



The Town of Hilton Head Island

Regular Town Council Meeting

December 6, 2016

4:00 P.M.

HILTON HEAD ISLAND BRANCH LIBRARY

(LARGE MEETING ROOM)

AGENDA

**Please
note
change in
location of
meeting.**

**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) Swearing in of Ward 1 Council Member – Marc A. Grant**
 -The Honorable Maureen Coffey

 Swearing in of Ward 3 Council Member – David Ames
 -The Honorable Maureen Coffey

 Swearing in of Ward 6 Council Member – John J. McCann
 -The Honorable Maureen Coffey
- 6) Election of Mayor Pro Tempore**
- 7) Proclamations and Commendations**
- 8) Approval of Minutes**
 - a. November 15, 2016**
- 9) Report of the Town Manager**
 - a. Introduction/Photos of Student Government Day Participants**
 - b. Zika Presentations**
 Symatha Drains, RN, BSN - SC DHEC Low Country Public Health Region
 Gregg Hunt, Director of Beaufort County Mosquito Control
 - c. Hurricane Matthew Update**
 - d. Town Manager's Items of Interest**
 - (1) Town News
 - (2) Noteworthy Events

10) 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 – David Ames, Chairman
- f. Report of the Public Safety Committee - Marc Grant, Chairman
- g. Report of the Finance and Administrative Committee - John McCann, Chairman

11) Unfinished Business

None

12) New Business

a. Consideration of Recommendations of the Accommodations Tax Advisory (ATAX) Committee

b. First Reading of Proposed Ordinance 2016-32

First Reading of Proposed Ordinance 2016-32 of the Town Of Hilton Head Island, South Carolina, to amend Title 2 General Government and Administration of the Municipal Code of the Town of Hilton Head Island, South Carolina by amending Chapter 5 (Meetings of Council and Rules of Procedure) Section 2-5-60, Committees of Council; and providing for severability and an effective date.

c. First Reading of Proposed Ordinance 2016-33

First Reading of Proposed Ordinance 2016-33 of the Town of Hilton Head Island, South Carolina, to amend Title 2 General Government and Administration of the Municipal Code of the Town of Hilton Head Island, South Carolina by amending Chapter 5 (Meetings of Council and Rules of Procedure) Section 2-5-60, Committees of Council; and providing for severability and an effective date.

13) Appearance by Citizens

14) Executive Session

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

16) Adjournment

THE TOWN OF HILTON HEAD ISLAND
REGULAR TOWN COUNCIL MEETING

Date: Tuesday, November 15, 2016

Time: 4:00 P.M.

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

Present from Town Staff: Steve Riley, *Town Manager*; Greg DeLoach, *Assistant Town Manager*; Charles Cousins, *Director of Community Development*; Scott Liggett, *Director of Public Projects and Facilities*; Brad Tadlock, *Fire Chief*; Mike Mayers, *Deputy Fire Chief – Operations*; Brian Hulbert, *Staff Attorney*; John Troyer, *Deputy Director of Finance*; Marcy Benson, *Senior Grants Administrator*; Rene Phillips, *Website Administrator*; Melissa Cope, *Systems Analyst*; Vicki Pfannenschmidt, *Executive Assistant*

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 distributed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.

5) Proclamations and Commendations

a. Arbor Day

Marcy Benson was present to accept the proclamation.

b. Beaufort County School District Character Education Students of the Month

- Hilton Head Island High School
Sandy Phillips 11th Grade

Mayor Bennett delivered remarks and congratulated Sandy Phillips on her many accomplishments. Ms. Phillips was present to accept the certificate.

6) Approval of Minutes

a. November 1, 2016

Town Council unanimously approved the November 1, 2016 regular meeting minutes 7-0.

7) Report of the Town Manager

a. Hurricane Matthew Update

Charles Cousins conducted a presentation of before and after pictures of various areas. He reported details regarding debris management, specifics of FEMA reimbursement and applicable deadlines. Scott Liggett reported on the debris collection and progress in various areas of the Island. He noted coordination of the pick-up is ongoing and challenging.

Mr. Riley noted the collaboration between the County and the Town was an important part of the recovery effort. He stated that in 2008 over sixty County and Town representatives went to Maryland for a disaster training exercise and it was a informative planning process. Mr. Riley added that in 2010 the vigilant guard exercise held in Beaufort County and on Hilton Head Island specifically brought all agencies together which helped all in this area to be well prepared.

b. Town Manager's Items of Interest

Mr. Riley reported on the items of interest below.

- (1) Town News
- (2) Noteworthy Events

8) Reports from Members of Council

a. General Reports from Council

Mr. Grant announced that Reverend Ben Williams has passed away over the weekend and extended condolences to the family on Council's behalf.

Mr. Ames noted that in light of recognizing Arbor Day it is an opportunity for the community to recommit to environmental stewardship. He encouraged all to think along those lines and as we move forward.

Mayor Bennett announced that Joe Bowler, a leader of the arts community passed away and expressed appreciation for Mr. Bowler's contributions and extended condolences to the family on Council's behalf.

Mayor Bennett stated the Beaufort County Economic Development Corporation met and is moving forward in hiring a facilitator and requested information be provided regarding what Hilton Head Island would like to gain from the initiative. He proposed discussion concerning the matter at the upcoming planning retreat to create a summary document to provide.

Mayor Bennett noted he would be making committee assignments for the upcoming year and proposed combining the Intergovernmental Relations Committee with the Public Safety Committee and the Public Facilities Committee with the Public Planning Committee. He asked for a consensus of Council to ask Mr. Riley to bring forward the necessary changes at the next Council meeting. Council members were in agreement.

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 Venue Committee continues to move forward on the scope of work for the consultant. Mrs. Likins stated Mr. Jack Burke has resigned from the Beaufort/Jasper Water and Sewer Authority and a meeting will be scheduled to review applications for his replacement. She announced that she and Mr. Ames will participate in interviews for the Executive Director of the Mitchelville Preservation Project.

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

No report.

e. Report of the Public Facilities Committee – David Ames, Chairman

No report.

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

Mr. Grant said the Committee met on November 7 and reviewed the 3rd Quarter Crime Statistics in detail. He noted the Committee made suggestions and discussed prevention tactics for crimes such as car break-ins.

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

Mr. McCann announced the Committee would be meeting on December 6, 13 and 20. He stated the items for review will be Appearance by Citizens location on agenda, bonding requirements for projects, and synergies between the County and the Town, Economic Development.

9) Unfinished Business

None.

10) New Business

None.

11) Appearance by Citizens

Skip Hoagland addressed Council regarding the Hilton Head Island-Bluffton Chamber of Commerce and the Town of Hilton Head Island.

Frank Babel addressed Council regarding the Greater Island Council's support of the Parks and Recreation Commission recommendations delivered on September 20, 2016.

Becky Cederholm addressed Council regarding the need for a third lane on the bridge to Hilton Head Island and suggested Council conduct a survey regarding top priorities.

Tai Scott addressed Council regarding Native Islander issues.

12) Executive Session

None.

13) Possible actions by Town Council concerning matters discussed in Executive Session

14) Adjournment

Mr. Harkins moved to adjourn. Mr. McCann seconded. The motion was unanimously approved by a vote of 7-0 and the meeting was adjourned at 5:04 p.m.

Vicki L. Pfannenschmidt
Executive Assistant/Town Clerk

Approved:

David Bennett, Mayor



HELP WANTED



Container-breeding mosquitoes are a nuisance and a potential carrier of West Nile virus and/or Zika virus in the U.S., including Beaufort County. A cost-effective method for controlling these mosquitoes is to eliminate standing water on properties. I encourage all Beaufort County residents to join in this worthwhile program. Overall, your help with the “Fight the Bite” campaign will allow Mosquito Control personnel to focus on other important abatement efforts.

Many residents do not realize the surprising number of likely mosquito-breeding sources on their property. Any item that can hold water for more than a few days can breed mosquitoes. Homeowners and renters, even apartment dwellers, should inspect and correct (if needed) the following sites:

- **Birdbaths** – replace water or flush out at least once a week
- **Buckets, watering cans, drinking glasses, plastic cups, bottle caps, or any trash that can hold water** – store indoors or turn over; recycle or discard if trash
- **Cans and containers** – discard, store indoors, turn over, drill holes in the bottom, or empty after each rain event
- **Catch basins** – do not store yard waste (leaves, branches, grass clippings) or organic landscape material near these structures
- **Children’s toys** – store inside or in manner that prevents water collection
- **Drainage ditches and culverts** – remove grass clippings, weeds, or trash to ensure proper water flow
- **Dripping outdoor faucets or air conditioners** – repair faucet or leaking pipes; ensure proper water runoff for A/C units
- **Failed septic systems** – repair or replace
- **Flat roofs** – evaluate for water collection
- **Flexible, corrugated plastic pipe** – replace with smooth pipe
- **Garbage cans (including upturned lids) or other barrels** – cover or drill holes in bottom; keep lid on can or reorient in manner that prevents water collection; cover with fine-mesh screen if collecting rainwater
- **Hollow fence posts without caps** – install post caps
- **Kayaks, canoes, or boats** – turn kayaks or canoes upside down; cover with tight-fitting tarp or store indoors; pump out bilge
- **Old tires** – recycle or store in manner that prevents water collection

- Continue -

- **Ornamental ponds** – add minnows (or other fish) or recirculation pump
- **Outdoor grills** – cover; close vent
- **Pet water bowls** – provide fresh water each day and clean once a week
- **Pipes or plumbing supplies** – cover
- **Plastic in gardens to prevent weeds** – replace with landscape cloth
- **Playground equipment** – cover or store in manner that prevents water collection; discard if not in use
- **Potted plants and saucers** – empty saucers or flush out once a week; remove if not in use
- **Puddles in low spots** – drain or fill with dirt
- **Roof gutters and spouts** – remove leaves, pine needles, or debris often to ensure proper water flow
- **Sump pumps** – cover with fine-mesh screen
- **Swimming pools or wading pools** – clean and chlorinate all pools; turn plastic pools upside down when not in use
- **Tarps** – empty water that collects in folds or sagging areas
- **Tree holes** – flush once a week or fill with sand
- **Under decks, porches, or outbuildings** – fill depressions with dirt
- **Wheelbarrows** – turn upside down when not in use
- **Zealous summary for any item capable of holding water** – clean, cover, discard, drain, drill holes, empty or flush once a week, repair, replace, turn over, or store properly

Fight the Bite!

Target the Sources!

Eliminate Standing Water!

For more information about Beaufort County Mosquito Control, please call 843-255-5800 or visit the directory at:

<http://www.bcgov.net>

Thanks for your support!

Gregg J. Hunt, Director





ITEMS OF INTEREST

DECEMBER 6, 2016

Town News

Noteworthy Events

Some of the upcoming meetings:

- Planning Commission – December 7, 2016, 9:00 a.m., Hilton Head Island Branch Library
- Community Services Committee – December 12, 2016, 4:00 p.m., Hilton Head Island Branch Library
- Design Review Board – December 13, 2016, 1:15 p.m., Hilton Head Island Branch Library
- Finance & Administrative Committee – December 13, 2016, Town Hall, Conference Room #3
- Public Planning Committee – December 15, 2016, Hilton Head Island Branch Library
- Venue Committee – December 16, 2016, 9:00 a.m., Hilton Head Island Branch Library
- Board of Zoning Appeals – December 19, 2016, 2:30 p.m., Hilton Head Island Branch Library
- Finance & Administrative Committee – December 20, 2016, 2:00 p.m., Hilton Head Island Branch Library
- Town Council – December 20, 2016, 4:00 p.m., Hilton Head Island Branch Library

(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.

2016 Hilton Head Island Events

Daily thru January 1, 2017 4:30 p.m. – 10:00 p.m.	Ice Skating in the Park Island Recreation Association	Shelter Cove Community Park
Daily thru January 1, 2017 5:00 p.m. – 10:00 p.m.	“Light Up the Harbour” Holiday Boat Lights Around the Marina	Shelter Cove Harbour & Marina
December 10, 2016 12:00 p.m. – 5:00 p.m.	Welcome Home Celebration Honoring First Responders	Shelter Cove Community Park



MEMORANDUM

TO: Town Council

FROM: John Troyer, CPA, Acting Director of Finance

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

DATE: November 28, 2016

RE: **CY 2017 State Accommodations Tax Grant Recommendations**

Recommendation: Staff recommends that Council review the attached Accommodations Tax Advisory Committee (ATAC) recommendations and award the calendar year 2017 grants at its meeting on December 6, 2016.

Summary: ATAC received 28 applications, held hearings with each, and made the recommendations attached. The Chairman's letter is also attached which describes the applicants' requests, deliberations, and recommendations. As requested with the new ATAX procedures, a status report on calendar year 2016 grants is attached. Available amounts not yet drawn can vary for many reasons. A major reason is applicants receive funds for major events occurring late in the calendar year. Staff anticipates that any lapsed amounts will be small and will roll into grant funding next year.

Council has **\$4,081,136 total funds to award now** if it chooses **leaving a \$50,000 reserved balance** which could be used later in 2017 if worthy out-of-cycle applicant requests arise. When the Finance & Administrative Committee and Town Council adopted new accommodations tax (ATAX) processes last year, it created a policy for a minimum \$50,000 reserve. Therefore, Council could also choose to leave a reserve larger than \$50,000.

Background:

Calendar year 2017 grants will be awarded from actual accommodations tax (ATAX) revenues from the first three quarters of calendar year 2016 and estimated revenues from the fourth quarter of calendar year 2016. Per policy, it will be adjusted for the difference in the prior year's fourth quarter estimate vs. actual.

The Town received \$5,074,408 from the first three quarters of calendar year 2016 and added estimated revenues of \$733,235 for the fourth quarter, to reach a total estimate of \$5,807,643. This is an estimated increase of \$452,405 or 8.45% from calendar year 2015 actual/estimated revenues of \$5,355,238.

The following adjustments are made to the ATAX revenues to determine the amount available to award grants for calendar year 2017.

- \$556 of investment income is added;
- \$26,255 in lapsed grants is added, bringing the total available funds to \$5,834,454;
- formula funding is deducted:
 - to the Town - \$25,000 and 5% estimated at \$289,132, and
 - to the Chamber/VCB as DMO - 30% or an estimated \$1,734,793;
- \$113,709 for the increase in actual vs. the estimated ATAX revenues for the fourth quarter of calendar year 2015 is added;
- \$231,898 available but not awarded for 2016 grants is added. Per the new procedures, these funds will be the first awarded for calendar year 2017 grants.

Funds available total \$4,131,136.

Last year, the Finance & Administrative Committee and Town Council adopted revised ATAX procedures which included a **minimum \$50,000 reserve fund**. The reserve will be used in the event worthy out-of-cycle grant applications are received.

After deducting a \$50,000 reserve, the amount available for calendar year 2017 grants is \$4,081,136.



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

Cc: Steve Riley, Town Manager, Town of Hilton Head Island

From: Stewart Brown, Chairman, Accommodations Tax Advisory Committee

Date: November 28, 2016

Subject: ATAC Recommendations for 2017 ATAX Grant Awards

On November 9, 2016, the Accommodations Tax Advisory Committee (ATAC) met to make grant funding recommendations for 28 ATAX grant applications that were solicited from our traditional 2017 grant cycle. As a result, the ATAC was pleased to make funding recommendations on 27 of the 28 submitted ATAX grant applications with a suggested carryover amount of \$288,866 to be used for possible 2017 out of cycle grant requests.

Total Available Funding for Grants (after required \$50,000 reserve)	\$4,081,136
ATAC Funding Recommendations for Grants	<u>\$3,792,270</u>
ATAC Recommended Carryover for Out of Cycle Grants	\$ 288,866

As with past practice, the ATAC has worked to establish a consistent philosophy in how applications are reviewed and prioritized. Over the past four years, the review and recommendation approach of the ATAC has evolved through continuous improvement into the following guiding principles:

- **Economic Growth Through Tourism** - Does the applicant organization drive overnight visitors to Hilton Head Island?
- **Creation of Sustainable Visitor Traffic** - Does the applicant organization enhance, or improve, the visitor experience on Hilton Head Island creating opportunities that would encourage visitors to return to Hilton Head Island?
- **Collaboration Amongst Organizations** - How well does the applicant organization collaborate with other local organizations, especially fellow grant applicants? Where possible, do applicants cross-promote each other to further enhance the visitor experience?
- **Organization Viability and Return on Investment** - Does the organization possess both a clear vision and an achievable direction? Does the organization have other sources of public and private support available and what is the organization's long term dependency on ATAX funding going to be? Do established applicant organizations have the financial means to support themselves without an ATAX award for the upcoming year and/or beyond? Do organizations with a strong balance sheet have a strategic plan for their cash reserves?
- **Operational Confidence** - How well do the applicant organizations understand their operations? Do they track and report metrics, do they provide sufficient transparency, and are they accountable for their results?

The Committee also strives to enhance the grant review process and feels that it is important to evolve our thinking to adapt to the strategic focuses of the Town, the best practices of other ATAX municipalities, and evaluate feedback solicited through the past year. A couple items to note that were new this year:

- The Committee requested that applicants submit both “visitor” and “tourist” counts, as defined by the ATAX statute and TERC opinion
- We inquired with applicants about any financial hardships, incurred or projected, that were a result of the hurricane
- All fireworks applications were reviewed for their individual merits and needs after determining that each applicant had varying levels of expenses; we evolved away from a past practice of recommending an equitable award across all three applicants

In an effort to provide an additional layer of summary detail with our recommendation, each application has been broken out into sections categorizing, at the highest level, the type of recommendation each application received from the Committee this year. These five categories will group applications together based on whether they received recommendations for additional funding above initial ask, full, partial, TERC capped, or no funding. As with previous recommendation memos, a detailed view of the Committee’s recommendation of each application will follow these summaries.

Applicants Receiving Recommendations of Additional Funding Above Their Grant Request

As the Committee interprets ATAX guidelines, recommendations for funding can be made above, below, or at the requested grant amount submitted by an applicant. Due to the business and destination disruption caused by the Island’s recovery efforts after Hurricane Matthew, the Committee made it point to ask a number of the applicants about the accuracy of their grants since they were submitted before the hurricane and absent of any contemplation of potential storm disruption. Ultimately, the Committee felt that there may be opportunities for future use of our recommended carry over funds with certain marketing needs of some organizations to reinforce that our “coast is clear”. However, there was one organization that the Committee felt would benefit from a slightly increased recommendation to replace sponsorship dollars that will not be available next year due to the hurricane.

	<u>Committee</u>	<u>Request</u>	<u>Variance</u>
Skull Creek July 4 th Celebration	\$ 17,825	\$ 15,325	\$ 2,500
	\$ 17,825	\$ 15,325	\$ 2,500

Applicants Receiving Recommendations of Full Funding

This year, the Committee was again in a fortunate position to make a number of full funding recommendations due to increased ATAX receipts in fiscal year 2016 and a large amount of unused carry over funds from last year. The Committee felt that these 15 organizations that fell into this category were thoughtful with their grant requests, demonstrated a reasonable financial need, and were able to show a strong ROI with how they chose to invest their financial resources to drive and enhance tourism on Hilton Head Island.

	<u>Committee</u>	<u>Request</u>	<u>Variance</u>
Art League of Hilton Head	\$ 65,000	\$ 65,000	\$ -
David M. Carmine Memorial Foundation	\$ 55,000	\$ 55,000	\$ -
Hilton Head Concours d’Elegance	\$ 215,000	\$ 215,000	\$ -
HHI Recreation Association (Wing/Oyster Fests)	\$ 20,000	\$ 20,000	\$ -
HHI St. Patrick’s Day Parade	\$ 16,000	\$ 16,000	\$ -
HHI Wine and Food, Inc.	\$ 130,000	\$ 130,000	\$ -
HHI Chamber and VCB	\$ 405,000	\$ 405,000	\$ -
Lean Ensemble Theatre	\$ 30,000	\$ 30,000	\$ -
Lowcountry Golf Course Owners Assoc.	\$ 50,000	\$ 50,000	\$ -
MLK Jr. Celebration	\$ 700	\$ 700	\$ -
Shelter Cove Harbour Company	\$ 76,800	\$ 76,800	\$ -
The Coastal Discovery Museum	\$ 239,340	\$ 239,340	\$ -
The Heritage Library – History Day	\$ 15,000	\$ 15,000	\$ -
The Sandbox	\$ 54,000	\$ 54,000	\$ -
Town of Hilton Head Island	<u>\$1,365,900</u>	<u>\$1,365,900</u>	<u>\$ -</u>
	\$2,737,740	\$2,737,740	\$ -

Applicants Receiving Recommendations of Partial Funding

Some organizations were not recommended for full funding, despite being eligible and not being subjected to any TERC-based funding caps. The ATAC's approach has been to evaluate the individual merit of each application irrespective of total available funding. The ATAC feels strongly that partial funding should not be considered as a negative reflection on the organization. The final determination generally fell within the ATAC's belief that any funding above the recommended amount possibly would not generate a favorable ROI on the use of the additional funds, even though they could be made available to the applicant. Furthermore, the Committee was cautious in recommending increased year over year funding to ensure that a new benchmark would not be created that could adversely impact the applicant in upcoming years if the same funding levels were not available in the future. A total of 5 organizations were impacted by the Committee's partial funding recommendations. This resulted in a \$68,160 variance between what was requested by the applicant and what was recommended by the Committee. The Committee believes in making recommendations in the highest and best use of the available funds and felt comfortable making these specific partial funding recommendations despite also recommending the carryover of excess funds for possible future out of cycle grant requests.

	<u>Committee</u>	<u>Request</u>	<u>Variance</u>
Arts Center of Coastal Carolina	\$ 400,000	\$ 411,800	(\$ 11,800)
Hilton Head Dance Theater	\$ 15,000	\$ 19,000	(\$ 4,000)
Hilton Head Symphony Orchestra	\$ 230,000	\$ 245,000	(\$ 15,000)
Main Street Youth Theater	\$ 15,000	\$ 25,000	(\$ 10,000)
The Heritage Library	\$ 50,000	\$ 77,360	(\$ 27,360)
	\$ 710,000	\$ 778,160	(\$ 68,160)

Applicants Receiving Recommendations with TERC-based Reimbursement Caps

This year there were a total of 6 applicants whose requests did not fully meet certain reimbursement requirements and were subject to maximum allowable reimbursement limits as defined by state statute and/or TERC opinion. In these situations, with the assistance of Town staff, the ATAC used the tourism metrics provided by the applicant to determine the maximum allowable reimbursement amount each applicant would be eligible to receive if awarded.

	<u>Committee</u>	<u>Request</u>	<u>Max Allowed</u>	<u>Variance*</u>
Gullah Museum of Hilton Head Island	\$ 35,000	\$ 50,000	\$ 40,000	(\$ 15,000)
Harbour Town Merchants Association**	\$ 16,705	\$ 20,000	\$ 16,705	(\$ 3,295)
Hilton Head Choral Society	\$ 35,000	\$ 43,000	\$ 37,000	(\$ 8,000)
Mitchelville Preservation Project	\$ 110,000	\$ 133,000	\$ 115,100	(\$ 23,000)
Native Island Business & Community	\$ 110,000	\$ 150,000	\$ 137,500	(\$ 40,000)
The First Tee of the Lowcountry	\$ 20,000	\$ 60,000	\$ 48,994	(\$ 40,000)
	\$ 326,705	\$ 456,000	\$ 395,299	(\$ 129,295)

*Variance is between Committee and Request Amounts

**Applicant received full funding recommendation based on Max Allowed

Applicants Receiving Recommendations of No Funding

Unfortunately, there was one application that was submitted this year that did not receive a recommendation for funding. This application was thoughtful and well-presented; however, the Committee felt that funding this organization would not be the highest and best use of the available funds for a few different reasons, all of which will be outlined in the detailed applicant section of this recommendation memo.

	<u>Committee</u>	<u>Request</u>	<u>Max Allowed</u>	<u>Variance*</u>
12 Jewels of Life	\$ -	\$ 50,000	\$ 14,700	(\$ 50,000)
	\$ -	\$ 50,000	\$ 14,700	(\$ 50,000)

*Variance is between Committee and Request Amounts

The remainder of this recommendation memo will provide summary information on the applicant organizations, a snapshot of their funding requests, and the Committee's recommendation and rationale. This memo is not meant to encompass all

the applicant data or information, as this can be further referenced within each individual grant application that was submitted for the 2017 grant cycle. A spreadsheet of the committee's grants recommendations accompanies this memo.

BASED ON THE ATAC'S REVIEW OF EACH GRANT APPLICATION, THE APPLICANT'S INDIVIDUAL PRESENTATIONS, AND THE COMMITTEE'S PUBLIC DISCUSSION, THE ATAC SUBMITS THE FOLLOWING RECOMMENDATIONS TO TOWN COUNCIL FOR REVIEW AND APPROVAL:

12 JEWELS OF LIFE

2017 Grant Application

12 Jewels of Life is a community organization that hosts community events and provides mentoring, tutoring, nutrition programs, training, and field trips. The grant request is for their annual Jamboree celebration.

"12 Jewels of Life Heritage Jamboree"

Tourism Ratio: Not documented in the application
Grant Request: **\$50,000; per TERC guidelines the maximum allowable award would be \$14,700**
Grant Reason: To assist the organization with event marketing and expenses
Recommendation: **No funding due to uncertain tourism impact**
ATAC Opinion: The Committee appreciated learning about this community organization but did not feel strongly that this event would either drive or enhance tourism. If tourism could be documented, the Committee would consider this organization again in the future. **If TERC reimbursement guidelines were applied towards the marketing request, the maximum allowable award would be \$14,700.**

ART LEAGUE OF HILTON HEAD

2017 Grant Application

The Art League of Hilton Head has firmly established itself as a core component of the local arts community. The League is requesting funds to provide a strong visual art presence on Hilton Head Island through its innovative Gallery and Academy, and market creative events and partnerships with local organizations and businesses.

"ATAX Application"

Tourism Ratio: 50.1% / 17,382 visitors served out of 34,677 total people; of which 8,805 were beyond 50 miles
Grant Request: **\$65,000**
Grant Reason: Marketing and advertising through media partners. In addition, the grant would assist in the funding of a PR agency to broaden the League's message.
Recommendation: **\$65,000 – Full Funding**
ATAC Opinion: The Committee was impressed with the League's continued marketing efforts and its commitment towards evolving towards digital media and marketing. The diversity of offerings helps enhance the visitor stay on the Island and the Committee feels that continued funding is important to the mission. **The Committee continues to feel that the Art League is a good steward of ATAX funds. The recommendation this year represents a \$10,000 increase over 2016 which takes into account the desire to retain a professional PR firm to assist with raising awareness of the organization its opportunities.**

ARTS CENTER OF COASTAL CAROLINA

2017 Grant Application

The Arts Center provides year-round, high quality programming to both tourists and residents through the production of theater, performing arts, and community festivals. Additionally, the Arts Center will continue to host multiple exhibitions and educational programs throughout the year.

"Tourism Operations Support for the Arts Center of Coastal Carolina"

Tourism Ratio: 51.1% / 22,614 visitors served out of 44,275 total people; of which 9,574 were beyond 50 miles

Grant Request: **\$411,800**

Grant Reason: To support marketing efforts in addition to the visitor portion of program costs for theater, performing arts, and community festivals. Total cost to provide these programs in FY17 will be \$4,077,804. The Arts Center pointed out that this grant application supports its marketing and programming and does not include any supplementary facility maintenance requests.

Recommendation: **\$400,000**

ATAC Opinion: The Committee feels strongly that the Arts Center is the focal point of arts within our community. The quality and diversity of programming provided to both tourists and residents showcases our Island as a world class destination and assists in both the driving and enhancing tourist stays. **The Committee believes the Arts Center is both a driver and enhancer of tourism. This year's recommendation is \$4,000 more than last year but \$11,800 below the grant request. The Committee continues to put additional scrutiny on larger grant recipients to ensure that there is a strong ROI on ATAX funds' use. Although the Committee was in the position to recommend full funding this year, it did not feel the additional funding would be the highest and best use of the funds.**

DAVID M. CARMINES MEMORIAL FOUNDATION

2017 Grant Application

The David M. Carmines Memorial Foundation organizes the annual Hilton Head Island Seafood Fest, currently in its 10th year. This week-long event culminates in an all day festival at Shelter Cove Community Park featuring food, live entertainment, family activities, and other contests.

"Hilton Head Island Seafood Fest"

Tourism Ratio: 52.5% / 2,100 visitors served out of 4,000 total people; of which 1,900 were beyond 50 miles

Grant Request: **\$55,000**

Grant Reason: For public relations and event marketing expenses through print, online, social, TV, and radio

Recommendation: **\$55,000 – Full Funding**

ATAC Opinion: The Committee was thoroughly impressed with continued success and growth of the event. Due to the event's tourist draw and impressive survey metrics, the Committee felt it was important to continue funding this organization to bolster the marketing budget and assist in continuing to increase the event attendance. From the presentation provided, the Committee feels strongly that 2017 will be this organization's break-out year for solidifying its reputation and gaining a regional following. **The Committee's recommendation of \$55,000 is significantly higher than last year's award of \$10,000. This is primarily driven by an enhanced marketing and image campaign and the retaining of a PR firm to bolster awareness of this event. As with previous years, the Committee continues to have confidence that this event is well on the way to being another signature event showcasing the culinary heritage and talent of our area.**

GULLAH MUSEUM OF HILTON HEAD ISLAND

2017 Grant Application

The Gullah Museum of Hilton Head Island is requesting funding for its Gala Awards (January 21, 2017), Artist in Residence program (April 1 to August 31, 2017), Gullah Food Festival (October 21, 2017), and Gullah Christmas celebration (December 17, 2017)

"Gullah Museum"

Tourism Ratio: 80% Based on the previous year's information
Grant Request: **\$50,000**
Grant Reason: For event marketing and operation expenses related to the four events
Recommendation: **\$35,000**
ATAC Opinion: The Committee was impressed with the applicant's commitment and contribution towards enhancing the cultural experience of tourists. Specific metrics were not reported as the event that received funding last year had to be rescheduled due to the hurricane. **Although the Committee had the ability to recommend full funding of this application, a conservative approach was used due to the Committee being cautious about establishing a funding benchmark that might not be viable in future years and due to not having an established track record of success for the specific events and programming outlined in the application. However, the Committee is committed to ensuring that cultural tourism is properly supported and feel this applicant has a strong vision on enhancing the tourism experience on the Island. The Committee has recommended an award that is \$5,000 higher than last year which reflects the additional event being planned by the applicant for 2017.**

HARBOUR TOWN MERCHANTS ASSOCIATION

2017 Grant Application

The Harbour Town Merchants Association is seeking grant funding for its annual Fourth of July Fireworks display. The Association estimates that over 5,000 attended the display in 2016, which was a mixture of residents and tourists.

"Harbour Town 4th of July Fireworks"

Tourism Ratio: Estimated 5,000+ total people served
Grant Request: **\$20,000; per TERC guidelines the maximum allowable award would be \$16,705**
Grant Reason: For event marketing and operational expenses
Recommendation: **\$16,705 - Full funding based on TERC maximum allowable reimbursement guidelines**
ATAC Opinion: As with previous years, the Committee feels that it is appropriate to support this fireworks display as it is a worthwhile tourism enhancer for one of the Island's busiest weeks of the year. **Although the Committee had the ability to recommend full funding of this application, the past practice of treating all July 4th fireworks applications the same was applied. The Committee's recommendation reflects a 21% increase from 2015 to help the applicant offset increasing event expenses.**

HILTON HEAD CHORAL SOCIETY

2017 Grant Application

In 2017, its 42nd season, the Hilton Head Choral Society is planning to produce 4 concerts throughout the year, many in collaboration with other organizations. The Choral Society volunteers have worked hard to remain a fiscally responsible organization and have worked diligently to identify new marketing mediums that are more cost effective and efficient.

"Hilton Head Choral Society Performance Season"

Tourism Ratio: 27.8% / 1,002 visitors served out of 3,608 total people; of which 364 were beyond 50 miles
Grant Request: **\$43,000; per TERC guidelines the Committee did not feel that the repair of their risers qualified**

Grant Reason: as an eligible expense for ATAX reimbursement thus the maximum allowable award would be \$37,000

Recommendation: \$35,000

ATAC Opinion: The Committee continues to be impressed with this organization. The Society produces great events and is an excellent collaborator with other organizations. It takes a business approach to operations and has impressed the Committee with how it is fine-tuning itself year over year. As with similar organizations with a low tourism ratio, the Committee is hesitant to recommend increased awards each year without a ROI justification. The Choral Society will be hosting its first Choral Expo on April 2, 2017. The Committee recommends an award equal to the 2016 award.

HILTON HEAD ISLAND CONCOURS D'ELEGANCE, INC.
2017 Grant Application

The Hilton Head Island Motoring Festival & Concours d'Elegance continues to prove its position as one of the premiere destination events on the East Coast. In 2013, this event announced a major shift by changing venues from Honey Horn to the Port Royal Golf Club in an effort to remain competitive with other top-tier national events with sponsors, collectors, and attendees.

"Hilton Head Concours d'Elegance & Motoring Festival"

Tourism Ratio: 74.8% / 11,600 visitors served out of 15,500 total people; of which 8,000 were beyond 50 miles*
*(*Based on 2015 attendance; the 2016 event occurred during the 2017 application cycle)*

Grant Request: \$215,000

Grant Reason: For event marketing and advertising, which contributes towards a total event budget of \$1,201,300.

Recommendation: \$215,000 – Full funding

ATAC Opinion: The Committee feels very strongly the Motoring Festival is a signature event for our Island and will only continue to grow and improve. Due to the Festival's ability to grow substantially year over year, show a clear vision and direction, and prove that it both drives and enhances tourism; the Committee recommends full funding of the grant request. This recommendation is \$50,000 greater than the 2016 traditional cycle award, but the Festival also received a \$50,000 out of cycle award for the continuation of their successful inaugural Aero Gala held in 2015. The Committee's 2017 recommendation for full funding takes both of these events into consideration.

HILTON HEAD DANCE THEATER
2017 Grant Application

Currently in its 31st season, the Hilton Head Dance Theater has two major planned productions for 2017, in addition to several smaller ones. The Dance Theater's production of The Nutcracker generates the most tourist visits out of any of the other showings.

"Hilton Head Dance Theatre Performance Season"

Tourism Ratio: 15.7% / 508 visitors served out of 3,228 total people; of which 365 were beyond 50 miles

Grant Request: \$19,000

Grant Reason: For event marketing for 2 major productions in 2017

Recommendation: \$15,000

ATAC Opinion: The Committee feels that this is a worthy organization to continue supporting due to its ability to collaborate with other organizations and the quality of its productions. Although the Committee had the ability to recommend full funding, the current recommendation is at the same level as the 2016 award. As with similar organizations with a low tourism ratio, the Committee is hesitant to recommend increased awards each year without a ROI justification.

HILTON HEAD ISLAND RECREATION ASSOCIATION

2017 Grant Application

The Hilton Head Island Recreation Association organizes its annual Wingfest and Oyster Festival, two separate events. Entering its 22nd year, Wingfest has become the “Super Bowl” of the chicken wing industry for local restaurants and food lovers. It has been showcased on national outlets, such as the Oprah Network and The Outdoor Channel. The Oyster Festival, entering its 16th year, is a true Lowcountry event that showcases the true essence of the area.

“ATAX Application for Events”

Tourism Ratio: 42.1% / 4,000 visitors served out of 9,500 total people; of which 4,000 were beyond 50 miles
Grant Request: **\$20,000**
Grant Reason: For event marketing with a strong focus on regional marketing through billboard, radio, mobile billboards, and social media.
Recommendation: **\$20,000 – Full funding; calculated as \$10,000 for each individual event**
ATAC Opinion: Due to the event’s tourist draw and impressive survey metrics, the Committee felt it was important to fund this organization to bolster its marketing budget to help continue increasing event attendance. **Although the Committee did not recommend a specific split on the use of the recommended funding, the intent of full funding was to provide each event with \$10,000.**

HILTON HEAD ISLAND ST. PATRICK’S DAY PARADE

2017 Grant Application

The Hilton Head Island St. Patrick’s Day Parade will celebrate its 34th year in 2017. The parade is comprised of floats, marching bands, walking groups, automobiles, animal units and other creative entries.

“Hilton Head Island St. Patrick’s Day Parade”

Tourism Ratio: 41.0% / 9,020 visitors served out of 22,000 total people
Grant Request: **\$16,000**
Grant Reason: For event related expenses and securing additional entertainment participants.
Recommendation: **\$16,000 – Full funding**
ATAC Opinion: The Committee continues to be pleased with the progressive success of this event and recommends that it continues to be funded. **This year’s recommendation is \$1,260 higher than last year’s award of \$14,740; in previous years this applicant was limited to a TERC maximum allowable reimbursement amount and this year the request was not restricted by guidelines so the Committee felt there would be a ROI with an increased recommendation.**

HILTON HEAD WINE AND FOOD, INC

2017 Grant Application

The Hilton Head Wine and Food Festival is going to celebrate its 32nd year in 2017. In 2015, the Festival announced a venue change to the Sea Pines Resort. HHWFF is a strong collaborator with other local organizations – HHI Motoring Festival, HHI Symphony, the Art League, and the HHI Chamber and VCB.

“Hilton Head Island Wine and Food Festival”

Tourism Ratio: 63.7% / 1,256 visitors served out of 3,488 total people; of which 2,232 were beyond 50 miles
Grant Request: **\$130,000**
Grant Reason: To elevate event marketing through the placement of advertisements focused on the fly/drive market and targeting affluent travelers in an effort to increase the quality of tourist demographics currently experienced.
Recommendation: **\$130,000 – Full funding**
ATAC Opinion: The Committee continues to be impressed with this organization. It is impressive to see the strides this organization has taken over the past few years. The Committee was impressed with applicant’s continued self-assessment of its events in 2015 and 2016, appreciating the candidness of what worked well and what did not.

HILTON HEAD ISLAND - BLUFFTON CHAMBER OF COMMERCE / VCB

2017 Grant Application

This year, the Chamber of Commerce has applied for a supplemental grant of \$405,000 for group business travel, golf, military, and accolade marketing. The goal in driving group business travel to the Island is to help create market compression in the gap left over from traditional leisure travel. The continued recognitions that our destination received in 2016 is reason to highlight these awards. The golf marketing goal is to continue the collaborative efforts with the Lowcountry Golf Course Owners Association to drive golf business to the Island.

"Hilton Head Island Destination Marketing Promotion"

Tourism Ratio: 2,400,000 unique visitors to destination website w/ 960,000 prospects converted to referrals (40%)

Grant Request: **\$405,000**

Grant Reason: For group and meeting travel marketing, military marketing, accolade awareness, and general golf promotion

Recommendation: **\$405,000 – Full funding**

ATAC Opinion: The Committee feels strongly that the Town's DMO has the greatest reach and best potential to reach the maximum amount of potential visitors to our Island. Due to the successful year that the Island had in terms of tourism and accolades, it is clear that there is a need to reinvest in ourselves to continue to drive and enhance tourism. **While the Committee continues to feel that our DMO provides our Island with strong marketing and PR programs, it was shared by some Committee members that it was felt that the continued focus on golf marketing is taking away from opportunities to highlight other areas of our destination such as arts, cultural, historic, event, and culinary.**

HILTON HEAD SYMPHONY ORCHESTRA, INC.

2017 Grant Application

The Hilton Head Symphony Orchestra provides world-class arts programming for residents and visitors. In addition to Symphony productions and collaborative performances with many of the other local arts organizations, the Symphony hosts and produces the International Piano Competition which helps drive tourism over a week-long period. In 2016, the Symphony added live streaming of its piano competition events in order to gain additional exposure.

"HHSO General Operating Grant"

Tourism Ratio: 44.1% / 6,287 visitors served out of 14,269 total people; of which 3,842 were beyond 50 miles

Grant Request: **\$245,000**

Grant Reason: For marketing and operational expenses to contribute towards the organization's full year budget of \$1,824,548

Recommendation: **\$230,000**

ATAC Opinion: The Committee agrees that the Symphony is a signature organization within our community. The Symphony has remained consistent in its success and quality of productions. As such, the Committee recommends the continued funding of this worthwhile organization. The Committee commends the HHSO with successfully executing its live stream of the annual piano competition which reached viewers in 59 countries. **Although the Committee had the ability to recommend full funding, the current recommendation is at the same level as the 2016 award. As with other large grant organizations, the Committee is hesitant to recommend increased awards each year without a ROI justification. The Committee recognizes that the HHSO is both a driver and enhancer of tourism but notes that approximately 80% of its season packages are pre-sold each year.**

LEAN ENSEMBLE
2017 Grant Application

This is the first ATAX application for the Lean Ensemble Theater which is a professional, performing arts-based company that was founded in August 2014. The mission is to bring an innovative form of theater to the Lowcountry using both equity actors and local talent. The 2016/2017 season runs from October through May. They will offer 4 productions and 2 benefit performances during the season.

"Lean Ensemble Theater Productions"

Tourism Ratio: 36.7% / 631 visitors served out of 1,721 total people; of which 381 were beyond 50 miles

Grant Request: **\$30,000**

Grant Reason: For marketing and operational expenses to contribute towards the organization's full year budget of \$190,500

Recommendation: **\$30,000 – Full funding**

ATAC Opinion: The Committee was impressed with this application and believes this organization will provide a different arts experience for our visitors. It was appreciated that this organization worked to establish itself within the community over the past two years before applying for ATAX funding. **Although the Committee felt comfortable making a recommendation for full funding, it was noted that we will want to evaluate the ROI next year if the applicant returns for additional funding. As with similar organizations with a low visitor count, the Committee is focused on ensuring ATAX funds are recommended in their highest and best use.**

LOWCOUNTRY GOLF COURSE OWNERS ASSOCIATION
2017 Grant Application

The Lowcountry Golf Course Owners Association is an organization that is focused on driving golf tourism to the local area golf courses and is comprised of 31 member courses across Beaufort County. The LGCOA works closely with the Town's DMO to ensure golf tourism messaging and marketing channels align with the overall Hilton Head Island brand. In 2016, these efforts resulted in 50 travel articles being written about golfing on Hilton Head Island.

"2017 Golf Tourism Public Relations Campaign"

Tourism Ratio: Not directly reported in the application*

**If referencing last year's numbers the tourism ratio was 75.0% (calculated as 425,000 total golf rounds were played across HHI's 15 member courses with 318,750 being considered visitors)*

Grant Request: **\$50,000**

Grant Reason: For the marketing and PR efforts

Recommendation: **\$50,000 – Full funding**

ATAC Opinion: The Committee continues to feel that the LGCOA has the ability to drive business to the Island. The Committee feels confident in the applicant's ability to reach national and regional media to generate a strong ROI on it's spend. **While the Committee continues to feel that this applicant partners well with our DMO to drive strong PR programs, some Committee members questioned if we are beginning to spend too much money on golf marketing, when other DMO segments are emerging.**

MAIN STREET YOUTH THEATER
2017 Grant Application

Main Street Youth Theater is planning to offer 3 productions in 2017. The MSYT is dedicated to providing opportunities for youth and adults to experience live theater productions.

"Main Street Youth Theater"

Tourism Ratio: 20.0% / 243 visitors served out of 1,215 total people; of which 243 were beyond 50 miles

Grant Request: \$25,000
Grant Reason: For marketing expenses to promote season productions
Recommendation: \$15,000
ATAC Opinion: The Committee feels it is important to continue to support this arts organization. Although the Committee had the ability to recommend full funding, the current recommendation is at the same level as the 2016 award. As with similar organizations with a low tourism ratio and low visitor counts, the Committee is hesitant to recommend increased awards each year without a ROI justification.

MITCHELVILLE PRESERVATION PROJECT
2017 Grant Application

Mitchelville Preservation Project (MPP), now in its 6th year as a non-profit organization, is dedicated to preserving, protecting and promoting the heritage of Mitchelville – the first self-governed freedmen’s town in America. MPP educates the public on the compelling story of its inhabitants and their quest for education, self-reliance and inclusion as members of a free society. Ultimately, MPP's goal is to establish Mitchelville Freedom Park which will feature replicas of original buildings and a series of ever-changing learning opportunities (i.e., revolving exhibits, lectures, forums, tours and cultural programs).

“Accommodations Tax Grant Application”

Tourism Ratio: 83.1% / 12,157 visitors served out of 14,622 total people; of which 2,465 were beyond 50 miles
Grant Request: \$133,000
Grant Reason: For marketing and promotion of the exhibit at the Westin Resort, the promotion of the 2017 Juneteenth Celebration, the Blues and BBQ event, and the Dawn of Freedom programs and tours.
Recommendation: \$110,000
ATAC Opinion: The Committee has been pleased in the progression of the vision and commitment of Mitchelville’s board over the years. The Committee members noted that they were pleased to see the collaborating efforts of the Island’s cultural organizations as well as this organization’s ability to find a near-permanent exhibit home at the Westin. Although the Committee had the ability to recommend full funding, the current recommendation is a \$70,000 increase above the 2016 award. This is reflective of the growing success this organization has seen and the expansion of its programming and events to provide unique opportunities to drive and enhance tourism. Coming off of a successful hosting of the National Underground Railroad Conference this summer, MPP has a great opportunity to enhance the exposure this brought the organization and our destination. As with similar organizations receiving large ATAX funding recommendations, the Committee is focused on ensuring there will be a strong ROI each year with the use of these funds.

MLK Jr. Celebration Planning Committee
2017 Grant Application

The MLK Jr. Celebration Planning Committee has been organizing community activities on HHI that span the weekend preceding and continue through MLK Day on the 3rd Monday in January since the mid-1990's. Prior to that time, an Ad Hoc Committee organized a Memorial March on MLK Day.

“MLK Celebration Weekend”

Tourism Ratio: 14.3% / 158 tourists served out of 1,104 total people; of which 60 were beyond 50 miles
Grant Request: \$700
Grant Reason: For event marketing and operation-related expenses
Recommendation: \$700 – Full funding
ATAC Opinion: The Committee feels that the MLK Celebration Weekend would benefit from ATAX funds to enhance awareness of the event to visitors to the Island.

NATIVE ISLAND BUSINESS & COMMUNITY AFFAIRS ASSOCIATION, INC.

2017 Grant Application

The Native Island Business & Community Affairs Association produces the annual Gullah Celebration on Hilton Head Island. NIBCAA will host the 21st annual event in 2017 which will be held across the month of February. Over this month, NIBCAA produces a number of arts and cultural events, festivals, and expos.

“GC21”

Tourism Ratio: 67.3% / 11,254 tourists served out of 16,723 total people; of which 11,254 were beyond 50 miles
Grant Request: **\$150,000** ; Per TERC guidelines the maximum allowable award would be \$115,000
Grant Reason: For marketing and event expenses
Recommendation: **\$110,000**
ATAC Opinion: The Committee commended NIBCAA for its month-long effort to drive and enhance tourism during a historically slow tourism period. Based on its figures, the Committee feels strongly that NIBCAA’s events are a tourist draw and enhance the stay of Island guests through its diverse offerings. **Although the Committee had the ability to recommend full funding, the current recommendation is at the same level as the 2016 award. The Committee fully supports the event, but shared concern as to the ROI of full funding at this time.**

SHELTER COVE HARBOUR COMPANY

2017 Grant Application

The Shelter Cove Harbour Company hosts a summertime fireworks series at its marina. There are 10 events that include nine Tuesday night displays and one July 4th display. These events have become a tradition for many Island tourists, as they have been continuously operated for 27 years.

“HarbourFest”; inclusive of July 4th Fireworks display

Tourism Ratio: 100% / 60,000 tourists served out of 60,000 total people; of which 58,000 were beyond 50 miles
Grant Request: **\$76,800**
Grant Reason: For event expenses related to nine peak tourist season Tuesday night displays and the annual 4th of July firework display. This SCHC changed the fireworks vendor mid-season due to an unfortunate no show of its previous vendor. This change will cost the SCHC approximately \$40,000 more annually but will ensure greater reliability, higher quality shows, and a more professional execution of the shows.
Recommendation: **\$76,800 – Full funding**
ATAC Opinion: The Committee approached the grant request in two different parts: the July 4th display and the Tuesday night displays. Regarding the July 4th display, the Committee discussed that this should be funded in conjunction with the two other Island displays. Additionally, the Committee continues to feel strongly that the Shelter Cove Tuesday night fireworks are a community event that has become an expectation of tourists who visit the Island. **As such, the Committee recommends full funding be awarded to allow the applicant to offset the additional expenses associated with the 10 firework displays during the Island’s peak season. This year’s recommendation is \$21,900 greater than last year’s award but only represents 55% of the total increased expenses projected for 2017.**

SKULL CREEK JULY 4TH CELEBRATION, INC.

2017 Grant Application

The Skull Creek July 4th Celebration, Inc. hosts an annual July 4th fireworks display in Skull Creek and is sponsored by a number of local business, many of which receive direct benefit from this display.

"Skull Creek July 4th Celebration

Tourism Ratio: 85% / estimated 1,000 tourists served

Grant Request: **\$15,325**

Grant Reason: For marketing and event expenses

Recommendation: **\$17,825 – Full funding plus an additional \$2,500 to provide bridge funding for a lost commercial restaurant sponsor whose re-opening is questionable for 2017**

ATAC Opinion: As with previous years, the Committee feels that it is appropriate to support this fireworks display as it is a worthwhile tourism enhancer for one of the Island's busiest weeks of the year. **The Committee interprets ATAX guidelines to allow for a recommendation for funding to be made above the requested amount submitted by the applicant. After reviewing this event with the applicant, the Committee learned that one of the event's larger sponsors would possibly not reopen in 2017 due to the hurricane. The Committee recognizes that the applicant has historically maximized sponsorship opportunities from the commercial businesses that benefit from this fireworks display. In consideration of this information, the Committee felt it would be appropriate to recommend additional funding for this next year to lessen the burden on this event.**

THE COASTAL DISCOVERY MUSEUM

2017 Grant Application

The Coastal Discovery Museum was established in 1985 with the mission to educate the public about cultural heritage and natural history of the Lowcountry. The Museum provides over 1,600 programs per year. The Museum consistently has high attendance with a large saturation of tourists.

"Cultural and Eco-Tourism Programs"

Tourism Ratio: 79% / 97,558 tourists served out of 123,858 total people; of which 97,588 were beyond 50 miles

Grant Request: **\$239,340**

Grant Reason: For marketing, event, and facility expenses

Recommendation: **\$239,340 – Full funding**

ATAC Opinion: The Committee continues to be impressed with the Museum and its ability to enhance tourism on the Island. Each year, the Museum creates new experiences for visitors and enhances its static exhibits. The Museum's commitment to continuous growth and evolution plays a key part in providing repeat visitors with new experiences and memories. **For 2017, the Committee was concerned about the impact that the recovery efforts are having on the CDM site. We remain impressed with the management and level of leadership shown within the organization and have maintained that despite this unplanned setback with an unknown timeline that the organization be recommended for full funding. It was noted that the applicant should have the ability to direct their ATAX funds within the eligible spending categories as they see necessary to operate, and, more importantly, market and promote its eventual reopening.**

<p align="center">THE FIRST TEE OF THE LOWCOUNTRY 2017 Grant Application</p>

The First Tee of the Lowcountry was created through the collaboration of The Boys and Girls Club of Hilton Head Island and The First Tee beginning in 2013. The organization aims to bring golf and life skills to younger players. The First Tee is a nationally recognized brand that offers similar programs across the country. The First Tee offers visitors a family friendly and affordable golf experience (or Disc Golf experience) on Hilton Head Island. Additionally, they plan to add a Disc Golf tournament in February 2017 that aims to generate tourism.

"Golf & Disc Golf Multigenerational Fun"

Tourism Ratio: 47.1% / 698 visitors served out of 1,483 total people; of which 367 were beyond 50 miles

Grant Request: **\$60,000**

Grant Reason: For marketing and facility expenses

Recommendation: **\$20,000**

ATAC Opinion: The Committee was impressed with this application and believes this organization will provide a different sports and family experience to our visitors. It was appreciated that this organization worked to establish itself within the community over the past three years before applying for ATAX funding. **Although the Committee had the ability to recommend full funding, the current recommendation will provide this organization with additional marketing dollars to use to gain exposure in front of our visitors. It was noted that we will want to evaluate the ROI next year if the applicant returns for additional funding. As with similar organizations with a low visitor count, the Committee is focused on ensuring ATAX funds are recommended in their highest and best use.**

<p align="center">THE HERITAGE LIBRARY FOUNDATION 2017 Grant Applications (A) (B)</p>
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(A) "2017 History Day"

History Day 2015 saw breakout success in sheer volume of interest and attendance. However, the 2016 event had to be cancelled due to Hurricane Matthew. The Heritage Library collaborates with the Coastal Discovery Museum on this event. The event will feature both bike and trolley events across the Island and will surround two themes – Civil War Fishing and Farming and Military History.

Tourism Ratio: Attendance count not available for 2016 due to event cancellation*

**In 2015, 109 tourists served out of 731 registered participants*

Grant Request: **\$15,000**

Grant Reason: For event marketing

Recommendation: **\$15,000 – Full funding**

ATAC Opinion: The Committee agrees that this is a great event for tourism and expertly highlights the cultural and historical heritage of our destination. It was a disappointment that the 2016 event was unable to be held but the Committee feels that a full funding recommendation will help this event bolster its marketing efforts to ensure a strong turnout in 2017. **The Committee's recommendation is \$5,900 higher than last year's award of \$9,100 due to anticipated increased marketing expenses necessary to bridge the unexpected two year gap between events. As with similar organizations with a low visitor count, the Committee is focused on ensuring ATAX funds are recommended in their highest and best use.**

(B) "Heritage Library"

The Heritage Library Foundation is a history and genealogy research center and owns and maintains Ft. Mitchel and the Zion Chapel of Ease Cemetery. The Heritage Library is confronting the challenge of remaking itself as an organization capable of accomplishing its core mission, but at the same time adjusting to an ever evolving environment in order to maintain its relevancy. The Library changed its management structure four years ago, rebranded with a fresh, new look, and

has now embarked on a mission to redefine its role and operations. Over the past two years, the Heritage Library has become much more tourist-oriented and expects to continue evolving in this direction.

Tourism Ratio:	Est. 91% at historical sites / Est. 20-40% at library; as represented during presentation* <i>*Represented as 7,489 total people in 2016 on their application</i>
Grant Request:	\$77,360; per TERC guidelines the maximum allowable award would be \$76,158
Grant Reason:	For promotion of the Slave Dwelling Project event, annual book fair, Halloween events, and historical site maintenance at Ft. Mitchel (bridge repair)
Recommendation:	\$50,000
ATAC Opinion:	The Committee continues to applaud the efforts of this organization. The Foundation has found new ways to reinvent itself. The Committee was impressed with the efforts focusing cultural and historical promotion, and its commitment to historical site preservation. <u>Although the Committee had the ability to recommend full funding, the current recommendation is slightly higher than their 2016 award of \$49,600 (which also included their Speaker Series events that were not part of their 2017 application). The Committee believes this organization is doing a good job representing and promoting the cultural heritage of our destination, however, they did not feel the additional funding would be the highest and best use of the funds.</u>

THE SANDBOX

2017 Grant Application

The Sandbox is a museum attraction for tourist families visiting the Hilton Head Island area. The Sandbox promotes hands-on educational learning in a fun and safe environment. Throughout the years, The Sandbox has steadily grown and enhanced its programming. During the summer months, The Sandbox offers a number of events and programs geared towards tourists – including hosting parent’s night out – providing an opportunity for parents to enjoy the Island’s culinary options.

“Enhancing the Tourist Experience with Educational Play”

Tourism Ratio:	75.4% / 17,011 visitors out of 24,731 total people; of which 15,367 were beyond 50 miles
Grant Request:	\$54,000
Grant Reason:	For marketing, advertising, programming, facility and exhibit expenses
Recommendation:	\$54,000 – Full funding
ATAC Opinion:	The Committee continues to applaud the efforts of The Sandbox which has shown steady and consistent growth since inception. The Committee takes great consideration in the fact that over 75% of the people served are visitors and that many are repeat visitors. The Sandbox fills a unique niche in our community by providing our Island’s youngest guests the opportunity to create lasting memories. <u>The Committee’s recommendation is \$3,400 higher than last year’s award of \$49,600 which we believe will generate a ROI due to the positive track record of this applicant.</u>

TOWN OF HILTON HEAD ISLAND

2017 Grant Application

The Town of Hilton Head Island is requesting funding to offset municipal operations that directly support tourism related public services. Included items are police and beach safety services; municipal code and land management ordinance enforcement services; and roadside, pathway, and public park maintenance.

“Municipal Town Operations – Tourism Support”

Tourism Ratio:	98.6% / 2,644,595 tourists out of 2,681,694 total people served
Grant Request:	\$1,365,900
Grant Reason:	For tourism-related public services such as police and beach safety, code and LMO enforcement, and roadside, pathway, and park maintenance.
Recommendation:	\$1,365,900 – Full funding

ATAC Opinion:

The Committee feels that the services provided by the Town are vital towards enhancing and serving the tourists. As in previous years, the Committee works to ensure proper funding recommendations for all other applicants before making a funding recommendation for the Town. Due to the additional availability of funding, the Committee's belief that all other organizations received fair funding recommendations based off of their individual merit and demonstrated financial need, and a surplus of proposed carryover funds, the Committee felt it was appropriate to recommend full funding to the Town's application.

Respectfully submitted on behalf of the Accommodations Tax Advisory Committee,



Stewart Brown, Chairman

2016/2017 Accommodations Tax Advisory Committee Members:

Stewart Brown, Chairman

Mike Alsko, Vice Chairman

Rob Bender

Trish Heichel

Brad Marra

Cliff McMackin

Heather Rath

Calendar Year 2017 Accommodations Tax Advisory Committee Recommendations

	2016 GRANTS- Tradional & Out-of-Cycle				2017 GRANTS			
	2016 Applicant Request	ATAC Recommendation	ATAC Restrictions	Town Council Award	2017 Applicant Request	ATAC Recommendation	Town Council Award	TC Add'l Restrictions
12 Jewels of Life					50,000	-		
12 Jewels of Life (Out-Of-Cycle)	50,000	-		-				
Art League of Hilton Head	87,418	55,000		55,000	65,000	65,000		
Arts Center of Coastal Carolina	396,000	396,000		396,000	411,800	400,000		
Arts Center of Coastal Carolina (Out-of-Cycle)	8,200	-		-				
Beaufort County Black Chamber of Commerce	55,000	-		-	N/A	N/A		
David M. Carmines Memorial Foundation	15,000	10,000		10,000	55,000	55,000		
Gullah Museum of Hilton Head Island	50,000	30,000		30,000	50,000	35,000		
Gullah Museum of Hilton Head Island (Out-of-Cycle)	2,743	1,831		1,831				
Harbour Town Merchants Assoc.	18,000	12,000		12,000	20,000	16,705		
Hilton Head Choral Society	35,500	35,000	*Add'l Funding for 2017 show	35,000	43,000	35,000		
Hilton Head Concours d'Elegance	165,000	165,000		165,000	215,000	215,000		
Hilton Hea Concours d'Elegance (Out-of-Cycle)	50,000	50,000		50,000				
Hilton Head Dance Theater	23,000	15,000		15,000	19,000	15,000		
HHI Recreation Association (2016: Wingfest & Oyster Festival)	15,000	15,000		15,000	20,000	20,000		
HHI St. Patrick's Day Parade	16,000	14,740		14,740	16,000	16,000		
HHI Wine and Food, Inc.	130,000	130,000		130,000	130,000	130,000		
Hilton Head Island-Bluffton Chamber of Commerce VCB	385,000	385,000		385,000	405,000	405,000		
Hilton Head Symphony Orchestra	230,000	230,000		230,000	245,000	230,000		
Lean Ensemble Theatre					30,000	30,000		
Lowcountry Golf Course Owners Association	50,000	50,000		50,000	50,000	50,000		
Main Street Youth Theater	20,000	15,000		15,000	25,000	15,000		
Memory Matters	40,000	12,000		12,000	N/A	N/A		
Mitchelville Preservation Project	60,000	40,000		40,000	133,000	110,000		
Mitchelville Preservation Project (Out-of-Cycle)	60,000	60,000		60,000				
MLK Jr. Celebration	6,500	1,660		1,660	700	700		
Native Island Business & Community	150,000	110,000		110,000	150,000	110,000		
Sandalwood Community Food Pantry	5,000	-		-	N/A	N/A		
SC Lowcountry & Resort Islands Tourism	49,000	-		-	N/A	N/A		
Shelter Cove Harbour Company	54,900	54,900	*3 Make up shows	54,900	76,800	76,800		
Skull Creek July 4th Celebration	13,940	12,000		12,000	15,325	17,825		
The Coastal Discovery Museum (Cultural & Eco-Tourism Programs)	239,340	239,340		239,340	239,340	239,340		
The First Tee of the Lowcountry					60,000	20,000		
The Heritage Library - History Day	9,100	9,100		9,100	15,000	15,000		
The Heritage Library (2016: Heritage Lib & Speaker Series)	50,160	49,600		49,600	77,360	50,000		
The Heritage Library (Out-of-Cycle)	28,563	-		-				
The Outside Foundation	5,000	-		-	N/A	N/A		
The Sandbox	49,600	49,600		49,600	54,000	54,000		
Town of Hilton Head Island	1,286,058	1,286,058		1,286,058	1,365,900	1,365,900		
Total	3,859,022	3,533,829		3,533,829	4,037,225	3,792,270	-	

Remaining Balance Available to Award 243,729 3,666,233 288,866 4,081,136

Amount Available, net of \$50k reserve Revenues 4,081,136

STATE ACCOMMODATIONS TAX REVENUE ANALYSIS
Calendar 2016 Revenues Available for Calendar Year 2017 Grants
with comparative information for the prior year

	Calendar Year 2016 Revenues Available for CY2017 Grants	Calendar Year 2015 Revenues Available for CY2016 Grants	\$ Difference	% Difference
SOURCES:				
Jan - Mar ATAX Revenue	345,505	288,354	57,151	19.82%
Apr - June ATAX Revenue	1,934,945	1,806,288	128,657	7.12%
July - Sept ATAX Revenue	2,793,958	2,588,596	205,362	7.93%
Oct - Dec ATAX Revenue:				
Estimated Oct - Dec, actual received end of January after grants awarded	733,235 A	672,000 B	61,235	9.11%
Estimated ATAX Revenues for CY17/CY16	5,807,643	5,355,238	452,405	8.45%
	Recurring Portion	Recurring Portion		
Other Amounts to be granted:				
Interest (Estimated last 2-3 months)	556	616		
Lapsed Grants	26,255	1,435		
Total CY Sources	5,834,454	5,357,289		
USES:				
First \$25,000 to the Town's General Fund	(25,000)	(25,000)		
30% to Chamber (Town's Designated Advertising & Promotion Agency) (Est. for last qtr.)	(1,734,793)	(1,599,071)		
5% to the Town's General Fund (Est. for last qtr.)	(289,132)	(266,512)		
Available for Grants	3,785,529	3,466,706		
Amount Available in Prior Year but not Awarded	231,898	239,150		
Amount Available in New Year due to Prior Year 4th Qtr being higher than Estimate (65% Fund Portion Only)	113,709 B	60,377		
Amount Available to Award New grants - Subtotal	4,131,136	3,766,233		
Less Amount to be Reserved for MidYear Grants	(50,000)	(50,000)		
Amount Available to Award New grants	4,081,136	3,716,233		
Requested "New" Grants/CY16 Grant Balance of Non-recurring Requests	4,037,225	3,709,516		
Percentage of Grant Requests that can be funded	102%	102%		

Notes:

A. The estimated amount for the 4th quarter is the last three years' average for that quarter

B. The amount is the estimated amount used to determine what was available for last year. The actual amount was \$846,937. The difference of \$174,937 has been added to the available amount in the new year's column.

**Town of Hilton Head Island
Accommodations Tax Fund
Ending 11/28/2016**

Accommodations Tax Applicants	Amount Requested	Approved Grants	Paid FY 2016	Paid FY 2017 as of 11/28/16	Amount Available
FY 2016-2017 (CY 2016 Grants)					
Art League of Hilton Head	87,418.00	55,000.00	15,935.27	11,375.15	27,689.58
Arts Center of Coastal Carolina	396,000.00	396,000.00	396,000.01		(0.01)
David M. Carmines Memorial Foundation	15,000.00	10,000.00	10,000.00		-
Gullah Museum of Hilton Head	50,000.00	30,000.00	1,500.00	28,000.00	500.00
Gullah Museum of Hilton Head (Out-of-Cycle)	2,743.00	1,831.00	441.56		1,389.44
Harbour Town Merchants Association	18,000.00	12,000.00		12,000.00	-
Hilton Head Choral Society	35,500.00	35,000.00	17,082.00	15,344.56	2,573.44
Hilton Head Concours d' Elegance	165,000.00	165,000.00	54,246.35	103,569.61	7,184.04
Hilton Head Concours d' Elegance (Out-of-Cycle)	50,000.00	50,000.00	1,582.50	42,145.04	6,272.46
Hilton Head Dance Theatre	23,000.00	15,000.00	4,948.50	3,301.99	6,749.51
Hilton Head Island Recreation Association	15,000.00	15,000.00	7,500.00	7,500.00	-
Hilton Head St. Patrick's Day Parade	16,000.00	14,740.00			14,740.00
Hilton Head Wine & Food	130,000.00	130,000.00	115,861.67	7,600.00	6,538.33
HHI-Bluffton Chamber of Commerce	385,000.00	385,000.00	144,989.64	38,812.97	201,197.39
Hilton Head Symphony Orchestra, Inc	230,000.00	230,000.00	230,000.00		-
Main Street Youth Theater	20,000.00	15,000.00	8,118.33	5,800.38	1,081.29
Memory Matters	40,000.00	12,000.00	7,400.00	4,600.00	-
Mitchelville Preservaiton Project	60,000.00	40,000.00	3,266.94	19,359.07	17,373.99
Mitchelville Preservaiton Project (Out-of-Cycle)	60,000.00	60,000.00	37,407.78	22,592.21	0.01
MLK Jr. Celebration Palnning Committee	6,500.00	1,660.00	756.48		903.52
Native Island Business and Community Affairs Assoc, Inc.	150,000.00	110,000.00	70,491.74	37,919.47	1,588.79
SC Lowcountry Golf Course Owners Assoc.	50,000.00	50,000.00	25,000.00	12,500.00	12,500.00
Shelter Cove Harbour Company	54,900.00	54,900.00		39,900.00	15,000.00
Skull Creek July 4th Celbration, Inc.	13,940.00	12,000.00		12,000.00	-
The Coastal Discovery Museum	239,340.00	239,340.00	103,767.34	101,030.11	34,542.55
The Heritage Library Foundation	50,160.00	49,600.00	20,538.74	11,418.83	17,642.43
The Heritage Library Foundation-History Day	9,100.00	9,100.00		2,288.75	6,811.25
The Sandbox	49,600.00	49,600.00	23,067.89	17,095.05	9,437.06
Town of Hilton Head Island	1,286,058.00	1,286,058.00	1,286,058.00		-
CY 2016 GRANTS Total	3,708,259.00	3,533,829.00	2,585,960.74	556,153.19	391,715.07

MEMORANDUM

TO: Town Council
FROM: Stephen G. Riley, ICMA-CM, Town Manager
Via: Brian Hulbert, Staff Attorney
RE: Proposed Ordinance Number 2016-32 Agenda and Order of Business
DATE: November 2, 2016

Recommendation: Staff has no recommendation on the proposed ordinance. The Proposed Ordinance 2016-32, will amend Section 2-5-50 (Agenda and Order of Business) of the Town code.

Summary: At the November 1 meeting, Council directed that an ordinance be brought forth placing the Executive Session portion of their regular meetings at the beginning of their agenda with a start time of 4:00 pm. Additionally, Council directed that the public portion of their meetings begin at 5:00 pm and end no later than 8:00 pm, unless the Mayor determined it necessary to extend the meeting.

This proposed ordinance will amend the Town Council Rules of Procedure order of business to place the Executive Session section of the agenda at the beginning of the meeting. It will also provide for the public portion of the meeting to begin at 5:00 pm and to end no later than 8:00 pm. The Mayor would have the authority to extend the meeting if circumstances warrant an extension.

AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND

ORDINANCE NO.

PROPOSED ORDINANCE NO. 2016-32

AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, TO AMEND TITLE 2 GENERAL GOVERNMENT AND ADMINISTRATION OF THE MUNICIPAL CODE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA BY AMENDING CHAPTER 5 (MEETINGS OF COUNCIL AND RULES OF PROCEDURE) SECTION 2-5-50, AGENDA AND ORDER OF BUSINESS; AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.

WHEREAS, the Town Council of the Town of Hilton Head Island, South Carolina previously adopted Ordinances 1983-5, 1994-09, 2002-01, and 2008-03 to address the setting of agendas and the order of business for Town Council meetings for the efficient operation of the Town Council; and

WHEREAS, the Town Council now desires to amend Section 2-5-50 to provide for an efficient operation of the Town Council meetings that will benefit both the Town and its citizens.

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

NOTE: Underlined and bold-faced typed portions indicate additions to the Municipal Code. ~~Stricken~~ portions indicate deletions to the Municipal Code.

Section 1. Sec. 2-5-50. – Agenda and order of business.

- (a) Matters to be considered at a regular meeting or called special meeting, except a called emergency special meeting, of council shall be placed on a written agenda and conform to the order of business of council.
- (b) The municipal clerk shall post the agenda on the Town website and on a bulletin board in a publicly accessible place at Town Hall or at the meeting place of the Town Council as early as is practicable but not later than 24 hours before the meeting.
- (c) Once an agenda for a regular, called, special, or rescheduled meeting is posted pursuant to this section, no items may be added to the agenda without an additional twenty-four hours notice to the public, which must be made in the same manner as the original posting. After the meeting

begins, an item upon which action can be taken may only be added to the agenda by a two-thirds vote of the members present and voting; however, if the item is one upon which final action can be taken at the meeting or if the item is one in which there has not been and will not be an opportunity for public comment with prior public notice given in accordance with this section, it only may be added to the agenda by a two-thirds vote of the members present and voting and upon a finding by the body that an emergency or an exigent circumstance exists if the item is not added to the agenda.

- (d) The order of business of council shall be as follows:
- (1) Call to order by presiding officer.
 - (2) **Executive Session.**
 - ~~(2)~~**(3)** Pledge of allegiance.
 - ~~(3)~~**(4)** Invocation.
 - ~~(4)~~**(5)** Proclamations.
 - ~~(5)~~**(6)** Reading of minutes of previous meeting, their consideration and approval.
 - ~~(6)~~**(7)** Reports from municipal officers.
 - ~~(7)~~**(8)** Reports of council.
 - ~~(8)~~**(9)** Reports of committees.
 - ~~(9)~~**(10)** Unfinished business.
 - ~~(10)~~**(11)** New business.
 - ~~(11)~~**(12)** Appearances by citizens.
 - ~~(12)~~**(13)** Possible actions by Town Council concerning matters discussed in executive session.
 - (14) Adjournment.
- (e) If it is desired to transact business out of its order, it shall be necessary to suspend the rules by a vote of a majority of members present.
- (f) Executive Sessions, if necessary, for regular meetings shall begin at 4:00 pm and end no later than 5:00 pm. The pledge of allegiance and the public portion of the regular meeting shall begin at 5:00 pm and end no later than 8:00 pm. The Mayor shall have the discretion to extend the meeting if circumstances warrant. Council may reenter Executive Session at any time during the public portion of the meeting if a majority of Council determines it necessary.**

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 adoption thereof by the Town Council for 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 _____, 2016.**

By: _____
David Bennett, Mayor

ATTEST:

By: _____
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, ICMA-CM, Town Manager

RE: Proposed Ordinance Number 2016-33 Committees of Council

DATE: November 16, 2016

Recommendation: Staff has no recommendation concerning the Proposed Ordinance 2016-33, amending Section 2-5-60 (Committees of Council) of the Town code.

Summary: At the November 15, 2016 Town Council meeting, Council directed that an ordinance be brought forth which would amend Section 2-5-60 to combine the Intergovernmental Relations Committee with the Public Safety Committee and to combine the Public Planning Committee with the Public Facilities Committee. By combining these four standing committees into two standing committees, the workload of the standing committees would be more evenly distributed between standing committees and reduce the number of meetings Council members must attend.

AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND

ORDINANCE NO.

PROPOSED ORDINANCE NO. 2016-33

AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, TO AMEND TITLE 2 GENERAL GOVERNMENT AND ADMINISTRATION OF THE MUNICIPAL CODE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA BY AMENDING CHAPTER 5 (MEETINGS OF COUNCIL AND RULES OF PROCEDURE) SECTION 2-5-60, COMMITTEES OF COUNCIL; AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.

WHEREAS, the Town Council of the Town of Hilton Head Island, South Carolina previously adopted Ordinance 2015-05, amending Section 2-5-60 for the purpose of codifying Town Council Standing Committees, namely the Finance and Administrative Committee, Intergovernmental Relations Committee, Community Services Committee, Public Planning Committee, Public Facilities Committee, and the Public Safety Committee; and

WHEREAS, the purpose of the Town Council Standing Committee system is to facilitate a more efficient Town Council system within the Town Council/Manager form of government and to allow for in-depth analysis of issues, proposed ordinances, and other Town-related matters; and

WHEREAS, the Town Council now desires to amend Section 2-5-60 by combining the Intergovernmental Relations Committee with the Public Safety Committee to form the Intergovernmental Relations and Safety Committee in order to allow for a more efficient analysis of issues, proposed ordinances, and other Town-related matters; and

WHEREAS, the Town Council now desires to amend Section 2-5-60 by combining the Public Planning Committee with the Public Facilities Committee to form the Public Planning and Facilities Committee in order to allow for a more efficient analysis of issues, proposed ordinances, and other Town-related matters.

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

NOTE: **Underlined and bold-faced** typed portions indicate additions to the Municipal Code. ~~Stricken~~ portions indicate deletions to the Municipal Code.

Section 1. Sec. 2-5-60. - Committees of council.

- (a) The Town Council shall have standing committees to assist in the efficient operation of the Town Council, namely the Finance and Administrative Committee, Intergovernmental ~~Relations~~ **and Public Safety** Committee, Community Services Committee, **and** Public Planning **and Facilities** Committee. ~~Public Facilities Committee, and Public Safety Committee.~~ Each committee shall be composed of three (3) Town Council members and an alternate, who shall also be a member of council. The Mayor shall appoint the members and the alternate and shall designate a chairman.

- (b) The Town Council may appoint, by resolution, such other committees i.e. non-standing committees, composed exclusively of council members as it shall deem necessary and appropriate for the efficient operation of the Town Council. To assist such council committees, the Town Council may appoint town resident citizens to serve as committee members. The term of the committee membership of any town resident citizen shall be as prescribed by resolution, but in no event shall the term of any committee extend beyond the term of the then sitting council.
- (c) The Town Council may, by resolution, adopt rules and procedures to guide the operation of standing committees. The Town Council may, at the time of the creation of any other committees of council, as part of the resolution creating the committee, or separately, adopt rules and procedures to guide the conduct of such committees.

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 adoption thereof by the Town Council for 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 _____, 2016.

By: _____
David Bennett, Mayor

ATTEST:

By: _____
Victoria L. Pfannenschmidt, Town Clerk

First Reading: _____
Second Reading: _____

APPROVED AS TO FORM:

Gregory M. Alford, Town Attorney

Introduced by Council Member: _____