1) Call to Order
2) Pledge to the Flag
3) Invocation
4) FOIA Compliance – Public notification of this meeting has been published, posted and distributed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.
5) Proclamations and Commendations
   a. Juneteenth Celebration Proclamation
6) Approval of Minutes
   a. Town Council Meeting, June 2, 2015
7) Report of the Town Manager
   a. Bicycle Friendly Community: Gold Level Award Update
   c. Town Manager’s Items of Interest
      (1) Town News
      (2) Noteworthy Events
8) Reports from Members of Council
   a. General Reports from Council
   b. Report of the Intergovernmental Relations Committee – Bill Harkins, Chairman
   c. Report of the Community Services Committee – Kim Likins, Chairman
   d. Report of the Public Planning Committee – Tom Lennox, Chairman
   e. Report of the Public Facilities Committee – Lee Edwards, Chairman
   f. Report of the Public Safety Committee - Marc Grant, Chairman
g. Report of the Finance and Administrative Committee - John McCann, Chairman

(1) Recommendation to authorize the Town Manager to enter into a contract with Dr. John Salazar representing USCB and Dr. Robert T. Carey representing Clemson University, for services that would provide, in part, comparative economic analysis of Hilton Head Island versus other communities and other council-generated studies.

h. Report of the Circle to Circle Committee - Tom Lennox, Town Council Liaison

9) Appearance by Citizens

10) Unfinished Business

a. Second Reading of Proposed Ordinance 2015-14

Second Reading of Proposed Ordinance 2015-14 to amend Title 1, Title 8, Title 15 and Title 17 of the Municipal Code of the Town of Hilton Head Island, South Carolina, making general amendments to reflect new Land Management Ordinance sections and references and providing for severability and an effective date.

b. Second Reading of Proposed Ordinance 2015-15

Second Reading of Proposed Ordinance 2015-15 of the Town of Hilton Head Island, South Carolina, authorizing the execution of a lease with Boys and Girls Clubs of the Lowcountry, Inc. pursuant to the authority of S.C. Code Ann. § 5-7-40, and § 2-7-20 of the Code of the Town of Hilton Head Island, South Carolina; and providing for severability and an effective date.

c. Second Reading of Proposed Ordinance 2015-13

Second Reading of Proposed Ordinance 2015-13 to raise revenue and adopt a budget for the Town of Hilton Head Island, South Carolina, for the fiscal year ending June 30, 2016; 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.

11) New Business

a. Consideration of a Recommendation from the Accommodations Tax Advisory Committee for the Chamber of Commerce Visitor and Convention Bureau’s proposed 2015-16 “30 Percent” Budget.

b. Consideration of Acquisition of Property in the Palmetto Bay Road Corridor

12) Executive Session

a. Land Acquisition

(1) AT&T Mobility Request to Lease Town Property

(2) Circle K Request to Purchase Town Property

(3) David Berry Request to Purchase Town Property

(4) Potential Acquisition of Property in the Palmetto Bay Road Corridor

b. Contractual Matters

(1) Development Agreement for Shelter Cove Towne Centre

13) Adjournment
Proclamation

By

The Town of Hilton Head Island

WHEREAS, Hilton Head Island was the home of the first self-governing town of former enslaved people in 1862; and

WHEREAS, that town was named Mitchelville in honor of Major General Ormsby McKnight Mitchel who made it a reality; and

WHEREAS, this town was the Dawn of Freedom for these formerly enslaved people; and

WHEREAS, the mission of the Mitchelville Preservation Project is to replicate, preserve, and sustain this historically significant site and to educate the public about the sacrifice, resilience and perseverance of the freedmen of Mitchelville; and

WHEREAS, to help honor that mission the Mitchelville Preservation Project will be reconstructing Mitchelville at Fish Haul Creek Park for one day only during the Juneteenth celebration on June 20, 2015.

NOW THEREFORE, I, David Bennett, Mayor of the Town of Hilton Head Island do hereby proclaim June 20, 2015 as

Reconstructing Mitchelville for One Day Only

at the

Juneteenth Celebration

on Hilton Head Island at Fish Haul Creek Park, the future home of the Mitchelville Freedom Park, and urge all citizens to attend the celebration as well.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused this seal of the Town of Hilton Head Island to be affixed this Sixteenth day of June, in the Year of our Lord, Two Thousand and Fifteen.

David Bennett, Mayor

Attest:

Victoria L. Pfannenschmidt, Town Clerk
THE TOWN OF HILTON HEAD ISLAND
REGULAR TOWN COUNCIL MEETING

Date: Tuesday, June 2, 2015

Time: 4:00 P.M.

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

Absent from Town Council: Lee Edwards, Council Member

Present from Town Staff: Steve Riley, Town Manager; Greg DeLoach, Assistant Town Manager; Charles Cousins, Director of Community Development; Brad Tadlock, Fire Chief; Nancy Gasen, Director of Human Resources; Susan Simmons, Director of Finance; Scott Liggett, Director of Public Projects and Facilities/Chief Engineer; Tom Fultz, Director of Administrative Services; Brian Hulbert, Staff Attorney; Ed Boring, Deputy Fire Chief; Victoria Shanahan, Accounting Manager; John Valvo, Systems Analyst; Members of Fire Rescue Crews and Administration; Vicki Pfannenschmidt, Executive Assistant/Town Clerk

Present from Media: None

1) CALL TO ORDER
   Mayor Bennett called the meeting to order at 4:00 p.m.

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
   None.

6) Approval of Minutes
   a. Town Council Special Meeting/Budget Workshop, May 12, 2015
      Mr. Harkins moved to approve. Mr. McCann seconded. The motion was approved by a vote of 6-0.
   b. Town Council Sewer Summit Workshop, May 14, 2015

Mayor Bennett proposed an amendment to Item 10. Direction on Next Steps – Council and Commission striking the existing sentence and replace it with the following:

It was the unanimous position of Town Council and the Commission that a mutual goal be set to provide sanitary sewer service to every citizen of Hilton Head Island within 5 years. In order to achieve this goal, Town and PSD staff would meet in the coming weeks to develop a proposed build-out plan as well as suggest a means of financing the effort and report back to Town Council within 30 days. Town staff is to suggest policy recommendations that reflect this goal to Town Council.
Mr. Harkins moved to approve the minutes as amended. Mr. McCann seconded. The motion was approved by a vote of 6-0.

c. Town Council Meeting, May 19, 2015

Mr. Harkins moved to approve. Mr. McCann seconded. The motion was approved by a vote of 5-0-1. Mr. Lennox abstained as he was not present at the May 19 meeting.

d. Town Council Meeting, May 27, 2015

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

7) **Report of the Town Manager**

a. Presentation of the Certificate of Achievement for Excellence in Financial Reporting for the Fiscal Year ending June 30, 2014

Mayor Bennett presented the award to Susan Simmons, Director of Finance.

b. American Heart Association 2015 Mission Lifeline Award, Brad Tadlock, Fire Chief

Chief Tadlock reviewed the requirements and process for the award and presented it to Mayor Bennett.

c. Town Manager’s Items of Interest

Mr. Riley reported on the items of interest listed below.

1. Town News
2. Noteworthy Events

8) **Reports from Members of Council**

a. General Reports from Council

Mr. Harkins expressed his appreciation to Fire Rescue for their promptness in removing a downed tree that was blocking his street.

Mr. Harkins stated he has communicated with DHEC representatives that handle the federal funds for grants regarding sewers. The representatives indicated they are willing to come to Hilton Head Island and meet with Town staff and PSD staff the week of June 22 to work on details concerning the process to apply for federal assistance with the proposed sewer projects. Federal assistance would consist of funds for the main artery, connections to homes and maintenance. He said the DHEC representatives are prepared to spend two days to map out the process. Mr. Harkins said he spoke with the Town Manager to work on scheduling.

Mr. Harkins suggested the September 1, 2015 Regular Town Council meeting be cancelled due to a number of Council members that will be out of town. After discussion, it was the consensus of Council to cancel the meeting.

Mrs. Likins reported a constituent had concerns regarding placement of trash receptacles on the pathways. Mr. McCann noted the Rotary assisted with the kiosks and may be willing to assist with trash receptacles. Mayor Bennett asked Mr. Harkins, who is a member of Rotary, to please check into the matter with them.
Mayor Bennett referenced a memo he sent to Town Council and others regarding the Heritage Tourism effort. He said they are at the stage where each of the participants is developing a prospective and proposed list of historical events and sites in their respective communities. The Mayor stated he utilized the help of Dr. Emory Campbell as well as Stu Rodman, Carlton Dallas and Council Member Grant in developing the list he submitted to all. He asked Council for their consensus that all sites and events are included on the list so he can submit them to the Mayor’s group at the next meeting. Mr. Harkins and Mr. McCann stated the list was very comprehensive. Mrs. Likins asked if the Native American Shell Rings included the sites in Sea Pines. Mayor Bennett stated it was the intent to include them. He added that the next step would be to meet with all participants to work on a complete list for the entire County.

b. Report of the Intergovernmental Relations Committee – Bill Harkins, Chairman
   No report.

c. Report of the Community Services Committee – Kim Likins, Chairman
   Mrs. Likins stated the Arts and Cultural Strategic Planning Committee held their inaugural meeting on Monday, June 1. She thanked the committee members for their commitment.

d. Report of the Public Planning Committee – Tom Lennox, Chairman
   Mr. Lennox stated the next meeting of the Committee would be July 23.

e. Report of the Public Safety Committee - Marc Grant, Chairman
   No report.

f. Report of the Finance and Administrative Committee - John McCann, Chairman
   Mr. Lennox stated the Committee has been working for the past 45-60 days with Nancy Gasen and Mr. Riley formatting and structuring a new Town Manager performance and evaluation. He stated it is complete and the template, definitions and process will be emailed to Town Council for their review to be completed by June 26 with the compilation process to take place during the month of July and the review and evaluation will be discussed with Mr. Riley the first week of August. Mr. McCann encouraged all to complete the form as soon as possible.

   Mr. McCann reported that the Committee met earlier in the day and Dr. Salazar conducted a presentation on economic analysis tools for the future. He stated the Committee would be bringing forward a recommendation to Town Council endorsing the service from Dr. Salazar.

g. Report of the Circle to Circle Committee - Tom Lennox, Town Council Liaison
   Mr. Lennox reported the Committee has held five open forums attracting over 150 citizens. He stated the input has been good and wide ranging and they are in the process of compiling the information to find common elements and a report will be forthcoming in the month of July.

9) Appearance by Citizens
   None.
10) Unfinished Business

None.

11) New Business

a. First Reading of Proposed Ordinance 2015-14

First Reading of Proposed Ordinance 2015-14 to amend Title 1, Title 8, Title 15 and Title 17 of the Municipal Code of the Town of Hilton Head Island, South Carolina, making general amendments to reflect new Land Management Ordinance sections and references and providing for severability and an effective date.

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

Mrs. Likins informed the Mayor she was going to recuse herself before Item 11.b. was addressed and she left the dais. The required Potential Conflict of Interest form will be attached to the approved, signed minutes.

b. First Reading of Proposed Ordinance 2015-15

First Reading of Proposed Ordinance 2015-15 of the Town of Hilton Head Island, South Carolina, authorizing the execution of a lease with Boys and Girls Clubs of the Lowcountry, Inc. pursuant to the authority of S.C. Code Ann. § 5-7-40, and § 2-7-20 of the Code of the Town of Hilton Head Island, South Carolina; and providing for severability and an effective date.

Mr. Harkins moved to approve. Mr. McCann seconded. Mr. Lennox asked if the liability policy had been reviewed. Mr. Riley stated he would confirm that it had been reviewed prior to the signing of the lease. The motion was approved by a vote of 5-0. (Mrs. Likins was not at the dais and did not participate in the vote due to her recusal as noted above.)

Mrs. Likins returned to the dais at this time.

c. Budget Wrap-Up

Ms. Simmons distributed a budget update and reviewed the proposed changes and additions to the budget. She stated that there was discussion regarding designating funds for pathway safety. Ms. Simmons explained a possible funding source that would be available for this Sunday Liquor Fees which could be changed from Future Park Developments to Pathway Safety. After discussion, members of Council agreed to fund $50,000 toward Pathway Safety utilizing the Sunday Liquor Fees or other Capital Projects Funding that may be available. Mr. Riley explained that the portion of the Shelter Cove Pathway identified by the Bicycle Advisory Committee is privately-owned by Shelter Cove Harbor Company and the Town cannot use the funds to address that pathway. Mrs. Likins volunteered to speak with Shelter Cove Harbor Company which owns the pathways regarding their repair.
Ms. Simmons asked Council for direction regarding placing the $200,000 for FY15 in a Dredging Reserve Fund and asked if it was their intention to continue funding the Dredging Reserve in FY16 with $200,000. It was the consensus of Council to place the funds in the Dredging Reserve Fund at the end of the year for FY15 and to continue the funding for FY16.

Mayor Bennett stated that at the December Strategic Planning Workshop there was discussion regarding public communication. He proposed a line item in the FY16 budget earmarked for public communication. He explained he did not envision hiring additional staff but would like to pursue the efforts in an outsource manner. Mr. Harkins and Mrs. Likins spoke in support of the line item. Mr. Lennox stated he supported the line item but felt it should be coordinated through the Town Manager’s office or his designee. Mayor Bennett suggested placing the funds in the budget and having a discussion concerning how it would be handled best in Town Hall at a later date. After discussion, Council was in agreement to place and additional $100,000 in the Town Council Initiatives under the title of Public Communication.

Mrs. Simmons reviewed the upcoming calendar for the Public Hearing, Revised First Reading at 6:00 p.m. on June 9 and Second and Final Hearing scheduled for June 16 at 4:00 p.m.

12) Executive Session

Mr. Riley stated he needed an Executive Session for contractual matters pertaining to the Shelter Cove Towne Centre Development Agreement. At 4:51 p.m. Mr. Harkins moved to go into Executive Session for the reasons stated by the Town Manager. Mr. McCann seconded. The motion was approved by a vote of 6-0.

Mayor Bennett called the meeting back to order at 5:25 p.m. stating no action was taken during Executive Session and stated there was no business to address.

13) Adjournment

Mr. Harkins moved to adjourn. Mr. McCann seconded. The meeting was adjourned at 5:26 p.m.

__________________________________________________________________________
Vicki L. Pfannenschmidt,
Executive Assistant/Town Clerk

Approved:

__________________________________________________________________________
David Bennett, Mayor
THE TOWN OF HILTON HEAD ISLAND
PUBLIC HEARING/SPECIAL MEETING

Date: Tuesday, June 9, 2015  Time: 6:00 P.M.

Present from Town Council: David Bennett, Mayor; Bill Harkins, Mayor Pro Tem, Lee Edwards, Marc Grant, Tom Lennox, Kim Likins, John McCann, Council Members

Present from Town Staff: Steve Riley, Town Manager; Charles Cousins, Director of Community Development; Brad Tadlock, Fire Chief; Nancy Gasen, Director of Human Resources; Susan Simmons, Director of Finance; Scott Liggett, Director of Public Projects and Facilities/Chief Engineer; Brian Hulbert, Staff Attorney; Julian Walls, Facilities Manager; Jeff Buckalew, Jill Foster, Deputy Director of Community Development; Town Engineer; Brian McIlwee, Assistant Town Engineer/Storm Water Manager; Victoria Shanahan, Accounting Manager; John Valvo, Systems Analyst; Vicki Pfannenschmidt, Executive Assistant/Town Clerk

Present from Media: Zach Murdock, Island Packet

1. Call to Order

   Mayor Bennett called the Public Hearing/Special meeting to order at 6:00 p.m.

2. 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.

3. 6:00 p.m.- PUBLIC HEARING ON THE MUNICIPAL BUDGET FOR FY2015-2016

   Mayor Bennett opened the Public Hearing at 6:00 p.m.

   Mr. Riley explained the Public Hearing was a requirement by State Law and the Town was in compliance with advertising the Hearing and asking for public comment.

   Mayor Bennett invited members of the public to speak.

   Mr. George Williams addressed Council regarding the $850,000 placeholder for Town Council initiatives stating he was glad to see they had the initiatives defined so it would not turn in to a funding source for other projects.

   With no further requests to address Council, Mayor Bennett closed the Public Hearing at 6:04 p.m.

4. Revised First Reading of Proposed Ordinance 2015-13

   Revised First Reading of Proposed Ordinance 2015-13 to raise revenue and adopt a budget for the Town of Hilton Head Island, South Carolina, for the fiscal year ending June 30, 2016; 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.

   Mr. Harkins moved to approve. Mr. McCann seconded. The motion was unanimously approved by a vote of 7-0.
5. **Request to File a Rezoning Application Involving Town-Owned Property**

Mayor Bennett explained that he had approached Mark Senn of Blanchard and Calhoun with his idea of swapping town-owned land with land owned by Shelter Cove Towne Centre. He added that Blanchard and Calhoun has completed plans and received approval to build an apartment community on the property. He said after their discussion, Mr. Senn came forward with a plan which achieves the idea the Mayor suggested and would like to proceed forward with the revised plan. Mayor Bennett explained that in order to let Council vet the plan publicly and for public input into the proposed revisions, Blanchard and Calhoun would need Town Council approval to file a rezoning application for the Town-owned parcel.

After discussion, Mr. Harkins moved that Town Council approve the initiation of the application process for rezoning for the applicant. Mr. McCann seconded. The motion was unanimously approved by a vote of 7-0.

6. **Executive Session**

Mr. Riley stated he needed an Executive Session for contractual matters related to land acquisition and personnel matters related to appointments to boards and commissions. At 6:09 p.m., Mr. Harkins moved to go into Executive Session for the reasons stated by the Town Manager. Mr. McCann seconded. The motion was approved by a vote of 7-0.

Mayor Bennett called the meeting back to order at 6:30 p.m. stating no action was taken during Executive Session and asked if there was any business to address.

Mrs. Likins moved to reappoint Jake Gartner to a three year term, ending June 30, 2018, as an At-Large member of the Design Review Board. The motion was unanimously approved by a vote of 7-0.

7. **Adjournment**

Mayor Bennett adjourned the meeting at 6:31 p.m.

____________________________________

Vicki L. Pfannenschmidt,
Executive Assistant/Town Clerk

Approved:

________________________
David Bennett, Mayor
ITEMS OF INTEREST
JUNE 16, 2015

Noteworthy Events

Some of the upcoming meetings at Town Hall:

- Circle to Circle Committee – June 17, 2015, 8:30 a.m.
- Public Facilities Committee Meeting – June 22, 2015, 10:00 a.m.
- Board of Zoning Appeals – June 22, 2015, 2:30 p.m.
- Community Services Committee - June 23, 2015, 9:00 a.m.
- Design Review Board – June 23, 2015, 1:15 p.m.
- Finance and Administrative Committee, June 23, 2015, 2:00 p.m.
- Construction Board of Adjustment and Appeals, June 23, 2015, 5:30 p.m.
- Circle to Circle Committee, June 24, 2015, 8:30 a.m.
- Finance and Administrative Committee, June 30, 2015, 2:00 p.m.
- Special Public Planning Committee Meeting - June 30, 2015, 3:30 p.m.
- Planning Commission – July 1, 2015, 9:00 a.m.
- Public Planning Committee Meeting, July 2, 2015, 3:00 p.m.
- July 3, 2015 – Town Hall Closed in Observance of July 4 Holiday
- Public Safety Committee – July 6, 2015, 10:00 a.m.
- Arts & Cultural Strategic Planning Committee – July 6, 2015, 3:00 p.m.
- Finance and Administrative Committee – July 7, 2015 - CANCELLED
- Town Council – July 7, 2015 - CANCELLED
- Circle to Circle Committee – July 8, 2015, 8:30 a.m.
- Parks and Recreation Commission – July 9, 2015, 3:30 p.m.
- Community Services Committee, July 13, 2015, 9:00 a.m.
- Arts and Cultural Strategic Planning Committee – July 13, 2015, 3:00 p.m.
- Accommodations Tax and Advisory Committee – July 14, 2015, 9:00 a.m.
- Design Review Board – July 14, 2015, 1:15 p.m.
- Circle to Circle Committee – July 15, 2015, 8:30 a.m.
- Planning Commission, July 15, 2015, 3:00 p.m.
- Finance and Administration Committee, July 21, 2015, 2:00 p.m.
- Town Council – July 21, 2015, 4:00 p.m.

(Additional meetings may be scheduled and all meetings are subject to change and/or cancellation. Please visit the Town of Hilton Head Island website at www.hiltonheadislandsc.gov for Committee meeting dates and agendas.)
<table>
<thead>
<tr>
<th>Tuesdays</th>
<th>HarbourFest 2015</th>
<th>Shelter Cove Harbour</th>
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<tr>
<td>June 16 – August 11, 2015 5:00 p.m. – 10:00 p.m.</td>
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<tr>
<td>Fridays</td>
<td>Sunset Celebration</td>
<td>Shelter Cove Community Park</td>
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<td>June 19 – August 14, 2015 6:00 p.m. – 9:00 p.m.</td>
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<tr>
<td>July 4, 2015</td>
<td>4&lt;sup&gt;th&lt;/sup&gt; of July Shelter Cove</td>
<td>Shelter Cove Harbour</td>
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<td>5:00 p.m. – 10:00 p.m.</td>
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<td>July 4, 2014</td>
<td>Skull Creek 4&lt;sup&gt;th&lt;/sup&gt; of July Celebration</td>
<td>Skull Creek Intracoastal Waterway</td>
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<td>7:30 p.m. – 10:00 p.m.</td>
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<tr>
<td>July 4, 2015</td>
<td>Harbour Town 4&lt;sup&gt;th&lt;/sup&gt; of July Fire Works</td>
<td>Harbour Town</td>
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<tr>
<td>6:00 p.m. – 11:00 p.m.</td>
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Town Council made no changes to proposed ordinance 2015-14 at their meeting on June 2, 2015.
AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND

ORDINANCE NO. 2015-# PROPOSED ORDINANCE NO. 2015-14

AN ORDINANCE TO AMEND TITLE 1, TITLE 8, TITLE 15 AND TITLE 17 OF THE MUNICIPAL CODE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, MAKING GENERAL AMENDMENTS TO REFLECT NEW LAND MANAGEMENT ORDINANCE SECTIONS AND REFERENCES AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.

WHEREAS, on October 7, 2014, the Town Council did amend Title 16 of the Municipal Code of the Town of Hilton Head Island by enacting a new Land Management Ordinance (the “LMO”) and Official Zoning Map; and

WHEREAS, Title 1, Title 8, Title 15 and Title 17 of the Municipal Code all have references to specific LMO sections; and

WHEREAS, these Municipal Code titles must be updated to reflect the current and correct LMO sections and references; and

WHEREAS, the Public Planning Committee is authorized by Town Council to hold a public meeting on the proposed general amendments to the Municipal Code, and the Public Planning Committee held a public meeting on May 7, 2015, at which time a presentation was made by staff and an opportunity was given for the public to comment on the proposed amendments; and

WHEREAS, the Public Planning Committee, after consideration of the staff memo, proposed amendments to the Municipal Code and public comments, voted 3 - 0 to recommend to Town Council that the proposed amendments be approved.

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

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

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

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

PASSED, APPROVED, AND ADOPTED BY THE COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND ON THIS _______DAY OF _____________ 2015.

THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA

_________________________
David Bennett, Mayor

ATTEST:

_________________________
Victoria L. Pfannenschmidt, Town Clerk

First Reading:
Second Reading:

Approved as to form:

_________________________
Gregory M. Alford, Town Attorney

Introduced by Council Member: __________________________
MEMORANDUM

TO: Town Council
FROM: Stephen G. Riley, Town Manager
DATE: June 3, 2015
RE: Proposed Ordinance 2015-15
Land Lease with the Boys and Girls Club for 1st Tee

Town Council made no changes to Proposed Ordinance No. 2015-15 as a result of First Reading on June 2, 2015.
AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, AUTHORIZING THE EXECUTION OF A LEASE WITH BOYS AND GIRLS CLUBS OF THE LOWCOUNTRY, INC. PURSUANT TO THE AUTHORITY OF S.C. CODE ANN. § 5-7-40, AND § 2-7-20 OF THE CODE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA; AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.

LEGISLATIVE FINDINGS

WHEREAS, the Town of Hilton Head Island, South Carolina (the “Town”) owns certain real property, more particularly described as follows:

ALL that certain piece, parcel or tract of land, situate, lying and being in the Gum Tree Road Area, Hilton Head Island, Beaufort County, South Carolina, containing 6.590 acres, all of which is more particularly shown on that certain plat prepared by Terry G. Hatchell, S.C.R.L.S., 11059, dated the 23rd day of September, 1998, entitled “Survey of 6.590 Acres, A Section of Parcel 1, 25.61 Acres, Gum Tree Road Area, Hilton Head Island, Beaufort County, South Carolina”, a copy of which is recorded in the Office of the R.M.C. for Beaufort County, South Carolina in Record Book 66 at Page 174. For a more accurate description of said property, as to metes and bounds, courses and distances, reference is craved to the aforementioned plat of record.

TMS#: R510-007-000-0392-0000

-AND ALSO-

All that certain piece, parcel or tract of land situate, lying and being on Hilton Head Island, Beaufort County, South Carolina, containing 10.0 acres and being more particularly shown and described on “A Plat of 10.00 Acre Parcel, a section of Gum Tree Road Area”, prepared by Jerry L. Richardson, SCRLS #47874, dated December 6, 1979, and recorded in the Office of the Register of Deeds for Beaufort County, South Carolina, in Plat Book 28 at Page 143.

TMS#: R510-007-000-0023-0000;

(the “Property”); and
WHEREAS, Boys and Girls Clubs of the Lowcountry, Inc. (“BAGC”) is a not for profit corporation, which desires to lease the Property from the Town for the purposes of operating the “First Tee Training Facility” and ancillary and related uses in accordance with the Lease attached hereto as Exhibit “A”; and

WHEREAS, Town Council for the Town approved a Master Plan and Business Plan of BAGC with regard to the use of the Property on April 21, 2015; and

WHEREAS, the Town Council for the Town has determined that the proposed Lease attached hereto as Exhibit “A” is in the best interests of the citizens, residents and visitors on Hilton Head Island; and

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

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

Section 1. Execution of Lease.

(a) The Mayor and/or Town Manager are hereby authorized to execute and deliver the Lease in a substantially similar form to that attached hereto as Exhibit "A" for the lease of Town-owned real property to Boys and Girls Clubs of the Lowcountry, Inc.; and

(b) The Mayor and/or Town Manager are hereby authorized to take such other and further actions as may be necessary to complete the transactions contemplated in the Amendment as authorized hereby.
Section 2. Severability.

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

Section 3. Effective Date.

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

PASSED, APPROVED AND ADOPTED BY THE TOWN COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, ON THIS ___ DAY OF ______________________, 2015.

____________________________
David Bennett, Mayor

ATTEST:

Victoria L. Pfannenschmidt, Town Clerk

First Reading: __________________________

Second Reading: _______________________

Approved as to form: ____________________

Gregory M. Alford, Town Attorney

Introduced by Council Member: ___________________
MEMORANDUM

TO: Town Council

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

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

DATE: June 10, 2015

RE: Second Reading of Proposed Ordinance No. 2015-13 - FY2016 Budget

Town Council made no changes to Proposed Ordinance No. 2015-13, as a result of the Revised First Reading on June 9, 2015.
ORDINANCE NO. PROPOSED ORDINANCE NO. 2015-13

AN ORDINANCE TO RAISE REVENUE AND ADOPT A BUDGET FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, FOR THE FISCAL YEAR ENDING JUNE 30, 2016; 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.

WHEREAS, Section 5-7-260(3) of the Code of Laws for South Carolina 1976, as amended, and Section 2-7-20 of the Municipal Code of the Town of Hilton Head Island, South Carolina, require that the Town Council act by ordinance to adopt a budget and levy taxes, pursuant to public notice; and

WHEREAS, Town Council also desires to set aside funds for an Operating Reserve to provide for emergency-related expenditures and to offset fiscal year tax revenue income stream deficiency; and

WHEREAS, Town Council finds that it would be more economical and efficient to authorize the Town Manager to move forward with construction contract modifications, change orders, contract price adjustments, and execution of contracts for supplies, services, and construction where the contract amount involved does not exceed the budget line item or project budget as approved by Town Council in the Consolidated Municipal Budget.

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

NOTE: Underlined and bold-face typed portions indicate additions to the Ordinance. Stricken Portions indicate deletions to the Ordinance.

Section 1. Adoption of the Budget. The prepared budget of estimated revenues and expenses, a copy of which is attached hereto and incorporated herein, is hereby adopted as the budget for the Town of Hilton Head Island for the fiscal year ending June 30, 2016.
Section 2. Establishment of Property Tax Levy. A tax to cover the period from July 1, 2015 through June 30, 2016, inclusive, for the sums and in the manner hereinafter mentioned, is and shall be, levied, collected and paid into the treasury of the Town of Hilton Head Island for its uses at a rate of mills on assessed value of real estate and personal property of every description owned in the Town of Hilton Head Island, except such property as is exempt from taxation under the Constitution and laws of the State of South Carolina. Said tax levy shall be paid into the Town Treasury for the credit of the Town of Hilton Head Island for its corporate purposes, for the purpose of paying current operational expenses of the said municipality 15.2 mils, Debt Service 6.14 mils, and Capital Projects Fund .84 mils making the total levy of 22.18 mils.

Section 3. Establishment of Funds. To facilitate operations, there shall be established and maintained a General Fund, a Capital Projects Fund, a Debt Service Fund, a Stormwater Fund and other appropriate funds in such amounts as are provided for in the aforesaid Budget, as hereby adopted or as hereafter modified pursuant to law.

Section 4. Acquisition of Rights of Way and Easements. The Town Manager is charged with the duty of executing all necessary documents to obtain rights of way, easements, and other property interests necessary to complete duly authorized Capital Improvement Projects. Capital Improvement Projects based on the ownership and life expectancy of the assets or improvements or based on the funding source authorized may be budgeted in the General, Capital Projects or Stormwater Funds. If expenditures are expressly authorized for an approved Capital Improvement Project in any of the budgeted funds, then the Town Manager is hereby authorized to execute all necessary documents and to expend such funds as are approved pursuant to the Capital Improvement budgets. Provided, however, in the event that the costs of an acquisition of such real property interests materially exceeds the amount budgeted in the approved Capital Improvement Project and the Town Manager is unable to shift additional funds from other authorized sources, the Town Manager shall be required to obtain the approval of Town Council for such additional expenditures. Nothing herein shall obviate the requirement that no condemnations shall be commenced without the appropriate approval of the Town Council for the Town of Hilton Head Island.

Section 5. 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 6. Effective Date. This Ordinance shall be effective upon its enactment by the Town Council for the Town of Hilton Head Island.
PASSED, APPROVED, AND ADOPTED BY THE COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND ON THIS _____ DAY OF ______________, 2015.

______________________________
David Bennett, Mayor

ATTEST:

______________________________
Victoria L. Pfannenschmidt, Town Clerk

First Reading: May 5, 2015
Public Hearing: ______________
Revised 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
FROM: Stephen G. Riley, ICMA-CM, Town Manager
VIA: Susan M. Simmons, CPA, Director of Finance
DATE: May 7, 2015
SUBJECT: Chamber of Commerce Visitor and Convention Bureau Proposed 2015-2016 Budget

Recommendation:
After a full review by the Accommodations Tax Advisory Committee of the 2015-2016 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 and Marketing Plan be approved.

Summary:
On March 19, 2015, 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 2015-2016. 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 comparative destinations.

Background:
According to State law, 30% of the two percent Accommodation 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, Mike Alsko, 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.
On March 25, 2015, the Accommodations Tax Advisory Committee (ATAC) met to hear and review the marketing and budget presentation of the Town’s Designated Marketing Organization (DMO), the Hilton Head Island Visitor and Convention Bureau (HHIVCB). As the Town’s DMO, the HHIVCB is allocated 30% of available annual ATAX funding, through state statute, for the purpose of promoting and enhancing tourism to the Island and the ATAC is asked to make a recommendation to Town Council whether or not to approve the DMO’s marketing plan and budget for their upcoming fiscal year.

Summary of Presentation

Susan Thomas, outgoing Senior Vice President of the HHIVCB, and Lindsay Fruchtl, Marketing Manager of the HHIVCB, started the presentation by pointing out some year over year highlights and comparisons of the overall Hilton Head Island market in general. Key statistics include:

- The HHIVCB stated that a key metric for them is the total unique visitor count to their website, which has steadily increased from 2011 to 2014 from 1.2 million unique visitors to just over 2 million unique visitors in 2014.
- In general, lodging occupancy across the Island has increased from 2013 to 2014 and has returned to the peak levels of the past. Also noted was that Island occupancy levels were higher compared to other destinations in the HHIVCB’s competitive set.
- The Average Daily Rate (ADR) on HHI increased 7.2% from 2013 to 2014; Revenue per Available Room (RevPAR) increased 10% for the same period.
- Hilton Head Island saw a total visitor count of over 2.5 million visitors in 2014.

Another focal point of their presentation was on their public relations efforts over the past few years. These efforts include the engagement of media professionals who are bloggers, journalists, and broadcasters. These opportunities are generally more cost effective than direct advertising placement and often resonate stronger, and further, with their targeted audiences as they tend to deliver a first-hand, experiential message from the media.
From 2011 to 2014, the equivalent ad value of these PR opportunities, or the comparative cost if these opportunities were directly placed as paid advertising, went from $5,554,952 to $12,417,424, mainly driven by the Island Renaissance which has put our destination on the radar again. Successful PR opportunities in 2014 included the Today Show, the Peter Greenberg Worldwide Radio Show, USA Today, The Daily Meal, Conde Nast Traveler, and Fodors.

Ms. Fruchtl then spent the remaining time outlining the HHIVCB’s 2015-2016 Marketing Plan and Budget. Key highlights include:

- **Continuing to drive their long term goals which include:**
  - Driving shoulder and off-season business
  - Sustaining focus on the affluent traveler
  - Building public-private funding for the DMO
- **Expanding upon their short term goals which include:**
  - Growing meeting and group business
  - Aligning brand messaging with experiential travel with a focus on culinary, culture and heritage, and discover experiences travel
  - Supporting retention and growth of air service and packages travel
  - Sustaining and growing the Island’s digital footprint
- **Partnering with Opportunities Unlimited to enhance the Island’s meetings experience.** This is a three phase program which will be implemented and promoted by the spring of 2016 and will focus on Gullah, culinary, and outdoor experiences.
- **Engaging the Northstar Lead Generation Program,** which will be used to generate qualified leads for group sales and will be focused on the appropriate and preferred groups for Hilton Head Island which include smaller corporations and associations with a total of 50-350 room nights per group. The HHIVCB plans to create a microsite to help capture meeting planner profile information and promotional opportunities to drive participation.
- **Creation of custom advertorials for Conde Nast Traveler,** which will include print and digital marketing pieces. Conde Nast is a preferred publication due to its audience, which would be considered affluent travelers with a high household income who takes an average of 9 trips per year.

**Committee Review**

Although the Committee felt that the presentation of their upcoming marketing plan and budget was both informative and relevant to the immediate and future needs of Hilton Head Island, the Committee was disappointed in the lack of past performance metrics shared by the HHICVB. In previous years, the Committee has asked for this information to be included in their presentation and again have asked that this information be included in any future presentation. Despite not submitting this information as part of their package, the HHIVCB was able to adequately respond to the questions posed by the Committee regarding their assessment of their past performance.

During the marketing plan and budget review, various committee members asked the DMO additional questions about their submitted plan around the following subjects:

- The increase in bounce rate to their website combined with a decrease in the time spent on the site
- Understanding the different strategies used in search engine marketing for paid search vs. organic search
- The conversion rate of leads for meetings and group business
- The value of converted business versus the investment made to generate the business
- Cost and training involved in outsourcing lead generation efforts
- Update on the development and marketing of the Wayfinder App
- Upcoming plans for minority marketing
Future Expectations

The Committee would like to make sure the HHIVCB is following up on lost business, tracking the reasons for the lost opportunity, and sharing the results with their marketing partners. It is expected that the HHIVCB measure the efficiency and effectiveness of their efforts and plans, and the Committee would like to see data in the future to be able to analyze their overall effectiveness. Ultimately, the Committee would also like to see a summary of the outcomes from the previous year to show what was successful and what wasn’t in addition to a review of the effectiveness of the previous year’s goals.

Recommendation

Overall, the Committee continues to believe that the HHIVCB is representing Hilton Head Island well as the Town’s DMO.

The Committee made a motion to recommend to Town Council that they approve the budget and marketing plan as presented. The motion was seconded and was approved by a vote of 5-0, with one abstention due to a recusal.

Respectfully Submitted,

Mike Alsko, Chairman
Accommodations Tax Advisory Committee
## Hilton Head Island Visitor Convention Bureau Schedule of Functional Revenues Expenditures

**FY 2015-16 Budget**

### Revenues

<table>
<thead>
<tr>
<th>Source</th>
<th>VCB TOTALS</th>
<th>Town of HHI DMO</th>
<th>VCB Private Sector</th>
<th>SCPRT Dest. Specific</th>
<th>SCPRT Co-ops</th>
<th>Town of Bluffton</th>
<th>Beaufort Co DMO</th>
<th>Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>5,555,388</td>
<td>1,483,888</td>
<td>366,500</td>
<td>340,000</td>
<td>750,000</td>
<td>1,500,000</td>
<td>95,000</td>
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<td>Membership Revenue</td>
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<td></td>
<td></td>
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<td>1,700,000</td>
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<tr>
<td>Total Revenues with Membership</td>
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<td>1,850,388</td>
<td>340,000</td>
<td>750,000</td>
<td>2,250,000</td>
<td>95,000</td>
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### Expenses

#### Research & Planning

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<th>SCPRT Dest. Specific</th>
<th>SCPRT Co-ops</th>
<th>Town of Bluffton</th>
<th>Beaufort Co DMO</th>
<th>Membership</th>
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#### Destination PR

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<td>Satellite Media Tour</td>
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<td>Cison Broadcasting</td>
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#### Destination Photography

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<th>Beaufort Co DMO</th>
<th>Membership</th>
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<td>Total</td>
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<td>11,520</td>
<td>2,640</td>
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#### Social Media

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<th>VCB TOTALS</th>
<th>Town of HHI DMO</th>
<th>VCB Private Sector</th>
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<td>Agency Promotions</td>
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<td>34,560</td>
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<td>Blog Content</td>
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<td>TBEX Conf &amp; Promo</td>
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<td>Crowd Riff &amp; SM Hub</td>
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#### Digital Marketing

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<th>VCB TOTALS</th>
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<td>VERB Daily Site Work</td>
<td>36,000</td>
<td>20,736</td>
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<td>Special Section Updates</td>
<td>45,000</td>
<td>25,920</td>
<td>5,940</td>
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<td>SEM Marketing</td>
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<td>VCB TOTALS</td>
<td>Town of HHI DMO</td>
<td>VCB Private Sector</td>
<td>SCPRT Dest. Specific</td>
<td>SCPRT Co-ops</td>
<td>Town of Bluffton/Beaufort Co DMO</td>
<td>Membership</td>
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<td>Sub-total</td>
<td>358,000</td>
<td>206,208</td>
<td>47,256</td>
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**Consumer Promos & Lead Gen**

| SCPRT Coops | |
|-------------|----------------|------------------|---------------------|-------------|-------------------------------|------------|
| Sub-total   | 16,000         | 9,216            | 2,112               | 4,672       |                               |            |

**Air Service Promotions**

<table>
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<tr>
<th>Boston/ NYC JetBlue</th>
<th>See coop budget</th>
<th>Ohio/ Allegiant Air</th>
<th>See coop budget</th>
<th>Brand/ Coop Promos</th>
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<tr>
<td>Conde Nast</td>
<td>52,000</td>
<td>29,952</td>
<td>6,864</td>
<td>15,184</td>
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<td>Southern Living</td>
<td>19,000</td>
<td>10,944</td>
<td>2,508</td>
<td>5,548</td>
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</tr>
</tbody>
</table>

**National Geo/ Cultural**

| Garden & Gun/ Affluent | see leisure coop budget | |
|-------------------------|-------------------------||
| Ad Production           | 5,000                   | 2,880              | 660               | 1,460               | |

**Sub-total**

| 92,000                  | 52,992                 | 12,144             | 26,864            | |

**Insiders/Collateral/Fulfillment**

| E-Promos/E-News | 12,000                   | 6,912              | 1,584             | 3,504               | |
|-----------------|--------------------------|--------------------|-------------------|---------------------||
| Vacation Planner| 120,000                  | 69,120             | 15,840            | 35,040              | |
| Envelopes       | 6,000                    | 3,456              | 792               | 1,752               | |
| Airport Displays| 4,000                    | 2,304              | 528               | 1,168               | |
| Fulfillment Mail Ops/ | 85,000                | 48,960             | 11,220            | 24,820              | |
| Toll-Free Phone | 5,000                    | 2,880              | 660               | 1,460               | |

**Sub-total**

| 232,000                 | 133,632                | 30,624             | 67,744            | |

**Group Sales & Marketing**

| Corp. Lead Prospecting | 42,000                   | 24,192             | 5,544             | 12,264               | |
| Flights for Sites     | 4,800                    | 2,765              | 634               | 1,402               | |
| Group Closing Fund    | 0                        | 0                  | 0                 | 0                    | |
| First Time Groups     | 0                        | 0                  | 0                 | 0                    | |
| Select Service FAM    | 5,000                    | 2,880              | 660               | 1,460               | |
| Promotional Giveaways | 6,000                    | 3,456              | 792               | 1,752               | |
| Site inspections      | 3,000                    | 1,728              | 396               | 876                 | |
| Sales Industry Dues   | 5,400                    | 3,110              | 713               | 1,577               | |
| Trade/ Affinity Sponsor | 30,000                | 17,280             | 3,960             | 8,760               | |
| Website Updates       | Included in digital      | 0                  | 0                 | 0                    | |

03/23/2015
## Hilton Head Island-Bluffton Chamber of Commerce
### Hilton Head Island Visitor Convention Bureau Schedule of Functional Revenues Expenditures
#### FY 2015-16 Budget

<table>
<thead>
<tr>
<th>VCB TOTALS</th>
<th>Town of HHI DMO</th>
<th>VCB Private Sector</th>
<th>SCPRT Dest. Specific</th>
<th>SCPRT Co-ops</th>
<th>Town of Bluffton/Beaufort DMO</th>
<th>Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media/Linked In</td>
<td>5,000</td>
<td>2,880</td>
<td>660</td>
<td>1,460</td>
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<tr>
<td>Trade Shows</td>
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<td>21,600</td>
<td>4,950</td>
<td>10,950</td>
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<td>Trade Media Co-op</td>
<td>25,000</td>
<td>14,400</td>
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<td>Signature Experiences</td>
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<td>SEM - Weddings</td>
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<td>2,880</td>
<td>660</td>
<td>1,460</td>
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<tr>
<td>Northstar Media &amp; Lead Gen - supplemental grant</td>
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<td>0</td>
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<td>Social Media/Linked In</td>
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<td>264</td>
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<td>Contingency</td>
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<td>264</td>
<td>584</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade/PR</td>
<td>See PR Budget</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sub-total</strong></td>
<td><strong>265,950</strong></td>
<td><strong>153,187</strong></td>
<td><strong>35,105</strong></td>
<td><strong>77,657</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### International
<table>
<thead>
<tr>
<th></th>
<th>Coastal SC USA Coop</th>
<th>Brand USA Coops</th>
<th>SEM</th>
<th>ITB Trade Show</th>
<th>Travel South Intl Show</th>
<th>Travel South Euro</th>
<th>WTM - Latin America</th>
<th>IAGTO</th>
<th>IPW</th>
<th><strong>Sub-total</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Social Media/Linked In</strong></td>
<td>60,000</td>
<td>34,560</td>
<td>7,920</td>
<td>17,520</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Brand USA Coops</strong></td>
<td>80,000</td>
<td>46,080</td>
<td>10,560</td>
<td>23,360</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SEM</strong></td>
<td>25,000</td>
<td>14,400</td>
<td>3,300</td>
<td>7,300</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ITB Trade Show</strong></td>
<td>6,500</td>
<td>3,744</td>
<td>858</td>
<td>1,898</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Travel South Intl Show</strong></td>
<td>2,500</td>
<td>1,440</td>
<td>330</td>
<td>730</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Travel South Euro</strong></td>
<td>8,750</td>
<td>5,040</td>
<td>1,155</td>
<td>2,555</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>WTM - Latin America</strong></td>
<td>4,000</td>
<td>2,304</td>
<td>528</td>
<td>1,168</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>IAGTO</strong></td>
<td>3,500</td>
<td>2,016</td>
<td>462</td>
<td>1,022</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>IPW</strong></td>
<td>8,000</td>
<td>4,608</td>
<td>1,056</td>
<td>2,336</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sub-total</strong></td>
<td><strong>198,250</strong></td>
<td><strong>114,192</strong></td>
<td><strong>26,169</strong></td>
<td><strong>57,889</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### VCB Contingency
| **VCB Contingency** | 15,738 | 10,394 | 2,324 | 3,020 |

### HHI Destination Marketing Operations & Management
<table>
<thead>
<tr>
<th>VCB Sales, Mkt, V Services &amp; Ops:</th>
<th>Personnel</th>
<th>Benefits</th>
<th>Operations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Personnel</strong></td>
<td>712,500</td>
<td>274,306</td>
<td>62,862</td>
</tr>
<tr>
<td><strong>Benefits</strong></td>
<td>356,250</td>
<td>137,153</td>
<td>31,431</td>
</tr>
<tr>
<td><strong>Operations</strong></td>
<td>356,250</td>
<td>137,153</td>
<td>31,431</td>
</tr>
<tr>
<td><strong>Sub-total</strong></td>
<td><strong>1,425,000</strong></td>
<td><strong>548,611</strong></td>
<td><strong>125,723</strong></td>
</tr>
</tbody>
</table>

### HHI Supplemental Grant
- **Golf**: 170,500
- **Tennis**: 76,000
- **Minority Marketing**: 20,000
- **Meetings & Group**: 100,000
- **VCB Sales, Mkt, Visitor Services & Operations**: 0

---

03/23/2015
### Hilton Head Island Visitor Convention Bureau Schedule of Functional Revenues Expenditures
#### FY 2015-16 Budget

<table>
<thead>
<tr>
<th>Sub-total</th>
<th>VCB TOTALS</th>
<th>Town of HHI DMO</th>
<th>VCB Private Sector</th>
<th>SCPRT Dest. Specific</th>
<th>SCPRT Co-ops</th>
<th>Town of Bluffton/Beaufort Co DMO</th>
<th>Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>366,500</td>
<td>366,500</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### SCPRT

<table>
<thead>
<tr>
<th>Sub-total</th>
<th>Meetings/ RBC</th>
<th>RBC Heritage</th>
<th>Group Co-ops</th>
<th>Air Service Promos</th>
<th>Leisure Coops</th>
<th>Destination Events</th>
<th>VCB Sales, Mkt, Visitor Services &amp; Operations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>170,000</td>
<td>650,000</td>
<td>128,000</td>
<td>100,000</td>
<td>584,500</td>
<td>280,000</td>
<td>337,500</td>
</tr>
<tr>
<td>Sub-total</td>
<td>170,000</td>
<td>650,000</td>
<td>128,000</td>
<td>100,000</td>
<td>584,500</td>
<td>280,000</td>
<td>337,500</td>
</tr>
</tbody>
</table>

| Sub-total | 2,250,000    | 2,250,000    |             |                    |               |                     |                                               |

#### Town of Bluffton DMO

<table>
<thead>
<tr>
<th>Sub-total</th>
<th>Promotions</th>
<th>VCB Sales, Mkt, Visitor Services &amp; Operations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>59,850</td>
<td>59,850</td>
</tr>
<tr>
<td>Sub-total</td>
<td>95,000</td>
<td>95,000</td>
</tr>
</tbody>
</table>

#### B/C Bluffton & Daufuskie DMO

<table>
<thead>
<tr>
<th>Sub-total</th>
<th>Promotions</th>
<th>VCB Sales, Mkt, &amp; Ops</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>160,100</td>
<td>99,900</td>
</tr>
<tr>
<td>Sub-total</td>
<td>260,000</td>
<td>99,900</td>
</tr>
</tbody>
</table>

#### TOTAL VCB EXPENSES

| Sub-total | 5,555,388 | 1,850,388 | 340,000 | 750,000 | 2,250,000 | 95,000 | 270,000 | 1,700,000 | 7,255,388 |

#### Total Expenses with Membership

| Sub-total | 7,255,388 |

#### Revenues Minus Expenses:

| Sub-total | 0       |

---

**Expenses for Hilton Head Island Specific Programs**

**Expenses for other marketing programs**

---

03/23/2015 Page 4
## Year End 2014 Marketing Dashboard

### 2014 Comparative statistics for www.hiltonheadisland.org

<table>
<thead>
<tr>
<th>Year over Year</th>
<th>2013 Year end</th>
<th>2014 Year end</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site visits</td>
<td>1,765,596</td>
<td>2,020,904</td>
<td>↑14.46%</td>
</tr>
<tr>
<td>Page views</td>
<td>7,068,551</td>
<td>6,790,162</td>
<td>↓3.93%</td>
</tr>
<tr>
<td>Pages per visit</td>
<td>4</td>
<td>3.56</td>
<td></td>
</tr>
<tr>
<td>Minutes Avg on site</td>
<td>3.51</td>
<td>3.04</td>
<td></td>
</tr>
<tr>
<td>New visits</td>
<td>70.25%</td>
<td>71.5%</td>
<td>↑1.79%</td>
</tr>
<tr>
<td>Bounce rate</td>
<td>40.07%</td>
<td>45.97%</td>
<td>↑14.72%</td>
</tr>
</tbody>
</table>

### Top content areas page views

<table>
<thead>
<tr>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. See and Do</td>
<td>2. Events</td>
</tr>
<tr>
<td>265,587</td>
<td>176,188</td>
</tr>
<tr>
<td>2. Lodging/Hotels/Inns/Resorts</td>
<td>3. Lodging/Hotels/Inns/Resorts</td>
</tr>
<tr>
<td>174,232</td>
<td>158,011</td>
</tr>
<tr>
<td>3. Event Calendar</td>
<td>4. Lodging main page</td>
</tr>
<tr>
<td>163,515</td>
<td>113,238</td>
</tr>
<tr>
<td>4. 2013 HHI Vacation Getaways</td>
<td>5. Dining-Restaurant</td>
</tr>
<tr>
<td>141,777</td>
<td>108,416</td>
</tr>
<tr>
<td>5. Mobile See and Do</td>
<td></td>
</tr>
<tr>
<td>136,636</td>
<td></td>
</tr>
</tbody>
</table>

### 2014 Mobile Comparative statistics for www.hiltonheadisland.org

<table>
<thead>
<tr>
<th>Year over Year % change</th>
<th>2013</th>
<th>2014</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Tablets</td>
<td>348,191</td>
<td>486,657</td>
<td>↑39.76%</td>
</tr>
<tr>
<td>Other mobile devices</td>
<td>290,172</td>
<td>373,642</td>
<td>↑28.7%</td>
</tr>
</tbody>
</table>

### Top Mobile content areas

<table>
<thead>
<tr>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. See and Do main page</td>
<td>1. See and Do main page</td>
</tr>
<tr>
<td>136,636</td>
<td>120,054</td>
</tr>
<tr>
<td>2. Travel Deals</td>
<td>2. Travel Deals</td>
</tr>
<tr>
<td>60,209</td>
<td>61,364</td>
</tr>
<tr>
<td>3. Lodging main page</td>
<td>3. Lodging main page</td>
</tr>
<tr>
<td>37,443</td>
<td>37,568</td>
</tr>
<tr>
<td>4. Dining main page</td>
<td>4. Lodging/Hotels/Inn Resorts main page</td>
</tr>
<tr>
<td>35,543</td>
<td>29,463</td>
</tr>
<tr>
<td>5. See and Do-family vacations</td>
<td>5. See and Do-family vacations</td>
</tr>
<tr>
<td>30,334</td>
<td>28,945</td>
</tr>
</tbody>
</table>
Sources: Smith Travel Research and Destimetrics

Lodging Occupancy Comparison 2013/2014

- **Home/Villa & Hotel Occupancy**
  - 2013: 48.9%
  - 2014: 50.2%
  - Year over Year % Change: ↑2.5%

- **Hotel Occupancy**
  - 2013: 57.1%
  - 2014: 59.0%
  - Year over Year % Change: ↑1.5%

- **Timeshare occupancy**
  - 2013: 92.8%
  - 2014: 93.3%
  - Year over Year % Change: ↑0.5%

Average Daily Rate and REVPAR comparison 2013/2014

- **Hotel Average Daily Rate**
  - 2013: $132.16
  - 2014: $142.50
  - Year over Year % Change: ↑7.8%

- **Home, Villa and Hotel Average Daily Rate**
  - 2013: $193.00
  - 2014: $207.00
  - Year over Year % Change: ↑7.2%

- **Home, Villa and Hotel REVPAR**
  - 2013: $94.00
  - 2014: $104.00
  - Year over Year % Change: ↑10%
### Booking Pace for Homes and Villas

<table>
<thead>
<tr>
<th>Month</th>
<th>2015 Occupancy</th>
<th>2014 Occupancy</th>
<th>% Increase/Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>14.2%</td>
<td>14.6%</td>
<td>-2.9%</td>
</tr>
<tr>
<td>February</td>
<td>28.9%</td>
<td>22%</td>
<td>+31.6%</td>
</tr>
<tr>
<td>March</td>
<td>44.8%</td>
<td>42.9%</td>
<td>+3%</td>
</tr>
<tr>
<td>April</td>
<td>21.3%</td>
<td>21.2%</td>
<td>+0.2%</td>
</tr>
<tr>
<td>May</td>
<td>15.7%</td>
<td>13.1%</td>
<td>+19.3%</td>
</tr>
<tr>
<td>June</td>
<td>16.8%</td>
<td>17.7%</td>
<td>-5.3%</td>
</tr>
<tr>
<td>Total</td>
<td>23.2%</td>
<td>21.8%</td>
<td>+6.8%</td>
</tr>
</tbody>
</table>

Source: Vacation Travel Research Program (VTRIP) Home and Villa Data as of December 31, 2014

### Group Sales Results

- Conversions of bookings from leads are up 36% as compared to 2013.
<table>
<thead>
<tr>
<th>Name</th>
<th>Date sent</th>
<th>Delivered</th>
<th>Unique Opens</th>
<th>Open Rate</th>
<th>Total Opens</th>
<th>Unique Clicks</th>
<th>Click rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events</td>
<td>1/14/2014</td>
<td>134,179</td>
<td>22,904</td>
<td>17.07%</td>
<td>38,525</td>
<td>2,154</td>
<td>1.61%</td>
</tr>
<tr>
<td>Wine &amp; Food Festival</td>
<td>2/19/2014</td>
<td>134,933</td>
<td>20,817</td>
<td>15.43%</td>
<td>31,758</td>
<td>1,737</td>
<td>1.29%</td>
</tr>
<tr>
<td>Wine &amp; Food Festival Bluffton List</td>
<td>2/19/2014</td>
<td>563</td>
<td>213</td>
<td>37.83%</td>
<td>411</td>
<td>44</td>
<td>7.82%</td>
</tr>
<tr>
<td>Wine &amp; Food Festival Coop</td>
<td>2/19/2014</td>
<td>123</td>
<td>30</td>
<td>24.39%</td>
<td>86</td>
<td>7</td>
<td>5.69%</td>
</tr>
<tr>
<td>RBC Heritage</td>
<td>3/6/2014</td>
<td>135,707</td>
<td>22,412</td>
<td>16.51%</td>
<td>32,554</td>
<td>1,674</td>
<td>1.23%</td>
</tr>
<tr>
<td>Vacation Offers</td>
<td>3/28/2014</td>
<td>136,171</td>
<td>23,807</td>
<td>17.48%</td>
<td>35,827</td>
<td>2,961</td>
<td>2.17%</td>
</tr>
<tr>
<td>Bike &amp; Dine</td>
<td>4/28/2014</td>
<td>136,142</td>
<td>19,662</td>
<td>14.44%</td>
<td>27,097</td>
<td>1,227</td>
<td>0.90%</td>
</tr>
<tr>
<td>Travel to Hilton Head Island</td>
<td>5/20/2014</td>
<td>136,364</td>
<td>21,019</td>
<td>15.41%</td>
<td>33,172</td>
<td>2,305</td>
<td>1.69%</td>
</tr>
<tr>
<td>Insider Only Deals from Hotels</td>
<td>6/26/2014</td>
<td>138,390</td>
<td>21,011</td>
<td>15.18%</td>
<td>30547</td>
<td>2,666</td>
<td>1.93%</td>
</tr>
<tr>
<td>Insider List</td>
<td>6/27/2014</td>
<td>847</td>
<td>316</td>
<td>37.31%</td>
<td>551</td>
<td>133</td>
<td>15.70%</td>
</tr>
<tr>
<td>Fall Golf</td>
<td>8/28/2014</td>
<td>144,637</td>
<td>19,217</td>
<td>15.82%</td>
<td>26,564</td>
<td>1,438</td>
<td>1.34%</td>
</tr>
<tr>
<td>Bluffton Fall Festivals</td>
<td>9/15/2014</td>
<td>138,658</td>
<td>18,891</td>
<td>13.62%</td>
<td>27,854</td>
<td>1,579</td>
<td>1.14%</td>
</tr>
<tr>
<td>Bluffton Fall Festivals Bluffton Insiders</td>
<td>9/15/2014</td>
<td>799</td>
<td>336</td>
<td>42.05%</td>
<td>946</td>
<td>110</td>
<td>13.77%</td>
</tr>
<tr>
<td>Concours d'Elegance</td>
<td>9/25/2014</td>
<td>138,120</td>
<td>20,178</td>
<td>14.61%</td>
<td>28,039</td>
<td>1,292</td>
<td>0.94%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>1,375,633</td>
<td>210,813</td>
<td>N/A</td>
<td>313,931</td>
<td>19,327</td>
<td>N/A</td>
</tr>
</tbody>
</table>
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.