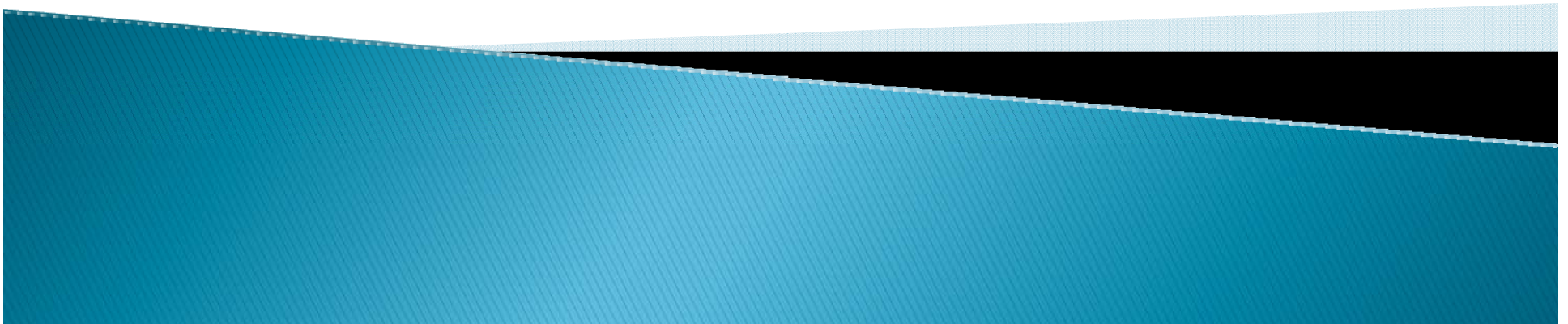


Hilton Head Island Airport

ATAx Application

Solicitation of Support for Police and Fire
Protection of Tourists and Visitors



“Providing Fire Protection and Police Protection to HHI Tourists and Visitors 365 Days a Year”

Security and Police Protection



Fire Protection and Safety



Hilton Head Island Airport ATAX Presentation >>

November 29, 2011

Hilton Head Island Airport (HXD) is a significant point of entry/departure for tourists/visitors to HHI

- ▶ Annually **117,250** passengers arrived & **117,250** departed from the airport
 - 76,900 Airline Passengers
 - 40,350 General Aviation
- ▶ Therefore **235,000** passengers are provided fire and security services at HXD
- ▶ A 2009 Survey has shown that **76%** of these arrivals and departures are **visitors and tourists**
- ▶ Therefore: **89,110 tourists and visitors arrive and depart annually via the Airport**
- ▶ Fact: HHI Airport supports millions of dollars in tourist's revenue and ATAX receipts for the Island.

Airport Annual Tourist/Visitor Usage

Commercial (airlines)	76,900
General Aviation (private)	40,350
Total Arrivals and Departures	117,250
Percentage Tourists and Visitors	76%
Total Utilization by Visitors and Tourists	89,110



Fire & Police Staff 10 Full time

Operating Cost \$719,824

Reimbursements
TSA & US Airways (\$416,568)

Budget Shortfall **\$303,256**

Percentage of cost recovered
Airline and TSA 57%

Amount of ATAX Application \$115,237

Shortfall after ATAX Grant \$188,019



**ATAX dollars generated by tourists
using HXD Airport will be used for Fire
and Police protection provided by the
Airport.**



Rationale Supporting Application

- Fire and Police Protection cost reimbursement of expenses incurred as a result of the protection of tourists and visitors is a legitimate use of ATAX revenues.
- The Town of Hilton Head utilizes ATAX revenues to offset some of the increased cost of operations for fire and police protection required as a result of visitors and tourists.
- The application of ATAX dollars for Fire and Police Protection services at the Airport for tourists and visitors is therefore a legitimate use of ATAX revenues.
- The 89,110 tourists protected by the Airport would only have to generate \$1.30/each in ATAX revenues to generate the grant amount requested.
- This grant request is an opportunity for the Town to become our partner in supporting the tourism activity the Airport has provided in the past and will continue to provide in the future.

