

**Circle to Circle Committee  
Meeting Minutes  
March 25, 2015  
8:30 a.m.**

**Hilton Head Public Service District Community Room  
21 Oak Park Drive (off Mathews Drive), Hilton Head Island, SC**

Circle to Circle Committee Members present:	Jim Gant (Chairman), David Ames, Jack Daly, Joe Kernan, Tom Sharp, Kyle Theodore, Judd Carstens, Tom Lennox
Planning Commission Members present:	Jim Gant, Judd Carstens
Town Staff present:	Charles Cousins, Jill Foster, Shawn Colin, Jennifer Ray, Shea Farrar

- Chairman Gant called the Circle to Circle Committee meeting to order at 8:30 a.m.
- The meeting agenda was approved.
- The meeting minutes from the March 18, 2015 meeting were approved with the addition of comments made by Mr. Kernan.
- Chairman Gant introduced the first item of business: Demographic Data.
- Shea Farrar and Shawn Colin presented general Island-wide Census demographic data to the Committee. The Island's average population growth tends to be around 1% per year. Population growth has shifted from the south end to the north end of the Island. The decline in the Island's younger population, especially the 25-44 age group, and an increase in people over the age of 65 was noted. It was also noted that there was a 10% increase in population from 2000-2010, whereas housing growth was 35%. The use of homes as a primary vs. secondary residence and short term home rental was identified as a factor to consider. The Committee requested that additional land use data specific to the study area be provided for future review.
- Chairman Gant then invited Mr. Terry Ennis to discuss the next agenda item, Economic Data. Mr. Ennis shared information with the Committee on the scope of the Island's economy. By working with Dr. John Salazar, Professor of Hospitality Management Director, Lowcountry and Resort Islands Tourism Institute at using the federal reporting categories for business activity it was possible to identify information about the Island's economic outputs and trends. Based on these resources the economic output of Island could be estimated at over \$5 Billion, with some of the top sectors being related to real estate and scenic travel/tourism. There have been noted increases in management services and healthcare businesses as well. Of concern is a sharp increase indicated in the number of visitors making day trips to the island, rather than investing in overnight accommodations. This impacts accommodation trends and traffic.
- Chairman Gant then introduced Dr. John Salazar to discuss the final agenda item, Tourism Data. Dr. Salazar presented data related to the Town's hospitality and lodging tax revenues and lodging rates and occupancy on the Island in comparison to national trends. Accommodations and hospitality tax revenues are the highest since 2005. Hotel

Average Daily Rate (individual room price) and revenue per room available are the highest since 2005. Annual hotel occupancy is nearing prerecession levels around 60%. In 2014, for five months out of the year, HHI hotel occupancy beat the US national average. In 2014, timeshare occupancy outperformed condo/villa and hotel occupancy. In 2014, the condo/villa segment housed the largest portion of overnight visitors. In 2014, if it were not for the Accommodations Tax collected each HHI household would pay \$461 more in taxes to replace that tax paid by visitors (based on 16,781 HHI households).

- Following public comment, Chairman Gant stated that he would like for the Committee to review additional background data from staff and Dr. Salazar and will plan to have that sent out prior the next meeting. At the next meeting, the goal would be to define strategies for public workshops to use in developing the Circle to Circle Master Plan.
- With no further business, Chairman Gant adjourned the meeting at 10:35 a.m.

Meeting date: March 25, 2015

Approved: April 8, 2015

Chairman: \_\_\_\_\_  
Jim Gant

Submitted by: Shea Farrar