

2025

Accommodations Tax Funds Request Application

Organization Name: Hilton Head Island Airport

Project/Event Name: Hilton Head Island Airport

Executive Summary

An ATAX Effectiveness Measurement form has been attached to this application.

2025 Accommodations Tax Funds Request Application

Date Received: 09/06/2024

Time Received: 10:07 AM

By: Online Submittal

Applications will not be accepted if submitted after 4 pm on September 6, 2024

A. SUMMARY OF GRANT REQUEST:

ORGANIZATION NAME: Hilton Head Island Airport

Project/Event Name: Hilton Head Island Airport

Contact Name: Jon Rembold Title: Airports Director

Address: 120 Beach City Road, Hilton Head Island, SC 29926

Email Address: jrembold@bcgov.net Contact Phone: 843-441-5871

Event Date: Year-round Event Location: THE Hilton Head Island Airport

Total Budget: \$440,000.00 **Grant Requested:** \$150,000.00

Provide a brief summary on the intended use of the grant and how the money would be used. (100 words or less)

Grant funds will enhance the airport's efforts to promote flight access to Hilton Head Island. The program will focus on inbound advertising to attract potential visitors and increase awareness of airline options. Key strategies include:

1. Targeted digital marketing to travel intenders
2. Expanded cooperative advertising with Hilton Head Island VCB
3. Inclusion in major tourism guidebooks

Messaging will emphasize the 200+ nonstop and one-stop destinations served by American, Delta, and United Airlines. By showcasing convenient air access, the campaign aims to reduce visitor leakage to competing destinations, ultimately boosting tourism to Hilton Head Island.

How does the organization/event either drive tourism to Hilton Head Island or enhance the visitor experience on Hilton Head Island? How is this impact being measured? (100 words or less)

As Hilton Head Island's sole commercial airport, HHH plays a crucial role in tourism:

1. Expanded carriers and routes increase direct access to the island.
2. Convenient arrivals enhance tourist appeal.
3. On-island landings place visitors at their vacation's doorstep.
4. "Captive" tourists likely spend more locally.

Impact measured by:

- Passenger numbers (FAA reports)
- Revenue from:
 - Rental cars
 - Concessions
 - Parking
 - Other airport services

By facilitating seamless travel to Hilton Head Island, the airport improves the visitor experience and contributes significantly to the local economy through increased tourism spending and airport-related revenues.

A. Total Number of Physical Tourists Served: 99,565

A Tourist is considered a non-resident, traveling more than 50 miles to the Town of Hilton Head Island.

B. Total Number of Physical Visitors Served: N/A

A Visitor is considered a non-resident, who travels 50 miles or less to visit the Town of Hilton Head Island.

C. Total Number of Physical Residents Served: 33,189

A Resident is considered any person who claims their property address within the limits of the Town of Hilton Head Island as their primary residence.

D. Total Number of Physical Patrons Served (A+B+C=D): 132,754

How was the Number of Visitors/Tourists Documented? (250 words or less)

Commercial airline passenger data is officially tracked and reported by the FAA. Approximately 75% of total arriving passengers are tourists. Due to the private nature of general aviation (GA), those GA passenger numbers are not available and, therefore not included in this total. The economic impact studies, such as the statewide economic impact of aviation that was presented in 2018 showed GA activity and its economic impact at a destination airport such as Hilton Head Island Airport is significantly higher than at the average airport. The airport's advertising has a spillover effect, which elevates the GA traffic and the overall ATAX contribution of the airport.

Passenger numbers are for commercial flights from January 2024-July 2024

B. DESCRIPTION OF OPERATIONS:

1. For state reporting purposes, give a brief description of the organization. (250 words or less)

Hilton Head Island Airport is a public-use airport, owned and operated by Beaufort County. The airport operates as an enterprise fund and relies solely on revenues generated at the airport via airline fees, business contracts, parking revenues, and other commercial activities on airport property including car rental companies and aircraft maintenance. Neither Beaufort County nor the Town of Hilton Head Island contributes financially to the airport's operational budget. Eligible capital projects are supported by FAA and state grants.

Hilton Head Island Airport provides both Commercial Aviation and General (private) Aviation as it serves as a vital tourist/visitor gateway to the Island, welcoming visitors from all over the country and the world. American Airlines, United Airlines (seasonal) and Delta Air Lines (seasonal) provide commercial jet service from a total of 8 metro areas, in peak season, and maintains frequency to many year-round. The weekly commercial flight count in 2024 decreased slightly, which means more advertising work is critical.

Operational safety and security and maintenance are provided by airport staff as well as by the professional staff in the FAA-contract Air Traffic Control Tower. The airport's Aircraft Rescue and Firefighting crew is ready to respond to any airfield contingency. Since the runway was extended, the direct market to Hilton Head Island has greatly expanded, resulting in a growing number of tourists arriving by air.

2. Describe in detail how the requested grant funding would be used? (250 words or less)

2025 funds will be used to reach visitors considering travel to Hilton Head Island or competing destinations by air or auto to educate them about the increased flight options directly to the island. The program will include the continuation of the steadfast cooperative digital campaign, aligned with VCB layered with additional digital tactics, all targeting air travel "searchers" or intenders actively searching for flights + hotels in other similar, competitive destinations. Goals: convert them to travel to Hilton Head Island via HHH; Enhance the Island's competitive efforts; Attract air travelers to fly directly to the Island.

In-Bound /ATAX: \$150,000

Cooperative:

· VCB/Airport Co-Op Digital Advertising: \$100,000

Airport proposes to work with VCB to directly target potential visitors residing in the airport's key nonstop/1-stop markets. Goal: increased awareness for routes to HHH to ensure visitors flying in spend the most nights possible on the Island; maximize local

rental cars, dining, other spending.

VCB Vacation Planner(s) + Website: \$18,500

Includes: Bluffton Vacation planner, VCB website, and the Hilton Head Island Vacation Planner.

2. Leakage Reduction Digital Targeting: \$24,250

Airport to reach "intended travelers" by using 1st party booking data. Landing pages encourage potential visitors to fly directly to HHH vs. another state/county; increasing opportunity for hotel/car bookings directly on HHI.

3. Key Publications and Programs focused on Potential Visitors: \$7250

These funds will be spent on programs such as targeted visitor guides (Lowcountry Visitors Guide, SERG menu, other) and targeting RBC Heritage visitors; other golf enthusiasts.

3. What impact would partial funding have on the activities, if full funding were not received? What would the organization change to account for partial funding? (100 words or less)

Since FAA regulations restrict the use of airport revenue, especially regarding promotion of a destination, partial funding would limit the airport's ability to advertise to inbound travelers/visitors. This degrades its ability to increase national awareness of direct flights to the Island, particularly via its cooperative work with the VCB. Each program element would be cut proportionately if only partially funded. It is crucial for HHH to demonstrate to airline partners that our destination and airport are committed partners. Full funding will help maintain current routes and open the possibility for expanded air service options.

4. What is expected economic impact and benefit to the Island's tourism? (100 words or less)

The airport's economic impact surged from \$166 million in 2018 to \$415 million in early 2020. Despite a 2023 dip, passenger numbers are recovering. Continued growth is expected with sustained marketing funding. Key benefits include:

1. Air tourists spend more daily than drive-in visitors
2. Reduced revenue leakage to other states
3. Increased business for local shops, restaurants, and accommodations
4. Higher accommodation tax collection

5. In order to comply with the State's Tourism Expenditure Review Committee annual reporting requirements, **please classify your current grant request into the following authorized**

categories:

1 - Destination Advertising/Promotion <i>Advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity.</i>	100 %
2 - Tourism-Related Events <i>Promotion of the arts and cultural events.</i>	0 %
3 - Tourism-Related Facilities <i>Construction, maintenance and operation of facilities for civic and cultural activities including construction and maintenance of access and other nearby roads and utilities for the facilities.</i>	0 %
4 - Tourism-Related Public Services <i>The criminal justice system, law enforcement, fire protection, solid waste collection and health facilities when required to serve tourists and tourist facilities. This is based on the estimated percentage of costs directly attributed to tourist. Also includes public facilities such as restrooms, dressing rooms, parks and parking lots.</i>	0 %
5 - Tourist Public Transportation <i>Tourist shuttle transportation.</i>	0 %
6 - Waterfront Erosion/Control/Repair <i>Control and repair of waterfront erosion.</i>	0 %
7 - Operation of Visitor Information Centers <i>Operating visitor information centers.</i>	0 %
Total:	100 %

6. If not covered elsewhere in the application, please describe (a) how the organization will collaborate with other organizations to enhance tourism efforts, and (b) provide a venue or service not otherwise available to visitors to the Town of Hilton Head Island. (250 words or less)

To maximize the effectiveness of awarded ATAX funds, the airport will continue key local partnerships.

Visitor and Convention Bureau

- Our largest spend; cooperative marketing.
- Visitor Guide ad, website ads, digital marketing efforts.
- Emphasis on easy travel right to the island – *skip the drive*.
- Creative new opportunities developed with VCB team.

Heritage Classic Foundation

- Coordinate with PGA travel to highlight **HHH** as airport of choice.
- Free parking for player BMWs (both sides of airport).
- Airport sponsored the Lighthouse Club Observation Deck (non-ATAX) and staffed the venue to ensure awareness of the airport.

HHI Motoring Event/Concours D' Elegance

- HHH hosts the Flights & Fancy Gala and the Aero Expo – these events are a unique opportunity to showcase the airport.
- Gala features exciting “hot laps” *on the taxiways* in high-performance vehicles. This is the only possible venue on the island for this once-in-a-lifetime experience.

The airport continues to seek collaborative partnerships with the Mitchelville Preservation Project, the Town’s Office of Cultural Affairs, and the Public Art Program of the Community Foundation of the Lowcountry. The new terminal is a crucial opportunity for these cultural, art, and history possibilities.

HHH is the only airport on the island, and it affords tourists the unique ability to arrive so close to their ultimate destination. The terminal project will enhance this experience and complement the great events and experiences that are available on the island. The Airport understands its role and is focused on delivering the best experience possible for tourists who choose air travel.

7. Additional comments. (250 words or less)

The ongoing (but slowly improving) pilot shortage has reduced available airline seats, highlighting the need to maximize occupancy and increase capacity. Key points:

1. Airlines respond to market demand; ATAX-funded efforts drive awareness of direct flight options.
2. Our goal: Position Hilton Head Island as a desirable destination for increased airline offerings.
3. Maintaining a strong presence in key inbound markets is crucial for route success and revenue generation.
4. Community support, including ATAX funds and partnerships, is essential for this expensive but necessary marketing effort.
5. A thriving airport with cooperative marketing helps repatriate revenues lost to other areas.
6. Increased visitor time on the island boosts overall spending.
7. Using ATAX funds to market airline services demonstrates the community's commitment, which airlines value highly.

C. FUNDING:

-
1. Please describe how the organization is currently funded. (100 words or less)

Airport operations are funded exclusively by airport revenues through airline leases and fees, concessions fees (tenant businesses such as repair facilities, rental cars, flight schools), user fees, parking revenue, hangar rentals, aviation fuel sales, and other tenant businesses. **There are no local tax dollars funding airport operations.**

The Airport receives Federal Aviation Administration and South Carolina Aeronautics Commission funding for capital improvements projects that are related to the airfield capacity and safety. These funds CANNOT be used for marketing efforts.

2. Please also estimate, as a percentage, the source of the organization's total annual funding.

<u>5</u>	Government Sources	<u> </u>	Private Contributions, Donations and Grants
<u> </u>	Corporate Support, Sponsors	<u> </u>	Membership, Dues, Subscriptions
<u>95</u>	Ticket Sales, or Sales and Services	<u> </u>	Other

3. Has the organization requested other ATAX or any other funding from other public sources or organizations?

Yes X No

If so, please list top 3 sources and amounts.

FAA BIL Funding (Restricted to Terminal Project)	\$5,000,000.00
FAA BIL Funding (Restricted to Taxiway Rehab Project)	\$3,000,000.00
Beaufort County Local HTAX	\$30,000.00

D. FINANCIAL INFORMATION:

Fiscal Year Disclosure: Start Month: **July** End Month: **June**

Financial Statement Requirements:

1. The upcoming fiscal year's **operating budget** for the organization.

Budget Provided: **Yes**

2. The previous two fiscal years and current year-to-date **profit and loss reports** for the organization.

Current fiscal year Profit Loss Report Provided: **Yes**

Previous fiscal year Profit Loss Reports Provided:

2022- Previous FY 1
2021- Previous FY 2
2024- Previous FY 1

3. The previous two fiscal years and current year-to-date **balance sheets**.

Current fiscal year Balance Sheet Provided: **Yes**

Previous fiscal year Balance Sheets Provided:

2022 - Previous FY 1
2021 - Previous FY 2
2022 - Previous FY 1

4. The previous two years and current year **IRS Form 990 or 990T**.

Current year IRS Form 990 or 990T Provided: **Yes**

Previous IRS Form 990 or 990T Years Provided:

2023 - Previous FY 1
2022 - Previous FY 2

E. FINANCIAL GUARANTEES AND PROCEDURES:

1. Provide a copy of the **official minutes** wherein the organization approves the submission of this application.

An official set of minutes have been attached to this application.

2. Indicate whether your organization follows Town procurement guidelines or has its own procurement guidelines which are utilized and followed in the expenditure of ATAX grant funds.

- Follow Town procurement guidelines
- Utilize and follow organization's own procurement guidelines
- Our organization does not have or follow procurement guidelines

F. MEASURING EFFECTIVENESS:

If you received 2023 or 2024 HHI ATAX funds

1. List any ATAX award amounts received in 2023 and/or 2024.

2021	\$165,000.00	Air Service Destination Marketing
2022	\$160,000.00	Air Service Destination Marketing
2022	\$160,000.00	Air Service Destination Marketing
2023	\$155,000.00	Air Service Destination Marketing
2024	\$150,000.00	Air Service Destination Marketing

2. How were the ATAX funds used? To what extent were the objectives achieved? The ATAX Effectiveness Measurement spreadsheet available in the application portal will show the numerics. Use the space below for verbal comments. (200 words or less)

The 2024 ATAX program promoted air service to Hilton Head Island Airport (HHH), focusing on nonstop and key connecting cities. This initiative aimed to boost awareness of direct flights and encourage bookings to the island.

Collaborating with the Visitors & Convention Bureau (VCB), the campaign targeted travel seekers in the Midwest, Northeast, and all nonstop destinations. The digital program utilized display ads, paid social media, and search engine marketing (SEM) to reach potential visitors.

Leveraging first-party travel search data, the campaign aimed to convert interested travelers to book HHH over competitive destinations or airports. Digital ads were run through Sojern and Weather.com, while funds ensured airport exposure in key visitor guides and websites.

The program's success was evidenced by increases in flight bookings, total passenger boardings, rental car usage, and other metrics detailed in the attached report. Without ATAX funding, this valuable partnership to promote flying directly to Hilton Head Island would not be possible.

3. What impact did this have on the success of the organization/event and how did it benefit the community? (200 words or less)

ATAX funds have significantly contributed to the airport's success and community benefits:

- \$417 million annual economic impact from airport activity
 - Includes visitor spending, job creation, and salaries
- Substantial increase in arriving passengers since ATAX funding began

- Passenger growth has created employment opportunities at the airport and in the community

- Sustained passenger growth allows the airport to continue to plan for future improvements

- Survey findings:

- 81% of travelers expressed interest in staying an extra night if direct flights were available

Key takeaways:

1. Direct flights could potentially increase island revenue through more hotel nights, local dining, shopping, rental cars, and excursions
2. Continued advertising to visitors is crucial for attracting inbound passengers, especially in competitive markets
3. Sustained ATAX support is vital for ensuring continued passenger growth and community benefits. Current advertising would not be sustainable without ATAX support.

4. How does the organization measure the effectiveness of both the overall activity and of individual programs? (200 words or less)

Program Effectiveness:

- Measured by increases in passengers, rental cars, taxis, parking, rideshare, and terminal concessions
- All metrics improved year-over-year from 2023 to 2024

Campaign Evaluation:

- Based on digital reporting statistics from specific platforms
- Allows for real-time adjustments based on interim feedback

2022 Survey Insights (New survey planned, timing TBD):

1. Airport perception:

- 59% reported improved perception of HHH over past 10 years|
- 26% no change, 15% more negative

2. Direct flight impact:

- 81% interested in extra night on HHI if direct flights available
- Highlights importance of continued advertising

3. HHH preferences:

- 84% interested in using HHH despite higher fares, considering savings on driving/parking/shuttles
- 94% of residents prefer booking from HHH vs. driving to another airport

These insights continue to inform advertising decisions, emphasizing the value of direct flights and local airport usage.

G. EXECUTIVE SUMMARY

Provide an executive summary using the "ATAX Effectiveness Measurement" form provided via the link on the left, or by utilizing the text area provided below to report uses of the organization's prior ATAX grant, if applicable. If creating your own format, please refer to the "ATAX Effectiveness Measurement" form and use the criteria as a guideline in developing your executive summary below. *(1300 words or less)*

An ATAX Effectiveness Measurement form has been attached to this application.

Signature: Jon P Rembold

Title/Position:

Mailing Address: 26 Hunter Rd, Hilton Head Island, SC 29926

Email Address: jrembold@bcgov.net

Office Phone Number:

Home Phone Number:

ATAX EFFECTIVENESS MEASUREMENT

Please refer to the SAMPLE ATAX Effectiveness Measurement Form for examples. When completing this form, please expand, contract, or add to the sections as needed (but contain the form to a total of approximately 2 pages). You may choose to use your own format instead of this form, and if doing so, please use the criteria below as a guideline. Regardless of format, each applicant should choose how they measure degree of success. Applicants need to explain why this is an effective measurement technique that reflects results and how that relates to the objective.

TOPIC/Partner or Vendor in Advertising	THE PLAN	BUDGET	ACTUAL SPENT	RESULTS
Hilton Head Island VCB/Chamber Website Program	2024 Chamber/VCB Website Advertising - Aimed at showcasing the Airport's increased offerings to all visitors of the VCB website, namely inbound travelers and potential island visitors. Website Advertising - \$9,965 Total (Retail \$12,000+) -Our Island section & Offers Section -on Visit Hilton Head plus See& Do on visitbluffton.com	\$ 9,965.00	\$ 9,965.00	We are awaiting reporting on 2024 website program stats, but feel that the inclusion of HHH on the Visit Hilton Head website(s) is imperative as we continue to work to educate travelers that there are multiple flight options right to the island's airport and that the need to fly to SAV has lessened over the past 3-4 years. This program ensure placement and impact on potential HHI travelers.
Total		\$ 9,965.00	\$ 9,965.00	

TOPIC/Partner or Vendor in Advertising	THE PLAN	BUDGET	ACTUAL SPENT	RESULTS
Hilton Head Island VCB/Chamber Co-Op INBOUND ad targeting	2024 Digital Marketing Campaign - Co-op program for inbound advertising to target potential visitors to HHI, and encourage them to fly to Hilton Head Island Airport vs. another airport option. Program investment: \$100,000 (\$96,635 through ATAX) Targeting: • DCA, BOS, PHL, PIT, CMH, CLE, CAK, CVG, IND, STL, ATL, Marketing Channels: • Paid Media • Brand and Category Search • Paid social advertising and boosting • GDN Display/Bing and Remarketing • Integrated Campaign Landing Page OBJECTIVES: 1. Increase awareness and interest in travel to Hilton Head Island target visitor markets. 2. Highlight Hilton Head Island's accessibility through direct flights and one-stop connecting flights right to the island. 3. Drive qualified traffic to the campaign landing page to facilitate trip booking and awareness of Hilton Head Island in new fly markets. Inspire desire to travel to Hilton Head Island and Bluffton. Encourage trip planning in all core drive and flight markets – consumer direct, trade, media, etc. Focused media efforts to drive maximum awareness in all core feeder markets. Push to integrate new HHH Airport branding into perspective of inbound travelers and position the travelers as viewing HHH as the airport located ON Hilton Head Island.	\$ 96,635.00	\$ 96,635.00	The 2024 program is essentially a follow through from successful 2022 and 2023 partnership, to continue reach into market and awareness of travel options to HHH via the VCB/Island marketing programs. Program also ensures HHH inclusion in VCB efforts, which is important to airport and region. July programming timed with Airport's rebranding efforts - to highlight new brand of airport and include logo update. Reach travelers and ensure they know that HHH is located ON Hilton Head Island and that all efforts encourage visitors to check flight options to HHH. Sample reporting from March-May 2024 of the program is as follows: March - June 2024 - Sample of reporting to date. LANDING PAGE PERFORMANCE Page Views: 50,142 Avg. Time on Page: 1m 19 sec Partner Clicks: 20,811 Engagement Rate: 79.67% Data reveals a significant increase in performance metrics year-over-year (YoY). Page views increased a remarkable 308% YoY. Partner referrals also saw a surge of 584% YoY. Google CPC accounted for 80% of total page views and the majority of the increase in partner referrals originated from Google CPC, which saw a 646% YoY increase. Additionally, the Google HHI airport search campaign achieved a 68% increase in page views YoY. Overall, Google CPC accounted for 80% of total page views, reflecting a 392% YoY increase. Paid social channels effectively engaged users, resulting in a 61% increase in page views and a 694% increase in engaged sessions YoY. PAID SOCIAL Impressions: 1,515,429 Reach: 417,234 Link Clicks: 10,587 CTR: 1.57% The campaign successfully generated significant awareness and consideration, achieving its traffic-based objectives within a limited budget. Key performance indicators include: Over 1.5 million impressions delivered - More than 10,500 link clicks, resulting in individual website visits - Cost-per-click of \$0.32 To combat potential creative fatigue and further improve performance, we're updating copy and visuals. This refresh is expected to boost click-through rates and increase website sessions. GOOGLE CAMPAIGN Performance Max - CTR: 8.31% Conversions: 26,487.57 Conversion Rate: 40.73% SEARCH - Conversions: 2,920.50 Conversion Rate: 55.39% The 2024 campaign demonstrated strong performance, with notable improvements over 2023: • Over 29,000 conversions, primarily Partner Click Offs • 7% increase in overall spend compared to 2023 • Significant year-over-year improvements: - 180% increase in impressions - 130% increase in clicks - 50% increase in conversions - 54% decrease in Cost Per Click (CPC) - 28% decrease in Cost Per Conversion Key trends: • Month-over-month increases in conversions with stable spending • Growing interest as summer vacation planning approached
Total		\$ 96,635.00	\$ 96,635.00	

TOPIC/Partner or Vendor in Advertising	THE PLAN	BUDGET	ACTUAL SPENT	RESULTS																																																																																																		
The Weather Channel	Inbound targeting on weather.com/Weather Channel - Program in coordination with local WJCL station - serving ads to out markets, via partnership with weather.com -- digital programing promoting HHH on weather.com in key cities - as noted in results section. Monthly rotations of key cities, including NY, Boston, Ohio, etc. markets. Stats shown to right in photo.	\$ 9,000.00	\$ 9,000.00	<table border="1"> <thead> <tr> <th>DATES</th> <th>BANNER SIZES</th> <th>TOTAL CLICKS PER MONTH</th> <th>CLICK THROUGH RATE PER MONTH</th> <th>BANNER SIZES</th> <th>TOTAL CLICKS PER MONTH</th> <th>CLICK THROUGH RATE PER MONTH</th> </tr> </thead> <tbody> <tr> <td>23-Jun</td> <td>728x90</td> <td>552</td> <td>1.35%</td> <td>300x250</td> <td>146</td> <td>0.24%</td> </tr> <tr> <td>23-Jul</td> <td>728x90</td> <td>66</td> <td>0.16%</td> <td>300x250</td> <td>107</td> <td>0.17%</td> </tr> <tr> <td>23-Aug</td> <td>728x90</td> <td>382</td> <td>0.54%</td> <td>300x250</td> <td>98</td> <td>0.16%</td> </tr> <tr> <td>23-Sep</td> <td>728x90</td> <td>596</td> <td>0.85%</td> <td>300x250</td> <td>92</td> <td>0.15%</td> </tr> <tr> <td>23-Oct</td> <td>728x90</td> <td>479</td> <td>0.68%</td> <td>300x250</td> <td>101</td> <td>0.17%</td> </tr> <tr> <td>23-Nov</td> <td>728x90</td> <td>400</td> <td>0.57%</td> <td>300x250</td> <td>103</td> <td>0.17%</td> </tr> <tr> <td>23-Dec</td> <td>728x90</td> <td>287</td> <td>0.41%</td> <td>300x250</td> <td>99</td> <td>0.16%</td> </tr> <tr> <td>24-Jan</td> <td>728x90</td> <td>124</td> <td>0.18%</td> <td>300x250</td> <td>100</td> <td>0.16%</td> </tr> <tr> <td>24-Feb</td> <td>728x90</td> <td>125</td> <td>0.18%</td> <td>300x250</td> <td>105</td> <td>0.17%</td> </tr> <tr> <td>24-Mar</td> <td>728x90</td> <td>1944</td> <td>2.76%</td> <td>300x250</td> <td>91</td> <td>0.15%</td> </tr> <tr> <td>24-Apr</td> <td>728x90</td> <td>781</td> <td>1.11%</td> <td>300x250</td> <td>95</td> <td>0.16%</td> </tr> <tr> <td>24-May</td> <td>728x90</td> <td>761</td> <td>1.07%</td> <td>300x250</td> <td>97</td> <td>0.16%</td> </tr> <tr> <td>TOTALS</td> <td></td> <td>6497</td> <td>avg ctr % : .82%</td> <td></td> <td>1234</td> <td>avg ctr % : .17%</td> </tr> </tbody> </table>	DATES	BANNER SIZES	TOTAL CLICKS PER MONTH	CLICK THROUGH RATE PER MONTH	BANNER SIZES	TOTAL CLICKS PER MONTH	CLICK THROUGH RATE PER MONTH	23-Jun	728x90	552	1.35%	300x250	146	0.24%	23-Jul	728x90	66	0.16%	300x250	107	0.17%	23-Aug	728x90	382	0.54%	300x250	98	0.16%	23-Sep	728x90	596	0.85%	300x250	92	0.15%	23-Oct	728x90	479	0.68%	300x250	101	0.17%	23-Nov	728x90	400	0.57%	300x250	103	0.17%	23-Dec	728x90	287	0.41%	300x250	99	0.16%	24-Jan	728x90	124	0.18%	300x250	100	0.16%	24-Feb	728x90	125	0.18%	300x250	105	0.17%	24-Mar	728x90	1944	2.76%	300x250	91	0.15%	24-Apr	728x90	781	1.11%	300x250	95	0.16%	24-May	728x90	761	1.07%	300x250	97	0.16%	TOTALS		6497	avg ctr % : .82%		1234	avg ctr % : .17%
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Total		\$ 9,000.00	\$ 9,000.00																																																																																																			

TOPIC/Partner or Vendor in Advertising	THE PLAN	BUDGET	ACTUAL SPENT	RESULTS
SERG Restaurant Group	BackCover, Targeting Visitors in the dining guide	\$ 4,400.00	\$ 4,400.00	170,000 printed, and distributed to visitors in more than 130 prime high-traffic locations throughout the Lowcountry: HHI airport, premium hotels, timeshares, rental check-in areas, grocery stores & more. This is a static item, so tracking is difficult, but we have heard travelers mention the presence. .
Total		\$ 4,400.00	\$ 4,400.00	

ATAX EFFECTIVENESS MEASUREMENT

TOPIC/Partner or Vendor in Advertising	THE PLAN	BUDGET	ACTUAL SPENT	RESULTS
Sojern Inbound Advertising - Targeting Travels that are seeking new flights	Targeting Travels that are seeking new flights and currently searching	\$ 30,000.00	\$ 30,000.00	<i>When possible, provide planned results vs. actual results, and/or current year vs. prior year results.</i> Funded by ATAX in 2024. Program targeting key visitor regions, by using 1st party booking data to show ads to those that have searched for travel in the past days, but not yet converted to book a flight from another facility. Program also targets travelers interested in destinations similar to HHI. Reporting includes top search trends based on airline data, hotel data and Online travel agency data.
Total		\$ 30,000.00	\$ 30,000.00	

Total Budget to Actual \$ 150,000.00 \$ 150,000.00

MINUTES

Beaufort County Airports Board

February 22, 2024 | 1:30 pm | Meeting called to order by Chairman Howard Ackerman

ATTENDANCE

Present: Howard Ackerman, Chris Butler, Anne Esposito, Mark Bailey, Nick Mesenburg, Thomas Sheahan, David Nelems, Rich Sells, and Jim Starnes

Absent: Leslie Adlam Flory and Brian Turrisi

County Staff: Jon Rembold, Airports Director; Stephen Parry, Deputy Airports Director; Eric Townsend, Airport Manager; and Rocio Rexrode, Administrative Specialist.

Public: Judy Elder, Talbert, Bright and Ellington, Inc.

AGENDA ADOPTION

Chris Butler made a motion to adopt the February 22, 2024, BCAB meeting agenda. Rich Sells seconded the motion. All were in favor and the motion passed.

APPROVAL OF MINUTES

Rich Sells made a motion to approve the January 18, 2024, BCAB meeting minutes. Anne Esposito seconded the motion. All were in favor and the motion passed.

PUBLIC COMMENT

There were no Public Comments

DIRECTOR'S REPORT

- **DEPARTMENT UPDATE:**

New Staff: Jon Rembold welcomed a new ARW staff member, Aviation Line Service Tech, Robert Bass.

Robert is currently serving with the Army National Guard as a Combat Engineer and is looking to fly with the Navy in the future.

New Vehicles: Rembold informed that the Airport acquired a couple of new vehicles. An F-250 with toolboxes on the back for maintenance and an electric vehicle (EV). He said the EV is stationed at the ARFF, so the team doesn't have to drive around the enormous fire trucks.

Altitude Academy Donation: Rembold reported that the event was held at the ARW and was the formal \$1,500.00 check presentation to the organization. He said that Board Members Nick Mesenburg and Chris Butler attended the presentation and appreciate their participation.

DiSC Assessment and Workshop: Rembold informed that all County staff is taking the assessment and attending a workshop, and the Airport staff has completed both. He observed that the "D" category was dominant among the airport staff.

Chamber Leadership 2024 Class Airport Tour: Rembold mentioned that three leadership class members had an opportunity to tour the Tower and take a ride in one of the ARFF firetrucks. He added that some additional class members will be touring the airport next week.

Tenant Appreciation: Rembold commented that every tenant got donuts for Valentine's Day, and it was a nice way to show appreciation.

Terminal Improvement Project Updates: Rembold shared a video and before and after photos of the worksite. He stated that the next big step would be the removal of the canopies in front of the building in preparation for the passenger loading/unloading lanes. He observed that the canopies would come down one at a time to keep an entrance always open.

Airports' Business Update:

- **BIL Grant:** Rembold shared that the Airport was awarded a 5-million-dollar grant through the BIL ATP program.
- **SCAC Conference:** Rembold mentioned that they (Jon, Steve, and Eric) were able to meet with FAA staff to review and discuss all the current projects. Rembold said they participated in an airport staff-only roundtable. He expressed it was a great opportunity to exchange ideas and learn how other airports operate.
- **RBC Heritage Presented by Boeing:** Rembold informed that the Airport is a \$30K sponsor in the tournament and hopes to be a sustaining sponsor at that level. He said SCASD grant money is available for this year and next year. He stated it would be great local and national exposure for HXD. He mentioned the package includes airport branding on the golf course, a booth, and branding inside the terminal.
- **Hangar Inspections - HXD:** Rembold said the HXD hangars underwent detailed inspections. He informed that storage violations will be addressed. He mentioned that the inspections are done several times per year.
- **FAA Reauthorization:** Rembold stated that it is not finalized. He said 4 billion in AIP funding is available.
- **Air Service Data:** Rembold stated that the Consultants made a comparison between SAV and HXD's top 20 destinations, and the average fare in HXD is going down \$11.00 while the SAV fare has gone up \$20.00. He said the Consultant provided market share information, which helps with target advertising.
- **Billboard and New Commercial:** Rembold informed that a billboard was installed along Hwy 278 in Bluffton. He stated the billboard is paid for with SCASD funding. Rembold announced that the new first-class TV commercial will play on national television during the tournament - RBC Heritage Presented by Boeing.

- **April Meeting:** Rembold informed that due to the RBC Heritage Presented by Boeing, the April meeting will be held on the 25th, the 4th Thursday of the month.

UNFINISHED BUSINESS

There was no Unfinished Business.

NEW BUSINESS – ACTION ITEMS

1. HILTON HEAD ISLAND AIRPORT (HXD) - RECOMMENDATION TO APPLY FOR TOWN OF HILTON HEAD ISLAND ACCOMMODATIONS TAX GRANT FOR TOURISM MARKETING

Jim Starnes made a motion to approve a recommendation to apply for the Town of Hilton Head Island Accommodations Tax Grant for Tourism Marketing. Mark Bailey seconded the motion. All were in favor and the motion passed.

2. RECOMMENDATION TO APPLY FOR COUNTY HOSPITALITY TAX GRANT FOR TOURISM MARKETING (HXD) AND INFRASTRUCTURE (ARW)

Jim Starnes made a motion to approve a recommendation to apply for the County Hospitality Tax Grant for Tourism Marketing (HXD) and Infrastructure (ARW). Nick Mesenburg seconded the motion. All were in favor and the motion passed.

CHAIRMAN UPDATE

Howard Ackerman reminded Board members that a new Chairman must be elected at the April Board meeting. It was mentioned that term limits require a new Chairman to be elected after a maximum of two consecutive one-year terms. It was noted that this is Ackerman's 2nd year as Chairman; thus, another Board member must now fill the position, and the new Chair must be a Board member who occupies a seat from North of the Broad.

COMMITTEE REPORTS

1. Finance Committee

Members: Howard Ackerman (Chair), Chris Butler, Tom Sheahan, and Brian Turrisi.

The Committee had nothing new to report this month. They will keep the board informed of any new developments.

2. Communications and Marketing Committee

Members: Anne Esposito (Chair), Howard Ackerman, and Leslie Adlam Flory.

The Committee had nothing new to report this month. They will keep the board informed of any new developments.

3. Passenger Service Committee

Members: Leslie Adlam Flory (Chair), David Nelems, Jim Starnes, and Tom Sheahan

The Committee had nothing new to report this month. They will keep the board informed of any new developments.

4. ARW Facilities Use and Improvement Committee

Members: Chris Butler (Chair), Mark Bailey, David Nelems, Jim Starnes, and Nick Mesenburg
The Committee had nothing new to report this month. They will keep the board informed of any new developments.

5. The HHI Airport Improvement Committee (HXD)

Members: Brian Turrisi (Chair), Howard Ackerman, Rich Sells, Chris Butler, and Anne Esposito
Howard Ackerman commented on the meeting that was held with the ExecAir tenants a few weeks ago. He said it was a well-attended, productive meeting. He recommended having similar meetings twice a year.

PUBLIC COMMENT

There were no Public Comments.

ADJOURNMENT

The motion to adjourn the public portion of the meeting was made at 2:20 p.m. It passed unanimously.

NEXT MEETING

March 21, 2024 | 1:30 pm

Town of Hilton Head Island, 1 Town Center Ct., Hilton Head Island, SC 29928

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EXECUTIVE SESSION

1. PURSUANT TO S.C. CODE SEC. 30-4-70(A)(2): RECEIPT OF LEGAL ADVICE WHERE THE ADVICE RELATES TO PENDING, THREATENED, OR POTENTIAL CLAIMS THAT ARE COVERED BY THE ATTORNEY-CLIENT PRIVILEGE (HILTON HEAD ISLAND AIRPORT)

HILTON HEAD AIRPORT FISCAL YEAR 2025 BUDGET

	ORG	OBJ	ACCOUNT DESCRIPTION	FY2025 BUDGET
REVENUES				
	10001110	42200	CABLE TV FRANCHISES	\$ 20,000
	10001110	43680	TOWN OF HILTON HEAD REVENUES	160,000
	10001110	43780	FEDERAL GRANT FUNDS	50,000
	10001110	44840	RAMP FEES	674,219
	10001110	44850	PARKING FEES	170,000
	10001110	44860	TAXI/LIMO FEES	10,800
	10001110	44890	FIREFIGHTING FEES-OTHERS	478,212
	10001110	44895	SECURITY FEES (AIRLINES)	282,909
	10001110	44896	SECURITY REVENUE (BADGES)	11,900
	10001110	47010	MISCELLANEOUS REVENUES	80,000
	10001110	47100	FBO - GROUND LEASE	71,900
	10001110	47105	FBO - CONCESSIONS	35,000
	10001110	47110	FBO - FUEL FLOW	682,900
	10001110	47120	RENT -AIRLINE /COMMON	766,518
	10001110	47121	RENT -AIRLINE / ASSIGNED SPACE	344,672
	10001110	47130	RENTAL CARS - COUNTER	21,100
	10001110	47131	RENTAL CARS -READY SPACES	25,000
	10001110	47132	RENTAL CARS - COMMISSION	910,800
	10001110	47140	RENT -SNACK BAR/GIFT SHOP	37,300
	10001110	47150	RENT -ADVERTISING SPACE	44,700
	10001110	47180	FLIGHT TRAINING COMMISSIONS	4,600
	10001110	47190	OPERATING AGREEMENTS (3%)	34,700
	10001110	47210	RENTAL CO PROPERTY	142,100
	10001110	47220	HANGAR RENTAL	153,900
	10001110	47230	HANGAR RENTAL - 60 X 52	60,200
	10001110	47240	HANGAR RENTAL - 80 X 80	<u>28,200</u>
			TOTAL REVENUES	\$ 5,301,630

HILTON HEAD AIRPORT FISCAL YEAR 2025 BUDGET (continued)

EXPENSES				
10001110	50020	SALARIES AND WAGES		1,213,491
10001110	50060	OVERTIME		114,700
10001110	50100	EMPLOYER FICA		82,348
10001110	50110	EMPLOYER MEDICARE		19,259
10001110	50120	EMPLOYER SC RETIREMENT		137,946
10001110	50130	EMPLOYER PO RETIREMENT		98,162
10001110	50140	EMPLOYER GROUP INSURANCE		172,768
10001110	51000	ADVERTISING		440,000
10001110	51010	PRINTING		500
10001110	51030	POSTAGE		500
10001110	51040	LICENSES/PERMITS		500
10001110	51041	SWU FEES		34,000
10001110	51050	TELEPHONE/COMMUNICATION		15,500
10001110	51060	ELECTRICITY		135,000
10001110	51070	WATER/SEWER/GARBAGE		14,000
10001110	51110	MAINTENANCE CONTRACTS		33,600
10001110	51110	MAINTENANCE CONTRACTS		8,900
10001110	51110	MAINTENANCE CONTRACTS		82,500
10001110	51110	MAINTENANCE CONTRACTS		25,000
10001110	51110	MAINTENANCE CONTRACTS		30,000
10001110	51120	EQUIPMENT MAINTENANCE		1,150
10001110	51120	EQUIPMENT MAINTENANCE		150
10001110	51120	EQUIPMENT MAINTENANCE		5,725
10001110	51120	EQUIPMENT MAINTENANCE		225
10001110	51120	EQUIPMENT MAINTENANCE		2,750
10001110	51130	REPAIRS TO BUILDINGS		75,000
10001110	51150	RENTALS		2,500
10001110	51160	PROFESSIONAL SERVICES		0
10001110	51160	PROFESSIONAL SERVICES		193,200
10001110	51160	PROFESSIONAL SERVICES		54,400
10001110	51160	PROFESSIONAL SERVICES		50,900
10001110	51160	PROFESSIONAL SERVICES		9,800
10001110	51160	PROFESSIONAL SERVICES		437,500
10001110	51170	NON-PROFESSIONAL SERVICES		300,000
10001110	51300	VEHICLE MAINT SERVICES		1,300
10001110	51300	VEHICLE MAINT SERVICES		3,700
10001110	51300	VEHICLE MAINT SERVICES		10,000
10001110	51310	DUES & SUBSCRIPTIONS		10,000
10001110	51320	TRAINING & CONFERENCES		0
10001110	51320	TRAINING & CONFERENCES		8,500
10001110	51320	TRAINING & CONFERENCES		10,500
10001110	51320	TRAINING & CONFERENCES		2,000
10001110	51320	TRAINING & CONFERENCES		1,500
10001110	51500	VEHICLE INSURANCE		7,500
10001110	51510	BLDG/CONTENTS INSURANCE		55,000
10001110	51540	INSURANCE - OTHER		27,000
10001110	51990	MISC. EXPENDITURES		5,000
10001110	52010	SUPPLIES & MATERIALS		3,900
10001110	52010	SUPPLIES & MATERIALS		5,700
10001110	52010	SUPPLIES & MATERIALS		1,000
10001110	52010	SUPPLIES & MATERIALS		9,400
10001110	52010	SUPPLIES & MATERIALS		0
10001110	52050	UNIFORMS		500
10001110	52050	UNIFORMS		4,000
10001110	52050	UNIFORMS		2,000
10001110	52050	UNIFORMS		500
10001110	52500	FUELS/LUBRICANTS		20,000
10001110	53010	BOND INTEREST		52,300
10001110	54200	CAPITAL EQUIPMENT		706,556
10001110	57999	LOCAL GRANT MATCH		160,000
10001110	58500	DEPRECIATION EXPENSE		401,800
		TOTAL EXPENSES	\$	5,301,630
		Revenue Total	\$	5,301,630
		Expense Total	\$	5,301,630
		Grand Total Balanced Budget	\$	-

**HXD STATEMENT OF NET POSITION PROPRIETARY
FUNDS
JUNE 30, 2023**

Current assets:	
Cash and cash equivalents	\$ 15,612
Receivables, operating	463,498
Receivables, federal and state grants	517,656
Lease receivable	87,930
Inventories	
Total current assets	1,084,696

Non-current assets:	
Lease receivable	920,647
Capital assets	54,449,837
Accumulated depreciation	(12,311,912)
Total non-current assets	43,058,572
Total assets	44,143,268

DEFERRED OUTFLOWS OF RESOURCES

Pension	379,601
Total deferred outflows of resources	379,601

Total assets and deferred outflows of	
	\$ 44,522,869

LIABILITIES

Current liabilities:	
Account payable	\$ 150,213
Accrued payroll	16,671
Accrued compensated absences	6,789
Current portion - due to debt service fund	188,167
Total current liabilities	361,840

Non-current liabilities:	
Accrued compensated absences	41,700
Net pension liability	1,937,465
Advances from other funds	3,420,811
Due to debt service fund	2,048,920
Total non-current liabilities	7,448,896
Total liabilities	7,810,736

DEFERRED INFLOWS OF RESOURCES

Lease receipts	1,008,577
Pension	67,637
Total deferred inflows of resources	1,076,214

NET POSITION

Investment in capital assets	42,137,925
Unrestricted (deficit)	(6,502,006)
Total net position	35,635,919

Total liabilities, deferred inflows of resources, and net position	
	\$ 44,522,869

The accompanying notes are an integral part of these financial statements

BEAUFORT COUNTY, SOUTH CAROLINA

**STATEMENT OF NET POSITION
PROPRIETARY FUNDS
JUNE 30, 2022**

	Business-Type Activities - Enterprise Funds				Totals	Internal
	Stormwater Utility	Beaufort Executive Airport	Hilton Head Airport	Solid Waste and Recycling		Service Fund Garage
ASSETS						
Current assets:						
Cash and cash equivalents	\$ 18,490,060	\$ 250	\$ -	\$ 2,854,440	\$ 21,344,750	\$ 165,048
Receivables, operating	112,280	46,402	424,899	76,835	660,416	13,754
Receivables, federal and state grants	-	-	1,413,963	-	1,413,963	-
Lease receivable	-	31,055	86,332	-	117,387	-
Inventories	190,673	63,326	-	-	253,999	-
Total current assets	18,793,013	141,033	1,925,194	2,931,275	23,790,515	178,802
Non-current assets:						
Lease receivable	-	444,012	1,008,877	-	1,452,889	-
Capital assets	6,434,695	5,822,705	51,153,571	3,496,936	66,907,907	445,159
Accumulated depreciation	(3,877,117)	(1,373,289)	(11,899,882)	(2,287,293)	(19,437,581)	(430,333)
	2,557,578	4,893,428	40,262,566	1,209,643	48,923,215	14,826
Total assets	21,350,591	5,034,461	42,187,760	4,140,918	72,713,730	193,628
DEFERRED OUTFLOWS OF RESOURCES						
Pension	449,265	46,228	318,699	432,500	1,246,692	-
Total deferred outflows of resources	449,265	46,228	318,699	432,500	1,246,692	-
Total assets and deferred outflows of resources	\$ 21,799,856	\$ 5,080,689	\$ 42,506,459	\$ 4,573,418	\$ 73,960,422	\$ 193,628
LIABILITIES						
Current liabilities:						
Account payable	\$ 252,362	\$ 49,409	\$ 669,411	\$ 584,659	\$ 1,555,841	\$ 200,196
Accrued payroll	32,441	6,493	14,606	31,031	84,571	1,299
Accrued compensated absences	14,201	258	5,638	6,424	26,521	-
Unearned revenue	-	-	7,392	-	7,392	-
Current portion - due to debt service fund	58,824	-	183,417	-	242,241	-
Total current liabilities	357,828	56,160	880,464	622,114	1,916,566	201,495
Non-current liabilities:						
Accrued compensated absences	87,238	1,582	34,633	39,465	162,918	-
Net pension liability	2,496,013	258,229	1,584,911	2,415,927	6,755,080	-
Advances from other funds	-	920,774	5,496,780	-	6,417,554	-
Due to debt service fund	4,882,352	-	2,237,088	-	7,119,440	-
Total non-current liabilities	7,465,603	1,180,585	9,353,412	2,455,392	20,454,992	-
Total liabilities	7,823,431	1,236,745	10,233,876	3,077,506	22,371,558	201,495
DEFERRED INFLOWS OF RESOURCES						
Lease receipts	-	475,067	1,095,209	-	1,570,276	-
Pension	467,951	47,893	366,240	448,079	1,330,163	-
Total deferred inflows of resources	467,951	522,960	1,461,449	448,079	2,900,439	-
NET POSITION						
Investment in capital assets	2,557,578	4,893,428	40,262,566	1,209,643	48,923,215	14,826
Unrestricted (deficit)	10,950,896	(1,572,444)	(9,451,432)	(161,810)	(234,790)	(22,693)
Total net position	13,508,474	3,320,984	30,811,134	1,047,833	48,688,425	(7,867)
Total liabilities, deferred inflows of resources, and net position	\$ 21,799,856	\$ 5,080,689	\$ 42,506,459	\$ 4,573,418	\$ 73,960,422	\$ 193,628

The accompanying notes are an integral part of these financial statements

BEAUFORT COUNTY, SOUTH CAROLINA

**STATEMENT OF NET POSITION
PROPRIETARY FUNDS
JUNE 30, 2022**

	Business-Type Activities - Enterprise Funds				Totals	Internal
	Stormwater Utility	Beaufort Executive Airport	Hilton Head Airport	Solid Waste and Recycling		Service Fund Garage
ASSETS						
Current assets:						
Cash and cash equivalents	\$ 18,490,060	\$ 250	\$ -	\$ 2,854,440	\$ 21,344,750	\$ 165,048
Receivables, operating	112,280	46,402	424,899	76,835	660,416	13,754
Receivables, federal and state grants	-	-	1,413,963	-	1,413,963	-
Lease receivable	-	31,055	86,332	-	117,387	-
Inventories	190,673	63,326	-	-	253,999	-
Total current assets	18,793,013	141,033	1,925,194	2,931,275	23,790,515	178,802
Non-current assets:						
Lease receivable	-	444,012	1,008,877	-	1,452,889	-
Capital assets	6,434,695	5,822,705	51,153,571	3,496,936	66,907,907	445,159
Accumulated depreciation	(3,877,117)	(1,373,289)	(11,899,882)	(2,287,293)	(19,437,581)	(430,333)
	2,557,578	4,893,428	40,262,566	1,209,643	48,923,215	14,826
Total assets	21,350,591	5,034,461	42,187,760	4,140,918	72,713,730	193,628
DEFERRED OUTFLOWS OF RESOURCES						
Pension	449,265	46,228	318,699	432,500	1,246,692	-
Total deferred outflows of resources	449,265	46,228	318,699	432,500	1,246,692	-
Total assets and deferred outflows of resources	\$ 21,799,856	\$ 5,080,689	\$ 42,506,459	\$ 4,573,418	\$ 73,960,422	\$ 193,628
LIABILITIES						
Current liabilities:						
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Accrued payroll	32,441	6,493	14,606	31,031	84,571	1,299
Accrued compensated absences	14,201	258	5,638	6,424	26,521	-
Unearned revenue	-	-	7,392	-	7,392	-
Current portion - due to debt service fund	58,824	-	183,417	-	242,241	-
Total current liabilities	357,828	56,160	880,464	622,114	1,916,566	201,495
Non-current liabilities:						
Accrued compensated absences	87,238	1,582	34,633	39,465	162,918	-
Net pension liability	2,496,013	258,229	1,584,911	2,415,927	6,755,080	-
Advances from other funds	-	920,774	5,496,780	-	6,417,554	-
Due to debt service fund	4,882,352	-	2,237,088	-	7,119,440	-
Total non-current liabilities	7,465,603	1,180,585	9,353,412	2,455,392	20,454,992	-
Total liabilities	7,823,431	1,236,745	10,233,876	3,077,506	22,371,558	201,495
DEFERRED INFLOWS OF RESOURCES						
Lease receipts	-	475,067	1,095,209	-	1,570,276	-
Pension	467,951	47,893	366,240	448,079	1,330,163	-
Total deferred inflows of resources	467,951	522,960	1,461,449	448,079	2,900,439	-
NET POSITION						
Investment in capital assets	2,557,578	4,893,428	40,262,566	1,209,643	48,923,215	14,826
Unrestricted (deficit)	10,950,896	(1,572,444)	(9,451,432)	(161,810)	(234,790)	(22,693)
Total net position	13,508,474	3,320,984	30,811,134	1,047,833	48,688,425	(7,867)
Total liabilities, deferred inflows of resources, and net position	\$ 21,799,856	\$ 5,080,689	\$ 42,506,459	\$ 4,573,418	\$ 73,960,422	\$ 193,628

The accompanying notes are an integral part of these financial statements

BEAUFORT COUNTY, SOUTH CAROLINA

**STATEMENT OF NET POSITION
PROPRIETARY FUNDS
JUNE 30, 2021**

	<u>Business-Type Activities - Enterprise Funds</u>		
		<u>Hilton Head Airport</u>	
<u>ASSETS</u>			
Current assets:			
Cash and cash equivalents		\$ -	-
Receivables, operating		1,116,467	-
Receivables, federal and state grants	-	892,240	-
Inventories		-	-
Prepayments	-	3,242	-
Total current assets		<u>2,011,949</u>	
Capital assets		47,455,099	
Accumulated depreciation		(11,807,860)	
		35,647,239	
Total assets		37,659,188	
<u>DEFERRED OUTFLOWS OF RESOURCES</u>			
Pension		355,924	-
Total deferred outflows of resources		<u>355,924</u>	-
Total assets and deferred outflows of resources		<u>\$ 38,015,112</u>	
<u>LIABILITIES</u>			
Current liabilities:			
Account payable		\$ 719,988	
Accrued payroll		61,924	
Accrued compensated absences		5,711	-
Current portion - due to debt service fund	-	178,791	-
Total current liabilities		<u>966,414</u>	
Non-current liabilities:			
Accrued compensated absences		35,085	
Net pension liability		1,900,264	
Advances from other funds		7,177,017	
Due to debt service fund		2,420,506	
Total non-current liabilities		11,532,872	
Total liabilities		12,499,286	
<u>DEFERRED INFLOWS OF RESOURCES</u>			
Pension		36,963	-
Total deferred inflows of resources		<u>36,963</u>	-
<u>NET POSITION</u>			
Investment in capital assets		35,647,239	
Unrestricted (deficit)		(10,168,376)	
Total net position		<u>25,478,863</u>	
Total liabilities, deferred inflows of resources, and net position		<u>\$ 38,015,112</u>	

The accompanying notes are an integral part of these financial statements

**STATEMENT OF REVENUES, EXPENSES AND
CHANGES IN FUND NET POSITION PROPRIETARY
FUNDS
FOR THE FISCAL YEAR ENDED JUNE 30, 2023**

	Hilton Head Airport
Operating Revenues	
Fixed base operator revenue	844,253
Operating agreements/commission revenue	723,845
Concession sales	
Firefighting/security fees	678,458
Landing fees	192,340
Parking/taxi fees	175,212
Rentals	1,112,023
Hangar rentals	196,411
Other charges	277,260
Total operating revenues	4,199,802
Operating Expenses	
Costs of sales and services	
Personnel	1,512,019
Purchased services	1,562,940
Supplies	63,344
Capital	
Depreciation	441,755
Total operating expenses	3,580,058
Operating income (loss)	619,744
Non-Operating Revenues (Expenses)	
Operating grant	57,510
Loss on disposal of capital assets	
Passenger facility charges	426,771
Interest income	
Interest expense	(61,824)
Total non-operating revenues (expenses)	422,457
Income (loss) before capital contributions and transfers	1,042,201
Capital Contributions	
Capital grants - federal	3,782,584
Capital grants - state	
Other	
Total capital contributions	3,782,584
Transfers	
Transfer in	
Transfer out	
Total transfers	
Change in net position	4,824,785
Net position, beginning	30,811,134
Net position, ending	\$ 35,635,919

The accompanying notes are an integral part of these financial statements.

BEAUFORT COUNTY, SOUTH CAROLINA

**STATEMENT OF REVENUES, EXPENSES AND CHANGES IN FUND NET POSITION
PROPRIETARY FUNDS
FOR THE FISCAL YEAR ENDED JUNE 30, 2022**

	Business-Type Activities - Enterprise Funds					Internal
	Stormwater	Beaufort	Hilton Head	Solid Waste	Totals	Service Fund
	Utility	Executive Airport	Airport	and Recycling		Garage
Operating Revenues						
Fuel and oil sales	\$ -	\$ 731,986	\$ -	\$ -	\$ 731,986	\$ -
Stormwater utility fees	5,934,666	-	-	-	5,934,666	-
Stormwater utility project billings	783,661	-	-	-	783,661	-
Solid waste and recycling fees	-	-	-	9,911,562	9,911,562	-
Solid waste disposal fees	-	-	-	8,480	8,480	-
Recyclables sales	-	-	-	428,803	428,803	-
Fixed base operator revenue	-	-	867,472	-	867,472	-
Operating agreements/commission revenue	-	-	908,690	-	908,690	-
Concession sales	-	7,225	-	-	7,225	-
Firefighting/security fees	-	-	985,740	-	985,740	-
Landing fees	-	48,437	299,912	-	348,349	-
Parking/taxi fees	-	-	185,968	-	185,968	-
Rentals	-	-	1,354,519	-	1,354,519	-
Hangar rentals	-	97,676	198,955	-	296,631	-
Other charges	41,778	52,805	202,471	-	297,054	-
Total operating revenues	<u>6,760,105</u>	<u>938,129</u>	<u>5,003,727</u>	<u>10,348,845</u>	<u>23,050,806</u>	<u>-</u>
Operating Expenses						
Costs of sales and services	-	566,321	-	-	566,321	-
Personnel	1,857,453	252,386	1,377,064	4,432,700	7,919,603	99,983
Purchased services	2,413,953	201,765	1,482,358	5,964,729	10,062,805	1,289,308
Supplies	357,078	12,110	592,450	110,040	1,071,678	689,098
Capital	6,616	-	-	6,450	13,066	5,336
Depreciation	419,051	101,040	303,272	141,606	964,969	8,768
Total operating expenses	<u>5,054,151</u>	<u>1,133,622</u>	<u>3,755,144</u>	<u>10,655,525</u>	<u>20,598,442</u>	<u>2,092,493</u>
Operating income (loss)	<u>1,705,954</u>	<u>(195,493)</u>	<u>1,248,583</u>	<u>(306,680)</u>	<u>2,452,364</u>	<u>(2,092,493)</u>
Non-Operating Revenues (Expenses)						
Operating grant	-	-	52,730	-	52,730	-
Non-operating grant expenses	-	(46,352)	-	-	(46,352)	-
Passenger facility charges	-	-	549,911	-	549,911	-
Interest income	42,293	-	508	3,264	46,065	146
Interest expense	(188,231)	-	(66,450)	-	(254,681)	-
Total non-operating revenues (expenses)	<u>(145,938)</u>	<u>(46,352)</u>	<u>536,699</u>	<u>3,264</u>	<u>347,673</u>	<u>146</u>
Income (loss) before capital contributions and	<u>1,560,016</u>	<u>(241,845)</u>	<u>1,785,282</u>	<u>(303,416)</u>	<u>2,800,037</u>	<u>(2,092,347)</u>
Capital Contributions						
Capital grants - federal	142,937	239,815	4,011,188	-	4,393,940	-
Capital grants - state	-	118,999	153,742	-	272,741	-
Other	-	-	-	1,351,249	1,351,249	-
Total capital contributions	<u>142,937</u>	<u>358,814</u>	<u>4,164,930</u>	<u>1,351,249</u>	<u>6,017,930</u>	<u>-</u>
Transfers						
Transfer in	-	617,941	-	-	617,941	2,093,351
Transfer out	(350,000)	-	(617,941)	-	(967,941)	-
Total transfers	<u>(350,000)</u>	<u>617,941</u>	<u>(617,941)</u>	<u>-</u>	<u>(350,000)</u>	<u>2,093,351</u>
Change in net position	<u>1,352,953</u>	<u>734,910</u>	<u>5,332,271</u>	<u>1,047,833</u>	<u>8,467,967</u>	<u>1,004</u>
Net position, beginning	<u>12,155,521</u>	<u>2,586,074</u>	<u>25,478,863</u>	<u>-</u>	<u>40,220,458</u>	<u>(8,871)</u>
Net position, ending	<u>\$ 13,508,474</u>	<u>\$ 3,320,984</u>	<u>\$ 30,811,134</u>	<u>\$ 1,047,833</u>	<u>\$ 48,688,425</u>	<u>\$ (7,867)</u>

The accompanying notes are an integral part of these financial statements.

BEAUFORT COUNTY, SOUTH CAROLINA

**STATEMENT OF REVENUES, EXPENSES AND CHANGES IN FUND NET POSITION
 PROPRIETARY FUNDS
 FOR THE FISCAL YEAR ENDED JUNE 30, 2021**

	Business-Type Activities - Enterprise Funds		
	Hilton Head Airport		
Operating Revenues			
Garage billings	-	-	\$ -
Fuel and oil sales	-	-	-
Stormwater Utility fees	-	-	-
Stormwater Utility project billings	-	-	-
Fixed base operator revenue	-	-	573,057
Passenger facility charges	-	-	605,408
Operating agreements/commission revenue	-	-	771,053
Concession sales	-	-	-
Firefighting/security fees	-	-	812,198
Landing fees	-	-	298,638
Parking/taxi fees	-	-	51,988
Rentals	-	-	945,070
Hangar rentals	-	-	224,239
Other charges	-	-	161,350
Total operating revenues			<u>4,443,001</u>
Operating Expenses			
Costs of sales and services	-	-	-
Personnel	-	-	1,468,930
Purchased services	-	-	2,478,127
Supplies	-	-	56,549
Depreciation	-	-	312,160
Total operating expenses			<u>4,315,766</u>
Operating income (loss)			<u>127,235</u>
Non-Operating Revenues (Expenses)			
Operating grant	-	-	222,326
Non-operating grant expenses	-	-	-
Interest income	-	-	92
Interest expense	-	-	(70,957)
Total non-operating revenues (expenses)			<u>151,461</u>
Income (loss) before capital contributions and transfers			<u>278,696</u>
Capital Contributions			
Capital grants - federal	-	-	3,107,464
Capital grants - state	-	-	13,021
Total capital contributions			<u>3,120,485</u>
Transfers			
Transfer in	-	-	-
Total transfers	-	-	-
Change in net position			<u>3,399,181</u>
Net position, beginning			<u>22,079,682</u>
Net position, ending			<u>\$ 25,478,863</u>

The accompanying notes are an integral part of these financial statements.



HILTON HEAD ISLAND
A I R P O R T

September 4, 2024

Chairman
Accommodations Tax Advisory Committee
Town of Hilton Head Island
One Town Center Court
Hilton Head Island, SC 29928

Dear ATAX Committee Chairman,

Beaufort County is a political subdivision within the State of South Carolina and is considered a tax-exempt governmental entity. The Hilton Head Island Airport, as a department within Beaufort County, is also a tax-exempt governmental entity. Beaufort County's Federal Tax Identification Number is #57-6000311.

Please accept this letter in lieu of an IRS 503 (c)(3) or IRS 990/990T.

Respectfully,

Jon Rembold, C.M.
Airports Director



HILTON HEAD ISLAND
A I R P O R T

August 29, 2023

Chairman
Accommodations Tax Advisory Committee
Town of Hilton Head Island
One Town Center Court
Hilton Head Island, SC 29928

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Respectfully,

Jon Rembold
Airport Director



HILTON HEAD ISLAND
A I R P O R T

August 31, 2022

Chairman
Accommodations Tax Advisory Committee
Town of Hilton Head Island
One Town Center Court
Hilton Head Island, SC 29928

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Respectfully,

Jon Rembold
Airport Director



County Council of Beaufort County
Hilton Head Island Airport
120 Beach City Road
Hilton Head Island, South Carolina 29926
Phone: (843) 255-2950 Fax: (843) 255-9424
www.hiltonheadairport.com



August 31, 2021

Chairman
Accommodations Tax Advisory Committee
Town of Hilton Head Island
One Town Center Court
Hilton Head Island, SC 29928

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Airport Director