



CITY OF MYRTLE BEACH: A YEAR IN REVIEW

*Significant Departmental Accomplishments
Fiscal Year 2019-20*





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Greetings!

On behalf of the Myrtle Beach City Council and the 900-plus employees who serve this community, we are pleased to present a “Year in Review” for Fiscal Year 2019-20. This annual document provides a department-by-department compilation of the accomplishments of our organization from July 1, 2019, through June 30, 2020.

Due to COVID-19, this has been a most challenging period for our residents and businesses. We recognize that you all work very hard for your money, and it is only appropriate that we provide this report to summarize the specific services and accomplishments that you received in return. I hope you will agree that this is an impressive list of achievements.

City Council thanks the dedicated men and women of the city staff who made these achievements possible. I would also like to thank our residents, property owners, business people and volunteers for your support and encouragement along the way. To the business community especially, we recognize the economic difficulties of COVID-19 and look forward to brighter days ahead. Safety and health are the city’s top priorities.

If you have questions about this report, please feel free to call City Hall at 843-918-1012. We welcome the chance to speak with you and to share our goals and vision for the future. Myrtle Beach is an incredible community. Working together, there is no limit to what we can accomplish.

Sincerely,

A handwritten signature in blue ink that reads "Brenda Bethune".

Brenda Bethune
Mayor



Brenda Bethune



Mike Chestnut



Jackie Hatley



John Krajc



Mike Lowder



Phil Render



Gregg Smith



Significant Departmental Accomplishments Fiscal Year 2019-20

The Myrtle Beach City Council and the city’s 900-plus staff members are pleased to present this summary of departmental accomplishments during the 2019-20 Fiscal Year. Myrtle Beach takes the “first in service” pledge seriously. Our staff strives to provide excellent customer service to residents, businesses and visitors, year-round.

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Construction Services Department

The Construction Services Department has the primary responsibility for ensuring the health, safety and well-being of all residents and visitors through the proactive enforcement of building and trade codes.

Permit Services & Issued Permit Totals

- Provided staff support to the Standard Code Board of Adjustments and Appeals.
- Collected total of \$2,394,101 in permit and plan review fees.
- Permitted residential work in the city with a total value of \$182,310,997.
- Permitted commercial work in the city with a total value of \$173,094,767.
- Issued 119 “No Fee” permits to both residential and commercial customers.
- Permit totals issued during the fiscal year:
 - ✓ 14 Residential Demolition Permits
 - ✓ 491 New Single-Family Construction Permits
 - ✓ 570 Residential Utility and Site Work Permits
 - ✓ 46 Residential Addition Permits
 - ✓ 600 Miscellaneous Residential Permits
 - ✓ 5 Commercial Demolition Permits



**2019-20 Permit Construction Value:
\$355,405,763 in the City of Myrtle Beach**

- ✓ 17 New Commercial Construction Permits
- ✓ 59 Commercial Utility and Site Work Permits
- ✓ 254 Miscellaneous Commercial Permits
- ✓ 1,086 Electric Permits
- ✓ 519 Fuel and Gas Permits
- ✓ 1,189 HVAC Permits
- ✓ 550 Certificates of Occupancy
- ✓ 134 Building Fire Permits
- ✓ 11 Lighting and Glare Permits
- ✓ 15 Awning Permits
- ✓ 364 Fence Permits
- ✓ 11 Mobile Home Permits
- ✓ 770 Plumbing Permits
- ✓ 279 Roofing Permits
- ✓ 186 Sign Permits
- ✓ 75 Swimming Pool Permits



Property Maintenance & Building Inspections

- Enforced the International Property Maintenance Code and Chapter 10 of the City of Myrtle Beach Code of Ordinances, Health and Sanitation through investigative efforts.
- Handled 650 property maintenance cases over the course of the fiscal year.
- Inspected projects for code compliance and investigated complaints of working without permits.
- Managed 747 commercial and 1,676 residential plan reviews prior to commencement of work.

- Conducted 16,338 building inspections during the fiscal year.
- Received 75 “stop work” order complaints and issued 47 “stop work” orders due to safety issues and compliance failure.

Downtown Development Office

Created in November 2019, the Downtown Development Office initiates and facilitates revitalization of Myrtle Beach’s central business district. The two fulltime staff members formerly served the Downtown Development Corporation.

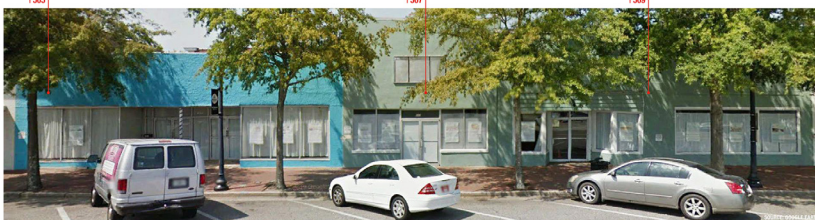
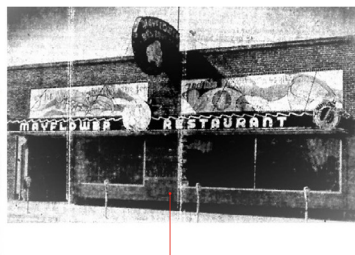
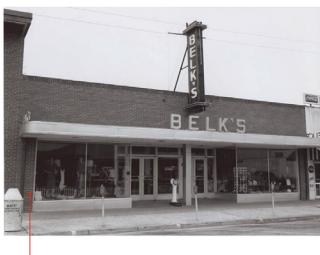
Continuing Education, Events & Collaborative Efforts

- Engaged in multiple local and out-of-market networking or continuing education opportunities through the year. Training, conference and networking opportunities included: ULI Annual National Fall Conference in Washington, D.C.; ULI of the Carolinas Capital Markets Conference (Kiawah Island, SC); IDA and ULI Annual Carolinas Conference (Charlotte, NC); International Economic Development Council Economic Development Training Courses; CCAR Expo; ULI’s Development 360 Classes (Charleston, SC); ULI Online Learning Series and Introduction into Real Estate Development; Grant Writing USA Classes; CCU Institute for Principled Development Forum; and the Technology Advisory Committee’s eMyrge Social Events.
- Participated in the following local and city committees: Grand Strand Young Professionals, Quality of Life Court, Master Plan Implementation Team, Beautification Horizontal Team, Special Events Technical Review Committee, Workforce Housing Development Team, City-Sponsored MLK Week Events Planning Team and Public Safety and Nuisance Abatement Horizontal Team.
- Presented the Downtown Master Plan to more than 50 potential developers, investors,



organizations, stakeholders, residents and business/property operators.

- Participated in Coastal Carolina University’s Hospitality Development Class on an expert panel to guide and advise students with course-long development projects.
- Hosted a Historic District Workshop with more than 50 property owners and interested guests in attendance. The workshop discussed benefits and requirements a property must have to achieve National Register of Historic Places status.



HISTORIC PHOTOS
MYRTLE BEACH ARTS DISTRICT 9TH AVE. BUILDINGS, CAB, CONCEPTUAL

LS3P

- Organized and hosted a Municipal Improvement District Forum for an estimated 50 to 75 downtown stakeholders. The forum covered state statutes from three professionals who oversaw downtown improvement districts (Columbia, Raleigh and Wilmington).
- Entered into a memorandum of understanding with the Myrtle Beach Regional Economic Development Corporation to develop economic goals for the City of Myrtle Beach.
- Hosted the fourth annual Myrtle Beach Seafood Festival, with more than 10,000 locals and visitors attending the two-day event.



Master Plan Efforts & Improvement Projects

- Led the process to establish a historic district in the heart of downtown; the Myrtle Beach Historic District in the newly designated Arts & Innovation District was officially listed on the National Register of Historic Places in September 2019. This designation included 18 contributing buildings that could now be eligible to utilize special historic tax credits.
- Completed Phase I of the Downtown Master Plan Implementation with city staff and numerous experts. This included: establishment of a Historic District as part of the Arts & Innovation District; infrastructure plans for roadways; the overall design and selection of an architect to work on city projects; and preliminary analysis for potential MID and TIF Districts.
- Assisted Mashburn Construction with the purchase of 807 North Kings Highway, which later was transformed into an office. The building applied for historic tax credits, state and federal abandoned building credits and the Bailey Bill (offered by Horry County and the City of Myrtle Beach).



- Contracted with a company to pressure wash 10 block faces (approximately 3,400 linear feet) of sidewalk along Ocean Boulevard, between Ninth and 14th Avenues North, in partnership with the Public Works Department. This effort cleaned and removed gum, stains and debris, and the concrete was chemically sealed.

- Assisted Grand Strand Brewing, LLC, with the purchase of 819 North Kings Highway; the location is currently under construction and will

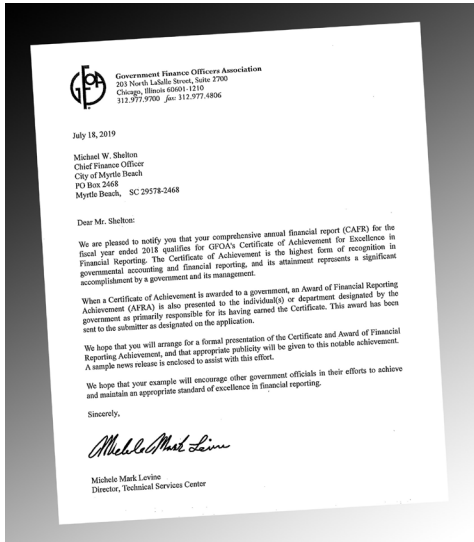
be Myrtle Beach's newest brewery. The brewery project applied for historic tax credits, state and federal abandoned building credits and the Bailey Bill (offered by Horry County and the City of Myrtle Beach) to transform the building back into the original look of the Edwards Five and Dime.

- In discussion with LS3P, Grand Strand Brewery and city staff, re-designed Nance Plaza to improve the look, feel and function.
- Developed Phase II of the Downtown Master Plan implementation process with plans for: infrastructure projects, funding, incentivization, marketing, branding and more.

- Worked to attain the local community’s support for the Rails to Trails Project.
- Completed the RFP process to implement an ambassador program in the downtown area of Myrtle Beach, following years of discussion among staff and City Council at public meetings. Block by Block was awarded the contract and began deployment of ambassadors in August 2020.

Financial Management & Reporting

The Financial Management and Reporting team coordinates and monitors the city’s budget, oversees debt planning and compliance and manages the city’s finances. During Fiscal Year 2019-20, the department accomplished the following goals.



- Prepared the city’s 32nd consecutive Comprehensive Annual Financial Report (CAFR) for the year ended June 30, 2019.
- Received the city’s 32nd consecutive Certificate of Achievement Award for Excellence in Financial Reporting from the Government Finance Officers Association (GFOA) for the latest Comprehensive Annual Financial Report (CAFR).
- Created the city’s second Popular Annual Financial Report (PAFR) for the fiscal year ending June 30, 2019. The PAFR is an abridged, simplified and easy-to-understand version of the Comprehensive Annual Financial Report. It conveys the highlights of the city’s financial activity, position and accomplishments, without the usual jargon and language found in accounting and finance.
- Received an “unqualified opinion” on the independent audit,

conducted for fiscal year ending June 30, 2019. This rating and report is the best an entity can receive. An “unqualified opinion” is issued when an auditor determines that each of the financial records provided by an entity (the city) is free of any misrepresentations. Further, an “unqualified opinion” states that financial records have been maintained in accordance with all General Accepted Accounting Principles (GAAP) standards.

- Created and presented a balanced budget for Fiscal Year 2020-2021.
- Completed the first phase of implementation of the city’s new comprehensive Enterprise Resource Planning (ERP) software system. ERP software is a type of business process management software that allows the city to use a system of integrated applications to manage financial operations. The goal is to automate many office functions related to technology, services and human resources.
- Worked with Chapin Memorial Library’s Information Technology team to repurpose office space and computers to build a lab for public programming language instruction in conjunction with SC Codes. This lab is also available for city staff training purposes.
- Worked with library staff to implement contactless checkout using a repurposed desktop computer.
- The Information Technology Division implemented ESRI Deployment Solutions for emergency management operations.



This solution offers the following functions: damage assessment application; operations response application; situational awareness viewer; public information incident status dashboard; incident briefing; emergency management maps; and, an operations gallery.

- In response to COVID-19, the department procured and implemented technology to support telecommuting, electronic customer support and virtual meetings.

Financial Services Department

The Financial Services Department provides service in procurement, business licensing, utility billing and residential parking decals.

Business License Division

- Compiled monthly lists of issued business licenses by year in alphabetical order to publish on the city’s website.
- Mailed 10,846 business license renewal forms in February 2020, an increase from the previous fiscal year.
- Adopted a standard business license year in January 2020, matching other South Carolina municipalities. The effort eliminates confusion among business license taxpayers who have businesses in multiple jurisdictions in South Carolina. The standard business license year now begins on May 1 and ends on the following April 30.
- Worked with the business community to extend the deadline for business license renewal forms and payments, in recognition of the financial distress caused by state-required mandatory COVID-19 closings.



Purchasing & Procurement

- Transitioned to the new ERP information software, becoming one of the first groups to do so.
- Received a 100% score from the city’s independent auditor for the fourth year in a row. The independent auditor conducted random checks of inventory items to ensure the count maintained in the inventory system matched the physical count in the warehouse.
- Received zero vendor protests in Fiscal Year 2019-20.
- Maintained seven warehouse locations, with more than 1,020 inventory line items. This is an

increase of more than 70 line items from the previous fiscal year.

- Hosted the annual “How to Do Business with the City of Myrtle Beach” event for entrepreneurs and business owners in January 2020. The event served as an educational procurement workshop and networking opportunity for small businesses. Representatives from other local governments and the SBA (Small



Business Administration) were on hand and provided information to prospective vendors and/or contractors for local government organizations. The annual event encourages a better understanding of the procurement process within the community, which ultimately provides more competition for the city's procurement efforts. Such competition drives up the quality of products and/or services delivered while ensuring a better value of investment of the public's money.

Utility Billing Services

- Collaborated with a local printing company to update the look and efficiency of utility billing “past due” notices (printed off-site). These “past due” notices are now simplified and easier to read.
- Received more than 3,875 electronic meter readings monthly from the Automated Meter Information (AMI) System. The project initially focused on replacing the city's largest water meters (three inches and larger). In Fiscal Year 2019-20, city staff moved to the next group of meters (one-and-a-half to two inches). The last phase of the project will be to update the remaining smaller meters that primarily serve residential properties with the electronic reading device.
- Received customer contributions totaling \$45,060 to the R.A.I.N. (Remembering Animals in Need) Program benefitting the Grand Strand Humane Society.

Additional Accomplishments

- Found creative, alternative ways to conduct daily operations while the City Services Building was closed to the public during the COVID-19 restrictions.
- Utilized existing technology and resources to transition to pandemic safety protocols, including enhanced use of the drive-through cashier window and exterior drop-off box.
- Facilitated the exchange of various types of paperwork with customers, all while maintaining safety measures to ensure everyone's safety.
- Worked alongside the Planning and Zoning Department and Construction Services Department to create a guide for customers explaining new safety protocols for the City Services Building.



Fire Department

In addition to fire and rescue services, the Myrtle Beach Fire Department and Emergency Management Division works to improve community relations and outreach.

Training & General Accomplishments

- Completed 67,638 hours of training among department personnel.
- Published articles in professional journals, with two employees serving as presenters at the International Fire Chiefs Conference in Atlanta, Georgia.
- Ocean rescue program featured in a documentary film produced by the International Association of Fire Chiefs, which was highlighted at the International Fire Chiefs Conference in Atlanta, Georgia.

- Participated with our regional specialty teams in a statewide exercise called “Phoenix Dawn.” This event was a weeklong training experience utilizing the Urban Search and Rescue Team, Weapons of Mass Destruction Team and Incident Management Team.



- Deployed team members to the upstate with the Helicopter Aquatic Rescue Team after storms caused severe flooding. The regional Type-III FEMA Incident Management Team also was deployed to the upstate after the tornado outbreak to assist with coordination of rescue and recovery efforts.

- Successfully installed the first phase of the traffic pre-emption system. This system gives responding emergency vehicles the green light, reducing response times and increasing safety. Currently, 25 intersections are now part of the pre-emption system, with Phase Two coming in Fiscal Year 2021.

- Installed 248 child car seats and 105 smoke detectors for members of the community.

- The Fire Marshal’s Office worked with the city’s Nuisance Abatement Task Force to collaborate on the new Quality of Life Court.

- The Fire Marshal’s Office worked with the Police

Department and South Carolina Law Enforcement Division (SLED) to conduct after-hours compliance checks.

- The Fire Marshal’s Office corrected 3,168 code violations and performed 327 plan reviews.
- Four members of the department received the state’s Meritorious Action Award for their actions in saving a life of a fellow firefighter while operating at a structure fire.
- Developed a Drone Response Action Plan, thanks to a generous donation of three drones from the Myrtle Beach Rotary Club. The department trained 19 members as drone pilots, and the technology will provide tremendous help in rescue and structure fire incidents.
- Worked with the local hospital’s medical director for the department’s EMS system to keep emergency contact to balloon pump time at 59 minutes; the time is well below the national goal of 90 minutes. This effort preserves heart muscle during a heart attack and drastically improves survivability and long-term quality of life.
- Implemented the Community Outreach by Paramedic Education (COPE) Plan to help place opioid addicts into treatment programs.
- Developed, in extensive collaboration with the Police Department, a unified response plan to active shooter incidents; the Police and Fire Departments participated in joint active shooter training scenarios to implement the response plan.
- Responded to fire calls with an estimated total property value of more than \$414,000,000 dollars. Of that property total, less than \$5,000,000 was lost due to fire damages, which translates into protecting 98.8% of property at fire sites.
- Researched and implemented COVID-19 safety protocols. The staff tracked all pandemic expenses for the entire city organization.



Communication & Education Efforts

- Won the Richard S. Campbell Award for Excellence in Public Education for the ninth consecutive year. The department first won the honor in 1999, when departments could not win the award in back-to-back years.



- Attended 65 Neighborhood Watch meetings in the city.
- Installed signs at all beach accesses to help beachgoers identify their location. These signs are in the shape of a common yield sign and include the avenue and the department's ocean mascot, "Sunny Swell."
- Hosted the second Citizens Fire Academy, with the third session cut short due to COVID-19.
- Hosted the first Spouse's Fire Academy, a new one-day program to give the significant partners of city firefighters a chance to experience a "day in the life" of their loved ones.
- Hosted a live, controlled Christmas tree-burn for the media to educate the public about the fire hazards of Christmas trees. This year's demonstration looked a bit different, with two rooms being utilized to house

two separate trees. One room housed a watered tree and one housed a dry tree to visually illustrate the difference in burn speed.

- Developed and delivered training courses to members of Grand Strand Medical Center's emergency physician residency program, who continued to complete rotations on the department's ambulances for educational purposes.
- Developed social distancing and pandemic safety images, educational materials and signage for the city organization. The Fire Marshal's office also handled the initial education and safety protocol compliance of hotels after the state's COVID-19 closures.



Grants Administration

The City of Myrtle Beach actively seeks grant opportunities to benefit taxpayers and provide a better quality of life. A new Grants Manager position allowed for streamlined applications and recordkeeping. Here is a list of grants received during the fiscal year.

- American Association of Retired Persons AARP Community Challenge
 - ✓ Traffic Control Box Wraps with Bicycle/Pedestrian Safety Information – \$10,000
- America Walks
 - ✓ Road to Zero Bicycle and Pedestrian Deaths – \$1,500
- Anonymous Donors
 - ✓ Garden of Hope Tree Lighting Event – \$4,000
- Boy Scout Troop 801
 - ✓ Little Library Project – Five Little Libraries and \$32 Donation
- DAODAS
 - ✓ Paramedic Education COPE Program – \$1,600

- Community Development Block Grant (CDBG)
 - ✓ Charlie's Place, Neighborhood Infrastructure Improvements and Business Façade Improvements – \$410,718
- Economic Development Administration
 - ✓ Develop Short and Long Term Disaster Recovery Plan – \$37,500
- Federal Emergency Management Agency (FEMA)
 - ✓ Staffing for Adequate Fire and Emergency Response (SAFER) to Hire Firefighters (9)
 - ✓ Assistance to Firefighters Reimbursement Request Personal Protective Equipment (PPE)
 - ✓ Assistance to Firefighters Purchase of Structural Firefighter Gear (20 New Hires)
 - ✓ Hurricane Matthew Reimbursements, Emergency Protective Measures – \$228,302.83
 - ✓ Hurricane Matthew Reimbursements for Beach, Sand Fencing and Park Repairs – \$111,847
 - ✓ Hurricane Matthew Reimbursements, Buildings 1-15 – \$78,791.91
 - ✓ Hurricane Matthew Reimbursements, Buildings 16-26 – \$102,526.88
 - ✓ Hurricane Matthew Reimbursements, PAAP Debris, 1-30 Days
 - ✓ Hurricane Matthew Reimbursements, PAAP Debris, 31-90 Days – \$124,639.18
 - ✓ Hurricane Matthew Reimbursements, PAAP Debris, 91-180 Days – \$54,285.83
 - ✓ Hurricane Matthew Reimbursements for Buildings, Equipment and Transfer Station – \$100,266.39
 - ✓ Hurricane Matthew Reimbursements, Dune Walkovers – \$5382.43
 - ✓ Hurricane Matthew Reimbursements, APP CERT Parks and Recreation – \$6,689.89
 - ✓ Hurricane Matthew Reimbursements, APP CERT City-Wide Buildings – \$49,938.71
 - ✓ Hurricane Matthew Reimbursements, City-Wide Debris Removal
 - ✓ Hurricane Matthew Reimbursements, Emergency Protective Measures
 - ✓ Hurricane Florence Reimbursements, Management Costs
- GSATS/SCDOT
- Homeland Security
 - ✓ Pee Dee Regional Management Team Incident Management Plan
- Horry Telephone Cooperative (HTC)
 - ✓ Naming Rights for eMYRge Arts & Innovation Center – \$125,000
- Institute of Libraries and Museums
 - ✓ COVID-19 Library Services
- Mobotrex
 - ✓ Audible/Vibrotactile Accessible Pedestrian Signal System Installation in Two Intersections in The Market Common District – \$6,000
- Mockingbird Foundation
 - ✓ Children's Music Education Program for Charlie's Place – \$5,000
- Myrtle Beach Air Base Redevelopment Authority
 - ✓ Rubber Matting for Savannah's Playground – \$30,000
 - ✓ Replacement of Older Model Hydrants in Seagate Village – \$42,600
 - ✓ Exterior Renovations to Two Sanitary Sewer Pump Station Buildings

Coworking Space Interest



- ✓ Upgrades to Water Line in Seagate Village (Mallard Lake Drive to Kings Highway and Installation (Howard Avenue to Airport Control Tower) – \$210,335

- ✓ Traffic Study of Farrow Parkway to Identify Infrastructure Improvements to Allow Sufficient Vehicular/Bike/Pedestrian Flow

- ✓ Replacement of Roadway Culvert Pipeline in Seagate Village

- ✓ Reimbursement for Fencing at Savannah’s Playground – \$52,622

- Myrtle Beach Area Chamber of Commerce
 - ✓ Donation to Defray Costs of Promotional Materials – \$10,000

- National Fitness Campaign

- ✓ Fitness Court Start-Up Grant – \$30,000

- Pee Dee Healthcare Coalition

- ✓ HAZMAT Simulator Manikin – \$3,046



- Recast Cities Challenge

- ✓ Small Scale Manufacturing TA – \$25,000 in Technical Assistance (No Cash)

- South Carolina Department of Commerce

- ✓ Develop Opportunity Zone Prospectus Education Program – \$12,500

- ✓ Relentless Challenge (Training for Potential Angel Investors and Makers) – \$41,600

- South Carolina Department of Health and Environmental Control (SCDHEC)

- ✓ Purchase of Ballistic Protective Equipment for Fire and EMS

- ✓ Solid Waste Grant for Waste Reduction and Recycling – \$35,000

- ✓ Used Oil Grant for Recycling Used Oil – \$750

- ✓ Waste Tire Grant for Recycling Used Tires – \$750

- ✓ Ocean Water Quality Outfall Initiatives State Matching Fund – \$1,000,000

- South Carolina Department of Public Safety (SCDPS)

- ✓ Office of Highway Safety and Justice Programs for Body Worn Cameras – \$67,584.95

- South Carolina Department of Transportation (SCDOT)

- ✓ Transportation Enhancement Grant Thunderbolt Park Trails (6,200 ft.) – \$300,000

- ✓ GSATS LPAs Improvement to Fifth Avenue North and Kings Highway Drainage System – \$814,618.95

- South Carolina Forestry Commission

- ✓ Tree Inventory and Trimble GPS –

- \$14,015

- ✓ Certified Arborist Training for Two Parks

- Employees – \$1,447

- South Carolina Infrastructure Authority

- South Carolina Law Enforcement Division (SLED)

- ✓ Homeland Security Pee Dee Regional Collapse Search and Rescue Team – \$78,000

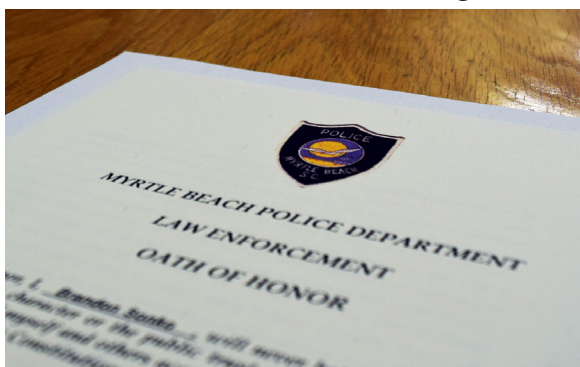
- ✓ Homeland Security Pee Dee Regional

- FEMA Type III Incident Management Team – \$65,300

- ✓ Homeland Security Pee Dee Regional IMT EMC 2018 Hurricane Matthew – \$38,998



- ✓ Homeland Security Pee Dee Regional Weapons of Mass Destruction HAZMAT Team – \$77,000
- South Carolina Parks, Recreation and Tourism
 - ✓ Park and Recreation Development Fund for McLeod Park Improvements and Rubber Surfacing – \$15,126.35
 - ✓ PARD Purchase and Installation of New Playground Equipment and Safety Surface at Chapin Park – \$60,077.58
 - ✓ PARD Gardens by the Sea Improvements, Shelters, Tables, Bike Racks and Trash Cans – \$6,152.66
 - ✓ PARD Cabana Section Exercise Trail’s Replacement of Exercise Equipment – 11,585.43
 - ✓ STAR Bidding/Hosting for Youth Football – \$7,000
 - ✓ Land, Water and Conservation Fund for Withers Swash Pier Project – \$54,500
 - ✓ PARD Grant for Savannah’s Playground Restrooms – \$100,000
- South Carolina Rural Infrastructure Authority
 - ✓ Fifth Avenue South Force Main Replacement – \$500,000
- Team First Book Horry County
 - ✓ Purchase Children’s Books – \$641.25
- TD Bank TD Tree Days
 - ✓ Trees and Shrubs Planted at Train Depot and Broadway Street – \$9,475
- U.S. Department of Homeland Security
 - ✓ FEMA Five Year Update for Hazard and Flood Mitigation Plan – \$44,191.50
- U.S. Department of Homeland Security, U.S. Secret Service
 - ✓ SC Electronic Crimes Task Force Costs (Training, Travel, Equipment and Overtime) – \$3,400
- U.S. Department of Justice
 - ✓ COVID-19 Emergency Supplemental Funding to Purchase PPE, Sanitizing Equipment and Pandemic Training – \$125,363
 - ✓ Office of Justice Programs NIBINS Ballistic Identification



- ✓ COPS Educational Curriculum and Training on Human Trafficking
- ✓ COPS Hire 10 New Officers – \$1,250,000
- ✓ Purchase of Bullet Proof Vests – \$15,765.48
- ✓ Bureau of Justice Assistance Edward Byrne Memorial Justice Grant for Pedestrian and Special Event Anti-Vehicle Assault Protection Barriers – \$38,909
- U.S. Department of Justice, U.S. Marshals Service
 - ✓ Regional Fugitive Task Force Joint Law Enforcement Operations – \$5,000

- United States Tennis Association (USTA)
 - ✓ Facility Recovery and COVID-19 Reopening of Tennis Center – \$3,500
 - ✓ Southern Cares Facility Recovery and Reopening of Tennis Center – \$1,500

- We Ride to Provide
 - ✓ Purchase of Emergency K-9 First Aid Kits – \$500
- Wells Fargo Foundation
 - ✓ Fitness Court Sponsorship – \$10,000

Human Resources & Organizational Development

The department enhances the workplace and overall experience for employees by providing the “First in Service” team with support, educational needs and supplemental opportunities.

- Processed 7,283 applications to fill 100 fulltime positions and 197 part-time positions, even with the shifting needs cause by COVID-19.
- Created and/or updated position descriptions for all 263 job positions within the city.
- Identified “critical competencies for success” for each job position and prepared behavioral-based interview questions for each position.
- Implemented the Internship Program, which sourced collegiate talent seeking both credit hours and real-world work experience. During the fiscal year, the city provided opportunities for 31 college interns across a wide range of departments.



- Introduced new hires to the “First in Service” philosophy and communication expectations during the onboarding process.
- Hosted monthly CitySAVE programs for staff members, giving them financial wellness lessons in budgeting and saving, navigating loans and mortgages and building and restoring credit.
- Introduced a Supervisory Program into the fifth year of CLIMB, the City Leadership Institute of Myrtle Beach. During the five years, 456 staff members have participated in CLIMB.
- Completed the biennial Climate Survey during the first half of the year, identifying the most satisfying work factors and those that needed improvement for and among our staff members.

Insurance & Risk Services Department

The Insurance & Risk Services Department protects the city organization and the city’s assets against losses. The department also provides benefits support for employees.

Administrative Tasks

- Changed the Benefits Division to a new vendor, “ProBenefits.” The city’s carrier which was providing HRA, FSA, Cobra and RHRA services closed, and the department worked to move the services to another provider, effective January 1, 2020.
- Held several meetings to introduce the new vendor and prepare retirees for the transition of benefits; department staff discussed rate increases and how the new vendor would administrate their account. The department also sent four sets of registered mail all over the country to collect retiree

information needed to make the transition. The team successfully moved a total of 216 retirees to the new vendor by the due date.

- Assisted with the city's ERP implementation in August 2019 and attended weekly ERP team meetings. The department compiled employee, dependent and spouse Social Security Numbers (SSNs) and Date of Birth (DOB) information.



Safety Training

- Conducted 26 classes and 1,194 hours' worth of safety training during the fiscal year. These hours will be added into the CityLEARN program for tracking. Training hours were adversely affected by COVID-19, including Defensive Driving and Asbestos Training classes.
- Streamlined the new employee Orientation Safety Training process to ensure that all new hires receive the training required while meeting with a Colonial Life representative within the first 30 days of employment.
- Completed the following: safety inspections at nine buildings and 12 water towers; an OSHA 10-hour instructor refresher course; and recertification as a CPR Instructor.

Employee Services & Accomplishments

- Completed 108 one-on-one new hire orientations with the Benefits Specialist.
- Completed FEMA submissions on behalf of the organization for Hurricanes Florence and Dorian.
- Added a new Mental Health Provider to the CareHere staff.
- Managed 110 worker's compensation claims and 33 liability claims during the fiscal year. The numbers show a decrease in claims from the previous fiscal year (worker's compensation claims totaled 149 and liability claims totaled 76 in FY 2018-19).
- Continued the oversight of Wellness and Occ-Med Clinics.
- The department director won the Risk Professional of the Year Award for Outstanding Accomplishments in the Field of Risk Management from the South Carolina Public Risk Management Association (SCPRIMA).

COVID-19 Response

- Protected employees' medical information under the HIPPA Act and OSHA regulations.
- Implemented guidelines and followed regulations related to the pandemic in accordance with the Centers for Disease Control (CDC) and the South Carolina Department of Health and Environmental Control (SCDHEC).





- Designated an Infectious Control Nurse (ICN) to monitor employee sick days and symptoms in an effort to limit the possible spread of the virus. The nurse also was responsible for making arrangements for testing, if needed.
- Worked with the Emergency Management Division to create a weekly spreadsheet that tracked employees who were directly or indirectly affected by COVID-19. More than 400 employees, spouses and dependents were tested.
- Assisted the Emergency Management Division in the development of safety protocols, news alerts to employees, staff reporting and precautions to protect the organization against COVID-19.

Municipal Court

The Municipal Court adjudicates criminal misdemeanor offenses involving city ordinances and state statutes.

Homeless Court & Quality of Life Court

- First session of Homeless Court was held on March 18, 2019. Through June 2020, eight participants graduated as success stories.
- Implemented the city’s new Quality of Life Court, although the first session was postponed due to COVID-19. This monthly court handles city code enforcement violations.

Additional Accomplishments

- Handled 24,223 cases during the fiscal year.
- Chaired and led the Horizontal Team Court Management Group to include various departments within the city that participate in the court process.
- Established a system to hold bench court and bond court to serve needs of the general public during COVID-19. In addition, masks were required and were made available to the public before entering the courtroom and court’s payment lobby. Adjusted the court case load to meet social distancing guidelines. The team worked to handle various demands to include daily bench trials.
- Reported bond court statistics weekly with number of arrests for municipal and general level offenses.
- The team operated on a 24-hour workday schedule during Memorial Day weekend, May 22-25, 2020. Staff also held bond court every six hours during Memorial Day Weekend.



Myrtle Beach Convention Center

The Myrtle Beach Convention Center is owned and operated by the City of Myrtle Beach. Until March 2020, the center's busy schedule showed an overall increase in attendee totals. With an absence of events due to COVID-19, the team completed improvement projects.

Events & Projects

- From July 1, 2019, through March 15, 2020, the Convention Center hosted 287 events with an average exhibit hall occupancy rate of 65%. The facility saw an overall increase in event attendance numbers during that period. The estimated attendance for the year was 450,000 visitors.
- Beginning in March 2020, the Sales and Marketing Team worked tirelessly to reschedule events that needed to postpone. All convention or tradeshows were rescheduled; no events were entirely lost.
- Transitioned to facility improvement projects, due to COVID-19 and the cancellation of large scale events.
- The majority of updates and fixes were tackled by staff instead of outside contractors to provide significant savings. Here is a list of projects completed.



- ✓ Primed and painted exterior loading dock
- ✓ Overhauled fire suppression system through the facility
- ✓ Installed Cat6 wiring to auto locking door for in-house security badges
- ✓ Temporarily repaired multiple leaks in pre-function area ceiling glass
- ✓ Patched sheetrock and painted damaged ceiling in pre-function area
- ✓ Updated all HVAC filters in 56 roof-mounted units
- ✓ Painted all interior doors with Kem 400 dent preventive paint
- ✓ Installed new door hardware
- ✓ Painted columns and bases throughout the facility
- ✓ Installed five sets of metal locking gates
- ✓ Installed new plumbing in all floor boxes in the exhibit halls
- ✓ Installed Santee Cooper LED rebate lighting projects
- ✓ Installed new vertical hanging curtains in the pre-function area to reduce HVAC needs
- ✓ Installed bollards to deter crime
- ✓ Mounted permanent scoreboard to ceiling
- ✓ Installed new pump for fountain at Oak Street and 21st Avenue North
- ✓ Added landscaping to responsibilities list to improve overall appearance
- ✓ Installed three new HVAC units to service corridors

COVID-19 Measures

- Invested in sanitizing equipment and products to improve the facility’s ability to host events safely. Due to the pandemic, every carpet, meeting room, surface and furnishing was thoroughly sanitized in-house by the Operations/Housekeeping Team to provide a substantial amount of savings.

Neighborhood Services Department

The Neighborhood Services Department reinforces the city organization’s commitment to strengthen relationships and enhance services among our residential communities.

Collaborative Efforts

- Participated in Myrtle Beach Elementary School’s Reading Buddies Program.
- Worked with other departments to organize and host the National Night Out and Chili Cook-Off Competition at the Myrtle Beach Convention Center. Fifteen Neighborhood Watch groups participated.



- Worked with teens through work readiness training at Mary C. Canty Recreation Center and Myrtle Beach High School. Ten students completed the training program and five attained a job within the city limits.
- Worked with community members to cohost and distribute school supplies to both the Annual Back to School Block Party and Highway 15 Back to School Bash. An estimated 200 students attended each of the two events.



- Hosted a second “Back to School Prayer Walk” for all faiths at the Myrtle Beach schools.
- Worked with Waves of Praise Gospel Festival to plan for the associated events. The events drew more than 750 attendees on Friday evening and 5,000 attendees on Saturday.
- Partnered with SCVR for Transition Summer Institute and Disability Mentoring Day.
- Worked with other departments to coordinate the Carolina Panthers’ “Keep

Pounding” Day of Service Project at the Garden of Hope. At the event, 13 trees were planted alongside flowers.

- Represented the city at Horry County Schools Connect 2019 Summer Orientation Panel. This program helps students who are behind one or two grade levels.
- Worked with International Culture Fest organizers to host the event at Chapin Park as part of the city's park activation efforts.
- Worked with Horry County Council on Aging with senior meal distribution and delivered more than 400 meals to senior and homebound residents with special needs in May and June 2020.
- Worked with other departments and developed a Resource Guide for Horry County residents.
- Created a Neighborhood Services pamphlet for distribution.



Events & Community Outreach

- Hosted a community event to restore an old cemetery behind the Myrtle Beach Convention Center. Dating to the mid-1930s, the cemetery is home to many military veterans, including those who served in both World Wars, Korea and Vietnam. Of the 243 graves identified by sonar in 2010, only 128 had family or individual names; unfortunately, other headstones have sunk into the ground, with

names worn off due to weather and time. City staff and community volunteers raked and cleaned to Oak Street Cemetery. The Neighborhood Services team continues to work to solicit information from the community to get names for the unknown graves, and a Georgetown genealogist is lending expertise to help accomplish the task. During the event, the team identified the exact location of one family's loved one at the cemetery.

- Formed the "Charlie's Place Advisory Board," an ad hoc board that works to establish the operations for Charlie's Place, a city-owned and operated facility. This committee's objective is to work with city staff to create policies and procedures for Charlie's Place and Incubator Spaces for City Council's consideration.
- Attended more than 70 Neighborhood Watch meetings.
- Organized and hosted the fifth session of My Beach 101, a citizens' academy. A total of 28 city residents attended My Beach 101 classes and graduated from the program.
- Planned and hosted the 2020 Black History Celebration event at the Mary C. Canty Recreation Center. The theme was, "In Rhythm with Our Roots," with 300 attendees.
- Decorated the Ted C. Collins Law Enforcement Center for City Council meetings with pink and purple decorations to commemorate both Domestic Violence Awareness Month and Breast Cancer Awareness Month.
- Planned and hosted "Beachside Chats," a series of events for community members to attend and openly discuss race and healing.



Parks, Recreation & Sports Tourism Department

The Parks, Recreation and Sports Tourism Department teams oversees the successful operations of the city's four recreation center facilities, parks, sports tourism and Chapin Memorial Library.



Chapin Memorial Library

- Added and improved various patron services, including: fee-based notary public, scanning, proctoring, wireless printing from home and a “pay-to-print” kiosk in the computer lab.
- Fulfilled more than 300 curbside delivery appointments with 823 items during closure due to COVID-19. Curbside service continues to be

offered to best serve our patrons through the pandemic.

- Launched “Homebound Delivery,” a program that delivers library items to shut-ins with health or physical impairments. Library staff delivered 852 items this year.
- Provided access for nearly 15,000 public Wi-Fi sessions and more than 10,000 public computer sessions.
- Answered more than 12,200 reference-related questions on a wide range of topics, including reading recommendations, research, local history, obituaries, SC DEW/SC Works and tax forms.
- Planned, advertised and hosted 562 in-person programs with 12,195 attendees.
- Collectively completed nearly 600 hours of continuing education classes and training.
- Partnered with the F.G. Burroughs-S.B. Chapin Art Museum, SC Codes, Palmetto Literacy Council, Freedom Readers, Myrtle Beach schools and recreation employees.
- Counted and inventoried all first-floor collects and 75% of second-floor collections.
- Registered 236 people for temporary digital library cards.
- Transitioned to virtual programs due to COVID-19, offering 237 programs with 2,600-plus views.
- Enhanced digital options with Overdrive Advantage, Rosetta Stone, Tumble Books Library, Tutor.com and free resources distributed by educational partners.

Parks Division

- Planted more than 4,500 perennial flowers and shrubs and 6,500-plus bedding and tropical summertime plants.
- Added 277 new trees to city parks.
- Installed more than 45,000 square feet of new sod.
- Repurposed more than 15,000 cubic yards of hardwood mulch made with storm debris, dead trees and limbs from routine pruning.
- Expanded the hanging basket beautification program to a total of 170 baskets. These baskets are along Ocean Boulevard, Ninth Avenue North, Mr. Joe White Avenue and Plyler Park.



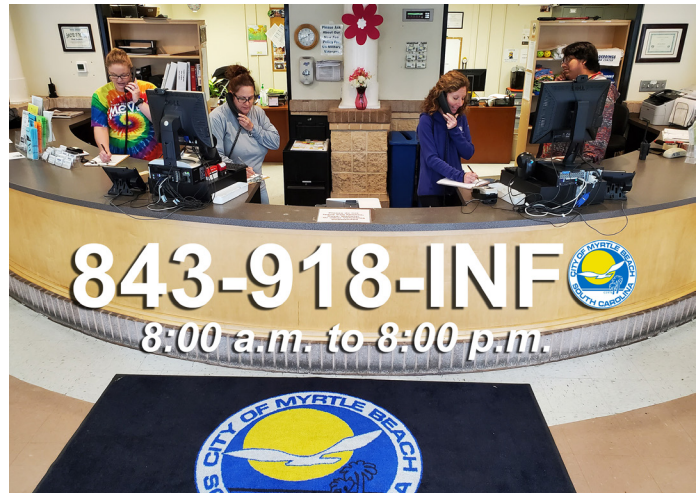
- Installed 24,000-plus feet of irrigation pipe with 2,600 new irrigation heads throughout the city.
- Collected 102,360 pounds of metal from the beach recycling program, or a little more than 51 tons of recycled metal.
- Developed a sanitizing schedule for all parks with playgrounds Due to COVID-19. The team also installed social distancing signage at all parks and playgrounds.

Recreation Services Division

- General Robert H. Reed Recreation Center served more than 62,000 visitors and hosted more than 500 rentals.
- Crabtree Memorial Gymnasium had nearly 95,000 visits. The facility provided fitness programs to 19,000-plus participants, with an average of 48 classes offered each week.
- Aquatics served 26,684 guests between the city’s two pools: Mary C. Canty Recreation Center and Pepper Geddings Recreation Center. The staff taught 164 swim lesson classes, with 795 participants throughout the year.
- The fitness center at Pepper Geddings Recreation Center served more than 44,000 visitors, with 7,500-plus fitness class visits.
- Youth sports programs served 2,500-plus young people in our community.
- The Youth Sports Division again was named the South Carolina Recreation and Parks Association’s Agency of the Year.
- The Myrtle Beach Train Depot hosted 190 rentals with more than 13,500 attendees.
- Myrtle’s Market, the city’s farmers market, was open for 74 days, with an average of five vendors per day. The market and city staff also hosted ten “Art at the Market” events, with 200 participants.
- The Myrtle Beach Tennis Center hosted 23,135 daily tennis players throughout the year.
- The Special Events Division facilitated 46 special events throughout the year in various city parks and other locations in the city.
- The Youth Programs Division served 338 children in summer camp and 134 children in afterschool programs.



- More than 30 teens participated in the MCCLIT Teen Program.
- Transitioned to virtual fitness classes to continue to serve patrons due to COVID-19.
- Led the INFO Line effort to answer pandemic-related questions via the city’s 918-INFO line in the spring season. The effort greatly enhanced the city’s ability to disseminate important information and navigate challenges organization-wide.
- With various participating departments, city staff answered more than 3,500 calls and inquiries.



Sports Tourism Division

- Hosted 104 sports tourism events with an estimated direct spending total of \$106.3 million dollars in community spending (one dollar spent one time) and \$2.1 million dollars in tax, license and fee revenues.
- Consolidated all live streaming, registration and information into one new resource and website (www.officialmyrtlebeachsports.com). The site generated more than 255,000 total website views, with more than 79,700 total broadcast views.
- Collaborated with the City Manager’s Office to receive a South Carolina Parks, Recreation and Tourism (SCPRT) STAR Grant to support the new Winter Shine Youth Football Tournament. The event brings a group of 4,000-plus to the city during the Thanksgiving holiday weekend.
- Achieved a total reach of more than 3,400 Facebook followers with 1,100-plus Instagram followers on social media.
- Hosted the Coastal Carolina Invitational Track Meet with colleges from several states.
- Researched, engaged, learned and collaborated on various new protocols, procedures and “best practices” to allow the city to safely host sports tourism events during COVID-19 precautions.

Planning & Zoning Department

The Planning and Zoning Department formulates plans, policies and ordinances that provide guidance for the city’s physical, social and economic growth and development. The department enforces city laws pertaining to zoning, tree protection and development requirements and provides support to the Planning Commission, Board of Zoning Appeals and Community Appearance Board.



Planning Statistics

- Annexation Total – 11.25 Acres
 - ✓ Residential Use – 1.13 Acres
 - ✓ Commercial Use – 10.12 Acres
- Subdivision Land Total – 393 Acres
 - ✓ 269 New Residential Lots – 92 Acres
 - ✓ 39 Commercial Lots – 301 Acres



- New Streets – 7
- Streets Named – 24
- Streets Re-Named – 1
- Rezoning Land Total – 81.51 Acres
 - ✓ New ART District – 56 Acres
 - ✓ Rezoning Commercial to Mixed Use – 12.51 Acres
 - ✓ Rezoning Mixed-Use to Residential – 9 Acres
 - ✓ Rezoning to Commercial Use – 4 Acres
- Reviewed and Declined Petitions
 - ✓ Request to allow tattooing along Kings Highway
 - ✓ Swingers Clubs
 - ✓ Unequal increase of height of homes in R-15 Zone
- ✓ Outdoor auto detailing uses beside residential neighborhoods
- Reviewed and Accepted Petitions
 - ✓ Addition of residential uses to HC1 Zone to expand uses like workforce housing to more areas within the city
 - ✓ Fixed dollar-mortgage issue in Zoning Code
 - ✓ Added restaurants in the LM Zone
 - ✓ Allowed limited warehouse uses in Centre Pointe
 - ✓ Added brew pubs to the LM Zone
 - ✓ Created a new downtown zoning district, the ART District
- Beautification Project – City Pond Area in Living Beach Development

Zoning Statistics

- Abandoned Signs/Awnings Removed – 17
- Boat and RV Violations Issued – 15
- Business Licenses Reviewed – 1,477
- Board of Zoning Appeals (BZA) Cases – 20
- Community Appearance Board (CAB) Sign Applications – 216
- Court Summons Issued – 6
- Derelict Vehicles Tagged – 554
- Downtown Development Violations Issued – 936
- Encroachments Violations Issued – 16
 - ✓ Permit Fees Collected – \$90,000
- Fence Permits Issued – 363
- Landscape Bonds Approved – 7
- Landscaping Maintenance Reviews – 297
- Lighting Permits Issued – 9
 - ✓ Permit Fees Collected – \$2,250



- Mobile Food Units Permitted – 15
- Nuisance Violations Issued – 54
- Oceanfront Encroachments – 37
- Short-Term Rentals Approved – 32
- Sight Triangles Reviewed – 180
- Sign Permits Issued – 173
 - ✓ Permit Fees Collected – \$14,727.59
- Tree Permits – 82
 - ✓ Permit Fees Collected – \$270
- Zoning Plan Reviews – 2,399
- Zoning Verification Letters Issued – 66
- Total Violation Counts – 6,971
- Total Permit Fees Collected – \$107,247.59

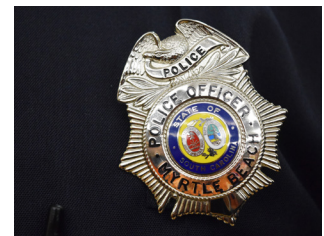


Police Department

The Myrtle Beach Police Department provides a wide range of protection and enforcement services for our residents, visitors and businesses. The department continued with the Council-supported Police Recruitment/Retention Plan and Seven-Year Staffing/Deployment Program.

2019 Overview of Statistics

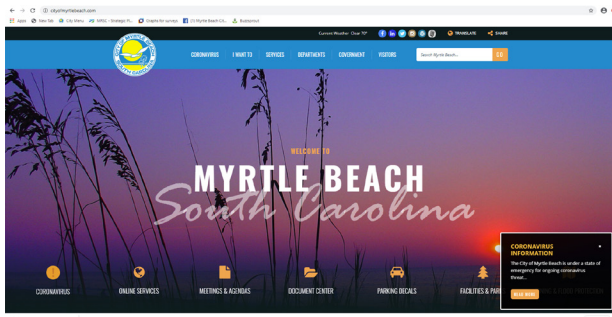
- Violent crimes decreased by 13 percent from 2018 to 2019.
- The Communications Center answered 125,055 police-related calls for service, along with 14,347 fire/medical calls for service.
- The Detention Center processed 10,405 individuals at the Detention Center.
- The Records Unit processed 11,577 incident reports and 10,704 arrest reports.
- The Investigative Division completed 2,156 cases.
- The Traffic Unit investigated a total of 2,684 motor vehicle collisions and made 396 arrests for impaired driving in the city limits.
 - The K-9 Unit had a total of 585 deployments, including mutual aid assistance throughout the county and state.
 - Processed more than 26,034 citations and warrants.
 - Processed nearly 38.5 million tags with the city’s Automated License Plate Readers (ALPRs), resulting in 133,116 alerts.
 - The Real Time Crime Unit utilized 1,009 cameras for proactive responses and investigations.
 - Performed more than 14,000 “keep checks” and more than 5,000 public assistance calls.
- Collected more than 476 pounds of prescription drugs through the ongoing drug drop-off box initiative which prevents the misuse of drugs in our community.



- Coordinated a total of 22 special events.
- Increased social media and mainstream media reach to more than 80,000 viewers in an effort to better communicate with the public. Social media messaging efforts continued with more than 600 Twitter and Facebook posts and more than 200 Instagram posts.
- Coordinated 30 Neighborhood Watch groups with 216 meetings in 2019.
- Hosted more than 50 “Civilian Response to Active Shooter” trainings during the year.

Initiatives

- Implemented a department-wide strategy of intelligence-led policing. This collaborative partnership is based on relationship building efforts and intelligence gathering to effectively solve crimes.
- The Traffic Unit introduced the Crash Data Retrieval System (CDRS) to assist with major collision investigations. Currently the team has four officers who are certified to image vehicles, along with two analysts.
- The Myrtle Beach Police Department was nominated to continue to be the host agency for the 15th Circuit Law Enforcement Network (LEN). The LEN is responsible for developing traffic enforcement check-points and community education efforts to decrease traffic-related collisions and fatalities within the 15th Circuit.
- Community Service Officers (CSOs) developed a Graffiti Identification and Removal Program. CSOs work with other city departments and community members to address vandalism in order to increase the efforts of beautification throughout the city.
- The department’s K-9 Unit increased their team and services to add an additional full patrol K-9 handler and K-9 to the program.
- Began construction on a 12,000 square-foot addition and a 12,000 square-foot renovation of the Law Enforcement Center Annex Building. This renovation and addition will add four major training rooms and a much needed large conference center to the building. The building is slated to be ready for use in late January 2021. Staff have worked tirelessly to ensure the deadline and visions are met.

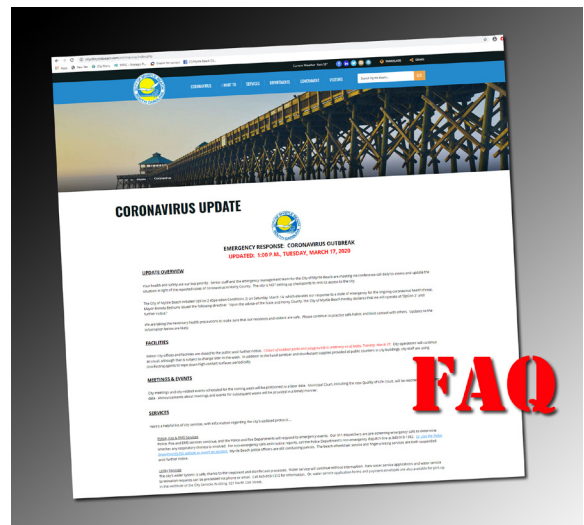


Public Information Department

The Public Information Department serves the city staff, the news media, the public and other audiences, responding to inquiries and providing background information on city services, programs, projects, policies and decisions.

- Maintained, created and updated hundreds of pages on the city’s website, <https://www.cityofmyrtlebeach.com>.
- Posted agendas, supporting documents and meeting schedules weekly to the website.

- Collected and produced a weekly list of city events, available online at <https://www.cityofmyrtlebeach.com/events.pdf>.
- Created and maintained a list of coronavirus actions, including city and state executive orders, available at <https://www.cityofmyrtlebeach.com/coronavirus/index.php>.
- Wrote and published 25 informational posts for the *Myrtle Beach Point of View* blog, <https://myrtlebeachpointofview.wordpress.com>.
- Recorded 52 weekly, 30-minute public affairs shows that aired Saturday and Sunday mornings on local Cumulus radio stations. These programs now are available as the *Myrtle Beach Focus* podcast at <https://www.buzzsprout.com/972079>.
- Posted more than 1,500 items to the Myrtle Beach City Government Facebook page.
- Increased the number of Myrtle Beach City Government Facebook page “likes” from 29,000 in June 2019 to 45,100 in June 2020.
- Posted hundreds of additional messages to the city’s Nextdoor, Twitter, Instagram and LinkedIn accounts, with 3,600 followers on Twitter, 5,400 followers on Instagram and 4,700 followers on LinkedIn.
- Produced four quarterly *Progress Report* newsletters for distribution to 20,000 utility customers.
- Created this annual *Year-in-Review* report reflecting departmental accomplishments for the previous fiscal year.
- Fielded and/or responded to 408 requests for access to public documents pursuant to the South Carolina Freedom of Information Act (SC FOIA).
- Sent more than 110 media releases, advisories and Friday Faxes to the media and the public.
- Created and published 52 sets of Photos of the Week, 52 “Did You Know?” items and 26 proclamations for City Council.
- Provided staffing and coordination for the Seniors Advisory Committee and the Military Appreciation Committee.
- Planned and hosted a live Veterans Day Ceremony and a recorded Memorial Day Ceremony. Military Appreciation Days activities during the month of May were cancelled due to COVID-19.



Public Works Department

The Public Works Department is responsible for traffic engineering, infrastructure, street maintenance, water and sewer service, stormwater management, solid waste and recycling collection and more.

Administration & Fleet Maintenance

- Received 3,395 Hansen Service Requests with 720 requiring immediate responses.
- Updated and added 35 water, sewer and stormwater drainage subdivision layers to ArcMap. Various other layers added within ArcMap include: traffic accidents, Fire Department emergency calls, Police Department 911 information, city street classifications and parcel data.
- Processed 3,822 fleet work requests and performed 847 preventive maintenance services in an effort to keep our equipment operating as long as possible.
- Collaborated with the Fire Department to ensure continued operation of necessary equipment.
- The Fleet Division and Solid Waste Division worked together to save the department roughly \$50,000 by repairing and maintaining the transfer station's walking floor.



Engineering & Traffic

- Completed \$11,291,696 in roadway, water, sewer and stormwater drainage work.
- Reviewed and responded to 2,044 residential and commercial plans and prepared 631 water and sewer applications.



- Completed 19 development project reviews and responded to approximately 12,500 “utility locate” requests citywide.
- Upgraded five intersections to include high visibility thermoplastic pavement markings along Coventry Boulevard for enhanced pedestrian safety.
- Working with the Fire Department, installed 25 pre-emptive traffic signals to improve emergency response times for residents and visitors.
- Installed audible beaconing pedestrian crosswalk signals at intersections along Farrow Parkway.

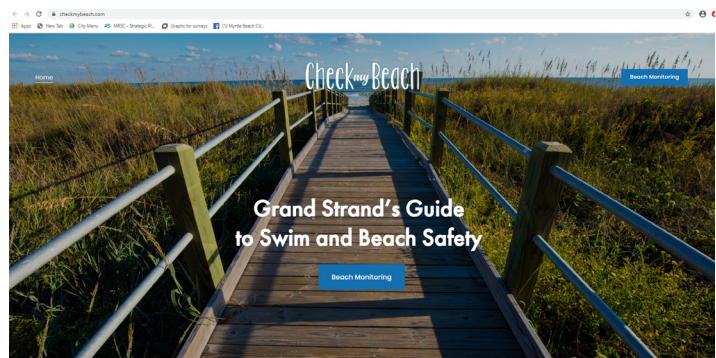
Infrastructure

- Worked on 39 construction projects valued at \$8.5 million that involved every aspect of the city's assets.
- Working with the Grants Manager, secured \$3,433,336 in grant funding, which required only \$293,408 in matching funds.
- Construction projects included:
 - ✓ Ocean Outfall Maintenance Program – \$1,304,621
 - ✓ Charlie's Place Phase II, Part I – \$529,000
 - ✓ Beach Access Dune Walkover Reconstructions – \$181,378
 - ✓ Savannah's Playground – \$112,622
 - ✓ Warbird Park Monument & Grounds Addition – \$40,000
 - ✓ 38 Various Design Projects – \$1,794,694
 - ✓ Broadway at the Beach Pump Station Rehabilitation – \$17,300
 - ✓ Chestnut Road Pump Station – \$108,000
 - ✓ Fred Nash Boulevard Roadway Improvements – \$106,750
 - ✓ Highway 501 Utility Relocation – \$15,000
 - ✓ Mary C. Canty Recreation Center Parking Lot Design – \$22,151



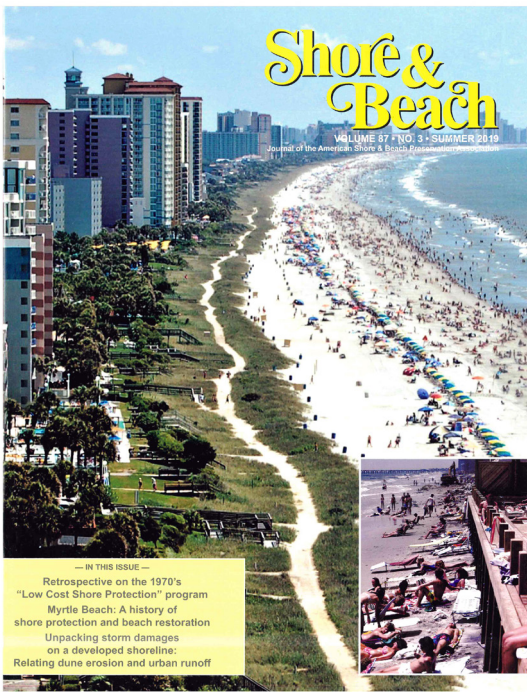
Solid Waste & Recycling

- Received funding for a Code Enforcement Officer and added that position. To date, the Code Enforcement Officer's efforts have saved \$10,000 in collection and disposal costs.
- Completed the downtown joint-use compactor replacement project at a total of \$1.2 million. The project replaced 30 compactors and improved odor control units with pressure sensing technology. The overall collection need for the containers was reduced by approximately 50 percent, and the weight collected increased by approximately 60 percent per pull.
- Began offering a container rental program for commercial properties. Roll carts and dumpsters are now available; the program provides the city with long-term maintenance and replacement funds for containers purchased in the future.
- Began using GIS as part of daily planning and reporting for storm responses; daily records of serviced streets show where collections occur and provide a better timeline for future events.



Streets & Stormwater Management

- Launched the new “Check My Beach” brochures, signage and a website to educate beachgoers about beach safety and water quality as part of a collaborative effort with the Myrtle Beach Area Chamber of Commerce and South Carolina Department of Health and Environmental Control (SCDHEC).



- Received the American Shore and Beach Preservation Association's Robert L. Wiegel Award in recognition of the city's historic commitment to preserve the ocean shoreline. The award highlighted the city's erosion control and beautification efforts, including the boardwalk, emergency roads, protective berms and a healthier beach for residents and visitors to enjoy.
- Oversaw Phase I of the city-wide Watershed Master Plan and hosted the first Grand Strand Stormwater Pond Management Conference in February 2020.
- Crews also accomplished the following:
 - ✓ Cut and cleared 98,869 linear feet of drainage channels.
 - ✓ Cleaned 118,029 linear feet of drainage pipe.
 - ✓ Responded to and corrected eight illicit discharges.
 - ✓ Swept and cleaned 19,300 miles of city streets and removed 8,016 cubic yards of debris.
 - ✓ Used 172 tons of asphalt to patch potholes.
 - ✓ Repaired 8,800 square feet of concrete sidewalk.
- ✓ Inspected 49,167 linear feet of concrete sidewalk and removed 608 trip hazards.

Water & Sewer Services

- Responded to more than 2,700 service calls related to water and sewer service issues.
- Created a 10-year plan of prioritized water, sewer and stormwater infrastructure projects to assist with long-range financial planning.
- Assisted in the emergency repair of a 36 inch sanitary force main on Mr. Joe White Avenue. The successful effort was completed without service interruptions and with a limited environmental impact.
- Pump mechanics and electricians maintained more than 150 sewer pump stations with zero mechanical failures resulting in environmental impacts.
- Installed 642 new water meters and more than 2,070 MXUs on water meters that allow for water meter readings to be collected remotely. As part of a long-term project, the department upgraded more than 650 one-inch and two-inch commercial water meters.
- Cleaned more than 166,000 feet of gravity sewer mains and evaluated more than 227,000 feet of gravity sewer and stormwater drainage pipes through the use of a CCTV camera truck.





<https://www.cityofmyrtlebeach.com/>



<https://www.facebook.com/myrtlebeachcitygovernment/>



<https://www.instagram.com/myrtlebeachgov/>



<https://twitter.com/MyrtleBeachGov>



<https://www.linkedin.com/company/city-of-myrtle-beach/>



<https://myrtlebeachpointofview.wordpress.com/>



<https://www.buzzsprout.com/972079>

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