

Palmetto Hall
2019 - 2024 Strategic Plan Update
Executive Summary

Background: The Strategic Plan is updated every five years through a process that begins with gaining feedback and input from internal and external entities. Key-themes are identified that help inform potential Strategic Plan goals and the design of a Community Survey. The output from the survey is shared with the Strategic Plan committee and used to finalize the Strategic Plan goals and objectives. In addition, for consideration are potential actions to align with each goal. The 2021 Board has reviewed the Strategic Plan and the process has been completed. This will be a resource for the Board, and the Executive Summary will be shared with the owners. Strategic Plan goals will be leveraged by our committees and aligned with our Board priorities.

Strategic Plan Goals and Objectives: Four Strategic Plan goals have been agreed upon that align with our Mission Statement of “Continuously improve Palmetto Hall as a premier residential community by enhancing property values for all owners and the quality of life of all residents.” Descriptions of the goals and objectives which provide more context are listed below.

Strategic Goal #1: Maintain and Enhance Security and Safety within the Palmetto Hall Geographic Area

- Description: Palmetto Hall is a community of approximately 840 acres, 5 miles of fencing, 9 miles of road and 523 homesites. The Palmetto Hall Country Club, which is a separately owned entity next to our community, consists of two golf courses, a clubhouse and other amenities. Palmetto Hall operates a manned (unarmed) 24-hour 7 day a week front gate. There are additional secured and unsecured entrances to the community as follows:
 - Palmetto Hall Club access points to Fort Howell
 - Historic Fort Howell site to Tucker Ridge for emergency rapid response to the back portion of Palmetto Hall
 - Cart paths between The Hills Course #4 - #5 and #6 - #7

This goal is for the POA and the Board to make reasonable efforts to assure the safety and security of property owners, their children, pets and guests while in the community.

- Objectives:
 - Ensure Palmetto Hall is a safe venue for all to enjoy the outdoors without worry of motorists operating carelessly.
 - Safeguard against unauthorized access to the community, and damage and/or theft to homes, community amenities, and roadways.
 - Provide safety/first-aid responses when possible and potentially prior to arrival of first responders.
 - Maintain effective liaison with Hilton Head Fire Rescue and Beaufort County Sheriff's office.
 - Convey utmost respect for property owners, their dependents, and guests.

Strategic Goal #2: Improve the Quality of the Amenities and Increase Participation at the Palmetto Hall Club

- Description: Palmetto Hall property owners are required to be members of the Palmetto Hall Club which is owned and operated by outside entities. Palmetto Hall property owners benefit from a well-run Club through increased property values and an enjoyable lifestyle. This goal is for the POA and Board to identify, review and implement strategies to improve the Palmetto Hall Club experience for our property owners.
- Objectives:
 - Ensure that all amenities of the Palmetto Hall Club are well maintained.
 - Ensure that golf courses, areas adjacent to property owners, and lagoons are well maintained.
 - Increase use and availability of amenities for all property owners.
 - Advocate for improvements in clubhouse, pool, tennis and playground area.
 - Evaluate potential structural changes, for consideration by owners, between the POA, Board, and owner-operator of Palmetto Hall Club as needs arise.

Strategic Goal #3: Enhance and Promote Palmetto Hall's Brand to Increase our Sense of Community

- Description: Palmetto Hall is a diverse community consisting of full and part-time residents, owners with a range of ages, school age children, and golf or social members. This goal is to create a strong brand image within and outside of Palmetto Hall to increase our sense of community, improve homeowner values and attract and retain owners.
- Objectives:
 - Develop a brand statement that represents our community and aligns to our Mission.
 - Enhance Palmetto Hall's public image to potential home buyers and the real estate community.
 - Increase participation in a broad range of activities that focus on a variety of demographics as well as the entire community.

Strategic Goal #4: Cultivate High Level Relationships and Interactions with External Stakeholders Whose Decisions Could Impact Palmetto Hall's Lifestyle

- Description: Palmetto Hall is located in the town of Hilton Head, in Beaufort County and located near the airport and public works' facilities. This goal is to develop and maintain relationships with local government officials, legislative representatives and other Hilton Head Island communities to provide opportunities to provide feedback and input on potential changes that could impact Palmetto Hall.
- Objectives:
 - Establish and maintain working relationships with other Hilton Head Island communities to identify common issues and opportunities.
 - Identify, establish and maintain relationships with local government officials, legislative representatives, and other entities to identify common issues and opportunities, and provide feedback and input.