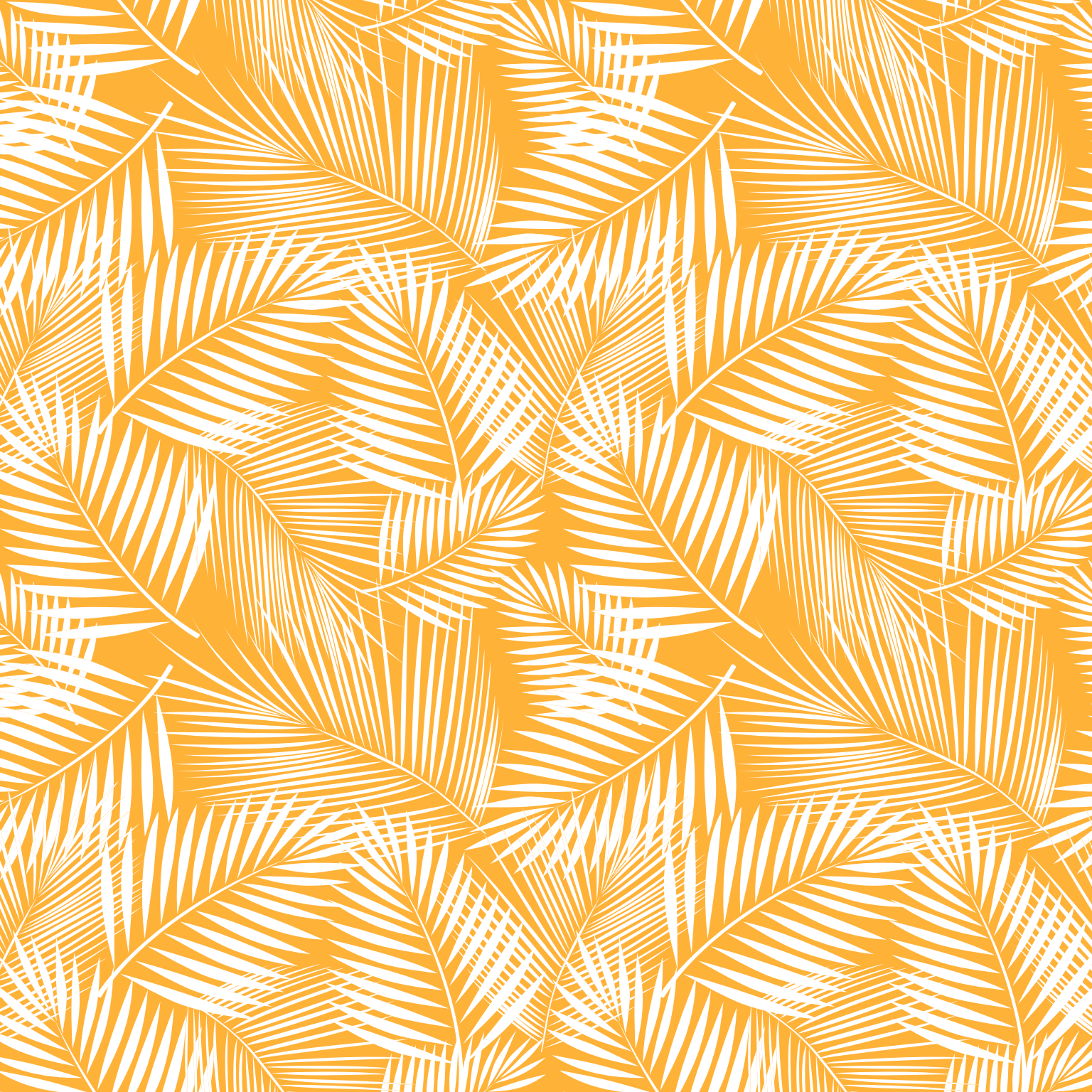




2021 TOWN OF MOUNT PLEASANT  
ANNUAL  
REPORT



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## MAYOR WILL HAYNIE

It is my pleasure to share the Town of Mount Pleasant 2021 Annual Report with you. For the second year in a row, our community persevered through the worldwide COVID-19 pandemic. We did so with grit, determination, and mindfulness of our fellow community members. Despite the challenges presented by this on-going pandemic, the Town forged ahead with completing capital improvement projects, modified special events and other notable achievements. We accomplished all of this while still maintaining a strong financial position and an eye towards the future.

Our Town Council worked diligently throughout the year to continue to preserve our quality of life and to promote our local economy. 2021 also brought us two new council members in John Iacofano and Carl Ritchie. These new council members onboarded quickly and immediately jumped into the hard work they were elected to

do. Our committees, Town Council, volunteer boards and commissions, along with the support of Town staff remained committed to implementing the three elements of the Palmetto Principle: Protect, Plan, and Restore for the benefit of all who call this beautiful place home.

I am proud of the many accomplishments we achieved as community this past year and I invite you to continue reading to learn more about each of these worthy endeavors.



Mayor Will Haynie



MOUNT PLEASANT  
★  
SOUTH CAROLINA

# STRATEGIC SUCCESS

The Town completed its second 5-year strategic plan at the end of 2020 and launched its new 5-year plan in 2021. Some of the highlights on the 2016- 2020 plan include:



80/83 objectives completed



38/41 initiatives completed



Designated as a 2018 All America City by the National Civic League



Formal emergency operations plan created



Created a Debt Service Fund



Established an Employee Relations Committee



Recreation Department awarded national accreditation by Commission for Accreditation of Park and Recreation Agencies (CAPRA)

## 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.

# 2021 - 2025 STRATEGIC PLAN

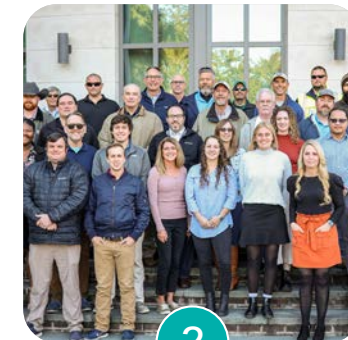
## OPERATIONAL STRATEGIC PRIORITIES

The Town's Strategic Plan for 2021 – 2025 features 3 themes and 28 goals.

### The 3 Overarching Themes are:



**PROTECT**  
Neighborhood and Community Systems



**STRENGTHEN**  
Operational Capacity



**REFINE**  
& Expand Operational Capabilities

The theme of the 2021 – 2025 Strategic Plan is *Resilience*.

## CORE VALUES

SERVICE ABOVE SELF | INTEGRITY | RESPECT | ACCOUNTABILITY | EXCELLENCE

# MOUNT PLEASANT TOWN COUNCIL



**Mayor Will Haynie**

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



**Howard Chapman**

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



**Brenda Corley**

Bids & Purchases Committee; Education Committee; Finance Committee; Fire Committee; Flood Resilience Committee; HR Committee (Chair); Planning Committee; Public Services Committee; Transportation Committee; CARTA Board



**Laura Hyatt**

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



**Carl Ritchie**

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



**John Iacofano**

Economic Development Committee; Education Committee (Chair); Accommodations Tax Advisory Committee



**Gary Santos**

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



**Guang Ming Whitley**

Education Committee; HR Committee; Planning Committee (Chair); Police, Legal & Judicial Committee; Water Supply Committee; Charleston Area Visitors' Bureau



**Jake Rambo**

Finance Committee (Chair); Fire Committee; Human Resources Committee; Health, Recreation, & Events Committee; Water Supply/Resources Committee (Chair); Mount Pleasant Waterworks

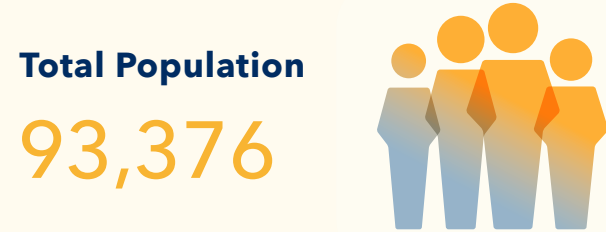


# ABOUT US

The Town of Mount Pleasant is a community that offers an unparalleled quality of life and high-level public services while at the same time maintaining the quintessential small-town charm. According to the 2020 US Census, Mount Pleasant is 93,000 residents strong and home to nearly 6,000 businesses.

2021 was a challenging year as the worldwide COVID-19 pandemic raged on for its second year, but Town Council and staff remained steadfast in their commitment to public service and to driving the community forward throughout the challenging times.

Despite the on-going pandemic, 2021 was a year of much success for Mount Pleasant. The Town set a record number of new business ribbon-cutting ceremonies and completed numerous significant projects, which are outlined in the following pages.



# BOARDS AND COMMISSIONS AT WORK

## CULTURE, ARTS, & PRIDE COMMISSION

Sweetgrass basket stand revitalization project: Started a multi-year project to make improvements to sweetgrass basket stands along Sweetgrass Basket Makers Highway (Hwy 17). The project aims to both beautify and complete much-needed repairs on the stands that represent an important piece of our town's heritage along our town's main thoroughfare as well as to encourage more use by local weavers by making the stands more appealing and inviting for both basket makers and customers as well as passersby.

## YOUTH COUNCIL

The Mount Pleasant Youth Council continued their work on various initiatives including teen mental health awareness; litter clean-up; and oyster bed renourishment. The twelve-person council is comprised of Mount Pleasant residents attending Academic Magnet, Oceanside Collegiate Academy, Lucy Beckham High School, Porter Gaud, School of the Arts, and Wando High School.



## PUBLIC ART PROJECTS:

Created public art map on [www.experiencemountpleasant.com](http://www.experiencemountpleasant.com)

Commissioned 2 new murals (R.L. Jones center & Liberty Hill Farms)

Wrapped 4 new traffic signal power boxes

Commissioned 7 art on the half shell sculptures and installed around town

Installed 2 new college of Charleston student sculptures at the Moultrie pocket park

Conducted 2 community art contests: Mount Pleasant t-shirt and reusable bags

## Historical Commission



**Miriam Brown Marker unveiling:** The Town's community center on Royall is named after Miriam Brown but there was no signage explaining who she was. Miriam Brown's daughter, Dr. Jeanne Brown Morris captured her mother's life in the document, "In and Out of the Shadows". With the help of Dr. Jeanne Brown Morris, the Historical Commission created a new interpretive marker with pictures and text detailing the life and legacy of Ms. Brown.

**Expanded the Passport Program (created in 2020), created new walking tours on the mobile app/website, and added Near Field Communications (NFC) labels to additional markers:**

The Commission created a "passport program" to be called "Mt. P and Me" that is made up of questions that can be answered by visiting the Town's historical markers. Every question answered at each marker is a "stamp" on the passport. They created new walking tours for the mobile app and website so people participating in the passport program could use the tours to stamp their passports. In 2021, the NFC labels were added to additional markers that were accessible by walking so that people could "tap" the sticker and learn more about subject on the marker (additional information, pictures, videos, etc.). This program was designed to support action-based learning and create opportunities for engagement for citizens and tourist alike and for the Commission to build on their digital library.



**First ever all-virtual Black History Month** – The Historical Commission was not going to let the on-going pandemic prevent them from celebrating Black History Month so they decided to move to an all-virtual format. Events were held every Saturday at 6pm and are all still available to watch on the Town website and social media channels. Events included: The Laing Visitor – A Look at Some Hidden Black Histories of Mount Pleasant by Professor Fordham, History of Black Fraternities and Sororities from numerous fraternities and sororities from around the State, and Scanlonville: A History – The Land and The Community by East Cooper Civic Club



# PUBLIC SAFETY

Public safety efforts continue to be the backbone of our work in Mount Pleasant. Our police and fire personnel are second to none and exemplify the highest standard of care and training. In 2021 the Mount Pleasant Fire Department earned its 5th Award of Accreditation by the Commission on Fire Accreditation International. They responded to 864 more calls in 2021 than in 2022 and saved \$524,100 in property from fires.

In 2021 Chief Mark Arnold took the helm of the Mount Pleasant Police Department and continued to lead the department towards their mission of ensuring the safety of our community. According to a study completed by Money Geek, Mount Pleasant ranked as the safest town in South Carolina based on crime cost per capita.



First responder monument unveiling at Memorial Waterfront Park



9578  
Total Calls

11,455  
Total Citations



82% Percentage of all  
Fire-Impacted  
Properties Saved

\$22,654,300  
Fire Property Saved

149 Sworn Police  
Officers



# INFRASTRUCTURE

The Town allocated \$33.5 Million dollars to capital projects this past year. The main focus of these capital improvements and maintenance projects was on transportation and stormwater infrastructure. The Engineering and Development Services Department continued their work in designing the Mount Pleasant Way, the Town's community-length multimodal path by contributing \$1.2M to identified sections. In addition to this work, critical road projects such as Billy Swails Blvd Phase 4B also continued and are prepped for construction beginning in late 2022.



**186**  
Town Assets Maintained



**7525**  
Sidewalk Feet Installed

Stormwater infrastructure received significant investment this year through the Royall Ave Basin Project. Work is not yet completed, but significant improvements of over \$850,000 were made to the area, with more slated for next year. This project is part of the Town's on-going Old Village Stormwater Improvement Program

When not working on major capital projects staff is busy providing the day-to-day maintenance of our town infrastructure. In 2021 staff hauled nearly 48 tons of garbage and responded to nearly 14,000 calls for service.

**160** Potholes and wear out repairs

**84** Sink Holes repaired



**22** Road Miles Paved or Rejuvenated

**7** Speed Humps Installed

**244** Street Signs Repaired or Replaced



# BUSINESS & ECONOMY

The Town's local economy is strong. This past year, we set a record of new business ribbon cuttings. We also partnered with the Mount Pleasant Chamber of Commerce to launch the #BizWhereYouLive campaign. It was a three-part campaign designed to champion the importance of shopping and supporting local businesses. The first part, #shopwhereyoulive launched after Thanksgiving to encourage citizens to shop locally for the holidays. All Mount Pleasant businesses could participate in the campaign for free and resulted in enormous community support for our local businesses.



**6,074**  
Businesses  
In Town

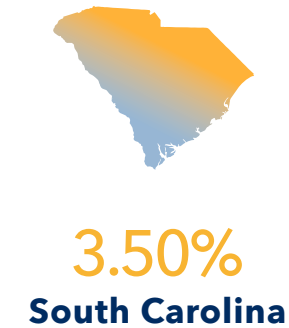
**1,224**  
New Businesses



The Town also saw great success with economic development projects. Both Omatic Software and the Bourne Group chose Mount Pleasant as their home this past year, thus generating significant revenues from outside the region.

Mount Pleasant again hosted Business Appreciation Month in September by hosting and participating in numerous business-centric events, including the Mayor's Business Appreciation Luncheon and the Mount Pleasant Chamber of Commerce Business and Community Expo.

## UNEMPLOYMENT RATE



# COMMUNITY SERVICES AND LIVABILITY

Municipal Court maintained their excellent level of service this past year and processed 11,455 citations. They continued to adhere to COVID-19 guidelines pertaining to municipal courts and persisted in providing quick and high-quality services to all patrons.

The Mount Pleasant Recreation Department led a busy year of special events, recreational and programmatic offerings and the first ever Town of Mount Pleasant Sweetgrass Half Marathon. The 13.1 mile race sold out within days of opening registration and hundreds of Mount Pleasant residents and visitors hit the pavement throughout Park West and Carolina Park to race the clock and achieve their personal bests.



The PLAN Department reorganized into two divisions: Planning & Zoning and Neighborhood Livability. This reorganization better consolidates the department's work into the two distinct categories and helps to maximize resources towards the achievement of Comprehensive Plan goals. The department spearheaded two notable initiatives authorized by Town Council. The first, was the Settlement Community Task Force. Mount Pleasant Town Council appointed the Settlement Community Task Force in October 2020 to identify and define issues

29,420

**Total Number of Building Inspections**



9,881

**Total Permits Issued**

related to development pressures within our historic African American communities. This Task Force met throughout 2021 and finalized their report and recommendations on December 9. Their recommendations have been presented to the Planning Committee of Town Council and have been shared with County and State representatives for their information and potential future use, as well.

The second major initiative led by PLAN is Take Root Mount Pleasant. This community tree planting program was designed to encourage residents to take an active role in beautifying our

community and addressing the challenges of growth. In the process, we are also working to educate residents on the benefits of a "greener" community and how to properly plan and care for their trees. In 2021, the Take Root program gave away over 900 trees.



13,828

**Public Services Calls for Service**



# INTERNAL SUPPORT SERVICES

You may have seen some new faces leading our departments, along with some new department names this year. In order to increase efficiency and improve internal operations, the Town made some changes to the organizational structure. The former Planning and Development Department was split and renamed to the Planning, Land Use, and Neighborhoods Department (PLAN). The Building Division, formerly part of this department, was moved to the newly created Engineering and Development Services Department (EDS). The Building Division joined former Transportation Department staff, along



with Stormwater staff to create this new department, which streamlines the entire building and engineering process for the Town.

Also, important to note is the three new department heads that were named in 2021 following the retirements of long-term employees: Public Services Director, Jody Peele, Planning Director, Jeff Ulma and Police Chief, Carl Ritchie. The contributions of these retired department managers are numerous and great. Collectively, they served the Town for more than 66 years. All three of the new department managers were internal promotions, which serves as testimony to the Town's strong employee culture



## SOCIAL MEDIA IMPRESSIONS



and succession planning practices. The new department heads are Michele Reed (PLAN), Chief Mark Arnold (Police) and Andy Weis (Public Services).

In addition to some reorganization and promotions, the Town continued to double down on best financial practices and maintaining the organization's strong financial standing despite the on-going pandemic and threat of COVID-19 subvariants. Thanks to the hard work of the Finance and Corporate Services staff Mount Pleasant maintained its AAA (S&P) and Aaa (Moody's) bond ratings and won our 9th Budget Award and 33rd Comprehensive Annual Financial Reporting from the Government Finance Officers Association.

## TOTAL BUDGET FY 2021: \$114,446,711



<b>\$91,855,353</b>	<b>GENERAL FUND</b>
<b>\$10,897,485</b>	<b>DEBT SERVICE FUND</b>
<b>\$1,727,063</b>	<b>STATE ACCOMMODATIONS FUND</b>
<b>\$33,525,653</b>	<b>CAPITAL ASSET FUND</b>

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# AWARDS & RECOGNITIONS

BOND RATING (MOODY'S AAA) AND (S&P'S AAA)

GOVERNMENT FINANCE OFFICERS ASSOCIATION DISTINGUISHED BUDGET PRESENTATION AWARD- 9 CONSECUTIVE YEARS (1ST TIME- FY 2013)

GOVERNMENT FINANCE OFFICERS ASSOCIATION COMPREHENSIVE ANNUAL FINANCIAL REPORT 33 CONSECUTIVE YEARS

2010, 2018 ALL-AMERICA CITY--NATIONAL CIVIC LEAGUE

2021 TREE CITY USA BY NATIONAL ARBOR DAY FOUNDATION

2021 SAFEST CITIES IN SOUTH CAROLINA AWARD BY MONEY GEEK

## 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





*Mount Pleasant*

SOUTH CAROLINA



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