

Myrtle Beach, by the numbers

Here are a few statistics to put the city's "first in service" pledge into perspective. During the 2016-17 year, the City of Myrtle Beach and its staff...

- ◆ Received 3,703 job applications for 470 positions.
- ◆ Installed 597 new water meters and 322 water valves.
- ◆ Installed 19,970 linear feet of water line and cleaned 240,000 feet of sewer line.
- ◆ Issued 6,521 building permits with a value of \$411.5 million.
- ◆ Tagged 383 inoperable or unlicensed cars.
- ◆ Hosted 210 events and 574,000 people at the Convention Center.
- ◆ Answered 136,860 calls for police service and investigated 4,071 traffic accidents.
- ◆ Handled 25,084 court cases and issued 3,374 arrest warrants.
- ◆ Responded to 14,403 calls for fire and emergency service, of which 9,266 were for EMS and rescue needs, 1,854 were false alarms, 22 were for severe weather and 275 were actual fires.
- ◆ Collected and disposed of 47,550,000 pounds of solid waste and 78,000 pounds of electronic waste (computers, etc.).
- ◆ Conducted 1,464 new site plan reviews.
- ◆ Received \$46,144 in donations for R.A.I.N. (Remembering Animals in Need) for the Grand Strand Humane Society.
- ◆ Welcomed 2,481 youth sports participants and 3,665 adult sports participants in our recreation programs.
- ◆ Played 11,832 games on city recreation fields.
- ◆ Hosted 190 events at the Myrtle Beach Train Depot.
- ◆ Planted 185 trees on public property and rights-of-way.
- ◆ Collected 66,440 pounds of recyclable materials from the beach.
- ◆ Welcomed 27,892 registered users, circulated 131,982 items and hosted 33,583 public computer sessions at Chapin Memorial Library.
- ◆ Hosted 2,053 participants in the Summer Reading Program.
- ◆ Conducted the 32nd and 33rd Citizens Police Academy sessions.
- ◆ Processed subdivisions for 1,040 new lots, mostly residential.
- ◆ Mowed 49 miles of median strips.
- ◆ Discovered 2,143 fire code violations during inspections.
- ◆ Resurfaced 47,927 linear feet of roads and installed or repaired 4,879 feet of sidewalk.
- ◆ Maintained 97 city buildings and 39 parks.
- ◆ Provided a peak one-day water flow of 27.2 million gallons.



Carver Street facelift

Landsaped medians, LED street lights, designated bike lanes and marked parking spaces were added to Carver Street, between Mr. Joe White Avenue and 21st Avenue North, this spring. The goal was to improve safety and create a more appealing community street.

Weekly city updates available via e-mail

Sign up for the City of Myrtle Beach's three weekly e-mails for city news and events. The Friday Fax provides upcoming meetings and agendas, while the Events and Recreation e-mails focus on city-related activities and programs. Send your address to info@cityofmyrtlebeach.com. Visit our Facebook page, too: www.facebook.com/myrtlebeachcitygovernment.



PROGRESS REPORT

Autumn 2017

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PROGRESS

REPORT

Annual Report: Fiscal Year 2016-17

Increasing service was top priority for FY 2016-17 budget

Service was the focus of Myrtle Beach's budget for fiscal year 2016-17, which ended June 30. The \$188.5 million spending plan also included \$20 million in new capital improvements, such as renovations to Doug Shaw Memorial Stadium, street paving, sidewalk construction and several water and sewer projects.

To keep pace with growth and provide that enhanced service, the budget called for a three mill property tax increase. Thirteen fulltime positions were added. They included a crime analyst, beach coordinator, youth coordinator, two Solid Waste staff, a street sweeper, a court bailiff and Special Events staff.



The Myrtle Beach Seahawk gave a big "thumbs up" to the new Doug Shaw Memorial Stadium. The \$5.4 million renovation featured a new press box, new seats, new aisles and handrails, new entrance plaza, new track and field surfaces, new restrooms and a new field house.

In response to continued residential growth, the city funded a new Solid Waste service crew. Residents also requested options for recycling and garbage. Instead of purchasing carts for up to \$70 each, a \$2 monthly fee gave customers a choice.

The green recycling cart is available in a 48 or 64 gallon size, while the blue solid waste cart comes in a 64 or 96 gallon size. Customers may have up to two carts, one of each, for the \$2 monthly fee. *...see FY 2016-17 budget, page 2*



Blog gives city's views

A new blog gives the city's perspective on topics, from the growth we are experiencing

to the benefits of living inside the city limits. Aply named "Myrtle Beach Point of View," the blog provides background details and additional information on city-related projects and goals.

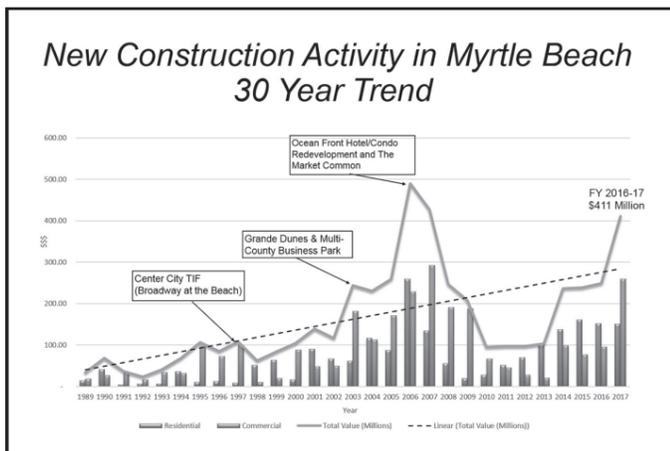
Readers can learn the "why" behind city actions, find facts about upcoming projects and understand the reasoning that goes into major decisions. The blog also gives the city a place to set the record straight if inaccurate information is circulating on social media. Check it out at <https://www.myrtlebeachpointofview.wordpress.com>.



Train Depot has railcars

Myrtle Beach's Train Depot is now home to a boxcar and caboose, with plans to convert both railcars into more useable space for events.

Built in 1936 and restored in 2004, the Depot is on the National Register of Historic Places. Since it can't be modified, plans call for turning the boxcar into an additional meeting room and the caboose into an on-site kitchen facility.



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

FY 2016-17 budget addressed city growth, customer service

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Youth Sports fees remained unchanged at \$15 per youngster for in-city residents in last year's budget, but dropped to \$50 (from \$75) for out-of-city residents. Hours of operation at the Base Recreation Center and Chapin Memorial Library were extended, too. The Base Recreation Center is again open Monday through Friday, thanks to funding in the 2016-17 budget year.

Current Budget Year... 2017-18

For fiscal year 2017-18, which began July 1, the city's \$190.6 million budget did not require a tax increase. Owner-occupied homes continue to receive an 80 percent credit from the Tourism Development Fee. As a result, the effective *ad valorem* rate for owner-occupied homes is just 14 mills for 2017-18.

New capital improvement projects total \$22.5 million, including renovations to Mary C. Canty Recreation Center, the baseball stadium and the Convention Center. Sewer pump replacements and beach renourishment also are costs this fiscal year.

Fourteen new fulltime positions are funded in the current budget, including five new police officers. Increased beach safety services and patrols by both the Police and Fire Departments are covered through existing revenues.

Other new positions included in FY 2017-18 are two code enforcement officers, two real-time crime analysts, a commercial building inspector, a building maintenance trades worker, an information technology technician, an administrative assistant in Risk Management and a cashier in Revenue Billing.

The new budget includes two fee increases, one for solid waste and one for water and sewer service. The residential solid waste fee increase of \$1.15 per month is simply a pass-through of higher tipping fees charged by the Horry County Solid Waste Authority.

Utility customers have a blended water and sewer rate increase of 2.5 to 2.8 percent, depending on volume used. A typical four-person home using 7,500 gallons of water a month pays \$1.23 more. This is another pass-through of higher rates charged by Grand Strand Water and Sewer Authority.



Crews install a 36-inch valve at the Fifth Avenue South sewer pump station.



Remember that City Code says to place solid waste and recycling containers at curbside by 6:00 a.m. on your pick-up day, then roll them back by 11:00 p.m. Don't leave them curbside all week!

2016-17 awards and recognitions

◆ Myrtle Beach received the **Mayor's Challenge "Safer People, Safer Streets Engagement and Fixed Barriers Award"** from the US Department of Transportation.

◆ The Myrtle Beach Fire Department won its seventh consecutive **Richard S. Campbell Award** from the SC Fire Chiefs Association for Excellence in Public Safety Education. This is the 12th time the Fire Department has received this statewide award for safety efforts.

◆ The Finance Department received its 29th annual **Certificate for Excellence in Financial Reporting** from the Government Finance Officers Association for the Comprehensive Annual Financial Report for 2015-16.

◆ The City of Myrtle Beach received its 20th annual **Tree City USA Award** last year. Sponsored by the National Arbor Day Foundation, the US Forest Service and the National Association of State Foresters, the award recognizes Myrtle Beach's efforts to protect and preserve its urban forest.

Grants received in Fiscal Year 2016-17

The City of Myrtle Beach received more than \$200,000 in grants last year for projects, from planting trees to Savannah's Playground.

A short list includes \$100,000 from the state for restrooms at Savannah's Playground, \$12,500 from CSX Railroad for two tree-planting projects, \$6,500 from TD Bank for new trees at US 501 and Third Avenue South and \$5,000 from Palmetto Pride for the community garden at Grand Park.

The city also received \$50,000 from the National Association of Realtors and Coastal Carolinas Association of Realtors for a walkability audit of Kings Highway. Myrtle Beach also was one of only five cities selected for a sustainability program from the Environmental Protection Agency.

Finally, The Vinings on Farrow Parkway paid for an adjacent driveway connection to the new outdoor classroom at the Grand Park linear extension, near the International Technology and Aerospace Park.

Smile! You're on camera...

Public safety was the top priority last fiscal year, and it remains the top priority for the current 2017-18 budget year. Technology is one way of making better use of limited resources, with very positive results.

Myrtle Beach currently operates nearly 800 surveillance cameras on Ocean Boulevard and elsewhere, including most parks and major intersections throughout the city, for your safety. The camera system is complemented by automated license plate readers (LPRs) which were installed during the 2016-17 fiscal year at the entrances to the city limits.



The LPRs automatically capture and process license plate numbers through the State Law Enforcement Division system. Stolen vehicles and other criminal violations are returned quickly. Scofflaws, beware.

The Myrtle Beach City Council also extended the juvenile curfew by one hour, earlier this year. Young people who are 17 and under may not be out in public between 12:00 and 6:00 a.m. Exceptions exist for school, work and emergencies, as well as when accompanied by a parent or guardian.

The curfew's goal is to keep kids safe and encourage parents to be responsible for their children's whereabouts. By the way, parents can be charged under the curfew ordinance if their children are in violation.



Myrtle Beach sprays for mosquitoes each weekday, weather permitting. You can help control mosquitoes by eliminating standing water.

What do you get for your money?

When all regular property taxes, fees and service charges were considered, a typical residential household in the City of Myrtle Beach paid an estimated \$122.49 per month for city services in 2016-17. Included are property taxes on a house valued at \$250,000 and two automobiles valued at \$28,000, along with monthly fees for 7,500 gallons of water, solid waste services and the stormwater fee.

Note that the cost per month is about the same or less than a typical electric power bill or the cost of telephone, cable and internet service for most homes. And that's *before* calculating the 80-percent property tax credit for owner-occupied residential property. So, what does that \$122 per month buy? Here's a short list of what you get for your money.

ISO 1 fire protection; 24-hour EMS response; hazardous material response; 24-hour police protection; traffic enforcement; criminal investigation; crime prevention programs; school resource officers; street construction and maintenance; traffic signals and street lights; street sweeping; litter pick-up; recycling; stormwater drainage system maintenance and improvement; parks; playgrounds; recreation facilities and programs; community planning, zoning and development review; code enforcement and construction services; municipal court; various economic development services; street tree plantings and maintenance; and all municipal management, support and legislative services.



New LED lights shine bright

Thanks to fast work by Santee Cooper, the City of Myrtle Beach has 222 new LED street lights on Ocean Boulevard and second-row streets, between Eighth Avenue North and 29th Avenue South. The utility acted quickly on a request by the city to upgrade street lights in that area for better visibility.

As shown in the photo above, an LED light is noticeably brighter than a traditional street light. The light at right is one of the new LED fixtures. The light at left is one of the older models. The difference in brightness is remarkable.

The increased lighting is just one additional step the city has taken to ensure the public's safety on Ocean Boulevard and elsewhere.

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Sign up now for new calling feature

The Myrtle Beach Police Department has added a new tool to instantly reach residents of the city about special events or emergency situations.

Hyper-Reach allows participants to receive community news alerts via text message, phone call or email. This is a new service, available to Myrtle Beach residents only.

To receive notifications, simply sign up. Go to <http://hyper-reach.com/scmyrtlebeachsignup.html>.

