

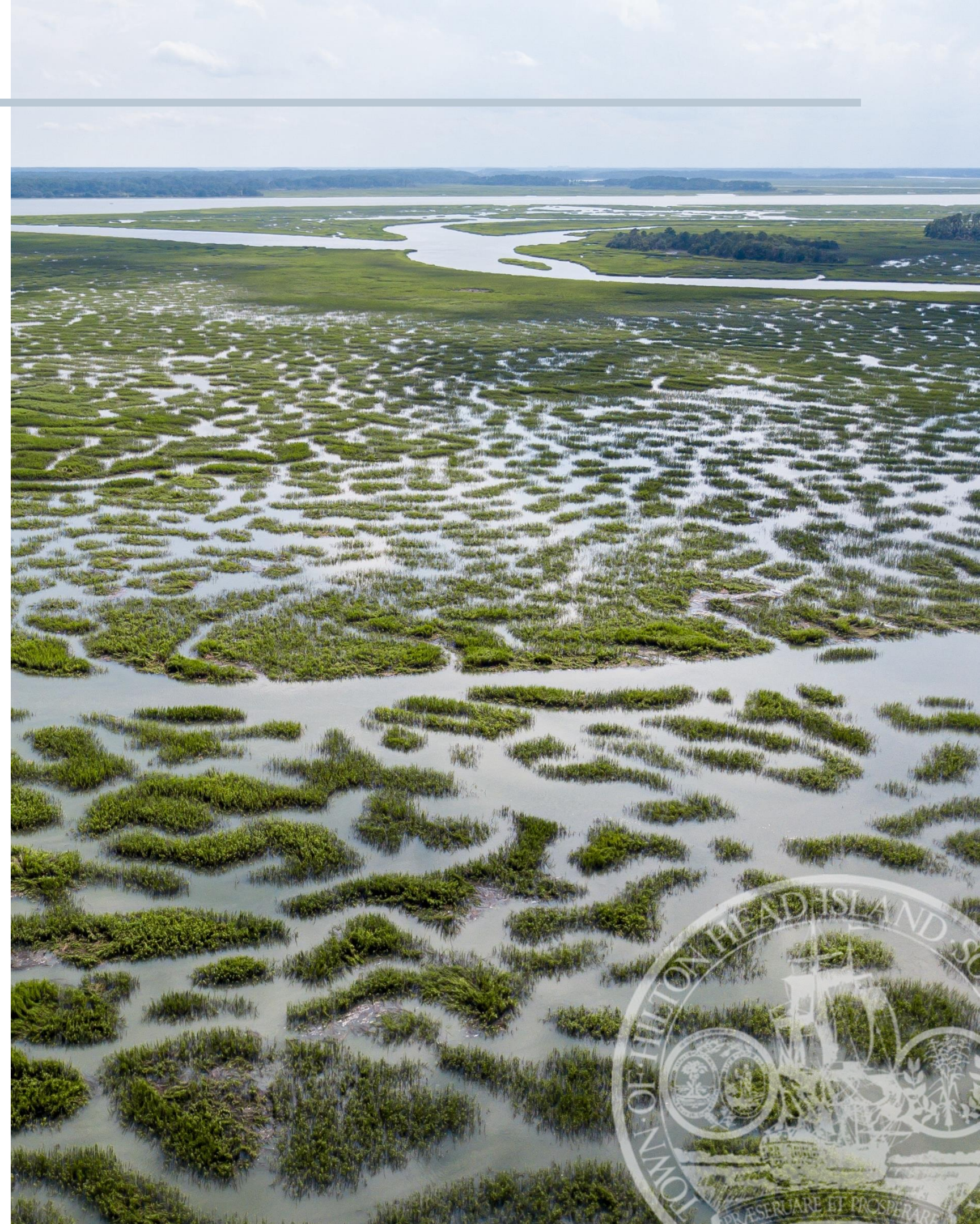


TOWN OF HILTON HEAD ISLAND



Presentation Overview

- History
- Town Government Overview
- Organizational Structure
- Our Island at a Glance
- Town Council's Strategic Action Items
2023-2025



HISTORY OF HILTON HEAD ISLAND



The Island derives its name from Captain William Hilton who named the Island as a navigational marker in 1663.

1663



Modern development of the Island began in the 1950s with the construction of the Sea Pines Resort.

1950's



The Hilton Head Airport opened.

1967

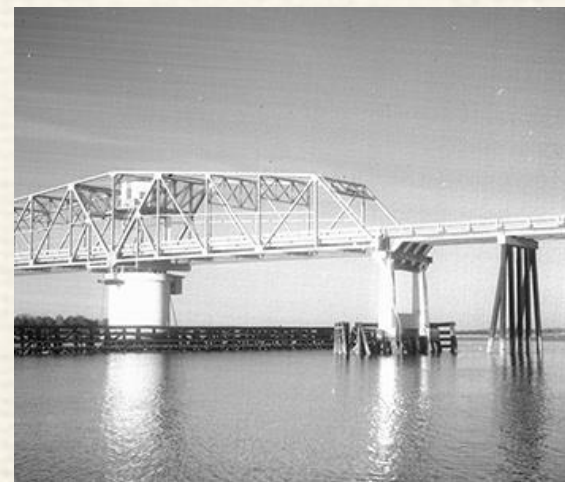
8,000 BC.

Earliest human habitation on Hilton Head Island dates to at least 8,000 BC.



1862

It is the site of Mitchelville, the first self-governed Freedmen's Town in America in 1862.



1956

The J. Byrnes Bridge opened on May 20, 1956. This was the first bridge connecting Hilton Head to the mainland.

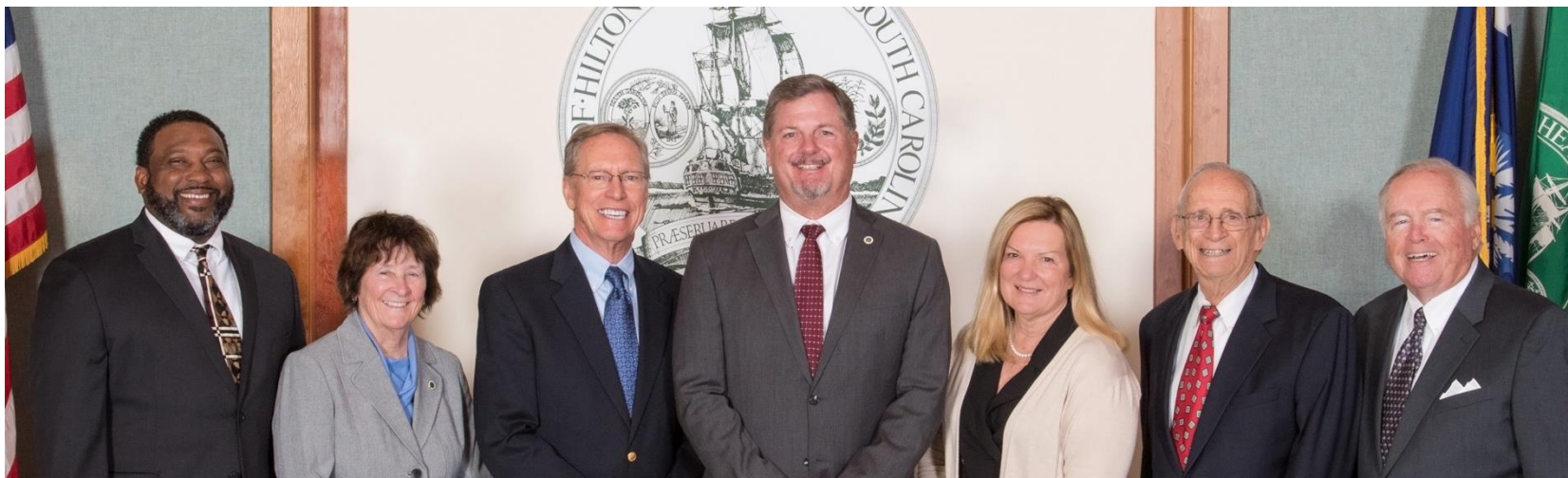
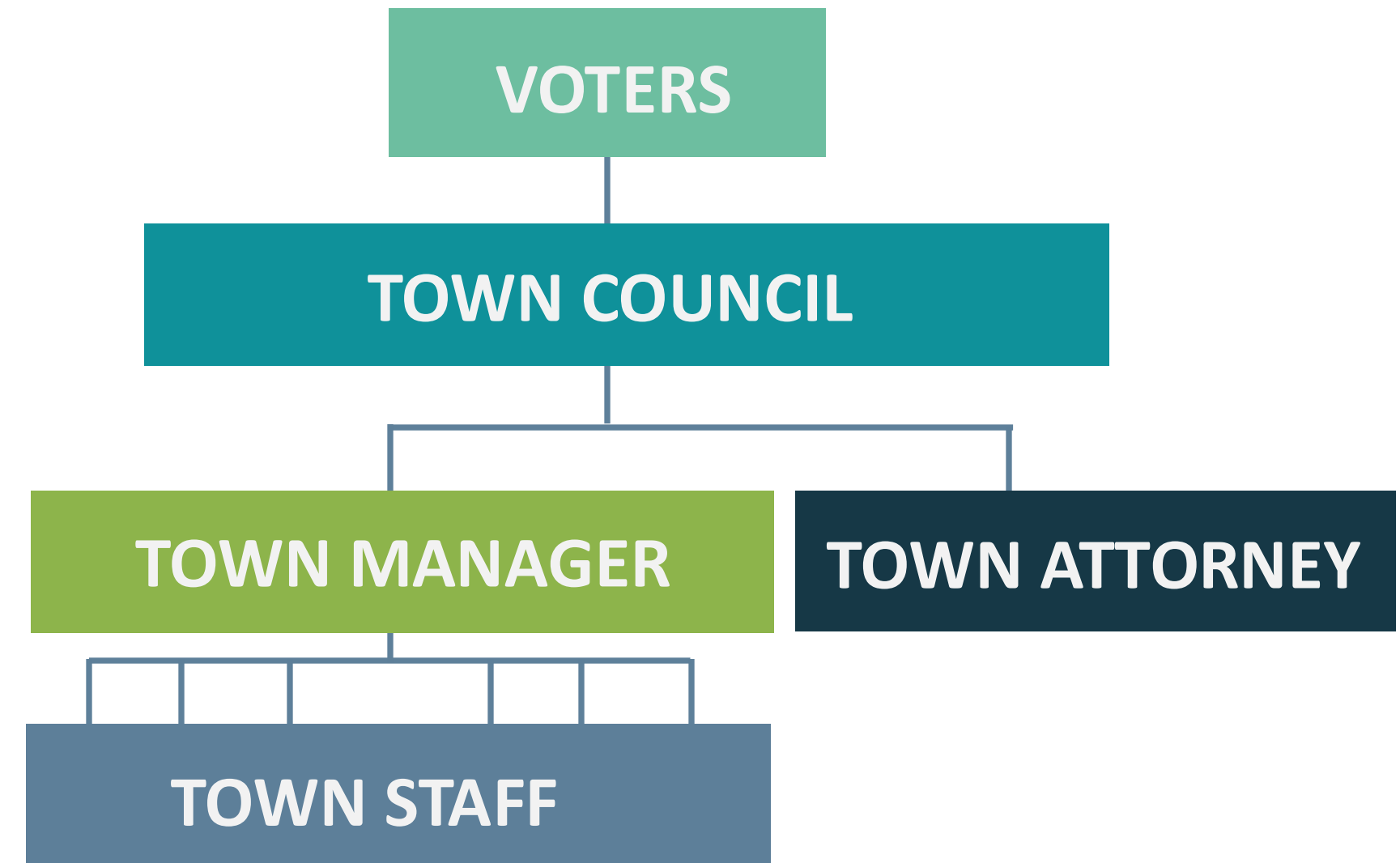
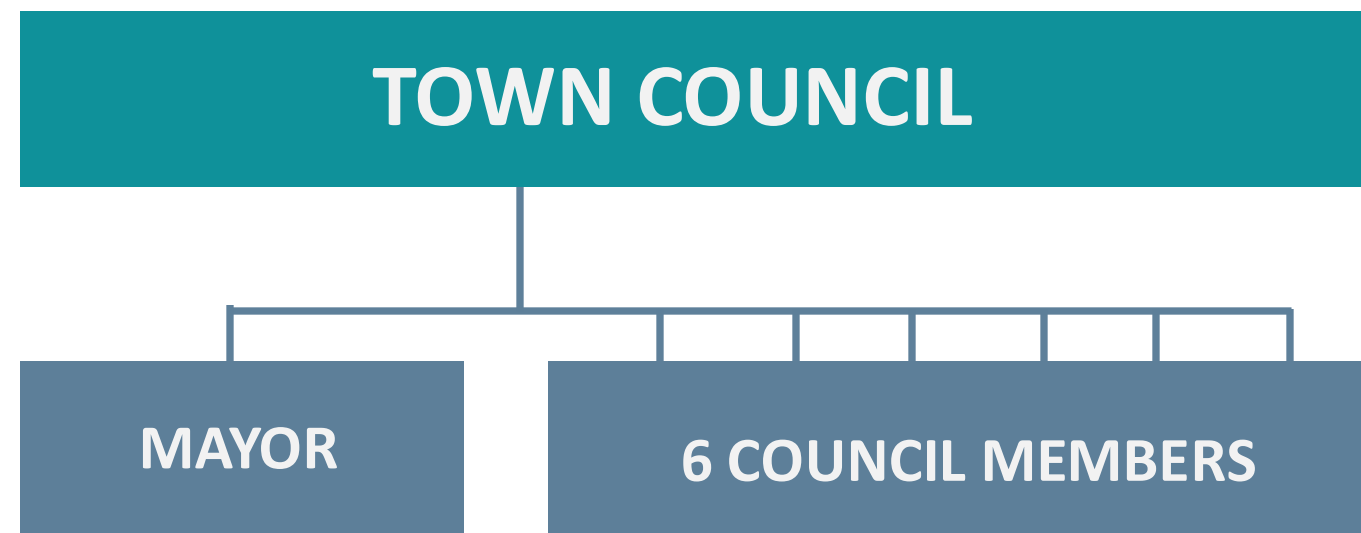


1983

The Town of Hilton Head Island incorporated as a municipality.

COUNCIL-MANAGER FORM OF GOVERNMENT

Our Town Council is comprised of a mayor elected at-large and six Town Council members elected from their respective wards. Together they form the Hilton Head Island Town Council.



Hilton Head Island has a council-manager form of government. In this form of government, Town Council hires a manager to implement Town Council's direction and oversee the day-to-day operations of the Town, while Town Council sets policy, establishes priorities, approves the budget, and addresses issues facing our community. The Mayor presides over Town Council meetings.

TOWN COUNCIL



Alan Perry
Mayor



David Ames
Mayor Pro-Tem / Ward 3



Alex Brown
Ward 1



Patsy Brison
Ward 2



Tamara Becker
Ward 4



Steve Alfred
Ward 5



Glenn Stanford
Ward 6



ORGANIZATIONAL STRUCTURE





TOWN OF HILTON HEAD ISLAND ORGANIZATIONAL CHART

EFFECTIVE SEPTEMBER 2024



CITIZENS OF HILTON HEAD ISLAND

TOWN COUNCIL



Marc Orlando
Town Manager



Curtis Coltrane
Town Attorney



Ben Brown
Senior Advisor to the
Town Manager



Kimberly Gammon
Town Council Clerk



Shawn Colin
Assistant Town Manager



Shawn Leininger
Assistant Town Manager



Angie Stone
Assistant Town Manager



Heather Woolwine
Communications Director



Thomas Boxley
Executive Director
Gullah Geechee
Historic
Neighborhoods
Community
Development Corp



Adriana Burnett
Finance Director



Chris Blankenship
Fire Chief



Lisa Stauffer
Human Resources Director



Bob Bromage
Public Safety Director



Vacant
Staff Attorney



Vacant
Engineering & Projects
Director



Derrick Coaxum
Facilities Director



Natalie Harvey
Cultural Affairs Director



Zenos Morris
Built Environment Director



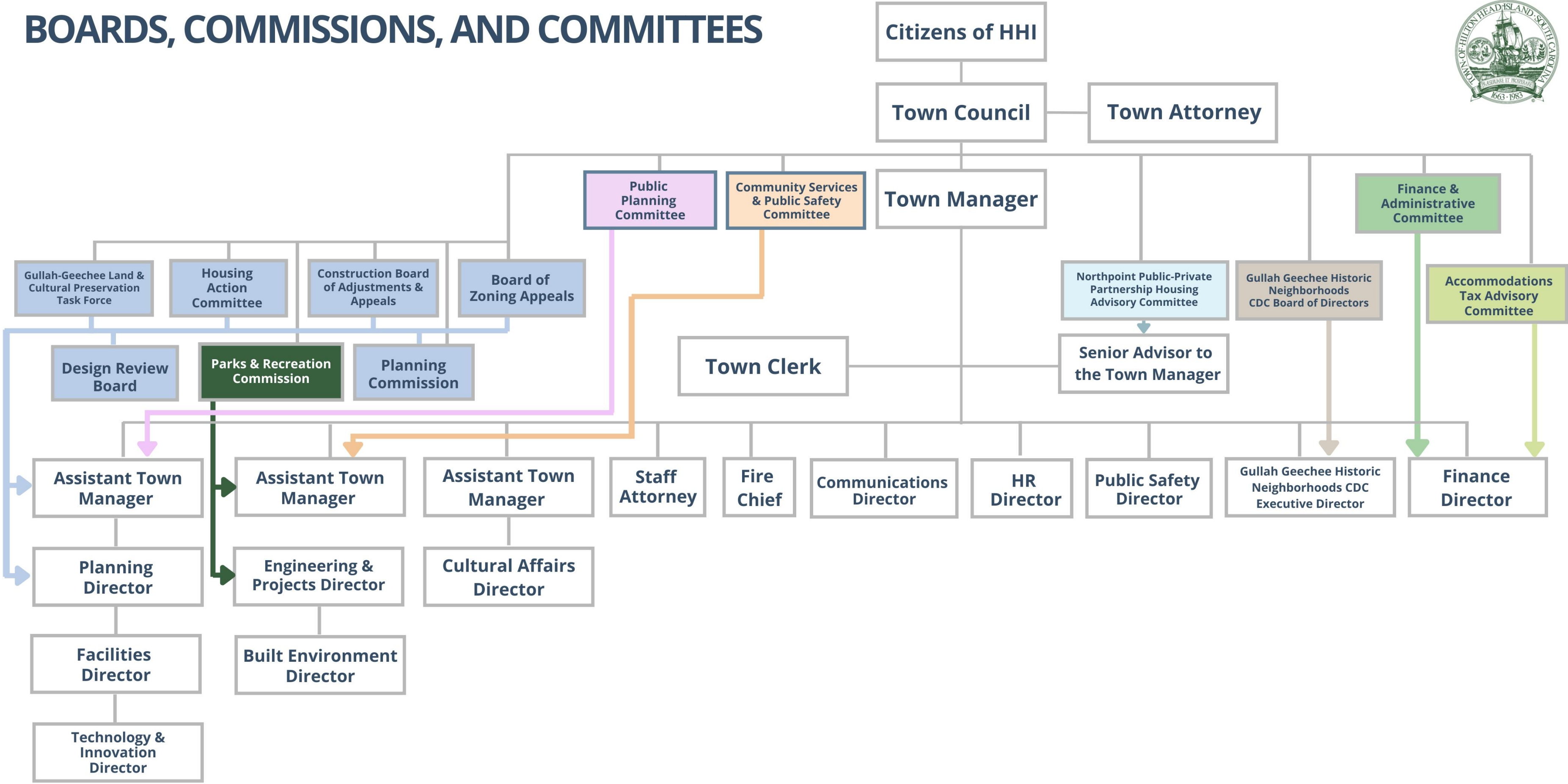
Missy Luick
Planning Director



Tommy Sunday
Technology & Innovation Director



BOARDS, COMMISSIONS, AND COMMITTEES



NEW STAFF SUPPORT:

INCREASED CALLS FOR SERVICE

- Fire Rescue

NEW PROGRAMS

- Short-term Rental Program
- Housing
- Gullah Geechee Historic Neighborhood CDC

EXPANDED SERVICES

- Beach Operations
- Facilities Management
- Capital Improvement Projects (CIP)
- Public Safety
- Communications
- Community Outreach
- Stormwater Utility Program
- Environmental Sustainability
- Office of Culture Affairs



GIVING BACK

The Town's Corporate Social Responsibility (CSR) Leave Program provides opportunities for Town employees to use 10 paid hours to support qualified charitable volunteer opportunities in the Hilton Head Island community.



1054 Hours

from Jan 1 - Sept 6, 2024

Organizations where our employees have volunteered:

- Bear Foot Sports
- Bluffton Self Help-Hilton Head
- Deep Well Project
- Ella C. White Memorial Scholarship Fund
- Gullah Museum - Heritage Festival
- Heritage Foundation
- HHFA - RBC Heritage Concessions
- HHFA - Wingfest
- HHFA - Spring Swing Golf Tournament
- Historic Mitchelville Freedom Park
- Juneteenth Day Celebration
- Main Stage Community Theater
- Main Street Youth Theater
- MLK Committee - Cemetery Clean Up on the Island
- MLK Committee - Jenkins Island Cemetery Cleanup
- MLK Committee for Justice
- Palmetto Running Company
- Pockets Full of Sunshine
- RBC Heritage Golf Tournament
- South Carolina Dept. of Natural Resources
- The Outside Foundation
- Town of HHI - Mayor's Awards for students
- Town of Hilton Head - Beach & Park cleanup
- Town of Hilton Head - St. Patrick's Day Parade





OUR ISLAND AT A GLANCE



ISLAND AT A GLANCE

Source: 2020 Census



DEMOGRAPHICS

POPULATION
37,661



58 MEDIAN
AGE



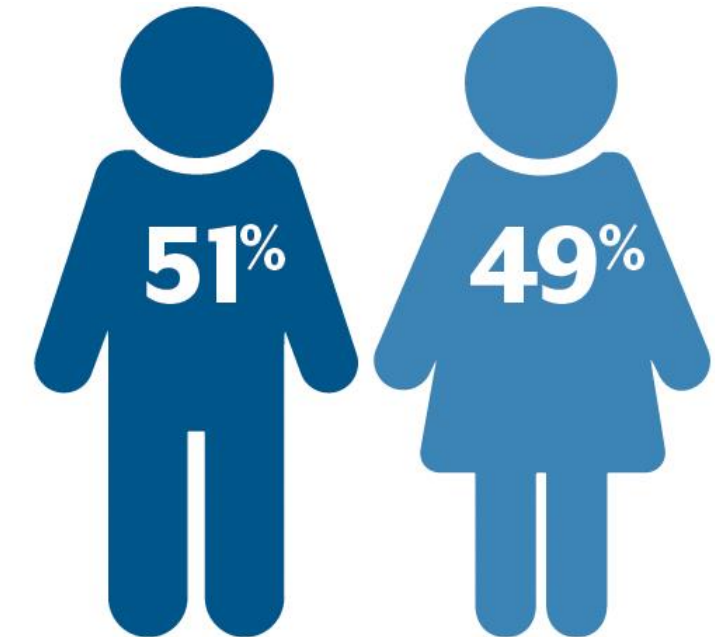
- White – **77.2%**
- Hispanic – **14.1%**
- Black or African American – **5.7%**
- Asian – **0.8%**
- Native Hawaiian or other Pacific Islander – **0.2%**

POPULATION
UNDER 18

13%

37%

POPULATION
OVER 65



\$86K

MEDIAN
FAMILY
INCOME

BELOW
POVERTY LINE
7.6%

ISLAND AT A GLANCE

Source: 2020 Census



54
SQUARE MILES

HOUSING

34,665 TOTAL HOUSING UNITS



16,882 multi-family units



16,590 single family detached homes



1,193 mobile homes

SHORT-TERM RENTALS

1 in 5 properties is a
short-term rental unit



HOUSING UNITS FOR SALE

August 2024 Market Report –
Hilton Head Area Realtors
Association

364 condos/villas for sale
(median price \$475,000)

(Dec 2023 - 303 condos/villas for sale - median price \$479,000)

191 detached homes for sale
(median price \$1,050,000)

(Dec 2023 - 173 detached homes for sale - median price \$1,100,000)

ISLAND AT A GLANCE

Source: Town of Hilton Head Island Conditions And Trends Assessment 2024



21,400

Total Island Jobs in 2021

LOCAL JOBS FILLED BY
NON-LOCALS



63%

Nonresidents hold the majority of jobs on the Island, increasing 12% since 2002

TOP ISLAND EMPLOYERS (2021)

EMPLOYER	EMPLOYEES
SERG GROUP RESTAURANTS	1,244
MARRIOTT VACATION CLUB INTL	580
SEA PINES RESORT	536
HILTON HEAD MEDICAL CENTER AND CLINICS	506
COASTAL RESTAURANTS AND BARS	500
BEAUFORT COUNTY SCHOOL DISTRICT	438

BUSINESS LICENSING

January 1 – July 31, 2024



120

New Businesses have opened on the Island.

Personal/Professional Services - 37

Retail - 19

Food & Beverage - 24

Real Estate - 5

Healthcare - 15

Recreation - 14

Contractors - 6



7,100

Short-term Rental Permits Approved



13,986

Business Licenses Issued

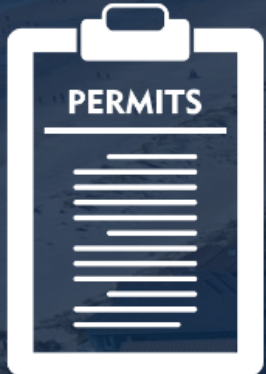


\$12.69 million

**Total Business License Revenue
FY 2025 Budget**

PERMITTING AND INSPECTIONS

January 1 – July 31, 2024



4,603

Total Permits Issued

- New Single Family - 75
- New Multi-Family - 5
- New Commercial - 20



4,266

Stormwater Inspections



11,640

Building Inspections



786

Building Plans Reviewed

PUBLIC SAFETY

January 1 – July 31, 2024



FIRE RESCUE:

> **5,891**

emergency responses

> **4,358**
EMS

1,381
Fire

> **603** attendees at fire & life safety education events

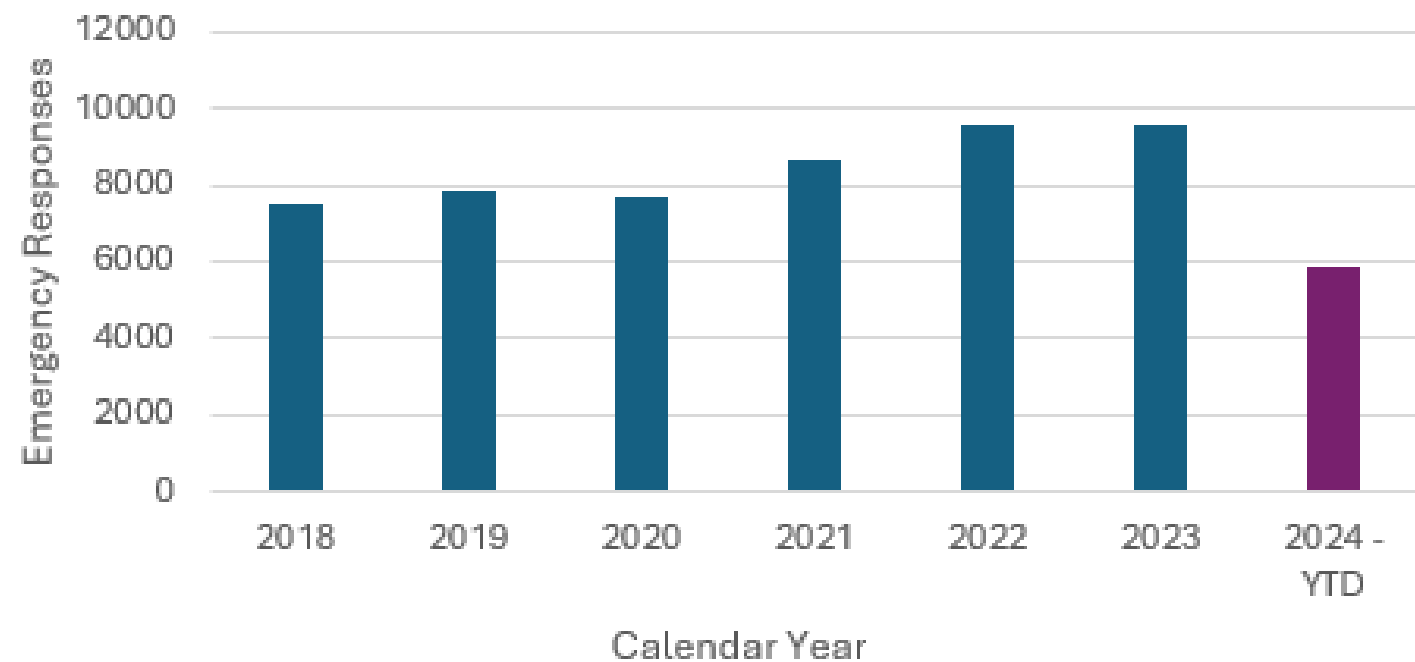
> **31**
HazMat

120
Technical Rescue

> **1,455** community outreach participants



Fire Rescue Emergency Response Data
2018 - 2024 CYTD



COMMUNITY CODE ENFORCEMENT

> **232** short-term rental complaints received

> **784** building/land management ordinance site checks

> Beach Patrol – **18,268** violations addressed:

10,664 – Alcohol

1,286 – Metal shovels/holes

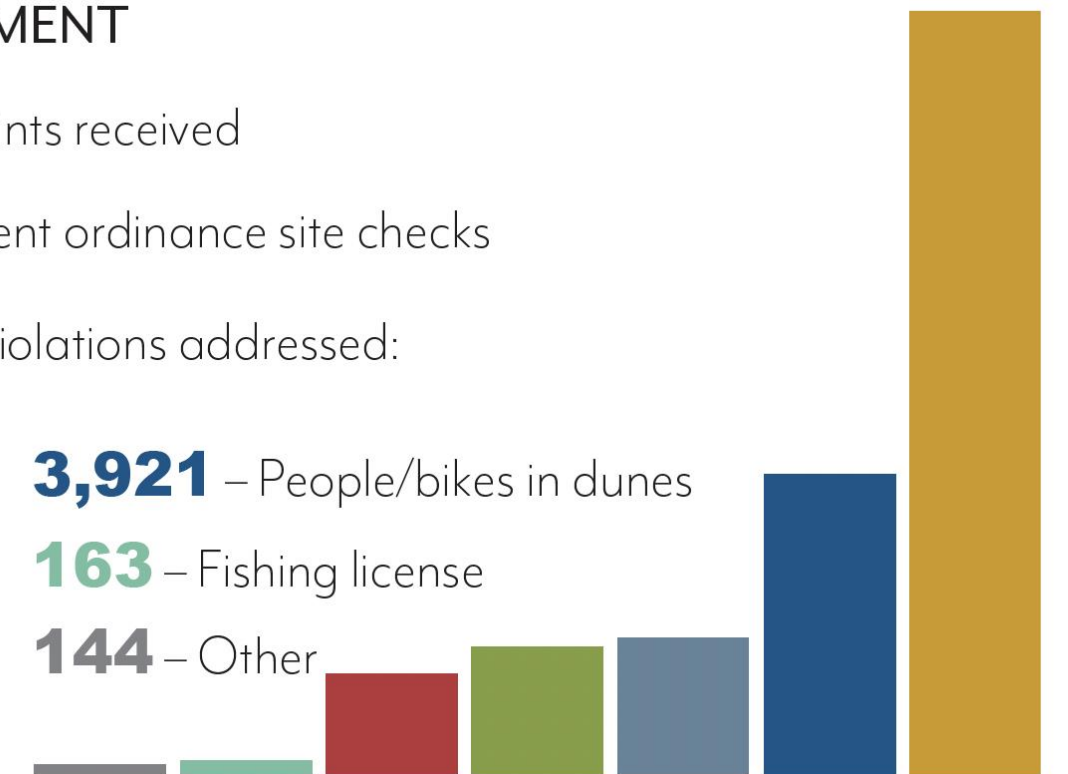
1,257 – Glass on the beach

833 – Dogs on the beach

3,921 – People/bikes in dunes

163 – Fishing license

144 – Other





TOWN COUNCIL'S STRATEGIES FOR 2023 - 2025





2023-2025 STRATEGIC ACTION PLAN TOP PRIORITIES



ESTABLISH A GROWTH MANAGEMENT STRATEGY



IMPLEMENT THE WORKFORCE HOUSING FRAMEWORK



ADOPT MAJOR CORRIDORS/STREET ENHANCEMENT POLICIES



DEVELOP A WILLIAM HILTON PARKWAY GATEWAY CORRIDOR PLAN



COMMENCE OPERATIONS OF THE GULLAH GEECHEE HISTORIC NEIGHBORHOODS COMMUNITY DEVELOPMENT CORPORATION



IDENTIFY STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS (SWOT) OF ISLAND RESILIENCY



IMPLEMENT THE CAPITAL IMPROVEMENT PROGRAM (CIP)



2023-2025 STRATEGIC ACTION PLAN TOP PRIORITIES



LAND ACQUISITION MANUAL UPDATE



CONDUCT A STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS (SWOT) OF SOLID WASTE AND RECYCLING PROGRAM



DESTINATION MARKETING ORGANIZATION MANAGEMENT



ASSESS ALTERNATIVE REVENUE SOURCES AND FUNDING OPPORTUNITIES



SHORT-TERM RENTALS ASSESSMENT AND PROGRAM IMPLEMENTATION



COMPLETE IMPLEMENTATION OF THE GULLAH GEECHEE TASK FORCE PLAN



ASSIST WITH ST. JAMES BAPTIST CHURCH RELOCATION



IMPLEMENT BEACH PARK ENHANCEMENTS

GROWTH MANAGEMENT

Adopted amendments to the Land Management Ordinance focused on specific neighborhood improvements.

- ✓ Floor Area Ratio requirements within the Forest Beach Neighborhood Character Overlay District adopted.
- ✓ Comprehensive Plan amendment to incorporate a Housing Impact Analysis adopted.
- ✓ District Plans to guide future land use and a Comprehensive Land Management Ordinance update underway.



WORKFORCE HOUSING

Continued focus on workforce housing with new partnerships and community meetings committed in FY2025.

☑ The Town of Hilton Head Island and OneStreet Residential signed a Workforce Housing Development Agreement for an 11-acre tract of Town-owned land at Northpoint Circle. This marks a critical step toward creating a sustainable workforce housing neighborhood on Hilton Head Island.

☑ MOA Partnerships developed with Habitat for Humanity and Coastal Community Development Corporation.



RESILIENCY

- ☑ Strengths, Weaknesses, Opportunities, and Threats (SWOT) assessment completed for solid waste and recycling.
- ☑ Active management of Island-wide stormwater infrastructure has improved ability to manage floodwaters and storm impacts.
- ☑ Hilton Head Island Resilience Plan underway.
- ☑ Beach Renourishment permits applied for.
 - Phase 1 (The Heel, Port Royal, Fish Haul and Pine Island) starts in June 2025 - ends October 2025
 - Phase 2 (Central Island, South Island and South Beach) starts in September 2025 - ends May 2026
 - Phase 3 (Pine Island Structures) TBD





CAPITAL IMPROVEMENTS PROGRAM

CAPITAL IMPROVEMENTS PROGRAM

- ✓ Mural and history kiosk installed at Squire Pope Community Park commemorating the contributions of the Hilton Head Fishing Cooperative.
- ✓ Intersection & landscape enhancements completed on median and approaches of Pope Avenue, Palmetto Bay Road and William Hilton Parkway at Sea Pines Circle.
- ✓ Initial roadway maintenance on Main Street completed.
- ✓ Pedestrian intersection and crosswalk enhancements at various locations throughout Hilton Head Island.
- ✓ Pedestrian & vehicular safety on William Hilton Parkway between Dillion road and Beach City Road underway.
- ✓ New pathway in the Shelter Cove area which increased safety and aesthetics.
- ✓ Pathway fencing along Palmetto Bay Road and Point Comfort Road upgraded.
- ✓ Squire Pope Road and Gum Tree Road crosswalk improvements were made.
- ✓ Union Cemetery Road multi-use pathway was repaved.
- ✓ Old School House Park – six pickleball courts and basketball court repaved.



CAPITAL IMPROVEMENTS PROGRAM



CAPITAL IMPROVEMENTS PROGRAM



CHAPLIN COMMUNITY PARK MASTER PLAN
TOWN OF HILTON HEAD ISLAND, SC

MKSK
MAY 2024

0' 150' 300'

CAPITAL IMPROVEMENTS PROGRAM



CROSSINGS PARK MASTER PLAN
TOWN OF HILTON HEAD ISLAND, SC

MKSK
MAY 2024



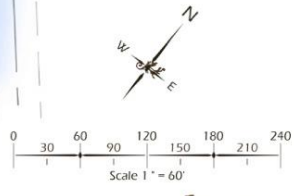
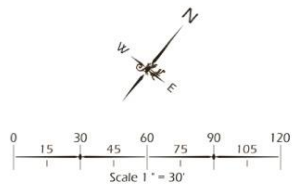
CAPITAL IMPROVEMENTS PROGRAM



8: PHASE ONE
SCALE: 1:30



- KEY**
- 1 - LAWN
 - 2 - 50 PERVIOUS PARKING SPACES
 - 3 - ASPHALT DRIVE
 - 4 - WATER FRONT PROMENADE
 - 5 - NEW PLAYGROUND
 - 6 - CONNECTION TO PHASE ONE
 - 7 - PERVIOUS WALK
 - 8 - BROAD CREEK OBSERVATION PLATFORM
 - 9 - TRAIL TO NEWPORT CONDOS
 - 10 - THIN & UNDERBRUSH, OPEN UNDER OAK CANOPY
 - 11 - FUTURE RESTROOM LOCATION, STUB OUT UTILITIES
 - 12 - FENCING
 - 13 - PLAYGROUND LAWN
 - 14 - S.T.E.A.M. PLAY
 - 15 - PUBLIC ART DISPLAY
 - 16 - BIKE RACKS & OTHER FURNISHINGS
 - 17 - FENCE & BUFFER PLANTINGS

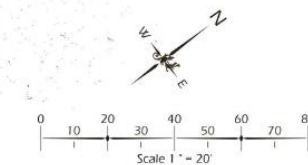


CAPITAL IMPROVEMENTS PROGRAM



LEGEND

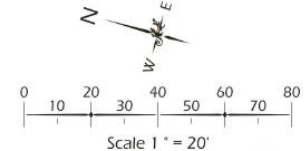
- 1: TABBY CONCRETE DRIVE
- 2: PARKING (+/- 14 SPACES + 2 HC SPOTS)
- 3: GATE (CAMERAS AND WAYFINDING SIGNAGE)
- 4: EDGE ARTICULATION LOW FENCE
- 5: PAVILION +/-2500 SF WITH HISTORY PANEL AND WAYFINDING SIGNAGE
- 6: BOAT PLAY FEATURE
- 7: "LOCAL WATERS" PLAY FEATURES
- 8: LOCALIZED STEM PLAY; FISHERMAN'S KNOT BOARD
- 9: RUBBERIZED SURFACE; LOCAL WATERS INSPIRED
- 10: OUTDOOR FITNESS ZONE
- 11: BIKE PARKING
- 12: UPLIGHT SIGNIFICANT TREES
- 13: MANICURED UNDERSTORY
- 14: ACTIVITY LAWN
- 15: EMERGENCY VEHICLE TURNAROUND
- 16: THE HISTORY PATH
- 17: WETLAND
- 18: SWINGS
- 19: CULTURAL GARDEN WITH WATER FEATURE
- 20: 50" PECAN TREE
- 21: CROSSWALK
- 22: FOOD TRUCK ZONE; GRASS PAVER SUBSURFACE
- 23: POTENTIAL GARDEN EXPANSION
- 24: FUTURE PATHWAY
- 25: SMALL PAVILION 10'x10' (+/- 100 SF)



CAPITAL IMPROVEMENTS PROGRAM



- LEGEND**
- 1 - NEW ACCESS ROAD WITH ON-STREET PARKING (6 SPACES)
 - 2 - ADJACENT PROPERTY DRIVEWAYS AND PARK TURNAROUND
 - 3 - PARK ENTRY GATE (WITH CAMERAS AND WAYFINDING SIGNAGE)
 - 4 - PARKING LOT (+/-14 SPACES + 2 HC SPACES)
 - 5 - PAVILION (+/- 2,500 SF) WITH WAYFINDING AND HISTORY PANEL
 - 6 - OPEN AREA / ACTIVITY LAWN
 - 7 - SEAT WALL AND VIEWING PLATFORM
 - 8 - SEATING AREA
 - 9A - FARM INSPIRED PLAYGROUND
 - 9B - LOCALIZED STEM PLAY; FARMER'S JOURNAL
 - 9C - ACTIVE USE ZONE
 - 10 - HISTORY PEDESTRIAN BRIDGE WALK
 - 11 - BIKE RACK AND KIOSK
 - 12 - CROSSWALK
 - 13 - TRELIS ENTRY
 - 14 - GRILLING / ROASTING AREA WITH OYSTER TABLES & RECYCLING BINS
 - 15 - EMERGENCY VEHICLE TURNAROUND (GRASS PAVER SURFACE)
 - 16 - EXISTING RESIDENCE TO REMAIN
 - 17 - TABBY CONCRETE
 - 18 - PERMEABLE PAVERS
 - 19 - BUFFER PLANTINGS
 - 20 - RELOCATE CARPORT TENT
 - 21 - WETLAND FILL
 - 22 - SWINGS
 - 23 - PEDESTRIAN CONNECTION
 - 24 - PEDESTRIAN / VEHICULAR CONNECTION
 - 25 - FUTURE VEHICULAR CONNECTION
 - 26 - FUTURE PATHWAY



CAPITAL IMPROVEMENTS PROGRAM

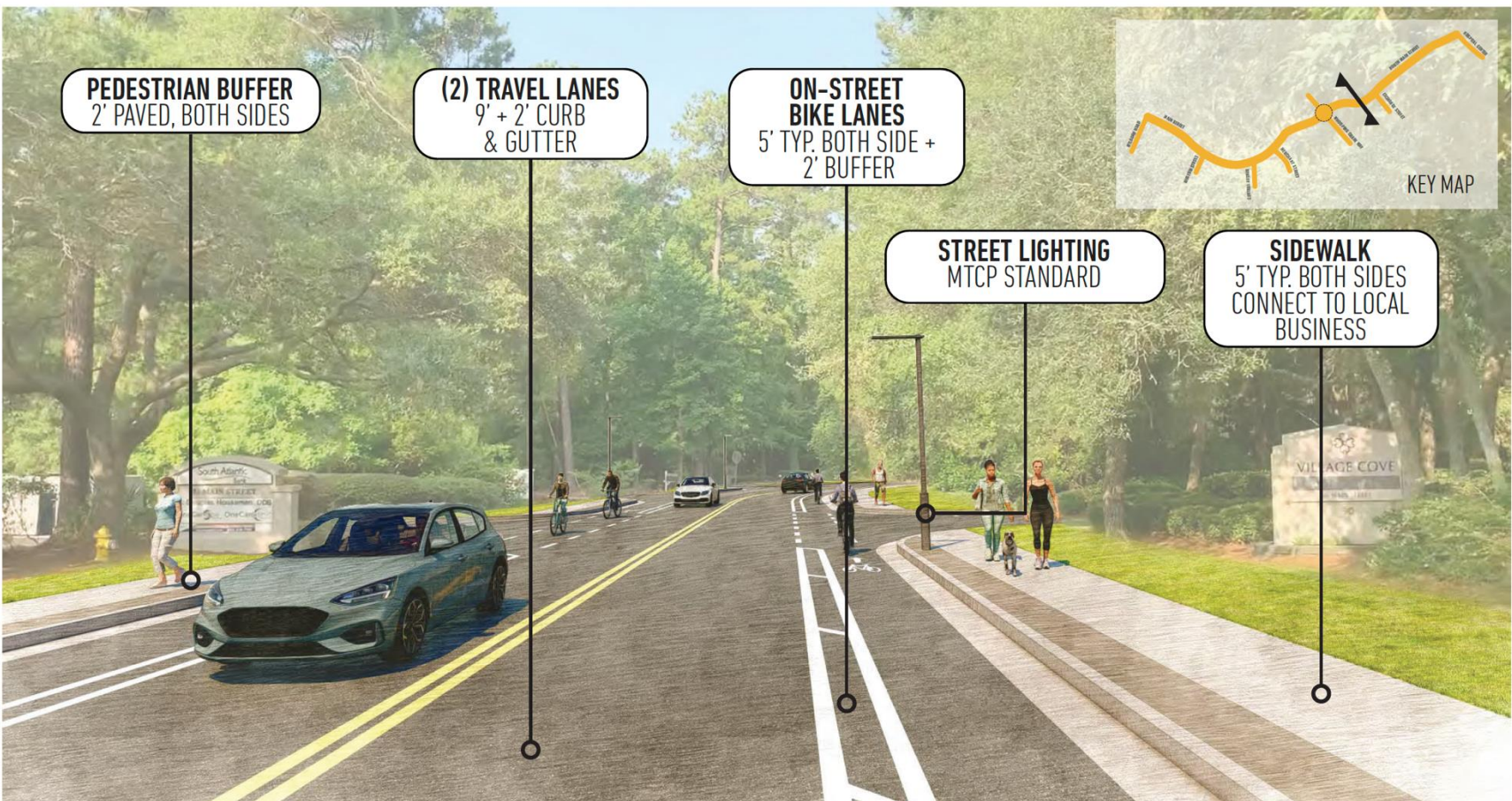
Mid-Island Concept Plan



CAPITAL IMPROVEMENTS PROGRAM

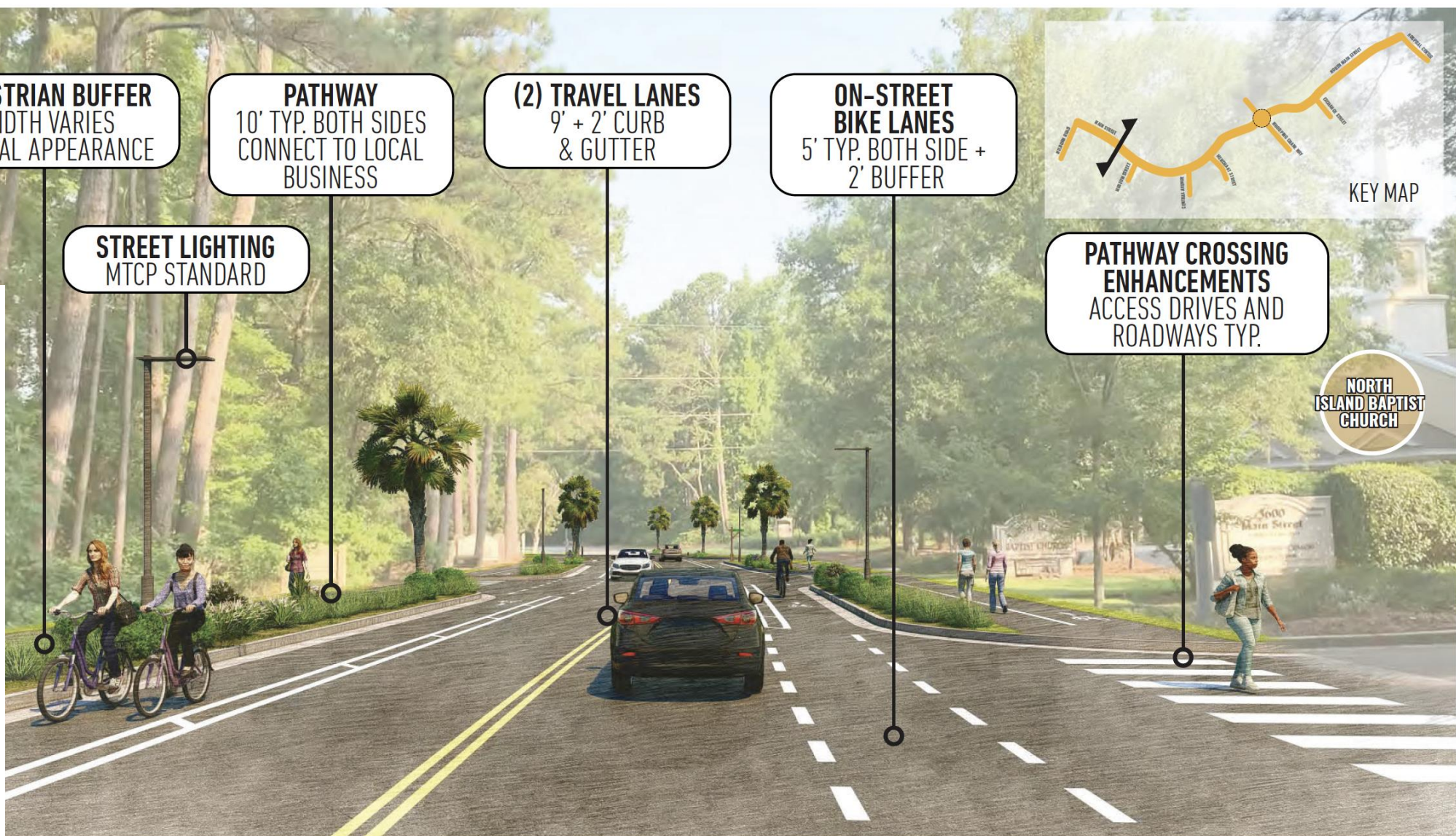
Visualizations MAIN STREET IMPROVEMENTS

Visualizations NORTH MAIN STREET IMPROVEMENTS



WILLIAM HILTON PARKWAY 2 & MAIN STREET | COUNCIL PRESENTATION

TOWN OF HILTON HEAD ISLAND, SC | APRIL 9, 2024



ARKWAY 2 & MAIN STREET | COUNCIL PRESENTATION

TOWN OF HILTON HEAD ISLAND, SC | APRIL 9, 2024

CELEBRATING COMMUNITY

- **Hilton Head Island Jam 2024 Songwriter Festival** - September 18-22
- **Crescendo** - October 15 – November 23
- **Lantern Parade** – November 23
- **Community Tree Lighting & Concert** - December 7
- **Community Menorah Lighting** - TBD



**OFFICE OF
CULTURAL AFFAIRS**
Hilton Head Island

THANK YOU

