

MYRTLE BEACH

GOLD CAP AMBASSADORS

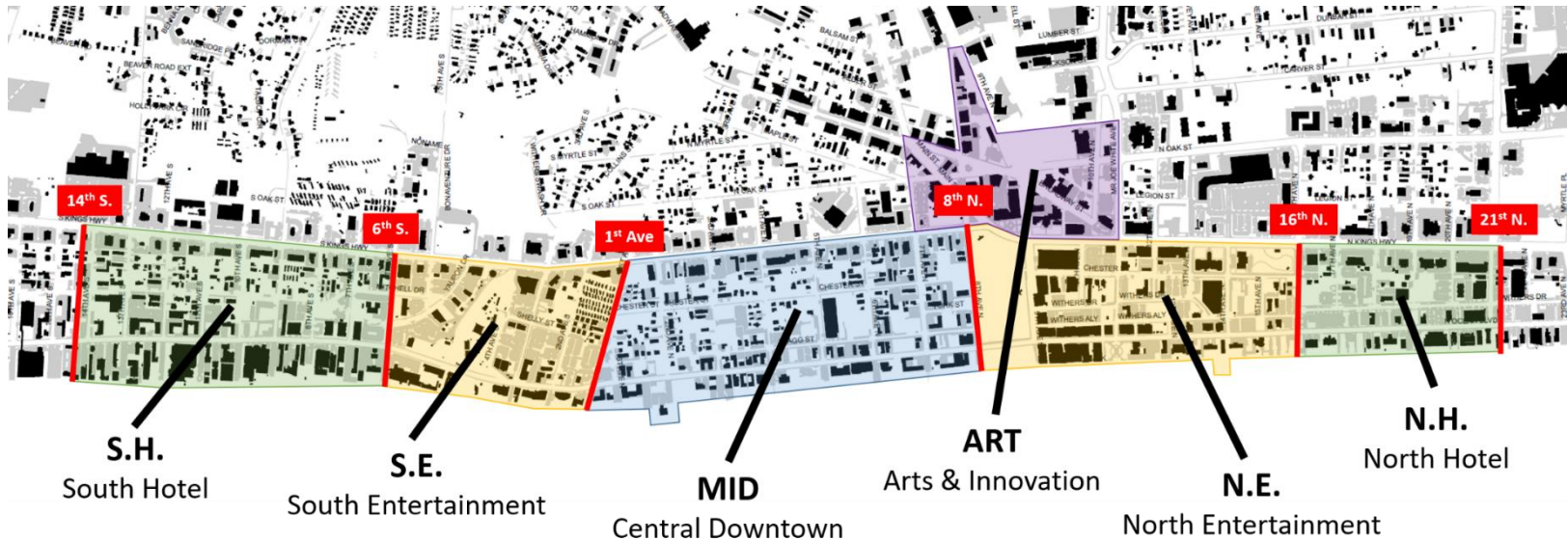


YEAR IN REVIEW

Myrtle Beach City Council | August 10, 2021



Deployment & Schedule



Deployment Includes:

- Downtown oceanfront between Kings Hwy and Ocean Blvd from 14th Avenue South to 21st Avenue North
- The Myrtle Beach Boardwalk
- Arts & Innovation District (bounded by 7th Avenue North)

Seasonal Schedule (general):

- **Summer** – Weekdays, 7:00 AM – 10:00 PM | Friday/Saturday, 8:00 AM – 12 Midnight
- **Fall** – Weekdays, 7:00 AM – 8:00 PM | Friday/Saturday, 7:00 AM – 10:00 PM
- **Winter** – Seven Days / Week 9:00 AM – 5:30 PM
- **Spring** – Weekdays, 8:00 AM – 8:00 PM | Friday/Saturday, 8:00 AM – 10:00 PM

**Deployment times vary to accommodate factors such as special events, downtown attendance, special projects and other*

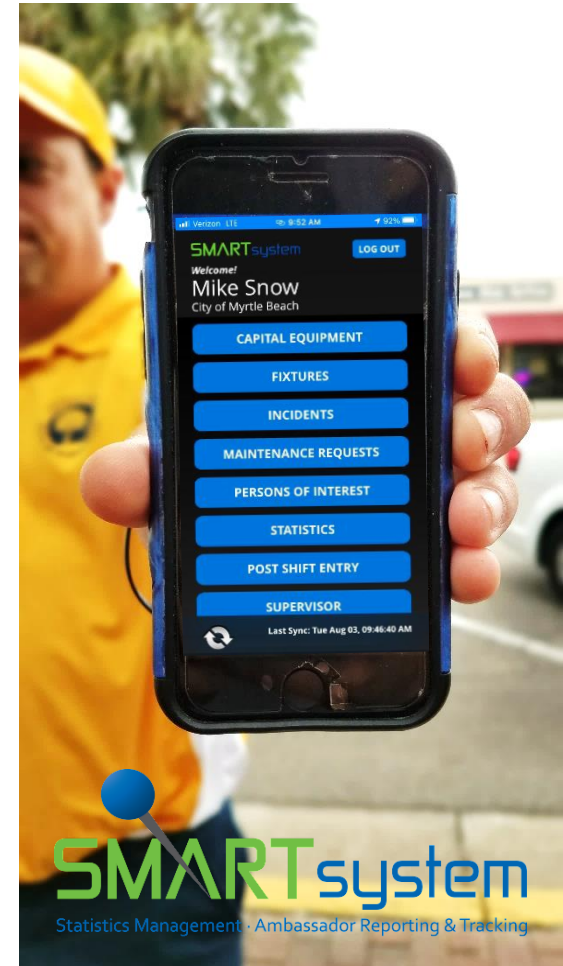


SMART System - Tracking Tool

Statistics Management and Ambassador Reporting Technology

The SMART System was designed to capture the activities of all Ambassadors and their interactions to help our community justify our investment into street-level services. The core functionality of the SMART System includes the following:

- Basic activity entry
- Maintenance reporting
- Incident reporting
- Persons of Interest Interaction
- 'Board Ready' Reporting
- Supervisor auditing
- Ambassador walk paths
- Activity reporting by property/business/parcel
- Automatic sending of my reports
- Street fixtures management database
- BBB Management Site Visit Audits
- Customer Portal to Best Practices and Reporting



Gold Cap Ambassadors & Covid-19

Covid-19 Pandemic affected our downtown ambassador program throughout its 1st year of implementation.

- Delayed program start date from a planned Spring rollout.
- Program was introduced to the downtown as businesses, residences and visitors were adjusting to Myrtle Beach “re-opening its doors” at reduced capacity and with restrictions.
- Gold Caps began their assignment 6-feet-apart from our customers, masked, interacting at a distance and dedicating much of their time to public health such as disinfecting common surfaces.
- Frequent adjustment required to address issues and restructure top priorities as Myrtle Beach continued to lift restrictions into the New Year.
- Spring began like no other. Our beloved customer base have returned in staggering numbers, likely due to last year’s restricted travel during spring 2020 shelter-in-place protocols and closures. Myrtle Beach gradually loosening restrictions and the option to get vaccinated should also be attributed. Regardless the reason, our Gold Cap Ambassadors adjusted to meet the demand.
- Ambassador program is not immune to the wave of “now hiring” signs we see in our market and competitive job openings. Staffing issues have been somewhat mitigated by Ambassadors working overtime, with associated costs being covered by contractor.

Despite Covid-19, the Gold Cap Ambassadors have been effective at establishing relationships with business operators and residences within their service area, staff moral remains good, and deployment is effective.



Benchmarking Issues “Between the Poles”

Gold Cap Ambassadors operate exclusively within the Public ROW. This most simply is referenced as “everything between the wooden utility poles.” Any issues observed to be associated with private property either results in a friendly business connection to bring the issue to light, or a “service request” to the appropriate City Department.

As previously presented, the first 45 days of the ambassador program consisted of establishing a benchmark for issues such as litter, graffiti, weeds and missing, broken or nonworking public fixtures (ex. street signs, street lights and crosswalk buttons). Now complete, the program can use these benchmarks to measure infrequencies of issues in any given area of downtown and predict increase demand of services based week over week trends, conditions, and upcoming planned events for example.



Gold Cap Ambassadors & Downtown Events

Downtown Events in the past 365 days:

- CCMF 2021
- Myrtle Beach Marathon & Mini Marathon
- Chapin Park - Concerts, Beachside Chats
- OMA - Holidays on the Boardwalk 2020
- OMA - Spring Break Extravaganza 2021
- OMA - Hot Summer Nights 2021
- OMA - Goodbye 2020 New Years Eve Celebration
- Fourth of July Fireworks
- Smoke on The Beach Shiners BBQ Competition
- Military Appreciation Days
- Memorial Day - Weekend Activity
- Volleyball Tournaments
- Shiners Parade
- Pee Dee Street Rodders Run To The Sun
- Highland Games

Gold Cap Ambassadors play a notable support role before, during and after events. Ambassadors communicate upcoming events to downtown businesses and assist visitors with information about active events but do not provide direct support to events. The program will adjust hours and frequency of deployment to meet the added demand from events in one area or the other. Other issues related to events are extra garbage pickup from trash bins, extra litter removal, more awareness to suspicious activity, more planning and establishing relationships with event partners.



Greatest Challenge & Greatest Success

Litter Bugs & “Hugs” ...

Greatest Challenge from day-1 remains to be litter mitigation. Gold Cap Ambassadors have collected **over 8,300 (5-gallon) buckets of litter** during the past 365 days; 1,000 buckets of litter in the month of July 2021 alone. About 45% of all litter collected comes from the North Entertainment Zone, east of Kings Hwy. between 8th and 16th Avenues N. The dense residential and accommodations, MID-Central Zone, comes in 2nd place with nearly 20% of all litter collected.

Q: Does this mean greatest success of the program is cleaner streets?

A: We Don't Think So...

The Greatest Success of the Gold Cap Ambassador program is all the support and appreciation we have received from the downtown business community, residents and visitors. Nothing means more to an ambassador on a hot, humid summer day than a visitor or shopkeeper making an effort to say “Thank You.” Even our daily street population are expressing their gratitude for the ambassadors after a positive interaction and direction to assistance. Our experiences and conversations with downtown stakeholders clearly point to an increased level of buy-in for the program compared to this time one year ago.



Gold Cap Ambassadors & The Numbers

Task	No Zone	ART Arts & Innovation	MID Central Downtown	N.E. North Entertainment	N.H. North Hotel	S.E. South Entertainment	S.H. South Hotel	TOTALS	
Bills/Stickers Removed	3	34	246	756	130	55	107	1,331	4%
Biohazard Removal		19	58	153	11	7	30	278	1%
Business Contact	220	56	228	3,172	160	104	115	4,055	11%
Collateral Distributed	2	3	17	166	2	2	5	197	1%
Graffiti - Removed	11	19	171	344	42	26	60	673	2%
Hospitality Assistance	40	99	1,651	10,163	523	391	546	13,413	36%
Infrastructure Cleaned		2	21	88	5	1	14	131	0%
Litter (buckets)	28	299	1,600	3,732	703	568	1,398	8,328	23%
Ordinance Violations	36		71	693	18	20	7	845	2%
Outreach Contacts	55	22	187	1,146	79	23	73	1,585	4%
Outreach Service Referrals	1	5	32	146	4	5	10	203	1%
Panhandling	6	8	11	57	2	11	11	106	0%
Power Washing (spots removed)	4		17	97	3	4	22	147	0%
Safety Escorts	3			257		5	4	269	1%
Special Project (hours)	7	25	38	330	23	14	25	462	1%
Trash (bags)	6	59	459	3,578	155	163	63	4,483	12%
Trash (lbs) (Inactive: 8/31/2020)			12	121	28	17	11	189	1%
Weed Abatement (block faces)	4	5	24	86	9	8	10	146	0%
TOTALS	426 1%	655 2%	4,843 13%	25,085 68%	1,897 5%	1,424 4%	2,511 7%	36,841	



Incident Reports

An “Incident” is created from a call for service requiring EMS or MBPD. This can be a phone call to dispatch/waterfront patrol or flagging down an officer. A list of incidents being tracked is below and an example of an Incident report in SMART.

* Incidents are tracked separate and unique from all other Ambassador Interaction data tracked in SMART.

Incident Type	Count
Damage to Property	15
Emergency Services Contacted	134
Ordinance Violation	28
Other	26
Panhandling	7
Safety - Other	24



Incidents Report					
Incident Type:	Summary/Narrative:	Locations:	Responders:	Date:	Incident Count:
Damage to Property	<p>Summary: Sand/rocks thrown at window</p> <p>Narrative: From distance witnessed three children throw something at building. Upon closer inspection scratch and slight breaking of window seen children no longer around went into resort.</p>	Ocean escape, 1300, Ocean blvd, Across from days inn hotel		Aug 07, 2020 10:30 AM	1

Social Outreach & POI Interactions

Social Outreach varies from program to program within the downtown ambassador community. The level of social outreach our Gold Cap Ambassadors are trained for include waking up unhoused persons, communicating city rules, and offering directions or phone numbers to community resources. We do not employ a team of trained social workers like other programs do. The Gold Caps still remain effective in helping individuals who want help, aide the MBPD in waking up unhoused persons from parks and the Boardwalk, and monitoring of undesirable activity and persons of interest (POI).

Interactions with persons of interest are logged into SMART. Each interaction improves the relationship with POIs and Gold Caps and increases the data available for these profiles. This data is always available to reference by Gold Cap Ambassadors, MBPD and local outreach partnerships.

# Interactions	First Name	Last Name	Aliases	Person Type	Interaction Type	Latest Update	Top 10/20
24	---	---	---	Opportunist	City Ordinance Violation, Contact, Information, Observed - Disorderly Conduct, Observed - Passive Panhandling, Observed - Trespassing, Other	--- has told me he has a job moving furniture at a motel and is trying to get a trailer	Yes
11	---	---	---	Mentally Ill / Substance Use	City Ordinance Violation, Contact, DETOX Escort, Information, Other	Making flowers outside wither restrooms	Yes
7	---	---	---	Unhoused	City Ordinance Violation, Information, Observed - Passive Panhandling, Observed - Trespassing, Other		No
4	---	---	---	Unhoused	City Ordinance Violation, Information	Housed at south seas	No
3	---	---	---	Mentally Ill / Substance Use	Contact, Other, Outreach	Painting shells on Boardwalk in Plyler Park	Yes
3	---	---	---	Illegal Vendors	City Ordinance Violation		No



365 Summary

Projects

- Reclaim Alleyways
- Storefront Inventory and Contact List
- Pressure Wash Benches in Plyer
- Trim Bushes / Palms from Sidewalk
- Sand and Dirt Removal From Sidewalk
- Block-Face Weed Abatement

Observe and Report

- Code Enforcement
- Police Department
- Fire Department
- Emergency Management Services
- Public Works
- Parks
- Building Maintenance
- Utility Companies

Initiatives

- New Directions Social Outreach Site Visit
- Notification to Businesses of Special Events
- Distribution of Bike Lights
- Develop Relationships with Businesses

Daily

- Litter, Graffiti, Sticker & Weed Removal
- Cleaning Common Touch Surfaces
- Overflow Trash Bin Removal
- Biohazard Removal
- Social Outreach, and Referrals
- Morning Wakeups Patrol
- Safety Escorts
- Hospitality Interactions
- Business Connections



Thank You

Downtown Myrtle Beach
Gold Cap Ambassadors
Customer Service: (843)-780-1445

