



**The Town of Hilton Head Island
Regular Town Council Meeting**

June 16, 2015

4:00 P.M.

BENJAMIN M. RACUSIN COUNCIL CHAMBERS

AGENDA - REVISED

**As a Courtesy to Others Please Turn Off/Silence All Mobile Devices During
the Town Council Meeting**

- 1) Call to Order**
- 2) Pledge to the Flag**
- 3) Invocation**
- 4) FOIA Compliance** – Public notification of this meeting has been published, posted and distributed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.
- 5) Proclamations and Commendations**
 - a. Juneteenth Celebration Proclamation
- 6) Approval of Minutes**
 - a. Town Council Meeting, June 2, 2015
 - b. Town Council Public Hearing/Special Meeting, June 9, 2015
- 7) Report of the Town Manager**
 - a. Bicycle Friendly Community: Gold Level Award Update
 - b. Review of Economic Development Corporation 2015-16 Action Plan - Don Kirkman
 - c. Town Manager's Items of Interest
 - (1) Town News
 - (2) Noteworthy Events
- 8) Reports from Members of Council**
 - a. General Reports from Council
 - b. Report of the Intergovernmental Relations Committee – Bill Harkins, Chairman
 - c. Report of the Community Services Committee – Kim Likins, Chairman
 - d. Report of the Public Planning Committee – Tom Lennox, Chairman
 - e. Report of the Public Facilities Committee – Lee Edwards, Chairman
 - f. Report of the Public Safety Committee - Marc Grant, Chairman

g. Report of the Finance and Administrative Committee - John McCann, Chairman

- (1) Recommendation to authorize the Town Manager to enter into a contract with Dr. John Salazar representing USCB and Dr. Robert T. Carey representing Clemson University, for services that would provide, in part, comparative economic analysis of Hilton Head Island versus other communities and other council-generated studies.

h. Report of the Circle to Circle Committee - Tom Lennox, Town Council Liaison

9) Appearance by Citizens

10) Unfinished Business

a. Second Reading of Proposed Ordinance 2015-14

Second Reading of Proposed Ordinance 2015-14 to amend Title 1, Title 8, Title 15 and Title 17 of the Municipal Code of the Town of Hilton Head Island, South Carolina, making general amendments to reflect new Land Management Ordinance sections and references and providing for severability and an effective date.

b. Second Reading of Proposed Ordinance 2015-15

Second Reading of Proposed Ordinance 2015-15 of the Town of Hilton Head Island, South Carolina, authorizing the execution of a lease with Boys and Girls Clubs of the Lowcountry, Inc. pursuant to the authority of S.C. Code Ann. § 5-7-40, and § 2-7-20 of the *Code of the Town of Hilton Head Island, South Carolina*; and providing for severability and an effective date.

c. Second Reading of Proposed Ordinance 2015-13

Second Reading of Proposed Ordinance 2015-13 to raise revenue and adopt a budget for the Town of Hilton Head Island, South Carolina, for the fiscal year ending June 30, 2016; 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.

11) New Business

- a.** Consideration of a Recommendation from the Accommodations Tax Advisory Committee for the Chamber of Commerce Visitor and Convention Bureau's proposed 2015-16 "30 Percent" Budget.

- b.** Consideration of Acquisition of Property in the Palmetto Bay Road Corridor

12) Executive Session

a. Land Acquisition

- (1) AT&T Mobility Request to Lease Town Property
- (2) Circle K Request to Purchase Town Property
- (3) David Berry Request to Purchase Town Property
- (4) Potential Acquisition of Property in the Palmetto Bay Road Corridor

b. Contractual Matters

- (1) Development Agreement for Shelter Cove Towne Centre

13) Adjournment

Proclamation

By

The Town of Hilton Head Island

***WHEREAS**, Hilton Head Island was the home of the first self-governing town of former enslaved people in 1862; and*

***WHEREAS**, that town was named Mitchelville in honor of Major General Ormsby McKnight Mitchel who made it a reality; and*

***WHEREAS**, this town was the Dawn of Freedom for these formerly enslaved people; and*

***WHEREAS**, the mission of the Mitchelville Preservation Project is to replicate, preserve, and sustain this historically significant site and to educate the public about the sacrifice, resilience and perseverance of the freedmen of Mitchelville; and*

***WHEREAS**, to help honor that mission the Mitchelville Preservation Project will be reconstructing Mitchelville at Fish Haul Creek Park for one day only during the Juneteenth celebration on June 20, 2015.*

***NOW THEREFORE, I**, David Bennett, Mayor of the Town of Hilton Head Island do hereby proclaim June 20, 2015 as*

Reconstructing Mitchelville for One Day Only at the Juneteenth Celebration

on Hilton Head Island at Fish Haul Creek Park, the future home of the Mitchelville Freedom Park, and urge all citizens to attend the celebration as well.

IN TESTIMONY WHEREOF**, I have hereunto set my hand and caused this seal of the Town of Hilton Head Island to be affixed this **Sixteenth day of June, in the Year of our Lord, Two Thousand and Fifteen.

David Bennett, Mayor

Attest:

Victoria L. Pfannenschmidt, Town Clerk

THE TOWN OF HILTON HEAD ISLAND
REGULAR TOWN COUNCIL MEETING

Date: Tuesday, June 2, 2015

Time: 4:00 P.M.

Present from Town Council: David Bennett, *Mayor*; Bill Harkins, *Mayor Pro Tem*, Marc Grant, Tom Lennox, Kim Likins, John McCann, *Council Members*

Absent from Town Council: Lee Edwards, *Council Member*

Present from Town Staff: Steve Riley, *Town Manager*; Greg DeLoach, *Assistant Town Manager*; Charles Cousins, *Director of Community Development*; Brad Tadlock, *Fire Chief*; Nancy Gasen, *Director of Human Resources*; Susan Simmons, *Director of Finance*; Scott Liggett, *Director of Public Projects and Facilities/Chief Engineer*; Tom Fultz, *Director of Administrative Services*; Brian Hulbert, *Staff Attorney*; Ed Boring, *Deputy Fire Chief*; Victoria Shanahan, *Accounting Manager*; John Valvo, *Systems Analyst*; Members of Fire Rescue Crews and Administration; Vicki Pfannenschmidt, *Executive Assistant/Town Clerk*

Present from Media: None

1) CALL TO ORDER

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

2) PLEDGE TO THE FLAG

3) INVOCATION

4) FOIA Compliance – Public notification of this meeting has been published, posted, and mailed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.

5) Proclamations and Commendations

None.

6) Approval of Minutes

a. Town Council Special Meeting/Budget Workshop, May 12, 2015

Mr. Harkins moved to approve. Mr. McCann seconded. The motion was approved by a vote of 6-0.

b. Town Council Sewer Summit Workshop, May 14, 2015

Mayor Bennett proposed an amendment to **Item 10. Direction on Next Steps – Council and Commission** striking the existing sentence and replace it with the following:

It was the unanimous position of Town Council and the Commission that a mutual goal be set to provide sanitary sewer service to every citizen of Hilton Head Island within 5 years. In order to achieve this goal, Town and PSD staff would meet in the coming weeks to develop a proposed build-out plan as well as suggest a means of financing the effort and report back to Town Council within 30 days. Town staff is to suggest policy recommendations that reflect this goal to Town Council.

Mr. Harkins moved to approve the minutes as amended. Mr. McCann seconded. The motion was approved by a vote of 6-0.

c. Town Council Meeting, May 19, 2015

Mr. Harkins moved to approve. Mr. McCann seconded. The motion was approved by a vote of 5-0-1. Mr. Lennox abstained as he was not present at the May 19 meeting.

d. Town Council Meeting, May 27, 2015

Mr. Harkins moved to approve. Mr. McCann seconded. The motion was approved by a vote of 6-0.

7) Report of the Town Manager

a. Presentation of the Certificate of Achievement for Excellence in Financial Reporting for the Fiscal Year ending June 30, 2014

Mayor Bennett presented the award to Susan Simmons, Director of Finance.

b. American Heart Association 2015 Mission Lifeline Award, Brad Tadlock, Fire Chief

Chief Tadlock reviewed the requirements and process for the award and presented it to Mayor Bennett.

c. Town Manager's Items of Interest

Mr. Riley reported on the items of interest listed below.

(1) Town News

(2) Noteworthy Events

8) Reports from Members of Council

a. General Reports from Council

Mr. Harkins expressed his appreciation to Fire Rescue for their promptness in removing a downed tree that was blocking his street.

Mr. Harkins stated he has communicated with DHEC representatives that handle the federal funds for grants regarding sewers. The representatives indicated they are willing to come to Hilton Head Island and meet with Town staff and PSD staff the week of June 22 to work on details concerning the process to apply for federal assistance with the proposed sewer projects. Federal assistance would consist of funds for the main artery, connections to homes and maintenance. He said the DHEC representatives are prepared to spend two days to map out the process. Mr. Harkins said he spoke with the Town Manager to work on scheduling.

Mr. Harkins suggested the September 1, 2015 Regular Town Council meeting be cancelled due to a number of Council members that will be out of town. After discussion, it was the consensus of Council to cancel the meeting.

Mrs. Likins reported a constituent had concerns regarding placement of trash receptacles on the pathways. Mr. McCann noted the Rotary assisted with the kiosks and may be willing to assist with trash receptacles. Mayor Bennett asked Mr. Harkins, who is a member of Rotary, to please check into the matter with them.

Mayor Bennett referenced a memo he sent to Town Council and others regarding the Heritage Tourism effort. He said they are at the stage where each of the participants is developing a prospective and proposed list of historical events and sites in their respective communities. The Mayor stated he utilized the help of Dr. Emory Campbell as well as Stu Rodman, Carlton Dallas and Council Member Grant in developing the list he submitted to all. He asked Council for their consensus that all sites and events are included on the list so he can submit them to the Mayor's group at the next meeting. Mr. Harkins and Mr. McCann stated the list was very comprehensive. Mrs. Likins asked if the Native American Shell Rings included the sites in Sea Pines. Mayor Bennett stated it was the intent to include them. He added that the next step would be to meet with all participants to work on a complete list for the entire County.

b. Report of the Intergovernmental Relations Committee – Bill Harkins, Chairman

No report.

c. Report of the Community Services Committee – Kim Likins, Chairman

Mrs. Likins stated the Arts and Cultural Strategic Planning Committee held their inaugural meeting on Monday, June 1. She thanked the committee members for their commitment.

d. Report of the Public Planning Committee – Tom Lennox, Chairman

Mr. Lennox stated the next meeting of the Committee would be July 23.

e. Report of the Public Safety Committee - Marc Grant, Chairman

No report.

f. Report of the Finance and Administrative Committee - John McCann, Chairman

Mr. Lennox stated the Committee has been working for the past 45-60 days with Nancy Gasen and Mr. Riley formatting and structuring a new Town Manager performance and evaluation. He stated it is complete and the template, definitions and process will be emailed to Town Council for their review to be completed by June 26 with the compilation process to take place during the month of July and the review and evaluation will be discussed with Mr. Riley the first week of August. Mr. McCann encouraged all to complete the form as soon as possible.

Mr. McCann reported that the Committee met earlier in the day and Dr. Salazar conducted a presentation on economic analysis tools for the future. He stated the Committee would be bringing forward a recommendation to Town Council endorsing the service from Dr. Salazar.

g. Report of the Circle to Circle Committee - Tom Lennox, Town Council Liaison

Mr. Lennox reported the Committee has held five open forums attracting over 150 citizens. He stated the input has been good and wide ranging and they are in the process of compiling the information to find common elements and a report will be forthcoming in the month of July.

9) Appearance by Citizens

None.

10) Unfinished Business

None.

11) New Business

a. First Reading of Proposed Ordinance 2015-14

First Reading of Proposed Ordinance 2015-14 to amend Title 1, Title 8, Title 15 and Title 17 of the Municipal Code of the Town of Hilton Head Island, South Carolina, making general amendments to reflect new Land Management Ordinance sections and references and providing for severability and an effective date.

Mr. Harkins moved to approve. Mr. McCann seconded. The motion was approved by a vote of 6-0.

Mrs. Likins informed the Mayor she was going to recuse herself before Item 11.b. was addressed and she left the dais. The required Potential Conflict of Interest form will be attached to the approved, signed minutes.

b. First Reading of Proposed Ordinance 2015-15

First Reading of Proposed Ordinance 2015-15 of the Town of Hilton Head Island, South Carolina, authorizing the execution of a lease with Boys and Girls Clubs of the Lowcountry, Inc. pursuant to the authority of S.C. Code Ann. § 5-7-40, and § 2-7-20 of the *Code of the Town of Hilton Head Island, South Carolina*; and providing for severability and an effective date.

Mr. Harkins moved to approve. Mr. McCann seconded. Mr. Lennox asked if the liability policy had been reviewed. Mr. Riley stated he would confirm that it had been reviewed prior to the signing of the lease. The motion was approved by a vote of 5-0. (Mrs. Likins was not at the dais and did not participate in the vote due to her recusal as noted above.)

Mrs. Likins returned to the dais at this time.

c. Budget Wrap-Up

Ms. Simmons distributed a budget update and reviewed the proposed changes and additions to the budget. She stated that there was discussion regarding designating funds for pathway safety. Ms. Simmons explained a possible funding source that would be available for this Sunday Liquor Fees which could be changed from Future Park Developments to Pathway Safety. After discussion, members of Council agreed to fund \$50,000 toward Pathway Safety utilizing the Sunday Liquor Fees or other Capital Projects Funding that may be available. Mr. Riley explained that the portion of the Shelter Cove Pathway identified by the Bicycle Advisory Committee is privately-owned by Shelter Cove Harbor Company and the Town cannot use the funds to address that pathway. Mrs. Likins volunteered to speak with Shelter Cove Harbor Company which owns the pathways regarding their repair.

Ms. Simmons asked Council for direction regarding placing the \$200,000 for FY15 in a Dredging Reserve Fund and asked if it was their intention to continue funding the Dredging Reserve in FY16 with \$200,000. It was the consensus of Council to place the funds in the Dredging Reserve Fund at the end of the year for FY15 and to continue the funding for FY16.

Mayor Bennett stated that at the December Strategic Planning Workshop there was discussion regarding public communication. He proposed a line item in the FY16 budget earmarked for public communication. He explained he did not envision hiring additional staff but would like to pursue the efforts in an outsource manner. Mr. Harkins and Mrs. Likins spoke in support of the line item. Mr. Lennox stated he supported the line item but felt it should be coordinated through the Town Manager's office or his designee. Mayor Bennett suggested placing the funds in the budget and having a discussion concerning how it would be handled best in Town Hall at a later date. After discussion, Council was in agreement to place and additional \$100,000 in the Town Council Initiatives under the title of Public Communication.

Mrs. Simmons reviewed the upcoming calendar for the Public Hearing, Revised First Reading at 6:00 p.m. on June 9 and Second and Final Hearing scheduled for June 16 at 4:00 p.m.

12) Executive Session

Mr. Riley stated he needed an Executive Session for contractual matters pertaining to the Shelter cove Towne Centre Development Agreement. At 4:51 p.m. Mr. Harkins moved to go into Executive Session for the reasons stated by the Town Manager. Mr. McCann seconded. The motion was approved by a vote of 6-0.

Mayor Bennett called the meeting back to order at 5:25 p.m. stating no action was taken during Executive Session and stated there was no business to address.

13) Adjournment

Mr. Harkins moved to adjourn. Mr. McCann seconded. The meeting was adjourned at 5:26 p.m.

Vicki L. Pfannenschmidt,
Executive Assistant/Town Clerk

Approved:

David Bennett, Mayor

THE TOWN OF HILTON HEAD ISLAND
PUBLIC HEARING/SPECIAL MEETING

Date: Tuesday, June 9, 2015

Time: 6:00 P.M.

Present from Town Council: David Bennett, *Mayor*; Bill Harkins, *Mayor Pro Tem*, Lee Edwards, Marc Grant, Tom Lennox, Kim Likins, John McCann, *Council Members*

Present from Town Staff: Steve Riley, *Town Manager*; Charles Cousins, *Director of Community Development*; Brad Tadlock, *Fire Chief*; Nancy Gasen, *Director of Human Resources*; Susan Simmons, *Director of Finance*; Scott Liggett, *Director of Public Projects and Facilities/Chief Engineer*; Brian Hulbert, *Staff Attorney*; Julian Walls, *Facilities Manager*; Jeff Buckalew, Jill Foster, *Deputy Director of Community Development*; *Town Engineer*; Brian McIlwee, *Assistant Town Engineer/Storm Water Manager*; Victoria Shanahan, *Accounting Manager*; John Valvo, *Systems Analyst*; Vicki Pfannenschmidt, *Executive Assistant/Town Clerk*

Present from Media: Zach Murdock, Island Packet

1. Call to Order

Mayor Bennett called the Public Hearing/Special meeting to order at 6:00 p.m.

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

3. 6:00 p.m.- PUBLIC HEARING ON THE MUNICIPAL BUDGET FOR FY2015-2016

Mayor Bennett opened the Public Hearing at 6:00 p.m.

Mr. Riley explained the Public Hearing was a requirement by State Law and the Town was in compliance with advertising the Hearing and asking for public comment.

Mayor Bennett invited members of the public to speak.

Mr. George Williams addressed Council regarding the \$850,000 placeholder for Town Council initiatives stating he was glad to see they had the initiatives defined so it would not turn in to a funding source for other projects.

With no further requests to address Council, Mayor Bennett closed the Public Hearing at 6:04 p.m.

4. Revised First Reading of Proposed Ordinance 2015-13

Revised First Reading of Proposed Ordinance 2015-13 to raise revenue and adopt a budget for the Town of Hilton Head Island, South Carolina, for the fiscal year ending June 30, 2016; 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.

Mr. Harkins moved to approve. Mr. McCann seconded. The motion was unanimously approved by a vote of 7-0.

5. Request to File a Rezoning Application Involving Town-Owned Property

Mayor Bennett explained that he had approached Mark Senn of Blanchard and Calhoun with his idea of swapping town-owned land with land owned by Shelter Cove Towne Centre. He added that Blanchard and Calhoun has completed plans and received approval to build an apartment community on the property. He said after their discussion, Mr. Senn came forward with a plan which achieves the idea the Mayor suggested and would like to proceed forward with the revised plan. Mayor Bennett explained that in order to let Council vet the plan publicly and for public input into the proposed revisions, Blanchard and Calhoun would need Town Council approval to file a rezoning application for the Town-owned parcel.

After discussion, Mr. Harkins moved that Town Council approve the initiation of the application process for rezoning for the applicant. Mr. McCann seconded. The motion was unanimously approved by a vote of 7-0.

6. Executive Session

Mr. Riley stated he needed an Executive Session for contractual matters related to land acquisition and personnel matters related to appointments to boards and commissions. At 6:09 p.m., Mr. Harkins moved to go into Executive Session for the reasons stated by the Town Manager. Mr. McCann seconded. The motion was approved by a vote of 7-0.

Mayor Bennett called the meeting back to order at 6:30 p.m. stating no action was taken during Executive Session and asked if there was any business to address.

Mrs. Likins moved to reappoint Jake Gartner to a three year term, ending June 30, 2018, as an At-Large member of the Design Review Board. The motion was unanimously approved by a vote of 7-0.

7. Adjournment

Mayor Bennett adjourned the meeting at 6:31 p.m.

Approved:

Vicki L. Pfannenschmidt,
Executive Assistant/Town Clerk

David Bennett, Mayor



ITEMS OF INTEREST

JUNE 16, 2015

Noteworthy Events

Some of the upcoming meetings at Town Hall:

- Circle to Circle Committee – June 17, 2015, 8:30 a.m.
- Public Facilities Committee Meeting – June 22, 2015, 10:00 a.m.
- Board of Zoning Appeals – June 22, 2015, 2:30 p.m.
- Community Services Committee - June 23, 2015, 9:00 a.m.
- Design Review Board – June 23, 2015, 1:15 p.m.
- Finance and Administrative Committee, June 23, 2015, 2:00 p.m.
- Construction Board of Adjustment and Appeals, June 23, 2015, 5:30 p.m.
- Circle to Circle Committee, June 24, 2015, 8:30 a.m.
- Finance and Administrative Committee, June 30, 2015, 2:00 p.m.
- Special Public Planning Committee Meeting - June 30, 2015, 3:30 p.m.
- Planning Commission – July 1, 2015, 9:00 a.m.
- Public Planning Committee Meeting, July 2, 2015, 3:00 p.m.
- July 3, 2015 – Town Hall Closed in Observance of July 4 Holiday
- Public Safety Committee – July 6, 2015, 10:00 a.m.
- Arts & Cultural Strategic Planning Committee – July 6, 2015, 3:00 p.m.
- Finance and Administrative Committee – July 7, 2015 - CANCELLED
- Town Council – July 7, 2015 - CANCELLED
- Circle to Circle Committee – July 8, 2015, 8:30 a.m.
- Parks and Recreation Commission – July 9, 2015, 3:30 p.m.
- Community Services Committee, July 13, 2015, 9:00 a.m.
- Arts and Cultural Strategic Planning Committee – July 13, 2015, 3:00 p.m.
- Accommodations Tax and Advisory Committee – July 14, 2015, 9:00 a.m.
- Design Review Board – July 14, 2015, 1:15 p.m.
- Circle to Circle Committee – July 15, 2015, 8:30 a.m.
- Planning Commission, July 15, 2015, 3:00 p.m.
- Finance and Administration Committee, July 21, 2015, 2:00 p.m.
- Town Council – July 21, 2015, 4:00 p.m.

(Additional meetings may be scheduled and all meetings are subject to change and/or cancellation. Please visit the Town of Hilton Head Island website at www.hiltonheadislandsc.gov for Committee meeting dates and agendas.

2015 Hilton Head Island Events

Tuesdays June 16 – August 11, 2015 5:00 p.m. – 10:00 p.m.	HarbourFest 2015	Shelter Cove Harbour
Fridays June 19 – August 14, 2015 6:00 p.m.-9:00 p.m.	Sunset Celebration	Shelter Cove Community Park
July 4, 2015 5:00 p.m. – 10:00 p.m.	4 th of July Shelter Cove	Shelter Cove Harbour
July 4, 2014 7:30 p.m. – 10:00 p.m.	Skull Creek 4 th of July Celebration	Skull Creek Intracoastal Waterway
July 4, 2015 6:00 p.m. – 11:00 p.m.	Harbour Town 4 th of July Fire Works	Harbour Town



TOWN OF HILTON HEAD ISLAND

Community Development Department

TO: Stephen G. Riley, ICMA~CM, *Town Manager*
VIA: Charles Cousins, *AICP, Director of Community Development*
FROM: Teri B. Lewis, *AICP, LMO Official*
CC: Jill Foster, *AICP, Deputy Community Development Director*
DATE: June 3, 2015
SUBJECT: General Amendments to the Municipal Code

Town Council made no changes to proposed ordinance 2015-14 at their meeting on June 2, 2015.

AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND

ORDINANCE NO. 2015-#

PROPOSED ORDINANCE NO. 2015-14

AN ORDINANCE TO AMEND TITLE 1, TITLE 8, TITLE 15 AND TITLE 17 OF THE MUNICIPAL CODE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, MAKING GENERAL AMENDMENTS TO REFLECT NEW LAND MANAGEMENT ORDINANCE SECTIONS AND REFERENCES AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.

WHEREAS, on October 7, 2014, the Town Council did amend Title 16 of the Municipal Code of the Town of Hilton Head Island by enacting a new Land Management Ordinance (the “LMO”) and Official Zoning Map; and

WHEREAS, Title 1, Title 8, Title 15 and Title 17 of the Municipal Code all have references to specific LMO sections; and

WHEREAS, these Municipal Code titles must be updated to reflect the current and correct LMO sections and references; and

WHEREAS, the Public Planning Committee is authorized by Town Council to hold a public meeting on the proposed general amendments to the Municipal Code, and the Public Planning Committee held a public meeting on May 7, 2015, at which time a presentation was made by staff and an opportunity was given for the public to comment on the proposed amendments; and

WHEREAS, the Public Planning Committee, after consideration of the staff memo, proposed amendments to the Municipal Code and public comments, voted 3 - 0 to recommend to Town Council that the proposed amendments be approved.

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. Amendment. That the Municipal Code of the Town of Hilton Head Island, South Carolina, be, and the same hereby is, amended to read as indicated on the attached pages (Exhibit 1).

NOTE: New text is indicated by a double underline and deleted text is indicated by a ~~strike-through~~.

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 _____ 2015.**

THE TOWN OF HILTON HEAD
ISLAND, SOUTH CAROLINA

David Bennett, Mayor

ATTEST:

Victoria L. Pfannenschmidt, Town Clerk

First Reading:

Second Reading:

Approved as to form:

Gregory M. Alford, Town Attorney

Introduced by Council Member: _____

MEMORANDUM

TO: Town Council

FROM: Stephen G. Riley, Town Manager

DATE: June 3, 2015

RE: **Proposed Ordinance 2015-15**
Land Lease with the Boys and Girls Club for 1st Tee

Town Council made no changes to Proposed Ordinance No. 2015-15 as a result of First Reading on June 2, 2015.

AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, AUTHORIZING THE EXECUTION OF A LEASE WITH BOYS AND GIRLS CLUBS OF THE LOWCOUNTRY, INC. PURSUANT TO THE AUTHORITY OF S.C. CODE ANN. § 5-7-40, AND § 2-7-20 OF THE *CODE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA*; AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.

LEGISLATIVE FINDINGS

WHEREAS, the Town of Hilton Head Island, South Carolina (the “Town”) owns certain real property, more particularly described as follows:

ALL that certain piece, parcel or tract of land, situate, lying and being in the Gum Tree Road Area, Hilton Head Island, Beaufort County, South Carolina, containing 6.590 acres, all of which is more particularly shown on that certain plat prepared by Terry G. Hatchell, S.C.R.L.S., 11059, dated the 23rd day of September, 1998, entitled “Survey of 6.590 Acres, A Section of Parcel 1, 25.61 Acres, Gum Tree Road Area, Hilton Head Island, Beaufort County, South Carolina”, a copy of which is recorded in the Office of the R.M.C. for Beaufort County, South Carolina in Record Book 66 at Page 174. For a more accurate description of said property, as to metes and bounds, courses and distances, reference is craved to the aforementioned plat of record.

TMS#: R510-007-000-0392-0000

-AND ALSO-

All that certain piece, parcel or tract of land situate, lying and being on Hilton Head Island, Beaufort County, South Carolina, containing 10.0 acres and being more particularly shown and described on “A Plat of 10.00 Acre Parcel, a section of Gum Tree Road Area”, prepared by Jerry L. Richardson, SCRLS #47874, dated December 6, 1979, and recorded in the Office of the Register of Deeds for Beaufort County, South Carolina, in Plat Book 28 at Page 143.

TMS#: R510-007-000-0023-0000;

(the “Property”); and

WHEREAS, Boys and Girls Clubs of the Lowcountry, Inc. (“BAGC”) is a not for profit corporation, which desires to lease the Property from the Town for the purposes of operating the “First Tee Training Facility” and ancillary and related uses in accordance with the Lease attached hereto as Exhibit “A”; and

WHEREAS, Town Council for the Town approved a Master Plan and Business Plan of BAGC with regard to the use of the Property on April 21, 2015; and

WHEREAS, the Town Council for the Town has determined that the proposed Lease attached hereto as Exhibit “A” is in the best interests of the citizens, residents and visitors on Hilton Head Island; and

WHEREAS, under the provisions of S.C. Code Ann. § 5-7-40 (SUPP. 2011) and § 2-7-20, *Code of the Town of Hilton Head Island , South Carolina*, (1983), the conveyance or granting of an interest in real property owned by the Town of Hilton Head Island must be authorized by Ordinance.

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:

Section 1. Execution of Lease.

- (a) The Mayor and/or Town Manager are hereby authorized to execute and deliver the Lease in a substantially similar form to that attached hereto as Exhibit "A" for the lease of Town-owned real property to Boys and Girls Clubs of the Lowcountry, Inc.; and
- (b) The Mayor and/or Town Manager are hereby authorized to take such other and further actions as may be necessary to complete the transactions contemplated in the Amendment as authorized hereby.

Section 2. Severability.

If any section, phrase, sentence or portion of this Ordinance is, for any reason, held or deemed to be invalid or unconstitutional by any court of competent jurisdiction, then such section, phrase, sentence or portion shall be deemed a separate, distinct and independent provision and shall not affect the remaining portion thereof.

Section 3. Effective Date.

This Ordinance shall become effective upon adoption thereof by the Town Council for the Town of Hilton Head Island, South Carolina.

**PASSED, APPROVED AND ADOPTED BY THE TOWN COUNCIL FOR THE TOWN
OF HILTON HEAD ISLAND, SOUTH CAROLINA, ON THIS ____ DAY OF
_____, 2015.**

David Bennett, Mayor

ATTEST:

Victoria L. Pfannenschmidt, Town Clerk

First Reading: _____

Second Reading: _____

Approved as to form: _____
Gregory M. Alford, Town Attorney

Introduced by Council Member: _____



MEMORANDUM

TO: Town Council

FROM: Susan M. Simmons, CPA, Director of Finance

VIA: Stephen G. Riley, ICMA-CM, Town Manager

DATE: June 10, 2015

RE: **Second Reading of Proposed Ordinance No. 2015-13 - FY2016 Budget**

Town Council made no changes to Proposed Ordinance No. 2015-13, as a result of the Revised First Reading on June 9, 2015.

ORDINANCE NO. _____

PROPOSED ORDINANCE NO. 2015-13

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, 2016; 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 for an Operating Reserve to provide for emergency-related expenditures and to offset fiscal year tax revenue income stream deficiency; 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, 2016.

Section 2. Establishment of Property Tax Levy. A tax to cover the period from July 1, 2015 through June 30, 2016, 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 15.2 mills, Debt Service 6.14 mills, and Capital Projects Fund .84 mills making the total levy of 22.18 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 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 6. Effective Date. This Ordinance shall be effective upon its enactment by the Town Council for the Town of Hilton Head Island.

Proposed Ordinance No. 2015-13
Page Three

**PASSED, APPROVED, AND ADOPTED BY THE COUNCIL FOR THE TOWN OF
HILTON HEAD ISLAND ON THIS ____ DAY OF _____, 2015.**

David Bennett, Mayor

ATTEST:

Victoria L. Pfannenschmidt, Town Clerk

First Reading: May 5, 2015

Public Hearing: _____

Revised First Reading: _____

Second Reading: _____

APPROVED AS TO FORM:

Gregory M. Alford, Town Attorney

Introduced by Council Member: _____



MEMORANDUM

TO: Town Council
CC: Accommodations Tax Advisory Committee

FROM: Stephen G. Riley, ICMA-CM, Town Manager

VIA: Susan M. Simmons, CPA, Director of Finance

DATE: May 7, 2015

SUBJECT: Chamber of Commerce Visitor and Convention Bureau Proposed 2015-2016 Budget

Recommendation:

After a full review by the Accommodations Tax Advisory Committee of the 2015-2016 proposed budget and Marketing Plan for the Chamber of Commerce Visitor and Convention Bureau, the Committee voted to recommend to Town Council that the proposed budget and Marketing Plan be approved.

Summary:

On March 19, 2015, the Chamber of Commerce Visitor and Convention Bureau (V&CB) submitted to the Town and the Accommodations Tax Advisory Committee its detailed proposed budget and marketing plan for 2015-2016. The budget breaks down revenues and expenses between Hilton Head Island and other areas, and also breaks down Hilton Head Island expenses per category. The marketing plan details key marketing strategies; research-based destination marketing and planning; target audiences; social media strategies; the digital marketing and media campaign; etc. Also provided was a Marketing Dashboard with comparative statistics showing the goals and results of previous years' marketing efforts and promotions along with statistics comparing Hilton Head's efforts and results to other similar or comparative destinations.

Background:

According to State law, 30% of the two percent Accommodation tax funds collected by the State of South Carolina go to the pre-determined Destination Marketing Organization with an ongoing tourist program, which is the V&CB of the Hilton Head Island Chamber of Commerce. Town Code requires the Accommodations Tax Advisory Committee to review the V&CB's proposed budget and marketing plan each year and make a recommendation to Town Council. Attached is a memo from the Accommodations Tax Advisory Committee Chairman, Mike Alsko, and a synopsis of the V&CB's proposed budget and marketing plan. The detailed budget proposal is available at Town Hall for your review.



THE TOWN OF HILTON HEAD ISLAND ACCOMMODATION TAX ADVISORY COMMITTEE

To: Mayor David Bennett, Town of Hilton Head Island
Town Council Members, Town of Hilton Head Island
Steve Riley, Town Manager, Town of Hilton Head Island

Cc: Members, Accommodation Tax Advisory Committee

From: Mike Alsko, Chairman, Accommodation Tax Advisory Committee

Date: April 29, 2015

Subject: Recommended approval of the DMO's marketing plan and budget

On March 25, 2015, the Accommodations Tax Advisory Committee (ATAC) met to hear and review the marketing and budget presentation of the Town's Designated Marketing Organization (DMO), the Hilton Head Island Visitor and Convention Bureau (HHIVCB). As the Town's DMO, the HHIVCB is allocated 30% of available annual ATAX funding, through state statute, for the purpose of promoting and enhancing tourism to the Island and the ATAC is asked to make a recommendation to Town Council whether or not to approve the DMO's marketing plan and budget for their upcoming fiscal year.

Summary of Presentation

Susan Thomas, outgoing Senior Vice President of the HHIVCB, and Lindsay Fruchtl, Marketing Manager of the HHIVCB, started the presentation by pointing out some year over year highlights and comparisons of the overall Hilton Head Island market in general. Key statistics include:

- The HHIVCB stated that a key metric for them is the total unique visitor count to their website, which has steadily increased from 2011 to 2014 from 1.2 million unique visitors to just over 2 million unique visitors in 2014.
- In general, lodging occupancy across the Island has increased from 2013 to 2014 and has returned to the peak levels of the past. Also noted was that Island occupancy levels were higher compared to other destinations in the HHIVCB's competitive set.
- The Average Daily Rate (ADR) on HHI increased 7.2% from 2013 to 2014; Revenue per Available Room (RevPAR) increased 10% for the same period.
- Hilton Head Island saw a total visitor count of over 2.5 million visitors in 2014.

Another focal point of their presentation was on their public relations efforts over the past few years. These efforts include the engagement of media professionals who are bloggers, journalists, and broadcasters. These opportunities are generally more cost effective than direct advertising placement and often resonate stronger, and further, with their targeted audiences as they tend to deliver a first-hand, experiential message from the media

professional. From 2011 to 2014, the equivalent ad value of these PR opportunities, or the comparative cost if these opportunities were directly placed as paid advertising, went from \$5,554,952 to \$12,417, 424, mainly driven by the Island Renaissance which has put our destination on the radar again. Successful PR opportunities in 2014 included the Today Show, the Peter Greenberg Worldwide Radio Show, USA Today, The Daily Meal, Conde Nast Traveler, and Fodors.

Ms. Fruchtl then spent the remaining time outlining the HHIVCB's 2015-2016 Marketing Plan and Budget. Key highlights include:

- Continuing to drive their long term goals which include:
 - Driving shoulder and off-season business
 - Sustaining focus on the affluent traveler
 - Building public-private funding for the DMO
- Expanding upon their short term goals which include:
 - Growing meeting and group business
 - Aligning brand messaging with experiential travel with a focus on culinary, culture and heritage, and discover experiences travel
 - Supporting retention and growth of air service and packages travel
 - Sustaining and growing the Island's digital footprint
- Partnering with Opportunities Unlimited to enhance the Island's meetings experience. This is a three phase program which will be implemented and promoted by the spring of 2016 and will focus on Gullah, culinary, and outdoor experiences.
- Engaging the Northstar Lead Generation Program, which will be used to generate qualified leads for group sales and will be focused on the appropriate and preferred groups for Hilton Head Island which include smaller corporations and associations with a total of 50-350 room nights per group. The HHIVCB plans to create a microsite to help capture meeting planner profile information and promotional opportunities to drive participation.
- Creation of custom advertorials for Conde Nast Traveler, which will include print and digital marketing pieces. Conde Nast is a preferred publication due to its audience, which would be considered affluent travelers with a high household income who takes an average of 9 trips per year.

Committee Review

Although the Committee felt that the presentation of their upcoming marketing plan and budget was both informative and relevant to the immediate and future needs of Hilton Head Island, the Committee was disappointed in the lack of past performance metrics shared by the HHICVB. In previous years, the Committee has asked for this information to be included in their presentation and again have asked that this information be included in any future presentation. Despite not submitting this information as part of their package, the HHIVCB was able to adequately respond to the questions posed by the Committee regarding their assessment of their past performance.

During the marketing plan and budget review, various committee members asked the DMO additional questions about their submitted plan around the following subjects:

- The increase in bounce rate to their website combined with a decrease in the time spent on the site
- Understanding the different strategies used in search engine marketing for paid search vs. organic search
- The conversion rate of leads for meetings and group business
- The value of converted business versus the investment made to generate the business
- Cost and training involved in outsourcing lead generation efforts
- Update on the development and marketing of the Wayfinder App
- Upcoming plans for minority marketing

Future Expectations

The Committee would like to make sure the HHIVCB is following up on lost business, tracking the reasons for the lost opportunity, and sharing the results with their marketing partners. It is expected that the HHIVCB measure the efficiency and effectiveness of their efforts and plans, and the Committee would like to see data in the future to be able to analyze their overall effectiveness. Ultimately, the Committee would also like to see a summary of the outcomes from the previous year to show what was successful and what wasn't in addition to a review of the effectiveness of the previous year's goals.

Recommendation

Overall, the Committee continues to believe that the HHIVCB is representing Hilton Head Island well as the Town's DMO.

The Committee made a motion to recommend to Town Council that they approve the budget and marketing plan as presented. The motion was seconded and was approved by a vote of 5-0, with one abstention due to a recusal.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read 'Mike Alsko', with a stylized, flowing script.

Mike Alsko, Chairman
Accommodations Tax Advisory Committee

Hilton Head Island-Bluffton Chamber of Commerce
Hilton Head Island Visitor Convention Bureau Schedule of Functional Revenues Expenditures
FY 2015-16 Budget

	VCB TOTALS	Town of HHI DMO	VCB Private Sector	SCPRT Dest. Specific	SCPRT Co-ops	Town of Bluffton Beaufort Co DMO	Membership
Revenues							
Town of HHI DMO	1,483,888	1,483,888					
Town of HHI Supplemental Grant	366,500	366,500					
VCB Private Sector	340,000		340,000				
SCPRT Destination Specific	750,000			750,000			
SCPRT Coop	750,000				750,000		
Private Match Coop	1,500,000				1,500,000		
Town of Bluffton DMO	95,000					95,000	
B/C Bluffton & Daufuskie	270,000						270,000
Total Revenues	5,555,388	1,850,388	340,000	750,000	2,250,000	95,000	270,000
Membership Revenue							1,700,000
Total Revenues with Membership	7,255,388						
Expenses							
Research & Planning	108,000	56,448	12,936	28,616			10,000
Destination PR							
Agency Fees	175,000	100,800	23,100	51,100			
Out-of-Pocket/ Promos	22,000	12,672	2,904	6,424			
Satellite Media Tour	10,000	5,760	1,320	2,920			
Cison Broadcasting	8,000	4,608	1,056	2,336			
Sub-total	215,000	123,840	28,380	62,780			
Destination Photography	20,000	11,520	2,640	5,840			
Social Media							
Agency Promotions	60,000	34,560	7,920	17,520			
Blog Content	38,000	21,888	5,016	11,096			
TBEX Conf & Promo	8,500	4,896	1,122	2,482			
Crowd Riff & SM Hub	20,000	11,520	2,640	5,840			
Sub-total	126,500	72,864	16,698	36,938			
Digital Marketing							
VERB Daily Site Work	36,000	20,736	4,752	10,512			
Special Section Updates	45,000	25,920	5,940	13,140			
SEO/Ad Serve/Hosting	12,000	6,912	1,584	3,504			
SEM Marketing	250,000	144,000	33,000	73,000			
Wayfinder Launch Media	10,000	5,760	1,320	2,920			
Digital contingency	5,000	2,880	660	1,460			

Hilton Head Island-Bluffton Chamber of Commerce
Hilton Head Island Visitor Convention Bureau Schedule of Functional Revenues Expenditures
FY 2015-16 Budget

	VCB TOTALS	Town of HHI DMO	VCB Private Sector	SCPRT Dest. Specific	SCPRT Co-ops	Town of Bluffton Beaufort Co DMO	Membership
Sub-total	358,000	206,208	47,256	104,536			
Consumer Promos & Lead Gen							
SCPRT Coops	16,000	9,216	2,112	4,672			
Air Service Promotions							
Boston/ NYC JetBlue	See coop budget						
Ohio/ Allegiant Air	See coop budget						
Brand/ Coop Promos							
Conde Nast	52,000	29,952	6,864	15,184			
Southern Living	19,000	10,944	2,508	5,548			
National Geo/ Cultural	see leisure coop budget						
Garden & Gun/ Affluent	see leisure coop budget						
Ad Production	5,000	2,880	660	1,460			
Sub-total	92,000	52,992	12,144	26,864			
Insiders/Collateral/Fulfillment							
E-Promos/E-News	12,000	6,912	1,584	3,504			
Vacation Planner	120,000	69,120	15,840	35,040			
Envelopes	6,000	3,456	792	1,752			
Airport Displays	4,000	2,304	528	1,168			
Fulfillment Mail Ops/	85,000	48,960	11,220	24,820			
Toll-Free Phone	5,000	2,880	660	1,460			
Sub-total	232,000	133,632	30,624	67,744			
Group Sales & Marketing							
Corp. Lead Prospecting	42,000	24,192	5,544	12,264			
Flights for Sites	4,800	2,765	634	1,402			
Group Closing Fund	0	0	0	0			
First Time Groups	0	0	0	0			
Select Service FAM	5,000	2,880	660	1,460			
Promotional Giveaways	6,000	3,456	792	1,752			
Site inspections	3,000	1,728	396	876			
Sales Industry Dues	5,400	3,110	713	1,577			
Trade/ Affinity Sponsorsh	30,000	17,280	3,960	8,760			
Website Updates	Included in digital	0	0	0			

Hilton Head Island-Bluffton Chamber of Commerce
Hilton Head Island Visitor Convention Bureau Schedule of Functional Revenues Expenditures
FY 2015-16 Budget

	VCB TOTALS	Town of HHI DMO	VCB Private Sector	SCPRT Dest. Specific	SCPRT Co-ops	Town of Bluffton Beaufort Co DMO	Membership
Social Media/ Linked In	5,000	2,880	660	1,460			
Trade Shows	37,500	21,600	4,950	10,950			
Trade Media Co-op	25,000	14,400	3,300	7,300			
Signature Experiences	68,250	39,312	9,009	19,929			
SEM - Group	25,000	14,400	3,300	7,300			
SEM - Weddings	5,000	2,880	660	1,460			
Northstar Media & Lead Gen - supplemental gr		0	0	0			
Social Media/ Linked In	2,000	1,152	264	584			
Contingency	2,000	1,152	264	584			
Trade/ PR	See PR Budget	0	0	0			
Sub-total	265,950	153,187	35,105	77,657			
International							
Coastal SC USA Coop	60,000	34,560	7,920	17,520			
Brand USA Coops	80,000	46,080	10,560	23,360			
SEM	25,000	14,400	3,300	7,300			
ITB Trade Show	6,500	3,744	858	1,898			
Travel South Intl Show	2,500	1,440	330	730			
Travel South Euro	8,750	5,040	1,155	2,555			
WTM - Latin America	4,000	2,304	528	1,168			
IAGTO	3,500	2,016	462	1,022			
IPW	8,000	4,608	1,056	2,336			
Sub-total	198,250	114,192	26,169	57,889			
VCB Contingency	15,738	10,394	2,324	3,020			
HHI Destination Marketing Operations & Management							
VCB Sales, Mkt, V							
Services & Ops:							
Personnel	712,500	274,306	62,862	139,058	168,750	17,575	49,950
Benefits	356,250	137,153	31,431	69,529	84,375	8,788	24,975
Operations	356,250	137,153	31,431	69,529	84,375	8,788	24,975
Sub-total	1,425,000	548,611	125,723	278,115	337,500	35,150	99,900
HHI Supplemental Grant							
Golf	170,500	170,500					
Tennis	76,000	76,000					
Minority Marketing	20,000	20,000					
Meetings & Group	100,000	100,000					
VCB Sales, Mkt, Visitor							
Services & Operations	0	0					

Hilton Head Island-Bluffton Chamber of Commerce
Hilton Head Island Visitor Convention Bureau Schedule of Functional Revenues Expenditures
FY 2015-16 Budget

	VCB TOTALS	Town of HHI DMO	VCB Private Sector	SCPRT Dest. Specific	SCPRT Co-ops	Town of Bluffton Beaufort Co DMO	Membership	
Sub-total	366,500	366,500						
SCPRT								
Meetings/ RBC	170,000				170,000			
RBC Heritage	650,000				650,000			
Group Co-ops	128,000				128,000			
Air Service Promos	100,000				100,000			
Leisure Coops	584,500				584,500			
Destination Events	280,000				280,000			
VCB Sales, Mkt, Visitor Services & Operations	337,500				337,500			
Sub-total	2,250,000				2,250,000			
Town of Bluffton DMO								
Promotions	59,850					59,850		
VCB Sales, Mkt, Visitor Services & Operations	35,150					35,150		
Sub-total	95,000					95,000		
B/C Bluffton & Daufuskie DMO								
Promotions	160100					160100		
VCB Sales, Mkt, & Ops	99900					99900		
Sub-total	260,000					260,000	1,700,000	
TOTAL VCB EXPENSES	5,555,388	1,850,388	340,000	750,000	2,250,000	95,000	270,000	1,700,000
Total Expenses with Membership	7,255,388							7,255,388
Revenues Minus Expenses:	0							
Expenses for Hilton Head Island Specific Programs								
Expenses for other marketing programs								



HILTON HEAD ISLAND
VISITOR & CONVENTION BUREAU
South Carolina

YEAR END 2014 MARKETING DASHBOARD

2014 Comparative statistics for www.hiltonheadisland.org

2013 Year end		2014 Year end	Year over Year % change
1,765,596	Site visits	2,020,904	↑14.46%
7,068,551	Page views	6,790,162	↓3.93%
4	Pages per visit	3.36	
3.51	Minutes Avg on site	3.04	
70.25%	New visits	71.5 %	↑1.79%
40.07%	Bounce rate	45.97%	↑14.72%

Top content areas page views

2013

1. See and Do	265,587
2. Lodging/Hotels/Inns/Resorts	174,232
3. Event Calendar	163,515
4. 2013 HHI Vacation Getaways	141,777
5. Mobile See and Do	136,636

2014

1. See and Do	231,108
2. Events	176,188
3. Lodging/Hotels/Inns/Resorts	158,011
4. Lodging main page	113,238
5. Dining-Restaurant	108,416

2014 Mobile Comparative statistics for www.hiltonheadisland.org

Mobile Traffic

2013

348,191	Tablets
290,172	Other mobile devices

2014

486,657
373,642

Year over Year % change

↑39.76%
↑28.7%

Top Mobile content areas

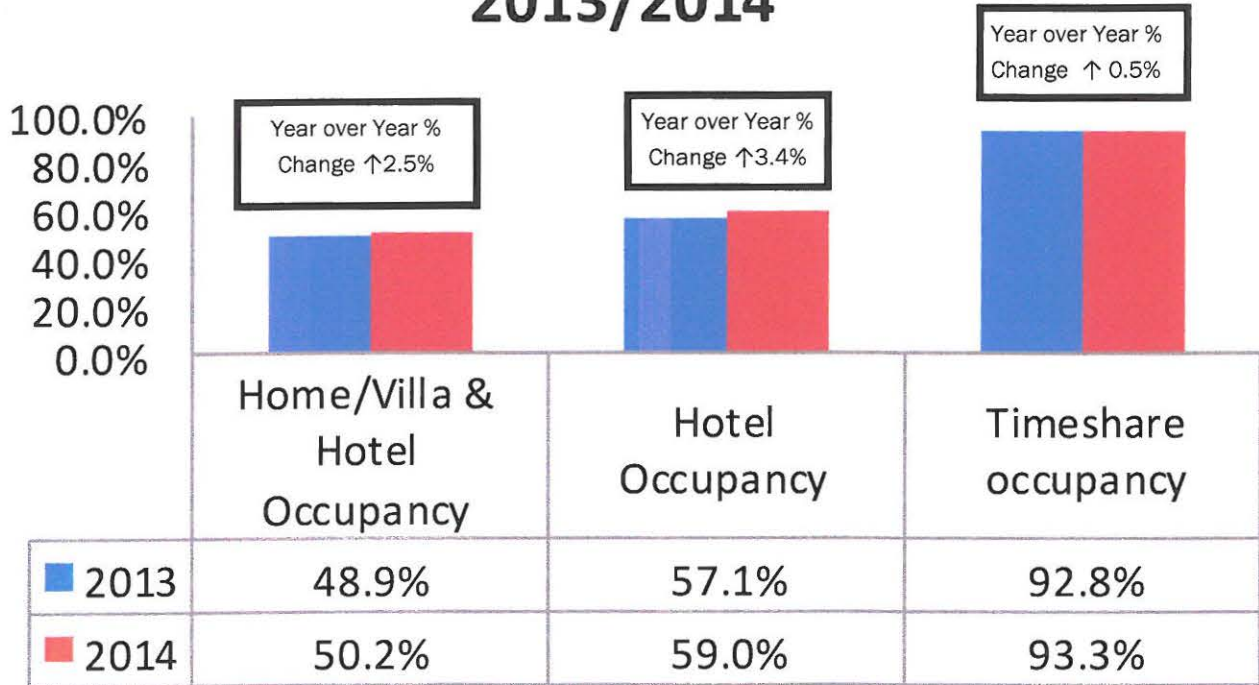
2013

1. See and Do main page	136,636
2. Travel Deals	60,209
3. Lodging main page	37,443
4. Dining main page	35,543
5. See and Do-family vacations	30,334

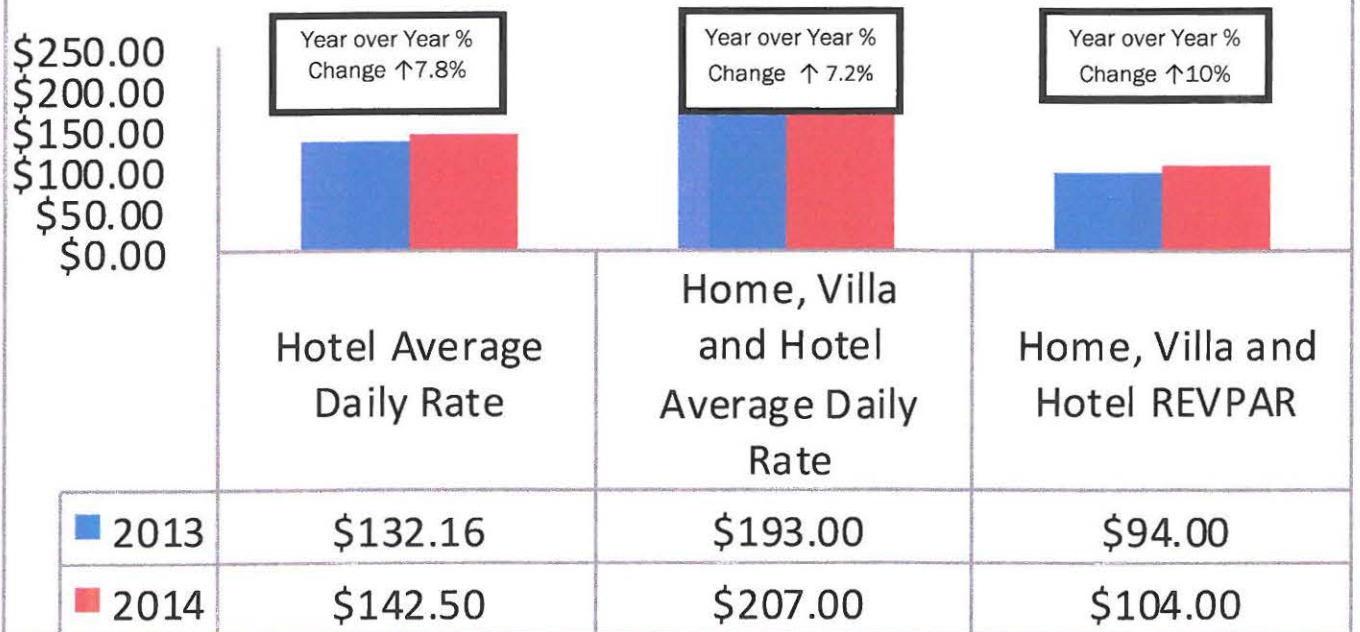
2014

1. See and Do main page	120,054
2. Travel Deals	61,364
3. Lodging main page	37,568
4. Lodging/Hotels/Inn Resorts main page	29,463
5. See and Do-family vacations	28,945

Lodging Occupancy Comparison 2013/2014



Average Daily Rate and REVPAR comparison 2013/2014



BOOKING PACE FOR HOMES AND VILLAS

Month	2015 Occupancy	2014 Occupancy	% increase/decrease
January	14.2%	14.6%	-2.9%
February	28.9%	22%	+31.6%
March	44.8%	42.9%	+3%
April	21.3%	21.2%	-+0.2%
May	15.7%	13.1%	+19.3%
June	16.8%	17.7%	-5.3%
Total	23.2%	21.8%	+6.8%%

2014 Actual Occupancy

January 13.1%

February 22.4%

March 60.7%

April 53.7%

May 48.7%

June 72.1%

Total 45.5%

Source: Vacation Travel Research Program (VTRIP) Home and Villa Data
as of December 31, 2014

Group Sales Results

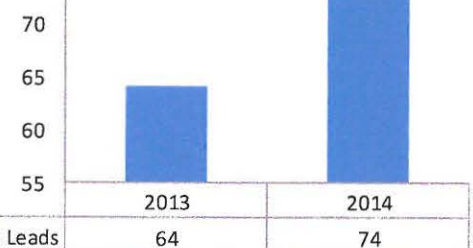
Group Room Nights Booked YTD 2013 vs YTD 2014

Year over Year % change $\uparrow 80.5\%$



Group Sales Leads YTD 2013 vs YTD 2014

Year over Year % change $\uparrow 15.62\%$



Conversions of bookings from leads are up 36% as compared to 2013.

2014 EPROMO/ENEWS RESULTS

Name	Date sent	Delivered	Unique Opens	Open Rate	Total Opens	Unique Clicks	Click rate
Events	1/14/2014	134,179	22,904	17.07%	38,525	2,154	1.61%
Wine & Food Festival	2/19/2014	134,933	20,817	15.43%	31,758	1,737	1.29%
Wine & Food Festival Bluffton List	2/19/2014	563	213	37.83%	411	44	7.82%
Wine & Food Festival Coop	2/19/2014	123	30	24.39%	86	7	5.69%
RBC Heritage	3/6/2014	135,707	22,412	16.51%	32,554	1,674	1.23%
Vacation Offers	3/28/2014	136,171	23,807	17.48%	35,827	2,961	2.17%
Bike & Dine	4/28/2014	136,142	19,662	14.44%	27,097	1,227	0.90%
Travel to Hilton Head Island	5/20/2014	136,364	21,019	15.41%	33,172	2,305	1.69%
Insider Only Deals from Hotels	6/26/2014	138,390	21,011	15.18%	30,547	2,666	1.93%
Insider List	6/27/2014	847	316	37.31%	551	133	15.70%
Fall Golf	8/28/2014	144,637	19,217	15.82%	26,564	1,438	1.34%
Bluffton Fall Festivals	9/15/2014	138,658	18,891	13.62%	27,854	1,579	1.14%
Bluffton Fall Festivals Bluffton Insiders	9/15/2014	799	336	42.05%	946	110	13.77%
Concours d'Elegance	9/25/2014	138,120	20,178	14.61%	28,039	1,292	0.94%
Total		1,375,633	210,813	N/A	313,931	19,327	N/A



HILTON HEAD ISLAND
VISITOR & CONVENTION BUREAU
South Carolina

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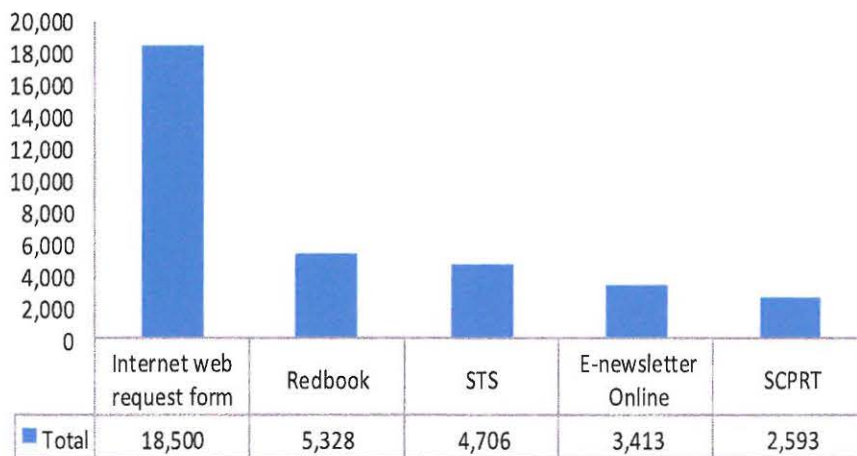
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Top 5 Fulfillment Lead Sources



think

HILTON HEAD ISLAND
& THE LOWCOUNTRY

Economic & Business Metrics for our Region

Think about the possibilities: Looking for the latest news on travel and tourism, gas prices, census information, employment statistics, demographics? The chamber's web information source, Think: Hilton Head Island and the Lowcountry provides instant access to important economic and business metrics for our region, 24/7, 365 days a year.

This information, provided by the chamber for many years, combined with the new metrics serves as a valuable economic toolkit for the community. From cost of living data to number of golf rounds played, Beaufort County labor market analysis, destination marketing research and plans, and occupancy rates for Hilton Head Island lodging, the economic and business metric information is a valuable link to economic development in our region. To access the site go to www.thinkhiltonheadisland.com.

For more information, please contact Leta Salazar, Research Analyst, at lsalazar@hiltonheadisland.org or 843-757-3673.