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Dear Mount Pleasant residents and business owners,

I am pleased to provide you the results of our hard work for 2019. As with recent years, the demand for services continued to increase over the past year, but through the leadership of Town Council and the efforts of our staff, we maintained a superior level of service throughout our community.

This was the second year of implementing my Palmetto Principal vision for the community. I am proud of the work our Council completed this year to Protect, Plan and Restore the town we all love.

During 2019, Town Council worked diligently to continue smart and managed growth in Mount Pleasant. We are pleased with the results of our efforts and know this will give us the opportunity to ensure our high quality of life is protected and preserved for current and future generations.

Mayor Will Haynie
Our financial position remains strong as evidenced by our AAA and Aaa bond ratings. Several of our town departments maintained their national accreditations this year, with the Recreation Department earning their accreditation for the first time. These accreditations are affirmation that the services we provide are second to none.

I invite you to continue reading about the many successes we have had as a community over this past year.
Mission Statement:
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.

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 are:

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

Teamwork

Accountability

Excellence

Integrity

Service Above Self

Respect
Town Council & Subcommittees

Mayor Will Haynie
Police, Legal & Judicial, Committee (Chair); Transportation Committee (Chair); CARTA Board, CRDA, Board, Charleston Count Aviation Authority, BCD COG, Patriots Point Development Authority; Flood Resilience Committee

Kathy Landing
Economic Development Committee (Chair); Finance Committee; Fire Committee; HR Committee; Public Services Committee; Transportation Committee; Flood Resilience Committee

Tom O’Rourke
Bids & Purchases Committee; Economic Development Committee; Finance Committee (Chair); Fire Committee (Chair); Flood Resilience Committee
Howard Chapman
Bids & Purchases Committee (Chair); Fire Committee; Accommodations Tax Advisory Committee; Planning Committee; Public Services Committee; Transportation Committee; Charleston Metro Chamber of Commerce; CHATS Board; Flood Resilience Committee

Brenda Corley
Education Committee; HR Committee (Chair); Planning Committee; Public Services Committee; Transportation Committee; CARTA Board

Laura Hyatt
Economic Development Committee; Planning Committee; Police, Legal & Judicial Committee; Water Supply Committee

Jake Rambo
Education Committee (Chair); Finance Committee; Fire Committee; Police, Legal & Judicial Committee; Recreation Committee; Water Supply Committee (Chair); Mount Pleasant Waterworks

Gary Santos
Bids & Purchases Committee; Finance Committee; Public Services Committee (Chair); Recreation Committee (Chair)

Guang Ming Whitley
Education Committee; HR Committee; Planning Committee (Chair); Police, Legal & Judicial Committee; Recreation Committee; Water Supply Committee
The Town of Mount Pleasant is a vibrant and inclusive community located along the Charleston Harbor in South Carolina. Nearly 90,000 residents and 6,000 businesses call this place home. It is a desirable place to live with top-rated schools, a rich cultural history, a thriving local economy and abundant natural amenities.

At the helm of the community are the members of Town Council, elected at-large from the citizenry. The November 2019 election welcomed four new members to Town Council who, along with the other five members, are united in their desire to keep Mount Pleasant the best it can be. The Council members are committed to their work in the community and beyond.

Over the past decade, the Town has seen rapid growth, but thanks to the efforts of Town Council, measures have been adopted to manage growth so as not to negatively affect the quality of life for our residents and businesses. These efforts were successful and in 2019, the Town realized a sustainable 2.46% growth rate.
Recognized in 2010 and 2018 as an All-America City by the National Civic League, the Town of Mount Pleasant is a place where lives are enriched, businesses thrive, and good will is shared by all.

90,560
TOTAL POPULATION

40,403
Total # of Housing Units

2.46%
Growth Rate
Awards & Recognitions
Bond Rating
(Moody’s Aaa) and (S&P’s AAA)

Government Finance Officers
Association Distinguished
Budget Presentation Award
7 consecutive years
(1st time - FY 2013)

Government Finance Officers
Association Comprehensive
Annual Financial Report
31 consecutive years

2010, 2018 All-America City
National Civic League
National accreditations:

★ Police: Commission on Accreditation for Law Enforcement Agencies Inc.

★ Fire: Commission on Fire Accreditation International

★ Recreation: Commission for Accreditation of Park and Recreation Agencies

★ Building Inspections: International Accreditation Service

2019 SC Festival & Events Association:
Best Event Poster – Blessing of the Fleet

2019 SC Festival & Events Association:
Best T-shirt – Blessing of the Fleet

2019 Safest Cities in South Carolina Awards:

★ Security Baron

★ Alarms.org

★ Home Security Advisor

★ Backgroundchecks.org
2019 Hermes Creative Awards

★ Platinum Winner: 2018 Annual Report

★ Gold Winner: Financial February Employee Newsletter

★ Gold Winner: Look Up & Look Out Risk Safety Tip

★ Gold Winner: Trunk or Treat PSA

★ Gold Winner: Summer 2019 InMotion Magazine
Town Makes Sweetgrass Pavilion Free to Local Basket Makers

Mount Pleasant Wins Prestigious Financial Award

Town Accepting Applications for neighborhood Recreation Facilities Grant

Mayor, Council Highlight Findings in Town Crab Bank Report

Planning Department Launches New Program, Permit Requirements

Mount Pleasant Turns to New Business Model as Single-Use Plastic Ban Comes Into Effect on April 16

Short, Long-Term Rental Business License Provisions Go Into Effect July 1

Historical Commission Begins Town Council Minute Books Restoration

Town Hosts Ribbon Cutting at New Town Hall Gym

Town Completes Preparedness Measures, Issues Sandbag Locations Ahead of Hurricane Dorian

Mount Pleasant, SC
Headlines from 2019

- Town Seeks Public Input for **Shem Creek Area Management Plan**
- Town Recognized with Prestigious Platinum, Gold **Hermes Creative Awards**
- **Hurricane Dorian** Will Impact Our Area Today Through Thursday
- Town Installs **New Bike Lane** Facilities Along Whipple Road
- Application Available for **New Youth Council**
- Town Celebrates **First Responders Month**
- Town Launches **ECO Partner Program**
- Pitt/Venning Replacement Project Kicks Off Jan. 6th
- Town Recognized with Prestigious Platinum, Gold **Hermes Creative Awards**
The Town of Mount Pleasant’s public safety services are second to none. With nationally accredited police and fire services, and emergency management services that gained national recognition during this year’s Hurricane Dorian, there is no doubt that our community is safe and prepared for any hazard that may come our way.

This year, Town Council took action in increasing the number of fire fighters from 122 to 134. This strengthened the Town’s fire and emergency medical service capabilities. Renovation and expansion work for Fire Station 4 began, and plans for the expanded public safety training facility continued design.

The Police Department continued to lead the way in the on-going battle against opioid addiction by assisting with the annual Our Community, Our Children event. The department continued their efforts to spread community awareness, build relationships and ensure the safety of all residents and visitors. Their work resulted in an overall reduction of violent crime.
124,155
CALLS FOR POLICE SERVICE
The Town’s Emergency Management Office lead and participated in numerous exercises, drills, and training events to prepare for all kinds of major incidents. The Town’s Emergency Manager also traveled to the Pentagon this past year to represent municipalities in a federal-level cyber security discussion. Community-wide resilience and planning efforts were also on-going with businesses and community partners.

Our public safety services were put to the test in September when Hurricane Dorain swept through the lowcountry. The Town was well-prepared and sustained only minor damages, though massive clean-up efforts were required to restore the community.
9,219
TOTAL CALLS FOR FIRE & EMERGENCY SERVICES

$33,502,565
FIRE PROPERTY SAVED

84%
Percentage of all Fire-Impacted Properties Saved

124,155
Total Calls for Police Service
Throughout 2019, the Town of Mount Pleasant continued its commitment to investing in infrastructure across the community. The Public Services Department completed additional phases of the Town-wide Street Sign Replacement Program, replacing over 160 street signs.

The Transportation Department wrapped another year of the Traffic Calming Program, sidewalk installations and roadway improvements. The biggest infrastructure improvement project of the year was completed with the $18.2M Coleman Boulevard Improvement Project, which significantly enhanced the area’s stormwater and transportation infrastructure.

263
Potholes & wear out repairs completed
8,900 ft
SIDEWALK INSTALLED

183
# TOWN FACILITIES MAINTAINED

10,495
Linear Feet of Pipe Repaired/Replaced/Rehabilitated

6
Speed Humps Installed

37
Sink Holes repaired
Other projects underway this year:

- Long Point Road Realignment and Extension
- Stormwater Improvement Program/Old Village
- Design of Billy Swails Blvd. Phase 4B
- Pitt/Venning Street Improvements
- All-American Boulevard
- Park West Boulevard Widening

27.53
# ROAD MILES PAVED/REJUVENATED

165
# STREET SIGNS REPAIRED/REPLACED
With a population of over 90,000 people, it is no surprise that the demand for services in Mount Pleasant is high. In 2019, the Public Services Department emptied 35,258 garbage cans per week. After Hurricane Dorian, the sanitation crews not only emptied the normal cans, but were also responsible for hauling away 81,704 cubic yards of vegetative debris from the storm. In total, the Public Services department responded to more than 16,000 calls for service. As the demand for their services increases, so too must their capacity. It is for this reason that the Town has embarked on the design of a new Public Services Facility Master Plan to optimize capabilities at both facility locations.

The Planning & Development Department also had a busy year. In addition to over 28,500 building inspections they completed, staff was also responsible for developing the draft 10-year Comprehensive Plan based on the Comp Plan Forum’s direction, as well as implementing the newly created Short-Term Rental Ordinance.
16,693
# PUBLIC SERVICES CALLS FOR SERVICE

28,510
Total Number of Building Inspections

8,141
Total # of All Permits Issued

585
Total Permits for New Residential and Commercial Issued
Finally, the Recreation Department kept the community InMotion with their special events, programs and athletic offerings for both kids and adults. In total, nearly 71,000 participants enjoyed an activity with our Recreation Department this year. Not only is the department full of activity, it is also nationally accredited! The Mount Pleasant Recreation Department was pleased to earn its first national accreditation by CAPRA in 2019.
2,187
# Senior Center Memberships

44
# Special Events
The Town of Mount Pleasant accomplished a great deal in 2019, but none of it would have been possible, if not for the tremendous efforts of our staff. With just under 600 employees to serve the Town’s 90,000 residents and 6,000+ businesses, the municipal staff makes it their mission to provide superior performance in a manner that is distinctive and impactful to each person served and that establishes a standard of quality that endures for generations.

The Town’s AAA (S&P) and Aaa (Moody’s) bond ratings exemplify the Town’s strong financial position and commitment to fiscal stewardship. Our Finance staff has been recognized for 31 consecutive years by the Government Finance Officers Association for their Comprehensive Annual Financial Report. The Budget office has also been recognized by the GFOA for the past seven years with the Distinguished Budget Presentation Award.

Behind the Scenes
The Communications Office also continues to be recognized for their talents in providing public information in engaging, interactive and creative ways. The office won several International Hermes Creative Awards this past year.