



**County Council of
Beaufort County
Finance Committee
Meeting**

Chairman
MARK LAWSON

Vice Chairman
CHRIS HERVOCHON

Committee Members
GERALD DAWSON
STU RODMAN
BRIAN FLEWELLING

Interim County Administrator
ERIC GREENWAY

Clerk to Council
SARAH W. BROCK

Staff Support
WHITNEY RICHLAND
PHIL FOOT

Administration Building
Beaufort County Government
Robert Smalls Complex
100 Ribaut Road

Contact
Post Office Drawer 1228
Beaufort, South Carolina 29901-1228
(843) 255-2180
www.beaufortcountysc.gov

Finance Committee Meeting Agenda

Monday, June 21, 2021 at 2:00 PM

This meeting will be held both in person at Executive Conference Room 100 Ribaut Road, Beaufort, and virtually through Zoom. Please be aware that there is limited seating available for the in-person meeting and attendees must practice social distancing

1. CALL TO ORDER
2. PLEDGE OF ALLEGIANCE
3. *PUBLIC NOTIFICATION OF THIS MEETING HAS BEEN PUBLISHED, POSTED, AND DISTRIBUTED IN COMPLIANCE WITH THE SOUTH CAROLINA FREEDOM OF INFORMATION ACT*
4. APPROVAL OF AGENDA
5. APPROVAL OF MINUTES- April 19, 2021
6. **CITIZEN COMMENTS-** CITIZENS MAY JOIN VIA ZOOM USING THE LINK AND MEETING INFORMATION BELOW:

[MEETING LINK](#)

Meeting number: 161 4154 7770

Password: BC123

(ANYONE who wishes to speak during the Citizen Comment portion of the meeting will limit their comments to no longer than three (3) minutes (a total of 15 minutes) and will address Council in a respectful manner appropriate to the decorum of the meeting, refraining from the use of profane, abusive, or obscene language)

7. UPDATE FROM CHIEF FINANCIAL OFFICER WHITNEY RICHLAND REGARDING YEAR TO DATE FINANCIAL STATEMENTS FOR THE FISCAL YEAR 2021

AGENDA ITEMS

8. DISCUSSION ON THE PROGRESS OF THE PENN CENTER RENOVATIONS.
9. RECOMMENDATION FOR FY22 CONTRACT RENEWAL APPROVALS FROM VARIOUS DEPARTMENTS TO THE FINANCE COMMITTEE.
 - A. NEW VISION SYSTEM - OFFICIAL RECORDS SOFTWARE AND MAINTENANCE - \$54,838
 - B. PICTOMETRY INTERNATION CORP - LICENSE IMAGE SOFTWARE - \$120,875.36
 - C. ANDREWS TECHNOLOGY NOVATIME - NOVATIME MAINTENANCE AND HOSTING - \$75,369

- D. MANATRON (AUMENTUM) - PROPERTY ASSESSMENT TAX SOFTWARE - \$241,922.72
- E. TYLER TECHNOLOGIES - ANNUAL SUPPORT LICENSE MUNIS - \$233,365.93
- F. THINKGUARD - OFFSITE DISASTER RECOVERY - \$121,543
- G. NWN (CISCO SMARTNET) - PHONE SYSTEM GEAR NETWORK - \$172,820
- H. CDW-G- PROOFPOINT - \$62,385
- I. SHI - MICROSOFT 365 RENEWAL - \$471,148.03
- J. TYLER TECHNOLOGIES (ENERGOV) - \$174,535.28

- [10.](#) 2021-2022 SOUTHERN BEAUFORT MARKETING PLAN PRESENTATION- HILTON HEAD ISLAND/BLUFFTON CHAMBER OF COMMERCE
- [11.](#) GREATER BEAUFORT-PORT ROYAL CVB 2021- 2022 MARKETING PLAN PRESENTATION
- [12.](#) PRESENTATION OF FISCAL YEAR 2021-2022 BUDGETS BY THE FIRE DISTRICTS LOCATED WITHIN BEAUFORT COUNTY.
- 13. ADJOURNMENT



**County Council of
Beaufort County
Community Services
Committee Meeting**

Chairman
MARK LAWSON

Vice Chairman
CHRIS HERVOCHON

Committee Members
GERALD DAWSON
BRIAN FLEWELLING
STU RODMAN

Interim County Administrator
ERIC GREENWAY

Clerk to Council
SARAH W. BROCK

STAFF SUPPORT
RAYMOND WILLIAMS
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Beaufort, South Carolina 29901-1228
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Finance Committee Minutes

Monday, April 19, 2021 at 3:00 PM

[This meeting is being held virtually in accordance with Beaufort County Resolution 2020-05]

ALL OF OUR MEETINGS ARE AVAILABLE FOR VIEWING ONLINE AT WWW.BEAUFORTCOUNTYSC.GOV AND CAN ALSO BE VIEWED ON HARGRAY CHANNELS 9 AND 113, COMCAST CHANNEL 2, AND SPECTRUM CHANNEL 1304

CALL TO ORDER

Committee Chairman Lawson called the meeting to order at 3:40 PM.

PRESENT

Committee Chairman Lawson
Committee Vice-Chairman Hervochoch
Council Member Passiment
Council Member Glover
Council member Sommerville
Council Member Howard
Council Member Rodman
Council Member Flewelling
Council Member Dawson

PLEDGE OF ALLEGIANCE

Committee Chairman Lawson led the Pledge of Allegiance.

FOIA

Committee Chairman Lawson noted that the Public Notification of this meeting has been published, posted, and distributed in compliance with the South Carolina Freedom of Information Act.

APPROVAL OF AGENDA

It was moved by Council Member Passiment, seconded by Council Member Flewelling to **"approve the agenda"**. 8 :0 Motion carried

APPROVAL OF MINUTES: February 25, 2021

It was moved by Council Member Flewelling, seconded by Council Member Passiment to **"approve the minutes from February 25, 2021, "**. 8:0 Motion carried

CITIZEN COMMENTS

No Citizen Comments.

UPDATE FROM CHIEF FINANCIAL OFFICER, WHITNEY RICHLAND REGARDING YEAR TO DATE FINANCIAL STATEMENTS FOR THE FISCAL YEAR 2021 AND BUDGET CALENDAR

[Link to Video and Graphs](#)

ACTION ITEMS

Discussion and Presentation of the Comprehensive Annual Financial Report for 2020 by External Auditor's Maulding & Jenkins CPA and Advisors

[Link to Video](#)

- Audit findings were one-time findings; 1)delay of closing audit 2)bank reconciliations not being reconciled and appropriated to their general ledger which 3) timeliness of federal drawdowns; grant reimbursements were not sent in a timely manner therefore revenues and receivables were not properly recorded 4) and submission of the federal financial report form sf425 not submitted to FAA in a timely manner.

Presentation on Carryover Budget 2020 Expenditures

[Link to Video and Graphs](#)

FY 22 Treasurer's Budget Presentation

[Link to Video](#)

- Request for credit card fees to be paid by the County instead of the taxpayer
- Taxpayers can pay online through their bank with no fee
- Paying by credit card is a choice

ADJOURNMENT

The meeting adjourned at 4:40 pm.

Ratified by Committee:



BEAUFORT COUNTY COUNCIL AGENDA ITEM SUMMARY

| |
|---|
| ITEM TITLE: |
| <i>Discussion and presentation of year to date financial statements for FY 2021</i> |
| MEETING NAME AND DATE: |
| Finance Committee 06/21/2021 |
| PRESENTER INFORMATION: |
| <i>Whitney Richland Chief Financial Officer/ Hayes Williams Finance Director 20 Minutes</i> |
| ITEM BACKGROUND: |
| <i>Discussion and presentation of the year to date financial reports for FY 2021.</i> |
| PROJECT / ITEM NARRATIVE: |
| Discussion and presentation of the year to date financial reports for FY 2021. |
| FISCAL IMPACT: |
| <i>None</i> |
| STAFF RECOMMENDATIONS TO COUNCIL: |
| Discussion and related questions. |
| OPTIONS FOR COUNCIL MOTION: |
| N/A |

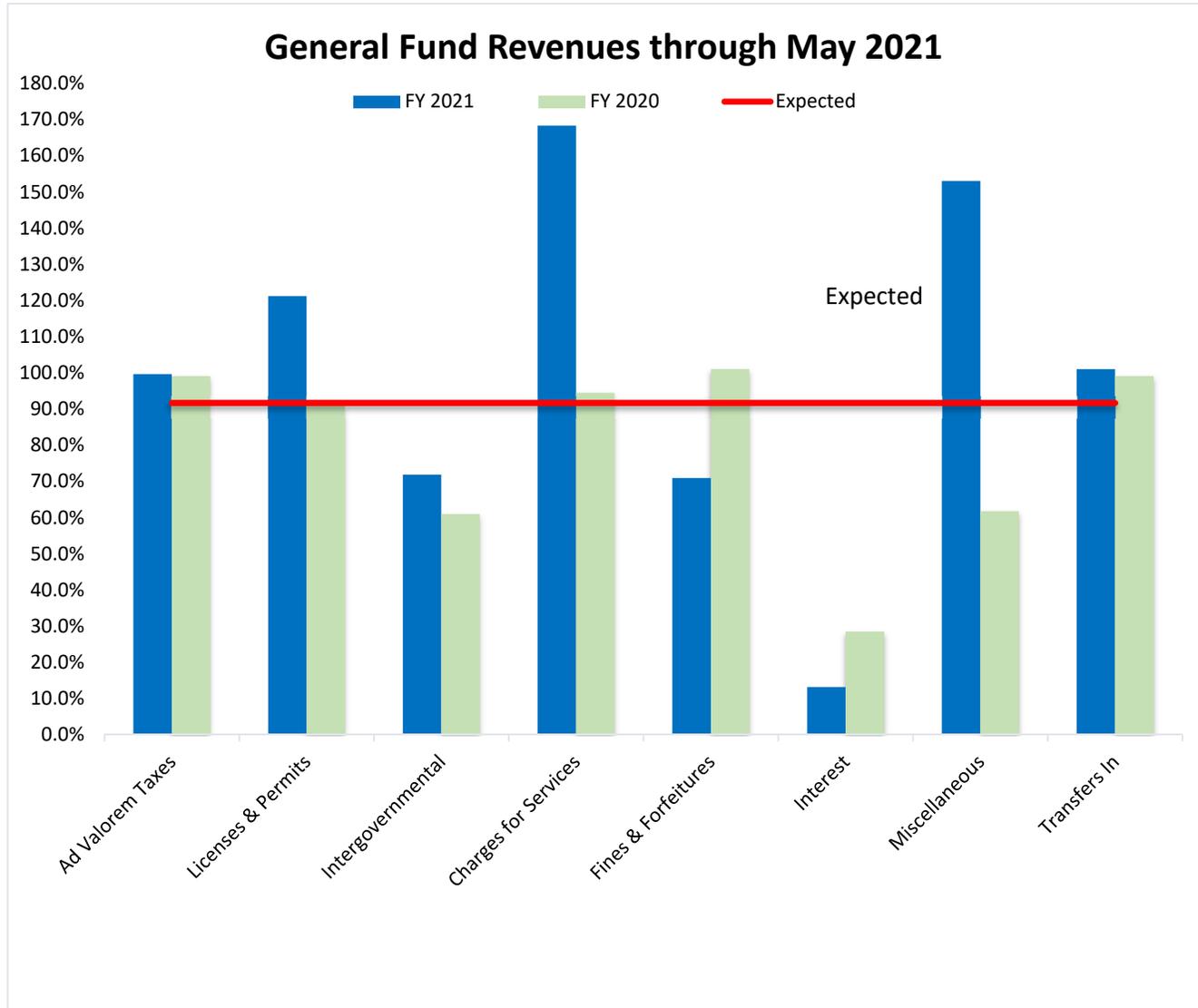
Executive Summary of Revenues and Expenditures

Through May 31, 2021

General Fund Revenues

Budget: \$130,276,931
 Revenue Collected to Date: \$133,593,979
 Revenue Collected over Budget: \$3,317,048

Percent of Total Budget Collected: 102.55%
 Percent of Year Completed: 91.67%



Revenue Analysis

| Function | Budget | To Date | % Received | % Year Completed |
|----------------------|---------------|---------------|------------|------------------|
| Ad Valorem Taxes | \$106,217,968 | \$105,832,345 | 99.64% | 91.67% |
| Licenses & Permits | \$3,244,160 | \$3,930,900 | 121.17% | 91.67% |
| Intergovernmental | \$9,035,338 | \$6,490,709 | 71.84% | 91.67% |
| Charges for Services | \$8,862,160 | \$14,914,594 | 168.30% | 91.67% |
| Fines & Forfeitures | \$749,500 | \$531,544 | 70.92% | 91.67% |
| Interest | \$442,805 | \$58,281 | 13.16% | 91.67% |
| Miscellaneous | \$180,000 | \$275,459 | 153.03% | 91.67% |
| Transfers In | \$1,545,000 | \$1,560,147 | 100.98% | 91.67% |

For revenues with variances over 5% of the year completed, a brief explanation is provided below.

Ad Valorem Taxes: Increase in collections because of the due date at March 31, 2021.

Licenses and Permits: Building permits and building licenses are \$407 and \$229 thousand above budget, respectively.

Intergovernmental: First three quarters of State Aid have been received. The fourth quarter, which is historically received after fiscal year end will be an estimated \$1.8 million. The Homestead Exemption comes in historically after the fiscal year end will also be an estimated \$1.8.

Charges for Services: Register of Deeds continues to have a record year.

Fines & Forfeitures: Forfeitures, Magistrate and Library fines are lagging due to the pandemic.

Interest: Interest rates are at a staggeringly low level. The interest rate in the Local Government Investment Pool (LGIP) last year for the same time period was 1.3992%, the current year interest rate with LGIP is .1257%.

Miscellaneous: Sales of recyclables.

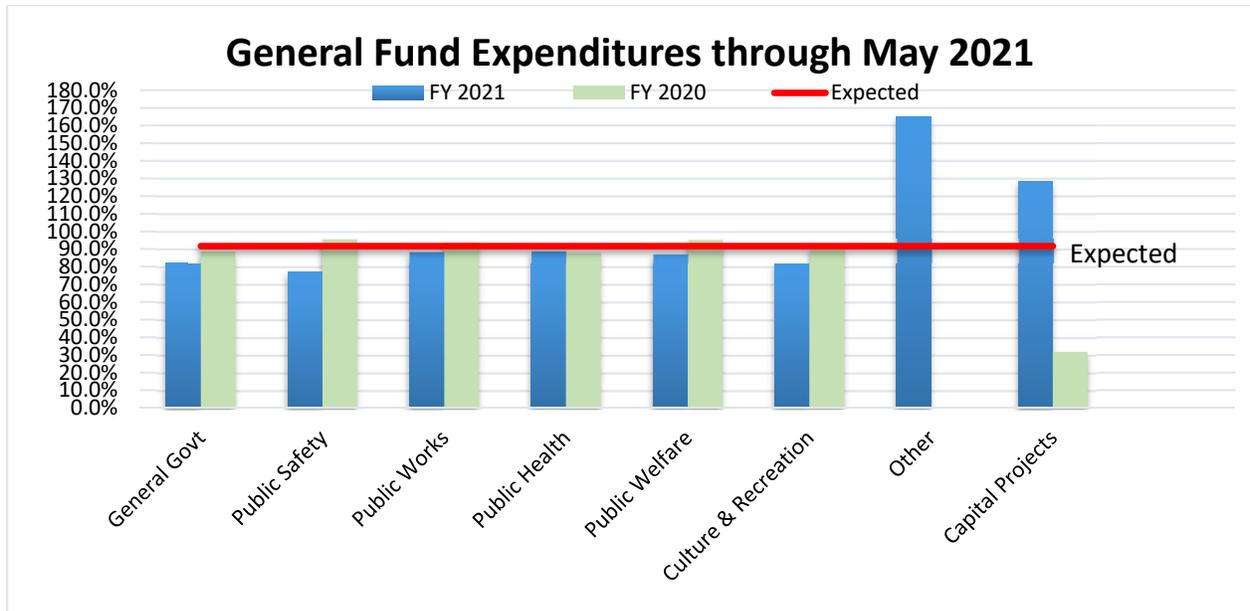
Transfers In: All four quarters of transfers are in. The State Accommodations tax revenue for General Fund is higher than originally projected.

Executive Summary of Revenues and Expenditures

Through May 31, 2021

General Fund Expenditures

| | |
|---|----------------------|
| Budget: | \$130,300,432 |
| Carryover from FY 2020: | \$1,352,447 |
| Amendments and Transfers: | \$193,929 |
| Total FY 2021 Budget: | \$131,846,807 |
| | |
| Actual Expenditures to Date: | \$108,573,851 |
| Encumbrances: | \$4,629,672 |
| Total Exp'd & Enc'd to Date: | \$113,203,524 |
| Budget Remaining: | \$18,643,283 |
| | |
| Percent of Total Budget Exp'd & Enc'd: | 85.86% |
| Percent of Year Completed: | 91.67% |



Expenditure Analysis

| Function | Budget | To Date | % Expended | % Year Completed |
|-------------------------------|--------------|--------------|------------|------------------|
| General Government | \$44,098,824 | \$36,118,997 | 81.90% | 91.67% |
| Public Safety | \$51,468,036 | \$39,615,054 | 76.97% | 91.67% |
| Public Works | \$17,105,934 | \$15,146,205 | 88.54% | 91.67% |
| Public Health | \$3,751,392 | \$3,340,263 | 89.04% | 91.67% |
| Public Welfare | \$708,261 | \$618,196 | 87.28% | 91.67% |
| Culture & Recreation | \$13,328,964 | \$10,940,454 | 82.08% | 91.67% |
| Capital Projects | \$876,802 | \$1,123,619 | 128.15% | 91.67% |
| Transfer to Debt Service Fund | \$- | \$5,462,298 | N/A | 91.67% |
| Other | \$508,594 | \$838,438 | 164.85% | 91.67% |

For expenditures with variances over 5% of the year completed or that do not follow the usual prior year trend, a brief explanation is provided below.

General Government: Trending lower than expected it should correct by year end.

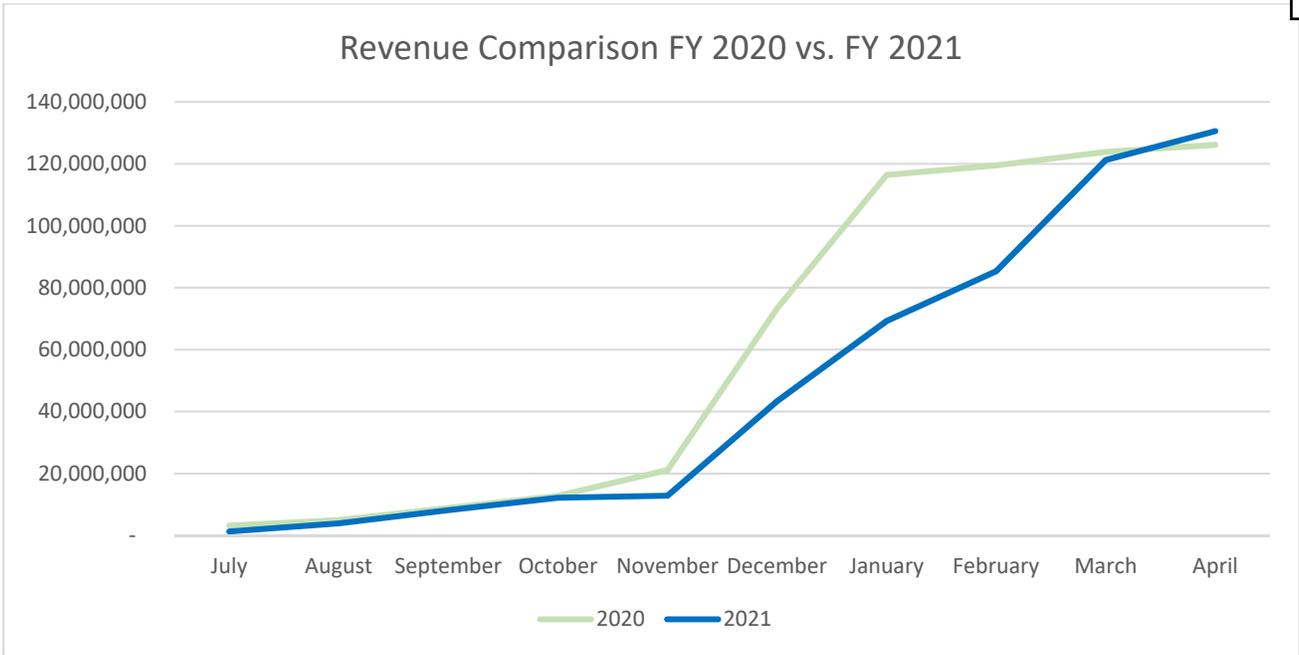
Public Safety: Trending lower than expected it should correct by year end.

Culture & Recreation: Trending lower than expected it should correct by year end.

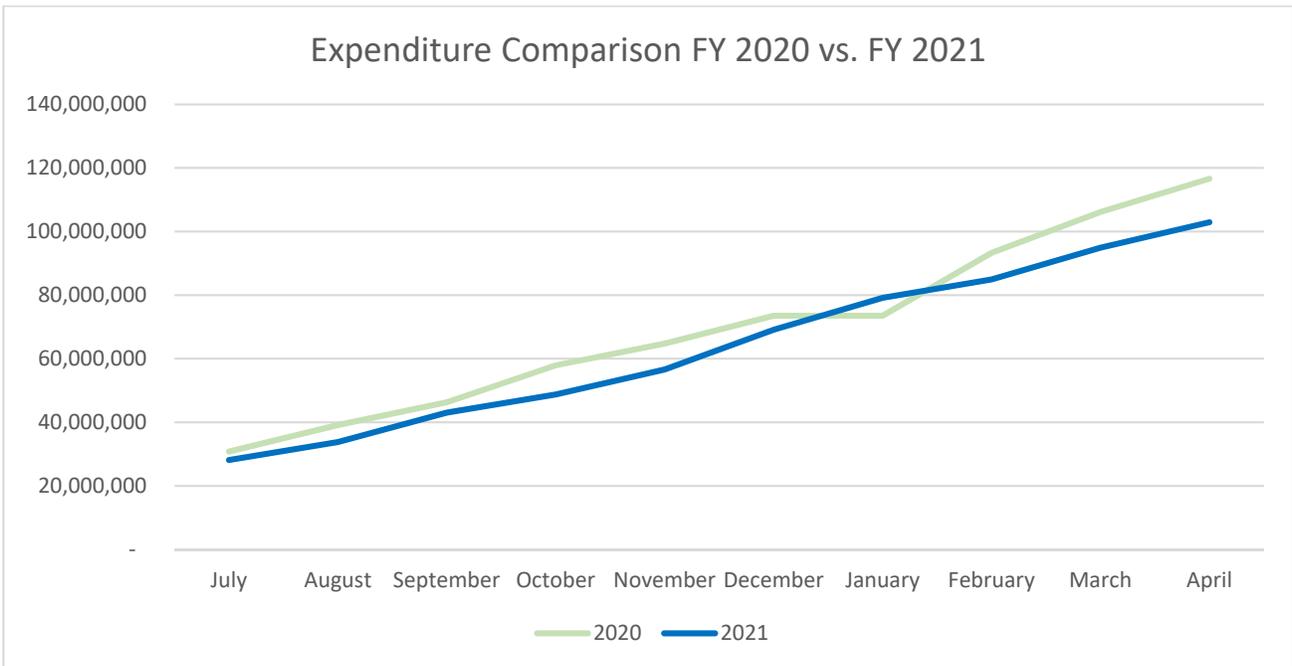
Other: Use of fund balance for the Beaufort County Economic Development Corporation from escrow funds.

Capital Projects: The purchase of an ambulance from insurance proceeds may cause this category to exceed the annual budget but is offset by the insurance proceeds. Actual: \$319,681; Encumbered: \$698,582.

Transfer to Debt Service Fund: On April 26, 2021, County Council authorized Ordinance 2021/19. The Ordinance authorized staff to defeasance of the General Obligation Bond Series 2012E. The bond defeasance occurred on May 26, 2021 and totaled \$5,462,297. The estimated savings to the taxpayers of Beaufort County from the defeasance of this bond is approximately \$3.63 million.



Note that revenues are consistent through the first quarter but separate widely in November, due to the delay in Ad Valorem Taxation in fiscal year 2021. The revenue stream has recovered during the third quarter of fiscal year 2021, due to the due date of Ad Valorem taxes on March 31, 2021 and starting to outperform the prior year.



Note that expenditures follow a similar trajectory in both fiscal years. To date, expenditures in fiscal year 2021 are approximately \$10,787,429 lower than fiscal year 2020. While we expect this trend to continue through the remainder of the fiscal year, we feel that the spread will reduce by year end.

Beaufort County
 Detail of Revenues - General Fund
 For the Period July 1, 2020 - May 31, 2021

| | Approved Budget 6/30/2021 | Revised Budget 6/30/2021 | Actual Spent & Encumbered 5/31/2021 | Variances |
|--|---------------------------------|--------------------------------|--|--------------------|
| Ad Valorem taxes | | | | |
| Current taxes | \$ 97,472,000 | \$ 97,472,000 | \$ 99,792,947 | \$ 2,320,947 |
| Delinquent taxes | 1,500,000 | 1,500,000 | 171,427 | (1,328,573) |
| 3% & 7% penalties on tax | 6,345,968 | 6,345,968 | 5,625,316 | (720,652) |
| 5% penalties on tax | 400,000 | 400,000 | 100,557 | (299,443) |
| Filing penalty | 500,000 | 500,000 | 142,090 | (357,910) |
| Automobile tax penalty | - | - | 8 | 8 |
| Total Ad Valorem taxes | <u>106,217,968</u> | <u>106,217,968</u> | <u>105,832,345</u> | <u>(385,623)</u> |
| Licenses & permits | | | | |
| Building permits | 880,000 | 880,000 | 1,287,319 | 407,319 |
| Electricians' licenses | 5,160 | 5,160 | - | (5,160) |
| Mobile home permits | 7,000 | 7,000 | 21,429 | 14,429 |
| Marriage licenses | 72,000 | 72,000 | 52,885 | (19,115) |
| Sherriff copper permits | - | - | 100 | 100 |
| Cable television franchises | 360,000 | 360,000 | 414,689 | 54,689 |
| Business license | 1,840,000 | 1,840,000 | 2,068,678 | 228,678 |
| Alcohol beverage license | 80,000 | 80,000 | 85,800 | 5,800 |
| Total licenses and permits | <u>3,244,160</u> | <u>3,244,160</u> | <u>3,930,900</u> | <u>686,740</u> |
| Intergovernmental | | | | |
| State aid to subdivisions | 6,746,324 | 6,746,324 | 4,931,368 | (1,814,956) |
| Homestead exemption | 1,743,960 | 1,743,960 | - | (1,743,960) |
| Merchants inventory tax | 186,309 | 186,309 | 139,732 | (46,577) |
| Manufacturer tax exempt program | 30,000 | 30,000 | 21,267 | (8,733) |
| Motor carrier payments | 200,000 | 200,000 | 194,923 | (5,077) |
| Payments in lieu of taxes | 110,000 | 110,000 | 26,401 | (83,599) |
| Payments in lieu of taxes - federal | 10,000 | 10,000 | - | (10,000) |
| Local assessment fee UBER | 5,000 | 5,000 | 2,043 | (2,957) |
| Veteran's Officer stipend | 5,370 | 5,370 | 4,109 | (1,261) |
| Voter regulation and election stipends | 12,000 | 12,000 | 6,252 | (5,748) |
| Voter regulation and election reimbursements | - | (23,500) | 85,143 | 108,643 |
| Salary supplements for state | 7,875 | 7,875 | 5,905 | (1,970) |
| Poll | 2,000 | 2,000 | 7,500 | 5,500 |
| FEMA grant | - | - | 550,208 | 550,208 |
| SCEMD (FEMA MATCH) grant | - | - | 167,831 | 167,831 |
| CARES grant | - | - | 348,027 | 348,027 |
| Total intergovernmental | <u>9,058,838</u> | <u>9,035,338</u> | <u>6,490,709</u> | <u>(2,544,629)</u> |
| Charges for services | | | | |
| Register of Deeds | 3,400,000 | 3,400,000 | 10,349,800 | 6,949,800 |
| Sheriff's fees | 40,000 | 40,000 | 31,324 | (8,676) |
| Probate fees | 500,000 | 500,000 | 547,701 | 47,701 |
| Solicitor fees | - | - | 1,665 | 1,665 |
| Magistrate fees | 170,000 | 170,000 | 106,090 | (63,910) |
| Clerk of Court fees | 135,000 | 135,000 | 99,970 | (35,030) |
| Family Court fees | 320,000 | 320,000 | 257,120 | (62,880) |
| Master in Equity fees | 300,000 | 300,000 | 82,143 | (217,857) |
| Treasurer fees | 20,000 | 20,000 | 22,866 | 2,866 |
| Emergency Medical Service Fees | 3,305,000 | 3,305,000 | 2,909,400 | (395,600) |
| Waste disposal fees | - | - | 7,850 | 7,850 |

Beaufort County
 Detail of Revenues - General Fund
 For the Period July 1, 2020 - May 31, 2021

| | Approved Budget 6/30/2021 | Revised Budget 6/30/2021 | Actual Spent & Encumbered 5/31/2021 | Variances |
|---|---------------------------------|--------------------------------|--|---------------------|
| Charges for services - (Continued) | | | | |
| DSO fees | 48,000 | 48,000 | 69,489 | 21,489 |
| Animal Shelter fees | - | - | 11,895 | 11,895 |
| Library copy fees | - | - | 1,528 | 1,528 |
| Other fees | - | - | 164,143 | 164,143 |
| Video Production | 25,000 | 25,000 | 26,830 | 1,830 |
| Telephone services others | 19,000 | 19,000 | 2,885 | (16,115) |
| Hilton Head Island holding facilities | 30,000 | 30,000 | - | (30,000) |
| Payroll services to Fire Departments | 13,000 | 13,000 | 9,646 | (3,354) |
| Credit card convenience fees | 215,000 | 215,000 | 17,482 | (197,518) |
| Parks and recreation fees | 322,160 | 322,160 | 194,767 | (127,393) |
| Total charges for services | <u>8,862,160</u> | <u>8,862,160</u> | <u>14,914,594</u> | <u>6,052,434</u> |
| Fines and forfeitures | | | | |
| General Sessions fines | 12,500 | 12,500 | 8,420 | (4,080) |
| Bonds escrement | 5,000 | 5,000 | 10,859 | 5,859 |
| Magistrate fines | 567,000 | 567,000 | 354,852 | (212,148) |
| Other fines | 15,000 | 15,000 | - | (15,000) |
| Library fines | 75,000 | 75,000 | 19,023 | (55,977) |
| Forfeiture | 25,000 | 25,000 | 2,573 | (22,427) |
| Late penalties - Business Services | 50,000 | 50,000 | 135,817 | 85,817 |
| Total fines and forfeitures | <u>749,500</u> | <u>749,500</u> | <u>531,544</u> | <u>(217,956)</u> |
| Interest | <u>442,805</u> | <u>442,805</u> | <u>58,281</u> | <u>(384,524)</u> |
| Miscellaneous revenues | | | | |
| Miscellaneous revenues | 38,000 | 38,000 | 47,147 | 9,147 |
| Rental of property to others | 17,000 | 17,000 | 16,701 | (299) |
| Sale of County property | 125,000 | 125,000 | 68,379 | (56,621) |
| Sale of recyclables | - | - | 143,232 | 143,232 |
| Total miscellaneous revenues | <u>180,000</u> | <u>180,000</u> | <u>275,459</u> | <u>95,459</u> |
| Transfers in | | | | |
| Transfer from State Accommodations tax | 45,000 | 45,000 | 60,147 | 15,147 |
| Transfer from Hospitality tax fund | 1,500,000 | 1,500,000 | 1,500,000 | - |
| Total transfers in | <u>1,545,000</u> | <u>1,545,000</u> | <u>1,560,147</u> | <u>15,147</u> |
| Total revenues General Fund | <u>\$ 130,300,431</u> | <u>\$ 130,276,931</u> | <u>\$ 133,593,979</u> | <u>\$ 3,317,048</u> |

Beaufort County
 Detail of Expenditures - General Fund
 For the Period July 1, 2020 - May 31, 2021

| | Approved Budget 6/30/2021 | Revised Budget 6/30/2021 | Actual Spent & Encumbered 5/31/2021 | Variances |
|---|---------------------------------|--------------------------------|--|-------------------|
| General Government | | | | |
| Magistrate's Court | \$ 2,240,607 | \$ 2,240,607 | \$ 1,720,788 | \$ 519,819 |
| Clerk of Court and Family Court | 1,339,382 | 1,339,382 | 976,684 | 362,698 |
| Treasurer | 1,729,424 | 1,742,034 | 1,200,833 | 541,201 |
| Solicitor | 1,887,500 | 1,887,500 | 1,887,500 | - |
| Probate Court | 864,225 | 864,225 | 749,303 | 114,922 |
| County Council | 868,859 | 1,068,859 | 1,231,891 | (163,032) |
| Auditor | 1,012,249 | 1,012,249 | 833,241 | 179,008 |
| Coroner | 696,574 | 696,574 | 610,037 | 86,537 |
| Master in Equity | 393,235 | 393,235 | 314,336 | 78,899 |
| Legislative Delegation | 66,992 | 66,992 | 44,688 | 22,304 |
| County Administrator | 693,342 | 693,342 | 657,198 | 36,144 |
| Communications & accountability | 279,737 | 279,737 | 121,519 | 158,218 |
| Broadcast services | 401,412 | 401,412 | 301,102 | 100,310 |
| County Attorney | 523,476 | 523,476 | 513,405 | 10,071 |
| Finance | 1,268,690 | 1,268,690 | 1,031,720 | 236,970 |
| Risk management | 231,258 | 231,258 | 189,390 | 41,868 |
| Purchasing | 211,570 | 211,570 | 165,896 | 45,674 |
| Assessor | 2,505,292 | 2,505,292 | 1,682,307 | 822,985 |
| Register of deeds | 568,750 | 568,750 | 495,547 | 73,203 |
| Community planning and development | 1,244,271 | 1,244,271 | 757,609 | 486,662 |
| Business license | 102,605 | 102,605 | 84,335 | 18,270 |
| Director of community services | 311,025 | 311,025 | 132,017 | 179,008 |
| Voter registration and elections | 961,181 | 984,681 | 1,000,288 | (15,607) |
| Management & Geographical information systems | 4,539,752 | 4,669,092 | 4,798,730 | (129,638) |
| Records Management | 618,995 | 618,995 | 428,063 | 190,932 |
| Employee services | 882,544 | 882,544 | 660,139 | 222,405 |
| Nondepartmental | 17,290,427 | 17,290,427 | 13,530,431 | 3,759,996 |
| Total General Government | <u>43,733,374</u> | <u>44,098,824</u> | <u>36,118,997</u> | <u>7,979,827</u> |
| Public Safety | | | | |
| Sheriff's office | 29,464,559 | 30,077,464 | 22,475,121 | 7,602,343 |
| Emergency Management | 955,028 | 1,047,128 | 1,018,319 | 28,809 |
| EMS Emergency Medical Service | 8,402,726 | 8,402,726 | 6,688,183 | 1,714,543 |
| Traffic and transportation engineering | 1,868,347 | 1,850,931 | 1,438,188 | 412,743 |
| Detention Center | 7,386,956 | 7,386,956 | 5,929,408 | 1,457,548 |
| Building and codes enforcement | 1,458,606 | 1,458,606 | 920,874 | 537,732 |
| Animal services | 1,244,225 | 1,244,225 | 1,144,961 | 99,264 |
| Total Public Safety | <u>50,780,447</u> | <u>51,468,036</u> | <u>39,615,054</u> | <u>11,852,982</u> |
| Public Works | | | | |
| Public works general support | 1,121,966 | 1,175,119 | 1,023,537 | 151,582 |
| Engineering | 304,265 | 304,265 | 239,645 | 64,620 |
| Facilities maintenance | 6,532,813 | 6,846,477 | 5,859,736 | 986,741 |
| Solid waste & recycling | 8,780,073 | 8,780,073 | 8,023,287 | 756,786 |
| Total Public Works | <u>16,739,117</u> | <u>17,105,934</u> | <u>15,146,205</u> | <u>1,959,729</u> |
| Public Health | | | | |
| Mosquito control | 1,751,730 | 1,772,944 | 1,361,815 | 411,129 |
| Medical indigent act contributions | 1,978,448 | 1,978,448 | 1,978,448 | - |
| Total Public Health | <u>3,730,178</u> | <u>3,751,392</u> | <u>3,340,263</u> | <u>411,129</u> |

Beaufort County
 Detail of Expenditures - General Fund
 For the Period July 1, 2020 - May 31, 2021

| | Approved Budget 6/30/2021 | Revised Budget 6/30/2021 | Actual Spent & Encumbered 5/31/2021 | Variances |
|---|---------------------------------|--------------------------------|--|----------------------|
| Public Welfare Services | | | | |
| Veteran's affairs office | 233,594 | 233,594 | 157,728 | 75,866 |
| Human services alliance | 398,000 | 398,000 | 398,000 | - |
| Human and social services | 76,667 | 76,667 | 62,468 | 14,199 |
| Total Public Welfare Services | <u>708,261</u> | <u>708,261</u> | <u>618,196</u> | <u>90,065</u> |
| Cultural and Recreational | | | | |
| Parks and leisure services | 4,301,616 | 4,395,221 | 2,958,951 | 1,436,270 |
| Libraries | 4,444,038 | 4,297,711 | 3,345,471 | 952,240 |
| Education allocation | 4,636,032 | 4,636,032 | 4,636,032 | - |
| Total Cultural and Recreational | <u>13,381,686</u> | <u>13,328,964</u> | <u>10,940,454</u> | <u>2,388,510</u> |
| Capital outlay | <u>718,775</u> | <u>876,802</u> | <u>1,123,619</u> | <u>(246,817)</u> |
| Transfer to Debt Service Fund for Defeasement | <u>-</u> | <u>-</u> | <u>5,462,298</u> | <u>(5,462,298)</u> |
| Other - Economic Development | <u>508,594</u> | <u>508,594</u> | <u>838,438</u> | <u>(329,844)</u> |
| Total Expenditures General Fund | <u>\$ 130,300,432</u> | <u>\$ 131,846,807</u> | <u>\$ 113,203,524</u> | <u>\$ 18,643,283</u> |

Beaufort County, South Carolina
Stormwater Utility

Statement of Revenues, Expenses and Changes in Net Position
For the Fiscal Year from July, 1, 2020 through May 31, 2021

| | Yearly Revised budget | Year to date Spent/ encumbered | Available Budget | % Received | % Year Completed |
|-------------------------------------|--------------------------|-----------------------------------|---------------------|----------------|---------------------|
| Operating revenues | | | | | |
| Stormwater Utility Fees | \$ 6,177,216 | \$ 5,776,644 | \$ (400,572) | 93.52% | 91.67% |
| Stormwater Utility project billings | 826,103 | 711,080 | (115,023) | 86.08% | 91.67% |
| Other charges | 11,175 | 15,125 | 3,950 | 135.35% | 91.67% |
| Total operating revenues | <u>7,014,494</u> | <u>6,502,849</u> | <u>(511,645)</u> | <u>92.71%</u> | <u>91.67%</u> |
| Operating expenses | | | | | |
| Personnel services | 3,710,558 | 1,626,114 | 2,084,444 | 43.82% | 91.67% |
| Purchased services | 5,086,564 | 2,414,893 | 2,671,671 | 47.48% | 91.67% |
| Supplies | 429,780 | 343,009 | 86,771 | 79.81% | 91.67% |
| Capital | 703,345 | 341,001 | 362,344 | 48.48% | 91.67% |
| Depreciation | 555,672 | - | 555,672 | 0.00% | 91.67% |
| Total operating expenses | <u>10,485,919</u> | <u>4,725,017</u> | <u>5,760,902</u> | <u>45.06%</u> | <u>91.67%</u> |
| Operating income (loss) | <u>(3,471,425)</u> | <u>1,777,832</u> | <u>5,249,257</u> | <u>-51.21%</u> | <u>91.67%</u> |
| Non-Operating Revenues (Expenses) | | | | | |
| Gain on sale of capital assets | - | 3,720 | 3,720 | 0.00% | 91.67% |
| Interest income | 112,500 | 17,839 | (94,661) | 15.86% | 91.67% |
| Interest expense | (188,268) | (188,193) | 75 | 99.96% | 91.67% |
| Total capital contributions | <u>(75,768)</u> | <u>(166,634)</u> | <u>(90,866)</u> | <u>219.93%</u> | <u>91.67%</u> |
| Change in net position | <u>(3,547,193)</u> | <u>1,611,198</u> | <u>5,158,391</u> | <u>45.42%</u> | <u>91.67%</u> |
| Net position, beginning of year | | <u>9,790,536</u> | | | |
| Net position, ending | | <u>\$ 11,401,734</u> | | | |
| Net position | | | | | |
| Net investment in capital assets | | 2,995,701 | | | |
| Unrestricted deficit | | <u>8,406,033</u> | | | |
| Total net position | | <u>\$ 11,401,734</u> | | | |

Beaufort County, South Carolina
Hilton Head Island Airport

Statement of Revenues, Expenses and Changes in Net Position
Fiscal year to date July 1, 2020 through May 31, 2021

| | Yearly Revised budget | Year to date Spent/ encumbered | Available Budget | % Received | % Year Completed |
|--|--------------------------|-----------------------------------|---------------------|-----------------|---------------------|
| Operating revenues | | | | | |
| Fixed base operator revenue | \$ 298,400 | \$ 429,214 | \$ 130,814 | 143.84% | 91.67% |
| Passenger facility charges | 300,000 | 332,314 | 32,314 | 110.77% | 91.67% |
| Operating agreement/ commission revenue | 520,000 | 633,539 | 113,539 | 121.83% | 91.67% |
| Firefighting/ security fees | 419,500 | 520,812 | 101,312 | 124.15% | 91.67% |
| Landing fees | 180,000 | 199,173 | 19,173 | 110.65% | 91.67% |
| Parking fees | 80,000 | 41,643 | (38,357) | 52.05% | 91.67% |
| Rentals | 604,000 | 607,302 | 3,302 | 100.55% | 91.67% |
| Hangar rentals | 200,000 | 201,830 | 1,830 | 100.92% | 91.67% |
| CARES Act | 1,214,749 | 903,162 | (311,587) | 74.35% | 91.67% |
| Other charges | 45,000 | 329,683 | 284,683 | 732.63% | 91.67% |
| Total operating revenues | <u>3,861,649</u> | <u>4,198,672</u> | <u>337,023</u> | <u>108.73%</u> | <u>91.67%</u> |
| Operating expenses | | | | | |
| Personnel services | 1,237,002 | 876,187 | 360,815 | 70.83% | 91.67% |
| Purchased services | 1,297,400 | 1,234,054 | 63,346 | 95.12% | 91.67% |
| Supplies | 88,500 | 73,066 | 15,434 | 82.56% | 91.67% |
| Capital Outlay | - | 58,196 | (58,196) | 0.00% | 91.67% |
| Depreciation | 550,000 | - | 550,000 | 0.00% | 91.67% |
| Total operating expenses | <u>3,172,902</u> | <u>2,241,503</u> | <u>931,399</u> | <u>70.65%</u> | <u>91.67%</u> |
| Operating income (loss) | <u>688,747</u> | <u>1,957,169</u> | <u>(594,376)</u> | <u>38.08%</u> | <u>91.67%</u> |
| Non-Operating Revenues (Expenses) | | | | | |
| Operating grant | 64,820 | 30,045 | (34,775) | 46.35% | 91.67% |
| Interest expense | (80,000) | (53,635) | (26,365) | 67.04% | 91.67% |
| Total Non-Operating Revenues (Expenses) | <u>(15,180)</u> | <u>(23,590)</u> | <u>(61,140)</u> | <u>155.40%</u> | <u>91.67%</u> |
| Income (loss) before capital contributions and transfers | <u>673,567</u> | <u>1,933,579</u> | <u>(655,516)</u> | <u>287.07%</u> | <u>91.67%</u> |
| Capital contributions | | | | | |
| Capital grants - federal | - | 178,343 | 178,343 | 0.00% | 91.67% |
| Capital outlay | (1,017,100) | (13,866,022) | (12,848,922) | 1363.29% | 91.67% |
| Total capital contributions | <u>(1,017,100)</u> | <u>(13,687,679)</u> | <u>(12,670,579)</u> | <u>1363.29%</u> | <u>91.67%</u> |
| Transfers | | | | | |
| Transfers in | - | - | - | 0.00% | 91.67% |
| | <u>-</u> | <u>-</u> | <u>-</u> | <u>0.00%</u> | <u>91.67%</u> |
| Change in net position | <u>(343,533)</u> | <u>(11,754,100)</u> | <u>(11,410,567)</u> | <u>3421.53%</u> | <u>91.67%</u> |
| Net position, beginning of year | | <u>22,079,682</u> | | | |
| Net position, ending | | <u>\$ 10,325,582</u> | | | |
| Net position | | | | | |
| Net investment in capital assets | | \$ 32,086,441 | | | |
| Unrestricted deficit | | (21,760,859) | | | |
| Total net position | | <u>\$ 10,325,582</u> | | | |
| Amount advanced from other funds at June 30, 2020 | | <u>\$ 8,108,649</u> | | | |

Beaufort County, South Carolina
Beaufort Executive Airport

Statement of Revenues, Expenses and Changes in Net Position
For the Fiscal Year from July, 1, 2020 through May 31, 2021

| | Yearly Revised budget | Year to date Spent/ encumbered | Available Budget | % Received | % Year Completed |
|---|--------------------------|-----------------------------------|---------------------|----------------|---------------------|
| Operating revenues | | | | | |
| Fuel and oil sales | \$ 418,500 | \$ 384,009 | \$ (34,491) | 91.76% | 91.67% |
| Operating agreement/ commission revenue | 3,000 | 5,265 | 2,265 | 175.50% | 91.67% |
| Concession sales | 16,600 | 4,012 | (12,588) | 24.17% | 91.67% |
| Landing fees | 3,000 | 26,810 | 23,810 | 893.67% | 91.67% |
| Hangar rentals | 160,640 | 177,647 | 17,007 | 110.59% | 91.67% |
| CARES Act | 30,000 | 30,000 | - | 100.00% | 91.67% |
| Other charges | - | 2,725 | 2,725 | 0.00% | 91.67% |
| Total operating revenues | <u>631,740</u> | <u>630,468</u> | <u>(1,272)</u> | <u>99.80%</u> | <u>91.67%</u> |
| Operating expenses | | | | | |
| Cost of sales and services | 298,000 | 361,773 | (63,773) | 121.40% | 91.67% |
| Personnel services | 220,635 | 127,625 | 93,010 | 57.84% | 91.67% |
| Purchased services | 127,080 | 175,084 | (48,004) | 137.77% | 91.67% |
| Supplies | 13,210 | 14,577 | (1,367) | 110.35% | 91.67% |
| Capital Outlay | - | - | - | 0.00% | 91.67% |
| Total operating expenses | <u>658,925</u> | <u>679,058</u> | <u>(20,133)</u> | <u>103.06%</u> | <u>91.67%</u> |
| Operating income (loss) | <u>(27,185)</u> | <u>(48,590)</u> | <u>(21,405)</u> | <u>-3.26%</u> | <u>91.67%</u> |
| Capital contributions | | | | | |
| Capital grants - federal | - | 624,874 | 624,874 | 0.00% | 91.67% |
| Capital outlay | - | (701,073) | (701,073) | 0.00% | 91.67% |
| Total capital contributions | <u>-</u> | <u>(76,199)</u> | <u>(76,199)</u> | <u>-</u> | <u>91.67%</u> |
| Change in net position | <u>(27,185)</u> | <u>(124,789)</u> | <u>(97,604)</u> | <u>459.04%</u> | <u>91.67%</u> |
| Net position, beginning of year | | <u>2,616,178</u> | | | |
| Net position, ending | | <u>\$ 2,491,389</u> | | | |
| Net position | | | | | |
| Net investment in capital assets | | 4,306,620 | | | |
| Unrestricted deficit | | (1,815,231) | | | |
| Total net position | | <u>\$ 2,491,389</u> | | | |
| Amount advanced from other funds at June 30, 2020 | | <u>\$ 1,517,921</u> | | | |



BEAUFORT COUNTY COUNCIL AGENDA ITEM SUMMARY

| |
|--|
| ITEM TITLE: |
| <i>Discussion on the progress on the Penn Center Renovations.</i> |
| MEETING NAME AND DATE: |
| Finance Committee 06/21/2021 |
| PRESENTER INFORMATION: |
| <i>Marion Burns Penn Center/ David Hill Innova Architects 10 Minutes</i> |
| ITEM BACKGROUND: |
| <i>Beaufort County Council awarded the Penn Center \$822,000 to assist with Phase I Building Preservation with Ordinance 2019/56.</i> |
| PROJECT / ITEM NARRATIVE: |
| Since Ordinance 2019/56 was awarded the construction costs have increased and the Penn Center has changed the scope of the work that will need to be done. |
| FISCAL IMPACT: |
| <i>None</i> |
| STAFF RECOMMENDATIONS TO COUNCIL: |
| None this is an update not an action item. |
| OPTIONS FOR COUNCIL MOTION: |
| <i>Not Applicable</i> |



EXHIBIT "A"

Project: PENN CENTER BUILDING RESTORATION & MAINTENANCE

Issue Date

PHASE ONE BUILDINGS

5.16.19

| No. | Item | Constructed | Probable Cost | Remarks |
|-----|-------------------|-------------|---------------|---|
| 26 | Orchard Cottage | 1942 | \$195,000 | Emergency Stabilization, Repair, Restoration |
| 18 | Cedar Cottage | 1907 | \$215,000 | Complete restoration, Structure, Roof, Bathrooms, HVAC & Electrical systems |
| 1 | Lathers Dormitory | 1922 | \$250,000 | Remodel Administrative Offices, Bathrooms, HVAC & Electrical systems |
| 19 | Jasmine Cottage | 1911 | \$12,000 | Exterior Painting add closure & screening between piers |
| 4 | Retreat House | 1968 | \$75,000 | Minor exterior repair, Exterior Painting, Interior refurbishing, Upgrade HVAC, Lighting |

PHASE ONE PROFESSIONAL SERVICES

| | | | | |
|--|---|--|----------|--|
| | Architectural Services | | \$50,000 | Planning, Meetings, Agency Presentation. Consultation, Building Documentation & Construction Documents, Grant Application documents. |
| | Survey, Building Location, Tree, Topo, Site Utilities | | \$25,000 | |

TOTAL PHASE ONE

\$822,000

666 HARBOR CREEK PLACE CHARLESTON, SOUTH CAROLINA 29412
 Vx 843.270.2976 John@OceanaDesignLLC.com

ORDINANCE 2020 / 47

AN ORDINANCE APPROPRIATING FUNDS NOT TO EXCEED \$822,000 FROM THE 3% LOCAL ACCOMMODATIONS TAX FUNDS TO PENN CENTER, INC. TO ASSIST WITH PHASE I BUILDING PRESERVATION, RENOVATION AND RESTORATION OF HISTORIC BUILDINGS ON THE PENN CENTER CAMPUS AND OTHER MATTERS RELATED THERETO

WHEREAS, Penn Center, Inc. (“Penn”) is a 501(c)(3) non-profit organization. Its mission is to promote, preserve and protect Penn Center’s history and culture through education, community development and social justice. It operates Penn Center one of the most significant African American historical and cultural institutions in existence today. It is a prominent historic tourist destination. It is located on Martin Luther King Drive (TMS No. R300016 000 0094 0000). Penn seeks financial assistance from the County to fund its efforts to preserve, protect, renovate and restore historically significant buildings on Penn Center’s campus which currently serve, and will continue to serve for years to come, as a destination for tourist, visitors, and scholars to Beaufort; and

WHEREAS, to facilitate and guide this effort, Penn has established a two-phase building preservation, renovation and restoration plan. Phase I improvements are described on Penn Center Building Restoration and Maintenance Plan (Exhibit “A”). This phase is estimated to cost approximately \$822,000. Penn seeks assistance from the County for this phase of the project; and

WHEREAS, Beaufort County Council finds that it is in the best interest of its citizens, residents, visitors, and tourists to provide assistance to Penn in this effort.

NOW, THEREFORE, BE IT ORDAINED by Beaufort County Council that an appropriation to Penn Center, Inc. in an amount not to exceed \$822,000 is hereby authorized from the 3% Local Accommodations Tax fund to assist with Phase I building preservation, renovation, and restoration as set forth in Exhibit A (collectively the “Work”) which is incorporated herein by reference. This appropriation is contingent upon each of the following conditions:

1. Receipt of a properly completed local A-tax application and review of the same pursuant to Resolution 2019/ 31;
2. Contracts for the Work shall be awarded through the Beaufort County procurement process;
3. Penn shall contract with an architectural/engineering firm hired through Beaufort County RFQ process, to provide architectural review and contract administration services for all work which performed utilizing these funds;
4. The architectural/engineering firm shall review, approve and submit to Beaufort County, directly, all Applications for Payment;
5. Beaufort County shall retain the funds in their entirety and shall make payment only upon receipt of approved applications for payment from the architectural/engineering firm and only upon the terms specified therein; and
6. Funds will be utilized solely for the capital improvement projects which are identified in Exhibit “A” and solely for the purposes specified therein; and
7. Penn shall comply with all reporting requirements which Beaufort County recently adopted relating to 3% Local A-Tax appropriations which are set forth in Resolution 2019 / 31.

DONE this 26th day of October, 2020

COUNTY COUNCIL OF BEAUFORT COUNTY

By: Joseph Passiment
Joseph Passiment, Chairman

ATTEST:

Sarah W. Brock

Sarah W. Brock, JD, Clerk to Council

First Reading: September 28, 2020/ Vote: 11:0
Second Reading: October 12, 2020/ Vote: 11:0
Public Hearing: October 26, 2020
Third Reading: October 26, 2020 Vote: 11:0

As amended to AIA document B102-2017: Standard Form of Agreement Between Owner and Architect, March 4, 2021

9.2.1 OVERVIEW

These expanded design services will be provided to complete the recommendations developed in the Condition Assessment Report for six buildings on the Penn Center Campus – Orchard Cottage, Gantt Cottage, Retreat House, Jasmine Cottage, Arnette House, and Cedar Cottage – as researched, assembled, and produced by the Design Team dated May 2021. These expanded services will be delivered in the form of Schematic Design, Design Development, Construction Documents, Bidding, and Construction Observation services as described below, with a separate package prepared for each of the six subject buildings. Services will be delivered as completed, for review by the Owner and by Beaufort County and for advertisement for General Construction Services by others, and billed twice monthly based on a percentage completion basis for all six packages as the project progresses.

9.2.2 SCOPE OF DESIGN TEAM'S EXPANDED DESIGN SERVICES**9.2.2.1 SCHEMATIC DESIGN PHASE**

- 9.2.2.1.1 The Design Team will review the Owner's previous program of needs and program, schedule and construction budget.
- 9.2.2.1.2 The Design Team will develop and review with the Owner possible approaches to design and rehabilitation and construction, and will prepare Schematic Design documents consisting of a site plan, floor plan, and exterior elevations illustrating the scale and relationship of Project elements.
- 9.2.2.1.3 The Schematic Design Phase represents 20% of the total Expanded Design Services Fee.

9.2.2.2 DESIGN DEVELOPMENT PHASE

- 9.2.2.2.1 Based on Owner-approved Schematic Design documents, Design Team will prepare Design Development documents to describe the size and character of the Project's systems and materials. These will include an updated site plan, floor plans, elevations, a building section, and a preliminary structural and mechanical/electrical/plumbing engineering layout, plus an outline specification listing major proposed building materials and systems.
- 9.2.2.2.2 Design Team will advise the Owner of possible changes to the preliminary estimate of Construction Cost. In this Phase fixtures, equipment, appliances, cabinets and countertops, flooring, hardware, trim and door styles, and interior finishes will be selected.
- 9.2.2.2.3 The Design Development Phase represents 20% of the total Expanded Design Services Fee.

9.2.2.3 CONSTRUCTION DOCUMENTS PHASE

- 9.2.2.3.1 Based on Owner-approved Design Development documents, Design Team will prepare Construction Documents consisting of Drawings and Specifications to include plans, elevations, schedules, interior and exterior details, building and wall sections necessary to receive appropriate labor/material bids from contractors and a permit for the construction of the Project.
- 9.2.2.3.2 The Construction Documents Phase represents 40% of the total Expanded Design Services Fee.

9.2.2.4 BIDDING PHASE

- 9.2.2.4.1 Design Team will assist Owner in the preparation of bid data and forms and the form of Agreement between the Owner and General Contractor, and assist Owner in evaluating bid proposals.
- 9.2.2.4.2 Design Team cannot control bids or market conditions and so does not warrant that bids will not vary from any estimate of Construction Cost prepared by Design Team in the Condition Assessment.
- 9.2.2.4.3 The Bidding Phase Fee represents 5% of the total Expanded Design Services Fee.

9.2.2.5 CONSTRUCTION OBSERVATION PHASE

- 9.2.2.5.1 Design Team will visit the site at intervals appropriate to the stage of construction to become generally familiar with and to keep the Owner informed about the progress and quality of the portion of the Work completed. Design Team will not be required to make continuous on-site

inspections to check the Work, nor will Design Team have control over the selected Contractor construction means, methods, techniques, or procedures, or for safety precautions and programs.

- 9.2.2.5.2 As Contractor submits monthly invoices for their work Design Team will review the amounts due to the Contractor as a representation to the Owner that the Work has progressed to the point indicated and that, to the best of the Design Team's knowledge, the quality of the Work is in accordance with the Construction Documents.
- 9.2.2.5.3 Design Team will have authority to reject Work that does not conform to the Construction Documents and to require inspection or testing of the Work as necessary.
- 9.2.2.5.4 Design Team will promptly review Contractor-approved shop drawings and other submittals for conformance with the design concept.
- 9.2.2.5.5 Design Team will prepare Change Orders, with supporting documentation if deemed necessary by Design Team, for the Owner's approval and Contractor's execution, and will review any associated Contractor requests for an adjustment in the Contract Sum or an extension of the Contract Time.
- 9.2.2.5.6 Design Team will receive from the Contractor and forward to the Owner written warranties and related documents, and will advise Owner on final payment based upon a final inspection indicating the Work complies with the requirements of the Construction Documents.
- 9.2.2.5.7 The Construction Observation phase represents 15% of the total Expanded Design Services Fee.

9.2.3 ADDITIONAL DESIGN SERVICES IF/AS REQUIRED

- 9.2.3.1 With written notice, Design Team will make revisions in drawings, specifications or other documents on an hourly basis, per current standard hourly rates for each Design Team professional, in the following events:
 - a. when a request is inconsistent with approvals or instructions previously given by the Owner: or
 - b. If required by enactment/revision of codes, laws or regulations after document preparation.
- 9.2.3.2 With written notice and prior approval, Design Team will prepare drawings, specifications and other documentation and supporting data to evaluate alternatives or substitutions proposed by the Contractor, per the hourly rates described in 9.2.3.1.

9.2.4 COST OF DESIGN TEAM'S EXPANDED DESIGN SERVICES

9.2.4.1 Based on the final Phase 1 Condition Assessment Report dated May 2021, specifically the Construction Budget Estimates located in each building chapter which include a A&E Services Fee for Architectural, Rehabilitation, Structural, Mechanical/Electrical/Plumbing, Landscape, and Building Envelope design services listed above (Schematic Design, Design Development, Construction Document, Bidding, and Construction Observation services). These services are based on approx. 8% of the estimate, and will be provided per the fees listed below for all six buildings, shown in the currently-proposed renovation order:

| | <u>Construction Budget Estimate:</u> | <u>Total Fees for A/P/S/MEP/LA/BE:</u> |
|---------------------|--------------------------------------|--|
| a. Orchard Cottage: | \$268,757.21 | \$22,500 |
| b. Gantt Cottage: | \$195,367.73 | \$17,500 |
| c. Retreat House: | \$199,541.87 | \$17,750 |
| d. Jasmine Cottage: | \$251,577.11 | \$22,500 |
| e. Arnett House: | \$484,066.67 | \$35,000 |
| f. Cedar Cottage: | \$437,428.29 | \$30,000 |

These Amended Services are agreed to as of the day and year noted below.

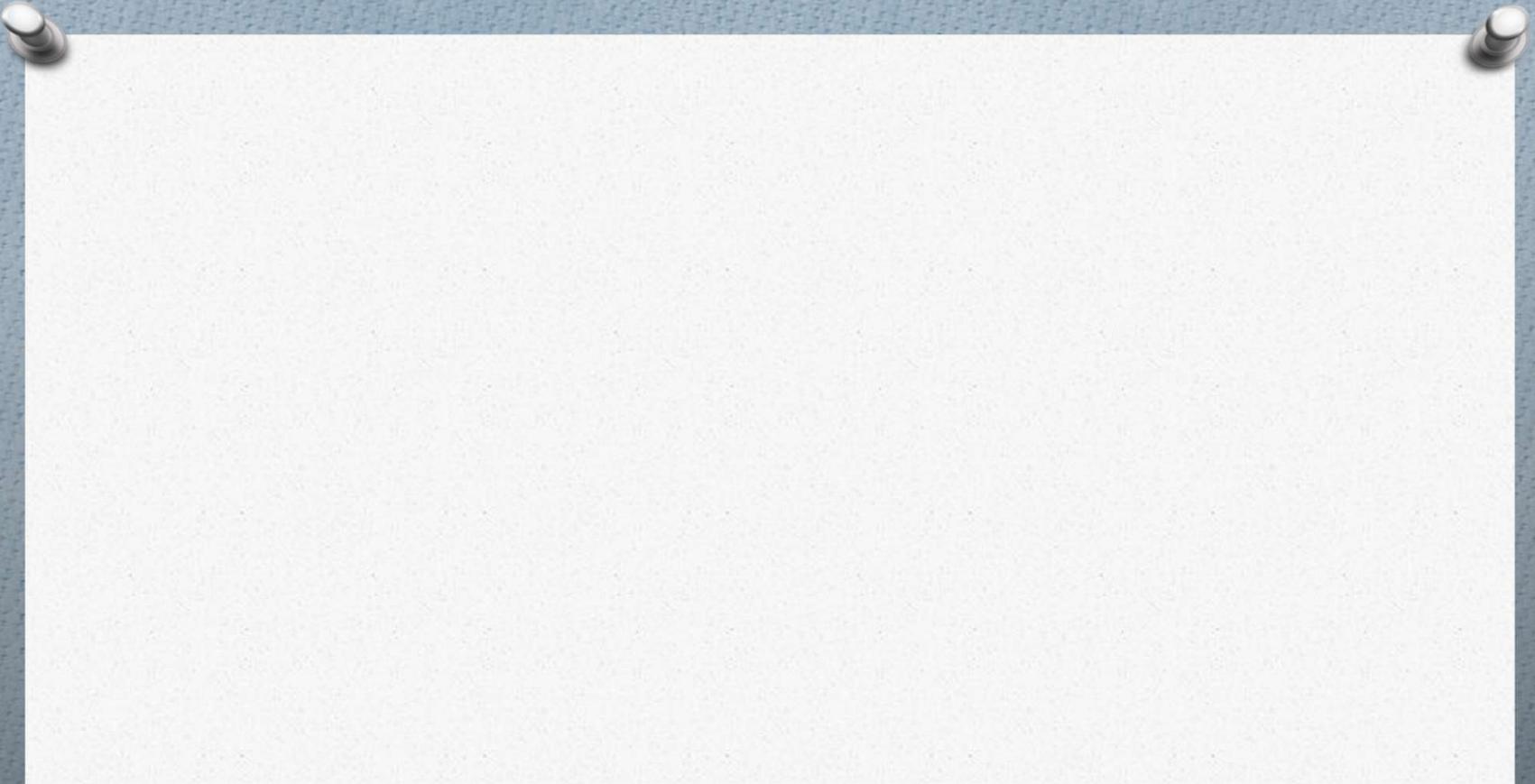
OWNER (Signature/date)

ARCHITECT (Signature/date)

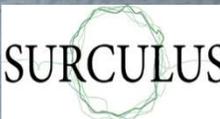
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PRINTED NAME/TITLE

PENN CENTER "PHASE 1" OVERVIEW + PROGRESS TO DATE: 21 JUN 21



+



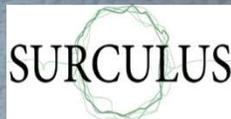
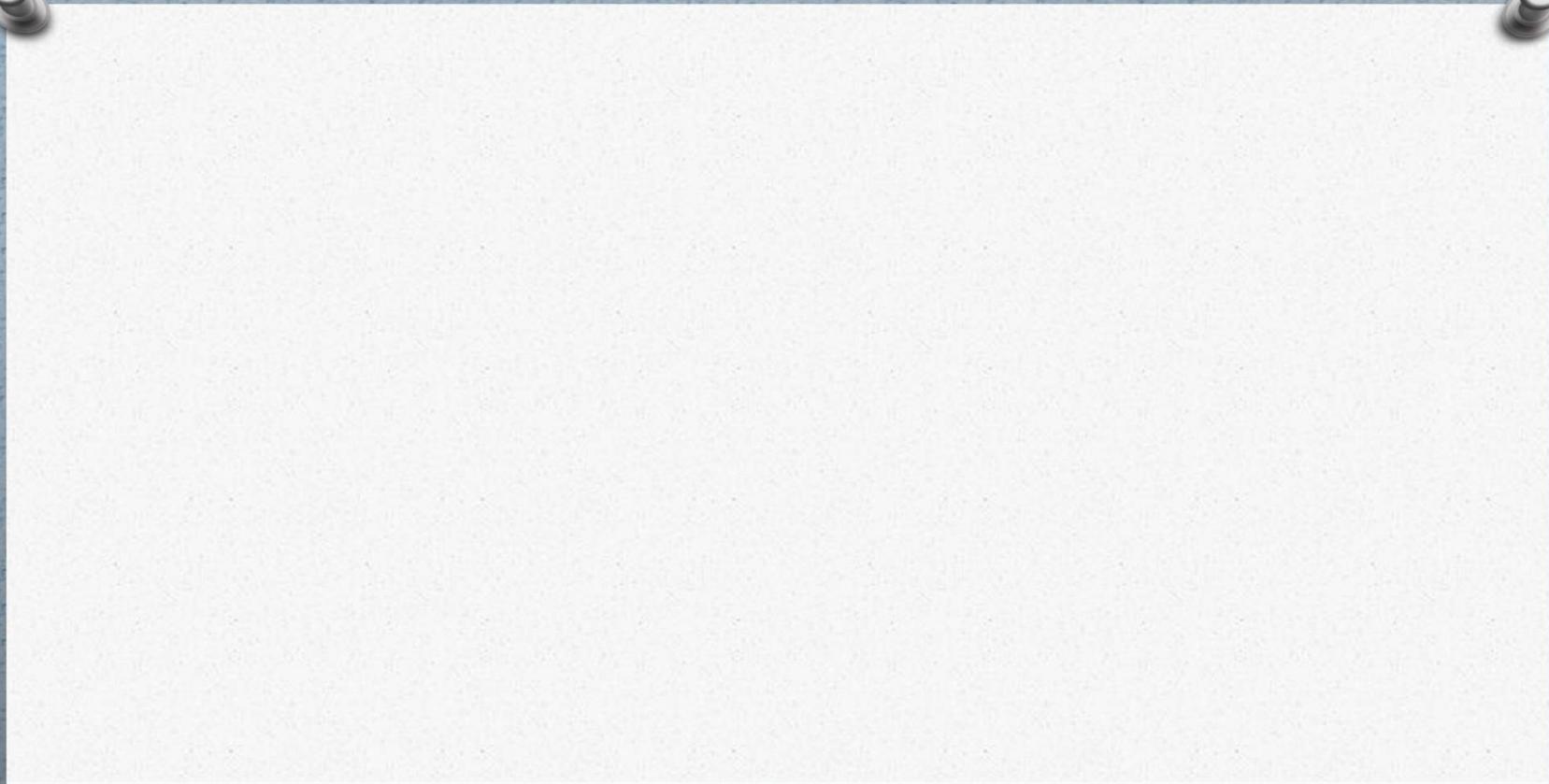
PENN CENTER "PHASE 1" OVERVIEW + PROGRESS TO DATE: 21 JUN 21



1. How are things going?
2. How is the money being spent?
3. What is the timeline?



1. HOW ARE THINGS GOING?



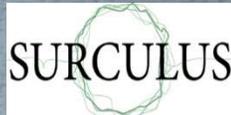
1. HOW ARE THINGS GOING?

Condition Assessment Report

CONDITIONS ASSESSMENT

PENN CENTER - PHASE ONE
ST. HELENA ISLAND, SC

LANDMARK PRESERVATION LLC | INNOVA ARCHITECTURE | SURCULUS DESIGN
CONSTANTINE ENGINEERING ASSOCIATES LLC | OHMEGA GROUP | F&M CONSULTANTS INC.
SPRING 2021



1. HOW ARE THINGS GOING?

Six Chapters:
One for
Each Building

CONDITIONS ASSESSMENT
ORCHARD COTTAGE
PENN CENTER



LANDMARK PRESERVATION LLC | INNOVA ARCHITECTURE | SURCULUS DESIGN
CONSTANTINE ENGINEERING ASSOCIATES LLC | OHMEGA GROUP | F&M CONSULTANTS INC
SPRING 2021

13



1. HOW ARE THINGS GOING?

Architecture: Historic Expression

PRESERVATION
HISTORIC IMAGES

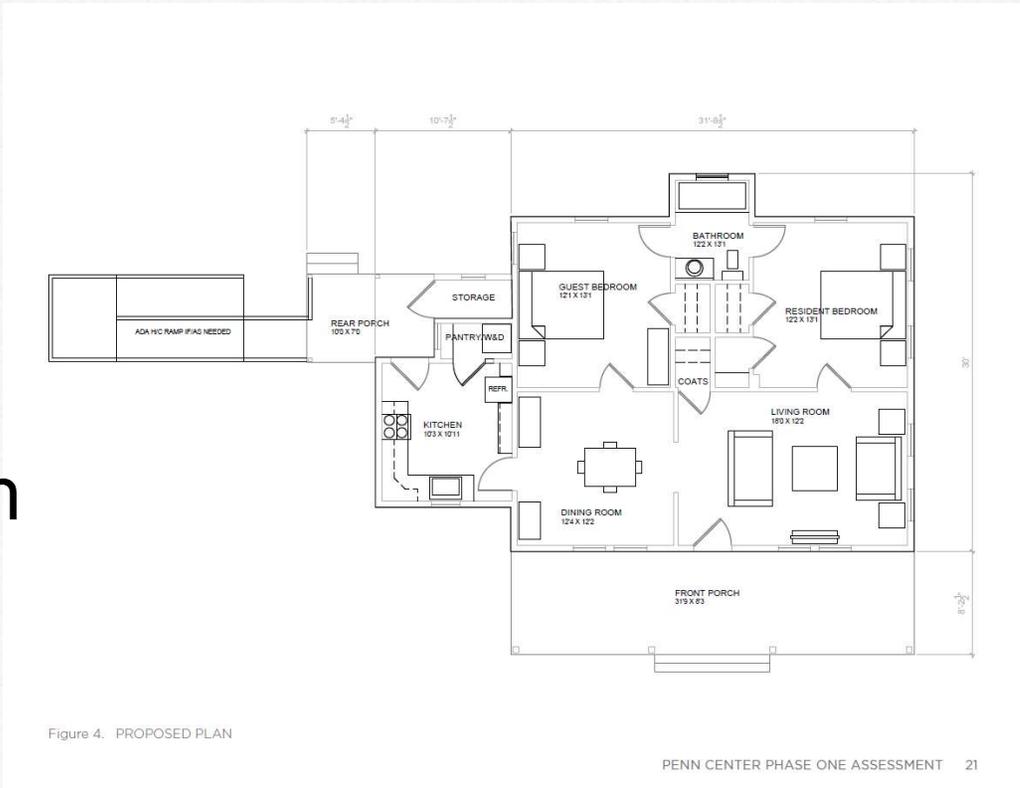


22 LANDMARK PRESERVATION, LLC.



1. HOW ARE THINGS GOING?

Architecture: Proposed Uses/Function



1. HOW ARE THINGS GOING?

Preservation:
Integrity &
Condition



Figure 13. Barge rafters missing at bathroom extension



Figure 14. Damage to front porch

PENN CENTER PHASE ONE ASSESSMENT 29



1. HOW ARE THINGS GOING?

Mechanical, Plumbing, & Electrical

SYSTEMS ASSESSMENT

PLUMBING OVERALL CONDITION POOR

1. Domestic water is fed from a 3/4" underground tap and is distributed to the building via the crawlspace using copper and PEX lines. Most of the lines are broken and in disrepair. The entire domestic water distribution system should be replaced from the service entrance throughout the building.
2. The water heater was removed as some point from the premises. New water heating is required.
3. The plumbing fixtures are all damaged or missing and must be replaced in their entirety.



Figure 43. Interior Water Lines, Typical



Figure 44. Existing Plumbing Fixtures



Figure 45. Existing Plumbing Fixtures

MECHANICAL OVERALL CONDITION POOR

1. The Heating, Ventilating, and Air Conditioning System (HVAC) appears to have consisted at one time of a grade mounted packaged system. The system was removed from the premises leaving only scattered remains of the ductwork in the crawlspace and floor registers inside the building. A new HVAC system is required throughout.



Figure 46. Missing Packaged HVAC System



Figure 47. Crawlspace Ductwork

46 CONSTANTINE ENGINEERING ASSOCIATES, LLC



1. HOW ARE THINGS GOING?

Structural: Frame & Foundation



Figure 52. Ceiling deflection in NW corner bedroom



Figure 53. Typical attic conditions



Figure 54. Flooring deterioration in NW bedroom

PENN CENTER PHASE ONE ASSESSMENT 49



1. HOW ARE THINGS GOING?

Landscape: Maintenance & Improvement

LANDSCAPE

RECOMMENDATIONS

- Parking / circulation: Clear parking delineations should be established and paved (with gravel or other permeable material) to protect grounds and ensure parked cars do not impede vehicular flow through the campus.
- An ADA accessible pathway should be added to connect the front and side porches to the new parking spaces. This will preserve the lawn and landscaping and ensure safe accessibility to the structure. A ramp to the front or side porch could be added to allow ADA-compliant access into the structure.
- Trees / landscaping: There are several trees with visible damage and dead limbs directly surrounding the structure. A certified arborist should be engaged to evaluate the trees and perform pruning and / or tree removal. Additional landscaping could be added to enhance privacy should it become a caretakers' residence or rental property.



Figure 2. Example of large tree with damage

PENN CENTER PHASE ONE ASSESSMENT 17



1. HOW ARE THINGS GOING?

Envelope: Thermal & Water Control

WINDOWS

DESCRIPTION

Windows are wood, double hung sash, with 6/6 light pattern

DEFICIENCIES

- Broken and missing glass panes
- Missing glazing putty
- Missing muntins
- Failed paint finish
- Hardware for screens in place, no screens present

RECOMMENDATIONS

- Replace broken or missing glass. Replace all glass with oil based glazing compound (DAP 33 or equivalent) Replacement glass will be set in a bead of glazing compound, then glazing putty will be applied as described below. Apply new, oil-based glazing compound around the perimeter of each pane of glass where required to achieve proper seal. Glazing compound will match existing historic glazing compound in profile as accurately as possible.
- Scrape loose and failed paint from the interior and exterior of the wooden window frames with hand tools to achieve sound, paint-ready surface. Prime bare wood with a slow dry alkylid

primer. Apply two coats of acrylic finish with brushes.

- Treat moderately deteriorated or missing areas of wood casing with consolidant and two part epoxy to fill voids (West System or equivalent). Severely deteriorated wood members should be removed and replaced with wood Dutchmen of in-kind dimension and profile. Any replacement members should match existing historic members in dimension and profile as accurately as possible.
- Clean and repair existing hardware in order to restore functionality. Securing the building envelope is of utmost priority; windows need to be able to completely close and lock. Clean and repair hardware in order to restore functionality. Replace missing hardware with historically appropriate as required.
- Recreate historically appropriate window screens in a wood frame and attach to existing hardware.



Figure 27. Missing muntins and glass



1. HOW ARE THINGS GOING?

Hazardous Materials ID & Remediation

It should be noted that some building components in some areas (interior and exterior) returned low level concentrations of lead in the paint. These materials with low levels of LBP do not warrant actual LBP remediation activities. However, workers that will impact these building components will come in contact with these coatings and therefore, the OSHA regulations in regard to worker protection will require awareness training and exposure monitoring for those workers should the activities require either grinding, sanding or abrading of these materials.

MOLD REMEDIATION
During the assessment evidence of water intrusion into the building as well as mold growth was noted in some areas of the Building. Dank and musty odors were also noted in the interior of the Building. Most of the growth that was noted appeared to be associated with the failing roof and the associated water intrusion. The majority of these issues would readily be addressed during the planned renovations to the building. It is recommended that after the roofing system has been stabilized and the water intrusion is resolved that the mold growth be remediated, and the interior of the Building should be wiped down with a biocide cleaner.



Figure 55. ACM Linoleum Flooring



Figure 56. Lead Based Paint on Exterior Siding

PENN CENTER PHASE ONE ASSESSMENT 51



1. HOW ARE THINGS GOING?

Detailed
Cost
Estimate

PRELIMINARY BUDGET - MARCH 2021

| REHABILITATION ITEM | TOTALS |
|---|--------------|
| 01000 GENERAL CONDITIONS | |
| Project Management | \$ 6,000.00 |
| Site Superintendent | \$ 23,100.00 |
| Architectural & Engineering Services | \$ 22,500.00 |
| Chemical toilets | \$ 450.00 |
| Waste Disposal Fee | \$ 1,800.00 |
| Misc. Supplies | \$ 843.75 |
| Clean-up | \$ 3,600.00 |
| Mobilization/Temporary Protection | \$ 621.25 |
| Permits/Licenses | \$ 900.00 |
| Scaffolding Erection/Dismantling | \$ 920.00 |
| Terrace Board/Pest Control | \$ 1,125.00 |
| 02000 SITEWORK & SELECTIVE REMOVALS | |
| Selective Interior Renovals (concrete, framing, etc.) | \$ 2,152.50 |
| Landscaping & Tree Removal/Trimming | \$ 11,250.00 |
| 03000 CONCRETE/FOUNDATIONS | |
| Concrete Footers | \$ 3,202.50 |
| 04000 MASONRY | |
| Tier Repair & Repointing | \$ 4,962.50 |
| Chimney Repair & Repointing | \$ 2,322.50 |
| 05000 CARPENTRY | |
| Framing | \$ 4,447.50 |
| Sheathing & Siding | \$ 3,527.50 |
| Interior Trim Repair/Installation (Historic) | \$ 3,300.00 |
| Interior Trim Installation (New) | \$ 2,485.00 |
| Interior Wood Wall & Ceiling Repairs | \$ 6,095.00 |
| Wood Flooring Repairs | \$ 3,570.00 |
| Pull Down Attic Stair Installation | \$ 648.75 |
| Front Porch | \$ 5,977.50 |
| Rear/Side Porch | \$ 1,805.00 |
| Rafter Tail & Barge Rafter Repairs | \$ 1,922.50 |
| Lattice Infill (Between Vies) | \$ 3,165.00 |
| 07000 THERMAL & MOISTURE PROTECTION | |
| Insulation | \$ 6,187.50 |
| Roofing (Including Sheathing) | \$ 12,937.50 |

| | |
|---|----------------------|
| Flashing | \$ 1,125.00 |
| 08000 DOORS & WINDOWS | |
| Interior Door Repair | \$ 4,488.75 |
| New Interior Door Installation | \$ 615.00 |
| Window Repair | \$ 8,287.50 |
| Exterior Door Repair | \$ 3,145.00 |
| 09000 FINISHES | |
| Kitchen Flooring Allowance (Materials & Labor) | \$ 3,500.00 |
| Bathroom Flooring Allowance (Materials & Labor) | \$ 3,500.00 |
| Bathroom Tile Allowance (Shower Walls) | \$ 2,500.00 |
| Wood Floor Refinishing | \$ 6,824.25 |
| Wood Wall & Ceiling Cleaning & Refinishing | \$ 12,950.00 |
| Drywall | \$ 4,500.00 |
| Interior Paint | \$ 2,602.50 |
| Exterior Paint | \$ 11,450.00 |
| 12000 FURNISHINGS | |
| Kitchen Cabinet Allowance | \$ 3,000.00 |
| Kitchen Countertop Allowance | \$ 2,000.00 |
| Appliance Allowance | \$ 3,500.00 |
| 15400 PLUMBING | |
| Plumbing | \$ 8,437.50 |
| Plumbing Fixtures Allowance | \$ 2,000.00 |
| 15700 MECHANICAL | |
| Mechanical (HVAC) | \$ 11,250.00 |
| 16000 ELECTRICAL | |
| Electrical | \$ 16,875.00 |
| Light Fixture Allowance | \$ 1,500.00 |
| PROJECT SUBTOTALS | \$ 268,959.25 |
| Contingency (5%) | 12,797.50 |
| PROJECT TOTAL | \$ 268,757.21 |

PENN CENTER PHASE ONE ASSESSMENT 53

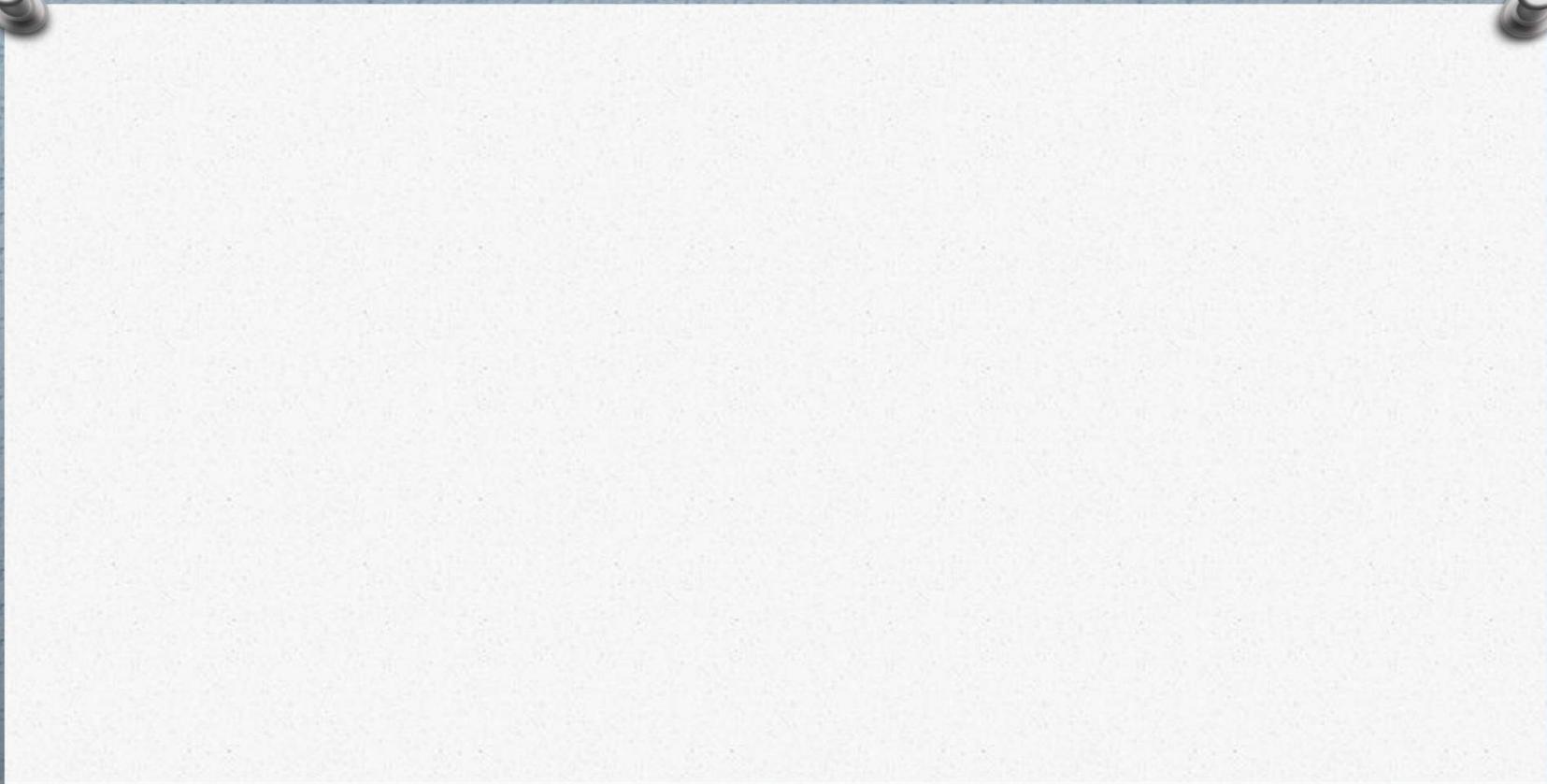


1. HOW ARE THINGS GOING?

Bottom Line:
We've Seen
Far Worse



2. HOW IS THE MONEY BEING SPENT?



2. HOW IS THE MONEY BEING SPENT?

| | | |
|----|-----------------------|-----------------------|
| a. | Orchard Cottage: | \$ 268,757.21 |
| b. | Gantt Cottage: | \$ 195,367.73 |
| c. | Retreat House: | \$ 199,541.87 |
| d. | Jasmine Cottage: | \$ 251,577.11 |
| e. | Arnett House: | \$ 484,066.67 |
| f. | <u>Cedar Cottage:</u> | <u>\$ 437,428.29</u> |
| | | \$1,836,738.88 |



2. HOW IS THE MONEY BEING SPENT?

| | | |
|----|-----------------------|----------------------|
| a. | Orchard Cottage: | \$ 268,757.21 |
| b. | Gantt Cottage: | \$ 195,367.73 |
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| e. | Arnett House: | \$ 484,066.67 |
| f. | <u>Cedar Cottage:</u> | <u>\$ 437,428.29</u> |

\$1,836,738.88



2. HOW IS THE MONEY BEING SPENT?

| | |
|---------------------------------|----------------------|
| <u>County Funding:</u> | \$ 822,000.00 |
| Condition Assessment | - \$ 18,500.00 |
| Hazardous Materials Study | - \$ 9,850.00 |
| a. Orchard Cottage | - \$ 268,757.21 |
| b. Retreat House | - \$ 199,541.87 |
| d. Jasmine Cottage | - \$ 251,577.11 |
| Additional A/E/P/LA Work | - \$ 70,000.00 |
| <u>County Bid/Advertisement</u> | <u>- \$ 5,000.00</u> |
| Balance: | \$ +/- 0.00 |



2. HOW IS THE MONEY BEING SPENT?



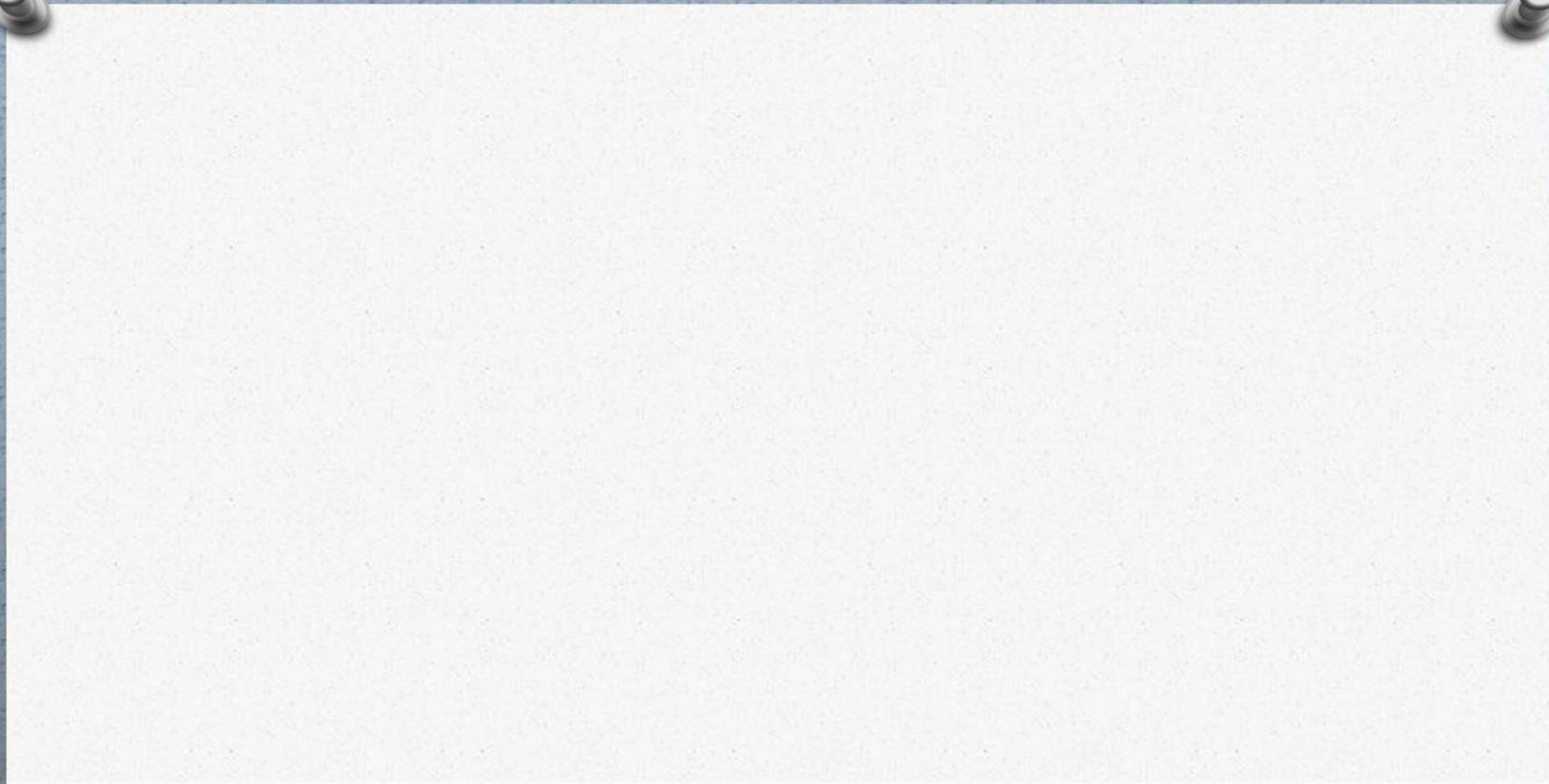
2. HOW IS THE MONEY BEING SPENT?

BUDGET SUMMARY - MAY 2021

| Building | Rehabilitation Cost | SF | Cost per SF | Ordinary Yearly | Preventative | Annual | Total Yearly |
|-----------------|------------------------|-------------|------------------|---------------------|---------------------|--------------------|---------------------|
| | | | | Maintenance | Maintenance | Inspection | Maintenance |
| | | | | \$ 1.50 | \$ 1.50 | \$ 300.00 | \$ |
| Orchard Cottage | \$ 249,069.06 | 1011 | \$ 246.36 | \$ 1,516.50 | \$ 1,516.50 | \$ 300.00 | \$ 3,333.00 |
| Gantt Cottage | \$ 195,367.73 | 879 | \$ 222.26 | \$ 1,318.50 | \$ 1,318.50 | \$ 300.00 | \$ 2,937.00 |
| Retreat Cottage | \$ 199,541.87 | 942 | \$ 211.83 | \$ 1,413.00 | \$ 1,413.00 | \$ 300.00 | \$ 3,126.00 |
| Jasmine Cottage | \$ 251,577.11 | 1242 | \$ 202.56 | \$ 1,863.00 | \$ 1,863.00 | \$ 300.00 | \$ 4,026.00 |
| Arnett Cottage | \$ 484,066.67 | 2794 | \$ 173.25 | \$ 4,191.00 | \$ 4,191.00 | \$ 300.00 | \$ 8,682.00 |
| Cedar Cottage | \$ 437,428.29 | 1888 | \$ 231.69 | \$ 2,832.00 | \$ 2,832.00 | \$ 300.00 | \$ 5,964.00 |
| TOTAL | \$ 1,817,050.73 | 8756 | \$ 214.66 | \$ 13,134.00 | \$ 13,134.00 | \$ 1,800.00 | \$ 28,068.00 |



3. WHAT IS THE TIMELINE?



3. WHAT IS THE TIMELINE?

| | JUN | JUL | AUG | SEP | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY |
|-----------------------------|-----|-----|-----|-----|-----|-----|-----|---------|---------|---------|-----|-----|
| Contract/Finance Resolution | █ | | | | | | | | | | | |
| Design Team Work | | █ | █ | █ | █ | | | | | | | |
| Bidding | | | | █ | █ | █ | | | | | | |
| Contract Award | | | | | █ | | | | | | | |
| Construction/Stabilization | | | | | | █ | █ | █ | █ | █ | █ | █ |
| Move-In for 3 Buildings | | | | | | | | Bldg. 1 | Bldg. 2 | Bldg. 3 | | |



QUESTIONS + COMMENTS

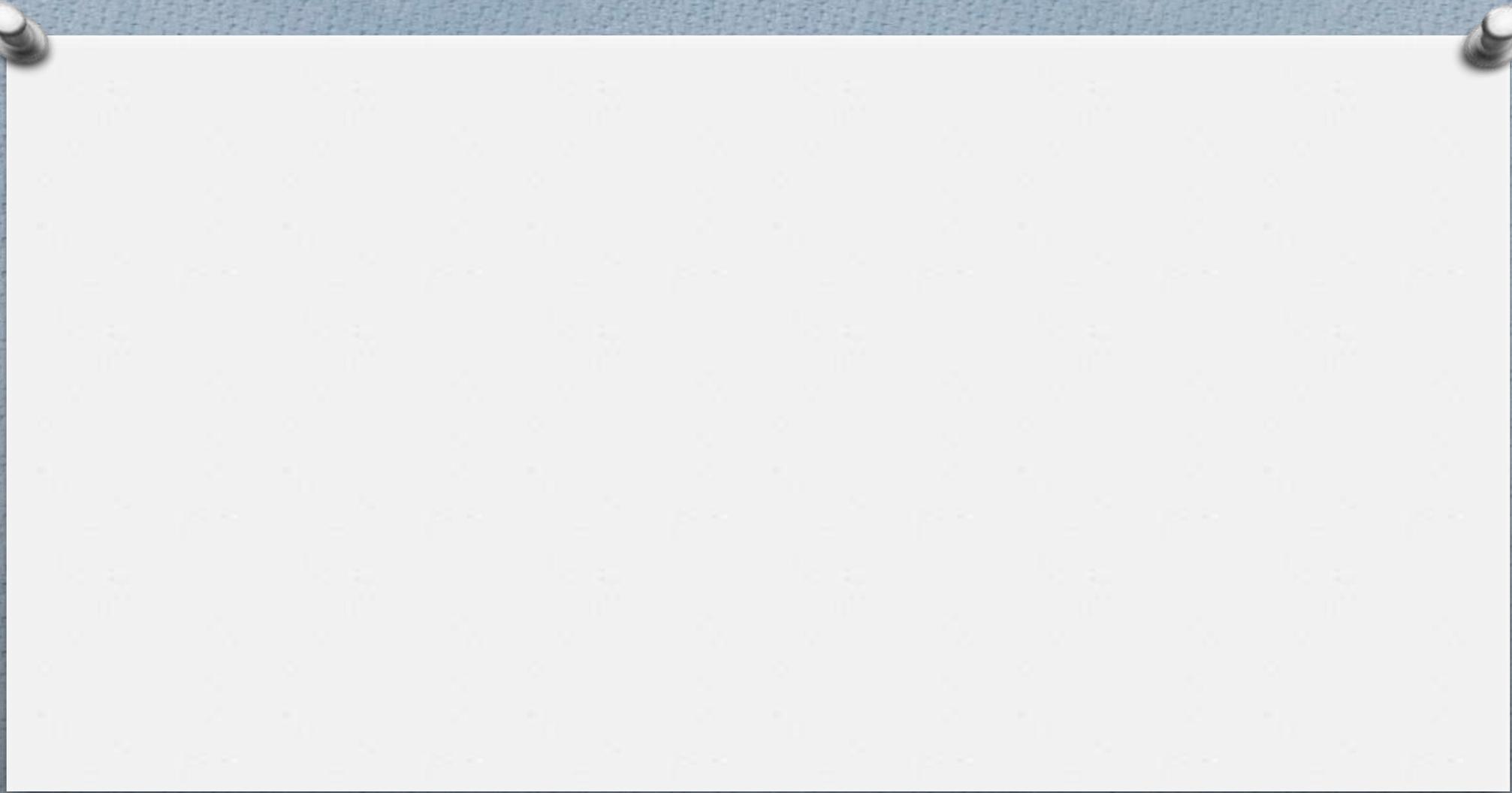


+



PENN CENTER "PHASE 1" OVERVIEW + PROGRESS TO DATE: 21 JUN 21

Item 8.



1. How are things going?

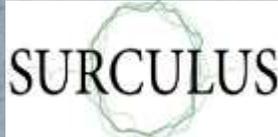
2. How is the money being spent?

3. What is the timeline?



1. HOW ARE THINGS GOING?

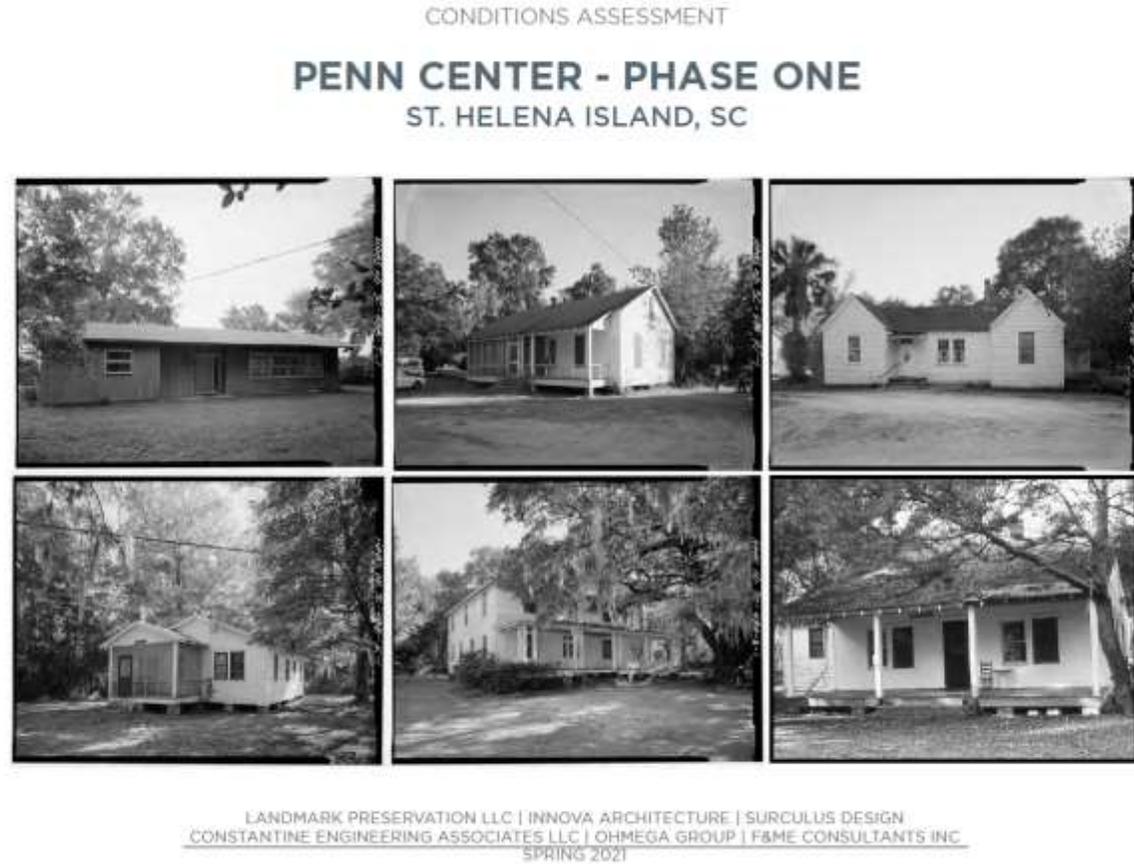
Item 8.



1. HOW ARE THINGS GOING?

Item 8.

Condition Assessment Report



1. HOW ARE THINGS GOING?

Six Chapters:
One for
Each Building

CONDITIONS ASSESSMENT
ORCHARD COTTAGE
PENN CENTER



LANDMARK PRESERVATION LLC | INNOVA ARCHITECTURE | SURCULUS DESIGN
CONSTANTINE ENGINEERING ASSOCIATES LLC | OHMEGA GROUP | F&M CONSULTANTS INC
SPRING 2021



1. HOW ARE THINGS GOING?

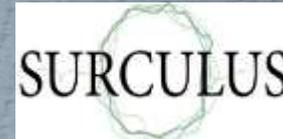
Item 8.

Architecture: Historic Expression

PRESERVATION
HISTORIC IMAGES



22 LANDMARK PRESERVATION, LLC.



1. HOW ARE THINGS GOING?

Item 8.

Architecture: Proposed Uses/Function

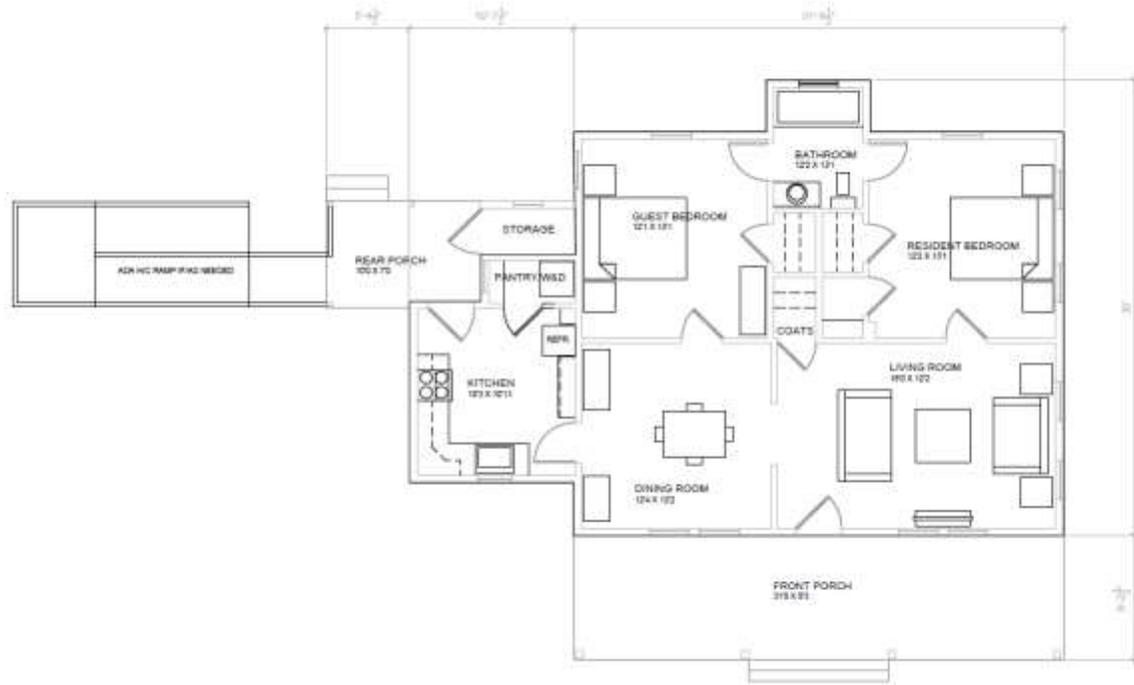


Figure 4. PROPOSED PLAN

PENN CENTER PHASE ONE ASSESSMENT 21



1. HOW ARE THINGS GOING?

Preservation: Integrity & Condition



Figure 13. Barge rafters missing at bathroom extension



Figure 14. Damage to front porch

PENN CENTER PHASE ONE ASSESSMENT 29



1. HOW ARE THINGS GOING?

Mechanical, Plumbing, & Electrical

SYSTEMS ASSESSMENT

PLUMBING OVERALL CONDITION POOR

1. Domestic water is fed from a 3/4" underground tap and is distributed to the building via the crawlspace using copper and PEX lines. Most of the lines are broken and in disrepair. The entire domestic water distribution system should be replaced from the service entrance throughout the building.
2. The water heater was removed as some point from the premises. New water heating is required.
3. The plumbing fixtures are all damaged or missing and must be replaced in their entirety.

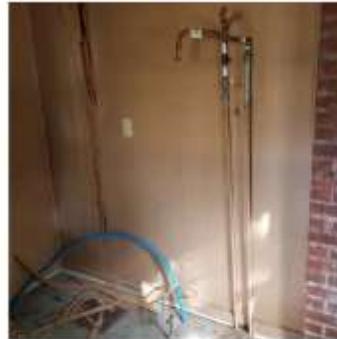


Figure 43. Interior Water Lines, Typical.



Figure 44. Existing Plumbing Fixtures



Figure 45. Existing Plumbing Fixtures

MECHANICAL OVERALL CONDITION POOR

1. The Heating, Ventilating, and Air Conditioning System (HVAC) appears to have consisted at one time of a grade mounted packaged system. The system was removed from the premises leaving only scattered remains of the ductwork in the crawlspace and floor registers inside the building. A new HVAC system is required throughout.



Figure 46. Missing Packaged HVAC System



Figure 47. Crawlspace Ductwork

46 CONSTANTINE ENGINEERING ASSOCIATES, LLC



1. HOW ARE THINGS GOING?

Item 8.

Structural: Frame & Foundation



Figure 52. Ceiling deflection in NW corner bedroom



Figure 53. Typical attic conditions



Figure 54. Flooring deterioration in NW bedroom

PENN CENTER PHASE ONE ASSESSMENT 49



1. HOW ARE THINGS GOING?

Landscape: Maintenance & Improvement

LANDSCAPE

RECOMMENDATIONS

- Parking / circulation: Clear parking delineations should be established and paved (with gravel or other permeable material) to protect grounds and ensure parked cars do not impede vehicular flow through the campus.
- An ADA accessible pathway should be added to connect the front and side porches to the new parking spaces. This will preserve the lawn and landscaping and ensure safe accessibility to the structure. A ramp to the front or side porch could be added to allow ADA-compliant access into the structure.
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Figure 2. Example of large tree with damage

PENN CENTER PHASE ONE ASSESSMENT 17



1. HOW ARE THINGS GOING?

Envelope: Thermal & Water Control

WINDOWS

DESCRIPTION

Windows are wood, double hung sash, with 6/6 light pattern

DEFICIENCIES

- Broken and missing glass panes
- Missing glazing putty
- Missing muntins
- Failed paint finish
- Hardware for screens in place, no screens present

RECOMMENDATIONS

- Replace broken or missing glass. Replace all glass with oil based glazing compound (DAP 33 or equivalent) Replacement glass will be set in a bead of glazing compound, then glazing putty will be applied as described below. Apply new, oil-based glazing compound around the perimeter of each pane of glass where required to achieve proper seal. Glazing compound will match existing historic glazing compound in profile as accurately as possible.
- Scrape loose and failed paint from the interior and exterior of the wooden window frames with hand tools to achieve sound, paint-ready surface. Prime bare wood with a slow dry alkyd

primer. Apply two coats of acrylic finish with brushes.

- Treat moderately deteriorated or missing areas of wood casing with consolidant and two part epoxy to fill voids (West System or equivalent). Severely deteriorated wood members should be removed and replaced with wood Dutchmen of in-kind dimension and profile. Any replacement members should match existing historic members in dimension and profile as accurately as possible.
- Clean and repair existing hardware in order to restore functionality. Securing the building envelope is of utmost priority; windows need to be able to completely close and lock. Clean and repair hardware in order to restore functionality. Replace missing hardware with historically appropriate as required.
- Recreate historically appropriate window screens in a wood frame and attach to existing hardware.



Figure 27. Missing muntins and glass



1. HOW ARE THINGS GOING?

Hazardous Materials ID & Remediation

It should be noted that some building components in some areas (interior and exterior) returned low level concentrations of lead in the paint. These materials with low levels of LBP do not warrant actual LBP remediation activities. However, workers that will impact these building components will come in contact with these coatings and therefore, the OSHA regulations in regard to worker protection will require awareness training and exposure monitoring for those workers should the activities require either grinding, sanding or abrading of these materials.

MOLD REMEDIATION

During the assessment evidence of water intrusion into the building as well as mold growth was noted in some areas of the Building. Dank and musty odors were also noted in the interior of the Building. Most of the growth that was noted appeared to be associated with the failing roof and the associated water intrusion. The majority of these issues would readily be addressed during the planned renovations to the building. It is recommended that after the roofing system has been stabilized and the water intrusion is resolved that the mold growth be remediated, and the interior of the Building should be wiped down with a biocide cleaner.



Figure 55. ACM Linoleum Flooring



Figure 56. Lead Based Paint on Exterior Siding



1. HOW ARE THINGS GOING?

Detailed Cost Estimate

PRELIMINARY BUDGET - MARCH 2021

| REHABILITATION ITEM | TOTALS |
|--|--------------|
| 0000 GENERAL CONDITIONS | |
| Project Management | \$ 6,000.00 |
| Site Superintendent | \$ 21,000.00 |
| Architectural & Engineering Services | \$ 22,500.00 |
| Contractor | \$ 450.00 |
| Waste Disposal Fee | \$ 1,000.00 |
| Misc. Supplies | \$ 840.75 |
| Change | \$ 3,600.00 |
| Mobilization/Temporary Protection | \$ 621.25 |
| Permits/Licenses | \$ 900.00 |
| Scaffolding Erection/Dismantling | \$ 900.00 |
| Temporary Road/Pest Control | \$ 1,125.00 |
| 0100 SITEWORK & SELECTIVE REMOVALS | |
| Selective Interior Removals (Crownmold, Ceiling, etc.) | \$ 2,152.50 |
| Landscaping & Tree Removal/Trimming | \$ 11,250.00 |
| 0200 CONCRETE/FOUNDATIONS | |
| Concrete Footings | \$ 2,202.50 |
| 0300 MASONRY | |
| Brick Repair & Repointing | \$ 4,062.50 |
| Chimney Repair & Repointing | \$ 2,522.50 |
| 0400 CARPENTRY | |
| Framing | \$ 4,447.50 |
| Sheathing & Siding | \$ 3,527.50 |
| Interior Trim Repair/Installation (Historic) | \$ 3,300.00 |
| Interior Trim Installation (New) | \$ 2,495.00 |
| Interior Wood Wall & Ceiling Repair | \$ 6,095.00 |
| Wood Flooring Repair | \$ 3,570.00 |
| Shut Down A/C Unit Installation | \$ 608.75 |
| Paint Patch | \$ 5,977.50 |
| Rear Side Porch | \$ 1,305.00 |
| Rafter Tail & Rafter Rafters Repair | \$ 1,922.50 |
| Lattice Infill (Between Posts) | \$ 3,105.00 |
| 0500 THERMAL & MOISTURE PROTECTION | |
| Insulation | \$ 6,187.50 |
| Roofing (Including Sheathing) | \$ 12,037.50 |

| | |
|---|----------------------|
| Flashing | \$ 1,125.00 |
| 0600 DOORS & WINDOWS | |
| Interior Door Repair | \$ 4,488.75 |
| New Interior Door Installation | \$ 615.00 |
| Window Repair | \$ 8,287.50 |
| Exterior Door Repair | \$ 3,145.00 |
| 0700 FINISHES | |
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| Bathroom Flooring Allowance (Materials & Labor) | \$ 3,500.00 |
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| Wood Wall & Ceiling Cleaning & Refinishing | \$ 12,950.00 |
| Drywall | \$ 4,500.00 |
| Interior Paint | \$ 2,602.50 |
| Exterior Paint | \$ 11,450.00 |
| 0800 FURNISHINGS | |
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| Kitchen Countertop Allowance | \$ 2,000.00 |
| Appliance Allowance | \$ 3,500.00 |
| 0900 PLUMBING | |
| Handing | \$ 8,437.50 |
| Handing Fixture Allowance | \$ 2,000.00 |
| 1000 MECHANICAL | |
| Mechanical (HVAC) | \$ 11,250.00 |
| 1100 ELECTRICAL | |
| Electrical | \$ 16,875.00 |
| Light Fixture Allowance | \$ 1,500.00 |
| PROJECT SUBTOTALS | \$ 268,097.25 |
| Contingency (5%) | \$ 13,797.00 |
| PROJECT TOTAL | \$ 268,757.21 |

PENN CENTER PHASE ONE ASSESSMENT 53



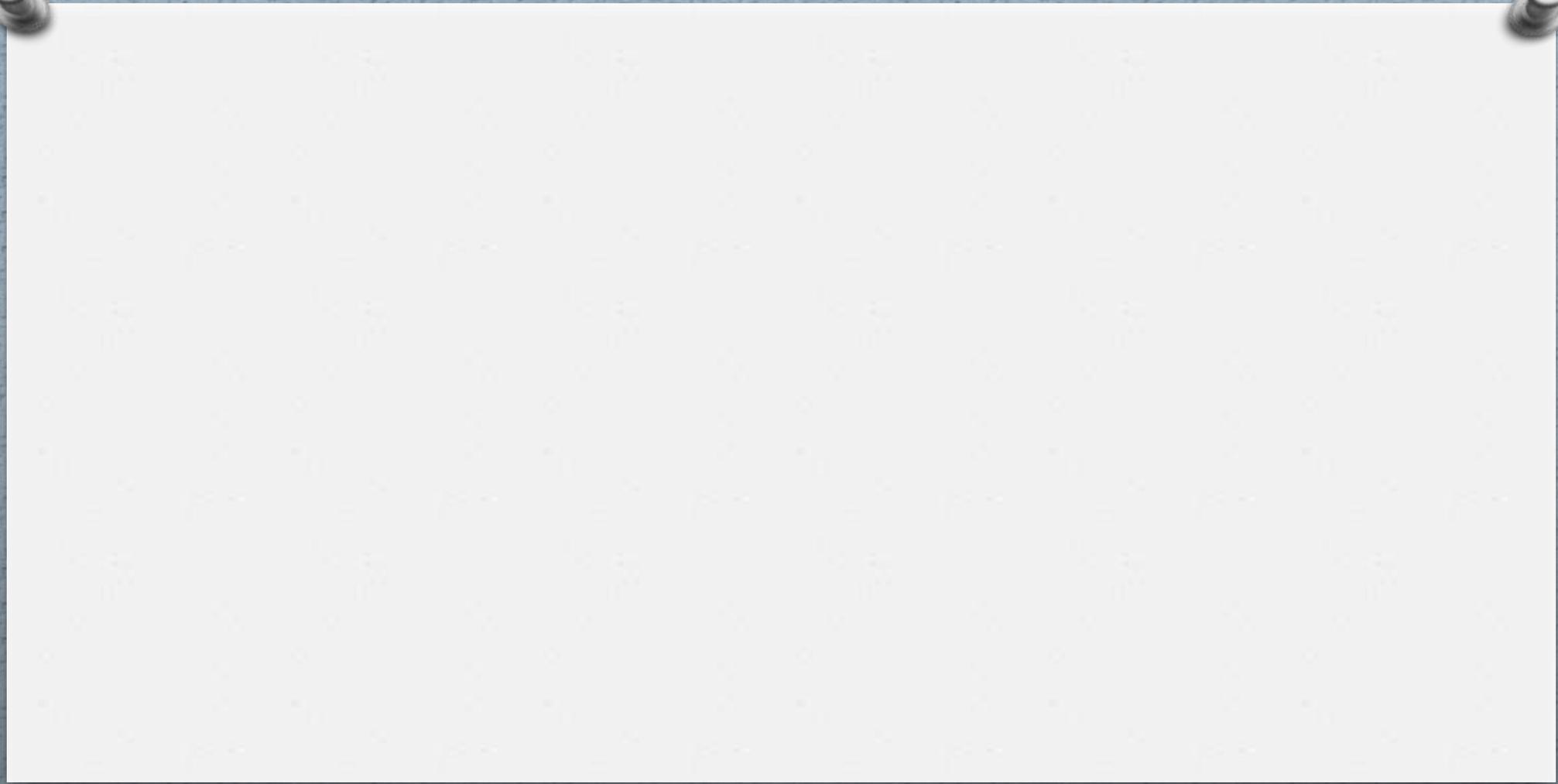
1. HOW ARE THINGS GOING?

**Bottom Line:
We've Seen
Far Worse**



2. HOW IS THE MONEY BEING SPENT?

Item 8.



2. HOW IS THE MONEY BEING SPENT?

Item 8.

| | | |
|----|-----------------------|----------------------|
| a. | Orchard Cottage: | \$ 268,757.21 |
| b. | Gantt Cottage: | \$ 195,367.73 |
| c. | Retreat House: | \$ 199,541.87 |
| d. | Jasmine Cottage: | \$ 251,577.11 |
| e. | Arnett House: | \$ 484,066.67 |
| f. | <u>Cedar Cottage:</u> | <u>\$ 437,428.29</u> |

\$1,836,738.88



2. HOW IS THE MONEY BEING SPENT?

Item 8.

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|----|------------------------------|----------------------|
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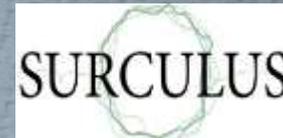
\$1,836,738.88



2. HOW IS THE MONEY BEING SPENT?

Item 8.

| | |
|---------------------------------|----------------------|
| <u>County Funding:</u> | \$ 822,000.00 |
| Condition Assessment | - \$ 18,500.00 |
| Hazardous Materials Study | - \$ 9,850.00 |
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| b. Retreat House | - \$ 199,541.87 |
| d. Jasmine Cottage | - \$ 251,577.11 |
| Additional A/E/P/LA Work | - \$ 70,000.00 |
| <u>County Bid/Advertisement</u> | <u>- \$ 5,000.00</u> |
| Balance: | \$ +/- 0.00 |



2. HOW IS THE MONEY BEING SPENT?

Item 8.

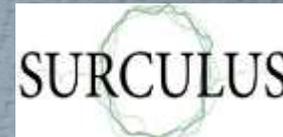


2. HOW IS THE MONEY BEING SPENT?

Item 8.

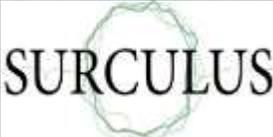
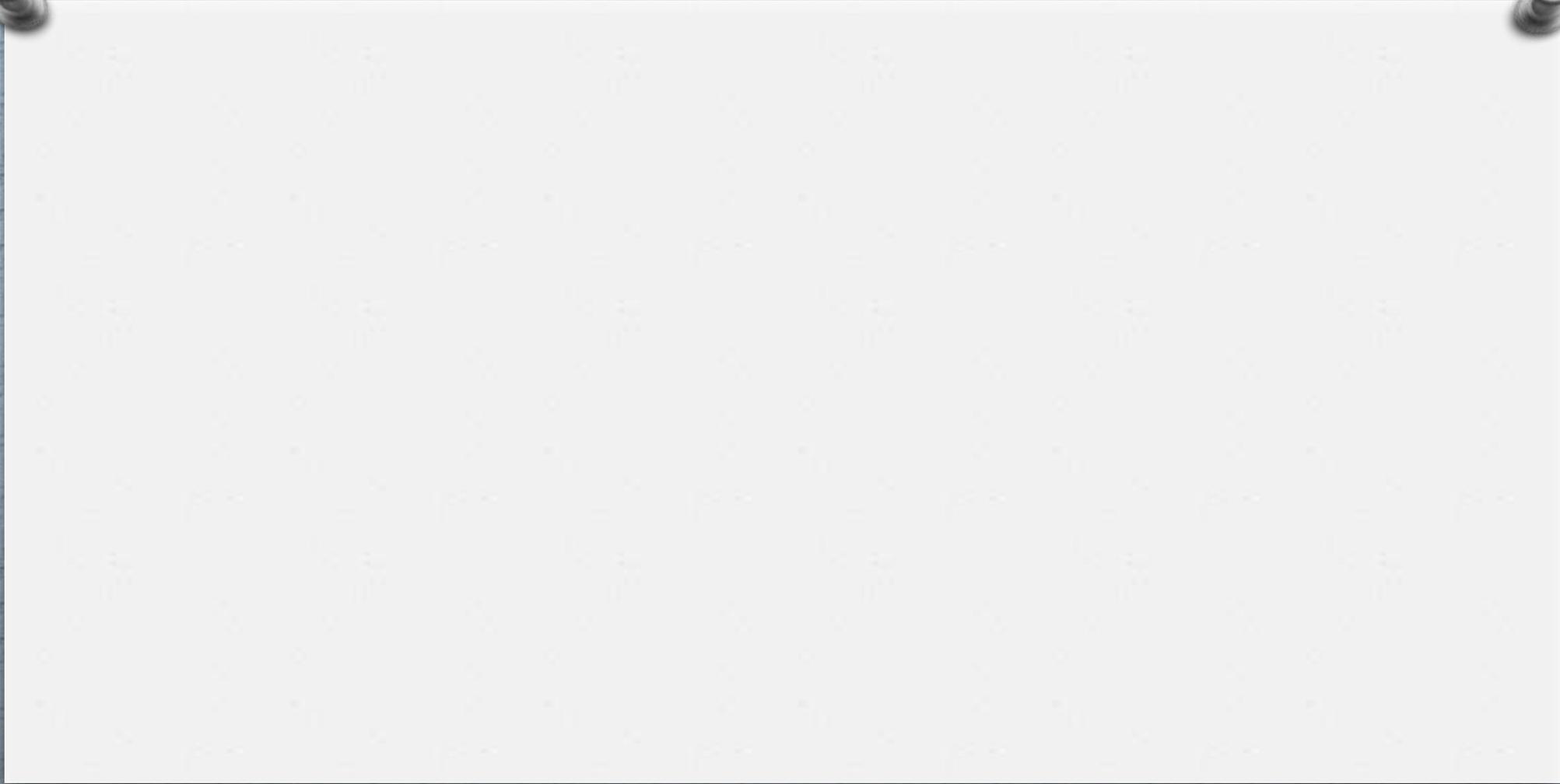
BUDGET SUMMARY - MAY 2021

| Building | Rehabilitation Cost | SF | Cost per SF | Ordinary Yearly | Preventative | Annual | Total Yearly |
|-----------------|------------------------|-------------|------------------|---------------------|---------------------|--------------------|---------------------|
| | | | | Maintenance | Maintenance | Inspection | Maintenance |
| | | | | \$ 1.50 | \$ 1.50 | \$ 300.00 | \$ |
| Orchard Cottage | \$ 249,069.06 | 1011 | \$ 246.36 | \$ 1,516.50 | \$ 1,516.50 | \$ 300.00 | \$ 3,333.00 |
| Gantt Cottage | \$ 195,367.73 | 879 | \$ 222.26 | \$ 1,318.50 | \$ 1,318.50 | \$ 300.00 | \$ 2,937.00 |
| Retreat Cottage | \$ 199,541.87 | 942 | \$ 211.83 | \$ 1,413.00 | \$ 1,413.00 | \$ 300.00 | \$ 3,126.00 |
| Jasmine Cottage | \$ 251,577.11 | 1242 | \$ 202.56 | \$ 1,863.00 | \$ 1,863.00 | \$ 300.00 | \$ 4,026.00 |
| Arnett Cottage | \$ 484,066.67 | 2794 | \$ 173.25 | \$ 4,191.00 | \$ 4,191.00 | \$ 300.00 | \$ 8,682.00 |
| Cedar Cottage | \$ 437,428.29 | 1888 | \$ 231.69 | \$ 2,832.00 | \$ 2,832.00 | \$ 300.00 | \$ 5,964.00 |
| TOTAL | \$ 1,817,050.73 | 8756 | \$ 214.66 | \$ 13,134.00 | \$ 13,134.00 | \$ 1,800.00 | \$ 28,068.00 |



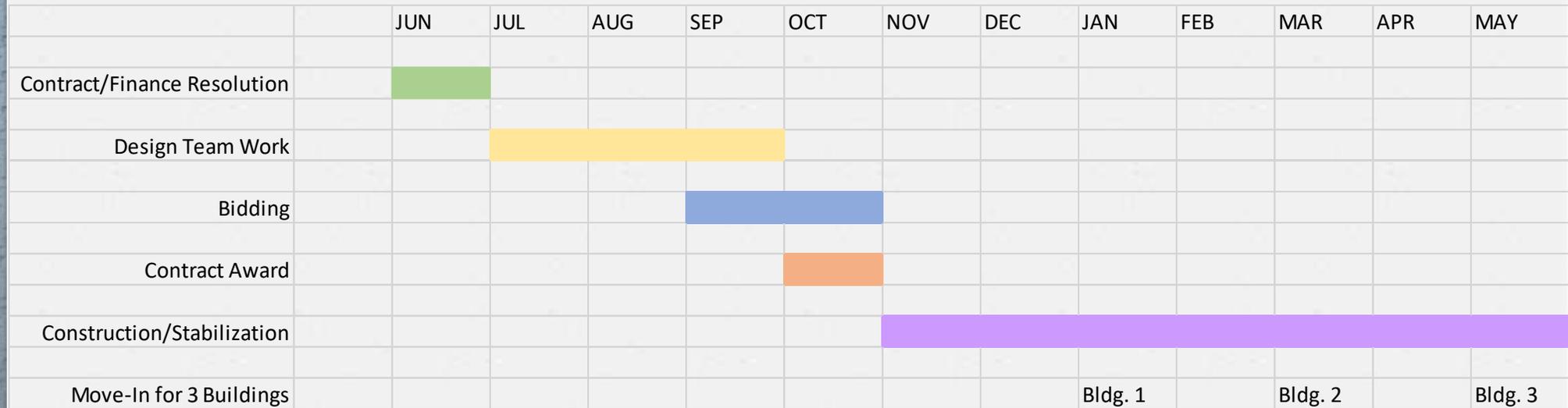
3. WHAT IS THE TIMELINE?

Item 8.



3. WHAT IS THE TIMELINE?

Item 8.

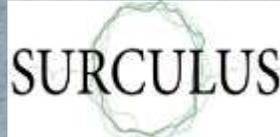


QUESTIONS + COMMENTS

Item 8.



+





BEAUFORT COUNTY COUNCIL AGENDA ITEM SUMMARY

| |
|--|
| ITEM TITLE: |
| <i>Recommendation for FY22 Contract Renewal Approvals from Various Departments to the Finance Committee.</i> |
| MEETING NAME AND DATE: |
| <i>Finance Committee, June 21, 2021</i> |
| PRESENTER INFORMATION: |
| <i>David L. Thomas, CPPB, CPPO Purchasing Director, 5 minutes</i> |
| ITEM BACKGROUND: |
| <i>To improve our process for renewing annual contracts a summary sheet (see the attached excel sheet) is provided for your committee's review and approval. The summary sheet provides the vendor name, purpose, requesting department, account name and number, prior and current contract cost, term, and notes. The Department Head responsible for the contract or their representative will be available for questions during the committee meeting.</i> |
| PROJECT / ITEM NARRATIVE: |
| <i>Cost increases in some of the contracts are due COVID-19, additions to services and CPI adjustments. See the notes section on the attached summary sheet for each contract. Department backup support is also included and numbered to match the contract item number on the contract list.</i> |
| FISCAL IMPACT: |
| <i>See the attached Excel Summary Sheet covering contracts 1-11. Accounts used, FY21 and the new FY 22 cost are included on the attached Excel Summary Sheet.</i> |
| STAFF RECOMMENDATIONS TO COUNCIL: |
| <i>The Purchasing Department recommends that the Finance Committee approve and recommend to County Council, approval of the contract renewals (Item 1-11) as stated in the attached summary.</i> |
| OPTIONS FOR COUNCIL MOTION: |
| <i>Approve or Deny the contract renewals. If approved, forward the contracts over \$99,999 to Council for approval on June 28, 2021.</i> |



COUNTY COUNCIL OF BEAUFORT COUNTY
PURCHASING DEPARTMENT
106 Industrial Village Road
Post Office Drawer 1228
Beaufort, South Carolina 29901-1228

TO: Councilman Mark Lawson, Chairman, Finance Committee

FROM: Dave Thomas, CPPO, Purchasing Director

SUBJ: Recommendation for FY 2021 Contract Renewals

DATE: June 21, 2021

In order to improve our process for renewing annual contracts I have provided a summary sheet (see the attached excel sheet) for your committees review and approval. The summary sheet provides the vendor name, purpose, department, account name and number, prior and current contract cost, term, and remarks. The Department Head responsible for the contract or their representative will be available for questions during the Committee meeting.

FOR ACTION: Finance Committee meeting occurring June 21, 2021.

RECOMMENDATION: The Purchasing Department recommends that the Finance Committee approve and recommend to County Council, approval of the contract renewals (Items 1- 6) as stated in the attached summary.

CC: Eric Greenway, County Administrator
Whitney Richland, CFO
Appropriate Department Heads

Att: Contract Renewal Summary List

| | Vendor | Purpose | Department | Account | FY21 Cost | FY22 Cost | Term (Beg/End) | |
|-------|---|--|------------|--------------------------------------|--------------|---------------|----------------------------|---------------|
| 1 | New Vision Systems New Canaan, Connecticut | Official Records Software and Maintenance Support | GIS/IT | Maintenance Contracts 10001152-51110 | \$52,048.00 | \$54,838.00 | 07/01/2020 Thru 06/30/2021 | Daniel Morgan |
| NOTES | Beginning in FY22, an additional \$2790 in Annual Maintenance, with the installation of Property Fraud Alert | | | | | | | |
| 2 | Pictometry International Corporation Rochester, New York | License Image Software/Aerial Photos | GIS/IT | Aerial Photos 10001152-51250 | \$91,985.36 | \$120,875.36 | 7/1/2020 thru 6/30/2021 | Daniel Morgan |
| NOTES | Additional costs due to conforming to off-season flight and fuel costs. (2nd year of 2021 flight and 1st year of 2022 flight). From the total amount \$25,000.00 will be supplemented from annual participation from Town of HHI and Town of Bluffton and the SWU Department. | | | | | | | |
| 3 | Andrews Technology NOVATIME | NOVATIME Annual Maintenance and Hosting | GIS/IT | Maintenance Contracts 10001152-51110 | 78,875.00 | 75,369.00 | 7/1/2020 thru 6/30/2021 | Daniel Morgan |
| NOTES | Any additional costs would be for software updates. | | | | | | | |
| 4 | Manatron (Aumentum)(Thomson Reuters) (Now Harris) Chicago, Illinois | Property Assessment and Tax Software and Support for the Assessor, Auditor and Treasurer's Offices | GIS/IT | Maintenance Contracts 10001152-51110 | \$215,330.00 | \$241,922.72 | 7/1/2020 thru 6/30/2021 | Daniel Morgan |
| NOTES | The additional costs are for typical software updates and this year they are charging taxes. | | | | | | | |
| 5 | Tyler Technologies (MUNIS) Dallas, Texas | Annual Support and License Agreement for MUNIS | GIS/IT | Maintenance Contracts 10001152-51110 | \$233,365.93 | \$233,365.93 | 07/01/2020 Thru 06/30/2021 | Daniel Morgan |
| NOTES | This is year 2 of 3 the recurring fee is \$218,099.00 we must pay the tax of 7% which makes the total \$233.365.00 | | | | | | | |
| 6 | Thinkguard | Offsite disaster recovery and backup of critical county servers and data | IT | 10001150-51110 | \$95,076.00 | \$121,543 | 07/01/2020 Thru 06/30/2021 | Patrick Hill |
| NOTES | This system backs up all of the County's critical servers and data | | | | | | | |
| 7 | NWN (Cisco Smartnet) | Phone System and Partial network Gear | IT | 10001150-51110 | \$158,429.00 | *172,820.00 | 07/01/2021 Thru 06/30/2022 | Patrick Hill |
| NOTES | Cost increase due to new phone server operating system *This cost is phone system and network combined* | | | | | | | |
| 8 | Exterro | FOIA requests solution | IT | 10001150-51110 | None | \$87,500 | 07/01/2021 Thru 06/30/2022 | Patrick Hill |
| NOTES | FOIA system since our current one is out-dated | | | | | | | |
| 9 | CDW-G | Proofpoint | IT | 10001150-51110 | | \$62,385 | 07/01/2021 Thru 06/30/2022 | Patrick Hill |
| NOTES | email spam and protection. Our current systems will not be renewed because it is not performing well. | | | | | | | |
| 10 | SHI | Microsoft 365 Renewal and Renewal for Servers and Desktop Operating Systems | IT | 10001150-51110 | \$275,195.41 | *\$471,148.03 | 07/01/2021 Thru 06/30/2022 | Patrick Hill |
| NOTES | This is for the 1500 users on the network that have email, onedrive and teams as well as our 2000+ workstations and servers on the network | | | | | | | |
| 11 | Tyler Technologies (EnerGov) Dallas, Texas | Annual Support and License Agreement for EnerGov | GIS/IT | Maintenance Contracts 10001152-51110 | \$166,224.07 | \$174,535.28 | 07/01/2020 Thru 06/30/2021 | Daniel Morgan |
| NOTES | The additional costs are for typical software updates. Tax is included in the above number | | | | | | | |

FISCAL YEAR 2021-2022

SOUTHERN BEAUFORT COUNTY DESTINATION MARKETING PLAN





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Year in Review

Awards & Mentions



Montage Palmetto Bluff named among
“Best Places to Travel in May”

The Cottage named in the “Eat” category for one of the
“Greatest Travel Spots” by *South Magazine*

Daufuskie Island featured as the “Top Day-trip in South Carolina”
in *Reader’s Digest*

Montage Palmetto Bluff named among *Travel + Leisure*
World’s Best Awards “The Top 15 Resort Hotels in the South”

Montage Palmetto Bluff, featured destination
for future travel and as a spot in “Best Weekend Road Trips”
in *Travel + Leisure*

Daufuskie Island named the
“Best Place to Visit in the State” by *Condé Nast Traveler*

Montage Palmetto Bluff received *Forbes*
Travel Guide’s 5-Star Award

Bluffton listed among
“20 Small Towns that Leave an Impression” in *Country Living*

Montage Palmetto Bluff named to *Condé Nast Traveler’s*
World Gold List, one of only 17 resorts in the U.S.

Montage Palmetto Bluff named among *Condé Nast Traveler’s*
Reader’s Choice Awards “Best Resorts in the South”



Executive Summary

The Hilton Head Island-Bluffton Chamber of Commerce/Visitor & Convention Bureau continues to be the leader in promoting tourism within Southern Beaufort County. The organization as a whole utilizes national economic and tourism trends, consumer research, prior program performance, demographics and takes into consideration the needs of the community (residents and businesses) to be in the best position as the steward of the destination.

The Hilton Head Island-Bluffton Chamber of Commerce and Visitor & Convention Bureau implemented major actions aimed at maintaining its commitment to excellence and leadership in the marketplace this past fiscal year. These included:

- Developed and implemented the Path Forward Readiness Plan, a uniform set of recommended protocols for businesses to follow, provided a consistent and evidence-based approach to protecting the health of our residents, workforce and visitors. Over 150 business owners, residents and community members and government officials gave their input and over 300 businesses took the Pledge to adhere to the recommended guidelines. The Path Forward story was picked up by 140 different media outlets and adopted nationally by VRMA, Vacation Rental Management Association.
- Integrated Zoom technology for the organization to be able to adapt and continue operating seamlessly.
- Developed the weekly Tele-Town Hall series to deliver relevant and up to date information to listeners and provide insight from key thought leaders throughout 2020 and into 2021.
- Launched the VisitBluffton.org as an independent website.
- Expanded air-service and air-carriers at both airports serving the region.



Vision

A welcoming, world-class community embracing nature, culture and economic vibrancy for residents and visitors.

Mission

Stimulate the regional economy while enhancing the quality of life for all.

Bluffton's Brand Commitment

Bluffton is the heart of the Lowcountry. It speaks to the town's central location, its lovable characteristics, and that Bluffton is the pumping, economic life force of the Lowcountry. Most importantly, it's a tone and a feeling. When you're in the Town of Bluffton, you can see and feel the love. It's real and authentic. It's the heart symbol in your logo, on a window, the pride residents have in their downtown or the warmth shared with strangers at an oyster roast. The Town of Bluffton is a well-kept secret. Nowhere else in the Lowcountry do you feel the love like you do when you are in Bluffton.

Source: Rawle Murdy Associates 2013

Daufuskie Island's Brand Commitment

As an extension of Hilton Head Island and Bluffton, Daufuskie Island provides a more remote escape to the visitors of Southern Beaufort County, one that's even closer to nature and "off the beaten path." The elements of the brand personality related to tranquility and nature are strong with identity and expression.

2021-2022 Strategies & Tactics



1. **Expand and broaden organic keyword rankings for Search Engine Marketing (SEM).**

- Refine and grow a targeted list of keywords that align with the visitors' location and experiences.
- Develop relationships with potential visitors and key audiences through personalized messaging.
- Track, measure and analyze all responses within the consumer journey.

2. **Leverage a strategic mix of targeted methods to identify and reach the most qualified users.**

- Target qualified users through digital video across social platforms.
- Utilize Google Display Network (GDN) with display ads to increase visits to the website.
- Cultivate themed ad groups and keywords around categories that target consumers researching vacation terms.
- Create competitor targeted campaigns to capture demand from those researching other destinations.
- Reinforce the brand by serving ads to those who have visited the website.

3. **Create content and measurements to adapt to social media platforms.**

- Continue a paid social strategy for Southern Beaufort County-specific posts driving traffic to the website.
- Integrate the paid and organic social efforts, ensuring content boosting on social when budget permits.
- Curate more user-generated content.
- Generate Facebook likes, Instagram followers and Twitter followers, ultimately driving traffic to content-rich pages of the website.
- Grow social audiences through paid social media strategy.
- Utilize retargeting efforts for consumers that have engaged with our advertising and visited the website.

4. **Improve the visibility of the website within the search results of both search engines and social networks for branded key phrases and emerging search queries.**

- Ongoing technical audits and comprehensive reviews to ensure content on the website remains crawlable and indexable by search engines.
- Identify target keywords for content, and regularly highlight optimization opportunities for existing content to ensure relevance for search engines.
- Identify and attract high quality links from high authority sites, along with sharing of content through influencer outreach and a targeted social media strategy.
- Optimize and take advantage of new Google My Business (GMB) features where relevant to ensure users interest is captured both on and off-site.
- Research to find new opportunities for content that, once indexed by search engines, will drive qualified searchers to the website.

5. **Market the destination to prospects in all meetings and group market segments to grow shoulder and off-season business.**

- Attend tradeshows and/or connect with meeting planners to build awareness and generate leads for group business.

6. **Create a collateral piece with compelling imagery and content about the destination.**

- Develop and produce the Official Bluffton Vacation Planner.
- Distribute the planner to visitors, businesses, elected officials, tradeshows, events and media.
- Create an immersive digital and social version of the planner to leverage the ever-growing visitors online engagement.

7. **Use research and reports to influence future marketing efforts.**

- Ongoing maintenance of ThinkBluffton.org, the Chamber's online economic metrics portal for Southern Beaufort County.
- Procure industry reporting with Smith Travel Research (STR) and DestiMetrics on a regular basis for measuring lodging occupancy, average room rates, room demand and RevPAR.
- Collaborate with the College of Charleston Office of Tourism Analysis along with ensure details of our Google Analytics and social platforms to provide performance updates.



Item 10.



Budget

*Note that the proposed budget is a projection and dependent on actual ATAX collections for 2021-2022. We will continue to work with Southern Beaufort County throughout the year to make adjustments as needed.

| | |
|--|------------------|
| SEO / Social Media (Organic) | \$23,100 |
| Digital Promotions | \$55,850 |
| Media Management & Reporting | \$6,300 |
| Website & Campaign Maintenance | \$17,400 |
| Insiders (enews) | \$5,950 |
| Southern Beaufort County Vacation Planner | \$27,500 |
| Regional Vacation Planner | \$14,850 |
| Group Tour | \$1,100 |
| Photography / Videography | \$16,500 |
| Research & Planning | \$5,500 |
| Contingency | \$5,500 |
| Ops & Management | \$105,450 |
| Total Expenses | \$285,000 |

Demographics & Personas



Demographics & Personas

We use multiple primary and secondary data sources to understand who our visitors are and what motivates them to visit Southern Beaufort County. Our real-time data sources include Google Analytics, in addition to research, partnering with the Office of Tourism Analysis at the College of Charleston and the University of South Carolina Beaufort. Using these insights we are able to extract visitor persona detail which allows us the ability to further refine our messaging to a more qualified potential consumer.

Today, as we adjust to the new traveler needs, we will continue to keep our demographics and key personas at the forefront, but will adapt as necessary in the short-term to address the consumers travel sentiment. We will expand our drive radius as travelers are willing to drive further distances post quarantine and continue to focus on our short-haul fly markets, supporting new air lift as it becomes available.

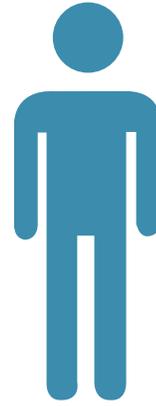
We have identified the following key persona groups as:

- Family
- Snowbirds
- Activities/Recreation Enthusiasts
- The Weekender
- Arts, Culture and History
- Culinary

Our Target Leisure Traveler for the Region



67.4%
Female



32.6%
Male



\$150K+
Affluent Traveler



59.1%
Undergraduate
Degree or Higher



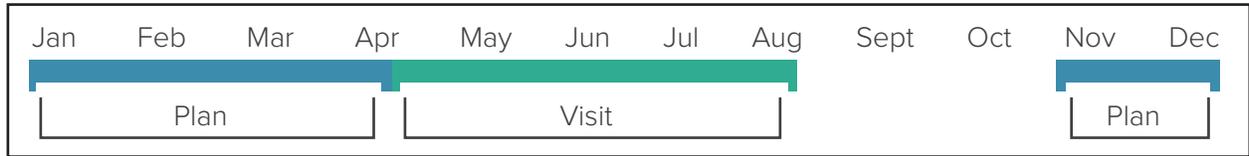
2-4 Trips per Year
7 Nights Average
Length of Stay

Family

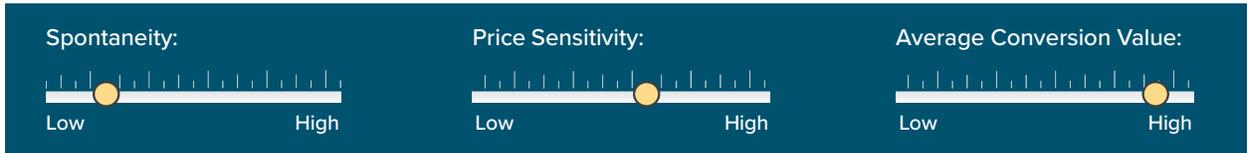


Family Travel Objective

Find a vacation spot that will please everyone during the school holidays.



Travel Habits



Who They Are

-  Upscale & Status Oriented
-  Values Family Time
-  Creating a Legacy
-  Active & Health Conscious

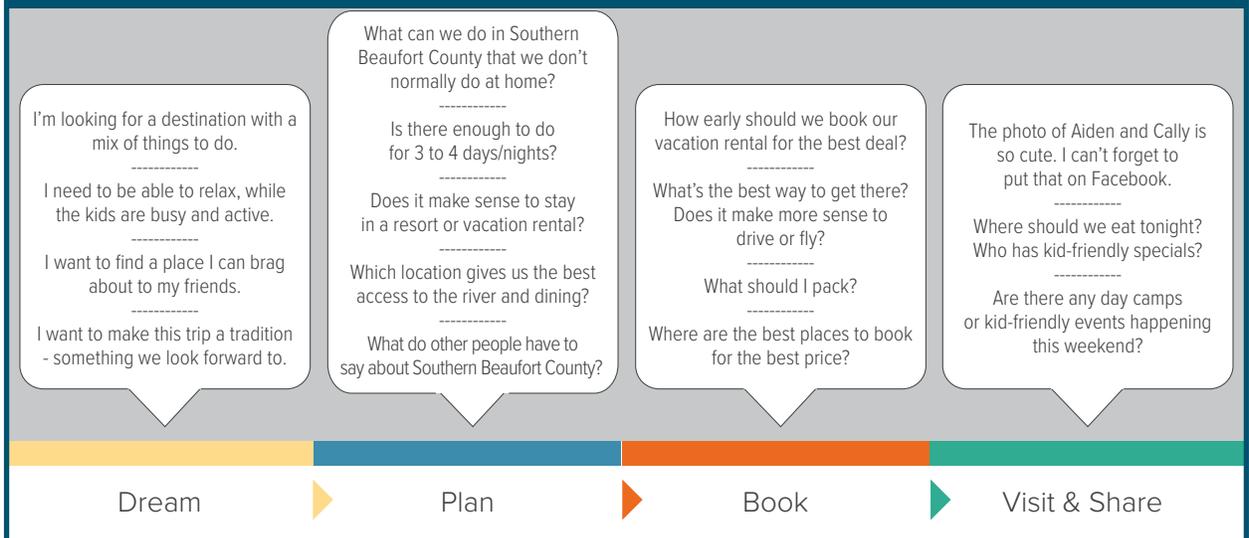
Preferred Activities & Attractions

- Vacation Rentals & Resorts
- Beach & Water Activities
- Biking & Hiking
- Tennis & Pickleball
- Festivals & Events
- Kid-friendly Dining
- Museums & Day Camps

Marketing Channels & Formats

- Facebook Videos
- Instagram
- TripAdvisor
- TV
- Online Video
- Forums & Blogs
- Pinterest

“Let’s Make Memories.” Their Path to Purchase



Snowbirds

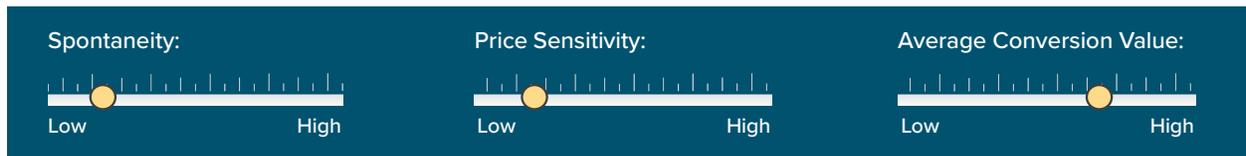


Snowbirds Travel Objective

Find a warm destination that feels like home for the winter, where they can welcome family and friends for visits.



Travel Habits



Who They Are

-  Traditional
-  Values
Family Time
-  Enjoys the
Finer Things
-  Active & Health
Conscious

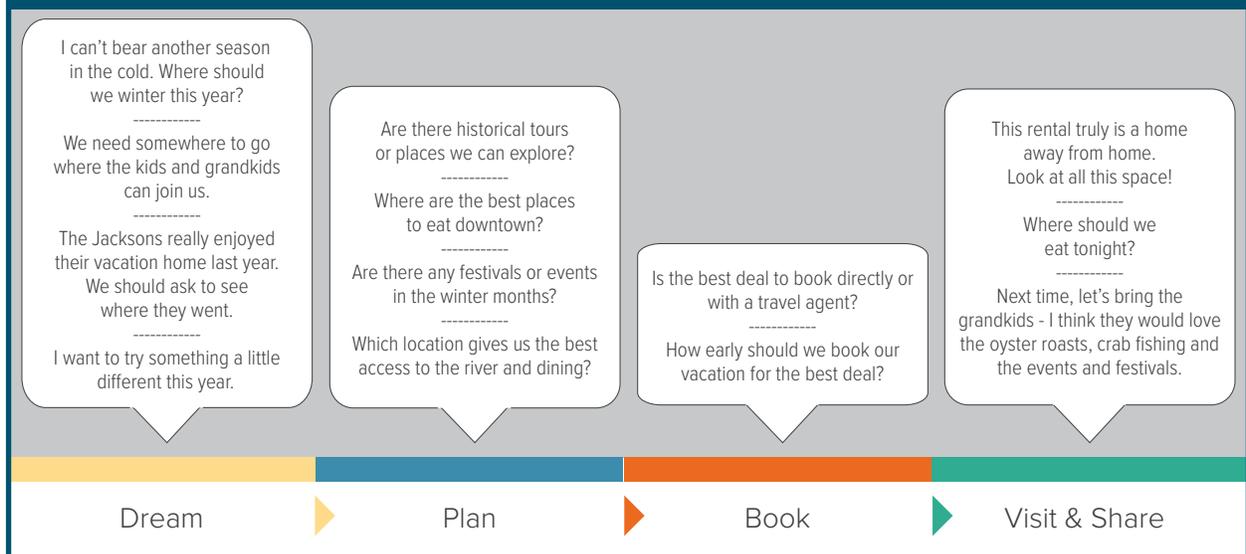
Preferred Activities & Attractions

- Vacation Rentals
- Dining
- Golf
- History / Cluture
- Excursion / Tour
- Biking

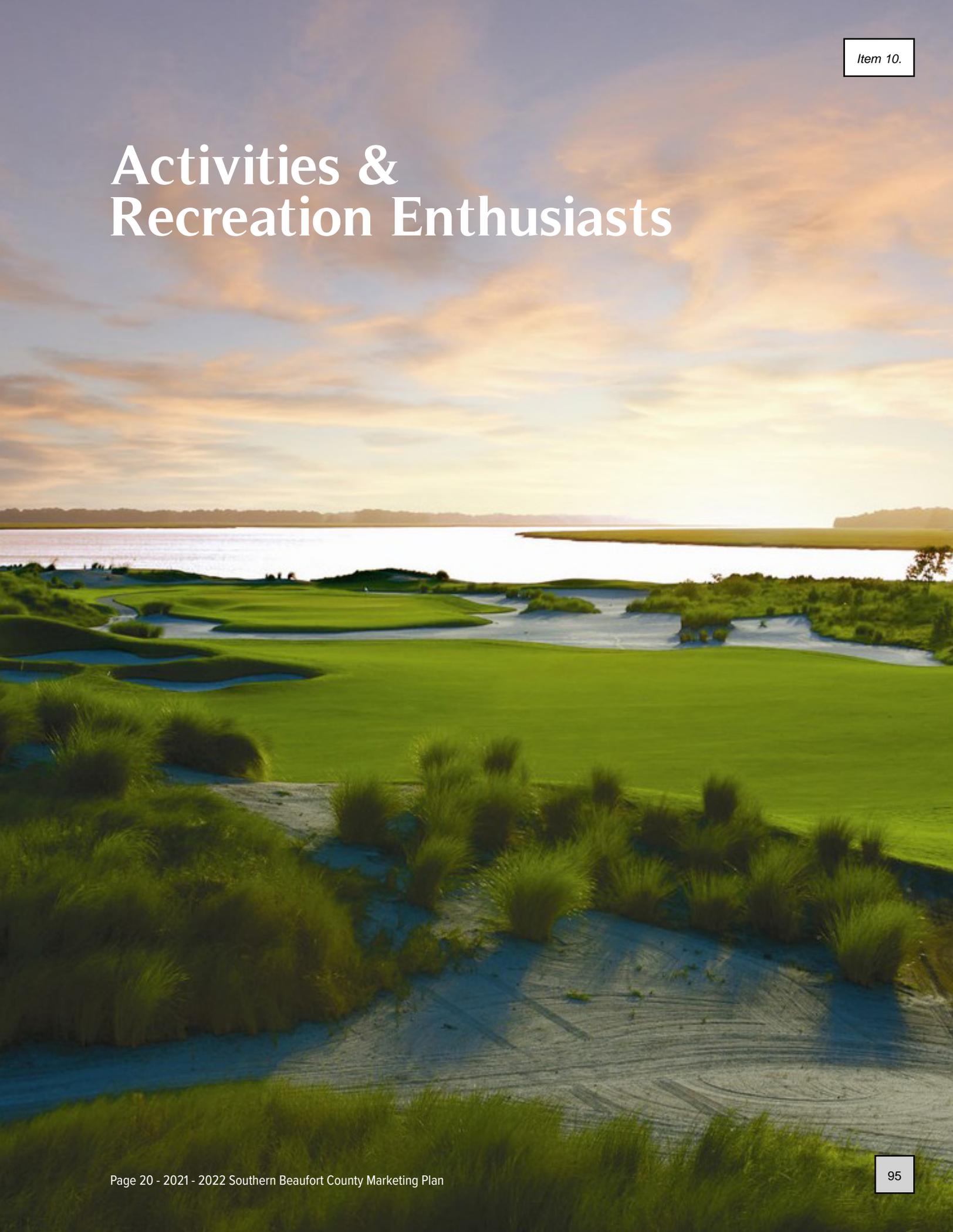
Marketing Channels & Formats

- Facebook
- Print
- TripAdvisor
- Radio
- TV
- Online Video

“Let’s Make this Feel like Home.” Their Path to Purchase

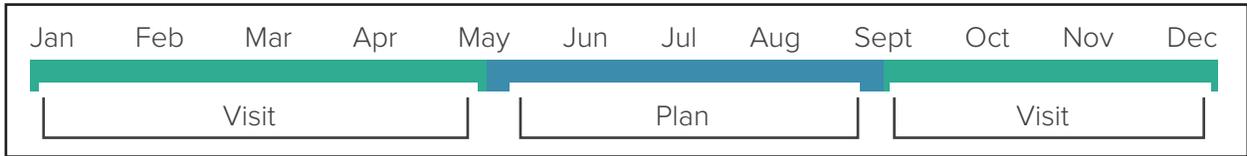


Activities & Recreation Enthusiasts



Activities / Recreation Enthusiast Travel Objective

Find a destination where they can pursue their interests on their downtime.



Travel Habits



Who They Are

-  Sports Fans
-  Leisure Lovers
-  Spontaneous & Social
-  Active & Health Conscious

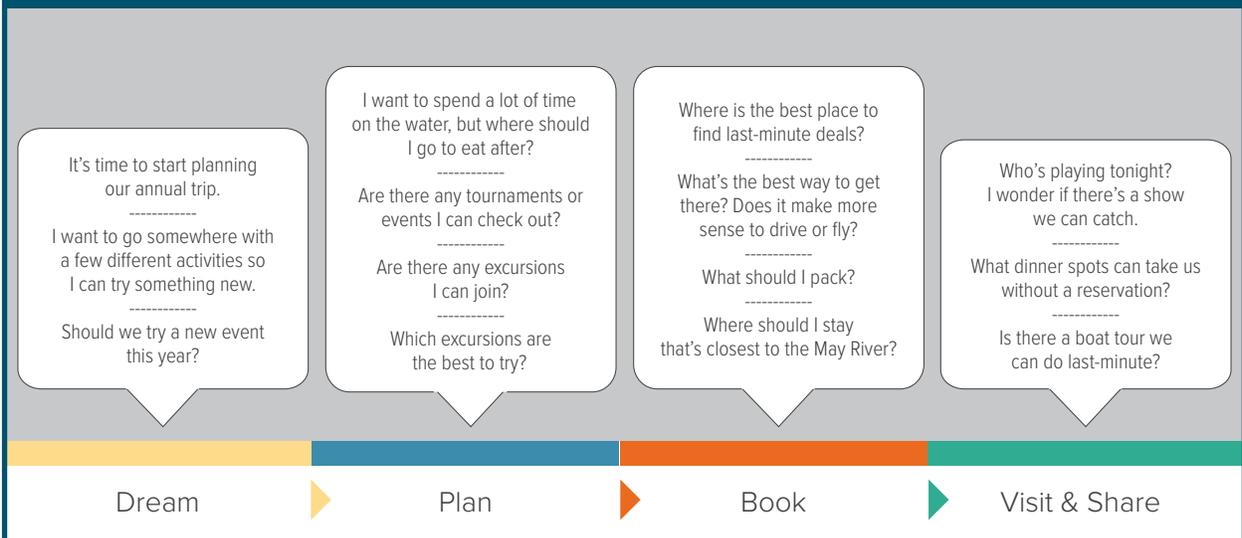
Preferred Activities & Attractions

- Golf
- Boating & Water Activities
- Hiking & Biking
- Nightlife

Marketing Channels & Formats

- Facebook Videos
- Instagram
- Twitter
- TripAdvisor
- TV
- Online Video
- Forums & Blogs

“Let’s Explore.” Their Path to Purchase



The Weekender



The Weekender Travel Objective

Find a fairweather weekend escape from work and city life.



Travel Habits



Who They Are

-  Upscale & Status Oriented
-  Urban Dwellers
-  Spontaneous & Social

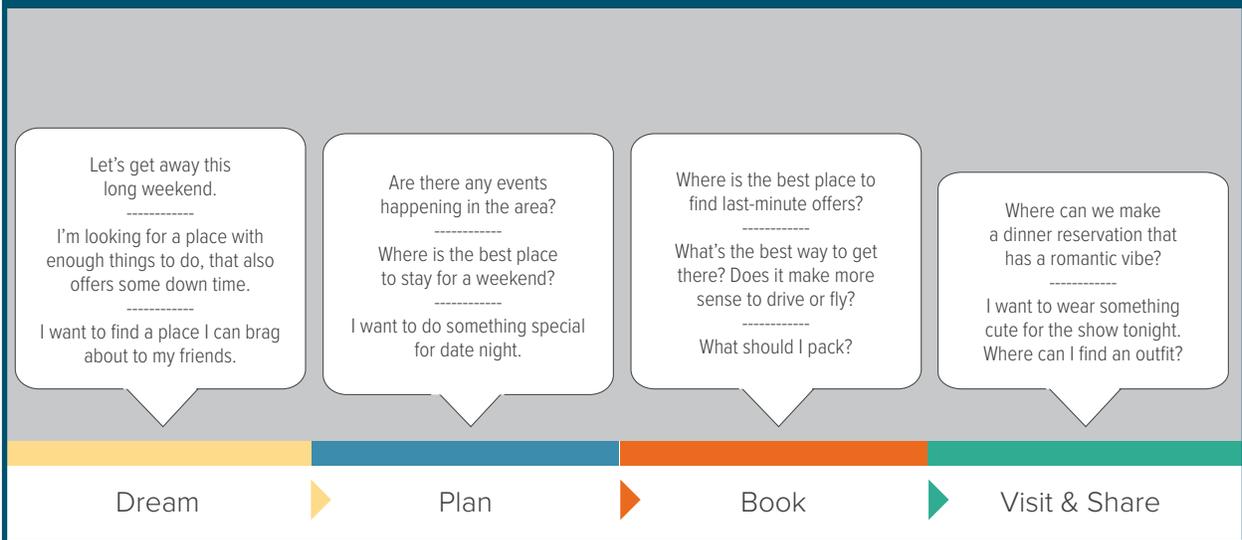
Preferred Activities & Attractions

- Vacation Rentals & Resorts
- Water Activities
- Dining & Shopping
- Romantic Things to Do
- Festivals & Events
- Weddings
- Palmetto Bluff

Marketing Channels & Formats

- Facebook Videos
- Instagram
- TripAdvisor
- TV
- Online Video
- Forums & Blogs
- Pinterest

“Let’s Get Away.” Their Path to Purchase

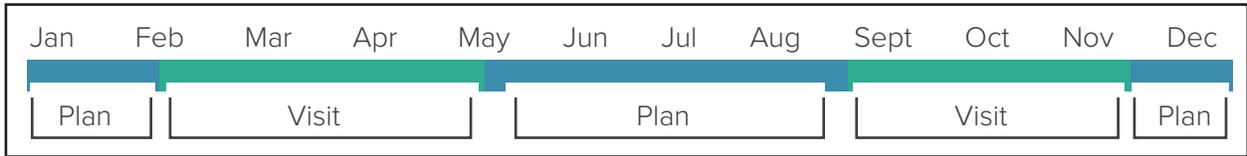


Arts, Culture & History



Arts, Culture & History Travel Objective

To explore cultural attractions, historical sites and the local arts scene.



Travel Habits



Who They Are

- Values Learning & Authenticity
- Seeking an Immersive Experience
- Image Conscious
- Upscale & Status Oriented

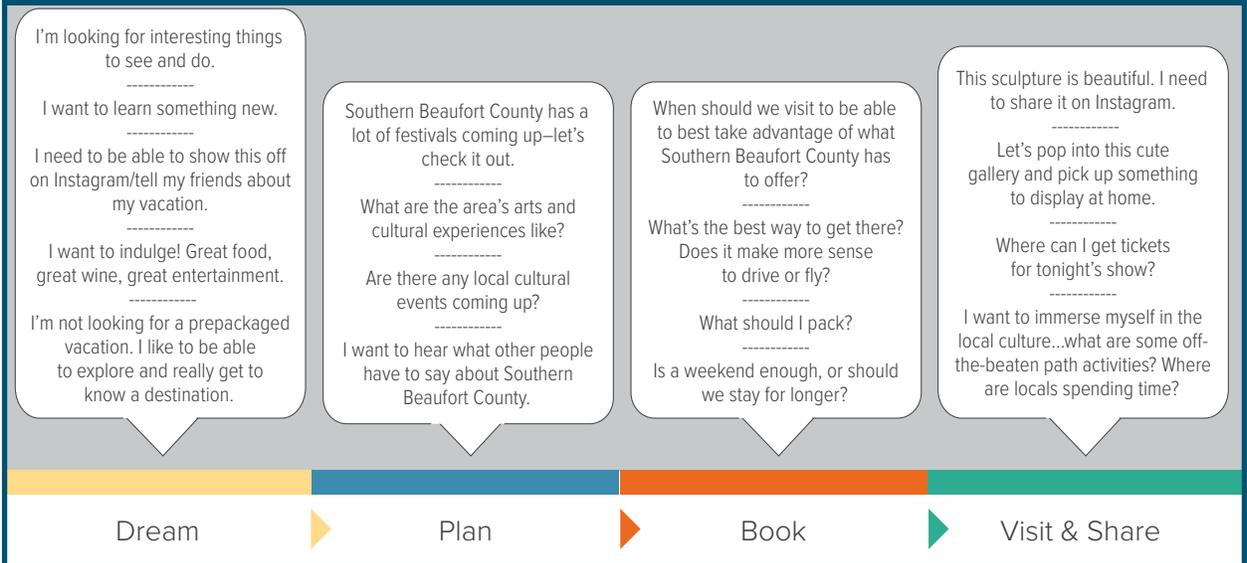
Preferred Activities & Attractions

- Historical District & Attractions
- Art District & Galleries
- Cultural District
- Gullah Geechee Cultrual Heritage
- Festivals & Events
- Art of Old Town
- Church of the Cross

Marketing Channels & Formats

- Facebook Videos
- Instagram
- TripAdvisor
- Online Video
- Forums & Blogs
- Pinterest
- Earned Media (Print/Digital)

“Experiences are Greater than Things.” Their Path to Purchase

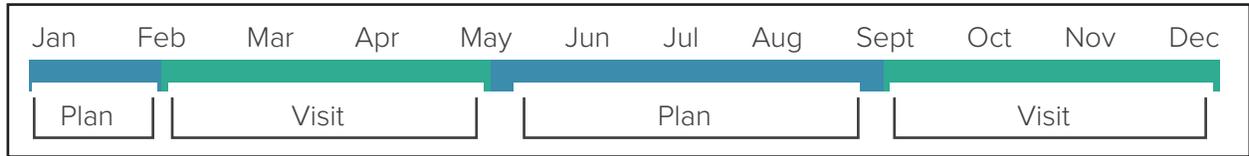


Culinary

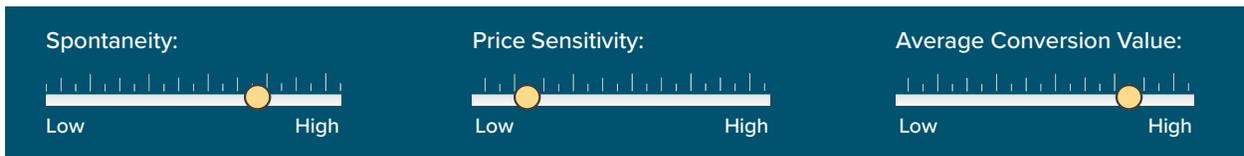


Culinary Travel Objective:

Be immersed in a new destination (or an old favorite) by exploring the pursuit of unique and memorable culinary experiences.



Travel Habits



Who They Are

Values Authenticity

Seeking an Immersive Experience

Spontaneous & Social

Unconventional

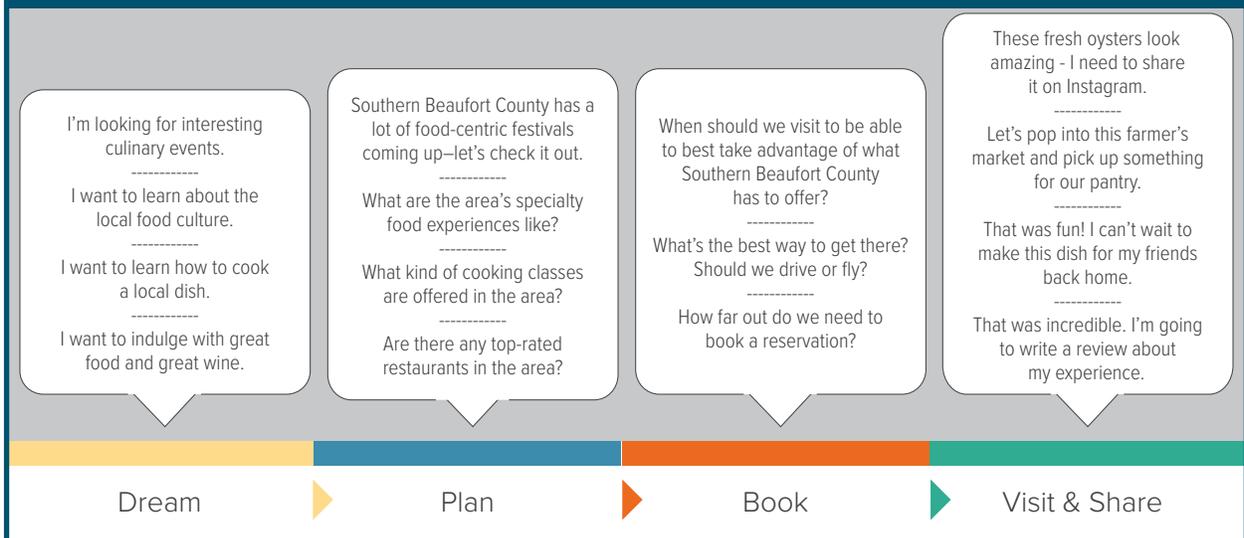
Preferred Activities & Attractions

- Cooking Classes
- Food Tours
- Wine, Beer and Food Festivals
- Specialty Dining Experiences
- May River Oyster Roasts

Marketing Channels & Formats

- Facebook Videos
- Instagram
- TripAdvisor
- Forums & Blogs
- Pinterest

“Experience Authentic, Local Cuisine.” Their Path to Purchase



2021-2022 Destination Marketing Plan



The Visitor & Convention Bureau will continue to position Southern Beaufort County as the ultimate escape filled with genuine experiences to explore. For those looking to travel and immerse themselves in a new vacation experience, Southern Beaufort County is where they will find historical traditions, culture, Gullah heritage, natural beauty and culinary delights.

Southern Beaufort County is a safety-first focused destination. With the development and implementation of the Path Forward Readiness Plan, we provided a consistent and evidence-based approach to protecting the health of our residents, workforce and visitors. This initiative has become a staple in our marketing efforts and is woven throughout the plan for 2021-2022.

With local tourism leaders, the Hilton Head Island-Bluffton Chamber of Commerce/Visitor & Convention Bureau did extensive customer research and garnered detailed insight into these key areas of interest that define Bluffton and Daufuskie Island:

- Area “District” Designations including History, Cultural and Arts
- National Historic Register Designations including The Church of the Cross and Campbell Chapel AME Church
- Martin Family Park, Wright Family Park, Garvin-Garvey House and the Bluffton Oyster Company
- Gullah Geechee Cultural Heritage Corridor
- Palmetto Bluff / Montage
- Natural beauty / May River
- Unspoiled with palm trees and live oaks, lining sandy roads
- Slower, laid back pace with bikes, horses and golf carts for transportation
- Local culture, artists enclaves and historic sites
- Haig Point and the Haig Point Lighthouse

Target Audience:

- Affluent consumers visiting Southern Beaufort County for cultural and arts experiences, historic tours, shopping and culinary activities.
- New and repeat overnights to Southern Beaufort County and the region.
- Group Tour planners and their customers with interest in Southeastern destinations, particularly as a central location for hub and spoke coastal, historic, shopping, cultural, heritage, cuisine and environmental tours.

The Visitor & Convention Bureau invests in destination digital content management, qualified staff, content managers/editors and a professional, well-executed public relations and digital promotions program. These investments are key to operating a robust destination marketing program in today’s competitive and cluttered travel communications environment. This aspect of our work has become increasingly important as new communications channels emerge and evolve to give consumers more choices, more channels and more content.

As Southern Beaufort County’s Designated Marketing Organization (DMO) we are committed to the following:

- Supporting the destination’s brand position throughout all marketing programs.
- Increasing overnight visitation within Southern Beaufort County.
- Increasing visitor expenditures to Southern Beaufort County attractions, retail and dining facilities. Thus increasing Bluffton and Southern Beaufort County’s attraction, hospitality and sales taxes collected.

In addition, we will continue to provide a powerful set of services and award-winning strategic marketing solutions that will drive measurable results.

Digital Marketing Plan

During 2020 and into 2021, Southern Beaufort County remained top of mind due to early strategic adjustments to our media efforts with a “heavy up” approach to immersive content and recall of favorite memories. During COVID-19, while lockdown and quarantines varied state to state and beyond, our content served as a source of inspiration, enabling people to dream about their next getaway and reminisce fondly on past experiences. As people become more positive about and eager to travel again, Southern Beaufort County is perfectly positioned to appeal to leisure travelers. Continuing to build on the strong digital connection we have established and focusing on health and safety, Southern Beaufort County is an ideal destination for people planning a trip.

By examining trends for our key audience personas, we are able to deliver targeted, strategic messaging that answers the questions travelers are asking and responds to their needs, concerns, and priorities. Continuing to focus on and optimize high-quality content—copy, photography, user-generated content (UGC) and also incorporating new videos—will result in more partner referrals, higher engagement metrics, better brand awareness, positive sentiment, and increased conversions.

Paid digital media and social will drive our content initiatives this coming fiscal year, amplifying our content and delivering it to captive audiences. Strategic Search Engine Optimization (SEO) ensures our product features prominently in search results, with each element optimized based on best practices and search data.

Placement Strategies

Given its ability to offer cost-efficient messaging across geographic and lifestyle-focused segments, digital media will continue to be the primary channel for Southern Beaufort County’s 2021-2022 strategy. With a key objective of growing partner referrals, preference will be given to Search Engine Marketing (SEM) and placements that skew towards our primary audience: the decision makers and vacation planners of the household. When planning 2021-2022 placements, previous performance will be considered to ensure optimal reach, relevancy, and results.

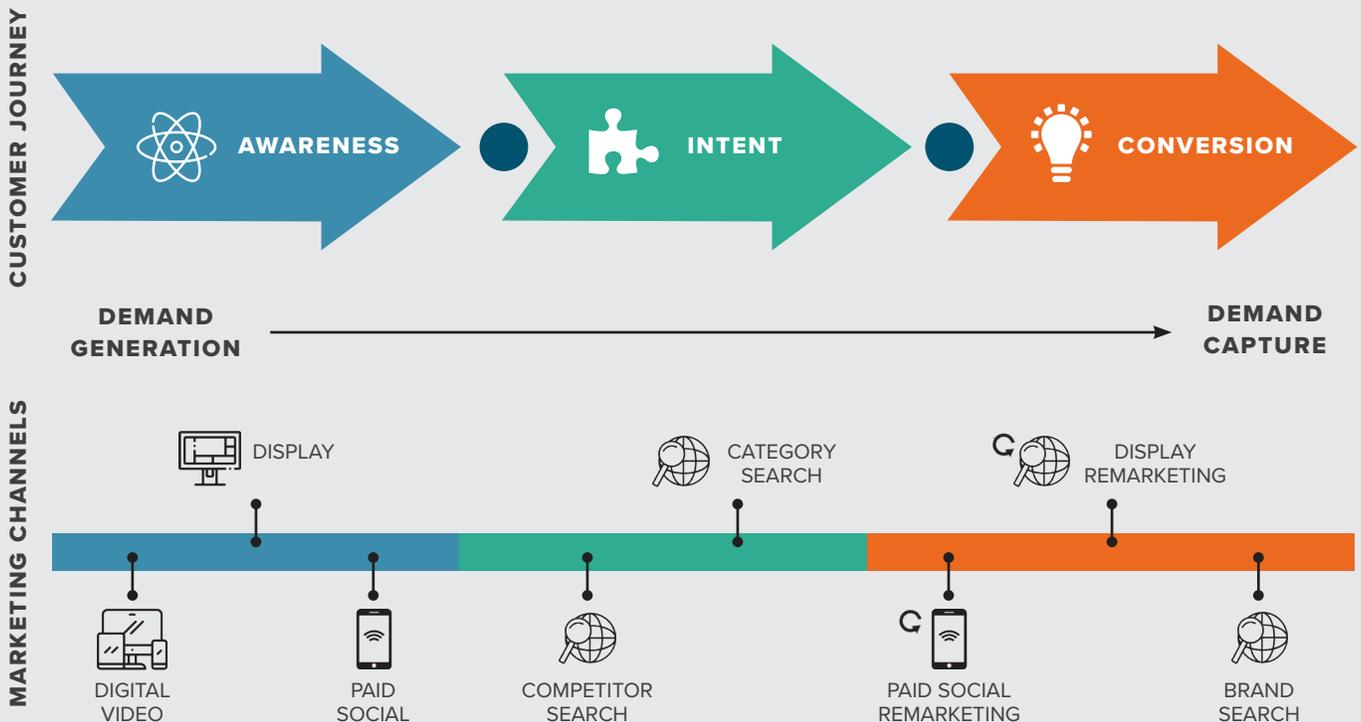


Search Engine Marketing (SEM)

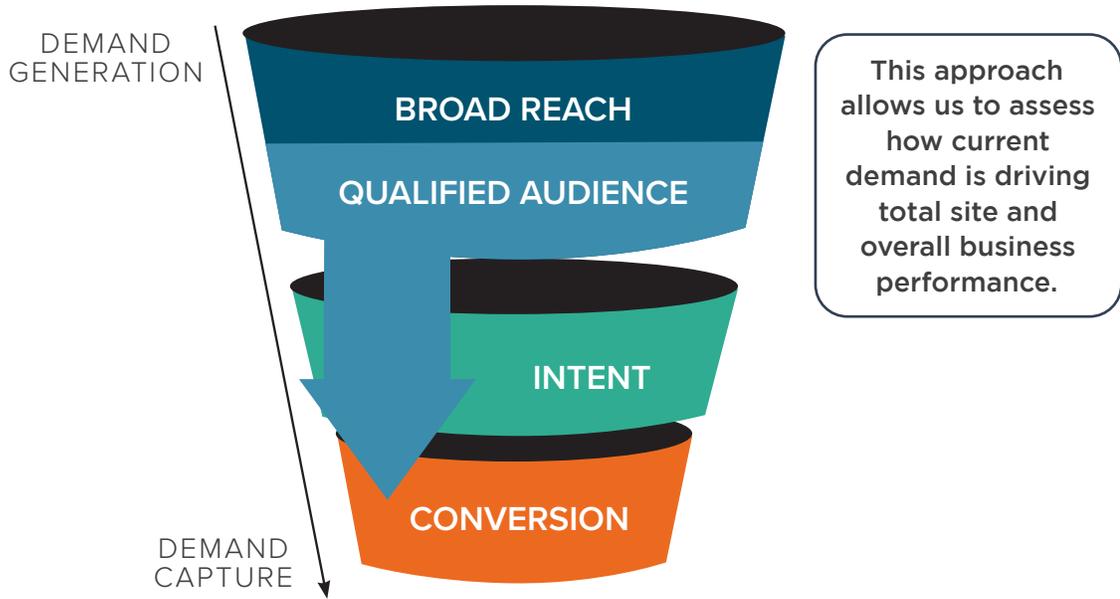
In order to capitalize on its ability to help expand and broaden organic keyword rankings, the Visitor & Convention Bureau will continue to build on the strategic SEM program into 2021-2022. This will include a list of keywords that best align with Southern Beaufort County’s target visitor and experiences.



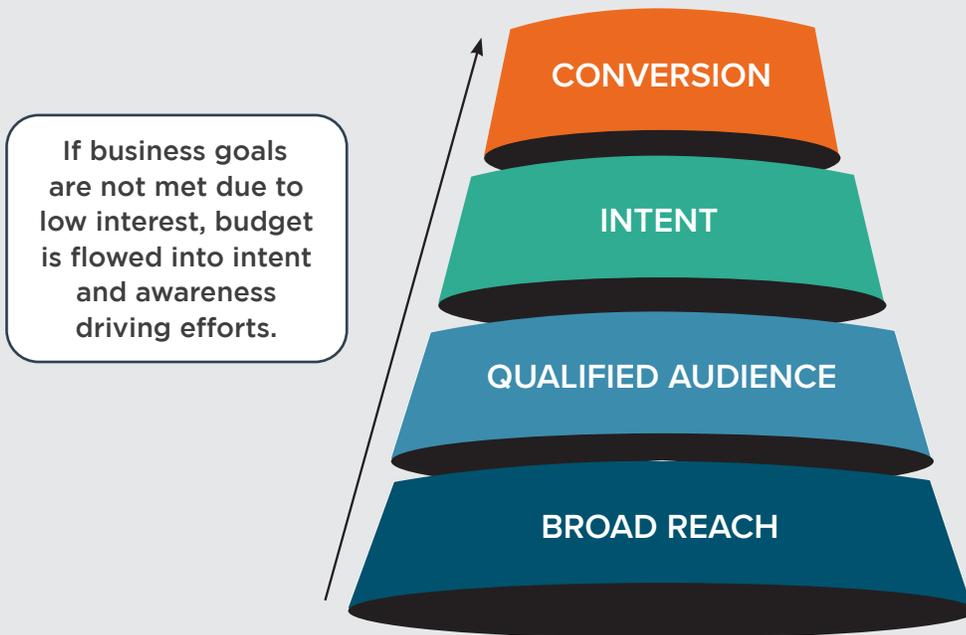
Audience Targeting with Digital Media



The Consumer Journey



Media Budget



Digital Media

The ultimate goal of the 2021-2022 digital marketing plan is to directly increase the demand to community businesses. To achieve this, our marketing efforts will work to influence consumers to visit the new independent Bluffton website and the Daufuskie Island microsite.

Core goals will be aligned with the below tactics, targeted towards our key audiences. This approach will reach new users who are not yet aware of Southern Beaufort County and its unique offerings, as well as re-engage those who are already familiar with our marketing campaigns and website. With this strategic structure established, we will further refine the plan to clarify channels, key metrics, messaging, and consumer mindset against each phase of the consumer journey:

Targeting

Leveraging a strategic mix of targeting methods will assist in identifying and reaching the most qualified users. Bids will also be adjusted within search to ensure we serve ads to the same qualified users. Both first- and second-party data will be used in creating sophisticated targeting for the destination.

Awareness Phase

Digital video continues to be an integral tool in attracting and connecting with our audiences while showcasing the beauty and amenities of Southern Beaufort County. We will focus on our key areas of interest, capturing details of each and sharing these across our channels including nature, historic, cultural and arts districts.

To build awareness at the top of the funnel in 2021-2022, the video assets, will be implemented predominantly across YouTube—the second-largest search engine in the world, with a network that reaches more than 90% of total internet users. To increase reach, video will also be utilized across Facebook Video, Instagram, and Instagram Stories. In addition, prospecting display ads will be used within the Google Display Network (GDN), to entice users to visit the website.





TrueView Video Ads

YouTube Advertising

Utilized via YouTube Advertising as video pre-roll

- Video is skippable after the first 5 seconds and you are only charged if the user watches the complete video (>30 seconds) or clicks through to the website, whichever occurs first.
- Cost per view (CPV) to a targeted audience is typically between \$0.02 to \$0.04 making this channel wide-reaching and cost-effective.



Instagram Stories:

15 Seconds or Less Videos

Utilize unique assets

- Plays within feed, along with images and videos shared by consumers' friends, family, and other Instagram accounts they follow.
- Stories' ads provide a full-screen immersive experience with the goal to drive interest and traffic to the website.



Facebook Network

(Including Instagram):

15 Seconds or Less Videos

- Utilized via Facebook.
- Auto plays as users scroll through their newsfeeds.
- Can be purchased on a cost-per-click basis at an efficient price (around \$1), or on a cost-per-10-second view.



Awareness Key Metrics

When determining the success of the Awareness Phase, metrics indicating an increase in demand and interest will be monitored. Over a longer period, we expect to see increases in volume and performance in lower funnel initiatives. Awareness efforts will target all devices with a mobile prioritization as the majority of consumers are in this phase.

Prospecting Display

Utilized via the Google Display Network

- Appears within web content to qualified users.
- Purchased on a cost-per-click basis at an efficient price to drive interest and users to the website for future remarketing.



Intent Phase

The primary goal of the Intent Phase is to foster consumers who have previously expressed an interest in visiting Southern Beaufort County.

Along with display ads we will extend reach through paid social within Facebook and Instagram. Media is only purchased based on a cost-per-click basis to help mitigate fraud and limited viewability often seen in the industry.

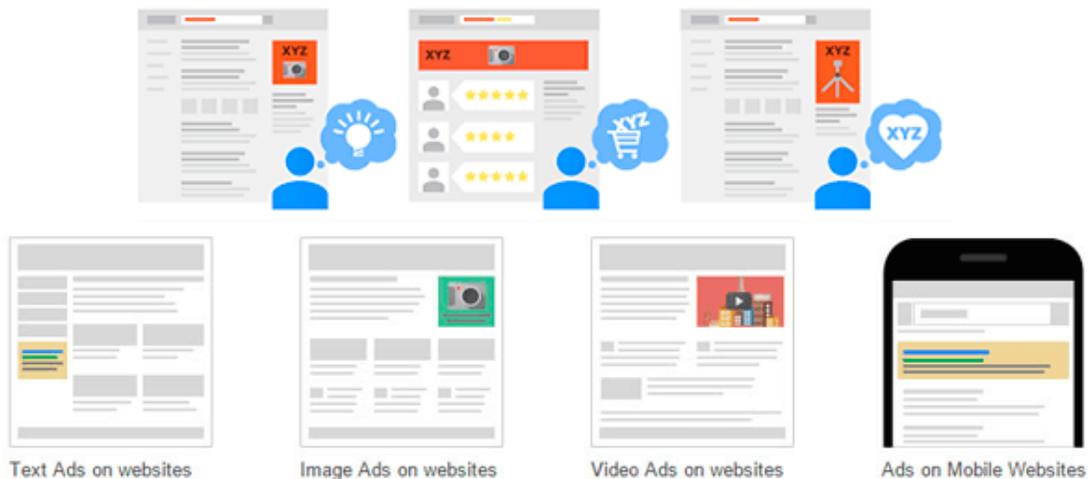
Prospecting and Native Display Banners Partners:



Audience Targeting

- Affinity Audiences
- In-Market Audiences
- Custom Affinity
- Custom Intent
- Similar to/Lookalike Audiences
- Demographics
- Geography

WHAT IS THE Google Display Network?



Non-Branded Search

When cultivating consumer interest, non-branded search targeting category and competitor keywords allow us to raise our hand as a viable option. Similar to display, all search media is purchased on a cost-per-click basis which allows us to cost-effectively serve ads to drive future return on our search media spend.

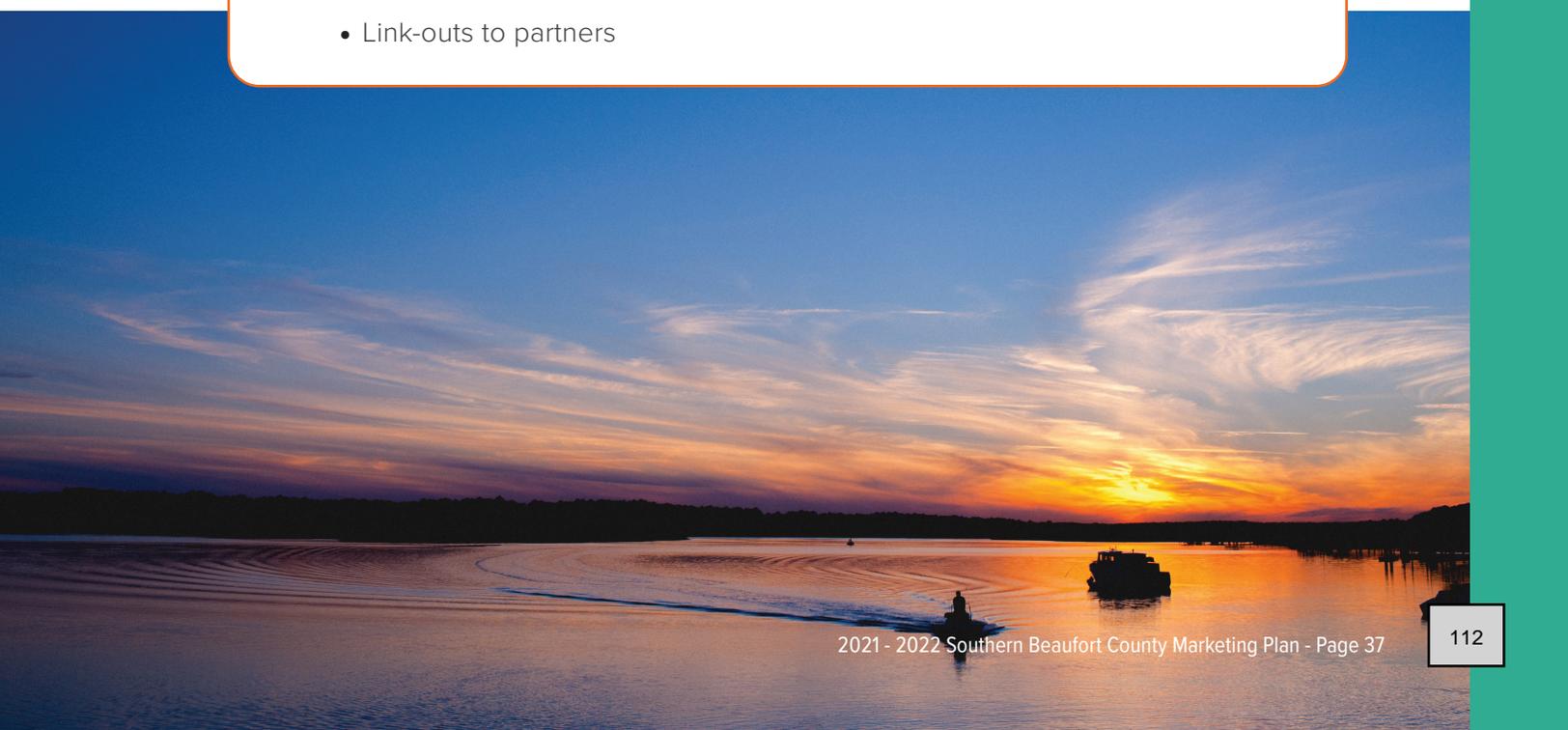
| | OVERVIEW | SAMPLE AD GROUPS |
|--------------------------|--|--|
| CATEGORY SEARCH | Themed ad groups and keywords around categories that target a consumer researching related types of vacations. | <ul style="list-style-type: none"> • Family vacation • History, arts, cultural vacation • Couples vacation • Weekend getaway |
| COMPETITOR SEARCH | To drive purely incremental traffic, we will create competitor targeted campaigns to help capture demand from those researching competition. | <ul style="list-style-type: none"> • Savannah • Beaufort • Charleston |



Intent Key Metrics

Intent advertising is also measured against awareness and demand to capture specific metrics that indicate success at both the top and bottom of the funnel.

- Website visitation and engagement
- Percentage of returning users
- Assisted conversions
- Link-outs to partners



Conversion Phase

To capture the demand generated and cultivated through awareness and engagement, digital efforts will rely on the proven tactics of Remarketing and Branded Search.

Remarketing

Remarketing is used to reinforce Southern Beaufort County as the perfect vacation destination by serving ads to those who have visited the website.

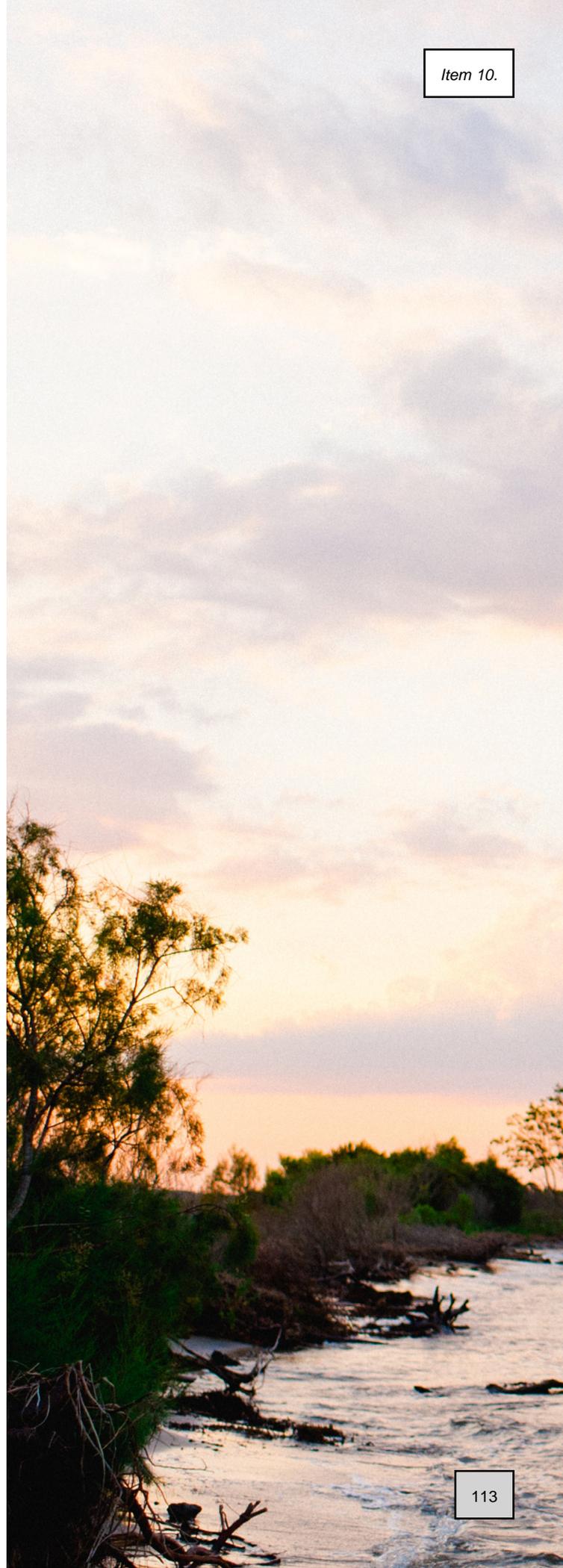
For increased relevance, people who have visited the landing pages from all sources can be sorted into lists so that secondary messaging can be shown to them based on their interest on the page, and where they navigate to next. They can be shown applicable display ads from that original visit to entice them to return for more information or to click on partner links. Users to the website will also be shown display ads for seasonal events.

Branded Search

Branded search is the most fundamental digital channel and provides a foundation for nearly all digital marketing initiatives.

Key Benefit

Brand Search ensures consumers are exposed to the most current offer. It also helps capture all demand and limits erosion to competitors. With branded search ads, you can control the message and highlight attributes seasonally, geographically and by keywords.





Search Engine Optimization

All SEO strategies for 2021-2022 will focus both on improving the visibility of the Bluffton website and Daufuskie Island microsite within both search engines and social networks for branded key phrases and emerging search queries, with the intention of increasing awareness of Southern Beaufort County as a vacation destination.



The SEO strategy can be broken down into five core areas:

- 1. Technical SEO:** Ongoing technical audits and comprehensive reviews of the website to ensure content on the website remains crawlable and indexable by search engines.
- 2. Content Creation and Optimization:** Identify target keywords for content and regularly highlight optimization opportunities for existing content to ensure relevance for search engines.

With the growing popularity of voice search, search engines are becoming better at matching a searcher's intent to the content they show in search results. In 2021-2022, an SEO focus will include strengthening contextual signals sent to search engines for the content on the website through:

- Internal links that create content clusters
- External links
- Structured data (schema)
- Ensuring existing and new content answers questions and solves problems

- 3. Building a Foundation of Authoritative Referrals:** Links to a site and citations continue to send strong signals to search engines that a website is authoritative on a particular topic and should rank well for searches. There will be campaigns to identify and attract high quality links from high authority sites, along with sharing of content through influencer outreach and a targeted social media strategy.

4. Local SEO: Google My Business (GMB) continues to influence user behavior in organic search results with additional service categories, offers, products and additional features that enable users to interact with business information outside the website. In 2021-2022, optimizing and taking advantage of new GMB features where relevant will ensure users interest is captured both on and off-site.

5. Identifying New Opportunities: A significant component of the SEO program will be research to find new opportunities for content that, once indexed by search engines, will drive qualified searchers to the website. This research will focus on finding popular search queries that people perform when considering a vacation, trip or activity, and where Southern Beaufort County would meet the needs of those travelers. This research will be applied to new content creation and to existing content where optimizations can be implemented.



Social Media

The social media landscape continues to be a “pay to play” space. Each newsfeed prioritizes paid advertisements and boosted content over organic content posted by brands. This means our approach to Southern Beaufort County’s content creation and measurements needs to adjust.

Strategically, this means:

- Placing a higher value on the quality of the traffic we create for the website, in addition to the quantity.
- Continuing a paid social strategy for Southern Beaufort County-specific posts driving traffic to the website.
- Integrating our paid and organic social efforts, ensuring content boosting when budget permits.

These are the channels that best support Southern Beaufort County’s goals and will continue to be our focus for 2021-2022:



With different video messages and varying lengths, the videos can be targeted at specific audiences to increase awareness and drive traffic to the site using a Trueview for Action Overlay.

facebook

Facebook is our primary traffic source. The approach to Facebook is to incorporate a range of content, focusing on Southern Beaufort County-specific, user-generated content shared by our locals and guests, co-op partnerships, one-off and on-going events and planned activities like tours in the Southern Beaufort County. In 2021-2022, we will focus on sharing partner content directly from the partner’s social page, pushing traffic to their accounts, as well as pages on our website that link directly to the partner’s website.



Instagram’s strategy will continue to focus on curating user-generated content from talented guests and locals to support Southern Beaufort County’s messaging. Our biggest push on this channel will be to engage in two way conversations with our followers, to encourage them to mention our channel in their owned content, and to promote our hashtags. We will also focus on curating a more aesthetically-consistent feed, using warm photo filters that portray the sunny, Southern vibe of the Lowcountry.



Our 2021-2022 Twitter strategy continues to focus on channel growth and maintaining our higher-than-average engagement rate. Content shared on this channel will be a mix of user-generated content, links to the website, as well as local news, accolades, and events.



With the launch of the independent website, VisitBluffton.org, we can create our Pinterest channel to house relevant information linked back to our website content (which will push partner content).



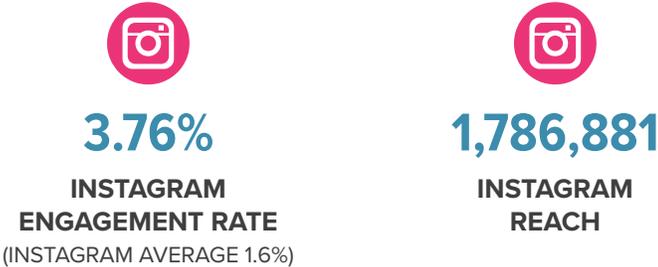
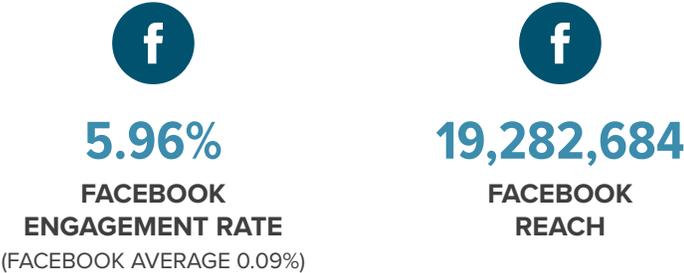
Spotify is a new terrain for our brand that we will explore in 2021-2022. We will create tailored scripts written to pique the interest of our core audiences. Podcasts are selected based on relevant interests and read by the podcast hosts to reach our audio-inclined audiences.

Social Performance

In 2020, we built on 2019’s launch success by focusing on increasing impressions for brand awareness and follower growth, as well as fostering engagement among our audience. We found natural beauty photography outperformed any other kind of content, and are continuously finding ways to showcase the culinary scene, historic landmarks, art scene, and culture in ways that resonate with our audience.

In Q3 and particularly Q4 of 2020, as Covid-19 advancements were made with vaccinations, restrictions lessened and travelers felt more inclined to travel. Therefore, we implemented new tactics with more direct CTAs to book a Southern Beaufort County getaway as well as posted Instagram Stories with CTAs to click the link in our bio. These efforts proved successful for us.

Bluffton Channel Growth



Note: Metrics are specific to Bluffton social channels.

Daufuskie Island Social Posts

| | | |
|--|--|---|
| <p>9,711</p> <p>SOCIAL SESSIONS</p> | <p>15,241</p> <p>OVERALL ENGAGEMENT</p> | <p>504</p> <p>OUTGOING LINKS TO PARTNERS</p> |
|--|--|---|



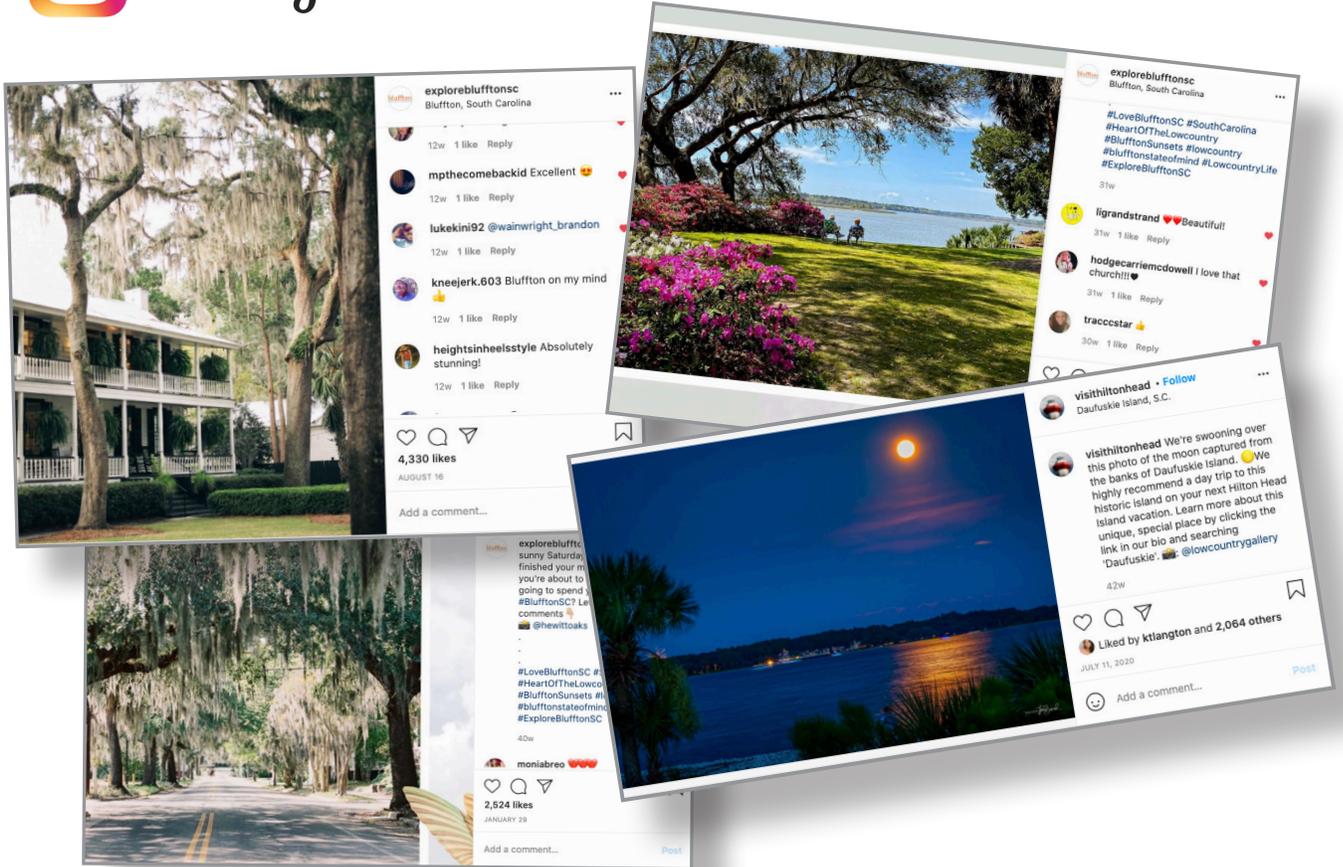
Top Social Posts for 2020

facebook

This collage features five Facebook posts. The largest post on the left shows a fluffy dog with a tire, published by Explore Bluffton on April 3, 2020, with 12,607 people reached and 3,741 engagements. Other posts include a church with pink blossoms (Feb 26), a sunset over water (Aug 6), a scenic view of Hilton Head (Jan 25), and a dog on a boat (Jan 25).

twitter

This collage features five Twitter posts. The largest post on the left is from ExploreBlufftonSC (May 5, 2020) about a virtual road trip, with 4 retweets and 16 likes. Other posts include a sunset over water (May 5), a boat on a lake (May 5), a moon over water (July 11), and an art festival (July 2020).



Paid Social Media Strategy

To continue supporting our goal of establishing the credibility of our social channels, as well as the website, the paid social media strategy will focus on driving this momentum forward. To do this, the following paid social tactics will be implemented:

- Facebook/Instagram Traffic Campaigns (25%)
- Facebook Boosted Posts (15%)
- Instagram Boosted Posts (15%)
- Facebook Page Growth (25%)
- Instagram Follower Growth (10%)
- Twitter Follower Growth (10%)

Targeting

The paid tactics and targeting will vary depending on what part of the funnel the user is in.

Awareness Phase

When determining success for awareness-based campaigns, we will look at metrics indicating that interest and social media presence is increasing. Over a longer period, we expect to see increases in volume and performance in lower funnel initiatives.

- Reach / Frequency
- View-Influenced Visits
- Social Media Platform Growth
- Engagement Rates

Intent Phase

During the intent phase, we will engage users who are more likely to follow the destination’s social accounts, as well as drive qualified traffic to the website.

These planning-stage audiences will be created utilizing retargeting efforts based on consumers who have engaged with our awareness phase advertising initiatives, and those who have visited the website. We will additionally continue to target users based off of their interests, behaviors, demographics, and geographics.

Generating Facebook likes, Instagram followers, Twitter followers and driving traffic to content-rich pages of the website will be the focus of this stage of the customer journey and tactics will include:

- Facebook Page Like/Growth Ads
- Instagram Followers/Growth Ads
- Twitter Followers/Growth Ads
- Traffic/Always On Ads



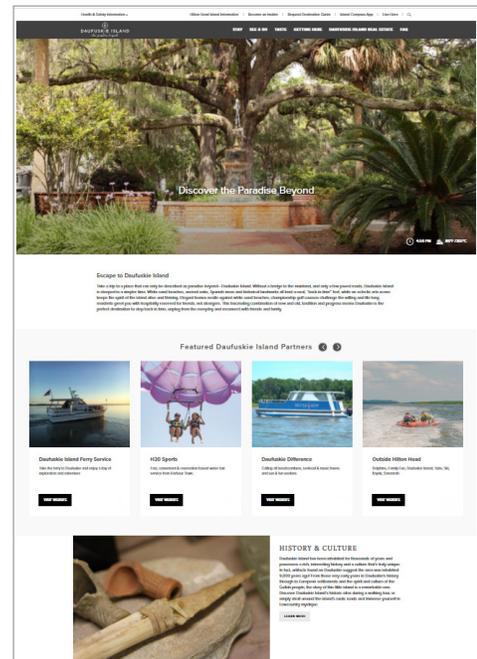
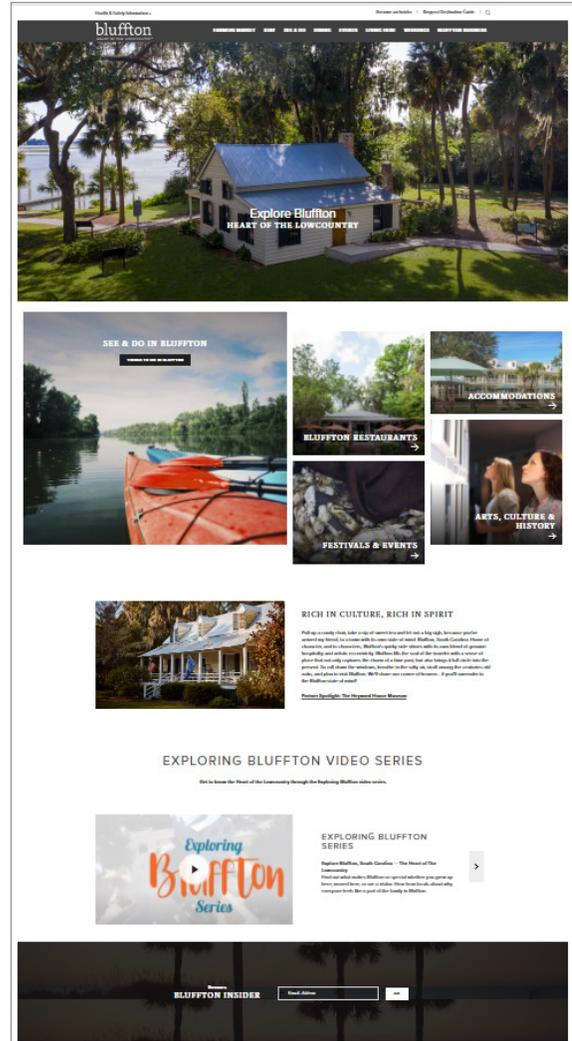
Destination Website

When appropriate, traffic will be driven back to Bluffton’s new, independent website as well as the Daufuskie Island microsite. This strategy will help us achieve stronger results and higher conversion rates.

The website is the single most important touchpoint next to the destination experience itself. A responsive web platform, engaging content and overall creative should virtually transport a visitor to Southern Beaufort County.

In 2021-2022, Southern Beaufort County’s digital marketing plan and website initiatives will continue to build on the solid foundation established to further enhance the visitor experience. By utilizing our key personas, we are able to deliver targeted, strategic messaging to more niche groups of new and repeat visitors. Continuing to focus on and optimizing high-quality content copy, photography and videos that are engaging, entertaining and conversion-driven will result in increased partner referrals, higher engagement metrics and overall conversions.

Evolving our content and social efforts to include more “insider” content - Q&As with prominent Southern Beaufort County business owners and locals and implementing richer user-generated content, offers visitors a more intimate glimpse at a Southern Beaufort County getaway. Using paid media and social media to help drive our content will amplify our message and ensure it is being seen by the right people at the right time, across the board, while SEO will ensure that visitors are able to find the information they need quickly and efficiently.



Group Sales & Tradeshows

Southern Beaufort County continues to grow and position itself as a group destination more so now than at any point in the last decade. The variety and quality of experiences for group visitors has never been more diverse, offering a robust arts, historical and cultural scene, with growing culinary experiences. The Visitor & Convention Bureau will continue to promote Southern Beaufort County while attending travel tradeshows virtually and in-person.

Military continues to be a focus for the Southern Beaufort County region. With close proximity to Parris Island, hosting out of town families and guests remains the ideal market for our focused service hotels. We will continue to build awareness of the destination, inspiring these families to extend their visit or celebration, creating lasting, special memories.

Group Tour

Group Tour remains an important market to maintain current and new relationships. Southern Beaufort County continues to be an attractive destination for a hub and spoke opportunity. With Savannah 40 miles away, Beaufort 30 miles and Charleston just under 2 hours, the Southern Beaufort County region is ideal for groups to stay in one location for up to a week and focus on day trips from one central area. We intend to draw group tour visitors by:

- Building relationships with tour operators through American Bus Association (ABA).
- Leveraging group tour.
- Expanding promotion of group experiences on our website.

In year's past, we have attended tradeshows such as American Bus Association (ABA), IMEX America, Sports Travel's TEAMS Expo, SCSAE and more. Throughout 2021-2022, we will flex and be nimble to our tradeshow commitments. As the landscape of meetings and groups continues to evolve, we will look to evaluate opportunities in real time to see if they are beneficial to the overall meetings and groups strategy.

Photography & Videography

As storytelling becomes increasingly important when promoting the destination, we will look to continue to build our asset library with photography and videos supporting the main pillars for marketing Southern Beaufort County. We will take a more year round approach to capturing content as the seasons change. Building the asset library will provide us with additional content for use across all marketing efforts.

Strategy:

- Capture Southern Beaufort County's new products and amenities including parks, cultural district activities, culinary and more.
- Expand on video to use across website, social and digital channels.
- Shoot in a high-level DPI format to create high quality images that will translate well into a variety of formats.
- Capture engaging drone footage seasonally throughout the year.



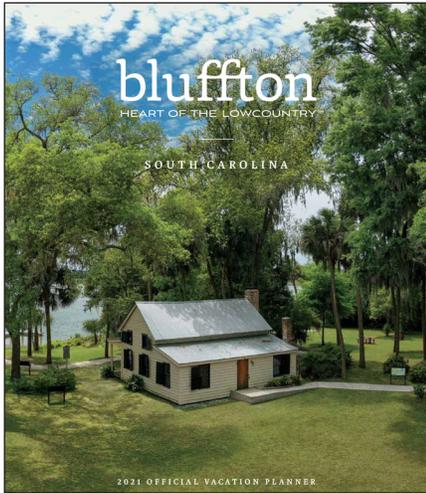
Collateral & Fulfillment

In addition to the Official Hilton Head Island Vacation Planner that includes Bluffton and Daufuskie Island, the Visitor & Convention Bureau will develop and produce the Official Bluffton Vacation Planner which will include sections on Daufuskie Island and unincorporated Town of Bluffton. These print and digital publications will be our primary fulfillment pieces and a comprehensive guides to what to see and do within Southern Beaufort County. They will be distributed via online and phone inquiries, as well as to businesses within Southern Beaufort County.

In today's more visual world, telling a story through stunning photography and compelling content is an imperative component to the travel journey process. These "coffee table" pieces allow our visitors to visualize their vacation and discover the destination, through this first touchpoint, the reason for our many accolades, ultimately imagining themselves here on vacation. In addition to working with a publisher, our in-house marketing staff provides the business directory, local photography, editorial content management, editorial review and proofreading for this asset.



Official Bluffton Vacation Planner Spreads



bluffton
HEART OF THE LOWCOUNTRY
SOUTH CAROLINA
2021 OFFICIAL VACATION PLANNER

LAY OF THE LAND • BLUFFTON

5 REASONS WHY...

Bluffton is the place to go this year!

- 1 Soak up that Vitamin D.** Bluffton enjoys a mild, tropical climate all year long. A trip in March or November is just as enjoyable as a June or July visit. Whether it's kayaking, fishing, hiking, fishing along the May River, or going on a guided tour through Old Town, there's a new adventure to be had each and every beautiful day.
- 2 Get Creative.** Whether you're looking for a locally made piece of a souvenir or you're a serious collector of the art, Bluffton offers a lovely array of art galleries featuring jewelry, mixed media, pottery, woodcarvings, and photography, as well as local and traveling artists and art shows. Read more on p. 30.
- 3 Eat Local.** Bluffton's dining scene is a treasure trove of locally sourced ingredients. It's practically mandatory you try the local specialty items in town. Learn more on p. 27.
- 4 Taste the Seasons.** On Thursday afternoon you'll find fresh, local produce, including vegetables, fruits, flowers, plants, and herbs — all from nearby farms. Join us for a program of artisan quality food at the Farmers Market in Bluffton. Read more on p. 22.
- 5 Explore it All.** Spend a few hours in charming Old Town. It's never been easier thanks to Bluffton Blue Bus, offering free rides throughout the Historic District from 9-5 p.m. on Tuesdays, Thursdays, Fridays, and Saturdays. Get ideas for a walking tour on p. 19.

GETTING HERE

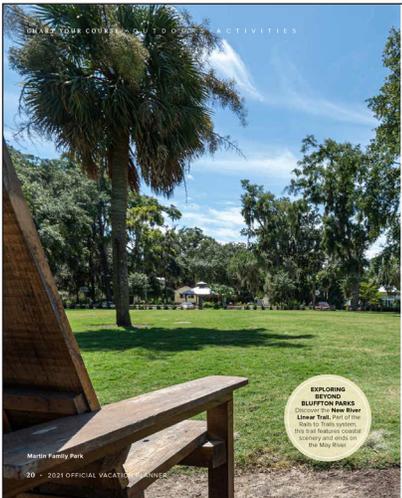
Located at the southern tip of South Carolina, the Bluffton area is easy to find.

By Air: The nearest international airport is Savannah/Hilton Head International Airport (SAV), 45 minutes from Bluffton (take Exit 104 off I-95). Air Canada, Allegiant, American, Delta, Frontier, JetBlue, Silver Airways, Southwest, Sun Country, and United offer weekly service (Bluffton has 30 destinations). From the SAV Airport, take I-95 North to Exit 8 to Bluffton. American, Delta, and United offer year-round service. Seasonal direct morning flights from eight destinations to the Bluffton level (once a week, 6-8 a.m.) just a short drive from Bluffton. Shuttle and car service must be pre-arranged prior to your arrival to or departure from either airport.

By Car: From I-95, take Exit 8 onto Hwy 278 East directly to Bluffton.

10 • 2021 OFFICIAL VACATION PLANNER VISITBLUFFTON.ORG • 11

ON THE COAST TO DO ON THE ACTIVITIES



Martin Family Park
20 • 2021 OFFICIAL VACATION PLANNER

PARK IT

Old Town Bluffton offers an outdoor space for everyone. Here are 8 spots to get fresh air.

By Linda Lanier

FINCHES POCKET PARK
A small, peaceful oasis in the heart of Old Town, this park is a great spot for a picnic or a quiet walk.

DURDIS PARK
Family friendly with a playground, and a covered pavilion, the park also features a Civil War historic marker.

FRITCHARD POCKET PARK
Located at the end of Fritchard Street, this is the perfect spot to sit in the sun, with benches and a swimming pool view.

OYSTER FACTORY PARK
This riverfront park with an open pavilion is a favorite location for cooler meals and celebrations. Visit the Governor's House and Bluffton Oyster Company while you're here!

OSCAR FRAZIER PARK
With a playground, tennis ball field, tennis courts, and a dog park, Frazier is the center of Bluffton recreation.

MARTIN FAMILY PARK
Filled with picnic grounds with benches and tables.

WRIGHT FAMILY PARK
With stunning views of the May River, this park is the right setting for a sunset afternoon.

BUCKWALTER PLACE PARK
Home of the new Veterans Memorial, made possible by the American Legion Auxiliary Unit 205, the open lawn area offers comfortable benches and a inclusive-play playground including a wheelchair and sensory panels.

Bluffton Oyster Company at Oyster Factory Park

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Official Hilton Head Island Vacation Planner Daufuskie Island Spreads

CHART YOUR COURSE • DAUFUSKIE ISLAND

On weekends Freeport Marina is a guaranteed good time. From the mainland, take the Daufuskie Difference ferry, which disembarks at Freeport, or the Daufuskie Island Ferry, which disembarks at Murren Landing, about a ten minute golf cart ride away. Eat and drink at the Old Daufuskie Crab Company, dance the day away to live music, play pool, or enjoy the serene public beach that looks across Calibogue Sound toward Hilton Head Island.

Near the marina, a general store, a few cottages for rent and a handful of shops including Wine & Woodworks is a quirky combination that captures the essence of the island. This sleepy site boasts the Silver Dew Winery and the Daufuskie Island Run Company.

Eclectic and colorful art is prized across the island. At The Iron Fish Gallery, longtime Daufuskie Island resident Chase Allen produces masterworks of coastal fish, mammals, and the sea in an open-air studio. Browse for a piece by Allen, a touch of coastal whimsy.

To explore the island's sandy roads, rent a golf cart and take off. Or book one of a number of tours that delve into the island's ecology and history. Sixth-generation Daufuskie Island native Sally Ann Robinson — best known as Pat Conroy's star pupil in *The Water-Babies* — is 90.

Memorized by Chase Allen of The Iron Fish Gallery (above)

Daufuskie Island Run

The Daufuskie Island Historical Foundation Museum complex

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WHERE THE BOAT DEPARTS

These ferry services run from Hilton Head Island and Bluffton to Daufuskie Island.

- **Daufuskie Island Ferry Service** — Public ferry operates from Buckingham Landing and Murren Landing and allows passengers to bring bicycles. daufuskieislandferry.com
- **Daufuskie Difference** — Operates from Brass Creek Marina and Freeport Marina. daufuskie-difference.com
- **May River Excursions** — Water taxi from the Bluffton Cultural Street public dock to the Beaufort County public dock. mayriverexcursions.com

Other options for boating excursions include:

- H2O Sports
- A2Sports.com
- Outside Hilton Head outsidehiltonhead.com

LEGEND HAS IT
According to local lore, the story *Hail Point Lighthouse, overlooking Calibogue Sound, is haunted by Maggie Carter, a friendly ghost whose father was the first lighthouse keeper. Disappointed in love, Maggie died of a broken heart more than 100 years ago. To this day, guests report whispers in the night, flickering lights and ghostly footprints. They don't let that keep you from visiting the lighthouse — brave types can even spend the night in one of two bedrooms.*

Hilton Head Island

63 • HILTONHEADISLAND.ORG

Paradise Beyond the Sound

At Hail Point, you can truly leave the mainland behind. This 1200-acre private community on Daufuskie Island, just a mile from Hilton Head Island, is where residents escape the hustle and bustle for world-class amenities, unspoiled surroundings and Lowcountry living.

As an exclusive community, Hail Point is more accessible than ever, with 18 round trips by ferry daily and continuous water taxi service. Golf cart transportation makes getting around the island a breeze and puts desirable activities within easy reach. Play a round at the Bee Jones Signature golf course or freeze your serve at the USA-rated tennis center. Stay active at the fitness complex and equine center.

Socialize and relax with other Hail Point residents at Calibogue Club, Clubhouse and Beach Club, nestled into the island's culture at the Beach House and 1873 Lighthouse. Family-friendly conveniences like ultra high-speed internet, online grocery shopping and sporting and wellness activities enhance the island lifestyle.

Get acquainted with Hail Point's exceptional community and all it has to offer. Visit hailpoint.com or call 800.986.3411 to schedule a visit.

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Research & Analytics

Research provides powerful information to evolve and perfect the Visitor & Convention Bureau's marketing strategy. Throughout the year we will continue to extract detailed reports and information that guides us in understanding our visitors. These research programs will lead to marketing and advertising initiatives aimed at growing the tourism industry for Southern Beaufort County. The following programs will be ongoing:

- Maintain and update ThinkBluffton.org, the Chamber's online economic metrics portal.
- Smith Travel Research (STR) weekly and monthly reports which measures lodging occupancy, average room rates, room demand and RevPAR for hotels only. Includes monthly comparative report with competitive destinations.
- DestiMetrics monthly Home & Villa lodging reports on occupancy, average room rates, RevPAR and six month forward booking pace reports. Two-source DestiMetrics report crunches STR hotel data with DestiMetrics home and villa data to produce a monthly destination report on total destination accommodations tax paying occupancy, average room rates and RevPAR.
- Collaborate with the College of Charleston Office of Tourism Analysis and the University of South Carolina Beaufort along with ensure details of our Google Analytics and social media metrics to provide regular performance updates.
- Subscribe to the U.S. Travel Association's (USTA) travel reports for insights and research.





bluffton™
HEART OF THE LOWCOUNTRY



DAUFUSKIE ISLAND
the paradise beyond

HILTON HEAD ISLAND-BLUFFTON VISITOR & CONVENTION BUREAU

VisitBluffton.org | VisitDaufuskie.org

Beaufort County Update

June 21, 2021

VISIT
BEAUFORT
PORT ROYAL  SEA ISLANDS



Current Status

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- Recovery Advertising Plan Launch (May 29)
- Growth in our Social Media Presence
- Continue to host Travel Writers
- Research leading Target Areas
- Restoring our Economic Situation

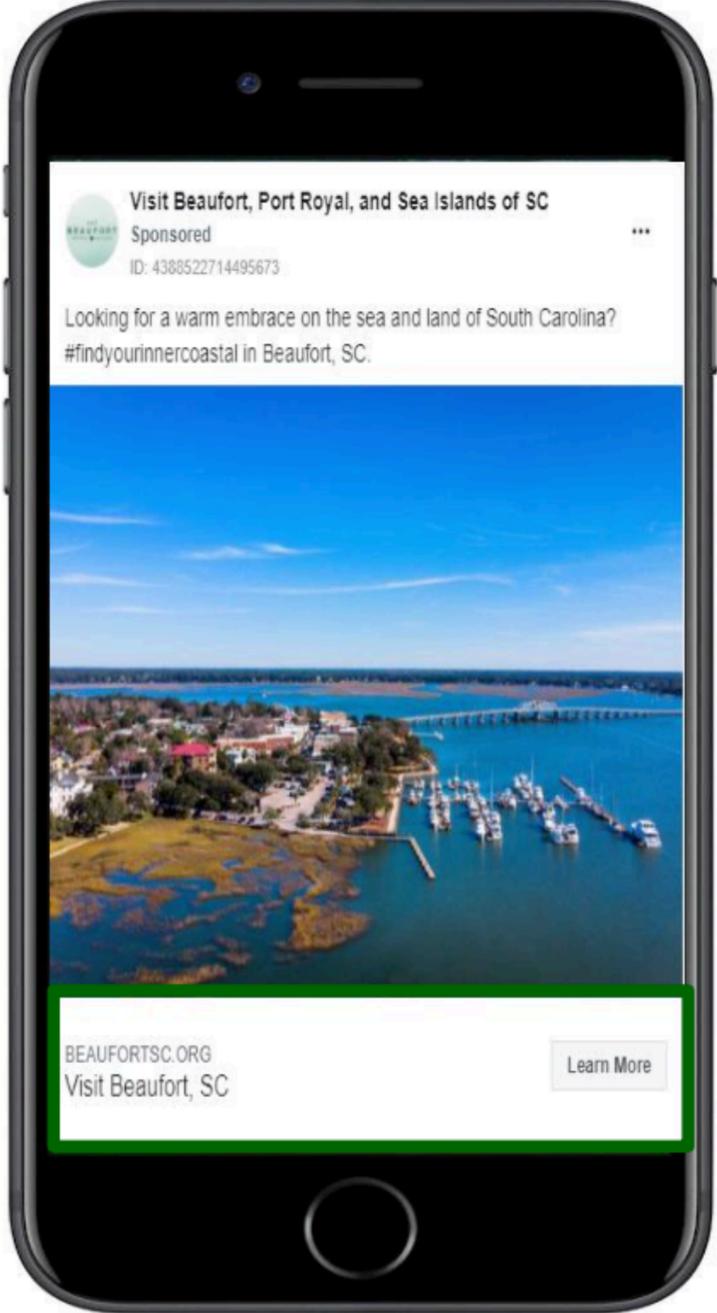


RESULTS

2020-2021 - Key Performance - *(Recovery through Restore)*

Campaign Recap

- Over **16 million ads** served
- **196K +** Goal Conversions
- Over **18,000 Lodging Partner Referrals**
- **536% increase** in goal completions
- **\$5** cost per conversion
- Earned over **\$11 million** in PR Value *(178 Stories)*
- Hosted **10** in-person **Familiarization Tours** *(PR & Sales)*
- Secured **4 Sporting Events** for 2021
- BeaufortSC.org **46% increase of New Visitors**
- Organic Search **increased 64%**



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2020 | 2021 NEWS COVERAGE OF NOTE

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- The New York Times
- Southern Living
- Travel + Leisure
- Food & Wine
- U.S. News & World Report
- AAA Magazine
- Reader's Digest
- Essence
- Garden & Gun
- Atlanta Journal Constitution

TRAVEL+
LEISURE

Southern Living

ESSENCE



AJC **The Atlanta Journal-Constitution**

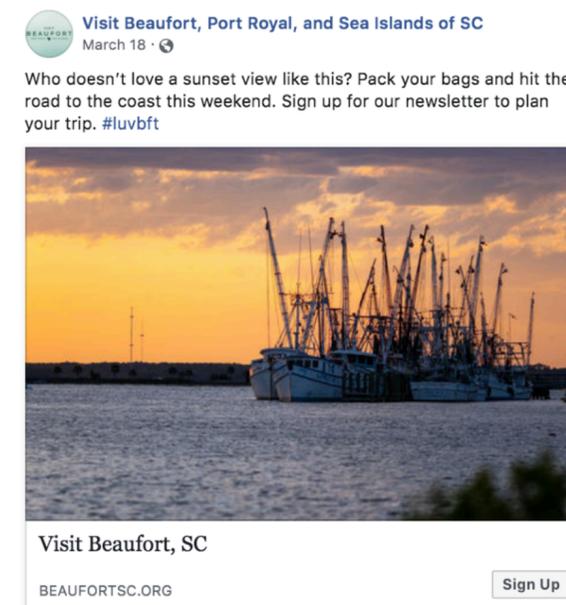
GARDEN & GUN

FORWARD

Digital & Paid Search Objectives



- Increase partner referrals and leads to database.
- Grow brand recognition within identified markets of opportunity
- Continue to optimize paid social strategy to increase leads and conversions. (visitor guide downloads, site traffic, engagement)
- Engage and educate travelers as they begin planning and researching for their next vacation.
- Constant campaign communication and optimization
- ADR has to increase (It will return)
- Diversification of our Visitor Segment
- 2021's pace should extend to 2022
- Data continues to shine on opportunities



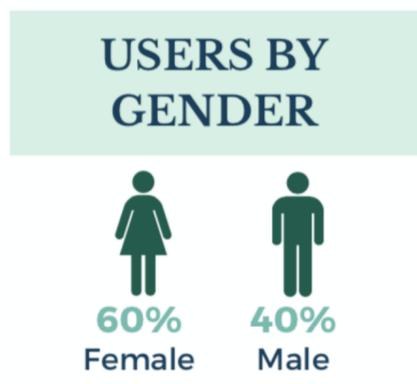
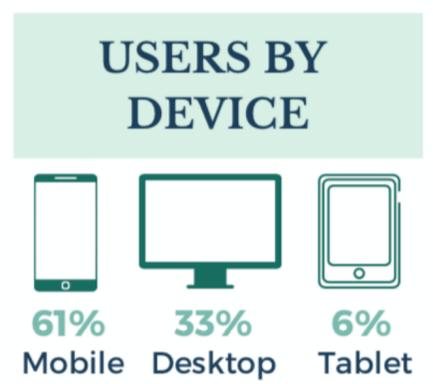
Digital & Paid Search (Cont.)



Increase Quality Site Traffic and Conversions:

- Continue to reach travelers who are actively “shopping” for Beaufort, SC travel information with paid search
- #2 traffic driver (May 2020 - April 2021). Top channel for pages/session and conversion rate.
- With optimizations to location of VG on site, we can drive more VG requests while maintaining Lodging partner clicks

| Default Channel Grouping - BCOC | Acquisition | | |
|---------------------------------|---|---|---|
| | Sessions ? ↓ | % New Sessions ? | New Users ? |
| | 297,943 % of Total: 100.00% (297,943) | 79.55% Avg for View: 79.51% (0.06%) | 237,023 % of Total: 100.06% (236,888) |
| 1. Organic Search | 168,836 (56.67%) | 79.40% | 134,053 (56.56%) |
| 2. Paid Search | 51,991 (17.45%) | 76.91% | 39,984 (16.87%) |
| 3. Direct | 39,529 (13.27%) | 85.48% | 33,790 (14.26%) |
| 4. Social | 19,347 (6.49%) | 84.37% | 16,324 (6.89%) |
| 5. Display | 6,722 (2.26%) | 73.61% | 4,948 (2.09%) |
| 6. Referral | 6,536 (2.19%) | 53.52% | 3,498 (1.48%) |
| 7. Video | 4,222 (1.42%) | 93.77% | 3,959 (1.67%) |
| 8. Email | 622 (0.21%) | 56.75% | 353 (0.15%) |
| 9. (Other) | 138 (0.05%) | 82.61% | 114 (0.05%) |



Digital & Paid Search (Cont.)

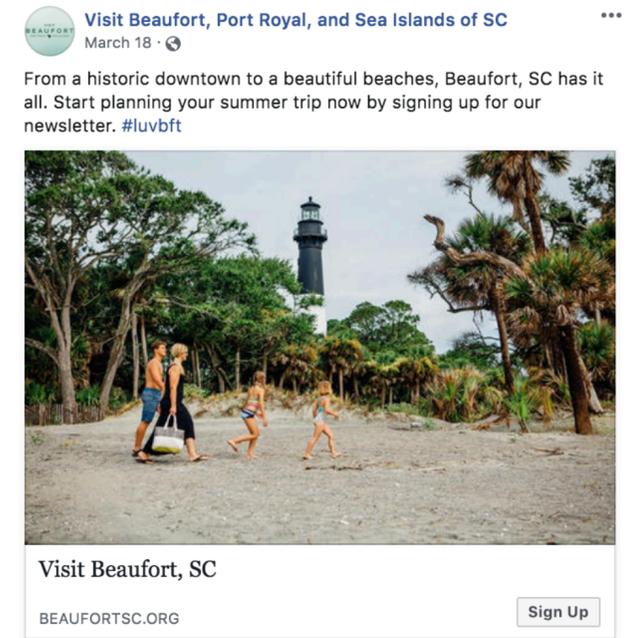


Drive Onsite Conversions with Social:

- Hyper-targeted paid social campaigns on Facebook & Instagram
 - Look alike audience, Site re-messaging/CRM and Leisure Audience.
- Objectives
 - Landing page views/conversions
 - Outbound partner referrals/Visitor Guide requests
 - Link Clicks
 - Podcast promotion and events
 - Lead Generation
 - Newsletter Signups
 - Engagement
 - Wedding RFP's

Total Followers

- 129,049
- 37,400
- 3,629



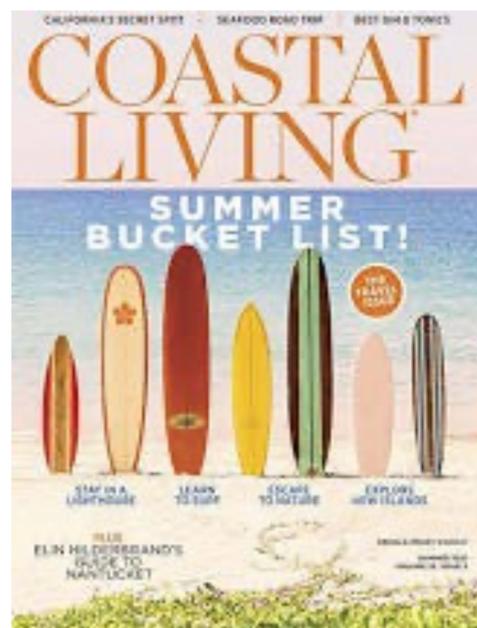
Print Advertising

inner coastal



Placement Includes:

- 1/3 Page ad and ad for the Travel Directory in Fall/Winter editions — South East and National.
- Circulation of 792,000 in the South East Edition
- Added value: lead generation for Travel Directory listing
- Leads generated last year through SL: 5,726



Placement Includes:

- Full page ad in Jan/Feb edition — National.
- Circulation of 15,164,000 in the National Edition
- Includes print and digital listing



Sales Objectives

- Meet or exceed room night goals for new business
- Prospect to book new and repeat business for local
- Explore target market contacts
- Attend ten trade shows to generate more qualified than the previous year

2021 SPORTS GROUPS IN BEAUFORT

- **IFA Redfish & Kayak Tour:** August 21-23, 2020 | Downtown Beaufort (82 teams)
- **Colonial Athletic Association Men’s Golf Championship:** April 27, 2021 | Dataw Island (8 teams/40 golfers)
- **SCPRT PGA Tour:** June 10–13, 2021 | Palmetto Championship Course Congaree
- **15th Annual Beaufort River Swim + 5K/8K Run:** June 11–12, 2021 (200–235 participants)
- **SCAP Softball Tournament:** June 24–25, 2021 | Beaufort Park
- **Dixie Junior Boys Tournament:** July 9–14, 2021 | Beaufort Park Rec.
- **USA Powerlifting SC Palmetto Classic:** July 23–25, 2021 (85 powerlifters)
- **USATF National Championship:** December 5, 2021

2020 - 2021 Numbers


171 CVB Leads


821 Nights Booked


\$74K Revenue



Site Visits
5

FAM Tours*
10 **PR & Sales*

Beaufort Area Sports Council



2020 - 2021

IFA Redfish & Kayak Tour: August 21-23, 2020 | Downtown Beaufort (82 teams)

Colonial Athletic Association Men's Golf Championship: April 25– 27, 2021 |

Dataw Island (8 teams/40 golfers)

15th Annual Beaufort River Swim + 5K/8K Run: June 11–12, 2021 (200–235 participants)

SCAP Softball Tournament: June 24–25, 2021 | Beaufort Parks & Rec. **Dixie**

Junior Boys Tournament: July 9–14, 2021 | Beaufort Parks & Rec.

USA Powerlifting SC Palmetto Classic: July 23–25, 2021 (85 powerlifters)

USATF National Championship: December 5, 2021



THANK YOU



BEAUFORT COUNTY COUNCIL AGENDA ITEM SUMMARY

| |
|---|
| ITEM TITLE: |
| <i>Presentation of fiscal year 2021-2022 budgets by the Fire Districts located within Beaufort County.</i> |
| MEETING NAME AND DATE: |
| Finance Committee June 21, 2021 |
| PRESENTER INFORMATION: |
| <i>Pinky Harriott and representatives from the Fire Districts located within Beaufort County.</i> <i>50 Minutes</i> |
| ITEM BACKGROUND: |
| <i>The Fire Districts will present their annual budgets and millage rates for the Fiscal Year 2021-2022.</i> |
| PROJECT / ITEM NARRATIVE: |
| The revenues and expenditures along with the millage rate will be included in the 2021-2022 Budget Ordinance. |
| FISCAL IMPACT: |
| <i>The millage rates will be levied to the taxpayers of Beaufort County.</i> |
| STAFF RECOMMENDATIONS TO COUNCIL: |
| Staff recommends approval of the Fire District's budget along with their millage rates. |
| OPTIONS FOR COUNCIL MOTION: |
| <i>Motion to approve/deny Fire District's Budget</i> <i>These will be included in the third reading of the 2021-2022 Budget.</i> |

Sheldon Township Fire District
Fiscal Year 2022 Proposed Budget
Budget 2021/2022

6/14/2021

| | FY 2020 Actual | FY 2021 Budget | FY 2021 Projected | FY 2022 Proposed |
|-------------------------------------|---------------------|---------------------|----------------------|----------------------------|
| Operations Millage Rate | 38.50 | 38.84 | 38.84 | 38.12 |
| Revenues | | | | |
| Ad Valorem Taxes | \$ 1,455,659 | \$ 1,499,683 | \$ 1,499,683 | \$ 1,547,680 |
| Other Income | - | - | - | - |
| Total Revenues | <u>1,455,659</u> | <u>1,499,683</u> | <u>1,499,683</u> | <u>1,547,680</u> |
| Expenditures | | | | |
| Salaries | 841,584 | 894,283 | 891,700 | 883,900 |
| Benefits | 361,270 | 378,200 | 375,080 | 396,500 |
| Purchased Services | 229,317 | 222,500 | 223,825 | 261,280 |
| Supplies | <u>3,806</u> | <u>4,700</u> | <u>3,750</u> | <u>6,000</u> |
| Total Expenditures | <u>\$ 1,435,977</u> | <u>\$ 1,499,683</u> | <u>\$ 1,494,355</u> | <u>\$ 1,547,680</u> |
| Increase (Decrease) in Fund Balance | 19,682 | - | - | - |
| Fund Balance, Beginning | <u>\$ 593,335</u> | <u>\$ 613,017</u> | <u>\$ 613,017</u> | <u>\$ 613,017</u> |
| Fund Balance, Ending | <u>\$ 613,017</u> | <u>\$ 613,017</u> | <u>\$ 613,017</u> | <u>\$ 613,017</u> |
| FTEs: | | | | |
| Administrative | 3 | 3 | 3 | 3 |
| Firemen | <u>15</u> | <u>15</u> | <u>15</u> | <u>15</u> |
| Total | 18 | 18 | 18 | 18 |
| Annual Debt Service Required | \$ 156,762 | \$ 142,778 | \$ 142,778 | \$ 133,100 |
| Debt Millage Rate | 3.21 | 3.76 | 3.76 | 3.28 |

**Lady's Island-St. Helena Fire District
Fiscal Year 2022 Proposed Budget**

| | FY 2020 Actual | FY 2021 Budget | FY 2021 Projected | FY 2022 Proposed |
|-------------------------------------|----------------------------|----------------------------|------------------------------|-----------------------------------|
| Operations Millage Rate | 40.10 | 40.10 | 40.12 | 41.10 |
| Revenues | | | | |
| Ad Valorem Taxes | \$ 6,167,360 | \$ 6,199,820 | \$ 6,199,820 | \$ 6,478,675 |
| Municipal Contracts | <u>200,000</u> | <u>250,000</u> | <u>250,000</u> | <u>250,000</u> |
| Total Revenues | <u>6,367,360</u> | <u>6,449,820</u> | <u>6,449,820</u> | <u>6,728,675</u> |
| Expenditures | | | | |
| Salaries | 3,778,360 | 3,834,081 | 3,834,081 | 3,957,328 |
| Benefits | 1,818,093 | 1,977,819 | 1,977,819 | 2,070,276 |
| Purchased Services | 512,935 | 593,500 | 593,500 | 603,000 |
| Supplies/Captial | <u>23,280</u> | <u>75,000</u> | <u>75,000</u> | <u>75,000</u> |
| Total Expenditures | <u>6,132,668</u> | <u>6,480,400</u> | <u>6,480,400</u> | <u>6,705,604</u> |
| Increase (Decrease) in Fund Balance | 234,692 | (30,580) | (30,580) | 23,071 |
| Fund Balance, Beginning | <u>\$ 1,180,439</u> | <u>\$ 1,247,824</u> | <u>\$ 1,217,244</u> | <u>\$ 1,217,244</u> |
| Fund Balance, Ending | <u><u>\$ 1,247,824</u></u> | <u><u>\$ 1,217,244</u></u> | <u><u>\$ 1,217,244</u></u> | <u><u>\$ 1,240,315</u></u> |
| FTEs: | | | | |
| Administrative | 1 | 1 | 1 | 1 |
| Firemen | <u>67</u> | <u>67</u> | <u>67</u> | <u>67</u> |
| Total | 68 | 68 | 68 | 68 |
| Annual Debt Service Required | \$ 308,338 | \$ 310,337 | \$ 310,337 | \$ 312,237 |
| Debt Millage Rate | 2.00 | 2.00 | 2.00 | 2.00 |
| Total Millage Rate | 41.3 | 42.12 | 42.12 | 43.1 |

| FY 2022 DIFD | | | | |
|--|---------------|-----------------|------------------|-----------------|
| | | | | |
| Daufuskie Island Fire District | | | | |
| Fiscal Year 2022 Proposed Budget | | | | |
| 6/17/2021 | | | | |
| | FY2020 | FY 2021 | FY 2021 | FY 2022 |
| | Actual | Proposed | Projected | Proposed |
| Operations Millage Rate | 62 | 62 | 62 | 62 |
| Revenues | | | | |
| Ad Valorem Taxes | 1,211,241 | 1,211,046 | 1,211,046 | 1,168,080 |
| Municipal Contracts | - | - | - | - |
| Total Revenues | 1,211,241 | 1,211,046 | 1,211,046 | 1,168,080 |
| Exenditures | | | | |
| Salaries & Benefits Total | 1,114,963 | 1,138,852 | 1,073,212 | 1,099,705 |
| Purchased Services | 101,000 | 108,282 | 101,584 | 111,612 |
| Total Expenditures | 1,215,963 | 1,247,134 | 1,174,796 | 1,211,317 |
| Increase (Decrease) in Fund Balance | -4,722 | -36,088 | 162 | -43,237 |
| Fund Balance, Beginning | 299,655 | 294,933 | 294,933 | 295,095 |
| Fund Balance, Ending | 294,933 | 258,845 | 258,845 | 251,858 |
| FTEs: | | | | |
| Aministrative | 1.5 | 1.5 | 1.5 | 2 |
| Suppression - Line FF | 12 | 12 | 12 | 9 |
| Suppression - Line Part Time FF | | | | 2 |
| Total | 13.5 | 13.5 | 13.5 | 13 |
| Volunteers | 11 | 8 | 7 | 13 |
| Annual Debt Service Required | - | - | - | - |
| Debt Millage Rate | - | - | - | - |
| Total Millage Rate | 62 | 62 | 62 | 62 |

Burton Fire District
Fiscal Year 2022 Proposed Budget

| | FY 2020 Actual | FY 2021 Budget | FY 2021 Projected | FY 2022 Proposed |
|-------------------------------------|---------------------------|----------------------------|--------------------------|--------------------------------|
| Operations Millage Rate | 70.33 | 70.30 | 70.30 | 70.30 |
| Revenues | | | | |
| Ad Valorem Taxes | \$ 5,194,996 | \$ 5,192,780 | \$ 5,332,781 | \$ 5,521,081 |
| Municipal Contracts / Impact Fees | <u>458,504</u> | <u>-</u> | <u>-</u> | <u>120,000</u> |
| Total Revenues | <u>5,653,500</u> | <u>5,192,780</u> | <u>5,332,781</u> | <u>5,641,081</u> |
| Expenditures | | | | |
| Salaries | 3,120,101 | 3,113,604 | 3,073,430 | 3,165,836 |
| Benefits | 1,565,526 | 1,550,844 | 1,543,658 | 1,677,024 |
| Purchased Services | 613,360 | 632,110 | 545,328 | 632,450 |
| Capital Improvements | <u>344,504</u> | <u>-</u> | <u>-</u> | <u>190,000</u> |
| Total Expenditures | <u>5,643,491</u> | <u>5,296,558</u> | <u>5,162,416</u> | <u>5,665,310</u> |
| Increase (Decrease) in Fund Balance | 12,807 | (103,778) | 170,365 | (24,229) |
| General Fund Balance, Beginning | <u>\$ (75,905)</u> | <u>\$ (63,098)</u> | <u>\$ (63,098)</u> | <u>\$ 107,267</u> |
| General Fund Balance, Ending | <u><u>\$ (63,098)</u></u> | <u><u>\$ (166,876)</u></u> | <u><u>\$ 107,267</u></u> | <u><u>\$ 83,038</u></u> |
| FTEs: | | | | |
| Administrative | 3 | 3 | 3 | 2 |
| Firefighters | <u>53</u> | <u>53</u> | <u>53</u> | <u>53</u> |
| Total | 56 | 56 | 56 | 55 |
| Annual Debt Service Required | \$ 385,268 | \$ 385,268 | \$ 385,268 | \$ 383,574 |
| Debt Millage Rate | 5.26 | 5.10 | 5.10 | 5.10 |

Bluffton Township Fire District
Fiscal Year 2022 Proposed Budget
6/14/2021

| | FY 2020 Actual | FY2021 Budget | FY2021 Projected | FY2022 Proposed |
|-------------------------------------|---------------------|---------------------|---------------------|----------------------|
| Operations Millage Rate | 24.10 | 24.10 | 24.10 | 24.20 |
| Operations Mill Value | 648,937.00 | 648,937.00 | 647,302.90 | 685,000.00 |
| Revenues | | | | |
| Ad Valorem Taxes | \$ 15,158,452 | \$ 15,639,382 | \$ 15,600,000 | \$ 16,577,000 |
| Fees, Interest | \$ 379,372 | \$ 150,000 | \$ 200,000 | \$ 200,000 |
| Grant Revenue SAFER | 392,287 | 99,510 | 116,510 | - |
| Total Revenues | 15,930,111 | 15,888,892 | 15,916,510 | 16,777,000 |
| Expenditures | | | | |
| Salaries Regular (includes OT) | 9,739,062 | 9,807,402 | 9,923,451 | 10,338,908 |
| Benefits | 4,193,844 | 4,253,649 | 4,239,887 | 4,479,048 |
| Purchased Services | 1,405,919 | 1,460,800 | 1,459,800 | 1,717,455 |
| Supplies | 169,699 | 142,208 | 152,398 | 151,485 |
| MCIP Contribution | 55,425 | 68,804 | 68,804 | 74,876 |
| Special Item - Retiree Settlement | 176,252 | - | - | - |
| Total Expenditures | 15,740,201 | 15,732,863 | 15,844,340 | 16,761,772 |
| Increase (Decrease) in Fund Balance | 189,910 | 156,029 | 72,170 | 15,228 |
| Fund Balance, Beginning | \$ - | \$ 3,346,368 | \$ 3,502,397 | \$ 3,574,567 |
| Fund Balance, Ending | \$ 3,346,368 | \$ 3,502,397 | \$ 3,574,567 | \$ 3,589,795 |
| FTEs: | | | | |
| Administrative | 24 | 24 | 24 | 24 |
| Firemen | 134 | 134 | 134 | 134 |
| Total | 158 | 158 | 158 | 158 |
| Annual Debt Service Required | \$ 850,000 | \$ 980,000 | \$ 991,000 | \$ 991,000 |
| Debt Millage Rate | 1.50 | 1.60 | 1.60 | 1.50 |