



Town of Hilton Head Island  
**Finance & Administrative Committee**  
Tuesday, March 4, 2:00 p.m.  
**Regular Meeting**

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In accordance with the Town of Hilton Head Island Municipal Code Section 2-5-15, this meeting is being conducted virtually and can be viewed live on the Town's Public Meeting Facebook Page at <https://www.facebook.com/townofhiltonheadislandmeetings/>. Following the meeting, the video record will be made available on the Town's website at <https://www.hiltonheadislandsc.gov/>.

- 1. Call to Order**
- 2. FOIA Compliance** - Public notification of this meeting has been published, posted, and distributed in compliance with the South Carolina Freedom of Information Act and the requirements of the Town of Hilton Head Island.
- 3. Roll Call**
- 4. Approval of Agenda**
- 5. Approval of Minutes- None**
- 6. Citizen Comments**
- 7. Unfinished Business - None**
- 8. New Business**
  - a. Discussion Regarding Destination Marketing Organization Year End Performance Metrics.
- 9. Adjournment**

Public comments concerning agenda items can be submitted electronically via the Town's Virtual Town Hall public comment portal at <https://hiltonheadislandsc.gov/opentownhall/>. The portal will close at **12:00 p.m.** the day of the scheduled meeting. Citizens may also call (843) 341-4646 to sign up for public comment participation during the meeting by phone. The public comment period will close at **12:00 p.m.** the day of the scheduled meeting. All comments will be provided to the Committee for review and made part of the official record.

**Please note that a quorum of Town Council may result if four (4) or more of their members attend this meeting.**



# **TOWN OF HILTON HEAD ISLAND**

## *Finance Department*

**TO:** Finance & Administrative Committee  
**VIA:** Marc Orlando, ICMA~CM, *Town Manager*  
**VIA:** Josh Gruber, *Deputy Town Manager*  
**FROM:** John M. Troyer, *Director of Finance*  
**DATE:** April 29, 2021  
**SUBJECT:** Hilton Head Island-Bluffton Chamber of Commerce- Destination  
Marketing Organization Industry Metrics Annual Report

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### **Recommendation:**

Staff recommends the Finance & Administrative Committee review the Destination Marketing Organization's 2020 annual industry metrics report.

### **Summary:**

Ariana Pernice, Vice President of the Visitor and Convention Bureau, will provide the Committee a comprehensive presentation regarding the 2020 Industry Metrics. The purpose of the report is to inform the Committee of the past year's performance efforts pertaining to the promotion of Hilton Head Island. The report will include occupancy rates, the return on investment for visitor spending per dollar of investment, the total number of visitors, jobs created by tourism and their public relations efforts. The Chairman and Committee Members will review the report and report findings to the full Town Council at its next regular scheduled meeting.

### **Background:**

The Hilton Head Island-Bluffton Chamber of Commerce/VCB has presented their annual DMO Industry Metrics report since 2016. The purpose is to allow the DMO to showcase their performance efforts pertaining to the promotion of Hilton Head Island. Evaluation of the metrics reviewed at this meeting will be compared to its peers and other factors that may affect the tourism industry overall.