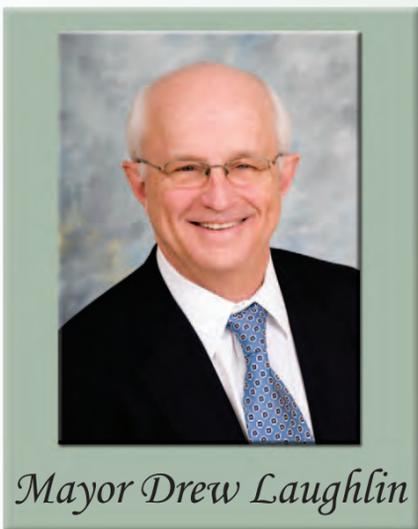


Our Town

A Newsletter of the Town of Hilton Head Island
 Brought to you by the Town of Hilton Head Island, South Carolina
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Mayor's Note



There has been much talk the last year or so about reinvigorating the local economy. Town Council's adopted priorities (found on page 4) focus on economic development, redevelopment, and re-writing the Land Management Ordinance. Any successes from this focus depend not only on the public sector, but the private sector as well. Town Council is completely immersed in the machinations of redeveloping Shelter Cove Mall and the Coligny Beach Area. We are actively involved in partnering with the private

sector in these critical areas, and we feel a sense of urgency to get the projects moving.

Over the last year, many were saying that the Island was looking tired and, to some extent, they were right. But look what's happening now. The Westin Hotel announced a \$30 million dollar renovation to its property. The Hilton Oceanfront Resort will become the Omni Hotel, the only Omni in South Carolina, and it will be undertaking a complete renovation starting this September through 2014. The Holiday Inn has completed a renovation of its facilities as well. Sea Pines Resort is looking to reinvigorate itself. Harris Teeter/Park Plaza is undergoing a huge renovation. Walmart is expanding. Triangle Square has undergone a facelift.

The common theme in all the above and what all Islanders should be proud to know is: your Council and the private sector have and will be investing in the Island like never before. We recognize that in order to evolve as a community, we must invest now, invest smartly, and

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be willing to take risks. With your support, we are turning the corner thanks to private and public sector commitment. We have made real, demonstrable progress. There will be much public discussion in the near future regarding Shelter Cove and the Coligny Area, so let your voices be heard.

On the real estate front, the Island Packet recently reported that the Hilton Head Island area had the most improved real estate market in the state last year. The area reported more than 2,700 sales in 2011, a 9.4% increase over 2010 and more than 11% higher than a statewide decline of 1.7%.

I am also happy to report that the Town's 2004A General Obligation Bonds and 2004 Hospitality Bonds were refunded in the fall for a savings to taxpayers of \$579,000 and \$292,000, respectively, over the same life of the original bonds.

Town Manager's Note



Wouldn't it be nice to increase your investment portfolio by a 300% rate of return? I haven't exactly experienced that windfall personally, but I am happy that the Town's residential recycling numbers have increased that much, thanks to you. Our recycling and waste hauler franchise operator reports that 7,900 accounts have been established. We began a residential recycling program last April. From

April through December 2011, 125 tons of recyclables were collected on a monthly basis. Just think about that: 250,000 pounds a month! Imagine the benefits of recycling this Island is producing: less garbage to the landfill; less trips to the Beaufort County Convenience Center; more jobs; and more material being recycled into products that would have otherwise been made from new material and resources. Town Council wants to investigate commercial recycling next. This endeavor is not the same as residential recycling. There are different needs of commercial customers, and we know and understand that we will need to develop a program that is not a one suit fits all approach. In the meantime, let's celebrate a civic moment of achievement.

Visitor numbers are up in 2011, according to the Hilton Head Island-Bluffton Chamber of Commerce. Hotel occupancy was reported to be up 8.9%. The daily rate for a hotel was up 9%, so visitors are spending more as well. Why is this good for us? More revenue from visitors is good for businesses and offsets

costs that would otherwise be borne by residents. Councils have, over the years, understood that since our visitors trigger the need for services associated with roads, public safety, beach, park and pathway amenities, they should bear a proportionate percentage of the cost. We have, therefore, adopted reasonable accommodations and hospitality fees that are primarily paid for by visitors.

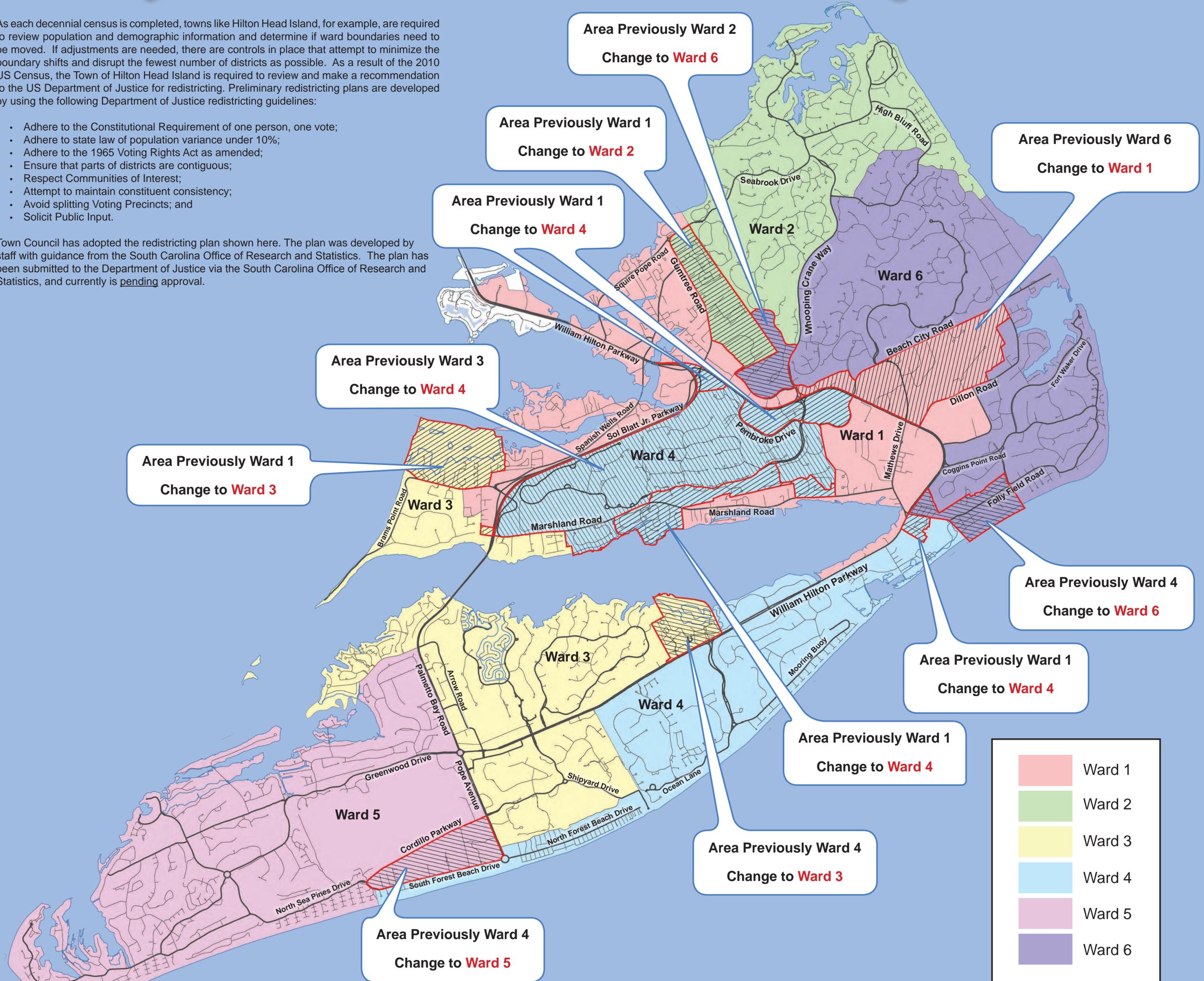
Our \$9.8 million dollar beach renourishment and groin project at Port Royal Plantation is going very well. We needed to replenish a significant amount of sand that has been eroding for years. That portion of the beach was losing about 80 feet per year for about 10 years. The beach is our greatest natural resource and its preservation, appearance, and cleanliness is critical in more ways than space allows me to express. The complex beach fill project, completed in January, operated 24 hours a day. Work associated with the groin component is on going and is expected to be finished this May.

Town of Hilton Head Island Redistricting

As each decennial census is completed, towns like Hilton Head Island, for example, are required to review population and demographic information and determine if ward boundaries need to be moved. If adjustments are needed, there are controls in place that attempt to minimize the boundary shifts and disrupt the fewest number of districts as possible. As a result of the 2010 US Census, the Town of Hilton Head Island is required to review and make a recommendation to the US Department of Justice for redistricting. Preliminary redistricting plans are developed by using the following Department of Justice redistricting guidelines:

- Adhere to the Constitutional Requirement of one person, one vote;
- Adhere to state law of population variance under 10%;
- Adhere to the 1965 Voting Rights Act as amended;
- Ensure that parts of districts are contiguous;
- Respect Communities of Interest;
- Attempt to maintain constituent consistency;
- Avoid splitting Voting Precincts; and
- Solicit Public Input.

Town Council has adopted the redistricting plan shown here. The plan was developed by staff with guidance from the South Carolina Office of Research and Statistics. The plan has been submitted to the Department of Justice via the South Carolina Office of Research and Statistics, and currently is pending approval.



2012 Town of Hilton Head Island Strategic Plan

Town of Hilton Head Island: Destination 2020 Guiding Principles

Living in Harmony with Nature, Protecting the Natural Beauty, and Creating a Unique Sense of Place

Sustaining Community Prosperity Through a Diversified, Strong Local Economy Based Upon Resort, Retirement, and Non-Hospitality Businesses

Providing Meaningful Experiences that Cherish our History, the Arts, Cultural Diversity, and Enrich the Lives of our Residents and Guests

Striving for Excellence in Everything We Plan, Build, Do, and Maintain

Providing a Serene, Safe, and Healthy Living Environment for Residents, Guests and Visitors

Working Together and Volunteering for the Greater Good of the Hilton Head Island Community

Town Council 2012 Policy Agenda: Targets for Action

Top Priority

- Economic Development: Assessment and Organization
- Coligny Area Redevelopment: Economic Analysis, Town's Role, and Approve a Plan
- Shelter Cove Area Redevelopment: Determine Town's Role and Develop and Approve a Plan
- Chaplin Linear Park: Develop Detailed Plans and Funding

High Priority

- LMO Re-Write: Complete Draft Amendments and Seek Review and Approval
- Recreation Center Expansion: Phase I
- South Island Marina Dredging: Permitting and Determine Town's Long-Term Role
- Aquatic Center: Direction, Location, and Funding

Moderate Priority

- Promotion and Marketing to Businesses and Investors: Develop Program and Marketing Materials
- Commercial Recycling: Evaluation and Direction

2017: Our Goals

- Reinvigorate the Local Economy
- Enrich Lives of Residents and Guests
- Pre-eminence for Environmental Stewardship
- Revitalize the Built Environment
- Enhance Town Government Service

Management Agenda 2012

- RBC Heritage Golf Tournament: Identify Town's Funding Source and Assist Tournament with Securing Long-Term Commitment
- Town Local Business Retention and Growth Program: Evaluation and Direction
- Town Marketing and Public Information Plan: Evaluation, Application (Best Practices) to Town, and Direction
- Airport Masterplan: Implementation
- Island Recreation Memorandum of Understanding: Draft Renewal and Seek Review and Approval
- Fire and Rescue Masterplan: Revise Current Plan and Adopt Revisions
- Beaufort County Sheriff's Contract for Police Services: Review for Renewal and Approve
- Cell Phone E-911 Errors: Reduction