyards Culvert Upgrades	Stormwater Fee Bonds	(125,000)
Tennismaster	Stormwater Fee Bonds	75,000
Wexford Generator Permanent Mount	Stormwater Fee Bonds	(44,235)
New Orleans @ WHP Drainage Improvements	Stormwater Fee Bonds	21,000
CIPP and CCCP Pipe Rehabilitation of CMP Systems	Stormwater Fee Bonds	(500,000)
Contingency Services	Stormwater Fee Bonds	(100,000)
Jarvis Bypass Channel	Stormwater Fee Bonds	(70,000)
Gumtree Road-South Outfall	Stormwater Fee Bonds	(98,000)
Broad Creek Shelter Cove-BMP Retrofits	Stormwater Fee Bonds	(50,000)
Myrtle and Hickory Lanes	Stormwater Fee Bonds	84,652
Executive Park	Stormwater Fee Bonds	57,000
Firethorn	Stormwater Fee Bonds	138,000
Arrow Road	Stormwater Fee Bonds	(425,000)
Fish Haul Culverts	Stormwater Fee Bonds	(137,110)
US278 Flooding (beyond SDCOT funding)	Stormwater Fee Bonds	(100,000)
Folly Field Rd. Lagoon	Stormwater Fee Bonds	<u>135,000</u>
		\$ (1,668,437)

Stormwater Fund

Expenditures:**Inventory & Modeling**

Hilton Head Plantation	Stormwater Fee Bonds	\$ 38,713
Indigo Run Plantation	Stormwater Fee Bonds	(265,000)
Port Royal Plantation	Stormwater Fee Bonds	(13,528)
Sea Pines Plantation	Stormwater Fee Bonds	(600,000)
Spanish Wells	Stormwater Fee Bonds	3,000
Unaffiliated Watersheds	Stormwater Fee Bonds	(61,576)
Gumtree Road	Stormwater Fee Bonds	(30,000)
		<u>(928,391)</u>

Drainage Maintenance and Repairs**Hilton Head Plantation**

Pipe Collars, Ditch Cleaning, Vac-haul, Stabilization	Stormwater Fee Bonds	(75,000)
Ditch Cleaning, Vac-haul, Stabilization, Unknown	Stormwater Fee Bonds	(46,500)
Golden Hind	Stormwater Fee Bonds	26,740
Big Woods Outfall	Stormwater Fee Bonds	(65,000)
Seabrook	Stormwater Fee Bonds	10,000
Sweetwater	Stormwater Fee Bonds	25,000

Indigo Run Plantation PUD

Pipe Collars, Vac-haul, Ditch Work	Stormwater Fee Bonds	(50,000)
Trimming Wax Myrtle Overhanging Channels & Lagoons	Stormwater Fee Bonds	(25,000)
Colonial Drive Flooding Mitigation	Stormwater Fee Bonds	(25,000)
Long Reach Hoe Work	Stormwater Fee Bonds	20,000

Long Cove Plantation PUD

Long Cove General Maint.	Stormwater Fee Bonds	2,500
--------------------------	----------------------	-------

Leamington PUD

Ditch Cleaning, Vac-haul, Stabilization, Unknown	Stormwater Fee Bonds	(35,000)
Clearing Ditch/Trim Wax Myrtles-Between LM & SH	Stormwater Fee Bonds	(15,000)

Palmetto Dunes Plantation PUD

Palmetto Dunes General Maint.	Stormwater Fee Bonds	15,000
Ditch Cleaning, Vac-haul, Stabilization, Unknown	Stormwater Fee Bonds	(17,100)
Man O War & Longboat ROW Drng Pipe Repair/Lining	Stormwater Fee Bonds	(20,000)
Longboat to Man O War Pipe Cleaning & Inspection	Stormwater Fee Bonds	(3,500)
Queens Folly ROW Drng Pipe Rehab	Stormwater Fee Bonds	(20,000)
Queens Folly ROW Median Drng Swale Grading	Stormwater Fee Bonds	(10,000)

Palmetto Hall Plantation PUD

Palmetto Hall General Maint.	Stormwater Fee Bonds	5,000
------------------------------	----------------------	-------

Port Royal Plantation PUD

Scarborough Channel Widening/Stabilization	Stormwater Fee Bonds	(20,000)
Ditch Cleaning, Vac-haul, Stabilization, Unknown	Stormwater Fee Bonds	(66,941)

Shipyard Plantation PUD

Ditch Cleaning, Vac-haul, Stabilization, Unknown	Stormwater Fee Bonds	(43,000)
Cottages Sinkhole & Shipmaster Sinkholes	Stormwater Fee Bonds	(16,000)
Galleon Fairway Flooding-Adj. Pipe & Repair	Stormwater Fee Bonds	(20,000)
Tennismaster - add box, stub pipe and clean channel	Stormwater Fee Bonds	(15,000)
Extend Culvert, Lower PSD Line on Gloucester Rd	Stormwater Fee Bonds	(5,000)
Trimming Wax Myrtle Overhang Channels/278 Lagoons	Stormwater Fee Bonds	(20,000)
Long Reach Hoe Work-Hamilton/Sands	Stormwater Fee Bonds	15,000
Shipyard Dr Outfall to Port O Call	Stormwater Fee Bonds	23,000

Drainage Maintenance and Repairs continued on the next page

Stormwater Fund

Expenditures:

Drainage Maintenance and Repairs, Continued

Sea Pines Plantation PUD

General Drng Maint.-Pipe Cleaning & Repairs	Stormwater Fee Bonds	\$	(15,000)
General Lagoon Maint. of Risers & Gates	Stormwater Fee Bonds		(20,000)
Ditch Cleaning, Vac-haul, Stabilization, Unknown	Stormwater Fee Bonds		(18,000)
Ruddy Turnstone	Stormwater Fee Bonds		5,200
Sea Pines Country Club Lagoon	Stormwater Fee Bonds		23,750

Wexford Plantation PUD

Ditch Cleaning, Vac-haul, Stabilization, Unknown	Stormwater Fee Bonds		(49,900)
Ditch Work Along Powerline Easement	Stormwater Fee Bonds		(30,000)

Non-PUD

County Owned General Maint.	Stormwater Fee Bonds		3,400
Shamrock Circle-Roadside Ditches/Driveway Pipes	Stormwater Fee Bonds		(80,000)
Channel Maintenance of Easements	Stormwater Fee Bonds		25,000
Misc. Vac-haul	Stormwater Fee Bonds		(75,000)
Channel Cleaning	Stormwater Fee Bonds		(75,000)
Misc. Ditch Mowing	Stormwater Fee Bonds		(50,000)
Video of Misc. Suspect Failing Pipes	Stormwater Fee Bonds		(50,000)
Unknown Rehab Contingency	Stormwater Fee Bonds		(75,000)
Surveying	Stormwater Fee Bonds		(50,000)
Environmental	Stormwater Fee Bonds		(25,000)
Legal	Stormwater Fee Bonds		(25,000)
Engineering	Stormwater Fee Bonds		(100,000)
Oakmarsh Road Outfall-Remove Sediments	Stormwater Fee Bonds		(10,000)
Mathews/Matilda-Bank Erosion	Stormwater Fee Bonds		(11,300)
Palmetto Headlands	Stormwater Fee Bonds		35,625
Folly Field-Channel Cleanout	Stormwater Fee Bonds		(75,000)
Old Woodlands-Pond Weir/Channels	Stormwater Fee Bonds		(20,000)
Myrtle & Hickory	Stormwater Fee Bonds		(12,652)
Leg O'Mutton Site Clean Up	Stormwater Fee Bonds		11,000
WHP @ Beach City Road Ditch	Stormwater Fee Bonds		12,000
North Forest Beach Side Streets	Stormwater Fee Bonds		9,300
Grace Comm. Church	Stormwater Fee Bonds		900
Tide Point Easement	Stormwater Fee Bonds		24,000
New Orleans-Pipe and Ditch	Stormwater Fee Bonds		15,000
Long Reach Hoe-Northridge System	Stormwater Fee Bonds		25,000
Sea Cloisters	Stormwater Fee Bonds		5,000
State Owned General Maint.	Stormwater Fee Bonds		4,100
WHP Median & Shoulder Drainage	Stormwater Fee Bonds		(146,800)
Mathews Culvert Outfall-Pinch Valves	Stormwater Fee Bonds		(80,000)
Bermuda Point Ditch	Stormwater Fee Bonds		900
Palmetto Bay Pathway Erosion	Stormwater Fee Bonds		1,020
US 278 Median @ Cental Ave.	Stormwater Fee Bonds		10,000
Cordillo Pkwy-Clean Pipes, Channel, and Stabilize	Stormwater Fee Bonds		20,000

(1,333,258)

ORDINANCE NO.**PROPOSED ORDINANCE NO. 2013-03****Stormwater Fund****Expenditures:****Pump Stations**

Pump Station Maintenance	Stormwater Fee Bonds	\$ (139,000)
Pump Buildings, Grounds, Elec., & Utilities	Stormwater Fee Bonds	(40,000)
Shipyard Pump Work	Stormwater Fee Bonds	7,000
Sea Pines Pump Work	Stormwater Fee Bonds	(33,643)
Emergency Contingency	Stormwater Fee Bonds	(75,000)
Wexford Generator Permanent Mount	Stormwater Fee Bonds	44,235
Wexford Pump	Stormwater Fee Bonds	<u>397,000</u>
		160,592
Total Expenditures		<u><u>\$ (3,810,072)</u></u>

The effect of this amendment will be to increase the expenditures and transfers out in the Capital Projects Fund to \$27,764,137; decrease the Stormwater Utility Fund to \$5,113,927; and stay the General Fund at \$33,706,257 and the Debt Service Fund at \$15,928,015.

ORDINANCE NO.

PROPOSED ORDINANCE NO. 2013-03

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

Section 3 Effective Date. This Ordinance shall be effective upon its enactment by the Town Council of the Town of Hilton Head Island on this _____ day of _____, 2013.

PASSED, APPROVED, AND ADOPTED BY THE COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND ON THIS ____ DAY OF _____, 2013.

Drew A. Laughlin, Mayor

ATTEST:

Esther Coulson, Town Clerk

First Reading: _____

Second Reading: _____

APPROVED AS TO FORM:

Gregory M. Alford, Town Attorney

Introduced by Council Member: _____



MEMORANDUM

TO: Town Council
CC: Accommodations Tax Advisory Committee Members

FROM: Stephen G. Riley, ICMA-CM, Town Manager

VIA: Susan M. Simmons, CPA, Director of Finance

DATE: May 8, 2013

SUBJECT: Chamber of Commerce Visitor and Convention Bureau Proposed 2013-2014 Budget

Recommendation:

After a full review by the Accommodations Tax Advisory Committee of the 2013-2014 proposed budget and marketing plan for the Chamber of Commerce Visitor and Convention Bureau, the Committee voted to recommend to Town Council that the proposed budget be approved. Staff also recommends that Town Council approve the 2013-2014 proposed budget and marketing plan.

Summary:

On April 1, 2013 the Chamber of Commerce Visitor and Convention Bureau (V&CB) submitted to the Town and the Accommodations Tax Advisory Committee its detailed proposed budget and marketing plan for 2013-2014. The budget breaks down Revenues and Expenses between Hilton Head Island and other areas, and also breaks down Hilton Head Island expenses per category. The marketing plan details key marketing strategies; research-based destination marketing and planning; target audiences; social media strategies; the digital marketing and media campaign; etc. Also provided was a Marketing Dashboard with comparative statistics showing the goals and results of previous years' marketing efforts and promotions along with statistics comparing Hilton Head's efforts and results to other similar or competitive destinations.

Background:

According to law, 30% of the two percent bed tax funds collected by the State of South Carolina go to the pre-determined Destination Marketing Organization with an ongoing tourist program, which is the V&CB of the Hilton Head Island Chamber of Commerce. Town Code requires the Accommodations Tax Advisory Committee to review the V&CB's proposed budget and marketing plan each year and make a recommendation to Town Council. Attached is a memo from the Accommodations Tax Advisory Committee Chairman, Robert Stenhammer, and a synopsis of the V&CB's proposed budget and marketing plan. The detailed budget proposal is available at Town Hall for your review.



Date: May 8, 2013

To: Mayor Drew Laughlin, Town Manager Steve Riley, and Hilton Head Island Town Council

Cc: Hilton Head Island Accommodations Tax Advisory Committee

From: Robert Stenhammer – Chairman, Accommodations Tax Advisory Committee (ATAC)

Re: Recommendation to approve the DMO's 2013-2014 marketing plan and budget for the 30% State Accommodation tax funds for marketing and advertising our destination

Enc: The 2013-2014 Hilton Head Island Destination Marketing Plan and Budget

The Accommodations Tax Advisory Committee has completed its annual review of the proposed budget of the Hilton Head Island-Bluffton Chamber of Commerce's Visitors and Convention Bureau (VCB) for the expenditure during the ensuing fiscal year of the 30% of the State accommodations tax funds (ATAX) allocated to the VCB as the Town-designated marketing organization (DMO).

On April 25, 2013 the ATAC met to review the DMO's marketing plan and budget. David Tigges, former Chairman of the Hilton Head Island-Bluffton Chamber of Commerce and Visitor and Convention Bureau and current member of the Hilton Head Island Marketing Council, made opening comments to the Committee. The Hilton Head Island Marketing Council was formed by the Visitor and Convention Bureau in 2012 to provide direct input from the local tourism and hospitality industry into the VCB's Sales and Marketing program. The 13 members of the Marketing Council unanimously approved the Chamber/VCB's 2013-2014 Marketing Plan. Mr. Tigges thanked the Marketing Council's Chairman, Steve Birdwell, for his excellent management of the Council, as well as the Chamber's Staff for their professional work, Susan Thomas for her leadership, and Charlie Clark for her role in earned media and public relations. Additionally, Mr. Tigges recognized the Chamber/VCB's financial integrity, managed by Ray Deal, and congratulated them on receiving an Unqualified Audit year after year.

Susan Thomas, Vice-President of the Hilton Head Island-Bluffton Chamber of Commerce and Visitor and Convention Bureau kicked off the presentation with a recap of the recent successful advertising campaign, specifically the television commercial spot that ran on major networks such as CBS and the Golf Channel leading up to and during the RBC Heritage Classic golf Tournament. The focus of the commercial was based on the branding of Rejuvenation, Refreshment, and Reconnection to what is important to oneself, which was derived from late Sea Pines developer Charles Fraser's concept to come home a better person at the end of the day. The commercial, narrated by audio recordings of Charles Fraser, was produced to build awareness of Hilton Head Island as a destination, and also to drive traffic to the Chamber/VCB's website. During the Heritage week, traffic to the website was up 22%.

Ms. Thomas stated 2012 was a solid year for the national and local travel and tourism industry. In Hilton Head, there was an increase of 3 percent in the number of visitors and a 6.1 percent increase in lodging revenue per available room. As compared to other competitive destinations, Hilton Head Island was in the upper third in occupancy, mid-range for average daily rate, and upper third in web search and conversion. The Chamber has been tracking growth in interest in Hilton Head Island by geographic regions and has noticed a shift from the Southeast to more Northeast, Midwest, and Canadian regions.

The Chamber expects 2013 to be an even stronger year due to the renovations of many major hotels and resorts and the ongoing retail reinvestment. So far, the occupancy rate is up significantly in the first quarter of the year, although there is room for improvement in average daily rate on the Home / Villa side. Year over year visitors to the Chamber's website increased 25%, and part of the 2013-14 Plan is to increase the paid search engine marketing budget to facilitate even more website visitor growth, both on the web and mobile since about 40% of the website visitors were using a mobile device. The Chamber is currently developing more content about what to do once visitors are here due to the large up shift in mobile users. Ms. Thomas explained the prioritized target market segments are Golf, and there is a very robust Golf marketing program already in place, and the Culinary market for which there are many cross promotions, such as a Bike and Dine promo in May and the annual Restaurant Week. They are researching the Tennis market to develop another growing segment.

Ms. Thomas also spoke about a recent generational shift, there are now five generations to reach as the Y Generation is coming into more discretionary income and the Baby Boomers are reaching retirement. This is considered to be the "New Normal", and the challenge is how to appeal to each generation and also to the frugality mind set which surfaced after the last recession and has affected the population regardless of income level. Also part of this shift is an increased importance in wireless and electronic connectivity, which the Town and Private sectors are working diligently on improving.

In summary, Ms. Thomas explained the Marketing Plan is a collaboration between the Public and Private partners, and it has been supported by the travel industry. The goal is to move the needle forward, through investing in research, and to keep Hilton Head Island in the mind of travelers, especially the Affluent Traveler.

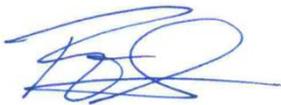
The Committee members congratulated the Chamber / VCB on their comprehensive plan and appreciated the content, branding, mobile marketing, and teamwork among the local businesses and the community.

Mr. Brown made a motion to recommend that Town Council approve the budget as presented by the Hilton Head-Bluffton Chamber of Commerce and Visitors & Convention Bureau and Ms. Heichel seconded the motion. The Motion was approved by a vote of 5-0. (Mr. Stenhammer did not participate in the vote due to his recusal).

Recommendation:

The Committee recommends that Council approve the Chamber/VCB's proposed 2013-2014 budget as the Town's designated non-profit organization to manage and direct the expenditure of the State Accommodation Tax 30% Fund for tourism promotion.

Thank You,



Robert Stenhammer, Chairman
Accommodations Tax Advisory Committee



HILTON HEAD ISLAND
VISITOR & CONVENTION BUREAU
South Carolina

YEAR END 2012 MARKETING DASHBOARD

2011 2012 Comparative statistics for www.hiltonheadisland.org

2011 Year end		2012 Year end		Year over Year % change
1,201,941	Site visits	1,505,905		↑25.2%
5,404,557	Page views	6,646,797		↑22.9%
4.50	Pages per visit	4.41		↓2%
4.03	Minutes Avg on site	4.44		↑10.1%
73.39%	New visits	72.2%		↓1.62%
34%	Bounce rate	33%		↓2.94%

Top content areas page views
2011

1. What to Do	368,011
2. Where to Stay Hotels/Inns/Resorts	241,654
3. Where to Stay	205,556
4. Event Calendar	181,004
5. Dining	146,976

2012

1. See and Do	264,568
2. Event Calendar	174,616
3. Dining /Restaurants	140,672
4. Lodging/Hotels/Inns/Resorts	132,493
5. About the Island	132,170

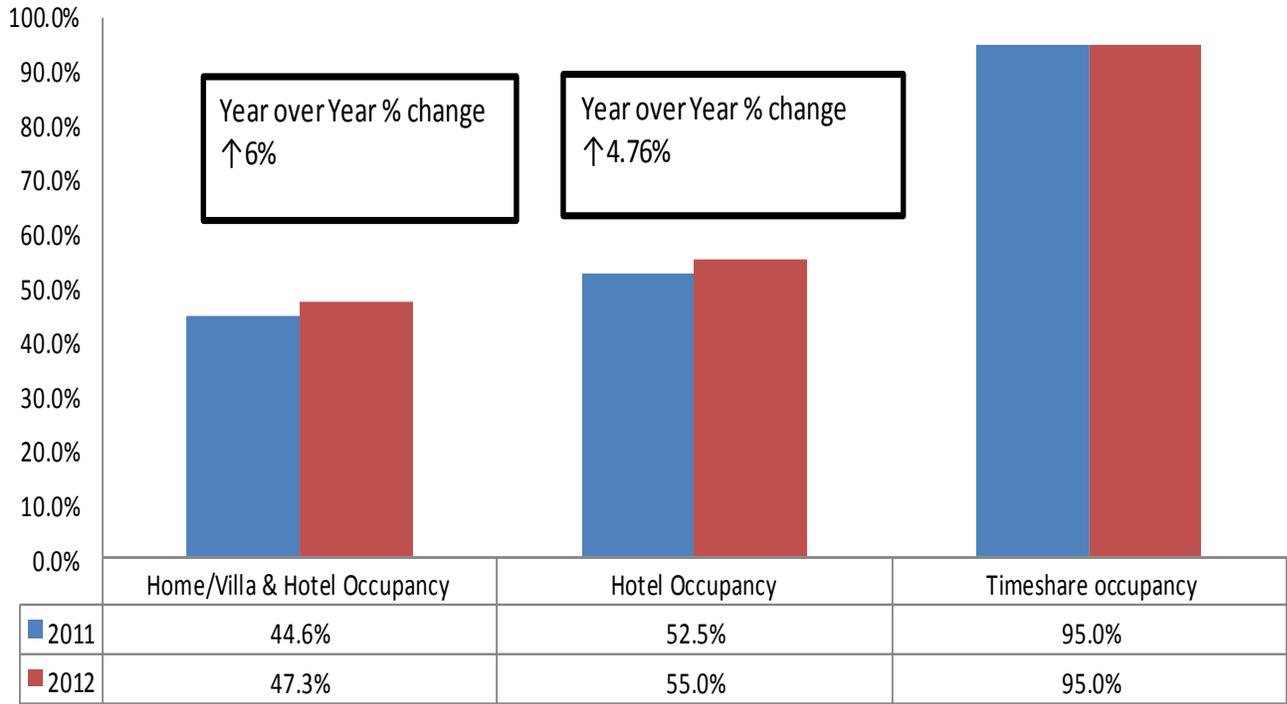
Mobile Traffic

2011	2012	Year over Year % change
147,072	377,107	↑156.4%

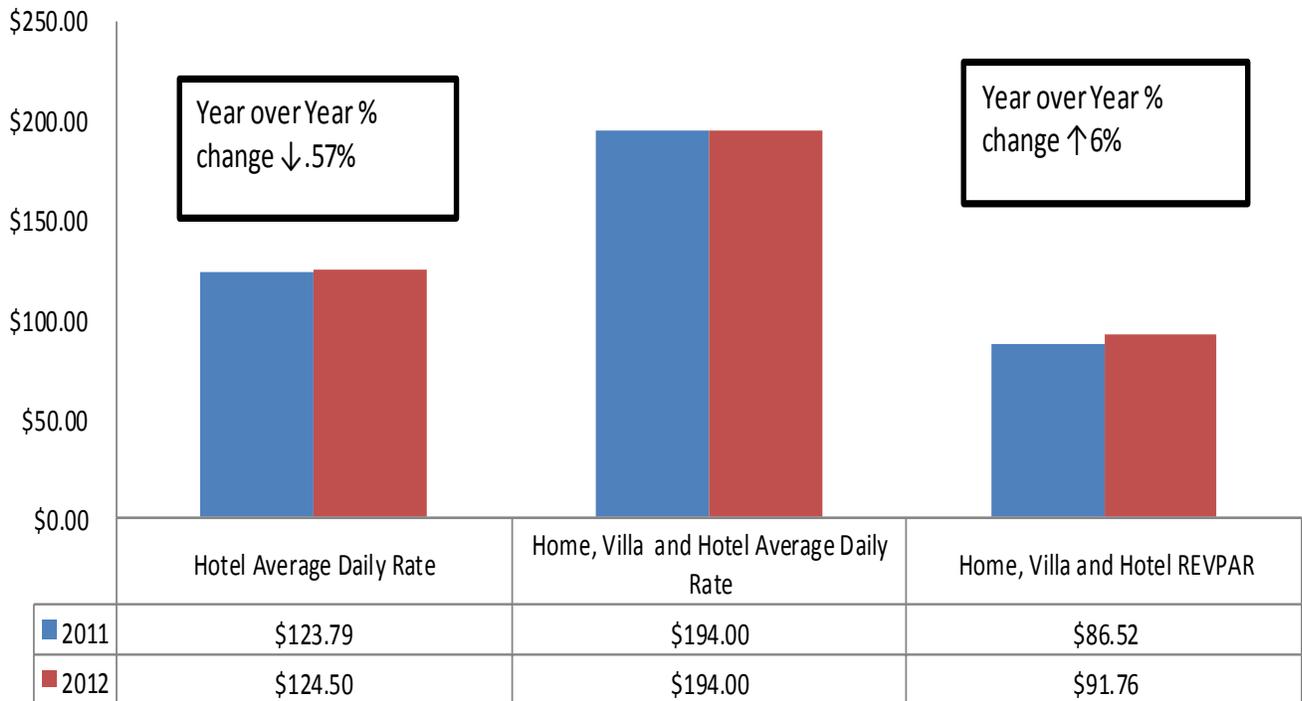
Traffic Sources Overview

2011		2012	Year over Year % change
81.01%	Search Traffic	81.65%	↑.79%
9.46%	Referral Traffic	7.68%	↑18.8%
7.16%	Direct Traffic	9.58%	↑33.79%
<u>2.37%</u>	Campaigns	<u>1.09%</u>	↓54%
100%	Total	100%	

Lodging Occupancy Comparison 2011/2012



Average Daily Rate and REVPAR comparison 2011/2012



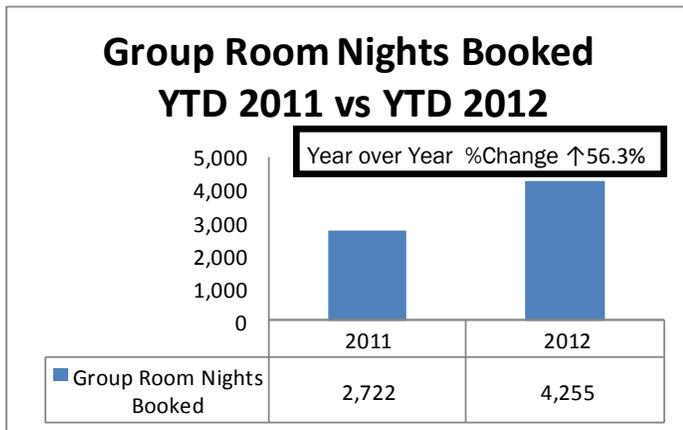
BOOKING PACE FOR HOMES AND VILLAS

Month	2013 Occupancy	2012 Occupancy	% increase/decrease
March	63.4%	47.3%	+34%
April	37.5%	37.6%	-0.4%
May	27.8%	25.6%	+8.3%
June	39.7%	40.6%	-2.4%
July	33.7%	32.5%	+3.8%
August	24.7%	20.5%	+20.4%
Total	37.4%	33.8%	+10.9%

2012 Actual Occupancy	
March	51.4%
April	49.7%
May	44.4%
June	74.9%
July	85.9%
August	65.7%
Total	62.3%

Source: Vacation Travel Research Program (VTRIP) Home and Villa Data as of December 31, 2012

Group Sales Results



2012 EPROMO/ENEWS RESULTS

Name	Date sent	Delivered	Opened	Open Rate	Click thrus	Click thru Rate
Gullah Celebration	1/20/2012	106,002	13,989	13.30%	2,468	2.30%
Wine and Food Festival to all Insiders	2/10/2012	106,189	12,660	12%	1,496	1.40%
Wine and Food Festival to Golf Specific Insiders	2/10/2012	5,982	1,233	21.20%	140	2.40%
Come Back Rewards	3/6/2012	106,709	18,733	17.70%	2,170	2%
RBC Heritage to all Insiders	3/13/2012	106,074	12,229	11.60%	1,061	1%
RBC Heritage to Golf Specific Insiders	3/13/2012	5,906	1,046	18.10%	126	2.20%
Visitor Information Survey	3/20/2012	107,772	18,881	17.60%	6,537	6.10%
April Enews	4/12/2012	109,859	14,597	13.4%	3,352	3.10%
Affluent Lead Generator Eblast	5/8/2012	110,613	16,851	15.30%	2,530	2.30%
June Enews	6/14/2012	111,811	15,325	13.80%	2,435	2.20%
June Hotel Deals	6/28/2012	112,320	16,901	15.10%	3,246	2.90%
July Home and Villa Deals	7/25/2012	112,925	14,341	12.8%	2,527	2.30%
August Golf Eblast to all Insiders	8/22/2012	113,456	14,823	13.20%	1,905	1.70%
August Golf Eblast to Golf Specific Insiders	8/22/2012	5,917	856	15%	154	2.70%
Concours	9/5/2012	113,293	14,799	13.20%	1,312	1.20%
October Bluffton	10/2/2012	113,036	11,937	10.60%	1,288	1.10%
December Enews Shopping and Holiday	12/4/2012	113,322	12,567	11.20%	1,481	1.30%
Total/Average		1,561,217	211,777	15.23%	34,232	2.84%



**HILTON HEAD ISLAND
VISITOR & CONVENTION BUREAU**
South Carolina

Staff

Susan Thomas, Vice President
stthomas@hiltonheadisland.org

Jack Reed
Director of Sales
jreed@hiltonheadisland.org

Elizabeth Simpson
Internet Services Manager
esimpson@hiltonheadisland.org

Kim Nelson
Sales Team Coordinator
knelson@hiltonheadisland.org

Brenda Ciapanna
Sales & Marketing Manager
bciapanna@hiltonheadisland.org

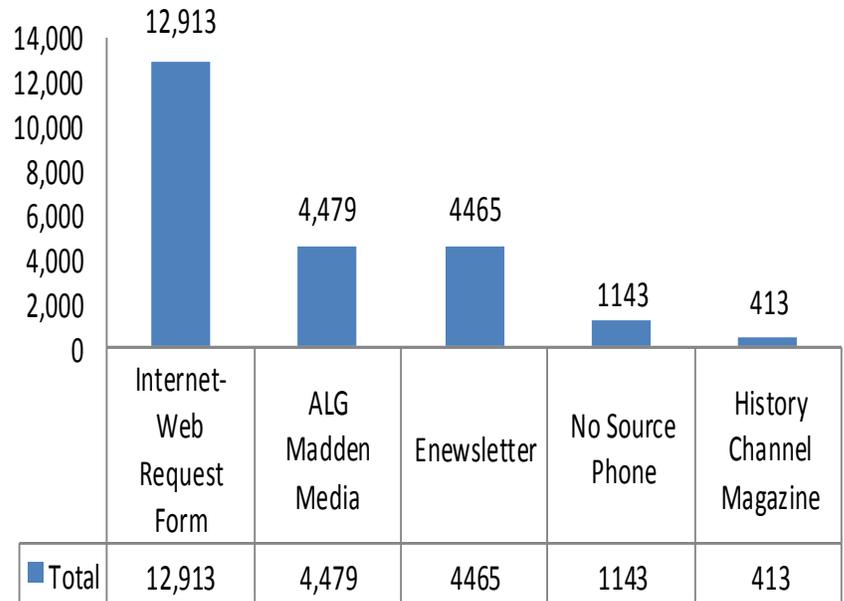
Kelly Smith
Public Relations and
Marketing Manager
ksmith@hiltonheadisland.org

Kathy Winings
Partnership Marketing Manager
kwinings@hiltonheadisland.org

Leta Salazar
Bluffton Marketing Manager
Research Analyst
lsalazar@hiltonheadisland.org

Wes Kitashima
Sales Manager
wkitashima@hiltonheadisland.org

Top 5 Fulfillment Lead Sources



think | HILTON HEAD ISLAND & THE LOWCOUNTRY

Economic & Business Metrics for our Region

Think about the possibilities: Looking for the latest news on travel and tourism, gas prices, census information, employment statistics, demographics? The chamber's web information source, Think: Hilton Head Island and the Lowcountry provides instant access to important economic and business metrics for our region, 24/7, 365 days a year.

This information, provided by the chamber for many years, combined with the new metrics serves as a valuable economic toolkit for the community. From cost of living data to number of golf rounds played, Beaufort County labor market analysis, destination marketing research and plans, and occupancy rates for Hilton Head Island lodging, the economic and business metric information is a valuable link to economic development in our region. To access the site go to www.thinkhiltonheadisland.com.

For more information, please contact Leta Salazar, Research Analyst, at lsalazar@hiltonheadisland.org or 843-757-3673.

Hilton Head Island-Bluffton Chamber of Commerce
Hilton Head Island Visitor Convention Bureau Schedule of Functional Revenues Expenditures
FY 2013-14 Budget

Revenues	VCB TOTALS	Town of HHI DMO	VCB Private Sector	SCPRT Dest. Specific	SCPRT Co-ops	Town of Bluffton	Beaufort Co DMO	Membership
Town of HHI DMO	1,150,000	1,150,000						
Town of HHI Supplemental Grant	250,000	250,000						
VCB Private Sector	388,500		388,500					
SCPRT Destination Specific	790,000			790,000				
SCPRT Coop	610,000				610,000			
Private Match Coop	1,230,000				1,230,000			
Town of Bluffton DMO	75,000					75,000		
B/C Bluffton & Daufuskie	306,000						306,000	
Total Revenues	4,799,500	1,400,000	388,500	790,000	1,840,000	75,000	306,000	
Membership								1,700,000
Total Revenues with Membership	6,499,500							
Expenses								
Research & Planning	95,000	51,300	14,250	29,450				
Packaging Promotions								
Webinars/Workshops	10,000							
Facebook Promos	4,000							
Sub-total	14,000	7,560	2,100	4,340				
Destination PR								
Agency Fees	148,000							
Out-of-Pocket/ Promc	18,000							
UK Culinary Promo	8,000							
Sub-total	174,000	93,960	26,100	53,940				
Destination Photography	15,000	8,100	2,250	4,650				
Social Media								
Agency Promotions	18,000							
Blog/Writers	30,000							
Video Production	3,000							
Sub-total	51,000	27,540	7,650	15,810				
Digital Marketing								
VERB Daily Site Work	39,600							
Special Section Updat	60,000							
SEO/Ad Serve/Hostin	24,000							
SEM Marketing	200,000							

Hilton Head Island-Bluffton Chamber of Commerce
Hilton Head Island Visitor Convention Bureau Schedule of Functional Revenues Expenditures
FY 2013-14 Budget

	SCPRT Coops	25,000			
	Media Contingency	15,000			
Sub-total		363,600	139,399	54,540	169,661

Consumer Promos & Lead Gen

Broadcast & Print

	Fall Broadcast Campaign	40,000			
	Oprah Magazine	27,850			
	America's Best Vacati	10,000			
	Ad Production	5,000			
Sub-total		82,850	44,740	12,427	25,683

Sweet Tea Partnership

	Atanta Dining App	15,000			
	Collaborate	5,000			
Sub-total		20,000	17,161	2,839	

Insiders/Collateral/Fulfillment

	E-Promos/E-News	26,000			
	Vacation Planner	125,000			
	Envelopes	6,000			
	I-Vacation Planner	30,000			
	Fulfillment Mail Ops/ Postage/Visitor Datab	60,000			
	Toll-Free Phone	4,000			
Sub-total		251,000	135,540	37,650	77,810

Group Sales & Marketing

	Lead Prospecting/SDF	42,000			
	Trade Sponsorships	40,000			
	Healthcare Events	5,000			
	Backyard Marketing	5,000			
	Select Service Sales BI	5,000			
	SC/FI Motorcoach Eve	12,500			
	Site inspections	3,000			
	Sales Industry Dues	2,600			
	Website Refresh	15,000			
	Mobile Template	5,000			
	Social Media	5,000			

Hilton Head Island-Bluffton Chamber of Commerce
Hilton Head Island Visitor Convention Bureau Schedule of Functional Revenues Expenditures
FY 2013-14 Budget

	Promotional Giveawa	6,000			
	Trade Shows	29,350			
Sub-total		175,450	94,747	26,313	54,390
International					
	Coastal SC USA Coop	47,000			
	Brand USA Coops	45,000			
	ITB Trade Show	6,000			
	Ontario Motorcoach S	2,500			
	UK Sales Mission	5,000			
	IAGTO/ WTM	4,000			
	Pow Wow Trade Shov	8,000			
	RBC Heritage Intl FAV	4,000			
Sub-total		121,500	65,610	18,225	37,665
VCB Contingency		18,250	9,855	5,929	2,466
HHI Destination Marketing Operations & Management					
	VCB Sales, Mkt,				
	Visitor Services,				
	Admin & Ops:				
	Personnel	606,144			
	Benefits	151,536			
	Operations	189,420			
Sub-total		947,100	454,488	178,477	314,135
HHI Supplemental Grant					
	Golf	150,000			
	Tennis	25,000			
	Culinary	50,000			
	Cultural Heritage	25,000			
	VCB Sales, Mkt, Visitor				
	Services & Operations:	0			
Sub-total		250,000	250,000		
SCPRT Coops					
	RBC Heritage	757,500			
	Air Service Promos	150,000			
	Leisure Coops	180,000			
	Specialty Market Coop	206,500			
	Meetings & Group Co	350,000			
	VCB Sales, Mkt, Visitor				
	Services & Operations:	196,000			

Hilton Head Island-Bluffton Chamber of Commerce
Hilton Head Island Visitor Convention Bureau Schedule of Functional Revenues Expenditures
FY 2013-14 Budget

Sub-total	1,840,000				1,840,000				
Town of Bluffton DMO									
Promotions	49,975								
VCB Sales, Mkt, Visitor Services & Operations	25,025								
Sub-total	75,000					75,000			
B/C Bluffton & Daufuskie DMO									
Promotions	188,575								
VCB Sales, Mkt, Visitor Services & Operations	117,425								
<u>Sub-total</u>	<u>306,000</u>							<u>306,000</u>	
<hr/>									
TOTAL EXPENSES	4,799,750	1,400,000	388,750	790,000	1,840,000	75,000	306,000		4,799,750
Membership									1,700,000
Total Expenses with Membership	6,499,750								
Revenues Minus Expenses:	0	0	0	0	0	0	0	0	0
 Expenses for Hilton Head Island Specific Programs									
 Expenses for Other Marketing Programs									

MEMORANDUM

TO: Steven G. Riley, ICMA-CM, Town Manager
VIA: Greg Deloach, Assistant Town Manager
FROM: Tom Fultz, Director Administrative Services
DATE: May 9, 2013
SUBJECT: Broadcasting of Town Council Meetings
ATTACH: Memorandum of Agreement

Recommendation:

Staff recommends Town Council authorize the Town Manager to enter into a Memorandum of Agreement (MOA see attached) with Beaufort County to broadcast Town Council regular meetings for a one year trial period.

Summary:

Based on a request from Council to explore the possibility of broadcasting Town Council meetings, we began to assess the various technology options for delivering this type of service.

Background:

At its May 7, 2013 meeting Town Council approved the broadcast of up to 30 Council meetings beginning in August 2013. Council directed the Town Manager to provide it with a Town/County MOA for its consideration.

The Town shall agree to pay additional compensation to the County in an amount of \$750.00 per meeting in excess of the thirty meetings.

B. Obligations of the Town

1. The Town agrees to pay the County Twenty Two Thousand and Five Hundred dollars (\$22,500.00) for the production services listed above in sections 1 through 6 for the period of July 1, 2013 to June 30, 2014. These payments shall be made in quarterly installments of Five Thousand Six Hundred and Twenty Five dollars (\$5,625.00) beginning on July 1, 2013.

This Agreement shall be effective on the date first identified above and may be terminated for convenience and without cause by either party upon 30 days advance written notice. If the Agreement is terminated early, then the payments for services shall be prorated for the services rendered.

WITNESS

Clayton Harris
Proctor Brown

WITNESS

BEAUFORT COUNTY

Gary T. Kubic
Gary T. Kubic, County Administrator

TOWN OF HILTON HEAD ISLAND

Stephen G. Riley, ICMA-CM
Town Manager