

Our Town

A Newsletter of the Town of Hilton Head Island
 Brought to you by the Town of Hilton Head Island, South Carolina
www.hiltonheadislandsc.gov (843)341-4600

Town Manager's Note



Steve Riley

As an islander, and not just its Town Manager, I am always gratified to hear of the many and regular accolades the island receives. Why does the island receive so many awards on a regular basis? In my view, it is for a number of reasons. We find ourselves on a geographically blessed island with natural resources the envy of many. We have a citizen community that supports beach renourishment projects, land acquisition, park development, pedestrian pathways, and preservation of natural resources. We have a Chamber that strategically markets our island and focuses various media resources on our attributes. We have resorts, commercial centers, and planned unit developments that market themselves and have invested great sums to enhance their properties. Finally, we enjoy a resident population that cares about amenities, infrastructure, culture, history, oppor-

tunities and appearances and the cumulative effect of this means expectations are high and results are expected.

Here is a list of some, not all, accolades the island has received in just the last 6 months:

- Island named No. 5 on 2015 Trip Advisor Travelers' Choice List of Top 10 U.S. Islands (April 2015)
- Island named one of the "Top Resort Communities in the South" by Convention South Magazine (May 2015)
- Bicycle Friendly Community Gold Level Award (June 2015)
- American Heart Association Lifeline EMS Silver Award (June 2015)
- CNN.com named Island on a list of the 16 not-to-miss beaches in the U.S. (June 2015)
- Island named one of its top 5 places to travel to by Forbes magazine (June 2015)
- Island was chosen on Yahoo.com as the #1 Most Popular U.S. Island for Summer Vacation (July 2015)
- Island chosen as the #2 Island in the U.S. and Canada in the Travel & Leisure magazine's World's Best awards (July 2015)

Town Council adopted our 2015/2016 budget that allocates the Town's financial resources to achieve goals established by long-term and short-

Inside This Edition

<i>Around Town</i>	2
<i>Hurricane Preparedness</i>	3
<i>Fiscal Year 2015/2016 Budget</i>	4

term priorities set by council. Please look at page 4 for details of our budget. The Town serves a resident population of about 40,000 persons as well as 2.5 million annual visitors. Visitors here, like other resort communities, do pay taxes that fund the demands they place on our infrastructure, like roads, pathways, and beaches. Our adopted budget assumes a cautious revenue posture.

We have entered hurricane season, so please look at page 3 for details and helpful hints. We take this season very seriously. Town employees participate in exercises that simulate various tropical storm/hurricane situations to test our adopted disaster plan. As we say, hope for the best but plan for the worst. Finally, we are also ramping up for the next major beach renourishment, and more details will be made available when bids are received from contractors. We will do our best to communicate project details and changes throughout the process. See project area below.

2016 Beach Renourishment

The shaded areas displayed on the map to the right indicate the locations of beach that are proposed for renourishment as part of the 2016 beach renourishment project. While a project timeline will be determined in the near future, it is expected that some renourishment activity will occur during the warmer weather months.

do you want to be notified of updates?

Sign-up for our free E-Subscription service to receive email and/or text notifications for road closures, press releases, meeting agendas, beach renourishment, safety tips, hot topics, announcements and many more topics.

Visit our Website to sign-up today!
www.hiltonheadislandsc.gov

2016 Beach Renourishment Project Fill Placement Areas



Around Town

Town of Hilton Head Island Recognized as a Gold Level Bicycle Friendly Community

In June 2015, the Town of Hilton Head Island was recognized as one of the top 25 bicycle-friendly communities in the United States and one of 21 to achieve the Gold Level Bicycle Friendly Community (BFCsm) award from the League of American Bicyclists. There are currently 350 communities across the country with the Bicycle Friendly Community designation, and the Town is the only Gold Level community in the Southeast and one of only two on the East Coast to receive this award.

The Gold Level distinction recognizes the Town's commitment to improving conditions for bicycling through its investment in bicycling promotion, educational programs, infrastructure and pro-bicycling policies. Earning the award was a collaborative effort between the Town, the Bicycle Advisory Committee and the Hilton Head Island-Bluffton Chamber of Commerce. The BFC application effort had considerable volunteer support from the local cycling community. The Town has held Silver-Level BFC status since 2011, and the Gold-Level status will be valid through 2019.



Town Awarded 2015 Award for Economic Development

The Town of Hilton Head Island has been awarded the 2015 Achievement Award for Economic Development for the successful public-private partnership for the Shelter Cove Towne Centre (SCTC) redevelopment project. The Municipal Association of South Carolina's (MASC) Achievement Awards Program has three main objectives: to recognize innovative projects, to share those projects with other municipalities, and to demonstrate the value of cities and towns.

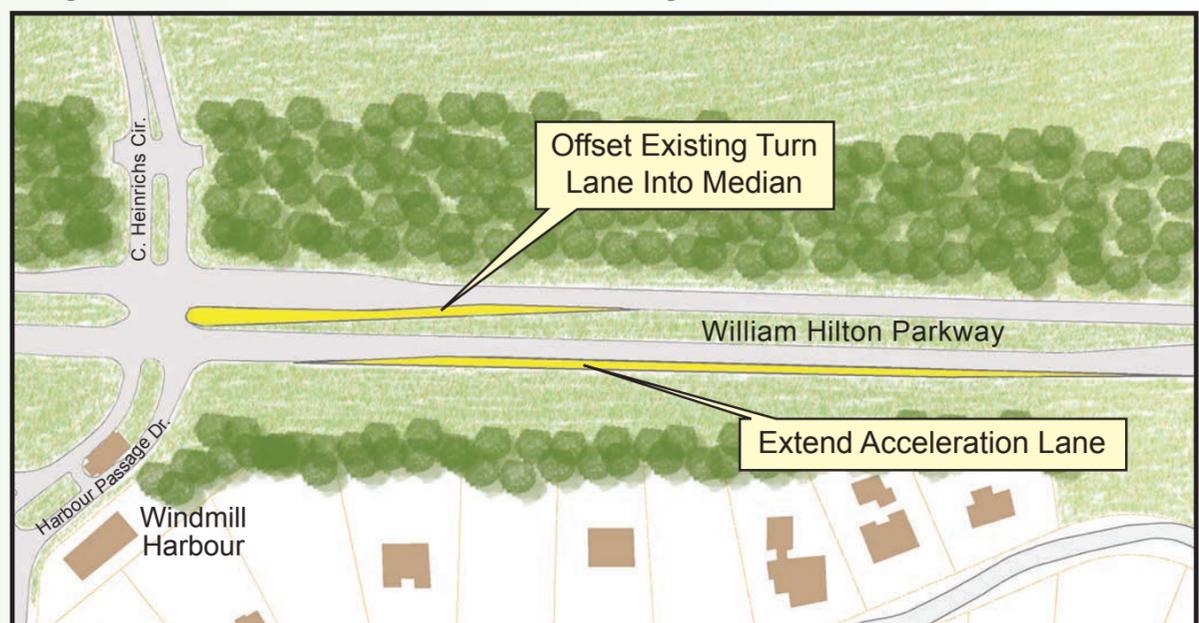
SCTC, previously known as the 'Mall at Shelter Cove' has been redeveloped to a mixed-use activity center that incorporates public spaces with a new waterfront community park, retail, restaurants and other commercial services, along with a future residential component of apartments. The redevelopment project consisted of a Development Agreement as an innovative planning tool to expand the site to neighboring properties while enhancing the economic development opportunities. Barriers and constraints to a typical redevelopment project were removed through the relocation of a road, major powerline, and the community park. Rather than accept the standard conditions, the Town, developer, and community worked on ways to improve the current environment. Input on the plans was received throughout the process, and the plans continue to be revised to make the project as successful as possible.

The project was submitted and later presented to MASC detailing the process, public and private partnership involvement, overall success, and general project description. This award brings recognition to the Town of Hilton Head Island with a production video that was filmed on location that will highlight the planning process and the redevelopment project. The project was honored at the MASC Annual Awards breakfast held on Hilton Head Island where the production video was premiered; the project will be highlighted in MASC's Uptown newsletter, and the Mayor and Town Council were presented with a plaque and trophy.



Windmill Harbour Turn Lane Improvements

The South Carolina Department of Transportation (SCDOT) is constructing turn lane improvements at the intersection of US 278 and Harbour Passage Drive, the entrance to Windmill Harbour. The acceleration lane serving right turns from Harbour Passage Drive onto on-island William Hilton Parkway is being lengthened by several hundred feet, an improvement that will effectively establish a free-flowing right turn movement out of Windmill Harbour toward Hilton Head Island. Also, the left turn lane serving off-island left turns onto Harbour Passage Drive from off-island William Hilton Parkway is being offset into the median. This will improve safety, available sight lines, and ease of operation for both off-island motorists turning left into Windmill Harbour as well as motorists turning left out of Windmill Harbour heading toward the mainland. This strategic safety project was funded by the Lowcountry Council of Governments (LCOG) using state and federal funds allocated to the LCOG by the SCDOT. The project should be completed prior to the first of September.



Hurricane Preparedness

Hurricane season is here again. Though the official hurricane season is from June 1 to November 30, the Atlantic had an early arrival this year with the formation of Tropical Storm Ana in May. That was a great reminder we need to be prepared for all hazards, all the time, not just for hurricanes. Preparedness does not have to be expensive or time-consuming. The important thing is to plan for your life and needs. Start by making a list of the important elements of your personal preparedness plan and work on those items one at a time. You don't have to do it all at once. Your list could include:

- Emergency Kit
- Important Documents
- Communications Plan
- Identify Evacuation Destinations
- Plan For Your Pets
- Special Needs and Equipment

The Town's Citizen's Guide to Emergency Preparedness is a great resource to help you prepare and understand the hazards that may impact the Town. The guide is available at all Town facilities and on the Town's website at www.hiltonheadislandsc.gov.



Emergency Kit

An emergency kit should include items you will need if you evacuate and when you return after a hurricane. You should have basic necessities for at least three days. Some items to consider are:

- ⊕ One gallon of water per person per day
- ⊕ Nonperishable food (consider special dietary needs)
- ⊕ Flashlights and a battery-powered or crank radio
- ⊕ Chargers for electronic devices and extra batteries
- ⊕ Clothing and hygiene supplies
- ⊕ Medications and First Aid kit
- ⊕ Cash



Important Documents

If you are evacuating, it is a good idea to bring copies of important documents or keep a copy in another location either electronically or with someone you trust. Some important documents to take with you could include:

- ☒ Insurance – home, life, auto, and health
- ☒ Vehicle titles and registrations
- ☒ Mortgage or property deeds
- ☒ Recent tax returns
- ☒ Inventory of your home including pictures



Communications Plan

It is important to keep a physical list of important contacts. If electronic devices fail, you may lose access to important phone numbers in your contact list. Some important numbers to keep in your communications plan are:

- ☎ Out of the area contacts
- ☎ Family Physicians
- ☎ Insurance companies – Home, Life, Auto and Health
- ☎ Pharmacy – Local and in evacuation location
- ☎ Veterinarian
- ☎ Re-entry hotline 1-800-963-5023



Identify Evacuation Destinations

Do not wait for the mandatory evacuation order from the Governor; leave early!

It is important to have multiple destination options for a hurricane evacuation. Do not make assumptions. Contact the locations where you may stay and gather basic information about the location.

- 📍 Name – hotel, friend, or family
- 📍 Address, written directions and paper map
- 📍 Phone number and email
- 📍 Estimated driving time
- 📍 Estimated cost of the room
- 📍 Accommodation of any special needs or pets



Plan For Your Pets

Planning for your pets is very similar to planning for yourself. Your pets will have some of the same basic needs. In addition to those basic needs consider:

- 🐾 Food and water bowl
- 🐾 Proof of vaccinations, medical records, photo of your pet
- 🐾 Extra leash and collar
- 🐾 Crate, bed, and/or blanket
- 🐾 Certification or documentation for Service Animals



Special Needs or Equipment

Consider all of your needs when preparing for an evacuation. Take into account any special needs or equipment you may have. Some additional things to consider are:

- ♿ A network to help you in an emergency or evacuation
- ♿ Take the instructions for special medical equipment. If you are unable to operate the equipment, someone else may be able to assist you.
- ♿ Information for special equipment – model and serial number, manufacturer's phone number.
- ♿ Contact your oxygen supplier about their emergency plans and how you will maintain your supply



Sign-up for the Town's free e-subscription service to subscribe to "Emergency Alerts" via email or text.

This service will be used in conjunction with our existing website and Citizen Hotline (1-800-963-5023) to provide information during an emergency or disaster, particularly in an evacuation or during the recovery from an event which has caused significant damage.

The Town encourages residents to sign-up for the e-subscription service and link it to their cell phone so that the messages will be received in a timely manner (standard text messaging rates will apply).

Visit our Website to sign-up today!
www.hiltonheadislandsc.gov

After-the-Storm Contact Information

While out of town, you can obtain updated information regarding Hilton Head Island by calling this toll free number: **1-800-963-5023**. Recorded messages will advise of road conditions, damage estimates, utility restoration, shelter information, re-entry times, and other pertinent information. You may also access this information on the following websites

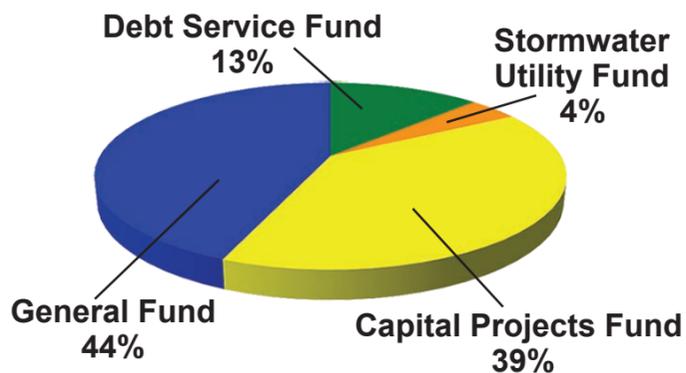
www.hiltonheadislandsc.gov and www.bcgov.net

Fiscal Year 2015/2016 Budget

The combined fiscal year 2015/2016 budgeted expenditures for the General Fund, Capital Projects Fund, Debt Service Fund and Stormwater Utility Fund (Enterprise Fund) is \$88,336,046. This represents an increase of \$11.7 million or 15.3% more than the fiscal year 2014/2015 amended budget.

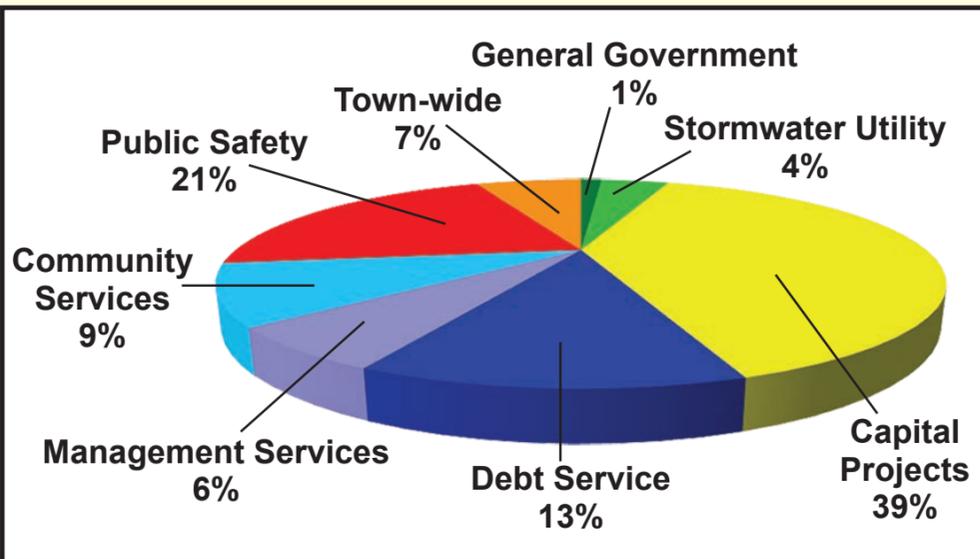
Expenditures by Fund

Fiscal Year 2015/2016



Where the Money Goes by Program

Fiscal Year 2015/2016



View the Town's Interactive Financial Dashboard

for a quick visual overview of current financial information at www.hiltonheadislandsc.gov

Financial Dashboard

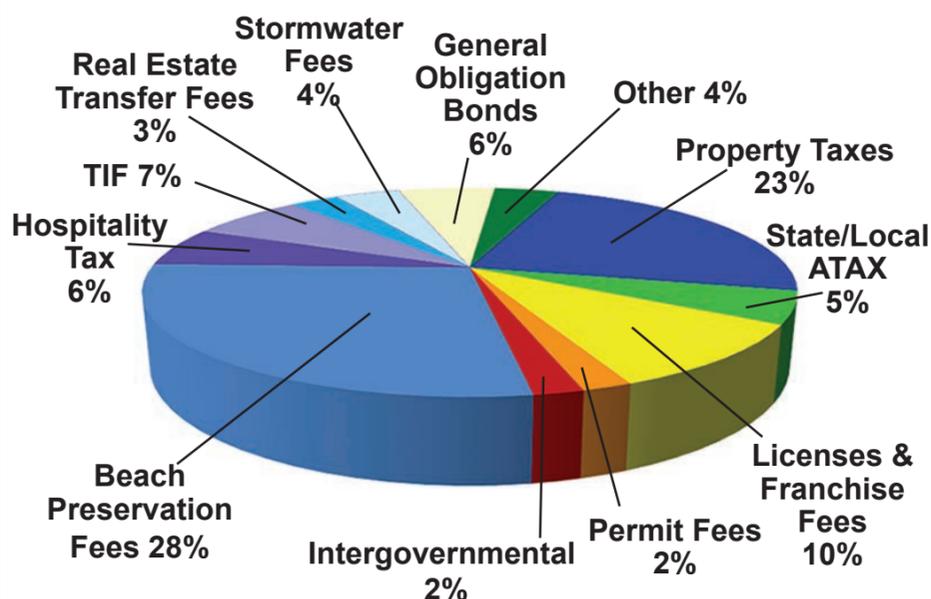


Where the Money Comes From

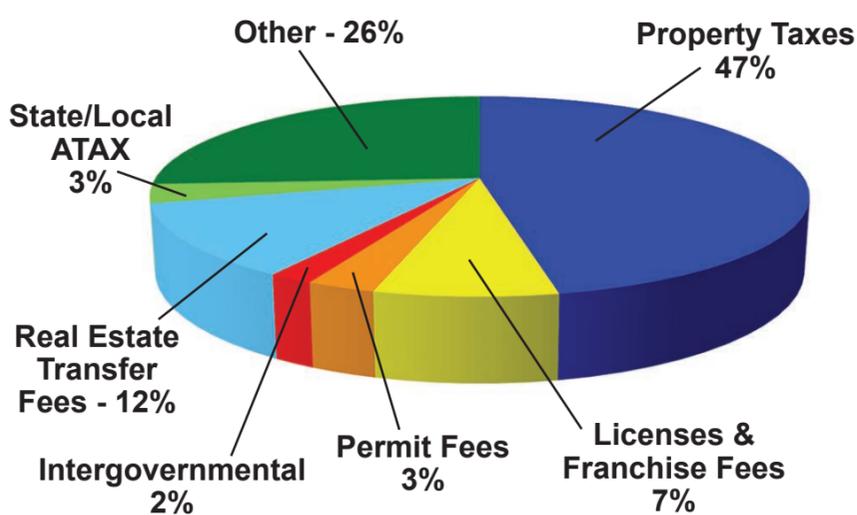
Consolidated Budget Revenue Sources

The pie charts below highlight the Town's progress in decreasing the reliance on a high percentage of property tax revenue from 47% in fiscal year 1994 as compared to 23% in fiscal year 2016. The increase in funding provided through other sources demonstrates the Town's ability to expand the diversity of its funding sources through the years.

Fiscal Year 2015/2016



Fiscal Year 1993/1994



The Town revenue sources are provided from taxes on real, personal, and vehicle property; business licenses; permits; fees; charges for services; and other miscellaneous revenue collections. Major categories of revenue are described below.

Property Taxes are ad valorem taxes collected during the fiscal year on real estate, personal property, and vehicles. This revenue is 23% of the consolidated budget at \$20.1 million.

Licenses and Franchise Fees are business licenses; cable, recycling and beach franchise fees providing \$9.1 million for the General Fund representing 10% of the consolidated budget.

Accommodations Taxes (ATAX) / Beach Preservation Fees and related bond proceeds are funds derived from taxes on short-term rentals, hotels, and motel accommodations. The State mandates a 2% ATAX, and the Town has a 2% Beach Fee and 1% Local ATAX. These fees provide \$28.6 million and represent 33% of the consolidated budget.

Tax Increment Financing (TIF) and related bond proceeds funds derive from increased value above the baseline assessment when the TIF District was established. These taxes provide \$5.9 million and represent 7% of the consolidated budget.

Hospitality Tax (HTAX) and related bond proceeds are collected from a 2% tax imposed on the gross sales price of prepared meals and beverages. These fees and proceeds provide \$5.7 million and represent 6% of the total budget.

Stormwater Utility Fees are charged by Beaufort County for management of the stormwater system within the Town. These fees and proceeds provide \$3.7 million and represent 4% of the total budget.

General Obligation Bond proceeds are being used to fund park and sewer service expansion projects. These proceeds provide \$5.6 million and represent 6% of the total budget.

Other revenues include impact fees, permit fees, real estate transfer fees, intergovernmental funds and miscellaneous revenue (contributions, municipal fines and fees, emergency medical services, and interest income). Total budgeted revenue from these sources is \$9.6 million or 11% of the total budget.