



**The Town of Hilton Head Island
Economic Development Committee
Tuesday, May 8, 2012
2:00 p.m.
Conference Room 4**

AGENDA

As a Courtesy to Others Please Turn Off All Cell Phones and Pagers during the Meeting.

- 1. Call to Order**
- 2. Freedom of Information Act 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. Swearing In of Members**
- 4. Introduction by Mayor Drew Laughlin**
- 5. Election of Officers – Chairperson and Vice Chairperson**
- 6. New Business**
 - a. Committee Organization and General Business:**
 - Rules of procedure and conduct for public body
 - Meeting Schedule
 - Meeting Venue
 - Any other Roles (Resources – Terry Ennis and John Salazar)
 - b. Background Information**
 - EDA Background Discussion (Ennis/Salazar)
 - What resources might the Committee need?
 - Next steps?
- 7. Adjourn**

Please note that a quorum of Town Council may result if four (4) or more of Town Council members attend this meeting.

Economic Development Exemplar Synthesis

Key Characteristics

New Business Development Intensity

Primary Goals

- Atmosphere of Business Attraction/Seen as “Department of Economic Opportunity”
- Small Business Development
- Recruitment of New Business
- Retention of Existing Business
- Expansion of Existing Business
- Business Creation

Objective is to create New Primary Jobs – Export Excess Goods and Services from Primary Market to Increase Income from Outside Market Area
New Capital Investment Source/Equity Partnerships/Low-interest revolving loan funds for small and emerging businesses

Primary jobs vs. Secondary (Retail Already in Market & is not good primary employer - retail follows roof tops) Primary holds jobs longer and is a larger local multiplier
Higher Wages – Provide Year Round Employment
Create Indirect Jobs (Lawyers, Retail, etc...)

Provide Best Practices and Entrepreneurial Development Centers
(For Example Sarasota Model)

- Virtual Entrepreneurial Center
- New, Relocating and Expanding Businesses
- Guide to Doing Business in Florida
- Virtual Incubator with Self Assessment
- Target Marketing Best Practice for New Business Leads
- Competitor Analysis
- Business Growth and Retention Best Practices
- Provide economic feasibility studies to leverage resources
- Aids in Master Planning

Sources for Information:

Greater Fort Lauderdale Alliance
Flagler County Department of Economic Opportunity
Bonita Springs Estero Economic Development Council
San Diego North Economic Development Council
Cape Cod Economic Development Council
Martha’s Vineyard Commission

Sarasota County Economic Development Corporation
Greenville Area Development Corporation
City of Greenville
Columbia Development Corporation
Rock Hill Economic Development Corporation
City of Charleston

Charleston County
Upstate Alliance
Advantage West Economic Development Group
City of Meadville, PA

Operational Excellence/Redevelopment Intensity

Primary Goals:

- Differentiate (from Chamber of Commerce, Council, Etc...)
 - Public/Private Partnerships?
 - (501(c)6?
 - Public non Profit?
 - Focused and Separate Town Department?
 - Independent authority overseen by a five member volunteer Board of Directors appointed by Council with staff person as director?
 - Power of Eminent Domain?
- Multi-jurisdictional Approach
- Goal to reduce operating cost
- Provide Access (and Training?) for Skilled Labor
- Become One Stop Shop for:
 - Allocate Capital/Leverage Collective Development Resources In House
 - Site Selection Criteria to include Redevelopment Targets
 - Regulatory and Training Assistance
 - Incentives and Financing Options for Redevelopment
 - Investor Resources
 - Provide Regional Infrastructure
 - Provide Grants
 - Workforce/Affordable Housing
 - Data Collection and Analysis

Operational Items for ED Group to Consider

Potential tasks and deliverables from the Town of Hilton Head Island to support Economic Development. The tasks below outline the majority of the work effort:

- Real estate research and identification of available commercial property in the Town
- Inventory and maintain a list of nonresidential properties on Hilton Head Island to include:
 - Undeveloped properties
 - Properties marketed for sale or lease
 - Developed vacant properties
 - Town Owned properties available for Economic Development purposes
- Real estate acquisition and sales to facilitate public or private development projects
- Develop and track building permit data
 - New commercial construction permits (# of permits and total value)
 - Commercial permits for renovations and additions (# of permits and total value)
 - New residential construction (# of permits and total value)
 - Single Family permits for renovations and repairs (# of permits and total value)
 - New construction permits for multifamily (# of permits and total value)
- Coordination of financial assistance for private development, including tax incentives and Town participation in public infrastructure improvement costs
- Management of all development projects in which the Town has a financial involvement, including coordination with developers, construction contractors, brokers, businesses and surrounding property owners
- Marketing of the Town via web sites and Town publications
- Development and implementation of master plans for the Town commercial corridors and districts
- Town-wide development tours and updates
- Coordination of planning and zoning activities with the Town's Planning Commission, Board of Zoning Appeals and Design Review Board for Economic Development and Redevelopment projects involving Town financing or assets.

Economic Development Resources

Greater Fort Lauderdale Alliance

<http://www.gflalliance.org/index.php?src=>

Flagler County Department of Economic Opportunity

<http://www.enterpriseflagler.org/>

Bonita Springs Estero Economic Development Council

<http://bonitaedc.com/about-us.html>

Palm Beach County Business Development Board

<http://www.bdb.org/index.php?src=>

San Diego North Economic Development Council

<http://www.sdnedc.org/about/about-the-sdnedc>

Cape Cod Economic Development Council

<http://www.capecodedc.org/>

Martha's Vineyard Commission

<http://www.mvcommission.org/planning/economic.html>

Sarasota Economic Development Corporation

<http://www.edcsarasotacounty.com/subpage.asp?navid=63&id=64>

Greenville Area Development Corporation

<http://www.greenvilleeconomicdevelopment.com/about-us.php>

City of Greenville Economic Development Department

<http://www.greenvillesc.gov/EconDev/default.aspx>

Columbia Development Corporation

<http://columbia.sc.gov/cocextranet/?linkServId=557E4FA1-C399-4651-8103DF606F40FA78>

Rock Hill

<http://rockhillusa.com/about>

Charleston County Economic Development

<http://www.charlestoncounty.org/departments/EconDev/index.htm>

City of Charleston Economic Development

<http://www.charleston-sc.gov/dept/content.aspx?nid=2116>

Upstate Alliance

<http://www.upstatescalliance.com/pages/index/about>

Advantage West – Piedmont NC

http://www.advantagewest.com/content.cfm/content_id/160/section/about

City of Meadville, PA

<http://www.redevelopmeadville.com/about.html>