



Town of Hilton Head Island  
**FINANCE & ADMINISTRATIVE COMMITTEE  
MEETING**  
Tuesday, April 19, 2022, 10:00 AM  
**AGENDA**

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The Finance & Administrative Committee meeting will be held in-person at Town Hall in the Benjamin M. Racusin Council Chambers. The meeting can be viewed on the [Town's Public Meetings Facebook Page](#), the [Beaufort County Channel](#) and Spectrum Channel 1304.

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. **Roll Call**
4. **Approval of the Agenda**
5. **Approval of the Minutes**
  - a. Regular Meeting - March 15, 2022
6. **Appearance by Citizens** Citizens who wish to address the Committee concerning the items on the agenda, may do so by contacting the Town Clerk at 843.341.4701, no later than 4:30 p.m., Monday, April 18, 2022. Citizens may also submit written comments concerning any of the items on the agenda through the eComment portal at: [Finance & Administrative Committee Meeting Information](#)
7. **New Business**
  - a. Presentation of the 2021 Hilton Head Island-Bluffton Chamber of Commerce Destination Marketing Organization Industry Metrics
  - b. Consideration of a Resolution Authorizing the Implementation of a Home Safety and Repair Program Including the Execution of a Memorandum of Understanding with the Lowcountry Council of Governments to Handle Income Certification
  - c. Consideration of a Resolution Authorizing the Implementation of a Sewer Connection Program Including the Execution of a Memorandum of Understanding with Deep Well, the Lowcountry Council of Governments, and the Hilton Head Public Service District

- d. Consideration of Proposed Ordinance 2022-09, Amending Section 4-5-20 of the Municipal Code of the Town of Hilton Head Island, South Carolina, Extending Expiration Date of the Real Estate Transfer Fee from December 31, 2024 to December 31, 2044
- e. Consideration of a Resolution Authorizing the Town Manager to Enter into a Memorandum of Understanding with South Island Dredging Association to Provide Funding Assistance for the Dredging of Harbour Town Yacht Basin
- f. Consideration of Proposed Ordinance 2022-10 Amending Sections 10-9-10 and 10-9-30 of the Municipal Code for the Town of Hilton Head, South Carolina, Regarding the Billing for Ambulance Services
- g. Town of Hilton Head Island Financial Update

**8. Adjournment**

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



Town of Hilton Head Island  
Finance & Administrative Committee  
Tuesday, March 15, 2022, 10:00 a.m.  
**MEETING MINUTES**

**Present from the Committee:** Tom Lennox, *Chairman*; Bill Harkins; Glenn Stanford; Alexander Brown, Jr.

**Present from Town Council:** John McCann, *Mayor*; Tamara Becker; David Ames

**Present from Town Staff:** Marc Orlando, *Town Manager*; Josh Gruber, *Deputy Town Manager*; Shawn Colin, *Interim Director of Community Development*; Angie Stone, *Assistant Town Manager*; John Troyer, *Director of Finance*; Krista Wiedmeyer, *Town Clerk*; Karen Knox, *Senior Administrative Assistant*; Cindaia Ervin, *Finance Assistant*

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**1. Call to Order**

The Chairman called the meeting to order at 10:00 a.m.

**2. FOIA Compliance**

Ms. Wiedmeyer confirmed compliance with the South Carolina Freedom of Information Act.

**3. Roll Call** as noted above.

**4. Approval of the Agenda**

Mr. Harkins moved to approve. Mr. Stanford seconded. Motion carried 4-0.

**5. Approval of Minutes**

- a. Redistricting Workshop – February 3, 2022
- b. Redistricting Workshop – February 14, 2022
- c. Regular Meeting – February 15, 2022
- d. Redistricting Workshop – February 16, 2022
- e. Redistricting Workshop – February 22, 2022
- f. Special Meeting – March 1, 2022

Mr. Stanford moved to approve. Mr. Harkins seconded. Motion carried 4-0.

**6. Appearance by Citizens**

Skip Hoagland addressed members of the Committee regarding the DMO Contract; ATAX Committee funds and illegal funding.

## **7. New Business**

### **a. Review and Consideration of the Affiliated Agency Applications for the Fiscal Year 2023 Budget**

John Troyer stated staff recommends that Finance & Administrative Committee review and consider the Fiscal Year 2023 Affiliated Agencies requests for approval. As part of the approved Fiscal Year 2023 Affiliated Agency Application and process, the Town has received seven applications for review by the Committee.

#### **Beaufort County EDC – Request for \$25,000**

Mr. John O'Toole presented the request.

#### **14<sup>th</sup> Circuit Solicitor's Office – Career Criminal Program – Request for \$118,500**

Solicitor Duffie Stone and Mr. Jeff Kid presented the request.

#### **14<sup>th</sup> Circuit Solicitor's Office – Multidisciplinary Court – Request for \$50,000**

Solicitor Duffie Stone and Mr. Jeff Kid presented the request.

#### **Coastal Discovery Museum – General – Request for \$92,775**

Mr. Rex Garniewicz presented the request.

#### **Hilton Head Island Recreation Association – General – Request for \$1,099,304**

Mr. Frank Soule presented the request.

#### **LRTA (Palmetto Breeze) – Request for \$282,404**

Mr. Brian Sullivan and Ms. Mary Lou Franzoni made the request.

#### **Mitchelville Preservation Project – Request for \$105,000**

Mr. Ahmad Ward presented the request.

#### **USCB Event Management & Hospitality Training – Request for \$190,094**

Ms. Keri Olivetti presented the request.

Mr. Harkins moved to approve all applications as presented. Mr. Stanford seconded. Motion carried 4-0.

### **b. Consideration of a Resolution Designating Greene Finney, LLP as the Independent Auditors for the Town of Hilton Head Island, South Carolina for the Fiscal Ending June 30, 2022**

Mr. Troyer stated staff recommends Town Council approve the Resolution designating Greene Finney, LLP, as the Towns Auditors for the Fiscal Year ending June 30, 2022 and authorizing the Town Manager to enter into a one-year extension of the current contract. Mr. Harkins moved to approve. Mr. Stanford seconded. Motion carried 4-0.

**c. Town of Hilton Head Island Financial Update**

Mr. Troyer delivered a brief presentation on the status of the Town's finances.

**8. Adjournment**

The meeting adjourned at 12:54 p.m.

**Submitted by:** Karen D. Knox  
Senior Administrative Assistant

**Approved:** [Date]

The recording of this meeting can be found on the Town's website at [www.hiltonheadislandsc.gov](http://www.hiltonheadislandsc.gov).

DRAFT



## TOWN OF HILTON HEAD ISLAND

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### *Staff Report Memo*

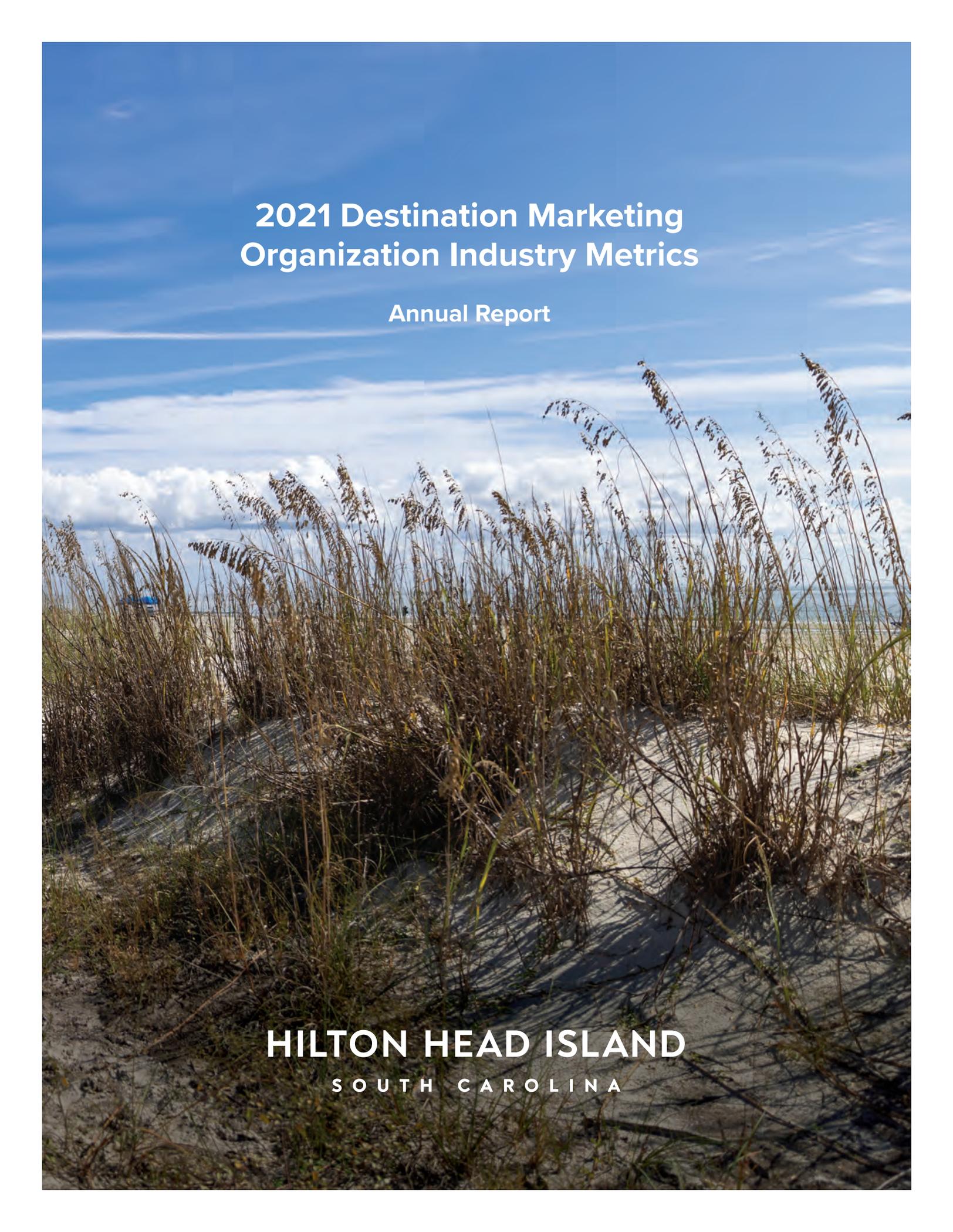
**TO:** Finance & Administrative Committee  
**FROM:** John M. Troyer, Director of Finance  
**VIA:** Marc Orlando, Town Manager  
**CC:** Cindaia Ervin and Krista Wiedmeyer  
**DATE:** April 4, 2022  
**SUBJECT:** HHI-Bluffton Chamber of Commerce: 2021 Destination Marketing Organization Industry Metrics Annual Report

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**Recommendation:** Staff recommends the Finance & Administrative Committee review and report to Town Council the 2021 Destination Marketing Organization Industry Metrics.

**Summary:** On April 19, 2022, the Hilton Head Island-Bluffton Chamber of Commerce will present its annual industry metrics report to the Finance & Administrative Committee. This report, based on the prior calendar year, provides visitor and satisfaction surveys; revenue per available room; occupancy rates; return on investment for visitor spending per dollar of investment and other perinate information per contract 70-2020.

**Background:** According to Town Contract C70-2020, 4-9 (a) DMO Report, the HHI-B Chamber is required to produce and deliver to the Town a report each fiscal year for the Destination Marketing Organization division of the Chamber. The report provides and overview of the DMO's activities and production for the prior year and shall include survey results, tourism metrics and reports detailing the contents of 4-9 (a) (i-xv). Upon receipt, the Town shall review the DMO Report and evaluate the performance of the DMO. The evaluation shall consider the above survey results, metrics, and reports, collectively, and shall be compared with peers and other factors that affect the tourism industry such as the state of the economy, weather, pandemics, condition of lodging properties, etc. If the Town determines the Chamber has underperformed, it shall retain an industry recognized expert that has been recommended by Destinations International to confirm its determination and to recommend strategies and policies to cure the deficiencies which has created the underperformance, within sixty (60) days.



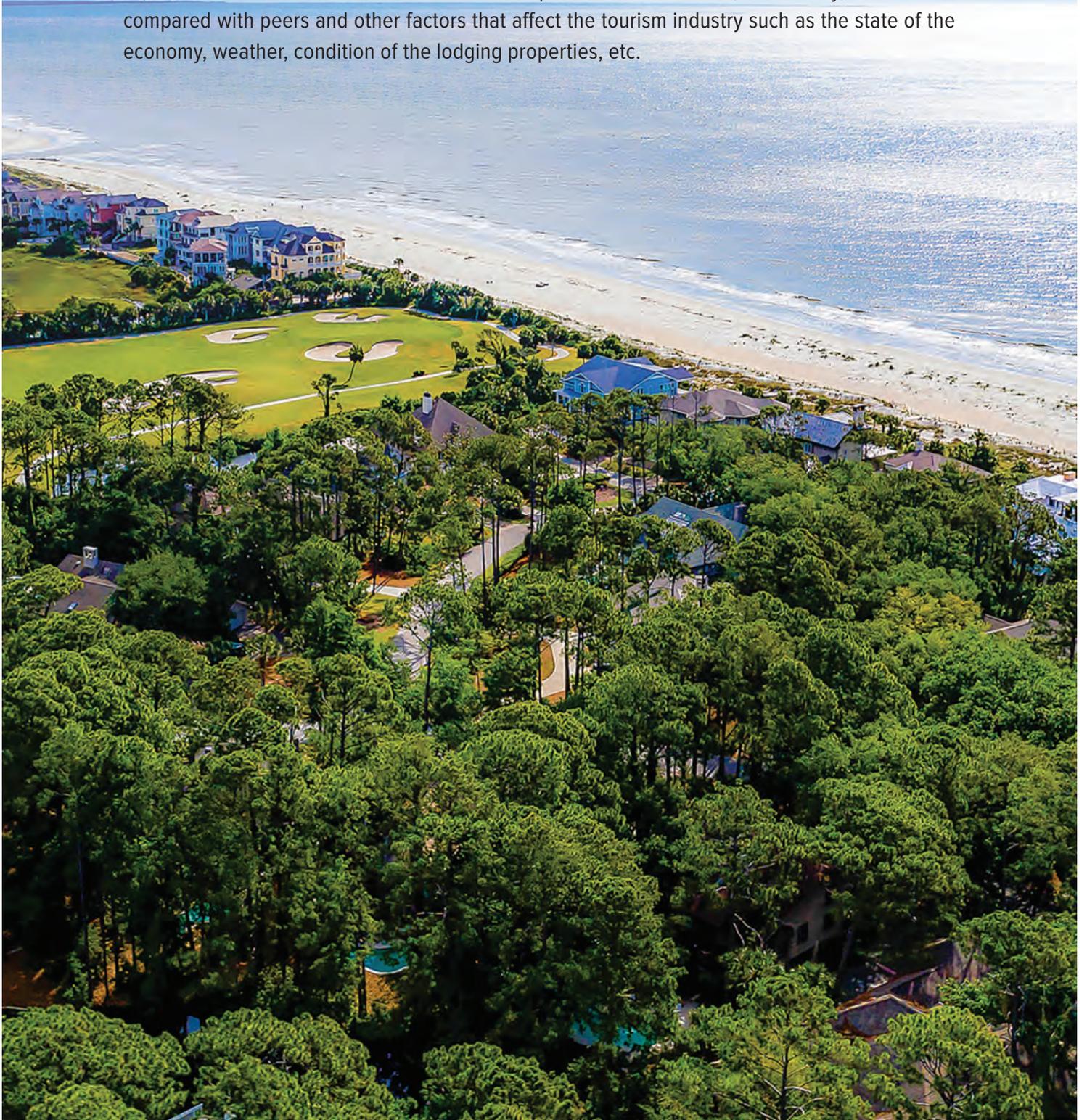
# 2021 Destination Marketing Organization Industry Metrics

Annual Report

**HILTON HEAD ISLAND**

SOUTH CAROLINA

The purpose of this document is to provide the Town of Hilton Head Island Finance and Administration committee with tourism metrics and/or reports to showcase annual Destination Marketing Organization (DMO) performance in efforts pertaining to promotion of Hilton Head Island. It is understood and acknowledged that such metrics and/or reports may change from time to time based upon best practices, funding and the goals set forth in the marketing plan. The evaluation shall consider the metrics and reports in this document, collectively, and shall be compared with peers and other factors that affect the tourism industry such as the state of the economy, weather, condition of the lodging properties, etc.



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# *Visitor and Resident Satisfaction Surveys*

## *Executive Summary*

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As part of the official Destination Marketing Organization contract agreed upon and signed between the Town of Hilton Head Island and the Hilton Head Island-Bluffton Chamber of Commerce, we will report on resident and visitor satisfaction through annual survey results. We have an established process for both and will continue with those efforts.

Executive summaries for both surveys can be found in the appendix of this document.

- Visitor Profile Study Executive Summary, Office of Tourism Analysis, College of Charleston
- Community Sentiment Survey Executive Summary, MMGY Travel Intelligence

# *Revenue Per Available Room, Occupancy Rates & Average Daily Rate*

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Key performance indicators (KPI) to measure operating performance for the hospitality industry include Revenue Per Available Room (RevPAR), Occupancy Rate (OCC) and Average Daily Rate (ADR). In order to achieve the most accurate performance indication, these benchmarks should be analyzed together.

Revenue Per Available Room, (RevPAR), is used to gauge industry health and is calculated by dividing the total room revenue by total room supply within a specific time period.

<b>RevPar</b>	$\frac{\text{ROOM REVENUE}}{\text{ROOMS AVAILABLE}}$
---------------	--

Occupancy Rate (OCC) is another metric used within the accommodations industry to gauge the health of tourism. Occupancy percentage is calculated by dividing the occupied rooms by total room supply.

<b>OCC</b>	$\frac{\text{ROOMS SOLD}}{\text{ROOMS AVAILABLE}}$
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Average Daily Rate (ADR) is a metric widely used to indicate the average realized room rental per day. ADR is calculated by dividing the room revenue by the total rooms sold.

<b>ADR</b>	$\frac{\text{ROOM REVENUE}}{\text{ROOMS SOLD}}$
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Details on the next page provide 2021 performance metrics for Hilton Head Island in a two-source combined calculation that includes both home & villa and hotels as well as broken out separately for comparison. There are also additional metrics for the hotel industry that show Hilton Head Island compared against the U.S. as a whole and top competitors, Charleston and Savannah.

Home & villa numbers are based on 6,000 units/keys and could vary, as an example from a one-bedroom villa to an eight-bedroom house. The hotel numbers are based on 3,196 total hotel rooms at seventeen properties on the island.

# *2021 Hilton Head Island Lodging Performance*

**2-SOURCE**  
(combined Home & Villa  
and Hotels Report)

**HOME &  
VILLA**

**HOTELS**

## **HOTEL INDUSTRY COMPARISON**

*Source: 2021 Inntopia DestiMetrics and 2021 Smith Travel Research Inc.*

# *2020 Hilton Head Island Lodging Performance*

## **2-SOURCE**

(combined Home & Villa  
and Hotels Report)

## **HOME &**

## **VILLA**

## **HOTELS**

## **HOTEL INDUSTRY COMPARISON**

*Source: 2020 Inntopia DestiMetrics and 2020 Smith Travel Research Inc.  
\*COVID-19*

# *2019 Hilton Head Island Lodging Performance*

**2-SOURCE**  
(combined Home & Villa  
and Hotels Report)

**HOME &  
VILLA**

**HOTELS**

## **HOTEL INDUSTRY COMPARISON**

*Source: 2019 Inntopia DestiMetrics and 2019 Smith Travel Research Inc.  
\*Hurricane Dorian - September 2019*

# *2018 Hilton Head Island Lodging Performance*

**2-SOURCE**  
(combined Home & Villa  
and Hotels Report)

**HOME &  
VILLA**

**HOTELS**

## **HOTEL INDUSTRY COMPARISON**

*Source: 2018 Inntopia DestiMetrics and 2018 Smith Travel Research Inc.*

*\*Winter Storm Grayson - January 2018*

*\*Hurricane Florence - September 2018*

*\*Hurricane Michael - October 2018*

# *2017 Hilton Head Island Lodging Performance*

**2-SOURCE**  
(combined Home & Villa  
and Hotels Report)

**HOME &  
VILLA**

**HOTELS**

## **HOTEL INDUSTRY COMPARISON**

*Source: 2017 Inntopia DestiMetrics and 2017 Smith Travel Research Inc.  
\*Tropical Storm Irma - September 2017*

# Visitor Spending Studies

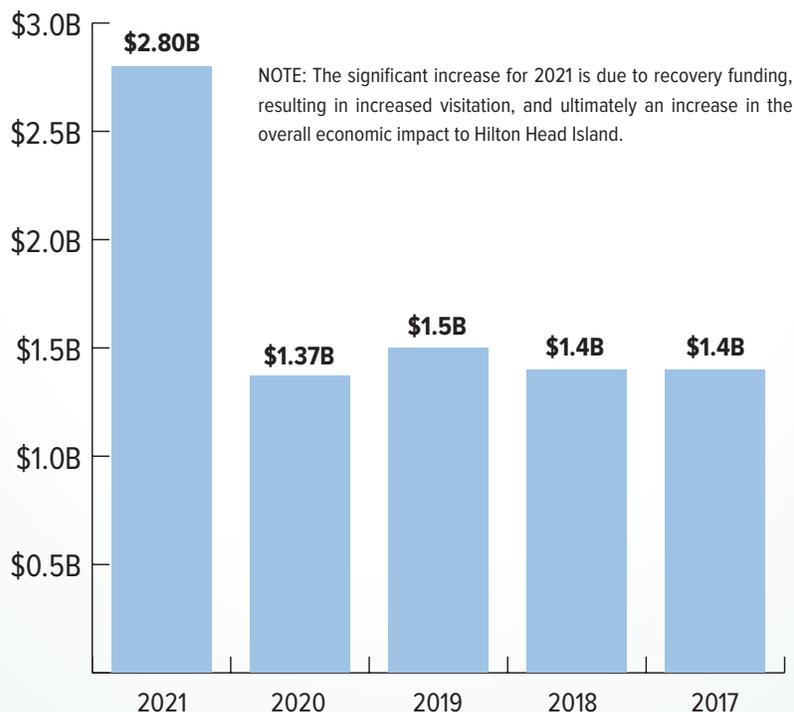
This study of the economic and fiscal impact of spending by visitors to Hilton Head Island in the year 2021 was performed by College of Charleston School of Business, Office of Tourism Analysis.

The study examines spending by tourists classified into five segments according to their lodging arrangement while visiting the island: villa rental, timeshare, hotel, second homeowners and their non-paying guests, and finally those who visit for the day and do not lodge overnight. The estimated impact from spending by each of these groups is summed in order to indicate the total impact that tourists to the island had on Beaufort County, South Carolina.



# \$2.80 BILLION

## ECONOMIC IMPACT OF HILTON HEAD ISLAND TOURISM IN 2021



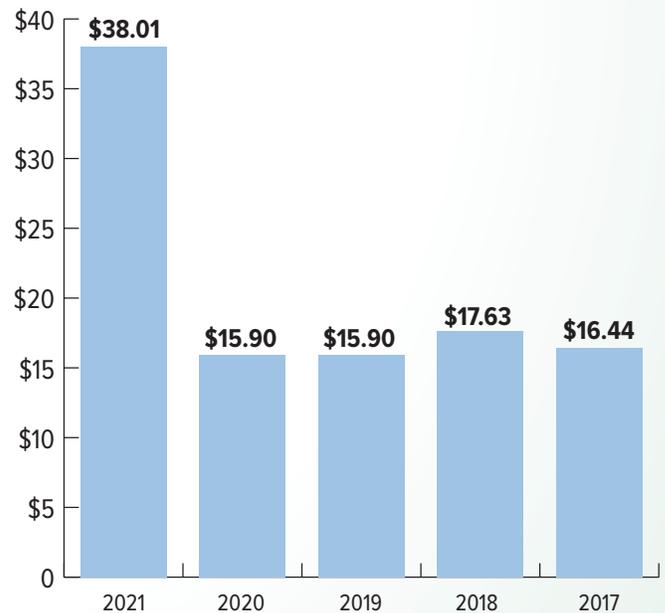
Source: *Estimated Total Impact of Tourism in Hilton Head Island on Beaufort County, South Carolina 2021*

# ROI for Visitor Spending Per Dollar of Investment

The Visitor & Convention Bureau is the destination marketing division of the Hilton Head Island-Bluffton Chamber of Commerce. This division works to increase tourism through its marketing efforts cultivating leisure as well as meetings and group business for Southern Beaufort County.

The marketing efforts put forth by the Visitor & Convention Bureau are delivered consistently to a well-defined target consumer set that aligns with our visitor research. This proactive and customized approach led to an increase of 19.9% in visitation compared to 2020.

## FOR EVERY TAX DOLLAR INVESTED IN MARKETING



Source:  
*Estimated Total Impact of Tourism in Hilton Head Island on Beaufort County, South Carolina 2021*

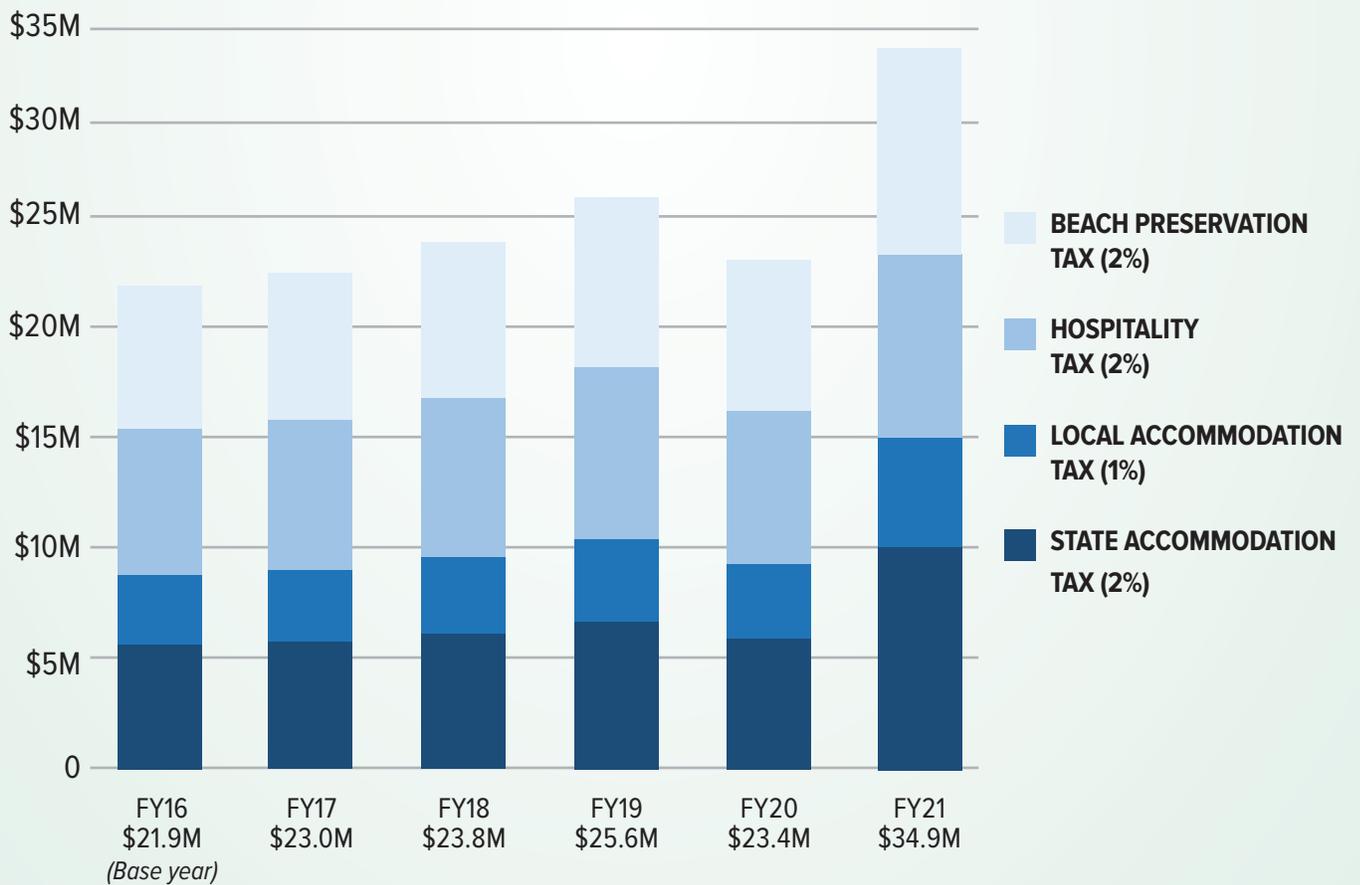
# Local Tax Revenues Generated by Visitor

↑ 60%

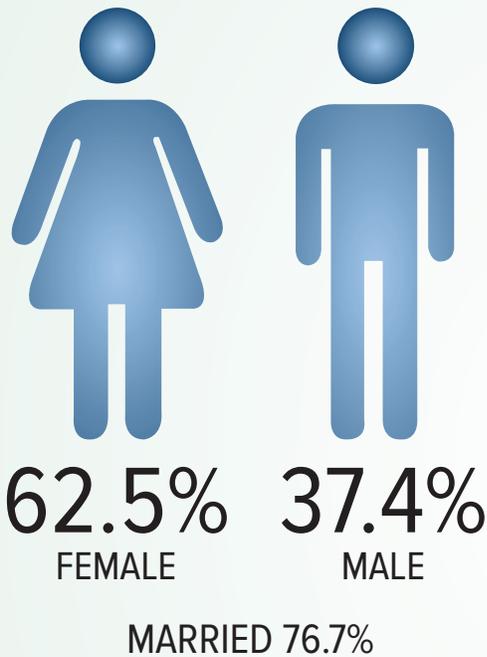
ACCOMMODATION & HOSPITALITY  
TAX UP OVER 5 YEARS

Source: Town of Hilton Head Island

## TOWN OF HHI ATAX and HTAX COLLECTIONS



committed to attracting an affluent traveler with a household income of \$150K+. Our target visitor skews female (62.5%), and is aged 25 - 64. This traveler has an undergraduate degree or higher (56.7%) and plans to take two to four trips per year lasting an average of 7 nights per trip. Our target key regions include Northeast, Midwest and Southeast markets.

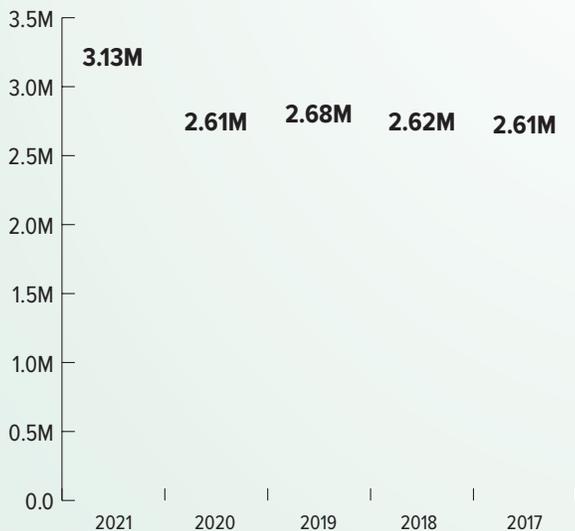


**\$150K+**  
AFFLUENT TRAVELER

**56.7%**  
UNDERGRADUATE  
DEGREE OR HIGHER

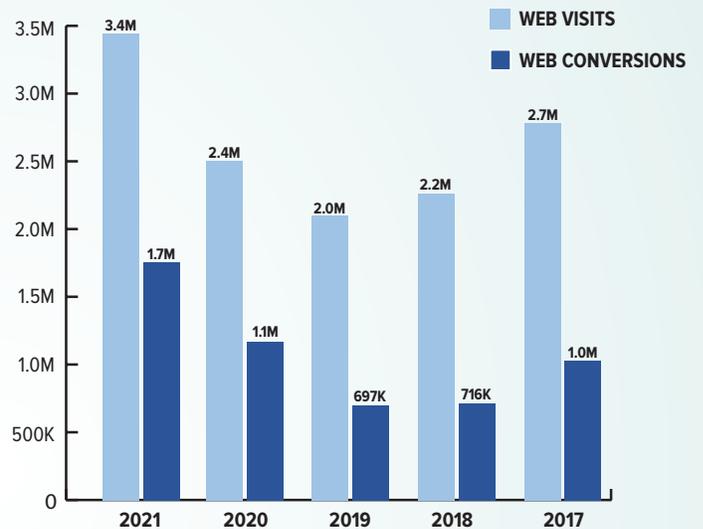
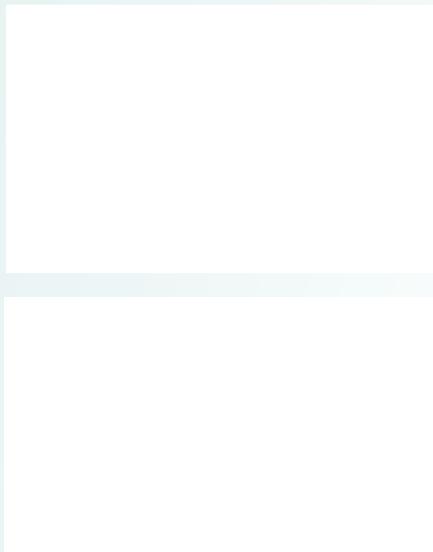
**2-4** TRIPS PER YEAR

**7** NIGHTS AVERAGE  
LENGTH OF STAY

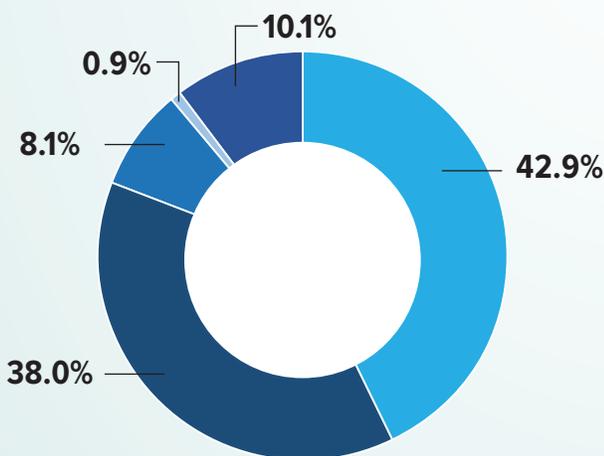


# Number of Referrals, Website Hits & Click Throughs to Area Businesses

The HiltonHeadIsland.org website is our virtual storefront. The website serves as the window to our destination and plays an integral part in the decision making process. The following metrics are important key indicators of overall brand health and allows insight into visitor behavior. The insight and data taken from this platform allows for us to better serve our partners, anticipate trends, and react to consumer behavior.

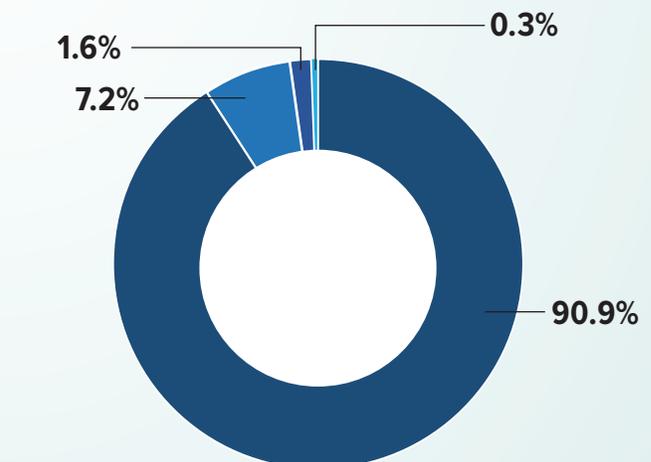


Visits by Source



■ ORGANIC SEARCH    ■ REFERRAL    ■ DIRECT  
■ PAID MEDIA    ■ OTHER

Conversion by Category



■ HHI PARTNER LINKS    ■ DOWNLOADS AND INSIDER THANK YOU'S  
■ GOLF PARTNER LINKS    ■ NEWSLETTER LONG FORM SUBMIT

Source: Google Analytics and VERB Interactive

# Numbers Related to Mail Fulfillment

The Hilton Head Island Vacation Planner, our comprehensive guide to help the visitor plan and envision their vacation here on Hilton Head Island, is our primary print fulfillment piece.

We receive requests for this piece from multiple platforms; online, media and home inquiries. In addition, we also distribute the planner to state and local welcome centers, airports, along with tradeshow and promotional events.

In today's more visual world, telling a story through stunning photography and compelling content is an imperative component to the travel journey process. The "coffee table" piece allows our visitors to visualize their vacation and discover, through this first touch point, the reason for our many accolades, ultimately imagining themselves here vacationing on Hilton Head Island.

To cater to our golf specific visitors, we offer the Hilton Head Island, Golf Island Planner. This planner can be requested through the same channels as our Vacation Planner.

The production, fulfillment and management of our Vacation Planners is a partnership between Kennickell, our fulfillment and asset inventory partner, Impact Golf and our Visitor & Convention Bureau staff.



Source: Kennickell Fulfillment/Hilton Head Island - Bluffton Chamber of Commerce

## ***Spotlight on Accolades***

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# ***America's Favorite Island®***

*Condé Nast Traveler*

**“25 Best Island Beaches  
in the World”**

*Men's Journal*

**“Best Places  
to Live”**

*Forbes.com*

**“South Carolina's Hottest  
Up-And-Coming  
Food & Drink Destination”**

*Travel Pulse*

**“Top U.S. Vacation  
Destinations for  
Families in 2021”**

*TripAdvisor*

**“2021 Travelers'  
Choice Best of the  
Best Awards”**

*Fox News*

**“Top 10 family-friendly  
vacation spots  
in the U.S.”**

*PureWow*

**“25 Best Beach  
Towns in America”**



*Travel + Leisure*  
**#1 Island in the Continental U.S.**  
For the 5th Time



*Condé Nast Traveler*  
**#1 Island in the U.S.**  
5th Consecutive Year



*MSN*

**“25 Most Popular Beaches in America”**



*MSN Money*

**“Best place to retire on the East Coast”**



*MCN Travel*

**“America’s Beautiful Seaside Towns”**

# Number of Jobs Created by Tourism

This study of the economic and fiscal impact of spending by visitors to Hilton Head Island in the year 2021 was performed by College of Charleston School of Business, Office of Tourism Analysis.

The 36,919 jobs that comprise the estimated total employment impact generated by the five combined visitor segments in 2021 represent 34.1% of all jobs in Beaufort County.

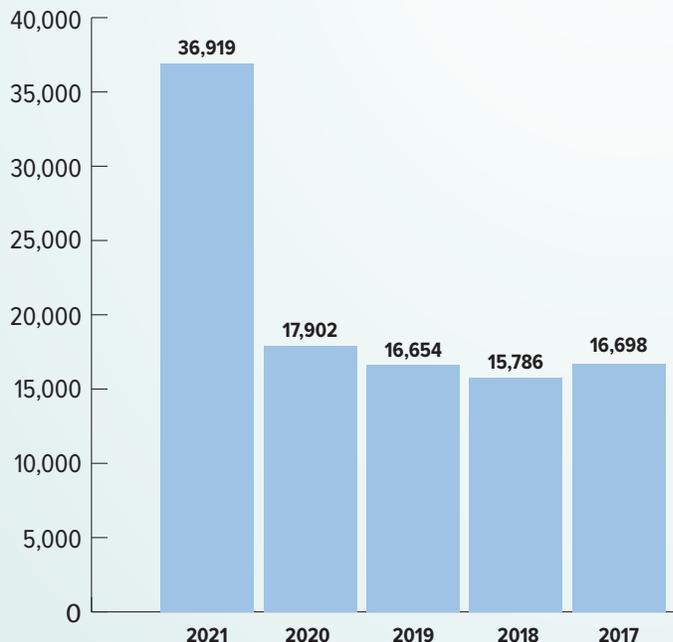
# 36,919 JOBS

GENERATED FROM  
HILTON HEAD ISLAND TOURISM

TOURISM ON HHI  
NOW ACCOUNTS FOR

# 34.1%

OF ALL JOBS IN  
BEAUFORT COUNTY

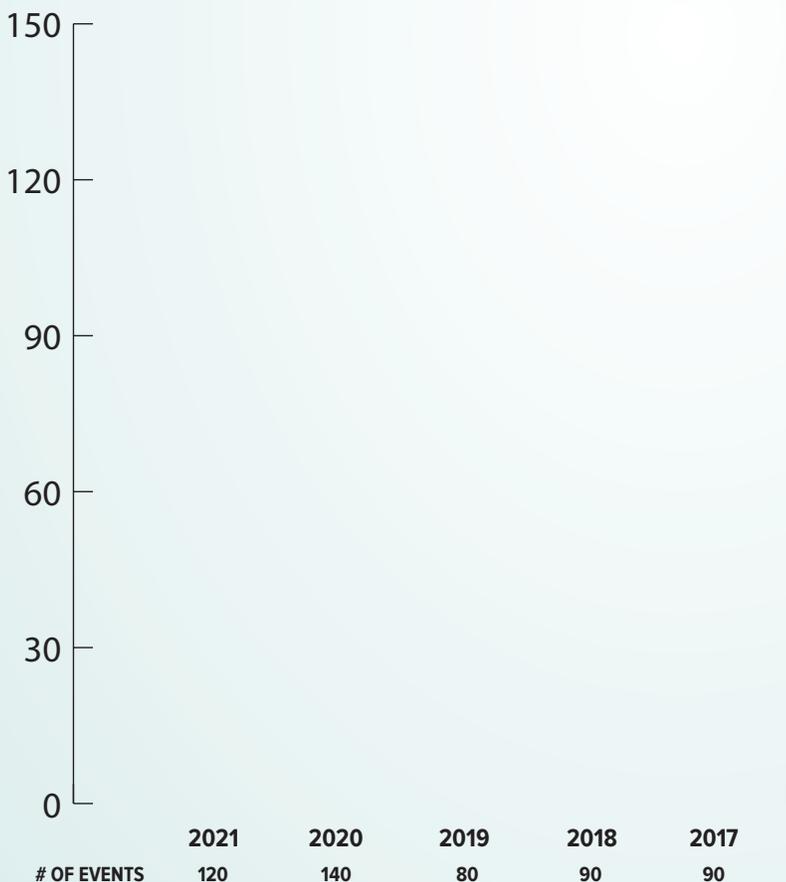


Source: *Estimated Total Impact of Tourism In Hilton Head Island On Beaufort County, South Carolina 2021*

*\*The number of jobs generated are based on economic activity within different sectors of tourism. (e.g. airlines, car rentals, coach services, etc)*

# Networking Events, Workshops and Member/Community Events

groundbreaking ceremonies along with 70 in-person and virtual networking, learning seminars and meetings, reaching 10,000 people.



## 2021 EVENTS

### JANUARY

01/07/2021

**Chamber Coffee Chat**  
Virtual

01/08/2021

**Ribbon Cutting Maggie & Me**  
Bluffton

01/13/2021

**Tele Town Hall**  
Virtual

01/15/2021

**Ribbon Cutting: HHCA**  
Bluffton

01/27/2021

**Tele Town Hall**  
Virtual

**Get Smart Series: Mission & Vision**  
Hybrid - Chamber and Zoom

### FEBRUARY

02/03/2021

**Ribbon Cutting: Heritage Academy**  
HHI

02/04/2021

**Chamber Coffee Chat**  
Virtual

02/05/2021

**Public Policy Meeting**  
Virtual

**Ribbon Cutting**  
Blue Laguna

02/10/2021  
Chamber Power Hour / Tele  
Town Hall  
[Virtual](#)

Get Smart Series:  
Advocacy in Action  
[Virtual](#)

02/24/2021  
Chamber Power Hour / Tele  
Town Hall  
[Virtual](#)

## MARCH

03/10/2021  
Chamber Power Hour / Tele  
Town Hall  
[Virtual](#)

03/22/2021  
Chamber Business Golf Classic  
[Golf Club at Indigo Run](#)

03/24/2021  
Chamber Power Hour / Tele  
Town Hall  
[Virtual](#)

03/25/2021  
Coffee & Counsel  
[Virtual](#)

Conversation + Cocktails  
[Palmera Inn & Suites](#)

03/30/2021  
Get Smart Series: Are you  
Inclusive?  
[Virtual](#)

## APRIL

04/01/2021  
Chamber Coffee Chat  
[Virtual](#)

04/07/2021  
Chamber Power Hour / Tele  
Town Hall  
[Virtual](#)

Plaid Par-Tee  
[Driftwood Eatery](#)

04/08/2021  
Leadership Program  
Informational Coffee  
[Virtual](#)

04/21/2021  
Chamber Power Hour / Tele  
Town Hall  
[Virtual](#)

04/22/2021  
Chamber in the Community  
Earth Day Beach Clean Up  
[Folly Field](#)

Leadership Program  
Informational Happy Hour  
[Virtual](#)

04/28/2021  
State of the Region  
[Virtual](#)

Chamber Young Professionals  
[lot 9 brewing co.](#)

04/29/2021  
Coffee & Counsel  
[Virtual](#)

## MAY

05/05/2021  
Chamber Power Hour / Tele  
Town Hall  
[Virtual](#)

05/10/2021  
Pork in the Parking Lot  
[Chamber Headquarters](#)

05/11/2021  
Effective Social Media  
Campaigns  
[Chamber Headquarters / Virtual](#)

05/12/2021  
Bluffton Block Party  
[Hewitt Oaks](#)

05/17/2021  
Southwest Business Event  
[Montage Palmetto Bluff](#)

05/18/2021  
Jr. Leadership Graduation  
[Shelter Cove Harbour & Marina](#)

05/19/2021  
Chamber Power Hour / Tele  
Town Hall  
[Virtual](#)

Chamber Champion  
Reception  
[Harsta Home - Bluffton](#)

## JUNE

06/03/2021  
Chamber Coffee Chat  
[Virtual](#)

06/10/2021  
Executive Connection  
[Court Atkins Group](#)

06/24/2021  
Conversation + Cocktails  
[Lucky Rooster](#)

## JULY

07/21/2021  
Chamber Young Professionals  
at Palmetto Axes  
[Bluffton](#)

07/29/2021  
Coffee & Counsel with  
Burr + Forman  
[Virtual](#)

## AUGUST

08/12/2021  
Conversation + Cocktails  
[Tio's Bluffton](#)

08/19/2021  
Chamber Young Professionals  
[Chronic Golf](#)

## SEPTEMBER

09/01/2021  
Chamber Power Hour/  
Tele Town Hall  
[Virtual](#)

**Executive Connection**

[Whisper Creek Spa](#)

09/03/2021

**Public Policy Meeting**

[Virtual](#)

09/07/2021

**Business Education Partnership**

[HHI](#)

09/16/2021

**SC Chamber Grassroots Meeting**

[Palmera Inn & Suites](#)

09/23/2021

**Conversation + Cocktails**

[The Market Cafe at Michael Anthony's](#)

09/28/2021

**Chamber Young Professionals**

[Joe's Ice Cream & Beverage](#)

09/30/2021

**Coffee & Counsel with Burr + Forman**

[Virtual](#)

**OCTOBER**

10/01/2021

**Public Policy Meeting**

[Virtual](#)

10/05/2021

**Business Education Partnership**

[HHI](#)

10/06/2021

**Chamber Power Hour/Tele Town Hall**

[Virtual](#)

10/20/2021

**Coffee & Counsel with Burr + Forman**

[Virtual](#)

**Bluffton Regional Business Council**

[Bluffton](#)

10/21/2021

**Conversation + Cocktails**

[Hargray Bluffton](#)

10/27/2021

**Chamber Power Hour/Tele Town Hall**

[Virtual](#)

10/28/2021

**Chamber Young Professionals**

[Max Pour House](#)

**NOVEMBER**

11/02/2021

**Business Education Partnership**

[Hybrid](#)

11/04/2021

**Lowcountry Speaker Series: Robert O'Neill**

[The Sea Pines Resort](#)

11/05/2021

**Public Policy**

[Hybrid](#)

11/18/2021

**Conversation + Cocktails**

[High Tide Rooftop Bar at Courtyard by Marriott](#)

**DECEMBER**

12/01/2021

**Chamber Power Hour/Tele Town Hall**

[Virtual](#)

12/03/2021

**Public Policy**

[Virtual](#)

12/07/2021

**Business Education Partnership**

[Hybrid](#)

12/08/2021

**Bluffton Regional Business Council**

[Bluffton](#)

12/09/2021

**Sparkles & Spirits**

[Burnt Church Distillery](#)

12/15/2021

**Chamber Power Hour/Tele Town Hall**

[Virtual](#)



# Media Impressions and the Dollar Equivalent

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The communications team tracks all print, digital and broadcast mentions and stories about Hilton Head Island. Hosting visiting journalist and social influencers, meeting with editors of some of the nation's top-tier publications, working with broadcast crews and actively pitching story ideas about the destination are all part of the chamber's daily public relations outreach efforts in partnership with Weber Shandwick, one of the world's leading travel public relations firms.

Source: Weber Shandwick and includes all print, online and broadcast media

## 2021

Stories & Mentions

**2,316**

Impressions

**13,269,706,385**

Ad Value

**\$11,729,825.10**

## 2020

Stories & Mentions

**1,866**

Impressions

**8,129,666,977**

Ad Value

**\$19,015,478.70**

## 2019

Stories & Mentions

**3,751**

Impressions

**6,900,983,718**

Ad Value

**\$21,947,349.50**

## 2018

Stories & Mentions

**1,630**

Impressions

**1,829,828,359**

Ad Value

**\$21,992,361.71**

## 2017

Stories & Mentions

**2,198**

Impressions

**2,881,803,723**

Ad Value

**\$29,655,138**









# ***Appendix***

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# Hilton Head Island Visitor Profile Survey

2021

Melinda Patience  
Daniel Guttentag, Ph.D.



PREPARED FOR:

HILTON HEAD ISLAND-BLUFFTON  
CHAMBER OF COMMERCE

BY:

OFFICE OF TOURISM ANALYSIS  
SCHOOL OF BUSINESS  
COLLEGE OF CHARLESTON

66 GEORGE STREET | CHARLESTON, SC 29424  
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## EXECUTIVE SUMMARY

### SAMPLE DEMOGRAPHICS

Baby Boomers represented 49.9% of the respondents, followed by Gen X (22.0%), and then Millennials (21.8%). Over 56% of those surveyed had a Bachelor's degree or higher, and more than 50% had an annual household income of \$100,000 or more per year. Also, just over three-fourths of the respondents were married. Based on a comparison with the prior survey, these characteristics suggest a trend towards younger travelers visiting the area.

### POINT OF ORIGIN

The respondents resided in 380 geographical areas / MSAs (Metropolitan Statistical Areas) throughout the US, stretching from east to west coast. More respondents resided in Ohio than any other state (11.3%). Second was Pennsylvania (7.1%), followed then by New York (6.2%), Georgia (5.9%), North Carolina and California (4.7% each), Florida (4.0%), and then Virginia (3.8%). In-state visitors did not make up a significantly large portion of the respondents (3.3%).

According to a market penetration analysis, the following MSAs were major markets amongst respondents: New York-Newark-Jersey City, NY-NJ-PA; Atlanta-Sandy Springs-Roswell, GA; Philadelphia-Camden-Wilmington, PA-NJ-DE-MD; Pittsburgh, PA; Washington-Arlington-Alexandria, DC-VA-MD-WV; Cleveland-Elyria, OH; Los Angeles-Long Beach-Anaheim, CA; and Cincinnati, OH-KY-IN.

Canada remains the top international origin market amongst respondents (49.3%), followed by Europe (17.3%) and Asia (9.3%).

### THOSE WHO TRAVELED TO HILTON HEAD ISLAND

The top three reasons for choosing Hilton Head Island as a destination continue to be visiting beaches (75.4%), relaxation (51.5%), and spending time with family (46.6%), followed by biking (16.4%), golf (13.7%), and culinary experiences (12.2%). The activities in which visitors actually participated are similar to the previously mentioned activities, and also include shopping, nature-based activities, and water excursions.

Of those surveyed, 38.5% of overnight visitors and 57.8% of day trip visitors indicated they had visited Hilton Head Island, SC for the first time, suggesting that the destination continues to appeal to new visitors.

### TRIP CHARACTERISTICS

The average group size of those surveyed was 3.8 for overnight visitors and 2.1 for day trip visitors. The main mode of transportation to the island continues to be personal/family car (67.6%). However, flying into the destination increased notably from the prior survey (19.5% to 25.5%), with the proportion of visitors flying into Hilton Head Island Airport rising substantially (12.8% to 39.8%).

The average length of stay for those surveyed varied by segment; those staying in villa rentals stayed approximately 7.9 nights, hotel visitors stayed 5.5 nights, timeshare visitors stayed 8.3 nights, and second homeowners stayed 10.4 nights. The overall average was 6.7 nights.

Home/villa rental continues to be the most popular choice of accommodation for overnight visitors (37.2%), followed by resorts (20.9%), hotels (15.0%), timeshares (14.2%), and second homes (4.3%).



### TRAVEL PLANNING

VRBO remains by far the most popular online booking platform for villas/homes (34.2%), followed by local vacation rental companies (22.9%) and the local resorts' online booking platforms (e.g., Sea Pines, Palmetto Dunes) (15.1%). The percentage of respondents booking via Airbnb increased significantly from the prior survey (2.4% to 10.0%).

Other destinations like the Outer Banks, NC; Myrtle Beach, SC; and Gulf Shores, AL remain competitors for Hilton Head Island as alternative beach destinations. The top competing city market was Charleston, SC.

Top reasons for choosing to visit Hilton Head Island were previous visitation (60.0%), beach destination (49.7%), word-of-mouth/recommendation (24.1%), within driving distance of home (23.9%), and wanting to visit somewhere safe during/after COVID-19 (19.0%).

Of those visitors surveyed, 89.3% indicated an intention to return to visit Hilton Head Island.

### NON-VISITORS

Of those who indicated not to have traveled at all or not to have traveled to the Hilton Head Island / Bluffton area in the past 12 months (N=860), just 38.6% had never visited the Hilton Head Island / Bluffton area before, and 48.8% had visited one to five times before.

Of those non-visitors, 37.6% traveled elsewhere, 2.9% found it too expensive, 2.0% mentioned health reasons, 2.0% were hesitant because of unpredictable weather events, 1.5% did not travel at all, and 0.9% did not find what they were looking for. Over 26% stated the COVID-19 pandemic kept them from visiting the Hilton Head Island / Bluffton area. Of those who did not visit the Hilton Head Island / Bluffton area, alternative destinations in the Southeast (26.9%) and Midwest (10.5%) were the most popular. Nonetheless, 49% of the non-visitors indicated they had plans to visit the Hilton Head Island / Bluffton area within one year.

### TRAVEL BEHAVIOR

Looking at the travel behavior of both visitors and non-visitors together, the majority (56.6%) take two to four leisure/vacation trips per year, and they are most likely to travel between May and October.

The top five most appealing experiences for leisure trips/vacation were: beaches (91.3%), relaxation & rejuvenation (88.8%), passive outdoor adventures (76.7%), historical attractions (73.7%), and romantic couple-getaways (70.6%).

The following attributes were most important in choosing a leisure vacation: natural beauty of the destination (92.7%), ease of access (89.0%), quality of lodging and dining options (89.1% and 88.6%), affordability (87.6%), diversity of dining and lodging options (84.9% and 70.8%), and low traffic congestion (69.3%).





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## METHODOLOGY

The 2021 Visitor Profile Study (VPS) for the Hilton Head Island and Bluffton Area was conducted electronically. Between June 2021 and January 2022, emails were sent on a rolling basis to invite individuals to participate in the VPS. These individuals had previously visited [www.hiltonheadisland.org](http://www.hiltonheadisland.org) or [www.visitbluffton.org](http://www.visitbluffton.org) and submitted their email addresses, and they were generally contacted following their anticipated dates of visitation. In addition, invitations to complete the survey were posted in January 2022 on the social media channels of the Hilton Head Island Visitor & Convention Bureau and Explore Bluffton.

A total of 2,084 completed surveys were collected. This report is based largely on the 1,040 respondents who visited Hilton Head Island as an overnight or day trip, along with individuals who did not travel at all or did not travel to Hilton Head Island / Bluffton.

This report presents the results of the present study, together with comparative results from the last time this study was completed, in 2020. Because the prior (2020) report looked at visitation that occurred primarily in 2019, such results are labelled as “2019” throughout this report, rather than as “2020,” which is how they were labelled in the prior report. Likewise, the data from the current survey are labelled as 2021 because the vast majority of these respondents visited in 2021. When 2019 data is not presented, it is because the question was not asked in the previous survey.

The table below shows the visitor estimates for Hilton Head Island by segment for 2019 and 2021. The estimates are based on secondary data for hotel, timeshare, and villa visitors, as well as primary data collected regarding second homeowners, their guests, and day trippers.

Visitor Segment	2019	2021	Change (%)
<b>Villa/Home Rentals</b>	755,953	962,686	27.3%
<b>Hotels/Resorts</b>	473,679	508,977	7.5%
<b>Timeshares</b>	454,093	481,934	6.1%
<b>Second Homeowners</b>	613,216	719,302	17.3%
<b>Non-paying Guests</b>	159,137	186,667	17.3%
<b>Day trippers</b>	228,250	267,290	17.1%
<b>Total Visitors</b>	<b>2,684,328</b>	<b>3,126,856</b>	<b>16.5%</b>

Table 1: Visitor Estimates for 2019 and 2021



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***Community Sentiment Survey  
Executive Summary,  
MMGY Travel Intelligence***

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# COMMUNITY PERSPECTIVES

RESIDENT SENTIMENT STUDY

JULY 2021



HILTON HEAD ISLAND-BLUFFTON  
CHAMBER OF COMMERCE



Travel Intelligence

## SURVEY METHODOLOGY



Travel Intelligence

## SURVEY METHODOLOGY

- MMGY Travel Intelligence conducted an online survey of 2,979 Hilton Head Island residents
- Residents were invited to complete the online survey through the Hilton Head Island website, social media sites, and email outreach.
- The survey was fielded June 14, 2021 – June 25, 2021. Data were tabulated and analyzed by MMGY Travel Intelligence.
- The participants met the following criteria:
  - ✓ Must be a resident or property owner of Hilton Head Island;
  - ✓ 18 years of age or older.



- 3 -

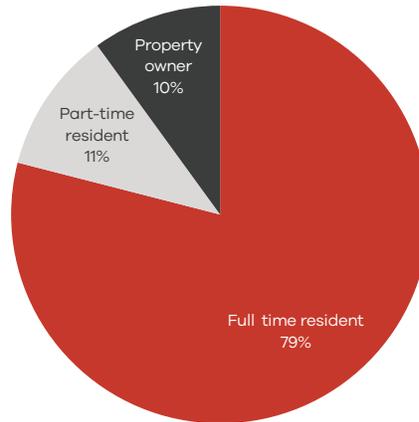
This sample size yields an error range of +/- 1.7 percentage points at the 95% level of confidence. This means that if the survey was to be replicated 100 times, we would expect the results to vary by no more than 1.7 percentage points 95 of those times.

# RESPONDENT DEMOGRAPHICS



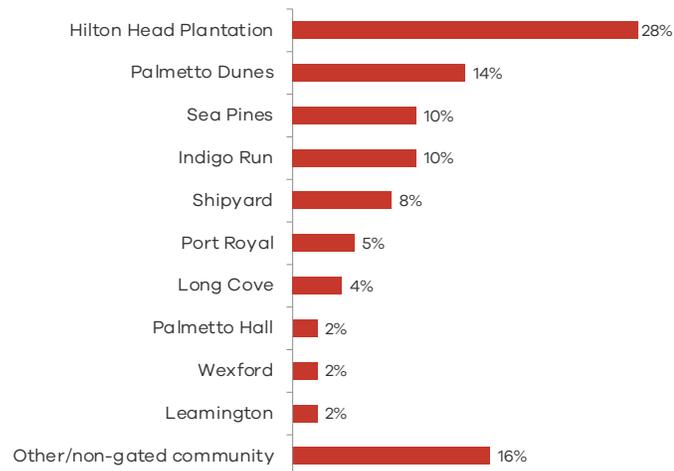
DEMOGRAPHICS

Type of Residency/Ownership on Hilton Head Island



DEMOGRAPHICS

Hilton Head Communities

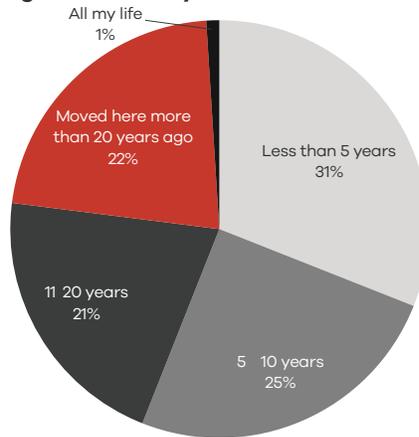


DEMOGRAPHICS

Zip Codes	
29926	1351
29928	1287
29910	24
29909	7
29925	6
30350	6
29588	5

DEMOGRAPHICS

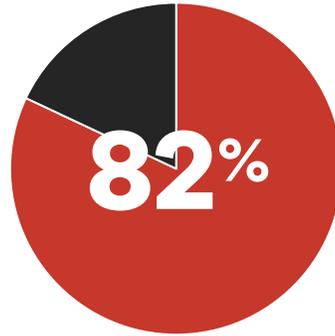
Length of Residency on Hilton Head Island



DEMOGRAPHICS



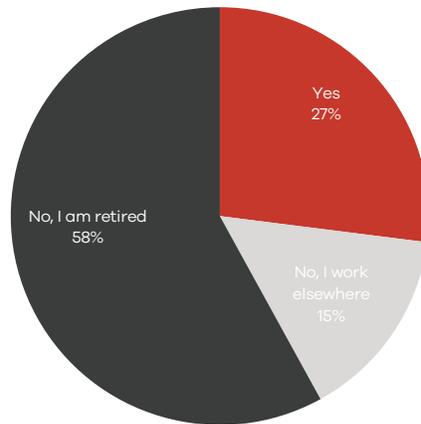
**% OF RESIDENTS WHO WERE VISITORS BEFORE MOVING TO/PURCHASING PROPERTY ON HILTON HEAD ISLAND**



Were you a visitor before you moved to/purchased property on Hilton Head Island?

DEMOGRAPHICS

**Do you currently work on Hilton Head Island?**



DEMOGRAPHICS

<b>Gender</b>	
Female	58%
Male	42%
Self-identify	0%
<b>Household Income</b>	
Less than \$30,000	0%
\$30,000 - \$49,999	3%
\$50,000 - \$99,999	12%
\$100,000 - \$149,999	16%
\$150,000 - \$249,999	19%
\$250,000 or more	20%
Prefer not to answer	30%

DEMOGRAPHICS

	<b>Total Respondents</b>
<b>Level of Education</b>	
Less than 4 years of high school	0%
4 years of high school	4%
1-3 years of college	13%
4 years of college	39%
Graduate school or more	43%
<b>Children under 18 in household</b>	
	11%

## KEY INSIGHT #1

 Travel Intelligence

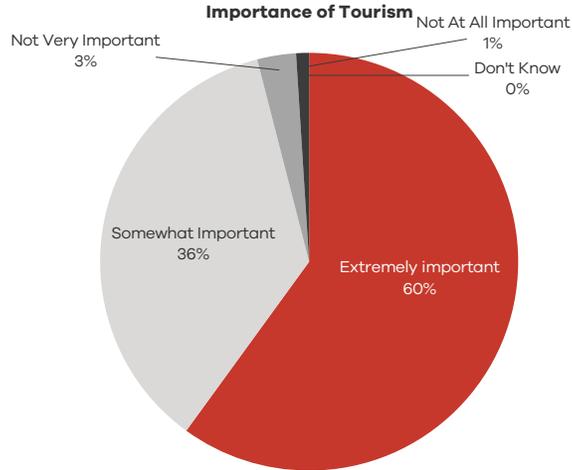
Residents largely consider tourism important to Hilton Head Island's local economy, but many also feel it has a negative impact on their lives, especially during Summer.

## KEY INSIGHT #1

 Travel Intelligence

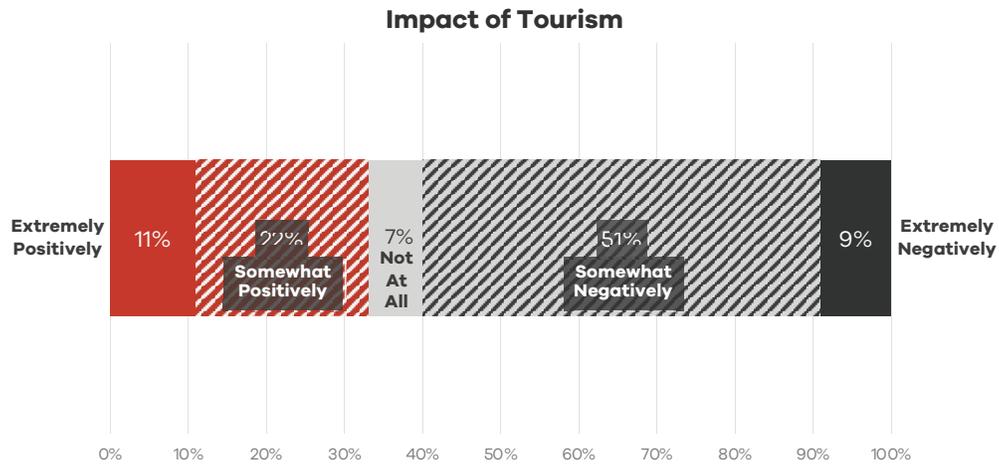
KEY INSIGHT #1

Six in ten residents believe tourism is extremely important to Hilton Head Island's local economy, while only 4 percent believe it is not very important or not important at all.



KEY INSIGHT #1

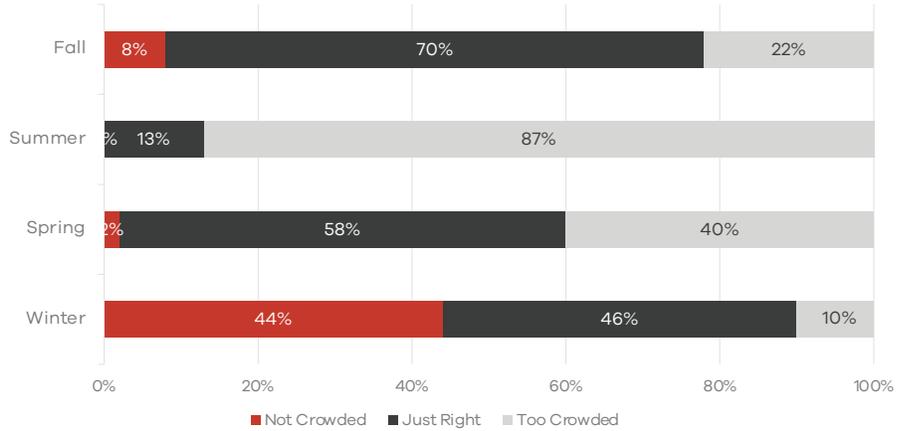
One-third of residents feel that tourism impacts their life at least somewhat positively, while six in ten feel it has at least a somewhat negative impact.



KEY INSIGHT #1

Summer is considered to be “too crowded” by nine in ten residents, while seven in ten feel Fall is “just right” and six in ten feel Spring is “just right”. Winter is the considered both “just right” and “not crowded” by more than four in ten residents.

Seasonal Perceptions

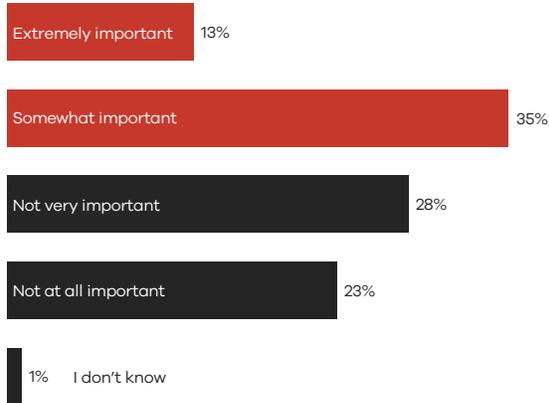


- 17 -

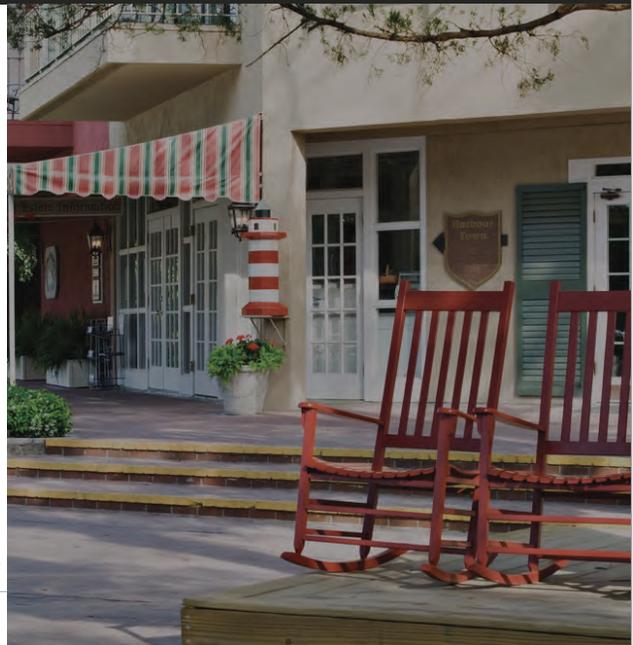
Please indicate your perception of the level of visitation during the following seasons.

KEY INSIGHT #1

IMPORTANCE OF ATTRACTING VISITORS TO HILTON HEAD ISLAND DURING TIMES OF YEAR WITH LOW VISITATION



Please indicate how important you believe it is to attract visitors to Hilton Head Island during times of the year that usually have lower visitation (November - April).



KEY INSIGHT #1



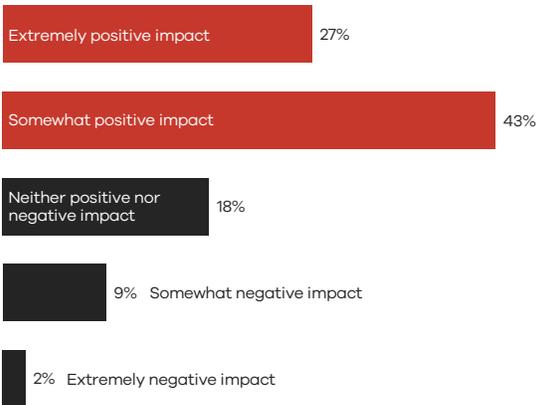
**IMPORTANCE OF HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE EDUCATING VISITORS HOW TO RESPECT THE LOCAL ENVIRONMENT AND NATURAL RESOURCES WHEN VISITING**



In your view, how important is it for Hilton Head Island-Bluffton Chamber of Commerce to educate visitors about how to respect the local environment and natural resources when they visit?

KEY INSIGHT #1

**TYPE OF IMPACT HOSTING MARQUEE EVENTS AND FESTIVALS HAS ON RESIDENTS AND VISITORS**



One of the Hilton Head Island-Bluffton Chamber of Commerce's objectives is to promote marquee events and festivals. Please indicate the type of impact you believe these activities have on the quality of life for local residents and visitors.



## KEY INSIGHT #1

I support efforts by the Hilton Head Island–Bluffton Chamber of Commerce in educating visitors about how to be responsible in protecting and preserving our natural resources when visiting Hilton Head Island	<b>87%</b>
I support efforts by our town in the funding and installation of local public art, exhibits, and cultural attractions	<b>67%</b>
I support efforts by the Hilton Head Island–Bluffton Chamber of Commerce in promoting attractions, festivals, exhibits and similar on Hilton Head Island	<b>57%</b>
I support efforts by the Hilton Head Island–Bluffton Chamber of Commerce in branding and marketing Hilton Head Island for tourism	<b>47%</b>

## KEY INSIGHT #2

While residents tend to be knowledgeable about tourism and its benefits, opportunities exist to further educate residents on tourism's impact on their lives and their finances.

## KEY INSIGHT #2

MMGY Travel Intelligence

### KEY INSIGHT #2

#### Tourism on Hilton Head Island...



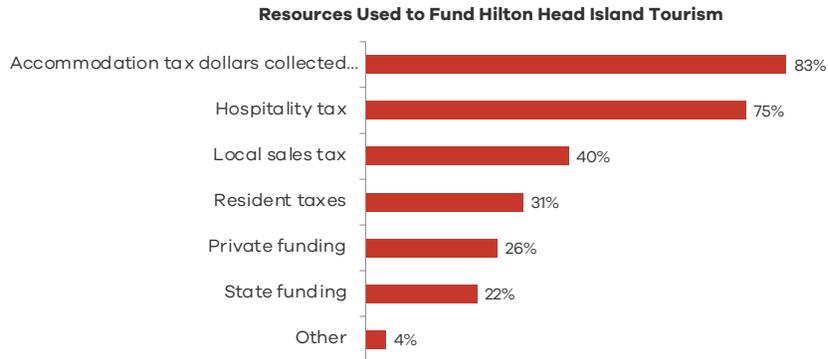
MMGY Travel Intelligence

- 24 -

Please indicate your level of agreement with the following statements.

KEY INSIGHT #2

**24%** Of Hilton Head Island Residents say they don't know what resources fund the Hilton Head Island-Bluffton Chamber of Commerce



KEY INSIGHT #3

Nearly all residents feel pride in being Hilton Head Island residents and feel it offers high-quality experiences, dining, and shopping.

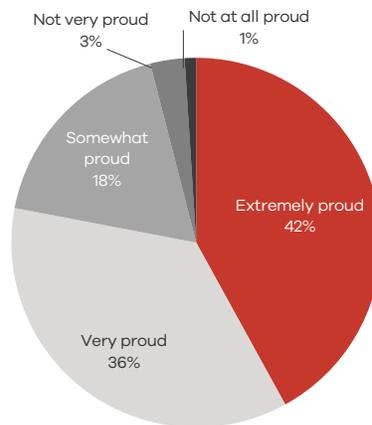
## KEY INSIGHT #3

MMGY Travel Intelligence

### KEY INSIGHT #3

Three-quarters of Hilton Head Island residents are extremely or very proud to be Hilton Head Island residents, while one quarter are at least somewhat proud to be residents.

**Pride in Hilton Head Island Residency**



MMGY Travel Intelligence

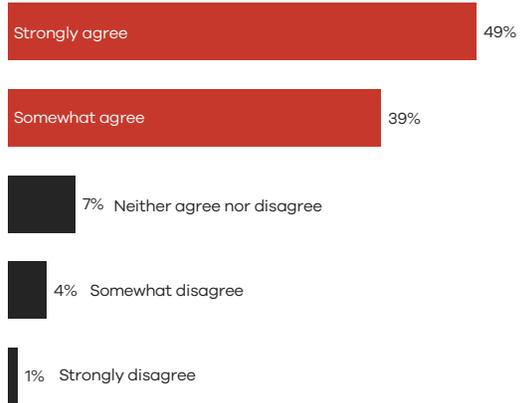
- 28 -

Please indicate the level of pride you feel in being a resident of Hilton Head Island.

KEY INSIGHT #3



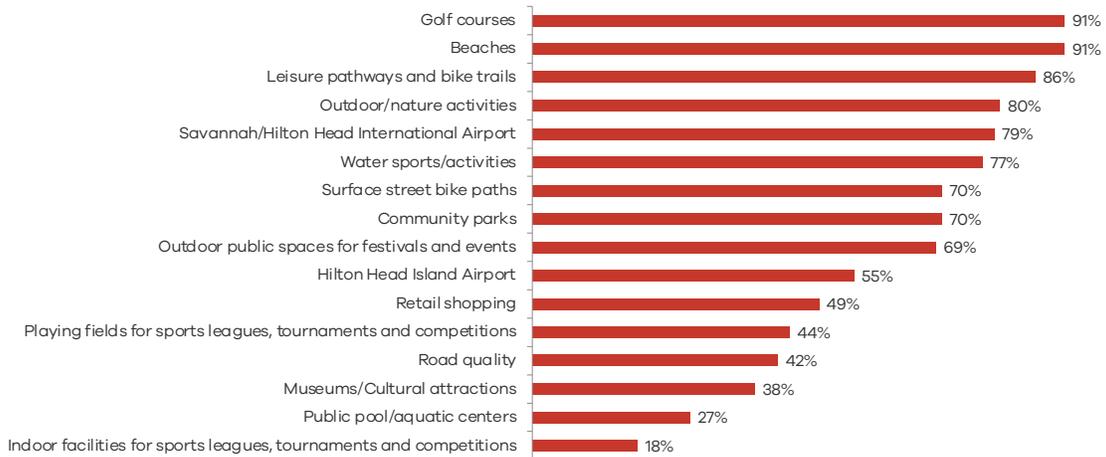
**"I BELIEVE HILTON HEAD ISLAND IS A VERY SAFE PLACE TO LIVE"**



Please indicate your level of agreement with the following statement:  
*I believe Hilton Head Island is a very safe place to live.*

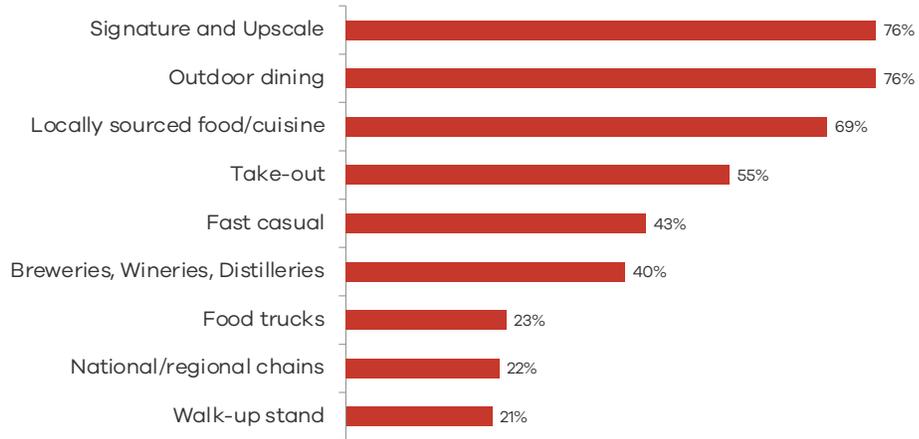
KEY INSIGHT #3

**Highest Perceived Hilton Head Island Experiences**



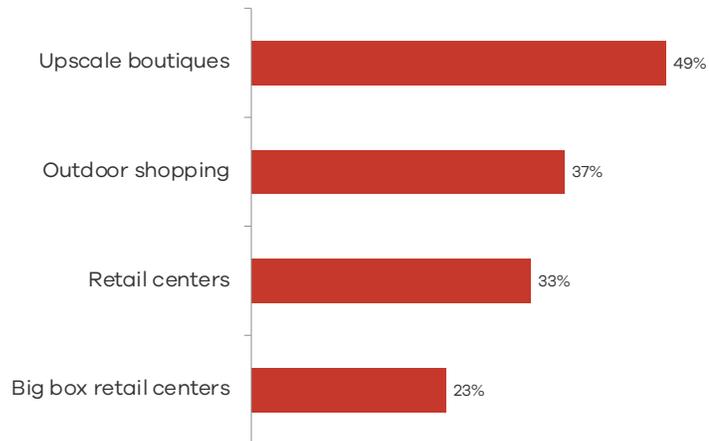
KEY INSIGHT #3

Perceived High Quality Dining Options



KEY INSIGHT #3

Perceived High Quality Shopping Options



## KEY INSIGHT #4

 Travel Intelligence

While residents give Hilton Head Island a high Net Promoter Score (NPS), many acknowledge a perceived negative impact of tourism that has dampened their enthusiasm for it.

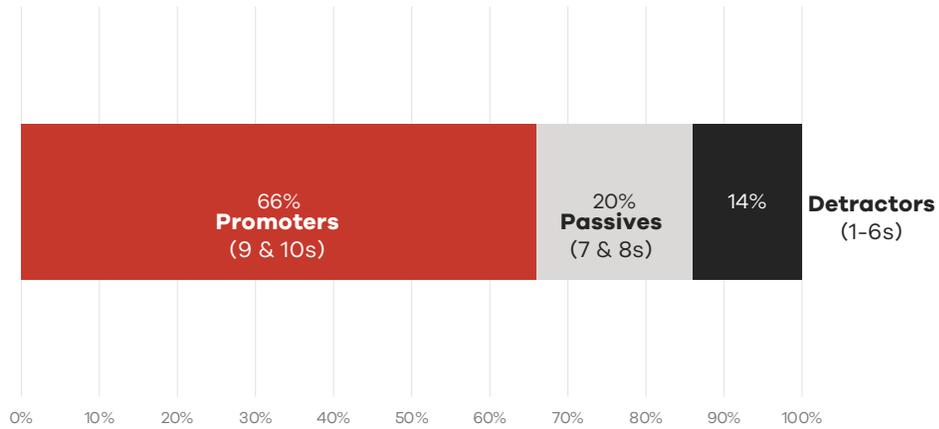
## KEY INSIGHT #4

 Travel Intelligence

KEY INSIGHT #4

The Net Promoter Score for Hilton Head Island among residents is +52 meaning there are more promoters than detractors among residents.

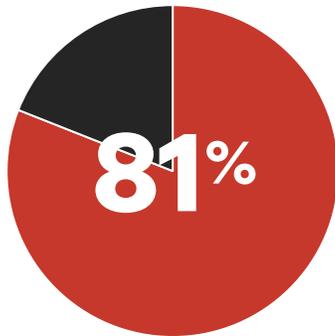
Net Promoter Score



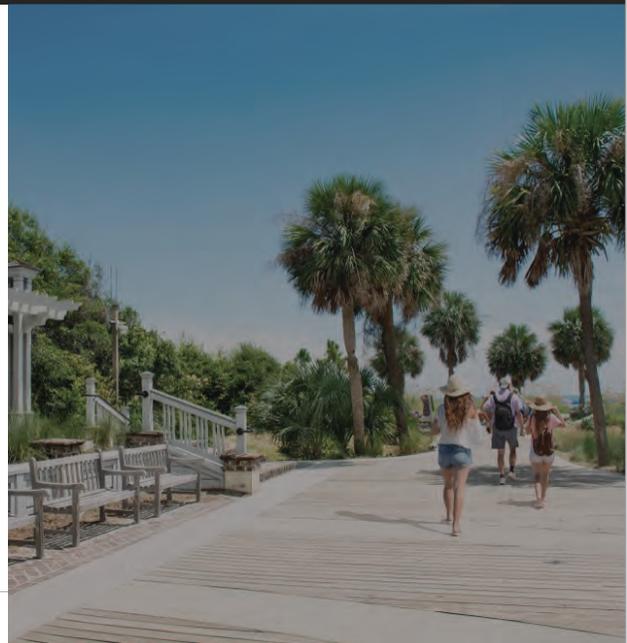
- 35 - On a scale from 1-10, where 1 = Not Likely at All and 10 = Extremely Likely, how likely are you to recommend Hilton Head Island as a place to visit when talking to trusted friends and family members who do not live on Hilton Head Island?

KEY INSIGHT #4

% OF RESIDENTS WHO CONSIDER THEMSELVES ENTHUSIASTIC ADVOCATES OF HILTON HEAD ISLAND



Do you consider yourself to be a passionate advocate for Hilton Head Island?



#### KEY INSIGHT #4

The top attributes passionate advocates recommend when talking about Hilton Head Island as a vacation destination are the Beaches, Restaurants, Biking/Bike paths, and Golf/Golf courses.



#### KEY INSIGHT #4

### Negatives Aspects to Tourism on Hilton Head Island

#### Traffic/Overcrowding

The overwhelming response to this question is the traffic and congestion caused by tourists. This also causes a lack of parking and difficulties getting into local restaurants.

#### Trash/Littering

Residents also feel that tourists leave a significant amount of trash and litter on the beaches, especially during the Summer season.

#### Disrespectful Tourists

Residents believe that tourism is attracting a more disrespectful tourist to the Island that doesn't respect the natural resources and residents. These tourists are also partying more.

#### Other mentions:

- Two days of timeshare check-ins/check-outs
- Affordable housing
  - Some resident feel there isn't enough
  - Others believe it deters from the high quality of the Island
- Over-development/commercialization

KEY INSIGHT #4

**WHAT CAN HILTON HEAD ISLAND DO?**

“Improve the housing for workforce. Be sure we pay competitive wages to recruit and retain employees in the hospitality sector in particular

“Attract higher-end quality of guests.

“More unique local shops, artisans, artists; restaurants. No National restaurant chains..... keep things unique to HHI..... uniquely boutique!

“Improve the roadway, more landscaping, make use of vacant property like the big concrete lot on main street to bring nature and encourage outdoor activities

“Second set of bridges to get onto the island.

“Capitalize on the unique culture and history of Hilton Head. Cultivate Gullah cultural centers. Appeal to visitors who are interested in nature and would respect our environment. Visitors who are educated or interested in the natural world and want to explore our beaches respectfully.



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What could Hilton Head Island do to make the City more attractive to entice travelers to visit here rather than to another City?

# COMMUNITY PERSPECTIVES RESIDENT STUDY

RESEARCH REPORT JULY 2021



HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE





**HILTON HEAD ISLAND**

SOUTH CAROLINA

[THINKHILTONHEADISLAND.ORG](http://THINKHILTONHEADISLAND.ORG)



# TOWN OF HILTON HEAD ISLAND

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## Staff Report Memo

TO: Finance and Administrative Committee  
FROM: Jayme Lopko, AICP, *Senior Planner*  
VIA: Shawn Colin, AICP, *Assistant Town Manager - Community Development*  
VIA: Anne Cyran, AICP, *Interim Community Planning Manager*  
DATE: April 7, 2022  
SUBJECT: Home Safety and Repair Program

---

**Recommendation:** That the Finance and Administrative Committee review the proposed Home Safety and Repair Program and forward a recommendation to Town Council to adopt a Resolution authorizing the Program for implementation, including the execution of a Memorandum of Understanding with the Lowcountry Council of Governments to perform the household income certification required to meet eligibility criteria.

**Summary:** On August 19, 2021, Town Council approved expenditure recommendations for American Rescue Plan Funds received by the Town, including \$400,000 for a Home Repair/Removal of Unsafe and Uninhabited Structures Program (Home Safety and Repair Program). The funding allocation is programmed over two years, with \$200,000 in Fiscal Year 2022 and \$200,000 in Fiscal Year 2023.

Approval of the Home Safety and Repair Program Resolution (Attachment 2) by Town Council will allow staff to formalize the procedure for executing the program. If approved, the Town will execute a communication plan to promote and refer households to the program.

As described in Exhibit A of the Resolution (Attachment 3), the Program will provide financial assistance to low-income homeowners and households earning up to 60% of the area median income (AMI) for Beaufort County for the following:

1. Repairs to the home to keep it safe and dry;
2. Abatement or demolition of uninhabited or unsafe structures; and
3. Trimming or removal of trees that pose a hazard to the home.

Qualified applicants may apply for multiple improvements to their property with total expenditures limited to \$15,000 per fiscal year, per applicant, unless an emergency arises and an exception to the \$15,000 limit is authorized by the Town Manager.

Approval of the Memorandum of Understanding (Attachment 4) will establish an agreement with the Lowcountry Council of Governments (LCOG) to ensure household income is certified prior to approval of an application to participate in the Program (Attachment 5).

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The Home Safety and Repair Program is supported by Our Plan Inclusive Goal 3, Inclusive Strategy 5.4, Connected Goals 1 and 4, Connected Strategy 4.1, and Infrastructure Strategy 3.3. The Program is an inclusive planning process that considers the needs of different demographics of the Island and will provide residents a better quality of life while building resistance to environmental challenges.

**Background:** The intent of the Home Safety and Repair Program is to assist low-income homeowners and households on the Island with safety measures in and around their home.

Deep Well has a Livable Housing Program to assist residents with various home repairs, sewer/septic issues, and temperature control measures. Their program is available to owner-occupied units only; however, they will work with a landlord for projects related to a rental unit.

The Town's Home Safety and Repair Program will supplement the Deep Well Program by providing assistance for larger scale repairs that will allow Deep Well to focus their funds on other needs within the community.

The detailed program is outlined below:

#### Program Policy Statement

The Town of Hilton Head Island has established the Home Safety and Repair Program to assist low-income homeowners and households of the Island with property repairs and improvements that will help to increase the quality of life for all residents while creating a safer, more vibrant community that retains its character and provides for quality affordable housing.

#### Program Elements

The Home Safety and Repair Program is designed to assist low-income homeowners and households that live in the municipal boundaries of the Town of Hilton Head Island while ensuring that they have safe and dry living environments. Program elements are as follows:

- A. Home Repair – Assist homeowners with repairs to the inside and/or outside of their home that will lead to a safer and drier home.
- B. Abatement/Demolition of Uninhabited or Unsafe Structures – Assist with the abatement or demolition of unsafe structures on residential property in accordance with the procedures outlined in Title 9, Chapter 8 Uninhabited, Unsafe Buildings/Structures of the Municipal Code of the Town of Hilton Head Island (Attachment 8).
- C. Hazard Tree Trimming or Removal – Assist with the trimming or removal of any tree that is dead, clearly diseased, or in any condition that would constitute a hazard to public health, safety, or welfare of the home, as determined by the Town or any person or firm contracted by the Town.
- D. Fees for building permits and any other Town of Hilton Head Island applications will be waived.

Some requested services may require additional Town reviews and/or approvals. Town Staff will assist the applicant in obtaining the necessary reviews.

Limits on Applications / Qualifications

Qualified applicants are homeowners or households with an annual income that does not exceed sixty percent (60%) of the Area Median Income (AMI) published each year for Beaufort County. Qualified applicants may apply for multiple improvements to their property with expenditures limited to a total of \$15,000 per Town fiscal year (July 1 – June 30) unless an emergency arises and an exception to the \$15,000 limit is authorized by the Town Manager.

Lowcountry Council of Governments (LCOG) Income Certification

Eligibility for the program is based on total income of all adults (18 years and older) living in the household and the number of household members. Income Certification is determined through an agreement with the LCOG (Attachment 6). To certify income, any (not all) of the following types of documentation must be submitted by the applicant and each adult living in the household.

- Three (3) consecutive payroll stubs; or
- A completed verification of employment form or, Social Security annual statement, Retirement statement or stub; or
- Bank statements-Deposit Snapshot from bank for social security income or income from other sources; or
- Current year tax return.

Required Applicant Forms and Documentation

The applicant is required to submit to the Town the following forms and documentation when requesting any of the services offered under this Program:

1. A complete application;
2. Adequate proof of an ownership interest in the home or property, whether by recorded title, court order, affidavit, or otherwise;
3. Income documentation for each adult member of the household; and
4. A Right-of-Entry (Attachment 7) which allows Town Staff and Town contractors' access to the property for the purpose of evaluating and performing work as described on the work specifications sheet.

**Attachments:**

1. Presentation
2. Resolution
3. Resolution Exhibit A: Home Safety and Repair Program
4. Resolution Exhibit B: Memorandum of Understanding
5. Program Application
6. LCOG Income Certification Form
7. Right of Entry Agreement
8. Municipal Code: Title 9, Chapter 8, Uninhabited, Unsafe Buildings/Structures

ATTACHMENT 1



# Town of Hilton Head Island Home Safety & Repair Program

Finance & Administrative Committee

April 19, 2022



# Agenda

- ▶ Recommendation
- ▶ Program Policy Statement
- ▶ Program Elements
- ▶ Limitations/Qualifications
- ▶ Income Certification
- ▶ Required Applicant Forms and Documents
- ▶ Program Execution
- ▶ Communication Strategy
- ▶ Next Steps



## Recommendation

That the Finance and Administrative Committee review the proposed Home Safety and Repair Program and forward a recommendation to Town Council to adopt a Resolution authorizing the Program for implementation, including the execution of a Memorandum of Understanding with the Lowcountry Council of Governments to perform the household income certification required to meet eligibility criteria.



# Program Policy Statement

The Town of Hilton Head Island has established the Home Safety and Repair Program to assist low-income homeowners and households of the Island with property repairs and improvements that will help to increase the quality of life for all residents while creating a safer, more vibrant community that retains its character and provides for quality affordable housing.



# Program Elements

- ▶ Home Repair
  - Repairs to inside or outside of home to keep it safe and dry
- ▶ Abatement/Demolition of Uninhabited or Unsafe Structures
  - Removal of structures determined to be unsafe per Town code
- ▶ Hazard Tree Trimming or Removal
  - Removal or trimming of trees determined to be a hazard to the home
- ▶ Town application and permit fees will be waived



# Limitations/Qualifications

- ▶ Homeowners & households earning up to 60% AMI
- ▶ Total costs limited to \$15,000 per applicant, per Town Fiscal Year, unless an emergency arises and an exception to the \$15,000 limit is authorized by the Town Manager



# Income Certification

## Lowcountry Council of Governments (LCOG) Income Certification

- ▶ Eligibility for the program is based on total income of all adults (18 years and older) living in the household and the number of household members. Income Certification is determined through an agreement with the LCOG. To certify income, any (not all) of the following types of documentation must be submitted by the applicant and each adult living in the household.
  - ❑ Three (3) consecutive payroll stubs; or
  - ❑ A completed verification of employment form or, Social Security annual statement, Retirement statement or stub; or
  - ❑ Bank statements-Deposit Snapshot from bank for social security income or income from other sources; or
  - ❑ Current year tax return.



# Required Forms and Documents

The applicant is required to submit to the Town the following forms and documentation when requesting any of the services offered under this Program:

- A complete application;
- Adequate proof of an ownership interest in the home or property, whether by recorded title, court order, affidavit, or otherwise;
- Income documentation for each adult member of the household; and
- A Right-of-Entry which allows Town Staff and Town contractors' access to the property for the purpose of evaluating and performing work as described on the work specifications sheet.



# Program Execution

- ▶ Application submitted to Town
- ▶ Lowcountry Council of Governments reviews documentation and certifies household income meets requirements
- ▶ Town staff performs site visit to verify safety concerns
- ▶ Town staff obtains at least 3 bids for scope of work
- ▶ Town awards contract & executes right of entry
- ▶ Town staff monitors work & pays invoice



# Communication Strategy

- ▶ Town press release, social media posts
- ▶ Town flyer in English & Spanish
- ▶ Town to include information on website
- ▶ Public Service District to include information on newsletter and bills
- ▶ Deep Well to include information on their website



# Next Steps

- ▶ Finance and Administrative Committee review and recommendation on April 19, 2022
- ▶ If approved, item will be brought forward for consideration to Town Council as early as May 3, 2022

## *If Approved:*

- ▶ Execution of Memorandum of Understanding with Lowcountry Council of Governments
- ▶ Execution of Communication Strategy



# Town of Hilton Head Island Home Safety & Repair Program

Finance & Administrative Committee

April 19, 2022

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, APPROVING THE CREATION OF A HOME SAFETY AND REPAIR PROGRAM TO ASSIST LOW-INCOME HOMEOWNERS AND HOUSEHOLDS LOCATED WITHIN THE TOWN OF HILTON HEAD ISLAND WITH PROPERTY REPAIRS AND IMPROVEMENTS TO ENSURE THEY HAVE SAFE AND DRY LIVING ENVIRONMENTS, FURTHER AUTHORIZING THE EXECUTION OF A MEMORANDUM OF UNDERSTANDING BY AND BETWEEN THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, AND THE LOWCOUNTRY COUNCIL OF GOVERNMENTS.**

**WHEREAS**, on August 19, 2021, Town Council approved staff recommendations regarding the allocation of American Rescue Plan Funding Appropriations, which included \$400,000 for a Home Repair – Structural Safety/Removal of Unsafe and Uninhabited Structure Program (Home Safety and Repair Program) with \$200,000 in Fiscal Year 22 and \$200,000 in Fiscal Year 23; and

**WHEREAS**, on October 20, 2020, Town Council adopted Our Plan 2020-2040, the Town of Hilton Head Island Comprehensive Plan; and

**WHEREAS**, the Home Safety and Repair Program (Hereinafter referred to as the “Program”) is supported by several goals and strategies from the adopted Our Plan; and

**WHEREAS**, the Town desires for the Program to be available to low-income homeowners and households in the Town of Hilton Head Island earning up to 60% of the area median income (AMI); and

**WHEREAS**, the Town and the Lowcountry Council of Governments desire to enter into a Memorandum of Understanding for the purpose of providing income certification based on the information provided by the Town through the Program application as contained in the Memorandum of Understanding; and

**WHEREAS**, the Finance and Administrative Committee held a public meeting on April 19, 2022 at which time a presentation was made by Staff and an opportunity was given for the public to comment on the proposed Program and Memorandum of Understanding; and

**WHEREAS**, after consideration of the Staff presentation and public comments, the Finance and Administrative Committee voted \_\_\_\_\_ to recommend \_\_\_\_\_ of the proposed Program and Memorandum of Understanding; and

**WHEREAS**, the Town Council of the Town of Hilton Head Island, South Carolina has determined that it is in the best interest of the Town of Hilton Head Island, South Carolina, to approve the creation of the Program to assist low-income homeowners and households on the Island with repairs and improvements to ensure they have safe and dry living environments; and

**WHEREAS**, the Town Council for the Town of Hilton Head Island, South Carolina, has determined that it is in the best interests of the Town to enter into such a Memorandum of Understanding; and

**NOW, THEREFORE, BE IT, AND HEREBY IT IS, RESOLVED BY THE TOWN COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA:**

1. The Home Safety and Repair Program as submitted in Exhibit "A" to this resolution be approved.
2. The Memorandum of Understanding as submitted in Exhibit "B" to this resolution is authorized to be executed by the Mayor and Town Manager.

**MOVED, APPROVED, AND ADOPTED BY THE COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND ON THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 2022.**

THE TOWN OF HILTON HEAD ISLAND,  
SOUTH CAROLINA

\_\_\_\_\_  
John McCann, Mayor

ATTEST:

\_\_\_\_\_  
Krista Wiedmeyer, Town Clerk

APPROVED AS TO FORM:

\_\_\_\_\_  
Curtis L. Coltrane, Town Attorney

Introduced by Council Member: \_\_\_\_\_



## **Town of Hilton Head Island Community Development Department Home Safety and Repair Program**

### Policy Statement

The Town of Hilton Head Island has established the Home Safety and Repair Program to assist low-income homeowners and households of the Island with property repairs and improvements that will help to increase the quality of life for all residents while creating a safer, more vibrant community that retains its character and provides for quality affordable housing.

### Program Elements

The Home Safety and Repair Program is designed to assist low-income homeowners and households that live in the municipal boundaries of the Town of Hilton Head Island while ensuring that they have safe and dry living environments. Program elements are as follows:

1. Home Repair – Assist homeowners with repairs to the inside and/or outside of their home that will lead to a safer and drier home.
2. Abatement/Demolition of Uninhabited or Unsafe Structures – Assist with the abatement or demolition of unsafe structures on residential property in accordance with the procedures outlined in Title 9, Chapter 8 Uninhabited, Unsafe Buildings/Structures of the Municipal Code of the Town of Hilton Head Island.
3. Hazard Tree Trimming or Removal – Assist with the trimming or removal of any tree that is dead, clearly diseased, or in any condition that would constitute a hazard to public health, safety, or welfare of the home, as determined by the Town or any person or firm contracted by the Town.
4. Fees for building permits and any other Town of Hilton Head Island applications will be waived.
5. Some requested services may require additional Town reviews and/or approvals. Town Staff will assist the applicant in obtaining the necessary reviews.

### Limits on Applications / Qualifications

Qualified applicants are homeowners or households with an annual income that does not exceed sixty percent (60%) of the Area Median Income (AMI) published each year for Beaufort County. Qualified applicants may apply for multiple improvements to their property with expenditures limited to a total of \$15,000 per Town fiscal year (July 1 – June 30) unless an emergency arises and an exception to the \$15,000 limit is authorized by the Town Manager.

### Lowcountry Council of Governments (LCOG) Income Certification

Eligibility for the program is based on total income of all adults (18 years and older) living in the household and the number of household members. Income Certification is determined through an agreement with the LCOG. To certify income, any (not all) of the following types of documentation must be submitted by the applicant and each adult living in the household.

## Attachment 3: Resolution Exhibit A

- Three (3) consecutive payroll stubs; or
- A completed verification of employment form or, Social Security annual statement, Retirement statement or stub; or
- Bank statements-Deposit Snapshot from bank for social security income or income from other sources; or
- Current year tax return.

### Required Applicant Forms and Documentation

The applicant is required to submit to the Town the following forms and documentation when requesting any of the services offered under this Program:

1. A Complete Application;
2. Adequate proof of an ownership interest in the home or property, whether by recorded title, court order, affidavit, or otherwise;
3. Income documentation for each adult member of the household; and
4. A Right-of-Entry which allows Town Staff and Town contractors' access to the property for the purpose of evaluating and performing work as described on the work specifications sheet.



Attachment 4: Resolution Exhibit B

- b. mailed first class, postage prepaid, to the address of record set forth below, in which case delivery shall be deemed to have occurred two calendar days after the date of postmark.

**LOWCOUNTRY COUNCIL OF GOVERNMENTS**

Executive Director  
PO Box 98  
Yemassee, SC 29945

**TOWN OF HILTON HEAD ISLAND**

Town Manager  
One Town Center Court  
Hilton Head Island, SC 29928

The address of record may be changed by written notice to the other party.

- 5. **Term.** The term of this Memorandum of Understanding shall be for a period of two (2) years from the date of execution, \_\_\_\_\_. Prior to \_\_\_\_\_, this Memorandum will be reviewed by the Town and LCOG. Changes may be made only with and by the mutual written consent of both parties.
- 6. **Termination.** In addition to any other rights of termination set forth in this Memorandum, each party shall have the right to terminate this Memorandum, by written notice to the other party, if the other party is in default of any term or provision of this Memorandum, and the defaulting party fails to cure or correct such default within fourteen (14) days of notice thereof from the non-defaulting party. A party may elect to disregard a default for the period of time without waiving its right to declare a default at a subsequent time or upon reoccurrence of the default.

(SIGNATURE PAGES FOLLOW)







**Town of Hilton Head Island**  
**Community Development Department**  
 One Town Center Court  
 Hilton Head Island, SC 29928  
 Phone: 843-341-4757 Fax: 843-842-8908  
[www.hiltonheadislandsc.gov](http://www.hiltonheadislandsc.gov)

<b>FOR OFFICIAL USE ONLY</b>
Date Received: _____
Accepted by: _____

Property Owner Name: \_\_\_\_\_ Property Address: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_  
 Parcel Number [PIN]: R \_\_\_\_\_  
 Zoning District: \_\_\_\_\_ Overlay District(s): \_\_\_\_\_

**Home Safety & Repair Program Application – Assistance Requested**

- Unsafe/Uninhabited Structure Demolition
- Home Repair
- Hazard Tree Removal/Trimming

**Please indicate the type of repair(s) you are requesting.**

If not listed below, please include desired repair under the “other” category. The Safe & Dry Program is for home repairs to make homes safe and dry in accordance with the building code and to address weatherization needs.

*Final determination of services will be made by the Town of Hilton Head Island staff and qualified contractors.*

<input type="checkbox"/> Roof Repair/Replacement	<input type="checkbox"/> Ceiling Repair (Water Damage)	<input type="checkbox"/> Wall Repair (Water Damage)
<input type="checkbox"/> Window Repair (seal from elements)	<input type="checkbox"/> Ceiling Repair (Other)	<input type="checkbox"/> Wall Repair (Other)
<input type="checkbox"/> Window Repair (Glass)	<input type="checkbox"/> Door Repair (Locks)	<input type="checkbox"/> Floor Repair (Tripping Hazard)
<input type="checkbox"/> Window Repair (Locks)	<input type="checkbox"/> Door Repair (seal from elements)	<input type="checkbox"/> Floor Repair (Water Damage)
<input type="checkbox"/> Deck/Stair Repair	<input type="checkbox"/> Siding Repair	<input type="checkbox"/> Floor Repair (Other)
<input type="checkbox"/> Kitchen/Bathroom (Leak Repair)	<input type="checkbox"/> Insulation Repair	<input type="checkbox"/> Other:
<input type="checkbox"/> Other:	<input type="checkbox"/> Other:	<input type="checkbox"/> Other:

**Provide narrative/description of project** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Are there recorded private covenants and/or restrictions that are contrary to, conflict with, or prohibit the proposed request? If yes, a copy of the private covenants and/or restrictions must be submitted with this application.**  YES  NO

To the best of my knowledge, the information on this application and all additional documentation is true, factual, and complete and authorized by the property owner(s). I hereby agree to abide by all conditions of any approvals granted by the Town of Hilton Head Island. I understand that such conditions shall apply to the subject property only and are a right or obligation transferable by sale.

\_\_\_\_\_  
 SIGNATURE  
 Last Revised 04/07/2022

\_\_\_\_\_  
 DATE

**LOWCOUNTRY COUNCIL OF GOVERNMENTS  
PO BOX 98, YEMASSEE, SC 29945  
PHONE (843) 473-3990  
FAX (843) 726-5165**

**CERTIFICATION OF INCOME RESULTS**

Homeowner/Household:  
Address:  
Hilton Head Island, SC 299\_\_\_\_

Approved Verification Source:

- \_\_\_ Three (3) consecutive payroll stubs
- \_\_\_ Completed verification of employment form
- \_\_\_ Social Security annual statement
- \_\_\_ Bank statement or Bank Deposit Snapshot showing deposits of social security income/other source income within 6 months of application
- \_\_\_ Current year income tax return
- \_\_\_ Notarized certification of income

The above income verification certifies to be at or below the 60% Local Area Household Median Income.

QUALIFIED                       NOT QUALIFIED

Documents checked for Town of Hilton Head Island Home Safety & Repair Program on \_\_\_\_\_, 2022 by Jessica Dailey, Community & Economic Development Specialist, Lowcountry Council of Governments

\_\_\_\_\_  
Jessica Dailey

<b>BEAUFORT COUNTY</b>								
MEDIAN HOUSEHOLD INCOME \$76,000	1 PERSON	2 PERSONS	3 PERSONS	4 PERSONS	5 PERSONS	6 PERSONS	7 PERSONS	8 PERSONS
30%	16,300	18,600	20,950	23,250	25,150	27,000	28,850	30,700
50%	27,150	31,000	34,900	38,750	41,850	44,950	48,050	51,150
60%	32,580	37,200	41,880	46,500	50,220	53,940	57,660	61,380
80%	43,400	49,600	55,800	62,000	67,000	71,950	76,900	81,850

STATE OF SOUTH CAROLINA            )  
   )  
 COUNTY OF BEAUFORT                    )       **RIGHT OF ENTRY AGREEMENT**

Comes now, \_\_\_\_\_ (the “Grantor”), and states that for and in consideration of the sum of One and no/100 (\$1.00) Dollar, the receipt and sufficiency at and before the execution and delivery of these presents is acknowledged, the Grantor has granted and delivered to **The Town of Hilton Head Island, South Carolina** (“Grantee”) a Right of Entry on, over and across the following described Property as described in Exhibit “A”.

This Right of Entry is granted by the Grantor, and accepted by Grantee, based on the following terms and conditions:

1. This Right of Entry is granted to permit the Grantee, its agents, employees, contractors, and subcontractors the temporary right to enter upon or across the Property for the purpose of assessing requested repairs and performing the work described in the Home Safety and Repair Program Application, attached as Exhibit “B” (hereinafter “Work”).
2. Grantee agrees to restore the Property to its preexisting condition including the removal of all equipment, materials, litter, debris, etc. upon conclusion of the Work.
3. Grantor shall indemnify and hold harmless the Town from and against any loss, damage, claim, expense, or cost associated or incurred, including reasonable attorney’s fees including any such fees and costs incurred on appeal, arising from, out of, or associated with the Work performed on the Property.

4. This Right of Entry shall expire without further action upon completion of the repairs.

This Right of Entry Agreement is entered into and effective this \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_ (“Effective Date”).

WITNESSES:

\_\_\_\_\_  
\_\_\_\_\_

GRANTOR:

\_\_\_\_\_

By: \_\_\_\_\_

Its: \_\_\_\_\_

Dated: \_\_\_\_\_

WITNESSES:

\_\_\_\_\_  
\_\_\_\_\_

GRANTEE:

THE TOWN OF HILTON HEAD ISLAND,  
SOUTH CAROLINA

By: \_\_\_\_\_

Marc Orlando, ICMA-CM  
Town Manager

Dated: \_\_\_\_\_

TITLE 9 - HEALTH AND SANITATION  
Chapter 8 UNINHABITED, UNSAFE BUILDINGS/STRUCTURES

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## Chapter 8 UNINHABITED, UNSAFE BUILDINGS/STRUCTURES

### Sec. 9-8-10. Generally.

- (a) All uninhabited buildings/structures regulated by this chapter which are structurally unsafe or not provided with adequate egress, or which constitute a fire hazard or are otherwise dangerous to human life, are for the purposes of this chapter unsafe. Any use of uninhabited buildings/structures constituting a hazard to safety, health or public welfare by reasons of inadequate maintenance, dilapidation, obsolescence, fire hazard, disaster, damage or abandonment are for the purposes of this chapter unsafe uses. All such uninhabited, unsafe buildings/structures or appendages are hereby declared to be public nuisances and shall be abated by alteration, repair, rehabilitation, demolition or removal in accordance with the procedures set forth in this chapter.
- (b) It shall be unlawful for any owner or party in interest thereof to keep or maintain any building/structure or part thereof which is an uninhabited, unsafe building/structure as herein defined.

(Ord. No. 01-23, § 1, 11-20-01)

### Sec. 9-8-20. Defined.

As used in this chapter, "uninhabited, unsafe building/structure" means any uninhabited building/structure which has been determined to be unsafe by the building official pursuant to article 1, Administration, of the Official Construction Code in section 115.1.

(Ord. No. 01-23, § 1, 11-20-01)

### Sec. 9-8-30. Declared public nuisance.

All uninhabited, unsafe buildings/structures as defined herein are hereby determined to be public nuisances and shall be abated by alteration, repair, rehabilitation, demolition or removal in accordance with the procedures specified hereinafter.

(Ord. No. 01-23, § 1, 11-20-01)

### Sec. 9-8-40. Condemnation proceedings.

The building official shall examine or cause to be examined every uninhabited building/structure or portion thereof reported as unsafe or damaged, and if such is found to be an uninhabited, unsafe building/structure as defined in this chapter, he shall commence proceedings to cause the alteration, repair, rehabilitation, demolition or removal of the building.

(Ord. No. 01-23, § 1, 11-20-01)

### Sec. 9-8-50. Notice and order.

The building official shall issue a notice and order directed to the owner or party in interest of the uninhabited, unsafe building/structure stating the defects thereof. This notice shall require the owner or party in

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interest of the uninhabited, unsafe building/structure or premises within sixty (60) days to commence either the required alterations, repairs, improvements, demolition or removal of the uninhabited, unsafe building/structure or portions thereof, and all such work shall be completed within such period of time as the building official shall determine to be reasonable to accomplish the work, which period shall be stated in the notice. If necessary, such notice shall also require the uninhabited, unsafe building/structure or portion thereof not to be used until the required repairs and improvements are completed, inspected and approved by the building official. If the building official concludes that the structure must be demolished, the cost of demolition shall be borne by the town if the owner or party in interest of the structure qualifies within eighty (80) percent of the median household income as defined by the United States Department of Housing and Urban Development for the county.

(Ord. No. 01-23, § 1, 11-20-01; Ord. No. 2002-39, § 1, 11-19-02)

### **Sec. 9-8-60. Service of notice and order.**

Service of the notice and order shall be made upon the owner or party in interest either personally or by:

- (1) Mailing a copy of such notice and order, by certified mail, postage prepaid, return receipt requested, to each owner of or party in interest in the property as indicated by the records of the county tax assessor; or
- (2) If no address so appears or is known to the building official, a copy of the notice and order shall be mailed to the owner or party in interest at the address of the uninhabited, unsafe building/structure, and a copy of the notice shall also be posted in a conspicuous place on the uninhabited, unsafe building/structure.

The failure of any such person to receive such notice shall not affect the validity of any proceedings taken under this chapter. Service by certified mail in the manner herein provided shall be effective on the date of mailing. Proof of the service of the notice and order shall be by affidavits sworn to by the person effecting service, declaring time, date and the manner in which the service was made. The affidavit, together with any receipt card, return and acknowledgement of receipt by certified mail, shall be affixed to the copy of the notice and order retained by the building official.

(Ord. No. 01-23, § 1, 11-20-01)

### **Sec. 9-8-70. Posting of signs.**

The building official shall cause to be posted at the main entrance of such an uninhabited, unsafe building/structure a notice to read: "DANGER—THIS BUILDING/STRUCTURE IS DECLARED UNSAFE." Such notice shall remain posted until the required repairs, demolition or removal is completed. Such notice shall not be removed without written permission of the building official, and no person shall enter this unsafe building/structure except for the purpose of making repairs required or demolition of the unsafe building/structure.

(Ord. No. 01-23, § 1, 11-20-01)

### **Sec. 9-8-80. Condemnation of uninhabited, unsafe building/structure.**

If, at the expiration of any time limit and the notice provided for in section 9-8-50, the owner or party in interest has not complied with the requirements thereof, the building official may recommend abatement in accordance with the provisions set out hereinafter.

(Ord. No. 01-23, § 1, 11-20-01)

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**Sec. 9-8-90. Notice of public hearing.**

Notwithstanding any other provision of this chapter, when the whole or any part of any uninhabited building/structure is found to be in a dangerous or unsafe condition, the building official, having ascertained that the time for providing a notice has expired and that the nuisance has not been abated, shall issue a notice to each owner of record or party in interest of record in whose name the property appears on the last local tax assessment record to appear at a hearing before the construction board of adjustments and appeals and show cause why the building/structure should not be demolished or otherwise made safe. Notice shall be given to the parties in the same manner as provided for in section 9-8-60 of this chapter to appear at the hearing on the date, time and place specified in the notice, which shall not be less than ten (10) days after the mailing of this notice. When the whereabouts of such persons are unknown and cannot be ascertained by the building official in the exercise of reasonable diligence, the building official shall make an affidavit to that effect; then the serving of such complaint upon or order upon such person shall be made by publishing it once every week for two (2) consecutive weeks in a newspaper of general circulation printed and published in the county. A copy of such complaint or order shall be filed with the clerk of court in the county in which the uninhabited, unsafe building/structure is located.

(Ord. No. 01-23, § 1, 11-20-01)

**Sec. 9-8-100. Hearing.**

After receipt of an answer, the board shall conduct the hearing at the time and location fixed by the complaint and notice.

(Ord. No. 01-23, § 1, 11-20-01)

**Sec. 9-8-110. Failure to appear.**

Failure of any person to appear at the hearing set in accordance with the provisions of this chapter shall constitute a waiver of his rights to the administrative hearing on the notice.

(Ord. No. 01-23, § 1, 11-20-01)

**Sec. 9-8-120. Scope of hearing.**

The hearing shall offer the owner or party in interest the opportunity to be heard on only those specified matters or issues raised by the notice of violation. The owner or party in interest may appear at the hearing in person or through his attorney or other designated representative.

(Ord. No. 01-23, § 1, 11-20-01)

**Sec. 9-8-130. Staying of notice under appeal.**

Any notice issued by the building official under the provisions of this chapter shall be held in abeyance during the course of an appeal.

(Ord. No. 01-23, § 1, 11-20-01)

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### **Sec. 9-8-140. Provisions for hearing appeals.**

- (a) *Rules.* A hearing shall not be required to be conducted in accordance with the technical rules regulating evidence and testimony prevailing in courts of law or equity. The board may grant continuances for good cause.
- (b) *Oaths, affirmations.* In any proceeding under this chapter, any member of the board shall have the power to administer oaths and affirmations and certify official acts.
- (c) *Evidence.* Relevant evidence shall be admitted if it is the type on which responsible persons are accustomed to rely in the conduct of serious affairs, regardless of the existence of any common law or evidence over objections in civil courts.
- (d) *Inspections.* The board may inspect any uninhabited, unsafe building/structure or premises involved in a hearing during the course of the hearing, provided the following are complied with:
  - (1) Notice of such inspection is given to the parties prior to making the inspection; and
  - (2) The parties are allowed to be present during inspection; and
  - (3) The inspector states for the record upon completion of the inspection the facts observed and any conclusions drawn therefrom.

(Ord. No. 01-23, § 1, 11-20-01)

### **Sec. 9-8-150. Recourse.**

If the owner or party in interest is aggrieved by the decision of the construction board of adjustments and appeals, nothing in this chapter shall be construed as depriving him of seeking redress in civil or other applicable courts. Said appeal must be filed within thirty (30) days from the effective date of the board's final decision.

(Ord. No. 01-23, § 1, 11-20-01)

### **Sec. 9-8-160. Implementation.**

*Failure to commence work.* Whenever the required repair, vacation or demolition is not commenced within ten (10) days after the effective date of the board's order, the building official may cause the uninhabited, unsafe building/structure to be repaired to the extent required to render it safe; or if the notice requires demolition, to cause the uninhabited, unsafe building/structure to be demolished and all debris be removed from the premises.

(Ord. No. 01-23, § 1, 11-20-01)

### **Sec. 9-8-170. Interference.**

No person shall obstruct or interfere with the implementation of any act required by the final notice of the building official or the board. Any person found interfering or obstructing such action shall be prosecuted to the extent provided for by the law.

(Ord. No. 01-23, § 1, 11-20-01)

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**Sec. 9-8-180. Recovery of cost of repair or demolition.**

If the owner or party in interest of any uninhabited building/structure which has been condemned as unsafe by the building official, after being notified by the building official in writing of the uninhabited, unsafe building/structure, shall permit it to stand or continue in that condition, he shall forfeit and pay a fine of not more than twenty-five dollars (\$25.00) for each day such uninhabited, unsafe building/structure continues in such condition after such notice. The costs of repair or demolition shall be borne by the owner or party in interest to the extent permitted by law.

(Ord. No. 01-23, § 1, 11-20-01)

**Sec. 9-8-190. Buildings/structures creating immediate danger.**

Notwithstanding any other provision of this chapter, any uninhabited building/structure that has been determined to be an immediate danger to life, health, safety or property shall be abated immediately in order to protect life, health, safety or property. The building official may take whatever steps are necessary to make the uninhabited, unsafe building/structure safe including, but not limited to, the demolition of the uninhabited, unsafe building/structure.

(Ord. No. 01-23, § 1, 11-20-01)



## TOWN OF HILTON HEAD ISLAND

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### *Staff Report Memo*

TO: Finance and Administrative Committee  
FROM: Jayme Lopko, AICP, *Senior Planner*  
VIA: Shawn Colin, AICP, *Assistant Town Manager - Community Development*  
VIA: Anne Cyran, AICP, *Interim Community Planning Manager*  
DATE: April 7, 2022  
SUBJECT: Sewer Connection Program & Memorandum of Understanding

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**Recommendation:** That the Finance and Administrative Committee review the proposed Sewer Connection Program and forward a recommendation to Town Council to adopt a Resolution authorizing the Program for implementation, including the execution of a Memorandum of Understanding with Deep Well, the Lowcountry Council of Governments, and Hilton Head Public Service District to define roles in implementing the program.

**Summary:** On August 19, 2021, Town Council approved expenditure recommendations for American Rescue Plan Funds received by the Town including \$200,000 for Lateral Sanitary Sewer Connection Grants. The funding allocation is programmed over two years, with \$100,000 in Fiscal Year 2022 and \$100,000 in Fiscal Year 2023.

Approval of the Sewer Connection Program Resolution (Attachment 2) by Town Council will allow staff to formalize the procedure for executing the program. As described in Resolution Exhibit A (Attachment 3), the Program will provide financial assistance to low- to moderate-income households earning up to 100% of the area median income (AMI), who do not qualify for Project SAFE grants or who qualify for partial Project SAFE grants, to connect their homes to sewer.

Approval of the Memorandum of Understanding (Attachment 4) will establish an agreement with Deep Well to refer households to the program and guide them through the application process, Lowcountry Council of Governments (LCOG) to certify household income requirements, and Hilton Head Public Service District (HHPSD) to coordinate sewer connections. If approved, the Town will finalize and execute a communication plan with Deep Well and other community service organizations to promote and refer households to the program.

The Sewer Connection Program is supported by Our Plan Infrastructure Strategy 4.4: Continue to work together with the Hilton Head Public Service District and Project SAFE in support of sewer service connections where needed on the Island.

**Background:** Approximately 5% of the properties in HHPSD's service area are currently not connected to public sewer. The goal of HHPSD and the Town of Hilton Head Island is to connect 100% of the properties to public sanitary sewer.

The Community Foundation of the Lowcountry (CFL) administers the Project SAFE fund, which provides full or partial grants to low- to moderate-income property owners to fund sewer connections. Deep Well verifies eligibility for the grants and helps prepare their applications.

Project SAFE grants are only available to income-qualified homeowners who also own their property or who live on family-owned Heirs' Property. The Sewer Connection Program will cover gaps in the Project SAFE program, such as connections for residents renting or leasing their home, connections for residents renting or leasing the space upon which their home is located, and connections that receive no funding or partial grant funding from Project SAFE.

The partner organizations – Deep Well, CFL, LCOG, and HHPSD – reviewed the program and Memorandum of Understanding. HHPSD recommends the program also fund the installation of water lines for homeowners who want to relocate their home to a parcel they do not own that is currently undeveloped. Staff recommends reviewing the program after six months to assess the need to expand the program to include the installation of water lines.

The detailed program is outlined below:

#### Policy Statement

The Town of Hilton Head Island is establishing the Sewer Connection Program to assist low- to moderate-income Island households that do not qualify for Project SAFE (Sewer Access for Everyone) grants or qualify for partial Project SAFE grants to connect to public sanitary sewer.

#### Program Description

The Sewer Conversion Program will cover the costs associated with connection to sanitary sewer for low- to moderate-income households who live within the municipal boundaries of the Town of Hilton Head Island. To participate in the Program households may be homeowners or renters.

### Qualifications

Applicants must occupy the home subject to connection and have an annual household income that does not exceed one hundred percent (100%) of the Area Median Income (AMI) for Beaufort County. Applicants may own or rent the home they occupy to participate in the Program.

### Limitations

Households who would qualify for Project SAFE grants for the full cost of connection to sewer are not eligible for the program. Qualified households may only participate in the program once. For households relocating their homes within the municipal boundaries of the Town, the subject home must be located as close to the main sewer line as practical, as determined by Town staff, to reduce connection costs. The program will only cover costs required to connect the home to sewer, which will include capacity fees.

### Application Prioritization

Applications will be prioritized in the following order:

1. Households who own the property and qualify for partial grants from Project SAFE.
2. Households with income that does not exceed 100% AMI, who own the property, and do not qualify for a Project SAFE grant.
3. Properties located in the Hilton Head Public Service District's service area.
4. Households renting/leasing a home or space for their manufactured home on property they do not own.
5. Households renting/leasing space for their manufactured home on property they do not own who are relocating their home within the municipal boundaries of the Town to property they do not own.

### The Application Process

Hilton Head Island Deep Well Project (Deep Well) guides Project SAFE applicants through the application process, including collecting household income documents. Since Deep Well is performing similar services for Project SAFE, Deep Well has agreed to assist the Town in administering the program.

Deep Well will refer residents who do not qualify for Project SAFE grants and residents who qualify for partial grants from Project SAFE to the program and assist them with completing and submitting the application materials to the Town.

For residents who do not qualify for Project SAFE grants, Deep Well will provide verification to the Town that the resident does not qualify for a Project SAFE grant by including the household's Project SAFE notification letter with the application. For households who qualify

for partial grants from Project SAFE, Deep Well will provide to the Town the household's Project SAFE notification letter, verifying the household will receive a partial grant from Project SAFE and specifying the amount of the grant.

Deep Well will submit the applicant's household income certification materials to the Lowcountry Council of Governments, which will certify that the applicant's annual household income does not exceed one hundred percent (100%) of the AMI for Beaufort County. Town staff will review the application materials and coordinate with the Public Service District (the PSD) to discuss the connection requirements and estimated costs. The PSD will prepare an estimate for the connection; and the Town in approving the program application will generate an approval letter that commits the Town's program to covering the connection expenses, including capacity fees.

The PSD will coordinate the connection work, inspect the connection, and establish the new connection on a sewer service account. After the new connection is inspected and approved by the PSD, an invoice will be submitted to the Town for review. Town staff will verify completion of the work and authorize payment of the invoiced amount to the PSD.

#### Required Application Forms and Documentation

Applicants are required to submit the following forms and documentation when requesting funding under this program:

1. Sewer Connection Program application (Attachment 5);
2. Notarized Affidavit of Ownership and Hold Harmless Permission to Enter Property (Attachment 6);
3. Copy of the recorded title or registration, in the case of a manufactured home;
4. A Lowcountry Council of Governments Certification of Household Income (Attachment 7);
5. Income documentation for each adult member of the household; and
6. Verification from Deep Well, via the Project SAFE notification letter, that the applicant does not qualify for a Project SAFE grant; or
7. Verification from Deep Well, via the Project SAFE notification letter, that the applicant qualifies for a partial Project SAFE grant and the amount of the grant.

#### Attachments:

1. Presentation
2. Resolution
3. Resolution Exhibit A: Sewer Connection Program
4. Resolution Exhibit B: Memorandum of Understanding
5. Program Application
6. Affidavit of Ownership Form
7. LCOG Income Certification

ATTACHMENT 1



# Town of Hilton Head Island Sewer Connection Program

Finance & Administrative Committee

April 19, 2022



# Agenda

- ▶ Recommendation
- ▶ Program Policy Statement
- ▶ Program Summary
- ▶ Qualifications
- ▶ Limitations
- ▶ Application Prioritization
- ▶ Program Process
- ▶ Income Certification
- ▶ Forms and Documentation
- ▶ Communication Strategy
- ▶ Next Steps



## Recommendation

That the Finance and Administrative Committee review the proposed Sewer Connection Program and forward a recommendation to Town Council to adopt a Resolution authorizing the Program for implementation, including the execution of a Memorandum of Understanding with Deep Well, the Lowcountry Council of Governments, and Hilton Head Public Service District to define roles in implementing the program.



## Sewer Connection Program Policy Statement

The Town of Hilton Head Island is establishing the Sewer Connection Program to assist low- to moderate-income households earning up to 100% of the area median income (AMI), who do not qualify for Project SAFE grants or who qualify for partial Project SAFE grants to connect to public sanitary sewer.



# Program Summary

- ▶ Homeowners & households earning up to 100% AMI
- ▶ Vetting for Project SAFE through Deep Well
- ▶ Income certification through Lowcountry Council of Governments
- ▶ Sewer connection requirements, cost estimates, and connection installation through Hilton Head Public Service District
- ▶ Cost of installation paid through Town



# Qualifications

- ▶ Applicants must occupy the home subject to connection and have an annual household income that does not exceed one hundred percent (100%) of the Area Median Income (AMI) for Beaufort County
- ▶ Applicants may own or rent the home they occupy to participate in the Program



# Limitations

- ▶ Households who would qualify for Project SAFE grants for the full cost of connection to sewer are not eligible for the program
- ▶ Qualified households may only participate in the program once
- ▶ Households relocating their homes within the municipal boundaries of the Town must locate the home as close to the main sewer line as practical, as determined by Town staff, to reduce connection costs
- ▶ The program will only cover costs required to connect the home to sewer, which will include capacity fees



# Application Prioritization

- ▶ Applications will be prioritized in the following order:
  - ▶ Households who own the property and qualify for partial grants from Project SAFE
  - ▶ Households with income that does not exceed 100% AMI, who own the property, and do not qualify for a Project SAFE grant
  - ▶ Properties located in the Hilton Head Public Service District's service area
  - ▶ Households renting/leasing a home or space for their manufactured home on property they do not own
  - ▶ Households renting/leasing space for their manufactured home on property they do not own who are relocating their home within the municipal boundaries of the Town to property they do not own



# Program Process

- ▶ Application submitted to Deep Well for Project SAFE
- ▶ If application denied or partially funded, Deep Well submits income information to Lowcountry Council of Governments to certify household income meets requirements
- ▶ If application meets income requirements, Deep Well submits application to Town
- ▶ Town reviews application, connection requirements, and estimated cost with Public Service District
- ▶ Town will issue an approval for the Public Service District to install the connection
- ▶ Public Service District will invoice the Town upon completion and inspection



# Forms and Documentation

- ▶ Applicants are required to submit the following forms and documentation when requesting funding under this program:
  - ▶ Sewer Connection Program application;
  - ▶ Notarized Affidavit of Ownership and Hold Harmless Permission to Enter Property;
  - ▶ Copy of the recorded title or registration, in the case of a manufactured home;
  - ▶ A Lowcountry Council of Governments Certification of Household Income;
  - ▶ Income documentation for each adult member of the household; and
  - ▶ Verification from Deep Well, via the Project SAFE notification letter, that the applicant does not qualify for a Project SAFE grant; or
  - ▶ Verification from Deep Well, via the Project SAFE notification letter, that the applicant qualifies for a partial Project SAFE grant and the amount of the grant.



# Communication Strategy

- ▶ Town press release, social media posts
- ▶ Town flyer in English & Spanish
- ▶ Town to include information on website
- ▶ Hilton Head Public Service District (PSD) to send postcards to unconnected properties
- ▶ PSD to include information on Connect Now page of their website
- ▶ Deep Well to include information on their website



## Next Steps

- ▶ Finance and Administrative Committee review and recommendation on April 19, 2022
- ▶ Item will be brought forward for consideration to Town Council as early as May 3, 2022

### *If Approved by Town Council:*

- ▶ Execution of Memorandum of Understanding with Deep Well, Lowcountry Council of Governments, & Hilton Head Public Service District
- ▶ Execution of Communication Strategy



# Town of Hilton Head Island Sewer Connection Program

Finance & Administrative Committee

April 19, 2022

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, APPROVING THE CREATION OF THE SEWER CONNECTION PROGRAM TO ASSIST LOW- TO MODERATE-INCOME HOUSEHOLDS ON THE ISLAND WITH CONNECTING THEIR HOMES TO PUBLIC SANITARY SEWER AND AUTHORIZING THE EXECUTION OF A MEMORANDUM OF UNDERSTANDING BY AND BETWEEN THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, HILTON HEAD PUBLIC SERVICE DISTRICT, HILTON HEAD ISLAND DEEP WELL PROJECT, AND LOWCOUNTRY COUNCIL OF GOVERNMENTS.**

**WHEREAS**, the Hilton Head Public Service District (“Hilton Head PSD”) is a special purpose district that provides public water and sewer services to areas of Hilton Head Island; and

**WHEREAS**, in 2004, Hilton Head PSD embarked on a long-range project to provide public sewer access to 100% of the properties in its service area, guided by its Master Sewer Plan; and

**WHEREAS**, on September 20, 2005, Town Council adopted Resolution 2005-25 to Establish Policies and Action Strategies Regarding Island-Wide Sewer Service and expressing support for Hilton Head PSD’s Master Sewer Plan; and

**WHEREAS**, Sewer Policy 5 of the Town’s 2005 Policies and Action Strategies Regarding Island-Wide Sewer Service states the Town would review Project SAFE (Sewer Access for Everyone) to assure that all those without means are able to tap into the sewer system through outright grants and that funding would come from a variety of public and private sources; and

**WHEREAS**, Project SAFE is a charitable fund that provides grants for low- to moderate-income homeowners to connect to the public sewer system; and

**WHEREAS**, as of October 2021, Hilton Head PSD has achieved 95% connection to its public sewer system; and

**WHEREAS**, on October 20, 2020, Town Council adopted Our Plan 2020–2040, the Town of Hilton Head Island Comprehensive Plan; and

**WHEREAS**, Our Plan Infrastructure Strategy 4.4 is to continue to work together with the Hilton Head PSD and Project SAFE in support of sewer service connections where there is need on the Island; and

**WHEREAS**, Hilton Head Island Deep Well Project (“Deep Well”) is a nonprofit organization that, in coordination with Hilton Head PSD and the Community Foundation of the Lowcountry, guides qualified homeowners through the Project SAFE application process; and

**WHEREAS**, the Community Foundation of the Lowcountry, which administers the Project SAFE fund, cannot provide grants to low- and moderate-income households to connect to sewer if the applicant does not own the property on which the home is located, with the exception of family members living on Heirs’ Property; and

ATTACHMENT 2

**WHEREAS**, Deep Well confirmed some qualified applicants for Project SAFE grants do not accept the grants because they will provide only 50% or 85% of the total costs to connect to sewer (“partial grants”); and

**WHEREAS**, on August 19, 2021, Town Council approved staff recommendations regarding the allocation of American Rescue Plan Funding, which included \$200,000 for lateral sewer connections with \$100,000 in Fiscal Year 22 and \$100,000 in Fiscal Year 23; and

**WHEREAS**, the Sewer Connection Program (“Program”) is a Town program to assist low- to moderate-income households earning up for 100% of the area median income (AMI), who do not qualify for Project SAFE grants or who qualify for partial Project SAFE grants to connect their homes to public sanitary sewer by covering part or all of the sewer connection costs, including capacity fees; and

**WHEREAS**, Lowcountry Council of Governments is a public agency that will provide household income certification for the Program; and

**WHEREAS**, the Town, Deep Well, Lowcountry Council of Governments, and Hilton Head PSD desire to enter into a Memorandum of Understanding for the purpose of formalizing each organization’s role in the Program as contained in the Memorandum of Understanding; and

**WHEREAS**, the Finance and Administrative Committee held a public meeting on April 19, 2022, at which time a presentation was made by Staff and an opportunity was given for the public to comment on the proposed Program and Memorandum of Understanding; and

**WHEREAS**, after consideration of the Staff presentation and public comments, the Finance and Administrative Committee voted \_\_\_\_\_ to recommend \_\_\_\_\_ of the proposed Program and Memorandum of Understanding; and

**WHEREAS**, the Town Council of the Town of Hilton Head Island, South Carolina has determined that it is in the best interest of the Town of Hilton Head Island, South Carolina, to approve the creation of the Program to reimburse the Hilton Head PSD for the costs associated with connecting the homes of low- to moderate-income residents on the Island who do not qualify for Project SAFE grants or who qualify for partial Project SAFE grants to public sanitary sewer; and

**WHEREAS**, the Town Council for the Town of Hilton Head Island, South Carolina, has determined that it is in the best interests of the Town to enter into such a Memorandum of Understanding with Hilton Head PSD, Deep Well, and Lowcountry Council of Governments.

**NOW, THEREFORE, BE IT, AND HEREBY IT IS, RESOLVED BY THE TOWN COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA:**

1. The Sewer Connection Program as submitted in Exhibit "A" to this Resolution be approved.
2. The Memorandum of Understanding with Hilton Head PSD, Deep Well, and Lowcountry Council of Governments as submitted in Exhibit "B" to this Resolution is authorized to be executed by the Mayor and Town Manager.

**MOVED, APPROVED, AND ADOPTED BY THE COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND ON THIS \_\_\_\_ DAY OF \_\_\_\_\_, 2022.**

THE TOWN OF HILTON HEAD ISLAND,  
SOUTH CAROLINA

\_\_\_\_\_  
John McCann, Mayor

ATTEST:

\_\_\_\_\_  
Krista Wiedmeyer, Town Clerk

APPROVED AS TO FORM:

\_\_\_\_\_  
Curtis L. Coltrane, Town Attorney

Introduced by Council Member: \_\_\_\_\_



## **Town of Hilton Head Island Community Development Department Sewer Connection Program**

### Policy Statement

The Town of Hilton Head Island is establishing the Sewer Connection Program to assist low- to moderate-income Island households that do not qualify for Project SAFE (Sewer Access for Everyone) grants or qualify for partial Project SAFE grants to connect to public sanitary sewer.

### Program Description

The Sewer Conversion Program will cover the costs associated with connection to sanitary sewer for low- to moderate-income households who live within the municipal boundaries of the Town of Hilton Head Island.

### Qualifications

Applicants must occupy the home subject to connection and have an annual household income that does not exceed one hundred percent (100%) of the Area Median Income (AMI) for Beaufort County. Applicants may own or rent the home they occupy to participate in the Program.

### Limitations

Households who would qualify for Project SAFE grants for the full cost of connection to sewer are not eligible for the program. Qualified households may only participate in the program once. For households relocating their homes within the municipal boundaries of the Town, the subject home must be located as close to the main sewer line as practical, as determined by Town staff, to reduce connection costs. The program will only cover costs required to connect the home to sewer, which will include capacity fees.

### Application Prioritization

Applications will be prioritized in the following order:

1. Households who own the property and qualify for partial grants from Project SAFE.
2. Households with income that does not exceed 100% AMI, who own the property, and do not qualify for a Project SAFE grant.
3. Properties located in the Hilton Head Public Service District's service area.
4. Households renting/leasing a home or space for their manufactured home on property they do not own.
5. Households renting/leasing space for their manufactured home on property they do not own who are relocating their home within the municipal boundaries of the Town to property they do not own.

## Attachment 3: Resolution: Exhibit A

### The Application Process

Hilton Head Island Deep Well Project (Deep Well) guides Project SAFE applicants through the application process, including collecting household income documents. Since Deep Well is performing similar services for Project SAFE, Deep Well has agreed to assist the Town in administering the program.

Deep Well will refer residents who do not qualify for Project SAFE grants and residents who qualify for partial grants from Project SAFE to the program and assist them with completing and submitting the application materials to the Town.

For residents who do not qualify for Project SAFE grants, Deep Well will provide verification to the Town that the resident does not qualify for a Project SAFE grant by including the household's Project SAFE notification letter with the application. For households who qualify for partial grants from Project SAFE, Deep Well will provide to the Town the household's Project SAFE notification letter, verifying the household will receive a partial grant from Project SAFE and specifying the amount of the grant.

Deep Well will submit the applicant's household income certification materials to the Lowcountry Council of Governments, which will certify that the applicant's annual household income does not exceed one hundred percent (100%) of the AMI for Beaufort County.

Town staff will review the application materials and coordinate with the Public Service District (the PSD) to discuss the connection requirements and estimated costs. The PSD will prepare an estimate for the connection; and the Town in approving the program application will generate an approval letter that commits the Town's program to covering the connection expenses, including capacity fees.

The PSD will coordinate the connection work, inspect the connection, and establish the new connection on a sewer service account. After the new connection is inspected and approved by the PSD, an invoice will be submitted to the Town for review. Town staff will verify completion of the work and authorize payment of the invoiced amount to the PSD.

### Required Application Forms and Documentation

Applicants are required to submit the following forms and documentation when requesting funding under this program:

1. Sewer Connection Program application;
2. Notarized Affidavit of Ownership and Hold Harmless Permission to Enter Property;
3. Copy of the recorded title or registration, in the case of a manufactured home;
4. A Lowcountry Council of Governments Certification of Household Income;
5. Income documentation for each adult member of the household; and
6. Verification from Deep Well, via the Project SAFE notification letter, that the applicant does not qualify for a Project SAFE grant; or
7. Verification from Deep Well, via the Project SAFE notification letter, that the applicant qualifies for a partial Project SAFE grant and the amount of the grant.



Attachment 4: Resolution: Exhibit B

3. **Miscellaneous.**

- a. The Town agrees to compensate LCOG at a rate of \$25 per application to be billed to the Town quarterly.
- b. All information received by Deep Well and LCOG will remain on file at Deep Well and LCOG for a period of one (1) year following the end of the fiscal year in which income is certified after which time it will be offered to the Town or destroyed in accordance with Deep Well and LCOG office procedures.

4. **Notices.** All notices required under this Memorandum shall be deemed to have been given if in writing, and

- a. delivered personally; or
- b. mailed first class, postage prepaid, to the address of record set forth below, in which case delivery shall be deemed to have occurred two calendar days after the date of postmark.

**HILTON HEAD ISLAND DEEP WELL PROJECT**

Executive Director  
80 Capital Drive  
Hilton Head Island, SC 29926

**LOWCOUNTRY COUNCIL OF GOVERNMENTS**

Executive Director  
PO Box 98  
Yemassee, SC 29945

**HILTON HEAD PUBLIC SERVICE DISTRICT**

General Manager  
21 Oak Park Drive  
Hilton Head Island, Sc 29926

**TOWN OF HILTON HEAD ISLAND**

Town Manager  
One Town Center Court  
Hilton Head Island, SC 29928

The address of record may be changed by written notice to the other party.

5. **Term.** The term of this Memorandum of Understanding shall be for a period of two (2) years from the date of execution, \_\_\_\_\_. Prior to \_\_\_\_\_, this Memorandum will be reviewed by the Town, Deep Well, LCOG, and the PSD. Changes may be made only with and by the mutual written consent of both parties.

## Attachment 4: Resolution: Exhibit B

6. **Termination.** In addition to any other rights of termination set forth in this Memorandum, each party shall have the right to terminate this Memorandum, by written notice to the other party, if the other party is in default of any term or provision of this Memorandum, and the defaulting party fails to cure or correct such default within fourteen (14) days of notice thereof from the non-defaulting party. A party may elect to disregard a default for the period of time without waiving its right to declare a default at a subsequent time or upon reoccurrence of the default.

(SIGNATURE PAGES FOLLOW)

Attachment 4: Resolution: Exhibit B

**IN WITNESS WHEREOF**, Hilton Head Island Deep Well Project has caused this Agreement to be signed and sealed this \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_.

**SIGNED, SEALED AND DELIVERED IN THE PRESENCE OF:**

**HILTON HEAD ISLAND DEEP WELL PROJECT**

\_\_\_\_\_  
\_\_\_\_\_

By: \_\_\_\_\_

Its: \_\_\_\_\_

Attest: \_\_\_\_\_

Print Name: \_\_\_\_\_

**STATE OF SOUTH CAROLINA** )  
 )  
**COUNTY OF** \_\_\_\_\_ )

**ACKNOWLEDGEMENT**

I, the undersigned Notary Public, do hereby certify that \_\_\_\_\_ personally appeared before me this day and acknowledged the due execution of the foregoing instrument on behalf of Hilton Head Island Deep Well Project.

Witness my hand and seal this \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_.

\_\_\_\_\_  
Notary Public for South Carolina  
My Commission Expires: \_\_\_\_\_









Town of Hilton Head Island  
Community Development Department  
One Town Center Court  
Hilton Head Island, SC 29928  
Phone: 843-341-4757 Fax: 843-842-8908  
[www.hiltonheadislandsc.gov](http://www.hiltonheadislandsc.gov)

**FOR OFFICIAL USE ONLY**  
Date Received: \_\_\_\_\_  
Accepted by: \_\_\_\_\_

Property Address: \_\_\_\_\_ Parcel Number [PIN]: R \_\_\_\_\_  
Property Owner Name: \_\_\_\_\_  
Property Owner Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_ Zip: \_\_\_\_\_  
Property Owner Telephone: \_\_\_\_\_ Property Owner E-mail: \_\_\_\_\_  
Applicant Name, if different than Property Owner Name: \_\_\_\_\_  
Applicant Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_ Zip: \_\_\_\_\_  
Applicant Telephone: \_\_\_\_\_ Applicant E-mail: \_\_\_\_\_

**Sewer Connection Program**

- Please submit the following items with this application form:
- Notarized Affidavit of Ownership and Hold Harmless Permission to Enter Property form.
  - Copy of the recorded home title or registration, in the case of a manufactured home.
  - Lowcountry Council of Governments Certification of Household Income form.
  - Verification from the Deep Well Project that the applicant does not qualify for funding from Project SAFE; or
  - Verification from the Deep Well Project that the applicant will receive partial funding from Project SAFE and the amount of funding that will be provided.

**Are there recorded private covenants and/or restrictions that are contrary to, conflict with, or prohibit the proposed request? If yes, a copy of the private covenants and/or restrictions must be submitted with this application.**  YES  NO

To the best of my knowledge, the information on this application and all additional documentation is true, factual, and complete and authorized by the property owner(s). I hereby agree to abide by all conditions of any approvals granted by the Town of Hilton Head Island. I understand that such conditions shall apply to the subject property only and are a right or obligation transferable by sale.

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

LOWCOUNTRY COUNCIL OF GOVERNMENTS  
 PO BOX 98, YEMASSEE, SC 29945  
 PHONE (843) 473-3990  
 FAX (843) 726-5165

CERTIFICATION OF INCOME RESULTS

Homeowner/Household:  
 Address:  
 Hilton Head Island, SC 299\_\_\_\_

Approved Verification Source:

- \_\_\_ Three (3) consecutive payroll stubs
- \_\_\_ Completed verification of employment form
- \_\_\_ Social Security annual statement
- \_\_\_ Bank statement or Bank Deposit Snapshot showing deposits of social security income/other source income within 6 months of application
- \_\_\_ Current year income tax return
- \_\_\_ Notarized certification of income

The above income verification certifies to be at or below the 100% Local Area Household Median Income.

QUALIFIED             NOT QUALIFIED

Documents checked for Town of Hilton Head Island Sewer Connection Program on \_\_\_\_\_, 2022 by Jessica Dailey, Community & Economic Development Specialist, Lowcountry Council of Governments

\_\_\_\_\_  
 Jessica Dailey

2021 BEAUFORT COUNTY, SOUTH CAROLINA AREA MEDIAN INCOME (AMI) LIMITS								
Income Limits	Number of Persons in Household							
	One (1)	Two (2)	Three (3)	Four (4)	Five (5)	Six (6)	Seven (7)	Eight (8)
30%	16,300	18,600	20,950	23,250	25,150	27,000	28,850	30,700
50%	27,150	31,000	34,900	38,750	41,850	44,950	48,050	51,150
60%	32,580	37,200	41,880	46,500	50,220	53,940	57,660	61,380
80%	43,400	49,600	55,800	62,000	67,000	71,950	76,900	81,850
100%	54,300	62,000	69,800	76,000	83,700	89,900	96,100	102,300



Town of Hilton Head Island  
Community Development Department  
One Town Center Court  
Hilton Head Island, SC 29928  
Phone: 843-341-4757 Fax: 843-341-2087  
[www.hiltonheadislandsc.gov](http://www.hiltonheadislandsc.gov)

**FOR OFFICIAL USE ONLY**  
Date Received: \_\_\_\_\_  
App. #: \_\_\_\_\_  
Form revised 10-2012

**AFFIDAVIT OF OWNERSHIP AND  
HOLD HARMLESS PERMISSION TO ENTER PROPERTY**

The undersigned being duly sworn and upon oath states as follows:

1. I am the current owner of the property which is the subject of this application.
2. I hereby authorize \_\_\_\_\_ to submit this application for the **Town of Hilton Head Island Sewer Connection Program**. This authorization is valid for this application only.
3. All statements contained in this application have been prepared by me or my agents and are true and correct to the best of my knowledge.
4. The application is being submitted with my knowledge and consent.
5. Owner grants the Town, its employees, agents, engineers, contractors or other representatives the right to enter upon Owner's real property, located at \_\_\_\_\_ (address),  
R\_\_\_\_\_ (parcel ID) for the purpose of application review, for the limited time necessary to complete that purpose.  
Description of Work: \_\_\_\_\_
6. Owner agrees to hold the Town harmless for any loss or damage to persons or property occurring on the private property during the Town's entry upon the property, unless the loss or damage is the result of the sole negligence of the Town.
7. I acknowledge that the Town of Hilton Head Island Municipal Code requires that all construction in a Special Flood Hazard Zone be constructed in accordance with the following provisions that:
  - a. any enclosed area below the base flood elevation will be used solely for parking of vehicles, limited storage or access to the building. This space will never be used for human habitation without first becoming fully compliant with the Town's Flood Damage Controls Ordinance in effect at the time of conversion.
  - b. all interior walls, ceilings and floors below the base flood elevation will be constructed of flood resistant materials.
  - c. all mechanical, electrical and plumbing devices will be installed above base flood elevation.
  - d. walls of the enclosed area below base flood elevation will be equipped with at least two openings which allow automatic entry and exit of flood water. Openings will be on two different walls with at least one square inch of free area for every square foot of enclosed space and have the bottom of openings no more than a foot above grade.
  - e. the structure may be subject to increased premium rates for flood insurance from the National Flood Insurance Program.
8. I understand that failure to abide by Town permits, any conditions, and all codes adopted by the Town of Hilton Head Island deems me subject to enforcement action and/or fines.

Print Name: _____	Owner Signature: _____
Phone No.: _____	Email: _____
Date: _____	

The foregoing instrument was acknowledged before me by _____, who is personally known to me or has produced _____ as identification and who did not take an oath.	
WITNESS my hand and official seal this _____ day of _____, A.D., 2_____.	
_____ Notary Public Signature	My Commission expires: _____ Please affix seal or stamp.



## TOWN OF HILTON HEAD ISLAND

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### *Staff Report Memo*

**TO:** Finance and Administrative Committee  
**FROM:** Joshua A. Gruber, Deputy Town Manager  
**VIA:** Marc Orlando, Town Manager  
**DATE:** March 22, 2022  
**SUBJECT:** Consideration of Proposed Ordinance 2022-09, Amending Chapter 5 of Title 4 of the Municipal Code to Extend the Expiration Date of the Real Estate Transfer Fee from December 31, 2024 until December 31, 2044

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#### **Recommendation:**

Consider an Ordinance extending the expiration date of the Real Estate Transfer Fee (RETF) from December 31, 2024 until December 31, 2044.

#### **Summary:**

The RETF was adopted by Town Council in 1990 to maintain the environmental quality of the Island, to acquire lands for public ownership, maintain open space and environmental protection, acquire developed land or development rights to convert its use to a public use, restore previously developed property to open space, or to redefine and reuse previously developed property in accordance with the Town's current comprehensive plan.

The fee is set to expire on December 31, 2024. Proposed Ordinance 2022-09 will extend the fee for 20 years, expiring on December 31, 2044. The fee will remain at its existing rate, which is 0.25 of 1% of the gross sale price of each real estate transaction within the municipal limits of the Town. The allowable uses will remain the same. To continue limiting undesirable growth, preserve and protect existing natural parcels on the Island and continue its efforts in strategic land acquisition, the funds from the RETF are needed for future open space opportunities and improve the Island's resiliency.

#### **Background:**

The Town has collected over \$87 million in RETF funds since 1990 and maintains the fees in a separated account. The Town has used over \$76 million in RETR since 1990 to purchase over 1,300 acres of land in various locations throughout the Island. The RETF has been supplemented by general revenues, voter approved referenda in 1997, 1998, 2000, 2003, and 2008, grants and donations, and CIP revenues. The benefits of the RETF include the following:

- Preservation of Open Space
- Public Access and Views to our Waterways

- Provides space for Passive and Active Recreational Needs
- Preserves Wildlife Habitat
- Protects Environmentally Sensitive Lands
- Protects Culturally and Historically Significant Sites
- Provides for Island Resiliency through Stormwater protection
- Provides Space for Capital Improvement Projects
- Strengthens Demand for Property Values Island-Wide
- Reduces Demand for Other Public Facilities and Services
- Reduces future traffic

By extending the RETF for an additional twenty years, this funding source will allow the Town to continue its strategic land acquisition program. Land acquisition improves the quality of life in many ways. The Town will use the RETF to continue preserving open space along the 278 corridor and as the Town does improvements to the Island, the RETF can work with the Town's efforts roads, stormwater, water, and sewer work for aesthetic purposes as well as functional. Finally, resiliency is an integral part of the Strategic Plan and land acquisition will help in risk mitigation for the Island's future.

**Attachments:**

- Draft Ordinance
- Letter of Support from the Realtors Association



# HILTON HEAD AREA REALTORS®



(843) 842-2421      FAX: (843) 842-6491  
Info@HHRealtor.com      www.HHRealtor.com  
32 Office Park Road, Suite 124 • Hilton Head Island, SC 29928

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March 31, 2022

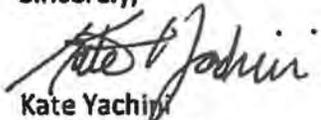
Hilton Head Island Town Council  
One Town Center Court  
Hilton Head Island, SC 29928

Dear Mayor McCann and members of Hilton Head Island Town Council,

Thank you and town staff for the multiple presentations and conversations concerning the extension of the real estate transfer fee beyond its sunset date of December 31, 2024. Through the presentations provided to our Legislative Committee, Board of Directors, and our membership, we see the value to the community in the extension of the fee at its existing rate for twenty years, and keeping the same allowed revenue uses.

We appreciate our working relationship with the Town and hope to collaborate again in the future.

Sincerely,

  
Kate Yachin  
2022 President

**AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND**

**ORDINANCE NO. 2022-**

**PROPOSED ORDINANCE NO. 2022-09**

**AN ORDINANCE TO AMEND CHAPTER 5 (REAL ESTATE TRANSFER FEE) OF TITLE 4 OF THE MUNICIPAL CODE OF THE TOWN OF HILTON HEAD ISLAND, TO AMEND SECTION 4-5-20, TO EXTEND THE EXPIRATION DATE OF DECEMBER 31, 2024, UNTIL DECEMBER 31, 2044; AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.**

**WHEREAS**, the Town Council of the Town of Hilton Head Island did previously adopt Chapter Five (5) of Title 4 of the Municipal Code of the Town of Hilton Head Island establishing a Real Estate Transfer Fee to maintain the environmental quality of the Island, to acquire lands for public ownership, maintain open space and environmental protection, acquire developed land or development rights in order to convert its use to a public use, restore previously developed property to open space, or to redefine and reuse previously developed property in accordance with the town's current comprehensive plan;

**WHEREAS**, Section 4-5-20 of the Municipal Code of the Town of Hilton Head Island provided that the "Real Estate Transfer Fee" established in Section 4-5-10 would expire on December 31, 2024; and

**WHEREAS**, in order to continue limiting undesirable growth, preserve and protect existing natural are on the Island, and continue its efforts in strategic land acquisition, the Town of Hilton Head Island has implemented a long-term financing plan to pay for continued real property acquisitions through the collection of the Real Estate Transfer Fee; and

**WHEREAS**, the Town Council of the Town of Hilton Head Island has determined that it is in the best interest of the Town and its citizens to extend the expiration date within Section 4-5-20 of the Municipal Code of the Town of Hilton Head Island, and to continue collections of "Real Estate Transfer Fees" until December 31, 2044.

**NOW, THEREFORE, BE IT ORDERED AND ORDAINED BY THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SC; AND IT IS ORDAINED BY SAID AUTHORITY OF COUNCIL:**

**NOTE:****Underlined and bold-face typed** portions indicate additions to the Ordinance.

~~Stricken~~ portions indicate deletions to the Ordinance.

**Section 1. Amendment.** That Section 4-5-20 of the Municipal Code of the Town of Hilton Head Island, South Carolina, be and the same hereby is amended to read as follows:

"Section 4-5-20. Real Estate Transfer Fee.

For a period of ~~twenty four (24) years~~ **twenty (20) years**, ending on December 31, ~~2024~~ **2044**, a real estate transfer fee shall be paid by the purchaser, or any other person

by his direction, pursuant to the recording in Beaufort County of any deed, instrument or writing whereby any land, tenement, or other realty located within the corporate limits of the Town of Hilton Head Island is sold, granted, assigned, conveyed to, vested in, or otherwise transferred when the consideration or value of the interest or property conveyed, exclusive of the value of any lien or encumbrance remaining thereon at the time of sale, exceeds one hundred dollars (\$100.00).

**Section 2. Severability.** If any section, phrase, sentence or portion of this Ordinance is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct and independent provision, and such holding shall not affect the validity of the remaining portions thereof.

**Section 3. Effective Date.** This Ordinance shall be effective upon adoption by the Town Council of the Town of Hilton Head Island, South Carolina.

**PASSED, APPROVED, AND ADOPTED BY THE COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND ON THIS \_\_\_\_ DAY OF \_\_\_\_\_, 2022.**

\_\_\_\_\_  
**John J. McCann, Mayor**

\_\_\_\_\_  
**Krista M. Wiedmeyer, Town Clerk**

**First Reading:** \_\_\_\_\_

**Second Reading:** \_\_\_\_\_

**APPROVED AS TO FORM:**

\_\_\_\_\_  
**Curtis L. Coltrane, Town Attorney**

**Introduced by Council Member:** \_\_\_\_\_



## TOWN OF HILTON HEAD ISLAND

### *Staff Report Memo*

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**TO:** Finance and Administrative Committee  
**FROM:** Joshua A. Gruber, Deputy Town Manager  
**VIA:** Marc Orlando, Town Manager  
**DATE:** March 18, 2022  
**SUBJECT:** Consideration of a Resolution Authorizing the Town Manager to Enter into an Agreement with the South Island Dredging Association to Provide Funding Assistance for the Dredging of the Harbour Town Yacht Basin and Braddock Cove Creek

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#### **Recommendation:**

Consider a Resolution authorizing the Town Manager to enter into an agreement (Exhibit "A" to the Resolution) with the South Island Dredging Association to assist in the dredging of the Harbour Town Yacht Basin and Braddock Cove Creek.

#### **Summary:**

The South Island Dredging Association seeks financial assistance from the Town for its program of periodically dredging the Harbour Town Yacht Basin and Braddock Cove Creek. Both are used by the general public for docking, sightseeing, navigation, and provide access to public and other amenities and other tourism-related activities. The agreement shall include a term of two years and the funds provided by the Town shall not exceed a cumulative total of \$600,000 from collected Hospitality Taxes.

#### **Background:**

In the Town's previous fiscal year Budgets for FY 2019, FY 2020, and FY 2021, the Town set aside budget funds from collected Hospitality Taxes in the amount of \$200,000 per year for a total cumulative amount of \$600,000 for allocation to the Association for the purpose of assisting with dredging of the Harbour Town Yacht Basin and Braddock Cove Creek. These funds have not yet been used and have rolled over into the Town's reserve accounts. The Town and Association have negotiated an agreement by which the Town will provide funding assistance in an amount not to exceed the budgeted funds for the dredging of the Harbour Town Yacht Basin and Braddock Cove on a reimbursement basis. The Town took similar action in 2018, transferring reserved funds in the amount of \$600,000 to the Association for dredging purposes.

#### **Attachments:**

- Request from the South Island Dredging Association
- Draft Resolution
- Draft Agreement

South Island Dredging Association Funding Request

- FY2019 Budget Ordinance
- FY2020 Budget Ordinance
- FY2021 Budget Ordinance

March 28, 2022

Jack Brinkley, President  
South Island Dredging Association  
46 Gull Point Rd.  
Hilton Head Island, SC 29928

Marc Orlando, Town Manager  
Town of Hilton Head Island  
One Town Center Court  
Hilton Head Island, SC 29928

Re: Dredge Funding

Dear Mr. Orlando,

The purpose of this letter is to confirm the request by South Island Dredging Association for funding assistance for the planned South Island dredge event scheduled for November this year. It is our understanding that the Town has reserved \$400,000 to date and will reserve another \$200,000 in its fiscal 2023 budget. The requested Town's support of \$600,000 is approximately 12% of the expected project costs.

#### **Background**

In 2001 the South Island Dredging Association (SIDA) was formed by the Sea Pines property owners to work on a collaborative basis to preserve waterway access in that portion of Hilton Head and conduct dredging on a program basis. Working with DHEC-OCRM and the Army Corps of Engineers, new dredging permits were obtained in 2013 to allow inland open water disposal at a site near the mouth of Calibogue Sound via pipeline. These are the only permits allowing open water disposal in South Carolina and are based on Calibogue Sound's unique characteristics that disperse the dredged material with no adverse impacts. The practical impact is that this technique substantially reduces dredging costs and eliminates impacts on Hilton Head itself such as upland disposal and potentially 1000's of truck trips taking the sediment off island.

In 2013/14 and in 2017/18 dredging activities were successfully completed as designed and in accordance with all permit requirements. Harbour Town Yacht Basin was dredged, including the entrance channel, fuel docks, ship's store, restaurants, and inner basin. Braddock Creek was also dredged, including its entrance and main channels and Gull Point and South Beach Marina, as well as allowing the water-focused commercial operators at South Beach to continue to serve the public. Approximately 240,000 cubic yards were removed and successfully transported to the authorized open water disposal site.

In 2017/18 146,956 cubic yards were removed and transported. Post dredging testing and evaluation by state and federal permitting on both projects confirmed the viability of the overall inland open water approach and the specific placement site.

### Current Project Scope

Maintenance dredging is now required in these same venues to preserve access and maintain safe navigation at all tides. A competitive bidding process was managed by project consultant GEL Engineering LLC and the low bidder was determined to be Waterfront Property Services, LLC located in Clearwater FL. In accordance with the dredge permits, final contractor selection is subject to review and approval by the Army Corps of Engineers and the Corps' acceptance of detailed Dredge Plan. Project management and oversight will be provided by GEL Engineering who supervised the previous two dredge events. Preliminary surveys indicate 194,266 cubic yards require removal. The increase from 2017/18 includes the addition of Baynard Creek (52,790 cubic yards) who were unable to participate in the previous dredges. Dredging is scheduled to commence November 1, 2022 at Harbour Town and be completed no later than April 30, 2023 at South Beach Marina.

Project Costs based on preliminary volumes total \$4,619,788 for the contractor with mobilization and demobilization accounting for \$465,000 regardless of volume. Project costs at final volumes and including costs for full time project oversight and management will exceed \$5,000,000. Unfortunately, costs have increased substantially reflecting fuel costs and inflation. The current permits expire during 2023 and must be renewed to support future dredges.

### Economic and Community Benefit

The Sea Pines Waterways are an integral component in maintaining Hilton Head Island as a highly desirable community and resort destination. Similar to our beaches, routine maintenance is required to maintain this public attraction. In the case of these waterways, the maintenance takes the form of dredging to offset siltation which can restrict navigation 12+ hours each day and block access to Calibogue Sound.

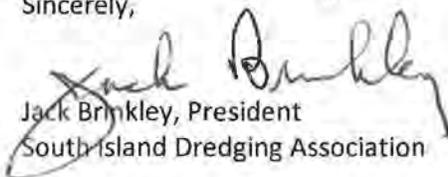
### Conclusion

SIDA members will fund the remaining project costs (est. \$4,500,000) and proof of funds will be provided to ensure project completion. SIDA requests disbursement of \$600,000 which can be linked to staged completion. The 2017/18 dredge and Town disbursement of \$600,000 was managed as follows:

1. Pay \$180,000 after the first month of work after mobilization
2. Pay \$180,000 after the second month of work
3. Pay \$180,000 after the third month
4. Pay \$ 60,000 upon certification of the completed project from the project engineer.

We appreciate your consideration of this request. Please contact me with any questions.

Sincerely,

  
Jack Brinkley, President  
South Island Dredging Association

CC: John McCann, Mayor  
Thomas Lennox, Council Member, Ward 5, Hilton Head Island

## **TOWN OF HILTON HEAD ISLAND**

### **RESOLUTION NO. 2022-**

#### **A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, AUTHORIZING THE TOWN MANAGER TO ENTER INTO AN AGREEMENT WITH THE SOUTH ISLAND DREDGING ASSOCIATION TO PROVIDE FUNDING ASSISTANCE FOR THE DREDGING OF THE HARBOUR TOWN YACHT BASIN AND BRADDOCK COVE CREEK.**

**WHEREAS**, the South Island Dredging Association (hereinafter, the "Association") has a maintenance program of dredging the Harbour Town Yacht Basin and Braddock Cove Creek located within the municipal limits of the Town of Hilton Head Island, South Carolina (hereinafter, the "Town"); and

**WHEREAS**, routine dredging is necessary in order to maintain navigability for vessels traveling to and from the Harbour Town Yacht Basin and Braddock Cove Creek; and

**WHEREAS**, the general public utilizes the Harbour Town Yacht Basin and Braddock Cove Creek for docking, sightseeing, navigation, access to public and other amenities and other tourism related activities and the routine dredging of these waterways is necessary to support this tourism related activity; and

**WHEREAS**, the Harbour Town Yacht Basin is utilized by, players, spectators, and corporate sponsors during the RBC Heritage Golf Tournament, which brings in over \$100 million in tourism related expenditures to the State of South Carolina's economy each year; and

**WHEREAS**, in the Town's previous fiscal year Budgets for FY2019, FY2020 and FY2021, the Town set aside budgeted funds from collected Hospitality Taxes in the cumulative amount of \$600,000 Dollars for allocation to the Association, for the purpose of assisting with the dredging of the Harbour Town Yacht Basin and Braddock Cove Creek, and those funds have not yet been used and have rolled over into the Town's reserve accounts; and

**WHEREAS**, the Town and the Association have negotiated an Agreement by which the Town will provide funding in an amount not to exceed the budgeted funds for the dredging of the Harbour Town Yacht Basin and Braddock Cove Creek on a reimbursement basis along with other express terms and conditions and a copy of which is attached hereto as Exhibit "A" (hereinafter, the "Agreement"); and

**WHEREAS**, the Town Council for the Town of Hilton Head Island finds that the proposed Agreement is in the best interest of and will provide benefits to the general health, safety, and welfare of the citizens of the Town of Hilton Head Island, South Carolina.

**NOW, THEREFORE, BE IT, AND IT HEREBY IS, RESOLVED BY THE TOWN COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA:**

1. The Town Manager is hereby authorized to execute the attached Agreement between the Town of Hilton Head Island, South Carolina, and the South Island Dredging Association in a form and substance similar to the document attached hereto as Exhibit "A."
2. The Town Manager is hereby authorized to take all other and further actions as may be necessary to complete the obligations of the Town as set out in the Agreement, which is authorized hereby.

**PASSED AND APPROVED BY THE TOWN COUNCIL ON THIS \_\_\_\_\_ DAY OF MAY 2022.**

\_\_\_\_\_  
John J. McCann, Mayor

**ATTEST:**

\_\_\_\_\_  
Krista M. Wiedmeyer, Town Clerk

APPROVED AS TO FORM

\_\_\_\_\_  
Curtis L. Coltrane, Town Attorney

Introduced by Council Member: \_\_\_\_\_



dredging may occur in Braddock Cove Creek including its entrance and main channels and the Gull Point and South Beach Marinas.

- (a) The funds to be delivered under this Agreement from the Town to the Association are public funds, and the Association must comply with the competitive sealed bidding requirements of the Town's procurement code [§ 11-1-111, *Municipal Code of the Town of Hilton Head Island* (1983)], for all contracts related to the dredging of the Harbour Town Yacht Basin and Braddock Cove Creek..
- (b) The Association must deliver documentation to the Town to verify that it has complied with the requirements of Article 11 of the Town procurement code [§ 11-1-111, *Municipal Code of the Town of Hilton Head Island* (1983)], including:
  - (i) A copy of the notice to bidders,
  - (ii) A copy of the log showing receipt of bids,
  - (iii) A copy of the document showing evaluation of the bids,
  - (iv) A copy of the notification and award to the successful bidder.
- (c) The Association must also deliver documentation to the Town to verify that the public funds were used only for the dredging of the above-described areas including the invoices to which any public funds were applied, and proof of payment of the invoices. All funding to be provided to the Association under this Agreement shall be made on a reimbursement basis with sufficient documentation described above first being submitted to the Town prior to any payments being made.
- (d) All documentation to be delivered to the Town under this Article 1 must be delivered to Mr. John Troyer, Finance Director for the Town of Hilton Head Island, One Town Center Court, Hilton Head Island SC 29928, within thirty (30) days following:
  - (i) the award of any contract for all or any part of the dredging activities identified herein; or,
  - (ii) the payment of any invoice to which all or any part of the public funds will be applied.

2. The funds delivered by the Town to the Association as described and conditioned in this Agreement shall not exceed the total sum of Six Hundred Thousand (\$600,000.00) Dollars. The Association acknowledges that the funds delivered under this Agreement must be used by the Association solely for purposes of performing the dredging activities described herein.

3. The Term of this Agreement shall commence on the date this Agreement set out above, and the Term shall end on the date which is two (2) years from the date this Agreement set out above.

4. Any payments to be made by the Town under the terms of this Agreement shall be made from funds that were budgeted by the Town during prior fiscal years occurring prior to the Term of this Agreement and which have been rolled over into the following fiscal years' budgets. The Town and the Association intend that the payment obligations of the Town shall constitute a current expense of the Town and shall not in any way be construed to be a debt of the Town in contravention of any applicable constitutional or statutory limitations concerning indebtedness of the Town, nor shall anything contained herein constitute a pledge of general tax revenues, funds, money or credit of the Town.
5. The Association shall be responsible for providing both a cost-effective design and project schedule that are acceptable to the Town and that are permissible by all applicable regulating agencies.
7. The Association shall be responsible for obtaining and complying with all necessary local, state, and federal permits for the work associated with and to be completed with the public funds to be provided pursuant to this Agreement.
8. Should any part of this Agreement be rendered void, invalid, or unenforceable by any court of law, such a determination shall not render void, invalid, or unenforceable any other part of this Agreement.
9. This Agreement has been made and entered into in the State of South Carolina, and the laws of South Carolina shall govern the validity and interpretation of this Agreement in the performance due hereunder.
10. This Agreement may not be modified unless such modification is in writing and signed by both parties.
11. The Association may not assign this contract without the prior written approval of the Town.
12. The Association shall defend, indemnify, and hold harmless the Town, its officers, directors, agents, and employees from and against any and all actions, costs, claims, losses, expenses, and/or damages, including attorney's fees, whether incurred prior to the institution of litigation, during litigation, or on appeal arising out of or resulting from the conduct of any activity hereby authorized or the performance of any requirement imposed pursuant by this Agreement, however caused or occasioned, unless caused by the willful misconduct or gross negligence of the Town.
13. The parties hereto intend that no master/servant, employer/employee, or principal/agent relationship will be created by this Agreement. Nothing contained herein creates any relationship between the Town and the Association other than that which is expressly stated herein. The Town is interested only in the results to be achieved under this Agreement, and the conduct and control of the agents and employees of the Association and the methods utilized by the Association in

fulfilling its obligations hereunder shall lie solely and exclusively with the Association and its agents and employees shall not be considered agents or employees of the Town for any purpose. No person employed by the Association shall have any benefits, status, or right of employment with the Town.

14. The Association, by signing this Agreement, hereby certifies that Association shall comply with all applicable requirements of the South Carolina Illegal Immigration Reform Act, S.C. Code Ann. §41-8-10, *et seq.* (2021) (the "Act"), and that Association covenants and agrees as follows:

14.1. Association shall not knowingly or intentionally employ any unauthorized alien and, unless excluded from coverage of the "Act", shall verify the work authorization of all newly hired employees performing work under the contract by either:

(a) registering and participating in the Federal Work Authorization Program (E-verify) and verifying the work authorization of every new hired employee within five (5) business days after employing employee; or

(b) employing only workers who, at the time of said employment:

(i) possess a valid South Carolina driver's license or identification card; or are eligible to obtain a South Carolina driver's license or identification card by providing proof of name, social security number and date and place of birth;  
or,

(ii) possess a valid driver's license or identification card from another state deemed by the Executive Director Department of Motor Vehicles to have requirements at least as strict as those in South Carolina.

The Association may choose either option 1 (a) or option 1 (b) but acknowledges that the Association cannot use both.

14.2. The Association agrees to provide to the Town all documentation requested by it to establish either:

(a) the applicability of the South Carolina Illegal Immigration Reform Act to the Association,

or,

(b) compliance with the South Carolina Illegal Immigration Reform Act by the Association.

14.3. Association agrees to include in any contracts with its sub-contractors, language requiring its sub-Associations to:

(a) comply with the applicable requirements of Title 8, Chapter 14 of the South Carolina Code

of Laws,

and.

- (b) include in their contracts with the sub-contractors, language requiring the sub-contractors to comply with the applicable requirements of Title 8, Chapter 14 of the South Carolina Code of Laws.

14.4. The Association acknowledges and agrees that it shall comply with requirements of the Immigration Reform and Control Act of 1986 including the non-discrimination provisions thereof and shall complete all required 1-9 documentation for all workers employed by it.

14.5. The Association certifies it shall comply with all state, federal, and local laws, rules, regulations, and orders applicable to it in performance of work under the contract.

In Witness whereof, the parties hereto have affixed their signatures hereto the date first written hereinabove.

WITNESSES:

SOUTH ISLAND DREDGING ASSOCIATION

\_\_\_\_\_

By: \_\_\_\_\_

\_\_\_\_\_

Its: \_\_\_\_\_

WITNESSES:

THE TOWN OF HILTON HEAD ISLAND,  
SOUTH CAROLINA

\_\_\_\_\_

By: \_\_\_\_\_  
Marc A. Orlando

\_\_\_\_\_

Its: Town Manager

**AN ORDINANCE TO RAISE REVENUE AND ADOPT A BUDGET FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, FOR THE FISCAL YEAR ENDING JUNE 30, 2019; TO ESTABLISH A PROPERTY TAX LEVY; TO ESTABLISH FUNDS; TO ESTABLISH A POLICY FOR ACQUISITION OF RIGHTS OF WAY AND EASEMENTS; AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.**

**WHEREAS**, Section 5-7-260(3) of the Code of Laws for South Carolina 1976, as amended, and Section 2-7-20 of the Municipal Code of the Town of Hilton Head Island, South Carolina, require that the Town Council act by ordinance to adopt a budget and levy taxes, pursuant to public notice; and

**WHEREAS**, Town Council also desires to set aside funds for an Operating Reserve to provide for emergency-related expenditures and to offset fiscal year tax revenue income stream deficiency; and

**WHEREAS**, Town Council finds that it would be more economical and efficient to authorize the Town Manager to move forward with construction contract modifications, change orders, contract price adjustments, and execution of contracts for supplies, services, and construction where the contract amount involved does not exceed the budget line item or project budget as approved by Town Council in the Consolidated Municipal Budget.

**NOW, THEREFORE, BE IT ORDERED AND ORDAINED BY THE COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA; AND IT IS HEREBY ORDAINED BY THE AUTHORITY OF THE SAID COUNCIL:**

**NOTE:** Underlined and bold-face typed portions indicate additions to the Ordinance. ~~Stricken~~ Portions indicate deletions to the Ordinance.

**Section 1. Adoption of the Budget.** The prepared budget of estimated revenues and expenses, a copy of which is attached hereto and incorporated herein, is hereby adopted as the budget for the Town of Hilton Head Island for the fiscal year ending June 30, 2019.

**Section 2. Establishment of Property Tax Levy.** A tax to cover the period from July 1, 2018 through June 30, 2019, inclusive, for the sums and in the manner hereinafter mentioned, is and shall be, levied, collected and paid into the treasury of the Town of Hilton Head Island for its uses at a rate of mills on assessed value of real estate and personal property of every description owned in the Town of Hilton Head Island, except such property as is exempt from taxation under the Constitution and laws of the State of South Carolina. Calendar 2018 is a property reassessment year. The Town's property values increased by 2.72% between 2013 and 2018 because of reappraisal. Therefore, in accordance with South Carolina law the Town must roll-back its millage rate by the percentage increase in property values (revenue neutrality). The exception is the disaster recovery millage rate which will remain the same. The Town's rolled-back millage rate was calculated by Beaufort County officials and approved by the State. It should be noted that the disaster recovery millage override is in the second year of a planned five years. The table below reflects the pre and post assessment millage rates.

Fund	Millage Rate Pre- Reassessment	Millage Rate Post- Reassessment
General Fund	16.38	15.93
Debt Service Fund	6.14	5.97
Capital Projects Fund	0.84	0.82
	<b>23.36</b>	<b>22.72</b>
Disaster Recovery millage override	5.00	5.00
Total	<b>28.36</b>	<b>27.72</b>

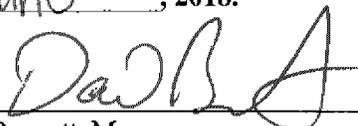
**Section 3. Establishment of Funds.** To facilitate operations, there shall be established and maintained a General Fund, a Capital Projects Fund, a Debt Service Fund, a Stormwater Fund and other appropriate funds in such amounts as are provided for in the aforesaid Budget, as hereby adopted or as hereafter modified pursuant to law.

**Section 4. Acquisition of Rights of Way and Easements.** The Town Manager is charged with the duty of executing all necessary documents to obtain rights of way, easements, and other property interests necessary to complete duly authorized Capital Improvement Projects. Capital Improvement Projects based on the ownership and life expectancy of the assets or improvements or based on the funding source authorized may be budgeted in the General, Capital Projects or Stormwater Funds. If expenditures are expressly authorized for an approved Capital Improvement Project in any of the budgeted funds, then the Town Manager is hereby authorized to execute all necessary documents and to expend such funds as are approved pursuant to the Capital Improvement budgets. Provided, however, in the event that the costs of an acquisition of such real property interests materially exceeds the amount budgeted in the approved Capital Improvement Project and the Town Manager is unable to shift additional funds from other authorized sources, the Town Manager shall be required to obtain the approval of Town Council for such additional expenditures. Nothing herein shall obviate the requirement that no condemnations shall be commenced without the appropriate approval of the Town Council for the Town of Hilton Head Island.

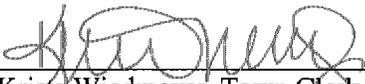
**Section 5 Severability.** If any section, phrase, sentence, or portion of this Ordinance is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct, and independent provision, and such holding shall not affect the validity of the remaining portions thereof.

**Section 6. Effective Date.** This Ordinance shall be effective upon its enactment by the Town Council for the Town of Hilton Head Island.

**PASSED, APPROVED, AND ADOPTED BY THE COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND ON THIS** 19th **DAY OF** JUNE, 2018.

  
\_\_\_\_\_  
David Bennett, Mayor

ATTEST:

  
\_\_\_\_\_  
Krista Wiedmeyer, Town Clerk

First Reading: May 1, 2018  
Public Hearing: JUNE 12, 2018  
Revised First Reading: JUNE 12, 2018  
Second Reading: JUNE 19, 2018

APPROVED AS TO FORM:

  
\_\_\_\_\_  
Gregory M. Alford, Town Attorney

Introduced by Council Member: Kimberly W. Likins

# General Fund - FY 2019 Budget Summary

				2018		2019		
	2015	2016	2017	Adopted Budget	Estimated Actual	Budget	% change	
							FY 2018 Budget	FY 2018 Est Actual
<b>Revenues</b>								
Property Taxes	11,894,284	12,647,166	12,971,590	13,473,000	13,703,850	13,840,888	3%	1%
ATAX Local 1%	3,068,339	3,215,849	3,430,379	3,312,968	3,482,592	3,532,590	7%	2%
<b>Business Licenses:</b>								
Business Licenses - Town	3,941,652	3,866,698	3,929,882	4,620,576	4,555,079	4,600,000	0%	1%
Business Licenses - MASC	4,392,826	4,357,613	4,414,070	4,405,590	4,407,419	4,414,000	0%	0%
<b>Franchise Fees:</b>								
Cable	848,708	890,697	913,142	926,681	920,944	920,000	-1%	0%
Beach Fee	27,352	28,430	32,588	30,160	35,086	35,000	16%	0%
Recycling	-	-	-	-	-	-	0%	0%
<b>Permit Fees:</b>								
Construction	552,722	1,189,212	561,565	592,076	881,916	560,000	-5%	-37%
Development	15,101	20,902	12,344	12,863	12,181	12,500	-3%	3%
Other	813,023	829,456	1,123,530	838,300	911,206	925,000	10%	2%
Intergovernmental	812,085	812,322	849,906	812,000	838,982	840,000	3%	0%
<b>Grants:</b>								
Beaufort County - Hazmat	11,677	11,677	11,677	11,677	11,677	11,680	0%	0%
Beaufort County - Egn	132,041	135,083	128,729	132,000	132,000	132,000	0%	0%
DHEC	-	-	10,666	5,000	-	-	-100%	0%
Other	-	-	20,258	-	27,081	-	0%	0%
SC Regional	-	-	-	-	-	-	0%	0%
<b>Miscellaneous Revenue:</b>								
Beach Services	239,358	229,643	249,688	230,000	251,291	250,000	9%	-1%
Donations	1,429	146	200	200	-	-	-100%	0%
Municipal Court	198,948	210,243	245,826	220,000	167,241	190,000	-14%	1%
Other	223,925	268,241	433,674	267,070	252,921	270,000	1%	7%
Public Safety - EMS	1,403,782	1,383,496	1,428,391	1,490,000	1,455,345	1,400,000	-6%	-4%
Public Safety - County D/T	55,721	53,781	52,512	54,000	51,995	52,000	-4%	0%
Town Codes	46	10	20	200	30	30	-85%	0%
Fund Balance	-	-	-	560,642	-	569,891	2%	0%
Prior Year Funds	-	-	-	191,250	-	-	-100%	0%
Victim's Assistance	34,399	37,134	38,525	38,000	30,346	35,000	-8%	15%
<b>Transfers In:</b>								
EDC	-	-	-	-	-	-	0%	0%
Beach Fees	1,111,138	1,111,138	1,111,138	1,361,138	1,361,138	1,361,140	0%	0%
Special Revenue Federal	-	-	12,164	-	-	-	0%	0%
CIP - Ad Valorem	-	1,413,000	453,000	453,000	453,000	453,000	0%	0%
CIP - Sunday Liquor	418,150	37,500	50,000	50,000	50,000	50,000	0%	0%
CIP - Land	594,000	986,752	175,000	175,000	175,000	175,000	0%	0%
CIP - Road Usage	-	-	658,135	-	-	-	0%	0%
Hospitality Fee	4,391,195	3,270,069	3,392,245	3,192,245	3,492,245	3,492,250	0%	0%
TIF	169,398	169,398	175,000	180,000	180,000	180,000	0%	0%
ATAX	1,338,188	1,596,057	1,696,220	1,565,900	1,565,900	1,565,900	0%	0%
Electric Franchise fee	311	87,878	90,000	90,000	90,000	90,000	0%	0%
Stormwater	94,258	94,258	95,000	125,000	125,000	125,000	0%	0%
Lease/Other	12,000	-	-	600,000	-	-	0%	0%
Investments	2,347	2,454	3,610	2,500	177,004	175,000	3900%	-1%
<b>Total Revenues</b>	<b>36,799,403</b>	<b>38,956,303</b>	<b>38,770,674</b>	<b>40,319,036</b>	<b>39,818,470</b>	<b>40,257,829</b>		
<b>Increase/Decrease</b>		<b>2,156,900</b>	<b>(185,629)</b>	<b>1,548,362</b>	<b>1,047,796</b>	<b>139,359</b>		
<b>%</b>		<b>5.86%</b>	<b>-0.48%</b>	<b>3.99%</b>	<b>2.70%</b>	<b>1.10%</b>		

# General Fund - FY 2019 Budget Summary

				2018		2019		
	2015	2016	2017	Adopted Budget	Estimated Actual	Budget	% change	
							FY 2018 Budget	FY 2018 Est. Actual
<b>Expenditures</b>								
<b>General Government:</b>								
Town Council	408,860	427,765	594,083	526,646	524,256	510,901	-3%	-3%
Town Council - Initiative	-	122,255	170,061	740,000	740,000	-	-100%	-100%
Town Manager	638,030	653,768	641,165	666,124	635,216	619,833	-7%	-2%
Human Resources	537,289	555,813	549,556	663,236	600,871	633,331	-5%	5%
<b>Total General Government</b>	<b>1,584,179</b>	<b>1,759,601</b>	<b>1,954,865</b>	<b>2,596,006</b>	<b>2,500,343</b>	<b>1,764,065</b>	<b>-32%</b>	<b>-29%</b>
<b>Management Services:</b>								
<b>Finance</b>								
Administration	291,907	291,019	302,132	319,757	322,990	329,264	3%	2%
Accounting	606,567	606,998	542,740	693,463	631,248	724,583	4%	15%
Procurement	-	-	-	-	-	206,347	100%	100%
Revenue Services	606,206	604,859	606,193	844,274	741,025	797,152	-6%	8%
	1,504,680	1,502,876	1,451,065	1,857,494	1,695,263	2,057,346	11%	21%
<b>Administrative Services</b>								
Records Management	264,885	220,591	253,243	257,268	254,862	301,313	17%	18%
Legal	495,858	465,729	470,845	545,918	479,205	553,354	1%	15%
Office of Cultural Affairs	-	-	-	182,853	144,867	179,393	-2%	24%
Communications	-	-	-	-	-	309,207	100%	100%
Municipal Court	404,911	413,928	386,734	398,872	381,474	386,930	-3%	1%
Information Technology	2,166,005	1,929,433	2,014,334	2,262,359	2,305,146	2,092,674	-8%	-9%
<b>Total Management Services</b>	<b>4,836,339</b>	<b>4,532,557</b>	<b>4,576,221</b>	<b>5,504,764</b>	<b>5,260,817</b>	<b>5,880,217</b>	<b>7%</b>	<b>12%</b>
<b>Community Services:</b>								
<b>Community Development</b>								
Administration	469,752	479,077	538,333	513,950	499,650	636,956	24%	27%
Comprehensive Planning	518,454	520,792	509,473	704,285	638,580	687,327	-2%	8%
Development, Review and Zoning	613,114	688,858	601,484	815,183	778,740	784,407	-4%	1%
Building	653,044	754,959	567,486	726,381	640,021	798,575	10%	25%
CD Services	303,408	329,021	335,453	376,894	382,017	408,261	8%	7%
	2,557,772	2,772,707	2,552,229	3,136,693	2,939,008	3,315,526	6%	15%
<b>Public Projects and Facilities</b>								
Administration	254,895	263,379	251,524	280,604	264,989	292,015	1%	10%
Engineering	924,937	923,622	1,235,129	1,071,992	1,075,650	1,019,466	-5%	-5%
Facilities Management	3,500,999	3,858,960	3,741,656	4,363,163	4,388,813	4,425,485	1%	3%
	4,680,831	5,045,961	5,228,309	5,724,759	5,629,452	5,736,966	0%	2%
<b>Total Community Services</b>	<b>7,238,603</b>	<b>7,818,668</b>	<b>7,780,538</b>	<b>8,801,452</b>	<b>8,568,460</b>	<b>9,052,492</b>	<b>2%</b>	<b>6%</b>

## General Fund - FY 2019 Budget Summary

				2018		2019		
	2015	2016	2017	Adopted Budget	Estimated Actual	Budget	% change	
							FY 2018 Budget	FY 2018 Est Actual
<b>Public Safety:</b>								
<b>Fire Rescue</b>								
Administration	321,583	310,870	349,703	378,015	381,172	386,413	2%	1%
Operations	9,501,028	9,599,610	9,632,711	9,960,135	9,881,401	9,983,568	0%	1%
E-911 Communications	1,108,894	1,067,696	1,081,980	1,160,990	1,145,800	1,293,655	11%	13%
E-911 Communications Support	257,640	284,158	286,042	234,439	234,201	249,490	6%	7%
Emergency Management	133,138	140,944	137,342	158,023	152,487	162,865	3%	7%
Fire Prevention	572,246	599,699	576,729	624,994	581,795	603,968	-3%	4%
Fleet Maintenance	338,316	547,936	512,305	595,463	500,708	600,493	1%	20%
EMS Training	197,348	204,384	101,564	322,784	298,487	408,335	27%	37%
Support Services	1,340,866	951,155	1,556,084	712,941	662,201	765,395	7%	16%
Safety and Professional Development	713,425	726,861	712,784	654,352	649,075	685,719	5%	6%
<b>Total Fire Rescue</b>	<b>14,684,484</b>	<b>14,433,313</b>	<b>14,947,244</b>	<b>14,806,142</b>	<b>14,487,417</b>	<b>15,139,901</b>	<b>2%</b>	<b>5%</b>
<b>Public Safety - Police Services</b>	<b>3,220,413</b>	<b>3,443,143</b>	<b>3,634,798</b>	<b>3,728,316</b>	<b>3,678,316</b>	<b>3,895,874</b>	<b>4%</b>	<b>6%</b>
<b>Townwide (non-departmental):</b>								
Personnel	214,044	167,127	452,251	351,010	548,067	518,526	48%	-5%
Operating	1,380,033	1,402,859	1,443,213	2,117,811	1,609,791	2,176,344	3%	35%
Capital	41,635	30,012	32,000	789,000	789,000	204,000	-74%	-74%
Transfers Out	-	986,752	7,188,000	-	-	-	-	-
Grants	2,285,747	2,780,166	1,609,754	1,562,535	1,562,535	1,626,410	4%	4%
<b>Total Townwide (non-departmental)</b>	<b>3,921,459</b>	<b>5,366,916</b>	<b>10,725,218</b>	<b>4,820,356</b>	<b>4,509,393</b>	<b>4,525,280</b>	<b>-6%</b>	<b>0%</b>
<b>Total Expenditures</b>	<b>35,485,477</b>	<b>37,354,198</b>	<b>43,618,884</b>	<b>40,519,036</b>	<b>39,004,746</b>	<b>40,257,620</b>	<b>0%</b>	<b>3%</b>
<b>Net change in fund balances</b>	<b>1,313,926</b>	<b>1,602,105</b>	<b>(4,848,210)</b>	<b>-</b>	<b>613,724</b>	<b>-</b>		
<b>Fund balance - beginning</b>	<b>18,035,329</b>	<b>19,349,325</b>	<b>20,951,430</b>	<b>16,103,220</b>	<b>16,103,220</b>	<b>16,916,944</b>		
<b>Use of Fund Balance</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>		
<b>Fund balance - ending</b>	<b>19,349,325</b>	<b>20,951,430</b>	<b>16,103,220</b>	<b>16,103,220</b>	<b>16,916,944</b>	<b>16,916,944</b>		

## Debt Service Fund - FY 2019 Budget Summary

	2015	2016	2017	2018		2019		
				Adopted Budget	Estimated Actual	FY 2019 Budget	% change FY 2018 Budget Est Actual	
<b>GOVERNMENTAL ACTIVITIES</b>								
<b>Revenues</b>								
Property Taxes	5,084,193	5,136,244	5,229,221	5,337,600	5,375,874	5,429,633	1.7%	1.0%
Bonds Issued	-	-	27,885,000	-	-	-	0.0%	0.0%
Bond Premium	-	-	1,574,351	-	-	-	0.0%	0.0%
BABS Subsidy	168,051	163,656	79,889	169,870	163,000	-	-100.0%	-100.0%
Investment Income	37,374	36,913	36,251	36,000	40,225	90,000	150.0%	123.7%
<b>Transfers In:</b>								
Beach Preservation Fees	4,381,225	2,531,437	2,536,913	5,986,288	3,037,326	5,305,444	-11.4%	74.7%
Disaster Fund	-	-	-	4,200,000	4,375,000	3,536,565	0.0%	0.0%
Hospitality Fees	1,616,427	1,633,112	1,627,113	2,324,350	2,544,348	1,635,200	-29.6%	-35.7%
Tax Increment Financing	4,122,476	-	-	5,535,000	3,318,840	3,926,392	-29.1%	0.0%
Real Estate Transfer Fees	2,269,578	2,243,681	2,193,515	2,260,263	1,926,665	1,918,200	-15.1%	-0.4%
Hospitality Tax Bond	-	-	-	-	-	-	0.0%	0.0%
Series 2013 GO Bonds	-	-	-	-	-	-	0.0%	0.0%
Lease Revenue	10,889	65,336	65,336	65,000	65,000	-	-100.0%	-100.0%
<b>Total Revenues</b>	<b>17,690,213</b>	<b>11,810,379</b>	<b>41,227,589</b>	<b>25,914,371</b>	<b>20,846,278</b>	<b>21,841,434</b>	<b>-15.7%</b>	<b>4.8%</b>
<b>Expenditures</b>								
Administrative	11,024	11,025	17,125	40,000	13,675	100,000	150.0%	631.3%
Payment to Escrow Agent	-	-	28,966,152	50,000	-	100,000	100.0%	100.0%
Contribution to Refunding	-	-	-	-	-	-	0.0%	0.0%
Transfers	1,900,110	-	-	-	298,930	-	0.0%	-100.0%
Debt Issue Costs	-	-	472,186	750,000	-	760,953	0.0%	100.0%
Principal	12,995,000	7,420,000	8,040,000	7,595,000	11,830,000	17,530,000	130.8%	48.2%
Interest	3,702,272	3,278,425	3,432,746	15,765,000	4,511,291	5,706,047	-63.8%	26.6%
<b>Total Expenditures</b>	<b>18,608,406</b>	<b>10,709,450</b>	<b>39,928,209</b>	<b>24,200,000</b>	<b>16,653,896</b>	<b>24,200,000</b>	<b>0.0%</b>	<b>45.3%</b>
<b>Net change in fund balances</b>	<b>(918,193)</b>	<b>1,100,929</b>	<b>1,299,380</b>	<b>1,714,371</b>	<b>4,192,382</b>	<b>(2,358,566)</b>		
<b>Fund balance - beginning</b>	<b>8,404,034</b>	<b>7,485,841</b>	<b>8,586,770</b>	<b>9,886,150</b>	<b>9,886,150</b>	<b>14,078,532</b>		
<b>Fund balance - ending</b>	<b>7,485,841</b>	<b>8,586,770</b>	<b>9,886,150</b>	<b>11,600,521</b>	<b>14,078,532</b>	<b>11,719,966</b>		

## Capital Improvement Plan by Funding Source - FY 2019 New Projects

THOUSANDS OF DOLLARS										
FY 2019 Budget	FY 2019 Property Taxes	Funding Source as Identified	Beach Bond/ Beach Fees	GO Bond	Hospitality Tax Transfer In	TIF	Sunday Liquor Permit Fees	Road Usage Fee	Grants / Donations	Sale of Land

### PATHWAY IMPROVEMENTS

Pathway Accessibility & Safety Enhancement Projects	100						100			
<b>TOTAL</b>	<b>100</b>	-	-	-	-	-	<b>100</b>	-	-	-

### ROADWAY IMPROVEMENTS

Intersection Improvements-W.B. 3rd Lane at Squire Pope -- Impact fees	500		500							
Extension of Lagoon Road	675			675						
Reconstruction of Nassau Street	400			400						
South Forest Beach Drive Improvements	400			400						
Private Dirt Roads -- specific	375							375		
Private Dirt Roads -- paving projects TBD	175							175		
Paving improvements	350							350		
Pope Avenue Resurfacing -- County Grant/impact fee	850								850	
<b>TOTAL</b>	<b>3,725</b>	-	<b>500</b>	<b>1,475</b>	-	-	-	<b>900</b>	<b>850</b>	-

### PARK DEVELOPMENT

Cordillo area improvements -- Park Impact fees	400		400							
Parks Upgrades impact fees / Sunday Liquor fees	300		150				150			
<b>TOTAL</b>	<b>700</b>	-	<b>550</b>	-	-	-	<b>150</b>	-	-	-

### PUBLIC FACILITIES

Town Hall Remodeling	100				100					
Fuel Truck Shed	55				55					
<b>TOTAL</b>	<b>155</b>	-	-	-	<b>155</b>	-	-	-	-	-

### FACILITIES IMPROVEMENTS

Sewer Service Projects	3,220				3,220					
Fire Hydrant Expansion -- Flyover/HTAX	100		43		67					
Emergency Operations Center Modifications - Flyover	150		150							
<b>TOTAL</b>	<b>3,470</b>	-	<b>183</b>	-	<b>3,220</b>	<b>67</b>	-	-	-	-

### BEACH MAINTENANCE

Beach Management & Monitoring	500			500						
<b>TOTAL</b>	<b>500</b>	-	-	<b>500</b>	-	-	-	-	-	-

### LAND

Undefined Project / Legal Fees	20									20
<b>TOTAL</b>	<b>20</b>	-	-	-	-	-	-	-	-	<b>20</b>

### OTHER CAPITAL EXPENDITURES

Fire Rescue Capital Outlay -- from Flyover funds	102		102							
Cost of Issue	100			100						
Rec Center CIP -- Impact fees	271		271							
Honey Horn CIP -- Park Impact fees	55		55							
Transfer to General Fund	678	453					50			175
<b>TOTAL</b>	<b>1,206</b>	<b>453</b>	<b>428</b>	-	<b>100</b>	-	-	<b>50</b>	-	<b>175</b>

### TOTAL BUDGET BY FUNDING SOURCE

<b>TOTAL FY 2019 BUDGET</b>	<b>9,876</b>	<b>453</b>	<b>1,661</b>	<b>1,975</b>	<b>3,320</b>	<b>322</b>	-	<b>200</b>	<b>900</b>	<b>850</b>	<b>195</b>
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\*Beginning in FY 2018, Dirt Road Projects funded by the Community Development Block Grant (CDBG) are separate from the Capital Improvement Plan Budget.

\*The remainder of the Bluffton Flyover funding would be reallocated to the Fire Rescue Capital Outlay, the Fire Hydrant project and the EOC project.

**Stormwater Fund - FY 2019 Budget Summary**

	2015	2016	2017	2018		2019		
				Adopted Budget	Estimated Actual	FY 2019 Budget	% change FY 2018 Est Actual	
<b>Revenues</b>								
Stormwater Fees	3,551,386	3,551,400	3,583,005	4,800,000	4,769,396	4,775,000	-0.52%	0.12%
Fund Balance/Prior Year Funds	-	-	-	-	-	335,000	100.00%	100.00%
Federal Grant	25,764	44,272	-	-	-	-	0.00%	0.00%
Bond Proceeds	-	-	-	3,100,000	3,100,000	-	0.00%	0.00%
Interest	450	442	1,202	450	2,978	1,000	122.22%	-66.42%
<b>Total Revenues</b>	<b>3,577,600</b>	<b>3,596,114</b>	<b>3,584,207</b>	<b>7,900,450</b>	<b>7,872,374</b>	<b>5,311,000</b>	<b>-32.78%</b>	<b>-32.54%</b>
<b>Expenses</b>								
Personnel	317,575	358,116	283,155	544,000	544,043	563,000	3.49%	3.48%
Operating	226,662	339,567	340,856	390,000	453,747	374,000	-4.10%	-17.58%
Projects	1,919,697	1,072,181	799,316	5,653,000	5,381,113	2,619,000	-53.67%	-51.33%
Capital	-	23,764	-	32,000	32,000	32,000	0.00%	0.00%
Transfers	94,258	94,258	1,095,000	125,000	125,000	125,000	0.00%	0.00%
Debt Service/Other	(96,761)	961,510	1,433,596	1,254,000	1,514,000	1,598,000	38.47%	5.55%
<b>Total Expenses</b>	<b>2,461,431</b>	<b>2,849,396</b>	<b>3,951,923</b>	<b>7,898,000</b>	<b>8,049,903</b>	<b>5,311,000</b>	<b>-32.76%</b>	<b>-34.02%</b>
<b>Net Change in Fund Balance</b>	<b>1,116,169</b>	<b>746,718</b>	<b>(367,716)</b>	<b>2,450</b>	<b>(177,529)</b>	<b>-</b>		
<b>Beginning Fund Balance</b>	<b>5,291,577</b>	<b>6,407,746</b>	<b>7,154,464</b>	<b>6,786,748</b>	<b>6,789,198</b>	<b>6,611,669</b>		
<b>Ending Fund Balance</b>	<b>6,407,746</b>	<b>7,154,464</b>	<b>6,786,748</b>	<b>6,789,198</b>	<b>6,611,669</b>	<b>6,611,669</b>		

**AN ORDINANCE TO RAISE REVENUE AND ADOPT A BUDGET FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, FOR THE FISCAL YEAR ENDING JUNE 30, 2020; TO ESTABLISH A PROPERTY TAX LEVY; TO ESTABLISH FUNDS; TO ESTABLISH A POLICY FOR ACQUISITION OF RIGHTS OF WAY AND EASEMENTS; AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.**

**WHEREAS**, Section 5-7-260(3) of the Code of Laws for South Carolina 1976, as amended, and Section 2-7-20 of the Municipal Code of the Town of Hilton Head Island, South Carolina, require that the Town Council act by ordinance to adopt a budget and levy taxes, pursuant to public notice; and

**WHEREAS**, Town Council also desires to set aside funds for an Operating Reserve to provide for emergency-related expenditures and to offset fiscal year tax revenue income stream deficiency; and

**WHEREAS**, Town Council finds that it would be more economical and efficient to authorize the Town Manager to move forward with construction contract modifications, change orders, contract price adjustments, and execution of contracts for supplies, services, and construction where the contract amount involved does not exceed the budget line item or project budget as approved by Town Council in the Consolidated Municipal Budget.

**NOW, THEREFORE, BE IT ORDERED AND ORDAINED BY THE COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA; AND IT IS HEREBY ORDAINED BY THE AUTHORITY OF THE SAID COUNCIL:**

**NOTE:** Underlined and bold-face typed portions indicate additions to the Ordinance. ~~Stricken~~ Portions indicate deletions to the Ordinance.

**Section 1. Adoption of the Budget.** The prepared budget of estimated revenues and expenses, a copy of which is attached hereto and incorporated herein, is hereby adopted as the budget for the Town of Hilton Head Island for the fiscal year ending June 30, 2020.

The General Fund budgetary authority is adopted at the Departmental level as follows:

<u>Expenditure Type</u>	<u>2020 Budget</u>	<u>2021 Budget</u>
Town Council	\$ 479,224	\$ 493,601
Town Manager	846,440	871,833
Human Resources	687,766	648,424
Administrative Services	3,957,269	4,073,649
Finance	1,992,406	2,052,125
Community Development	3,553,997	3,601,547
Public Projects and Facilities	5,642,043	5,911,304
Fire Rescue	15,499,346	15,897,377
Sheriff / Other Public Safety	3,813,237	3,927,634
Townwide	2,823,316	3,289,036
Community / Grants	1,813,273	1,791,917
	<u>\$ 41,108,317</u>	<u>\$ 42,558,447</u>

The Debt Service Fund and the Stormwater Fund are adopted at the Fund level. Capital Improvement Projects are adopted at the Project level. The Town Manager is authorized to transfer amounts up to \$100,000; larger transfers require Town Council approval.

**Section 2. Establishment of Property Tax Levy.** A tax to cover the period from July 1, 2019 through June 30, 2020, inclusive, for the sums and in the manner hereinafter mentioned, is and shall be, levied, collected and paid into the treasury of the Town of Hilton Head Island for its uses at a rate of mills on assessed value of real estate and personal property of every description owned in the Town of Hilton Head Island, except such property as is exempt from taxation under the Constitution and laws of the State of South Carolina. Said tax levy shall be paid into the Town Treasury for the credit of the Town of Hilton Head Island for its corporate purposes, for the purpose of paying current operational expenses of the said municipality 17.13 mills, Debt Service 5.97 mills, and Disaster Recovery (millage override) 5.00 mills making the total levy of 28.10 mills.

**Section 3. Establishment of Funds.** To facilitate operations, there shall be established and maintained a General Fund, a Capital Projects Fund, a Debt Service Fund, a Stormwater Fund and other appropriate funds in such amounts as are provided for in the aforesaid Budget, as hereby adopted or as hereafter modified pursuant to law.

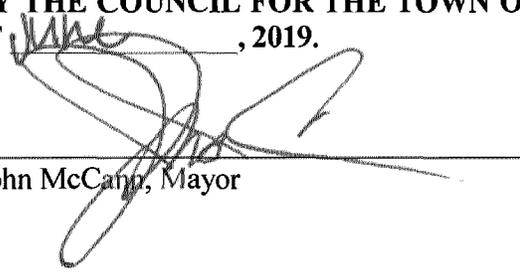
**Section 4. Acquisition of Rights of Way and Easements.** The Town Manager is charged with the duty of executing all necessary documents to obtain rights of way, easements, and other property interests necessary to complete duly authorized Capital Improvement Projects. Capital Improvement Projects based on the ownership and life expectancy of the assets or improvements or based on the funding source authorized may be budgeted in the General, Capital Projects or Stormwater Funds. If expenditures are expressly authorized for an approved Capital Improvement Project in any of the budgeted funds, then the Town Manager is hereby authorized to execute all

necessary documents and to expend such funds as are approved pursuant to the Capital Improvement budgets. Provided, however, in the event that the costs of an acquisition of such real property interests materially exceeds the amount budgeted in the approved Capital Improvement Project and the Town Manager is unable to shift additional funds from other authorized sources, the Town Manager shall be required to obtain the approval of Town Council for such additional expenditures. Nothing herein shall obviate the requirement that no condemnations shall be commenced without the appropriate approval of the Town Council for the Town of Hilton Head Island.

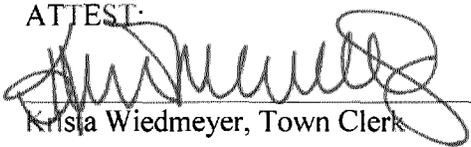
**Section 5 Severability.** If any section, phrase, sentence, or portion of this Ordinance is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct, and independent provision, and such holding shall not affect the validity of the remaining portions thereof.

**Section 6. Effective Date.** This Ordinance shall be effective upon its enactment by the Town Council for the Town of Hilton Head Island.

**PASSED, APPROVED, AND ADOPTED BY THE COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND ON THIS 7th DAY OF June, 2019.**

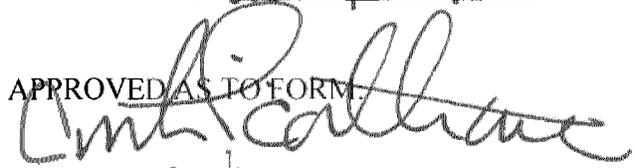
  
\_\_\_\_\_  
John McCann, Mayor

ATTEST:

  
\_\_\_\_\_  
Krista Wiedmeyer, Town Clerk

First Reading: MAY 7, 2019  
Public Hearing: JUNE 4, 2019  
Revised First Reading: \_\_\_\_\_  
Second Reading: JUNE 4, 2019

APPROVED AS TO FORM:

  
\_\_\_\_\_  
CURTIS L. COLTRANE, Town Attorney

Introduced by Council Member:

William Harkin

**ORDINANCE NO. 2020-15**

**PROPOSED ORDINANCE NO. 2020-12**

**AN ORDINANCE TO RAISE REVENUE AND ADOPT A BUDGET FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, FOR THE FISCAL YEAR ENDING JUNE 30, 2021; TO ESTABLISH A PROPERTY TAX LEVY; TO ESTABLISH FUNDS; TO ESTABLISH A POLICY FOR ACQUISITION OF RIGHTS OF WAY AND EASEMENTS; AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.**

**WHEREAS**, Section 5-7-260(3) of the Code of Laws for South Carolina 1976, as amended, and Section 2-7-20 of the Municipal Code of the Town of Hilton Head Island, South Carolina, require that the Town Council act by ordinance to adopt a budget and levy taxes, pursuant to public notice; and

**WHEREAS**, Town Council also desires to set aside funds for an Operating Reserve to provide for emergency-related expenditures and to offset fiscal year tax revenue income stream deficiency; and

**WHEREAS**, Town Council also desires to give the Town Manager authority to adjust revenue estimates as necessary to account for the economic impact of the COVID-19 Pandemic, without changing the total adopted budget. Any changes made under this section will be reported to Town Council on a quarterly basis; and

**WHEREAS**, Town Council finds that it would be more economical and efficient to authorize the Town Manager to move forward with construction contract modifications, change orders, contract price adjustments, and execution of contracts for supplies, services, and construction where the contract amount involved does not exceed the budget line item or project budget as approved by Town Council in the Consolidated Municipal Budget.

**NOW, THEREFORE, BE IT ORDERED AND ORDAINED BY THE COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA; AND IT IS HEREBY ORDAINED BY THE AUTHORITY OF THE SAID COUNCIL:**

**NOTE:** Underlined and bold-face typed portions indicate additions to the Ordinance. ~~Stricken~~ Portions indicate deletions to the Ordinance.

**Section 1. Adoption of the Budget.** The prepared budget of estimated revenues and expenses, a copy of which is attached hereto and incorporated herein, is hereby adopted as the budget for the Town of Hilton Head Island for the fiscal year ending June 30, 2021.

The General Fund budgetary authority is adopted at the Departmental level as follows:

	2020 Budget	2021 Budget
Town Council	479,224	493,601
Town Manager	846,440	871,833
Human Resources	687,766	648,424
Administrative Services	3,957,269	4,073,649
Finance	1,992,406	2,052,125
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Townwide	2,823,316	3,289,036
Community/Grants	1,813,273	1,791,917
<b>Total</b>	<b>\$ 41,108,317</b>	<b>\$ 42,558,448</b>

The Debt Service Fund and the Stormwater Fund are adopted at the Fund level. Capital Improvement Projects are adopted at the Project level. The Town Manager is authorized to transfer amounts up to \$100,000; larger transfers require Town Council approval.

**Section 2. Establishment of Property Tax Levy.** A tax to cover the period from July 1, 2019 through June 30, 2020, inclusive, for the sums and in the manner hereinafter mentioned, is and shall be, levied, collected and paid into the treasury of the Town of Hilton Head Island for its uses at a rate of mills on assessed value of real estate and personal property of every description owned in the Town of Hilton Head Island, except such property as is exempt from taxation under the Constitution and laws of the State of South Carolina. Said tax levy shall be paid into the Town Treasury for the credit of the Town of Hilton Head Island for its corporate purposes, for the purpose of paying current operational expenses of the said municipality 17.2 mils, Debt Service 5.9 mils, and Disaster Recovery (millage override) 5.00 mils making the total levy of 28.1 mils.

**Section 3. Establishment of Funds.** To facilitate operations, there shall be established and maintained a General Fund, a Capital Projects Fund, a Debt Service Fund, a Stormwater Fund and other appropriate funds in such amounts as are provided for in the aforesaid Budget, as hereby adopted or as hereafter modified pursuant to law.

**Section 4. Acquisition of Rights of Way and Easements.** The Town Manager is charged with the duty of executing all necessary documents to obtain rights of way, easements, and other property interests necessary to complete duly authorized Capital Improvement Projects.

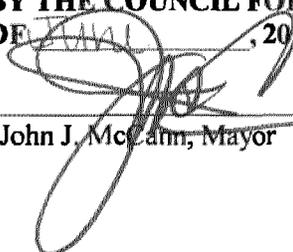
Capital Improvement Projects based on the ownership and life expectancy of the assets or improvements or based on the funding source authorized may be budgeted in the General, Capital Projects or Stormwater Funds. If expenditures are expressly authorized for an approved Capital Improvement Project in any of the budgeted funds, then the Town Manager is hereby authorized to execute all necessary documents and to expend such funds as are approved pursuant to the Capital Improvement budgets. Provided, however, in the event that the costs of an acquisition of such real property interests materially exceeds the amount budgeted in the approved Capital Improvement Project and the Town Manager is unable to shift additional funds from other authorized sources, the Town Manager shall be required to obtain the approval of Town Council for such additional expenditures. Nothing herein shall obviate the requirement that no condemnations shall be commenced without the appropriate approval of the Town Council for the Town of Hilton Head Island.

**Section 5. Assignment of Funds for Future Use.** Town Council continues to assign and reserve funds for its future dredging projects in the amount of \$200,000 of Hospitality Tax and \$100,000 for Pine Island renourishment from Stormwater funds in accordance with Town practice.

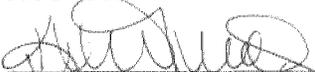
**Section 6. Severability.** If any section, phrase, sentence, or portion of this Ordinance is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct, and independent provision, and such holding shall not affect the validity of the remaining portions thereof.

**Section 7. Effective Date.** This Ordinance shall be effective upon its enactment by the Town Council for the Town of Hilton Head Island.

**PASSED, APPROVED, AND ADOPTED BY THE COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND ON THIS 16 DAY OF JUNE, 2020.**

  
\_\_\_\_\_  
John J. McEann, Mayor

ATTEST:

  
\_\_\_\_\_  
Krista M. Wiedmeyer, Town Clerk

First Reading: MAY 12, 2020  
Public Hearing: JUNE 16, 2020  
Revised First Reading: N/A  
Second Reading: JUNE 16, 2020

APPROVED AS TO FORM

  
\_\_\_\_\_  
Curtis L. Coltrane, Town Attorney

Introduced by Council Member:

Bill Harkins



## TOWN OF HILTON HEAD ISLAND

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### Staff Report Memo

**TO:** Finance and Administrative Committee  
**FROM:** John M. Troyer, Director of Finance  
**VIA:** Marc Orlando, ICMA-CM, Town Manager  
**CC:** April Akins, Revenue Services Manager  
**DATE:** April 4, 2022, 2022  
**SUBJECT:** Town of Hilton Head Ambulance Fee Schedule

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**Recommendation:** Staff recommends that the Finance and Administrative Committee review and consider approval of Proposed Ordinance 2022-10, amending Chapter 9 of Title 10 (Fee Schedule for Billing Ambulance Services), Sec. 10-9-10 (General Fee Schedule) and Sec. 10-9-30 (Billing) **to increase the Town of Hilton Head Island's ambulance fee schedule to meet industry standards set by the Centers for Medicare and Medicaid Services.**

**Summary:** During an annual Account Performance Review with the Town's EMS billing contractor, EMS Management & Consultants (EMS/MC), it was recommended that the Town consider a rate increase to ensure that EMS revenue collections are optimal based on the industry standards. The Centers for Medicare and Medicaid Services issued CY 2022 Medicare Physician Fee Schedule effective January 1, 2022. Based on the fee schedule, EMS/MC recommended that the Town set ambulance rates at 150% or above of the Medicare's Physician Fee Schedule. The projected revenue from the rate increase is an estimated \$125,000 annually or approximately 7% increase in net EMS revenue collections.

In addition, since Medicare's Physician Fee Schedule is issued annually, staff recommends updating Chapter 9 of Title 10, Sec. 10-9-10 and Sec. 10-9-30, to include language that the Town's ambulance fee schedule will be set at 150% or above of the most recent Centers for Medicare and Medicaid Services (CMS) Physician Fee Schedule (PFS) and removing the ambulance fee table from the ordinance. Staff also recommends that the Town's ambulance fee schedule be published and available on the Town's website.

**Background:** To ensure that the Town receives full reimbursement from insurance companies for ambulance services, the proposed amendments to Chapter 9 of Title 10, Sec. 10-9-10 and Sec. 10-9-30 should be adopted to allow optimal EMS revenue collections.

Below is the analysis and recommendation for the Town of Hilton Head Island's ambulance fee schedule prepared by EMS/MC:

<b>Level of Service</b>	<b>2022 Medicare Allowable (Urban)</b>	<b>TOHH Current Charge</b>	<b>Recommended 150% MFS</b>	<b>Notes</b>
<b>ALS Emergent</b>	<b>\$441.29</b>	<b>\$520.00</b>	<b>\$661.94</b>	<b>Round up to \$662</b>
<b>BLS Emergent</b>	<b>\$371.61</b>	<b>\$460.00</b>	<b>\$557.42</b>	<b>Round up to \$558</b>
<b>ALS 2 Emergent</b>	<b>\$638.71</b>	<b>\$1,010.00</b>	<b>\$1,010.00</b>	<b>No change</b>
<b>Treatment No Transport Fee</b>	<b>n/a</b>	<b>\$100.00</b>	<b>\$100.00</b>	<b>No change</b>
<b>Mileage Fee</b>	<b>\$8.02</b>	<b>\$7.50</b>	<b>\$12.03</b>	<b>Loss of \$.52 per mile. Round up to \$12.25</b>
<b>Specialty Care Transport</b>	<b>\$754.83</b>	<b>\$450.00</b>	<b>\$1132.25</b>	<b>Loss of \$304.83. Round down to \$1132.00</b>
<b>BLS Non-Emergent</b>	<b>\$232.26</b>	<b>\$460.00</b>	<b>\$460.00</b>	<b>No change</b>
<b>ALS Non-Emergent</b>	<b>\$278.71</b>	<b>\$520.00</b>	<b>\$520.00</b>	<b>No change</b>



# Town of Hilton Head Island Ambulance Fee Schedule Review

- Finance and Administrative Committee
  - April 19, 2022
-

# The Town's Outside Billing Contractor Recommends an Update of Ambulance Fees

- The Town's EMS billing contractor, EMS Management & Consultants (EMS/MC), performed an annual Account Performance Review for the Town.
- EMS/MC advised the Town should consider increasing ambulance fees to meet the industry's standards.
- Industry standards for ambulance fees is set by the federal government through The Centers for Medicare and Medicaid Services (CMS).
- CMS issues Medicare's Physician Fee Schedule (PFS) each calendar year on January 1st.

# The Town's Outside Billing Contractor Recommends Tying Ambulance Fees to Federal Rates for the Future

- Based on CY 2022 Medicare's Physician Fee Schedule, EMS/MC recommended the Town set ambulance rates at 150% or above of Medicare's Physician Fee Schedule to ensure optimal EMS revenue collection from Medicare, Medicaid, and other commercial insurance companies.
- Staff recommends amending Chapter 9 of Title 10 of the Municipal Code to include "The Town's ambulance fee schedule is set at 150% or above the most recent Centers for Medicare and Medicaid Services (CMS) Physician Fee Schedule (PFS).
- Tying the town's ambulance rates to the federal ambulance rates will help balance costs associated with ambulance services and not place a burden on property taxes.
- Staff recommends publishing the Town's ambulance fee schedule on the Town's website each year and removing the fee schedule table from the ordinance.

# Town of Hilton Head Island Ambulance Fees

- Below is the analysis and recommendation for the Town of Hilton Head Island's ambulance fee scheduled prepared by EMS/MC. Our expectations is a 7% increase in net collections.

Level of Service	2022 Medicare Allowable (Urban)	Town Current Charge	Recommended 150% MFS	Notes	Projected Revenue
ALS Emergent	\$441.29	\$520.00	\$661.94	Round up to \$662	Additional \$70,000
BLS Emergent	\$371.61	\$460.00	\$557.42	Round up to \$558	Additional \$5,000
ALS 2 Emergent	\$638.71	\$1,010.00	\$1,010.00	No change	
Treatment No Transport Fee	n/a	\$100.00	\$100.00	No change	
Mileage Fee	\$8.02	\$7.50	\$12.03	Loss of \$.52 per mile. Round up to \$12.25	Additional \$50,000
Specialty Care Transport	\$754.83	\$450.00	\$1132.25	Loss of \$304.83. Round down to \$1132.00	
BLS Non-Emergent	\$232.26	\$460.00	\$460.00	No change	
ALS Non-Emergent	\$278.71	\$520.00	\$520.00	No Change	



# Questions?

- Finance and Administrative Committee
  - April 19, 2022
-

**AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND**

**ORDINANCE NO.**

**PROPOSED ORDINANCE NO. 2022-10**

**AN ORDINANCE TO AMEND CHAPTER 9 OF TITLE 10 (FEE SCHEDULE FOR BILLING AMBULANCE SERVICES), OF THE MUNICIPAL CODE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, BY AMENDING SECTIONS 10-9-10 (GENERAL FEE SCHEDULE) AND 10-9-30 (BILLING); AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.**

**WHEREAS**, the Town Council did previously adopt Chapter 9 of Title 10 of the Municipal Code of the Town of Hilton Head Island to provide for ambulance service fees; and

**WHEREAS**, during an annual account performance review with EMS Management & Consultants, the Town's EMS billing contractor, it was recommended that the Town of Hilton Head Island consider a rate increase at 150% or above the Centers for Medicare and Medicaid Services Physician Fee Schedule to ensure that EMS revenue collections are optimal based on industry standards; and

**WHEREAS**, the Town Council now desires to increase the Town of Hilton Head Island's ambulance service fee schedule to meet industry standards set by the Centers for Medicare and Medicaid Services and to include language in the Municipal Code of the Town of Hilton Head Island that the Town's ambulance service fees schedule is set at 150% or above the most recent Centers for Medicare and Medicaid Services Physician Fee Schedule.

**NOW, THEREFORE, BE IT ORDERED AND ORDAINED BY THE TOWN COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, AND IT IS HEREBY ORDERED AND ORDAINED BY AND UNDER AUTHORITY OF SAID TOWN COUNCIL, AS FOLLOWS:**

**NOTE: Underlined and bold-face typed portions indicate additions to the municipal code. ~~Stricken~~ portions indicate deletions to the municipal code.**

**Section 1: Amendment.** That Sections 10-9-10 (General Fee Schedule) and 10-9-30 (Billing) of the Municipal Code of The Town of Hilton Head Island, South Carolina, are hereby amended as follows:

**Sec. 10-9-10. General fee schedule.**

Ambulance service rates will be based on the highest level of care provided and includes the following billing categories as identified by Medicare. **The Town's ambulance fee schedule is set at**

**150% or above of the most recent Centers for Medicare and Medicaid Services (CMS) Physician Fee Schedule (PFS).**

Billing Category		Rate
BLS	(Basic Life Support)	\$460.00 plus \$7.50 mileage rate
BLS	(Basic Life Support) Emergency	\$460.00 plus \$7.50 mileage rate
ALS 1	(Advanced Life Support level 1)	\$520.00 plus \$7.50 mileage rate
ALS 1	(Advanced Life Support level 1) Emergency	\$520.00 plus \$7.50 mileage rate
ALS 2	(Advanced Life Support level 2)	\$1,010.00 plus \$7.50 mileage rate
SCT	(Specialty Care Transports)	\$450.00 plus \$6.50 mileage rate

**Sec. 10-9-20. Billing category descriptions.**

The following descriptions are provided to assist in determining the appropriate billing category for ambulance services:

- (a) BLS (non-emergency) is a response to transport a patient to various locations (to hospital from doctor's offices, homes, etc.) with BLS skills being the highest level of service provided. This includes procedures like checking vitals, oxygen administration, etc., but with no IV initiated. These calls may include a minimal use of supplies. These will be mostly non-emergency transport patients who are routinely transported via Med-Trans Ambulance Service. The town's fire and rescue department rarely handles these calls and does so only in extreme circumstances.
- (b) BLS (emergency) is an emergency response for a patient who is transported to a hospital with BLS skills being the highest level of service provided. This includes procedures like checking vitals, oxygen administration, etc., but with no IV initiated. These calls may include a minimal to moderate use of supplies. These are emergency calls and BLS will be the highest level of service provided. The town's fire and rescue department routinely handles these BLS emergency transports.
- (c) ALS 1 (non-emergency) is a response for a patient who is transported and requires an ALS assessment or ALS skills such as IV initiation, cardiac monitoring, blood draws, BGL checks, or up to two (2) drugs administered. They will require a minimal to moderate use of supplies. These are mostly non-emergency transport calls that require an ALS assessment and/or the use of ALS procedures that are above the scope of BLS care. The town's fire and rescue department occasionally handles these ALS non-emergency transports.
- (d) ALS 1 (emergency) is an emergency response for a patient who is transported to a hospital and requires an ALS assessment or ALS skills such as IV initiation, cardiac monitoring, blood draws, BGL checks, or up to two (2) drugs administered. They will require a minimal to moderate use of supplies. These are emergency calls that require an ALS assessment and/or use of ALS procedures that are above the scope of BLS care. These are primarily patients suffering from seizure, diabetic emergencies, breathing problems, auto accidents, etc. The town's fire and rescue department routinely handles these ALS emergency transports.

- (e) ALS 2 is an emergency response for a patient who is transported to a hospital and requires an ALS assessment or ALS skills plus the administration of three (3) or more drugs and/or the use of any one of the following skills:

- Manual defibrillation
- Cardio-version
- Cardiac pacing
- Endotracheal intubation
- Chest decompression
- Intraosseous line

These calls will require a maximum use of supplies and are primarily patients in cardiac or respiratory arrest, shock, or critical trauma patients. The town's fire and rescue department routinely handles these ALS 2 emergency transports.

- (f) SCT is for a patient being transported from one (1) hospital to another hospital (inter-facility) requiring a specialized nurse riding in attendance to provide specialized skills above the scope of ALS. They will require a minimal to moderate use of supplies. The town's fire and rescue department occasionally handles these SCT transports.

**Sec. 10-9-30. Billing.**

- (a) The town's EMS billing department will classify each ambulatory service call into one of the six (6) billing categories listed above and bill accordingly. Classification will be based on the highest level of service provided regardless of the supplies used for each call.
- (b) ~~A mileage rate of six dollars and fifty cents (\$6.50) per mile will be billed regardless of the billing category.~~ **The Town's mileage rate per mile is set at 150% or above of the most recent Centers for Medicare and Medicaid Services (CMS) Physician Fee Schedule (PFS).**
- (c) A standard billing charge for response to calls requiring no transport will be set at one hundred dollars (\$100.00) per incident.

**Section 2: Severability.** If any section, phrase, sentence, or portion of this Ordinance is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct, and independent provision, and such holding shall not affect the validity of the remaining portions thereof.

**Section 3: Effective Date.** This ordinance shall be effective upon adopting by the Town Council of the Town of Hilton Head Island, South Carolina.

**PASSED, APPROVED, AND ADOPTED BY THE COUNCIL OF THE TOWN OF HILTON HEAD ISLAND ON THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 2022.**

By: \_\_\_\_\_  
John J. McCann, Mayor

**ATTEST:**

By: \_\_\_\_\_  
Krista Wiedmeyer, Town Clerk

First Reading: \_\_\_\_\_, 2022

Second Reading: \_\_\_\_\_

**APPROVED AS TO FORM:**

\_\_\_\_\_  
Curtis L. Coltrane, Town Attorney

Introduced by Council Member: \_\_\_\_\_