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MESSAGE FROM OUR MAYOR

I am pleased to report 2017 was another highly successful year for the Town of Mount Pleasant. As the details of this report demonstrate, our key indicators are outstanding. Our financial audit affirms our fiscal responsibility and financial strength. Our public safety and public services departments continue to provide the best service possible while responding to increasing calls for service. Meanwhile, our Town leadership continues to take steps to further preserve our quality of life.

Mount Pleasant is fortunate to have a high quality of life and a low tax rate. However, there is increasing demand for housing as evidenced by our growth rate and the rise in home prices. This is an ongoing challenge for us—maintaining our quality of life in the midst of growing popularity and a growing population. Our commitment to putting our residents first, and our resolve to properly manage unprecedented growth, will remain our priorities as we go forward.

In 2017, there were many significant events which will have positive impacts on our community over the long-run. In August, we officially opened our new Town Hall, the design and function of which allow us to better serve our community, while providing a more conducive meeting place for our increasingly engaged citizenry. November’s municipal elections brought increased voter turnout, and as a result, we welcomed several new elected leaders.

Looking forward, we, the newly elected leaders, will dedicate ourselves to properly managing growth in order to maintain our cherished quality of life. Thirty-nine of our citizens serving on the Planning Forum have begun laying the groundwork for our next ten-year Comprehensive Plan, the visionary document which serves as the blueprint for our land use for the next decade.

As the new mayor of Mount Pleasant, I could not be prouder of the quality of leaders serving on Town Council, or the professionalism and dedication to duty they demonstrate. 2017 was a good year for Mount Pleasant, and our future looks even better!
Mission, Vision & Strategic Priorities

OPERATIONAL STRATEGIC PRIORITIES
The Town’s Strategic Plan for 2016-2020 features 5 themes, 14 goals, 83 objectives, and 41 initiatives.

The 5 overarching themes include:

- Operational Excellence
- Sustainability
- Community Involvement
- Employee Investment
- Incident Management

MISSION
To deliver superior performance in a manner that is distinctive and impactful to each person served and that establishes a standard for quality that endures for generations.

VISION
Establishing Mount Pleasant as the State’s leader in municipal government through the combined efforts of a dedicated elected body, highly skilled staff and engaged citizenry.

CORE VALUES
SERVICE ABOVE SELF
INTEGRITY
RESPECT
ACCOUNTABILITY
EXCELLENCE

Council Members

Gary Santos
Bob Brimmer
Joe Bustos
Kevin Cunnane

Kathy Landing
Tom O’Rourke
Jim Owens
Guang Ming Whitley
Designed as a community center to meet the daily needs of Town operations, featuring Wi-Fi throughout and ample public meeting spaces, the facility offers citizens a reason to visit their new town hall aside from simply conducting business.

The new facility houses all Town departments and includes the Municipal Council Chambers, two court rooms and public meeting spaces. The building itself is three stories tall and is constructed as a Class IV Essential Facility, which means it was built to withstand a major storm. The building is energy efficient and built to meet the Energy Star requirements. This design allows for flexibility in operations for years to come, as well as increased efficiency and cross-departmental collaboration.

ABOUT THE COVER

Your New Town Hall

SECURITY INCLUDING METAL DETECTOR AND SALLY PORT

TRAFFIC OPERATIONS CENTER TO MORE EFFICIENTLY TRACK SYSTEM MOVEMENTS

ABILITY TO CONDUCT SIMULTANEOUS COURT SESSIONS

IMPROVED COUNCIL CHAMBERS

PUBLIC PARK WITH WI-FI

Grand Opening
August 8, 2017
Located along the Charleston Harbor in South Carolina, Mount Pleasant is home to approximately 85,000 residents and 6,000 businesses. With nearly 60% of the population with at least a bachelor’s degree and a median household income nearly double the state’s average, Mount Pleasant boasts a highly skilled workforce, as well as deeply engaged citizenry.

Mount Pleasant, a linear peninsula, is approximately 45 square miles. Surrounded by water on three sides and a national forest on the fourth, the geography of our town shapes our service delivery as well as our natural growth boundaries.
Mount Pleasant is home to a robust business community with a balance of unique, one-of-a-kind locally certified businesses, regional corporate headquarters and a thriving retail sector. In 2017, the Town welcomed 1,386 new businesses and announced the expansion of Choate Construction’s regional headquarters at the new Gateway office building. The Town Proud Certified Local Business program celebrated its one-year anniversary in October with over 100 businesses certified, exceeding its year-one goal.

In 2017, the Town invested in several studies to analyze our current market and guide our policies and resources. The Retail Market Study showed Mount Pleasant has one of the strongest retail real estate markets in the region, boasting low vacancy and high rental rates. This study also indicated that Mount Pleasant’s restaurant, personal wellness and grocery stores command a large share of the regional market, drawing customers from outside the Town’s borders.

With the announcement of the SC Ports Authority relocating its headquarters to Mount Pleasant, the Town completed the Port District Economic Development Plan, analyzing current infrastructure and land use to better capitalize on this unique economic opportunity. The result is a multi-disciplinary approach that will drive 2018’s economic development workplan, including transportation capital improvement projects, zoning considerations and a review of the Town’s economic development incentive program.

### Average Commute

<table>
<thead>
<tr>
<th>Year</th>
<th>Average Commute</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>22.9 Minutes</td>
</tr>
<tr>
<td>2017</td>
<td>22.2 Minutes</td>
</tr>
</tbody>
</table>

### Town Proud Businesses

<table>
<thead>
<tr>
<th></th>
<th>Projected</th>
<th>Actual</th>
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</thead>
<tbody>
<tr>
<td>Vendors in Local Vendor Partnership</td>
<td>35</td>
<td>35</td>
</tr>
<tr>
<td>Town Proud Businesses</td>
<td>100</td>
<td>112</td>
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</tbody>
</table>

### Unemployment Rate

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mount Pleasant</td>
<td>6.00%</td>
<td>2.80%</td>
</tr>
<tr>
<td>National</td>
<td>9.60%</td>
<td>4.40%</td>
</tr>
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</table>

### Number of Businesses

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>4,838</td>
</tr>
<tr>
<td>2017</td>
<td>5,872</td>
</tr>
</tbody>
</table>

### Business License Revenue

- FY 2017: $12,406,945.91
The Town of Mount Pleasant has a slogan, “Public Services Matters.” What does this mean? This means every day we perform our jobs with distinction—reviewing permit applications, maintaining our ball fields and taking out the trash—because it matters.

Each year, we focus on providing a higher standard of operational excellence, setting Mount Pleasant up for success for future generations. In 2017, we maintained our strong financial position as evidenced by our continued top bond ratings—Moody’s Investors Service Aaa and Standard and Poor’s AAA ratings; our unmodified, independent audit opinion; our 29th Comprehensive Annual Financial Report (CAFR) award; and our 6th consecutive Government Finance Officers Association (GFOA) Meritorious Budget Award. We strive to provide the highest level of service for the fewest resources.

In 2017, we focused on restructuring—whether that be staff, funds, or processes to meet our mission. Our new internal services funds allow us to better protect our general fund while our new capital planning model allows us to take capital and debt planning to the next level. Further, our new Human Resources Information System allows us to streamline many processes such as hiring, benefits management and payroll processing.

In October of 2017, Mount Pleasant was impacted by Hurricane Irma, its fourth federal natural disaster declaration in four years. Dedicated to increasing our resiliency to emergency and disaster hazards, the Town hired its first Emergency Manager. The Emergency Manager is responsible for providing support and leadership for a comprehensive program that addresses mitigation, preparedness, response and recovery.
From traditional recreational activities such as sports and fitness to cultural events, therapeutic recreation and senior programs, Mount Pleasant Recreation plays an important role in the quality of life and strong sense of community our citizens enjoy.

In the spirit of providing a standard for quality that endures for generations, the Recreation Department has been focused on building leadership capacity. In 2017, Steve Gergick was promoted to Recreation Director from Deputy Director, creating several additional opportunities to promote from within the department. Under his leadership, the Recreation Department has begun implementing the new Recreation Master Plan, presented to Council in 2017.

Because the mission of the Recreation Department includes providing comprehensive yet sustainable recreation opportunities, it is incumbent on the department to continually evolve, expanding its program offerings to meet the changing needs of our community. For instance, the Recreation Department broadened its Therapeutic Recreation programs to include Beyond Basics, a program designed to teach basic life skills to adults with special needs.

Over the next year, the Town will make significant investments in its recreation facilities to include the new Town Hall double gymnasium, restrooms at Carolina Park (Phase 2), replacement of existing tennis courts, ball field lighting upgrades, field drainage and more.
The Public Services Department provides those core services of curbside trash and garbage collection in addition to repair and maintenance of Town facilities, grounds, and infrastructure. These day-to-day responsibilities take on greater importance before, during and after major storm events such as Hurricane Irma, which impacted Mount Pleasant in October. The Town prepared for, responded during, and cleaned up following Hurricane Irma. This included the removal of 27,916 cubic yards of vegetative debris allowing all Town facilities to open within two days of the storm.

Not only focused on internal sustainability, but also community-wide resiliency, the Town has launched its 9 Elements Water Quality Plan and invested in two vactor trucks designed to perform whole stormwater drainage system cleans. Additionally, the new Capital Maintenance Plan allows the Stormwater division to work on three drainage projects simultaneously, each in one of the following phases: assessment, design and construction.

To ensure the long-term sustainability of these high levels of service, the Public Services Department has placed a renewed emphasis on formalizing internal processes, reviewing opportunities for outsourcing and proactively procuring necessary equipment. For example, the Department has begun transitioning to a fully automated garbage truck system in which there is only one staff person per truck, increasing efficiencies while also saving tax dollars.

In addition to the daily operations, Public Services provides leadership on several special projects such as the town-wide sign replacement program, which requires every road sign throughout the Town to be updated for safety.
Launched the Update to the Comprehensive Plan

“Building Department Accreditation,” Re-accreditation of the Building Inspections Division by the International Accreditation Service

Director

Public Outreach Initiatives for Young Citizens

It is difficult to identify an aspect of local government that does not begin with municipal planning – whether forecasting future public safety needs, ensuring adequate road infrastructure, or even locating a business headquarters. Considering the significant changes experienced over the past several years, the Town of Mount Pleasant initiated the process to update its long-range Comprehensive Plan one year ahead of schedule to help town government identify and address its greatest needs.

A Comprehensive Plan is a local government’s guide for decision making. It is created by studying the existing conditions of the Town, assessing future alternatives and priorities, and identifying practical implementation strategies to help the Town reach its preferred future goals. This process involves extensive public involvement opportunities, and the plan will be completed in late 2018.

In 2017, the Planning and Development Department continued its award-winning outreach efforts: Citizen’s Planning College, annual “Meet and Greet,” and “Code for Lunch” information sessions. A long-time partner with Wando High School, this year, the Planning Department further expanded its efforts by creating learning opportunities for Mount Pleasant’s youngest citizens with presentations in the elementary schools as well as programming at the annual Meet & Greet.

In mid-2017, long-time Planning and Development Director Christiane Farrell was promoted to Assistant Town Administrator. The Planning Department welcomed Jeff Ulma as its new director. A veteran of planning in high-growth, quality of life-focused communities, Ulma plans to continue work on various planning initiatives which are already under way, and concentrate department activities and improvements based on “Three P’s” in 2018: People, Processes, and Products.

### Planning & Development

**MAPPING OUR FUTURE**

**Residential Units Permitted**

<table>
<thead>
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<th>Year</th>
<th>Numbers</th>
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</thead>
<tbody>
<tr>
<td>2017</td>
<td>1,253</td>
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<tr>
<td>2016</td>
<td>1,658</td>
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**Commercial Buildings Permitted**

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<thead>
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</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>34</td>
</tr>
<tr>
<td>2016</td>
<td>35</td>
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</tbody>
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**Residential Repairs & Additions**

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<th>Numbers</th>
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</thead>
<tbody>
<tr>
<td>2017</td>
<td>2,596</td>
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<tr>
<td>2016</td>
<td>2,441</td>
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**Commercial Repairs & Additions**

<table>
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<tr>
<th>Year</th>
<th>Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>277</td>
</tr>
<tr>
<td>2016</td>
<td>227</td>
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**Residential**

<table>
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<td>2017</td>
<td>25,507</td>
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<tr>
<td>2016</td>
<td>27,361</td>
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**Commercial**

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>2017</td>
<td>4,083</td>
</tr>
<tr>
<td>2016</td>
<td>3,302</td>
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</table>
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With the increased emphasis on infrastructure development within the Town, the Transportation Department was restructured to create Infrastructure and Operations divisions. This new organizational structure allows staff to more efficiently manage day-to-day programs while overseeing more complex capital projects.

Further, the Town complements its in-house staff with external engineering consultants. By having these experts on-call, the Town can increase its capabilities while reducing the time to implement a project. In 2017, the Town re-selected these consultants, through a bid process completed every five years.

In 2017, the Town completed several projects intended to ease the flow of traffic including the installation of the Long Point Road Adaptive Traffic Signal Control System, an additional Turn Lane at Joe Rouse Road along SC Highway 41, and a Signal Warrant Study complete with design plans for Ben Sawyer Boulevard at Center Street.

Looking beyond traditional projects, the Town pursued the expansion of multimodal transportation options as a top priority for 2017. The Town was awarded a $634,000 Transportation Alternatives Program grant by Charleston Area Transportation Study (CHATS) to construct marked bike lanes across the Shem Creek bridge on Coleman Boulevard. Further, the Transportation Department worked with the Business & Tourism Office to study possible bus routes designed for hospitality workers.

RAMPING UP

Transportation

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NEW FOR 2017

31.51 ROAD MILES PAVED / REJUVENATED

- Long Point Road Adaptive Traffic Signal Control System
- Additional Turn Lane at Joe Rouse Road
- Coleman Boulevard Improvements Under Construction
- Radar Feedback Signs Study
- Signal Warrant Study and Design Plans for Ben Sawyer Boulevard/Center Street
- Infrastructure and Operations Divisions
- 2 Bus Stops: ECCO and Town Hall
- Initiated the Long-Range Transportation Update
- CARTA Route Study for Hospitality Workers

NEW SPEED HUMPS INSTALLED

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In 2017, the Mount Pleasant Fire Department was re-accredited for the fourth time by the Commission on Fire Accreditation International (CFAI) and improved its Public Protection Classification (PPC) by the Insurance Services Office (ISO) from a level 3 to a level 2. This has the potential to translate into insurance cost-savings for our citizens.

Having been the first department accredited in the state, it’s no surprise this forward-looking organization has been focused on future proofing – the staff, the equipment and the community.

Five years ago, the Department launched a succession planning program to not only identify future leaders, but to also provide them with a structured continuing education and mentorship program. Now, they are sharing this plan in communities nationally. Finding those leaders starts with recruitment. The Department has changed the way it fills vacancies, placing increased emphasis on recruiting local candidates traditionally not afforded the opportunity to attend the fire academy. The result? Increased candidate retention and diversity within the department.

Understanding the role of the firefighter is not only physically challenging but also mentally taxing, the Fire Department launched the FAST (Firefighter Assistance) program. A complement to our award-winning physical fitness training program, the FAST program, launched in 2017, focuses on the mental health of our firefighters.

In efforts to further future proof, many of our facilities and equipment were updated this year to better serve the community while protecting our firefighters. By the end of 2017, all fire stations were equipped with generators and able to fully function in the case of a major storm.

**2017 Calls for Service**

- **Emergency/Rescue Medical**: 60.61% (5,419)
- **Good Intent Calls**: 0.06% (5)
- **False Alarm Calls**: 0.09% (8)
- **Service Calls**: 2.14% (191)
- **Fires**: 2.67% (239)
- **Hazardous Conditions**: 6.93% (620)
- **Other**: 13.58% (1,214)
- **Severe Weather/Natural Disasters**: 13.84% (1,237)
- **Overpressure/Ruptures/Explosions**: 0.09% (8)
- **Other**: 0.09% (8)
- **Flammable/Water Line**: 0.06% (5)

**NEW FOR 2017**

- National Re-Accreditation (4th time)
- ISO Rating Upgrade from Level 3 to Level 2
- Pumper Engine
- Diesel Exhaust Systems at all Stations
- Station Improvements
- High Performance CPR
- Active Threat Programs with Police
- FAST Program – Firefighter Assistance Program
The Mount Pleasant Police Department (MPPD) has long championed engagement and building strong relationships with our citizens. Having this trust built within the community has never been more imperative than now amid current national tensions.

In 2017, MPPD continued to host a variety of outreach programs such as Citizen’s Police Academy, National Night Out, and Coffee with a Cop. Mount Pleasant’s youngest citizens enjoyed Casting with the Cops, Reading Patrol, Summer Explorers and more, offering a new perception of police – from that of merely an enforcer to a trusted resource.

Building relationships requires honest conversations. This year, our Police Department dedicated efforts to addressing topics that are emotional and often difficult to discuss. In partnering with nonprofit Wake Up Carolina, MPPD has brought the fight against substance abuse to the forefront with various events and the installation of a permanent drug take-back box at Town Hall.

In a world with increased demands for nearly instantaneous information, the Mount Pleasant Police Department continued to expand its communications using both the NextDoor and the Mount Pleasant Police apps. These tools allow them to provide up-to-date information to citizens while meeting them where they are. NextDoor provides an inviting platform for invaluable engagement between citizens and their police department. In 2017, the Mount Pleasant Police App’s functionality was expanded to provide real-time, geotargeted notifications.

<table>
<thead>
<tr>
<th>YEAR</th>
<th>CRIME</th>
<th>CALLS FOR SERVICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>1,525</td>
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</tr>
<tr>
<td>2016</td>
<td>1,640</td>
<td>115,526</td>
</tr>
</tbody>
</table>

New for 2017:

- New Police District (8); 12 New Officers Hired and 10 Corporal Positions Reclassified to Sergeants
- 2 Motorcycles
- Security Planning for All Town Facilities and Key Community Partners like Hospitals as per Strategic Plan
- Safe Program for Seniors (KNOXBOX allows first responders to gain access to the home)
- Expanded Capabilities on Our Police Mobile App
- Partnership with Wakeup Carolina for Combating Drug Abuse
- Mobile Command Post
The Mount Pleasant Municipal Court is responsible for the disposition of traffic, criminal and municipal ordinance violations, as well as the collection of fines for cases that reach a delinquent status.

In addition to the daily operations of holding court, the Court staff serves as an information hub guiding the public throughout the court process. In 2017, the Court staff held its first expungement workshop to provide one-on-one information to assist the public with understanding the value and process of an expungement. Further, with new additions to the website, the public can now look up their names and ticket information without having to call.

The Court staff and Municipal Solicitor continually look for systematic approaches to create efficiencies, but also to provide a better experience for the public. Since launching e-payments in late 2016, the staff has also explored additional methods of process improvements. For instance, the public can request a continuance on the website, expediting the process. Soon, dispositions will go directly to the SC Department of Motor Vehicles electronically.
MAP OF CAPITAL IMPROVEMENTS

KEY

- COMPLETED IN 2017
- PROJECT UNDERWAY

- Memorial Waterfront Park Phase 2
- Memorial Waterfront Park Phase 1 UPGRADES
- Hickory Shades & Rosemead ASSET MANAGEMENT PROJECT
- Utility Underground Mathis Ferry
- New Town Hall Gym
- Stormwater & Transportation Improvement Projects
- Shem Creek Park Phase 3
- Old Village STORMWATER ASSESSMENT
- Fire Station Diesel Exhaust System ALL STATIONS
- Recreation Athletic Field DRAINAGE IMPROVEMENTS
- Jones Center RENOVATION
- Highway 41 WIDENING
- Whipple Road Subdivision ASSET MANAGEMENT PIPE REPLACEMENT
- Wakendaw and Point Pleasant ASSET MANAGEMENT PIPE REPLACEMENT
- Long Point REALIGNMENT AND EXTENSION
- Billy Swails Boulevard PHASE 4B
- Rivertowne on the Wando PIPE REPAIR

- Map of Capital Improvements COMPLETED IN 2017
- Map of Capital Improvements PROJECT UNDERWAY

- Key to map markers

- Scale and orientation indicators

- Additional information and links to related projects
JAN
“Mount Pleasant Chamber of Commerce Announced”
“We Need Your Input on Our Recreational Needs”

FEB
“Mayor Announces the Launch of eMPower”
“New Toddler Playground Kicks Off Improvements at Memorial Waterfront Park”
“Planning Department to Host Meet & Greet on Feb. 23, New Young Citizens Station Slated”

MARCH
“Town to Kick Off New Street Sign Replacement Program”
“Gergick to Take Helm of Recreation Department”

APRIL
“Drug Take Back Program Kicks Off Today!”
“Town Awarded Platinum, Gold Hermes Creative Awards”
“Town of Mount Pleasant Installs State-of-the-Art Diesel Exhaust in all Fire Stations”

MAY
“Mobile Command Center Brings New Resources to Emergency Response”
“Town to Enhance Intersection at Hwy. 41, Joe Rouse Road”
“Town Completes Wakendaw, Point Pleasant Stormwater Rehabilitation Projects”

JUNE
“Ronnie Boals Blvd. Near Complete at Shem Creek”
“Town Rehabs Pipes at Rivertowne on the Wando”
“Mount Pleasant Unveils New Website”

JULY
“Waterfront Music & Movies Series Kicks Off”
“Farrell Appointed Assistant Town Administrator”
“Town Receives Achievement Award for Planning Outreach Programs”

AUG
“Town Proud" Certified Local Business Program Reaches 100 Participants Within Its First Year”
“Shem Creek Park Receives APWA Award”
“MPPD Issues Eclipse Safety Tips”

SEPT
“Mount Pleasant Prepares for Hurricane Irma Impact”
“Popular Pickleball Gains More Space”
“Town Celebrates Business Appreciation Week”

OCT
“Ulma Named Planning & Development Director”
“Comprehensive Plan Open House Slated for Oct. 17”
“New Bus Shelter Provides Relief to Commuters”

NOV
“Mayor Haynie Announces Committee Assignments”
“Inaugural Coleman Boulevard Window Decor Contest Begins”

DEC
“Choate Construction Expands Regional Headquarters Operations in Mount Pleasant”
“Mount Pleasant Celebrates Arbor Day with Live Oak Planting”
Accolades

Distinguished Budget Presentation Award
Government Finance Officers Association
(6 consecutive years)

Comprehensive Annual Financial Report
Government Finance Officers Association
(29 consecutive years)

Achievement Award: Planning Department
MASC, Government Outreach Program

Project of the Year:
Shem Creek Park Phase Two
South Carolina American Public Works Association

South Carolina Forestry Commission
Tree City USA
(25 consecutive years)

Top 10 Best Place for Small Business (#6)
Welcomemat

SC Exemplary School Resource Officer’s Program Award
Blue Ribbon Schools of Excellence, South Carolina

Certificate of Excellence:
Shem Creek Park
Trip Advisor

Certificate of Excellence:
Memorial Waterfront Park
Trip Advisor

Spark! Award: Best Website
Charleston AMA
American Marketing Association

Spark! Award:
Best Instagram Presence
Charleston AMA
American Marketing Association

Best Promotional Brochure (Bronze Level): Blessing of the Fleet & Seafood Festival
International Festival and Event Association Award

Best Event Merchandise and Best Event T-shirt: Blessing of the Fleet & Seafood Festival
SC Festival & Events Association

Best Event Poster:
Mount Pleasant Farmers Market
SC Festival & Events Association

Mom’s Choice Award:
Best Kid’s Sports Program
Lowcountry Parent

Annual Report Platinum Winner:
2016 Town of Mount Pleasant Annual Report
Hermes Award

Annual Report Gold Winner:
2016 Mount Pleasant Planning Annual Report
Hermes Award

E-Newsletter Gold Winner:
INK Newsletter - Employees in the Know
Hermes Award

Public Relations Gold Winner:
On The Move: Anti-Texting and Driving Commercial
Hermes Award