

**The Town of Hilton Head Island
Budget Workshop
Wednesday, May 16, 2012
Council Chambers
5:00 P.M.**

AGENDA

- 1. Call to Order**
- 2. FOIA Compliance** – Public notification of this meeting has been published, posted, and mailed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.
- 3. Review of Budgets of Affiliated Agencies**
 - a. Island Recreation Association
 - b. Coastal Discovery Museum
 - c. Lowcountry Regional Transportation Authority (LRTA)
 - d. Solicitor's Office – Drug Court and Career Criminal Program
 - e. Beaufort County Sheriff's Office (BCSO)
 - f. Shore Beach Services, Inc
 - g. Community Foundation of the Lowcountry Public Art Exhibition
 - h. USCB Event Management and Hospitality Training Program
 - i. State Accommodations Tax Event Monitoring Project
- 4. Appearance by Citizens**
- 5. Adjournment**

Town of Hilton Head Island

Fiscal year 2013 Budget

Affiliated Agencies

May 16, 2012

Town of Hilton Head Island
FY 2013 Budget
Affiliated Agencies

| Organization | FY 2012 Budget | FY 2013 Requested Budget |
|---|---------------------------|---|
| Island Recreation Association | \$ 616,940 | \$ 629,278 |
| Coastal Discovery Museum-Management Fee | \$ 75,000 | \$ 75,000 |
| Coastal Discovery Museum-Sea Turtle Watch | \$ 29,900 | \$ 37,700 |
| Palmetto Breeze | \$ 175,000 | \$ 175,000 |
| Solicitor's Office-Drug Court & Career Criminal Program | \$ 83,500 | \$ 83,500 |
| Beaufort County Sheriff's Office (See Note 1) | \$ 2,811,500 | \$ 2,947,504 |
| Shore Beach Services, Inc. | \$ 196,930 | \$ 201,825 |
| Community Foundation of the Lowcountry; Public Art | \$ 37,500 | \$ 37,500 |
| USCB Event Management & Hospitality Training Program (See Note 3) | \$ 118,060 | \$ 118,060 |
| Festival and Special Event Annual Tourism Research (See Note 2) | \$ - | \$ 28,000 |
| Heritage Classic | \$ 500,000 | \$ 590,625 |
| Total | \$ 4,644,330 | \$ 4,923,992 |
| | | |
| | | |
| Note 1: The Beaufort County Sheriff's Office FY 2013 request includes a \$40,501 increase from the current proposed Townwide budget. | | |
| | | |
| Note 2: This is a new request. It is not reflected in the current proposed Townwide budget pending Council's approval of the program. | | |
| | | |
| Note 3: This affiliate makes its presentation to Council at the May 15, 2012 meeting. | | |

Town of Hilton Head Island
FY 2013 Budget
Affiliated Agencies

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Affiliated Agency Funding Requests

Recreation Association

Memorandum

Date: February 23, 2012
TO: Town of Hilton Head Island (Staff)
Parks and Recreation Commission
FROM: Hilton Head Island Recreation Association Board of Directors
RE: FY 2012-13 Fund Request

The Island Recreation Association presents this funding request with one objective in mind; to provide the highest quality and greatest variety of recreational services to the community. The resources requested from the Town will allow the Association to continue the effective management of recreational facilities, as well as the coordination of recreational programs and community events.

The Hilton Head Island Recreation Association requests \$629,278 in general fund support of the Association's operations for FY 12-13. This is a \$12,338 or 2% increase from last year. The steady increase in routine maintenance costs and general goods and services along with the Board's commitment to provide our employees with a 2% raise has led to an overall increase.

The Association recognizes the challenges the Town faces. This is why you will find a 2.4% increase in program revenues.

You will also find a summary of our FY 12-13 CIP request, which has decreased by .01%. The projects we have selected this FY will help us in the long term to save operational money while taking into account the need to update and improve the Island Recreation Center and the facilities we help manage.

The Association's Board of Directors approved this proposal at the February Board meeting.

Town's General Fund Support:

| | Proposed | Current Budget |
|----------------------|------------|----------------|
| | FY 12-13 | FY 11-12 |
| GOVERNMENT | | |
| Town - General Fund | \$ 537,899 | \$ 527,350 |
| Town-Senior Programs | \$ 91,379 | \$ 89,590 |
| Total | \$ 629,278 | \$ 616,940 |

Concern:

We have budgeted \$80,000 for program support and \$60,000 for pool operations for a total of \$140,000, which is the funding amount we have received for the last five year from Beaufort County PALS. There is a concern this funding could be reduced this year. The amount of the reduction will determine overall impact on the residents of our community and the Association's general services.

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| REVENUES | PROPOSED 12-13 | FY | FY 11-12 | Percentage increase/decrease |
|-------------------------|------------------------|-----------|---------------------|---------------------------------|
| Program Revenue | \$ 677,750.00 | \$ | 662,169.00 | 2.4% up |
| Government Income | \$ 629,278.00 | \$ | 616,940.00 | 2.0% up |
| Other Income | \$ 442,700.00 | \$ | 459,250.00 | -3.6% down |
| SUB TOTAL INCOME | \$ 1,749,728.00 | \$ | 1,738,359.00 | 0.7% up |
| CIP Reimbursement | \$ 172,850.00 | \$ | 173,000.00 | -0.1% down |
| TOTAL INCOME | \$ 1,922,578.00 | \$ | 1,911,359.00 | 0.6% up |

| EXPENSES | PROPOSED 12-13 | FY | FY 11-12 | Percentage increase/decrease |
|---------------------------|------------------------|-----------|---------------------|---------------------------------|
| Program Expenses | \$ 264,796.00 | \$ | 237,795.00 | 11.4% up |
| Other Expenses | \$ 148,333.00 | \$ | 169,773.00 | -12.6% down |
| Payroll & Taxes/Insurance | \$ 956,989.00 | \$ | 961,041.00 | -0.4% down |
| General Administration | \$ 379,610.00 | \$ | 369,750.00 | 2.7% up |
| SUB TOTAL EXPENSES | \$ 1,749,728.00 | \$ | 1,738,359.00 | 0.7% up |
| CIP PROJECTS | \$ 172,850.00 | \$ | 173,000.00 | -0.1% down |
| TOTAL EXPENSES | \$ 1,922,578.00 | \$ | 1,911,359.00 | 0.6% up |

Affiliated Agency Funding Requests

Recreation Association

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| 2009-10 BUDGET PROPOSAL-REVENUES | BUDGET AMOUNT | | | |
|---|----------------------|----------------------|----------------------|-------------------|
| | FY 12-13 | FY 11-12 | FY 11-12 12/31 | % inc/decrease |
| REC CENTER AQUATICS REVENUE | | | | |
| 64401 AQUATICS | \$ 20,600.00 | \$ 20,600.00 | \$ 12,636.00 | |
| 64402 REC SWIM | \$ 12,500.00 | \$ 9,400.00 | \$ 7,180.00 | |
| 64403 SWIM TEAM | \$ 15,900.00 | \$ 15,450.00 | \$ 7,950.00 | |
| 64407 SWIM LESSONS | \$ 22,500.00 | \$ 25,000.00 | \$ 12,731.00 | |
| TOTAL REC CENTER AQUATICS REVENUE | \$ 71,500.00 | \$ 70,450.00 | \$ 40,497.00 | 1.5% up |
| REC CENTER SENIOR CITIZEN PR | | | | |
| 64630 SUMMER CLASSES (JUNE-AUG) | \$ 1,000.00 | \$ 1,000.00 | \$ 3,595.00 | |
| 64640 FALL CLASSES | \$ 2,000.00 | \$ 2,000.00 | \$ 1,839.00 | |
| 64650 WINTER CLASSES(DEC-FEB) | \$ 2,800.00 | \$ 2,800.00 | \$ 40.00 | |
| 64660 SPRING CLASSES(MAR-MAY) | \$ 2,000.00 | \$ 2,000.00 | \$ - | |
| 64709 SENIOR TRIPS | \$ 30,000.00 | \$ 30,000.00 | \$ 15,968.00 | |
| 64725 ATHLETICS | \$ 500.00 | \$ 500.00 | \$ - | |
| 64735 SOCIAL ACTIVITIES | \$ 8,500.00 | \$ 6,500.00 | \$ 3,605.00 | |
| TOTAL REC CENTER SENIOR CITIZENS | \$ 46,800.00 | \$ 44,800.00 | \$ 25,047.00 | 4.5% up |
| REC CENTER ATHLETIC PROGRAMS | | | | |
| 64501 ALL-SPORTS CAMP | \$ 2,500.00 | \$ 2,500.00 | \$ 780.00 | |
| 64504 LITTLE HUSTLERS | \$ 3,000.00 | \$ 3,000.00 | \$ - | |
| 64506 YOUTH BASKETBALL | \$ 22,000.00 | \$ 22,000.00 | \$ 18,161.00 | |
| 64507 FLAG FOOTBALL | \$ 2,500.00 | \$ 2,500.00 | \$ 5.00 | |
| 64508 ADULT BASKETBALL LEAGUES | \$ - | \$ 2,000.00 | \$ - | |
| 64509 ADULT SOCCER LEAGUES | \$ 5,200.00 | \$ 5,200.00 | \$ 3,660.00 | |
| 64511 GOLF SCHOOL | \$ 2,000.00 | \$ 2,000.00 | \$ 2,335.00 | |
| 64513 OPEN GYM PROGRAMS | \$ 750.00 | \$ 750.00 | \$ - | |
| 64515 SAILING CAMP | \$ 1,500.00 | \$ 1,500.00 | \$ 550.00 | |
| 64516 SOCCER CAMP | \$ 3,500.00 | \$ 3,500.00 | \$ 3,667.00 | |
| 64517 YOUTH-TENNIS | \$ 12,600.00 | \$ 27,000.00 | \$ 9,055.00 | |
| 64518 SOCCER TOURNAMENT | \$ 7,500.00 | \$ 7,500.00 | \$ 3,525.00 | |
| 64520 VOLLEYBALL-GIRLS CAMP | \$ 2,300.00 | \$ 2,300.00 | \$ 6,227.00 | |
| 64532 CHEERLEADING CAMP | \$ 2,000.00 | \$ 2,000.00 | \$ 2,790.00 | |
| 64535 YOUTH SOCCER | \$ 115,000.00 | \$ 115,000.00 | \$ 53,790.00 | |
| 64536 SURF CAMP | \$ 17,500.00 | \$ 17,500.00 | \$ 9,864.00 | |
| 64539 FAST TRACKERS | \$ - | \$ - | \$ 5,210.00 | |
| 64603 EXERCISE CAN BE FUN | \$ 1,000.00 | \$ 1,000.00 | \$ - | |
| 64610 KARATE-SHOTOKAN | \$ 2,500.00 | \$ 2,500.00 | \$ 872.00 | |
| 64612 ROLLER HOCKEY | \$ 8,000.00 | \$ 8,000.00 | \$ 5,659.00 | |
| 64613 CLUB SOCCER | \$ 6,000.00 | \$ 6,000.00 | \$ 3,650.00 | |
| 64614 LACROSSE | \$ 5,000.00 | \$ 5,000.00 | \$ 5,516.00 | |
| 64616 ZUMBA | \$ 2,100.00 | \$ 2,100.00 | \$ (96.00) | |
| 64617 GATOR FOOTBALL | \$ - | \$ - | \$ 2,336.00 | |
| TOTAL REC CENTER ATHLETIC PROGRAMS | \$ 224,450.00 | \$ 240,850.00 | \$ 137,556.00 | -6.8% down |

Affiliated Agency Funding Requests

Recreation Association

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|---|------------------------|------------------------|------------------------|-------------------|
| REC CENTER YOUTH/TEEN PROGRAM | | | | |
| 64901 AFTER-SCHOOL CLUB | \$ 120,000.00 | \$ 94,069.00 | \$ 65,923.00 | |
| 64904 DISCOVERY CLUB | \$ 75,000.00 | \$ 75,000.00 | \$ 30,724.00 | |
| 64910 SUMMER DAY CAMP | \$ 93,000.00 | \$ 93,000.00 | \$ 86,027.00 | |
| 64921 CHALLENGE PROGRAM-SUMMER | \$ 30,000.00 | \$ 30,000.00 | \$ 35,474.00 | |
| 64935 CHILDREN & TEEN ACTIVITIES | \$ 17,000.00 | \$ 14,000.00 | \$ 12,151.00 | |
| TOTAL REC CENTER YOUTH/TEEN PROGRAM | \$ 335,000.00 | \$ 306,069.00 | \$ 230,299.00 | 9.5% up |
| REC CENTER GOVERNMENT INCOME | | | | |
| 64015 TOWN OF HILTON HEAD-MONTHLY | \$ 537,899.00 | \$ 527,350.00 | \$ 263,675.00 | |
| 64018 GEN FUND REIM-SENIOR PROG | \$ 91,379.00 | \$ 89,590.00 | \$ 44,795.00 | |
| TOTAL REC CENTER GOVERNMENT INCOME | \$ 629,278.00 | \$ 616,940.00 | \$ 308,470.00 | 2.0% up |
| REC CENTER OTHER INCOME | | | | |
| 64017 BEAUFORT COUNTY POOL | \$ 60,000.00 | \$ 60,000.00 | \$ 60,000.00 | |
| 64102 FRIENDS DRIVE | \$ 21,750.00 | \$ 21,750.00 | \$ 9,173.00 | |
| 64104 DONATED SERVICES | \$ 5,000.00 | \$ 5,000.00 | \$ - | |
| 64106 UNITED WAY | \$ - | \$ 5,000.00 | \$ 4,650.00 | |
| 64107 MISC INCOME | \$ 15,000.00 | \$ 15,000.00 | \$ 776.00 | |
| 64108 VENDING/RENTALS/CONCESSIONS | \$ 6,000.00 | \$ 6,000.00 | \$ 2,494.00 | |
| 64109 INTEREST | \$ 3,000.00 | \$ 10,000.00 | \$ 1,593.00 | |
| 64110 HERITAGE BOOTH | \$ 19,200.00 | \$ 5,000.00 | \$ - | |
| 64111 BEAUFORT COUNTY PROGRAMS | \$ 64,000.00 | \$ 64,000.00 | \$ 32,000.00 | |
| 64114 RENTAL-SHELTER COVE | \$ 2,000.00 | \$ 2,000.00 | \$ 1,160.00 | |
| 64120 DONATIONS EQUIPMENT | \$ - | \$ - | \$ 4,000.00 | |
| 64116 HERITAGE BOOTH-SENIOR PROGRA | \$ 6,000.00 | \$ 1,000.00 | \$ - | |
| 64117 MISCELLANEOUS-SENIOR PROGRAM | \$ 1,000.00 | \$ 1,000.00 | \$ - | |
| 64118 BEAUFORT COUNTY - SENIOR PROG | \$ 16,000.00 | \$ 16,000.00 | \$ 8,000.00 | |
| 64119 FRIENDS OF SENIOR PROGRAMS | \$ 2,500.00 | \$ 2,500.00 | \$ 2,159.00 | |
| 64300 SPECIAL EVENTS | \$ 213,750.00 | \$ 237,500.00 | \$ 139,065.00 | |
| 64313 PARK RENTAL INCOME | \$ 7,500.00 | \$ 7,500.00 | \$ 4,965.00 | |
| TOTAL REC CENTER OTHER INCOME | \$ 442,700.00 | \$ 459,250.00 | \$ 270,035.00 | -3.6% down |
| RY 09-10 BUDGET-REVENUE TOTAL | \$ 1,749,728.00 | \$ 1,738,359.00 | \$ 1,011,904.00 | 0.7% up |
| REC CENTER CAPITAL IMPROVEMENT | | | | |
| OVERALL CIP REIMBURSEMENT | \$ 172,850.00 | \$ 173,000.00 | \$ 51,327.00 | -0.1% down |
| FY 09-10 BUDGET-REVENUE TOTAL (CIP & OPEI) | \$ 1,922,578.00 | \$ 1,911,359.00 | \$ 1,063,231.00 | 0.6% up |

Affiliated Agency Funding Requests

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BUDGET AMOUNT

| REC CENTER AQUATIC PROGRAM | FY 12-13 | FY 11-12 | FY 11-12 12/31 | % inc/decrse |
|---|----------------------|----------------------|---------------------|-------------------|
| 75401 AQUATICS | \$ 8,000.00 | \$ 8,000.00 | \$ 2,997.00 | |
| 75407 SWIM LESSONS (Contract) | \$ 12,500.00 | \$ - | \$ 10,387.00 | |
| TOTAL REC CENTER AQUATIC PROGRAM | \$ 20,500.00 | \$ 8,000.00 | \$ 13,384.00 | 156.3% |
| REC CENTER SENIOR CITIZEN PROG | | | | |
| 75630 SUMMER CLASSES(JUNE-AUG) | \$ 750.00 | \$ 750.00 | \$ 180.00 | |
| 75640 FALL CLASSES (SEPT-NOV) | \$ 750.00 | \$ 750.00 | \$ 1,052.00 | |
| 75650 WINTER CLASSES(DEC-FEB) | \$ 2,000.00 | \$ 2,000.00 | \$ 139.00 | |
| 75660 SPRING CLASSES(MAR-MAY) | \$ 1,000.00 | \$ 1,000.00 | \$ - | |
| 75709 SENIOR TRIPS | \$ 30,000.00 | \$ 30,000.00 | \$ 4,680.00 | |
| 75725 ATHLETICS | \$ 500.00 | \$ 500.00 | \$ 275.00 | |
| 75735 SOCIAL ACTIVITIES | \$ 4,500.00 | \$ 4,500.00 | \$ 2,005.00 | |
| 75740 SHARE RENT | \$ 30,420.00 | \$ 30,420.00 | \$ 15,210.00 | |
| TOTAL REC CENTER SENIOR CITIZEN PROG | \$ 69,920.00 | \$ 69,920.00 | \$ 23,541.00 | 0.0% |
| REC CENTER ATHLETIC PROGRAMS | | | | |
| 75501 ALL-SPORTS CAMP | \$ 500.00 | \$ 500.00 | \$ - | |
| 75503 BASKETBALL-YOUTH | \$ 9,000.00 | \$ 9,000.00 | \$ 2,303.00 | |
| 75505 BASKETBALL HUSTLER CAMP | \$ 1,400.00 | \$ 1,400.00 | \$ - | |
| 75507 FLAG FOOTBALL | \$ 1,250.00 | \$ 1,250.00 | \$ - | |
| 75508 ADULT BASKETBALL LEAGUES | \$ - | \$ 1,500.00 | \$ - | |
| 75509 ADULT SOCCER LEAGUES | \$ 750.00 | \$ 1,000.00 | \$ 387.00 | |
| 75511 GOLF SCHOOL | \$ 2,625.00 | \$ 2,625.00 | \$ 700.00 | |
| 75513 OPEN GYM PROGRAMS | \$ 100.00 | \$ 100.00 | \$ - | |
| 75515 SAILING CAMP | \$ 1,500.00 | \$ 1,500.00 | \$ 580.00 | |
| 75516 SOCCER CAMP | \$ 2,500.00 | \$ 2,500.00 | \$ 2,038.00 | |
| 75517 YOUTH-TENNIS | \$ 5,000.00 | \$ 5,000.00 | \$ 443.00 | |
| 75518 SOCCER TOURNAMENT | \$ 3,500.00 | \$ 3,500.00 | \$ - | |
| 75520 VOLLEYBALL-GIRLS CAMP | \$ 1,200.00 | \$ 1,200.00 | \$ 1,365.00 | |
| 75532 CHEERLEADING CAMP | \$ 1,300.00 | \$ 1,300.00 | \$ 2,011.00 | |
| 75535 YOUTH SOCCER | \$ 55,000.00 | \$ 55,000.00 | \$ 36,791.00 | |
| 75536 SURF CAMP | \$ 8,000.00 | \$ 8,000.00 | \$ 3,766.00 | |
| 75539 FAST TRACKERS | \$ - | \$ - | \$ 17,817.00 | |
| 75610 KARATE-SHOTOKAN | \$ 1,500.00 | \$ 1,500.00 | \$ 657.00 | |
| 75612 ROLLER HOCKEY | \$ 7,000.00 | \$ 7,000.00 | \$ 1,678.00 | |
| 74613 CLUB SOCCER | \$ - | \$ - | \$ 76.00 | |
| 75614 LACROSSE | \$ 5,000.00 | \$ 5,000.00 | \$ 5,459.00 | |
| 75616 ZUMBA | \$ - | \$ - | \$ 2,977.00 | |
| 75617 GATOR FOOTBALL | \$ - | \$ - | \$ (180.00) | |
| TOTAL REC CENTER ATHLETIC PROGRAMS | \$ 107,125.00 | \$ 108,875.00 | \$ 78,868.00 | -1.6% down |

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Recreation Association

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|---|----------------------|----------------------|----------------------|--------------------|
| REC CENTER YOUTH/TEEN PROGRAMS | | | | |
| 75901 AFTER-SCHOOL CLUB | \$ 14,251.00 | \$ 11,000.00 | \$ 9,263.00 | |
| 75904 DISCOVERY CLUB | \$ 6,500.00 | \$ 6,500.00 | \$ 2,908.00 | |
| 75910 SUMMER DAY CAMP | \$ 35,000.00 | \$ 25,000.00 | \$ 33,600.00 | |
| 75921 CHALLENGE PROGRAM-SUMMER | \$ 1,000.00 | \$ 1,000.00 | \$ 146.00 | |
| 75935 CHILDREN & TEEN ACTIVITIES | \$ 10,500.00 | \$ 7,500.00 | \$ 14,384.00 | |
| TOTAL REC CENTER YOUTH/TEEN PROGRA | \$ 67,251.00 | \$ 51,000.00 | \$ 60,301.00 | 31.9% up |
| REC CENTER OTHER INCOME | | | | |
| 75102 FRIENDS DRIVE | \$ 2,500.00 | \$ 2,500.00 | \$ - | |
| 75107 MISC INCOME | \$ 3,500.00 | \$ 3,500.00 | \$ 3,458.00 | |
| 75110 HERITAGE BOOTH | \$ 7,500.00 | \$ 2,000.00 | \$ 440.00 | |
| 75116 HERITAGE BOOTH-SENIOR PROGRAMS | \$ 2,500.00 | \$ 500.00 | \$ 110.00 | |
| 75119 FRIENDS OF SENIOR PROGRAMS | \$ 500.00 | \$ 500.00 | \$ - | |
| 75300 SPECIAL EVENTS | \$ 131,833.00 | \$ 160,773.00 | \$ 101,132.00 | |
| 75313 PARK RENTALS | | \$ - | \$ 2,070.00 | |
| TOTAL REC CENTER OTHER INCOME | \$ 148,333.00 | \$ 169,773.00 | \$ 107,210.00 | -12.6% down |
| REC CENTER PAYROLL EXPENSE | | | | |
| 76010 EXECUTIVE DIRECTOR | \$ 69,546.00 | \$ 68,182.00 | \$ 36,295.00 | |
| 76020 RECREATION DIRECTOR | \$ 51,756.00 | \$ 50,741.00 | \$ 25,065.00 | |
| 76029 YTH/TEEN PROGRAM DIRECTOR | \$ 38,021.00 | \$ 37,275.00 | \$ 18,413.00 | |
| 76031 AFTER SCHOOL PROGRAM | \$ 42,000.00 | \$ 32,250.00 | \$ 34,839.00 | |
| 76032 DISCOVERY CLUB | \$ 52,000.00 | \$ 52,000.00 | \$ 23,339.00 | |
| 76033 SUMMER CAMP | \$ 40,000.00 | \$ 30,000.00 | \$ 40,927.00 | |
| 76034 CHALLENGE PROGRAM-SUMMER | \$ 26,000.00 | \$ 26,000.00 | \$ 24,378.00 | |
| 76035 S.E./SENIOR CITIZEN DIRECTOR | \$ 37,276.00 | \$ 36,545.00 | \$ 18,355.00 | |
| 76036 SENIOR CITIZEN PROG SUPERVISOR | \$ 4,000.00 | \$ 2,000.00 | \$ 2,914.00 | |
| 76037 SENIOR CITIZENS ADMIN. | \$ 16,500.00 | \$ 21,500.00 | \$ 4,189.00 | |
| 76040 ATHLETICS COORDINATOR | \$ 36,658.00 | \$ 36,658.00 | \$ 18,065.00 | |
| 76041 ATHLETICS PROGRAMS | \$ 30,000.00 | \$ 38,000.00 | \$ 15,880.00 | |
| 76045 OFFICE MANAGER | \$ 40,504.00 | \$ 39,710.00 | \$ 19,615.00 | |
| 76047 PROGRAM SUPERVISORS | \$ 13,733.00 | \$ 13,733.00 | \$ 9,518.00 | |
| 76048 BUILDING SUPERVISOR | \$ 32,076.00 | \$ 32,076.00 | \$ 19,638.00 | |
| 76049 SPECIAL EVENTS STAFFING | \$ 10,000.00 | \$ 10,000.00 | \$ 3,970.00 | |
| 76050 SPECIAL EVENTS/FUND | \$ 30,075.00 | \$ 29,485.00 | \$ 14,565.00 | |
| 76051 PROGRAM/MARKETING SPEC | \$ 29,164.00 | \$ 28,592.00 | \$ 14,133.00 | |
| 76070 AQUATICS DIRECTOR | \$ 33,861.00 | \$ 33,197.00 | \$ 8,470.00 | |
| 76072 SEASONAL POOL STAFF | \$ 80,915.00 | \$ 86,515.00 | \$ 45,597.00 | |
| 76073 MAINTENANCE WORKERS | \$ 34,177.00 | \$ 48,738.00 | \$ 22,725.00 | |
| 76074 DEVELOPMENT COORDINATOR | \$ 38,022.00 | \$ 37,276.00 | \$ 18,428.00 | |
| TOTAL REC CENTER PAYROLL EXPENSE | \$ 786,284.00 | \$ 790,473.00 | \$ 439,318.00 | -0.5% down |

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| REC CENTER PAYROLL TAXES & INS | | | | | | | |
|---|-----------|-------------------|-----------|-------------------|-----------|------------------|----------------|
| 76075 PAYROLL TAXES | \$ | 61,390.00 | \$ | 61,390.00 | \$ | 31,614.00 | |
| 76078 WORKMANS COMPENSATION | \$ | 8,800.00 | \$ | 8,800.00 | \$ | 4,020.00 | |
| 76079 UNEMPLOYMENT TAXES | \$ | 3,420.00 | \$ | 3,420.00 | \$ | 655.00 | |
| 76080 HEALTH INSURANCE | \$ | 70,000.00 | \$ | 70,000.00 | \$ | 33,209.00 | |
| 76081 PAYROLL TAXES-SENIOR PROGRAMS | \$ | 4,700.00 | \$ | 4,700.00 | \$ | 1,951.00 | |
| 76082 WORKMENS COMP-SENIOR PROGRAMS | \$ | 800.00 | \$ | 800.00 | \$ | 288.00 | |
| 76083 UNEMPLOYMENT TAXES-SENIOR PROG | \$ | - | \$ | - | \$ | 33.00 | |
| 76084 HEALTH INSURANCE-SENIOR PROG | \$ | 4,940.00 | \$ | 4,940.00 | \$ | 3,445.00 | |
| 76085 LONG TERM DISAB INSUR-SENIORPR | \$ | 500.00 | \$ | 500.00 | \$ | 88.00 | |
| 76086 LONG TERM DISABILITY INSURANCE | \$ | 2,700.00 | \$ | 2,700.00 | \$ | 1,027.00 | |
| 76087 TENURE INCOME | \$ | 6,955.00 | \$ | 6,818.00 | \$ | 3,612.00 | |
| 76088 EMPLOYEE 401K CONTRIBUTIONS | \$ | 6,500.00 | \$ | 6,500.00 | \$ | - | |
| TOTAL REC CENTER PAYROLL TAXES & INS | \$ | 170,705.00 | \$ | 170,568.00 | \$ | 79,942.00 | 0.1% up |
| REC CENTER GEN ADM EXPENSE | | | | | | | |
| 77010 AUDIT/BANK FEES | \$ | 20,000.00 | \$ | 18,000.00 | \$ | 13,964.00 | |
| 77011 LEGAL FEES | \$ | 1,000.00 | \$ | 1,000.00 | | | |
| 77012 ADVERTISING | \$ | 15,000.00 | \$ | 17,500.00 | \$ | 3,765.00 | |
| 77014 VEHICLES | \$ | 16,000.00 | \$ | 16,000.00 | \$ | 6,703.00 | |
| 77015 COMPUTER SERVICES | \$ | 10,000.00 | \$ | 7,500.00 | \$ | 5,914.00 | |
| 77020 DUES & SUBSCRIPTIONS | \$ | 3,250.00 | \$ | 3,250.00 | \$ | 1,271.00 | |
| 77022 PROPANE | \$ | 38,000.00 | \$ | 38,000.00 | \$ | 16,805.00 | |
| 77023 ELECTRICITY-REC CTR | \$ | 35,760.00 | \$ | 34,500.00 | \$ | 16,118.00 | |
| 77024 ELECTRICITY-FIELD | \$ | 1,800.00 | \$ | 1,800.00 | \$ | 404.00 | |
| 77025 ELECTRICITY-SHELTER COVE | \$ | 1,500.00 | \$ | 1,500.00 | \$ | 438.00 | |
| 77026 GENERAL LIABILITY | \$ | 37,500.00 | \$ | 37,500.00 | \$ | 23,722.00 | |
| 77028 FIRE ALARM SERVICE | \$ | 1,000.00 | \$ | 1,000.00 | \$ | - | |
| 77034 TRASH REMOVAL | \$ | 3,500.00 | \$ | 3,500.00 | \$ | 1,468.00 | |
| 77050 EDUCATIONAL TRAINING | \$ | 10,500.00 | \$ | 10,500.00 | \$ | 7,496.00 | |
| 77055 PRINTING-GENERAL | \$ | 2,500.00 | \$ | 2,500.00 | \$ | 2,180.00 | |
| 77056 PRINTING-NEWSLETTERS | \$ | 24,000.00 | \$ | 24,000.00 | \$ | 6,195.00 | |
| 77060 POSTAGE & FREIGHT | \$ | 3,500.00 | \$ | 3,500.00 | \$ | 1,517.00 | |
| 77065 REPAIRS-BUILDING | \$ | 17,500.00 | \$ | 17,500.00 | \$ | 8,245.00 | |
| 77066 REPAIRS-SWIM POOL | \$ | 8,000.00 | \$ | 8,000.00 | \$ | 3,302.00 | |
| 77075 LEASES-OFFICE EQUIPMENT | \$ | 9,500.00 | \$ | 9,500.00 | \$ | 5,298.00 | |
| 77083 DEPRECIATION | \$ | - | \$ | - | \$ | - | |
| 77085 SUPPLIES-OFFICE | \$ | 5,000.00 | \$ | 5,000.00 | \$ | 2,752.00 | |
| 77086 SUPPLIES-SWIM POOL | \$ | 13,500.00 | \$ | 17,000.00 | \$ | 7,915.00 | |
| 77087 SUPPLIES-GENERAL PURPOSE | \$ | 5,500.00 | \$ | 5,500.00 | \$ | 1,780.00 | |
| 77088 SUPPLIES-JANITORIAL | \$ | 9,500.00 | \$ | 9,500.00 | \$ | 6,153.00 | |
| 77090 TELEPHONE | \$ | 9,500.00 | \$ | 9,500.00 | \$ | 3,799.00 | |
| 77095 WATER & SEWER | \$ | 7,500.00 | \$ | 7,500.00 | \$ | 3,536.00 | |
| 77096 SUPPLIES GEN PURPOSE-SENIOR PR | \$ | 2,000.00 | \$ | 2,000.00 | \$ | 428.00 | |
| 77097 SUPPLIES-OFFICE-SENIOR PROGRAM | \$ | 1,500.00 | \$ | 1,500.00 | \$ | 641.00 | |
| 77098 TELEPHONE-SENIOR PROGRAMS | \$ | 2,500.00 | \$ | 2,500.00 | \$ | 1,298.00 | |

Affiliated Agency Funding Requests

Recreation Association

Island Recreation Association

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FY 12-13 Budget

Summary Page

| REC CENTER GEN ADM EXP (CONT.) | | | | | |
|--|------------------------|------------------------|------------------------|----------------|--|
| 77099 VEHICLES-SENIOR PROGRAMS | \$ 2,500.00 | \$ 2,500.00 | \$ 549.00 | | |
| 78010 HEATING & AC | \$ 2,000.00 | \$ 2,000.00 | \$ 3,181.00 | | |
| 78011 GROUNDS MAINTENANCE | \$ 18,000.00 | \$ 13,000.00 | \$ 9,391.00 | | |
| 78012 GYM FLOOR | | \$ 8,500.00 | | | |
| CLEANING SERVICE (REC CENTER) | \$ 15,600.00 | \$ - | \$ - | | |
| 76060 INTERNS | \$ 10,000.00 | \$ 12,000.00 | \$ 2,426.00 | | |
| 78016 REPAIRS TENNIS | \$ 1,500.00 | \$ 1,500.00 | \$ - | | |
| 78017 GROUNDS MAINTENANCE-SHELT.COVE | \$ 1,000.00 | \$ 1,000.00 | \$ - | | |
| 78018 GROUNDS MAINTENANCE-TENNIS | \$ 1,000.00 | \$ 1,000.00 | \$ 1,275.00 | | |
| 78019 SUPPLIES-TENNIS | \$ 2,000.00 | \$ 2,000.00 | \$ - | | |
| 78021 ADVERTISING-SENIOR PROGRAMS | \$ 1,500.00 | \$ 1,500.00 | \$ - | | |
| 78022 COMPUTER SERV-SENIOR PR | \$ 500.00 | \$ 500.00 | \$ 185.00 | | |
| 78023 INSURANCE(GENERAL)-SENIOR PROG | \$ 3,500.00 | \$ 3,500.00 | \$ 1,340.00 | | |
| 78024 POSTAGE-SENIOR PROGRAMS | \$ 1,000.00 | \$ 1,000.00 | \$ 18.00 | | |
| 78025 PRINTING GEN-SENIOR PROGRAMS | \$ 1,500.00 | \$ 1,500.00 | \$ - | | |
| 78029 COPIER LEASE MAINT-SENIOR | \$ 1,700.00 | \$ 1,700.00 | \$ 1,215.00 | | |
| 78030 INTEREST ON LOAN | \$ - | \$ - | \$ 34.00 | | |
| 78032 TOWN FEES | \$ - | \$ - | \$ - | | |
| TOTAL REC CENTER GEN ADM EXPENSE | \$ 379,610.00 | \$ 369,750.00 | \$ 172,721.00 | 2.7% up | |
| FY 09-10 BUDGET-EXPENSES TOTAL (OPERA | \$ 1,749,728.00 | \$ 1,738,359.00 | \$ 975,285.00 | 0.7% up | |
| REC CENTER CAPITAL IMPROVEMENT | | | | | |
| OVERALL CIP PROJECTS | \$ 172,850.00 | \$ 173,000.00 | \$ 53,868.00 | -0.1% down | |
| FY 09-10 BUDGET-EXPENSES TOTAL (CIP & OPE | \$ 1,922,578.00 | \$ 1,911,359.00 | \$ 1,029,153.00 | 0.6% up | |

Affiliated Agency Funding Requests

Recreation Association

Island Recreation Association
FY 12-13 Budget
Summary Page

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CIP Budget 2012-13

| PROJECT (update 2-8-12) | | |
|--|-----------|----------------|
| Replacement Doors & Hardware | \$ | 15,000 |
| Upgrade & Replace Faucets & Showers | \$ | 15,000 |
| Tiling Bathroom Floors | \$ | 10,000 |
| Tile Office Floors | \$ | 6,000 |
| Replacement of HVAC Units | \$ | 35,000 |
| Dome Installation and Take Down | \$ | 12,000 |
| Replacement of Pool Furniture | \$ | 5,000 |
| Replacement of Auto Pool Cleaner | \$ | 4,000 |
| Pool Filter System Improvement | \$ | 5,000 |
| Sun Guard Replacement | \$ | 5,100 |
| Resurfacing Rec Center Basketball Courts | \$ | 20,000 |
| Soccer Goals | \$ | 10,000 |
| Picnic Tables and Trash Cans | \$ | 5,000 |
| Tennis Net Replacement | \$ | 2,000 |
| Resurfacing 2 Courts Chaplin Tennis | \$ | 12,000 |
| Leaf Blowers for Tennis Courts | \$ | 1,300 |
| Trash Cans | \$ | 450 |
| Portable Stage Replacement | \$ | 10,000 |
| TOTAL | \$ | 172,850 |

Affiliated Agency Funding Requests

Coastal Discovery Museum



MEMO

To: Steve Riley
Town Manager

From: Michael J. Marks

Re: 2012-13 Management Fee Budget Request

Date: February 17, 2012

The Coastal Discovery Museum is grateful for the continued support of the Town of Hilton Head Island with regards to the operations/maintenance at the Honey Horn facility. The public response has been very positive with attendance topping 88,000 people during the last fiscal year. And, through the first 7 months of FY 11-12, attendance is up 16% over the comparable time last year. Since opening some fifty-two (52) months ago, over 375,000 people have visited the Honey Horn property.

For FY 2011-12 to date, Museum revenue indicates a slight drop in corporate and individual contributions, as well as government sponsored grant programs. Fortunately, *earned income* opportunities at Honey Horn show a continued increase thus lessening the impact on the decline of contributions. And, the Museum has an incredible resource of dedicated volunteers who are eager to play a role in helping the Museum maintain its goal of being a premier cultural attraction for Hilton Head Island.

The Museum recognizes the continued economic challenges impacting the Town's ability to keep pace with its own set of high standards and commitments to its residents and visitors, and to that end, the Museum has focused on a pro-active cost saving maintenance program that involves our volunteers on a weekly basis. In spite of that, the property maintenance expenses are increasing. Additionally, there are certain repair items which are beyond the resources/skill sets of our volunteers. The following major items will need attention over the next 18-24 months:

- Emergency Access road way repair
- Discovery House parking lot and road repair
- Repaint/repair of the Discovery House exterior.

During the next few months I will seek estimates on these items. I would also like to begin a discussion with Town Staff regarding support and suggestions regarding these above items.

As for the Fiscal Year 2013 Budget, the Museum Board and Staff seek a Management Fee in the amount of \$75,000. This request is the same as that in the previous three (3) fiscal years.

On behalf of the Board of Directors of the Coastal Discovery Museum, we gratefully acknowledge the ongoing financial support of the Town.

Affiliated Agency Funding Requests

Coastal Discovery Museum – Turtle Watch



MEMO

To: Steve Riley
Town Manager

From: Michael Marks

Re: Sea Turtle Protection Budget FY 2013

Date: February 18, 2012

The Hilton Head Island Sea Turtle Protection Project is committed to providing quality management practices to protect and monitor sea turtle nesting and hatching activity on Hilton Head Island. It is with this letter that we request funding for the 2012-2013 sea turtle season in the amount of \$37,700.

During the 2011 sea turtle season, Hilton Head Island documented the highest number of sea turtle nests (324 nests) during the Project's 26 year history. We are hopeful that this is an indication of the success of protection efforts that began in the early 1980's and that the high nesting trend will continue to be evident in subsequent years. As a result, our budget reflects an anticipated increase the amount of money needed for staff salaries and provides additional expenditures for project supplies. The increased staff salary amount accounts for the extended hours spent monitoring the beach for nesting and hatching activity only. *There is no increase in salary stipends.* Additionally, the request for increased funding for supplies is a result of the need to support anticipated high density nesting activity.

During the 2010 season the Project purchased two new John Deere Gator vehicles, and we have taken a proactive approach in extending the life of these vehicles through routine care and maintenance. With consistent servicing, we are confident that these vehicles will serve our needs throughout the active summer/fall 2012. We do anticipate that over the course of the 2012 turtle season, environmental conditions (salt and sand) will significantly impact the dependability of one of the gator vehicles. With this in mind, we request funds that will be used to purchase one new John Deere Gator vehicle in April 2013, just prior to the new season. We will attempt a "reduced trade-in" price. The negative impact of not purchasing this vehicle will mean that the Sea Turtle Protection Project will reduce by 50% the coverage for Loggerhead Sea Turtle nesting on the Island.

The attached 2012-2013 Sea Turtle Protection Project budget request represents an increase of \$7,800.00 as it relates to the budget of FY 12 which did not include any vehicle purchases.

The Coastal Discovery Museum appreciates the support from the Town of Hilton Head Island in funding the Sea Turtle Protection Project. It is a highly visible environmental activity that constantly receives positive feedback from both residents and tourists.

Attachments: (2) – Budget Request Itemization
May 2013 Cost Estimate for one new John Deere Gator Vehicle

Affiliated Agency Funding Requests

Coastal Discovery Museum – Turtle Watch



2012-2013 Requested Sea Turtle Protection Project Budget

| | |
|-----------------------|---------------------------------|
| Staff Salaries | 21,000 |
| Museum Administration | 5,000 |
| Staff Training | 450 |
| Vehicle Maintenance | 1,300 |
| Supplies | 2,200 |
| Equipment | 600 |
| Vehicle Purchase | 6,850 – to be purchased in 5/13 |
| Insurance | 300 |
| | |
| Grand Total | \$37,700 |

Sea Turtle Protection Project 2011-2012 and 2012-2013 Budget Comparison

| | 2011-2012 Budget | 2012-2013 Requested Budget |
|-------------------------|-------------------------|-----------------------------------|
| Staff Salaries | 20,500 | 21,000 |
| Museum Administration | 5,000 | 5,000 |
| Staff Training | 600 | 450 |
| Vehicle Maintenance | 1,300 | 1,300 |
| Supplies | 900 | 2,200 |
| Equipment | 1,300 | 600 |
| Vehicle Purchase | 0.00 | 6,850 – to be purchased in 5/13 |
| Insurance | 300 | 300 |
| | | |
| Total Comparison | \$29,900 | \$37,700 |

Grand Total

Affiliated Agency Funding Requests

Coastal Discovery Museum – Cost Estimate

HENDRIX MACHINERY, INC.

P.O. Box 22967 • Savannah, Georgia 31403
(912) 964-7790 • Fax (912) 964-7793
1-877-833-3126

February 21, 2012

Coastal Discovery Museum

We are pleased to quote the following equipment:

One (1) New John Deere TS 4x2 Gator Utility Vehicle



With: 11.1 HP Kawasaki Air Cooled Gas Engine
2 Wheel Drive
CVT Transmission
900 Lbs. Payload Capacity
Undercoating, Bed and Floor Liner
Plus All Other Manufacturer's Standard Equipment

Selling Price: \$6,936.00**

****Price good until 2013**

Kubota

If you should need any additional information, please feel free to call me. We look forward to doing business with you in the future.

Sincerely,

Jennifer Albright



Affiliated Agency Funding Requests

Palmetto Breeze



February 1, 2012

Erica Madhere,
Finance Assistant
Town of Hilton Head Island
One Town Court
Hilton Head Island, SC 29928

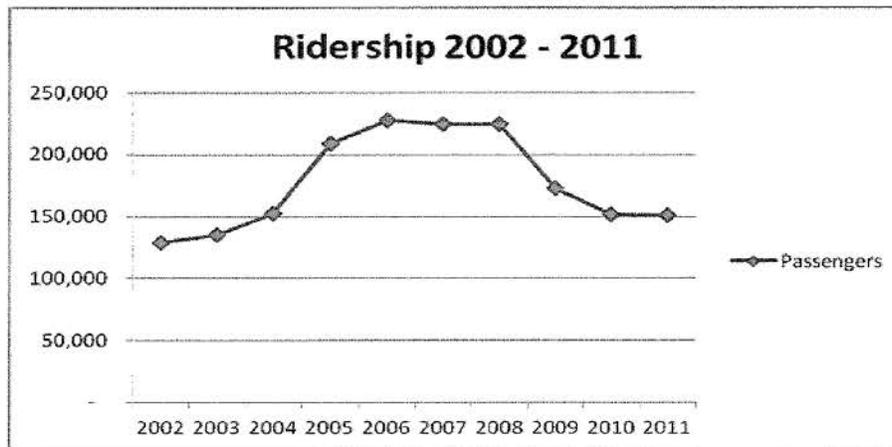
RE: FY 2012-2013 Budget Request

Dear Ms. Madhere:

The Lowcountry Regional Transportation Authority d.b.a. Palmetto Breeze appreciates the opportunity to submit the following budget request to the Town of Hilton Head Island. Palmetto Breeze respectfully requests **\$175,000** for Fiscal Year 2012-2013 for the provision of public transportation throughout the Lowcountry region including Hilton Head Island. Specifically these funds will be used to leverage state and federal dollars and subsidize the costs of operating the public transportation system.

Palmetto Breeze Commuter Routes

Public transportation is a necessary component of economic development for the Lowcountry region. Transportation service to Hilton Head Island is still very much needed as many people depend on the bus for their livelihood and the tourism industry relies on the transit system as a reliable means to get employees to work.



25 Benton Field Road • P. O. Box 2029 • Bluffton, SC 29910
Tel: 843-757-5782 • Fax: 843-757-5783 • www.gotohiltonheadisland.com/bus

Affiliated Agency Funding Requests

Palmetto Breeze

Contract Services

Numerous human service agencies contract with Palmetto Breeze to provide transportation services to their clients including: Beaufort County Senior Services, Programs for Exceptional People, Hampton County Council on Aging, Jasper County Council on Aging, and Jasper County Disabilities and Special Needs. In addition, Palmetto Breeze has spent the last few years working with the Lowcountry Council of Governments to develop a coordinated transportation system. This system will encompass the four counties of Beaufort, Colleton, Hampton, and Jasper. There is a pilot project ongoing with Jasper County as we work toward further defining the services in the region and gradually roll human service agency transportation services into public transit. Diversification of revenue sources to gain financial stability has been an ongoing effort. Palmetto Breeze continues to seek a variety of alternative revenue sources to expand services throughout the region rather than solely relying on government resources.

Hurricane Evacuation

Palmetto Breeze works closely with Beaufort County Emergency Management and Town of Hilton Head Island officials to provide transportation services to area shelters in the event of a hurricane evacuation or other disaster event.

Local Commitment

Like most public transit systems, Palmetto Breeze relies heavily on local, state, and federal funds to subsidize expenses. Palmetto Breeze appreciates the commitment the Town of Hilton Head Island has made over the years by investing in the regional public transportation system. The funding provided by the Town of Hilton Head Island has played a vital role in the continuation of commuter route services as well as the expansion towards new services. This year's request will go towards the subsidization of many public transportation expenses including driver's wages, fuel, maintenance of capital equipment, parts and supplies.

Please contact me at 843-757-5782 or via email at llrta@hargray.com should you have any questions or concerns regarding this request. Thank you for your time and attention to this matter. We look forward to another safe and successful year with the Town of Hilton Head Island as our partner!

Most sincerely,



Rochelle Ferguson
Executive Director

Affiliated Agency Funding Requests

Drug Court/Solicitor's Office

STATE OF SOUTH CAROLINA
FOURTEENTH JUDICIAL CIRCUIT

Post Office Box 1880
Bluffton, South Carolina 29910



Telephone: (843) 255-5880
Facsimile: (843) 255-9512

ISAAC MCDUFFIE STONE, III
SOLICITOR

March 9, 2012

Erica Madhere
Finance Assistant
Town of Hilton Head Island
One Town Center Court
Hilton Head Island, SC 29928

Dear Town of Hilton Head:

The 14th Circuit Solicitor's Office respectfully requests the Town of Hilton Head maintain current funding levels of \$83,500.00 for the next fiscal year.

If you have any questions regarding this matter, please do not hesitate to contact me at 843-255-5893. Thank you for your assistance in this matter.

Sincerely,

A handwritten signature in black ink that reads "Isaac M. Stone, III".

Isaac M. Stone, III
Solicitor

dk

Note: \$48,500 - Requested for Drug Court
\$35,000 - Requested for Career Criminal
\$83,500 - Total Requested

Affiliated Agency Funding Requests

Beaufort County Sheriff's Office

| FY2013 budget requests revised as of 5/9/12 | FY2012 Budget Requests | FY2013 Budget Requests | FY2013 requests include the following increases: |
|--|------------------------------|------------------------------|---|
| Personnel Costs | | | |
| Hilton Head Patrol | \$1,764,810 | \$1,824,755 | .145% increase for SC retirement, .2325% |
| Hilton Head Traffic | \$246,620 | \$255,266 | increase for Police Officer retirement, |
| Hilton Head Marine & Beach | \$115,290 | \$119,340 | 26.3% increase for unemployment, 2.98% |
| Hilton Head Investigations | \$345,860 | \$358,021 | increase for health insurance, 15.9% |
| Hilton Head Victim's Advocate | \$57,640 | \$59,670 | increase for workers compensation, and |
| | <u>\$2,530,220</u> | <u>\$2,617,052</u> | a 2% cost of living adjustment. |

Operating Costs

| | | |
|--|------------------|------------------|
| New Office Space | \$73,210 | \$70,072 |
| Electric 1/2 | \$19,870 | \$19,870 |
| Water, Sewer, and Garbage 1/2 | \$1,170 | \$1,170 |
| Telephone 1/2 + Cell phone for Command, Patrol & Traffic team | \$2,300 | \$2,300 |
| Fuel 1/2 | \$90,720 | \$90,720 |
| | <u>\$187,270</u> | <u>\$184,132</u> |

Above items listed billed by BCSO

| | | |
|-------------------------|-----------------|-----------------|
| Uniforms | \$28,860 | \$28,860 |
| Body Armor | \$5,400 | \$7,709 |
| Administrative Supplies | \$48,750 | \$48,750 |
| Repairs to Equipment | \$5,000 | \$5,000 |
| | <u>\$88,010</u> | <u>\$90,319</u> |

BCSO will submit invoices for reimbursement from the Town for the items listed below.

| | | |
|----------------|----------------|----------------|
| Computers | \$6,000 | \$6,000 |
| Radios & MDC's | \$0 | \$0 |
| Vehicles | \$0 | \$0 |
| | <u>\$6,000</u> | <u>\$6,000</u> |

New Request

Additional \$50,000 of overtime for HH bar patrol details. With the approval of this request, our bar patrol overtime will increase to \$100,000.

| | |
|-----|----------|
| \$0 | \$50,000 |
|-----|----------|

| | | |
|--------------|--------------------|--------------------|
| Total | \$2,811,500 | \$2,947,504 |
| | | \$136,004 |
| | | 4.84% |

Due to availability of information, Finance submitted the Town's Beaufort County Sheriff's Office budget with estimated increases in personnel and employer-provided benefits. The above budget is still contingent upon the Beaufort County's final adopted budget. The amount included in the Town's proposed budget is \$2,907,003 and the revision above is short by \$40,501. The Town's budget will be tentatively increased by this amount if Council accepts the Sheriff's request.

Affiliated Agency Funding Requests

Shore Beach Services



SHORE BEACH SERVICE, INC. HILTON HEAD ISLAND BEACH PATROL

Certified Agency—United States Lifesaving Association
Charter Member—Professional Beach Service Association

116 Arrow Road • Hilton Head, SC 29928
Phone (843)785-3494 • Fax (843)785-2023
sbeach@hargray.com • www.shorebeach.com

February 22, 2012

Ms. Susan Simmons
Director Of Finance
Town Of Hilton Head Island
One Center Court
Hilton Head, SC 29928

Dear Susan,

Our budget request for Fiscal Year Ending June 30, 2013 for the Beach Patrol services called for under our existing Services Agreement with the Town of Hilton Head Island totals \$166,955 compared to \$164,631 for Fiscal Year Ending June 30, 2012, which is a increase of \$2,324 or 1.4%.

Fixed Amount Services are budgeted to increase by \$3,819 or 2.5%, primarily due to rising automotive expenses, with a decrease in Variable Amount Services of \$1,495 or 11.1%, primarily resulting from reductions in labor costs and equipment use.

Attached is Discussion Of Fiscal Year 2013 Budget For Beach Patrol Services including four schedules showing this budget with comparisons to the budget for Fiscal Year Ending June 30, 2012.

Let me know if there is anything else you need. I am available to discuss at your convenience.

Sincerely,

Ralph A. Wagner
President

Affiliated Agency Funding Requests

Shore Beach Services



SHORE BEACH SERVICE, INC. **HILTON HEAD ISLAND BEACH PATROL**

Certified Agency—United States Lifesaving Association
Charter Member—Professional Beach Service Association

116 Arrow Road • Hilton Head, SC 29928
Phone (843)785-3494 • Fax (843)785-2023
sbeach@hargray.com • www.shorebeach.com

Discussion Of Fiscal Year 2013 Budget For Beach Patrol Services Under Services Agreement With The Town Of Hilton Head Island

Shore Beach Service, Inc. has a Services Agreement with the Town Of Hilton Head Island expiring in April of 2014, under which we provide a service generally known as the Beach Patrol.

The Agreement provides that services will be billed in two ways:

- 1) Fixed Amount Services, with the fee amounts to be determined during the annual budget process, and
- 2) Variable Amount Services with the fee amounts based on monthly time spent and materials & equipment used, with the hourly rates to be determined during the annual budget process.

For the Fiscal Year 2013 budget process, the Town has reminded us it continues to face financial challenges due to the continued sluggishness of the economy and asked that we remain fiscally conservative in the preparation of our budget requests, keeping them as near as possible to our Fiscal Year 2012 budget.

Accordingly, our total request for the Fiscal Year 2013 budget equals \$166,955 compared to \$164,631 for Fiscal Year 2012, which is an increase of \$2,324 or 1.4%. It is important to note that our budget remained the same for Fiscal Years 2010 and 2011 while actually decreasing slightly for Fiscal Year 2012.

We are requesting a budget for Fixed Amount Services of \$154,980 for Fiscal Year 2013, which is an increase of \$3,819 or 2.5%. Over 75% or about \$2,875 of this increase results from rising automotive expenses, including gas prices, repair costs, and replacement costs. A combination of adding more trash cans during 2011 and 2012 together with a higher replacement rate causes another increase of \$330 or 9% over last year. The remaining 16% or \$650, results primarily from higher labor related costs, including wages and insurance.

If the requested increase is not granted, we would have to cut back in a non-safety related area such as reducing the amount of time spent for the expanded trash patrol, which does litter removal in the early morning. Doing so would result in less cleanly beaches.

Although we are requesting hourly labor rates for Variable Amount Services to increase from last year's range of \$11.00 to \$20.34 to a range of \$11.43 to \$21.55 for Fiscal Year 2013, our budget for Variable Amount Services for the Fiscal Year 2013 decreases by \$1,495 or 11.1% to \$11,975. This decrease results from using personnel with lower pay rates coupled with a reduction in equipment use. Our rate for Fiscal Year 2013 for equipment used remains unchanged at \$30.00 per hour.

We have attached four schedules summarizing our budget requests.

Affiliated Agency Funding Requests

Shore Beach Services

Discussion Of Fiscal Year 2013 Budget For Beach Patrol Services

Page Two

Schedule 1 shows our proposed annual Budget For Beach Patrol Services with comparisons to our Fiscal Year 2012 Budget.

Schedule 2 shows our proposed monthly budget for Fixed Amount Services with comparisons to our Fiscal Year 2012 Budget.

Schedule 3 shows a breakdown by type of the Basic Services included on Schedule 2 with comparisons to our Fiscal Year 2012 Budget.

Schedule 4 shows our proposed monthly budget for Variable Amount Services with comparisons to our Fiscal Year 2012 Budget.

The responsibilities of the Beach Patrol currently include the following:

- Patrolling over thirteen miles of beach front (from Braddock Cove to Fish Haul Creek) in marked vehicles for the purpose of rendering assistance to members of the public in need of assistance in the water or on the beach.
- Assisting in off shore rescue, maintaining buoys designating swimming only areas, effecting contact with private boat operators to keep clear of swimming areas and assisting in beach ordinance enforcement. Two personal watercraft ("PWC") are provided for this purpose and a third PWC is used as backup.
- Placing trash collection barrels on the beach, collecting trash and debris from these barrels, and picking up loose trash and debris.
- Advising beachgoers of beach ordinance violations.
- Notifying and coordinating with law enforcement authorities regarding any continuing unlawful activities on the beach
- Administering first aid to beachgoers who sustain injuries on the beach.
- Notifying and cooperating with EMS when emergency medical services are required on the beach.
- Providing a program for animal control.
- Providing a program for recycling on public beach areas as designated by the Town.
- Installing and maintaining beach matting on public beach areas as designated by the Town (now at six locations).
- Installing and maintaining dog litterbag stations on public beach areas as designated by the Town (now at forty-five locations).

Ralph A. Wagner
Beach Patrol Director
February 22, 2012

Affiliated Agency Funding Requests

Shore Beach Services

| Schedule 1 | | | | |
|--|----------------------------|-------------------|---|---------------|
| Shore Beach Service, Inc. | | | | |
| Budget For Beach Patrol Services | | | | |
| Under Service Agreement With Town of Hilton Head Island | | | | |
| | Fiscal Year Ending June 30 | | Over (Under) Fiscal Year 2012 Budget | |
| | 2012 | 2013 | | |
| Basic Beach Patrol Services | \$ 100,971 | \$ 102,348 | \$ 1,377 | 1.4% |
| Expanded Trash Patrol | \$ 25,182 | \$ 25,935 | 753 | 3.0% |
| Expanded Beach Patrol | \$ 25,008 | \$ 26,697 | 1,689 | 6.8% |
| Total Fixed Amounts | 151,161 | 154,980 | 3,819 | 2.5% |
| Beach Matting | 8,000 | 7,000 | (1,000) | -12.5% |
| Dog Litterbag Stations | 390 | 475 | 85 | 21.8% |
| Recycling On The Beach | 5,080 | 4,500 | (580) | -11.4% |
| Total Variable Amounts | 13,470 | 11,975 | (1,495) | -11.1% |
| Total | \$ 164,631 | \$ 166,955 | \$ 2,324 | 1.4% |

Fees for Basic Beach Patrol Services, Expanded Trash Patrol, and Expanded Beach Patrol are set as fixed amounts as part of the annual budget process.

Fees for installation and maintenance of Beach Matting, Dog Litterbag Stations, and Recycling On The Beach are determined monthly based on time spent, equipment used and materials purchased.

Labor rates per hour for Fiscal Year 2013 Variable Amounts Budget range from \$11.43 to \$21.55 while these rates used in Fiscal Year 2012 were \$11.00 to \$20.34.

Equipment rate per hour for Fiscal Year 2013 is \$30.00 which is the same rate used in Fiscal Year 2012.

Affiliated Agency Funding Requests

Shore Beach Services

| Schedule 2 | | | | | | | | | | | | | |
|--|-----------|-------------------|--------------------------|--------------------------|------------|---|-----------|-------------------|--------------------------|--------------------------|------------|---|--------|
| Shore Beach Service, Inc. Fixed Amounts Budget For Beach Patrol Services Under Service Agreement With Town of Hilton Head Island | | | | | | | | | | | | | |
| Fiscal Year Ending June 30, 2011 Fixed Amounts | | | | | | Fiscal Year Ending June 30, 2012 Fixed Amounts | | | | | | Over (Under) Fiscal Year 2011 Budget | |
| Year | Month | Basic Services | Expanded Trash Patrol | Expanded Beach Patrol | Total | Year | Month | Basic Services | Expanded Trash Patrol | Expanded Beach Patrol | Total | Amount | % |
| 2010 | July | \$ 13,596 | \$ 4,164 | \$ 6,236 | \$ 23,996 | 2011 | July | \$ 15,999 | \$ 4,266 | \$ 6,056 | \$ 26,321 | \$ 2,325 | 9.7% |
| 2010 | August | 13,596 | 4,164 | 6,236 | 23,996 | 2011 | August | 15,999 | 4,266 | 6,056 | 26,321 | 2,325 | 9.7% |
| 2010 | September | 13,596 | 4,164 | | 17,760 | 2011 | September | 11,346 | 4,128 | 978 | 16,452 | (1,308) | -7.4% |
| 2010 | October | 2,678 | | | 2,678 | 2011 | October | 3,413 | | | 3,413 | 735 | 27.4% |
| 2010 | November | 2,678 | | | 2,678 | 2011 | November | 3,303 | | | 3,303 | 625 | 23.3% |
| 2010 | December | 2,678 | | | 2,678 | 2011 | December | 3,413 | | | 3,413 | 735 | 27.4% |
| 2011 | January | 2,639 | | | 2,639 | 2012 | January | 1,907 | | | 1,907 | (732) | -27.7% |
| 2011 | February | 2,639 | | | 2,639 | 2012 | February | 1,725 | | | 1,725 | (914) | -34.6% |
| 2011 | March | 2,639 | | | 2,639 | 2012 | March | 1,907 | | | 1,907 | (732) | -27.7% |
| 2011 | April | 14,392 | 4,390 | | 18,782 | 2012 | April | 10,501 | 4,128 | | 14,629 | (4,153) | -22.1% |
| 2011 | May | 14,392 | 4,390 | 6,556 | 25,338 | 2012 | May | 15,674 | 4,266 | 6,056 | 25,996 | 658 | 2.6% |
| 2011 | June | 14,392 | 4,390 | 6,556 | 25,338 | 2012 | June | 15,784 | 4,128 | 5,862 | 25,774 | 436 | 1.7% |
| Total For Year | | \$ 99,915 | \$ 25,662 | \$ 25,584 | \$ 151,161 | Total For Year | | \$ 100,971 | \$ 25,182 | \$ 25,008 | \$ 151,161 | \$ - | 0.0% |

Fees for Basic Services, Expanded Trash Patrol, and Expanded Beach Patrol are set as fixed amounts as part of the annual budget process.

Affiliated Agency Funding Requests

Shore Beach Services

| Shore Beach Service, Inc. Fixed Amounts Budget For Beach Patrol Services Under Service Agreement With Town of Hilton Head Island | | | | | | | | | | | | Schedule 2 | |
|--|-----------|-------------------|--------------------------|--------------------------|-------------------|---|-----------|-------------------|--------------------------|--------------------------|-------------------|---|-------------|
| Fiscal Year Ending June 30, 2012 Fixed Amounts | | | | | | Fiscal Year Ending June 30, 2013 Fixed Amounts | | | | | | Over (Under) Fiscal Year 2012 Budget | |
| Year | Month | Basic Services | Expanded Trash Patrol | Expanded Beach Patrol | Total | Year | Month | Basic Services | Expanded Trash Patrol | Expanded Beach Patrol | Total | Amount | % |
| 2011 | July | \$ 15,999 | \$ 4,266 | \$ 6,056 | \$ 26,321 | 2012 | July | \$ 15,866 | \$ 4,395 | \$ 6,466 | \$ 26,727 | \$ 406 | 1.5% |
| 2011 | August | 15,999 | 4,266 | 6,056 | 26,321 | 2012 | August | 15,866 | 4,395 | 6,466 | 26,727 | 406 | 1.5% |
| 2011 | September | 11,346 | 4,128 | 978 | 16,452 | 2012 | September | 11,784 | 4,250 | 1,043 | 17,077 | 625 | 3.8% |
| 2011 | October | 3,413 | | | 3,413 | 2012 | October | 3,433 | | | 3,433 | 20 | 0.6% |
| 2011 | November | 3,303 | | | 3,303 | 2012 | November | 3,324 | | | 3,324 | 21 | 0.6% |
| 2011 | December | 3,413 | | | 3,413 | 2012 | December | 3,433 | | | 3,433 | 20 | 0.6% |
| 2012 | January | 1,907 | | | 1,907 | 2013 | January | 2,184 | | | 2,184 | 277 | 14.5% |
| 2012 | February | 1,725 | | | 1,725 | 2013 | February | 1,979 | | | 1,979 | 254 | 14.7% |
| 2012 | March | 1,907 | | | 1,907 | 2013 | March | 2,183 | | | 2,183 | 276 | 14.5% |
| 2012 | April | 10,501 | 4,128 | | 14,629 | 2013 | April | 11,069 | 4,250 | | 15,319 | 690 | 4.7% |
| 2012 | May | 15,674 | 4,266 | 6,056 | 25,996 | 2013 | May | 15,543 | 4,395 | 6,466 | 26,404 | 408 | 1.6% |
| 2012 | June | 15,784 | 4,128 | 5,862 | 25,774 | 2013 | June | 15,684 | 4,250 | 6,256 | 26,190 | 416 | 1.6% |
| Total For Year | | \$ 100,971 | \$ 25,182 | \$ 25,008 | \$ 151,161 | Total For Year | | \$ 102,348 | \$ 25,935 | \$ 26,697 | \$ 154,980 | \$ 3,819 | 2.5% |

Fees for Basic Services, Expanded Trash Patrol, and Expanded Beach Patrol are set as fixed amounts as part of the annual budget process.

Affiliated Agency Funding Requests

Shore Beach Services

| Shore Beach Service, Inc. Schedule 3 | | | | | | | | | | | | | | | | | | | |
|---|-----------|-----------------|------------------|------------------|------------------|---------------|-----------------|-------------------|----------------------------------|---------------|------------------|------------------|------------------|---------------|-----------------|-------------------|-----------------|---------------------|-------|
| Fixed Amounts Budget - Basic Services By Type | | | | | | | | | | | | | | | | | | | |
| For Beach Patrol Services Under Service Agreement With Town of Hilton Head Island | | | | | | | | | | | | | | | | | | | |
| Fiscal Year Ending June 30, 2012 | | | | | | | | | Fiscal Year Ending June 30, 2013 | | | | | | | | | Over (Under) Fiscal | |
| Fixed Amounts | | | | | | | | | Fixed Amounts | | | | | | | | | Year 2012 Budget | |
| Year | Month | Office Services | Beach Patrol | PWC | Trash Patrol | Trash Cans | Night Patrol | Total | Year | Month | Office Services | Beach Patrol | PWC | Trash Patrol | Trash Cans | Night Patrol | Total | Amount | % |
| 2011 | July | \$ 60 | \$ 6,271 | \$ 5,136 | \$ 3,305 | \$ 92 | \$ 1,135 | \$ 15,999 | 2012 | July | \$ 63 | \$ 6,564 | \$ 4,434 | \$ 3,470 | \$ 140 | \$ 1,195 | \$ 15,866 | \$ (133) | -0.8% |
| 2011 | August | 60 | 6,271 | 5,136 | 3,305 | 92 | 1,135 | 15,999 | 2012 | August | 63 | 6,564 | 4,434 | 3,470 | 140 | 1,195 | 15,866 | (133) | -0.8% |
| 2011 | September | 60 | 6,068 | 830 | 3,198 | 92 | 1,098 | 11,346 | 2012 | September | 63 | 6,353 | 715 | 3,358 | 140 | 1,155 | 11,784 | 438 | 3.9% |
| 2011 | October | 60 | 3,353 | | | | | 3,413 | 2012 | October | 63 | 3,370 | | | | | 3,433 | 20 | 0.6% |
| 2011 | November | 60 | 3,243 | | | | | 3,303 | 2012 | November | 63 | 3,261 | | | | | 3,324 | 21 | 0.6% |
| 2011 | December | 60 | 3,353 | | | | | 3,413 | 2012 | December | 63 | 3,370 | | | | | 3,433 | 20 | 0.6% |
| 2012 | January | 60 | 1,847 | | | | | 1,907 | 2013 | January | 63 | 2,121 | | | | | 2,184 | 277 | 14.5% |
| 2012 | February | 60 | 1,665 | | | | | 1,725 | 2013 | February | 63 | 1,916 | | | | | 1,979 | 254 | 14.7% |
| 2012 | March | 60 | 1,847 | | | | | 1,907 | 2013 | March | 63 | 2,120 | | | | | 2,183 | 276 | 14.5% |
| 2012 | April | 60 | 6,067 | | 3,198 | 78 | 1,098 | 10,501 | 2013 | April | 63 | 6,353 | | 3,358 | 140 | 1,155 | 11,069 | 568 | 5.4% |
| 2012 | May | 60 | 6,067 | 5,136 | 3,198 | 78 | 1,135 | 15,874 | 2013 | May | 63 | 6,353 | 4,434 | 3,358 | 140 | 1,195 | 15,543 | (131) | -0.8% |
| 2012 | June | 60 | 6,271 | 4,972 | 3,305 | 78 | 1,098 | 15,784 | 2013 | June | 63 | 6,564 | 4,292 | 3,470 | 140 | 1,155 | 15,684 | (100) | -0.6% |
| Total For Year | | \$ 720 | \$ 52,323 | \$ 21,210 | \$ 19,509 | \$ 510 | \$ 6,699 | \$ 100,971 | Total For Year | \$ 756 | \$ 54,909 | \$ 18,309 | \$ 20,484 | \$ 840 | \$ 7,050 | \$ 102,348 | \$ 1,377 | 1.4% | |

Affiliated Agency Funding Requests

Shore Beach Services

| Shore Beach Service, Inc. Variable Amounts Budget For Beach Patrol Services Under Service Agreement With Town of Hilton Head Island | | | | | | | | | | | | Schedule 4 | |
|---|-----------|------------------|------------------------------|------------------------------|------------------|--------------------------------------|-----------|------------------|------------------------------|------------------------------|------------------|---|---------------|
| Fiscal Year 2012 Variable Amounts | | | | | | Fiscal Year 2013 Variable Amounts | | | | | | Over (Under) Fiscal Year 2012 Budget | |
| Year | Month | Beach Matting | Dog Litterbag Stations | Recycling On The Beach | Total | Year | Month | Beach Matting | Dog Litterbag Stations | Recycling On The Beach | Total | Amount | % |
| 2011 | July | \$ 1,000 | \$ 20 | \$ 450 | \$ 1,470 | 2012 | July | \$ 900 | \$ 40 | \$ 425 | \$ 1,365 | \$ (105) | -7.1% |
| 2011 | August | 800 | 25 | 350 | 1,175 | 2012 | August | 700 | 35 | 325 | 1,060 | (115) | -9.8% |
| 2011 | September | 600 | 30 | 325 | 955 | 2012 | September | 600 | 30 | 325 | 955 | - | 0.0% |
| 2011 | October | 900 | 35 | 265 | 1,200 | 2012 | October | 600 | 45 | 260 | 905 | (295) | -24.6% |
| 2011 | November | 300 | 45 | 265 | 610 | 2012 | November | 300 | 40 | 265 | 605 | (5) | -0.8% |
| 2011 | December | 300 | 20 | 235 | 555 | 2012 | December | 300 | 35 | 235 | 570 | 15 | 2.7% |
| 2012 | January | 300 | 20 | 240 | 560 | 2013 | January | 300 | 45 | 240 | 585 | 25 | 4.5% |
| 2012 | February | 300 | 30 | 300 | 630 | 2013 | February | 300 | 40 | 300 | 640 | 10 | 1.6% |
| 2012 | March | 800 | 45 | 350 | 1,195 | 2013 | March | 600 | 45 | 325 | 970 | (225) | -18.8% |
| 2012 | April | 800 | 45 | 850 | 1,695 | 2013 | April | 700 | 45 | 1,000 | 1,745 | 50 | 2.9% |
| 2012 | May | 900 | 45 | 850 | 1,795 | 2013 | May | 800 | 45 | 400 | 1,245 | (550) | -30.6% |
| 2012 | June | 1,000 | 30 | 600 | 1,630 | 2013 | June | 900 | 30 | 400 | 1,330 | (300) | -18.4% |
| Total For Year | | \$ 8,000 | \$ 390 | \$ 5,080 | \$ 13,470 | Total For Year | | \$ 7,000 | \$ 475 | \$ 4,500 | \$ 11,975 | \$ (1,495) | -11.1% |

Fees for installation and maintenance of Beach Matting, Dog Litterbag Stations, and Recycling On The Beach are determined monthly based on time spent, equipment used and materials purchased.

Hourly rates for labor and equipment are set during the annual budget process.

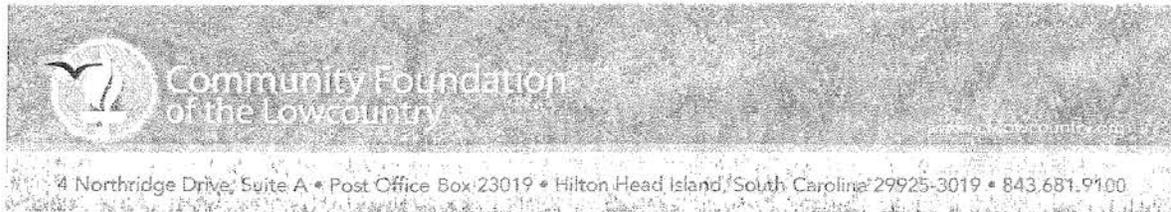
The proposed hourly labor rates for Fiscal Year 2013 range from \$11.43 to \$21.55 as compared to a range of \$11.00 to \$20.34 used in Fiscal Year 2012.

The proposed hourly equipment rate for Fiscal Year 2013 is \$30.00 which is the same rate used in Fiscal Year 2012.

Fiscal Year 2013 Variable Amounts are estimated based on past experience.

Affiliated Agency Funding Requests

Community Foundation of the Lowcountry



February 6, 2012

Mr. Steve Riley
Town Manager
Town of Hilton Head Island
One Town Center Court
Hilton Head Island, SC 29928

Dear Steve:

The Town of Hilton Head Island has expressed support for public art in its Comprehensive Plan and has recognized the importance of this program through its significant support of the Charles Fraser statue installation and the first Public Art Exhibition on Hilton Head Island this past fall.

As you know, the public art event was an opportunity to honor and embrace Hilton Head Island's rich history and cultural influences. The presence of public art at the selected event location of Honey Horn was viewed as a means to engage and involve those who visit for the first time as well as those who experience Hilton Head Island daily. This past fall, for a period of twelve weeks, residents and visitors had the opportunity to interact with sculptures crafted by regional and national artists. The selected piece of *Family* from this and other pieces from future events will become part of the identity of Hilton Head Island and part of the asset base of the Town.

The Public Art Fund has received generous contributions from the community and grants that has made the work on the 2011 event possible. We are already working diligently to seek out funding for the 2013 event through grants, support from the business community and private contributions.

The Public Art Committee would like to respectfully request an amount in the range of \$75,000-\$100,000 to be paid over two years for the second Public Art Exhibition at Honey Horn to be held in the fall of 2013.

Thank you for your consideration of the Town of Hilton Head Island's support for the Public Art Fund which is an endeavor that will serve as a lasting legacy to Hilton Head Island and to all those who live here or visit our Island. Members of our committee would welcome the opportunity to meet with you or others with the Town to discuss this further or to provide additional information.

Sincerely,

A handwritten signature in black ink, appearing to read "Mark L. Balsam".

Chairman, Public Art Committee
Community Foundation of the Lowcountry

NOTE: FY 2013 Proposed Budget is \$37,500

Affiliated Agency Funding Requests

USCB Event Management and Hospitality Training Program



HOSPITALITY MANAGEMENT

TO: Mayor Laughlin, Honorable Members of Town Council and Manager Riley

We are delighted to present to you our proposed budget for 2012-13 and to take this opportunity to inform you of our great successes for this first year.

Training:

To date, the Center has conducted 16 Training Seminars: One on Island Customer Service, fourteen on Island Knowledge, and one on Island History. A total of 295 participants attended the seminars. Three additional Seminars are scheduled to be completed before June 30, 2012, with one more pending. The Center has worked with key industry leaders including Sea Pines Resort, the Westin, Marriot Vacation Club International and Palmetto Dunes in training their employees. The Center also completed five focus groups and individual meetings relating to the training curriculum. These focus groups were conducted with industry professionals who are assisting the Center with curriculum development in order to ensure that the program meets the needs of the Island Hospitality Industry.

Volunteer Management:

The Center placed 86 student volunteers at twenty community festivals and events including Hilton Head Wine and Food Festival, RBC Heritage, Wingfest and Snow Day. A total of over 1760 volunteer hours were provided ensuring a quality event experience for all attendees. The Center will be placing a few more volunteers at Community Events prior to June 30, 2012.

Event Management:

The Center is working diligently with the Island Recreation Association on preparing for Burgers and Brew coming next October. Students prepared a Sponsorship Package during the spring semester and presented it to several local restaurants for participation consideration. The students have secured three restaurants and the Center will continue to work on this during the coming months. In addition, the students did an amazing job developing new and creative ideas for promoting the event including locating a Hamburger Mascot, Hamburger cupcakes and even a Hamburger bounce house for the children. A group of students created a commercial for the event that will be aired on YouTube and the Island Recreation Association's website. In addition, the Center met with several event managers and potential event managers to provide support and assistance.

Affiliated Agency Funding Requests

USCB Event Management and Hospitality Training Program

Moving Forward:

The Center will continue to provide the Island Knowledge Training to Hospitality Professionals and will be working towards expanding its target market beyond Hotels and Lodging. In addition, the Center will be developing a second training on Hilton Head Island to include additional information about our Nature, Vision and History. The Center is also working on establishing guidelines and training in Event Management Sustainability.

It has been a challenging, yet rewarding first year for the Center and we are delighted that the Town of Hilton Head Island has chosen to work with us. We are looking forward to an even more successful year in 2012-13.

Sincerely,



Charles L. Calvert, Ed.D.
Department Chair and Professor of Hospitality Management



Keri Olivetti, Director
USCB Center for Event Management and Hospitality Training

CC: Dr. Jane Upshaw, Chancellor

Affiliated Agency Funding Requests

USCB Event Management and Hospitality Training Program

| | USCB CEMHT | | |
|---|---------------------------|--|---------|
| | PROPOSED BUDGET 2012-2013 | | |
| Directors Salary and Benefits | | | 39,500 |
| Office Expenses | | | 14,000 |
| Special Events Coordinator | | | 8,000 |
| Marketing and Equipment | | | 7,000 |
| | | | |
| | | | |
| Coordinators of Training Programs | | | 15,000 |
| Training Programs; Curriculum Development | | | 34,560 |
| | | | |
| | | | |
| Total | | | 118,060 |

Affiliated Agency Funding Requests

Festival and Special Event Annual Tourism Research Initiative

Below is the fiscal year 2012-2013 budget for the **USCB/Hilton Head Island Festival and Special Event Annual Tourism Research Initiative**. The total budget amount is \$28,008.

| | Project Line | Project Cost |
|--------------------------|---|---------------------|
| Buyout | Salazar Salary for Buyout | \$ 10,250 |
| | Personnel Cost: Fringe | 22.19% \$ 2,274 |
| | Salazar Health Care | \$ 986 |
| | Total Buyout for Spring Semester | \$ 13,510 |
| Travel | Data Collection/Research Presentation | \$ 2,000 |
| Equipment | Equipment/Software | \$ 3,700 |
| Student Assistant | 15 hours per week at \$10 per hour for 48 weeks | \$ 7,200 |
| | Student Assistant Fringe | 22.19% \$ 1,598 |
| | Total Student Assistant | \$ 8,798 |
| | Total Annual Budget | \$ 28,008 |

I anticipate that the current events we currently assess will be on next year's research calendar as well. The total event days cover 12 days, and those events are:

- The Hilton Head Island Concours d'Elegance and Motoring Festival (3 days)
- The Hilton Head Island Wine and Food Festival (1 day)
- Island Recreation Events (6 days)
- The Hilton Head Island Italian Festival (1 day)
- St. Patrick's Day Parade (1 day)

The list above does not include the events that will be added as a result of the Town's efforts to quantify the festival and special event impacts. I anticipate many more events will be added to the list if/when the town urges the State Accommodations Tax grantees to verify their organization's events via the USCB method.

As described in the PowerPoint presentation, the event organizers will be assessed a \$750 per day charge for the onsite research. That \$750 will be used to pay for staffing the survey tent at the events. The \$28,008 budget from the Town of Hilton Head Island will be used to buyout one course to reduce my teaching load, pay for a part-time employee/student to organize the staffing of the survey tent, and equipment and software costs and material costs related to reports and presentations. The pricing for the onsite Polling Station Method and Index Card Method (slides 7 and 8) have a different price structure when compared to the \$750 per day charge for the festivals and special events.

TOWN NOTE: The State Accommodations Tax Event Monitoring Project is a new item and not currently a part of the FY2013 Budget. It is endorsed by the Accommodations Tax Advisory Committee (see next page). If Town Council approves this Project, it will need to be added to the budget.

Affiliated Agency Funding Requests

Festival and Special Event Annual Tourism Research Initiative

RECOMMENDATION FROM THE ACCOMMODATIONS TAX ADVISORY COMMITTEE
for the FESTIVAL AND SPECIAL EVENT ANNUAL TOURISM RESEARCH INITIATIVE

SOURCE: Excerpt from the “Committee Recommendations for Award of 2012 and 2013 ATAX Grants” letter from the February 2, 2012 Special Town Council Meeting Minutes

Finally, as mentioned in our opening paragraph the committee spends a great deal of time trying to understand the impact all recipients of Accommodations Tax funding have on tourism. Currently we ask each applicant to provide us with information on their impact and each applicant prepares its own estimate of this impact. The challenge with our current method is that each applicant utilizes a different method and hence provides the committee with its own determination through its own method.

Recently however a few applicants have utilized an outside entity to help them evaluate the impact. One of the most impressive is the Hilton Head Concours d ‘Elegance, after review of their application and many informative discussions with Dr. John Salazar of USC Beaufort who collects and performs much of the research for the statistical information collected by the Concours d ‘Elegance and a few other applicants. The Committee recommends a proposal from Dr. Salazar to apply the consistent research methods now being utilized with some specific and consistent objectives to provide the Committee with a consistent tourism impact of each applicant. The initial cost of this proposal is approximately \$28,000 and the details of the proposal are attached.

The Committee believes that especially in the current tourism and overall economic environment it is imperative to better understand the economic benefits and the relative importance to Accommodation Tax Funding each applicant provides. The data and comparative analysis provided by a consistent method of collection across the recipients will certainly provide the committee and Town with a much improved recommendation process.

Respectfully submitted by the Accommodations Tax Advisory Committee

Bret Martin
Chairman

Affiliated Agency Funding Requests

Festival and Special Event Annual Tourism Research Initiative

**The Lowcountry and Resort Islands Tourism Institute
@ University of South Carolina Beaufort**



The HHI Tourism Research Initiative

Affiliated Agency Funding Requests

Festival and Special Event Annual Tourism Research Initiative

What's Been Done

- Hilton Head Island Green Survey (sponsored by the HHI Visitor and Convention Bureau)
- Public transit survey for northern and southern Beaufort County (sponsored by the Lowcountry Council of Governments)
- Economic impact of second homes on Hilton Head Island (sponsored by the HHI Visitor and Convention Bureau)
- Economic impact analysis of the Heritage golf tournament (sponsored by the Heritage Classic Foundation)
- Hilton Head Island residential quality of life survey (sponsored by the Town of Hilton Head Island)



Affiliated Agency Funding Requests

Festival and Special Event Annual Tourism Research Initiative

Festival and Special Event Research

- Concours d'Elegance
- Hilton Head Island Wingfest
- Hilton Head Island Wine Festival
- Heritage Golf Tournament
- Beaufort Shrimp Festival
- Hilton Head Island Italian Festival
- Beaufort MCAS Air Show

www.Iriti.org

Lowcountry and Resort Islands Tourism Institute Research

Lowcountry and Resort Islands Tourism Institute understands the unique needs of the region's tourist industry. We are proud of the work we do and would like to share some of our results with you. Feel free to download some of our reports below. Should you need access to more research reports, please contact Lynn Colucci at lcolucci@lriti.org.

- 2011 Hilton Head Island Wingfest Survey Results
- 2011 Beaufort Marine Corp. Air Show Survey Results
- 2011 Hilton Head Island Seafood Festival Survey Results
- 2011 Head Starts to Ocean FISHES Case Study
- 2011 Sweet Tea Ceremony 2d Survey Results
- 2010 Heritage Golf Tournament Economic Impact Report
- 2010 Concours d'Elegance & Motorino Festival Research Results
- 2010 Beaufort Shrimp Festival Research Results
- 2010 Northern Beaufort County Fixed Bus Route Research Results
- 2010 Hilton Head Island Mussels Task Force Report
- 2009 Hilton Head Island Green Survey Results
- 2009 Concours d'Elegance & Motorino Festival Research Results
- 2009 Hilton Head Island Oyster Festival Research Results
- 2009 Hilton Head Island Tourism Signs Sales Analysis
- 2009 Jasper County Post Labor Outlook
- 2009 Hilton Head Island Quality of Life Residential Survey
- 2009 Assessing Beaufort's Tourism Markets Via Data Integration Methods
- 2008 Southern Beaufort County US 270 Fixed Bus Route Research Results
- 2007 Hilton Head Island Wine Festival Research Results
- 2006 Hilton Head Island Welcome Center Survey Results 1
- 2006 Hilton Head Island Welcome Center Survey Results 2
- 2006 Hilton Head Island Food Festival Zip Code Analysis



Affiliated Agency Funding Requests

Festival and Special Event Annual Tourism Research Initiative

Annual ATAX Analysis

- Develop an event attendee profile
- Compare profiles across events
- Compare profiles to the average Hilton Head Island visitor
- Identify economic contribution to the community



Affiliated Agency Funding Requests

Festival and Special Event Annual Tourism Research Initiative

Comparing Events: Equal Ratios

| Category: Both Events Equal | Destination Events (\$) | Ancillary Events (\$) |
|--|--------------------------------|------------------------------|
| Estimate of Event Visitors | 12000 | 3000 |
| Estimate of Tourists at the Event (55%) | 6600 | 1650 |
| % Visiting Specifically for the Event (80%) | 5280 | 1320 |
| % of Repeat Island Visitors (80%) | 4224 | 1056 |
| <i>Lodging Spend Impact (3nights x\$149)</i> | \$ 2,360,160.00 | \$ 590,040.00 |
| <i>Dining Spend Impact (3x\$75)</i> | \$ 1,188,000.00 | \$ 297,000.00 |
| <i>Retail Spend Impact (3x\$25)</i> | \$ 396,000.00 | \$ 99,000.00 |
| <i>Recreation Spend Impact (3x\$50)</i> | \$ 792,000.00 | \$ 198,000.00 |
| Total direct impact estimate | \$ 4,736,160.00 | \$ 1,184,040.00 |
| Total ATAX collected (11%: state sales+state accommodations+transportation+beach+local option) | \$ 259,617.60 | \$ 64,904.40 |
| Local ATAX amount collected (1% local option) | \$ 23,601.60 | \$ 5,900.40 |
| Hospitality tax (2% local) | \$ 23,760.00 | \$ 5,940.00 |
| Total local ATAX and hospitality tax estimate | \$ 47,361.60 | \$ 11,840.40 |
| Total ATAX and hospitality tax estimate (11% + 2%) | \$ 283,377.60 | \$ 70,844.40 |
| ATAX Funding Received | \$ 50,000.00 | \$ 10,000.00 |
| ROI for Total ATAX collected (Total ATAX/\$50000) | \$ 4.19 | \$ 5.49 |
| ROI for Total ATAX and hospitality tax estimate (11% + 2%) (Sum of Total ATAX+Hospitality Tax/\$50000) | \$ 4.67 | \$ 6.08 |

Affiliated Agency Funding Requests

Festival and Special Event Annual Tourism Research Initiative

Comparing Events: Unequal Ratios

| Category: Both Events Not Equal | Destination Events (\$\$) | Ancillary Events (\$) |
|--|---------------------------|-----------------------|
| Estimate of Event Visitors | 12000 | 3000 |
| Estimate of Tourists at the Event (\$\$ = 55% vs \$ = 12%) | 6600 | 360 |
| % Visiting Specifically for the Event (\$\$ = 80% vs \$ = 20%) | 5280 | 72 |
| % of Repeat Island Visitors (\$\$ = 80% vs \$ = 30%) | 4224 | 22 |
| <i>Lodging Spend Impact (\$\$ = 3nights x\$149 vs \$ = 2 nights at \$100)</i> | \$ 2,360,160.00 | \$ 14,400.00 |
| <i>Dining Spend Impact (\$\$ = 3x\$75 vs \$ = 2x\$75)</i> | \$ 1,188,000.00 | \$ 10,800.00 |
| <i>Retail Spend Impact (\$\$ = 3x\$25 vs \$ = 2x\$25)</i> | \$ 396,000.00 | \$ 3,600.00 |
| <i>Recreation Spend Impact (\$\$ = 3x\$50 vs \$ = 2x\$50)</i> | \$ 792,000.00 | \$ 7,200.00 |
| Total direct impact estimate (All direct spending estimate) | \$ 4,736,160.00 | \$ 36,000.00 |
| Total ATAX collected (11%: state sales+state accommodations+transportation+beach+local option) | \$ 259,617.60 | \$ 1,584.00 |
| <i>Local ATAX amount collected (1% local option)</i> | \$ 23,601.60 | \$ 144.00 |
| <i>Hospitality tax (2% local)</i> | \$ 23,760.00 | \$ 216.00 |
| Total local ATAX and hospitality tax estimate | \$ 47,361.60 | \$ 360.00 |
| Total ATAX and hospitality tax estimate (11% + 2%) | \$ 283,377.60 | \$ 1,800.00 |
| ATAX Funding Received | \$ 50,000.00 | \$ 10,000.00 |
| <i>ROI for Total ATAX collected (Total ATAX/ATAX Funding Rec)</i> | \$ 4.19 | \$ (0.84) |
| <i>ROI for Total ATAX and hospitality tax estimate (11% + 2%) (Sum of Total ATAX+Hospitality Tax/ATAX Funding Rec)</i> | \$ 4.67 | \$ (0.82) |

Affiliated Agency Funding Requests

Festival and Special Event Annual Tourism Research Initiative

Pricing Structure: Special Event/Festival Computer Station Polling Method

- Standard items will be asked with additional market research items added at the direction of the event organizer
- Per day cost for computer polling method
 - 1 day = \$750
 - 2 day = \$1,500
 - 3 day = \$2,250
- Requires that the event organizer provide an incentive for the survey takers
- Requires that the organizer have an estimated gate count of attendees
- Requires electrical access
- Requires labor
- Report will be generated by USCB and provided to the organization



Affiliated Agency Funding Requests

Festival and Special Event Annual Tourism Research Initiative

Pricing Structure: Year-Round Onsite Polling Station

- Standard items will be asked with additional market research items added at the direction of the event organizer
- Per year cost = \$1,200
- Requires the organization to purchase an iPad tablet (or tablets) to be used as a virtual Hilton Head Island Guest Book
- Requires the organization to have Wi-Fi access for the tablets
- Requires that the event organizer provide an incentive for the survey takers
- Requires that the organizer have an estimated gate count of attendees
- Data will be collected via USCB's internet survey portal
- Report will be generated by USCB and provided to the organization



Affiliated Agency Funding Requests

Festival and Special Event Annual Tourism Research Initiative

Pricing Structure: Year-Round Onsite Index Card Survey

- Standard items will be asked with no (or limited) additional market research items added
- Per year cost = \$1,200
- May require that the event organizer provide an incentive for the survey takers
- Requires that the organizer have an estimated gate count of attendees
- Cards will be collected monthly and data must manually entered by USCB
- Report will be generated by USCB and provided to the organization

University of South Carolina Beaufort Hilton Head Island Visitor Survey

What is the zip code of your primary residence? _____

How many days do you intend on staying on Hilton Head Island? _____

Counting this trip, HOW MANY trips have you taken to Hilton Head Island? _____

What was your method of transportation to Hilton Head Island?

Plane Car Both Plane/Car

Which of the following accommodations will you be using on this trip? Check one box below.

| | | |
|---|--|--|
| <input type="checkbox"/> Villa/condo rental | <input type="checkbox"/> Home rental | <input type="checkbox"/> Friends/relatives |
| <input type="checkbox"/> Villa/condo timeshare | <input type="checkbox"/> Full service hotel | <input type="checkbox"/> RV Park |
| <input type="checkbox"/> Home/villa/condo owned | <input type="checkbox"/> Limited service hotel/motel | <input type="checkbox"/> Other |

What was the primary reason for this visit to Hilton Head Island? Check only one box below.

| | | |
|--|---|---|
| <input type="checkbox"/> Visit friends/relatives | <input type="checkbox"/> Convention or conference | <input type="checkbox"/> Outdoor recreation |
| <input type="checkbox"/> Festival/special event | <input type="checkbox"/> Other business | <input type="checkbox"/> Just passing through |
| <input type="checkbox"/> Pleasure vacation | <input type="checkbox"/> Activity close to home | <input type="checkbox"/> Other |

How many months in advance did you book this trip? _____

Affiliated Agency Funding Requests

Festival and Special Event Annual Tourism Research Initiative

Your Report, ATAX Analysis, and HHI Tourism Under the Bubble

- The organization receives event specific data that can be used for marketing and advertising purposes.
- The ATAX committee receives information that aids in evaluating events.
- Town of HHI to pay \$28K per year for 2013 fiscal year analyses – cost may increase in 2014 and/or thereafter.
- The event specific data is part of a larger tourism research effort - USCB analyzes the tourism events under the “Bubble.”

