Mayor’s Note

At Town Council’s recent strategic planning workshop, we took a few moments to review some of year 2009 accomplishments. Here is a sample of a few things we achieved:

• Received Government Financial Officers Association (GFOA) Certificate of Excellence for Financial Reporting for the Comprehensive Annual Financial Audit (CAFR) for the 20th consecutive year.
• Received GFOA Certificate of Excellence for Financial Reporting for the budget for the 5th consecutive year.
• Adopted a five-year renewal of the Shore Beach Services, Inc. Franchise Agreement.
• Adopted a bar closing and nuisance ordinance.
• Adopted Critical Storm Protection and Dune Accretion Area ordinance.
• Redeveloped Coligny Beach Park, Redzone, Shelter Cove Park, and associated Comprehensive Plan amendments.
• Adopted Folly Field Land Management Ordinance (LMO) Amendments which kept regulations current with community needs.
• Adopted LMO Amendments for emergency permitting and temporary housing for improved ability to recover after a disaster.
• Adopted a Beach Plan that addressed a state mandate to qualify for state funds (if they ever materialize).
• Continued burial of power line program for improved recovery after a disaster.
• Upgraded six residential gates not owned by the Town of Hilton Head Island to Click2Enter entry controls, providing a more rapid and secure response by emergency providers.
• Completed the Palmetto Bay and Target Road Pathway projects (including Target Road right turn lane). These pathways provide a vital pedestrian connection along the Bridge to the Beach corridor.
• Installed concrete median curbing at certain intersections along William Hilton Parkway.
• Accepted maintenance responsibilities on the Hilton Head Plantation and Port Royal Plantation stormwater systems.
• Replaced five areas of existing median landscaping and established two new planting beds along William Hilton Parkway.
• Completed significant repairs to Fire Stations 1, 2, and 6 that have provided a livable space for crews until such time as replacement stations are built.
• Completed The Citizens Guide to Disaster Preparedness and distributed the guide throughout the community. The guide helps residents become better prepared to deal with emergencies and provides the Town with a more informed population.
• Procured disaster debris-related contract. Town staff conducted a thorough selection process and developed detailed contract scopes of services for the monitoring and collection of disaster-related storm debris.
• During the 2008 General Election, 6,284 absentee voters were handled by the Town. 5,334 of those were walk-in voters and 2,146 were not residents of the Town.

Town Manager’s Note

As the Mayor noted above, we accomplished many things despite substantial reductions in our budget. Here are a few accomplishments from my perspective:

• Reduced fire engine and medic out-of-service times.
• Completed the Fire & Rescue Training Center which provides a location for firefighter training which will offer a more efficient on-scene operation, provide safer driver’s training off the public streets, and reduce out-of-town training time and costs.
• Completed new Facilities Management Building, consolidating operations and creating a post-disaster staging area.
• As part of our ongoing efforts in the areas of records management, we developed a strategy and concept of operation for implementing a Town-wide digital records management system.
• Permitted 42 special events on the Island.
• Implemented Community Development customer service improvements – switched fire inspections to the Fire & Rescue Department, created a flood plain permit, accepted CD’s and electronic files for emergency permitting, improved over-the-counter permitting, and created a plans review checklist for better consistency.
• Nearing completion of an improved Disaster Recovery Plan.
• Developed an internal “Go Green” Program that demonstrates the Town’s commitment to environmental issues.
• Standardized new fire engine pump-er fleet to reduce training time, allow for faster on-scene setup and operation, reduce maintenance down time and repair cost, and reduce inventory of spare parts.
• Completed significant repairs to Fire Stations 1, 2, and 6 that have provided a livable space for crews until such time as replacement stations are built.
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Hilton Head Island Goals 2010-2015

Sustainable Town – Protecting Hilton Head Island Character, Stimulating Economic Investment

Objectives:
- More diverse local economy with new businesses and increasing career job opportunities
- Redevelop target areas – The Town working with businesses for major reinvestment and revitalization
- Development and maintenance of adequate infrastructure and facilities
- Protection of our “town character” and individual neighborhoods
- Development and use of comprehensive plan, master plans, Land Management Ordinance and land acquisition to stimulate reinvestment
- Expanding tourism market
- Develop major activity centers
- Revitalization of older areas: Commercial and residential and major corridors
- Planning for disaster and recovery
- Aggressive land acquisition by Town

Means to Residents:
- You know that Hilton Head Island’s “Small Town, Low Country” character will be preserved.
- Your property values will be protected and enhanced.
- You can have confidence that future growth will be managed.
- Your services will be retained and growth will pay for growth.
- Your town is prepared for a disaster or emergency.

Unique Amenities for Residents and Guests

Objectives:
- Maintenance of a high-quality beach and facilities
- Addition of one more major event
- A place people want to visit and return to – reputation as a “unique” resort
- Full range of arts and cultural activities
- Expand fun amenities and activities for residents and guests
- Assuring high-quality facilities and programs
- Increased variety of parks and recreational facilities

Means to Residents:
- You can have easy access to the beach with appropriate facilities.
- You can choose activities regardless of your age.
- You can live, raise a family or visit our great Island.
- You can enjoy living in a beautiful community.
- You can enjoy “unique” services and amenities.

Top Quality Services – Financially Sound Town

Objectives:
- Maintain high bond rating (AA)
- Services provided in most cost-effective manner
- Maintain Town taxing authority
- Town infrastructure and facilities maintained at a high standard
- Diverse revenue base for Town government
- Customer-friendly services provided by Town

Means to Residents:
- You receive top quality and reliable municipal services from town government.
- You get value for your tax dollars.
- You can have confidence in Town government.
- You get responsive, cost-effective and customer-friendly services.
- Your Town government employees are accountable for services and expenditure.

Strengthen Community Spirit and Pride

Objectives:
- Support for community building events
- Better informed citizenry – accurate understanding of issues and operations
- Being positive about Hilton Head Island’s future
- Open Town government – informing citizens and input is welcome
- Maintain volunteerism and volunteering spirit

Means to Residents:
- Town of Hilton Head Island is your Town government.
- You can get involved in shaping Hilton Head Island’s future.
- You can take pride in our community and the “spirit of Hilton Head Island.”
- You have easy access to timely, accurate information.
- You can work with partners to solve problems.

Clean, Safe Accessible Waterways

Objectives:
- Effective drainage and stormwater management system
- Viable marinas
- Protection of natural environment and resources: Green spaces, blue spaces (water bodies)
- Opening up vistas of our water
- Places to fish, crab, oyster and shrimp
- Expand sewer systems for residents and businesses

Means to Residents:
- Your property values are protected.
- You are protected from flooding.
- You have the opportunity to enjoy the water, swim, boat and engage in other water sports.
- You can have confidence in an environmentally-sensitive drainage system.
- You know creeks, marshes and waterways have improved water quality.

Effective Regional Transportation System

Objectives:
- Assure effective regional evacuation routes
- Safe streets, roads, pathways and pedestrian crossings
- Adequate funding for streets and pathways improvements
- Maintain a viable airport and commercial air service
- More effective, efficient mainland road system
- Effective public transportation serving the region
- More efficient traffic flow on Island – reduced travel time

Means to Residents:
- You can have more predictable travel times.
- You can choose to use an alternative to your car on the island: pathways for bike riding or walking.
- You can get a quick response to an emergency call.
- You are safe on the streets or pathways.
- Your travel time is reduced from destination to destination throughout the region.
2010 Town Strategic Plan

Our Vision:
“Unique Residential, Resort, & Business Community”

- World Class Beach
- Great Natural Beauty
- Well-Planned Community
- Pristine Waterways
- Vibrant Activity Centers
- Low Country Character and Heritage
- Exceptional Recreational and Leisure Opportunities
- Thriving Resort and Local Economy
- Hilton Head Island’s Spirit and Pride

Our Core Business:
The Responsibility of Town Government

- Regulation of Land Management and Redevelopment to Protect High Standards
- Protection of Natural Resources and Scenic Views
- Managing Traffic and Pedestrian Safety
- Public Safety Services: Meeting Our Community Expectations and Standards
- Leisure and Recreational Opportunities for All Residents and Guests

Town Council 2010
Policy Agenda:
Targets for Action

Top Priority
- Economic Development Policy, Strategy and Direction
  - Town Vision: Task Force to Develop Recommendations to Council
- Strategic Growth Area Plan for Coligny Activity Center
- Port Royal Beach Erosion Project: Determine Funding Source
- Promotion of Heritage Golf Tournament
- Marshland Road: Determine Funding to Repave Road

High Priority
- LMO: Rewrite to Reflect Community Expectations
- Redevelopment Policy, Strategy and Direction
- Residential Recycling Direction and Implementation
- Dredging: Policy Direction, Town’s Role and Participation
- Recreational Center and Aquatic Facilities Direction
- Major Event / Public Art Event Level of Support

Moderate Priority
- Commercial Appearance Standards Evaluation & Direction
- Development of Mitchelville Master Plan
- Stormwater Utility Fee Direction
- Dirt Streets Program: Funding and Relations to County
- Hickory Forest Beach Erosion Direction and Funding
- Chaplin Linear Park and Boardwalk Funding
- Prioritize pathway links along William Hilton Parkway
- Arts Group Collaboration
- Historic Group Collaboration

Our Goals:
2015 & Beyond

- Sustainable Town - Protecting Hilton Head Island Character, Stimulating Economic Investment
- Top Quality Services, Financially Sound Town
- Clean, Safe, Accessible Waterways
- Unique Amenities for Residents and Guests
- Strengthen Community Spirit and Pride
- Effective Regional Transportation System

Management Agenda 2010

Top Priority
- Airport Master Plan: Completion, Policy Direction
- Airport Trees: LMO Amendments to Accomplish Tree Topping and Removal
- Mainland Transportation Agreement
- I-26 / I-95 Advocacy for Widening
- Bridge Annexation

High Priority
- Comprehensive Plan Update
- Sign & Outdoor Merchandising Regulation and Direction
- Business License Issue: Consider Changes to Classification and Fee Schedule
- Fire Station 6 Direction
- CIP Funding Strategy, Development, and Policy Direction
- Service Benchmarking: Evaluation and Direction
- Create WIFI at Town-owned Properties