

Revitalize and Modernize the Economy: Core Value Chapter Synopsis

INTRODUCTION • Explore the “Future of Tourism” – anticipating future trend is pivotal, connecting to the “Preferred Future” of HHI, better understand potential to stimulate and market for alternative tourism (heritage, eco, outdoor recreation, culinary). • Focus on restoration and revitalization – offers opportunity for modernization without expansion of footprint through technology and new building materials (new design options). • Build relevance to young professionals – represent the “new economy”, need to embrace technology and offer options to live/work. • Health aging economy – offer economic opportunities in healthcare, healthy aging and active retiree support, opportunity to leverage healthcare, technology, and retiree support to support quality of life. • Consider research on how to trigger a boost in the local restoration and revitalization economy and capacity. • We should strive for sustainable economic development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

ISSUES/ EXISTING CONDITIONS/ CONSTRAINTS • Develop a more diverse, resilient and sustainable Island economy • To have an appropriate mix of land uses to meet the needs of existing and future populations. To have an appropriate mix of land uses to accommodate permanent and seasonal populations and existing market demands is important to sustain the Town’s high quality of life. See Excellence Strategy 3.3 • Evaluate annexation beyond the physical boundaries of the Island and should take into consideration purposes other than physical growth, such as regulation of the bridge and land beyond the existing municipal boundaries. • Consider flexibility within the LMO to address future development and redevelopment of existing sites. Areas of existing and future redevelopment should be reviewed and identified and additional TIF districts considered. • Encourage short term rentals to locate and/or redevelop in areas that have available supporting infrastructure. Consider flexibility to upgrade and maintain inventory of timeshare/short term rental to allow for redevelopment to meet market demands and eliminate functional obsolescence. • Consider the impact of the seasonal workforce on the economy. • To monitor nonconforming uses and consider flexible regulations for redevelopment. Evaluate the zoning districts or regulations of the districts when high concentrations of nonconforming properties by use exist to determine if amendments are appropriate.

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DEMONSTRATION ONLY

1. Access

Continue to improve access to HHI.

Keyword: Access. Elements: Community Facilities, Economic Development, Transportation, Priority Investment...
About this Goal: • Inclusive of both physical access to the Island as well as technological access on the Island.

1.1. Transit & Technology Infrastructure

Encourage transit and technology providers to design and build consistent infrastructure coverage to/from and throughout the island to stay cost competitive and provide a prosperous economy.

Stakeholder(s):

Transit Providers

Technology Providers

1.2. Transportation Options

Consider diverse transportation options for alternate means of access to the Island.

See Infrastructure Strategy 1.8

1.2.1. Airport

Continue to work with Beaufort County to modernize and revitalize the Hilton Head Airport.

Stakeholder(s):

Beaufort County

1.2.2. Public Transportation

Work with transportation partners to increase options for public transportation throughout the region to attract workforce and visitors.

See Regional Tactic 3.1.9

Stakeholder(s):

Transportation Partners

Visitors

Workforce

1.2.3. Transit Connections

Complement public transit operations such as those of the Palmetto Breeze (LRTA) by connecting transit stops with employment destinations and tourist destinations.

See Regional Tactic 3.1.4

Stakeholder(s):

Palmetto Breeze

Workers

Employers

Tourists

1.2.4. Pathways

Continue to promote the Island Multi-Use Pathway System as a viable alternative to auto-oriented transportations.

1.2.5. Priorities

Give priority to transportation programs that retain existing businesses and attract new businesses to the area.

Stakeholder(s):

Businesses

1.2.6. Marine Transportation

Evaluate options to integrate marine-based transportation that has the potential to serve Town residents, visitors, and employees, reduce vehicular trips on Island roads, or increase revenue through expanded tourism into the transportation network.

See Regional Tactic 3.1.5

Stakeholder(s):

Residents

Employees

Visitors

2. Businesses

Attract more diverse business, specifically those with high intellectual capacity and a small footprint.

Keyword: Business. Elements: Economic Development... About this Goal: • With the change in trends and the limited business property opportunities, a focus on attracting smaller, possibly start-up, businesses or redevelopment should be encouraged.

2.1. Telecommuting

Consider incentives for businesses that promote telecommuting or working from home.

2.2. Marketing

Collaborate and coordinate with existing organizations to market and expand upon Hilton Head Island's diverse economic opportunities.

2.3. Start-Ups

Foster and encourage new business start-ups.

3. Growth

Manage evolving economic growth while maintaining Hilton Head Island's unique aesthetics.

Keyword: Growth Management. Elements: Cultural Resources, Natural Resources, Population, Housing, Economic Development, Land Use.

3.1. Redevelopment

Support sustainable redevelopment that preserves the environment and brings economic benefits.

3.2. Trends

Monitor demographics and economic trends to manage emerging growth and changes.

See Excellence Strategy 2.5

3.2.1. Daily & Seasonal Population

Maintain information to track the Island's actual daytime and seasonal populations including the impacts of the commuting workforce and the seasonal tourist population.

3.2.2. Housing Trends

Monitor trends in housing development to provide housing options that meet market demands.

3.2.3. Data

Provide data as needed or requested to support other agencies or organizations.

3.3. Aging Structures

Monitor areas that have high concentrations of aging structures to target for potential redevelopment.

3.3.1. Redevelopment

Target areas for redevelopment using information such as age of structure, assisting with reducing vulnerability of structures to storms and natural disaster events due to noncompliance to current building codes, and areas that no longer meet market demands.

3.3.2. Rehabilitation & Conversion

Research opportunities to encourage property owners of unsafe or dilapidated structures to rehabilitate and convert the buildings to workforce housing as a means to provide both redevelopment and additional housing.

Stakeholder(s):

Property Owners

3.4. Re-Purposing & Revitalization

Encourage repurposing or revitalization of existing commercial spaces/structures or buildings through flexibility or incentives for redevelopment.

Stakeholder(s):

Commercial Property Owners

3.5. Development Guidance

Explore innovative methods to guide development in appropriate locations an areas with the Town.

3.6. Housing

Encourage a variety of housing types to meet the needs of the population.

3.7. Appearance Standards

Consider adopting appearance standards to increase or maintain property values of adjacent or near-by properties.

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4. Tourism

Explore, understand, prepare for, and adapt to the future of tourism.

Keyword: Tourism. Elements: Cultural Resources, Natural Resources, Economic Development.

4.1. Preparation & Adaption

Work with the Town's DMO to prepare for and adapt to the future of tourism.

Stakeholder(s):

DMO

4.1.1. Seasonality

Consider options to decrease seasonality and use shoulder seasons to make Hilton Head Island a year round destination (arts, education, culinary, sports).

4.1.2. Trends

Commission a study to look at long term tourism trends and the potential to broaden the year round tourism on the Island.

4.1.3. Evolution & Adaption

Position Hilton Head Island to evolve and adapt the tourism industry in promising new directions, which are aligned with the Town's Vision and Core Values.

Stakeholder(s):

Tourism Industry

4.1.4. Diversification

Diversify tourism while protecting the natural environment.

4.1.5. Promotion

Promote the Island as a world class, but quiet, well-maintained, coastal Island residential and resort community with high speed telecommunication capability, road, sea and air access, where it is possible to operate with remote capability (telecommuting) and also enjoy a rich Island lifestyle.

See Our Ideals of Excellence.

4.1.6. Corporate Meetings

Increase focus on major national and international corporations with a view to becoming a premier corporate meeting location.

Stakeholder(s):

Major Corporations

4.2. Economic Balance

Strive for a balance between tourism and resident economies.

Stakeholder(s):

Tourists

Residents

4.3. Branding & Marketing

Collaborate with organizations to market globally a clear brand of Hilton Head Island and what makes the Island unique.

4.3.1. Ambassador Program

Support the Hilton Head Island Ambassador Program offered by the University of South Carolina Beaufort.

Stakeholder(s):

University of South Carolina Beaufort

4.4. Carbon Footprint

Encourage the tourism industry on the Island to offer visitors a chance to mitigate their travel carbon footprint.

Stakeholder(s):

Tourism Industry

Visitors

4.5. Special Events

Continue to support special events such as the Heritage Golf Tournament, Concours d'Elegans, etc.

Stakeholder(s):

Heritage Golf Tournament

Concours d'Elegans

4.6. Arts, Culture & History

Continue to support existing arts, culture, and history organizations through ATAX funding.

See Inclusive Strategy 8.3

Stakeholder(s):

Arts Organizations

History Organizations

Culture Organizations

4.6.1. Arts Venues & Programs

Research the economic benefits and return on investment for expanding arts venues and programs as a means to attract and enrich the Island experience for residents and visitors.

Stakeholder(s):

Residents

Visitors

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5. Population

Attract and support a diverse/dynamic local population.

Keyword: Population. Elements: Population, Community Facilities, Economic Development. See Inclusive Goal 5

5.1. Young Professionals

Build relevance to young professionals that represent the “new economy” by embracing technology and offering live/work options.

Stakeholder(s):

Young Professionals

5.2. Technology

Embrace technology that will allow opportunities to work remotely or from home.

See Excellence Tactic 2.10.1

5.3. Aging

Foster an economy that includes support for a healthy aging population and allows for aging in place.

Stakeholder(s):

Older Residents

5.3.1. Elderly Population

Work with appropriate organizations that can help the Town to best utilize and support its older population.

Stakeholder(s):

Older Population

5.3.2. Housing Options

Encourage housing options that provide opportunities for residents to age in place.

Stakeholder(s):

Residents

5.4. Economic Environment

Be a community with an excellent, vigorous economic environment that attracts young people or incentivizes them to stay and thrive as adults economically, socially, emotionally and physically.

Stakeholder(s):

Young People

Adults

5.4.1. Families & Young Adults

Cooperate with organizations such as the Town’s DMO to promote growth of the family and resident young adult population while continuing to promote the Island as a desirable destination for retirees and visitors.

Stakeholder(s):

DMO	Retirees
Families	Visitors
Young Adults	

5.5. Medical Care

Recognize the expanding needs of specialty medical care in the region.

Stakeholder(s):

Medical Care Providers

5.5.1. Health Care

Coordinate with health care providers to access adequate, cost effective health care services for the Island’s aging population as well as residents and visitors.

See Inclusive Strategy 7.4

Stakeholder(s):

Health Care Providers	Residents
Aging Population	Visitors

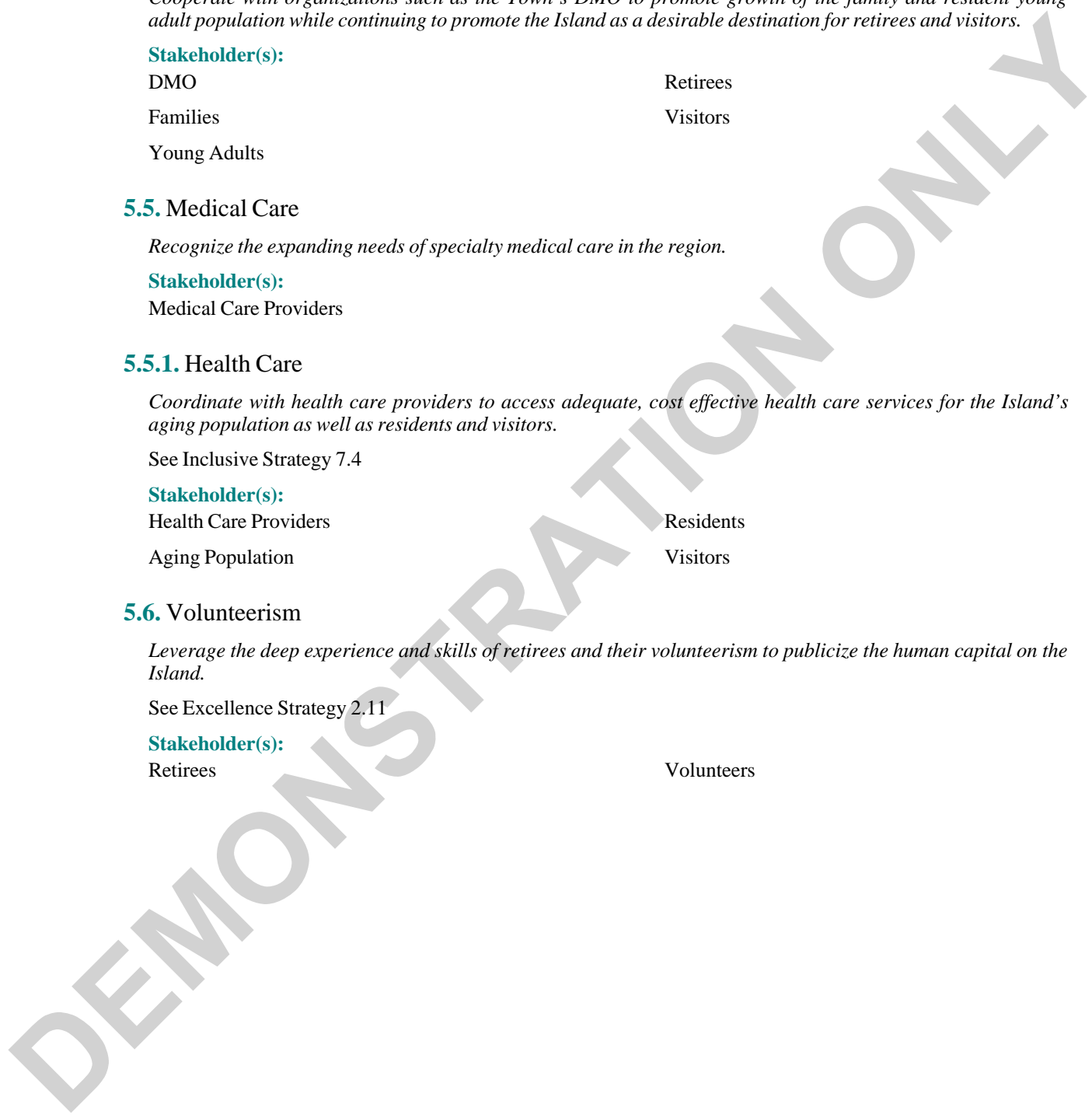
5.6. Volunteerism

Leverage the deep experience and skills of retirees and their volunteerism to publicize the human capital on the Island.

See Excellence Strategy 2.11

Stakeholder(s):

Retirees	Volunteers
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6. Workforce

Have a high quality, sustainable workforce.

Keyword: Workforce. Elements: Housing, Community Facilities, Transportation.

6.1. Housing

Ensure the development of workforce housing through effective incentives.

See Connected Strategy 4.3, Inclusive Strategy 3.3, Infrastructure Strategy 6.1, Regional Goal 2

6.1.1. Housing Plan

Pursue the recommendations from the Workforce Housing Strategic Plan.

6.1.2. Moderate Income Housing

Identify methods to support construction of new moderate income housing by 2024.

6.1.3. Home Ownership

Support programs aimed at increasing home ownership (e.g. Habitat for Humanity).

Stakeholder(s):

Habitat for Humanity

6.1.4. Town Properties

Consider developing a master plan for Town-owned properties that considers future development projects or land swaps for workforce housing.

6.1.5. Land Acquisition

Review the land acquisition program to determine if a workforce housing component would be an appropriate modification.

6.1.6. Demographics & Trends

Monitor changing demographics and trends in housing development to provide housing options to meet market demands.

6.1.7. Education

Continue to educate the public on the potential impact on their daily quality of life that is directly affected by the supply or lack thereof of workforce housing.

6.2. Education & Training

Coordinate with educational institutions/agencies to meet the educational and training needs of Island's population and workforce.

Stakeholder(s):

Educational Institutions

Workforce

Educational Agencies

6.2.1. Education Needs

Collaborate with local industry to determine education needs for now and in future.

Stakeholder(s):

Local Industry

6.2.2. Educational Opportunities

Encourage diverse educational opportunities that will prepare students for a career, including two-year trade schools.

Stakeholder(s):

Students

Trade Schools

6.3. Wages & Benefits

Evaluate results of Town staff wage and benefit analysis to ensure diverse job offerings with competitive wages.

Stakeholder(s):

Town Staff

6.4. Transportation Options

Evaluate transportation options for the workforce.

Stakeholder(s):

Workforce

6.4.1. Public Transportation

Support enhancements to the public transportation network, such as continued integration of bike racks on buses and linking pathways to bus stops, to providing a link to off-island users.

6.4.2. Regional Transit

Support the coordination of regional public transit to serve the mainland and the Island for the commuting workforce.

See Regional Tactic 3.1.9

Stakeholder(s):

Commuting Workforce

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