



The Town of Hilton Head Island
Our Plan Economy Work Group
Wednesday, September 11, 2019, 2:00 p.m.
The Living Lab at Town Hall

AGENDA

As a courtesy to others please turn off / silence ALL mobile devices during the meeting. Thank You.

Work Group:

Revitalize and Modernize the Economy

- 1. Call to Order**
- 2. FOIA Compliance** - Public notification of this meeting has been published, posted, and distributed in compliance with the South Carolina Freedom of Information Act and the requirements of the Town of Hilton Head Island.
- 3. Discussion Items**
 - a. Continue Plan Review & Draft Recommendations
- 4. Staff Reports/Updates**
- 5. Adjournment**

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

Please note that a quorum of the Planning Commission may result if five (5) or more of their members attend this meeting.



Town of Hilton Head Island
Our Plan Economy Work Group Meeting

Wednesday, August 28, 2019 at 2:00 pm

The Living Lab at Town Hall

MEETING NOTES

Work Group:

Revitalize and Modernize the Economy

Present from Work Group: Caroline McVitty, Peter Keber, Rod Casavant, Carlton Dallas, Louise Cohen, Suzanne Thompson, Craig Cleveland

Present from Town Council: Bill Harkins

Present from Town Staff: Jayme Lopko, Taylor Ladd, Jennifer Ray

- The meeting was called to order at 2:00 PM.
- Jayme Lopko passed out a list of themes that the Work Group came up with in previous exercises. The group felt that these themes were still good and did not need to be changed or added to.
- Jayme Lopko passed out all the information gathered from the photo activity, attribute activity, and SOAR activity with information from the current relevant Comprehensive Plan goals and implementation strategies included. This information will be used to guide the drafting of goals and tactics for the Work Group.
- The Work Group began discussion of potential goals discussing topics including: managing growth while maintaining aesthetics, diversifying the economy, incorporating new technology, attracting younger families while holding onto older population, Town government role in infrastructure, and possible ferry opportunities.
- Owen Amber, a member of the Connected Work Group presented information to the Economy Work Group.
- The meeting adjourned at 3:07 PM.

Submitted by: Jayme Lopko

Economy Work Group

Livability/Lifestyles

Photo Activity

- Wellness
- Highlighting Recreation
- Adventure
- A Place to Disconnect
- Highlighting Outdoor Events
- Relatively Easy Commutes on Island
- Not Myrtle Beach
- Outdoor Lifestyles – all activities
- We are Pet Friendly
- Alternative Office Spaces
- Livable Communities – great places to grow up

Attribute Activity

- Foster variable lifestyles
- Alternative office/work spaces
- Easy Commute
- Burgeoning health emphasis – wellness niche
- Quality of life
- Center of Excellence
- Live-Work-Play mentality – how to do it & do it differently
- Alternate job benefits
- Tap into human capital & volunteerism
- Community branding
- Great place to live for all ages

SOAR Strengths

- Home town atmosphere
- Safe environment

SOAR Opportunities

- Volunteerism
- Perception as only a retirement community – how to get young people to stay

SOAR Weakness

- We are not “tiffany” level

SOAR Threats

- Hurricanes
- Rising Sea Level – climate change

SOAR Aspirations

- More physical oriented activity
- Close the achievement gap by focusing on cultural hurdles or impediments

Comprehensive Plan

- With the early rapid growth of the base economic engines of residential and visitor investment slowing, as the Island approaches maturity, efforts should be focused on initiatives for enriching the economic potential while preserving the essential character and natural assets that have been responsible for the Island's success.
- To continue focusing on requiring high quality development to meet future housing needs.

Infrastructure

Photo Activity

- More Regional Transportation
- Human Powered Transportation
- Public Transportation
- Strong Education Systems
- Accessibility w/o Mega Infrastructure
- Regional WiFi Access in Future
- Telecommuting Opportunities
- Modernize Wayfaring Access

Attribute Activity

- Cutting edge telecommunications – technology ahead of crowd - 5G
- Proximity to other areas – regional – location
- Connective infrastructure
- Cannot be World Class without technology
- Stabilize economy more than revitalize
- Diversify economy to enhance brand
- More regional transportation
- Public/private partnership for transportation

SOAR Strength

- Access by water, land, air

SOAR Opportunity

- Intermodal – marine, road, bike air

SOAR Weakness

- Only one way on/off the island

SOAR Aspirations

- Traffic control
- Long term investment in technology infrastructure

SOAR Result

- Capital dollars increased

Comprehensive Plan

- The Town should continue to monitor available technologies for improvements to the Town's communications system for emergency management purposes as well as economic development incentives.
- To have effective communication services that minimize service interruptions on the Island that support emergency management as well as economic development applications.
- The primary access to the Island, which has proven to be so vital to the growth of its economy, is dependent on a road bridge system. Any significant disruption to this critical gateway from marine shipping damage, or other major event, would have a serious impact on the Island's economy. No volume-capable alternative currently exists. The Island's small airport is limited in capacity and expansion capability is limited.
- Major theme #4 "Mobility and Access" identified the Island's airport as "a community asset requiring sensitive development" and that the Town should "own the airport as an asset", especially in growing the business travel and hospitality segment of the economy. Consideration should be given to such ownership with the thought of developing the airport in line with similar assets owned by other major upscale resort communities. Direct ownership may not be a high priority within the short term (3-5 years), especially given the magnitude of the current recession, but certainly within the 20 year scope of the Comprehensive Plan. A well-developed, small Island airport is a key tool in further enhancing the Island's economy through potential for growth in the niche, premier corporate meeting and functions segment.
- The question of the future of Hilton Head Island Airport has become highly emotional in the community necessitating that an informed "position" be developed from a Hilton Head Island Town perspective (versus the current Airport Master Plan development which views the airport from a "regional" perspective). Consideration should be given to a small Town sponsored Island work group to examine the Airport's significance to the Island's future, as part of the overall transportation/communication system of the Island that considers aspects such as, but not limited to:
 - Creating a financial baseline analysis of continued airport operations versus alternate land/asset use.
 - Viability for future commercial airline use as part of the overall transportation system serving the Island and leveraging off the learnings of value to community of other Island airport models.
 - Use of the airport to facilitate currently underserved markets such as the lucrative corporate hospitality and meetings segment (a relatively quick survey of Fortune 20 corporations should establish potential opportunity) and the rapidly growing telecommuting market (several communities exist in Colorado to serve as examples)
- Encouragement should be given to upgrading electronic telecommunication capability on the Island to facilitate development of the telecommuting market segment. Far too many wireless "cold" spots exist and 4G (fourth generation)

capability on the Island (and higher as it evolves) is limited and spotty. A necessary element of the evolution of the Island's economy will be the need to embrace the upgrading of reliable wireless capability if the Island is to attract and retain the rapidly growing telecommuting community market segment. Best Management Practice communities, such as Aspen CO, provide excellent learning opportunities to adopt on the Island.

- As an Island, there is potential to expand the transportation network to include marine access to and from the mainland as well as other destinations. Long term integration of a water transportation system, including parking facilities and links to ground transportation, and Palmetto Breeze as a public transportation provider, may be considered.
- There are opportunities to expand the marine activity and access through installation of publicly owned docks and boat landings as there are very few non-private facilities.
- To integrate a marine-based transportation option into the transportation network that has the potential to serve Town residents, visitors and employees.
- Support efforts to expand marine transportation that reduces vehicular trips on Island roads or increases revenue through expanded tourism.
- Evaluate a Transfer of Development Rights program to guide development to appropriate locations and areas within the Town.

Branding/Sustainability

Photo Activity

- 20+ Year Vision
- Modern Contemporary Arts
- Tourism
- Services & Experiences
- Showing Our High Points
- Food focus – Restaurants, Farms, Life
- Cultural Opportunities Abound
- Green Lifestyle Drives Population Choices
- Wildlife/Adventure
- Responsible Reporting
- Group Discovery
- Clear Branding
- Art & Culture = Tourism & Economic Drivers

Attribute Activity

- Clear Branding: A "Hilton Head" Brand which instantly draws the impression of the major attributes of the Island: fun, community, vibrancy, exciting place to be.
- Promoting cultural, arts, wildlife adventure
- Cultural opportunities abound
- Arts
- Group Discovery
- Invest in arts/culture/heritage activities

- Increase “green” practices & encourage LEED/sustainable (re)development
- Services & Experiences
- Volunteer Focus
- Messaging – responsible messages
- Lifelong resident/year round – “stability”
- Availability/proximity to other areas – mileage, flights, internet

SOAR Strengths

- Lots of positive recognition & press (#1 island again – 4th time in a row) – Tourist destination promotion (#1 island in US – 4 years straight) – World class amenities – Beach, Sports, People – World class combination of beaches, golf, nature
- Vacation destination
- What makes us unique – many historic sites. The people who are the living history books. Civil & Revolutionary history
- Natural Environment

SOAR Opportunities

- Emphasize intracoastal waterway layover
- Maintain market share from competing destinations
- Continue to increase number of flights/destinations available
- 300 islands to increase visibility of alternatives
- Telecommuting success stories – promote, nurture
- Protect the base – tourism, etc.

SOAR Aspirations

- Year round destination - Increase shoulder & off season tourism
- Market globally, leverage Verona sister city connection
- To again become a leader in development/tourism/sustainability

Comprehensive Plan

- Support and improve media coverage for local arts and cultural events through an enhanced relationship with the local Chamber of Commerce and inclusion in the Town’s website and newsletter.
- Recognize the economic value of Hilton Head Island’s arts and cultural resources in tourism.
- Work with Chamber to promote arts and cultural as visitor attractors.
- Cooperate with organizations such as the Chamber of Commerce to promote further growth of the family and resident young adult population while continuing to promote the Island as a desirable destination for retirees and vacationers.
- Preservation of natural assets - Continual protection, nourishing and replenishing of beaches, dunes and native vegetation with continuity of the Town’s successful land acquisition program to preserve green space and control density is vital to the future economic potential of the Island.
- Promotion of the Island as world class, but quiet, well-maintained, coastal Island resort community with hi-speed telecommunication capability, road, sea and air access that may lend itself to segments like consulting, some focused medical or

medical/sporting research where it is possible to operate with remote capability (“telecommuting”) and also enjoy a rich Island lifestyle.

- Off season arts, education, culinary and sports festivals leveraging off such successes as Heritage Golf Tournament, the Concours d’Elegance, and the Wine Festival. With more than 60 miles of cycling and walking track now becoming interconnected, the Island is gaining a national (and possibly international via word-of-mouth) reputation as an excellent facility for casual cycling events. This should be capitalized on as should the potential to develop a Center for Gullah Studies and a Central Arts Facility.
- A revitalization of effort to attract residential and retiree growth emphasizing not only character and natural assets but the quality, and breadth, of the service infrastructure that has developed relative to its competitor communities along the southeast coast.
- As a further tool to attract and retain retirees (i.e. those who have choice of location for retirement) consider developing a “Center for Creative Retirement” using the well-publicized, and successful, Asheville NC model as a guide. The North Carolina Center for Creative Retirement (NCCCR) is an award-winning, internationally-acclaimed learning community dedicated to promoting lifelong learning, leadership, community service, and research.
- Continue national promotion and recognition of Town’s recreational facilities, programs, and opportunities such as beaches, pathways and cycling.
- Promote and seek recognition for the Town as a place that offers unique recreation facilities, programs and opportunities.

Community

Photo Activity

- “Small” Community Life
- Live, Work, Play
- Diversity
- Lack of Affordable Living/Family Opportunities
- Diversified Social Media/Town Social Media
- Connecting Community for All Peoples
- All are Welcome Here

Attribute Activity

- Small Community Feeling
- Theme: promote welcoming atmosphere where people feel they belong to something bigger than themselves.
- All are welcome: organizations, youth, events, spectrum of ages, families – Diversity
- Human Capital – Talented
- Live, Work, Play (Human Capital)
- All are Welcome
- Diversified social media/Town Social Media
- “Small”
- “Success” of our residents

- One Island “Local”
- “Neighborhoods” how we market keep them

SOAR Strengths

- Native Island culture
- Very talented human capital experience - Wide & deep experience & expertise in retirees living on HHI
- Human Capital – talented residents & experience
- Good tourist to homeowner/resident pipeline

SOAR Opportunities

- More affordable living for workforce or easier ways for workforce to access the island [i.e. public transportation]
- Conduct wage and benefit survey to address
- Tapping into our residents
- Threats are when we fail to recognize as important, structures in our communities, etc.
- Set & enforce appearance standards

SOAR Weakness

- Communication and collaboration

SOAR Threat

- Concern for others and their problems

SOAR Aspirations

- Be passionate about what make HHI stand out from everyone else
- Not forgetting or wiping out the history and sites - Educate the public about the history of the island
- Making sure we understand the past
- Become a cross cultural mecca – cultural festivals
- Keep HHI beautiful

SOAR Results

- We will know when our goals are achieved when we agree and when we are on the same page
- Decrease average age, increase millennials moving to HHI
- Increase median income
- Reduction in free & reduced lunches

Comprehensive Plan

- The Town population trends are moving toward a slightly more diverse population, which creates challenges and opportunities. Creating a healthy, self-sustaining community that encourages economic and cultural diversity by understanding the needs and assets of the Island’s many ethnic groups is important.
- To create a healthy, self-sustaining community that encourages economic and cultural diversity by understanding the needs and assets of each of the Island’s

many different communities. By better understanding these needs and assets the Town will work to become less dependent on the workforce residing on the mainland and ensure the ability of different communities to work and live on Hilton Head Island.

- Although, an increase in the total number of housing units contributes to the economic tax base for the Town, it is important that both the quantity as well as quality of the housing stock is maintained to sustain the current and future population and overall property values. As the amount of available land declines for new development, it will be very important to maintain a high quality housing stock on residential properties. In addition, the availability of various housing types is important for the housing market viability to accommodate the diverse needs of the Island's population.
- A sustainable workforce will become essential to the future economic potential of the Island and is essential to support the social economic population mixing that is vital for a vibrant and sustainable economy. To be sustainable over the horizon envisioned by the Comprehensive Plan such a workforce needs both appropriate education and training, and access to affordable housing. While efforts for education and training may be broadly addressed on a regional basis, the current strategy for affordable housing seems to hinge on a "pool of labor" being accessible off Island. While this may be valid short-term (3-5 years) thinking, it is a costly one for employers on Island and is a contributing factor in driving business "off-Island". One Island employer, for example, estimates that employee labor costs incur a penalty in excess of \$2000 per employee per year for "crossing the bridge". Potential development in the Jasper County and other areas west of the Island will likely put severe competitive pressure on this off-Island labor pool which, in turn, may threaten the Island's access to this "pool".
- Solutions to the sustainable workforce issue (7.6) should be addressed in a fully systemic way, analyzing learnings from past initiatives, including the potential for low cost public transportation options (both on and off and within the Island), collaborative employer and developer nonprofit initiatives (Silicon Valley, Charleston models), planned mixed use developments, consideration for conservation based land banks and workforce advisory committees. The issue is vital to the economic future of the Island requiring a full palette of solutions and tools.
- To support programs aimed at increasing home ownership.
- To monitor availability of housing types and occupancy rates to meet housing demands.
- To look at housing opportunities as a mechanism to maintain its essential workforce.
- To encourage housing options that provide opportunities for residents to age in place.
- To consider residential overlay districts to maintain traditional single family character.
- To monitor changing demographics and trends in housing development to provide housing options that meet market demands.
- To consider mechanisms that decrease or eliminate barriers to affordable housing.
- To work toward provisions that would allow for aging in place on Hilton Head Island.

Services

Photo Activity

- Expand & Improve Educational Opportunities/Great place for grads to stay
- Common Goals
- Services w/Minimum Outsourcing Dependency

Attribute Activity

- Educational Opportunities
- Theme: A vigorous economic environment to encourage our young people to stay & grow families
- Availability & Affordability of island-based services (medical, restaurants, groceries, etc.)
- Service oriented
- Qualified workforce
- Long term – kids becoming residents
- “Free Standing” Island on its own, but still available

SOAR Strength

- Stellar organizations like Coastal Discovery Museum, World Affairs Council, Symphony, etc.
- USCB HHI campus
- Hospitality

SOAR Aspirations

- Living history site [Historic Mitchelville Freedom Park] (SOAR Aspiration)
- Venue space for our world class organizations

Comprehensive Plan

- To support arts through sources such as ATAX funding. In the past the Town has contributed an average of 45% of total ATAX funds annually to the arts and cultural organizations of the Island.
- Support Arts through ATAX funding.
- Research the economic benefits and return on investment for expanding arts venues and programs as a means to attract and enrich the Island experience for residents and visitors.
- Based on the recommendation of the Venue Committee, if needed coordinate with arts organizations for a new facility that will have a larger capacity as well as being more suitable for quality arts performances. This will help foster additional arts and cultural opportunities.
- A sustainable workforce is essential to the future economic potential of the Island. To be sustainable over the horizon envisioned by this Comprehensive Plan, the workforce needs appropriate education, training, and access to affordable housing. While efforts for education and training may be broadly addressed on a regional basis, the current strategy for affordable housing seems to hinge on an off-Island labor pool. While this may meet short term (3-5 years) needs, potential development in Jasper County and other areas west of the Island may create

competitive pressure on this off-Island labor pool and may threaten the Island's access to a viable work force.

- Consider also the Fraser vision of Hilton Head Island becoming an "Aspen East" with the development of an "Institute for Learning and Arts" on Island. The Aspen Institute Harman-Eisner Program in the Arts was established to support and invigorate the arts in America and to return the arts and artists to the center of the Aspen Institute's "Great Conversation". It brings artists and art works to the Institute, and it also brings together leading artists, arts managers, sponsors and patrons to generate, exchange and develop ideas and policies to assure vibrancy and dynamism in all artistic realms, and to enrich civic culture in ways only the arts can do.
- To have adequate, cost effective health care service for Island residents and visitors.
- To have adequate daycare facilities for the Island's workforce and residents.
- To coordinate with educational agencies in the community to meet the educational needs of the Island's population.

Sustainable Redevelopment

Photo Activity

- Green Energy
- Sustainable
- Conservation
- Cutting Edge Industry Leaders
- Thoughtful
- Clean Water, Clean Beaches, also Green

Attribute Activity

- Conservation: Encourage leadership which is on the cutting edge of conservation of our resources
- Environmental conference/event partnerships
- Cutting Edge Industry Leaders
- Thoughtful
- Sustainable
- Conservation
- Engagement with owners of existing commercial real estate
- Keeping HHI Beautiful
- Keeping with Frasers Vision with 2019 Touch
- Clear Planning for Usage
- Town workshops/support for green business
- Who are we becoming?

SOAR Strength

- Controlled Growth

SOAR Aspiration

- Revitalize/redevelop some of the vacant spaces around HHI

Comprehensive Plan

- Housing tenure, or financing methods for housing, is impacted by various factors such as housing supply and demand, lifestyle choices, and employment or income status. In addition, seasonal population trends of the Town affect the number of vacant structures and also have a direct effect on the ownership type. Due to the character of the Island as a popular location for visitors and part time residents, depending on the season, units may be vacant during various times. Existing structures should be refurbished and renovated to reflect the needs and wants of the current market when possible.
- To encourage redevelopment of multi-family residential structures to meet market demands and new trends.
- To consider incentives that remove barriers to redevelopment and encourage redevelopment of properties that have multiple owners.
- Consider revising the LMO to include flexible zoning options and tools that allow a mix of uses for residential over commercial or other live work units. This may be a tool to foster both a commercial and housing option as well as a means to provide affordable housing and to reduce the amount of infrastructure necessary to travel from home to work or other basic services. Other LMO revisions may include regulations to facilitate the conversion and redevelopment of empty commercial or office space to residential units or allow for a mix of residential within the redevelopment.
- Encouraging property owners of unsafe or dilapidated structures to rehabilitate and convert the buildings to affordable housing should be researched as a means to provide both redevelopment and affordable housing.
- Facilitate the construction and redevelopment of housing opportunities through economic incentives, such as grants or other funding sources.
- Consider establishing a Redevelopment Agency or other similar agency to administer housing programs and continue researching housing options, and serve as an educational resource.
- The Island has reached a stage of relative maturity from its earlier rapid growth in the life cycle of its development. Some of its hospitality and other service sector assets are aging (becoming “tired” looking) and are in need of revitalization or potential replacement. “Sensitive Redevelopment” has become a major theme resonating from the research interviews and community input. Older condominium units, in particular, present a challenge due to the multiplicity of owners in any given development.
- “Flexibility” (where reasonable people may disagree but must find a solution) in the application of historic regulation and ordinance was called for to improve existing nonconformities and future redevelopment.
- Identify and prioritize areas in need of redevelopment including any obsolete, or run down, commercial buildings. Incentivize the development of flexibility of streamlining in regulation of density caps, setbacks (and other controls) that enable a qualitative, principle based, asset revitalization that enhance the Island’s positive legacies.

- In collaboration with the Chamber of Commerce and key Island or leading regional businesses, consider forming a “Business Renewal Task Force” (or equivalent concept) to focus on, and identify and assess, potential opportunities to supplement, or enrich, the economic space that may be becoming vacated by the slowing of traditional growth from tourism and residential sectors. Again, any potential opportunities should be consistent with, or not threaten, the Island’s character or natural assets.
- Building permit data is indicative of several factors, one being the state of the economy as well as current building needs and growth in both residential and commercial types. Redevelopment of our existing built environment and infill development should be a focus for the future development of our community, while the Town has entered a more mature level of development.
- The amount of vacant land and population trends can be used to determine build-out, which may be defined as the highest level that the Island can sustain. The level that the community may want to sustain depends on several factors; therefore, determining an established number for build-out in terms of building density is a complicated task. Because of the anticipation of build-out, creative redevelopment policies and alternatives to traditional zoning and land development regulations should be a focus for all land use policies and regulations.
- The location of the older developments should be reviewed to determine the areas that may be primed for redevelopment. Changes in building codes, building trends, and consumer expectations should also be considered when determining the appropriate age of structures to target redevelopment strategies.
- To monitor areas that have high concentrations of aging structures to target for potential redevelopment.
- To encourage redevelopment of properties with aging structures or that no longer meet current market demands.
- Consider flexibility within the Land Management Ordinance to address future development and redevelopment of existing sites. Areas of existing and future redevelopment should be reviewed and identified and additional TIF (Tax Increment Finance) districts considered.
- Target areas for redevelopment using information such as age of structure and assisting with reducing the vulnerability of structures to storms and natural disaster events due to noncompliance to current building codes.
- Develop flexible regulations and incentives to encourage redevelopment of aging structures and districts.
- Consider flexibility to upgrade and maintain inventory of Short Term Rental/Interval Occupancy Units or Timeshares to allow for redevelopment to meet market demands and eliminate functional obsolescence.
- To monitor nonconforming uses and consider flexible regulations for redevelopment.

Cutting Edge/Business Development

Photo Activity

- Regional – World Connectivity
- Worldwide to HHI

- Cutting Edge Culinary Sea to Table
- Small Start Ups

Attribute Activity

- “Success” of our residents
- “Small” is ok, business sizes
- Economic developer sports as an economic developer
- Create a lasting environment to foster and encourage new business start-ups
- Increase availability of internet/broadcasting options
- Shared rentable workspace
- Make it easier/easy for new business to emerge
- Regional World Connectivity
- Small Start-ups
- Worldwide to HHI
- Tech based business
- Supporting events
- International visitors/residents
- Biz Pitch start-ups innovative – SBA/SCORE
- Encourage “clean” business which attract families: an environment which encourages business to located here due to the uniquely attractive setting, availability of housing, and quality education for families

SOAR Strength

- Beaufort County Economic Development Corporation

SOAR Opportunities

- Don Ryan Center for Innovations – Bring 21st century tech to HHI – BizPitch competition
- Empiricize the human capital as a recruiting tool for business startups
- South Carolina Research Authority (SCRA) investment in startups
- Set & illuminate customer service standard [i.e. British startup]
- Encore careers

SOAR Aspirations

- Leverage unique HHI attributes to attract more diverse businesses (outside tourism) – World class in all we do
- Seize the emerging niches
- More entrepreneurial – small footprint high intellectual knowledge jobs w/o commute

SOAR Results

- Diverse economy – More successful businesses on the island - Number of new businesses
- Business startups
- Jobs created
- Island economy grows

Comprehensive Plan

- The impact of economic conditions, programs such as land acquisition, and changes to zoning all impact potential development within the Town and should be monitored.
- Become more focused on major national and international corporations with a view to becoming a premier corporate meeting location. Hilton Head Island has natural beauty, sporting and hospitality amenities but is comparatively unknown in the corporate world and may be limited by the capacity of its airport to safely and effectively support corporate aircraft transportation (the latter to be addressed by the Transportation Element).
- Also in collaboration with the Chamber of Commerce, USCB, TCL and other agencies such as SCORE give consideration to the development of a Center for Economic Excellence for small businesses. The purpose would be to provide practical business education, training and consulting support for potential local entrepreneurs wishing to set up and/or grow and diversify small business enterprises in the Island's retail and service economy.
- Use of the airport to serve an underserved market such as the lucrative corporate hospitality and meetings segment.
- To engage in projects that encourage affordable/workforce housing on the Island or within the region.