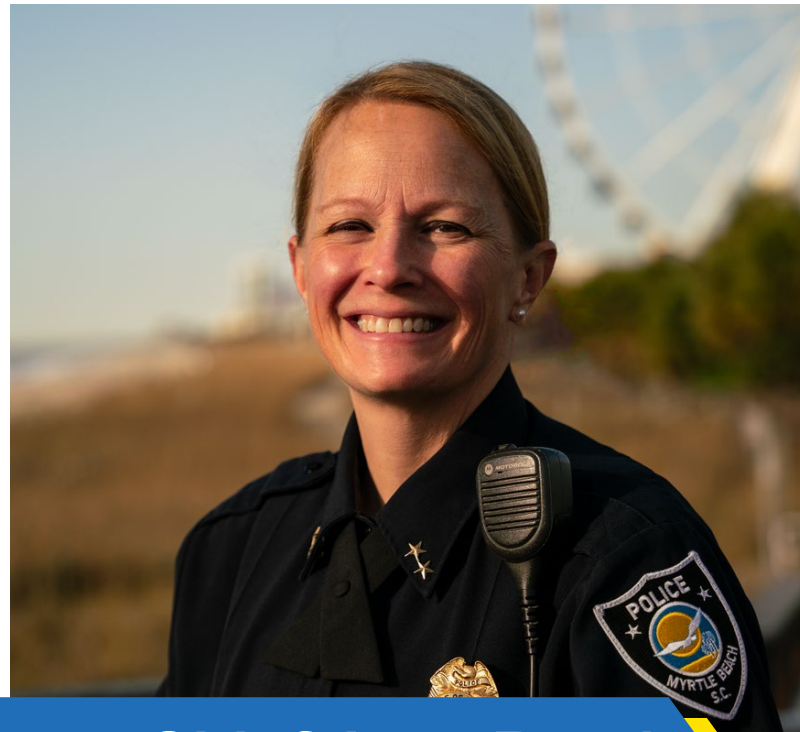


MYRTLE BEACH POLICE DEPARTMENT



2024 YEAR IN REVIEW



Chief Amy Prock

From The Chief

2024 has been a year filled with successes and challenges. Thank you to our team members, partners, and the community, all of whom have worked together to support our goals and achievements. This year has been centered on service and collaboration. The “Year in Review” highlights the talent of our team, the engagement of our community, and the effort required to drive meaningful change throughout the year.

We encourage you to take the time to read through the entire year’s report to see the investment made by our community and team members in public safety. The shared responsibility continues to be reflected in communication, work ethic, and action. We welcome your ideas and will continue to work alongside our community to do what we do best—serve you. Thank you for your ongoing support.

Our Team



Our Mission

We, the Men and Women of the Myrtle Beach Police Department, are committed to enhancing the quality of life through community partnerships and public safety while preserving the peace and protecting the constitutional and civil rights of those we serve.

Accomplishments

Commitment to Community– Strengthening relationships between MBPD team members and the community.

Safety– Ensuring Myrtle Beach is a place everyone can call home.

Growth & Innovation– Expanding intelligenceled policing, training programs, and advanced technology.

Proactive Policing– Increasing patrols and keep checks to enhance crime prevention and community engagement.

1 Increased deescalation trainings

2 Continued “Shop With a Hero” program

3 Implemented leadership development course for mid-level supervisors

4 Employed new FARO Scanner for Crime Scene and Traffic Units

5 Added 246 New City Camera Views

6 Entered phase two of Take Home Vehicle program

7 Continued innovative technology efforts

8 Distributed City cell phones to all officers

9 Completed over 47,241 keep checks of locations in the City

10 Expanded Neighborhood Team



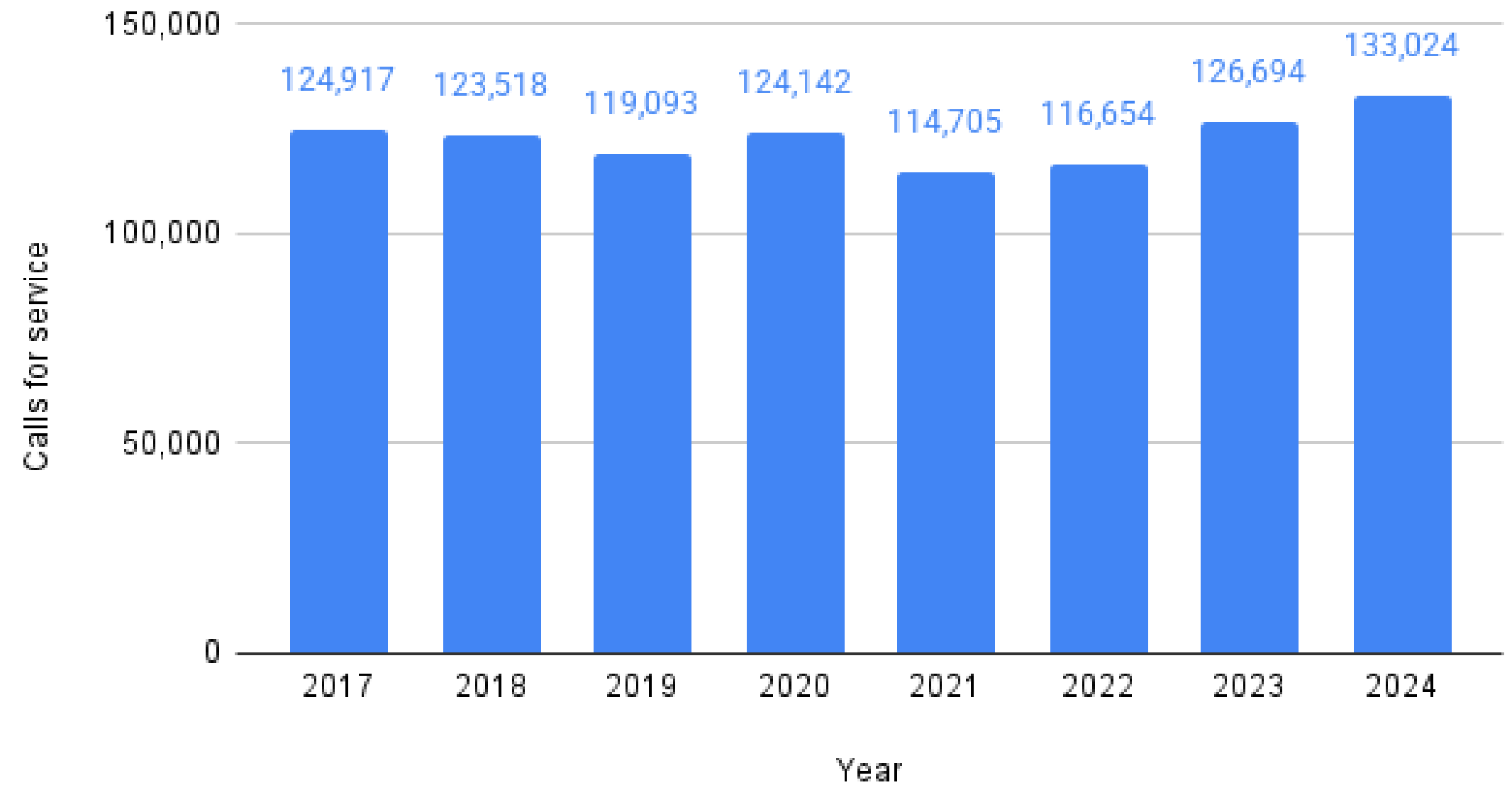
Calls For Service

Decreased Calls for Service- Reductions in Larceny, Automobile Burglary, and Disorderly Disturbances.

Addressing Crime Trends- Increased efforts to combat rising Shoplifting and Fraud cases.

Types of Calls- Includes both selfinitiated calls (traffic stops, keep checks) and responsive calls (domestics, traffic collisions).

Calls For Service By Year



Part 1 Crimes

The Myrtle Beach Police Department regularly responds to two types of crimes: Part 1 and Part 2 Offenses.

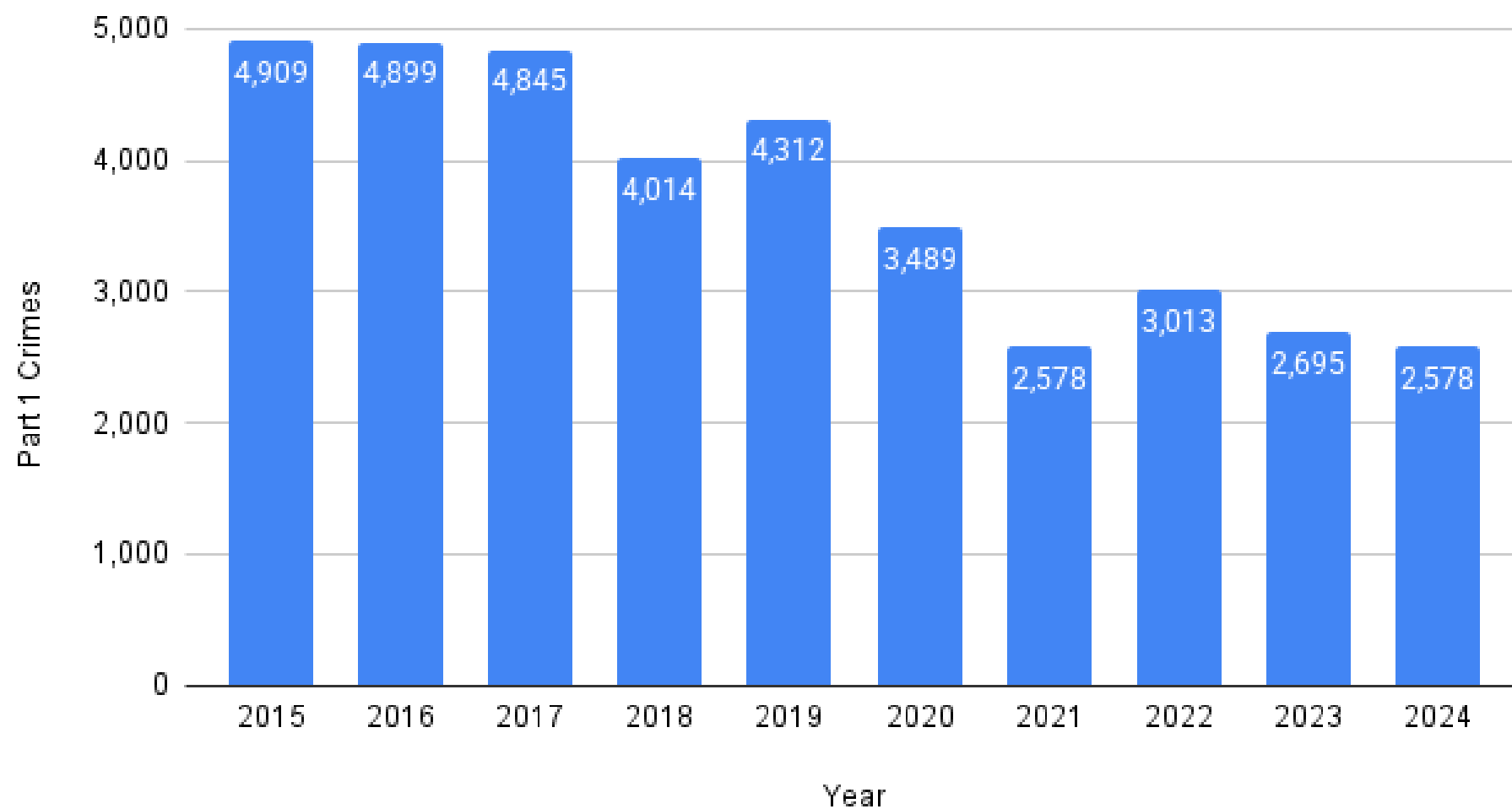


Increase in Shoplifting Cases– 862 calls for service in 2024, up from 761 in 2023.

Intelligence-Led Policing– Identifies offenders and collaborates with agencies to reduce incidents.

Business Collaboration– Encouraging local businesses to partner with MBPD in crime prevention efforts.

Part 1 Reported Incidents



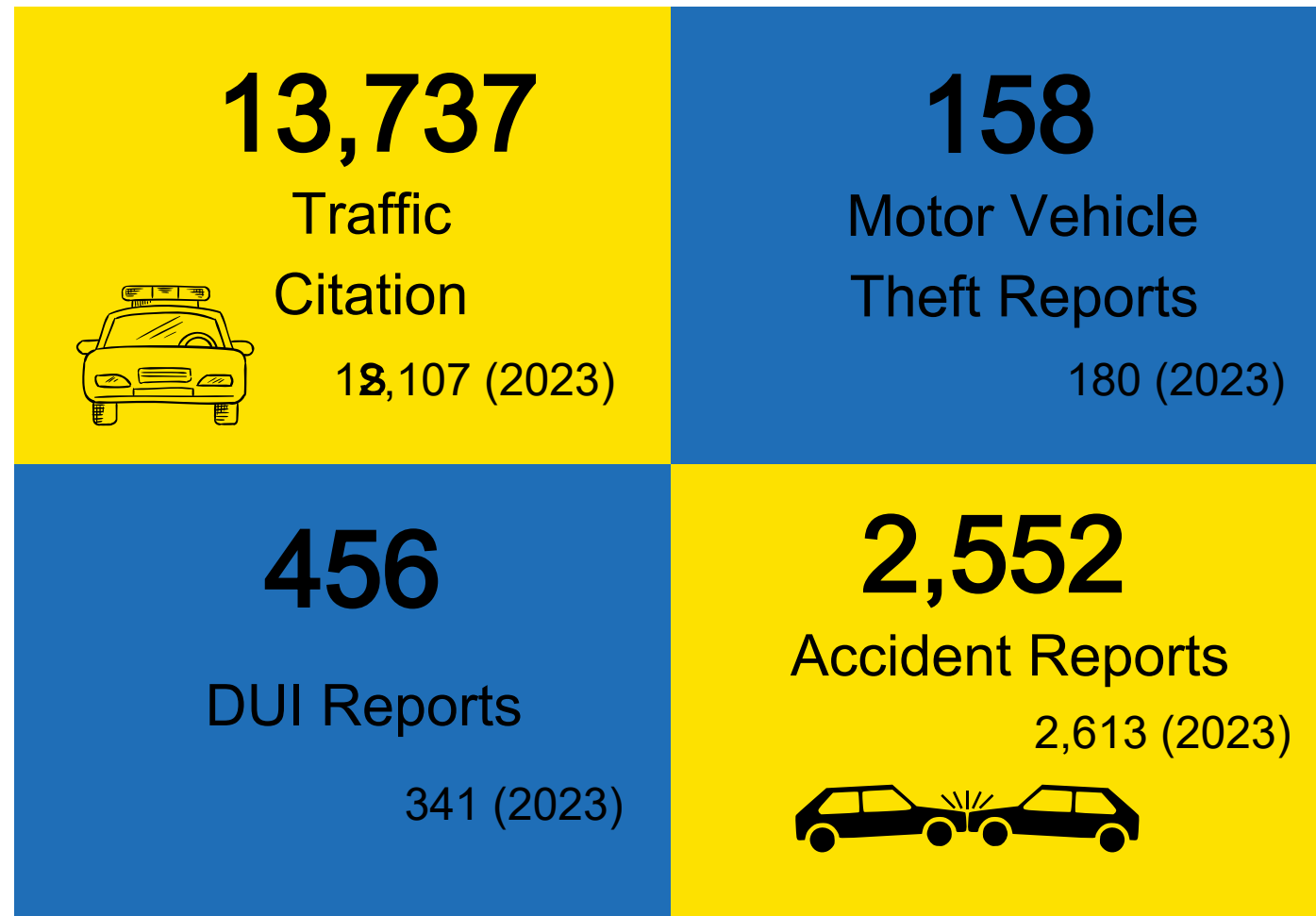
Active Community Presence– Officers logged 86,238 self-initiated calls in 2024, a 10.1% increase from 2023.

Proactive Policing– Includes business checks, engaging with suspicious individuals, and assisting those in need.

Community Safety– Demonstrates dedication to building a safer and more connected community.

47.48% decrease in Part 1 crime since 2015.

Reports - Citations - Calls For Service



1,430 accidents with no injuries reported in 2024, a decrease from 1,526 in 2023.

710 accidents with injuries reported in 2024, an increase from 660 in 2023.



Detention & Support Services

Real Time Crime (RTC)

Increased Activity – Reviewed 7,773 calls for service and processed 943 requests in 2024.

Significant Growth – 20.3% increase in calls reviewed and 29.5% increase in requests processed from 2023.



Added 246 New City Camera Views

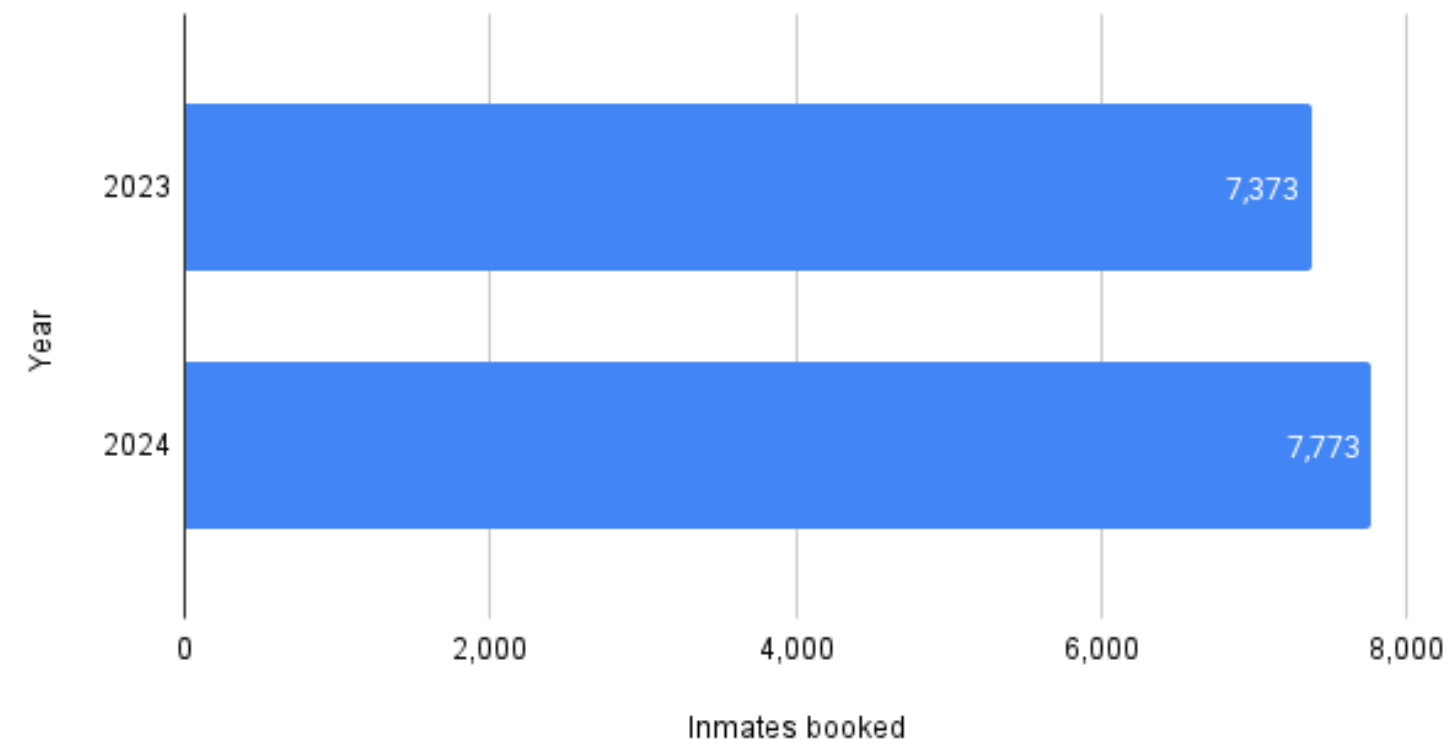
Our FOIA team processed 3,911 requests, a 31% increase from 2,984 in 2023.



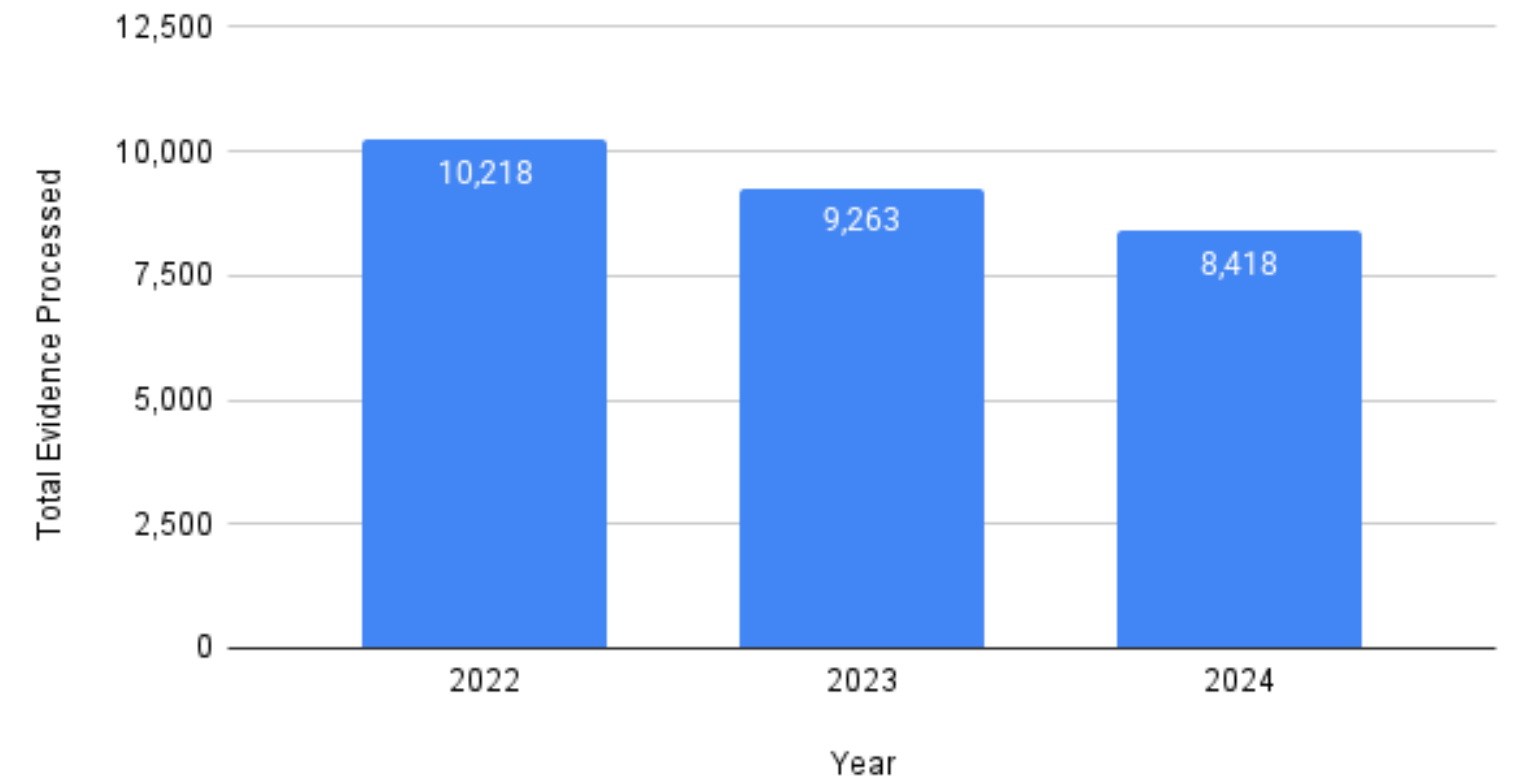
Detention & Support Services

In 2024 alone, the detention facility processed **7,773** bookings, reflecting the critical role this section plays in maintaining safety and order within our community.

Inmates Booked



Total Evidence Processed



In 2024, the Myrtle Beach Police Department's Property & Evidence Section managed a significant volume of items, logging **8,418** pieces of evidence and receiving **2,154** lost items brought to the department.

Department Perspective and Goals

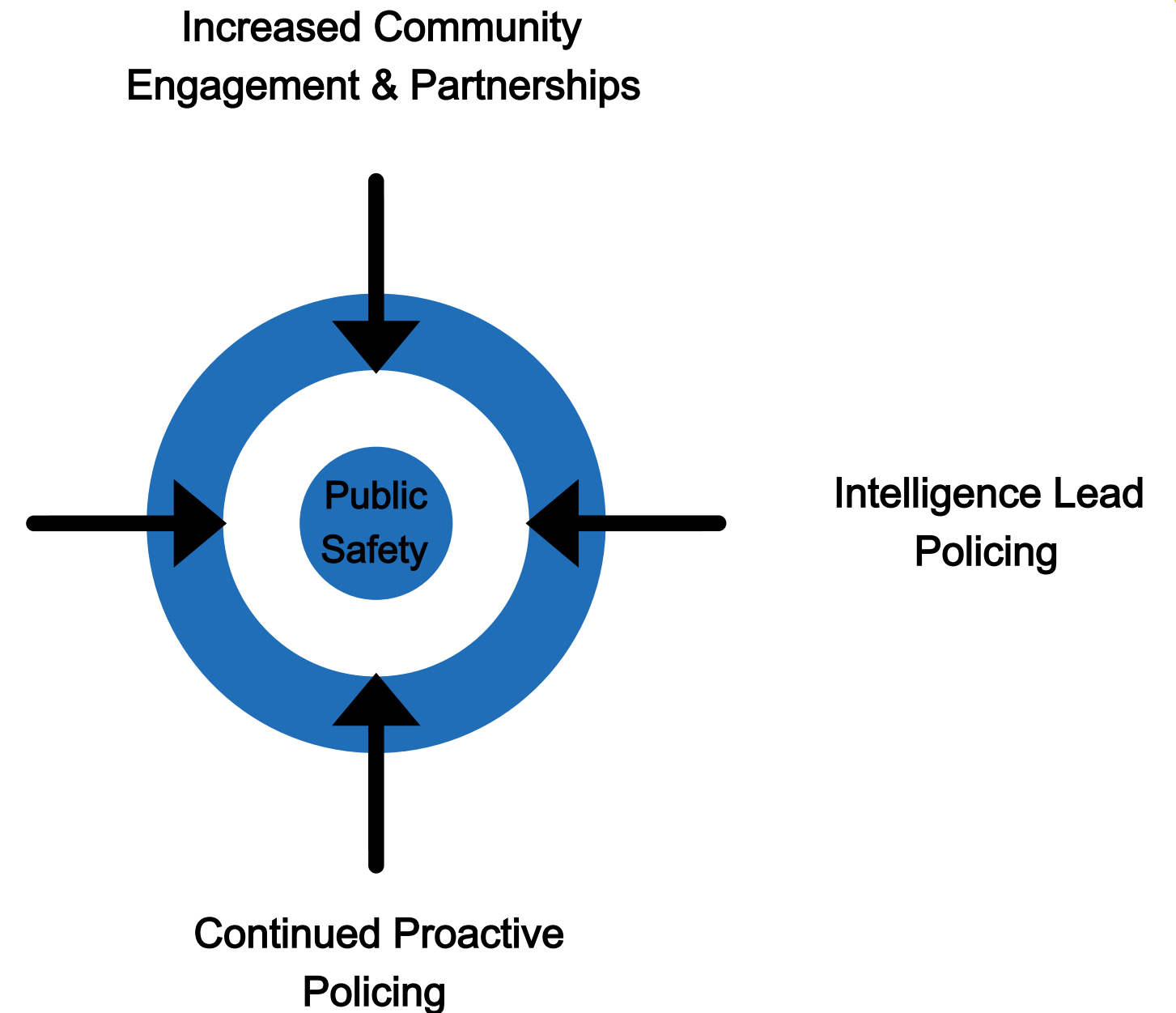
Community Engagement & Partnerships- Expanded partnerships and support services, including additional Community Mental Health Professionals and a Health Care Coordinator.

Technological Advancements- Improved intelligence systems to enhance response times and address victim and property crimes more effectively.

Proactive Policing– Focused initiatives to increase public safety and community trust.

Intelligence-Led Strategies– Data-driven approaches to prevent and reduce crime, with a clearance rate of 48% in 2024 (compared to 48.13% in 2023).

Technological Advancements



Intelligence Lead Policing

Continued Proactive Policing

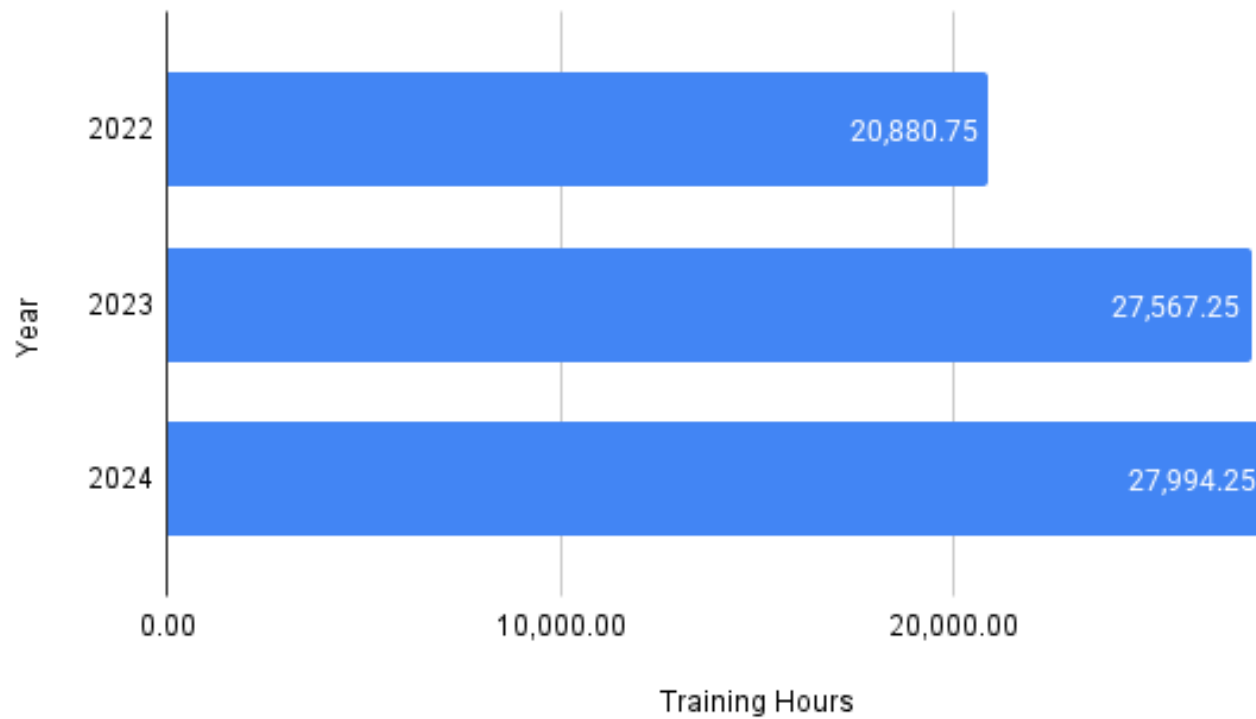
Training and Development

In 2024 team members from the Myrtle Beach Police Department received over 27,994 hours of training.

Our training and administration teams hosted 29 unique classes for our team members and outside agencies.

- FBI-LEEDA Leadership & Trilogy Classes
- Event & City Planning for large events
- Unified Command Training
- Leadership Development Course for Midlevel Supervisors

Training Hours



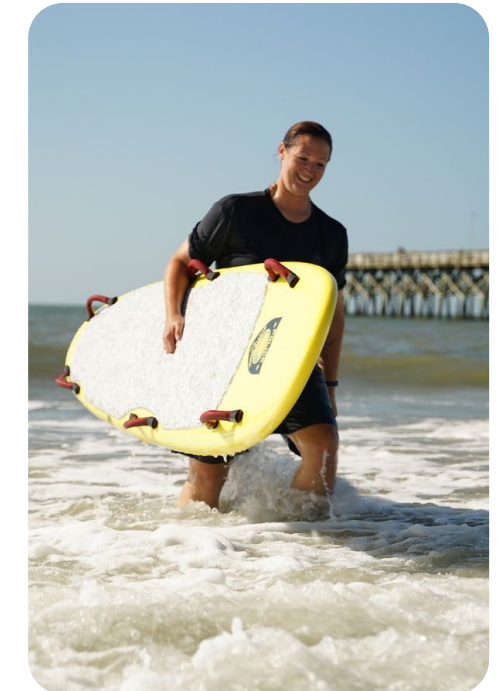
Commitment to Public Safety— Continuously advancing equipment and technology to better serve the community.

Improved Drone Systems- Enhanced deployment strategies for more effective crime prevention and response.

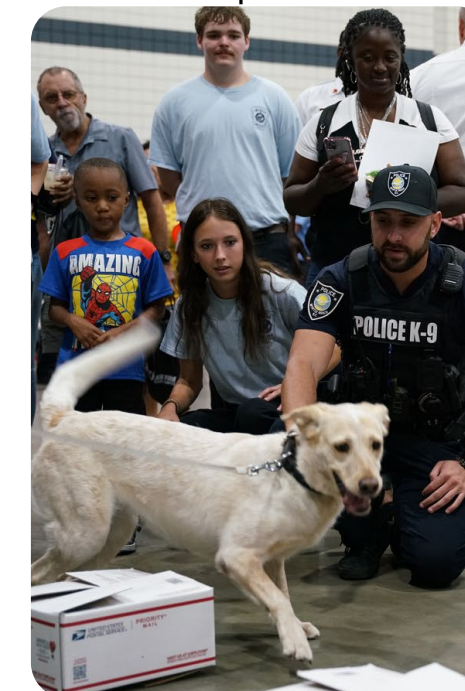
Upgraded Vehicles- Added new golf carts and utility vehicles with high-visibility lights to improve patrol visibility and accessibility.



Trained & competed in national motor-unit competition



Conducted joint water rescue trainings with MBFD



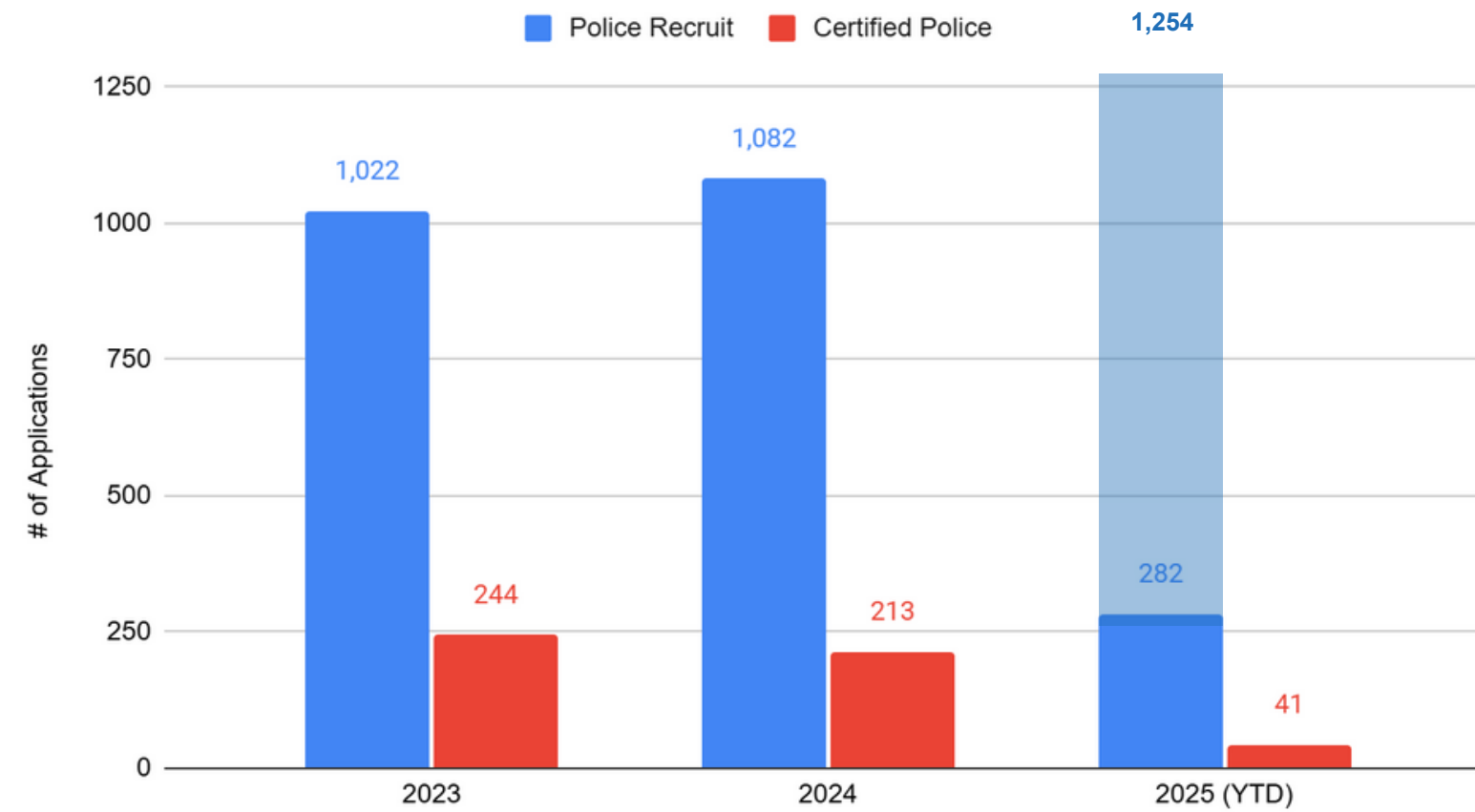
Demonstrated K9 skills at National Night Out



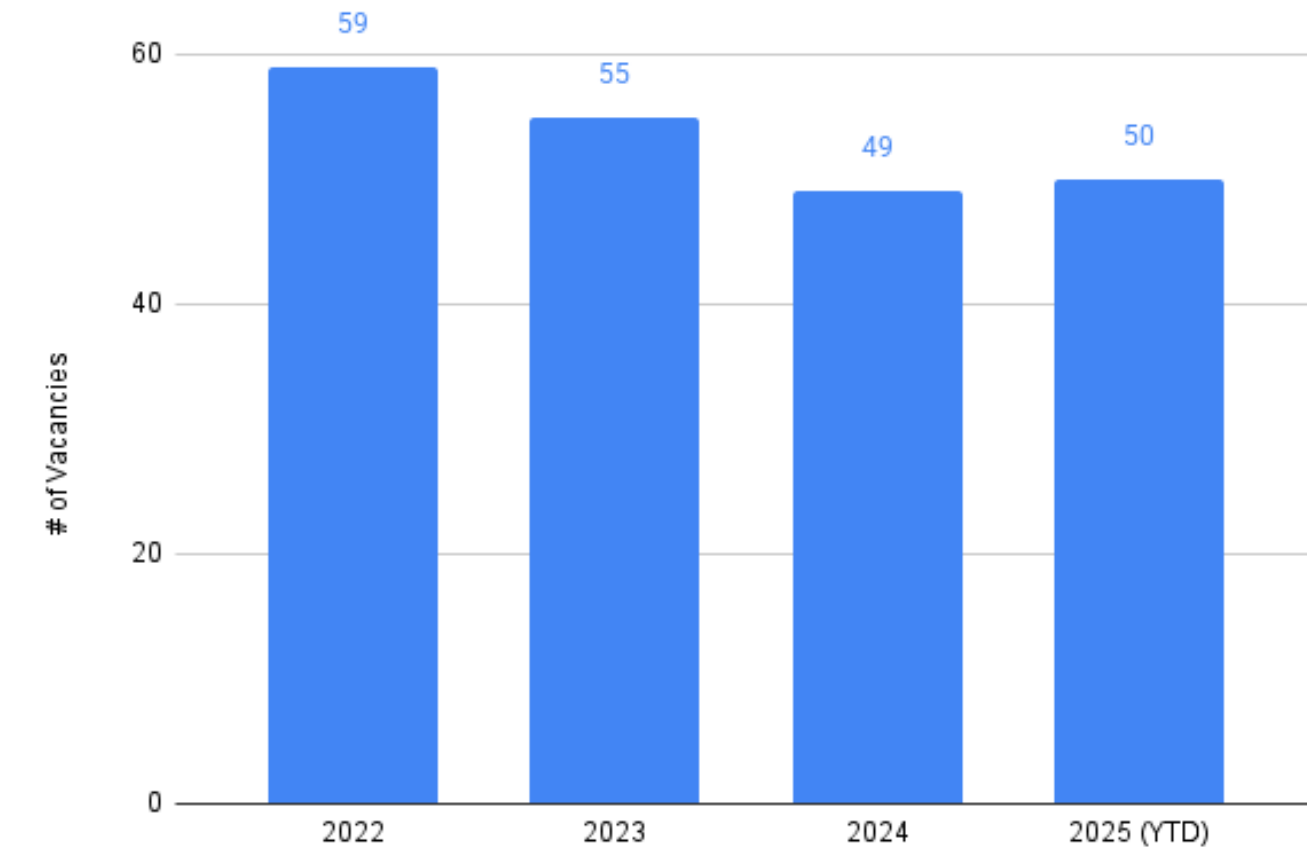
LEBA Bike School

Recruitment

Applications Processed Annually



Position Vacancies



NeoGov Integration– Partnered with HR to send text reminders and application updates.

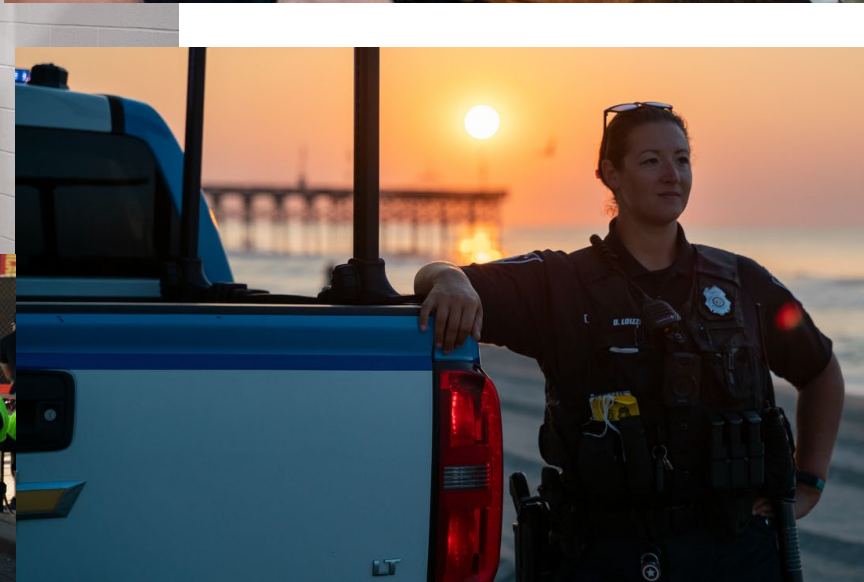
Ongoing Process– Continuously improving application, testing, and hiring procedures.

Team Effort– Success made possible by dedicated office assistants, hiring officers, and the Myrtle Beach Chamber Of Commerce.

Nationwide Recruitment – Engaged with schools and military bases to attract top talent.

Application Processing– Received and processed 1,295 applications for certified and recruit positions.

Department Growth – Created five new positions to enhance public safety efforts



Emergencies:
9-1-1

Non-Emergency:
843-918-1382



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