

DRAFT GOALS and STRATEGIES -- EWG

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Organization

Economy Work Group (EWG)

Stakeholder(s):

Jayne Lopko :
Submitter

Mission

To revitalize and modernize the economy

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1. Access

To continue to improve access to HHI.

1.1. Infrastructure

Encourage providers to design and build consistent infrastructure coverage throughout the island to stay cost competitive and provide an attractive economy.

Note: a. Strategy 1.1 could include options to minimize service interruptions, provide a current coverage map, provide government subsidy/incentive for infrastructure, and emphasize importance of technology on economy. An additional topic discussed was having the Town install the infrastructure and lease it back to providers to ensure equal coverage and access.

1.2. Transportation

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

1.2.1. Airport

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

Note: b. Strategy 1.2.1 could include options such as complete construction of new terminal building, increase flights, carriers, and destinations from HHI Airport, and consider HHI airport an asset for growing business travel, telecommuting market, and (corporate) hospitality segment of economy. Other items discussed regarding this topic include implementation of sound barriers and recognizing the impacts on real estate in proximity to the HHI 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.

1.2.3. Marine-Based Transportation

Evaluate options to integrate marine-based transportation into the transportation network.

Note: c. Strategy 1.2.3 was included to encourage the Town to continue to evaluate options like ferry service to improve access to HHI and surrounding areas. The Work Group acknowledges the past efforts and potential concerns but felt that this option should continue to be evaluated.

2. Business Attraction

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

2.1. Economic Development

Strive for sustainable economic development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

2.2. Telecommuting

Consider incentives to promote telecommuting or working from home.

Note: a. Strategy 2.2 could include promotion of the Island's quality of life and as a great place to live/work/play.

2.3. Economic Opportunities

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

Note: b. Strategy 2.3 could include organizations like the Town's Designated Marketing Organization (DMO), Beaufort County Economic Development Corporation, Southern Alliance, Don Ryan Center, Small Business Association (including SCORE), etc.

Stakeholder(s):

Designated Marketing Organization (DMO)
Beaufort County Economic Development Corporation
Southern Alliance
Don Ryan Center
Small Business Association
(including SCORE)

2.4. Start-Ups

Foster and encourage new business start-ups.

Stakeholder(s):

Business Start-Ups

2.5. Business Diversity

Leverage Hilton Head Island's unique attributes to attract more diverse businesses.

Note: c. Strategy 2.5 could support the Excellence Work Groups's strategy for HHI to create a Center for Excellence.

Stakeholder(s):

Businesses

3. Growth & Aesthetics

To manage evolving growth while maintaining Hilton Head Island's unique aesthetics.

3.1. Redevelopment

Strive for sustainable redevelopment that preserves the environment and brings economic benefits.

Note: a. Strategy 3.1 could include options like reuse of raw materials, design buildings and surrounding areas in a multi-functional manner, and introduce new energy concepts to increase efficiency.

3.2. Demographics & Economic Trends

Monitor demographics and economic trends to remain current with emerging changes.

3.3. Aging Structures

Identify areas to monitor aging structures to target for potential redevelopment.

3.4. Commercial Structures

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

Note: b. Strategy 3.4 could include targeting off-island capital for investment.

3.5. Vacant Structures & Infrastructure

Repurpose existing vacant structures and infrastructure.

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 showcase the Island's unique character and history.

Note: c. Strategy 3.7 could include items like revitalization standards, historic protection, and preservation of natural assets including trees.

3.8. Arts, Culture & History

Continue to support arts, culture, and history opportunities that contribute to the unique character of the Island.

4. Tourism

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

4.1. DMO

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

Stakeholder(s):

Designated Marketing Organization

4.1.1. Seasonality

Consider options to decrease seasonality and use shoulder seasons to make Hilton Head Island a year round destination.

Note: a. Strategy 4.1.1 could include options like exploring alternative tourism products such as entertainment, arts, culture & heritage, ecotourism, outdoor recreation, culinary, and livability/lifestyles to expand tourism options as well as educating the public about the history of the island and building on what works now that visitors desire.

4.1.2. Tourism Diversity

Diversify tourism while protecting the natural environment.

Note: b. Strategy 4.1.2 could include options like attracting industries driving leading edge environmentally friendly building and residential styles and marine related businesses.

4.1.3. Demographics & Economic Trends

Monitor demographics and economic trends to provide options that meet needs/market demands.

4.2. Tourists & Residents

Strive for a balance between tourism and resident economy.

Note: c. Strategy 4.2 could include opportunities to educate residents and developers on the value of tourism.

Stakeholder(s):

Tourists

Residents

4.3. Branding

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

Note: d. Strategy 4.3 could include attracting businesses and residents for live/work/play, not just visitors.

4.4. Arts, Culture & History

Continue to support existing arts, culture, and history organizations through ATAX funding, while encouraging future growth opportunities.

Stakeholder(s):

Arts Organizations

Culture Organizations

History Organizations

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5. Population

To attract and support a diverse/dynamic local population.

Note: a. Goal 5 resulted from merging two goals from the previous presentation, both dealing with the population of the island (young professionals and the aging community).

5.1. Young Professionals

Build relevance to young professionals.

Stakeholder(s):

Young Professionals

5.2. Remote Work

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

5.3. Aging

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

Note: b. Strategy 5.3 could include support for retirees and the aging population with regard to housing, services, transportation, education, recreation, and healthcare.

Stakeholder(s):

Retirees

Aging Population

5.4. Young People

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

Note: c. Strategy 5.4 could involve expanding or improving education opportunities in the region and providing job opportunities for young people. Note: d. Strategy 5.4 could also include encouraging business that would attract young families and utilizing specific attributes about the island like our unique attractive setting, housing availability, and quality education as incentives.

Stakeholder(s):

Young People

5.5. Medical Care

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

Note: e. Strategy 5.5 could include options for the Town to partner with organizations to bring more specialty medicine to the area.

5.6. Retirees & Volunteers

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

Stakeholder(s):

Retirees

Volunteers

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6. Workforce

To have a high quality, sustainable workforce

6.1. Workforce Housing

Ensure the development of workforce housing through effective incentives.

Note: a. Strategy 6.1 could include using Town-owned land for housing, allowing conversion of commercial space to housing, lower fees, increasing permitted density or allowing bonus density, and options for partnering with organizations.

6.2. Education & Training

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

6.3. Seasonal Workforce

Consider the impact of the seasonal workforce on the economy.

Stakeholder(s):

Seasonal Workforce

6.4. Wages & Benefits

Investigate the feasibility of a Town wage and benefit survey to ensure diverse jobs with competitive wages.

6.5. Business Attraction

Attract businesses that create jobs that will provide careers with a future.

Note: b. Strategy 6.5 could include businesses that tap into retired military/veterans to build the workforce.

Stakeholder(s):

Veterans

Military Retirees

6.6. Transportation Options

Evaluate transportation options for the off-island workforce.

Note: c. Strategy 6.6 could include looking at options for employer provided incentives.

Stakeholder(s):

Off-Island Workforce

6.7. Competitive Analysis

Compare Hilton Head Island against other similar governments to evaluate and respond to regional business and employment competition.

Administrative Information

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