



Town of Hilton Head Island
TOWN COUNCIL MEETING
Tuesday, April 19, 2022, 3:00 PM
AGENDA

The Town Council 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. **Pledge to the Flag**
5. **Invocation - Belle McCartan - First Church of Christ, Scientist**
6. **Approval of the Agenda**
7. **Approval of the Minutes**
 - a. Workshop - April 5, 2022
 - b. Regular Meeting - April 5, 2022
8. **Report of the Town Manager**
 - a. Items of Interest
 - b. Capital Improvement Program Quarterly Status Update - Jennifer Ray, Capital Program Manager
9. **Reports of the Members of the Town Council**
 - a. General Reports from Town Council
 - b. Report of the Community Services & Public Safety Committee – Councilman Harkins
 - c. Report of the Public Planning Committee – Councilman Ames
 - d. Report of the Finance & Administrative Committee – Councilman Lennox

10. Proclamations and Commendations

- a. Presentation of a Proclamation to Hopeful Horizons Recognizing Child Abuse Awareness Month

11. Appearance by Citizens Citizens who wish to address Town Council must contact the Town Clerk at 843.341.4701 no later than 12:00 p.m. the day of the meeting. Citizens may also submit comments on agenda items via the eComment portal at [Town Council Meeting Information](#)

12. New Business

- a. First Reading of Proposed Ordinance 2022-11 Authorizing the Town of Hilton Head Island, South Carolina to Execute a Lease of Four (4) Parcels of Land Along Beach City Road, Jointly Owned by The Town of Hilton Head Island and Beaufort County to Historic Mitchelville Freedom Park, Inc.
- b. Consideration of a Resolution Approving the Fiscal Year 2023 Marketing Plan and Budget for the Hilton Head Island-Bluffton Chamber of Commerce Visitor and Convention Bureau, as Recommended by the Accommodations Tax Advisory Committee
- c. Consideration of a Resolution Authorizing the Execution and Delivery of an Agreement with Certain Owners and Contract Purchasers of Residential Lots in the Sandcastles by the Sea Subdivision and the Completion of the Transactions Described in the Agreement
- d. First Reading of a Proposed Ordinance Authorizing the Sale of 0.141 Acres of Real Estate Owned by the Town of Hilton Head Island, South Carolina, Under the Authority of SC Code Ann. Sec. 5-7-40 (Supp. 2021) and Sec. 2-7-20 of the Municipal Code of the Town of Hilton Head Island, South Carolina, (1983).
- e. Consideration of a Resolution from the Town of Hilton Head Island Planning Commission Recommending Hilton Head Island Town Council and Beaufort County Council Work Together in the Development of a New Long-Term Agreement that will Secure the Landfill and Recycling Needs of Hilton Head Island and Beaufort County

13. Executive Session

- a. Discussion of Personnel Matters Related to the Appointments to Boards and Commissions and the Island Recreation Association Board [pursuant to SC Freedom of Information Act Sec. 30-4-70(a)(1)]

14. Possible Actions by Town Council Concerning Matters Discussed in Executive Session

15. Adjournment



Town of Hilton Head Island TOWN COUNCIL WORKSHOP Tuesday, April 5, 2022, 1:00 p.m. MINUTES

Present from Town Council: John J. McCann, *Mayor*; Bill Harkins, *Mayor Pro-Tempore*; David Ames, Tamara Becker, Alex Brown, Tom Lennox, Glenn Stanford, *Town Council Members*

Present from Town Staff: Marc Orlando, *Town Manager*; Josh Gruber, *Deputy Town Manager*; Angie Stone, *Assistant Town Manager*; Shawn Colin, *Interim-Director of Community Development*; John Tuttle, *Technology & Innovation Director*; Carolyn Grant, *Communications Director*; Krista Wiedmeyer, *Town Clerk*

Present from Beaufort County Council and Staff: Joe Passiment, *Chairman*; Alice Howard, Larry McElynn, Stu Rodman, *Beaufort County Council Members*; Eric Greenway, *County Administrator*; Jared Fralix, *Assistant County Administrator - Engineering*

Other Dignitaries Present: Tom Davis, *Senator*

1. Call to Order

Mayor McCann called the meeting to order at 1:00 p.m.

2. **FOIA Compliance** Public notification of the 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.

Prior to the start of the discussion, Mayor McCann made some brief remarks, welcoming Senator Davis, the members of the Beaufort County Council and Beaufort County staff. He noted that he and the Chairman spoke and were looking to meeting jointly a couple times per year at the Technical College of the Lowcountry.

3. Workshop Discussion

- a. Discussion of the Beaufort County Council Adopted Resolution Regarding the Responses from Beaufort County to the Town Council Approved Recommendations on the William Hilton Parkway Gateway Corridor Project

Mr. Colin reviewed various items related to the William Hilton Parkway Gateway Corridor Project. Discussing the summary of the approved recommendations, timeline of activities since Town Council took action on the recommendations, and the responses to the recommendations from the SCDOT and Beaufort County. Mr. Colin discussed the costs for three key elements: one bridge versus 2 bridges, pedestrian refuges on the bridge and the Jenkins Island Parkway alignment. He also reviewed the modified recommended preferred alternative and opportunities for further discussion on the same.

Upon the closing of Mr. Colin's presentation, Mayor McCann asked Senator Davis to say a few words and his feelings on the recent events tied to this matter.

Senator Davis addressed several items from the presentation that Mr. Colin delivered to include the timing for the Town to respond back to the County and the Town doing its own due diligence on the project scope. Along with Senator Davis, each member of Town Council spoke as did the members from the Beaufort County Council. Mr. Greenway noted that the reason for the short response time was to spur a conversation with both Councils and that he did not see why the time couldn't be extended.

4. Adjournment

By unanimous vote, the meeting adjourned at 2:50 p.m.

Approved: April 19, 2022

Krista M. Wiedmeyer, Town Clerk

John J. McCann, Mayor



Town of Hilton Head Island TOWN COUNCIL MEETING Tuesday, April 5, 2022, 3:00 p.m. MINUTES

Present from Town Council: John J. McCann, *Mayor*; Bill Harkins, *Mayor Pro-Tempore*; David Ames, Tamara Becker, Alex Brown, Tom Lennox, Glenn Stanford, *Town Council Members*

Present from Town Staff: Marc Orlando, *Town Manager*; Josh Gruber, *Deputy Town Manager*; Angie Stone, *Assistant Town Manager*; Shawn Colin, *Interim-Director of Community Development*; John Tuttle, *Technology & Innovation Director*; Carolyn Grant, *Communications Director*; Brad Tadlock, *Fire Chief*; Joheida Fister, *Deputy Fire Chief*; Chris Blankenship, *Deputy Fire Chief*; Christopher Osterman, *Senior Fire Inspector*; Krista Wiedmeyer, *Town Clerk*

1. Call to Order

Mayor McCann called the meeting to order at 3:00 p.m.

- 2. FOIA Compliance** Public notification of the 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

Attendance of Town Council was confirmed by way of a roll call.

4. Pledge to the Flag

5. Invocation – Reverend Therese Donlon Lee, Unity of Hilton Head

Reverend Therese Donlon Lee delivered the invocation.

6. Approval of the Agenda

Mr. Harkins moved to approve. Mr. Stanford seconded. The motion carried 7-0

7. Approval of the Minutes

- a. Regular Meeting – March 15, 2022

Mr. Harkins moved to approve. Mr. Stanford seconded. The motion carried 7-0.

8. Report of the Town Manager

- a. Items of Interest
- b. Mr. Orlando reviewed various items of interest.
- c. Town of Hilton Head Island Fire Rescue Reaccredited as an Internationally Accredited Agency by the Commission on Fire Accreditation International

Chief Tadlock presented the Mayor and Town Council with the plaque for the reaccreditation of Fire Rescue. He reviewed the steps and process for Fire Rescue to become reaccredited.

9. Reports of the Town Council

- a. General Repots from Town Council

Mrs. Becker reported that she and other members of Town Council had attended the 1st Annual Beaufort County High School Regional Art Competition noting it was a wonderful exhibit and looks forward to attending next year.

- b. Report of the Lowcountry Area Transportation Study – Councilman Stanford

Mr. Stanford reported that at the last meeting they reviewed and discussed the Long Term Plan.

- c. Report of the Lowcountry Council of Governments – Councilwoman Becker

Mrs. Becker said she had forgotten her notes from the meeting and would forward them to the Town Clerk for inclusion in the minutes.

- d. Report of the Southern Lowcountry Regional Board – Councilman Lennox

Mr. Lennox reported that the local municipalities each delivered and presented their Strategic Plans to the board.

- e. Report of the Beaufort County Airports Board – Councilman Ames

Mr. Ames stated he did not have a report.

- f. Report of the Community Services & Public Safety Committee – Councilman Harkins

Mr. Harkins reviewed the items recently approved by the Committee to include the endorsement of a resolution concerning landfill and recycling needs, the Annual Action Plan for the CDBG Entitlement Program, and the lease of property owned jointly by the County and Town to Mitchelville.

g. Report of the Public Planning Committee – Councilman Ames

Mr. Ames reported that the Committee reviewed and approved the Short-Term Rental ordinance to move forward to a future Town Council meeting.

h. Report of the Finance & Administrative Committee – Councilman Lennox

Mr. Lennox stated that he did not have a report, but that the next meeting on April 19th had a very robust agenda.

10. Appearance by Citizens

Steve Baer, Patsy Brison, and Risa Prince addressed the Mayor and Town Council on various matters concerning the 278 Corridor Project.

Skip Hoagland addressed the Mayor and Town Council on various matters related to the Town and Chamber.

11. Consent Agenda

- a.** Second Reading of Proposed Ordinance 2022-03 Authorizing the Execution of a Termination of an Easement and Granting of an Access and Utility Easement Encumbering Real Property Owned by the Town of Hilton Head, South Carolina and Beaufort County, South Carolina, in Area of the Ford's Shell Ring Property, Under the Authority of SC Code Ann. Section 5-7-40 (Supp. 2010), and Section 2-7-20 of the Municipal Code for the Town of Hilton Head Island, South Carolina, (1983)
- b.** Second Reading of Proposed Ordinance 2022-04, Amending Section 2-5-70 of the Municipal Code for the Town Hilton Head Island, South Carolina to Allow for Public Comment at a Town Council Meeting by any Interested Party During the Appearance by Citizens Portion of the Agenda
- c.** Second Reading of Proposed Ordinance 2022-07, Amending Section 3-1-210, of the Municipal Code for the Town of Hilton Head Island, South Carolina with Regard to the Boundaries of the Six Single-Ward Districts in the Town of Hilton Head Island, South Carolina

Mr. Harkins moved to approve. Mr. Stanford seconded. The motion carried 7-0.

12. New Business

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

Mr. Harkins moved to approve. Mr. Stanford seconded. Mr. Hoagland addressed Town Council on this item. With no discussion from Town Council, the motion carried 7-0.

13. Executive Session

- a. Receipt of legal advice related to a pending, threatened, potential claim, or other matters covered by the attorney-client privilege -Islanders' Beach Park [SC Freedom of Information Act Sec. 30-4-70(a)(2)]

At 3:45 p.m., Town Council adjourned to enter into Executive Session.

14. Possible Actions by Town Council Concerning Matters Discussed in Executive Session

15. Adjournment

Town Council returned from Executive Session with no action and unanimously adjourned at 4:15 p.m.

Approved: April 19, 2022

Krista M. Wiedmeyer, Town Clerk

John J. McCann, Mayor



TOWN OF HILTON HEAD ISLAND

Staff Report Memo

TO: Marc Orlando, ICMA~CM, *Town Manager*
FROM: Jennifer Ray, ASLA, *Capital Program Manager*
VIA: Shawn Colin, AICP, *Assistant Town Manager – Community Development*
DATE: April 4, 2022
SUBJECT: FY22 CIP Quarterly Report – Quarter 3

The Town's Fiscal Year 2022 Capital Improvement Program (FY22 CIP) was approved June 2, 2021. This quarterly report provides transparency and accountability regarding the approved FY22 CIP. Reports will be updated on a quarterly basis for the following periods:

- FY22 Quarter 1: July 1 – September 30, 2021
- FY22 Quarter 2: October 1 – December 31, 2021
- FY22 Quarter 3: January 1 – March 31, 2022
- FY22 Quarter 4: April 1 – June 30, 2022

Reports will include information regarding the scope, schedule, and cost of projects included in the FY22 CIP and will be presented to Town Council as well as posted on the Town's webpage as part of the CIP Hub/Dashboard.

Attachment:

FY22 CIP Quarterly Report – Quarter 3 (January 1 – March 31, 2022)



CAPITAL IMPROVEMENTS PROGRAM

FY22 QUARTER 3 REPORT – 04/04/2022

TOWN OF HILTON HEAD ISLAND, SC

This Quarterly Report of the Town's Capital Improvement Program (CIP) provides transparency and accountability regarding the approved FY22 CIP and reports on capital project budgets, scope/status, and schedules.

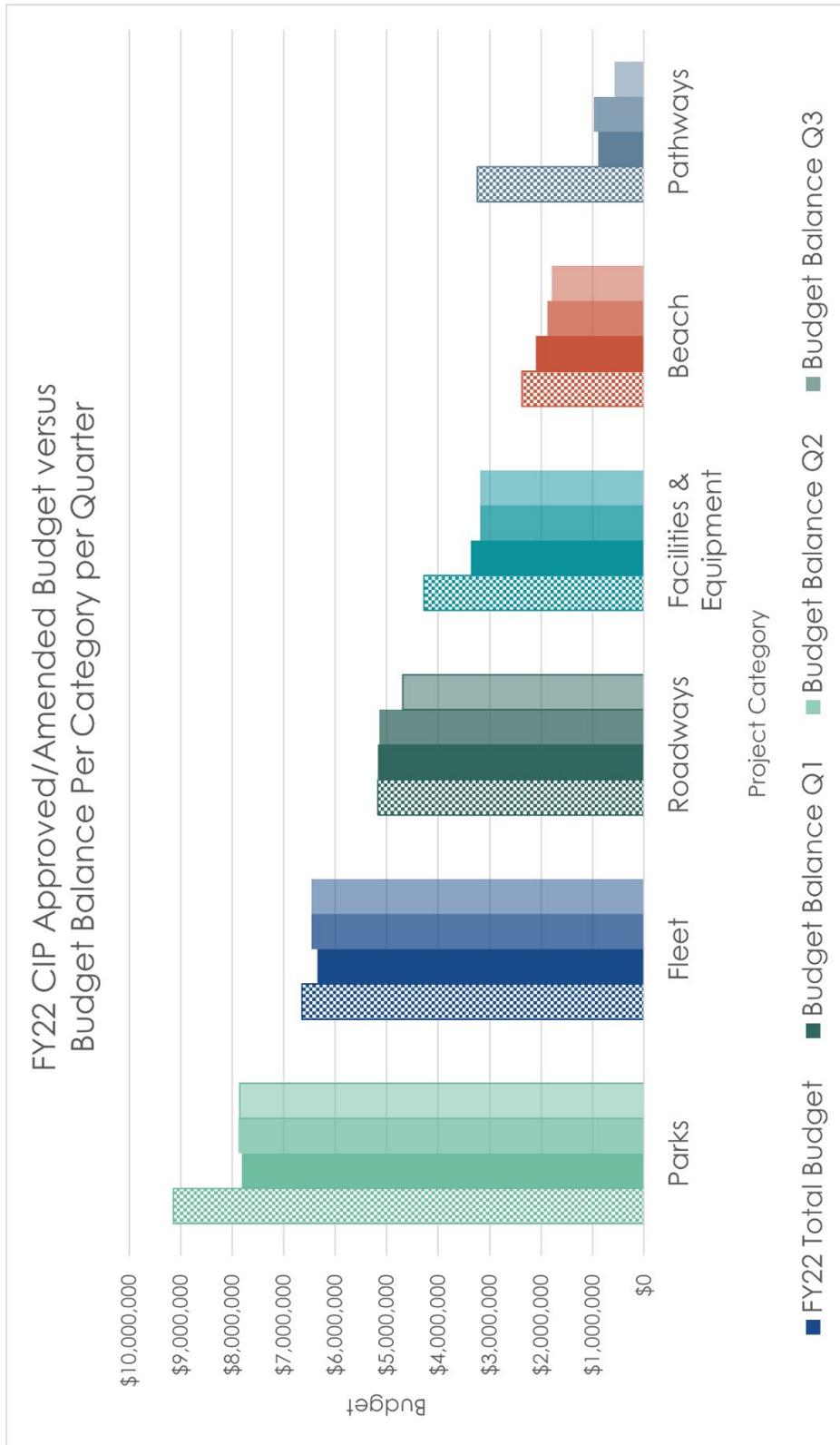
Budget

Budget Balance per Category through 03/31/2022

**TOWN OF HILTON HEAD ISLAND - CAPITAL PROGRAM
FY22 CAPITAL IMPROVEMENT PLAN - BUDGET BALANCE PER CATEGORY THROUGH 03/31/2022**

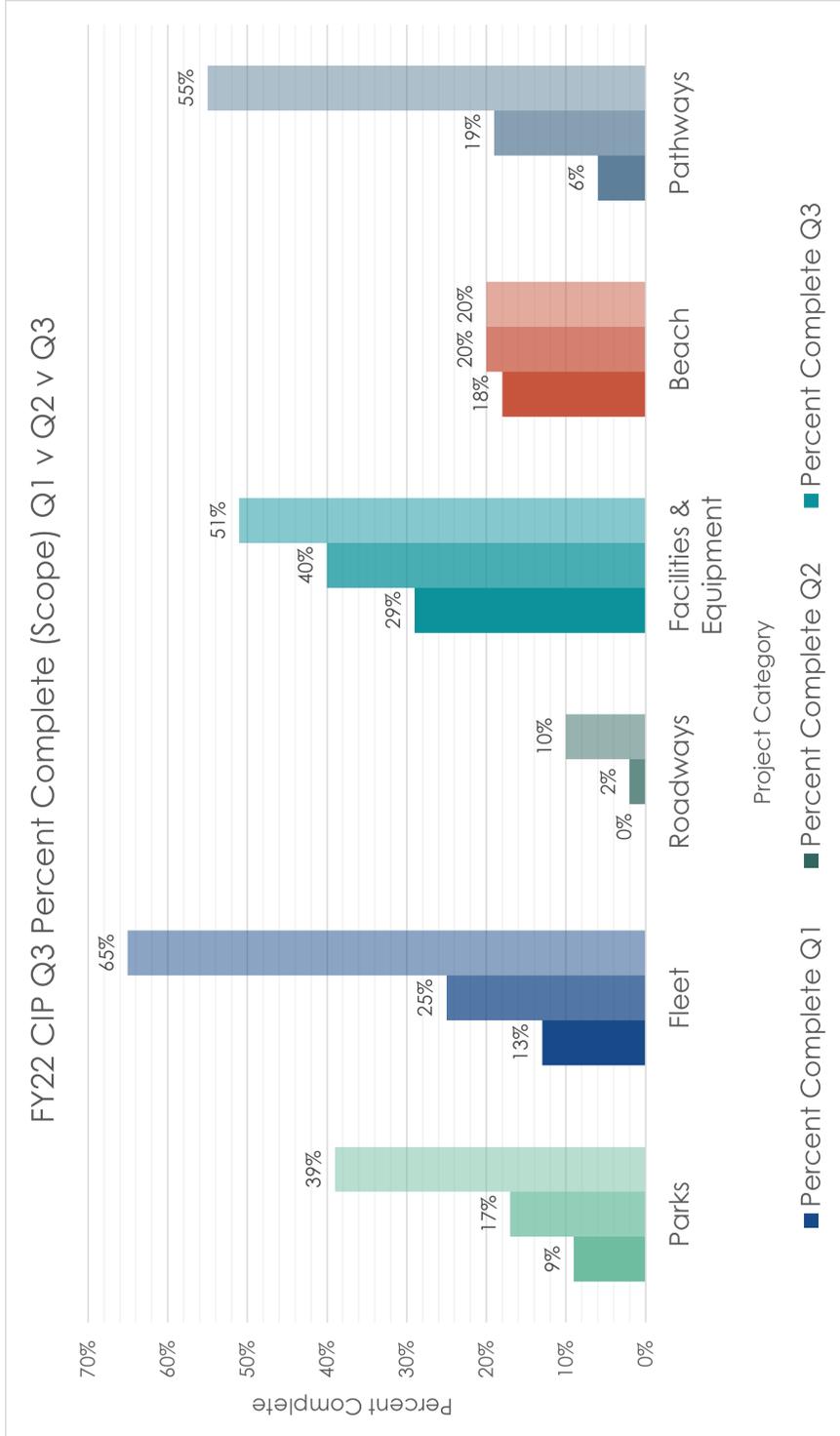
PROJECTS	FY22 TOTAL BUDGET	EXPENDED TO DATE	AMOUNT ENCUMBERED	PROJECT BUDGET BALANCE	PERCENT COMPLETE
BEACH	\$ 2,373,523	\$ 250,339	\$ 243,075	\$ 1,880,109	21%
PATHWAYS	\$ 3,237,459	\$ 284,366	\$ 1,980,675	\$ 972,418	70%
ROADWAYS	\$ 5,167,964	\$ 24,120	\$ -	\$ 5,143,844	0%
PARKS	\$ 9,144,476	\$ 660,321	\$ 608,910	\$ 7,875,245	14%
FACILITIES AND EQUIPMENT	\$ 4,272,800	\$ 613,671	\$ 478,215	\$ 3,188,914	26%
FLEET	\$ 6,642,868	\$ 76,129	\$ 112,364	\$ 6,454,375	3%
LAND ACQUISITION	\$ 324,068	\$ 17,073	\$ 3,563	\$ 303,432	6%
HOUSING	\$ -	\$ -	\$ -	\$ -	
TOTAL	\$ 44,018,834	\$ 3,301,085	\$ 6,630,529	\$ 34,087,221	

Budget Balance per Category per Quarter versus FY22 Approved/Amended Budget (through 03/31/2022)



Scope

Percent Complete (Scope) Average per Category (through 03/31/2022)



Status

Project Updates have been prepared by Project Managers for each FY22 CIP project and include milestones accomplished during the previous month, an estimated percent complete, and a budget snapshot. Project Updates for each FY22 CIP project can be accessed via the CIP Air Table and CIP Dashboard on the Town's website.

[Capital Projects Dashboard \(arcgis.com\)](https://arcgis.com)

Schedule

FY22 CIP completed and estimated to be complete by the end of the FY

<p>Projects completed thru FY22 Q3 (by March 30, 2022):</p> <ul style="list-style-type: none">• Fleet Maintenance Equipment• SCBA Breathing Air Compressor• Joint Fire Hydrant Installation• Mobile Data Terminal Replacement for all Apparatus• Firefighting Foam for Trucks• Fire Rescue Specialty Vehicle (CDL Training Vehicle)	<p>Projects estimated to be completed thru FY22 Q4 (by June 30, 2022):</p> <ul style="list-style-type: none">• Pathway Enhancement• Shelter Cove Connectivity• Barker Field Extension Picnic Shelter• Coligny Beach Parking Area• Public Art Program• Island Recreation Center• Islanders Beach Park Pavilion• IT Equipment & Software• Coastal Discovery Museum• Town Vehicle Replacement
--	---

The Town of Hilton Head Island

Proclamation

WHEREAS, South Carolina's future prosperity is dependent on nurturing the healthy development of the 1.1 million children currently residing in the diverse communities across our state; and

WHEREAS, all children deserve to have the safe, stable, nurturing homes and communities they need to foster their healthy growth and development; and

WHEREAS, in fiscal year 2021, there were 8,949 children in founded investigations of child maltreatment in South Carolina; and

WHEREAS, child abuse is a public health issue with serious societal consequences, as data shows the link between the abuse and neglect of children and a wide range of costly medical, emotional, psychological and behavioral problems into adulthood; and

WHEREAS, preventing child abuse and neglect must be a priority that requires individuals, families, youth-serving organizations, faith-based groups, businesses, government agencies, and everyone that makes up our community to support the physical, emotional, and educational development of all children and their families; and

WHEREAS, effective child abuse prevention exists in communities that provide parents with the social support, knowledge of parenting and child development, and concrete resources they need to cope with the stress and nurture their children, help to ensure that all children can grow to their full potential; and

NOW, THEREFORE BE IT RESOLVED, the Town of Hilton Head Island, SC in conjunction with Hopeful Horizons, Child Abuse Prevention Association (CAPA), and support service programs around the state, designates the month of April as

CHILD ABUSE PREVENTION MONTH

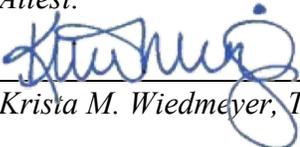
throughout the town and encourage all South Carolinians to dedicate themselves to protecting the quality of life for every child.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused this seal of the Town of Hilton Head Island to be affixed this 19th day of April, in the year of our Lord, two thousand and twenty-two.





John J. McCann, Mayor

Attest:


Krista M. Wiedmeyer, Town Clerk



TOWN OF HILTON HEAD ISLAND

Staff Report Memo

TO: Marc Orlando, ICMA~CM, *Town Manager*
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 6, 2022
SUBJECT: Beach City Road Parcels Lease to Historic Mitchelville Freedom Park Inc.

Recommendation: That Town Council review the request from Historic Mitchelville Freedom Park, Inc. (Mitchelville) to lease four (4) parcels, located on Beach City Road, jointly owned by the Town and Beaufort County and consider adopting an Ordinance authorizing the execution of a lease between the Town, Beaufort County, and Mitchelville.

The Community Services and Public Safety Committee met on March 28, 2022 and voted unanimously to forward a recommendation to Town Council authorizing the execution of a lease between the Town, Beaufort County, and Mitchelville

Summary: Execution of this lease will allow Mitchelville to utilize four additional parcels along Beach City Road consistent with their Master Plan, which was approved by Town Council on August 18, 2020. It is the intent of Mitchelville to create a cultural and historical museum that will preserve the area as a heritage and education destination for residents and visitors, consistent with Our Plan Inclusive Strategy 2.8. Additionally, approval of this lease will allow Mitchelville to begin archaeological work on these properties as a first step towards execution of the approved master plan.

Background: The Town jointly purchased five parcels with Beaufort County on Beach City Road between 2011 and 2013, each contributing half of the cost of purchase.

On April 18, 2017, Town Council authorized execution of a lease with Mitchelville for the property now known as Historic Mitchelville Freedom Park. Additionally, Town Council approved a two-year Memorandum of Understanding (MOU) with Mitchelville detailing capital improvements and maintenance responsibilities. The two-year MOU was most recently approved in 2021.

In 2019, Beaufort County allocated \$250,000 and hired WLA as a consultant to draft a Master Plan and Business Plan for Mitchelville. These plans were presented to Town Council and Beaufort County Council. Town Council approved the Master Plan and Business Plan at their August 18, 2020, meeting. The approved Master Plan incorporated the jointly owned parcels located along Beach City Road.

In support of the Mitchelville Master Plan implementation, Beaufort County initiated discussion of leasing the jointly owned parcels at their Natural Resources Committee meeting held on April 5, 2021. After subsequent consultation between Beaufort County, Mitchelville, and the Town, the lease is now focused in on four of the five jointly owned parcels.

On May 10, 2021, Beaufort County Council held a public hearing and approved the draft lease for the jointly owned Beach City Road parcels. The request from Mitchelville and the County are to approve the draft lease at this time.

Attachments:

1. Presentation
2. Ordinance
3. Ordinance Exhibit A: Long Term Lease
4. Ordinance Exhibit B: Legal Descriptions
5. Ordinance Exhibit C: Master Plan
6. Vicinity Map
7. Lease Request from Historic Mitchelville Freedom Park, Inc.



Town of Hilton Head Island Beach City Road Parcels Lease

Town Council
April 19, 2022



Agenda

- ▶ Recommendation
- ▶ Summary
- ▶ Master Plan & Proposed Lease
- ▶ Location of Four Parcels & Current Conditions
- ▶ Location of Four Parcels on Master Plan
- ▶ Proposed Lease Terms
- ▶ Next Step



Recommendation

That Town Council review the request from Historic Mitchelville Freedom Park, Inc. (Mitchelville) to lease four (4) parcels, located on Beach City Road, jointly owned by the Town and Beaufort County and consider adopting an Ordinance authorizing the execution of a lease between the Town, Beaufort County, and Mitchelville.



Summary

- ▶ Execution of this lease will allow Mitchelville to utilize four additional parcels consistent with their approved Master Plan.
- ▶ Mitchelville intends to create a cultural and historical museum that will preserve the area as a heritage and education destination for residents and visitors, consistent with Our Plan Inclusive Strategy 2.8.
- ▶ Additionally, approval of this lease will allow Mitchelville to begin archaeological work on these properties as a first step towards execution of the approved master plan.

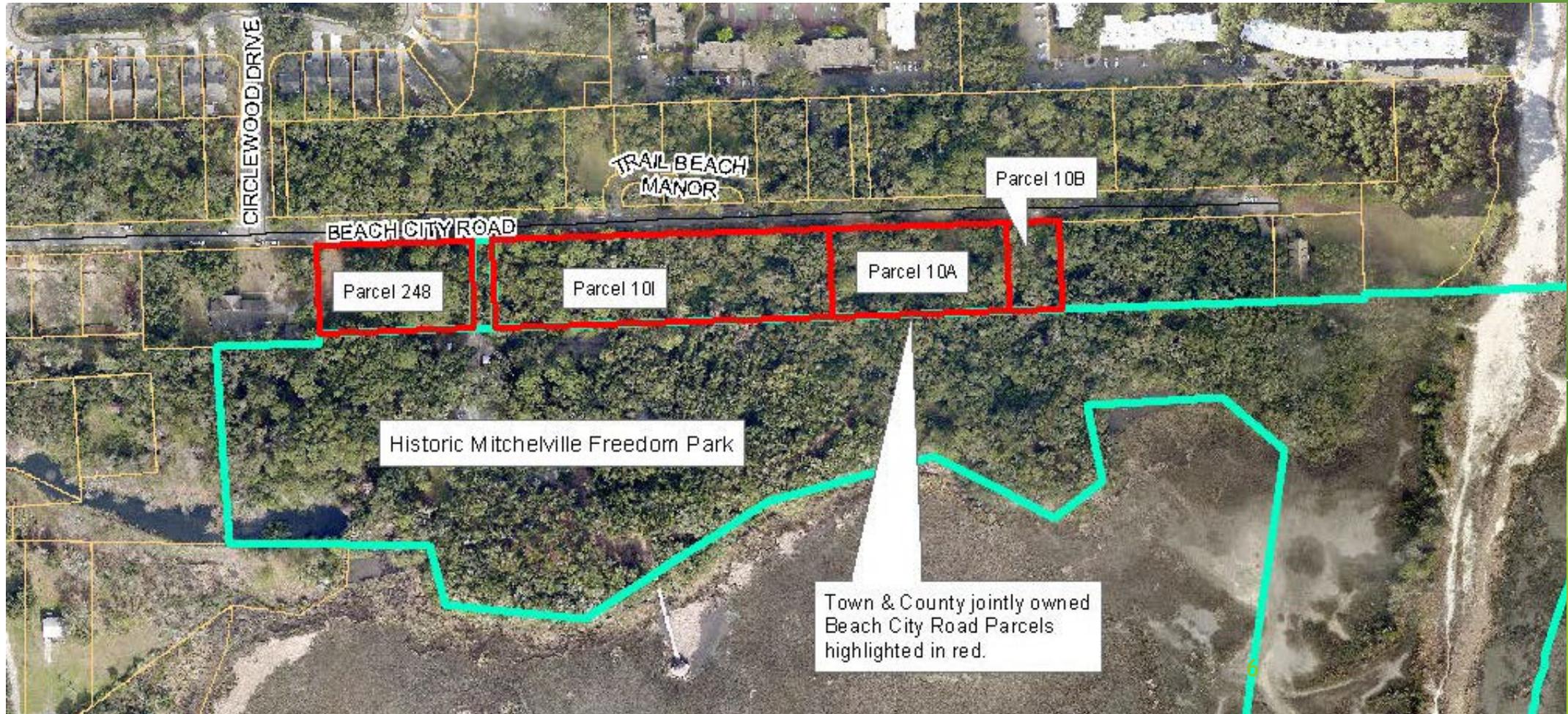


Master Plan & Proposed Lease

- ▶ Town Council approved Historic Mitchelville Master Plan in August of 2020
- ▶ Master Plan included parcels that are not currently leased to Mitchelville
- ▶ Additional parcels are needed to develop Park as shown on Master Plan
- ▶ County Council approved draft lease for Town and County jointly owned parcels on May 10, 2021



Location of Four Parcels & Current Conditions





Location of Four Parcels on Master Plan





Proposed Lease Terms

- ▶ Drafted to match existing lease
- ▶ 45-year term with option to renew for 25 years
- ▶ Mitchelville responsible for all financial obligations related to development and maintenance of these properties
- ▶ Any development must be in compliance with approved Master Plan



Next Steps

- ▶ Town Council review and action on April 19, 2022
- ▶ If approved, item will be brought back to Town Council for second reading on May 3, 2022

If Approved by both the Town and County:

- ▶ Execution and recording of Long-Term Lease with Historic Mitchelville Freedom Park, Inc



Town of Hilton Head Island Beach City Road Parcels Lease

Town Council
April 19, 2022

AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, AUTHORIZING THE EXECUTION OF A LEASE REGARDING FOUR (4) PARCELS, LOCATED ALONG BEACH CITY ROAD, TO HISTORIC MITCHELVILLE FREEDOM PARK, INC., RELATED TO REAL PROPERTY OWNED BY THE TOWN OF HILTON HEAD ISLAND AND BEAUFORT COUNTY, SOUTH CAROLINA, PURSUANT TO THE AUTHORITY OF S.C. CODE ANN. SEC. 5-7-40 AND SEC. 2-7-20, CODE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, (1983); AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.

WHEREAS, the Town of Hilton Head Island, South Carolina (“Town”) and Beaufort County (“County”), jointly own one or more parcels of real property along Beach City Road; and

WHEREAS, the Town has determined that it is in the best interests of the Town to provide for the preservation of these properties as part of the Historic Mitchelville Freedom Park (“Park”), and for the utilization of the Park as a cultural and historical museum; and

WHEREAS, on April 18, 2017, the Town adopted an ordinance, which entered into a Memorandum of Understanding and Lease with Historic Mitchelville Freedom Park, Inc. (“Mitchelville”, formerly known as: Mitchelville Preservation Project, Inc.) for the operation of a cultural and historical museum in the Town of Hilton Head Island; and

WHEREAS, on August 18, 2020, the Town approved a Master Plan and Business Plan for the development of the Historic Mitchelville Freedom Park and this Master Plan outlined additional parcels not included in the previous lease with the Town; and

WHEREAS, the Town and County purchased the four (4) parcels along Beach City Road for preservation due to their historical significance and leasing these parcels to Mitchelville is consistent with this purpose; and

WHEREAS, the Community Services & Public Safety Committee held a public meeting on March 28, 2022 at which time a presentation was made by Staff and an opportunity was given for the public to comment on the proposed lease; and

WHEREAS, after consideration of the Staff presentation and public comments, the Community Services & Public Safety Committee voted unanimously to recommend Town Council authorize the execution of the lease; and

WHEREAS, the Town Council of the Town is authorized to enter into leases of Town-owned land under the authority of S.C. Code Ann. Section 5-7-40 and Section 2-7-20, *Code of The Town of Hilton Head Island*, South Carolina (1983, as amended); and

WHEREAS, the Town Council for the Town has determined that it is in the best interests of the Town to authorize the execution and delivery of a Lease for four (4) parcels, jointly owned by the Town and Beaufort County and located along Beach City Road, which is described and attached hereto as Exhibit “B”.

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

Section 1 - Execution, Delivery and Performance of Lease.

- (a) The Mayor and/or Town Manager are hereby authorized to execute and deliver the Lease in substantial conformance with the attached Exhibit “A”; and
- (b) The Town Manager is hereby authorized to take such other and further actions as may be necessary to complete the performance of the Town's obligations under the terms and conditions of the Lease.

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 thereof by the Town Council for the Town of Hilton Head Island, South Carolina.

**PASSED AND APPROVED BY THE TOWN COUNCIL FOR THE TOWN OF
HILTON HEAD ISLAND, SOUTH CAROLINA, ON THIS ____ DAY OF
_____, 2022.**

John McCann, Mayor

ATTEST:

Krista Wiedmeyer, Town Clerk

First Reading: _____

Second Reading: _____

Approved as to form: _____
Curtis L. Coltrane, Town Attorney

Introduced by Council Member: _____

EXHIBIT A

STATE OF SOUTH CAROLINA)
)
COUNTY OF BEAUFORT) LONG TERM LEASE

THIS LONG-TERM LEASE (“Lease”) is entered into this ___ day of _____, 2022 (“Effective Date”) by and between Beaufort County (“County”), the Town of Hilton Head Island, South Carolina (“Town”), and the Historic Mitchelville Freedom Park, Inc., a non-profit South Carolina Corporation (“Lessee”). The County and the Town hereinafter collectively referred to as the “Lessor”. The County, Town, and Lessee hereinafter collectively referred to as the “Parties”.

WHEREAS, Lessor acquired the 4.07 acres known as the Beach City Road parcels (“Property”) located on Hilton Head Island, and more fully described on Exhibit B attached hereto, by deeds recorded in the Office of the RMC for Beaufort County in Deed Book 3149 at Page 1500 and Deed Book 3210 at Page 2689; and

WHEREAS, the Parties wish to enter into this Lease, which details the responsibilities of the parties, as well as, the intended use, management, maintenance, and operation of the Property; and

WHEREAS, Lessors have approved the Lessee’s “Landscape and Interpretive Master Plan” dated February 2020, which details the need to utilize the Property for public access, education and interpretation.

NOW THEREFORE, for and in consideration of the mutual promises, conditions, and covenants herein set forth, and other good and valuable consideration, the receipt and sufficiency of which is acknowledged by the Parties, where the Parties hereto agree as follows:

ARTICLE 1: TERM and RENT

1.1. **Term of Lease and Renewal.** The initial term of this Lease shall be for a period of forty-five (45) years, commencing on the Effective Date. Unless terminated sooner pursuant to the terms hereof, or notice of non-renewal is given as authorized in Article 7.3(a), at the end of Initial Lease Term, this Lease shall automatically renew for successive periods of twenty-five (25) years (hereinafter, each a “Renewal Lease Term”) provided that all terms and conditions of this Lease shall have been complied with by the Parties hereto, or unless either Party hereto shall give the other a Notice of Termination, as set forth in Section 7.3 herein below.

1.2. **Rent.** Lessee shall pay to the Town Rent in the sum of One (\$1.00) Dollar per year for the term of this Lease. Rent shall be due on January 1 of each year during any term of this Lease.

ARTICLE 2: ACCEPTANCE and USE OF LEASED PREMISES

2.1. **Property “As Is”.** Lessee represents and warrants that it has performed, or has had the opportunity to perform, an examination of (1) the Property, (2) title to the Property, and (3) the existing use restrictions on the Property, and accepts the Property “as is”, and without recourse to or against the Lessor as to the title thereto, availability of water, sewer, electricity, or telecommunication services, the nature, condition, or usability thereof, or the uses to which Property may be put. In no event shall the Lessor have any liability to Lessee for any defect in the Property, or the title to the Property, or conditions existing in, on, under,

EXHIBIT A

over, or about the Property or any limitation on the uses that may be made of the Property. Lessee accepts this limitation on the Lessor's liability and acknowledges that this limitation of the Lessor's liability is a material term of this Lease without which the Lessor would not have entered into this Lease.

2.2. **The Property to Continue as a Public Park.** Lessee acknowledges that the Property is, as of the date of the commencement of this Lease, a public park. Lessee acknowledges and accepts that the Property shall at all times of normal daily operations remain open as a public park, with the public's right to enter the Property for parking and use of the amenities of the public park and access to the marshes of Fish Haul Creek and Port Royal Sound being preserved until such time that the public park and its amenities including water access are relocated.

- a. *Certain Restrictions Permitted.* Lessee shall be permitted to restrict the public's access to any portion of the Property during times when and where construction activity or any other similar hazardous work is being undertaken by Lessee.
- b. *Events Permitted.* Lessee is permitted to hold events from time to time at the Property for which a charge or admission fee must be paid by any person attending the event. Access to the Property may be restricted by Lessee to those persons paying the applicable charge or admission fee with approval by the Town Manager or his designee.

2.3. **Permitted Use.** Lessee may use the Property for the following purposes (hereinafter, each a "Permitted Use"): establishing, building, and operating a cultural and historical museum and ancillary and related uses, and any manner consistent with the Master Plan approved by the Beaufort County Council and Hilton Head Island Town Council.

ARTICLE 3: OBLIGATIONS AND RESPONSIBILITIES

3.1. **Lessee Obligations and Responsibilities.** The Lessee shall adhere to the terms and conditions set forth in this Article at all times during any term of this Lease. Failure to adhere to the terms and conditions may result in termination of this Lease.

- a. ***Compliance with Laws, Restrictive Covenants, and Local Ordinances.*** Lessee shall comply with all governmental rules, regulations, ordinances, statutes, and laws now or hereafter in effect pertaining to the Property or Lessee's use. Lessee shall maintain the Property so as to comply with and remain in compliance with any restrictive covenants encumbering the Property and all local ordinances promulgated by the Town, or any other applicable law, rule, regulation, or agreement concerning the Property.
 - i. *Determination of Policies and Compliance with Permitted Use.* Lessee is solely responsible to determine and carry out policies relating to primary and ancillary activities and services offered by Lessee, including those in accordance with the Permitted Use and those allowed as accessory uses under the applicable zoning for the Property. In general, to act in accordance with the Permitted Use.
- b. ***Utilities and Other Services.*** Lessee shall at its sole cost and expense arrange for the provision of utilities and other services to the Property, including, but not limited to, water, sewage disposal, sewage capacity, solid waste collection and disposal, recycling collection, electricity, light, power, and telecommunication services. Any fees for reservation of water or sewage or electrical capacity, or any other arrangements that must be made with the provider of any utility or any other service shall be the sole responsibility of Lessee. Lessee shall be solely responsible

EXHIBIT A

for the payment of any and all *ad valorem* real property taxes, including but not limited, to stormwater utility fees, or any other fees and taxes associated with the Property.

The Lessor shall not be required to furnish, and has no obligation to furnish, to Lessee any facilities or services of any kind, including, but not limited to, water, sewage disposal, sewage capacity, solid waste collection and disposal, recycling collection, electricity, light, power, or telecommunication services.

c. ***Maintenance of Property.***

- i. *Expenses.* Lessee shall, at its sole cost and expense, provide for the maintenance and upkeep of the Property, and shall at all times comply with any and all applicable fire, building, health, and sanitation codes as the same may from time to time be in effect.
- ii. *Maintenance and Improvements.* In keeping with the Permitted Use on the Property, maintain the Property and any structures and buildings on the Property, in a clean, neat, safe, sanitary, and orderly condition, it being understood that no use shall be made or permitted of the Property or any part thereof, nor any acts done, which will violate any statutes, ordinance, or regulation, or violate or make inoperative or otherwise impair any insurance policy at any time held by or in any way for the benefit of the Town pursuant to any provision of this Lease.
- iii. *Storage of Hazardous Substances and Waste Prohibited.* Other than materials and equipment used, or to be used, in the improvements, maintenance, and use of the Property, the improvements, and the personal property thereon, Lessee shall not sell, or suffer or permit to be stored, kept, used, or sold in, upon, or about the Property, or in any structure or building located on the Property, any gasoline, distillate, any substances defined as a "Hazardous Substance" under any Federal, State or local law, ordinance, or regulation, or any other substance or material of an explosive, inflammable, or radiological nature which may contaminate or endanger any part of the Property, any structure or building on the Property, or any person on or about the Property, or present any unusual fire, explosion, or other damaging or dangerous hazard; and, Lessee shall, at its sole cost and expense, cause the removal and cleanup of any hazardous substances allowed to contaminate the Property by Lessee.

Lessee shall refrain from storing any trash, garbage, or hazardous material or substance on the Property or in any structure or building located on the Property, nor create or permit the creation of any health or fire hazard, in violation of any applicable statute, regulation, or ordinance.

- iv. *Waste Dumping or Disposal.* Lessee shall refrain from dumping, disposal, reduction, incineration or other burning of any trash, hazardous material or substance, papers, refuse, or garbage or any kind in, on, or about the Property, in violation of any applicable statute, regulation, or ordinance. Lessee shall refrain from committing or suffering to commit any waste upon, or making any unlawful, improper or offensive use of, the Property or any structure or building on the Property, or creating any public or private nuisance or act or thing upon the Property or in any structure or building on the Property.
- d. ***General Management.*** Lessee shall have, and hereby agrees to undertake and assume, full and complete control and discretion in the management and operation of the Property during the

EXHIBIT A

term of this Lease. Without limiting the generality of the foregoing, Lessee shall have the following rights and duties with respect to the use, management, and operation of the Property:

- i. *Financing.* To have, in its sole discretion, the right to obtain financing utilizing as collateral any personal property that Lessee has or may acquire. Lessee shall obtain written authorization from both the County and Town prior to using any permanent building or fixtures as collateral for obtaining financing.
 - ii. *Improvement of Property.* To erect, establish, maintain, modify, build, construct, or remove trails, paths, private use antennae, walkways, roadways, fences, docks, boardwalks, observation centers, decks, parking areas, drainage structures, and other such things in furtherance of the use and operation of the Property by Lessee. All required authorization, permitting, and local procedures shall be followed during any improvement of the Property.
- e. *Financial Statements.* Any and all documents required in this Section shall be submitted to the Town, and shall be made available to the County upon request. Upon request of the Town, Lessee shall make its financial books and records available to the Town for Review. Upon receipt of a written request from the Lessor, Lessee shall have thirty (30) days to provide the requested financial books and records.

ARTICLE 4: IMPROVEMENTS and CONSTRUCTION

4.1. **Master Plan.** The Lessee shall only build, erect, or construct improvements on the Property as provided for in the approved *Landscape and Interpretive Master Plan* dated February 2020, attached hereto and incorporated by reference in Exhibit C (“Master Plan”).

- a. *Amendments to Master Plan.* Any amendment to the Master Plan must receive the required review and approval from the Beaufort County Council and Hilton Head Island Town Council. In addition to the aforementioned approval, any result of an amendment to the Master Plan shall be subject to all restrictive covenants, and all State, Federal or local statutes, ordinances or regulations.

4.2. **Improvements to Property.** Subject to the restrictions imposed by existing restrictive covenants, ordinances, and State or Federal statutes, including zoning regulations affecting the property, that are now in force or which may be enacted in the future, Lessee shall have the right to make such improvements as approved in the Master Plan, at the sole cost and expense of Lessee.

4.3. **Permits and Required Approvals.** It shall be the sole responsibility of Lessee to procure and pay for any required municipal, state, federal, or other governmental permits and authorizations of the various municipal departments and governmental subdivisions having jurisdiction over the Property with respect to Lessee’s occupation and use of the Property.

The Master Plan and any amendments shall, in addition to any other required approval, be subject to all applicable provisions of the Land Management Ordinance of the Town, and any applicable State, Federal or local statutes, ordinances or regulations that are in effect when any amendment is sought. Approval of the Master Plan by Town Council, in and of itself, shall not constitute any authorization to commence any work at the Property for which any other approval or permit of any nature is required.

EXHIBIT A

4.4. **Mechanic's or Other Liens Prohibited.** Lessee shall not suffer or permit any mechanic's lien or other lien to be placed against the Property arising out of any construction upon or use of the Property by Lessee. If any such lien is filed, Lessee shall promptly cause the same to be released of record or bonded off, and shall further indemnify and hold the County and Town harmless from any costs or expenses, damages, suits, or reasonable attorney's fees arising from the filing or enforcement of any mechanic's lien or any other lien affecting the Property.

ARTICLE 5: INTEREST IN STRUCTURES, FIXTURES, and IMPROVEMENTS

5.1. **Permanent Structures, Fixtures, and Improvements.** Any structure, fixture, or improvement that Lessee builds, erects, or constructs on the Property that is affixed in a permanent manner shall be deemed to be a part of the Property. Following a termination of this Lease the aforementioned structure, fixture, or improvement shall remain on the Property and shall become part of the Property owned by the Lessor.

5.2. **Non-Permanent Structures, Fixtures, and Improvements.** Lessor waives any right, title, or interest in any and all equipment, displays, furniture, moveable non-permanent items and structures, and personal property owned by, loaned to, or leased to Lessee; and, said property shall, at all times, remain the property of Lessee, such entity that has loaned the property to Lessee, or such entity that has leased the property the Lessee. The Lessor further waives any right that it may have to retain or distrain any of the property owned by, leased to, or leased by Lessee.

5.3. **Interest in Property.** Other than the leasehold interest established by this Lease, Lessee shall have no interest in the Property.

ARTICLE 6: INSURANCE

6.1. **Required Liability Insurance.** During any term of this Lease, Lessee shall maintain in full force and effect a comprehensive general public liability insurance with minimum bodily injury, death, and property damage, per occurrence, of FIVE MILLION (\$5,000,000.00) DOLLARS insuring against any and all liability of Lessee with respect to its occupants and use of the Property and all of the improvements, structures, and buildings on the Property, or arising out of the maintenance, use, or occupancy thereof by Lessee. In addition to all other coverages, and if available, such insurance policy or policies shall specifically insure the performance by Lessee of the hold harmless and indemnity provisions set forth in this Lease. The County and Town shall be named as an additional insured on this policy or these policies.

6.2. **Required Property Insurance.** During any term of this Lease, Lessee shall keep buildings and structures located on the Property insured against loss or damage by fire, wind, flood (to the extent of any available federal flood insurance program), and all other perils as are typically insured against by commercial establishments operating in Beaufort County, South Carolina, to the extent of the value thereof. The County and Town shall be named as an additional insured on this policy or these policies.

6.3. **Failure to Obtain Insurance.** If Lessee fails to procure or maintain any insurance required by this Article, or fails to carry insurance required by law or governmental regulations, then the Lessor shall provide a written notice to Lessee. Failure to procure insurance within ten (10) days shall be deemed a default, and the Lessor may take any and all necessary steps available to establish insurance on the property, or may proceed with any and all rights provided under Article 7 of this Lease.

EXHIBIT A

ARTICLE 7: DEFAULT, TERMINATION, and ABANDONMENT

7.1. **Default.** The Lessee is deemed in Default if there is a failure to adhere to any of the terms or conditions set forth in this Lease. The Lessor shall provide written notice to the Lessee of the Default and allow for a time to cure. Unless otherwise provided for in this Lease, the time to cure shall be one hundred twenty (120) days. In addition to other events provided for in this Lease, the following shall also be deemed Events of Default:

- a. **Failure to Observe Requirements.** The failure of Lessee to observe or perform any covenant, condition, obligation or agreement contained in this Lease, required to be observed or performed, for a period of one hundred twenty (120) days after delivery of written notice specifying such failure and demand that it be remedied.
- b. **Dissolution of Lessee.** The dissolution, termination, or liquidation of Lessee, or the voluntary or involuntary commencement of any proceeding under any State or Federal law relating to bankruptcy, insolvency, assignment for the benefit of creditors, reorganization, readjustment of debtor any other form of creditor action or debtor relief, either by Lessee or against Lessee, or any change in the tax-exempt, not-for-profit status of Lessee.
- c. **Abandonment of the Property.** The abandonment of the Property by Lessee, or the discontinuance of operations at the Property by Lessee.
- d. **Use Inconsistent with the Permitted Use.** Any use of all or any part of the Property or the structures and improvements thereon, other than in compliance with the Permitted Use, the Master Plan, or this Lease without the approval of the Lessor.
- e. **Failure to Pay Amounts Due:** The failure to pay any sum due to the Lessor, or failure to pay any sums of money required under any provision of this Lease.

7.2. **Remedies of Default.** Whenever any Event of Default described in this Article shall have happened and continue for a period of one hundred twenty (120) days after delivery of written Notice of Default, the non-defaulting Party shall have the right to terminate this Lease. If is the Lessor is the non-defaulting party, it may give notice to Lessee to vacate the Property, and may thereafter evict Lessee from the Property, take possession thereof, and exercise all the rights and remedies provided herein. At any time within sixty (60) days after such Notice of Default and demand, either Party may initiate a mandatory, non-binding mediation proceeding, which shall be completed within one hundred twenty (120) days of the date of the Notice of Default. In no event shall enforcement by the Lessor of its rights under this Lease cause Lessee to be relieved of any of its obligations set forth in this Lease.

7.3. **Termination.**

- a. **Non-renewal of Lease.** At the end of the initial term or at the end of any renewal Term, either Party hereto shall give the other Party written notice of its intention not to renew this Lease not less than twelve (12) months prior to the Termination Date.
- b. **Termination Due to Default.** This Lease may be terminated upon the occurrence of any Event of Default as set forth in this Lease and as provided by the law governing governmental subdivisions and the length of contracts they may enter into.
- c. **Delivery After Termination.** Tenant agrees to quit and deliver the Property peaceably and quietly to Lessor, or its attorney, or other duly authorized agent, at the expiration or other termination of this Lease.

EXHIBIT A

- d. **Following Abandonment of Property.** If Lessors evict Lessee and take possession of the Property as authorized in Article 7.2, then Lessor may consider any personal property belonging to Lessee and left on the Property to have been abandoned, in which case Lessor may dispose of all such personal property in any manner Lessor shall deem proper and is hereby relieved of all liability for doing so.

ARTICLE 8: MISCELLANEOUS

8.1. **National Park Service Designation.** The Parties acknowledge and agree that the Lessor may seek and apply for the Property and/or Lessee’s use thereon to become part of the National Park Service Reconstruction Era Monument (or similar designation). The Parties agree to cooperate and work in good faith to achieve this designation, including but not limited to executing any necessary easements, agreements or the like.

8.2. **No Agency.** The Parties hereto intend only to provide for a Lease of real property as provided herein, and affirmatively state that no master/servant, principal/agent, or employer/employee relationship is created by this Lease. Nothing herein creates any relationship between the Lessor and Lessee other than that which is expressly stated herein. No employee, volunteer, or agent of Lessee shall be considered an employee or agent of the Lessor for any purpose whatsoever and none shall have any status, right or benefit of employment with Lessor.

8.3. **No Third Party Beneficiaries.** The Parties hereto affirmatively represent that this Lease is made solely for the benefit of the Parties hereto and not for the benefit of any third party who is not a signature Party hereto. No person or entity other than the Parties shall have any enforceable rights hereunder, or have any right to the enforcement hereof, or any claim for damages as a result of any alleged breach hereof.

8.4. **Assignment and Subletting of Property.** Lessee shall not assign this Lease, nor sublet any part of the Property, nor grant any concession or license to use the Property without written consent from both the County and Town. A consent by Lessor to one assignment, subletting, concession, or license shall not be deemed to be a consent to any subsequent assignment, subletting, concession, or license. An assignment, subletting, concession, or license without the prior written consent of both the County and Town shall be void and shall at the Lessor’s option, terminate this Lease immediately.

8.5. **Notices.** All notices, certificates, or other communications required hereunder shall be deemed delivered when delivered in person, or mailed by regular first class mail, postage prepaid, addressed as follows, or to such other addresses as may be designated, in writing, by the Parties:

To the Town:	Town of Hilton Head Island Attn: Town Manager One Town Center Court Hilton Head Island, SC 29928	With Copy to:	Town of Hilton Head Island Attn: Legal Department One Town Center Court Hilton Head Island, SC 29928
To the County:	Beaufort County Attn: County Administrator P.O. Box 1228 Beaufort, SC 29901	With Copy to:	Beaufort County Attn: Legal Department P.O. Box 1228 Beaufort, SC 29901

EXHIBIT A

To Mitchelville:	Historic Mitchelville Freedom Park, Inc. Attn: Executive Director P.O. Box 21758 Hilton Head Island, SC 29925	With Copy to:	Chester C. Williams, Esq. Law Office of Chester C. Williams, LLC 17 Executive Park Road, Suite 2 PO Box 6028 Hilton Head Island, SC 29938-6028
---------------------	---	------------------	---

8.6. **Indemnification and Hold Harmless.** Lessee shall indemnify and hold the Lessor harmless from any claims for loss, damage, or liability, including reasonable attorney's fees and costs incurred by the Lessor in responding to or defending any claim, arising out of or on account of any injury, death, or damage to any person, or to the property of any person, resulting from the use of the Property by Lessee and Lessee's operation thereon, or arising from any act or omission of Lessee with respect to the exercise of Lessee's rights hereunder; provided, however, in no event will Lessee indemnify or hold harmless the Lessor for acts or omissions of the Lessor or its employees or agents.

8.7. **Counterparts.** This Lease may be simultaneously executed in several counterparts, each of which shall be an original and all of which shall constitute but one and the same instrument.

8.8. **Binding Effect and Entire Agreement.** The Parties agree that this Lease sets forth the entire agreement between the Parties. This Agreement is binding upon and inures solely to the benefit of the Parties hereto.

8.9. **Amendment, Changes, and Modifications.** Except as otherwise provided herein, this Lease may not be amended, changed, modified, or altered without written consent of the Parties.

8.10. **Severability.** If any portion of this Lease shall be held to be invalid or unenforceable for any reason, the remaining provisions shall continue to be valid and enforceable. If a court finds that any provision of this Lease is invalid or unenforceable, then such provision shall be deemed to be written, construed and enforced as so limited.

8.11. **Waivers.** If any agreement contained herein is breached by either Party and thereafter waived by the other Party, such waiver shall be limited to the particular breach so waived and shall not be deemed to waive any other breach hereunder.

8.12. **No Remedy Exclusive.** No remedy conferred upon or reserved to the Parties is intended to be exclusive, and every such remedy shall be cumulative and shall be in addition to every other remedy hereunder now or hereafter existing at law or in equity. No delay or omission to exercise any right or power accruing upon any default shall impair any such right and power and such right and power may be exercised from time to time and as often as may be deemed expedient in the sole discretion of the Parties.

8.13. **Application of Laws and Other Matters.** This Lease is accepted by Lessee subject to all existing ordinances, regulations, and statutes, including zoning regulations and restrictive covenants affecting the Property that are now in force and which may be enacted in the future. In addition to the foregoing, Lessee shall at all times comply with all other reasonable rules and regulations which the Town may at any time or from time to time establish concerning the use of the Property; provided however, that any such rule or regulation does not unreasonably interfere with Lessee's use and enjoyment of the Property.

8.14. **Captions.** The captions used in this Lease are for convenience only and do not in any way limit or amplify the terms and provisions hereof.

EXHIBIT A

8.15. **Quiet Enjoyment.** The Lessor hereby covenants that Lessee shall, during any Lease term, enjoy peaceable and quiet possession of the Property, and shall have, hold, and enjoy the Property without suit, trouble, or hindrance from the Town, except as expressly required or permitted by this Lease. The Lessor shall not interfere with the quiet use and enjoyment of the Property by Lessee during the Lease Term, so long as the Lessee adheres to the terms and conditions set forth in this Lease.

8.16. **Time is of the Essence.** Time is of the essence of this Lease.

8.17. **Governing Law.** The laws of the State of South Carolina shall govern the interpretation, validity, performance and enforcement of this Lease; and, of any personal guarantees given in connection with this Lease.

IN WITNESS THEREOF, the Parties hereto have executed this Lease the day and year first above written.

LESSOR, Beaufort County:

Witness

Eric Greenway
Beaufort County Administrator

Witness

LESSOR, Town of Hilton Head Island:

Witness

John McCann
Town of Hilton Head Island Mayor

Witness

LESSEE, Historic Mitchelville Freedom Park, Inc.:

Witness

Shirley Peterson
President of Historic Mitchelville Freedom Park, Inc.

Witness

EXHIBIT B

Legal Descriptions

R510 005 000 010A 0000

All that certain piece, parcel or tract of land situated, lying and being in the Town of Hilton Head Island, Beaufort County, South Carolina, consisting of 1.01 acres, more or less, and shown and described as "PARCEL 10A" on a survey entitled "Boundary Survey of: Tax Parcel R510 005 010A, Beach City Road, Hilton Head Island, Beaufort County, South Carolina" dated March 31, 2011, prepared by Sea Island Land Survey, LLC, certified by Mark R. Renew, S.C.R.L.S. No. 25437, and recorded in the Office of the Register of Deeds for Beaufort County, South Carolina, in Plat Book 132 at Page 173.

R510 005 000 010B 0000

All that certain piece, parcel or tract of land, situate, lying and being in Hilton Head Island, Beaufort County, South Carolina, consisting of 0.30 acres, more or less, containing the area of one lot 90 ft X 148 ft. rectangular square. For a more particular description of the courses, metes, bounds and distances of said property, reference is hereby made to that certain plat describing such property as Lot C and being entitled "A Portion of Fish Haul Plantation known as the Bagriel Boston Tract located on Hilton Head Island, South Carolina, subdivided for Johnny White" dated March 1962, and recorded in Plat Book 11 at Page 34 as revised and record in Plat Book 13 at Page 44.

R510 005 000 010I 0000

All that certain piece, parcel or tract of land situate, lying and being on Beach City Road, in the Town of Hilton Head Island, Beaufort County, South Carolina, which is shown and described as "1.917 Ac." on a plat entitled "Boundary Survey of 1.917 Ac. Beach City Road, A Portion of Fish Haul Plantation, Hilton Head Island, Beaufort County, South Carolina" dated February 23, 2012, prepared by Surveying Consultants, certified by Terry G. Hatchell, SCRLS #11059, and recorded in the Register of Deeds for Beaufort County, South Carolina in Plat Book 134 at Page 28.

R510 005 000 0248 0000

All that certain piece, parcel or tract of land situated, lying and being in the Town of Hilton Head Island, Beaufort County, South Carolina, consisting of 0.84 acres, more or less, and shown and described as "PARCEL 248" on a survey entitled "Boundary Survey of: Tax Parcel R510 005 0248, Beach City Road, Hilton Head Island, Beaufort County, South Carolina" dated March 31, 2011, prepared by Sea Island Land Survey, LLC, certified by Mark R. Renew, S.C.R.L.S. No. 25437, and recorded in the Office of the Register of Deeds for Beaufort County, South Carolina, in Plat Book 132 at Page 174.

Exhibit C: Master Plan

- A** Visitor Center (~18,000 SF) with Terrace
- B** Event Lawn with Interpretive Footprints/ and Quarter Acre Lot Delineations
- C** Entry Plaza with Mitchelville Map
- D** Group Shelter
- E** Freedom Plaza (see enlargement)
- F** Interpretive Houses
- G** Interpretive Garden/Rear Yard
- H** Church and Archaic Interpretive Area (see enlargement)
- I** Military Map Road Alignment
- J** Classroom, Lab, and Offices (~4,000 SF)
- K** Maintenance Building (~2,000 SF)
- L** Maintenance/Lab Parking (7 spaces)
- M** Main Parking Lot (54 spaces, 18 overflow)
- N** On Street Parking (11 spaces)
- O** Interpretive Trail
- P** Interpretive Boardwalk
- Q** General Store Interpretation
- R** Path to Beach
- S** Welcome/Pay Station
- T** Visitor Center Accessible Parking and Service Area (~13 spaces)
- U** Woodland Knoll Shelter

Four parcels highlighted in red to be included in lease





Town of Hilton Head Island

Exhibit A: Beach City Road Parcels





HISTORIC MITCHELVILLE FREEDOM PARK, INC

March 7, 2022

EXECUTIVE OFFICERS

CHAIRPERSON
Didi Summers
VICE CHAIRPERSON
Omolola Campbell

Mayor John McCann
Town Manager, Marc Orlando
Town of Hilton Head Island
1 Town Center Court
Hilton Head Island, SC 29928

TREASURER
Margot Brown

SECRETARY
Dr. Gloria Holmes

BOARD OF DIRECTORS

Jamie L Berndt
Carlton Dallas
Herbert Ford
Dr. Andrea Grant Guess
Lee Gill
Hester Hodde
Kirsten Hotchkiss
Myla Lerner
Anna Ponder
Billy Watterson
E. Ray Werts

Chairman Emeritus

Thomas C. Barnwell, Jr.

Mailing Address
P. O. Box 21758
Hilton Head Island, SC 29925

Office Address
536 William Hilton Parkway,
Suite 134
Hilton Head Island, SC 29928

www.exploremitchelville.org

Greetings,

I am writing this letter to respectfully request the parcels of land on Beach City Road, jointly owned by the Town of Hilton Head and Beaufort County that are highlighted in the Historic Mitchelville Freedom Park's (HMFP) Master Plan. Per our recent update to the Town, HMFP is quickly moving towards a launch of its Capital Campaign to raise \$22.8 million with a firm national strategy and defined national targets. Regarding the parcels outlined, we are looking at financial possibilities that would directly affect those parcels, sooner rather than later. One of those parcels would be the location of our official parking area, which is part of current conversations with the Town of Hilton Head. The other parcel would contain a Classroom / Lab area used for educational programs, limited processing of archaeological finds and some office space. These parcels are vitally important to early phase development of the Park site.

The conversation on these parcels dates back to the Summer of 2020 while we were still under quarantine. Beaufort County supports gifting the parcels on Beach City Road to HMFP. The organization definitely wants to gain all the parcels on Beach City Road, save the one closest to Andre White's property, that has been part of discussions involving an additional gravel parking area to give more access to Fish Haul Creek Beach. However, the organization is open to waiting on full acceptance of the parcels, as long as the two that are outlined in the Master Plan are available to us as soon as possible.

In summation:

- HMFP is requesting that the Town give the organization use of the parcels on Beach City Road to complement the existing Master Plan.
- The two parcels highlighted in the Plan are of the highest importance to the organization. HMFP is open to waiting on the other parcels if need be.

We are thankful for the long-standing partnership with the Town of Hilton Head. Thank you in advance for your consideration in this matter. Please do not hesitate to contact me at award@exploremitchelville.org or my cell: 205-276-5376 if you desire any additional information.

Sincerely,

Ahmad Ward
Executive Director

The Historic Mitchelville Freedom Park is a 501(c)(3) tax-exempt organization. Your contribution is tax-deductible to the extent permitted by law



TOWN OF HILTON HEAD ISLAND

Staff Report Memo

TO: Mayor and Town Council
FROM: John M. Troyer, Director of Finance
Angie Stone, Assistant Town Manager
VIA: Marc Orlando, Town Manager
CC: Cindaia Ervin and Krista Wiedmeyer
DATE: April 4, 2022
SUBJECT: HHI-Bluffton Chamber of Commerce/ Visitor & Convention Bureau Fiscal Year 2022-2023 Marketing Plan & Budget

Recommendation:

Town Council to review and consider approval of the Fiscal Year 2022-2023 Visitor and Convention Bureau (VCB) Marketing Plan and Budget.

Summary:

On April 7, 2022, the VCB presented to the Town's Accommodations Tax Advisory Committee (ATAC) its proposed Budget and Marketing Plan for 2022-2023. The Budget breaks down expected revenues and expenses in rows by functional categories and in columns by the major funding sources with the Town of Hilton Head Island. This information is located on page 18 after the VCB totals column. The requested funding allocation for Fiscal Year 2022-2023 is \$3,650,000.

Additionally, the ATAC recommended approval of the VCB's Marketing Plan with a request for additional recommendations being taken into consideration for the Fiscal Year 2023-2024 Marketing Plan.

Background:

Pursuant to State law, the Town must transfer 30% of the two percent (2%) Accommodations Tax funds collected by the State of South Carolina to its contracted Destination Marketing Organization. In 2020, the Town contracted with the HHI-Bluffton Chamber of Commerce Visitor and Convention Bureau to serve in this capacity. In addition to providing the statutory funding amounts, the Town's contract with the VCB also delineates certain performance expectations. The Town Code requires the ATAC to review the VCB's proposed Budget and Marketing Plan each year and make corresponding recommendations to Town Council.

Prior to this year's presentation to ATAC, the Marketing Plan underwent a multifaceted review process that included Town staff and two members of Town Council. Feedback from this group focused on clarification of strategies and alignment of tactics. Upon incorporation of these recommendations, the plan was presented to ATAC.

The ATAC's discussion of the marketing plan included recommendations for the following improvements to next year's plan: capitalize more on the Island's unique history; add metrics to the key performance indicators; provide a summary clearly linking the DMO's marketing efforts to reported results; and describe action taken to address negative impacts of tourism that were surfaced in the Resident Sentiment Survey. The recommendations along with those provided by Town staff and Town Council have been documented for reference in next year's review process.

The submitted Fiscal Year 2022-2023 Hilton Head Island Destination Marketing Plan and Budget are therefore before Town Council for consideration of approval pursuant to a recommendation from the ATAC.

Attachments

- Resolution to Approve the FY2023 Marketing Plan and Budget
- Draft FY2023 Marketing Plan



THE TOWN OF HILTON HEAD ISLAND ACCOMMODATION TAX ADVISORY COMMITTEE

To: Mayor John McCann, Town of Hilton Head Island
Town Council Members, Town of Hilton Head Island

CC: Marc Orlando, Town Manager, Town of Hilton Head Island

From: James Fluker, Chairman, Accommodation Tax Advisory Committee

Date: April 7, 2022

Subject: Recommendation for the HHI-Bluffton Chamber of Commerce's 2022-2023
Marketing Plan & Budget

On April 7, 2022, the Accommodations Tax Advisory Committee (ATAC) met to hear and review the marketing plan and budget presentation of the Town's Designated Marketing Organization (DMO), the Hilton Head Island Visitor and Convention Bureau (HHIVCB). The purpose of the DMO is to represent the destination in helping with the long-term development of communities through a travel and tourism strategy. As the Town's DMO, the HHIVCB is allocated 30% of the available annual ATAX funding by State Law. This Committee is charged with making a recommendation to Town Council to approve the DMO's marketing plan and budget for its upcoming fiscal year.

Summary of Presentation

Ariana Pernice, VP of the HHIVCB, shared information with ATAC regarding the number of visitors to Hilton Head, website visits, social engagement, public relations ad equivalency and Hotel/Home & Villa statistics. The statics showed positive records for Hilton Head through their continuous strong marketing efforts. The vision of the DMO is to be a welcoming, world-class community embracing nature, culture and economic vibrancy for residents and visitors. The Hilton Head Island Visitor & Convention Bureau continues to design campaigns to reach Hilton Head's target audience by continuous evolution to national and international markets. The mission of the Destination Marketing Organization is to stimulate the regional economy while enhancing the quality of life for all by maintaining a high standard of its vision and mission. The VCB begins by making the connection with visitors using the Destination Management Cycle; starting with a visit. The cycle is as follows, "if you build a place where people want to visit, you'll build a place where people want to live; if you build a place where people want to live, you'll build a place where people want to work; if you build a place where people want to work,

you'll build a place where business need to be; if you build a place where business needs to be, you'll build a place where people have to be able to visit". Mrs. Pernice stated that having a community that is built upon tourism it is imperative to ensure the destination for the next generation of residents, business owners and visitors. The fiscal year 2022-2023 DMO plan ladders into the organization's three-year strategic plan and ultimately into the community centric ten-year DMO plan. Hilton Head Island residents continue to connect more deeply with our tourism marketing approach. With that transparency comes confidence in the efforts and opportunities to share and show their "pride of place". Our destination is made up of numerous personal stories, stories that are shared across the different media platforms and support efforts of driving a deeper discovery and exploration of this destination.

2021 Year in Review:



Fiscal Year 2023 Goal, Strategies & Tactics:

The overachieving goal of the marketing strategy is to drive qualified visitation to the destination.

#1 Strategy & Tactics

- Build Brand Awareness
 - Digital Display
 - Audio Advertising
 - Traditional Ad Placements (Print)

#2 Strategy & Tactics

- Enhance Leisure & Group Business Through Qualified Leads
 - Email Marketing
 - Trade Marketing
 - Meetings & Groups Paid Digital Media

#3 Strategy & Tactics

- Drive Deeper Discovery and Exploration of the Destination
 - Lead Generation Ads
 - Island Time Blog
 - Search Optimization

#4 Strategy & Tactics

- Connect the Marketing Promise with the On-Island Experience
 - Resident Sentiment Survey
 - Visitor Satisfaction Survey
 - Brand Bootcamp

#5 Strategy & Tactics

- Create An Understanding of and Respect For Our Delicate Ecosystem (Resident & Visitor)
 - Island Ecosystem Campaign
 - Conservation Initiatives including, but not limited to:
 - Environment & Natural Resources
 - Waterways
 - Sea Turtles
 - Dolphins
 - Piping Plovers

Committee Review

The Committee was impressed with the content of the 2022-2023 Marketing Plan & Budget. There was a general question and answer session between the Committee and Mrs. Pernice related to the presentation and the marketing plan of which the Committee collectively had feedback regarding lack of history promotion relating to Hilton Head Island. There has been focus on golf, beach, tennis, arts & culture, however, island history and island historic sites have not been highlighted as the others. The Committee remains encouraged with the Island's destination marketing efforts and applauds the HHIVCB's extensive tourism research and continuous forward thinking and planning.

Recommendation

The Committee made a motion to recommend to Town Council that they approve the 2022-2023 Marketing Plan & Budget as presented. The motion was seconded and was approved by a vote of 6-0-0. (For the record, Mr. Berghausen was absent from this meeting/vote).

Respectfully submitted on behalf of the Accommodations Tax Advisory Committee,

James Fluker, Chairman
Accommodations Tax Advisory Committee

Accommodations Tax Advisory Committee Members:

James Fluker, Chairman
Stephen Arnold, Vice-Chairman
Richard Thomas
James Berghausen
John Farrell
Julie Smith
Margaret Johnson

**A RESOLUTION BY THE TOWN COUNCIL OF THE TOWN OF
HILTON HEAD ISLAND, APPROVING THE HHI-BLUFFTON
CHAMBER OF COMMERCE/VISITOR & CONVENTION
BUREAU FISCAL YEAR 2022-2023 MARKETING PLAN &
BUDGET.**

WHEREAS, pursuant to South Carolina Code Section 6-4-10, 30 percent of the two percent accommodations tax funds collected by the State of South Carolina is to be allocated to a pre-determined Destination Marketing Organization (DMO) with an ongoing tourist program, which the Town Council has designated the HHI-Bluffton Chamber of Commerce/Visitor & Convention Bureau (VCB) as the selected DMO; and

WHEREAS, the Town of Hilton Head Island Accommodations Tax Advisory Committee is required by Municipal Code Title 4 (Finance and Taxation), Section 4-12-20 to review the VCB's proposed budget and marketing plan each year and to make a recommendation to Town Council; and

WHEREAS, On April 7, 2022, the Town of Hilton Head Island Accommodations Tax Advisory Committee reviewed the marketing plan and budget presentation of the Town's DMO, the HHI-Bluffton Chamber of Commerce/Visitor & Convention Bureau and has recommended that Town Council approve the DMO's marketing plan and budget as presented for Fiscal Year 2022-2023.

WHEREAS, on April 19, 2022, the Town Council Finance & Administrative Committee reviewed the marketing plan and budget presentation of the Town's DMO and has recommended that Town Council approve the DMO's marketing plan and

budget as presented for Fiscal Year 2022-2023.

WHEREAS, Town Council now desires to approve the 2022-2023 HHI-Bluffton Chamber of Commerce/Visitor & Convention Bureau's Marketing Plan and Budget.

NOW, THEREFORE, BE IT, AND IT HEREBY IS, RESOLVED BY THE TOWN COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, THAT the Town Council hereby approves the HHI-Bluffton Chamber of Commerce/Visitor & Convention Bureau Fiscal Year 2022-2023 Marketing Plan and Budget.

MOVED, APPROVED, AND ADOPTED ON THIS _____ DAY OF _____, 2022.

John J. McCann, Mayor

ATTEST:

Krista M. Wiedmeyer, Town Clerk

APPROVED AS TO FORM

Curtis L. Coltrane, Town Attorney

Introduced by Council Member: _____

DRAFT

FISCAL YEAR 2022 2023

HILTON HEAD ISLAND DESTINATION MARKETING PLAN

HILTON HEAD ISLAND
SOUTH CAROLINA



DRAFT

**WE PROMISE A REFINED ISLAND
ESCAPE TO WHICH YOU'LL RETURN.**



TABLE OF CONTENTS

1

EXECUTIVE SUMMARY

Approach	9
Goal, Tactics and Key Performance Indicators Chart	10
Defining Our Cornerstone	12
Marketing Roadmap	16
Budget.....	18
Demographics and Personas	20

2

DESTINATION MARKETING PLAN

Digital Marketing.....	36
Leading With Community	42
Destination Public Relations.....	48
Meetings And Groups Sales	52
International Marketing.....	56
Collateral and Fulfillment.....	57

3

APPENDIX

2021 Tourism Economic Impact Report, Office of Tourism Analysis, College of Charleston	60
2021 Digital and Social Marketing Recap, VERB Interactive	69
2021 Public Relations Year in Review, Weber Shandwick	74
2021 Community Sentiment Survey, Executive Summary, MMGY Intelligence	82
2021 Visitor Profile Study, Executive Summary, Office of Tourism Analysis, College of Charleston.....	112



Letter from Our CEO,

To our tourism stakeholders, local businesses, and our Hilton Head Island community. Together, we weathered the storm of Covid-19. In 2021 we banded together, working to responsibly market our destination, clearly communicate our health and safety precautions, and educate guests about the importance of our delicate ecosystem.

Our efforts worked. We drove vital leads to our partner businesses from HiltonHeadIsland.org, secured valuable stories in the press, launched successful digital campaigns, and retained our title as America's Favorite Island® with *Travel + Leisure* and *Condé Nast Traveler* recognitions. We also learned we are capable of more than we thought possible. We shifted course, met new demands, responded to fresh challenges, and reconfigured our approach time and time again.

2021 taught us much about what we can do when we work together and how our organization can best support our community and businesses, while attracting guests and helping to deliver on our marketing promise to those visitors. And so, after consultation with local businesses, government agencies, colleagues at the U.S. Travel Association and our partner agencies, we are launching this marketing plan with a new and clear vision.

We are thinking bigger and being bolder with our approach. We are not restricting ourselves to the metrics of the past, but instead laying the groundwork for an optimistic and ambitious marketing roadmap.

At each stage of our plan, with each milestone crossed, we will be evaluating our performance and sharing our findings with stakeholders and businesses so that, together, we can learn and optimize our efforts.

The past two years have been challenging, but we have learned Hilton Head Island is perfectly, naturally designed to speak to the emotional needs of our guests, and that our community, culture, and identity is at the heart of everything we do.

I thank the Board of Directors, Marketing Council, community leaders, and residents for your partnership in the days and months to come. We move forward in the spirit of transparency and community.

Sincerely,

A handwritten signature in black ink that reads "Bill". The signature is written in a cursive, flowing style.

William G Miles, IOM, CCE
President & CEO
Hilton Head Island-Bluffton Chamber of Commerce

2022 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

CHAIR

Susana Cook
Hilton Garden Inn

IMMEDIATE PAST CHAIR

Chris McCorkendale

VICE CHAIR, BLUFFTON REGIONAL BUSINESS COUNCIL

Chris Corkern
Prudential Insurance

VICE CHAIR, FINANCE

Andrew Schumacher
Palmetto Dunes P.O.A.

VICE CHAIR, GOVERNMENT RELATIONS

Jean Beck
Hilton Head Area Realtors

VICE CHAIR, MEMBERSHIP

Andrew Carmines
Hudson's Seafood House
on the Docks

VICE CHAIR, SMALL BUSINESS

Andrea Bragg
Forsythe Jewelers

VICE CHAIR, VISITOR & CONVENTION BUREAU

Caleb Graham
Ocean Oak Resort

VICE CHAIR, WORKFORCE & EDUCATION

Terry Tadlock
Correll Insurance Group
of Hilton Head

PRESIDENT & CEO

William G. Miles, IOM, CCE
Hilton Head Island-Bluffton
Chamber of Commerce

BOARD OF DIRECTORS

Quinn Baldree
Truist

Steve Birdwell
The Sea Pines Resort

Joel Braun
Hargray

Mary Lee Carns
Technical College of the Lowcountry

Greg Kelly
Savannah/Hilton Head
International Airport

Diana McDougall
Coastal States Bank

Walter Nester
Burr & Forman

Dr. Al Panu
University of South Carolina,
Beaufort

Jon Rembold
Hilton Head Island Airport

Grace Stepp
Disney's Hilton Head Island Resort

Joel Taylor
Hilton Head Regional Healthcare

Mike Tighe
Westin Hilton Head Island
Resort & Spa

Ahmad Ward
Historic Mitchelville
Freedom Park

Steve Wilmot
Heritage Classic Foundation

Alan Wolf
SERG Restaurant Group

FY 2022-2023 MARKETING COUNCIL MEMBERS

The Hilton Head Island Marketing Council serves as an advisory and advocacy committee to the Hilton Head Island Visitor & Convention Bureau. The Council represents cross sections of the island's diverse travel and tourism industry and guides the planning and execution of the annual Destination Marketing Plan. The committee monitors the plan's effectiveness and results making recommendations for improvements and enhancements when needed.

Vice Chairman, Visitor & Convention Bureau

Caleb Graham
General Manager,
Ocean Oak Resort by
Hilton Grand Vacations

Arts Seat

Jennifer McEwen
Director of Cultural Affairs
Town of Hilton Head Island

Attractions Seat

Rex Garniewicz
President & CEO
Coastal Discovery Museum

Convention Property Seat

Teresa Manzillo
Director of Sales and Marketing
Marriott Hilton Head Resort & Spa

Convention Property Seat

John Munro
Vice President of Hospitality
The Sea Pines Resort, Resort
Sales & Marketing

Cultural/ Historical Seat

Courtney Young
President/CEO
ForeSight Communications, LLC

Ecotourism Seat

Mike Overton
Founder & CEO
Outside Brands

Entertainment Seat

Ryan Larson
Director of Marketing
SERG Group

Festival & Event Seat

Lindsey Harrel
President
Hilton Head Island Concours
d'Elegance & Motoring Festival

Golf Seat

Brad Marra
Chief Operating Officer
Palmetto Dunes Oceanfront Resort

Home & Villa Seat

Dru Brown
Managing Partner
Island Time Hilton Head

Outdoor Recreation/ Sports

Julie Jilly
Vice President
Professional Tennis Registry

Restaurant Seat

Stacy Jukofsky
Marketing Director
Coastal Restaurants & Bars CRAB

Retail Seat

Beth Patton
Marketing Manager
Forsythe Jewelers

Select Service Seat

Sheryl Roger
Director of Sales
Courtyard by Marriott

Transportation & Tour Seat

Lori Lynah
Director of Marketing and
Air Service Development
Savannah/Hilton Head International
Airport

Transportation & Tour Seat

Jon Rembold
Airports Director
Hilton Head Island Airport/Beaufort
Executive Airport

Town Representatives

Angie Stone
Assistant Town Manager
Town of Hilton Head Island

Tom Lennox

Town Councilman, Ward 5

David Ames

Town Councilman, Ward 3

DRAFT

EXECUTIVE SUMMARY



APPROACH

In 2021 our marketing and communication efforts followed two core streams:

1

**DRIVING VISITATION
POST LOCKDOWN.**

2

**PROTECTING THE HEALTH AND SAFETY OF OUR
COMMUNITY, BUSINESSES, GUESTS, AND OUR
DELICATE ECOSYSTEM.**



In FY 2022-2023 we are following the evolution of these efforts.

GOALS, STRATEGIES, AND TACTICS

The previous year taught us we are creative, nimble and capable of more than we ever thought possible. With this in mind, our goal moving forward is designed to allow for best-in-class thinking.

The overarching goal of the marketing strategy is to drive qualified visitation to the destination.

STRATEGIES

- » Build brand awareness and support qualified visitation to our destination among our target markets.
- » Enhance leisure and meeting and group business by supporting qualified visitation to the destination (e.g., attracting those most likely to appreciate and engage safely and respectfully with our attractions).

- » Drive the discovery and exploration of the destination's deeper stories, culture, art, and history.
- » Connect the on-Island experience to deliver on the marketing promise by supporting hospitality businesses with consistent messaging and tools.
- » Create an understanding of the value of our delicate ecosystem and instill pride in and demand for protecting that ecosystem and growing the infrastructure of our community (Resident and Visitor).

*A full description of all activities can be found in our Marketing Plan Strategy and Tactical Details Section. Below is a summary of all activities.

STRATEGIES



BUILD BRAND AWARENESS



ENHANCE LEISURE & GROUP BUSINESS THROUGH QUALIFIED VISITATION



DRIVE DEEPER DISCOVERY AND EXPLORATION OF OUR DESTINATION



CONNECT THE MARKETING PROMISE WITH THE ON-ISLAND EXPERIENCE



CREATE AN UNDERSTANDING OF, AND RESPECT FOR OUR DELICATE ECOSYSTEM (RESIDENT AND VISITOR)

TACTICS

Digital Display
Connected TV & Traditional Broadcast
Programmatic Advertising
Audio Advertising
Traditional Ad Placements (Print)
Social Media Marketing (Facebook, Instagram, Spotify, Pinterest, Twitter)
User Generated Content Curation
Public Relations (Media Outreach, Partnerships, Influencers and Paid Earned Media Placements)

Email Marketing
Social and Display Remarketing Advertising
Search Engine Marketing
Search Engine Optimization and Local Search
Website Platform Relaunch
Digital Experience Personalization
LinkedIn (Organic and Paid)
Virtual Networking
Meetings & Groups Paid Digital Media
Trade Marketing

Lead Generation Ads
Island Time Blog
Paid Social Media
Search Optimization
Social Media Video/Reels/Stories
User Generated Content
Chatbot Evolution and Optimization
Digital Experience Personalization

Community Campaign and Brand Bootcamp
Resident and Visitor Surveys

Eco Campaign

KEY PERFORMANCE INDICATORS

Brand Lift Study
Website Traffic
Media Impressions

Website Traffic
Partner Referrals
Geo/Demos
Home & Villa Occupancy
Hotel Occupancy
Direct Solicitation
(phone, e-mail, social media)
Sales Appointments
(sales calls, trade shows, virtual)
Leads Sent to Properties

Increase Email Sign-Ups and Personalized
Segmentation
Increase Time Spent on Blog
Increase Social Referrals
Increase in Content Engagement Metrics
Chatbot Engagements

Community Sentiment Survey
Community Sentiment Survey Benchmarking
Business Brand Bootcamp Adoption
Visitor Profile Study

Campaign Landing Page Visits



DEFINING OUR CORNERSTONE

Tourism is a competitive landscape. Every destination must compete with every other tourism destination for their share of the world's attention, visitation and investment. A destination needs to integrate the community into marketing efforts to create the desire amongst travelers to want to experience the destination and meet its people.

For any destination to ensure its competitive advantage and increase visitor revenue, there must be a clear strategic framework for developing, articulating and promoting the destination brand. That is why destination marketing and management organizations exist. They have the unique mandate to steward the community's identity and reputation in the global visitor marketplace on a daily basis.

A destination brand is rooted in the community's priorities. It is a common good and a shared value. Promoting the destination is for the benefit and well-being of everyone in the community. Therefore, the stewardship of the brand is an essential investment for enhancing quality of life and increasing opportunities for all residents.

The Chamber warrants and represents that the marketing plan shall include a "cornerstone plan" which engages the community with public relations, education, and social media strategies.



VISION

A welcoming, world-class community embracing nature, culture and economic vibrancy for residents and visitors.

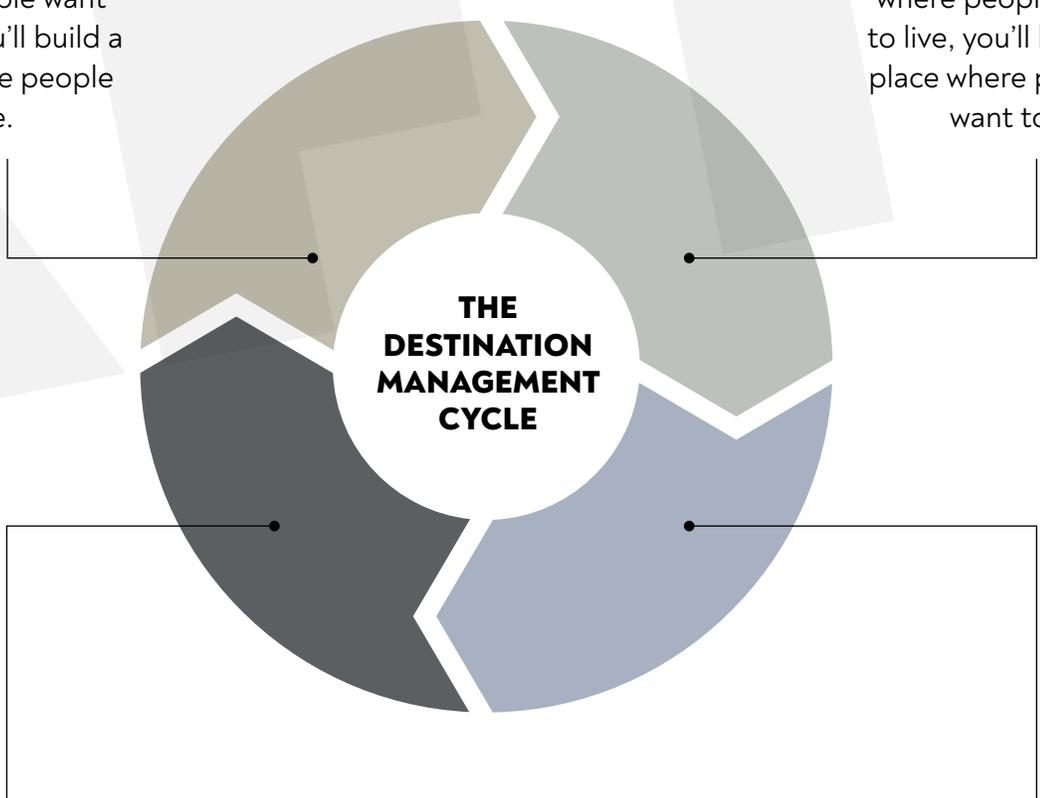
MISSION

Stimulate the regional economy while enhancing the quality of life for all.

IT ALL STARTS WITH A VISIT

If you build a place where people want to visit, you'll build a place where people want to live.

If you build a place where people want to live, you'll build a place where people want to work.



THE DESTINATION MANAGEMENT CYCLE

If you build a place where business needs to be, you'll build a place where people have to visit.

If you build a place where people want to work, you'll build a place where business needs to be.

IT STARTS WITH A VISIT

As a community built upon tourism it is imperative to ensure the destination for the next generation of residents, business owners and visitors.

As the Destination Marketing Organization (DMO) we are experts within this space, constantly working to ensure the community's priorities and stewardship of the brand that ultimately ensures the quality of life for all.

The FY 2022-2023 Destination Marketing Plan ladders into our organization's three-year Strategic Plan and ultimately into our community centric 10 year Destination Management Plan. Our approach to long-term tourism success sits alongside the Hilton Head Island community's 20 year comprehensive plan. Our efforts complement and support a vibrant and collaborative partnership with the Town of Hilton Head Island to ensure the future of the destination.

DESTINATION MANAGEMENT PLAN

This 10 year plan, in partnership with the Town and community, helps ensure the continued growth of our tourism industry, while safeguarding the idyllic way of life for those that live and work here.

The plan provides a platform for community engagement, including input from business and government leaders, stakeholders and residents into what strategies are needed to ensure the long-term success of our destination. The Destination Management Plan enables a shared vision for our community, and creates strategies to address such areas as sustainable growth, product development, consumer expectations and other socio-economic factors.

STRATEGIC PLAN

The goal of the three-year Strategic Plan is to ensure alignment with our Board of Directors and collaborative efforts with our partners and community. The plan is used to set priorities, focus energy and resources, strengthen operations, ensure that employees and stakeholders are working toward common goals, establish agreement around intended outcomes/results, and assess and adjust the organization's direction in response to a changing environment.

In February 2021, the Board of Directors approved and adopted the 2021-2023 Strategic Plan. The plan is organized around these 5 strategic goals:

1. Improve Alignment & Community Engagement
2. Grow Local Business
3. Expand Meetings & Groups
4. Energize Destination Development & Management
5. Sustain and Innovate as an Organization

MARKETING PLAN

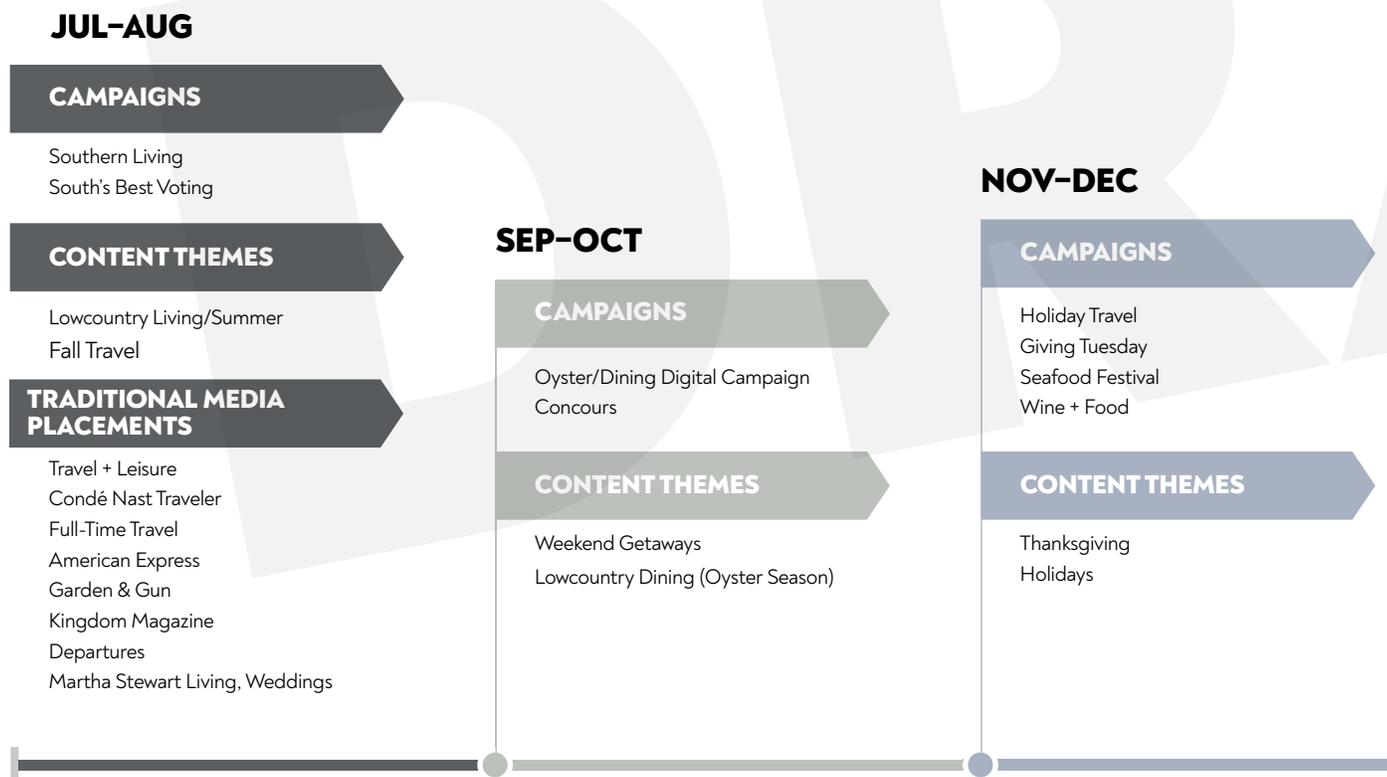
The Destination Marketing Plan is an operational one-year document that outlines our overarching goal, strategies, and tactics for the coming fiscal year that our organization will implement to generate brand awareness regarding tourism. It is built on strategies and tactics to achieve our yearly goal and ultimately aligns with the Strategic Plan and Destination Management Plan initiatives.

DRAFT



2022-2023 MARKETING ROADMAP

Our strategic roadmap outlines the key milestones across strategies and tactics that will help the destination maintain momentum and drive results.



JAN-FEB

CAMPAIGNS

Foodie February
Gullah Celebration
Wine + Food
Seafood Festival
Piano Competition
Restaurant Week
Travel + Leisure Voting
Darius Rucker Golf Tournament

CONTENT THEMES

Fresh Start
Lowcountry Love

PROJECT MILESTONES

Website - Strategy, IA, Designs
Brand Refresh Documentation Complete
Summer Campaign Development Begins
Heritage activation and campaign planning

TRADITIONAL MEDIA PLACEMENTS

Travel + Leisure
Condé Nast Traveler
Full-Time Travel
American Express
Garden & Gun
Kingdom Magazine
Departures
Martha Stewart Living, Weddings

MAR-APR

CAMPAIGNS

RBC Heritage
Travel + Leisure Voting
Condé Nast Voting

CONTENT THEMES

RBC Heritage
Spring in Swing: Golf, Fishing, Biking

PROJECT MILESTONES

Website - Visual Designs and
Creative Copywriting

RBC Heritage Campaign Launches:
Digital Media, Influencers, Activation

TRADITIONAL MEDIA PLACEMENTS

Travel + Leisure
Condé Nast Traveler
Full-Time Travel
American Express
Garden & Gun
Kingdom Magazine
Departures
Martha Stewart Living, Weddings

MAY-JUN

CAMPAIGNS

Sea Turtle Conservation
Condé Nast Voting
NTTW Summer Campaign
Pedal Hilton Head Island

CONTENT THEMES

Wildlife/Conservation
Ready for Summer

PROJECT MILESTONES

Website - Development, Testing
& Launch before Jun 30, 2022
Summer campaign launches

TRADITIONAL MEDIA PLACEMENTS

Travel + Leisure
Condé Nast Traveler
Full-Time Travel
American Express
Garden & Gun
Kingdom Magazine
Departures
Martha Stewart Living, Weddings

BUDGET

HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE Hilton Head Island Visitor & Convention Bureau Schedule of Functional Revenues and Expenditures FY 2022-2023 BUDGET

	VCB TOTALS	Town of HHI DMO	VCB Private Sector	SCPRT Dest. Specific	SCPRT Co-ops	Town of Bluffton DMO	Beaufort Co DMO	Membership
Revenues								
Town of HHI DMO	3,650,000	3,650,000						
Town of HHI Supplemental Grant	500,000	500,000						
Private Sector	500,000		500,000					
SCPRT Destination Specific	825,000			825,000				
SCPRT Coop	425,000				425,000			
Private Match Coop	1,500,000				1,500,000			
Town of Bluffton DMO	500,000					500,000		
B/C Bluffton & Daufuskie	365,000						365,000	
Total Revenues	8,265,000	4,150,000	500,000	825,000	1,925,000	500,000	365,000	1,625,000
Membership Revenue								
Total Revenues with Membership	9,890,000							
Expenses								
Media Buys - Leisure	1,000,000	695,432	110,269	194,300				
Social Media								
Partner Promotions	100,000	69,543	11,027	19,430				
Paid Brand Social Media	125,000	86,929	13,784	24,287				
Social Media Management	75,000	52,157	8,270	14,572				
Sub-total	300,000	208,629	33,081	56,290				
Digital Marketing								
Digital Strategy, Web Maintenance & Support	70,000	48,680	7,719	13,601				
Technology Improvements	65,000	45,203	7,167	12,629				
SEO	50,000	34,772	5,513	9,715				
SEM / Display	492,200	342,291	54,274	95,634				
Managed Web Hosting and Content Delivery Network	1,800	1,252	198	350				
eNewsletter/Drip Campaign	60,000	41,726	6,616	11,658				
Digital Contingency	10,000	6,954	1,103	1,943				
Sub-total	749,000	520,878	82,591	145,531				
Destination PR								
PR Strategy, Maintenance & Support	216,000	150,213	23,818	41,969				
Journalists/Influencers/Partnerships	75,000	52,157	8,270	14,572				
Monitoring Services (Print/Online/Broadcast/Tracking)	18,200	12,657	2,007	3,536				
PR Contingency	75,000	52,157	8,270	14,572				
Sub-total	384,200	257,185	42,365	74,650				
Group Sales & Marketing								
Promotional Giveaways	30,000	20,863	3,308	5,829				
Site Inspections/ Flights for Sites	5,000	3,477	551	971				
VCB Dues and Subscriptions	95,000	66,066	10,476	18,468				
Trade Sponsorships	15,000	10,431	1,654	2,914				
Tradeshows	100,000	69,543	11,027	19,430				
FAM / In-Market Events	50,000	34,772	5,513	9,715				
Focused Service	5,000	3,477	551	971				
SC Sports Alliance	5,000	3,477	551	971				

SEM	45,000	31,294	4,962	8,743
Social Media	80,000	55,635	8,821	15,544
Website	10,000	6,954	1,103	1,943
Collateral	10,000	6,954	1,103	1,943
Trade Media	10,000	6,954	1,103	1,943
Sub-total	460,000	319,898	50,724	89,378
International				
Coastal SC USA Coop	45,000	31,294	4,962	8,743
International Promotions	80,000	55,635	8,821	15,544
International Tradeshows	50,000	34,772	5,513	9,715
Sub-total	175,000	121,701	19,297	34,002
Destination Photography & Video	125,000	86,927	13,784	24,287
Insiders/Collateral/Fulfillment				
Vacation Planner	250,000	173,858	27,567	48,575
Fulfillment	125,000	86,929	13,784	24,287
Toll-Free Phone	4,000	2,782	441	777
Sub-total	379,000	263,569	41,792	73,640
Research & Planning	206,750	143,780	22,798	40,171
VCB Sales, Mkt, Services & Ops:				
Personnel	1,155,000	715,400	58,310	63,525
Benefits	165,000	102,200	8,330	9,075
Operations	330,000	204,400	16,660	18,150
Sub-total	1,650,000	1,022,000	83,300	90,750
HHI Supplemental Grant				
Golf	210,000	210,000		
Meetings & Group	190,000	190,000		
Festival and Events	100,000	100,000		
VCB Sales, Mkt, Visitor Services & Operations	0	0		
Sub-total	500,000	500,000		
SCPRT				
SC PRT - Leisure	850,000			850,000
SC PRT - Sports	363,250			363,250
SC PRT - Meetings & Groups	500,000			500,000
Sub-total	1,713,250			1,713,250
Town of Bluffton DMO				
Promotions	360,000			360,000
B/C Bluffton & Dauskie DMO				
Promotions	262,800			262,800
TOTAL VCB EXPENSES	8,265,000	4,150,000	500,000	825,000
Total Expenses with Membership	9,890,000			500,000
				1,625,000
				9,890,000
				365,000
				1,925,000
				500,000
				262,800
				1,625,000
				365,000
				9,890,000
				Expenses for HHI-related marketing programs
				Expenses for other marketing programs

DEMOGRAPHICS AND PERSONAS

Hilton Head Island's visitor foundation was built on identified drive markets, ensuring overnight stays and from a long-term lens, home ownership. We nurture that foundation and look to our real-time data sources, such as Google Analytics, in addition to research, partnering with the Office of Tourism Analysis at the College of Charleston and the University of South Carolina Beaufort. Using these insights we are able to extract visitor persona detail which allows us the ability to further refine our messaging to a more qualified potential consumer.

Today, as we adjust to the new traveler needs, we will continue to keep our demographics and key personas at the forefront, but will adapt as necessary in the short-term to address the consumers travel sentiment. We will expand our drive radius as travelers are willing to drive

further distances post quarantine and continue to focus on our short-haul fly markets, supporting new air lift as it becomes available.

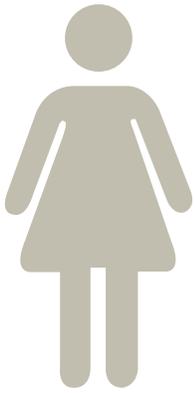
We have identified the following key persona groups as:

- Families
- Snowbirds
- Sports Enthusiasts
- Weekenders
- Culinary Explorers
- Arts, History and Cultural Enthusiasts
- International Travelers

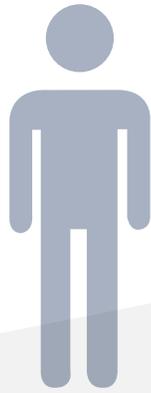


OUR TARGET LEISURE TRAVELER

2021 VISITOR PROFILE STUDY

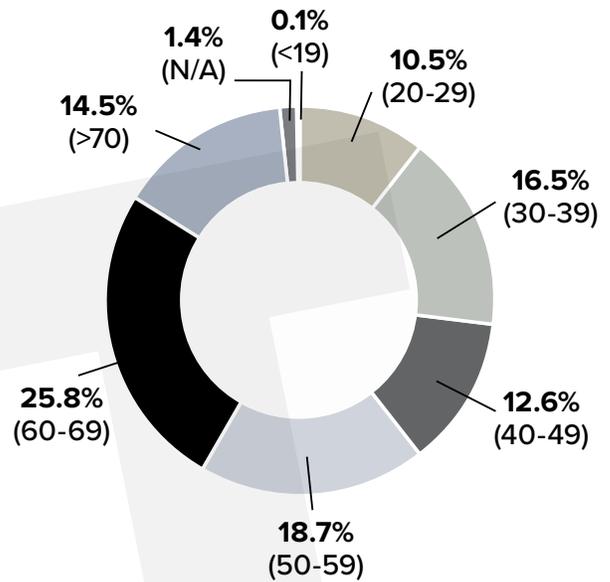


62.5%
FEMALE

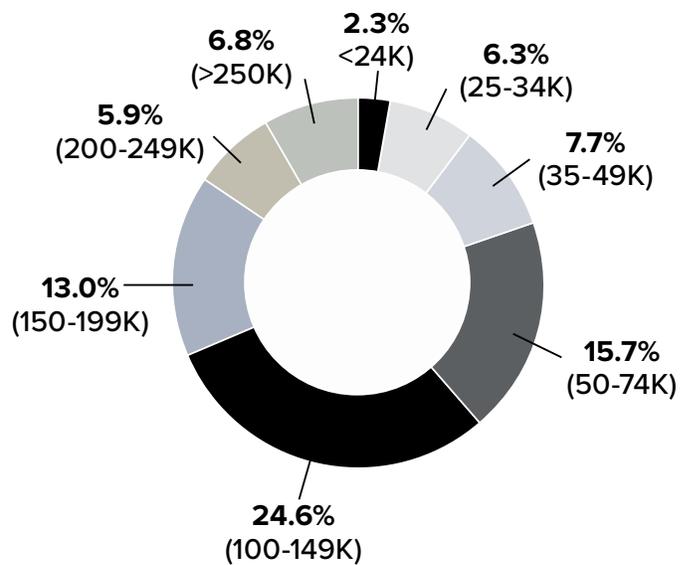


37.4%
MALE

AGE DISTRIBUTION



HOUSEHOLD INCOME DISTRIBUTION



\$150K+
Affluent Traveler



56.7%
Undergraduate
Degree or Higher



2-4 Trips per Year
7 Nights Average
Length of Stay

**2021 Visitor Profile Study:
Office of Tourism Analysis, College of Charleston*

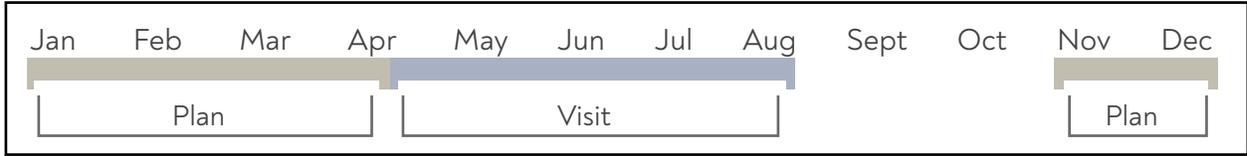
DRAFT



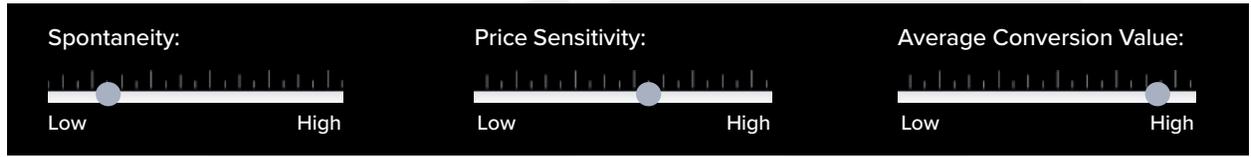
FAMILY

TRAVEL OBJECTIVE

Find a vacation spot that will please everyone during the school holidays.



FAMILY TRAVEL HABITS



WHO THEY ARE

- Upscale & Status Oriented
- Values Family Time
- Creating a Legacy
- Active & Health Conscious

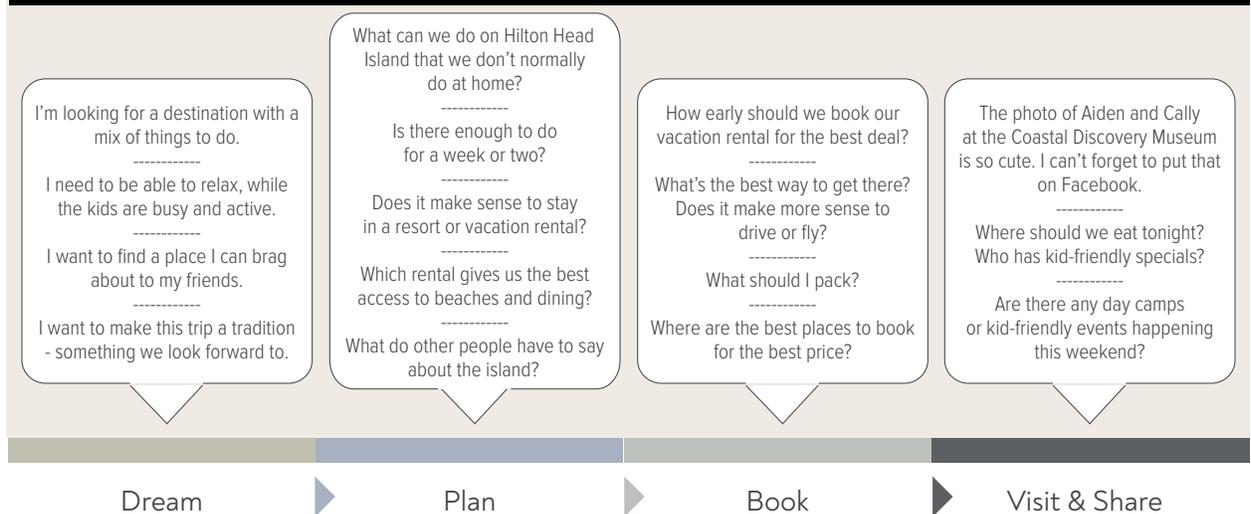
PREFERRED ACTIVITIES & ATTRACTIONS

- Vacation Rentals & Resorts
- Beach & Water Activities
- Biking & Hiking
- Tennis & Pickleball
- Festivals & Events
- Kid-friendly Dining
- Museums & Day Camps

MARKETING CHANNELS & FORMATS

- Facebook Videos
- Instagram
- TripAdvisor
- TV
- Online Video
- Forums & Blogs
- Pinterest

“LET’S MAKE MEMORIES.” THEIR PATH TO PURCHASE



DRAFT



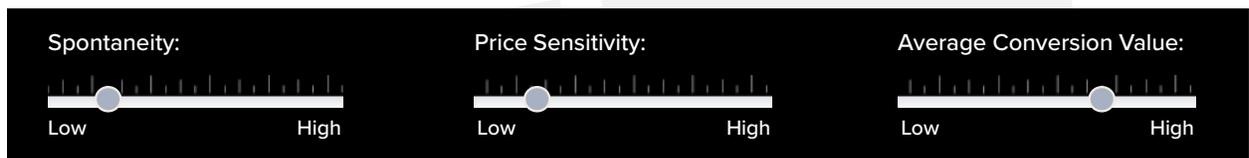
SNOWBIRDS

TRAVEL OBJECTIVE

Find a warm destination that feels like home for the winter, where they can welcome family and friends for visits.



Snowbird Travel Habits



WHO THEY ARE

Traditional

Values Family Time

Enjoys the Finer Things

Active & Health Conscious

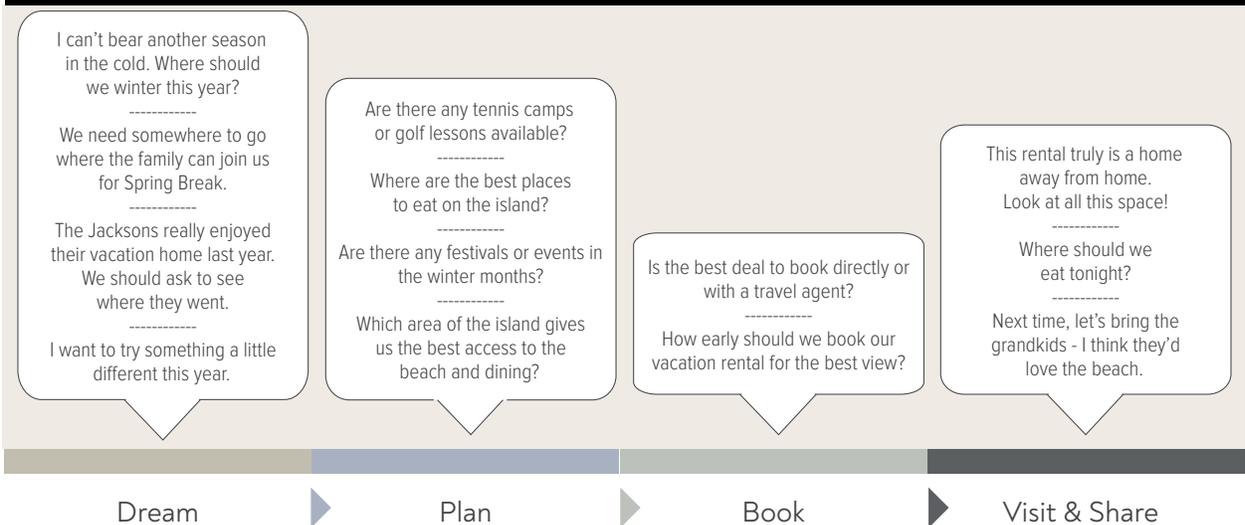
PREFERRED ACTIVITIES & ATTRACTIONS

Vacation Rentals & Resorts
Dining
Golfing
Tennis & Pickleball
Biking

MARKETING CHANNELS & FORMATS

Facebook
Print
TripAdvisor
Radio
TV
Online Video

“LET’S MAKE THIS FEEL LIKE HOME.” THEIR PATH TO PURCHASE



DRAFT



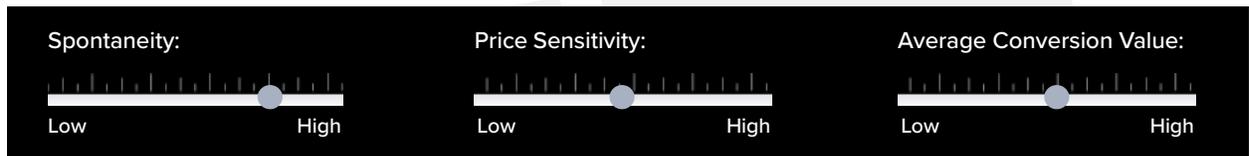
SPORTS ENTHUSIAST

TRAVEL OBJECTIVE

Find a destination where they can pursue their interests on their downtime.



SPORTS ENTHUSIAST TRAVEL HABITS



WHO THEY ARE

Sports Fans (Golf & Tennis)

Leisure Lovers

Spontaneous & Social

Active & Health Conscious

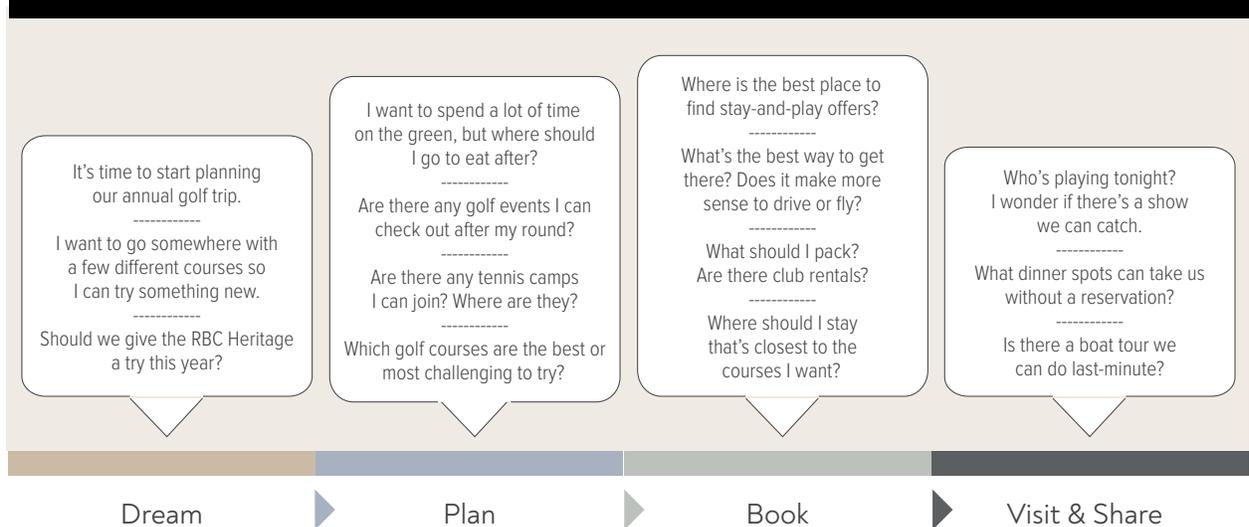
PREFERRED ACTIVITIES & ATTRACTIONS

Golf
Tennis & Pickleball
Boating & Water Activities
Hiking & Biking
Nightlife

MARKETING CHANNELS & FORMATS

Facebook Videos
Instagram
Twitter
TripAdvisor
TV
Online Video
Forums & Blogs

“LET’S EXPLORE.” THEIR PATH TO PURCHASE



DRAFT



THE WEEKENDERS

TRAVEL OBJECTIVE

Find a fairweather weekend escape from work and city life.



THE WEEKENDERS TRAVEL HABITS



WHO THEY ARE

- ★ Upscale & Status Oriented
- 🗺️ Spontaneous & Social

🏙️ Urban Dwellers

PREFERRED ACTIVITIES & ATTRACTIONS

- Vacation Rentals & Resorts
- Beach & Water Activities
- Dining & Shopping
- Romantic Things to Do
- Festivals & Events
- Weddings

MARKETING CHANNELS & FORMATS

- Facebook Videos
- Instagram
- TripAdvisor
- TV
- Online Video
- Forums & Blogs
- Pinterest

“LET’S GET AWAY.” THEIR PATH TO PURCHASE



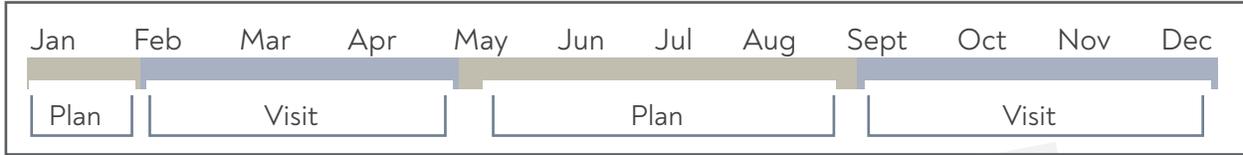
DRAFT



CULINARY

TRAVEL OBJECTIVE

Be immersed in a new destination (or an old favorite) by exploring the pursuit of unique and memorable culinary experiences.



CULINARY TRAVEL HABITS



WHO THEY ARE

Values Authenticity

Spontaneous & Social

Seeking an Immersive Experience

Unconventional

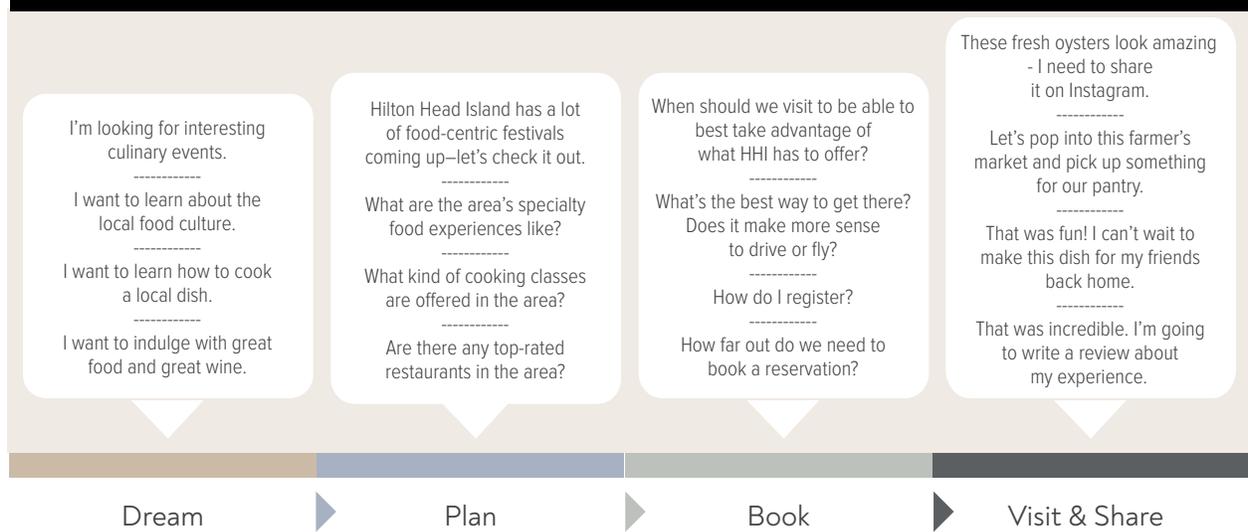
PREFERRED ACTIVITIES & ATTRACTIONS

Cooking Classes
Food Tours
Wine, Beer, and Food Festivals
Specialty Dining Experiences

MARKETING CHANNELS & FORMATS

Facebook Videos
Instagram
TripAdvisor
Forums & Blogs
Pinterest

“EXPERIENCE AUTHENTIC, LOCAL CUISINE.” THEIR PATH TO PURCHASE



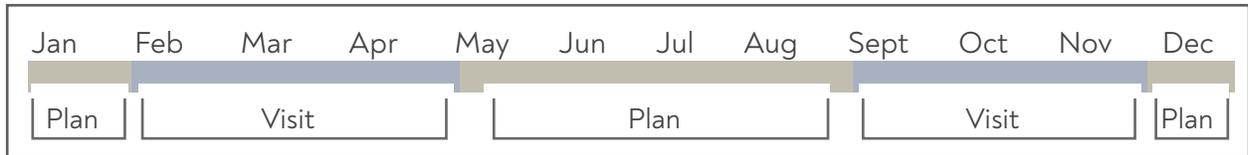
DRAFT



ARTS, HISTORY & CULTURE

TRAVEL OBJECTIVE

To explore cultural attractions, historical sites and the local arts scene.



ARTS, HISTORY & CULTURE TRAVEL HABITS



WHO THEY ARE

Values Learning & Authenticity

Image Conscious

Seeking an Immersive Experience

Upscale & Status Oriented

PREFERRED ACTIVITIES & ATTRACTIONS

- Historical Attractions
- Art Galleries
- Local Culture
- Culinary Experiences
- Festivals & Events
- Theater
- Music

MARKETING CHANNELS & FORMATS

- Facebook Videos
- Instagram
- TripAdvisor
- Online Video
- Forums & Blogs
- Pinterest
- Earned Media (Print/Digital)

“EXPERIENCES ARE GREATER THAN THINGS.” THEIR PATH TO PURCHASE

I'm looking for interesting things to see and do.

I want to learn something new.

I need to be able to show this off on Instagram/tell my friends about my vacation.

I want to indulge! Great food, great wine, great entertainment.

I'm not looking for a prepackaged vacation. I like to be able to explore and really get to know a destination.

Hilton Head Island has a lot of festivals coming up—let's check it out.

What are the area's arts and cultural experiences like?

Which resort is close to everything I want to do?

Are there any local cultural events coming up?

I want to hear what other people have to say about the island.

When should we visit to be able to best take advantage of what HHI has to offer?

What's the best way to get there? Does it make more sense to drive or fly?

What should I pack?

Is a weekend enough, or should we stay for longer?

This sculpture is beautiful. I need to share it on Instagram.

Let's pop into this cute gallery and pick up something to display at home.

Where can I get tickets for tonight's show?

I want to immerse myself in the local culture...what are some off-the-beaten path activities? Where are locals spending time?

Dream

Plan

Book

Visit & Share

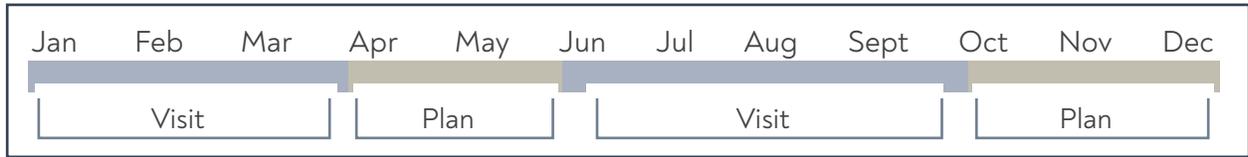
DRAFT



INTERNATIONAL VISITORS

TRAVEL OBJECTIVE

Find a vacation spot that will inspire and that offers something different than where we're from. Escape the everyday, relax and recharge in a destination that's fresh, and different from home.



INTERNATIONAL TRAVEL HABITS



WHO THEY ARE

- ★ Upscale & Status Oriented
- 🏠 Values Family Time
- 🩺 Wellness-Focused
- 📷 Making Memories
- 🍏 Active & Health Conscious

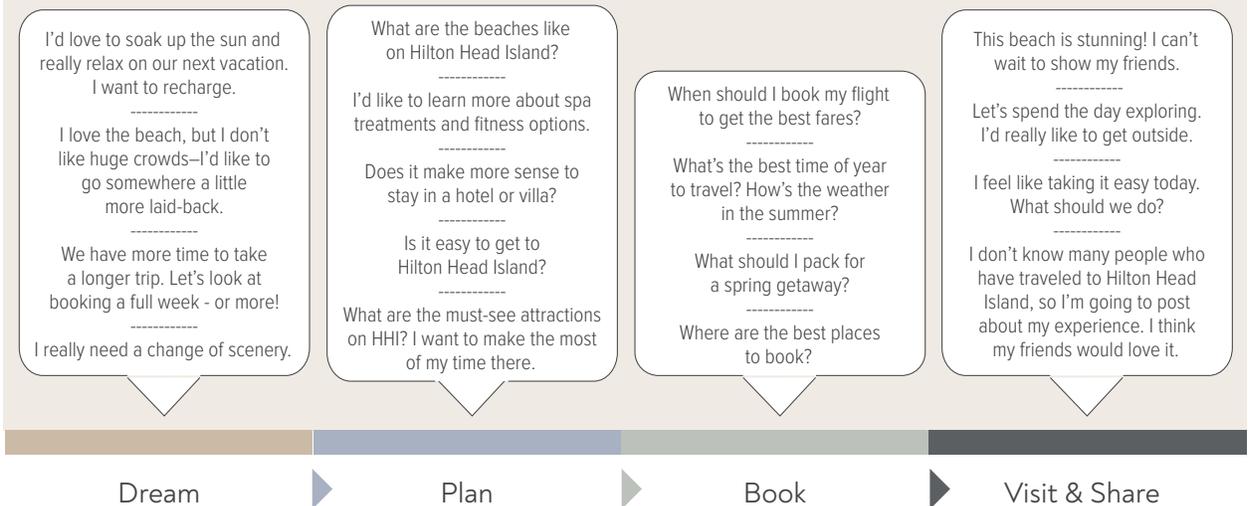
PREFERRED ACTIVITIES & ATTRACTIONS

- Homes & Villas
- Beach & Water Activities
- Biking & Hiking
- Food & Drink
- Festivals & Events

MARKETING CHANNELS & FORMATS

- Facebook Videos
- Instagram
- TripAdvisor
- TV
- Online Video
- Forums & Blogs
- Pinterest

"IT'S TIME TO GET AWAY FROM IT ALL." THEIR PATH TO PURCHASE



MARKETING PLAN STRATEGIES & TACTICAL DETAILS

The ultimate goal of the marketing strategy is to drive visitation to the destination through a series of demand creation and demand capture marketing activations. As outlined previously, not only does the strategy aim to drive qualified visitors to the destination, but also to support the discovery and exploration of new destination experiences that extend past the core product offering that our brand loyalists have grown to love.

Each individual campaign that is implemented to drive exposure for the destination will be deployed based on a series of defined goals that align with the overarching goal for the marketing plan. All tactics, creative, campaigns, and overall channel strategies will support the goal and will align with the specific area of the customer journey.

The 2022-23 marketing plan will consist of the following marketing channels:

- » Search Engine Advertising
- » Organic & Local SEO
- » Digital Video (YouTube, Social)
- » Connected TV and Traditional Broadcast
- » Social Media Advertising
- » Email Marketing and CRM
- » Programmatic Display & Remarketing
- » Audio Advertising on Digital Streaming Platforms (DSP)
- » Trade Marketing
- » Community and Local Business Activation
- » Traditional Print, Radio
- » Public Relations and Influencer Marketing

AREAS OF FOCUS

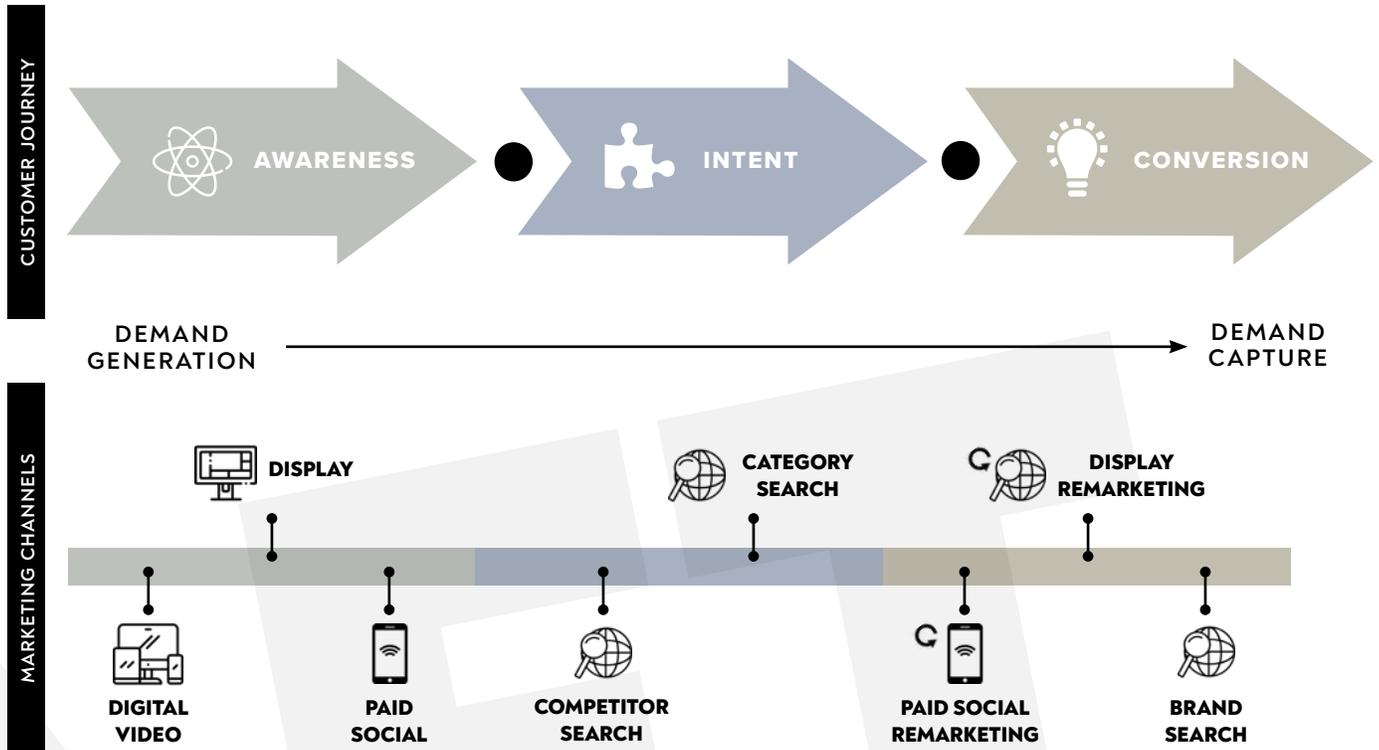
The omnichannel marketing approach for the destination requires focus, nimbleness, and discipline to ensure all marketing activities support the overarching goal for the 2022-23 marketing plan. Although it is critical for the destination to capture as much existing demand as possible to support the overall performance of the destination, it's essential that we connect with new, qualified visitors to support the long-term economic growth of the destination.

A FOCUS ON THE CUSTOMER JOURNEY

The Hilton Head Island marketing plan touches qualified visitors at each stage of the customer planning journey from initial discovery and booking, through to the in-market and post-visit experience. Overall, Hilton Head Island and the partners throughout the destination have a shared responsibility to inspire visitors, drive bookings, and deliver on the authentic destination experience.

In 2022-23, to support our primary goal, our role as a destination is to captivate qualified travelers and meeting planners by creating an emotional connection to the destination through targeted marketing communications and compelling brand

AUDIENCE TARGETING WITH DIGITAL MEDIA



storytelling. Hilton Head Island will continue to utilize a full funnel marketing strategy to drive increased optics and referrals to partners throughout the region. Our efforts will place a specific emphasis on more awareness-focused marketing channels utilizing immersive and authentic brand content to reach new qualified prospects that the brand can deliver for our partners, while continuing to nurture repeat visitors and brand loyalists with our mid funnel tactics.

THE HILTON HEAD ISLAND BRAND

Throughout 2021, Hilton Head Island worked on a multi-month branding initiative to identify the personality, tone and voice, and visual strategy for the brand. This process will play a critical role moving forward as we communicate with qualified audience segments while positioning the destination for a guest’s next vacation, group outing, or meeting/

conference. Hilton Head Island as a whole has a strong brand, which is supported by the consistent year-over-year accolades received by the brand.

As we continue to implement our recovery marketing efforts, an emphasis on communication from a consistent visual, creative tone and voice perspective will be critical, as all visitor touchpoints should feel the same. This will help us to support the goal of connecting with new and returning qualified visitors. Moving forward, we will continue to ensure our brand and creative is innovative, impactful, and consistent across all consumer touchpoints, leaving a strong lasting impression of Hilton Head Island.

THE WEBSITES

The Hilton Head Island collection of websites serve as the single-most important touchpoint for the brand next to the destination experience itself. In 2022, a number of web platform development and technology upgrade initiatives are being

implemented to streamline the Hilton Head Island digital presence, and enhance the overall user experience while driving increased conversion for the destination.

Web platform development initiatives include the development of the new HiltonHeadIsland.org destination platform, as well as two dedicated websites to support both our Weddings and Meetings & Groups marketing initiatives. Each of the three websites will be overhauled completely from a design and User Experience perspective to support both the new Hilton Head Island brand, tone and voice, as well as an updated content strategy to support the overarching goals of the marketing strategy for the destination.

PERSONALIZATION

Utilizing first-party and zero-party data, the brand will work to gain a clearer understanding of our prospective visitors’ behaviors and implicit desires to build a personalized, one-to-one communication strategy. This starts at the HiltonHeadIsland.org website and extends to our email communication and throughout our entire digital marketing strategy.

Hilton Head Island will create data-driven, always-on, relevant, and compelling content strategy that matches the visitors’ mindset and interests. As prospective visitors move through their journey the brand will continue to tailor messaging utilizing sequential storytelling to make the destination experience more relevant to each individual visitor. Ultimately, the ongoing analysis of audience data will provide us with insights to make better choices about market opportunities and high-value audience segments, which will ultimately lead to higher engagement with the destination and more outbound referrals to partners.



EMAIL & CHATBOT

Increased efforts to personalize the customer journey will include an revamp of the

destination’s email preference center, along with new and relevant drip campaigns mapped to the refreshed segments.

The “Stella” automated Chatbot will work through a constant evolution process this year. Using data around the most commonly submitted user FAQs, Stella will be enhanced on a monthly basis with new capabilities, allowing her to answer more questions more quickly, directing potential guests to the exact information they are looking for, thereby increasing the likelihood of a conversion.



Evolving Stella allows the destination to personalize our potential guests’ experience and take the opportunity to surface itineraries, experiences, and content that they may not discover on their own, thereby supporting discovery and exploration.

SOCIAL & CONTENT MARKETING

Our priority with social media and content strategy is always to increase interest and conversions for our partners as a result of dynamic, aspirational destination content that entices our followers to visit Hilton Head Island. To further align with our Community first approach we will create and share partner spotlights, and educate our followers on the history of Hilton Head Island to help assist them in becoming more personally connected to the destination.

We will do this by:

- » Co-branded/co-hosted giveaways and sweepstakes with partners to celebrate events, offers, milestones, and accolades.
 - » Can be conducted directly on social media platforms in the case of smaller prizes where social media exposure is a primary goal
 - » Larger prizes and/or promotions where lead generation is a goal can be hosted on HiltonHeadIsland.org
- » Share a series of engaging and informational videos/blogs that highlight Hilton Head Island locals and members. Not only sharing what they do/what their business is, but how they came to live and work on Hilton Head Island, why they stayed, and what they love most.
- » Elevated social media messaging for organic partner social media co-op programs.
 - » Instead of general awareness-focused messaging, Visit Hilton Head will pivot to timely, offers-focused copy. Partners are welcome to submit notes about their top-priority messaging and/or refreshed imagery on a monthly basis.
- » Focusing more on community conversations involving partners and overall members of the community and social listening.
- » Highlighting more eco-friendly and sustainability initiatives put forward by the community.

CHANNEL PRIORITIES FOR 2022-23

These are the channels that best support Hilton Head Island's goal, and will be our focus for FY 2022-2023:

FACEBOOK

Facebook is our most high-value social channel. At 231.7K likes, our page has the largest number of followers compared to our other social channels. In 2022-2023, we'll continue to build our Facebook community by releasing engaging, current short-form video while also increasing our volume of long form video content. We will place a focus on CTAs that foster community engagement, increase sustainability/eco initiatives awareness, marquee events, co-op partnerships, and campaigns.

INSTAGRAM

Instagram is always evolving with new layouts, new features, add-ons, business tools, and more. As it continues to change, we will adapt to keep up with what will keep us at the forefront of users' feeds. By creating authentic, engaging content and staying current with its newest offerings, we can continue to break through the noise and ensure our message resonates with and grows our digital audience.

TWITTER

Twitter is still a strong social performer for Hilton Head Island. We will continue to utilize this platform to distribute news, engage in real time conversation, and repurpose top-performing content. In addition to that, we will start to jump into new trends and reintroduce twitter chats to engage our members.

 PINTEREST

People come to Pinterest to be inspired, find travel guides, try new things, and learn about attractions/experiences. With international travel returning in 2022-2023 we will enhance our efforts to inspire people to book a trip to Hilton Head Island. We will provide them with easy-to-read, fun new itineraries, wellness options, and eco-friendly/sustainable experiences.

 LINKEDIN

The Visitor & Convention Bureau LinkedIn account is a natural home for all destination accolades, announcements, awards, and relevant news like additional flight routes, new partner openings, and other destination-specific news. We will continue to share updates that are relevant to our LinkedIn audience and deploy paid LinkedIn campaigns targeting meeting & event planners and other industry professionals with news, special offers, and valuable content as appropriate.

 SPOTIFY

With 286 million users and over 4 billion playlists, Spotify is a core platform for engaging with customers. Through playlists, collaborations, and paid ads, Hilton Head Island will continue to influence and reach new and existing audiences. With this in mind, we will continue to share songs that are trending, feel-good, and implement wellness-themed audio curation in 2022-2023.

Additionally, we will reimagine the way we report on Social Media. By using metrics that specifically help us understand the social strategy's role in the customer journey, we will measure our audiences' consumption of storytelling content and the qualified leads we can push closer to a visitation experience. We will also benchmark competitor performance by using a set collection of metrics that allow us to analyze what is working for them and how we can capitalize on our own channels.

ISLAND TIME BLOG

Our Island Time Blog drives qualified, engaged traffic to HiltonHeadIsland.org. It's a landing place to bring people in from our social feeds, and a great jumping off point to show users what is happening on Hilton Head Island. Tied closely to search engine results, our goal with the Hilton Head Island blog is to create a useful tool for fun, inspiration, informational, travel tips, news, and more.

Over the past several years we have developed a strong bank of evergreen content for our audience, and now we can focus on more topical content for specific audiences. Formats we'll test and create in 2022 include:

- » Long-form, editorial pieces
- » Recipes and "insider tips" from partner restaurants, hotels, and attractions
- » Itineraries:
 - » For Different Demographics
 - » For Different Interests
 - » For Different Vacation Lengths
- » Hilton Head Island Local features

LEADING WITH COMMUNITY: OUR CORNERSTONE PLAN

Hilton Head Island residents continue to connect more deeply with our tourism marketing approach. With that transparency comes confidence in the efforts and opportunities to share and show their “pride of place”.

TELLING COMMUNITY STORIES

The destination is made up of thousands of personal stories. Our community makes us who we are as a destination. In the coming year, we will work to tell more stories of our unique business owners, cultural experts, artists, chefs, and local characters. These stories will be shared across our organic channels and support efforts to drive deeper discovery and exploration of our destination.

Initial content designed to highlight our local businesses, along with those who bring authenticity and depth to our culture, heritage, and cuisine experiences, will also be enhanced, and include Q&A series with entrepreneurs on LinkedIn, Instagram features, and video features.



SUPPORTING THE COMMUNITY & DELIVERING ON THE BRAND PROMISE

To provide a positive, consistent experience for our visitors and to support our community, we will develop a brand “bootcamp” and toolkit to support front-line hospitality teams with consistent, on-brand messaging related to resourcing issues/changes in service levels, and adjustments to the overall experience in the destination.

Supporting this will be additional, grassroots efforts to amplify the community’s insights, ideas, and passion points in ways that effectively reach our past and potential guests. This community campaign will empower our residents and businesses to share consistent, cohesive messaging about the destination in ways that are authentic to them.



NURTURING NATURE

The Visitor & Convention Bureau will continue to position Hilton Head Island as an upscale luxury escape filled with genuine experiences of all kinds.

ECOSYSTEM PROTECTION CAMPAIGN

In 2020-2021 we began to educate and inform residents and guests about how they can play a role in protecting our delicate ecosystem.

In 2022-2023 we will grow this approach, positioning the participation in protecting the destination's delicate ecosystem as a reason to support Hilton Head Island in and of itself.

Inspired by destinations who've taken this step, such as the Faroe Islands and Destination British Columbia, marketing efforts this year will include an integrated campaign that includes an added incentive for visitors: the opportunity to actively participate in the destination's research and protection efforts.

We will also expand beyond our Sea Turtle Season, to grow our educational and experiential offering around dolphins, birds, and the beaches themselves.

Businesses will have the opportunity to be actively involved in the efforts as well as ongoing ways to educate visitors. This can include the expansion of current one-sheet information provided to guests, adoption program, and beach clean ups for example.



RESIDENT AND VISITOR SATISFACTION SURVEYS

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 in place for both surveys and will continue with those efforts. Using the results and insights from the first year of this initiative, we will move forward with a comprehensive plan to reach our community.

As part of ongoing engagement and education within the community, we will provide regular tourism updates throughout the year to enhance residents' awareness and appreciation for tourism on Hilton Head Island. Ensuring our number one economy is for the benefit and well-being of everyone in the community. By ensuring the success of tourism to Hilton Head Island, we are stimulating the regional economy while enhancing the quality of life for all.

LEISURE MEDIA PARTNERSHIPS

It is no secret that the popularity of Hilton Head Island as a destination continues to increase. 2021 further amplified that sentiment as Hilton Head Island was well positioned with the product travelers were looking to experience. Recent accolades from *Condé Nast Traveler*, *Travel + Leisure*, and *Southern Living* are proof that Hilton Head Island is now a global brand in regards to visitors wishing to experience the Lowcountry. Research, reservation data from our partners, and referral analytics indicate visitors are eager, ready and willing to travel. Accolades earned by the destination bring our brand to the top which helps to enhance the overall awareness of Hilton Head Island as a safe, "must-visit" destination. We will look to infuse the local community into our media efforts that allows the consumer to connect with the destination and inspire them to travel to Hilton Head Island to discover more.

Travel + Leisure and *Condé Nast Traveler*, with their recognizable and highly coveted Reader's Choice Award accolade platforms, assist in the destination's efforts to cut through the ever increasing noise within the global travel sector. Securing a third party endorsement, at this level further solidifies the destination and establishes Hilton Head Island top of mind of a traveler's consideration set.

Today's travelers, specifically seeking upscale, shoulder-season travel, have a myriad of destination choices. This was an important factor pre COVID-19, but is even more so as we leverage on the pent-up demand for travel and travel restrictions. By utilizing these platforms and endorsements to further amplify our voice, we are able to tell our brand story and leverage our overall marketing to help differentiate the destination from the competitive set and drive awareness and visitation to Hilton Head Island.



MEDIA PARTNERSHIPS

Below are examples of media partnerships we will continue to leverage. As additional opportunities arise throughout the year with cooperative partnerships these efforts could be expanded into other media brands.

**Condé Nast
 Traveler**

BY THE NUMBERS

3.3M | **6.2M**
 TOTAL PRINT AUDIENCE | DIGITAL UNIQUE USERS

9.2M | **\$17B**
 SOCIAL FOLLOWERS | READERS SPENT ON TRAVEL

**TRAVEL+
 LEISURE**

BY THE NUMBERS

\$326K | **7.4M**
 AVERAGE HHI | TOTAL PRINT AUDIENCE

12.3M | **13.3M**
 DIGITAL UNIQUE VISITORS | SOCIAL FOLLOWING

83% | **71%**
 SEARCHING FOR FUTURE TRAVEL IDEAS FROM T+L DURING THE PANDEMIC | ARE COMFORTABLE TRAVELING DOMESTICALLY

**Full-Time
 TRAVEL**

BY THE NUMBERS

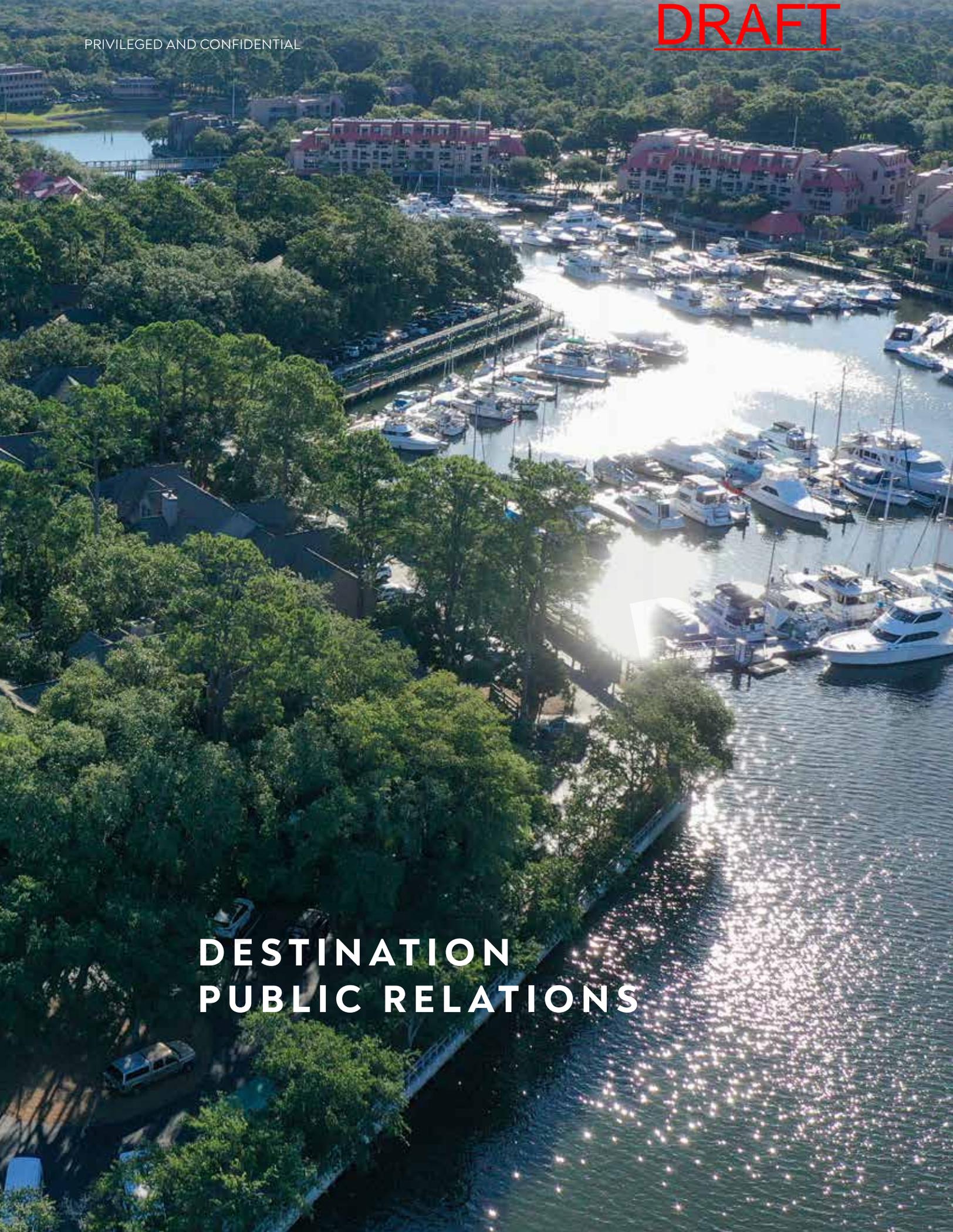
1.5M+ | **100K+**
 SOCIAL FOLLOWERS | EMAIL SUBSCRIBERS

250M+
 FOLLOWERS ACROSS OUR NETWORK



BY THE NUMBERS

20M+ | **2-5X**
 UNIQUE VISITORS MONTHLY | HIGHER RESPONSE RATE THAN INDUSTRY AVERAGE



**DESTINATION
PUBLIC RELATIONS**

In 2022-2023, the Hilton Head Island Visitor and Convention Bureau will employ a forward-looking strategic, and thoughtful public relations plan that is designed to make us stand out from the competition and convert first-time visitors to repeat guests.

There continues to be a built-up demand for travel over the past two years and we continue to take advantage of that momentum. Consumer sentiment is changing, and travelers are ready to go big and experience destinations in unique ways. They are looking more than ever before to understand the communities they visit and immerse themselves in local culture and environments. There is a new era of vacationers seeking amenities and vacations that are experiential, comforting, and engaging, and we are prepared to harness this energy to continue to stay top-of-mind with our loyal, repeat guests as well as new visitors.

As we continue to adapt with the ever-changing landscape, we're making significant and strategic shifts to our priorities. While we will rely on our tried-and-true pillars, we are remaining agile while looking towards the next wave of media trends. These imperative shifts will allow us to deliver a steady drumbeat of media coverage and social chatter to ensure Hilton Head Island remains top-of-mind as an ideal getaway for upscale travelers.

MEDIA LANDSCAPE

We always keep our finger on the pulse of the media and stay on top of the trends that dictate the ever-evolving landscape and adapt accordingly. Key factors driving changes across the media industry include:

FREELANCER BOOM: Just when we thought the worst was over, we're continuing to see publications fold. Following a couple years of layoffs, outlet closures, and shifted beats, there is more dependence on freelancers. There is now a

larger pool of freelancers to tap into as we explore storytelling opportunities. However, when it comes to press visits, confirming assignments is becoming more difficult to secure ahead of travel.

COMPETITION: The competition remains fierce with all sectors competing for consumer attention. Breaking through requires unique storytelling hooks to entice media and consumer interest and answer the "why now" question more urgently than ever.

NEW MEDIA: The importance of real-time video remains crucial to communication efforts and will be a part of everything we do.

RELOCATION: While many companies are starting to open for hybrid in-person work and collaboration, many New York City residents and media who originally left the city in 2020 have made this move permanent. Media are now scattered throughout the country and globe, adjusting to this flexible lifestyle. While many have now found themselves a hop, skip and a step away from the Lowcountry, the now-limited NYC media market is stretched thin for when local media events do return.

OPPORTUNITIES FOR HILTON HEAD ISLAND

The change in consumer habits presents opportunities for Hilton Head Island to leverage existing assets and tap into current and anticipated trends such as:

OUTDOOR EXPERIENCES: People are continuing to crave outdoor experiences, whether it's an adventurous activity, day on the beach, or dining experience.

LAST-MINUTE TRAVEL: Travelers are becoming more and more flexible in plans, with last-minute bookings increasing by 50% according to Kayak.

GOING BIG IN 2022- 2023: With 65% of travelers planning to "go big" this year with travel plans (Expedia), travelers are prepared and excited to loosen their purse strings in favor of an all-out vacation filled with extravagant-yet-comfortable experiences.

TARGET AUDIENCES

While our targets are familiar, we are going to dive even deeper as we dissect audiences that are most likely to travel to Hilton Head Island in the new normal.

FAMILIES AND GENERATIONAL TRAVEL: Family travel will remain a primary target audience for Hilton Head Island, especially families who may have limited travel over the past two years and are now looking to go all-out for a memorable vacation.

REGIONAL DRIVE MARKETS: We'll continue to inform those in regional drive markets with easy access to the destination of the outdoor activities, unparalleled Lowcountry cuisine, and southern charm.

AFFLUENT CONSUMERS: With flexible office schedules trending paired with the pent-up demand for travel, we'll focus on those looking to purchase a second home, permanent home, or those with disposable income for extended stays on-Island.

PRIORITY FOCUS AREAS

As we look to place Hilton Head Island in top-tier media across platforms, we've aligned with our PR agency, Weber Shandwick, on prioritizing areas where we see the most growth opportunity, high consumer interest and strong mediability.

With our "hidden gem" stories continuing to be strong fodder for the media, we will explore angles across all verticals to showcase that there is much more to Hilton Head Island than meets the eye.

CULINARY: We'll tell culinary stories year-round to bring a slice of the Lowcountry to consumers' screens. We'll also uncover recipes, chef stories, Lowcountry signature dishes, and more to bring Hilton Head Island culinary experiences to life.

WELLNESS: With self-care and wellness tipping the trends scale, we'll tout Hilton Head Island's active

adventure offerings as well as on-island experts to showcase the variety of wellness experiences available.

OUTDOOR: We'll highlight Hilton Head Island's outdoor offerings, miles of beaches and bike paths, and year-round temperate weather to position the destination as an outdoor haven. Will also emphasize the island's unique commitment to the environment.

CULTURE: We will continue to tap into the island's rich Gullah history and culture. We'll focus on angles and spokespeople that authentically honor the traditions and the history of the community. We will continue to showcase Historic Mitchelville Freedom Park as a unique part of the Gullah story.

SHOULDER SEASON/MARQUEE EVENTS: We'll encourage visitation to the destination during the spring and fall by leveraging access to on-Island experiences.

2022-2023 PR TACTICS

We'll employ a number of public relations tactics to seamlessly spread destination news far and wide throughout the year. Public relations efforts will include:

VISITING JOURNALIST/INFLUENCER PROGRAM:

Largely polarized throughout the pandemic, we're seeing media sentiment continue to move closer to pre-pandemic levels. We will customize itineraries that highlight priority themes and messaging for 8-10 journalists for individual press trips while still allowing media to experience true southern hospitality and have a taste of the Lowcountry.

PAID INFLUENCER PROGRAM: Consumer habits are constantly changing, especially when it comes to travel and curating future itineraries. Our approach to influencers remains tiered and strategic to leverage niche audiences to offer engaging content leveraging existing platforms. We'll explore both trade and paid influencer partnership opportunities with a focus on how to experience Hilton Head Island.

ALWAYS-ON MEDIA RELATIONS: Our news bureau will inspire travel to the destination by leaning into themes that are currently resonating most with travelers. Story angles will be identified to highlight new developments and trends alongside priority storytelling pillars like history, culture, and much more.

STRATEGIC PARTNERSHIPS AND SPECIAL PROJECTS: We'll align with like-minded brands to execute partnerships and campaigns that elevate Hilton Head Island among target audiences. These opportunities will be evaluated and explored on an ongoing basis.



MEETINGS & GROUPS SALES

As we enter into 2022-2023, expectations and industry trends are similar to those of 2021-2022, with increased demand for guest rooms and meeting spaces, and an optimistic outlook for a full recovery.

According to Cvent reporting, unique RFP opportunities for meetings and events for Hilton Head Island in 2021 increased 13% over 2019 and 120% over 2020. In regards to what planners want in their venues and destinations, a safe and clean environment leads the way, followed by accessibility/easy-to-get-to venues, and value for the money spent. Within the planning community, they continue to experience the need for the following:

- » Virtual networking
- » Hybrid-ready venues—internet with sufficient bandwidth
- » Staff trained for virtual technology
- » Increase in collaboration
- » Flexible options for participation—capacity to social distance in person or an option to attend virtually

The return of face-to-face meetings should continue to improve as Covid-19 and travel restrictions are lifted. The “lift and shift” trend of rescheduling meetings and events due to the pandemic has begun to move toward “strategize and actualize”, where host venues and meeting planners collaborate, finding solutions to hold successful meetings.

Post-pandemic, Hilton Head Island is positioned to compete for group business with more than \$50 million of hotel renovations, updated conference space, parks and leisure activities, and food and beverage venues. As the destinations Designated Marketing Organization (DMO) we have increased marketing and advertising partnerships with leading industry publications, social media/digital advertising, and media outlets to leverage the island’s brand assets to increase lead generation.

Our presence at industry trade shows continues to reinforce our willingness to partner with our meeting planners and increase visibility to decision-makers.





OUR APPROACH

SOLICITATION ACTIVITIES: 50 PER MONTH

- » Direct solicitation (phone, e-mail, social media)
- » Sales appointments (sales calls, trade shows, virtual)
- » Leads sent to properties

INCREASE NUMBER OF DIRECT RFPS AND RFPS SUBMITTED THROUGH WEBSITE

- » 2019: 69 Leads Received
- » 2020: 24 Leads Received
- » 2021: 55 Leads Received
- » 2022: 100 Lead Goal

TOTAL ROOM NIGHTS BOOKED THROUGH VCB

- » 2018: 1,155 TRN
- » 2019: 736 TRN
- » 2020: Covid cancellations
- » 2021: 2,907 TRN *2020 Lift & Shift re-books in addition to new business
- » 2022: 1,200 Total Definite Room Nights Goal

Market segment breakdown Visitor & Convention Bureau RFPs 2019 & 2021*

MARKET SEGMENT 2019	#RFPS	MARKET SEGMENT 2021	#RFPS
CORPORATE	19	Corporate	23
ASSOCIATION	26	Association	13
SMERF	19	SMERF	7
GOVERNMENT	1	Government	2
TOUR GROUP	3	Tour Group	7
INCENTIVE	1	Incentive	1
WEDDING	19	Wedding	2

*Due to COVID-19 we did not host meetings and events.

MAINTAIN AND GROW INDUSTRY PARTNERSHIP IN ORGANIZATIONS AND ADVERTISING

- South Carolina Parks, Recreation and Tourism
- South Carolina Sports Alliance
- North Carolina Society of Association Executives
- Georgia Society of Association Executives
- Meeting Planners International
- Society for Incentive Travel Excellence
- Cvent
- HelmsBriscoe
- Meetings Today (Meetings Today magazine + Trade Show)
- Northstar Media (Meetings & Conventions Magazine + Trade Shows)
- Social Media Platform LinkedIn (Organic and paid advertising through the new Hilton Head Island VCB LinkedIn page)

TARGET MARKETS

- Charlotte, NC
- Raleigh, NC
- Atlanta, GA
- Columbia, SC
- Jacksonville, SC
- Dallas, TX
- Chicago, IL



INTERNATIONAL MARKETING

LANDSCAPE

The long-awaited opening of the border to all vaccinated inbound travelers, which took place on November 8, 2021, is expected to usher in a new period of recovery. Many economies have also recently begun transitioning away from their “zero Covid” strategies. This will allow travelers from key inbound markets to visit again in the short-term. International arrivals are estimated to register at just 27% of pre-pandemic levels in 2021 and spending is estimated at an even lower 22%, as border restrictions impeded arrivals from key international source markets for most of 2021. But strong international travel growth is expected in 2022—led by Canada and Mexico. Nevertheless, despite the recent lifting of border restrictions, international arrivals and spending will take some time to recover. International visitations to the U.S. fell from 79 million in 2019 to just 19 million in 2020 and are projected to total only 52 million (66% of 2019 levels) even in 2022. Full recovery is not anticipated until 2024 or 2025.

Source: U.S. Travel Association Fall Forecast 2021

INTERNATIONAL MARKETING STRATEGY

Our strategy, due to the volatility of the international travel market, will be to continue to monitor the market and keep partnership opportunities ready to activate when the time presents itself. These partnerships include but are not limited to Coastal South Carolina, Brand USA and international trade partners with the focus of increasing international visitation, spend and market share to the destination.

COLLATERAL AND FULFILLMENT

The Hilton Head Island Visitor & Convention Bureau develops and produces the Official Hilton Head Island Vacation Planner. This print and digital publication is our primary fulfillment piece and a comprehensive guide to what to see and do, where to stay, dining, activities and more on Hilton Head Island and in our region. We receive many online, as well as phone inquiries, and distribute the planner to elected officials, state Welcome Centers, airports, AAA offices nationwide along with distribution at tradeshows, events and to media. In partnership with the Lowcountry Golf Club Owners Association (LGCOA), we also include their Official Golf Vacation Planner with our planner when requested.

As travel trends have shifted and domestic travel to new destinations has increased, the Vacation Planner is a critical first touchpoint with potential visitors. Telling a story through stunning photography and compelling content is an imperative component to the travel journey process that ultimately leads to a conversion with our partners. This “coffee table” piece allows our visitors to visualize their vacation and discover the destination, the reason for our many accolades, and imagine themselves here vacationing on America’s Favorite Island®. In addition to working with a publisher, our in house marketing staff provides the business directory, event calendar, local photography, editorial content management, editorial review and proofreading for this asset.

PROMOTIONS AND BROCHURE DISTRIBUTION AT AIRPORTS

Included in our budget for fulfillment costs is a monthly fee to support brochure distribution at the Savannah/Hilton Head International Airport’s Welcome Center and the Hilton Head Island Airport.



APPENDIX

REPORTS

2021 Tourism Economic Impact Report:

Office of Tourism Analysis, College of Charleston

2021 Digital and Social Media Marketing Recap:

VERB Interactive

2021 Public Relations Year in Review:

Weber Shandwick

2021 Community Sentiment Survey Executive Summary:

MMGY Travel Intelligence

2021 Visitor Profile Study Executive Summary:

Office of Tourism Analysis, College of Charleston





**2021 TOURISM ECONOMIC IMPACT REPORT: OFFICE
OF TOURISM ANALYSIS, COLLEGE OF CHARLESTON**

Impact of Tourism in HHI on Beaufort County, 2021

**ESTIMATED TOTAL IMPACT OF TOURISM
IN HILTON HEAD ISLAND
ON BEAUFORT COUNTY, SOUTH CAROLINA
2021**

MARCH 11, 2022

DANIEL GUTTENTAG, PH.D.

MELINDA PATIENCE



66 GEORGE ST. | CHARLESTON, SC 29424 0001 | OTA.COFC.EDU

Impact of Tourism in HHI on Beaufort County, 2021

Table of Contents

INTRODUCTION..... 1

METHODOLOGY 1

RESULTS 2

APPENDIX 4

Impact of Tourism in HHI on Beaufort County, 2021

Introduction

This study estimates the economic impact generated by tourism to the Town of Hilton Head Island in the year 2021. It examines the impact of such tourism on the broader economy of Beaufort County, South Carolina, and takes into account the direct spending of the visitors along with the positive secondary effects of such expenditures. The analysis entailed individually estimating the economic impacts associated with various tourist segments, as classified by the visitors' lodging type – villa rental, hotel, timeshare, second homeowners and their non-paying guests, and same-day visitors – and then summing them together for an overall total.

This analysis was conducted by Dr. Daniel Guttentag and Melinda Patience of the Office of Tourism Analysis, which is part of the Hospitality and Tourism Management Department in the School of Business at the College of Charleston.

Methodology

The economic impact estimations undertaken for this analysis involved various steps and diverse data. Initially, visitor volume estimates for each lodging type were produced using data on lodging demand, as provided by various third-party entities (e.g., STR and DestiMetrics), combined with visitor behavior data that is collected via a Visitor Profile Survey. The estimated total number of visitors in each segment for 2021 can be observed in Table 1. These figures then were used to estimate the total direct visitor spending associated with each segment. Such spending estimates also relied upon visitor expenditure data collected as part of the previously mentioned Visitor Profile Survey, which asks respondents about

their spending in over a dozen categories (e.g., lodging, food, transportation, and activities). The list of expenditure categories, and the total estimated direct expenditure in each category for 2021, can be observed in Table 2.

The previously described data subsequently were used to determine average per-person expenditures. These figures were combined with the estimated visitor counts and used as inputs for a regional economic impact modelling tool, IMPLAN. IMPLAN is an input-output (IO) model that uses regionalized economic data and other information to determine economic output that accounts for direct expenditure and the secondary benefits of such expenditure (indirect and induced impacts). The model further estimates labor impacts and tax revenues.

Table 1. Number of HHI Visitors

Segment	Visitors
Villa Rental	962,686
Hotel	508,977
Timeshare	481,934
Second Homeowner	719,302
Non-Paying Guests	186,667
Day Trip	267,290
Total Visitors	3,126,856

The following metrics, as estimated by the economic impact model, are covered within this report:

- **Employment:** The number of jobs in the region supported by the economic activity, which involves an industry-specific mix of full-time, part-time, and seasonal employment. Seasonal jobs are adjusted to annual equivalents.

Impact of Tourism in HHI on Beaufort County, 2021

Table 2. 2021 Estimated Total Spend by Spending Category

Category	Totals
Transportation (around the destination)	\$118,036,862
Lodging	\$789,416,087
Food – Dining Out	\$413,711,729
Food – Groceries	\$173,757,632
Shopping	\$222,969,080
Spas	\$36,774,965
Golf	\$73,878,603
Biking	\$34,922,859
Performance/Visual Arts	\$19,412,371
Festivals	\$15,653,261
Museums/Historical Tours	\$28,447,904
Boating/Sailing/Fishing	\$53,116,069
Nature-based Activities	\$18,579,413
Dolphin Tours	\$24,130,236
Tennis	\$11,763,489
Other Expenses	\$49,564,068
Total Expenditure	\$2,084,134,629

- **Labor income:** All forms of employment income, including employee compensation (wages and benefits) and proprietor income.
- **Output:** The total value of industry production, which for the service sector represents total sales, for the retail sector represents gross margins, and for the manufacturing sector represents sales minus inventory change.
- **Direct:** The initial effects to local industries that are directly receiving the expenditures of interest.
- **Indirect:** The secondary effects resulting from business-to-business purchases in the supply chain occurring throughout the region, as triggered by or in support of the direct expenditure activity.
- **Induced:** The ripple effects in the region resulting from household spending of

income, after the removal of taxes, savings, and commuters.

- **Taxes:** These revenues take into account a variety of taxes including sales tax, property tax, and income tax. These figures do not account for tourism taxes, such as accommodation taxes.

Results

Compared to 2020, which was wholly defined by the COVID-19 pandemic, the year 2021 marked a significant shift back towards normalcy for the hospitality and tourism sector, and for society more broadly. This shift closely paralleled the rollout of widespread public vaccination early in the year. Nevertheless, the ongoing pandemic continued to influence travel behavior, with the rebound in tourism led by leisure travelers, who were largely attracted to non-urban destinations with opportunities for

Impact of Tourism in HHI on Beaufort County, 2021

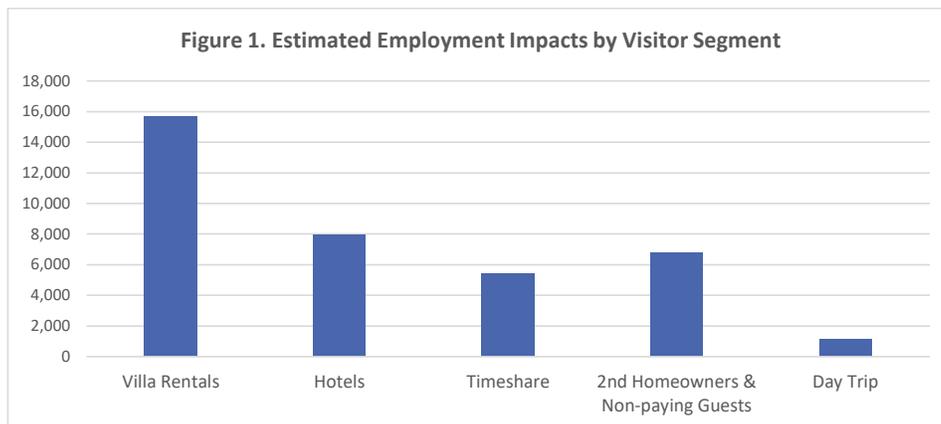
outdoor recreation. Such trends were favorable for Hilton Head Island, which was able to attract a record-breaking number of visitors.

A total of **3.13 million visitors** came to Hilton Head Island in 2021, up 19.9% compared to 2020 and up 16.5% compared to 2019. The overall economic impact of this tourism for Beaufort County was **\$2.80 billion**, up 103.7% compared to 2020 and up 85.2% compared to 2019. This economic impact represents not just the direct expenditure by visitors, but also the secondary ripple effects of such economic activity that occur as tourism businesses spend operating funds and as tourism dollars are re-spent within the region. Hilton Head Island tourism also supported an estimated **36,919 jobs**, which represent 34.1% of all jobs in Beaufort County, as per employment data provided by the Bureau of Economic Analysis. Similar to the economic impact figure, this employment figure does not refer solely to jobs within the tourism sector, but rather to a combination of full-time, part-time, and seasonal jobs that are both directly and indirectly supported by the broader tourism economy and its secondary effects on non-tourism industries and enterprises. Impact estimates for each of the visitor segments are

presented in the Appendix (Tables A1 - A6), and the employment impacts are presented in Figure 1.

A total output multiplier for tourist spending was calculated using the model estimates. This multiplier represents the ratio of total economic impact to direct spending. The estimated output multiplier for Hilton Head Island tourism on Beaufort County was **1.34**. This signifies that every dollar spent by tourists on Hilton Head Island increased output in the overall Beaufort County economy by a total of \$1.34.

The tourist expenditures generated an estimated **\$29.53 million** in tax revenues for local Beaufort County governments. The Town of Hilton Head Island earned an additional **\$39.64 million** in accommodations tax, hospitality tax, and beach preservation fees, as reported by the Town of Hilton Head Island Revenue Services. Together, this **\$69.17 million** in tax revenue represents a Return on Tax Investment (ROTI) of 38.01, based on the \$1.82 million that was spent on destination marketing in 2021. In other words, each dollar spent by the Visitor & Convention Bureau yielded an estimated return of **\$38.01** in local tax revenue.



Impact of Tourism in HHI on Beaufort County, 2021

Appendix

Table A1. Villa Rental – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	12,605	\$356,054,411	\$837,915,772
Indirect	1,524	\$65,306,260	\$215,770,628
Induced	1,513	\$60,694,186	\$207,048,153
Total	15,641	\$482,054,857	\$1,260,734,553

Table A2. Hotel – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	6,495	\$144,752,275	\$402,067,778
Indirect	830	\$35,385,351	\$124,323,097
Induced	647	\$25,963,907	\$88,568,232
Total	7,973	\$206,101,532	\$614,959,107

Table A3. Timeshare – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	4,391	\$109,058,827	\$263,016,843
Indirect	532	\$22,563,787	\$79,182,588
Induced	472	\$18,933,404	\$64,587,907
Total	5,395	\$150,556,019	\$406,787,338

Impact of Tourism in HHI on Beaufort County, 2021

Table A4. Second Homeowner & Non-Paying Guests – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	5,589	\$110,389,574	\$275,255,540
Indirect	670	\$27,741,691	\$104,773,740
Induced	495	\$19,856,784	\$67,735,333
Total	6,754	\$157,988,049	\$447,764,613

Table A5. Day Trip – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	971	\$18,918,457	\$41,632,528
Indirect	101	\$4,132,010	\$15,698,167
Induced	84	\$3,352,104	\$11,433,305
Total	1,156	\$26,402,571	\$68,763,999

Table A6. Total, All Segments – Estimated Economic Impact on Beaufort County

	Employment	Labor Income	Output
Direct	30,051	\$739,173,544	\$1,819,888,461
Indirect	3,657	\$155,129,098	\$539,748,220
Induced	3,211	\$128,800,386	\$439,372,930
Total	36,919	\$1,023,103,028	\$2,799,009,611
Estimated Local Tax Revenue			\$29,534,406
Local Tourism Tax Revenue (ATax, HTax, and Beach Preservation Fees)			\$39,644,871
Total Estimated Local Tax Revenue			\$69,179,277

Impact of Tourism in HHI on Beaufort County, 2021

Table A7. Top 50 Industries Impacted by HHI Tourism

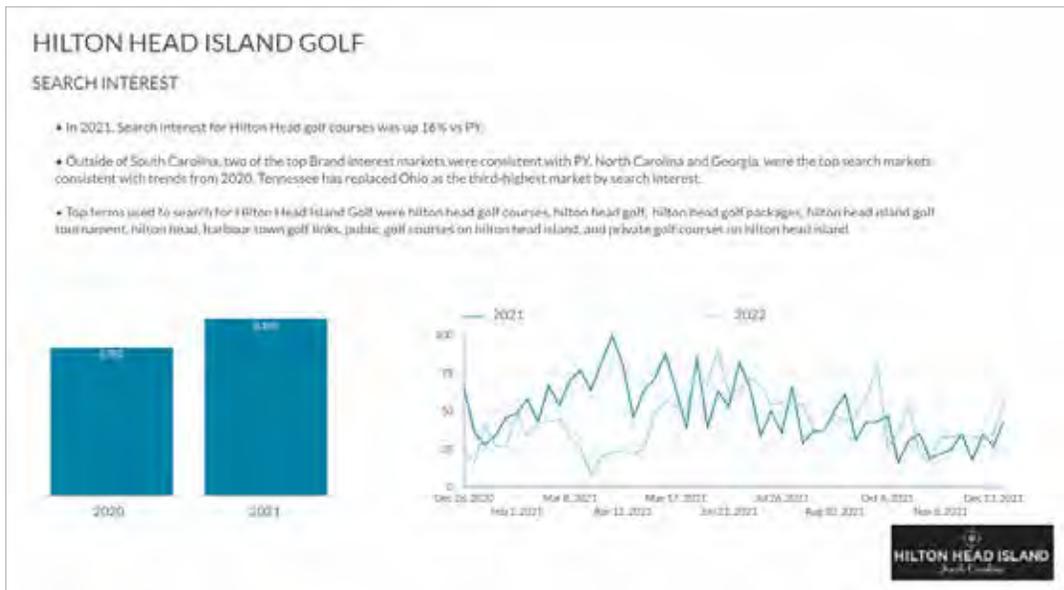
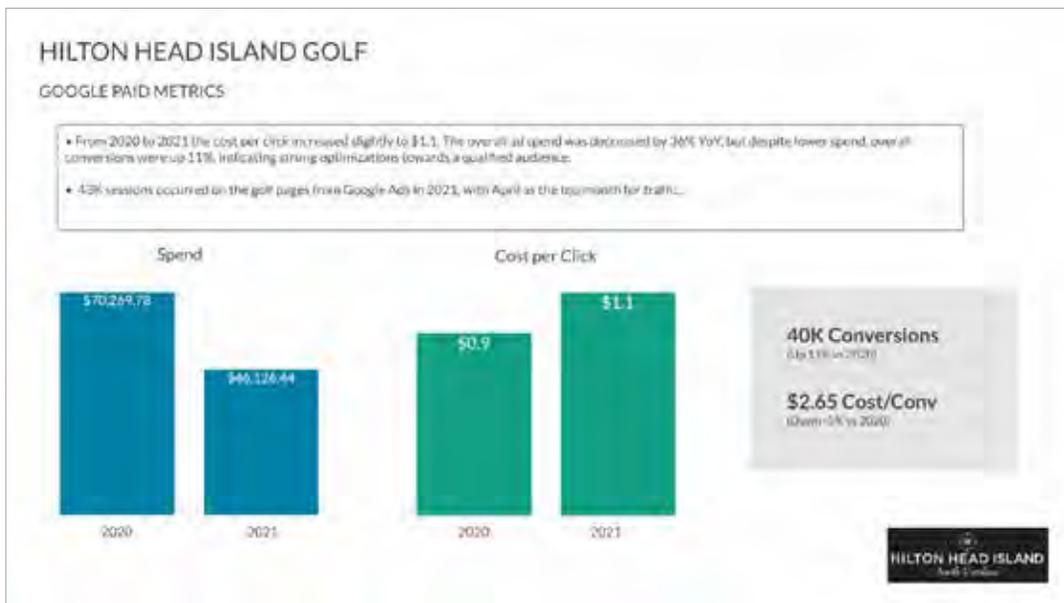
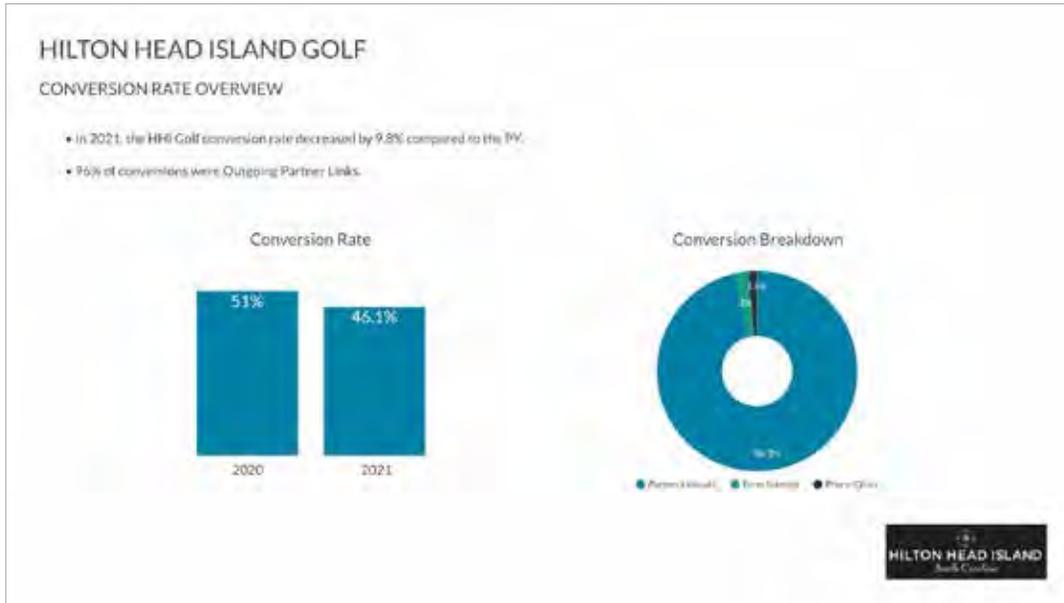
	Industry	Output
1	Non-hotel accommodations	\$633,231,853
2	Full-service restaurants	\$435,199,453
3	Hotels and motels, including casino hotels	\$156,220,079
4	Other real estate	\$154,688,231
5	Miscellaneous store retailers	\$128,227,864
6	Fitness and recreational sports centers	\$122,471,805
7	Transit and ground passenger transportation	\$118,565,382
8	Owner-occupied dwellings	\$71,371,460
9	Food and beverage stores	\$67,897,954
10	Water transportation	\$53,628,381
11	Museums, historical sites, zoos, and parks	\$47,254,094
12	Management of companies and enterprises	\$46,953,174
13	Personal care services	\$39,151,567
14	Scenic and sightseeing transportation and support activities for transportation	\$37,884,118
15	Monetary authorities and depository credit intermediation	\$28,979,733
16	All other food and drinking places	\$28,939,460
17	Electric power transmission and distribution	\$21,795,792
18	Insurance agencies, brokerages, and related activities	\$21,597,106
19	Offices of physicians	\$21,465,194
20	Other amusement and recreation industries	\$20,302,286
21	Performing arts companies	\$19,510,623
22	Other local government enterprises	\$19,135,009
23	Services to buildings	\$18,544,909
24	Limited-service restaurants	\$18,019,640
25	Legal services	\$17,847,050
26	Maintenance and repair construction of nonresidential structures	\$16,551,900
27	Hospitals	\$14,705,175
28	Employment services	\$14,381,081
29	Other financial investment activities	\$13,063,864
30	Management consulting services	\$12,338,119
31	Securities and commodity contracts intermediation and brokerage	\$11,861,162
32	Advertising, public relations, and related services	\$10,893,553
33	General merchandise stores	\$10,369,992
34	Non-depository credit intermediation and related activities	\$9,961,576
35	Postal service	\$9,865,494
36	Accounting, tax preparation, bookkeeping, and payroll services	\$9,804,885
37	Tenant-occupied housing	\$9,675,986
38	Waste management and remediation services	\$9,662,874
39	Automotive repair and maintenance, except car washes	\$9,534,069
40	Landscape and horticultural services	\$9,408,689

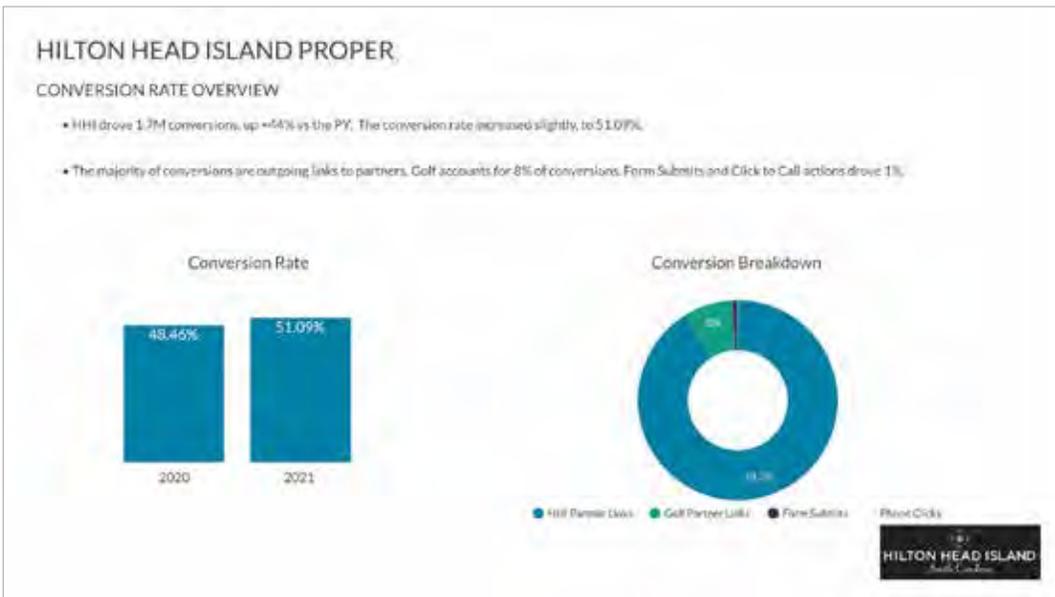
Impact of Tourism in HHI on Beaufort County, 2021

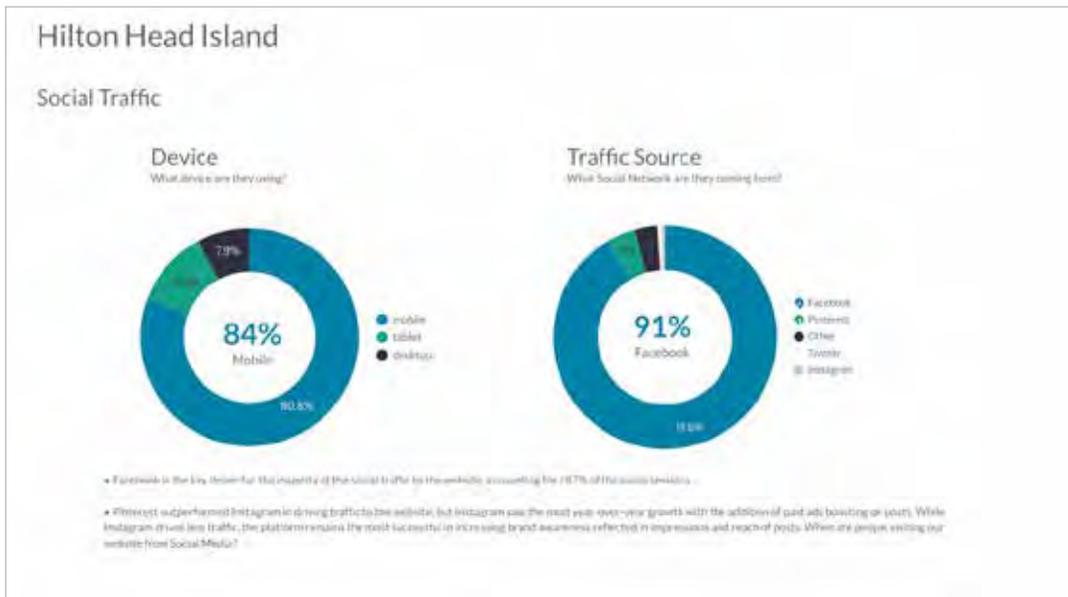
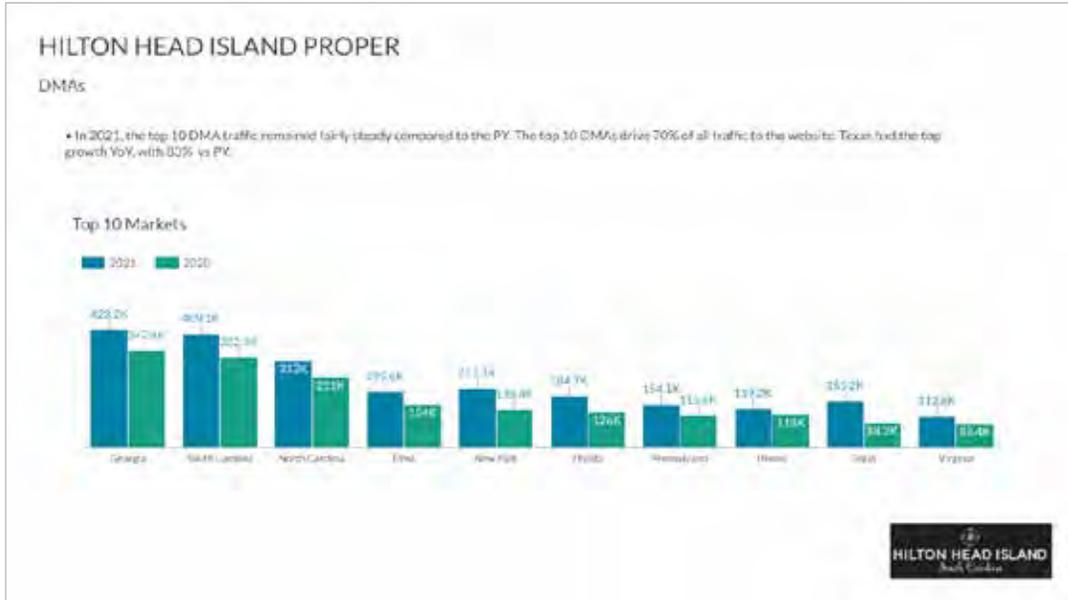
	Industry	Output
41	Fossil fuel	\$9,252,322
42	Non-store retailers	\$8,678,487
43	Radio and television broadcasting	\$8,203,622
44	Nursing and community care facilities	\$6,583,933
45	Car washes	\$6,440,816
46	Clothing and clothing accessories stores	\$6,071,317
47	Building material and garden equipment and supplies stores	\$6,014,177
48	Other durable goods merchant wholesalers	\$5,865,529
49	Motor vehicle and parts dealers	\$5,783,823
50	Offices of dentists	\$5,709,387

**2021 DIGITAL AND SOCIAL
MEDIA MARKETING RECAP:**

VERB INTERACTIVE







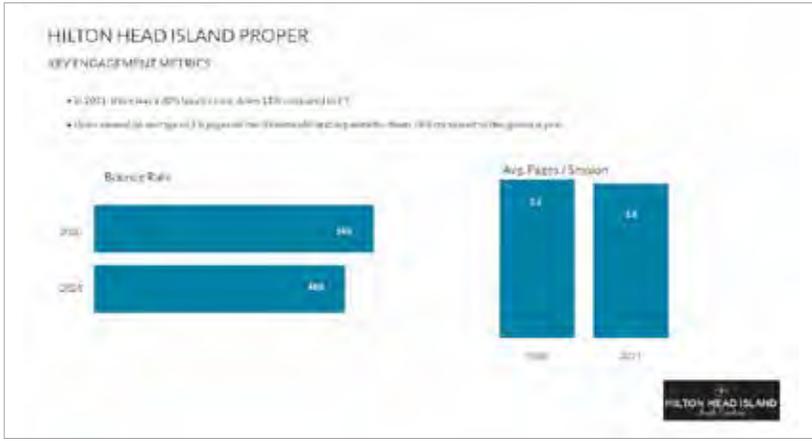
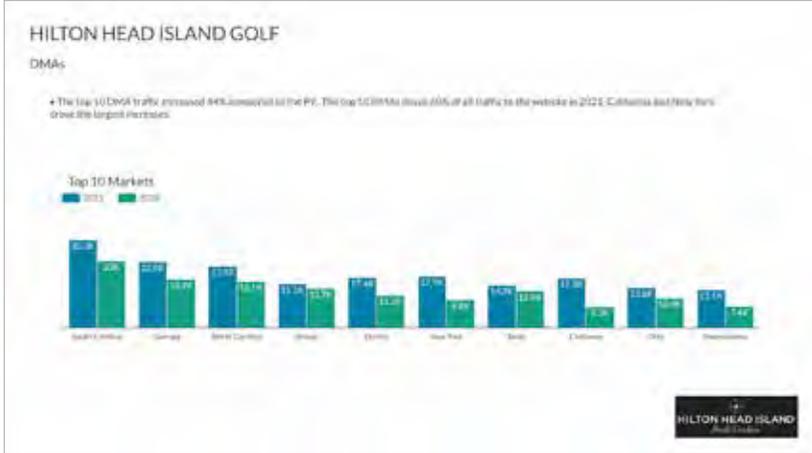
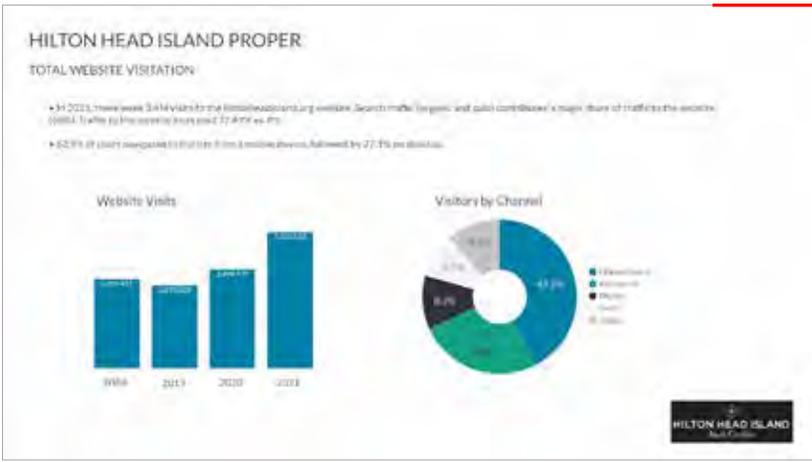
HILTON HEAD ISLAND PROPER

PAGE PERFORMANCE

• Other than the homepage, the Hilton Head Island Escapes Offers page is the most popular page for users to visit. After the Escapes page, See & Do page also attracts a lot of engagement from our audience.

Top Pages

Page	Pageviews	Avg. Time on Page	Bounce Rate
1. /	923,889	00:22:08	74.27%
2. /hilton-head-island-proper	180,883	00:09:07	53.89%
3. /escapes	877,971	00:19:26	24.38%
4. /see-and-do	143,531	00:09:46	22.61%
5. /events	141,501	00:11:19	40.28%
6. /dine	136,607	00:09:49	55.11%
7. /hilton-head-island-proper/escapes-offers	176,838	00:04:48	29.89%
8. /offers	112,298	00:08:51	44.44%
9. /hilton-head-island-proper/see-and-do	100,791	00:02:31	40.84%
10. /hilton-head-island-proper/events	119,861	00:08:46	30.11%



**2021 PUBLIC RELATIONS
YEAR IN REVIEW:**

WEBER SHANDWICK

COVERAGE HIGHLIGHTS

THE POINTS GUY **7 reasons why should be on**



7 reasons why should be on

Discover the 7 reasons why you should be on the list of the best travel destinations in the world.

PureWow **10 Island Vacations You Can Take Without Leaving the Country**



10 Island Vacations You Can Take Without Leaving the Country

Locations You Can Take Leaving the Country



Locations You Can Take Leaving the Country

Condé Nast Traveler **6 Travel Deals to Book Over Memorial Day Weekend**



6 Travel Deals to Book Over Memorial Day Weekend

THRILLIST **Kick Off Your Summer With These 10 Travel Ideas**



Kick Off Your Summer With These 10 Travel Ideas

COVERAGE HIGHLIGHTS

USA TODAY **4 beach towns to hit this fall once the crowds are gone: Carolinas, California, Oregon**



4 beach towns to hit this fall once the crowds are gone: Carolinas, California, Oregon

BRIDES **How to Get a Marriage License in South Carolina**



How to Get a Marriage License in South Carolina

COVERAGE HIGHLIGHTS

ShermansTravel Best Luxury Resorts in Every U.S. State



South Carolina

At the head of the list is Hilton Head Island. With its sweeping white beaches, world-class dining, and historic charm, Hilton Head Island offers a variety of accommodations, from rooms and suites to private homes and cottages. For fun, rent a jet ski or take a boat out on the water. Hilton Head Island is a perfect spot for a relaxing vacation.



America's Most Family-Friendly Vacation Destinations



6. Hilton Head Island, South Carolina

Located on Hilton Head Island, the world-famous Hilton Head Island offers vibrant local weather, scenic views, and temperatures of 67.4 degrees and affordable accommodations of \$179 per night on average. In addition, a plethora of family-friendly activities including beaches, hiking, golfing, fishing, and shopping are just some of the fun activities and more.



Seductive oyster and beverage pairings that will make you swoon

Oysters and a martini

Oysters can be elevated to a sophisticated food. Why not bring that oyster off the plate and add its flavors into the cocktail glass. At Hilton Head's *The Oyster on the Dock*, it offers a Lowcountry Dirty Martini.

While a dirty martini usually gets a flavor from olives, this cocktail uses oyster liquor to add that dirty note. Here's how to make one at home:

- 1/2 pint of oyster liquor
- 1/2 ounce dry vermouth
- 2 1/2 ounces of hotel one vodka
- Garnish with 3 olives and splash of salt water



The Best Beach Hacks Recommended to Us by Experts



Take a sunbath walk.

Hilary Duna from Hilton Head's new Beach Ambassador Program ready to opt for spending time by the ocean when it's a little less crowded. "I like to encourage visitors to take a sunrise walk on the beach," she said. "The sunrise provides and if you're lucky, you'll see the first tracks of a mother turtle who has come back to the island to lay her eggs."

COVERAGE HIGHLIGHTS

Reader's Digest

50 Mini Vacations That Won't Break the Bank



Hilton Head, South Carolina

Why you'll love it: With everything from sun-soaked beaches to culinary delights, golf courses and miles of golf courses on 25 different islands, Hilton Head Island offers the perfect backdrop for those looking for a laid-back beach getaway and an affordable beach vacation.

Budget tip: Bring your bicycle with you for affordable beach pedaling in the island. The Atlantic League of English named the island a Gold Level Beach Friendly Community award winner in the 2016 list for a reason: you can rent one on the island beachhead.

Where to stay: Hilton Head Island's award-winning Hilton Head Island Marriott Hotel is a 440-room resort with a spa, pool, and fitness center. With 10 rooms, it's a 10-mile stretch of private beaches and an array of outdoor amenity areas and amenities. The hotel features a fitness center, a pool, a spa, a lounge, and a bar. It's a perfect spot for a relaxing vacation.

REAL SIMPLE

the BEACH



HILTON HEAD, SOUTH CAROLINA

Hilton Head Island is a beautiful beach destination with world-class dining, scenic views, and temperatures of 67.4 degrees and affordable accommodations of \$179 per night on average. In addition, a plethora of family-friendly activities including beaches, hiking, golfing, fishing, and shopping are just some of the fun activities and more.



HILTON HEAD, SOUTH CAROLINA

Hilton Head Island is a beautiful beach destination with world-class dining, scenic views, and temperatures of 67.4 degrees and affordable accommodations of \$179 per night on average. In addition, a plethora of family-friendly activities including beaches, hiking, golfing, fishing, and shopping are just some of the fun activities and more.

COVERAGE HIGHLIGHTS

M
THE MANUAL
How to Make an Egnog and Mix into 6 Cocktail Recipes
 Low Country Snow Globe



(By Lucky Rooster Kitchen • Bar, Hilton Head, South Carolina)

A magical mix of egnog in a glass, the drink looks like a snow globe and tastes like heaven. You get the playful fun of dunking a cookie and the green-up toast, all at once.

Ingredients

- 2 ounces Georgia or Florida Red Sweetwater Whiskey
- 2 ounces egg nog
- 1 ounce rum
- 1 ounce orange juice
- 1 ounce cranberry juice

Method

1. In a shaker, combine whiskey and egg nog and garnish with green rum.

Forbes
5 Best Outdoor Romantic Getaways For Couples In The U.S.

Forbes
5 Best Outdoor Romantic Getaways For Couples In The U.S.

Visit South Carolina's Island with No Bridge

Beachside and a bit off the grid, Daufuskie Island in South Carolina is home to less than 400 people. You'll have to take a ferry to get there, which is not only part of the fun, but also, the extra effort and cost of meals isn't less than regular groceries, getting you the peace and tranquility of a secluded vacation. Once you arrive at Daufuskie, just off the coast of Beaufort and Hilton Head, you'll explore on foot, bicycle, or via golf cart—there are no private cars on the island.




Method

1. If you prefer the beach, head to [Cannon Beach, Oregon](#), which offers 12 miles of beach and the historic Cannon Beach State Park. After a day of sunbathing, there are plenty of local and water activities to look up to you.
2. [Cannon Beach, Oregon](#) is a great spot for a beachside vacation. It's a beautiful town with a lot of local and water activities to look up to you.

COVERAGE HIGHLIGHTS

MEN'S JOURNAL
Best Fall Trip Ideas to Avoid Big Crowds



Hilton Head Island, South Carolina

Temperate weather, no crowds, and no big crowds do not mean you can't have a great vacation. You'll still enjoy a cup on hotel rates and vacation rentals in the plenty of summer's luxury, still in full swing. First, journey over the [mass of John's Head](#), under the persistent wing of the oak trees covered in Spanish moss, or opt for a sunrise spin on the bird-pick laid beaches. Then, journey through the [Marlowe Town Marina](#) where boats carry elegant yachts for a million-dollar shopping. From here, stop into your carry bag at the [Sea Pines Resort](#), which has [fries and oysters](#). When you're ready to go home.

Eat This, Not That!
The Cheapest Eats in Every State

If you're tired of the same old boring hamburger, here are the spots to seek out:

SOUTH CAROLINA: Bullie's BBQ on Hilton Head Island



Carolina-style pulled pork is a must when traveling through South Carolina. At [Bullie's BBQ](#) in Hilton Head, you'll be treated to succulent pulled pork with a tangy vinegar-based Carolina sauce for \$6.00. Add on a side of fries and jalapeno ranch dressing for the full BBQ experience.

COVERAGE HIGHLIGHTS

THE KELLY CLARKSON SHOW



7 Incredible Golf Courses in the USA Worth Building a Whole Vacation Around



Atlantic Dunes by Davis Love III – Hilton Head Island, South Carolina

South Carolina's Hilton Head Island is known for its beautiful beaches and stunning golf courses, one of the most impressive of which is [The First Tee's Atlantic Dunes course](#). A complete reimagining of the very first course built on Hilton Head, Atlantic Dunes is loaded with iconic bunkers and water hazards, making it challenging yet still playable for novice players. The Sea Pines resort has other courses as well ([Palmetto Dunes Golf Club](#) and [Hilton Head Golf Club](#)), making it one of the top destinations in the country for golf vacations.

Delicious Destinations: Hilton Head Island, South Carolina



Best Restaurant for Families: Bullies BBQ

You simply cannot have a trip to South Carolina without having authentic Carolina-style BBQ, and at Hilton Head Island that means heading to [Bullies BBQ](#). The big pit is (usually) very busy at lunch and dinner so go early can be seen lined up at the bar. One of the best ways to enjoy Bullies is to order ahead and just arrive to go, then eat it in your hotel room on the day you arrive to after a long day at the beach. The restaurant is hiring fun competition-level pulled pork, brisket and ribs, all of which should be served in the signature Carolina vinegar sauce.



All In The Family

Meeting Planners Seeking More Family Friendly Venues



Also, with many still concerned for their family's safety with COVID-19 numbers fluctuating, finding spaces that have safety protocols in place is highly sought out when planning family friendly meetings today. Nikki Padgett, the South Carolina Association of Counties' director of administrative services, recently held the association's 54th Annual Conference on family friendly Hilton Head Island. The island offers everything from dolphin spotting during a sunset cruise to getting up close and personal with reptiles and amphibians at the Coastal Discovery Museum. "Our conference is always around the time where kids are about to return to school, so we want to ensure that our participants can soak up the final days of summer vacation together with their families," she says. "We found that Hilton Head Island is the perfect venue to host families, as the island sits on 12 miles of pristine coastline in addition to offering a variety of activities from tennis, biking and golfing."

COVERAGE HIGHLIGHTS

COVERAGE HIGHLIGHTS

Forbes
Best Of The Best: Tripadvisor's Popular, Trending And Emerging Destinations For 2021
 What many of us are not pondering when it comes to **Travel**, is how to spend our time wisely. You can't do it all, so you have to choose. We've compiled a list of the Best Islands for Destination, highlighting the Popular, Trending, and Emerging Destinations around the world, as well as a new category for 2021, **Wildlife**.
 The awards are based on the quality and quantity of reviews and ratings by destination, location, and time to visit. Destinations with the most mentions in a 12-month period. This award is given to destinations that are popular, while being well-known and well-loved. They are also a great value for the price. The awards list these destinations.
 © Hilton Head, SC
 A Good For: your wellness, nature lovers, playing golf

THRILLIST
11 Private Islands You Should Convince Your Friends to Rent on Airbnb

The Private Islands of Olt House Cay
 Hilton Head Island, South Carolina
Rate: \$694/night
 Why get one private island when you can have three? Surrounded by lush salt palmettos, this rental (just 10 minutes from Hilton Head pier) is a brand new (read: way more private) twist on a classic Lowcountry getaway. Accessible only by boat, the hosts are happy to shuttle you to and from the island, spend your days here fishing and birdwatching by the docks, catching the sunset from the watchtower, relaxing by the fire pit, and enjoying a moment off the grid.

Parade
67+ Family Beach Vacations for 2021 to Safely Get Away From It All
59. Hilton Head, South Carolina
 The Hilton Head Island is a beautiful beach town. Hilton Head, South Carolina is family friendly and located just off the coast. They're offering a 2021 Spring Break Package (three-night minimum) that includes luxury suite accommodations with a connecting room, daily breakfast for two, complimentary 185-1850 bike and golf club rentals, 10% off all resort rates and spa and a complimentary private beach and 1/2 day of golf. The package also includes a personal concierge to make the most of your stay. The package includes access to 12 miles of beaches. For an additional fee, you can enjoy a private beach and access to golf. Package starts at \$1,200 for four guests.

2021 RESULTS

*Results represent 2021 calendar year mentions

PRINT/ONLINE
1,919 MENTIONS
13,173,797,457 IMPRESSIONS
\$6,194,564.10 AD VALUE

BROADCAST
397 MENTIONS
95,908,928 IMPRESSIONS
\$5,535,261.00 AD VALUE

TOTAL
2,316 MENTIONS
13,269,706,385 IMPRESSIONS
\$11,729,825.10 AD VALUE



**2021 COMMUNITY SENTIMENT
SURVEY EXECUTIVE SUMMARY:**

MMGY TRAVEL INTELLIGENCE

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.



- 9 -

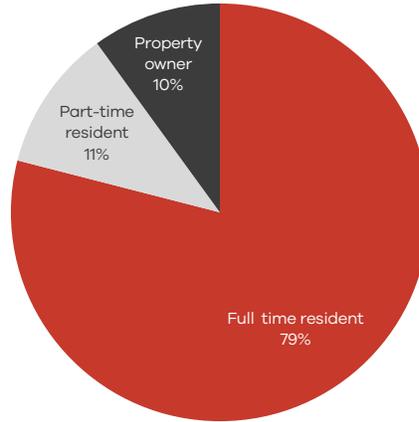
This sample size yields an error range of +/- 1.7 percentage points at the 95% level of confidence. This means that if the survey was to be replicated 100 times, we would expect the results to vary by no more than 1.7 percentage points 95 of those times.

RESPONDENT DEMOGRAPHICS



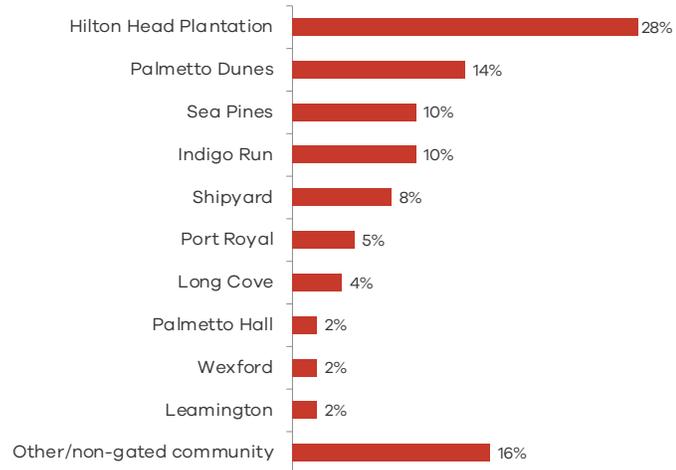
DEMOGRAPHICS

Type of Residency/Ownership on Hilton Head Island



DEMOGRAPHICS

Hilton Head Communities

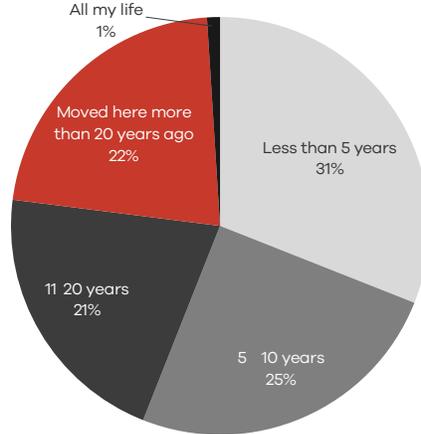


DEMOGRAPHICS

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

DEMOGRAPHICS

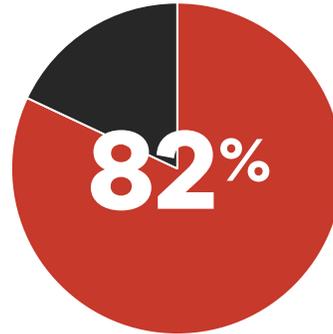
Length of Residency on Hilton Head Island



DEMOGRAPHICS



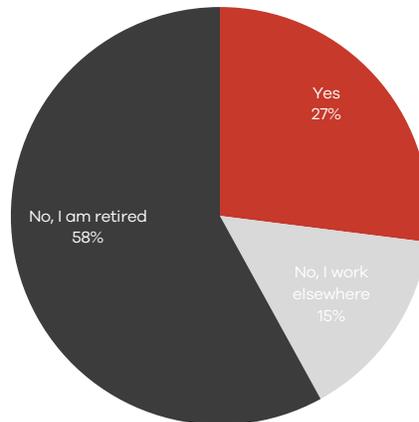
% OF RESIDENTS WHO WERE VISITORS BEFORE MOVING TO/PURCHASING PROPERTY ON HILTON HEAD ISLAND



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

DEMOGRAPHICS

Do you currently work on Hilton Head Island?



DEMOGRAPHICS

	Total Respondents
Gender	
Female	58%
Male	42%
Self-identify	0%
Household Income	
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%

MMGY Travel Intelligence

- 11 -

Please indicate your gender.
In which of the following intervals does your annual household income fall?

DEMOGRAPHICS

	Total Respondents
Level of Education	
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%
Children under 18 in household	11%

MMGY Travel Intelligence

- 12 -

What is the highest level of education you completed?
Do you currently have children 18 years of age or under living in your household?

KEY INSIGHT #1

 Travel Intelligence

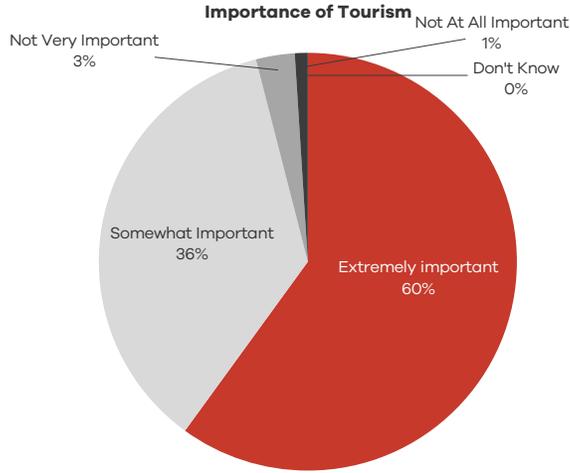
Residents largely consider tourism important to Hilton Head Island's local economy, but many also feel it has a negative impact on their lives, especially during Summer.

KEY INSIGHT #1

 Travel Intelligence

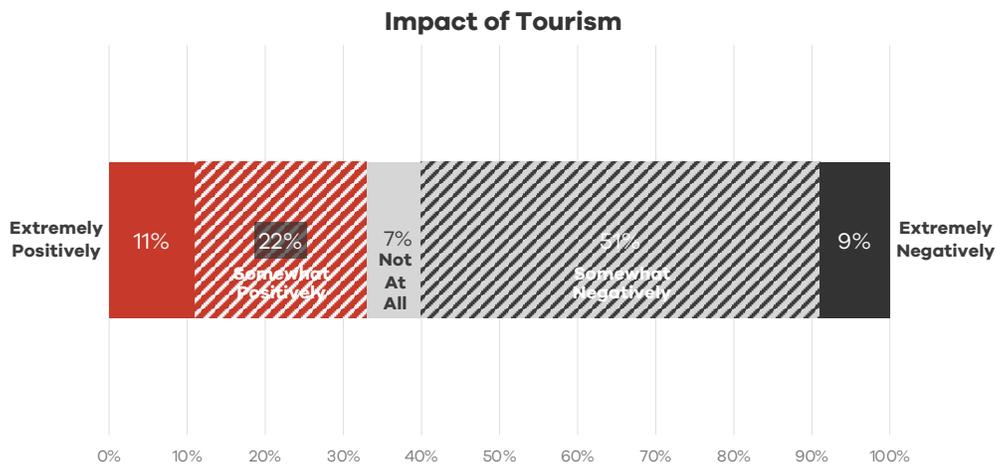
KEY INSIGHT #1

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

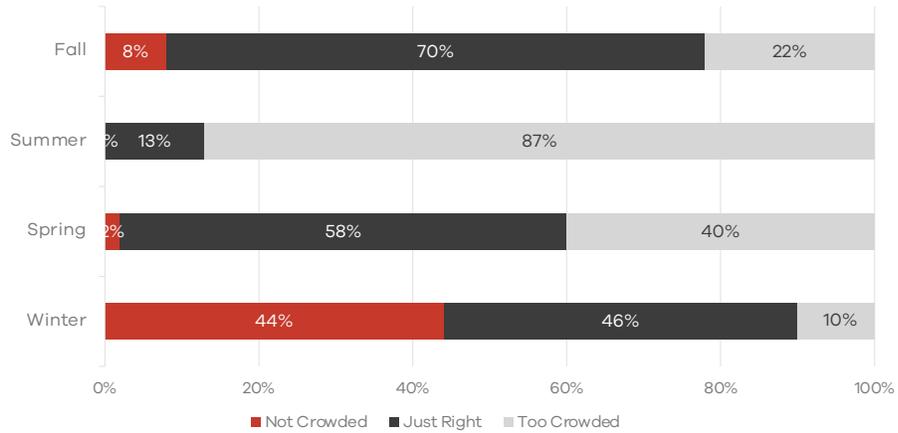
One-third of residents feel that tourism impacts their life at least somewhat positively, while six in ten feel it has at least a somewhat negative impact.



KEY INSIGHT #1

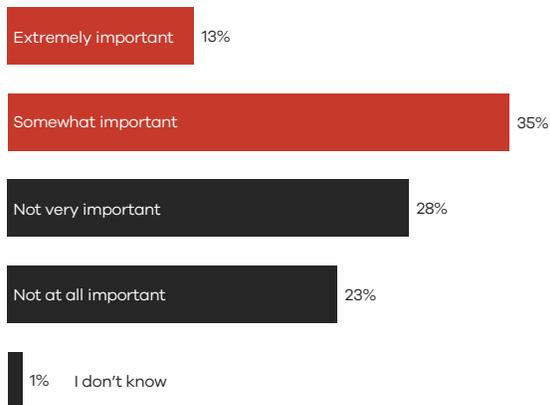
Summer is considered to be “too crowded” by nine in ten residents, while seven in ten feel Fall is “just right” and six in ten feel Spring is “just right”. Winter is the considered both “just right” and “not crowded” by more than four in ten residents.

Seasonal Perceptions



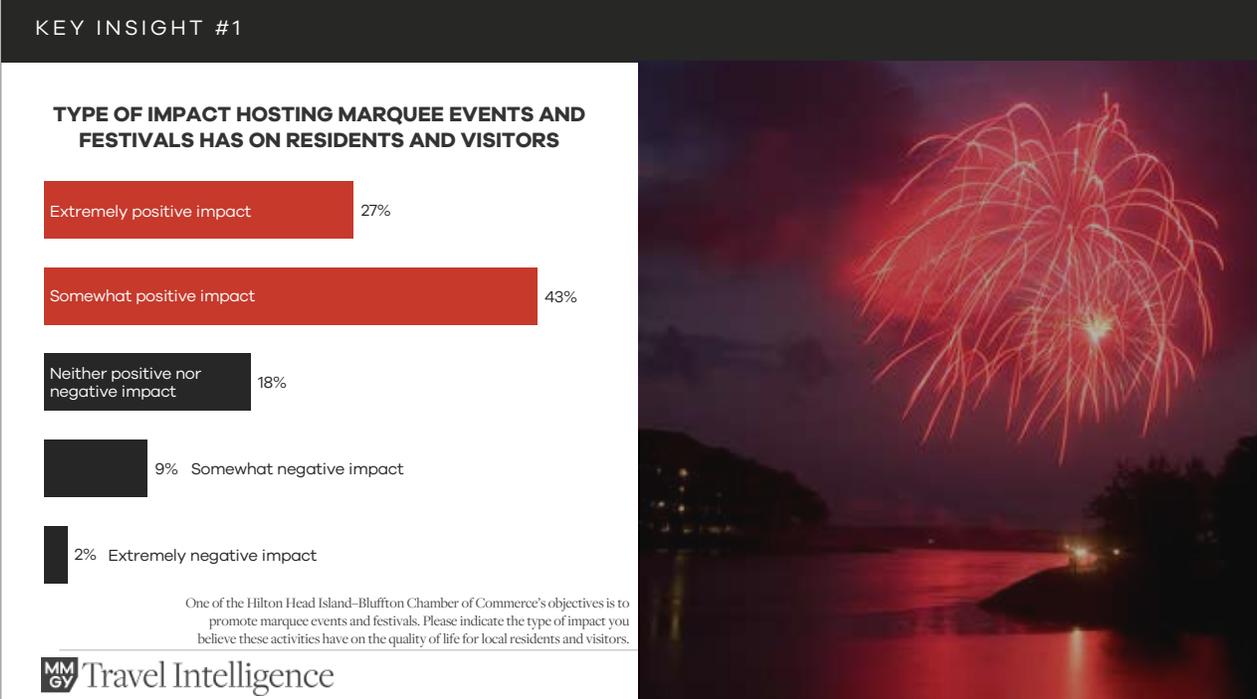
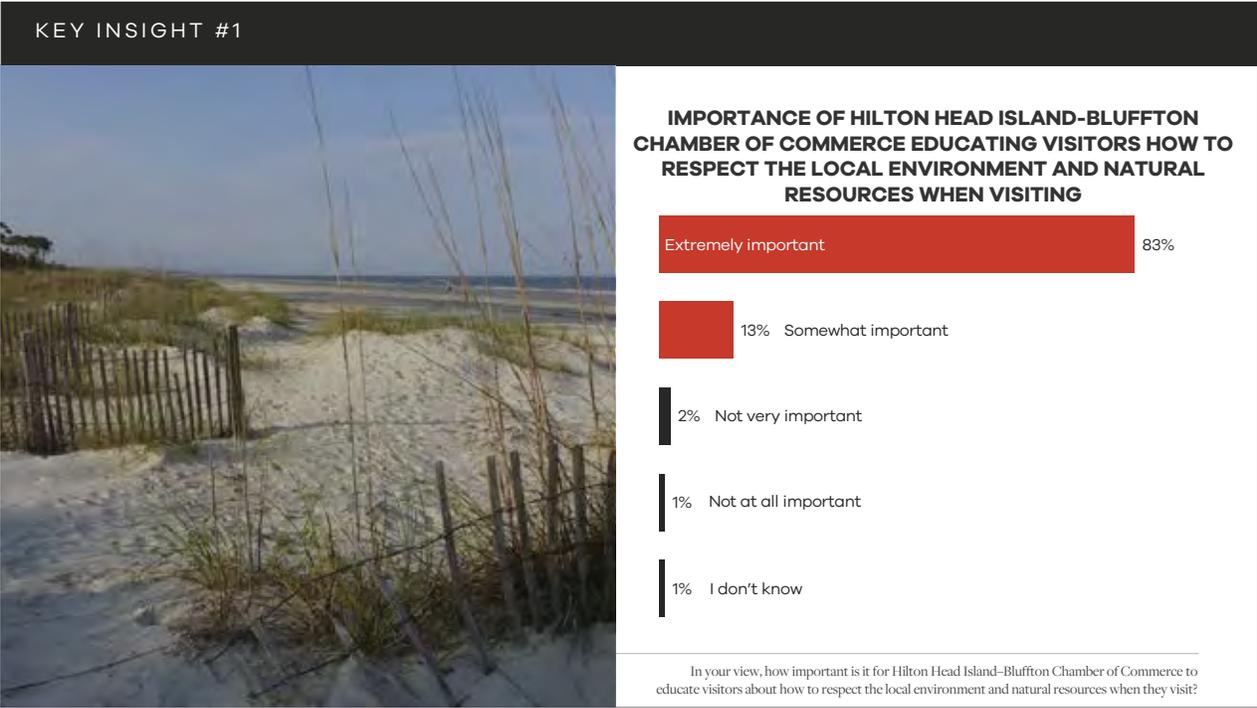
KEY INSIGHT #1

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).





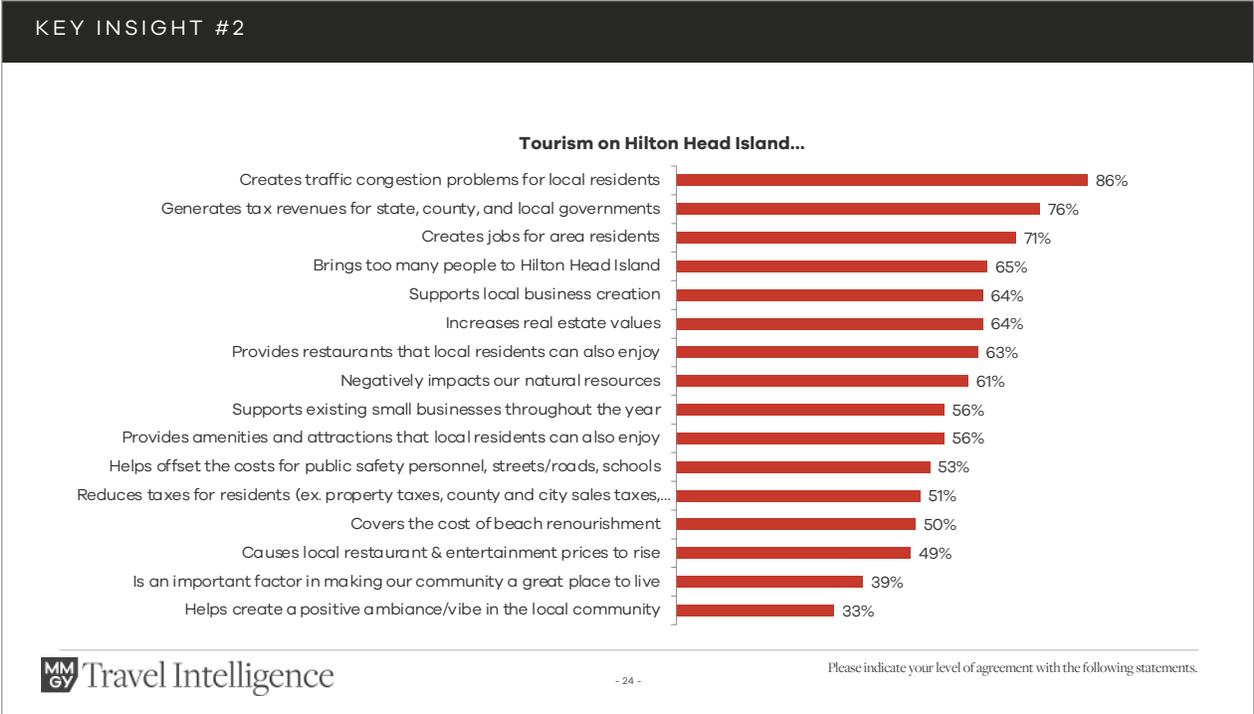
KEY INSIGHT #1

	Total Respondents
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	87%
I support efforts by our town in the funding and installation of local public art, exhibits, and cultural attractions	67%
I support efforts by the Hilton Head Island–Bluffton Chamber of Commerce in promoting attractions, festivals, exhibits and similar on Hilton Head Island	57%
I support efforts by the Hilton Head Island–Bluffton Chamber of Commerce in branding and marketing Hilton Head Island for tourism	47%

KEY INSIGHT #2

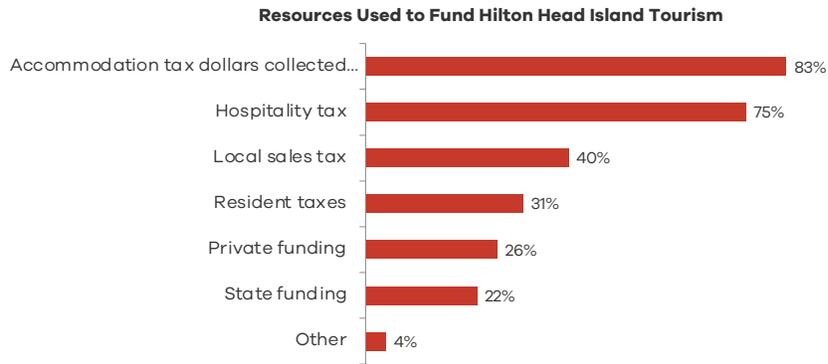
While residents tend to be knowledgeable about tourism and its benefits, opportunities exist to further educate residents on tourism’s impact on their lives and their finances.

KEY INSIGHT #2



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

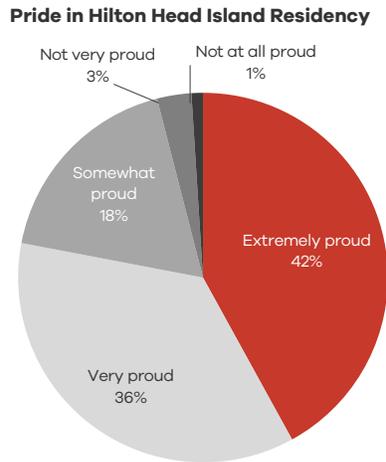
Nearly all residents feel pride in being Hilton Head Island residents and feel it offers high-quality experiences, dining, and shopping.

KEY INSIGHT #3



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.

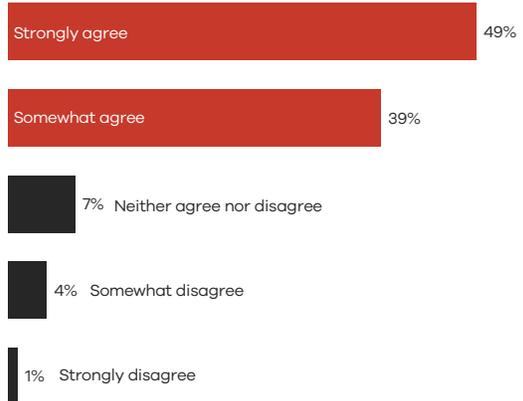


Please indicate the level of pride you feel in being a resident of Hilton Head Island.

KEY INSIGHT #3



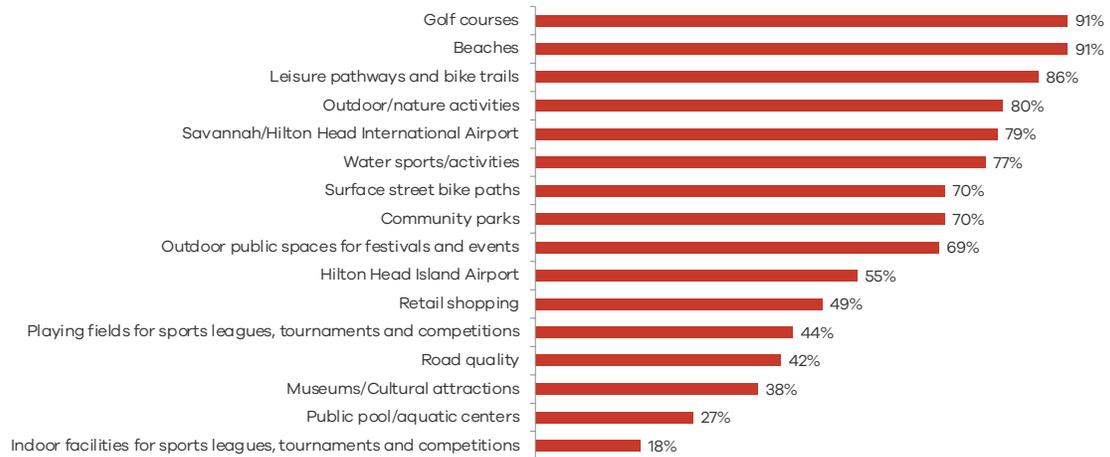
"I BELIEVE HILTON HEAD ISLAND IS A VERY SAFE PLACE TO LIVE"



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

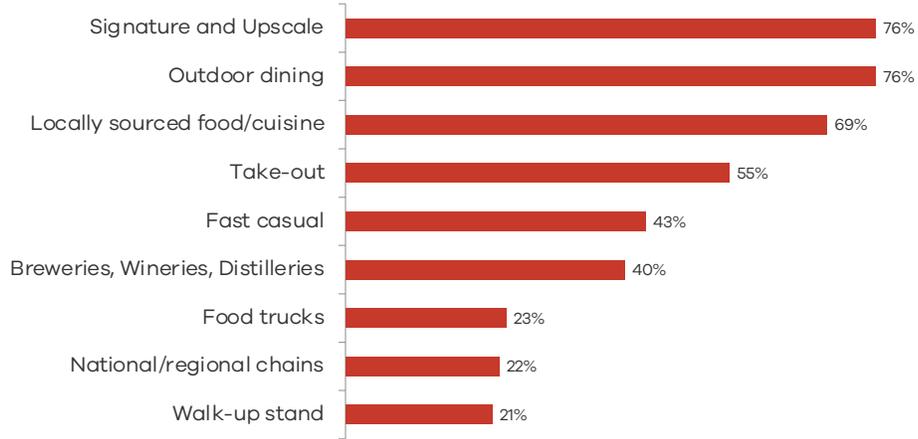
KEY INSIGHT #3

Highest Perceived Hilton Head Island Experiences



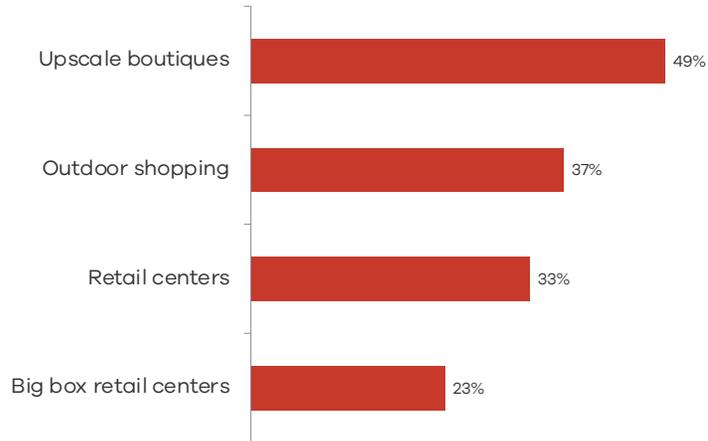
KEY INSIGHT #3

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.

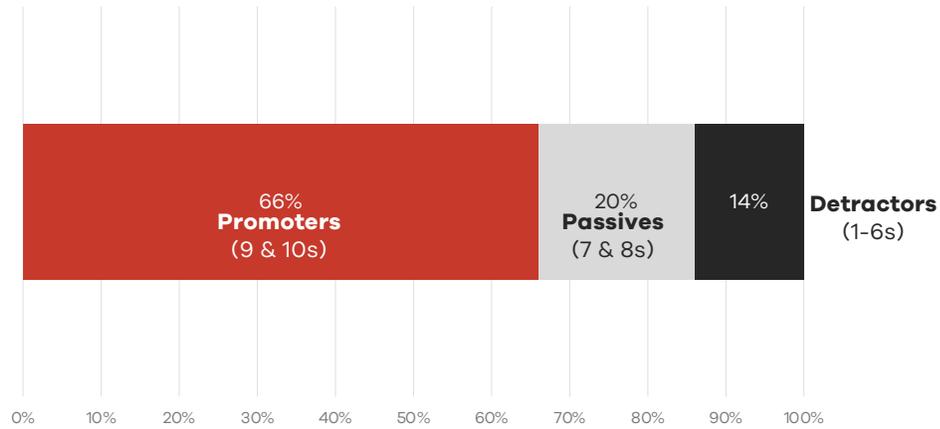
KEY INSIGHT #4

 Travel Intelligence

KEY INSIGHT #4

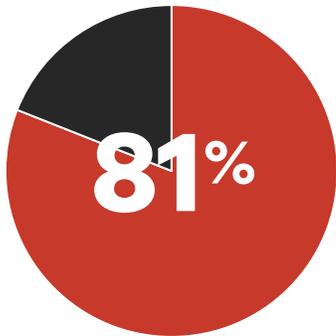
The Net Promoter Score for Hilton Head Island among residents is +52 meaning there are more promoters than detractors among residents.

Net Promoter Score



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.

COMMUNITY PERSPECTIVES RESIDENT STUDY

RESEARCH REPORT JULY 2021



HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE

MMGY Travel Intelligence

**2021 VISITOR PROFILE
STUDY EXECUTIVE SUMMARY:**

OFFICE OF TOURISM
ANALYSIS, COLLEGE OF
CHARLESTON

Hilton Head Island Visitor Profile Survey

2021

Melinda Patience
Daniel Guttentag, Ph.D.



HILTON HEAD ISLAND-BLUFFTON
CHAMBER OF COMMERCE



COLLEGE of
CHARLESTON

SCHOOL OF BUSINESS

OFFICE OF TOURISM ANALYSIS

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
843.953.1996 | OTA.COFC.EDU | PATIENCEN@COFC.EDU

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%).





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

Table 1: Visitor Estimates for 2019 and 2021



7

DRAFT



HILTON HEAD ISLAND
SOUTH CAROLINA

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, AUTHORIZING THE EXECUTION AND DELIVERY OF AN AGREEMENT WITH CERTAIN OWNERS OF AND CONTRACT PURCHASERS OF RESIDENTIAL LOTS IN SANDCASTLES BY THE SEA SUBDIVISION AND THE COMPLETION OF THE TRANSACTIONS DESCRIBED IN THE AGREEMENT

WHEREAS, The Town of Hilton Head Island, South Carolina, has negotiated a proposed Settlement Agreement with the owners and contract purchasers of 14 residential lots in the Sandcastles by the Sea subdivision which, among other things, will serve to settle and cause the dismissal of six pending appeals now pending in the Court of Common Pleas; and,

WHEREAS, The Town Council of the Town of Hilton Head Island, South Carolina has determined that it is in the best interests of the Town of Hilton Head Island, South Carolina, to authorize the execution and delivery of the proposed Settlement Agreement, and to authorize the completion of the transactions described in the proposed Contract, as set forth below.

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

1. The Mayor and Town Manager are hereby authorized to execute the proposed Settlement Agreement between The Town of Hilton Head Island, South Carolina, and Reza Kajbaf, Maryam Hosseini, Antoine H. Iskandar, Shoreline Funding, LLC, 113 Sandcastle, LLC, Grand Inn HHI, LLC, Joseph DeVito, Eric G. Schnider, Audra Dittmer, 121 Sandcastle Court, LLC, G & B Squared, LLC, Anne Marie Burke, Lloyd A. Burke, Jr., 127 Sandcastle Court, LLC, Roseann Magers and Benjamin Earl Czajka who are the owners of Lots 39 through 52 in the Sandcastles By the Sea subdivision and with Fran Gordon who is the

contract purchaser of Lot 39, Ivan Ng who is the contract purchaser of Lot 43 and Blue Dominion Acquisitions, LLC, which is the contract purchaser of Lot 47, a copy of which is attached hereto as Exhibit "A."

2. The Mayor and Town Manager are hereby authorized to take all other and further actions as may be necessary to complete the transactions described in the Settlement Agreement.

MOVED, APPROVED AND ADOPTED BY THE TOWN COUNCIL 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: _____

EXHIBIT "A" TO RESOLUTION
REGARDING SANDCASTLES BY THE SEA SUBDIVISION

STATE OF SOUTH CAROLINA)
)
COUNTY OF BEAUFORT) SETTLEMENT AGREEMENT

Whereas, The Town of Hilton Head Island, South Carolina (hereinafter, the “Town”), is the owner of certain real property known and described as follows:

All that certain piece, parcel or lot of land situate, lying and being located in the Town of Hilton Head Island, Beaufort County, South Carolina containing 1.50 acres, more or less, described as Lot 4, and which is more fully delineated on a plat prepared by Surveying Consultants, certified by Terry G. Hatchel, RLS # 11059, dated May 19, 2005, revised June 7, 2005, entitled Boundary Plat of 17.51 Ac. Tract at The Intersection of Folly Filed Road & William Hilton Parkway, Hilton Head Island, Beaufort County, South Carolina,” that is recorded in the Office of the Register of Deeds for Beaufort County, South Carolina, in Plat Book 107 at Page 60 (hereinafter, the “Town Property”); and,

Whereas, The Town acquired the above described property in an exchange of property with Starfish Investments, LLC; and,

Whereas, Reza Kajbaf, Maryam Hosseini, Antoine H. Iskandar, Shoreline Funding, LLC, 113 Sandcastle, LLC, Grand Inn HHI, LLC, Joseph DeVito, Eric G. Schnider, Audra Dittmer, 121 Sandcastle Court, LLC, G & B Squared, LLC, Anne Marie Burke, Lloyd A. Burke, Jr., 127 Sandcastle Court, LLC, Roseann Magers and Benjamin Earl Czajka are the owners of Lots 39 through 52 in the Sandcastles By the Sea subdivision and Fran Gordon is the contract purchaser of Lot 39, Ivan Ng is the contract purchaser of Lot 43 and Blue Dominion Acquisitions, LLC, is the contract purchaser of Lot 47 in Sandcastles by the Sea Subdivision (hereafter, the “Sandcastles Owners”); and

Whereas, Lots 39 through 52 in the Sandcastles by the Sea Subdivision abut the Town Property; and,

Whereas, disputes have arisen between the Town and some of the Sandcastles

Owners, and some of the Sandcastles have filed appeals to the Court of Common Pleas for Beaufort County, South Carolina; and,

Whereas, the Town and the Sandcastles Owners have agreed to settle the pending appeals and to settle the issues raised in the pending appeals for all of the Sandcastles Owners, on the terms set out in this Settlement Agreement.

Now, therefore, for an in consideration of the performance of the payment of the purchase price, the conveyance of the real property and the performance of the other obligations set out in this Settlement Agreement, the receipt and sufficiency of which is acknowledged, the Town and the Sandcastles Owners agree as follows:

1. The Town will convey the properties shown as Parcels 39 A through 52 A shown on the Plat attached hereto as Exhibit "A" to the Sandcastles owners as follows:

- (a) Lot 39 A - Reza Kajbaf and Maryam Hosseini or Frank Gordon.
- (b) Lot 40 A - Antoine H. Iskandar.
- (c) Lot 41 A - Shoreline Funding, LLC.
- (d) Lot 42 A - Antoine H. Iskandar.
- (e) Lot 43 A - 113 Sandcastle, LLC or Ivan Ng.
- (f) Lot 44 A - Grand Inn HHI, LLC.
- (g) Lot 45 A - Joseph DeVito.
- (h) Lot 46 A - Eric G. Schnider and Audra Dittmer.
- (i) Lot 47 A - 121 Sandcastle Court, LLC or Blue Dominion Acquisitions, LLC.
- (j) Lot 48 A - G & B Squared, LLC.
- (k) Lot 49 A - Anne Marie Burke and Lloyd A. Burke, Jr.
- (l) Lot 50 A -127 Sandcastle Court, LLC.
- (m) Lot 51 A - Roseann Magers.
- (n) Lot 52 A - Benjamin Earl Czajka.

2. The Sandcastles Owners will pay the Town the following amount as the Purchase Price for the parcels to be conveyed as described in Article 1 above:

- (a) Reza Kajbaf and Maryam Hosseini or Frank Gordon - \$3,105.06
- (b) Lot 40 A - Antoine H. Iskandar - \$3,105.06
- (c) Lot 41 A - Shoreline Funding, LLC - \$3,105.06
- (d) Lot 42 A - Antoine H. Iskandar - \$3,105.06

- (e) Lot 43 A - 113 Sandcastle, LLC or Ivan Ng - \$3,105.06
- (f) Lot 44 A - Grand Inn HHI, LLC - \$3,105.06
- (g) Lot 45 A - Joseph DeVito - \$3,105.06
- (h) Lot 46 A - Eric G. Schnider and Audra Dittmer - \$3,105.06
- (I) Lot 47 A - 121 Sandcastle Court, LLC or Blue Dominion Acquisitions, LLC - \$3,105.06
- (j) Lot 48 A - G & B Squared, LLC - \$3,105.06
- (k) Lot 49 A - Anne Marie Burke and Lloyd A. Burke, Jr - \$3,105.06.
- (l) Lot 50 A -127 Sandcastle Court, LLC - \$3,105.06
- (m) Lot 51 A - Roseann Magers - \$3,105.06
- (n) Lot 52 A - Benjamin Earl Czajka - \$3,378.33

3. Upon the execution and delivery of this Agreement by the Sandcastles Owners, the Town will place an ordinance on it next available regular meeting agenda to authorize the conveyance of the Property as described in Articles 1 and 2 above. This Settlement Agreement is contingent on the adoption of the ordinance by the Town.

4. Upon payment of the Purchase Price by all of the Sandcastles Owners, the Town will:

- (a) Record the Plat attached hereto as Exhibit "A"; and,
- (b) convey the parcels by Limited Warranty Deed in the form and substance of the documents attached hereto as Exhibit "B."

It is a condition of this Settlement Agreement that all of the Sandcastles Owners must buy the parcels as described in Articles 1 and 2 above.

5. Upon delivery of the deeds described in Articles 1 and 4 above:

- (a) 121 Sandcastle Court, LLC and Richard W. Ross will file a Stipulation of Dismissal for Case Number 2020-CP-07-2548.
- (b) 127 Sandcastle Court, LLC and Richard W. Ross will file a Stipulation of Dismissal for Case Number 2020-CP-07-2549.
- (c) Joseph DeVito will file a Stipulation of Dismissal for Case Number 2020-CP-07-2550.
- (d) Grand Inn HHI, LLC and Kevin Grandin will file a Stipulation of Dismissal for Case Number 2020-CP-07-2552.
- (e) Anne Marie Burke and Lloyd A. Burke, Jr., will file a Stipulation of Dismissal for Case Number 2020-CP-07-2553.
- (f) G & B Squared, LLC, will file a Stipulation of Dismissal for Case Number 2021-CP-07-539.

6. Upon delivery of the deeds as described in Articles 1 and 4 above, the Sandcastle Owners will take the necessary steps to consolidate the properties conveyed by the Town with the adjoining lot, as follows:

- (a) Reza Kajbaf and Maryam Hosseini or Frank Gordon will consolidate Lot 39 A with Lot 39.
- (b) Antoine H. Iskandar will consolidate Lot 40 A with Lot 40.
- (c) Shoreline Funding, LLC will consolidate Lot 41 A with Lot 41.
- (d) Antoine H. Iskandar will consolidate Lot 42 A with Lot 42.
- (e) 113 Sandcastle, LLC or Ivan Ng, will consolidate Lot 43 A with Lot 43.
- (f) Grand Inn HHI, LLC will consolidate Lot 44 A with Lot 44.
- (g) Joseph DeVito will consolidate Lot 45 A with Lot 45.
- (h) Eric G. Schnider and Audra Dittmer will consolidate Lot 46 A with Lot 46.
- (i) 121 Sandcastle Court, LLC or Blue Dominion Acquisitions, LLC, will consolidate Lot 47 A with Lot 47.
- (j) G & B Squared, LLC will consolidate Lot 48 A with Lot 48.
- (k) Anne Marie Burke and Lloyd A. Burke, Jr. will consolidate Lot 49 A with Lot 49.
- (l) Lot 50 A -127 Sandcastle Court, LLC will consolidate Lot 50 A with Lot 50.
- (m) Roseann Magers will consolidate Lot 51 A with Lot 51.
- (n) Benjamin Earl Czajka will consolidate Lot 52 A with Lot 52.

7. This Settlement Agreement supersedes all prior discussions and agreements between the Town and the Sandcastle Owners with respect to the matters set out herein and constitutes the sole and entire agreement and understanding between the Town and the Sandcastle Owners. This Settlement Agreement shall not be modified or amended except by an instrument in writing signed by both the Town and the Sandcastle Owners.

8. This Settlement Agreement may be simultaneously executed in several counterparts, each of which shall be an original and all of which shall constitute but one and the same instrument. This Settlement Agreement may be executed by a scanned and emailed copy, facsimile or electronic signature (DocuSign or similar), and a signature by any of those means shall be deemed an original.

9. This Settlement Agreement shall be governed by and construed in accordance with

the laws of the State of South Carolina.

In witness whereof, the Town and the Sandcastle Owners have set their hands and seals effective as of the ____ Day of April, 2022.

THE TOWN OF HILTON HEAD ISLAND,
SOUTH CAROLINA

By: _____
John J. McCann, Mayor

Attest: _____
Marc A. Orlando, Town Manager

Reza Kajbaf

Maryam Hosseini

Reza Kajbaf and Maryam Hosseini conveyed Lot 39 to Kevin Gordon and Francis J. Gordon, Jr., on April 13, 2022.

Francis J Gordon Jr

Frank J. Gordon Jr.

Kevin Gordon

Signature: 
Francis J Gordon Jr (Apr 13, 2022 16:24 EDT)
Email: frankjgordon1@gmail.com

Gordon reset

Final Audit Report

2022-04-13

Created:	2022-04-13
By:	Michael W. Mogil (mmogil@mogillaw.com)
Status:	Signed
Transaction ID:	CBJCHBCAABAAH2wjz8bXMLgTiUXHKlot1x7Gtl_WT6_g

"Gordon reset" History

-  Document created by Michael W. Mogil (mmogil@mogillaw.com)
2022-04-13 - 8:20:18 PM GMT
-  Document emailed to Francis J Gordon Jr (frankjgordon1@gmail.com) for signature
2022-04-13 - 8:20:38 PM GMT
-  Email viewed by Francis J Gordon Jr (frankjgordon1@gmail.com)
2022-04-13 - 8:23:33 PM GMT
-  Document e-signed by Francis J Gordon Jr (frankjgordon1@gmail.com)
Signature Date: 2022-04-13 - 8:24:54 PM GMT - Time Source: server
-  Agreement completed.
2022-04-13 - 8:24:54 PM GMT

Frank J. Gordon Jr.

Kevin Gordon

Kevin Gordon

Signature:



Kevin Gordon (Apr 13, 2022 16:05 CDT)

Email: kev120909@gmail.com

Kevin Gordon

Gordon reset

Final Audit Report

2022-04-13

Created:	2022-04-13
By:	Michael W. Mogil (mmogil@mogillaw.com)
Status:	Signed
Transaction ID:	CBJCHBCAABAAMIsD2qBmaRS1y06V1chgpF_uYKao-TL

"Gordon reset" History

-  Document created by Michael W. Mogil (mmogil@mogillaw.com)
2022-04-13 - 8:21:06 PM GMT
-  Document emailed to Kevin Gordon (kev120909@gmail.com) for signature
2022-04-13 - 8:21:27 PM GMT
-  Email viewed by Kevin Gordon (kev120909@gmail.com)
2022-04-13 - 9:04:42 PM GMT
-  Document e-signed by Kevin Gordon (kev120909@gmail.com)
Signature Date: 2022-04-13 - 9:05:59 PM GMT - Time Source: server
-  Agreement completed.
2022-04-13 - 9:05:59 PM GMT

Antoine

Antoine H. Iskandar

Antoine Iskandar

Signature: 
Antoine H. Iskandar (Apr 13, 2022 06:59 EDT)

Email: antoine@buildwithach.com

Iskander signature page

Final Audit Report

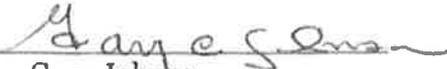
2022-04-13

Created:	2022-04-13
By:	Michael W. Mogil (mmogil@mogillaw.com)
Status:	Signed
Transaction ID:	CBJCHBCAABAA3ntW0qVw6XApkml663ul37ArteYAFpYb

"Iskander signature page" History

-  Document created by Michael W. Mogil (mmogil@mogillaw.com)
2022-04-13 - 4:13:33 AM GMT
-  Document emailed to Antoine H. Iskandar (antoine@buildwithach.com) for signature
2022-04-13 - 4:13:55 AM GMT
-  Email viewed by Antoine H. Iskandar (antoine@buildwithach.com)
2022-04-13 - 10:54:55 AM GMT
-  Document e-signed by Antoine H. Iskandar (antoine@buildwithach.com)
Signature Date: 2022-04-13 - 10:59:58 AM GMT - Time Source: server
-  Agreement completed.
2022-04-13 - 10:59:58 AM GMT

SHORELINE FUNDING, LLC

By: 
Gary Johnson

113 SANDCASTLE LLC

By: _____

Scott Nantowicz

By: 
Rebecca Nantowicz

Ivan Lok Sun Ng
AUTOSIGNATURE
04/03/2018 14:00:00
DRAFTING@IN.BEIN.BELG

Ivan Ng

GRAND INN III, LLC

By: 
Kevin Grandin

By: 
Martha Grandin


Joseph DeVito



Eric G. Schneider



Audra Dittmer

121 SANDCASTLE COURT, LLC

By: 
Richard W. Ross

127 SANDCASTLE COURT, LLC

By: 
Richard W. Ross

BLUE DOMINION ACQUISITIONS, LLC

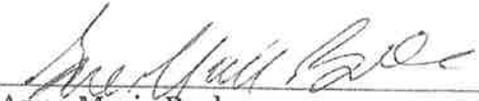
By:

A handwritten signature in black ink, appearing to read "Douglas A. Hooker", written over a horizontal line.

G & B SQUARED, LLC

By: George Zitlaw
George Zitlaw

By: Bethany Zitlaw
Bethany Zitlaw


Anne Marie Burke


Lloyd A. Burke, Jr.

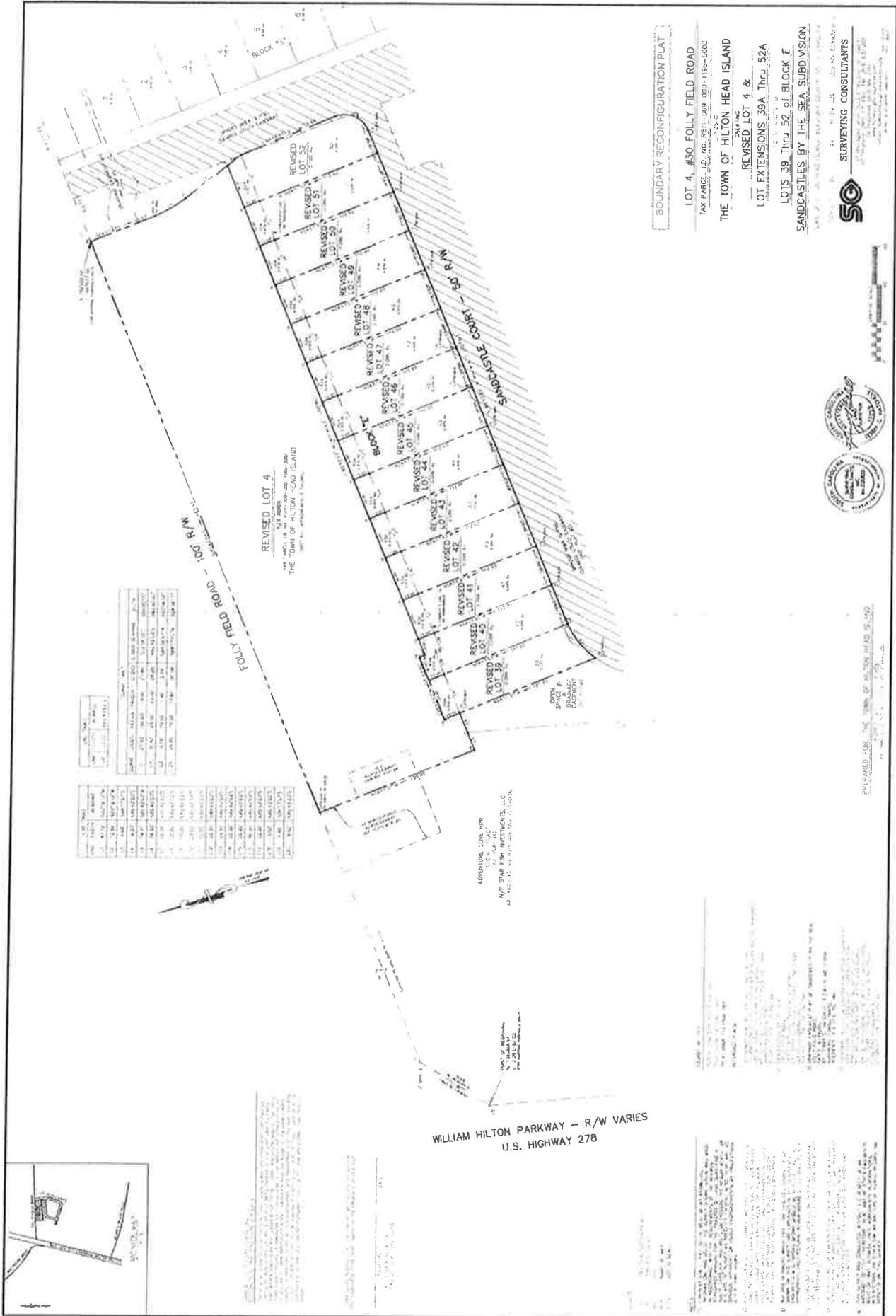


Roseann Magers



Benjamin Earl Czajka

Exhibit "A" to Settlement Agreement
The Town of Hilton Head Island, South Carolina / Sandcastles By The Sea Owners



Lot No.	Area (sq. ft.)								
1	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
2	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
3	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
4	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
5	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
6	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
7	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
8	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
9	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
10	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
11	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
12	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
13	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
14	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
15	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
16	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
17	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
18	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
19	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
20	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
21	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
22	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
23	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
24	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
25	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
26	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
27	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
28	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
29	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
30	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
31	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
32	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
33	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
34	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
35	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
36	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
37	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
38	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
39	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
40	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
41	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
42	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
43	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
44	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
45	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
46	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
47	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
48	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
49	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
50	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
51	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
52	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000

REVISED LOT 4
 1.18 ACRES
 THE TOWN OF HILTON HEAD ISLAND
 HILTON HEAD ISLAND, SOUTH CAROLINA

BOUNDARY RECONFIGURATION PLAT
 LOT 4, #30, FOLLY FIELD ROAD
 TAX PARCELS ID. NO. R511-069-002-1186-0002
 THE TOWN OF HILTON HEAD ISLAND
 REVISED LOT 4 &
 LOT EXTENSIONS 39A Thru 52A
 LOTS 39 Thru 52 of BLOCK E
 SANDCASTLES BY THE SEA SUBDIVISION



PREPARED FOR: MT STAR FISH INVESTMENTS, LLC
 1000 W. 10th St., Hilton Head Island, SC 29928
 843.785.1234

WILLIAM HILTON PARKWAY - R/W VARIES
 U.S. HIGHWAY 27B

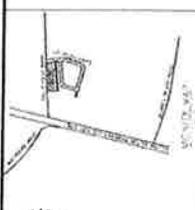


Exhibit "B" to Settlement Agreement
The Town of Hilton Head Island, South Carolina / Sandcastles By The Sea Owners

Revised Lot 4 & Lot Extension 39A Thru 52A to be Added to Lots 39 Thru 52 of Block E Sandcastles by The Sea Subdivision,” prepared by Terry G. Hatchell, SCRLS No. 11059, dated June 2, 2021, and recorded in the Office of the Register of Deeds for Beaufort County, South Carolina, in Plat Book ____ at Page ____ (hereinafter the “Property”).

This conveyance of the Property is made by The Town of Hilton Head Island, South Carolina and accepted by Reza Kajbaf and Maryam Hosseini subject to the following restrictions related to Property:

1. The Property must be consolidated with the adjacent Lot 39 in Sandcastles by the Sea Subdivision;
2. No improvements of any kind may be made to or on the Property.
3. The existing fence on the boundary between the adjacent land owned by The Town of Hilton Head Island, South Carolina and Sandcastles by the Sea Subdivision, as the boundary existed prior to the execution and delivery of this Limited Warranty Deed shall remain in place at the same location, and cannot be moved, removed or altered without the express written consent of The Town of Hilton Head Island, South Carolina. The Town of Hilton Head Island, South Carolina, is permitted to maintain the fence, and neither the fence nor the maintenance of it shall constitute a trespass or other violation of any rights of Reza Kajbaf and Maryam Hosseini.
4. The square footage conveyed here by and to be consolidated with the adjacent Lot 39 shall not be used as a basis to enlarge any existing residence or other existing improvements.

This conveyance is also made subject to all other applicable covenants, conditions, limitations, easements, affirmative obligations, etc., recorded in the Office of the Register of Deeds for Beaufort County, South Carolina.

This being a part of the same property conveyed to The Town of Hilton Head Island, South Carolina, by Deed recorded in the Office of the Register of Deeds for Beaufort County, South Carolina in Record Book 2171 at Page 142.

This Deed was prepared in the law office of Coltrane & Wilkins, LLC, Post Office Box 6808, Hilton Head Island, South Carolina, 29938, by Curtis L. Coltrane.

A Part of TMS# R R511-009-000-1196-0000

Together with all and singular, the Rights, Members, Hereditaments and

Appurtenances to the said Premises belonging, or in anywise incident or appertaining.

To Have and to Hold, all and singular, the said Premises before mentioned to Reza Kajbaf and Maryam Hosseini, as joint tenants with the rights of survivorship, and not as tenants in common, in fee simple, their heirs and assigns forever.

The Town of Hilton Head Island, South Carolina does hereby bind it and its successors and assigns, to warrant and forever defend, all and singular, the said Premises to Reza Kajbaf and Maryam Hosseini and their heirs and assigns as herein above provided, against The Town of Hilton Head Island, South Carolina and its successors and assigns lawfully claiming, or to claim the same or any part thereof.

STATE OF SOUTH CAROLINA)
)
COUNTY OF BEAUFORT) LIMITED WARRANTY DEED

Know All Persons by These Presents, that The Town of Hilton Head Island, South Carolina, in the State aforesaid and in consideration of the sum of Three Thousand One Hundred Five and 06/100 (\$3,105.06.00) Dollars, to it in hand paid at and before the execution, sealing and delivery of these presents, by Antoine H. Iskandar, having an address of 181 Summerton Drive, Bluffton, SC 29910, in the State aforesaid, the receipt whereof is hereby acknowledged, subject to the easements, restrictions, and conditions set forth in the legal description below, have granted, bargained, sold and released, and by these Presents do grant, bargain, sell and release to Antoine H. Iskandar, and his heirs and assigns, forever the following property:

All that certain piece, parcel or lot of land, containing 0.010 Acres, more or less, and which is shown and described as "40A" on a Plat entitled "Boundary Reconfiguration Plat of Lot 4 # 30 Folly Field Road Tax Parcel Id. No. R511-009-000-1196-0000 Lands of The Town of Hilton Head Island Creating Revised Lot 4 & Lot Extension 39A Thru 52A to be Added to Lots 39 Thru 52 of Block E Sandcastles by The Sea Subdivision," prepared by Terry G. Hatchell, SCRLS No. 11059, dated June 2, 2021, and recorded in the Office of the Register of Deeds for Beaufort County, South Carolina, in Plat Book ____

at Page ____ (hereinafter the "Property").

This conveyance of the Property is made by The Town of Hilton Head Island, South Carolina and accepted by Antoine H. Iskandar subject to the following restrictions related to Property:

1. The Property must be consolidated with the adjacent Lot 40 in Sandcastles by the Sea Subdivision;
2. No improvements of any kind may be made to or on the Property.
3. The existing fence on the boundary between the adjacent land owned by The Town of Hilton Head Island, South Carolina and Sandcastles by the Sea Subdivision, as the boundary existed prior to the execution and delivery of this Limited Warranty Deed shall remain in place at the same location, and cannot be moved, removed or altered without the express written consent of The Town of Hilton Head Island, South Carolina. The Town of Hilton Head Island, South Carolina, is permitted to maintain the fence, and neither the fence nor the maintenance of it shall constitute a trespass or other violation of any rights of Antoine H. Iskandar.
4. The square footage conveyed here by and to be consolidated with the adjacent Lot 40 shall not be used as a basis to enlarge any existing residence or other existing improvements.

This conveyance is also made subject to all other applicable covenants, conditions, limitations, easements, affirmative obligations, etc., recorded in the Office of the Register of Deeds for Beaufort County, South Carolina.

This being a part of the same property conveyed to The Town of Hilton Head Island, South Carolina, by Deed recorded in the Office of the Register of Deeds for Beaufort County, South Carolina in Record Book 2171 at Page 142.

This Deed was prepared in the law office of Coltrane & Wilkins, LLC, Post Office Box 6808, Hilton Head Island, South Carolina, 29938, by Curtis L. Coltrane.

A Part of TMS# R R511-009-000-1196-0000

Together with all and singular, the Rights, Members, Hereditaments and Appurtenances to the said Premises belonging, or in anywise incident or appertaining.

To Have and to Hold, all and singular, the said Premises before mentioned to

Antoine H. Iskandar and his heirs and assigns forever.

The Town of Hilton Head Island, South Carolina does hereby bind it and its successors and assigns, to warrant and forever defend, all and singular, the said Premises to Antoine H. Iskandar and his heirs and assigns as herein above provided, against The Town of Hilton Head Island, South Carolina and its successors and assigns lawfully claiming, or to claim the same or any part thereof.

at Page ____ (hereinafter the "Property").

This conveyance of the Property is made by The Town of Hilton Head Island, South Carolina and accepted by Shoreline Funding, LLC, subject to the following restrictions related to Property:

1. The Property must be consolidated with the adjacent Lot 41 in Sandcastles by the Sea Subdivision;
2. No improvements of any kind may be made to or on the Property.
3. The existing fence on the boundary between the adjacent land owned by The Town of Hilton Head Island, South Carolina and Sandcastles by the Sea Subdivision, as the boundary existed prior to the execution and delivery of this Limited Warranty Deed shall remain in place at the same location, and cannot be moved, removed or altered without the express written consent of The Town of Hilton Head Island, South Carolina. The Town of Hilton Head Island, South Carolina, is permitted to maintain the fence, and neither the fence nor the maintenance of it shall constitute a trespass or other violation of any rights of Shoreline Funding, LLC.
4. The square footage conveyed here by and to be consolidated with the adjacent Lot 41 shall not be used as a basis to enlarge any existing residence or other existing improvements.

This conveyance is also made subject to all other applicable covenants, conditions, limitations, easements, affirmative obligations, etc., recorded in the Office of the Register of Deeds for Beaufort County, South Carolina.

This being a part of the same property conveyed to The Town of Hilton Head Island, South Carolina, by Deed recorded in the Office of the Register of Deeds for Beaufort County, South Carolina in Record Book 2171 at Page 142.

This Deed was prepared in the law office of Coltrane & Wilkins, LLC, Post Office Box 6808, Hilton Head Island, South Carolina, 29938, by Curtis L. Coltrane.

A Part of TMS# R R511-009-000-1196-0000

Together with all and singular, the Rights, Members, Hereditaments and Appurtenances to the said Premises belonging, or in anywise incident or appertaining.

To Have and to Hold, all and singular, the said Premises before mentioned to

Shoreline Funding, LLC. and its successors and assigns forever.

The Town of Hilton Head Island, South Carolina does hereby bind it and its successors and assigns, to warrant and forever defend, all and singular, the said Premises to Shoreline Funding, LLC, and its successors and assigns as herein above provided, against The Town of Hilton Head Island, South Carolina and its successors and assigns lawfully claiming, or to claim the same or any part thereof.

at Page ____ (hereinafter the "Property").

This conveyance of the Property is made by The Town of Hilton Head Island, South Carolina and accepted by Antoine H. Iskandar subject to the following restrictions related to Property:

1. The Property must be consolidated with the adjacent Lot 42 in Sandcastles by the Sea Subdivision;
2. No improvements of any kind may be made to or on the Property.
3. The existing fence on the boundary between the adjacent land owned by The Town of Hilton Head Island, South Carolina and Sandcastles by the Sea Subdivision, as the boundary existed prior to the execution and delivery of this Limited Warranty Deed shall remain in place at the same location, and cannot be moved, removed or altered without the express written consent of The Town of Hilton Head Island, South Carolina. The Town of Hilton Head Island, South Carolina, is permitted to maintain the fence, and neither the fence nor the maintenance of it shall constitute a trespass or other violation of any rights of Antoine H. Iskandar.
4. The square footage conveyed here by and to be consolidated with the adjacent Lot 42 shall not be used as a basis to enlarge any existing residence or other existing improvements.

This conveyance is also made subject to all other applicable covenants, conditions, limitations, easements, affirmative obligations, etc., recorded in the Office of the Register of Deeds for Beaufort County, South Carolina.

This being a part of the same property conveyed to The Town of Hilton Head Island, South Carolina, by Deed recorded in the Office of the Register of Deeds for Beaufort County, South Carolina in Record Book 2171 at Page 142.

This Deed was prepared in the law office of Coltrane & Wilkins, LLC, Post Office Box 6808, Hilton Head Island, South Carolina, 29938, by Curtis L. Coltrane.

A Part of TMS# R R511-009-000-1196-0000

Together with all and singular, the Rights, Members, Hereditaments and Appurtenances to the said Premises belonging, or in anywise incident or appertaining.

To Have and to Hold, all and singular, the said Premises before mentioned to

Antoine H. Iskandar and his heirs and assigns forever.

The Town of Hilton Head Island, South Carolina does hereby bind it and its successors and assigns, to warrant and forever defend, all and singular, the said Premises to Antoine H. Iskandar and his heirs and assigns as herein above provided, against The Town of Hilton Head Island, South Carolina and its successors and assigns lawfully claiming, or to claim the same or any part thereof.

Note: The Grantee for the property described in this Deed may change to Ivan Ng.

STATE OF SOUTH CAROLINA)
)
COUNTY OF BEAUFORT) LIMITED WARRANTY DEED

Know All Persons by These Presents, that The Town of Hilton Head Island, South Carolina, in the State aforesaid and in consideration of the sum of Three Thousand One Hundred Five and 06/100 (\$3,105.06) Dollars, to it in hand paid at and before the execution, sealing and delivery of these presents, by 113 Sandcastle, LLC, having an address of 646 Crudent Road, Tega Cay, SC, 29708, in the State aforesaid, the receipt whereof is hereby acknowledged, subject to the easements, restrictions, and conditions set forth in the legal description below, have granted, bargained, sold and released, and by these Presents do grant, bargain, sell and release to 113 Sandcastle, and its successors and assigns, forever the following property:

All that certain piece, parcel or lot of land, containing 0.010 Acres, more or less, and which is shown and described as "43A" on a Plat entitled "Boundary Reconfiguration Plat of Lot 4 # 30 Folly Field Road Tax Parcel Id. No. R511-009-000-1196-0000 Lands of The Town of Hilton Head Island Creating Revised Lot 4 & Lot Extension 39A Thru 52A to be Added to Lots 39 Thru 52 of Block E Sandcastles by The Sea Subdivision," prepared by Terry G. Hatchell, SCRLS No. 11059, dated June 2, 2021, and recorded in the Office of the Register of Deeds for Beaufort County, South Carolina, in Plat Book ____

at Page ____ (hereinafter the "Property").

This conveyance of the Property is made by The Town of Hilton Head Island, South Carolina and accepted by 113 Sandcastle, LLC, subject to the following restrictions related to Property:

1. The Property must be consolidated with the adjacent Lot 43 in Sandcastles by the Sea Subdivision;
2. No improvements of any kind may be made to or on the Property.
3. The existing fence on the boundary between the adjacent land owned by The Town of Hilton Head Island, South Carolina and Sandcastles by the Sea Subdivision, as the boundary existed prior to the execution and delivery of this Limited Warranty Deed shall remain in place at the same location, and cannot be moved, removed or altered without the express written consent of The Town of Hilton Head Island, South Carolina. The Town of Hilton Head Island, South Carolina, is permitted to maintain the fence, and neither the fence nor the maintenance of it shall constitute a trespass or other violation of any rights of 113 Sandcastle, LLC.
4. The square footage conveyed here by and to be consolidated with the adjacent Lot 43 shall not be used as a basis to enlarge any existing residence or other existing improvements.

This conveyance is also made subject to all other applicable covenants, conditions, limitations, easements, affirmative obligations, etc., recorded in the Office of the Register of Deeds for Beaufort County, South Carolina.

This being a part of the same property conveyed to The Town of Hilton Head Island, South Carolina, by Deed recorded in the Office of the Register of Deeds for Beaufort County, South Carolina in Record Book 2171 at Page 142.

This Deed was prepared in the law office of Coltrane & Wilkins, LLC, Post Office Box 6808, Hilton Head Island, South Carolina, 29938, by Curtis L. Coltrane.

A Part of TMS# R R511-009-000-1196-0000

Together with all and singular, the Rights, Members, Hereditaments and Appurtenances to the said Premises belonging, or in anywise incident or appertaining.

To Have and to Hold, all and singular, the said Premises before mentioned to 113

Sandcastle, LLC. and its successors and assigns forever.

The Town of Hilton Head Island, South Carolina does hereby bind it and its successors and assigns, to warrant and forever defend, all and singular, the said Premises to 113 Sandcastle, LLC, and its successors and assigns as herein above provided, against The Town of Hilton Head Island, South Carolina and its successors and assigns lawfully claiming, or to claim the same or any part thereof.

at Page ____ (hereinafter the "Property").

This conveyance of the Property is made by The Town of Hilton Head Island, South Carolina and accepted by Grand Inn HHI, LLC, subject to the following restrictions related to Property:

1. The Property must be consolidated with the adjacent Lot 44 in Sandcastles by the Sea Subdivision;
2. No improvements of any kind may be made to or on the Property.
3. The existing fence on the boundary between the adjacent land owned by The Town of Hilton Head Island, South Carolina and Sandcastles by the Sea Subdivision, as the boundary existed prior to the execution and delivery of this Limited Warranty Deed shall remain in place at the same location, and cannot be moved, removed or altered without the express written consent of The Town of Hilton Head Island, South Carolina. The Town of Hilton Head Island, South Carolina, is permitted to maintain the fence, and neither the fence nor the maintenance of it shall constitute a trespass or other violation of any rights of Grand Inn HHI, LLC.
4. The square footage conveyed here by and to be consolidated with the adjacent Lot 44 shall not be used as a basis to enlarge any existing residence or other existing improvements.

This conveyance is also made subject to all other applicable covenants, conditions, limitations, easements, affirmative obligations, etc., recorded in the Office of the Register of Deeds for Beaufort County, South Carolina.

This being a part of the same property conveyed to The Town of Hilton Head Island, South Carolina, by Deed recorded in the Office of the Register of Deeds for Beaufort County, South Carolina in Record Book 2171 at Page 142.

This Deed was prepared in the law office of Coltrane & Wilkins, LLC, Post Office Box 6808, Hilton Head Island, South Carolina, 29938, by Curtis L. Coltrane.

A Part of TMS# R R511-009-000-1196-0000

Together with all and singular, the Rights, Members, Hereditaments and Appurtenances to the said Premises belonging, or in anywise incident or appertaining.

To Have and to Hold, all and singular, the said Premises before mentioned to Grand

Inn HHI, LLC. and its successors and assigns forever.

The Town of Hilton Head Island, South Carolina does hereby bind it and its successors and assigns, to warrant and forever defend, all and singular, the said Premises to Grand Inn HHI, LLC, and its successors and assigns as herein above provided, against The Town of Hilton Head Island, South Carolina and its successors and assigns lawfully claiming, or to claim the same or any part thereof.

at Page ____ (hereinafter the "Property").

This conveyance of the Property is made by The Town of Hilton Head Island, South Carolina and accepted by Joseph DeVito subject to the following restrictions related to Property:

1. The Property must be consolidated with the adjacent Lot 45 in Sandcastles by the Sea Subdivision;
2. No improvements of any kind may be made to or on the Property.
3. The existing fence on the boundary between the adjacent land owned by The Town of Hilton Head Island, South Carolina and Sandcastles by the Sea Subdivision, as the boundary existed prior to the execution and delivery of this Limited Warranty Deed shall remain in place at the same location, and cannot be moved, removed or altered without the express written consent of The Town of Hilton Head Island, South Carolina. The Town of Hilton Head Island, South Carolina, is permitted to maintain the fence, and neither the fence nor the maintenance of it shall constitute a trespass or other violation of any rights of Joseph DeVito.
4. The square footage conveyed here by and to be consolidated with the adjacent Lot 45 shall not be used as a basis to enlarge any existing residence or other existing improvements.

This conveyance is also made subject to all other applicable covenants, conditions, limitations, easements, affirmative obligations, etc., recorded in the Office of the Register of Deeds for Beaufort County, South Carolina.

This being a part of the same property conveyed to The Town of Hilton Head Island, South Carolina, by Deed recorded in the Office of the Register of Deeds for Beaufort County, South Carolina in Record Book 2171 at Page 142.

This Deed was prepared in the law office of Coltrane & Wilkins, LLC, Post Office Box 6808, Hilton Head Island, South Carolina, 29938, by Curtis L. Coltrane.

A Part of TMS# R R511-009-000-1196-0000

Together with all and singular, the Rights, Members, Hereditaments and Appurtenances to the said Premises belonging, or in anywise incident or appertaining.

To Have and to Hold, all and singular, the said Premises before mentioned to Joseph

DeVito and his heirs and assigns forever.

The Town of Hilton Head Island, South Carolina does hereby bind it and its successors and assigns, to warrant and forever defend, all and singular, the said Premises to Joseph DeVito and his heirs and assigns as herein above provided, against The Town of Hilton Head Island, South Carolina and its successors and assigns lawfully claiming, or to claim the same or any part thereof.

Revised Lot 4 & Lot Extension 39A Thru 52A to be Added to Lots 39 Thru 52 of Block E Sandcastles by The Sea Subdivision,” prepared by Terry G. Hatchell, SCRLS No. 11059, dated June 2, 2021, and recorded in the Office of the Register of Deeds for Beaufort County, South Carolina, in Plat Book ____ at Page ____ (hereinafter the “Property”).

This conveyance of the Property is made by The Town of Hilton Head Island, South Carolina and accepted by Eric G. Schnider and Audra Dittmer subject to the following restrictions related to Property:

1. The Property must be consolidated with the adjacent Lot 46 in Sandcastles by the Sea Subdivision;
2. No improvements of any kind may be made to or on the Property.
3. The existing fence on the boundary between the adjacent land owned by The Town of Hilton Head Island, South Carolina and Sandcastles by the Sea Subdivision, as the boundary existed prior to the execution and delivery of this Limited Warranty Deed shall remain in place at the same location, and cannot be moved, removed or altered without the express written consent of The Town of Hilton Head Island, South Carolina. The Town of Hilton Head Island, South Carolina, is permitted to maintain the fence, and neither the fence nor the maintenance of it shall constitute a trespass or other violation of any rights of Eric G. Schnider and Audra Dittmer.
4. The square footage conveyed here by and to be consolidated with the adjacent Lot 46 shall not be used as a basis to enlarge any existing residence or other existing improvements.

This conveyance is also made subject to all other applicable covenants, conditions, limitations, easements, affirmative obligations, etc., recorded in the Office of the Register of Deeds for Beaufort County, South Carolina.

This being a part of the same property conveyed to The Town of Hilton Head Island, South Carolina, by Deed recorded in the Office of the Register of Deeds for Beaufort County, South Carolina in Record Book 2171 at Page 142.

This Deed was prepared in the law office of Coltrane & Wilkins, LLC, Post Office Box 6808, Hilton Head Island, South Carolina, 29938, by Curtis L. Coltrane.

A Part of TMS# R R511-009-000-1196-0000

Together with all and singular, the Rights, Members, Hereditaments and

Appurtenances to the said Premises belonging, or in anywise incident or appertaining.

To Have and to Hold, all and singular, the said Premises before mentioned to Eric G. Schnider and Audra Dittmer, as joint tenants with the rights of survivorship, and not as tenants in common, in fee simple, their heirs and assigns forever.

The Town of Hilton Head Island, South Carolina does hereby bind it and its successors and assigns, to warrant and forever defend, all and singular, the said Premises to Eric G. Schnider and Audra Dittmer and their heirs and assigns as herein above provided, against The Town of Hilton Head Island, South Carolina and its successors and assigns lawfully claiming, or to claim the same or any part thereof.

the Register of Deeds for Beaufort County, South Carolina, in Plat Book ____ at Page ____ (hereinafter the "Property").

This conveyance of the Property is made by The Town of Hilton Head Island, South Carolina and accepted by 121 Sandcastle Court, LLC, subject to the following restrictions related to Property:

1. The Property must be consolidated with the adjacent Lot 47 in Sandcastles by the Sea Subdivision;
2. No improvements of any kind may be made to or on the Property.
3. The existing fence on the boundary between the adjacent land owned by The Town of Hilton Head Island, South Carolina and Sandcastles by the Sea Subdivision, as the boundary existed prior to the execution and delivery of this Limited Warranty Deed shall remain in place at the same location, and cannot be moved, removed or altered without the express written consent of The Town of Hilton Head Island, South Carolina. The Town of Hilton Head Island, South Carolina, is permitted to maintain the fence, and neither the fence nor the maintenance of it shall constitute a trespass or other violation of any rights of 121 Sandcastle Court, LLC.
4. The square footage conveyed here by and to be consolidated with the adjacent Lot 47 shall not be used as a basis to enlarge any existing residence or other existing improvements.

This conveyance is also made subject to all other applicable covenants, conditions, limitations, easements, affirmative obligations, etc., recorded in the Office of the Register of Deeds for Beaufort County, South Carolina.

This being a part of the same property conveyed to The Town of Hilton Head Island, South Carolina, by Deed recorded in the Office of the Register of Deeds for Beaufort County, South Carolina in Record Book 2171 at Page 142.

This Deed was prepared in the law office of Coltrane & Wilkins, LLC, Post Office Box 6808, Hilton Head Island, South Carolina, 29938, by Curtis L. Coltrane.

A Part of TMS# R R511-009-000-1196-0000

Together with all and singular, the Rights, Members, Hereditaments and Appurtenances to the said Premises belonging, or in anywise incident or appertaining.

To Have and to Hold, all and singular, the said Premises before mentioned to 121

Sandcastle Court, LLC. and its successors and assigns forever.

The Town of Hilton Head Island, South Carolina does hereby bind it and its successors and assigns, to warrant and forever defend, all and singular, the said Premises to 121 Sandcastle Court, LLC, and its successors and assigns as herein above provided, against The Town of Hilton Head Island, South Carolina and its successors and assigns lawfully claiming, or to claim the same or any part thereof.

at Page ____ (hereinafter the "Property").

This conveyance of the Property is made by The Town of Hilton Head Island, South Carolina and accepted by G & B Squared, LLC, subject to the following restrictions related to Property:

1. The Property must be consolidated with the adjacent Lot 48 in Sandcastles by the Sea Subdivision;
2. No improvements of any kind may be made to or on the Property.
3. The existing fence on the boundary between the adjacent land owned by The Town of Hilton Head Island, South Carolina and Sandcastles by the Sea Subdivision, as the boundary existed prior to the execution and delivery of this Limited Warranty Deed shall remain in place at the same location, and cannot be moved, removed or altered without the express written consent of The Town of Hilton Head Island, South Carolina. The Town of Hilton Head Island, South Carolina, is permitted to maintain the fence, and neither the fence nor the maintenance of it shall constitute a trespass or other violation of any rights of G & B Squared, LLC.
4. The square footage conveyed here by and to be consolidated with the adjacent Lot 48 shall not be used as a basis to enlarge any existing residence or other existing improvements.

This conveyance is also made subject to all other applicable covenants, conditions, limitations, easements, affirmative obligations, etc., recorded in the Office of the Register of Deeds for Beaufort County, South Carolina.

This being a part of the same property conveyed to The Town of Hilton Head Island, South Carolina, by Deed recorded in the Office of the Register of Deeds for Beaufort County, South Carolina in Record Book 2171 at Page 142.

This Deed was prepared in the law office of Coltrane & Wilkins, LLC, Post Office Box 6808, Hilton Head Island, South Carolina, 29938, by Curtis L. Coltrane.

A Part of TMS# R R511-009-000-1196-0000

Together with all and singular, the Rights, Members, Hereditaments and Appurtenances to the said Premises belonging, or in anywise incident or appertaining.

To Have and to Hold, all and singular, the said Premises before mentioned to G &

B Squared, LLC. and its successors and assigns forever.

The Town of Hilton Head Island, South Carolina does hereby bind it and its successors and assigns, to warrant and forever defend, all and singular, the said Premises to G & B Squared, LLC, and its successors and assigns as herein above provided, against The Town of Hilton Head Island, South Carolina and its successors and assigns lawfully claiming, or to claim the same or any part thereof.

Revised Lot 4 & Lot Extension 39A Thru 52A to be Added to Lots 39 Thru 52 of Block E Sandcastles by The Sea Subdivision," prepared by Terry G. Hatchell, SCRLS No. 11059, dated June 2, 2021, and recorded in the Office of the Register of Deeds for Beaufort County, South Carolina, in Plat Book ____ at Page ____ (hereinafter the "Property").

This conveyance of the Property is made by The Town of Hilton Head Island, South Carolina and accepted by Anne Marie Burke and Lloyd A. Burke, Jr., subject to the following restrictions related to Property:

1. The Property must be consolidated with the adjacent Lot 49 in Sandcastles by the Sea Subdivision;
2. No improvements of any kind may be made to or on the Property.
3. The existing fence on the boundary between the adjacent land owned by The Town of Hilton Head Island, South Carolina and Sandcastles by the Sea Subdivision, as the boundary existed prior to the execution and delivery of this Limited Warranty Deed shall remain in place at the same location, and cannot be moved, removed or altered without the express written consent of The Town of Hilton Head Island, South Carolina. The Town of Hilton Head Island, South Carolina, is permitted to maintain the fence, and neither the fence nor the maintenance of it shall constitute a trespass or other violation of any rights of Anne Marie Burke and Lloyd A. Burke, Jr.
4. The square footage conveyed here by and to be consolidated with the adjacent Lot 49 shall not be used as a basis to enlarge any existing residence or other existing improvements.

This conveyance is also made subject to all other applicable covenants, conditions, limitations, easements, affirmative obligations, etc., recorded in the Office of the Register of Deeds for Beaufort County, South Carolina.

This being a part of the same property conveyed to The Town of Hilton Head Island, South Carolina, by Deed recorded in the Office of the Register of Deeds for Beaufort County, South Carolina in Record Book 2171 at Page 142.

This Deed was prepared in the law office of Coltrane & Wilkins, LLC, Post Office Box 6808, Hilton Head Island, South Carolina, 29938, by Curtis L. Coltrane.

A Part of TMS# R R511-009-000-1196-0000

Together with all and singular, the Rights, Members, Hereditaments and

Appurtenances to the said Premises belonging, or in anywise incident or appertaining.

To Have and to Hold, all and singular, the said Premises before mentioned to Anne Marie Burke and Lloyd A. Burke, Jr., as joint tenants with the rights of survivorship, and not as tenants in common, in fee simple, their heirs and assigns forever.

The Town of Hilton Head Island, South Carolina does hereby bind it and its successors and assigns, to warrant and forever defend, all and singular, the said Premises to Anne Marie Burke and Lloyd A. Burke, Jr. and their heirs and assigns as herein above provided, against The Town of Hilton Head Island, South Carolina and its successors and assigns lawfully claiming, or to claim the same or any part thereof.

at Page ____ (hereinafter the "Property").

This conveyance of the Property is made by The Town of Hilton Head Island, South Carolina and accepted by 121 Sandcastle Court, LLC, subject to the following restrictions related to Property:

1. The Property must be consolidated with the adjacent Lot 50 in Sandcastles by the Sea Subdivision;
2. No improvements of any kind may be made to or on the Property.
3. The existing fence on the boundary between the adjacent land owned by The Town of Hilton Head Island, South Carolina and Sandcastles by the Sea Subdivision, as the boundary existed prior to the execution and delivery of this Limited Warranty Deed shall remain in place at the same location, and cannot be moved, removed or altered without the express written consent of The Town of Hilton Head Island, South Carolina. The Town of Hilton Head Island, South Carolina, is permitted to maintain the fence, and neither the fence nor the maintenance of it shall constitute a trespass or other violation of any rights of 127 Sandcastle Court, LLC.
4. The square footage conveyed here by and to be consolidated with the adjacent Lot 50 shall not be used as a basis to enlarge any existing residence or other existing improvements.

This conveyance is also made subject to all other applicable covenants, conditions, limitations, easements, affirmative obligations, etc., recorded in the Office of the Register of Deeds for Beaufort County, South Carolina.

This being a part of the same property conveyed to The Town of Hilton Head Island, South Carolina, by Deed recorded in the Office of the Register of Deeds for Beaufort County, South Carolina in Record Book 2171 at Page 142.

This Deed was prepared in the law office of Coltrane & Wilkins, LLC, Post Office Box 6808, Hilton Head Island, South Carolina, 29938, by Curtis L. Coltrane.

A Part of TMS# R R511-009-000-1196-0000

Together with all and singular, the Rights, Members, Hereditaments and Appurtenances to the said Premises belonging, or in anywise incident or appertaining.

To Have and to Hold, all and singular, the said Premises before mentioned to 127

Sandcastle Court, LLC. and its successors and assigns forever.

The Town of Hilton Head Island, South Carolina does hereby bind it and its successors and assigns, to warrant and forever defend, all and singular, the said Premises to 127 Sandcastle Court, LLC, and its successors and assigns as herein above provided, against The Town of Hilton Head Island, South Carolina and its successors and assigns lawfully claiming, or to claim the same or any part thereof.

at Page ____ (hereinafter the "Property").

This conveyance of the Property is made by The Town of Hilton Head Island, South Carolina and accepted by Roseann Magers subject to the following restrictions related to Property:

1. The Property must be consolidated with the adjacent Lot 51 in Sandcastles by the Sea Subdivision;
2. No improvements of any kind may be made to or on the Property.
3. The existing fence on the boundary between the adjacent land owned by The Town of Hilton Head Island, South Carolina and Sandcastles by the Sea Subdivision, as the boundary existed prior to the execution and delivery of this Limited Warranty Deed shall remain in place at the same location, and cannot be moved, removed or altered without the express written consent of The Town of Hilton Head Island, South Carolina. The Town of Hilton Head Island, South Carolina, is permitted to maintain the fence, and neither the fence nor the maintenance of it shall constitute a trespass or other violation of any rights of Roseann Magers.
4. The square footage conveyed here by and to be consolidated with the adjacent Lot 51 shall not be used as a basis to enlarge any existing residence or other existing improvements.

This conveyance is also made subject to all other applicable covenants, conditions, limitations, easements, affirmative obligations, etc., recorded in the Office of the Register of Deeds for Beaufort County, South Carolina.

This being a part of the same property conveyed to The Town of Hilton Head Island, South Carolina, by Deed recorded in the Office of the Register of Deeds for Beaufort County, South Carolina in Record Book 2171 at Page 142.

This Deed was prepared in the law office of Coltrane & Wilkins, LLC, Post Office Box 6808, Hilton Head Island, South Carolina, 29938, by Curtis L. Coltrane.

A Part of TMS# R R511-009-000-1196-0000

Together with all and singular, the Rights, Members, Hereditaments and Appurtenances to the said Premises belonging, or in anywise incident or appertaining.

To Have and to Hold, all and singular, the said Premises before mentioned to

Roseann Magers and her heirs and assigns forever.

The Town of Hilton Head Island, South Carolina does hereby bind it and its successors and assigns, to warrant and forever defend, all and singular, the said Premises to Roseann Magers and her heirs and assigns as herein above provided, against The Town of Hilton Head Island, South Carolina and its successors and assigns lawfully claiming, or to claim the same or any part thereof.

at Page ____ (hereinafter the "Property").

This conveyance of the Property is made by The Town of Hilton Head Island, South Carolina and accepted by Benjamin Earl Czajka subject to the following restrictions related to Property:

1. The Property must be consolidated with the adjacent Lot 52 in Sandcastles by the Sea Subdivision;
2. No improvements of any kind may be made to or on the Property.
3. The existing fence on the boundary between the adjacent land owned by The Town of Hilton Head Island, South Carolina and Sandcastles by the Sea Subdivision, as the boundary existed prior to the execution and delivery of this Limited Warranty Deed shall remain in place at the same location, and cannot be moved, removed or altered without the express written consent of The Town of Hilton Head Island, South Carolina. The Town of Hilton Head Island, South Carolina, is permitted to maintain the fence, and neither the fence nor the maintenance of it shall constitute a trespass or other violation of any rights of Benjamin Earl Czajka.
4. The square footage conveyed here by and to be consolidated with the adjacent Lot 52 shall not be used as a basis to enlarge any existing residence or other existing improvements.

This conveyance is also made subject to all other applicable covenants, conditions, limitations, easements, affirmative obligations, etc., recorded in the Office of the Register of Deeds for Beaufort County, South Carolina.

This being a part of the same property conveyed to The Town of Hilton Head Island, South Carolina, by Deed recorded in the Office of the Register of Deeds for Beaufort County, South Carolina in Record Book 2171 at Page 142.

This Deed was prepared in the law office of Coltrane & Wilkins, LLC, Post Office Box 6808, Hilton Head Island, South Carolina, 29938, by Curtis L. Coltrane.

A Part of TMS# R R511-009-000-1196-0000

Together with all and singular, the Rights, Members, Hereditaments and Appurtenances to the said Premises belonging, or in anywise incident or appertaining.

To Have and to Hold, all and singular, the said Premises before mentioned to

Benjamin Earl Czajka and his heirs and assigns forever.

The Town of Hilton Head Island, South Carolina does hereby bind it and its successors and assigns, to warrant and forever defend, all and singular, the said Premises to Benjamin Earl Czajka and his heirs and assigns as herein above provided, against The Town of Hilton Head Island, South Carolina and its successors and assigns lawfully claiming, or to claim the same or any part thereof.

AN ORDINANCE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, AUTHORIZING THE SALE OF 0.141 ACRES OF REAL ESTATE OWNED BY THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, UNDER THE AUTHORITY OF S. C. CODE ANN. § 5-7-40 (SUPP. 2021), AND § 2-7-20, MUNICIPAL CODE OF THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, (1983); AND PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE.

LEGISLATIVE FINDINGS

WHEREAS, the Town of Hilton Head Island, South Carolina, owns a parcel of real property known as R511-009-000-1196-0000, located on Folly Field Road, Hilton Head Island, South Carolina (the “Town Property”); and,

WHEREAS, the Town Property abuts fourteen residential lots in Sandcastles by the Sea Subdivision; and,

WHEREAS, The Town of Hilton Head Island, South Carolina, notified certain of the owners of the 14 lots that improvements on their lots were in violation of the Town Municipal Code and Land Management Ordinance; and,

WHEREAS, certain of the owners appealed the Town’s determination to the Board of Zoning Appeals, which affirmed the Town’s determination; and,

WHEREAS, certain of the lot owners have appealed the Board of Zoning Appeals’ decision to the Court of Common Pleas for Beaufort County, South Carolina; and,

WHEREAS, The Town of Hilton Head Island, South Carolina has negotiated a Settlement Agreement that resolves the pending appeals, but also resolves the issues for all the owners and contract purchasers of lots abutting the Town Property; and,

WHEREAS, the Settlement Agreement was approved by the Town Council for The Town of Hilton Head Island, South Carolina, on April 19, 2022; and,

WHEREAS, the Settlement Agreement contemplates a conveyance of 0.141 acres to the Town Property; and,

WHEREAS, the Settlement Agreement is contingent on the Town Council for The Town of Hilton Head Island, South Carolina, adopting an ordinance authorizing the conveyance of Town Property; and,

WHEREAS, S. C. Code Ann. § 5-7-40 (Supp. 2018) and § 2-7-20, Code of the Town of Hilton Head Island, South Carolina, (1983), states that conveyance of real property owned by the Town of Hilton Head Island, South Carolina, must be authorized by Ordinance; and,

WHEREAS, the Town Council for The Town of Hilton Head Island, South Carolina, has determined that it is in the best interest of the Town and its citizens and residents to authorize the conveyance of 0.141 acres of the Town Property in accordance with terms and conditions of the Settlement Agreement.

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

Section 1. Execution of Lease Agreement and Conveyance Documents.

(a) The Mayor and the Town Manager are hereby authorized to execute and deliver Deeds for 0.141 acres of real property owned by The Town of Hilton Head Island, South Carolina the Deed in accordance with terms of the Settlement Agreement approved by the Town Council for The Town of Hilton Head Island, South Carolina ,on April 19, 2022; and

(b) The Mayor and the Town Manager are hereby authorized to take such other and further actions as may be necessary to complete the conveyance of the real property authorized by this Ordinance.

Section 2. Severability.

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

Section 3. Effective Date.

This Ordinance shall become effective upon adoption thereof by the Town Council for the Town of Hilton Head Island, South Carolina.

PASSED, APPROVED AND ADOPTED BY THE TOWN COUNCIL FOR THE TOWN OF HILTON HEAD ISLAND, SOUTH CAROLINA, ON THIS _____ DAY OF MAY, 2022.

John J. McCann, Mayor

ATTEST:

Krista W. Weidmeyer, Town Clerk

First Reading: April 19, 2022

Second Reading: _____

Approved as to form: _____
Curtis L. Coltrane, Town Attorney

Introduced by Council Member: _____



TOWN OF HILTON HEAD ISLAND

Staff Report Memo

TO: Marc Orlando, ICMA~CM, *Town Manager*
FROM: Jeff Buckalew, *Town Engineer*
VIA: Shawn Colin, AICP, *Assistant Town Manager – Community Development*
CC: Josh Gruber, *Deputy Town Manager*
DATE: April 6, 2022
SUBJECT: Solid Waste and Recycling – Greater Island Council Resolution

Recommendation:

Town Council to endorse a resolution from the Greater Island Council, put forth by the Planning Commission, that the Town and Beaufort County work together in the development of a long-term agreement that will secure the landfill and recycling needs of Hilton Head Island and Beaufort County.

Summary:

At their March 28, 2022 meeting, the Community Services and Public Safety Committee unanimously voted to recommend Town Council endorse the Greater Island Council resolution on solid waste and recycling (Exhibit A). The Planning Commission also unanimously voted to recommend Town Council review the resolution on October 6, 2021 (Exhibit B).

Background:

Beaufort County manages the public solid waste and recycling program on Hilton Head Island. The County operates the municipal solid waste citizen drop-off center (solid waste and recycling transfer station) located at 26 Summit Drive under a lease agreement with the Town. The County also has an agreement with Waste Management as the local landfill owner and operator and is actively working to negotiate a new contract that will be served by an expansion of the Hickory Hill landfill.

Related to this item, the Town's Strategic Plan contains an environmental sustainability initiative to identify strengths, weaknesses, opportunities and threats regarding solid waste and recycling on Hilton Head Island (Exhibit C). The schedule for this initiative is Summer 2022 through Fall 2023 and Town staff will be working closely with the County on these analyses and engagement efforts. Our Plan 2020-2040 includes a regional waste strategy and cites the Town working towards a zero-waste model by working with Beaufort County to improve recycling rates, examining waste collection options and to create an off-island processing center or MRF (Materials Recycling Facility).

EXHIBIT A

Greater Island Council Of Hilton Head Island and Bluffton

RESOLUTION RECOMMENDING HILTON HEAD ISLAND TOWN COUNCIL AND BEAUFORT COUNTY COUNCIL WORK TOGETHER IN THE DEVELOPMENT OF A NEW LONG-TERM AGREEMENT THAT WILL SECURE THE LANDFILL AND RECYCLING NEEDS OF HILTON HEAD ISLAND AND BEAUFORT COUNTY.

WHEREAS, Beaufort County Landfill is nearing the end of its lifespan and the current landfill operating agreement with Waste Management disincentivizes recycling; and

WHEREAS, the landfill operating contract is terming in 2025. A renegotiation, with an emphasis on recycling, is an opportunity that could promote landfill diversion (recycling) and extend the life of the landfill; and

WHEREAS, the 25-year landfill contract between Waste Management and Beaufort County comes up for renewal in 3 years (2025), and these contracts take years to renegotiate, and the closer to the end of the contract the more leverage the landfill operator has due to imminent expiration of the landfill services agreement. By taking a leadership position and acting now, the Town and the County will benefit both economically and environmentally; and

WHEREAS, any new contract should meet the following requirements:

- Be open during peak times to meet the needs of the local community.
- Include additional investment into recycling processing, which would increase the ability for recycling operations that may lead to financial advantages.
- Include development of a solid waste transfer station (this would enable Hilton Head to make reasonable, sustainable decisions about the waste and recycling hauling for HHI)
- Beaufort County should take greater control of the landfill and recycling operations to limit exposure to the whims of a corporation, and specifically, seek to develop a more long-term sustainable solution for recycling.

WHEREAS, Beaufort County is paying for Landfill disposal fees, but not paying for recycling processing fees, meaning that any robust recycling initiatives needed to reduce the waste, and extending the landfill life cycle, are not being explored. Commercial solid waste producers are required to pay disposal and recycling costs themselves. Exploring new recycling alternatives could be financially advantageous for the Town and Beaufort County.

NOW, THEREFORE, The Greater Island Council of Hilton Head Island and Bluffton strongly encourages the Hilton Head Town Council and Beaufort County Council to take a leadership position and work together to begin negotiations with the current landfill operator and any other potential landfill or recycling facility operators, and be proactive in the development of a new long-term agreement that will secure the landfill and recycling needs of Hilton Head Island and Beaufort County.

Ratified by the membership of the Greater Island Council of Hilton Head Island and Bluffton May 6, 2021.

A handwritten signature in blue ink that reads "Jennie Johnson". The signature is written in a cursive style and is positioned above a solid horizontal line.

Jennie Johnson, Chair

EXHIBIT B

TOWN OF HILTON HEAD ISLAND

One Town Center Court, Hilton Head Island, S.C. 29928

(843) 341-4600 Fax (843) 842-7728

www.hiltonheadislandsc.gov

John J. McCann
Mayor

October 6, 2021

William D. Harkins
Mayor ProTem

Council Members

Thomas W. Lennox
David Ames
Tamara Becker
Glenn Stanford
Alexander Brown, Jr.

Mayor John McCann
Town of Hilton Head Island
One Town Center Court
Hilton Head Island, SC 29928

Marc Orlando
Town Manager

Re: Greater Island Council Solid Waste Management Resolution

Mayor McCann:

This morning, Tony Wartko with the Greater Island Council's Sustainability Advisory Committee presented a resolution, attached, to the Planning Commission recommending the Town of Hilton Head Island Council and Beaufort County Council work together in the development of a new long-term agreement that will secure the landfill and recycling needs of Hilton Head Island and Beaufort County.

The Planning Commission voted 8-0-0 to recommend Town Council review the resolution at a future meeting.

Thank you for your consideration of this important issue.

Sincerely,

Mike Scanlon

Town of Hilton Head Island Planning Commission
By: Michael Scanlon, Chair

Attachment: Greater Island Council Resolution
cc: Marc Orlando, ICMA~CM, *Town Manager*

EXHIBIT C

Identify Strengths, Weaknesses, Opportunities & Threats (SWOT) of Hilton Head Island Solid Waste & Recycling

Start Date: FY 2023

Project Manager: Jeff Buckalew, *Interim Infrastructure Services Director*

Department: Infrastructure Services

Purpose:

The Town's **Our Plan** document lays out several goals related to increasing capacity with regards to processing recyclable materials and ensuring the long-term viability of solid waste disposal for the Island. To achieve these objective, the Town will need to work in coordination with Beaufort County as the agency responsible for household waste streams disposal for the entire county and jointly pursue opportunities that improve recycling and composting rates.

Phase 1: 3rd Quarter 2022 - 3rd Quarter 2023

- Pursue promotional and educational efforts to foster recycling, composting, and litter control.
- Engage in dialogue with Beaufort County regarding their long-range solid waste disposal and recycle programs. If they undertake revisions or update to their long-range plans, actively participate in such discussions in order to represent the goals of the Island in these plans.
- Propose discussions with Beaufort County regarding the potential creation of an off-Island materials processing center that would facilitate increases recycling rates from within the Town and the greater region.
- Examine the creation of composting models at highly visible sites around the Town.



Po

Pr

Op

Ex

En

Ec

Inc

Co

Re

Inf

PR