

Raiders of the Lost ARCHIVES

Monthly's 20th anniversary continues

As our celebration of *Monthly's* first 20 years continues, we'd like to take a look back at some of the business milestones we've had the privilege of covering in our pages.

Peeling back a layer of cobwebs, the intrepid assistant editor entered the lost catacomb to find the ancient treasure he'd been seeking. He'd lost three sherpas and a pack mule getting here, but now, gazing on twenty years of rich history, it all seemed worthwhile...

OK, so it really wasn't that bad. In our quest for the most intriguing, interesting or thought-provoking business briefs of the last 20 years, we at *Monthly* were able to enjoy a journey down memory lane. This trip brought us past young up-and-comers who would one day be major players, struggling start-ups that now welcome thousands of customers and 20 years of island history.

The following list represents some of the more precious jewels we found in our search. Some represent a small spark that would light a huge fire, some show how far we've come, and a few were just plain interesting.

- Property Owners' Report, February/March 1987: An early report about off-island growth yields a few interesting tidbits, notably that 120 new homes were constructed in Bluffton in 1986, and that the Moss Creek property owners were prepared to purchase many common properties of the nearly completed plantation.
- Property Owners' Monthly, April 1988: "The Great Indoors comes to the Great Outdoors" read the headline heralding the construction of The Mall at Shelter Cove. While public opinion was at first split (as always), it's safe to say the mall has staying power.
- June 1992: Our look at the business of tourism represents an interesting milestone in our island's transition from tourist hot spot to full-fledged community. Quoted extensively is a Palmetto Conservation Fund study that advocated economic diversification, a philosophy that has influenced much of our town's development since. On a side note, a small blurb in the Business Brief announced that *Golfer's Guide* had been purchased by Marc Frey, current owner of Hilton Head Monthly.
- October 1993: "The Third Wave" was the name we chose for the sudden surge in development happening around the island and beyond. With such notable names as Del Webb, Disney and Marriott look-

ing to build or expand on the island, some locals got up in arms. Del Webb's "Sun City East" as the proposed development was known then, would dominate headlines for the next year, capturing the cover of our June 1994 issue.

- June 1995: Our look at local shrimpers and the perils of cheap imports and competition on area waters foretold the growing crisis shrimpers would face over the next decade. The enormous ad campaign currently under way for local shrimpers shows how far they've come in recuperating.
 - November 1995: "Battle of the Newspaper Giants!" Our look at the up-and-coming Carolina Morning News posed the question, "Is our island big enough for two newspapers?" Clearly it was and continues to be, as both CMN and The Island Packet are going strong, and have since been joined by indies such as The Posh Rock Rail and the Written Word.
 - September 1996: A look at build-out around the island prompted the question, "What's Left?" At the time of the article, Sea Pines was 93% built out (as far as available homesites), Hilton Head Plantation was at 60%, Long Cove was at 50% and Shipyard was 87% built out. Back then, the sentiment was that we were running out of land, but new developments would open up to offer more room to build.
 - March 1997: A historic moment in island history as the SeaCrest Motel, the first inn on the island, awaited its date with a bulldozer. We were there to say goodbye.
 - February 1998: We then said hello to a new island landmark, the Cross Island Parkway. With an invocation by Father H. Gregory West, the bridge was officially declared open to traffic.
 - September 1999: After years of dwindling affordable housing, the town finally got involved with a plan to offer developers incentives for including lower-income units in new construction.
- There were so many more pivotal moments in island history, but we hope you've enjoyed this look back and will join us next month as we officially celebrate 20 years with an amazing journey through everything *Monthly*. □

