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DEAR MOUNT PLEASANT RESIDENTS
AND BUSINESS OWNERS,

As we reflect on 2023, envision our town as a sweetgrass basket, each accomplishment intricately woven into a tapestry of success. There was much to be proud of last year. Mount Pleasant was named an All-America City for the third time by the National Civic League. Additionally, the town reached major milestones on several capital improvement projects including transportation infrastructure that furthers the progress of the Town’s Mobility Action Plan, stormwater improvements, and expanding recreation opportunities.

We also implemented the citizen’s GREEN commission focused on protecting quality of life and the environment. Economic development remains a priority and the opening of the Harbor Entrepreneur Center is a testament to that commitment.

In April, we completed our Public Input Matters series of meetings aimed at getting your feedback to help shape the future of the Town. In 2024, we will use that feedback to update our Comprehensive Plan.

Like a sweetgrass basket, our community is a work of art, each element contributing to the beauty and resilience that defines Mount Pleasant. I encourage you to continue reading about the incredible things we’ve accomplished in 2023.

[Signature]
Mayor Will Haynie

Police, Legal & Judicial Committee (Chair); Transportation Committee (Chair); Flood Resilience Committee (Chair); CARTA Board, CRDA Board, Charleston County Aviation Authority, BCDCOG, Patriots Point Development Authority, Mount Pleasant Waterworks

Howard Chapman

Public Services Committee (Chair); Bids & Purchases Committee; Economic Development Committee; Finance Committee; Fire Committee; Flood Resilience Committee; Police, Legal & Judicial Committee; Planning Committee; Transportation Committee; Water Supply/Resources Committee; Charleston Metro Chamber of Commerce; CHATS Board

Carl Ritchie

Fire Committee (Chair); Police, Legal & Judicial Committee; Public Services Committee; Transportation Committee; CHATS Board

Jake Rambo

Finance Committee (Chair); Water Supply/Resources Committee (Chair); Fire Committee; HR Committee; Health, Recreation & Events Committee; Mount Pleasant Waterworks
Brenda Corley
HR Committee (Chair); Bids & Purchases Committee; Education Committee; Finance Committee; Fire Committee; Flood Resilience Committee; Planning Committee; Public Services Committee; Transportation Committee

Laura Hyatt
Economic Development Committee (Chair); Health, Recreation & Events Committee (Chair); Flood Resilience Committee; Planning Committee; Water Supply/Resources Committee

John Iacofano
Education Committee (Chair); Economic Development Committee; Accommodations Tax Advisory Board; CARTA Board

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

Guang Ming Whitley
Planning Committee (Chair); Education Committee; HR Committee; Police, Legal & Judicial Committee; Charleston Visitors Bureau

Daniel Brownstein
Elected to Town Council in November 2023
ABOUT US

The Town of Mount Pleasant is known for its historic charm, picturesque coastal scenery, and friendly community. With a population of more than 95,000, Mount Pleasant maintains its small town appeal while simultaneously boasting a thriving local business community with numerous unique restaurants, shops, and more. Award-winning schools, high ratings for public safety, and plentiful recreation opportunities are a few reasons residents are proud to call Mount Pleasant home. With its mild climate and laid-back atmosphere, Mount Pleasant represents the best of southern living.

96,323
Total Population

42,798
Total Housing Units
Where the charm of Southern hospitality meets a vibrant coastal community with a lifestyle that seamlessly blends relaxation with opportunity.

1.16% Growth Rate
In 2023, Mount Pleasant was named an All-America City for the third time by the National Civic League. The delegation, made up of community members, Town partners and business owners, traveled to Denver to demonstrate how Mount Pleasant weaves diversity into our workforce by connecting neurodivergent people with sensory-friendly places, light into dark by making youth mental health a high priority, and bonds of trust by investing in programs designed to foster relationships between police officers and young people. These efforts have created an engaged community working in harmony making the fabric of Mount Pleasant stronger and more colorful, a lot like a sweetgrass basket.
The award recognizes the work of communities in using inclusive civic engagement to address critical issues and create stronger connections among residents, businesses, nonprofits, and government leaders.

**THE IMPACT**

**Economic Stimulus**
- Attract and retain businesses that generate jobs
- Increase in Tourism
- Increase in grant awards

**Pride and Collaboration**
- A sense of pride
- Awareness of municipal efforts
- Civic participation

**National Recognition**
- Shines a light on the community
- Highlights community organizations nationally
- Fosters city to city collaboration
ACCOLADES

NATIONAL ACCREDITATIONS:

Police: Commission on Accreditation for Law Enforcement Agencies Inc.

MPPD Evidence Unit: International Association For Property and Evidence

Fire: Commission on Fire Accreditation International

Recreation: Commission for Accreditation of Park and Recreation Agencies

Building Inspections: International Accreditation Service

Public Services: American Public Works Association

Bond Rating (Moody’s Aaa) and (S&P’s AAA)

Government Finance Officers Association Distinguished Budget Presentation Award- 12 consecutive years (1st time- FY 2013)

Government Finance Officers Association Comprehensive Annual Financial Report - 35 consecutive years

2023 Tree City USA

2023 Safest Cities in South Carolina Award: SafeWise

All-America City: 2023, 2018, 2010

American Council of Engineering Companies of South Carolina – 2023 Engineering Excellence Award
TOP NEWS

- **February 13**: Town Engineering and Development Services Department Receives Transportation Award
- **March 1**: Town Police Officers Save Woman’s Life During Routine Traffic Stop
- **March 29**: Town Launches GREEN Commission, Accepting Applications for Members
- **April 4**: Mount Pleasant to Become Lowcountry’s First “Certified” Autism Friendly Town
- **June 13**: Mount Pleasant Named 2023 All-America City Award Winner
- **June 28**: Memorial Waterfront Park Phase III Construction Underway
- **July 28**: Town’s Economic Development Manager Earns Prestigious Certification
- **August 4**: Town Welcomes the Harbor Entrepreneur Center with Ribbon-Cutting Ceremony
- **November 1**: Vaughn Ed Kee Parkway Grand Opening Ceremony Marks Milestone for Town of Mount Pleasant
- **December 20**: Mount Pleasant Secures $15.78M USDOT Grant for Transportation Safety Improvements
In the beginning of 2023, our Public Input Matters series concluded. These open house meetings allowed us to hear directly from residents, shaping the future of our town. The feedback will inform the next update to our Comprehensive Plan scheduled for 2024.

The Town further demonstrated its dedication to environmental initiatives. The Green Space, Environment, Ecology, and Natural Resources (GREEN) Commission launched in 2023 with a focus on natural resources, flood resilience, and green space. Our Low-Impact Development Regulations for commercial properties emphasize sustainable practices. Initiatives like ‘Take Root’ and ‘Mount Pleasant Composts’ underscore our commitment to preserving the environment.
The Mount Pleasant Fire and Police Departments prioritize public safety and community well-being. They are highly trained and consistently address the evolving needs of Mount Pleasant, as evidenced by their national accreditations.

In 2023, the Mount Pleasant Fire Department maintained accreditation from the Commission on Fire Accreditation International. They enhanced public safety through collaborations with other fire departments and fire station refurbishment. The department responded to 12,289 service calls and saved $32,640,484 in property from fires.

In January 2023, we entered into an Automatic Aid Agreement with seven neighboring fire agencies to ensure that the closest appropriate
fire unit responds to emergencies, regardless of jurisdiction, enhancing the efficiency of our emergency services.

The Mount Pleasant Police Department achieved its 11th accreditation from the Commission on Accreditation for Law Enforcement Agencies in 2023. The police department responded to 99,503 service calls in 2023. Mount Pleasant was ranked #3 on the 2023 SafeWise report for the Safest Cities in South Carolina, highlighting the success of our first responders. In partnership with WakeUp Carolina, The Mount Pleasant Police Department implemented a Critical Information Management System and immediately started seeing a decrease in opioid overdoses. Due to this peer support initiative, the Town saw a 40% decrease in overdose numbers within one year.

<table>
<thead>
<tr>
<th>Firefighters</th>
<th>Total Fire Calls</th>
<th>Police Officers</th>
<th>Total Police Calls</th>
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<tbody>
<tr>
<td>134</td>
<td>12,289</td>
<td>156</td>
<td>99,503</td>
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Supporting the needs of more than 96,000 residents, Mount Pleasant’s Public Services Department maintains its standard for superior service. Our Public Services Team responded to 13,781 calls for service in 2023 and tipped nearly half a million garbage cans. To address the need for the ever-increasing demand for these services, construction is underway on a new Public Service Facility on Six Mile Road. The Town’s Public Services Department recently earned accreditation through the American Public Works Association affirming the department’s dedication to excellence.
The Town’s Recreation Department enriches the lives of residents and visitors alike with special events, youth and adult sports and programs, senior center activities, and the summer Farmers Market. In 2023, the Special Events Office hosted 45 events including the widely-loved Blessing of the Fleet & Seafood Festival, the Sweetgrass Festival, and Waterfront Music & Movies. The accredited Recreation Department registered an impressive 44,000 participants in youth and adult programs keeping the community active and engaged.

<table>
<thead>
<tr>
<th>Community Services</th>
<th>17,537</th>
<th>45</th>
<th>1,955,356</th>
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<tbody>
<tr>
<td>Youth Programs Registrants</td>
<td></td>
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<tr>
<td>Special Events</td>
<td></td>
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<tr>
<td>Garbage Cans Tipped</td>
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Mount Pleasant’s economy continues to grow with 1,063 new businesses opening, joining the total 6,989 businesses in town. With an unemployment rate of just 2%, Mount Pleasant has a lower unemployment rate compared to national and state figures. The Town welcomed the Harbor Entrepreneur Center (HEC) in April further supporting local businesses that drive the Town’s economy. The HEC now has more than 50 businesses working together to develop new enterprises and ideas in our region. The Town continues to partner with the Mount Pleasant Chamber of Commerce, Charleston County, and the Charleston Regional Development Alliance on various projects. Mount Pleasant became the first “Certified” Autism-Friendly Town in the Lowcountry by Just Bee, a local non-profit created to connect neurodivergent families with their communities.
Many ribbon-cutting ceremonies were performed and the Town celebrated Mount Pleasant Business Appreciation Week in September, which includes participating in the Mount Pleasant Business & Community Expo and releasing the second season of the business-docuseries, “Venture”. Mount Pleasant was also thrilled to launch their new economic and business development brand, titled Mount Pleasant Made. This new initiative strengthens collaboration between the Town of Mount Pleasant and local businesses. Mount Pleasant Made is another resource to assist in data-driven decision-making.
Dedicated to law enforcement sacrifice, Vaughn Ed Kee Parkway was constructed as a symbol of unity and connection.

$66.8M
Capital Projects Budget

2,688
Feet of Sidewalk Installed

213
Town Assets Maintained
INFRASTRUCTURE

The Town’s Engineering and Development Services Department keeps things moving in the Town of Mount Pleasant. In 2023, the Town demonstrated its ongoing dedication to enhancing community infrastructure and mobility by allocating $66.8M to capital projects like the completion of Vaughn Ed Kee Parkway, continued construction of Mount Pleasant Way multi-use pathways, and breaking ground on the Patriots Point Gateway Intersection Improvements.

Keeping Low Impact Development a priority, the Town targeted stormwater infrastructure to improve impacts of flooding in the Royall Avenue, Edwards Park, Ben Sawyer/Kincaid, and Hobcaw Drainage Basins.
INTERNAL SUPPORT

Serving a population of 96,000 residents and nearly 7,000 businesses with a team of around 600 staff members, the Town of Mount Pleasant takes pride in serving our community. Mount Pleasant Court implemented a new software in 2023 to help streamline court processes and workflow. Our Finance Department continues to maintain its AAA (S&P) and Aaa (Moody’s) bond ratings, a testament to our strong financial position and fiscal responsibility. Our Finance and Budget Offices have received prestigious awards highlighting our commitment to transparency and excellence including the Government Finance Officers Association Distinguished Budget Presentation Award for the 12th consecutive year and the Comprehensive Annual Financial Report Award for the 35th consecutive year.
<table>
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<th>Public Meetings Held</th>
<th>Town Employees</th>
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<tr>
<td>243</td>
<td>593</td>
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### Internal Support

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<tr>
<th>Fund</th>
<th>Budget FY 23</th>
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<tr>
<td>Total Budget FY 23</td>
<td>$187,379,341</td>
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<tr>
<td>General Fund</td>
<td>$105,644,641</td>
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<tr>
<td>Debt Service Fund</td>
<td>$10,773,675</td>
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<tr>
<td>State Accommodations Fund</td>
<td>$3,147,412</td>
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<tr>
<td>Capital Asset Fund</td>
<td>$90,874,246</td>
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