



# Beaufort County Capital Project Sales Tax Commission

Town of Hilton Head Island  
March 8, 2016



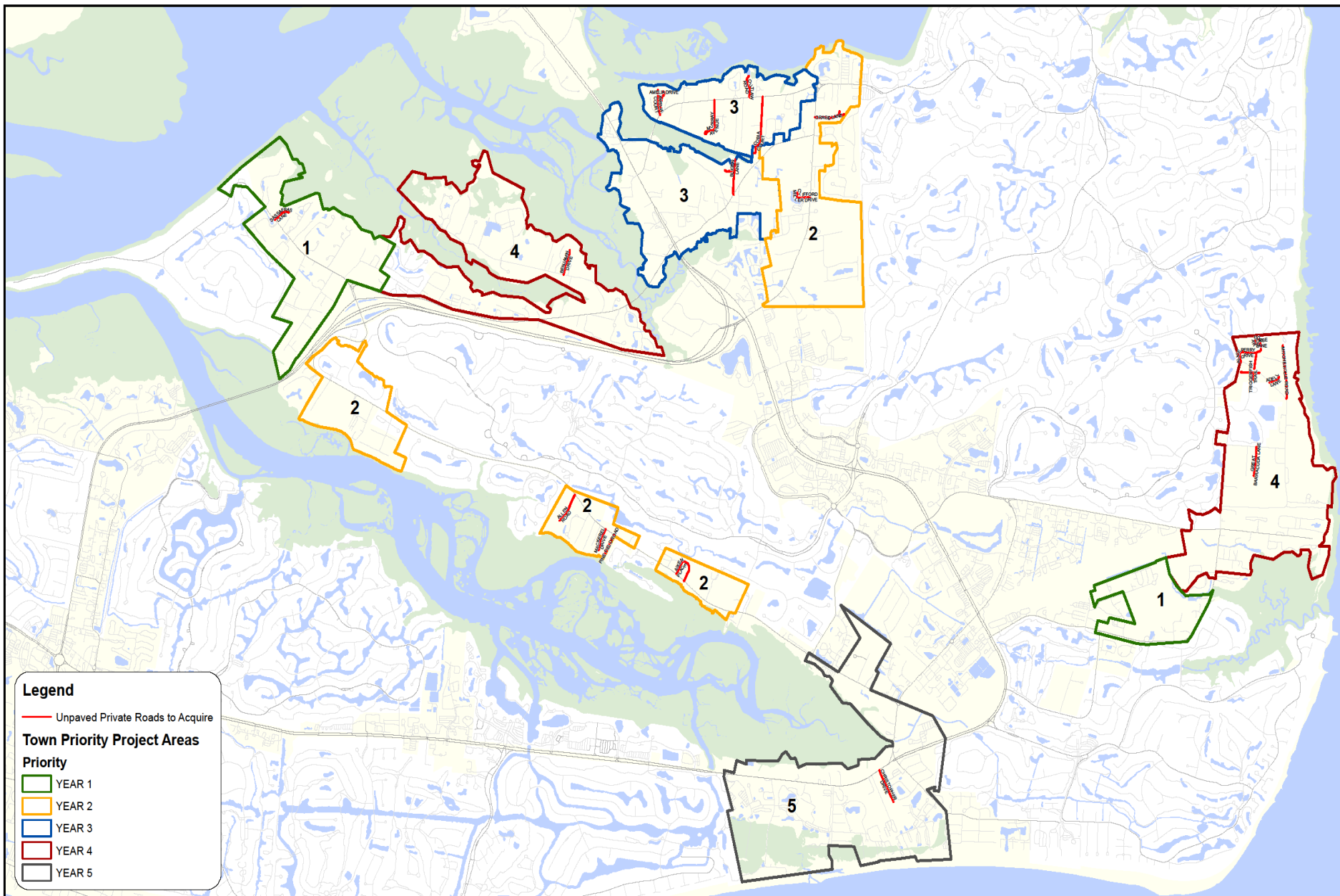
# Project Background

- 21 Private Unpaved Roads
- All included in the HHPSD Sewer Master Plan
- Total Length of 15,445 linear feet (2.9 miles)
- Currently serving 163 residential dwellings
- Proposed Public Right of way (50' wide) to be maintained by Town of HHI in perpetuity
- Right of Way to accommodate public utilities as well as road/drainage infrastructure
- Estimated Cost - \$7.1 Million



# DIRT ROADS

1. Aiken Place
2. Allen Road
3. Mackerel Drive
4. Pine Field Road
5. Sassafras Lane
6. Clifford Miller Drive
7. Orage Road
8. Amelia Court
9. Amelia Drive
10. Bligen Road
11. Cobia Court
12. Murray Avenue
13. Outlaw Road
14. Adell Lane
15. Alice Perry Drive
16. Benjamin Drive
17. Great Barracuda Lane
18. Horse Sugar Lane
19. Mitchellville Road Ext.
20. Triggerfish Trail
21. Christopher Drive



**Legend**

— Unpaved Private Roads to Acquire

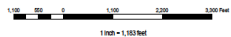
**Town Priority Project Areas**

**Priority**

- YEAR 1
- YEAR 2
- YEAR 3
- YEAR 4
- YEAR 5



**HHPSD Master Sewer Plan**  
 Unpaved Private Roads to be Acquired



The information on this map has been compiled from a variety of sources and is provided for informational purposes only. It is provided without any warranty or representation as to the accuracy or completeness of the data shown. The Town of Hilton Head Island assumes no liability for the accuracy or completeness of the information shown on this map.



# Cost Derivation

- Legal / Title work
- Property Owner Compensation
- Condemnation as Necessary
- Surveying, Engineering, Permitting
- Coordinate/Relocate Utilities
- Construction – Roads and Drainage



# Project Implementation

- Coordinate closely with HHPSD
- Legal Research for Acquisitions
- Public Outreach / Community Meetings
- Acquisitions / Negotiations /  
Condemnations / Owner Compensation
- Engineering and Permitting
- Construction



# Example – Cobia Court





# Example – Aiken Place







# IF APPROVED

- The Town will implement the project through aggressive acquisitions and coordination with HHPSD
- The Town will be responsible for perpetual maintenance of the road and drainage infrastructure and shall budget accordingly



# IF NOT APPROVED

- The Town will continue to pursue acquisitions of certain private road rights of way through the CIP program
- The HHPSD will acquire necessary easements to implement their sanitary sewer master plan



# Questions?

# CAPITAL PROJECT SALES TAX

RECOMMENDATION FROM  
HILTON HEAD ISLAND TO THE  
CAPITAL PROJECT SALES TAX  
COMMISSION

Town of Hilton Head Island



## PERFORMING ARTS & CULTURAL CAMPUS (PACC)



A NEW ICONIC BEAUFORT COUNTY LANDMARK  
WITH LOWCOUNTRY FLAIR AND STYLE

Town of Hilton Head Island



### **INTRODUCTION: MAYOR DAVID BENNETT**

- **Agenda**
  - Councilwoman Kim Likins: Chair, Community Services Committee
    - Past & ongoing efforts of HHI/citizens concerning AC&H
  - Jane Joseph: Chair, Arts & Cultural Strategic Planning Committee
    - Conceptual Plan for the PACC
- **Reasons:**
  - Responsible and Rooted (for residents & visitors)
    - Employ and maintain our Arts, Heritage and Cultural Assets
  - Region: HHI as a Recreation, Tourism, Retirement, Historical, Cultural and Arts base for the region
  - Retention and Realization: Historical Assets, beaches and more

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### **PAST AND ONGOING EFFORTS: KIM LIKINS**

- **Comprehensive Plans: recognizing Arts & Cultural Assets for 30 years as a integral part of our community**
  - 1985, 1991, 1999, 2004, 2010
    - Past & ongoing efforts of HHI and its citizens concerning AC&H
- **Arts & Cultural Assets**
  - Maximizing the value for our community
- **Arts & Cultural Strategic Planning Subcommittee**
  - 3 key recommendations
  - Venue was out of Scope but addressing the venue issues prominent enough to warrant it as a recommendation
- **Venue Committee**
  - Structure and Mission

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## WHY A PERFORMING ARTS & CULTURAL CAMPUS (PACC)

- Lack of an adequately sized and sustainable venue is keeping our heritage, arts and cultural organizations from realizing their potential and thriving - but it doesn't have to:
- With a community-driven effort, we could realize long-awaited improvements for our generation and enjoyed by our posterity.
- An opportunity to experience significant economic impact, an acknowledgment of the need to purposefully enhance our quality of life, and a favorable time to access capital are the reasons why "we" are here today.
- A PACC is certainly worthy of your full consideration.

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## BENEFITS

- **Economic Impact & Tourism**
  - Year round scheduling, especially in shoulder seasons lifts the local economy: hospitality, retail, real estate, finance, support services
  - Job creation results in short and long term: construction opportunities in the building phase and operations/maintenance and performers positions when the venue is operating
  - Local and state taxes revenue increase
- **Quality of Life:**
  - Cohesiveness of Community, Civic Involvement (One Island, One Community), Health and Wellness, Creativity and Innovation, Student success, and a better place to live (property values).
- **A PACC would increase cultural/artistic experiences for the residents of Beaufort County and current visitors - and attract new visitors.**

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## NEEDS ASSOCIATED WITH THE PACC

- Set Beaufort County apart from other South Carolina and Georgia beach/resort communities.
- Expand the Region's economic base.
- Completes a County-wide Arts, Culture and History destination supported by HHI's existing infrastructure of hotels, restaurants and resorts.
- Provide opportunities for expanding and improving County programming (e.g. for youth and diverse ethnic group collaboration).

Our community has made a strong commitment to Health and Wellness (parks and bike paths), Environmental Stewardship and Education (USCB) – Arts, Culture & History are our next priority.

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## COMMUNITY SUPPORT

- There is a noticeable groundswell of support from our citizenry since TC embraced Heritage Tourism and Arts & Culture as a top priority.
  - Annually more than 1,500 volunteers contribute over 40,000 hours of volunteer time
  - More than 47% of 5 of the larger arts organizations come from donations (over \$3.3M) vs. 12.4% from ATAX.
  - HH 360, Mary Poppins, overwhelming attendance at Community Services Committee.
  - Heritage Tourism embraced by the 4 local municipalities and people all across the County.

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## WHAT IS A PACC?

- **Multi-use community space with flexible, multi-purpose areas**
- **Shared by many organizations, especially a broad range of non-profits to serve the diverse population of the County and visitors.**
- **Key design criteria is maximum community usage.**
- **Space Options:**
  - Concert/Meeting Hall: indoor for local symphony, local bands, touring bands and presenting theatre groups
  - Space for historic and cultural activities/displays, classrooms, artist galleries, small meeting space; café, lunch/light food
  - Outdoor space: Community area for families and residents for band concerts, theatre events, festivals
- **Year round program scheduling. Future plans should recognize that improved facilities create opportunities to expand and broaden organizations' offerings, changing their business models.**

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## PACC FACILITY VISION - SUMMARY

Facility Area	Capacity	Factor
Concert Hall	1,500 seats 42,000 Sq. Ft.	•A true music center
		•Sound & Sightlines +++
		•Climate controlled
		•1000 Orchestra, 500 balcony
Amphitheatre	1,000 Patio 4,000 Lawn	•Prime revenue generator
		•Name Touring Artists
		•Supports New Events
		•Community Central
Atrium/Lobby	Variable: 300 - 700	•3 <sup>rd</sup> revenue source
		•Expands capabilities
Arts Institute	10,000 Sq. Ft. - flexible	•Broadens Arts Served
		•Education Focus
Cultural Exhibition Hall	12,000 Sq. Ft.	•Traveling Art Exhibitions
		•Interpretive Center for Mitchelville, Heritage
		•Tourism Assets (Civil War)
TOTAL INDOOR SQ. FT.	64,000 Sq. Ft.	
TOTAL OUTDOOR SQ. FT.	92,000 Sq. Ft.	

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### FINANCIAL DATA - ESTIMATES

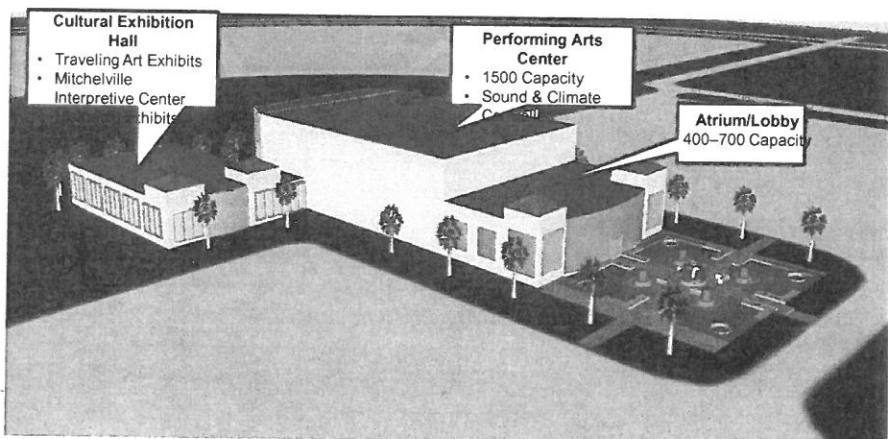
- \$50-65M Construction Cost (including soft costs) based on national research, consultants' reports and local input
- Operating Costs: \$3.4M-\$4.2M – 5 year view (includes depreciation)
- Revenues: \$3M - \$4.3M – 5 year view
- Tickets/Earned Revenue – est. 70-90% operating cost
- Committed to public/private partnership – includes local residents and businesses. E.g. Town to provide land and possibly infrastructure
- Possible State and Federal government Arts Agency funding as well as financing from a national firm for naming rights.
- Endowment for future maintenance and upkeep of structure and property and supplement operating costs.

Note: The Financial Model is based upon revenue stream from all 3 sources  
Concert Hall, Amphitheatre, & Atrium/Lobby

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### PACC Facility Vision – View 1



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### PACC Facility Vision – View 2

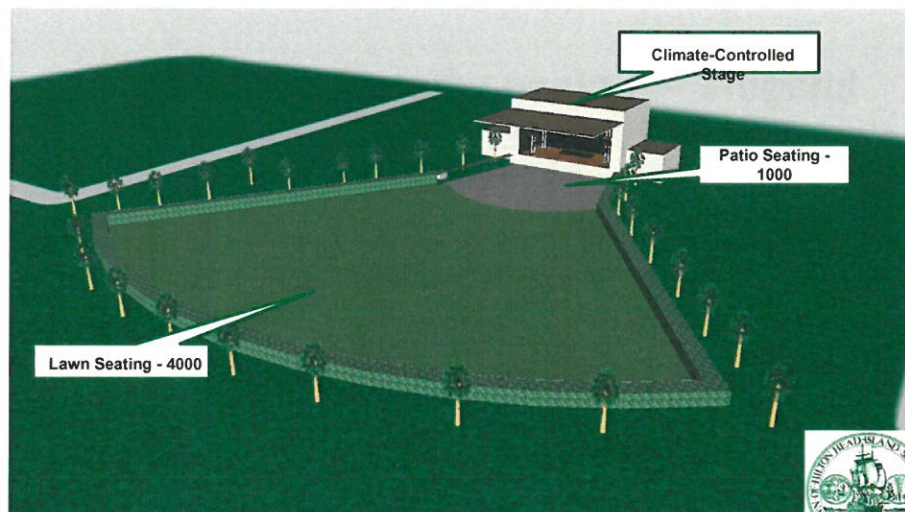


- Art Institute
- Mini-recital Hall
- Practice & Teaching Rooms
- Black Box Theatre
- Meeting & Gathering Rooms

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### OUTDOOR AMPHITHEATRE



Lawn Seating - 4000

Climate-Controlled Stage

Patio Seating - 1000

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## PROJECT PLAN - VENUE TASK FORCE

- Begin 1Q2016
- Gather previous studies, input from the Arts, Culture and History community, feedback from residents and research from other cities to develop a recommendation to the Town Council
  - Venue usage requirements by the community (existing needs and a focus on new opportunities).
  - Current and projected space/cost/usage/revenues/availability/sustainability.
  - Proposal to include Arts Center and PACC requirements and the venue needs of other non-profit AC&H organizations.
- Plan for project completion to be within the tax period or the building would be well on its way.

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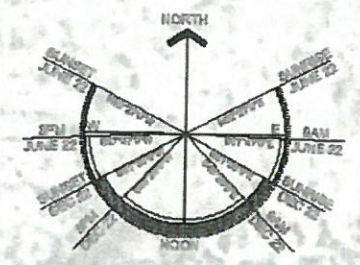
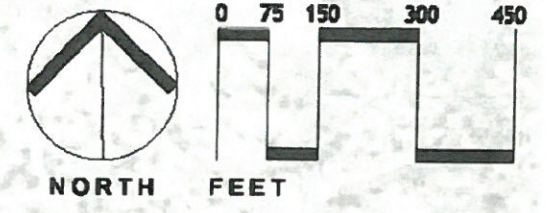
**Imagine – A place where Art, Culture  
and History come together!**

**Truly a Game Changer!**

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# HILTON HEAD ISLAND ARTS CAMPUS SITE PLAN STUDY



SOLAR AZIMUTHS  
FOR LAT. 32°20'0"

**ARTS AND  
CULTURE VENUE**

**AMPHITHEATRE**

