

SIGNIFICANT ACCOMPLISHMENTS BY COUNCIL PRIORITIES

Public Safety

- Construction Services performed 20,208 inspections, up 2072 from FY 16-17.
- Emergency Management
 - Full-time City Emergency Manager's Position as of January 2018.
 - Emergency Operations Center Re-Boot / Re-Organization
 - City Emergency Operations Plan & Annexes Update (On Going)
 - Incident Management Team (IMT) Acquisition
 - Hurricane Harvey Deployment to Texas (September 2018)
- Fire Department
 - Cancer Reduction Initiative - Statistics in research have shown that firefighters are at a much higher risk of developing cancer in their lifetimes versus the general population. In fact, our department has had three active employees diagnosed with cancer at in the past five years, one currently undergoing treatment. This can be attributed to exposure to carcinogens in both smoke and diesel exhaust. Because of this we have instituted cancer reductions strategies.
 - ✓ Collect used flash hoods after each use. The safety officer then distributes clean hoods and takes the used ones back to be cleaned properly. These hoods protect the face, ears, and neck from heat, but become saturated with cancer causing agents that can be absorbed into the body.
 - ✓ Began gross decontamination after fighting fires. Individuals, while still breathing for their air packs, rinse their gear with water and stand in front of an electric fan. After doffing their gear, they are to wipe their hands, wrists, necks, face, with disinfectant wipes. These actions have proven very effective in research and at a very low cost.
 - ✓ Applied for and was awarded a \$200,000 federal grant to install exhaust captures systems in five of the six stations. These systems captures nearly 100% of diesel exhaust providing for cleaner air in the stations.
 - Sepsis Protocol - Sepsis, basically a systemic infection, can be a very serious and life threatening illness. Our medical director, Dr. Tom Martel, along with our paramedics developed a protocol to help treat this. When a patient meets the criteria, our paramedic will draw blood for a culture and administer antibiotics in the ambulance. This protocol has received rave reviews. Since we've implemented the program:
 - ✓ Mortality for septic patients that we transport has decreased significantly.
 - ✓ Hospital stays have decreased significantly for septic patients that we transported.
 - ✓ Dr. Martel is trying to get all regional agencies to implement this protocol based on our results.
 - Ocean Rescue - The ocean rescue program was tweaked a bit, as now we are the lead agency for ocean rescue while the police handle law enforcement. Some highlights are below:
 - ✓ 40 members of the Aquatic Rescue Team.
 - ✓ Four two-person crews providing "in the sand" coverage from 0900-2000 hours during peak times.

- ✓ Only the 3rd fire departments on the east coast accredited by the United States Lifesaving Association (USLA).
- ✓ Additional rescue swimmers staged at the fire stations ready to respond 24/7.
- ✓ Addition of one fulltime marine supervisor.
- ✓ Addition of three jet skis from MBPD.
- ✓ Addition of one Chevy Colorado patrol vehicle.
- ✓ Addition of 4 EMILY robotic floatation devices.
- International Association of Chiefs (IAFC) Fellowship - We were selected to host the 13th cohort of an international fellowship where eight Saudi Arabian firefighters will be imbedded with us. They are certified professional firefighters and will act in the same capacity as our firefighters. The only thing they cannot do is provide medical care. They will begin the Tuesday after Labor Day for six months. They were originally scheduled to arrive July 9th, but there were some changes with the leadership overseeing the program so every cohort was delayed. This is a great opportunity to showcase our department and City on an international stage.
- FEMA Type-III Incident Management Team (IMT) - There are four regional FEMA IMTs in South Carolina. These teams are activated for regional or national events that need oversight and management. Our department recently transitioned the team from Florence County. This will provide us with incident management equipment, training, and real-life deployments. Chiefs Gwyer, Maxwell, and Arnel were deployed to Texas after Hurricane Harvey with the team. All members are highly trained and credentialed through FEMA and must also complete a task book to hold team positions. We received over \$100,000 in equipment and will be eligible for Homeland Security grant funding to support the team.
- Richard S. Campbell Award - The Department was awarded the *Richard S. Campbell Award* by the South Carolina Association of Fire Chiefs. This award is given to the career department that had the best public fire and life safety education program. This is the 8th consecutive year the department won this award.
- Municipal Court
 - After two years of being understaffed, we now have 8 ministerial recorders, 4 clerks and 2 bailiffs. Sharon Rhodes was promoted to Clerk of Court and Deloris Dewitt was promoted to Deputy Clerk of Court.
 - The Clerk's office and Court processed 28,222 cases during the 2017 calendar year.
 - The Court (through City Manager's office) now has a full time Public Defender. The Court is in the process of establishing a Homeless Court.
- Planning Department
 - The Bicycle & Pedestrian Master Plan was completed in-house and is ready to go to City Council for approval.
 - The Planning Department continues to maintain the Zoning Code in-house, with amendments processed more quickly than when handled in the past by Municode.
 - Assisting in the rewrite of the Tourism Element of the Comprehensive Plan.
 - Coordination of the 2019 Business Disaster Recovery Symposium.
 - Bicycle and Pedestrian Committee met twice a month for approximately 2.5 hours until June 2018. Meeting now once a month for 2 hours.
 - Developed a Bicycle and Pedestrian Master Plan – Going to Council for Approval – August 2018
 - Submitted Bicycle Friendly and Walk Friendly Community applications
 - Received Honorable Mention on Bicycle Friendly designation

- Held a ribbon cutting for the East Coast Greenway Trailhead and improvements
- Coordinating the National Bicycling month bicycle ride – October 2018
- Held the Walk with the Mayor American Heart Association Walk on the boardwalk
- Created a BikeMB app
- Worked with an Eagle Scout on creating a wayfinding kiosk and signage for five bicycle and pedestrian paths in the Market Common district
- Redesigned and translated four bicycle safety brochures in English, Mandarin, Russian and Spanish
- Worked with Police Department on the J-1 Orientation Program. Bicycling and Walking Safety presentations by committee members at every orientation program in May, June and July
- Purchased and disseminated white and red blinking lights for bicyclists and walkers at the J-1 Orientation.
- Two Bicycle & Pedestrian committee members representing parents with children in the Myrtle Beach Schools are working to get crosswalks on Oak Street and Grissom Pkwy to be used by students walking to and from school.
- Police Department
 - Council approval of the following Public Safety policies:
 - ✓ Seven Year Staffing and Deployment.
 - ✓ Police Recruitment and Retention Plan.
 - ✓ Downtown Code Enforcement and Property Maintenance Initiative.
 - For the first time in at least 20 years, every sworn position in the Police Department was filled.
 - MB Communications Center answered 128,665 police related calls for service.
 - MB Communications Center answered 14,948 medical calls for service.
 - MB Communications Center answered 20,736 911 calls.
 - MB Communications Center answered 215,585 on the main line (843.918.1382).
 - Aggravated Assaults, Arsons, Burglaries, motor vehicle thefts, homicides all decreased in 2017 in Myrtle Beach.
 - In 2017, the Myrtle Beach Police Department investigative Division handled 3,087 cases.
 - In 2017, the Myrtle Beach Police Department worked 47 special events.
 - In 2017, a total of 20,207,903 tags processed resulting in 60,295 alerts.
 - The Real Time Crime Unit did an amazing job with the 815 cameras for investigative and pro-active response for the Myrtle Beach community.
 - Hyper-Reach was used for several emergency situations to include weather related emergencies throughout the year.
 - In 2017 our K-9 Unit expanded to a dual-purpose program with the adoption of Cees who not only tracks but apprehends and detects narcotics.
 - The Mobile Command Post was created for the Myrtle Beach Police Department for critical incidents and special events.
 - LED lighting was added to our community to increase the visibility throughout the waterfront areas as an addition to our CPTED efforts.
 - Advanced training in several different fields to include ALERRT (Advanced Law Enforcement Rapid Response Training for Active Shooter Response) and inclusive of over 40 other specialized training.
 - Inter-agency cooperation within our City as well as within the law enforcement community to address the ongoing needs of our community through CPTED, special events, community service and community outreach (15th Circuit Heroin Coalition, Memorial Day Weekend, Boys and Girls Club flag-football, and many more).

- Federal partnerships continue to help our community through the FBI, ATF, US Marshals Service, DEA and the US Secret Service.
- Increased internal communication and growth with leadership training, the additions of briefings, re-deployment of officers and employee growth and our first ever ALL HANDS MEETING.
- 2017 community initiatives to include Shop with a Hero, Coffee with a Cop, Cookies with Cops, Pancakes with Police, Guns & Hoses Softball Game, K9 demonstrations for various church and youth camps, Withers Swash Ministries Candlelight Vigil for the Homeless, Broadway at the Beach & Celebrity Square Business Watch meetings, Canal Street Ballers vs MBPD Basketball Game at Mary C. Canty Recreation Center, Polar Plunge for Special Olympics, Tip-A-Cop for Special Olympics, International Student Outreach Program, Community and Business Outreach 2017.
- Continued increase in success of recruitment.
- Public Works
 - Implemented a routine smoke testing program to determine the absence/presence of inflow and infiltration into our sanitary sewer collection system.
 - Successfully completed 24 public-works related infrastructure projects (~ \$3.3M) involving replacement/rehabilitation, new construction, and continuous maintenance projects associated with our local parks, solid waste facility, beach walkovers, sanitary sewer collection/water distribution systems, and roadway/streetscape improvements.
- Recreation Services Department
 - Crabtree Memorial Gymnasium served 102,500 annual visitors using the gym, weight room, and cardio room and General Robert H. Reed Recreation Center hosted 518 facility rentals (both records for the current decade).
 - Chapin Memorial Library had 116,000 annual visits and nearly 14,000 library program participants and hosted 585 programs at either the library or offsite through outreach initiatives.
 - Teen Programs continues to influence its 42 program members highlighted by 4 graduates enrolled into college, employing 20 students with part-time jobs, recognizing 15 students with all As and Bs, engaging the community in 14 service projects, and participating in 27 youth development activities throughout the past year.

Downtown Redevelopment

- Construction Services:
 - The Boulevard retail area looks the best it has in 20 years thanks to the 2 dedicated DRC Code Enforcement Officers.
- Downtown Redevelopment Corporation:
 - Successfully providing the opportunity for the Public and Private Sectors to participate in a series of meetings that deal how we move the City Forward. Creating and developing a database of ideas to begin the visioning process.
 - Partnering with the City to learn about and develop relationships with the Technical and Creator/Innovator Community. Ultimately causing the city to establish a Technical Assistance Group to work as a partner with the City to establish and recommend initiatives to create a Smart City and a place for small businesses to thrive.
 - Successful partnership with the Downtown Task Force in creating a more aesthetically pleasing downtown area to include hanging flower baskets along Ocean Blvd., positive sidewalk art, lighting elements and family friendly events.
 - Renovation of the City's premier oceanfront park, Plyler Park, and the installation of the City's first piece of public art – The Goddess of the Sea in Plyler Park.
 - Successful development of positive partnerships with the community, City, the Chamber of Commerce and other entities that are all involved and impact redevelopment. The DRC has worked hard to engage our community and those that have interest in bettering our community through social media, events, meetings and educational opportunities. Without these positive relationships it would be difficult for the DRC to accomplish its mission.
 - Approval of another financial incentive – the “Bailey Bill” which allows for the freezing of property taxes on renovated buildings at least 50 years in age at the pre-tax levels.
- Planning Department
 - Worked with Horry County Community Development on the application to the Governor's Office to request Census tracts 506 and 507 be designated as Opportunity Zones.
 - Census Tracts 506 and 507 designated as Opportunity Zones by the U.S. Department of the Treasury in April 2018 and designed to encourage long-term private investments in low-income communities. Federal tax incentive for taxpayers who reinvest unrealized capital gains into Opportunity Funds that are specialized vehicles dedicated to investing in the Opportunity Zones.

Economic Development

- Construction Services
 - Issued 585 new single-family residence permits, up 200 from FY 16-17.
 - Residential building value for all types of residential permits, \$210,370,305, up \$57,924,504 from FY 16-17.
 - Commercial building value for all types of commercial permits, \$125,320,375, up \$29,103,157 from FY 16-17.
 - Combined residential and commercial value for all types of permits, \$335,690,680, up \$87,027,356.
 - Issued 7072 building and trade permits, up 833 from FY 16-17.
- Convention Center
 - Exterior Building and Grounds Facelift Project: This project was designed to give a much-needed facelift to the exterior of the facility. David Utterback, Landscape Architect was contracted to head up the project along with Convention Center staff. A complete overhaul of the landscaping and irrigation has taken place. The Sheraton Hotel property was included to give a consistent look to the property. The thinning and pruning of trees has allowed our facility to once again be visible to passer byes on Oak St. and 21st Avenue North. A total of 55 solar powered light bollards and 14 solar powered street lamps are included in the project. A solar powered Wi-Fi and charging station was added to the outdoor plaza. Concrete coatings were added to the main entry from the parking lot. The sidewalk from the parking lot was accented with brick pavers and palms planted along the path. The front lawn has been sodded with bermuda grass. All main drives on the property were resurfaced and speed bumps added. A new entrance from Burroughs and Chapin Boulevard includes two new pay-for-parking booths, landscaping, and a proposed marquee sign at the corner of Grissom Parkway and B&C Boulevard. The new sign will advertise both the Convention Center and the Sports Center. A final addition was the repainting of the 25-year-old “Wyland Whale Wall Mural” by local artist Tommy Simpson. Additional color and sea and plant life are being added with a completion date of early August.
 - New Telescoping Seating Platform: In December of 2017, the Convention Center started installation of a new telescoping seating platform. The new system consists of 2,157 seat back stadium style seats and 10 handicapped locations for wheel chairs and/or scooters. The system was completed in mid-January 2018 and provides our clients and customers with customized seating options from 500 seats to the full 2,157. The system can be set up or retracted completely by a staff of six people in 45 minutes, making turnovers from one show to another an easy task.
 - Performance Surveys: Each year we set performance goals that are measurable by customer surveys completed at the conclusion of an event. This past fiscal year we introduced a new survey in the second quarter which was more comprehensive in measuring the performance of our six teams, sales, event management, facility operations (cleaning & maintenance), convention services (facility and event security as well as parking management) and concessions. One goal is customer participation and this past year we succeeded in getting 85% of our customers to complete the survey, a record in itself. Surveys received prior to the new survey being introduced summarized at 90% being either excellent or good. The new survey summarized to 95.5% being either excellent or good. A summary of all surveys for the past year marked our overall performance in customer satisfaction to be nearly 93% excellent or good.
 - Occupancy Levels: Convention Centers around the world measure success by calculating exhibit hall occupancy. All occupied days are included, days that an event is moving in, taking

place or moving out. Taking consideration of holidays and periods during the year where conventions or tradeshows rarely take place, the industry considers 70% to be maximum occupancy. Over the past several years, the exhibit hall occupancy at our center has averaged 65% and each year we use that benchmark as our goal. As many conventions take place in a different destination each year, some convention centers experience wide swings in occupancy from one year to another. We are fortunate that nearly 80% of our events choose to return to Myrtle Beach annually. This past fiscal year the convention center's occupancy was 68.5%, an increase of 4.5% over the previous year. Make note that our industry considers facilities with annual occupancy nearing the 70% threshold for multiple years, as we have, should begin to consider an expansion to capture more business.

- Neighborhood Services:
 - Reinstated My Beach 101 Citizen's Academy; 26 graduates
 - Inaugural "Jazz in the Park" (effort to utilize Chapin Park.)
 - Restructured and reorganized the summer youth readiness program to include career education and training (YET-Youth Education and Training).
 - Partnered with neighborhood residents to host the inaugural Juneteenth Celebration and honoring the BTW Pioneers and "history makers Mayors."
 - Establishing and creating relationships with all residents through regular and consistent attendance at Neighborhood Watch meetings.
 - Joint sponsorship of the Grand Strand Cultural Arts after-school program held during the school year at the MB Historic Colored School Museum and Education Center.
- Planning Department:
 - \$100,000 – Reimbursement grant from SC Parks, Recreation and Tourism, Recreation Trails Grant for renovation of former Air Force building, trailhead, outdoor classroom, driveway and parking lot – Project completed and approved by SCPRT in June 2018.
 - \$25,000 – MB Air Base Redevelopment Authority – matching funds for SCPRT Recreation Trails Grant.
 - \$200,000 – MB Air Base Redevelopment Authority – funding to help complete renovation of former Air Force building including a new roof, HVAC, floor, drywall, electrical, plumbing, and landscaping – Project completed in June 2018.
 - \$25,000 – The Vinings, LLC – constructed a curb cut at Farrow Parkway and partial driveway to the former Air Force building in Thunderbolt Park – Project completed in June 2018.
 - \$6,500 – CSX Beyond the Rails Grant – purchased 75 trees, fertilizer, mulch, etc. for tree planting event in Thunderbolt Park – Completed November 2017.
 - \$7,500 – TB Bank Tree Days – plant 75 trees in Withers Swash Park – October 2018 completion date.
 - \$20,000 – TD Bank – improvements to Myrtle's Market including irrigation, sod, sidewalks, trees, shrubs, planting boxes, flowers, vegetable plants, soil, and sign for the market – November 2018 completion date.
 - \$600 – Lifesaver's Conference, Inc. – registration and travel expenses for Kelly Mezzapelle to attend conference.
 - \$2,500 - SC Office of Regulatory Staff, Energy Office – money to be used to help illustrate gas savings by cycling using the BikeMB app and purchasing 10 bike racks with BikeMB logo to be installed in strategic locations in the city – July 2018 completion date.

- \$50,000 – MB Air Base Redevelopment Authority – construct the East Coast Greenway trailhead with signage, pavilion and concrete pad, bike racks, water bottle filling station, bike repair stand, picnic tables, and a beginner mountain bike trail.
- \$16,000 – SC Emergency Management disaster recovery symposium technical assistance grant – Partnering with SC Emergency Management Division to hold a business disaster recovery symposium on Friday, January 26 at the Train Depot – covering weather and active shooter need to know information.
- \$1,500 – Eagle Scout Candidate Nicholas Golden – Raised \$1,500 to create wayfinding kiosk and signage for the Meyers, Maverick, Farrow, Avenger and Woodland bicycle and pedestrian paths in the Market Common district.
- \$10,000 – Donation of railroad caboose from CSX Railroad.
- Have applied for EDA Small Manufacturing Assistance Grant for the Opportunity Zones – Notice of Approval - August 2018.
- Have applied for CSX Riparian Buffer Grant – Notice of Approval – August 2018.
- Cultural Arts Advisory Committee meets every other month for approximately 2 hours
- Rewrote the Arts Subelement of the Cultural Resources Element – Council Approval 2018
- Selected three projects to be funded with public arts monies when available – murals, improvements to Myrtle’s Market that includes art, and artwork for Savannah’s playground including possibly a bench or seating wall as in Bathsheba Bowen Park
- Recommended names for the bicycle and pedestrian paths in the Market Common district keeping with the Air Force theme
- Recommended the name for Thunderbolt Park keeping with the Air Force theme
- Wall of Service nameplates sold as of July 2018 – 2,781. Have filled the first wall and now working on third column of second wall.
- Replaced the decals on the Nose Art display at Warbird Park.
- Worked with two former Air Force Base mechanics (gratis) on making flap repairs to the A-7 jet in Warbird Park that had been damaged by vandals
- Recommended street names at the request of the Planning Commission for developments in the Market Common district
- Worked with Socastee High School JROTC on cleaning the MBAFB history signs throughout the Market Common district – Completed May 2018
- Assisted in the coordination of the Gen Robert H. Reed Recreation Center naming ceremony
- Assisted in the donation of the Ed Fanjoy’s collection of model airplanes which are now hanging in the Thunderbolt Park recreation building.
- Public Information organized and coordinated the annual Military Appreciation Days during May. This month-long event features military-themed activities, including an Horry County Junior ROTC Drill Meet, a Veterans Center Picnic, the Military Appreciation Days Parade (and grand marshal) and a Family Picnic. Co-sponsors include PGBA, Inc., and the Myrtle Beach Area Chamber of Commerce. The staff (plus Sandra Zanfini) also coordinates activities of the Military Appreciation Committee, an ad hoc group of interested individuals and organizations. Together with the City of Myrtle Beach, the committee sponsors and arranges the annual Memorial Day and Labor Day ceremonies at the Myrtle Beach Convention Center.
- Recreation Services Department hosted over 11,000 games conducted by Recreation Services, Myrtle Beach High School, and Sports Tourism on athletic fields at Grand Park & Ned Donkle Complexes.
- Sports Tourism

- Successful onboarding of Concessions Division – 3 Full Time and 30+ Part Time team members. Significant decrease in the number of visitor and resident complaints related to service and quality. After-tax sales in excess of \$540,000.
- Successful transition to city ownership & management of *Myrtle Beach Spring Break Track & Field* meets – Coastal Carolina Invitational, Alan Connie Shamrock Invitational and Beach Run Invitational. Launched dedicated website – myrtlebeachspringtraining.org – to serve as information, registration and e-commerce site for the three shoulder season events. Combined, the events hosted over 3000 athletes, coaches and officials, generating an Estimated Direct Spending of \$1.45m while decreasing the operating deficit by approximately 300%.
- Continued to enhance Live Streaming service and strengthen relationship with our technology partner, BleuFrame Technology. BleuFrame added Musco to the partnership and the Grand Park Athletic Complex was designated one of a select group of test venues across the nation. BlueFrame also Live Streamed the Alan Connie Shamrock Invitational from Doug Shaw Memorial Stadium, including field events. New cameras were installed on GP fields #1-9 at no cost to the city. City share of revenues generated from national advertising and downloads totaled approximately \$2600. Began process of leveraging viewership into local sponsorship packages. Total broadcast views for FY 18 were 84,156.
- Successful implementation of increased venue usage fees for events taking place July through December. Revenues collected for facility usage during the period increased approximately \$40k. Through continuing education of event owners and experience gained by staff, Diamond Sports Group agreed to return their \$1.1m youth football event to Doug Shaw Memorial Stadium in December 2018. Athletix Sports Group and Triple Crown Sports agreed to return to Myrtle Beach with their week-long youth baseball and softball events for an additional 3 years - a usage fee increase of \$110,000 annually.
- Continued to strengthen relationships with local partners to drive Estimated Direct Spending to the community and operational revenues to the city. A few examples: The Ripken Experience Spring Training program at the Grand Park Athletic Complex resulted in similar Estimated Direct Spending and an increase in usage fees compared to 2017, despite the training period being two weeks shorter due to an early Easter holiday. The SFA/SFM managed Myrtle Beach Sports Center continued to recruit new events to the community and collaborated with existing events such as The Youth Baseball Nationals and Myrtle Beach Marathon to enhance the experience for both visitors and event owners. Vacation Myrtle Beach served as the preferred lodging partner for the Myrtle Beach Spring Break Track & Field meets, provided ocean-front accommodation options to visiting teams and financial support to the events.

Infrastructure

- Construction Services fully staffed for the first time in nearly a decade
- Convention Center Energy Conversation Savings: This past fiscal year the Convention Center set a goal to reduce energy consumption throughout the facility. This included better management of the HVAC schedule, shutting down the escalators unless business dictated they be on, additional LED lighting to replace fluorescent lighting, no air condition or heat during move in and move out of exhibit hall events (except during extreme conditions), and lights out in vacant spaces. These efforts have resulted in a savings of \$109,500 to budget and \$108,800 to last year's actual, a 16.3% savings.
- Human Resources/Organization Development
 - The HR/OD team redesigned the Orientation day and created an "Onboarding Program" that takes the new hire from a day of completing paperwork to an onboarding experience that extends throughout the first 6 months of employment. The new Onboarding Program includes a streamlined completion of new hire paperwork prior to the first day; a meet & greet with their supervisor at the beginning of Orientation; an engaging and fun orientation day experience; introduction to Financial Wellness through a "CitySAVE" learning session; online courses over the first six months designed to teach regulation compliance and establish career-long learning; and short video resources about benefits, retirement, etc. The feedback received about the new Onboarding Program is that it is welcoming, fun, and informative.
 - In August 2017, the HR/OD team identified a significant challenge to the hiring process, which was that it took 97 days to fill an open position. At that time, we committed to a goal of reducing the days to fill a position to 45 days before the end of the fiscal year. To achieve this goal, the HR/OD team implemented NeoGov as our electronic application tracking system. We achieved 45 days by the end of December and have been decreasing the days to fill ever since. As of June 30, 2018, we reduced our days to fill a position to 23 days. We reduced the days to fill while processing twice as many applications.
 - In September 2017, the HR/OD team implemented a new online, on-demand learning management system called "CityLEARN." Through this system, we have the ability to provide training to all employees on critical issues such as preventing sexual harassment, workplace violence, and computer security awareness. In addition, the CityLEARN system provides a plethora of professional development courses that support the services our City Team Members deliver. From October 1, 2017 through June 30, 2018, there were a total of 3,332 courses completed by the City staff. Based on the average cost of one EEOC lawsuit of \$160,000* the ROI of CityLEARN is 223%, or for every \$1.00 invested in CityLEARN, we are yielding a return of \$2.23 by avoiding a single EEOC lawsuit.
 - According to the Society for Human Resource Management (SHRM), the average turnover rate for municipalities in 2017 was 10.34% and the current YTD average in municipalities for YTD 2018 is 9.1%. Our 2018 YTD turnover rate is only 5.79%, which is significantly lower than the municipality average nationwide.
 - Based on the recommendations of City Team Members, we examined and updated four policies that provide a greater environment to work:
 - ✓ Updated the FMLA Policy to clarify the ability for both mothers and fathers to take leave to bond with a newly born child.
 - ✓ Updated the Nepotism Policy to include domestic partners and to allow family members in the same department as long as there is not one supervising the other.
 - ✓ Updated the Education Reimbursement Policy to prioritize funding for Associate and Bachelor degrees, as well as prioritize funding to HGTC students.

- ✓ Created the Community Engagement Events Policy to protect employees who may become injured while volunteering in events designed to connect the City with its Community.
- Planning Department staff pulled together to operate seamlessly in the wake of a car crash that's left one of our own out for several months.
- Public Works
 - Workforce Development and Strategic Alignment.
 - ✓ Departmental Strategic Planning effort to finalize our plan by the end of the year that will be used to guide decisions, allocate resources, monitor progress, and engage employees in a unified effort to better serve members of our community. Our team has identified our Core Values, Department and Division/Service Area mission statements, and draft versions of our 5-year plans.
 - ✓ Increased training opportunities throughout the department to advance the professional development of our talented team.
 - ✓ Initiated employee recognition programs – Public Works Employee of the Month, *Our Work Family* pictures in our Administration Bldg, National Public Works Day, National Garbage Man Day, National Automotive Professionals Week, National Administrative Professionals Week, etc.
 - Operational Process Improvement.
 - ✓ Successfully completed an internal pavement condition assessment for allocating FY18 operational and RIDE III resurfacing funds.
 - ✓ Logistical improvements to our residential Solid Waste collection routes to improve our operational efficiency.
 - Investing in technology.
 - ✓ Replacement of old traffic cabinets with more technologically advanced controllers that allow signal pre-emption programming via computer vs. re-wiring the system.
 - ✓ Purchase of a TV-inspection Camera Truck with the capability of inspecting both sanitary sewer collection system gravity pipelines and service lines and stormwater pipelines.
 - ✓ Upgrading our city water meters to smart metering technology that more accurately records consumption of water and communicates that information at least daily to utility operations for monitoring and billing. The Advanced Metering Infrastructure (AMI) system includes a customer account interface where utility staff can monitor water usage and manage alerts for possible water issues.
 - Operations Highlights.
 - ✓ Submitted grant applications in a number of service areas to include solid waste, stormwater management, beach nourishment, and parks.
 - ✓ Actively developing 10-Year Capital Improvement Plans with short-, mid-, and long-range projects in the areas of Water and Sewer Utility Management, Stormwater Management, Street and Sidewalk Management, Park and Beachfront Management and Solid Waste Management.
- Renovations of Doug Shaw Memorial Stadium, Mary C. Canty Recreation Center, Matt Hughes Skate Park, Thunderbolt Park, Train Depot Rail Cars, & Myrtle's Market. IN/PS per Fox

Support

- Financial Management & Reporting
 - Received the 30th consecutive Certificate of Achievement Award for Excellence in Financial Reporting from the Government Finance Officers Association for the June 30, 2017 Comprehensive Annual Financial Report.
 - Received an unqualified opinion on the independent audit conducted for the year ended June 30, 2017. An unqualified opinion is an audit report that is issued when an auditor determines that each of the financial records provided by an entity is free of any misrepresentations. In addition, an unqualified opinion indicates that the financial records have been maintained in accordance with the standards known as Generally Accepted Accounting Principles (GAAP). This is the best type of report an entity can receive.
 - Presented the first Popular Annual Financial Report (PAFR) for the year ended June 30, 2017. The PAFR is an abridged version of the Comprehensive Annual Financial Report meant to convey the highlights of the City's financial activity, position, and accomplishments in a format that is easily understood by individuals without a finance or accounting background.
 - Presented a balanced budget for the 2019 Fiscal Year.
- Financial Services Department
 - The Purchasing Division received a 100% score from the city's independent auditor for the second consecutive year. The independent auditor conducts a random check of multiple inventory items to ensure the physical count agrees with our inventory system. The Purchasing Division is responsible for 7 warehouse locations and more than 950 different inventory line items.
 - The Business License Division mailed 10,713 business license renewals, which is an increase of 608 over the prior fiscal year. The unaudited preliminary numbers indicate that business license collections have exceeded the \$24.2 million budgeted for revenue collections.
 - Utility Billing Division received an accounting clerk position who serves as a cashier and a backup mailroom clerk. This additional staff position has enabled the division to open a third cashier window, which is a customer service enhancement and additional support to our mailroom operation.
- Insurance and Risk Services
 - Effective July 1, 2017 took over the management of the City's Health Insurance Benefits. We now manage entire insurance program for the City.
 - Effective July 1, 2017 took over the oversight of the CareHere Wellness Clinic and wellness program.
 - Effective October 2017 opened the new CareHere Occupational Medical Clinic for our employees. This clinic will handle our pre-employment physicals, annual work related physicals, return to work physicals, work injury visits, fit for duty exams, drug and breath alcohol testing and hearing testing. This will save our employees valuable time from sitting in waiting rooms to be serviced.
 - Effective January 1, 2018 added Ambulatory Benefit to Health insurance. This benefit covers seven procedures at 100%, with a zero out-of-pocket cost to the employee after the \$50.00 copay.
 - Effective March, 15, 2018 added a portable x-ray machine to Occ-Med Clinic to cut the time and cost of sending employees outside for x-rays.
 - Effective July 1, 2017 hired a new Third-Party Administrator to handle our workers compensation and liability claims, which will cut back our cost of claims handling and also provided us access to a state of the art claims reporting system.

- Safety training hours taught by our Safety Manager were 2,487 with 29 classes. These hours will be added into the CityLearn program for tracking.
- Worked with Emergency Management to ensure compliance with Tsunami and Storm readiness certification as well as updating needed information for emergency response.
- Worked with Finance Department on assessing Cyber Risk exposures in our City systems/operations.
- Increased staff by two. One employee came over with the health insurance and an administrative assistant that was pre-approved.
- Public Information Department
 - In January 2018, Public Information launched a new, contemporary-looking City of Myrtle Beach website (www.cityofmyrtlebeach.com), which also runs well on mobile devices in an app-like format. For the first time, the site includes agendas and supporting documents for City Council meetings.
 - We produced four quarterly *Progress Report* newsletters. Each issue is distributed to 20,000 utility customers and is available on the city's website. Beginning with the Winter 2018 issue, the *Progress Report* was printed in full color for the first time.
 - We received and responded to 242 requests under the SC Freedom of Information Act.
 - The office maintained the following social media pages on behalf of the city, with more than 1,700 Facebook posts on the main local government page during the year.
 - In September, the staff also created the Myrtle Beach Point of View blog page, <https://myrtlebeachpointofview.wordpress.com/>, with 24 articles. In addition to Facebook, Public Information also posts to Twitter, Instagram and LinkedIn.