

TOWN OF HILTON HEAD ISLAND

2023

*Annual Report*





## Mission

*The Town of Hilton Head Island's mission is to promote the health and vitality of the community we serve through ethical and inclusive programs, policies and actions.*

## Vision

*Our 2020–2040 vision: To reinvent sustainability... again. To focus on revitalization and modernization, and to build an inclusive and diverse community.*

## Community Goals



Adopt and pursue our Ideals of Excellence.



Protect and preserve the natural environment.



Manage evolving growth while maintaining the Island's unique aesthetic.



Provide exceptional quality of life offerings in arts, culture and recreation with best-in-class facilities and programming.



Develop creative revenue sources to fund capital services, maintenance, operations and projects meeting the needs of residents and visitors.



Recognize, respect and promote multidimensional diversity on the Island.



Promote efficient and secure public services to meet current and future needs.



Plan for and mitigate the effects of climate change, environmental or health concerns, and natural disasters.



View the region as a partner, not a competitor.



Foster a healthy, self-sustaining community that encourages economic, cultural and demographic diversity.

Source: Our Plan Hilton Head Island 2020–2040

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## *From Mayor Alan Perry*

It is amazing to think I stepped into the role of mayor just over one year ago. Voters on that day believed that I was the right person to move the Island forward, and I have worked every day since to prove their confidence in me was correct.

Our Annual Report is a snapshot of the hundreds of hours of work that myself, Town Council and Town staff have put in not just to make sure your concerns are met, but also to keep the Town's projects on track and goals moving forward into the future.

The foundation of this Island is strong. Residents who live here support and take care of our natural resources; the visitors come in to build our economy and support the dozens of local business owners who call the Island home.

We as a Town, and I as mayor, are proud of the accomplishments outlined in this document, from parks to pathways, workforce housing to environmental protection, and more. But we are far from finished.

An Islander for more than 50 years myself, I have seen many changes over the years and know there will be more to come. We are on the right track, and I, along with staff and Town Council, will make sure that we keep moving forward, without compromising the ideals, history and natural beauty that Hilton Head Island is known for, and why we call the Island home.

Thank you for allowing us the opportunity to serve you.

*Alan Perry*

**Alan Perry**  
MAYOR OF HILTON HEAD ISLAND





## *From Town Manager Marc Orlando*

I am honored to present the 2023 Annual Report for the Town of Hilton Head Island. This report showcases our community's dynamic activities, significant progress and notable achievements over the past year.

2023 has been a year of diligent efforts towards enhancing our Town's infrastructure, maintaining the Island's natural beauty and preserving the environment that we cherish.

This year marked two significant milestones: the 40th anniversary of the Town's incorporation and the 360th anniversary of Captain William Hilton's first sighting of Hilton Head Island. Our celebrations, including concerts, picnics and various events, honored our rich history and displayed our community's diverse culture and unity, underscoring our Town's promising future.

Two highlights of 2023 were establishment of the Gullah Geechee Historic Neighborhoods Community Development Corporation and our pioneering step into public-private partnerships, naming OneStreet Residential the developer of choice for our first workforce housing project. Both of these initiatives represent our commitment to sustainable community development.

We also made substantial enhancements to our parks, adding new facilities, boardwalks, improved sports fields and upgraded pickleball courts. These improvements reflect our commitment to listening to our citizens and enriching their experience of our Town's unique Lowcountry lifestyle.

Our position as the #1 island in the United States for both residents and visitors is a testament to the collaborative efforts of our community. I extend my gratitude to our mayor, Town Council, residents, business owners, and Town staff for their unwavering support and leadership.

It is a privilege to serve this vibrant community alongside my dedicated team. Thank you for entrusting us with this responsibility.

*Marc Orlando*

**Marc Orlando, ICMA-CM**  
TOWN MANAGER





*Our Town Council is comprised of a mayor elected at-large and six Council members elected from their respective wards.*

Hilton Head Island has a Council-manager form of government. In this form of government, Town Council appoints a manager to implement Town Council's direction and oversee the day-to-day operations of the Town, while Town Council sets policy, establishes priorities, approves the budget and addresses issues facing our community. The mayor presides over Town Council meetings.

Town Council also appoints the Town attorney and residents who serve on Town boards, committees and commissions.



**Mayor – Alan Perry**  
*Elected November 2022*



**Ward 3 Town Council Member**  
**David Ames – Mayor Pro-Tem**  
*Elected November 2016*



**Ward 1 Town Council Member**  
**Alex Brown – Elected November 2020**



**Ward 2 Town Council Member**  
**Patsy Brison – Elected November 2022**



**Ward 4 Town Council Member**  
**Tamara Becker – Elected November 2018**



**Ward 5 Town Council Memeber**  
**Steve Alfred – Elected November 2022**



**Ward 6 Town Council Member**  
**Glenn Stanford – Elected February 2019**



*As we look to the future, we remain dedicated to nurturing this legacy.*

It is with great pride that we present the 2023 Annual Report for the Town of Hilton Head Island. This inaugural annual report is a testament to our enduring commitment to excellence, community and sustainable development. As we reflect on the past year's achievements, it is important to remember the rich history that has shaped our Island into the world-renowned destination it is today.

Hilton Head Island, a jewel on the South Carolina coast, boasts a history as rich and captivating as its natural beauty. Initially inhabited by Native American tribes, notably the Yemassee, the Island's first European contact was made in 1521 by the Spanish explorer Francisco Gordillo. Named "Hilton's Head" after Captain William Hilton,

who identified the headland in 1663, the Island evolved through eras of plantation agriculture, particularly indigo and cotton, underpinned by the tragic history of slavery.

The Civil War brought significant change, with Hilton Head Island becoming a strategic Union outpost. During this time, the country's first self-governed town of formerly enslaved people, Mitchelville, was established. Post-war, the Island's overall population dwindled, but the Gullah culture, a vibrant blend of African and American traditions, continued to thrive, leaving a lasting impact on the Island's heritage.

Planned development on Hilton Head Island began in the 1950s with visionary developer Charles Fraser transforming it into a



premier resort destination. His commitment to environmental stewardship, evident in the Island's careful planning and development, set a new standard for blending nature with thoughtful growth.

Today, the Town of Hilton Head Island, incorporated in 1983, continues this legacy. Balancing growth with environmental preservation, it offers residents and visitors alike a unique experience marked by stunning natural landscapes, world-class golf courses, and a commitment to cultural richness and community values.

As we look to the future, we remain dedicated to nurturing this legacy. This report highlights our progress over the last year in areas such as sustainable development, community engagement and economic growth, while also addressing challenges and outlining our vision for the future.

We thank you for your continued support and invite you to join us in celebrating the unique history and vibrant future of Hilton Head Island and the Town of Hilton Head Island.

HISTORICAL TIMELINE OF HILTON HEAD ISLAND

NATIVE AMERICAN

SETTLEMENTS

EARLY AMERICAN

MODERN AGE

**2000 B.C. – 1400 A.D.**

Remnants of oyster shells discarded by Native Americans can be found in present-day Sea Pines Forest Preserve and the Green's Shell Ring Enclosure Heritage Preserve.

**1717**

Hilton Head Island's first European settler, "Tuscarora Jack" Barnwell, founded Point Place Plantation.

**1766**

Starting in the mid-1700s, West Africans were enslaved and brought to Hilton Head Island to tend rice and cotton fields. By 1766, indigo was the primary crop, and there were 25 plantations on the Island.

**1775 – 1783**

The Revolutionary War: Hilton Head Islanders sided with colonists and skirmished with the British Loyalists from nearby Daufuskie Island. Four Revolutionary War soldiers are now buried or memorialized at the Zion Cemetery.

**1790**

William Elliot grew the first successful crop of sea island cotton at Myrtle Bank Plantation, formerly Point Place Plantation.

**1861**

On April 12, the Civil War began with Confederate firing on Fort Sumter in Charleston Harbor. In November, 12,653 Union troops came ashore on Hilton Head Island.

**1862**

General Ormsby Mitchel set aside land for Mitchelville, America's first self-governing town of formerly enslaved people.

**1868 – 1950**

When the Army left, so did the jobs for the Mitchelville citizens. Surviving through fishing and farming, Gullah people, direct descendants of enslaved people, moved from their half-acre Mitchelville lots to other parts of the Island.

**1889 – 1930**

Tracts of land were purchased by private citizens for hunting preserves. In 1912, the Hudson and Toomer families began operating oyster factories.

**1950**

Lumbermen from Hinesville, Georgia, built sawmills and purchased 8,400 acres on the Island to harvest sea pines.

**1950s**

Sea Pines, Hilton Head Island's first planned community, was imagined by Charles Fraser.

**1956**

Byrnes Bridge was the first bridge constructed to connect the Island to the mainland. Hilton Head Inn opened on South Forest Beach. The Island's first grocery store opened at Coligny Plaza.

**1998**

Cross Island Parkway was completed.

**2023**

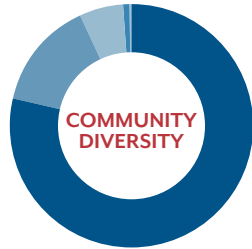
Hilton Head Island's permanent population: 40,000. Hilton Head Island's annual visitors in 2021: 3.13 million. The vacation destination continues to uphold Charles Fraser's vision by prioritizing sustainability and environmental protection.





## DEMOGRAPHICS

POPULATION  
**37,661**



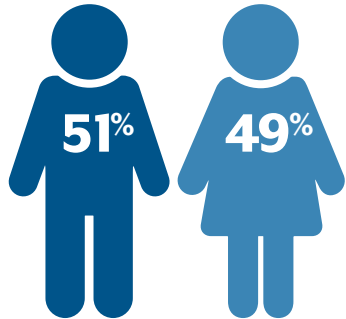
**58** MEDIAN AGE

POPULATION UNDER 18

**13%**

**37%**

POPULATION OVER 65



**\$86K**  
MEDIAN FAMILY INCOME

BELOW POVERTY LINE  
**7.6%**

## EDUCATIONAL FACILITIES

### PUBLIC SCHOOLS



- Hilton Head Early Childhood Center
- Hilton Head Island Elementary
- Hilton Head Island Middle School
- Hilton Head Island High School

### PRIVATE SCHOOLS



- Sea Pines Montessori Academy: Preschool – 6
- The Island Academy of Hilton Head: Preschool – 12
- St. Francis Catholic School: K–8
- Heritage Academy: 6–12
- Hilton Head Preparatory School: Pre-K–12

### HIGHER EDUCATION



- University of South Carolina Beaufort Hilton Head Campus

## HOUSING

**34,665** TOTAL HOUSING UNITS



**16,882** multi-family units



**16,590** single family detached homes



**1,193** mobile homes



NATURALLY OCCURRING AFFORDABLE HOUSING  
**1,700–2,475** units

### SHORT-TERM RENTALS

**1 in 5** residential properties is a short-term rental unit



### HOUSING UNITS FOR SALE

October Market Report – Hilton Head Area Realtors Association



**325** condos/villas for sale  
(median price \$556,950)

**186** detached homes for sale  
(median price \$1,085,000)

Source: 2020 Census Data





## Top 15 Strategies

The Strategic Action Plan is the guiding document the Town will use to determine how to best utilize its resources over the next one to two years. Our Plan, the Strategic Action Plan, and the Town’s annual budget are all complementary puzzle pieces that fit together and guide the Town’s work during this time. The Town Council identified the following top 15 strategies in 2023.

01



### GROWTH MANAGEMENT STRATEGY

Successfully manage increasing and evolving future growth patterns in a manner that will ensure sustainability of Hilton Head Island’s unique character.

02



### WORKFORCE HOUSING FRAMEWORK

The Workforce Housing Framework is a commitment to preserve and expand workforce housing options on Hilton Head Island.

03



### MAJOR CORRIDORS/ STREET ENHANCEMENT

Improvements will be aimed at improving safety, beautification and consistency to include landscaping and aesthetics, pathways, intersections, roadways, transit and wayfinding.

04



### WILLIAM HILTON PARKWAY GATEWAY CORRIDOR PLAN

Execute the goals and objectives outlined in the adopted “Guiding Principles for the US278 Gateway Corridor Project” as a comprehensive corridor improvement plan stretching from the mainland to the Cross Island Parkway.

05



### GULLAH GEECHEE HISTORIC NEIGHBORHOODS COMMUNITY DEVELOPMENT CORPORATION

The Gullah Geechee Historic Neighborhoods Community Development Corporation has been formed with the goal of stabilizing, protecting and promoting historic and culturally sensitive Gullah communities on Hilton Head Island.

06



### HILTON HEAD ISLAND RESILIENCY

By using the most up-to-date models and sound information on future projections, we will assess vulnerabilities and enhance our adaptive capacity with tools and actions designed to protect the short and long-term interests of our residents, businesses and public infrastructure.



07



## CAPITAL IMPROVEMENT PROGRAM (CIP)

The Capital Improvement Program is the Town's five-year program for planning capital improvement needs identified in the Comprehensive Plan and other adopted Town plans. It includes beaches, pathways, roadways, parks, facilities/equipment management, fleet management, and stormwater management.

08



## LAND ACQUISITION MANUAL

Update the Land Acquisition Manual to reflect current practices and evaluation processes that guide the Town's purchase of property for parks, open space, conservation, Town facilities, commercial redevelopment, workforce housing, development rights, and preservation of historic neighborhoods.

09



## HILTON HEAD ISLAND SOLID WASTE AND RECYCLING

The Town's Our Plan document lays out several goals related to increasing capacity for processing recyclable materials and ensuring the long-term viability of solid waste disposal for the Island.

10



## DESTINATION MARKETING ORGANIZATION (DMO)

Work with the Town's authorized Destination Marketing Organization to adopt, implement, and measure the results of an effective marketing plan that places an emphasis on positive community attributes of Hilton Head Island as a place to live, work and play.

11



## ALTERNATIVE REVENUE SOURCES AND FUNDING OPPORTUNITIES

In order to support the long-term financial stability of the Town, utilize all available resources at the federal, state and local levels to identify and obtain alternative sources of revenue, grant funding or other project funding.

12



## SHORT-TERM RENTALS

Conduct a short-term rental program assessment that evaluates the short-term rental program effectiveness on addressing the negative impacts to neighborhoods.

13



## GULLAH GEECHEE TASK FORCE

Implement the framework for the Top 16 Priority Projects from the Gullah Geechee Preservation Report Recommendations as approved by Town Council in 2019.

14



## ST. JAMES BAPTIST CHURCH RELOCATION

The Town has committed to assisting St. James Baptist Church in the successful relocation of its congregation to a mutually agreed-upon location that will meet the current and future needs of the church.

15



## BEACH PARK ENHANCEMENTS

The Town must ensure that it maintains the quality of the beach-going experience through the development of a comprehensive enhancement plan that will identify physical infrastructure needs and improvements, and upgrades of existing facilities.





## Policy Actions

- Adopted 2023 – 2025 Strategic Action Plan, setting the Town’s course for the next two years.
- Adopted \$129.95 million Fiscal Year 2024 Consolidated Budget.
- Gullah Geechee Historic Neighborhoods Community Development Corporation launched – board of directors selected and executive director hired.
- Reduced the millage rate from 23.1 to 21.4.
- Adopted Comprehensive Beach Management Plan.
- Approved master plans for Islanders Beach Park, Shelter Cove Park expansion, Taylor Family Park and Patterson Park.
- Approved \$4,267,368 in accommodations tax grants for 38 organizations.



## Growth Management

Adopted Land Management Ordinance amendments focused on:

- Preserving existing neighborhood character.
- More consistent, clear and transparent process for new development review and approval.
- Elimination of staff-granted waivers.
- More consistent application of standards.
- Improving the final built environment.
- Contract for Land Management Ordinance overhaul awarded to Code Studio.



## Land Acquisition

Acquired 25.92 acres at a cost of \$19,280,000 including:

- 12.019 acre property on Jonesville Road.
- 7.19 acre property on Bryant Road.
- 3.04 acres on Shelter Cove Lane for park and pathway expansion.
- 0.52 acres on Matthews Drive to maintain as green space on Broad Creek.
- Purchases funded by Real Estate Transfer Fee and accommodations taxes.
- Assumed full ownership of Cross Island Parkway Administration Building, Old Schoolhouse Park, Barker Field Park and Main Street.





## Arts, Culture and History

- Installed a piano at Shetler Cove Community Park for public use.
- Implemented a Poetry Trail with QR codes that allow visitors to hear the poems in the authors' own words.
- Sponsored the 2023 Crescendo Festival celebrating the rich arts, culture and history of the Island with over 100 individual events occurring between October 7 and November 18.
- Expanded the Lantern Parade to make it more accessible to mobility-challenged attendees.
- Obtained a grant to enable 115 students and 25 community members to attend "Mitchelville," a play performed by Lean Ensemble.



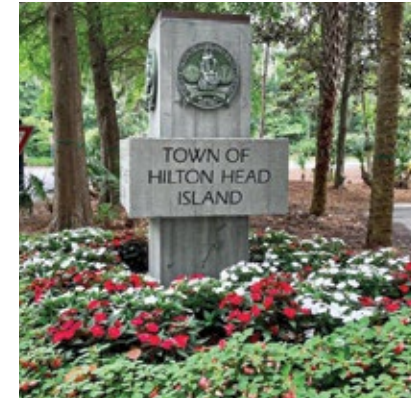
## Workforce Housing

- Chief Housing Officer hired.
- \$3.3 million committed to new housing fund in fiscal year 2024 budget.
- Town Council appointed the Northpoint Public-Private Partnership Housing Advisory Committee.
- Identified OneStreet Residential as preferred development partner for Northpoint Public-Private Partnership.
- Town Council appointed the Housing Action Committee.
- Participated in Beaufort Jasper Housing Trust with an FY24 contribution of \$86,559.



## Resiliency

- Chief Environmental Officer hired.
- Executed standardized stormwater agreements with Ashton Cove, Carolina Isles, Peregrine Point, Beach City Place and Chinaberry Ridge.
- Contracted Dewberry Engineers, Inc. to create a Hilton Head Island Resilience Plan.
- Installed new control gates at the Lawton Canal Pump Station to enhance ability to manage stormwater.
- Applied for 2025 Island-wide Beach Renourishment permits.
- Completed a survey of beach conditions in June and prepared the 2023 Physical Beach Monitoring Report.



## Multi-Departmental

- Created and launched Town-owned property dashboard on Town website.
- Created and launched traffic and roadwork hub on Town website.
- Launched summer season programs including enhanced Community Code Enforcement presence on beaches, Beach Ambassadors, Finnegan's Sharing Shack, remote parking for Coligny Beach and Beach Shuttles.
- Resident beach parking permit software and monitoring enhancements implemented.
- Agenda management software implemented.
- New historical marker installed at Fort Howell.





## Capital Improvements

- Installed and activated Island-wide adaptive traffic signal management system at 25 intersections.
- Resurfaced and opened 6 pickleball courts at Old School House Park.
- Boardwalk replacement and facility enhancements made at Folly Field Beach Park.
- Boardwalk replacement and park enhancements made at Driessen Beach Park.
- Completed landscape, parking and pathway improvements at the Town Hall.
- Completed maintenance and beautification work along corridors and pathways.
- Improvements made at Palmetto Bay Road, Arrow Road and Point Comfort Road intersections.
- Completed art installation and opened Shelter Cove Sculpture Trail.
- Acquired and installed Carolina Parakeet sculpture at Lowcountry Celebration Park as part of the Town's public art collection.
- Replaced Woodhaven Road Pathway.
- Installed two beach volleyball courts at Coligny Beach Park.

## Inclusive Community

The Gullah Geechee Historic Neighborhoods Community Development Corporation was established in 2022 and launched in 2023.

- Board of directors sworn in on May 17, 2023.
- Executive Director Thomas Boxley hired on November 6, 2023.

Funding in the amount of \$5,343,185 for the GGHNCDC was included in the fiscal year 2024 budget. The purpose of the GGHNCDC is to:

- Facilitate community redevelopment.
- Foster and promote redevelopment.
- Facilitate small business start-up, development and retention.
- Mitigate potential negative impacts on historic neighborhoods.
- Invest and reinvest funds.
- Apply for and administer grants and other financial resources.

Small and Minority-Owned Disadvantaged Business Enterprise Utilization Program:

- Public workshop held at Island Rec Center on October 26.
  - Speakers included: Rich Groth, Town of Hilton Head Island Procurement Officer, and;
  - Johnny Burch, SC Division of Small and Minority Business Contracting and Certification.
  - 60 people attended the session.
  - Resource kits provided to attendees.
- Webpage launched to provide consolidated access to information, forms, frequently asked questions and other resources.





## Fire Rescue

- Obtained Agency Training Program Certification through Association of Public-Safety Communications Officials.
- Obtained Emergency Management Accreditation through the Emergency Management Accreditation Program (EMAP).
- Awarded the Fire Safe South Carolina Designation for 4th consecutive year.
- 3 Fire Rescue employees awarded the International Fire Chiefs Ben Franklin Medal for Valor.
- Chief Blankenship awarded the International Fire Chiefs Departmental Leadership Award.
- Fire Rescue Strategic Action Plan adopted.
- Fire Rescue Chaplin Program implemented with 4 local clergy members.
- Staffing model updated to improve service levels and response time.



## Finance

- Received approximately \$9 million in grant awards from federal, state and other sources.
- Town of Hilton Head Island Financial Audit for the fiscal year ending June 30, 2023, accepted by Town Council on December 5, 2023.
- Defended AA+ Town bond rating with Standard and Poor's.
- Made final payment on \$18 million Hurricane Matthew Recovery Bonds.



## Community Engagement

- Planned, promoted and produced a celebration of the Town's 40th anniversary of incorporation and the 360th anniversary of the sighting of Hilton Head Island by Captain William Hilton.
- Participated in planning and production of Juneteenth event with Historic Mitchelville Freedom Park staff on June 17, 2023.
- Sponsored and assisted with production of the inaugural Hilton Head Island Jam Songwriter Festival.
- Implemented Fire Rescue Community Outreach and Recruitment team and promoted 2 full-time captains to serve.
- Hosted 30+ Italian students at Town Hall for a government overview and meet and greet with mayor, Town Council members and senior staff.



## Human Resources

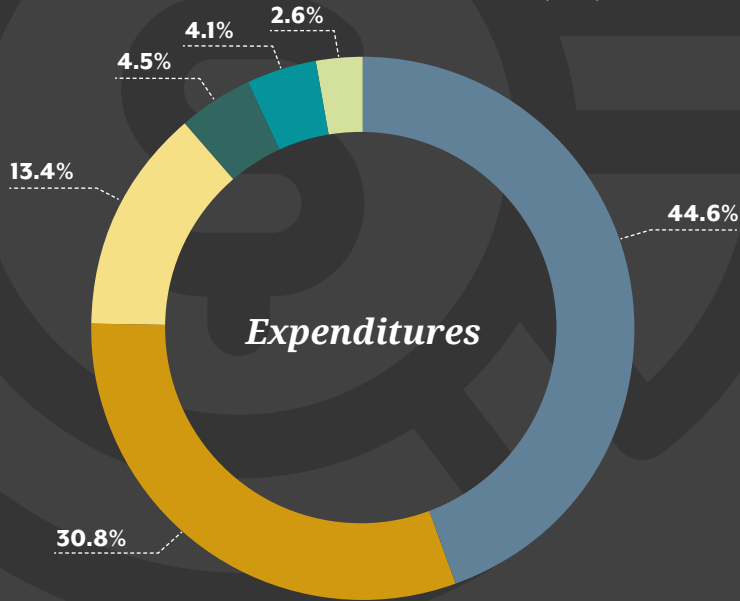
- Promoted 29 employees and reclassified 30 other positions.
- Improved employee benefit offerings and compensation to enhance the Town's position as an employer of choice.
- Provided diverse training opportunities for Town staff including 1st Amendment Rights, Effective Supervisory Practices, Security Awareness and Retirement Planning.
- Held 7+ employee appreciation events to enhance team building, networking and community engagement.
- Revamped onboarding process to include comprehensive organization-specific and community-wide information and immersive learning opportunities.
- Staff participated in 415+ hours of volunteer service in the community through the Town's Corporate Social Responsibility Program.



## Budget

Adopted FY2024 Budget = **\$129,950,293**

<p><b>General Fund</b> 44.6%   \$57,980,977</p>	<p><b>Stormwater Utility Fund</b> 4.5%   \$5,885,817</p>
<p><b>Capital Projects Fund</b> 30.8%   \$39,993,081</p>	<p><b>Gullah Geechee Historic Neighborhoods Community Development Corporation Fund</b> 4.1%   \$5,343,185</p>
<p><b>Debt Service Fund</b> 13.4%   \$17,397,233</p>	<p><b>Housing Fund</b> 2.6%   \$3,350,000</p>



Visit: [hiltonheadislandsc.gov/Budget/](https://hiltonheadislandsc.gov/Budget/) for more details.

## Consolidated Budget Highlights

01

Priority-based budget that is funding the Town's Strategic Plan initiatives



02

Increased fund balances due to prior year unspent funds, as well as fund balance policy improvements – approximately \$4M



03

Decrease in property tax rate with the millage rate reduction from 23.1 to 21.4 after reassessment



04

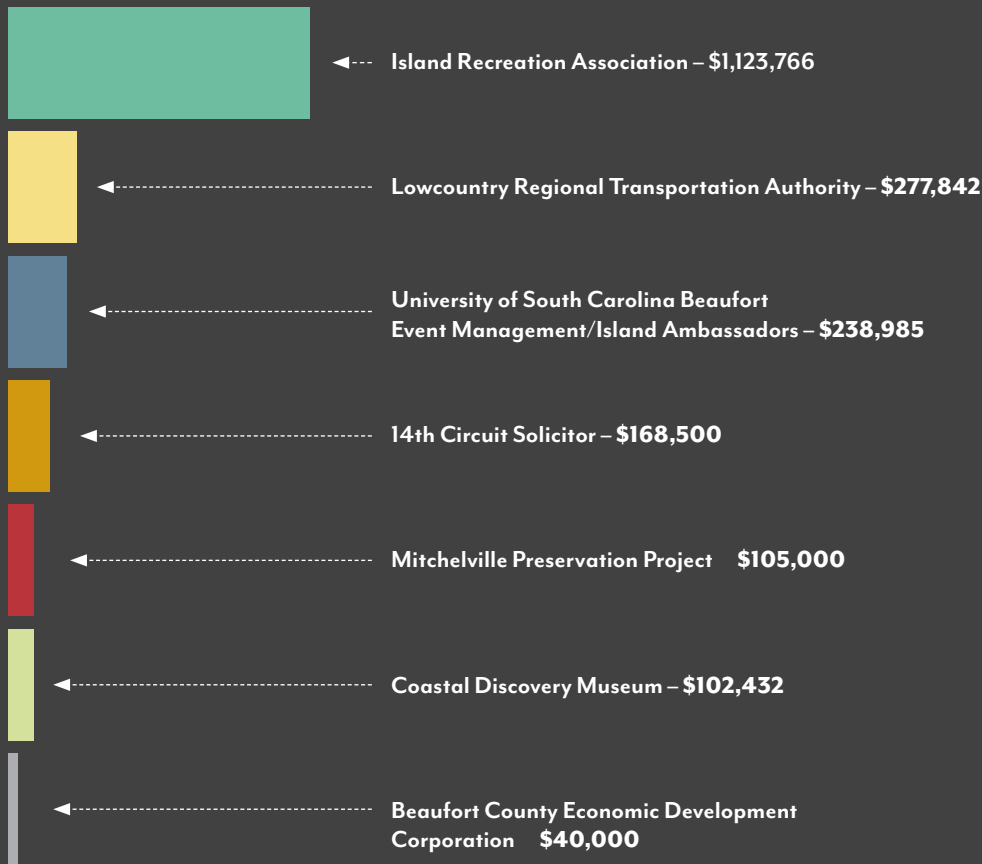
State ATAX funding to increase support of both the General Fund and Capital Projects Fund





## Funding of Affiliated Agencies

Total Funding = **\$2,056,525**



## Financial Strength

BOND RATINGS:

**AAA** Moody's Investor Service

**AA+** S&P

**AA+** Fitch

## Awards

**Certificate of Achievement for Excellence in Financial Reporting** for Annual Comprehensive Financial Report every year from 1989 – 2022



**33**  
YEARS!  
in a  
ROW!





## Growth Management

- > **25.92** acres of land purchased in 2023 at a cost of **\$19,280,000**
- > Funding sources included: Real Estate Transfer Fees, State Accommodations Tax, Land Sale Proceeds, and Hospitality Tax.



## Short-term Rentals

- > Launched short-term rental program including permit software
- > **7,068** short-term rentals were permitted in 2023

## Quality of Life

- > **72** miles of public **pathways**
- > **50%** of residents live within a **10-minute** walk of a Town park
- > **4** park master plans were adopted in 2023
- > **134** community **events** held



## Workforce Housing

- > **\$3.3 million** committed to new workforce housing fund as part of FY2024 budget
- > Northpoint Public-Private Partnership will result in a **150-170 unit** multi-family workforce housing development on 11 acres of Town-owned land
- > Named OneStreet Residential as preferred development partner for Northpoint Public-Private Partnership

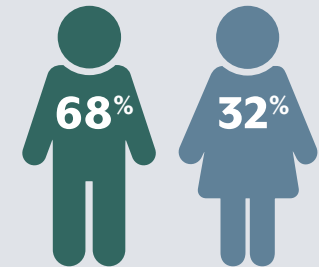


Expansion of **public art** to include:

- > **3 sculptures** installed on Shelter Cove Sculpture Trail
- > **1 sculpture** added to the Town's public art collection – "Carolina Parakeet" acquired and installed at Lowcountry Celebration Park
- > **1 mural** completed at Hilton Head Island School for the Creative Arts

## Staff Demographics

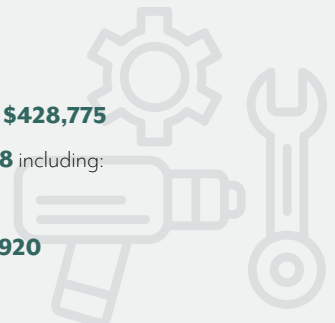
WORKFORCE DIVERSITY			
<b>83.7%</b>	Caucasian	<b>2.5%</b>	Other or 2+
<b>5.3%</b>	Black/African American	<b>2.1%</b>	Asian
<b>5.0%</b>	Hispanic or Latino	<b>1.1%</b>	American Indian or Alaska Native
		<b>0.3%</b>	Pacific Islander



## Community Development

### HOME SAFETY AND REPAIR PROGRAM:

- > **95** applications approved
  - **30** projects are pending or under contract – **\$428,775**
  - **17** projects completed at a cost of **\$104,378** including:
    - **9** homes repaired – **\$81,458**
    - **8** tree removal or pruning projects – **\$22,920**
  - **48** approved projects remain



### LATERAL SEWER CONNECTION PROGRAM:

- > **35** applications have received Town approval
  - **22** of these have been completed – **\$216,098**
  - **5** projects pending – **\$77,400**

### PERMITTING & INSPECTIONS:

- > **4,603** total permits issued
  - **75** single-family permits issued
  - **5** multi-family permits (**94** units) issued
  - **20** new commercial permits issued
- > **30,574** building inspections performed
- > **4,084** single-family stormwater inspections

## Public Service

### TOWN WORKFORCE:

- > **294.7** total fulltime equivalent positions (FTEs)
  - **143.9** non-Fire Rescue fulltime equivalents
  - Non-Fire Rescue FTEs/capita – **1:262**



### FIRE RESCUE:

Fire Rescue FTEs/capita – **1:245**

- > **9,560** emergency responses

**7,032**  
EMS CALLS

91% of which were responded to within the response time goal

**2,278**  
FIRE CALLS

89% of which were responded to within the response time goal

- > **877** attendees at fire & life safety education events
- > **835** community outreach participants

### COMMUNITY CODE ENFORCEMENT (May – December):

- > **293** short-term rental complaints received
- > **539** building/land management ordinance site checks
- > Beach Patrol – **11,938** violations addressed:



## Marketing & Commuincations

2023 E-SUBSCRIPTION STATS:

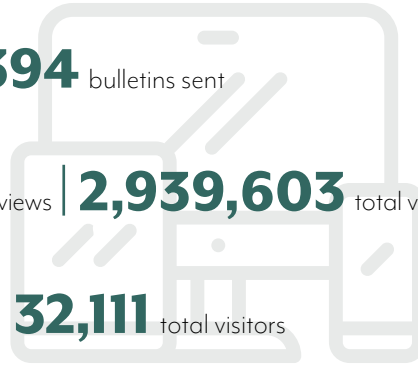
**36,577** subscribers | **394** bulletins sent

2023 WEBSITE STATS:

**13,652,410** page views | **2,939,603** total visitors

2023 WEBSITE STATS (SPANISH):

**144,456** page views | **32,111** total visitors



**f** **38,625** Followers  
**1,248** Posts

**i** **2,145** Followers  
**522** Posts

**in** **3,137** Followers  
**826** Posts

**X** **8,720** Followers  
**329** Posts

**▶** **1,041** Followers  
**29,225** Views

## Economic Development



**124** NEW BUSINESSES OPENED IN 2023

- > **43** Personal/professional services
- > **17** Retail
- > **16** Food & beverage
- > **12** Real estate
- > **12** Healthcare
- > **9** Recreation
- > **9** Contractors
- > **6** Manufacturing

## Grants Awarded

- > **\$5,000,000** from **State of SC Department of Commerce** – used for the Gullah Geechee Historic Neighborhoods Community Development Corporation
- > **\$3,100,000** from **Beaufort County Impact Fee Payment** – used for adaptive traffic signal installation
- > **\$300,000** from **Beaufort County American Rescue Plan Act (ARPA)** via Beaufort County Impact Fee Payment
- > **\$56,250** from **Building Resilient Infrastructure and Communities Program (FEMA)**



## Destination Marketing Organization

VISITORS TO HILTON HEAD ISLAND IN 2022:

# 3.13

MILLION Source: HHI-Bluffton Chamber of Commerce

Visit: [Hiltonheadisland.org](https://hiltonheadisland.org)



OCCUPANCY RATES:



### Hotel

- > Occupancy – 57.7%
- > Average daily rate – \$240
- > RevPAR – \$138

Source: Smith Travel Research

### Home & Villa

- > Occupancy – 57%
- > Average daily rate – \$359
- > RevPAR – \$205

Source: Keydata

Hilton Head Island named Best Island in the U.S. for the seventh consecutive year in the Conde' Nast Traveler Readers' Choice Awards.



Hilton Head Island 2024 Official Vacation Planner prominently features arts & culture, ecotourism, history, recreation and wellness.



## Technology & Innovation

TOWN STAFF HELP DESK:

- > **5,143** staff help desk tickets received
- > **20.83** help desk tickets received per work day
- > Average response time – **19.5** hours

MYHHI (SEECLICKFIX):

- > **1,919** total issues reported
  - **974** from public
  - **945** from staff
- > **1,856** issues closed
- > **63** issues remain open



## Business Licenses

# 14,167

BUSINESS LICENSES ISSUED

13% increase in number of business licenses over 2022

# \$8,300,353

TOTAL BUSINESS LICENSE REVENUE

13% increase in revenue over 2022





*We reflect on a landmark year for our community, marked by significant milestones and continuous strides towards excellence.*

This year, we celebrated our 40th anniversary, a testament to our enduring commitment and resilience. Over four decades, we have evolved, grown and flourished, setting a benchmark for excellence and community development.

A highlight of this year was hosting our first Hilton Head Island Jam Songwriter Festival, supported by BMI. The event showcased not only incredible Nashville-based musical talent but also our Town's capacity for cultural enrichment. This festival has sown the seeds for a new tradition, promising to be a beacon for arts and creativity in the years to come.



We also made substantial enhancements in our quality of life offerings. From improving our public spaces to introducing new community programs, our focus has been unwavering: to create an environment where every resident and visitor can thrive. These initiatives reflect our ongoing commitment to exceed the needs and expectations of our community.

Our continued pursuit of excellence is a goal and a journey. As we look forward to the future, we are inspired by our past achievements and driven by the potential of what we can accomplish together. Our journey is characterized by innovation, collaboration and an unyielding spirit of community.

As we close this chapter and look towards the horizon, we are filled with gratitude and anticipation. Gratitude for the support, dedication and passion of every member of our community, and anticipation for the opportunities that lie ahead. We step into the future with confidence, ready to embrace new challenges and continue our legacy of excellence.

Together, we are not just marking time; we are making history.







TOWN OF HILTON HEAD ISLAND

