



Town of Hilton Head Island

TOWN COUNCIL MEETING

Tuesday, May 4, 2021, 4:00 p.m.

AGENDA

In accordance with the Town of Hilton Head Island Municipal Code § 2-5-15, this meeting is being conducted virtually and can be viewed on the [Town of Hilton Head Island Public Meetings Facebook Page](#) or the [Beaufort County Channel](#) as well as Hargray channels 9 and 113.

- 1. Call to Order**
- 2. FOIA Compliance:** Public notification of this meeting has been published, posted, and distributed in compliance with the South Carolina Freedom of Information Act and the requirements of the Town of Hilton Head Island.
- 3. Pledge to the Flag**
- 4. Invocation – Associate Pastor Steve Salvas – Grace Community Church**
- 5. Approval of the Agenda**
- 6. Approval of the Minutes**
 - a. Workshop – April 19, 2021
 - b. Regular Meeting – April 20, 2021
- 7. Report of the Town Manager**
 - a. Items of Interest
- 8. Reports from the Members of Council**
 - a. General Reports from Council
 - b. Report of the Community Services & Public Safety Committee – Councilman Harkins
 - c. Report of the Public Planning Committee – Councilman Ames
 - d. Report of the Finance & Administrative Committee – Councilman Lennox
- 9. Proclamations/Commendations - NONE**
- 10. Appearance by Citizens**

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

11. Unfinished Business – NONE

12. Consent Agenda

Town Council may approve the Consent Agenda in its entirety, with all noted items; or a member of Council may request to have an item or items removed for further review and discussion.

a. Second Reading of Proposed Ordinance 2021-11 – Volunteers in Medicine Parking

Second Reading of Proposed Ordinance 2021-11 authorizing the execution of a lease with Volunteers in Medicine, related to real property owned by the Town of Hilton Head Island, South Carolina, pursuant to the authority of S.C. Code Ann. Sec. 5-7-40 (Supp. 2012), and Sec. 2-3-30, Code of the Town of Hilton Head Island, South Carolina (1983); and, providing for severability and an effective date.

b. Second Reading of Proposed Ordinance 2021-12 – Northridge Conservation Easement Modification

Second Reading of Proposed Ordinance 2021-12 authorizing the modification of a conservation easement to the benefit of Hilton Head Island Land Trust, related to real property owned by the Town of Hilton Head Island, South Carolina, pursuant to the authority of S.C. Code Ann. Sec. 5-7-40 (Supp. 2012), and Sec. 2-3-30, Code of the Town of Hilton Head Island, South Carolina (1983); and, providing for severability and an effective date.

13. New Business

a. Consideration of Proposed Emergency Ordinance 2021-16 - Requirement of Face Covering

Consideration of Proposed Emergency Ordinance 2021-16 to require individuals to wear face coverings in certain circumstances and locations in the Municipal Limits of the Town of Hilton Head Island, South Carolina, and providing for severability and an effective date.

b. Consideration of a Recommendation from the Accommodations Tax Advisory Committee – Approval of the FY2022 Marketing Plan & Budget for the Chamber of Commerce Visitor and Convention Bureau.

Consideration of a Recommendation from the Accommodations Tax Advisory Committee to the Town Council of Hilton Head Island requesting approval of the FY2022 Marketing Plan and Budget for the Chamber of Commerce Visitor and Convention Bureau as required by State law and Town of Hilton Head Island Municipal Code for the VCB to continue as the Town's Designated Marketing Organization for State Accommodations Tax purposes.

c. Consideration of a Resolution – Community Development Block Grant Entitlement Program 2021 Annual Action Plan Request

Consideration of a Resolution of the Town Council of the Town of Hilton Head Island, South Carolina to approve the Community Development Block Grant (CDBG) Entitlement Program Annual Action Plan for Program Year 2021

d. First Reading of Proposed Ordinance 2021-14 – Town of Hilton Head Island FY2022 Municipal Budget

First Reading of Proposed Ordinance 2021-14 to raise revenue and adopt a budget for the Town of Hilton Head Island, South Carolina, for the Fiscal Year ending June 30, 2022; to establish a Property Tax Levy; to establish funds; to establish policy and acquisition of rights of way and easements; and providing for severability and an effective date.

14. Executive Session

- a. Receipt of legal advice related to pending, threatened, or potential claim related to the Beaufort County Law Enforcement Fee [pursuant to S.C. Freedom of Information Act § 30-4-70(a)(2)].

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

16. Adjournment

Public comments concerning agenda items can be submitted electronically via the [Town's Virtual Town Hall Portal](#). The portal will close at **2:00 p.m.** the day of the scheduled meeting. All comments submitted to the portal will be provided to Town Council for review and made part of the official record.



Town of Hilton Head Island
TOWN COUNCIL WORKSHOP
Monday, April 19, 2021 at 2:00 p.m.
MEETING MINUTES

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

Present from Town Staff: Marc Orlando, *Town Manager*; Josh Gruber, *Deputy Town Manager*; Shawn Colin, *Interim Deputy Town Manager*; Angie Stone, *Interim Deputy Town Manager*; Jennifer Ray, *Interim Director of Community Development*; Jeff Buckalew, *Interim Director of Public Projects & Facilities/Chief Engineer*; Krista Wiedmeyer, *Town Clerk*

1. Call to Order

Mayor McCann called the meeting to order at 2:00 p.m. By way of roll call, attendance of all members of Town Council was affirmed.

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

3. Approval of the Agenda

Mr. Harkins moved to approve. Mr. Stanford seconded. Motion carried by a vote of 7-0.

4. Workforce Housing Initiative Status Update

Ms. Ray made a presentation to the members of Town Council covering where the initiative started and where it is today. She reviewed several items, including the four items from the original eight items Town Council supported. These included; the Housing Trust Fund, Commercial Reuse Policy, Making Town-owned Land Available, and a Density Bonus Program. Ms. Ray reviewed the current status on the trust fund, commercial reuse, and density bonus program; but asked for Town Council guidance on utilizing Town-owned land and the other four items Council did not originally support. She stated that the Town has a good relationship with Habitat for Humanity, noting that Phase 1 of the project is completed and they are working towards completing Phase 2. Ms. Ray closed out her presentation and answered questions posed by the members of Town Council.

Mr. Brown state that this is a people issue, not a structure issue. He asked that the Town be intentional and be willing to increase density if we want to increase the housing stock. Mr. Brown asked that a commitment be made for recurring funds. He asked what the percentage was of Town staff currently living off Island, and should there be a stipend in place to encourage residency on the Island. Mr. Brown said that we needed to take the lead on this program. Create partnerships with the Chamber, school district, and local developers. He said if we don't want to see manufactured homes, then we need to work to find a better product that is still affordable.

Mr. Harkins said the potential help of the Housing Trust Fund could be significant, but that we need to be patient. He said it concerned him that there were no applicants for the commercial reuse and density bonus programs. Stating that a robust communications plan should be in place to get people excited.

Discussion Continued:

Mr. Lennox stated that the issue is with attracting a qualified workforce, that housing is one element, but not all the troubles. He said that currently, we are in a time of rising market values, long-term rentals are being turned into short-term rentals. Like Mr. Harkins, he was surprised that no one had submitted an application for either of the recent LMO amendments. He asked to be provided a list of those that have inquired. Mr. Lennox said that Council has been taking the appropriate legislative steps and that should be the role of local government. He said that a discussion needed to take place concerning the financial role of the Town. Asking, what does the funding look like, cash in hand or land? Mr. Lennox asked if we were prepared as a community that the answer to this question may not be on the Island, but on the mainland?

Mr. Stanford asked if it was known in a broader housing market that the Town is offering incentives? He said he was open minded about the Regional Housing Trust Fund, but questioned whether other communities may not want to include Hilton Head Island. Mr. Stanford stated that 38% vacant commercial space is a crisis, and maybe the Town should consider a vacant space fee for the owners. He asked to see a map of what the Town-owned properties would look like as far as availability for workforce housing.

Mrs. Becker said that the decisions being made should be in the best interest of the Island as a whole. She said a consideration of amendments to the LMO, providing conditions that help provide quality housing should be given. Mrs. Becker said that a continued focus on transportation is also important. She said she supported the continued relationship with Habitat, asking how can we continue the program?

Mr. Ames reemphasized what Mr. Brown said, stating let the people talk. He said we do not have enough workers, let alone qualified, trained and motivated ones. Mr. Ames said the off-Island growth is sapping the Island's ability to attract workers and the lack of affordable housing is an impediment to recruiting employees. He said the transition of affordable condos to short-term rentals is depleting available workforce housing and raising rents for the remainder. He went on to say that affordability will remain a challenge as long as residential and tourism demands remain high. Mr. Ames asked several questions: Can the cost vs. revenue gap be filled without public funding? Should the island rely on off-island workforce housing to supply island workers? Can island quality be maintained with high development and land costs of housing? Which land uses are we trying to incentivize? Which disincentivize? Where should higher density workforce housing be located? How can affordability be maintained overtime? Mr. Ames provided some addition items to consider, including retaining Sturtevant in order to advance all eight strategies from the report. Perform market/demographic study on workers. (Who they are. What they need) Needed for packaging development/investment opportunities. Disincentivize: Vacant structure fee. Fee on commercial building permits and residential permits above rent or sales price thresholds. Revenues to Housing Trust Fund. Incentivize: Prioritizing land uses within the opportunity zone to match island needs. Update the land use plan to reflect workforce housing needs and overlay zones. Develop transportation strategies and funding. Engage PUD leadership. Mr. Ames said that affordable housing for a diverse workforce is essential for the island to sustain its economy and to be a truly healthy community. He said from an economic and social standpoint, housing for workers earning between 40-100% of AMI has become as critical a need in our community's infrastructure as roads. The island economy can't function, let alone prosper without workers. Providing affordable workforce housing, like roads, requires public commitment and public investment. Mr. Ames stated We can't accommodate 100% of the need, but Council can commit to facilitating the construction of 1250-1750 dwelling units for island workers earning between 40-100% of AMI. He said investing in housing for this segment of the workforce, supporting public transportation, and developing regional housing strategies are goals we must strive to meet.

Discussion Continued:

He closed by saying the Housing Consultant’s report has presented a comprehensive housing strategy. Success depends on Town leaders’ telling the story in a unified way so voters understand what’s at stake and then, leaders’ implementing the strategies to make it happen.

Mayor McCann said he would ask Ms. Wiedmeyer to identify a date to continue this discussion in the next two weeks. He said that he would like to have a discussion with Council concerning a proposed referendum for workforce housing, and take action to move it forward at the May 4th meeting.

Closing out the discussion, Mr. Orlando said that affordable housing was an issue across the country, and that one size does not fit all. He noted that the City of Charleston has put together the framework for a referendum with recurring funds for affordable housing. Mr. Orlando said he wants to make sure we are marketing the policy before spending any more money on it.

5. Adjournment

By unanimous vote, the meeting adjourned at 11:45 a.m.

Approved: May 4, 2021

Krista M. Wiedmeyer, Town Clerk

John J. McCann, Mayor

DRAFT



Town of Hilton Head Island
TOWN COUNCIL
Tuesday, April 20, 2021 at 4:00 p.m.
MEETING MINUTES

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

Present from Town Staff: Marc Orlando, *Town Manager*; Josh Gruber, *Deputy Town Manager*; Shawn Colin, *Interim Deputy Town Manager*; Angie Stone, *Interim Deputy Town Manager*; John Troyer, *Finance Director*; Jennifer Ray, *Interim Director of Community Development*; Teri Lewis, *Deputy Director of Community Development*; Jeff Buckalew, *Town Engineer*; Krista Wiedmeyer, *Exec. Assist/Town Clerk*

1. Call to Order

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

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

3. Pledge to the Flag

4. Invocation – Pastor Ben Fowlkes, Hilton Head Island Community Church

Pastor Fowlkes delivered the invocation.

5. Approval of Agenda

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

6. Approval of Minutes

- a. **Workshop – March 24, 2021**
- b. **Regular Meeting – April 6, 2021**

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

7. Report of the Town Manager

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

Lavon Stevens, Chairman of the Gullah-Geechee Land and Cultural Preservation Task Force provided an update on recent matters discussed with the Task Force. Mr. Stevens discussed the proposed amendments to the LMO to create Family Compound and Family Subdivision applications. He said that he had been told that the amendments were being held up due to a legal issue. Mr. Stevens said there has been much anxiety and heartburn about the recent challenges. He went on to say that we continue to have challenges and the community is being diminished. Mr. Stevens said that people need to be educated on the culture.

7(a) Discussion Continued

Mr. Ames asked about the delay and what legal challenges had come up.

Mr. Orlando said that Councilman Stanford has been working with Jennifer Ray and Teri Lewis with the revisions as discussed at the last meeting. He said as far as a legal delay, it was not aware of one, and was anticipating the item coming back to meeting in May for second and final reading.

Ms. Ray stated that the Town Attorney, Curtis Coltrane had weighed in on the questions and proposed edits. She said Mr. Coltrane has asked that besides applications the Family Compound and Family Subdivision should also be referenced as uses and the use tables should be updated. Ms. Ray said the reason for this update was because of property ownership. She said because this would be a new change, it would require a new public hearing before coming back to Town Council to consider.

Mr. Ames said that if one section of the ordinance is being reviewed, the entire ordinance should be reviewed. He went on to say, when Council last reviewed the ordinance, there was a question raised about administrative decisions and whether it applies to the entire ordinance or not.

Mr. Stanford said that as a result of the last meeting and there were questions raised about discretionary reduction of the setbacks. He said he researched the current draft, and sees that it does allow for up to a 30% reduction of five foot and ten foot setbacks. Mr. Stanford said that does not think the reductions should be discretionary, but rather if it is something that is necessary to have a variance from the setbacks that it be moved to the BZA which has the powers to make the decision. He said that he thought the draft ordinance would be amended accordingly. Mr. Stanford said he spoke to Ms. Lewis, and it was made clear that Mr. Coltrane is reviewing the ordinance regarding such decisions. He said after further research, the current ordinance would allow parcels that have not been owned by the traditional line of families since 1956, to become eligible for treatment under this. He said he felt that the language was very broad and should be narrowed. Mr. Stanford said that since the map showing the Historic Overlay District was stripped from the original ordinance, he said that means that any parcel can be subject to this.

Mr. Brown said as he understood, the item before Council, the Family Compound and Family Subdivision has an ownership criteria attached to it. He said that the overlay district as a whole is still with the Public Planning Committee. Mr. Brown said that he wanted to be clear that the two items that need to be cleared up before second reading are the use tables and the Official's discretionary changes.

Mr. Stanford clarified what he had previously said, noting that the problem is with there no longer being an overlay map attached to the current ordinance as written. By not having the map in connection to this and with the broad language, this leaves it open for any parcel to qualify for these applications.

Mr. Brown said, Town Council, as policy makers represent Gullah citizens and their properties. He said it is embarrassing that they are going in circles with this matter. Mr. Brown said that Council needs to take this seriously and engage a legal mind so they can move on.

Mr. Orlando asked staff to pull together a timeline for this item to report to Town Council.

b. Items of Interest

Mr. Orlando gave a high level overview of the American Rescue Plan to Town Council. Noting that as information becomes available, he would share it with Council.

8. Reports from Members of Council

a. General Reports from Council

Mr. Brown said he understands the need and the law behind executive sessions, but asks, as Council moves forward err on the side of transparency with the items that are discussed in executive session. Mr. Brown stated that the community is very engaged, and that we owe them the opportunity to understand the business at hand.

Mr. Stanford reported that at a recent LATS meeting, they received a report from the SCDOT. He said that Craig Winn reported that right now, the schedule for the release of the preferred alternative will be July at the public hearing. Mr. Stanford said that for fifteen days prior to the public hearing, the animations that were previously requested will be made public.

Mayor McCann reported that Ms. Wiedmeyer is working on a summary from the previous day's workshop on workforce housing, noting it would be sent out soon. He also asked Council to send any long reports they give during meetings to Ms. Wiedmeyer to ensure the information is accurate.

b. Report of the Community Services & Public Safety Committee – Bill Harkins

Mr. Harkins state he did not have a report.

c. Report of the Public Planning Committee – David Ames

Mr. Ames reported that the Committee would be meeting later in the week to discuss and provide guidance to staff regarding setbacks and buffers. He also stated that he hoped there would be a clear path forward with workforce housing.

d. Report of the Finance & Administrative Committee – Tom Lennox

Mr. Lennox reported that the Committee had met earlier in the day, where Mr. Troyer provided a financial report from the last nine months. He said that he was happy to report that current year to date revenue exceeded last year's.

9. Proclamations/Commendations – NONE

10. Appearance by Citizens

Skip Hoagland addressed Town Council concerning matters related to the Town and Chamber.

11. Unfinished Business

a. Second Reading of Proposed Ordinance 2021-09 Permanent Drainage Easement at the Former Hilton Head Christian Academy Site

Second Reading of Proposed Ordinance 2021-09 authorizing the granting of a permanent easement on, over, and across Town-owned real property, to AB PR QOZB II Property, LLC, under the authority of S.C. Code Ann. § 5-7-40 (Supp. 2020), and § 2-7-20, the Municipal Code of the Town of Hilton Head Island (1983), and providing for severability and an effective date

Mr. Harkins moved to approve. Mr. Stanford seconded. With no discussion and by way of roll call, the motion carried by a vote of 7-0.

12. New Business

a. First Reading of Proposed Ordinance 2021-11 – Volunteers in Medicine Parking

First Reading of Proposed Ordinance 2021-11 authorizing the execution of a lease with Volunteers in Medicine, related to real property owned by the Town of Hilton Head Island, South Carolina, pursuant to the authority of S.C. Code Ann. Sec. 5-7-40 (Supp. 2012), and Sec. 2-3-30, Code of the Town of Hilton Head Island, South Carolina (1983); and, providing for severability and an effective date.

Mr. Harkins moved to approve. Mr. Stanford seconded. With no discussion and by way of roll call, the motion carried by a vote of 7-0.

b. First Reading of Proposed Ordinance 2021-12 – Northridge Conservation Easement Modification

First Reading of Proposed Ordinance 2021-12 authorizing the modification of a conservation easement to the benefit of Hilton Head Island Land Trust, related to real property owned by the Town of Hilton Head Island, South Carolina, pursuant to the authority of S.C. Code Ann. Sec. 5-7-40 (Supp. 2012), and Sec. 2-3-30, Code of the Town of Hilton Head Island, South Carolina (1983); and, providing for severability and an effective date.

Mr. Harkins moved to approve. Mr. Stanford seconded. With no discussion and by way of roll call, the motion carried by a vote of 7-0.

c. Consideration of a Resolution – Workforce Housing Covenants and Agreements

Consideration of a Resolution of the Town Council of the Town of Hilton Head Island, South Carolina, approving Declaration of Covenants, Restrictions and Limitations Running with Certain Lands (“Covenants”) and Workforce Housing and Rental Workforce Housing Agreements and authorizing the Mayor and Town Manager to execute said documents for each project participating in the Workforce Housing Program.

Mr. Harkins moved to approve. Mr. Ames seconded. With no discussion and by way of roll call, the motion carried by a vote of 7-0.

13. Executive Session - NONE

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

15. Adjournment

By unanimous vote, the meeting was adjourned at 4:41 p.m.

Approved: May 4, 2021

Krista M. Wiedmeyer, Town Clerk

John J. McCann, Mayor



Items of Interest

May 4, 2021

U.S. 278 Gateway Corridor Project

- Town staff met on April 21st with SCDOT and KCI representatives, along with our consultant team, MKSK to discuss project details, firm up schedules, and identify how collectively we can affect positive, community based solutions for this effort.
- SCDOT provided an update on current project status along with remaining steps to complete the NEPA process for the project. They are targeting a July 22nd public hearing on the preferred alternative.
- HDR has completed the independent engineering report with the oversight committee and has presented to County and Town Councils.
- SCDOT intends to prepare a response to the Independent Engineering Report and present their response to Town and County Councils in late May.
- MKSK will engage the community, including meetings with Town Council members and stakeholders in mid-May through mid-June.
- MKSK is currently working to develop a digital model of the corridor that will assist in the visualization of proposed treatments in the corridor plan.
- Staff has been working to project partners, SCDOT and MKSK to provide responses to Town Council input provided at the two workshops held in March.



TOWN OF HILTON HEAD ISLAND

Community Development Department

TO: Marc Orlando, ICMA~CM, *Town Manager*
VIA: Jennifer Ray, ASLA, *Interim Community Development Director*
FROM: Teri Lewis, AICP, *Deputy Community Development Director*
DATE: April 21, 2021
SUBJECT: Volunteers in Medicine Parking

Town Council reviewed Proposed Ordinance 2021-11 regarding the lease of Town-owned property to Volunteers in Medicine for a parking lot at their April 20, 2021 meeting. At that meeting Town Council made no changes to the proposed ordinance.

Attachments

AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND

ORDINANCE NO. 2021-

PROPOSED ORDINANCE NO. 2021-11

AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, AUTHORIZING THE EXECUTION OF A LEASE WITH VOLUNTEERS IN MEDICINE, RELATED TO REAL PROPERTY OWNED BY THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, PURSUANT TO THE AUTHORITY OF S.C. CODE ANN. SEC. 5-7-40 (SUPP. 2012), AND SEC. 2-3-30, CODE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, (1983); AND, PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.

WHEREAS, the Town of Hilton Head Island, South Carolina (“Town”), owns that certain tract or parcel of land, known as Beaufort County R510 008 000 0257 0000, Lot 12, Phase 1 Northridge, Hilton Head Island, South Carolina (the “Property”); and

WHEREAS, the Town desires to lease the Property to Volunteers in Medicine (“VIM”) for the operation of a parking lot in the Town of Hilton Head Island in accordance with that certain Lease Agreement (“Lease”), attached hereto as Exhibit “A”; and

WHEREAS, the Finance and Administrative Committee held a public meeting on February 16, 2021 and voted unanimously to forward a recommendation to Town Council to approve the lease of the Town owned property to VIM; and

WHEREAS, the Town Council of the Town of Hilton Head Island, South Carolina has determined that it is in the best interests of the Town to enter into a lease with VIM for the operation of a parking lot in the Town of Hilton Head Island in substantial conformance with the attached Exhibit “A”.

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

Section 1. Execution, Delivery and Performance of Lease.

- (a) The Mayor and/or Town Manager are hereby authorized to execute and deliver the Lease in substantial conformance with the attached Exhibit “A”; and
- (b) The Town Manager is hereby authorized to take such other and further actions as may be necessary to complete the performance of the Town's obligations under the terms and conditions of the Lease (Exhibit “A”).

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 _____, 2021.**

THE TOWN OF HILTON HEAD ISLAND
SOUTH CAROLINA

John McCann, Mayor

ATTEST:

Krista Wiedmeyer, Town Clerk

First Reading: April 20, 2021

Second Reading:

APPROVED AS TO FORM:

Curtis L. Coltrane, Town Attorney

Introduced by Council Member: _____



TOWN OF HILTON HEAD ISLAND

Community Development Department

TO: Marc Orlando, ICMA~CM, *Town Manager*
VIA: Jennifer Ray, ASLA, *Interim Community Development Director*
FROM: Teri Lewis, AICP, *Deputy Community Development Director*
DATE: April 21, 2021
SUBJECT: Northridge Conservation Easements

Town Council reviewed Proposed Ordinance 2021-12 regarding the execution of a conservation easement modification to relocate a conservation easement from one Town-owned property to another Town-owned property at their April 20, 2021 meeting. At that meeting Town Council made no changes to the proposed ordinance.

Attachments

AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND

ORDINANCE NO. 2021-

PROPOSED ORDINANCE NO. 2021-12

AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, AUTHORIZING THE MODIFICATION OF A CONSERVATION EASEMENT TO THE BENEFIT OF HILTON HEAD ISLAND LAND TRUST, RELATED TO REAL PROPERTY OWNED BY THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, PURSUANT TO THE AUTHORITY OF S.C. CODE ANN. SEC. 5-7-40 (SUPP. 2012), AND SEC. 2-3-30, CODE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, (1983); AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.

WHEREAS, the Town of Hilton Head Island, South Carolina (“Town”), owns those certain tracts or parcels of land, known as Beaufort County R510 008 000 0257 0000, Lot 12, Phase 1 Northridge, Hilton Head Island, South Carolina and Beaufort County R510 008 000 0102 0000, Phase 1 Northridge Park, Hilton Head Island, South Carolina (the “Properties”); and

WHEREAS, the Properties contain Conservation Area One and Conservation Area Two;

WHEREAS, the Town desires to relocate Conservation Area One to Conservation Area Two in accordance with that certain Conservation Easement Agreement attached hereto as Exhibit “A”; and

WHEREAS, the Finance and Administrative Committee held a public meeting on February 16, 2021 and voted unanimously to forward a recommendation to Town Council to approve relocation of Conservation Area One to Conservation Area Two; and

WHEREAS, the Town Council of the Town of Hilton Head Island, South Carolina has determined that it is in the best interests of the Town to relocate Conservation Area One to Conservation Area Two in substantial conformance with the attached Exhibit “A”.

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. Execution, Delivery and Performance of Conservation Easement Agreement.

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

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

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 _____, 2021.

THE TOWN OF HILTON HEAD ISLAND
SOUTH CAROLINA

John McCann, Mayor

ATTEST:

Krista Wiedmeyer, Town Clerk

First Reading: April 20, 2021

Second Reading:

APPROVED AS TO FORM:

Curtis L. Coltrane, Town Attorney

Introduced by Council Member: _____



TOWN OF HILTON HEAD ISLAND

Executive Department

TO: Town Council
Marc Orlando, ICMA~CM - Town Manager

CC: Joshua A. Gruber, Deputy Town Manager
Diane Busch, Staff Attorney

DATE: May 4, 2021

SUBJECT: Emergency Ordinance 2021-16, Requiring Individuals to Wear Face Coverings

BACKGROUND:

The Town of Hilton Head Island, by enactment of emergency action, has mandatorily required the wearing on face coverings within commercial establishments located on the Island since July 1, 2020. The Town most recently adopted an extension of this Ordinance thereby mandating this requirement until at least May 16, 2021 unless amended or rescinded by subsequent action of Town Council.

On April 7, 2021, Governor Henry McMaster issued Executive Order 2021-18 which states in part, “the COVID-19 pandemic represents an evolving public health threat and now poses different and additional emergency circumstances, which require that the State of South Carolina take any and all necessary and appropriate actions in proactively preparing for and promptly responding to the public health emergency and the significant economic impacts and other consequences associated with the same.”

Governor McMaster’s Order goes on to further state that, “DHEC and its public and private partners have conducted more than 6,900,000 tests for COVID-19 and have administered 2,165,000 doses of vaccines for COVID-19, and as a result, DHEC continues to document measured progress and downward or declining trends associated with the average rate of COVID-19 cases per 100,000 individuals, the percentage of positive tests for COVID-19, and the number of new hospital admissions and deaths associated with or related to COVID-19; and that notwithstanding the aforementioned measured progress in addressing COVID-19, according to the latest public health data, approximately 87% of the counties in South Carolina are still experiencing high or substantial levels of community transmission of COVID-19 and other geographic regions of the United States have recently reported significant increases in the number of COVID-19 cases.”

If action is taken by Town Council pursuant to our existing an ongoing State of Emergency, such action can be passed on one reading upon the receipt of a two-thirds majority. Correspondingly, should the Town Council wish to extend the current mandatory requirements relative to wearing face coverings within commercial establishments, such action would be valid as an emergency action for a period not to exceed sixty (60) days from the date of adoption unless otherwise stated in the motion for approval or if it were to be rescinded by subsequent action of Town Council.

PROPOSED EMERGENCY ORDINANCE 2021-16

AN EMERGENCY ORDINANCE TO REQUIRE INDIVIDUALS TO WEAR FACE COVERINGS IN CERTAIN CIRCUMSTANCES AND LOCATIONS IN THE MUNICIPAL LIMITS OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE

WHEREAS, on March 16, 2020, Mayor John J. McCann , under the authority of § 7-7-20, *Municipal Code of the Town of Hilton Head Island* (1983), declared that a State of Emergency exists throughout the Town as a result of impacts arising from the COVID-19 pandemic; and

WHEREAS, as of May 4, 2021 the State of Emergency still exists in the Town of Hilton Head Island; and

WHEREAS, the Centers for Disease Control and Prevention (“CDC”) and South Carolina Department of Health and Environmental Control (“SCDHEC”) advise the use of cloth or other types face coverings to slow the spread of COVID-19; and

WHEREAS, there are large numbers of visitors and residents who patronize grocery stores, pharmacies, restaurants, retail establishments and other establishments within the municipal limits of the Town; and

WHEREAS, on March 5, 2021, South Carolina Governor Henry McMaster issued *Executive Order 2021-12*, encouraging all individuals within the State of South Carolina to wear a face covering in public settings; and

WHEREAS, Governor McMaster, in *Executive Order 2021-12*, expressed his continued support for counties and municipalities in the State enacting or implementing, or modifying or amending emergency ordinances, orders, or other such measures requiring individuals to wear a face covering in public settings; and

WHEREAS, on April 22, 2021, Governor McMaster issued *Executive Order 2021-20*, stating the State of South Carolina has made meaningful progress to date in limiting and controlling the outbreak and continued spread of COVID-19, but the extraordinary circumstances and conditions that necessitated the Governor’s prior emergency declarations, have since evolved and now present different and additional threats, which must be dealt with on their own terms; and

WHEREAS, in *Executive Order 2021-20*, Governor McMaster stated that it is imperative that the State of South continue to utilize targeted extraordinary measures and deploy substantial resources to meet the unprecedented threats posed by COVID-19 and the evolving nature and scope of this public health emergency; and

WHEREAS, the Town Council finds that it is in the best interest of the citizens and visitors of the Town that an Emergency Ordinance be adopted requiring the wearing of cloth or other types of face coverings in certain circumstances, and that the Emergency Ordinance be put into immediate effect; and

WHEREAS, S.C. Code § 5-7-250(d) provides that “to meet public emergencies affecting life, health, safety or the property of the people, council may adopt emergency ordinances by the affirmative vote of at least two-thirds of the members of council present. An emergency ordinance is effective immediately upon its enactment without regard to any reading, public hearing, publication requirements, or public notice requirements. Emergency ordinances shall expire automatically as of the sixty-first day following the date of enactment.”

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:

1. As used in this Ordinance, “Face Covering” means a cloth or other type of masking device that covers the wearer’s nose and mouth, and which remains in place without use of the wearer’s hands.
2. As used in this Ordinance, “Commercial Business Establishment” means any establishment located in a closed building or other indoor environment that primarily sells or provides goods or services, or a combination of them, to the general public, including but not limited to, grocery stores, restaurants, lobbies and public spaces in hotels, motels, and timeshare complexes, pharmacies, bars, salons, retail stores, medical and dental offices.
3. Subject only to the exemptions and exceptions stated in Section 6 of this Ordinance, any person entering any Commercial Business Establishment in the municipal limits of the Town must wear a Face Covering while inside the Commercial Business Establishment.
4. Commercial Business Establishments shall post conspicuous signage at all entrances to the establishment informing its patrons of the requirements of Section (3) of this Ordinance.
5. All Commercial Business Establishments in the municipal limits of the Town shall require all employees to wear a Face Covering at all times that the employees are in any area where the general public is allowed, or when the employees must be in close proximity to one another.
6. The following persons are exempt from the requirements of this Ordinance:
 - (i) Any person who is unable to safely wear a Face Covering due to age, an underlying health condition, or who is unable to don or remove the Face Covering without the assistance of others is exempt from the requirements of this ordinance;
 - (ii) Persons eating or consuming food and beverages; and
 - (iii) Persons receiving medical care or treatment
7. Any person found to have violated any mandatory provision of this Ordinance shall be guilty of a misdemeanor and shall be subject to the penalties set forth in Section 1-5-10, Municipal Code of the Town of Hilton Head Island (1983).

8. Any Commercial Business Establishment that is subject to this Ordinance at which three more violations of this Ordinance occur is hereby declared a nuisance. To abate the nuisance, the Town may:
- (i) Seek a restraining order, preliminary injunction, permanent injunction, or any other means authorized under the Laws of the State of South Carolina to abate the nuisance; and,
 - (ii) Seek suspension or revocation of the business license issued by the Town, under the authority of Section 10-1-150 and Section 10-1-160, Municipal Code of the Town of Hilton Head Island (1983).
9. Should any provision, section, paragraph, sentence, or word of this Ordinance be rendered or declared invalid by any final court action in a court of competent jurisdiction or by reason of any preemptive legislation, the remaining provisions, sections, paragraphs, sentences, or words of this Ordinance as hereby adopted shall remain in full force and effect.
10. This Ordinance shall become effective immediately following the adoption by the Town Council for The Town of Hilton Head Island, South Carolina, and will expire on the sixty first day following adoption or the end of the State of Emergency in The Town of Hilton Head Island, South Carolina, whichever occurs first.

MOVED, APPROVED, AND ADOPTED THIS 4TH DAY OF MAY, 2021.

John J. McCann, Mayor

ATTEST:

By: _____
Krista M. Wiedmeyer, Town Clerk

APPROVED AS TO FORM:

Curtis L. Coltrane, Town Attorney

Introduced by Council Member: _____



MEMORANDUM

TO: Town Council

FROM: John Troyer, CPA, Director of Finance

VIA: Marc Orlando, ICMA-CM, Town Manager

RE: **Chamber of Commerce/Visitor & Convention Bureau 2021-2022 Marketing Plan & Budget**

DATE: April 16, 2020

Recommendation: Staff recommends that Council consider approval of the fiscal year 2021-2022 Marketing Plan & Budget for the Chamber of Commerce Visitor and Convention Bureau (VCB) which is required by State law and Town Code for the VCB to continue as the Town's designated marketing organization (DMO) for State Accommodations Tax purposes.

The Accommodations Tax Advisory Committee (ATAC) voted unanimously to recommend to Town Council that the proposed 2021-2022 Marketing Plan & Budget be approved. The ATAC recommendation letter is attached.

Summary: On April 1, 2021, the VCB presented in detail to ATAC its proposed budget and marketing plan for 2021-2022. The plan is presented in a format as recommended by ATAC and Council. The budget breaks down expected revenues and expenses in rows by functional categories and in columns by the major funding sources with the Town of Hilton Head Island in the second column (after the total column) with a budget of \$2,300,000.

Background: According to State law, 30% of the two percent bed tax funds collected by the State of South Carolina is allocated to the pre-determined Destination Marketing Organization with an ongoing tourist program, which the Town Council has designated the VCB. Town Code requires ATAC to review the VCB's proposed budget and marketing plan each year and make a recommendation to Town Council. Attached is the recommendation memo from the ATAC Vice-Chairman James Fluker which includes a synopsis of the VCB's 2021-2022 proposed marketing plan & budget. Each Council member has previously been provided a bound book from the VCB entitled 2021-2022 Hilton Head Island Destination Marketing Plan. The budget found on pages 24-25 has been superseded by the budget attached.



THE TOWN OF HILTON HEAD ISLAND ACCOMMODATION TAX ADVISORY COMMITTEE

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

CC: Marc Orlando, Town Manager, Town of Hilton Head Island

From: James Fluker, Vice-Chairman, Accommodation Tax Advisory Committee

Date: April 12, 2021

Subject: Recommendation for the HHI-Bluffton Chamber of Commerce's 2021-2022 Marketing Plan & Budget

On April 1, 2021, the Accommodations Tax Advisory Committee (ATAC) met to hear and review the marketing plan and budget presentation of the Town's Designated Marketing Organization (DMO), the Hilton Head Island Visitor and Convention Bureau (HHIVCB). The purpose of the DMO is to represent the destination in helping with the long-term development of communities through a travel and tourism strategy. As the Town's DMO, the HHIVCB is allocated 30% of the available annual ATAX funding by State Law. This Committee is charged with making a recommendation to Town Council whether or not to approve the DMO's marketing plan and budget for its upcoming fiscal year.

Summary of Presentation

Ariana Pernice, VP of the HHIVCB, shared information with ATAC regarding the number of visitors to Hilton Head, website visits, social engagement, public relations ad equivalency and Hotel/Home & Villa statistics. The statics showed positive records for Hilton Head thru their continuous strong marketing efforts. The vision of the DMO is to be a welcoming, world-class community embracing nature, culture and economic vibrancy for residents and visitors. The Hilton Head Island Visitor & Convention Bureau continues to design campaigns to reach Hilton Head's target audience by keeping evolving and international markets at the top of their mind. The mission of the Destination Marketing Organization is to stimulate the regional economy while enhancing the quality of life for all. Mrs. Pernice was also able to speak about the HHIVCB's marketing plan, strategic plan and destination management plan for Hilton Head Island. One topic that has been on the minds of many is the impact that Covid-19 has had on the local, state and national levels. Mrs. Pernice was able to share statistics that on a National level that hotel occupancy was down 33% from the pervious year, the State was down 35% in domestic & international spend, and locally Hilton Head was down 2.9% in the total number of visitors over the previous year. Having a "Path Forward" plan allowed the HHIVCB to work with local businesses to restore the community. The Path Forward steering committee was able to reach out to over 1,600 members to find out how they were doing, utilize and share on social media as well as communicate to keep members informed and assist local businesses with guidelines to keep customers and their workforce safe during COVID-19.

2020 Year in Review:

Year in Review			
 <p>WEBSITE VISITS HiltonHeadIsland.org</p>	<p>2.5M WEBSITE VISITORS</p>	<p>1.2M LINKS TO PARTNERS</p>	<p>48% CONVERSION RATE</p>
 <p>SOCIAL MEDIA</p>	<p>2.2M TOTAL ENGAGEMENT</p>	<p>56.7M TOTAL IMPRESSIONS</p>	<p>24.8% INSTAGRAM GROWTH YOY</p>
 <p>PUBLIC RELATIONS</p>	<p>1.9K STORIES/ MENTIONS</p>	<p>8.1M IMPRESSIONS</p>	<p>\$19M AD VALUE</p>
 <p>HOTEL / HOME & VILLA</p>	<p>47.7% OCCUPANCY</p>	<p>\$275 ADR</p>	<p>\$131 REVPAR</p>

Source: VERB Interactive, Weber Shandwick and 2 Source Report

Jan – Dec 2020

Fiscal Year 2022 Goals:

- Develop and implement resident and visitor satisfaction surveys.
- Grow hotel and occupancy by 10% and RevPAR by 12%.
- Grow home & villa occupancy by 4.2% and RevPAR by 5%.
- Develop a comprehensive Meetings & Groups strategy.
- Grow funding by 12% with industry partners.
- Increase website sessions by 10% and website conversions/partner referrals by 5%.

Committee Review

The Committee was impressed with the content of the 2021-2022 Marketing Plan & Budget. Continuing to stay relevant on the visitor's mind with the marketing tools provided has shown a positive effect year over year. There was a general question and answer session between the Committee and Mrs. Pernice related to the presentation and the marketing plan of which the Committee collectively had positive feedback. In addition, the Committee commended Mrs. Pernice how well she and her team have consistently prepared for and handled providing relevant information to the Committee. The Committee remains encouraged with the direction of the Island's destination marketing efforts and applauds the HHIVCB's extensive tourism research and continuous forward thinking and planning. The path to continue dealing with the Global Pandemic of Covid-19 will be a difficult road, however, we are confident in the HHIVCB's plan to continue to market effectively and responsibly.

Recommendation

The Committee made a motion to recommend to Town Council that they approve the 2021-2022 Marketing Plan & Budget as presented. The motion was seconded and was approved by a vote of 6-0-0 with Mr. Brown recusing himself from the presentation, discussion and vote.

Respectfully submitted on behalf of the Accommodations Tax Advisory Committee,

James Fluker, Vice-Chairman
Accommodations Tax Advisory Committee

Accommodations Tax Advisory Committee Members:

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

Hilton Head Island-Bluffton Chamber of Commerce Hilton Head Island Visitor & Convention Bureau Schedule of Functional Revenues and Expenditures FY 2021-2022 Budget

	VCB TOTALS	Town of HHI DMO	VCB Private Sector	SCPRT Dest. Specific	SCPRT Co-ops	Town of Bluffton DMO	Beaufort Co DMO	Membership
Revenues								
Town of HHI DMO	2,300,000	2,300,000						
Town of HHI Supplemental Grant	500,000	500,000						
Private Sector	600,000		600,000					
SCPRT Destination Specific	825,000			825,000				
SCPRT Coop	425,000				425,000			
Private Match Coop	850,000				850,000			
Town of Bluffton DMO	230,000					230,000		
B/C Bluffton & Daufuskie	285,000						285,000	
Total Revenues	6,015,000	2,800,000	600,000	825,000	1,275,000	230,000	285,000	
Membership Revenue								1,600,000
Total Revenues with Membership	7,615,000							
Expenses								
Media Buys - Leisure	450,000	246,820	83,730	119,450				
Social Media								
Partner Promotions	30,000	16,455	5,582	7,963				
Paid Brand Social Media	100,000	54,849	18,607	26,544				
Social Media Management	67,200	36,859	12,504	17,838				
Sub-total	197,200	108,162	36,692	52,345				
Digital Marketing								
Digital Strategy, Web Maintenance & Support	60,000	32,909	11,164	15,927				
Technology Improvements	65,000	35,652	12,094	17,254				
SEO	24,000	13,164	4,466	6,371				
SEM / Display	431,600	236,728	80,306	114,565				
Managed Web Hosting and Content Delivery Network	1,800	987	335	478				
eNewsletter/Drip Campaign	60,000	32,909	11,164	15,927				
Digital Contingency	10,000	5,485	1,861	2,654				
Sub-total	652,400	357,835	121,390	173,175				
Destination PR								
PR Strategy, Maintenance & Support	190,000	104,213	35,353	50,434				
Journalists/Influencers/Partnerships	70,000	38,394	13,025	18,581				
Monitoring Services (Print/Online/Broadcast Tracking)	16,700	9,160	3,107	4,433				
PR Contingency	30,000	16,455	5,582	7,963				
Sub-total	306,700	168,222	57,067	81,412				
Group Sales & Marketing								
Promotional Giveaways	20,000	10,970	3,721	5,309				
Site Inspections/ Flights for Sites	4,000	2,194	744	1,062				
VCB Dues and Subscriptions	65,000	35,652	12,094	17,254				
Trade Sponsorships	15,000	8,227	2,791	3,982				
Tradeshows	60,000	32,909	11,164	15,927				
FAM / In-Market Events	75,000	41,137	13,955	19,908				
Focused Service	2,500	1,371	465	664				
SC Sports Alliance	5,000	2,742	930	1,327				
SEM	25,000	13,712	4,652	6,636				
Social Media	80,000	43,879	14,885	21,235				
Website	10,000	5,485	1,861	2,654				
Collateral	5,000	2,742	930	1,327				
Trade Media	15,000	8,227	2,791	3,982				
Sub-total	381,500	209,249	70,984	101,267				
International								
Coastal SC USA Coop	40,000	21,940	7,443	10,618				
International Promotions	25,000	13,712	4,652	6,636				
International Tradeshows	20,000	10,970	3,721	5,309				
Sub-total	85,000	46,622	15,816	22,563				
Destination Photography & Video								
	75,000	41,135	13,955	19,908				
Insiders/Collateral/Fulfillment								
Vacation Planner	200,000	109,698	37,213	53,089				
Fulfillment	115,000	63,076	21,398	30,526				
Toll-Free Phone	4,000	2,194	744	1,062				
Sub-total	319,000	174,968	59,355	84,677				
Research & Planning								
	175,000	95,986	32,562	46,453				
VCB Sales, Mkt, Services & Ops:								
Personnel	1,085,000	595,700	75,915	86,625	193,375	59,570	73,815	
Benefits	155,000	85,100	10,845	12,375	27,625	8,510	10,545	
Operations	310,000	170,200	21,690	24,750	55,250	17,020	21,090	
Sub-total	1,550,000	851,000	108,450	123,750	276,250	85,100	105,450	
HHI Supplemental Grant								
Golf	210,000	210,000						
Meetings & Group	190,000	190,000						
Festival and Events	100,000	100,000						
VCB Sales, Mkt, Visitor Services & Operations	0	0						
Sub-total	500,000	500,000						
SCPRT								
SC PRT - Leisure	500,000				500,000			
SC PRT - Sports	198,750				198,750			
SC PRT - Meetings & Groups	300,000				300,000			
Sub-total	998,750				998,750			
Town of Bluffton DMO								
Promotions	144,900					144,900		
B/C Bluffton & Daufuskie DMO								
Promotions	179,550						179,550	1,600,000
TOTAL VCB EXPENSES	6,015,000	2,800,000	600,000	825,000	1,275,000	230,000	285,000	1,600,000
Total Expenses with Membership	7,615,000							
								Expenses for HHI-related marketing programs
								Expenses for other marketing programs



TOWN OF HILTON HEAD ISLAND

Community Development Department

TO: Marc Orlando, ICMA~CM, *Town Manager*
VIA: Jennifer Ray, ASLA, *Interim Community Development Director*
FROM: Marcy Benson, *Senior Grants Administrator*
CC: Shawn Colin, AICP, *Senior Advisor to the Town Manager*
DATE: April 23, 2021
SUBJECT: Resolution for Submittal of the CDBG Entitlement Program Annual Action Plan for Program Year 2021

Recommendation:

The Community Services and Public Safety Committee (CSPSC) recommends Town Council approve submittal of the Annual Action Plan for the program year 2021, as required by the U.S. Department of Housing and Urban Development (HUD), for participation in the Community Development Block Grant (CDBG) Entitlement Program.

The CSPSC meet on March 22, 2021, and voted unanimously to recommend inclusion of the Patterson Park as the 2021 CDBG project.

Summary:

Approval of the 2021 CDBG Annual Action Plan will meet a HUD requirement for participation in the CDBG Entitlement Program. The attached Plan must be approved by HUD prior to execution of a CDBG Entitlement Program grant agreement. Inclusion of the Patterson Park as the 2021 CDBG project in the Town's 2021 CDBG Annual Action Plan will allow the 2021 funding allocation of \$229,188 to be paired with the remaining 2018 CDBG funding allocation of \$118,792. This will provide a total of \$347,980 for the park project.

Approval of the Patterson Park project is consistent with the 2018 Annual Action Plan for CDBG funding as well as several Our Plan goals, strategies, and tactics including Connected – Strategy 4.5 and Tactic 4.5.1; Inclusive – Goal 8 and Strategy 8.5; Priority Investment – Strategy 4.5; and Parks & Recreation – Goal 2, Strategy 4.3, Strategy 7.2, and Action Item 1.3. The CDBG program has been identified in the Our Plan Capital Improvement Program (CIP) section as a funding source for Town CIP projects.

Background:

To meet HUD requirements an Annual Action Plan must be prepared each year of program participation and public input must be solicited during the Plan development process. Public engagement was conducted on March 4, 2021, after which the draft Plan was completed. The

Plan details 2021 CDBG funds to be used for program administration and a park project located at the Town owned Patterson property, situated in a Census tract meeting LMI eligibility requirements. The draft Plan was released to the public on March 23, 2021, for a 30 day public comment period. The public comment period ended April 22, 2021. No comments were received.

Attachments:

1. Resolution
2. Exhibit A – Program Year 2021 Annual Action Plan

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA TO APPROVE THE COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG) ENTITLEMENT PROGRAM 2021 ANNUAL ACTION PLAN

WHEREAS, in July, 2020 the Town of Hilton Head Island CDBG Five Year Consolidated Plan for program years 2020-2024 detailing goals and objectives to be implemented to address community needs of low and moderate income residents within the Town's jurisdiction was approved by the United States Department of Housing and Urban Development (HUD); and

WHEREAS, in October, 2020 and January, 2021 the Town of Hilton Head Island CDBG Five Year Consolidated Plan for program years 2020-2024 was amended and approved by the United States Department of Housing and Urban Development (HUD); and

WHEREAS, as an entitlement community, the Town must prepare and submit an Annual Action Plan detailing activities to be undertaken during the program year 2021 to address goals and objectives outlined in the amended Five Year Consolidated Plan; and

WHEREAS, for program year 2021 the Town will receive a CDBG award totaling \$229,188 to carry out activities that meet one of three National Objectives, as described by HUD; and

WHEREAS, the program year 2021 Annual Action Plan is compatible with the HUD approved amended Five Year Consolidated Plan for program years 2020 - 2024; and

WHEREAS, the Town has adhered to the public participation requirements set forth in the Citizen Participation Plan in the development of the program year 2021 Annual Action Plan; and

WHEREAS, a public engagement and 30 day public comment period for the program year 2021 Annual Action Plan were conducted for citizen input and review; and

WHEREAS, the Town Manager is authorized to submit this program year 2021 Annual Action Plan to HUD for their review and acceptance;

NOW, THEREFORE BE IT, AND IT HEREBY IS RESOLVED BY THE TOWN COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, THAT The Community Development Block Grant Entitlement Program 2021 Annual Action Plan as submitted in the attachment to this resolution be approved and submitted to HUD.

(SIGNATURE PAGE FOLLOWS)

MOVED, APPROVED, AND ADOPTED ON THIS 4TH DAY OF MAY 2021.

John J. McCann, Mayor

ATTEST:

Krista M. Wiedmeyer, Town Clerk

APPROVED AS TO FORM:

Curtis Coltrane, Town Attorney

Introduced by Council Member: _____

Town of Hilton Head Island

Program Year 2021

Annual Action Plan

For the
U.S. Department of Housing and Urban Development
Community Development Block Grant Program



~DRAFT~

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Executive Summary

AP-05 Executive Summary - 24 CFR 91.200(c), 91.220(b)

1. Introduction

The program year 2021 Annual Action Plan represents the second year of the Town of Hilton Head Island's Consolidated Plan for the program years 2020 – 2024 (Con Plan) as amended and approved by Town Council and accepted by the U.S. Department of Housing and Urban Development (HUD). The Annual Action Plan is the Town of Hilton Head Island's application for the HUD Community Development Block Grant (CDBG) Entitlement Program and identifies the proposed project or projects to be funded during the Town's 2021 program year.

The purpose of the Town of Hilton Head Island Annual Action Plan is to preserve and revitalize primarily low and moderate income (LMI) neighborhoods, support LMI activities which enhance the quality of life for Hilton Head Island residents, and address priority community development or redevelopment needs within applicable local, state, and federal statutes and regulations. According to CDBG program guidelines, an activity using the LMI area benefit must meet the minimum threshold of 51% LMI qualified residents. However, according to the HUD issued program year 2020 exception grantee list, the Town of Hilton Head Island has been designated an exception grantee. This designation resulted in a LMI area percentage of 49.56% and is applied to Census tracts and blocks to determine activity eligibility on an area basis.

This Annual Action Plan outlines the priorities by which the Town of Hilton Head Island's CDBG program funds will be invested over the program year 2021 to achieve specific HUD objectives. It is important to note the 2020 – 2024 Consolidated Plan identified public facilities and improvements, public services, housing activities and economic development benefitting LMI persons as high priorities.

2. Summarize the objectives and outcomes identified in the Plan

The Town's goals for the program year 2021 period focus on neighborhood revitalization efforts by providing a new neighborhood park on the Town owned Patterson property located on Marshland Road in Census Tract 110. This census tract meets the 49.56% or higher LMI requirement. This Annual Action Plan provides a guide for the Town of Hilton Head Island's allocation of CDBG program funding for the program year 2021 planning period. The goals focus on priority needs and targets available resources designed to meet those needs. The needs include public improvements and facilities for LMI persons. The primary emphasis of the goals is the continuance of maintaining and improving the quality of life of LMI residents. The project selected for CDBG funding in this Action Plan will be managed efficiently and in compliance with program requirements.

3. Evaluation of past performance

The Town of Hilton Head Island has participated in the HUD CDBG Entitlement Program since 2015 and continues to monitor and evaluate the performance of the program while ensuring regulatory compliance. The Town recognizes the evaluation of past performance is critical to ensuring CDBG funded activities are implemented in an effective manner and align with established strategies and goals.

During the six years of program participation the Town met required program deadlines. Notifications of acceptable levels of program accomplishment were received from the HUD Columbia, South Carolina field office during the six years of program participation. A “No Findings of Concerns” report was issued by the Regional Environmental Officer during a 2019 onsite Environmental Review Procedures monitoring visit. The Town intends to continue to report its progress in meeting the five year goals in the Consolidated Annual Performance Evaluation Report (CAPER). The CAPER will be submitted in compliance with program deadlines.

4. Summary of Citizen Participation Process and consultation process

In observance of social distancing protocols the Town of Hilton Head Island conducted a virtual public meeting on March 4, 2021 to solicit input from citizens on community development needs. A public meeting notice was published in the local newspaper, The Island Packet, seven days preceding the public meeting. The meeting notice was also posted on the Town of Hilton Head Island website and distributed via email blast to all email addresses listed on the Town’s E-subscription service list, which reached approximately 6,850 subscribers. Included in the public meeting notice was a link to a community needs survey posted on the Open Town Hall portal seeking input from citizens on needs and funding priorities for the 2021 Annual Action Plan. The Open Town Hall portal survey was open from February 24 through March 8, 2021.

At the March 4, 2021 virtual public meeting a presentation including an overview of the CDBG Entitlement Program, purpose of the Annual Action Plan, funding allocation amount, and a staff recommended project was presented to meeting attendees. A recording of the March 4, 2021 virtual public meeting has been posted to the Town of Hilton Head Island YouTube page and can be accessed on the Town of Hilton Head Island website through the meeting details on the calendar or the video on demand page at

<https://hiltonheadislandsc.gov/boards/meetingvod.cfm?DetailID=TC>.

The staff proposed project listed in the 2021 Annual Action Plan was an item of discussion at the March 22, 2021 Town Council Community Services and Public Safety Committee meeting. In observance of social distancing protocols, this was a virtual meeting and the committee discussed the proposed project for submittal in the Annual Action Plan. The committee

approved a recommendation of approval to Town Council to select Patterson Park as the 2021 CDBG project for inclusion in the Town's 2021 CDBG Annual Action Plan.

A draft 2021 Annual Action Plan was released to the public on March 23, 2021 for a 30 day public comment period. There were no comments received. Following this public comment period the draft Action Plan was presented at the Town of Hilton Head Island Town Council meeting on May 4, 2021 for review and comment.

5. Summary of public comments

In preparation for the March 4, 2021 virtual public meeting to solicit input for the program year 2021) Annual Action Plan Town staff developed a presentation describing the Community Development Block Grant Entitlement Program, the purpose of the Annual Action Plan, the funding allocation amount for program year 2021 and staff recommended project. During the virtual meeting there were 4 views noted on the Town of Hilton Head Island Public Meetings Facebook page and no comments were submitted during the meeting.

There was one (1) public comment received via the community needs survey posted on the Open Town Hall portal seeking input from citizens on needs and funding priorities for the 2021 Annual Action Plan. The one comment ranked public services and housing activities as high needs in the community. There were two comments submitted via direct email to the Senior Grants Administrator. One comment was a request for CDBG funds to be used for sidewalks and lighting around Southwood Park Drive and the other was a request to revive the community pool at Chaplin Park.

The 2021 Annual Action plan was an item of discussion at the March 22, 2021 Town Council Community Services and Public Safety Committee meeting. In observance of social distancing protocols, this was a virtual meeting and the committee discussed the proposed project for submittal in the Annual Action Plan. One committee member expressed support of the project and asked if preliminary design has occurred for the proposed park project. Another committee member requested the location map for the Patterson Park be displayed for reference, and one committee member suggested replacing the broad projects listed in the Five Year Consolidated Plan project list with more specific projects. No requests for public comments from citizens were submitted during the meeting.

Public comments were solicited during the 30 day public comment period from March 23, 2021 through April 22, 2021 and at the May 4, 2021 Town Council meeting. No comments were received during the 30 day public comment period.

6. Summary of comments or views not accepted and the reasons for not accepting them

All comments were taken into consideration in preparing this Annual Action Plan.

7. Summary

The Town of Hilton Head Island Annual Action Plan outlines priorities by which the Town's CDBG program funds will be invested over the program year 2021 to achieve specific HUD objectives. The Town may use CDBG program funds to leverage other public investment to address the Town's priority need to provide public improvements for primarily LMI income neighborhoods.

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PR-05 Lead & Responsible Agencies – 91.200(b)

1. Agency/entity responsible for preparing/administering the Consolidated Plan

Describe the agency/entity responsible for preparing the Consolidated Plan and those responsible for administration of each grant program and funding source.

Agency Role	Name	Department/Agency
Lead Agency	Town of Hilton Head Island	
CDBG Administrator	Town of Hilton Head Island	Community Development Department

Table 1 – Responsible Agencies

Narrative (optional)

The Town of Hilton Head Island incorporated as a municipality in 1983 and has a Council-Manager form of government. The Town of Hilton Head Island is comprised of an Administrative/Legal Division, Administrative Services, Community Development, Executive, Finance, Fire Rescue, Human Resources, and Public Projects & Facilities departments.

The Town of Hilton Head Island Community Development Department will be the lead department for the preparation, submission, and administration of this Annual Action Plan and the Town’s CDBG program. Town staff has been an integral part of development of this Annual Action Plan by assessing the CDBG Program, reviewing materials, regulations and documentation on the Annual Action Plan process. The Town Manager, Town Director of Community Development, Town Director of Public Projects and Facilities, and Town Deputy Director of Community Development will oversee the preparation and administration of the Annual Action Plan.

Consolidated Plan Public Contact Information

Town of Hilton Head Island Community Development Department
Marcy Benson, Senior Grants Administrator
1 Town Center Court
Hilton Head Island, SC 29928
Telephone: (843)341-4689
FAX: (843) 842-8908
Email: marcyb@hiltonheadislandsc.gov

AP-10 Consultation – 91.100, 91.200(b), 91.215(l)

1. Introduction

Provide a concise summary of the jurisdiction’s activities to enhance coordination between public and assisted housing providers and private and governmental health, mental health and service agencies (91.215(l))

The Beaufort Housing Authority services all of Beaufort County, South Carolina, including the Town of Hilton Head Island. Within the jurisdiction of the Town of Hilton Head Island the Beaufort Housing Authority operates one public housing apartment facility containing 80 units which provide housing to 187 family members.

The Town of Hilton Head Island participates in the Lowcountry Affordable Housing Coalition, which is under the auspices of Together for Beaufort County and the Beaufort County Human Services Alliance. This coalition consists of governmental entities, non-profit and private organizations striving to make housing more affordable in the Beaufort County area. The coalition has a focus on assisting residents of Beaufort County and serves as a forum for member organizations to share ideas, coordinate projects, and foster interagency cooperation. With support from the Beaufort County Human Services Alliance resources are pooled and community needs are addressed in the areas of economy, education, poverty, and health and environmental issues.

Describe coordination with the Continuum of Care and efforts to address the needs of homeless persons (particularly chronically homeless individuals and families, families with children, veterans, and unaccompanied youth) and persons at risk of homelessness.

The Lowcountry Continuum of Care, based in Charleston, South Carolina is the Continuum of Care working to address the needs of the homeless in a seven county region of the South Carolina lowcountry. Annual point in time counts are conducted in the area; however, due to no homeless shelters operating in the Town of Hilton Head Island, there is no homeless data specific to the Town of Hilton Head Island.

Describe consultation with the Continuum(s) of Care that serves the jurisdiction's area in determining how to allocate ESG funds, develop performance standards for and evaluate outcomes of projects and activities assisted by ESG funds, and develop funding, policies and procedures for the operation and administration of HMIS

The Town of Hilton Head Island program year 2021 Annual Action Plan intends to use U.S. Department of Housing and Urban Development (HUD) resources to fund only CDBG program projects and will not fund Emergency Solutions Grants (ESG) program projects; therefore no consultation related to the allocation of ESG funds was conducted.

2. Describe Agencies, groups, organizations and others who participated in the process and describe the jurisdiction’s consultations with housing, social service agencies and other entities

1	Agency/Group/Organization	Beaufort Housing Authority
	Agency/Group/Organization Type	Housing PHA Services - Housing Regional organization
	What section of the Plan was addressed by Consultation?	Public Housing Needs
	Briefly describe how the Agency/Group/Organization was consulted. What are the anticipated outcomes of the consultation or areas for improved coordination?	The Beaufort Housing Authority was consulted on housing needs via email correspondence and during Lowcountry.
2	Agency/Group/Organization	Lowcountry Continuum of Care
	Agency/Group/Organization Type	Services-homeless Regional organization
	What section of the Plan was addressed by Consultation?	Homeless Needs - Chronically homeless Homeless Needs - Families with children Homelessness Needs - Veterans Homelessness Needs - Unaccompanied youth
	Briefly describe how the Agency/Group/Organization was consulted. What are the anticipated outcomes of the consultation or areas for improved coordination?	The Lowcountry Continuum of Care was consulted on homeless needs via website research and email correspondence.

3	Agency/Group/Organization	Beaufort County Human Services Alliance
	Agency/Group/Organization Type	Housing Services - Housing Services-Children Services-Elderly Persons Services-Persons with Disabilities Services-Persons with HIV/AIDS Services-Victims of Domestic Violence Services-homeless Services-Health Services-Education Services-Employment Service-Fair Housing Services - Victims Health Agency Child Welfare Agency Other government - County Business and Civic Leaders
	What section of the Plan was addressed by Consultation?	Homeless Needs - Chronically homeless Homeless Needs - Families with children
	Briefly describe how the Agency/Group/Organization was consulted. What are the anticipated outcomes of the consultation or areas for improved coordination?	The Beaufort County Human Services Alliance was consulted on homeless needs via online data gathering.
4	Agency/Group/Organization	Lowcountry Council of Governments
	Agency/Group/Organization Type	Regional organization Planning organization

<p>What section of the Plan was addressed by Consultation?</p>	<p>Public Housing Needs Homeless Needs - Chronically homeless Homeless Needs - Families with children Homelessness Needs - Veterans Homelessness Needs - Unaccompanied youth Economic Development Non-housing Community Development Needs</p>
<p>Briefly describe how the Agency/Group/Organization was consulted. What are the anticipated outcomes of the consultation or areas for improved coordination?</p>	<p>The Lowcountry Council of Governments was consulted on housing, homeless and non-housing community development needs via online data gathering.</p>

Table 2 – Agencies, groups, organizations who participated

Identify any Agency Types not consulted and provide rationale for not consulting

Efforts were made to consult as broadly as possible with community stakeholders. No particular agency types were excluded from participation. Those that did not participate did so of their own volition.

Other local/regional/state/federal planning efforts considered when preparing the Plan

Name of Plan	Lead Organization	How do the goals of your Strategic Plan overlap with the goals of each plan?
Continuum of Care	Lowcountry Continuum of Care	The Lowcountry Continuum of Care, based in Charleston, South Carolina is the Continuum of Care working to address the needs of the homeless in a seven county region of the South Carolina lowcountry. Annual point in time counts are conducted in the area; however, due to no homeless shelters operating in the Town of Hilton Head Island, there is no homeless data specific to the Town of Hilton Head Island.
Our Plan: 2020 to 2040 Comprehensive Plan for the Town of Hilton Head Island, South Carolina	Town of Hilton Head Island	Developed Consolidated Plan goals in conjunction with elements of the Town of Hilton Head Island Comprehensive Plan.

Table 3 – Other local / regional / federal planning efforts

Narrative (optional)

The Town of Hilton Head Island coordinates with public entities and other bodies of government to develop the Annual Action Plan. Town of Hilton Head Island Community Development department staff work closely with the Town’s Public Projects and Facilities department to collaborate on improvement projects. These efforts include but are not limited to plans for infrastructure and other improvements in the community through CDBG funded activities.

When necessary the Town of Hilton Head Island will establish collaborative efforts and partnerships with state and local government entities such as Beaufort County, the Lowcountry Council of Governments and various State of South Carolina offices to ensure complete implementation of the Annual Action Plan.

AP-12 Participation – 91.105, 91.200(c)

1. Summary of citizen participation process/Efforts made to broaden citizen participation Summarize citizen participation process and how it impacted goal-setting

In observance of social distancing protocols the Town of Hilton Head Island conducted a virtual public meeting on March 4, 2021 to solicit input from citizens on community development needs. A public meeting notice was published in the local newspaper, The Island Packet, seven days preceding the public meeting. The meeting notice was also posted on the Town of Hilton Head Island website and distributed via email blast to all email addresses listed on the Town's E-subscription service list, which reached approximately 6,850 subscribers. Included in the public meeting notice was a link to a community needs survey posted on the Open Town Hall portal seeking input from citizens on needs and funding priorities for the 2021 – 2022 Annual Action Plan. The Open Town Hall portal survey was open from February 24 through March 8, 2021.

At the March 4, 2021 virtual public meeting a presentation including an overview of the CDBG Entitlement Program, purpose of the Annual Action Plan, funding allocation amount, and a staff recommended project was presented to meeting attendees. A recording of the March 4, 2021 virtual public meeting has been posted to the Town of Hilton Head Island YouTube page and can be accessed on the Town of Hilton Head Island website through the meeting details on the calendar or the video on demand page at <https://hiltonheadislandsc.gov/boards/meetingvod.cfm?DetailID=TC>.

The staff proposed project listed in the 2021 Annual Action Plan was an item of discussion at the March 22, 2021 Town Council Community Services and Public Safety Committee meeting. In observance of social distancing protocols, this was a virtual meeting and the committee discussed the proposed project for submittal in the Annual Action Plan. The committee approved a recommendation of approval to Town Council to select Patterson Park as the 2021 CDBG project for inclusion in the Town's 2021 CDBG Annual Action Plan.

A draft 2021 Annual Action Plan was released to the public on March 23, 2021 for a 30 day public comment period. There were no comments received. Following this public comment period the draft Action Plan was presented at the Town of Hilton Head Island Town Council meeting on May 4, 2021 for review and comment.

Citizen Participation Outreach

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Sort Order	Mode of Outreach	Target of Outreach	Summary of response/ attendance	Summary of Comments received	Summary of comments not accepted and reasons	URL (If applicable)
1	Internet Outreach	Non-targeted/ broad community	<p>The Open Town Hall Portal survey was announced via posting on the Town of Hilton Head Island website and via email blast to all email addresses listed on the Town's E-subscription service list on Feb. 24, 2021. Comments were accepted until March 8, 2021.</p> <p>There was 1 response to the survey.</p> <p>There were 2 comments submitted via direct email to the Senior Grants Administrator.</p>	<p>The one comment ranked public services and housing activities as high needs in the community. The two comments submitted via direct email were a request for funds to be used for sidewalks and lighting around Southwood Park Drive and a request to revive the community pool at Chaplin Park.</p>	<p>All comments were accepted.</p>	

Sort Order	Mode of Outreach	Target of Outreach	Summary of response/ attendance	Summary of Comments received	Summary of comments not accepted and reasons	URL (If applicable)
2	Public Meeting	Non-targeted/ broad community	At the March 4, 2021 Annual Action Plan virtual public meeting presentation there were 4 views noted on the Town of Hilton Head Island Public Meetings Facebook page, no comments were submitted, and no citizens called in to comment.	No comments received at the March 4, 2021 virtual public meeting.	No comments received at the March 4, 2021 virtual public meeting.	

3	Public Meeting	Non-targeted/broad community	The staff proposed project listed in the 2021 Annual Action Plan was an item of discussion at the March 22, 2021 Town Council Community Services and Public Safety Committee meeting.	One committee member expressed support of the project and asked if preliminary design has occurred for the proposed park project. Another committee member requested the location map for the Patterson Park be displayed for reference, and one committee member suggested replacing the broad projects listed in the Five Year Consolidated Plan project list with more specific projects. No requests for public comments from citizens	All comments were accepted.	
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Sort Order	Mode of Outreach	Target of Outreach	Summary of response/ attendance	Summary of Comments received	Summary of comments not accepted and reasons	URL (if applicable)
				were submitted during the meeting.		

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4	Internet Outreach	Non-targeted/ broad community	<p>The draft 2021 Annual Action Plan was posted on the Town of Hilton Head Island website from March 23, 2021 through April 22, 2021. A dedicated public comment link was posted on the front page of the website where the public could directly submit comments. A notification of the Annual Action Plan 30 day public comment period was sent via email blast to all email addresses listed on the Town's E-subscription service list. No comments were received in this format.</p>	No comments were received.	No comments were received.	
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Expected Resources

AP-15 Expected Resources – 91.220(c)(1,2)

Introduction

The following table outlines the expected resources from the HUD Community Development Block Grant (CDBG) program the Town of Hilton Head Island expects having available during the 2021 program year covered by this Annual Action Plan. Distribution of allocated funds will be in the following two use categories: program administration will be allocated \$5,000 and public improvements and facilities will be allocated all remaining funds.

Anticipated Resources

Program	Source of Funds	Uses of Funds	Expected Amount Available Year 1				Expected Amount Available Remainder of ConPlan \$	Narrative Description
			Annual Allocation: \$	Program Income: \$	Prior Year Resources: \$	Total: \$		
CDBG	Public - Federal	Acquisition Admin and Planning Economic Development Housing Public Improvements Public Services	\$229,188	\$0.00	\$118,792.11	\$347,980.11	\$687,564	The HUD/CDBG funding amount authorized in the 2021 program year was used to estimate the allocation amount for the remaining years 3-5 of the Con Plan

Table 445 - Expected Resources – Priority Table

Explain how federal funds will leverage those additional resources (private, state and local funds), including a description of how matching requirements will be satisfied

It is anticipated the federal funding listed above will be received annually to support activities outlined in the Annual Action Plan and Consolidated Plan. While the CDBG program does not require leveraging, other Town of Hilton Head Island resources may be used in combination with these funds to complete the project listed in this Annual Action Plan. Leveraging is a way to increase project efficiencies which often come with combining sources of funding. Funds

may be considered leveraged if financial commitments to the cost of a project from a source other than Community Development Block Grant funds are documented. Town staff may identify and explore additional leveraging opportunities such as other federal, state, and local resources.

If appropriate, describe publically owned land or property located within the jurisdiction that may be used to address the needs identified in the plan

The Town of Hilton Head Island owns the Patterson property located on Marshland Road, which is currently a vacant parcel. The neighborhood park identified as a public improvement need in this plan will be developed on this property. This property is located in Census Tract 110 which has a LMI household percentage above 49.56%. One of the community needs identified during a previous needs assessment meeting was public improvements and facilities. This neighborhood park public improvement project was one of two projects listed in the 2018 Annual Action Plan and it has not started. It is anticipated the remaining funds in the 2018 CDBG allocation coupled with the 2021 CDBG allocation will provide leverage for project completion.

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Annual Goals and Objectives

AP-20 Annual Goals and Objectives

Goals Summary Information

Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
1	Facilities, Housing, Public Svcs., Econ Dev. Yr. 2	2021	2022	Non-Housing Community Development or Affordable Housing	Census Tract 110	Public Facilities & Improvements	\$347,980.11	Public Facility or Infrastructure Activities other than Low/Moderate Income Housing Benefit: 1,733

Table 556 – Goals Summary

Goal Descriptions

1	Goal Name	Facilities, Housing, Public Svcs., Econ Dev. Yr. 2
	Goal Description	Provide funding for public facilities & improvements, or housing activities or economic development initiative, or public services in LMI neighborhoods or to LMI clientele.

Estimate the number of extremely low-income, low-income, and moderate-income families to whom the jurisdiction will provide affordable housing as defined by HOME 91.215(b):

At this time the Town of Hilton Head Island does not have the capacity to provide affordable housing units, to extremely low income, low income and moderate income households. However, public facilities and improvements in census tracts with 49.56% or higher LMI households may be accomplished with Community Development Block Grant (CDBG) funds.

Projects

AP-35 Projects – 91.220(d)

Introduction

Town of Hilton Head Island activities funded by the 2021 CDBG program are designed to benefit LMI persons. The following table outlines the projects to be carried out by the Town of Hilton Head Island during the 2021 program year covered by this Action Plan.

Projects

#	Project Name
1	Patterson Property Neighborhood Park
2	Program Administration

Table 667 - Project Information

Describe the reasons for allocation priorities and any obstacles to addressing underserved needs

The primary objective of Community Development Block Grant (CDBG) funds received by the Town of Hilton Head Island is to preserve and revitalize neighborhoods, enhance quality of life for residents and address priority community public services, community development, economic development, and redevelopment needs within applicable local, state, and federal statutes and regulations. For the 2021 program year, CDBG funds were allocated based on project readiness in census tracts with low and moderate income households comprising 49.56% or more of the population.

AP-38 Project Summary

Project Summary Information

1	Project Name	Patterson Property Neighborhood Park
	Target Area	Census Tract 110
	Goals Supported	Facilities, Housing, Public Svcs., Econ Dev. Yr. 2
	Needs Addressed	Public Facilities & Improvements
	Funding	CDBG: \$342,980.11
	Description	Provide funding for public facilities & improvements, or housing activities or economic development initiative, or public services in LMI neighborhoods or to LMI clientele.
	Target Date	6/30/2022
	Estimate the number and type of families that will benefit from the proposed activities	It is estimated approximately 1,733 persons living in Census tract 110 will benefit from the proposed activity.
	Location Description	Town owned property at 23 Marshland Road, Hilton Head Island, SC (former Patterson property)
	Planned Activities	Neighborhood Park
2	Project Name	Program Administration
	Target Area	Town-Wide
	Goals Supported	Facilities, Housing, Public Svcs., Econ Dev. Yr. 2
	Needs Addressed	Administrative and Planning
	Funding	CDBG: \$5,000
	Description	Program Administration
	Target Date	6/30/2022
	Estimate the number and type of families that will benefit from the proposed activities	All town residents and families will benefit from the proposed activity.
	Location Description	Town of Hilton Head Island Town Hall.

Planned Activities	Drafting and submitting the Annual Action Plan, CAPER, related reports and program administration.
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AP-50 Geographic Distribution – 91.220(f)

Description of the geographic areas of the entitlement (including areas of low-income and minority concentration) where assistance will be directed

The geographic area within the Town of Hilton Head Island where assistance will be directed is Census Tract 110. Community development activities may include infrastructure improvements, new or improved public facilities, housing activities, economic development or public services in LMI neighborhoods.

Geographic Distribution

Target Area	Percentage of Funds
Census Tract 105	0
Census Tract 108	0
Census Tract 110	98
Census Tract 111	0
Census Tract 113	0
Town-Wide	2

Table 778 - Geographic Distribution

Rationale for the priorities for allocating investments geographically

Community Development Block Grant (CDBG) funds will be used to address the needs of low and moderate income areas. These areas are determined using Census Tracts which have a low and moderate income population of 49.56% or higher. CDBG funds will be designated for use on a project located in the low and moderate income Census Tract 110 within the boundaries of the Town of Hilton Head Island.

Affordable Housing

AP-55 Affordable Housing – 91.220(g)

Introduction

The Housing Choice Voucher Program, commonly known as Section 8 housing, is subsidized by the Federal government and provides Federal assistance to families and individuals in the private rental market. The Beaufort Housing Authority program is tenant-based therefore eligible families receive assistance based on income for housing units meeting general program requirements. There are currently nine units within the Town of Hilton Head Island participating in the voucher program which are scattered throughout the Town. Tenants identify and choose their own units and the landlord agrees to participate in the housing choice voucher program.

One Year Goals for the Number of Households to be Supported	
Homeless	0
Non-Homeless	9
Special-Needs	0
Total	9

Table 889 - One Year Goals for Affordable Housing by Support Requirement

One Year Goals for the Number of Households Supported Through	
Rental Assistance	9
The Production of New Units	0
Rehab of Existing Units	0
Acquisition of Existing Units	0
Total	9

Table 9910 - One Year Goals for Affordable Housing by Support Type

AP-60 Public Housing – 91.220(h)

Introduction

Actions planned during the next year to address the needs to public housing

The Town of Hilton Head Island does not own or operate any public housing developments or units. The Beaufort Housing Authority is the agency providing public housing to approximately 2,429 residents in Beaufort County, South Carolina and there are 293 public housing units located throughout the county. In the Town of Hilton Head Island the Beaufort Housing Authority operates 80 public housing units at the Sandalwood Terrace Apartments.

Actions to encourage public housing residents to become more involved in management and participate in homeownership

The Beaufort Housing Authority provides resident councils at every public housing development they operate. There is also a Resident Advisory Board that is comprised of resident leaders from each development and Housing Choice Voucher (Section 8) representatives. The Housing Authority works with resident services at each of the public housing developments and through this collaboration promote programs and activities for residents. Some of the programs offered include: the Family Self-Sufficiency Program which is a five year homeownership education program, Sandalwood Terrace Resident Council, free budgeting classes, and community garden clubs. Due to social distancing protocols related to the COVID-19 pandemic during 2020 the Beaufort Housing Authority conducted virtual resident council meetings. In addition to resident council meetings being conducted virtually other programming services such as parenting classes and poster contests for resident children have taken place via virtual connections.

If the PHA is designated as troubled, describe the manner in which financial assistance will be provided or other assistance

Not applicable.

AP-65 Homeless and Other Special Needs Activities – 91.220(i)

Introduction

The Lowcountry Continuum of Care, based in Charleston, South Carolina, is the continuum of care working to address the needs of homeless in a seven county region of the South Carolina lowcountry. Annual point in time counts are conducted in the Beaufort County area; however, due to no homeless shelters operating in the Town of Hilton Head Island, there is no homeless data for the Town. Anecdotal evidence indicates there is a homeless population within the jurisdiction, however, no definite statistics are available on the total homeless population in the Town of Hilton Head Island.

Describe the jurisdictions one-year goals and actions for reducing and ending homelessness including

Reaching out to homeless persons (especially unsheltered persons) and assessing their individual needs

The most current point in time count data available is from the January 22, 2020 count. The number of homeless counted in Beaufort County was 12 persons. Of the 12 persons interviewed in January 2020, there was one (1) living unsheltered and 11 living in shelters. Of the 12 persons none were veterans and one (1) was chronically homeless. It is important to note, since the Town of Hilton Head Island does not have any homeless shelters the figures reflected in the point in time count data pertain to homeless persons counted in Beaufort County, South Carolina, and are not specific to the Town of Hilton Head Island.

Results of the 2019 point in time count indicated 28 persons experiencing homelessness interviewed in Beaufort County. The 2020 point in time count results showed a decrease of 16 persons, for a total of 12 persons experiencing homelessness in Beaufort County. Although state-wide point in time count data shows an increase in number of persons counted in 2020 compared to 2019 the reverse was indicated for Beaufort County. The lower count number for Beaufort County may be due to the area of the Lowcountry Continuum of Care being geographically smaller than the other three South Carolina continuums of care that participate in the annual point in time count process.

Addressing the emergency shelter and transitional housing needs of homeless persons

Currently there are no emergency and transitional housing shelters operating in the Town of Hilton Head Island. At this time there is no future plan to own or operate emergency shelters

or transitional housing in the Town of Hilton Head Island.

Helping homeless persons (especially chronically homeless individuals and families, families with children, veterans and their families, and unaccompanied youth) make the transition to permanent housing and independent living, including shortening the period of time that individuals and families experience homelessness, facilitating access for homeless individuals and families to affordable housing units, and preventing individuals and families who were recently homeless from becoming homeless again

There are no homeless shelters located within the jurisdiction of the Town of Hilton Head Island and no homeless population count data available from the Lowcountry Continuum of Care, the regional continuum of care servicing the Town. There is a non-profit organization, Family Promise of Beaufort, located in neighboring Bluffton, South Carolina, which is a coalition of Beaufort County churches assisting homeless families through a 60-90 day program. The program provides evening accommodations for program participants at host churches and daytime transportation to school for children and educational programs for parents.

Helping low-income individuals and families avoid becoming homeless, especially extremely low-income individuals and families and those who are: being discharged from publicly funded institutions and systems of care (such as health care facilities, mental health facilities, foster care and other youth facilities, and corrections programs and institutions); or, receiving assistance from public or private agencies that address housing, health, social services, employment, education, or youth needs.

The Town of Hilton Head Island anticipates continued participation in the Lowcountry Affordable Housing Coalition, which is under the auspices of Together for Beaufort County and the Beaufort County Human Services Alliance. This coalition consists of governmental entities, non-profit and private organizations striving to make housing more affordable in the Beaufort County area. The coalition has a focus on assisting residents of Beaufort County and serves as a forum for member organizations to share ideas, coordinate projects and foster interagency cooperation. With support from the Beaufort County Human Services Alliance resources are pooled and community needs are addressed in the areas of economy, education, poverty, and health/environmental issues.

AP-75 Barriers to affordable housing – 91.220(j)

Introduction:

A variety of barriers exist which make increasing affordable housing stock in the Town of Hilton Head Island difficult. The following list highlights some affordable housing issues, however, this list should not be considered exhaustive. Many other circumstances may occur which prevent the market from providing affordable housing.

- Land costs are a limiting factor in the construction of affordable housing units.
- Land supply is a finite resource as the Town approaches build-out.
- Construction costs which continue to increase are a factor in development of affordable housing.
- Much of the housing located in the Town of Hilton Head Island and land available for housing is subject to floodplain insurance requirements in addition to other insurance requirements, such as wind and hail.
- Marketability and potential profit is a factor for developers because of the challenges faced with construction in a coastal area.
- The “NIMBY” syndrome, “Not in My Backyard”, is a common sentiment toward affordable housing within the Town of Hilton Head Island.

Actions it planned to remove or ameliorate the negative effects of public policies that serve as barriers to affordable housing such as land use controls, tax policies affecting land, zoning ordinances, building codes, fees and charges, growth limitations, and policies affecting the return on residential investment

The Town of Hilton Head Island anticipates continued participation in the Lowcountry Affordable Housing Coalition, which is under the auspices of Together for Beaufort County and the Beaufort County Human Services Alliance. This coalition consists of governmental entities, non-profit and private organizations striving to make housing more affordable in the Beaufort County area. The coalition has a focus on assisting residents of Beaufort County and serves as a forum for member organizations to share ideas, coordinate projects and foster interagency cooperation. With support from the Beaufort County Human Services Alliance resources are pooled and community needs are addressed in the areas of economy, education, poverty, and health/environmental issues.

In addition to participation in the Lowcountry Affordable Housing Coalition, monitoring relevant public policies for changes which may constitute barriers to affordable housing may be conducted. In 2017 the Town Council Public Planning Committee began studying various aspects of affordable housing on Hilton Head Island. During 2017 the committee met with local developers, business owners, employers, and service organizations for discussions on providing affordable housing to the local workforce. In 2018 strategies were developed to further

address fostering affordable housing within the Town of Hilton Head Island. In 2019 the Town's housing consultant presented a workforce housing strategic plan. Town staff prepared an approach to implement the recommendations included in the strategic plan and the Town Council Public Planning Committee made a recommendation to Town Council to adopt the strategic plan. In 2020 Town staff developed workforce housing amendments for the Town of Hilton Head Island Land Management Ordinance (LMO). The amendments created a policy which uses incentives to promote conversion of commercial space into workforce housing units. These amendments moved through the approval process and the commercial conversion LMO amendment was adopted by Town Council on November 17, 2020. In December 2020 a consultant was hired through a partnership with area counties and municipalities and research for developing a housing trust fund was underway. On February 16, 2021 a second set of LMO amendments related to work force housing were adopted by Town Council allowing bonus density for work force housing units under certain conditions.

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AP-85 Other Actions – 91.220(k)

Introduction:

The Town of Hilton Head Island anticipates taking the following actions throughout the program year 2021 to address the challenges listed below.

Actions planned to address obstacles to meeting underserved needs

As part of the 2021 program year, the Town of Hilton Head Island will determine where underserved populations are located through analysis Census data and community input. To reduce the number of obstacles in meeting the needs of the underserved populations Town staff may assist with facilitating collaborations with area service organizations which spearhead community-wide solutions to local needs.

Actions planned to foster and maintain affordable housing

The Town of Hilton Head Island anticipates continued participation in the Lowcountry Affordable Housing Coalition, which is under the auspices of Together for Beaufort County and the Beaufort County Human Services Alliance. This coalition consists of governmental entities, non-profit and private organizations striving to make housing more affordable in the Beaufort County area. The coalition has a focus on assisting residents of Beaufort County and serves as a forum for member organizations to share ideas, coordinate projects and foster interagency cooperation. With support from the Beaufort County Human Services Alliance resources are pooled and community needs are addressed in the areas of economy, education, poverty, and health/environmental issues.

In addition to participation in the Lowcountry Affordable Housing Coalition, monitoring relevant public policies for changes which may constitute barriers to affordable housing may be conducted. In 2017 the Town Council Public Planning Committee began studying various aspects of affordable housing on Hilton Head Island. During 2017 the committee met with local developers, business owners, employers, and service organizations for discussions on providing affordable housing to the local workforce. In 2018 strategies were developed to further address fostering affordable housing within the Town of Hilton Head Island. In 2019 the Town's housing consultant presented a workforce housing strategic plan. Town staff prepared an approach to implement the recommendations included in the strategic plan and the Town Council Public Planning Committee made a recommendation to Town Council to adopt the strategic plan. In 2020 Town staff developed workforce housing amendments for the Town of Hilton Head Island Land Management Ordinance (LMO). The amendments created a policy which uses incentives to promote conversion of commercial space into workforce housing units. These amendments moved through the approval process and the commercial conversion LMO amendment was adopted by Town Council on November 17, 2020. In December 2020 a

consultant was hired through a partnership with area counties and municipalities and research for developing a housing trust fund was underway.

Actions planned to reduce lead-based paint hazards

Specific data for lead-based paint hazards in the Town of Hilton Head Island is unavailable. The number of units built before 1980 may be used to represent a baseline for the number of units which may pose a lead-based paint threat. At this time action to address lead-based paint hazards have not been identified.

Actions planned to reduce the number of poverty-level families

The Beaufort Housing Authority operates a Family Self Sufficiency Program which promotes independence for its residents. Participants in the program work toward setting and obtaining future life and career goals by accomplishing activities and objectives. The Beaufort Housing Authority also operates a homeownership program, which assists residents in their programs pay a mortgage rather than a rental payment. Recently one resident successfully completed this program and purchased a home in Beaufort County using this assistance.

The Town of Hilton Head Island anticipates continued participation in the Lowcountry Affordable Housing Coalition. This coalition consists of governmental entities, non-profit and private organizations striving to make housing more affordable in the Beaufort County area. The coalition has a focus on assisting residents of Beaufort County and serves as a forum for member organizations to share ideas, coordinate projects and foster interagency cooperation. With support from the Beaufort County Human Services Alliance resources are pooled and community needs are addressed in the areas of economy, education, poverty, and health/environmental issues.

Actions planned to develop institutional structure

The Town of Hilton Head Island has participated in the HUD CDBG Entitlement Program since 2015. During the six years of program participation the Town met required program deadlines. Notifications of acceptable levels of program accomplishment were received from the HUD Columbia, South Carolina field office during the six years of program participation. A “No Findings of Concerns” report was issued by the Regional Environmental Officer during a 2019 onsite Environmental Review Procedures monitoring visit. The Town intends to continue to report its progress in meeting the five year goals in the Consolidated Annual Performance Evaluation Report (CAPER). The CAPER will be submitted in compliance with program deadlines.

Strategies for overcoming gaps in capacity issues in the service delivery system may require more findings or changes in public policy. The Town of Hilton Head Island will continue to

coordinate efforts and partnerships with state and local government entities such as Beaufort County, the Lowcountry Council of Governments, and various State of South Carolina offices when necessary to carry out the priority needs listed in this Annual Action Plan.

Actions planned to enhance coordination between public and private housing and social service agencies

The Town of Hilton Head Island anticipates continued participation in the Lowcountry Affordable Housing Coalition. This coalition consists of governmental entities, non-profit and private organizations striving to make housing more affordable in the Beaufort County area. The coalition has a focus on assisting residents of Beaufort County and serves as a forum for member organizations to share ideas, coordinate projects and foster interagency cooperation. With support from the Beaufort County Human Services Alliance resources are pooled and community needs are addressed in the areas of economy, education, poverty, and health/environmental issues.

DRAFT

Program Specific Requirements

AP-90 Program Specific Requirements – 91.220(I)(1,2,4)

Introduction:

**Community Development Block Grant Program (CDBG)
Reference 24 CFR 91.220(I)(1)**

Projects planned with all CDBG funds expected to be available during the year are identified in the Projects Table. The following identifies program income that is available for use that is included in projects to be carried out.

1. The total amount of program income that will have been received before the start of the next program year and that has not yet been reprogrammed	0
2. The amount of proceeds from section 108 loan guarantees that will be used during the year to address the priority needs and specific objectives identified in the grantee's strategic plan	0
3. The amount of surplus funds from urban renewal settlements	0
4. The amount of any grant funds returned to the line of credit for which the planned use has not been included in a prior statement or plan.	0
5. The amount of income from float-funded activities	0
Total Program Income	0

Other CDBG Requirements

1. The amount of urgent need activities	0
2. The estimated percentage of CDBG funds that will be used for activities that benefit persons of low and moderate income. Overall Benefit - A consecutive period of one, two or three years may be used to determine that a minimum overall benefit of 70% of CDBG funds is used to benefit persons of low and moderate income. Specify the years covered that include this Annual Action Plan.	98%

ATTACHMENTS

Available Upon Request

DRAFT



MEMORANDUM

TO: Town Council

FROM: John M. Troyer, CPA, Director of Finance

VIA: Marc Orlando, ICMA-CM, Town Manager

DATE: May 4, 2021

RE: First Reading of Proposed Ordinance No. 2021-14

Recommendation:

Staff recommends Council approve and affirm the first reading of Proposed Ordinance No. 2021-14. The ordinance establishes the fiscal year 2022 budgets for the General Fund, Capital Projects Fund, Debt Service Fund and Stormwater.

There are no tax increases or fee increases in this proposed budget.

The proposed FY 2022 total operating budget for the General Fund, Capital Projects Fund, Debt Service Fund, and Stormwater Fund at \$96,838,322.

	2021 Budget	2022 Budget
General Fund	\$ 42,558,448	\$ 43,984,657
Debt Service Fund	21,500,000	19,344,566
CIP	6,471,000	28,009,099
Stormwater Fund	5,450,000	5,500,000
Total	\$ 75,979,448	\$ 96,838,322

Summary:

According to Town Code, the Town Manager will present a budget for review by Town Council by the beginning of May. The Town Manager has met with all Town Council members as the budget was being crafted in order to have their input and guidance in the budget development process. The Town Manager provides this budget to fulfill his obligation under Town Code and he recommends this budget to Town Council for adoption.

ORDINANCE NO. _____

PROPOSED ORDINANCE NO. 2021-14

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, 2022; 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 to increase the Operating Reserve to provide for emergency-related expenditures, and to offset any fiscal year tax revenue income stream deficiency; and

WHEREAS, Town Council also desires to give the Town Manager authority to adjust revenue estimates as necessary to account for the economic impact of the COVID-19 Pandemic, without changing the total adopted budget. Any changes made under this section will be reported to Town Council on a quarterly basis; 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, 2022.

The General Fund budgetary authority is adopted at the Departmental level as follows:

	2021 Budget	2022 Budget
Town Council	493,601	471,242
Town Manager	871,833	1,286,306
Human Resources	648,424	665,941
Administrative Services	4,073,649	4,986,821
Finance	2,052,125	1,916,176
Community Development	3,601,547	3,602,665
Public Projects and Facilities	5,911,304	7,107,474
Fire Rescue	15,897,377	16,524,716
Sheriff/Other Public Safety	3,927,634	2,498,430
Townwide	3,289,037	2,450,459
Community Grants	1,791,917	2,224,427
Transfer to CIP	-	125,000
Transfer to Fund Blance	-	125,000
Total	42,558,448	43,984,657

The Debt Service Fund and the Stormwater Fund are adopted at the Fund level. Capital Improvement Projects are adopted at the Project level. The Town Manager is authorized to transfer amounts up to \$100,000; larger transfers require Town Council approval.

Section 2. Establishment of Property Tax Levy. A tax to cover the period from July 1, 2021 through June 30, 2022, 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 17.2 mills, Debt Service 5.9 mills, and Disaster Recovery (millage override) 5.00 mills making the total levy of 28.1 mills.

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. Assignment of Funds for Future Use. Town Council continues to assign and reserve funds for its future dredging projects in the amount of \$200,000 of Hospitality Tax and approve \$100,000 expenditures for Pine Island renourishment from Stormwater funds in accordance with Town practice.

Section 6. Revised Holiday Schedule. As part of the adoption of the Budget, Town Council approves an updated Holiday Schedule for 2021 and 2022 in accordance with the attached schedules.

Section 7. Approval of State ATAX. The Town Budget is relying on State ATAX revenues for the operation of the Town in accordance with TERC guidelines in the amount of \$1,695,211. This amount includes amounts as provided by State Law formulas and Town approval to total \$1,695,211 and is hereby approved with this budget.

Section 8. 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 9. 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 _____, 2021.

John McCann, Mayor

ATTEST:

Krista Wiedmeyer, Town Clerk

Proposed Ordinance No. 2021-14
Page Four

First Reading: _____
Public Hearing: _____
Revised First Reading: _____
Second Reading: _____

APPROVED AS TO FORM:

_____, Town Attorney

Introduced by Council Member: _____

**TOWN OF HILTON HEAD ISLAND ADMINISTRATIVE STAFF
2021 HOLIDAY SCHEDULE**

Revised 7/1/2021

New Year's Day	January 1, 2021 (Friday)
Martin Luther King, Jr. Day	January 18, 2021 (Monday)
Memorial Day	May 31, 2021 (Monday)
Independence Day (observed)	July 5, 2021 (Monday)
Labor Day	September 6, 2021 (Monday)
Veterans' Day	November 11, 2021 (Thursday)
Thanksgiving Day	November 25, 2021 (Thursday)
Day after Thanksgiving	November 26, 2021 (Friday)
Christmas Eve (observed)	December 23, 2021 (Thursday)
Christmas Day (observed)	December 24, 2021 (Friday)
New Year's Day 2022 (observed)	December 31, 2021 (Friday)

Floating Holidays:

Employees hired during the first half of the calendar year will be granted the full annual allocation of floating holidays to be taken by the end of the calendar year. Employees hired during the second half of the calendar year will be granted one half of the annual allocation to be taken by the end of the calendar year. See Section 5.02 of the Policy Manual for additional details regarding floating holidays.

TOWN OF HILTON HEAD ISLAND ADMINISTRATIVE STAFF 2022 HOLIDAY SCHEDULE

New Year's Day (observed)	December 31, 2021 (Friday)
Martin Luther King, Jr. Day	January 17, 2022 (Monday)
Presidents Day	February 21, 2022 (Monday)
Memorial Day	May 30, 2022 (Monday)
Independence Day	July 4, 2022 (Monday)
Labor Day	September 5, 2022 (Monday)
Veterans' Day	November 11, 2022 (Friday)
Thanksgiving Day	November 24, 2022 (Thursday)
Day after Thanksgiving	November 25, 2022 (Friday)
Christmas Eve (observed)	December 23, 2022 (Friday)
Christmas Day (observed)	December 26, 2022 (Monday)
New Year's Day 2023 (observed)	January 2, 2023 (Monday)

Floating Holidays:

Employees hired during the first half of the calendar year will be granted the full annual allocation of floating holidays to be taken by the end of the calendar year. Employees hired during the second half of the calendar year will be granted one half of the annual allocation to be taken by the end of the calendar year. See Section 5.02 of the Policy Manual for additional details regarding floating holidays.