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MESSAGE FROM OUR MAYOR

Mount Pleasant has had a remarkable year and continues to thrive on a sound fiscal platform. Quality of life begins with fiscal stability, and I can proudly say the financial state of the Town has never been better. Our fiscal health has allowed us to complete all types of projects central to our quality of life—from constructing roads to maintaining and repairing miles of pipes and ditches to the completion of new recreational facilities.

South Carolina was recently named one of the top ten fastest growing states in the nation – with Mount Pleasant named the ninth fastest-growing municipality in the country. To address the challenges and opportunities associated with rapid growth, I rely on the help of several talented officials. Our Town Council, boards and commissions, residents, businesses and staff have all worked to create a unique community to live, thrive and relax. Together, they contributed their talent and expertise to achieve the significant milestones you will find throughout this report.

We, as a town, face more complex challenges and critical needs than ever before. Therefore, it is imperative we have strong community relationships and leverage our shared resources to address common goals. Government can’t do it alone. We need citizens to help with our boards and commissions and volunteers to coach our children. Most importantly, we need engaged citizens to step up and help us preserve our quality of life. In each section of this report, we have identified “ways to engage.” For 2017, I challenge you to choose one or two opportunities to get involved; with your help, I truly believe, “the best is yet to come.”

[Signature]
Mission, Vision & Strategic Priorities

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.

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

CORE VALUES
SERVICE ABOVE SELF INTEGRITY RESPECT ACCOUNTABILITY EXCELLENCE TEAMWORK
JAN
“Mount Pleasant Recreation Dives into the New Year with a New Pool”
“Town Celebrates Entrepreneurship with Region’s Largest Coworking Event”

MARCH
“Mayor, Council Host Ribbon Cutting at Long Point Road On-Ramp”
“U.S. Fish and Wildlife Service Awards $1.2M Grant for Memorial Waterfront Park Phase 2”
“Dunes West Boulevard Bike Lanes to Enhance Connectivity”

APRIL
“MP Rec to Host Hamm, Lilly, Hoch April 9-10”
“State of the Town Address Garners Two International Awards”

JULY
“Municipal Association of South Carolina honors Mount Pleasant with Achievement Award”
“Mount Pleasant Music & Movies in the Park Kicks Off Friday, Aug. 5!”

FEB
“Planning Department Launches Free Citizens Planning College”
“Town Reaffirms ‘Open for Business,’ Expands Incentives Program”

AUG
“Citizens Planning College Kicks Off Fall Open Enrollment Season”
“New Bike Lane Project at Dunes West Completed”

SEPTEMBER
“Town to host Public Presentation for Rifle Range Road Park”
“Town wins SCAPA Planning Award”
“Town Opens New Fire Station up North”

OCT
“Town of Mount Pleasant and Lowcountry Local First Launch Local Business Program”
“Hurricane Matthew Prompts Preparedness”

NOV
“Town Invites Businesses, Tourists to Experience Mount Pleasant with New Website”
“Mayor, Council Cut Ribbon to open Park West-Bessemer Roundabout”

JUNE
“Mayor Page Announces Summit on Disabilities Inclusion in the Workplace”
“Mount Pleasant Housing Task Force Begins Study”

JANUARY
“Plans Announced for Mount Pleasant Summit on Disabilities Inclusion in the Workplace”
“Mayor Page Proclaims Small Business Week May 1-7”

JUNE
“Mayor’s Office Art Provides Emerging Artist with First Public Display”
“New Casting with Cops Program Kicks Off June 17”

DEC
“Town Receives Highest Rating for Financial Audit, Continues Path for Sustainability”
“MPFD to Bring Holiday Cheer to Four-Year-Old”

NOV
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WE ARE 82,215

MOUNT PLEASANT
More than Ordinary

Mount Pleasant’s hospitality and natural beauty may be nationally known, but for more than 80,000 residents, it is also home. Mount Pleasant’s commitment to livability, sustainability and superior service are showcased daily from the top-rated public facilities to the preserved creeks and waterways found throughout our community. With excellent schools, low crime rate, water access, numerous historical sites and a growing skilled workforce, Mount Pleasant offers a quality of life that is unmatched. Whether your favorite part is wearing flip flops year-round, or the ample opportunities for outdoor recreation, living in Mount Pleasant is truly amazing.
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 treasured ball fields or, quite literally, taking out the trash—because it matters. This is what it means to be Mount Pleasant.

Being the fastest-growing municipality east of the Mississippi River comes with its own set of challenges and opportunities. However, our focus on providing a higher standard of operational excellence is never compromised.

In 2016, our Building Inspection Division of the Planning and Development Department maintained its “Building Department Accreditation” by the International Accreditation Service. Further, we were recognized by the South Carolina Chapter of the American Planning Association for the 2015/2016 Outstanding Planning Project Award for Public Outreach and Engagement for the below-mentioned programs.

**Ways to Engage:**
- Planning Department Meet & Greet
- Citizens Planning College
- Code for Lunch Program
WE ARE protected

115,543
Mount Pleasant Police Department calls for service
(MPPD/ Chas. County Consolidated Dispatch)

114
violent crimes

224
fires

8,841
Mount Pleasant Fire Department calls for service

Public Safety

The safest community of its size in the state, the Town of Mount Pleasant executes a comprehensive approach to protecting and serving our citizens. The Mount Pleasant Police Department annually maintains its “Nationally Accredited Agency” designation through the Commission on Accreditation for Law Enforcement Agencies. In fact, the Mount Pleasant Fire Department was the first department in the state to receive accreditation from the Commission on Fire Accreditation International (2001), making Mount Pleasant one of only 7 municipalities nationally to have had both Police and Fire departments accredited at the time.

Not only are both departments nationally accredited, they are also active in the community. It is not unusual to find a police officer dressed as Superman repelling from the children’s hospital or atop a donut shop raising money for Special Olympics. Firemen? They’re likely in the schools participating in Fire Prevention Week, honoring our nations’ fallen heroes at a 9/11 memorial event or even on the big screen. “The Journey” Fire Cinema Series Trailer received the 2016 Videographer Awards “Honorable Mention” from the Association of Marketing and Communication Professionals.

Ways to Engage:
Coffee with a Cop
Reading Patrol
Youth Camps
Citizen CPR Courses
WE ARE connected

43
SPECIAL EVENTS HELD

209
PUBLIC MEETINGS HELD

78,449
RECREATION PARTICIPANTS

2,681
SENIOR CENTER MEMBERS

Special Events
- Blessing of the Fleet
- Christmas Light Parade
- Farmers Market
- Holiday Market
- Summer Splash Bash
- Party in the Park
- Music & Movies in the Park
- ArtFest

SPECIAL EVENTS HELD

HELD

HELD

HELD

TRANSPARENCY INITIATIVES:
- New Town App: ConnectMP
- eMPower Open Data Portal
- Coffee with the Mayor Program
- Town Administrator’s Mobile Office Hours Program
- Community Roundtable Meeting Series
- Administrator’s Ebrie
WE ARE open for business

5,785 In-town Businesses (FY2016)
19 Ribbon Cuttings
72.6% Hotel Occupancy Rate
2,263 Hotel Rooms
266 Permits Issued Commercial
2.6% Unemployment Rate

Business is Booming

Mount Pleasant is home to a dynamic business community ripe with opportunities to network, learn from peers and engage with local experts to leverage their knowledge for your success. In a year with unparalleled economic growth, we announced our largest expansion project to-date with over 150 jobs and $2.8 million in capital investment.

Additionally, we introduced several new resources to help launch, grow or relocate a business:

• In the program’s first 3 months, we certified 43 businesses as “Town Proud” certified local.
• Businesses earned over ½ million headline impressions through the Wired for Business initiative.
• We launched a new website and created the “Doing Business in Mount Pleasant” guide. Check out ExperienceMountPleasant.com.
• Expanded the Economic Development Incentive Grant program.
• The “Experience Mount Pleasant” App won the 2016 Spark! Award (Charleston American Marketing Association).

Ways to Engage:
Business Outreach Meetings
East Cooper Hospitality Alliance
Business Appreciation Week
Completed Capital Improvement Projects

INFRASTRUCTURE
- Long Point Road / I-526 WB On-Ramp
- Park West Roundabout
- Edwards Pump Station
- City Works: Asset Work Order Database / City Works
- NPDES Water Quality Testing / Retrofit
- Baytree Stormwater Improvements

PUBLIC SAFETY
- Facility Modifications for ADA Compliance
- Fire Station 6

RECREATION
- Shem Creek Boardwalks Phase 2
- Field Drainage Improvements
- Master Plan: Memorial Waterfront Park, Phase II
- Alhambra Hall ADA and Interior Upgrades
- Master Plan Carolina Park Recreation Facility
MAP OF CAPITAL IMPROVEMENTS

- City Works: Asset Work Order Database
- NPDES Water Quality Testing/Retrofit
- Memorial Waterfront Park, Phase II
- Baytree Stormwater Improvements
- Field Drainage Improvements
- Shem Creek Boardwalks Phase 2
- Alhambra Hall ADA & Interior Upgrades
- Edwards Pump Station
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- Carolina Park Recreation Facility
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- Alhambra Hall ADA & Interior Upgrades
- Edwards Pump Station
- Park West Roundabout
- Carolina Park Recreation Facility
- Fire Station 6
WE ARE $99,499,455

For every $100 you pay in property taxes...

~11% DEBT TO ASSET RATIO

$30 GENERAL OPERATIONAL

$27 PUBLIC SAFETY

$12 PUBLIC SERVICES (SANITATION, MAINTENANCE & STORM WATER MANAGEMENT)

$7 CULTURE & RECREATION

$3 PLANNING & DEVELOPMENT

$2 JUDICIAL SERVICES

$9 ROADS AND INFRASTRUCTURE

$10 DEBT SERVICE
WE ARE mission-focused

142
PUBLIC SERVICES
(1 PART TIME)

122
FIRE
(2 PART TIME)

172
POLICE
(1 PART TIME)

158
OTHER
(15 PART TIME)

594
TOTAL STAFF

5,209
APPLICATIONS RECEIVED

74
PROMOTIONS/TRANSFERS

$760,008
HEALTHCARE SAVINGS

14
GOALS TRACKED IN NEW STRATEGIC PLAN

Organizational Chart

CITIZENS

MAYOR & COUNCIL

COMMITTEES | BOARDS & COMMISSIONS
EXECUTIVE OFFICE | LEGAL COUNSEL
MUNICIPAL JUDGES

PLANNING & DEVELOPMENT | RECREATION | LEGAL
ADMINISTRATIVE SERVICES | FIRE | PUBLIC SERVICES
MUNICIPAL COURT | TRANSPORTATION | POLICE
WE ARE accessible

Call Us.
Administrative Services  843.884.8517
Court  843.884.6791
General Government  843.884.8517
Fire  843.884.0623
Planning & Development  843.884.1229
Police  843.884.4176
Public Services  843.849.2022
Recreation  843.884.2528
Transportation  843.856.3080

Engage with Us.
@MtPleasantGov
@MtPleasantBiz
@MountPleasantPD
@MountPleasantFD
@MTPleasantRec

@ExperienceMP
@MountPleasantPolice

facebook.com/TOMPSC
facebook.com/ExperienceMP
facebook.com/MountPleasantPD
facebook.com/MountPleasantFD
facebook.com/MountPleasantRec

youtube.com/user/TOMPSC

Thank you!