

COUNTY COUNCIL OF BEAUFORT COUNTY
ADMINISTRATION BUILDING
BEAUFORT COUNTY GOVERNMENT ROBERT SMALLS COMPLEX
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SPECIAL COUNSEL

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AGENDA
GOVERNMENTAL COMMITTEE
(Includes Public Safety Division)

Monday, March 23, 2015

2:30 p.m.

Large Meeting Room, Hilton Head Island Branch Library
11 Beach City Road, Hilton Head Island

WORK SESSION

Governmental Committee Members:

Stu Rodman, Chairman
Rick Caporale, Vice Chairman
Cynthia Bensch
Gerald Dawson
Brian Flewelling
Alice Howard
Jerry Stewart

Staff Liaison:

Phil Foot, Assistant County Administrator
Public Safety

1. CALL TO ORDER – 2:30 P.M
2. CONSIDERATION OF REAPPOINTMENTS AND APPOINTMENTS
 - A. Burton Fire District Commission
 - B. Lowcountry Regional Transportation Authority
3. A RESOLUTION TO COMMISSION AN ANIMAL SERVICE OFFICER TO ENFORCE BEAUFORT COUNTY ANIMAL ORDINANCES FOR BEAUFORT COUNTY PURSUANT TO THE AUTHORITY GRANTED IN SECTION 4-9-145 OF THE CODE OF LAWS OF SOUTH CAROLINA, 1976 AS AMENDED ([backup](#))
4. DEVELOPMENT OF AN ECONOMIC DEVELOPMENT STRATEGY
 - A. Input from Municipalities and their Economic Development efforts include:
 1. Their strategies
 2. A critique of the six October 23 preliminary recommendations ([backup](#))
 3. How the County can best support their efforts?
 4. Other recommendations
 - B. Path forward Discussion
5. ADJOURNMENT

2015 Strategic Plan Committee Assignments

County Economic Development Policy Framework, Strategy and Action Plan
Heritage / Historic Tourism Plan: Development, Action Plan
Business License: Direction on Funding Source for Economic Development



RESOLUTION 2015 /

A RESOLUTION TO COMMISSION AN ANIMAL SERVICE OFFICER TO ENFORCE BEAUFORT COUNTY ANIMAL ORDINANCES FOR BEAUFORT COUNTY PURSUANT TO THE AUTHORITY GRANTED IN SECTION 4-9-145 OF THE CODE OF LAWS OF SOUTH CAROLINA, 1976 AS AMENDED.

WHEREAS, Beaufort County Council may appoint and commission as many animal service officers as may be necessary for proper security, general welfare and convenience of the County; and

WHEREAS, each candidate for appointment as a Beaufort County Animal Service Officer has completed training and whatever certification may be necessary.

NOW, THEREFORE, BE IT RESOLVED by the County Council of Beaufort County, South Carolina that:

1. County Council hereby appoints and commissions the following individual as Animal Service Officer for Beaufort County:

Danny Capers, Beaufort County Animal Services

2. Each Animal Service Officer shall present the appropriate certificate to a duly-appointed magistrate for Beaufort County to take the oath of office prior to any official action as an Animal Service Officer.

Adopted this ____ day of_____, 2015.

COUNTY COUNCIL OF BEAUFORT COUNTY

By: _____
D. Paul Sommerville, Chairman

APPROVED AS TO FORM:

Joshua A. Gruber, Deputy County Administrator
Special Counsel

ATTEST:

Suzanne M. Rainey, Clerk to Council

Beaufort County Economic Development

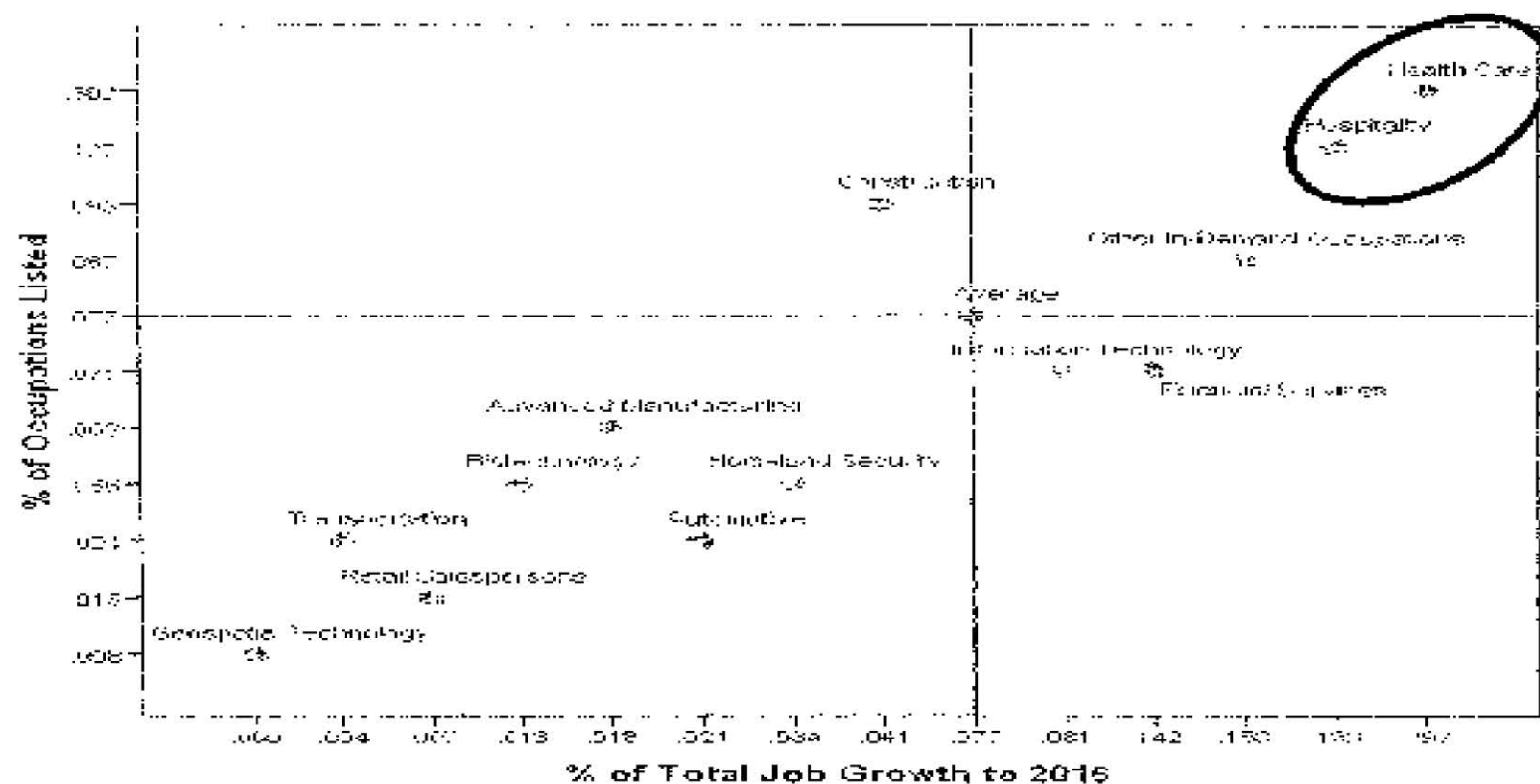
10/13/14

Recommendation #1

Facilitate Deals County-wide

- **County's Perspective:**
 - Investor Mentality
 - Indifferent as to Location
 - Financial Staff to Provide Due Diligence
- **Economic Development Corporations:**
 - Marketing
 - Recruiting
 - Negotiations
- **County Tool Kit:**
 - Tax Incentive
 - Infrastructure
 - Zoning
 - Funding
- **Funding:**
 1. Required
 2. Sporadic
 3. Needs to be readily available
 4. Generally capital
 5. Lends itself to long term bonding
- **Suggested Approach:**
 1. Use General Fund Reserve as Needed
 2. Replenish Periodically:
 - Bonding for Capital Expenditures
 - Tax Levy for General Fund Expenditures

Occupations Listed and Total Job Growth for Beaufort County, 2016



Source: County Data Accessed by John Salazar, Ph.D., USCB

Recommendation #2

Convene a County-wide Healthcare Task Force

Residential Healthcare

- Important for:
 1. Resident
 2. Future Residents
- Local Initiatives:
 1. HHI
 2. Bluffton
 3. North County

Healthcare Industry

- Single Best County-wide Opportunity:
 1. Growth Industry
 2. Attracted to Quality of Life Communities
 3. Entrepreneurial / Start-Ups
 4. Knowledge Based / Applied Technology
- Attributes:
 1. Center of Excellence
 2. Remote Delivery
 3. Medical Tourism
 4. Destination Marketing
 5. Recession Proof
 6. County-wide
 7. High Paying Jobs

Recommendation #3

Establish Medical Commerce Park / Exercise the Graves Option

Graves Property

- Strong Case for Healthcare
- Opportunities:
 - Residents
 - Industry
- Key Steps:
 - Task Force: HHI, Bluffton, & Beaufort
 - Establish Medical Park Property:
 - Hospital Independent
 - Mid-county (i.e. Bluffton):
 - Graves Property:
 - Best Site
 - County has an Option

World-class Healthcare Vision

1. Recognized Medical Destination
2. Attracting Residents, Patients, & Companies
3. Producing High Paying Jobs

Funding

\$ 8 million - Medical Commerce Park**

3 - Preserve Horse Farm (R&C)

1 - Stormwater

\$12 million - Strike Price

** Ideally Private Developers (County RFP)

Recommendation #4

Don't Overlook Heritage Tourism

Santa Elena

Lost Century:

1. 1st Colonial Capital
2. 1st Settlement

Visitors: 150,000 Annually

Future Heritage Tourism

Reconstruction / NPS Priority

Penn Center

Mitchelville

Gullah Geechee

Civil War

Visitors: 150,000 Annually

Plus EcoTourism

Coastal Tourism

Current: 3 of top 8 Destinations in U.S.

Opportunity - Corridor Tourism

1. Charleston
2. Beaufort
3. Bluffton
4. Hilton Head island
5. Savannah

Increased Beaufort Visitors:

1. Extended Stays from Charleston to Savannah (assume 1% increase in Corridor Visitors Days)
2. Increased 7 - 10 day / Domestic & International Corridor Visitors (assume 1% increase in Corridor visitors)

Heritage Tourism (con't)

Charleston to Savannah Corridor Increase

Visitors: +1 million

Visitor days: +3.8 million

Economic value: +\$448 million

Jobs: +6,500

Taxes: +\$68 million

Beaufort County Increase

Visitors (drives retirees):

200% Increase - Beaufort

130% - Bluffton

7% - HHI

County Economic Value: +\$300 million

Taxes: +\$60 million

Added Jobs:

2,400 - Beaufort

1,430 - Bluffton

1.060 - HHI

+4,890

Recommendation #5

Prep a North County Aerospace Site

Commitment Scenario

- Reasonable Case to have a Ready Site
- Locations:
 - Commerce Park
 - US 21 / Air Station
- Strategy:
 - First Site:
 - Identify & Prep
 - Provide Full Ride for 1st Company
 - Facility?
 - 2nd - 5th Sites:
 - Prep upon each Success
 - Declining Subsidy
 - Prove or Disprove the Theory

\$.5 Million - Site #1 (100%)

.4 #2 (80%)

.3 #3 (60%)

.2 #4 (40%)

.1 #5 (20%)

\$1.5 Million

Upside: 5 Businesses & Jobs / \$1.5 million

Downside: No Success / Loss on Resale

Recommendation #6

Establish a North County Public / Economic Development Corp (PDC/EDC)

Result: 3 Development Units

Bluffton (PDC) HHI (EDC) Beaufort (?)

Supporting Observations

- Diverse County w/ Different Opportunities
- Government funding required for all 3 Economic Corps due to lacks of large commercial entities
- County is obligated to support economic development in the unincorporated areas
- Affiliate with Southern Alliance
- Merge the City of Beaufort & LEA activities:
 - LEA primary focused on North County
 - LEA co-located with the City of Beaufort

Industries

Good Targets:

- Aerospace - Go for It
- Heritage Tourism - emerging
- Medical - In Process South County
- Agriculture ?

Questionable Targets:

- Light Manufacturing
 - Not Near Markets
 - Not Near Materials
- Distribution / Warehousing / Logistics
- Military Vehicles
- Green Products

Economic Development Recommended Strategic Initiatives

County-wide:

- **Facilitate Deals County-wide**
- **Pursue Healthcare as the best County-wide Opportunity**
- **Facilitate Medical Commercial Park**

Northern Beaufort County:

- **Support a North County Economic Development Corp**
- **Prep a Site in Northern Beaufort County**
- **Don't Overlook Heritage Tourism**