2020 ANNUAL REPORT
Mount Pleasant, SC
Table of Contents

Message from Mayor 1
Strategic Philosophy 3
Mount Pleasant Town Council 5
About Us 7
Town Accolades 11
Top News 13
Public Safety 15
Infrastructure 17
Business & Economy 19
Community Services 21
Internal Support Services 23
Dear Mount Pleasant residents and business owners,

What a year! None of us ever imagined having to deal with the unprecedented challenges that 2020 brought us. This pandemic tested all of us both personally and professionally, but we came together as a community, albeit six feet apart, to take care of one another.

Like most municipalities, our town prepares for natural and man-made emergency events. Despite all our planning, nothing could have adequately prepared us for the COVID-19 pandemic. Faced with historic challenges, our Council and our staff worked together to ensure that critical town operations were not interrupted. We utilized technology to host our meetings digitally and ensure that projects continued to move forward. We hosted socially distanced special events to provide some relief from quarantine. Our public safety departments maintained their daily operations to ensure the safety and well-being of our citizens and our finance staff adopted strategic policies designed to protect and maximize taxpayers’ dollars.

Every member of our organization worked tirelessly to modify daily operations to ensure safety while continuing to provide the same high level of service our citizens expect. I am proud of the work we completed, and this report details the numerous accomplishments we achieved despite the pandemic. Our fight against COVID-19 and its impact continues, but so too does our commitment to providing a superior level of service to the residents and businesses of Mount Pleasant.

Mayor Will Haynie
CORE VALUES

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 featured 5 themes, 14 goals, 83 objectives, and 41 initiatives. The 5 overarching themes are:

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

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

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

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

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

Gary Santos
Public Services Committee (Chair); Recreation Committee (Chair); Finance Committee; Water Supply Committee; Mount Pleasant Waterworks

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

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

Tom O’Rourke
Finance Committee (Chair); Fire Committee (Chair); Bids & Purchases Committee; Economic Development Committee; Flood Resilience Committee

Guang Ming Whitley
Planning Committee (Chair); Police, Legal & Judicial Committee; Recreation Committee; Water Supply Committee; CHATS Board; Planning Committee; Fire Committee; Public Services Committee; Transportation Committee; Flood Resilience Committee

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

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

Tom O’Rourke
Finance Committee (Chair); Fire Committee (Chair); Bids & Purchases Committee; Economic Development Committee; Flood Resilience Committee

Guang Ming Whitley
Planning Committee (Chair); Police, Legal & Judicial Committee; Recreation Committee; Water Supply Committee; Education Committee; HR Committee
Nestled on the banks of the Charleston harbor sits the Town of Mount Pleasant, South Carolina—a staple of the Lowcountry’s natural landscape and rich cultural history. With its desirable and abundant natural amenities, top-rated schools, and thriving local economy, it’s not surprising that more than 90,000 residents and 6,000 businesses call Mount Pleasant their home.

The fourth largest municipality in South Carolina, Mount Pleasant was one of the state’s fastest-growing areas, doubling in population between 1990 and 2000. In the 2010 US Census, the population was 67,843 and increased to approximately 92,000 by 2020. However, thanks to the efforts of Town Council, measures were adopted to manage growth and preserve the quality of life for our residents and businesses.

Though faced with adversity and unprecedented challenges due to the COVID-19 pandemic, the people of Mount Pleasant and the Lowcountry rose to meet and exceed expectations with resilience, courage, and determination. Our frontline workers, local hospitals, and valiant healthcare heroes have labored to keep our community safe. They illustrate that Public Service Matters and we are thankful for their commitment.
SINGLE FAMILY VS. MULTI-FAMILY

<table>
<thead>
<tr>
<th>Year</th>
<th>Single Family %</th>
<th>Multi-Family %</th>
</tr>
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<tbody>
<tr>
<td>2016</td>
<td>72%/28%</td>
<td>72%/28%</td>
</tr>
<tr>
<td>2017</td>
<td>72%/28%</td>
<td>72%/28%</td>
</tr>
<tr>
<td>2018</td>
<td>72%/28%</td>
<td>72%/28%</td>
</tr>
<tr>
<td>2019</td>
<td>73%/27%</td>
<td>73%/27%</td>
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GROWTH RATE

<table>
<thead>
<tr>
<th>Year</th>
<th>Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>3.88%</td>
</tr>
<tr>
<td>2017</td>
<td>3.23%</td>
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<tr>
<td>2018</td>
<td>3.7%</td>
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<tr>
<td>2019</td>
<td>2.46%</td>
</tr>
<tr>
<td>2020</td>
<td>1.29%</td>
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$488,000
Median Home Price 2020

40,923
Total Number of Home Units
Town Accolades

- Bond Rating (Moody's Aaa) and (S&P's AAA)
- Government Finance Officers Association Distinguished Budget Presentation Award for 8 consecutive years
- Government Finance Officers Association Comprehensive Annual Financial Report for 32 consecutive years
- 2010, 2018 All-America City - National Civic League
- 2020 Best in Health Awards Best Senior Center by HealthLinks Magazine to the Mount Pleasant Senior Center
- Tree City USA Community by the Arbor Day Foundation for 31 consecutive years

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

2020 Safest Cities in South Carolina Awards
Security Baron
Alarms.org
Home Security Advisor
Backgroundchecks.org
Mount Pleasant Mayor Haynie Issues Stay-at-Home Order Effective April 2-15
Essential Mount Pleasant Businesses Encourage Safe Shopping
Mount Pleasant Essential Farm Goods Market to Open April 14
Council to Hold April 14 Meeting via Videoconference
Mount Pleasant Police Department’s K9 Lobo to Get Donation of Body Armor

Town Hall to Re-Open to the Public on June 1
Town of Mount Pleasant Completes Readiness for Hurricane Isaias
Mount Pleasant Earns Prestigious CAFR Award for 32 Consecutive Years
Face Covering Ordinance Passes in Mount Pleasant

Top News

JANUARY - MARCH
Davis & Floyd Kicks Off Mount Pleasant Cultural Arts Center Fund with $20,000 Donation
Mount Pleasant to Host Area Maritime Security Committee to Strengthen Response Preparedness
Mayor Haynie, Town Council Enact Emergency Ordinance to Safeguard Against the Spread of COVID-19
Town of Mount Pleasant Launches Help Biz Stay, Buy Another Way Campaign
Public Services Department Will Continue to Collect Garbage, Trash During Town’s Declared State of Emergency
Town to Defeat Hospitality Tax, Accommodations Tax Collections Until June 1

APRIL - MAY

JUNE - AUGUST

OCTOBER - DECEMBER
Mayor Haynie Proclaims September Business Appreciation Month, Encourages Patrons to Shop Local
Town Establishes Millage Rate for Tax Year 2020
Town Partners with Lowcountry Local First for Buy Local Season
New Bus Shelter at Carolina Park Boulevard Enhances School Safety, Showcases Successful Partnerships
Town Streamlines Operations, Services with New Restructuring

2020 Town of Mount Pleasant
At the onset of the pandemic, the Town rapidly implemented emergency response plans to protect residents and businesses with the support of Emergency Management and Risk Management offices. These plans enabled the Town to maintain continuity of community lifelines to reduce risk to staff and the community, and to mitigate economic impact. The Town kept its employees safe and healthy to better serve the public.

Our Fire Department provided our first responders with the exposure control guidelines and personal protective equipment needed during these unprecedented times.

Our Police kept our Town safe and maintained a strong connection with our community by organizing socially-distanced birthday parades, virtual reading patrols and providing daily check-ups on our elderly population ensuring that our residents felt connected during the pandemic.

Public Services maintained critical operations, took care of our recreation fields, and supported our Essential Goods Farmers Market and other special events during the pandemic. Public Services kept our operations running smoothly during the health crisis and never missed a beat collecting garbage and trash.
In an effort to better serve the community and improve the development approval process, the Town restructured several departments and offices. To that end, a new Engineering and Development Services Department was created to streamline project reviews, approvals, inspections, and monitoring services related to both private and public development and infrastructure. Within the new department, three divisions now exist, including the Building Inspection, Engineering and Environmental, and Capital Projects and Transportation divisions.

In addition to the formation of the Engineering and Development Services (EDS) Department, the Planning and Development Department was restructured into the new Planning, Land Use and Neighborhoods Department (PLAN). By restructuring and assigning the building and engineering functions to EDS, PLAN could focus primarily on planning and land use issues with an emphasis on livability and our neighborhoods. Through pandemic interruptions and disruptions, PLAN stayed the course and completed the ambitious Comprehensive Plan, a 10-year plan adopted unanimously by Town Council after comprehensive study and public review input.

Throughout 2020, the Town of Mount Pleasant continued its commitment to investing in infrastructure across the community. The Engineering and Development Services (EDS) Department partnered with the Fire Department to implement the new Traffic Preemption Program, designed to improve the response time of our emergency vehicles. The Town broke ground on the Park West Boulevard widening project to improve traffic conditions. PLAN and EDS developed a Master Plan for the Mount Pleasant Way project, a proposed network of connected multi-use paths that will link key portions of the Town including recreation facilities, parks, schools, neighborhoods, and commercial areas.

186 Town Assets Maintained

7,700 Sidewalk Feet Installed

$2,353,146 Spent on Stormwater Infrastructure

27.7 Road Miles Paved/Rejuvenated
The Town’s local economy continued to grow despite the challenges brought on by the pandemic. In 2020, our remarkable Mount Pleasant business community experienced a 10% growth in new business openings. The Town deferred business licenses fees and promoted new business openings through COVID-modified ribbon cuttings. We helped 1,536 new businesses open their doors in Mount Pleasant.

We also extended the celebration of our Business Week to a month-long event in September and supported the extended Lowcountry Local First’s Buy Local Month for the entire holiday season. We hosted Mondays with the Mayor with members of the Mount Pleasant Chamber of Commerce and launched our COVID-19 Communication Portal to provide alerts and extensive resources to our business community.
The pandemic brought new challenges in the way we delivered services to the community. With a population of over 90,000 people, it is no surprise that the demand for services in Mount Pleasant is high. Despite the health crisis, the Public Services Department maintained operations while protecting staff so we could protect our residents and businesses.

Normal day-to-day operations such as garbage/trash removal, infrastructure maintenance, building inspections, and plan reviews all continued without interruption thanks to investments in technology and modified protocols designed to protect both citizens and staff.

The Recreation Department revised our special events and implemented new protocols and social distancing guidelines to maintain the quality of life for residents while preserving the safety of staff and the community. The Essential Goods Farmers Market provided an outdoor venue and fresh produce to patrons while supporting the local farming community at a critical time. The Recreation Department, when able to do so, also reopened parks and held COVID-modified outdoor special events, such as the concerts on the Great Lawn at Town Hall to provide the public with a safe outlet to exercise and relax during the pandemic.

Often closed by order of the South Carolina Supreme Court Chief Justice, Mount Pleasant Court implemented innovative ways using technology to ensure the fairness of court proceedings.
Covid-19 changed the way we provided services but it did not alter the quality of the services we provided. We took the unprecedented step to close Town Hall on March 17 and worked remotely to the extent possible. We protected our staff so that they could protect our residents and businesses.

As the world changed so quickly, the need for technical skills in local government became imperative. Our citizens and business owners expected and deserved speed and predictability and our Communications office adapted to implement those changes. The Town strengthened communications during the pandemic by creating a COVID-19 information portal for residents and businesses. We also implemented virtual Committees of Council and Town Council meetings while creating virtual public comment protocols.

Our Finance and Corporate Services Department’s enduring record of excellence in financial and budget reporting positioned us for a successful recovery. Through Council’s commitment to fiscal stewardship we overcame the challenges brought on by the pandemic. We prioritized critical public services and projects without compromising our financial status.

Our Town’s AAA (S&P) and Aaa (Moody’s) bond ratings positioned us for fiscal health. The Town was awarded the Budget Award (eight years running) and the Comprehensive Annual Financial Reporting (32 years running) by the Government Finance Officers Association.

Internal Support Services

Number of Employees

Public Meetings Held

Virtually and In-person

Total Budget FY 20/21

$235,533,010