

The City of Myrtle Beach
*Annual Report and Strategic Outlook
for 2004 and 2005*



The city's budget, by the numbers

Fiscal Year 2003-04

The millage rate remained stable in fiscal year 2003-04, the fourth consecutive year without change. The city's budget totaled \$97.9 million, with \$73.3 million for operations and maintenance, \$9 million for debt service and \$15.6 million for new capital authorizations.

Solid waste fees increased \$1.50 per month for residential customers, the first of a two-step increase. Water and sewer rates increased by 72 cents per month to help pay for treatment plant expansions. For example, the Surface Water Treatment Facility completed a 10-million-gallon per day expansion.

Other capital improvement projects during the year included completion of the deepwater ocean outfall at 25th Avenue South, various neighborhood stormwater projects, underground utility conversions on Ocean Boulevard, and renovation and/or expansion of three recreation centers.

Fiscal Year 2004-05

For fiscal year 2004-05, the budget totals \$96.3 million, with \$78.6 million for operations and maintenance, \$9.3 million for debt service, and \$8.4 million for new capital improvement projects. Due to legislative and legal uncertainties, Horry County postponed the county-wide reassessment for one year. It will be implemented in 2005-06.

The ad valorem property tax rate remained stable for a fifth straight year in 2004-05, as the city benefitted from new commercial development and modest inflation the preceding year. City Council avoided a tax increase for debt service by using money from the fund balance.

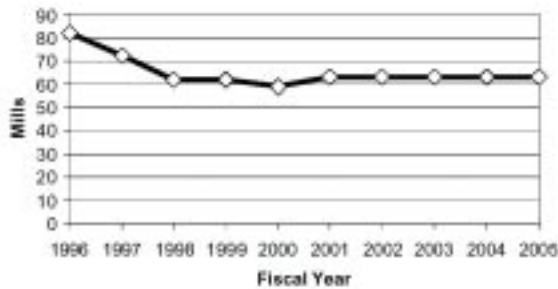
New service expansions included three detention officers, two police officers for the downtown area, a flood plain coordinator, a court clerk and additional recreation staff for the expanded recreation centers.

In early 2005, the city hired 18 new firefighters to allow for staffing of the new fire station on 38th Avenue North, opening in July.

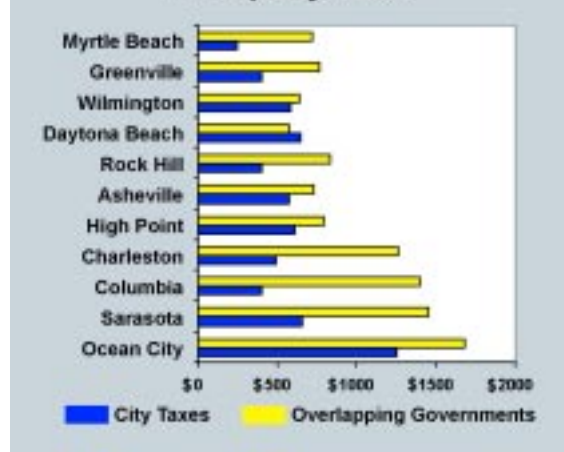
Water and sewer rates increased a combined total of 1.6 percent, or 32 cents on the monthly minimum billing. 72 cents per month to help pay for treatment plant expansions. A combined minimum residential water and sewer bill, which allows for 4,000 gallons of water usage, is now \$19.60 per month.

Solid waste fees increased \$1.50 per month, to \$17.00 for the typical residential customer, less than what local private haulers charge for comparable service. The city's solid waste service includes once-weekly curbside collection of garbage, recycling and yard waste and bulky junk.

City Ad Valorem Tax Rates, Last Ten Years



Taxes per \$100,000 of Property Value

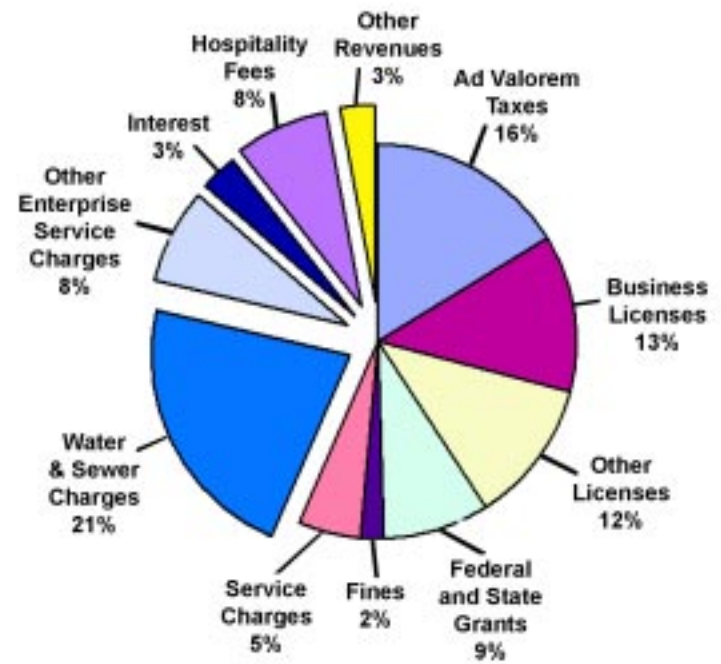


The graph shows that Myrtle Beach's ad valorem property tax rate is lower than the tax rates of our benchmark cities.

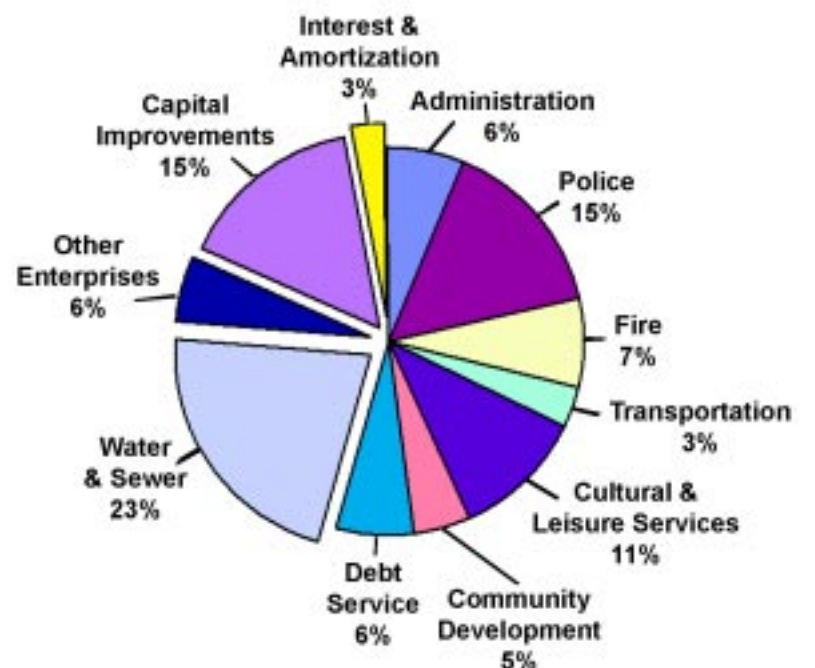
How the city's money comes and goes annually

The City of Myrtle Beach is fortunate to have diverse revenue sources. As a result, property taxes (*ad valorem* taxes) accounted for only 16 percent of the city's income in fiscal year 2003-04. The pie charts below show where city funds originated (top) and where that money was spent (below), excluding capital improvements.

Sources of Funds, FY 2004



Uses of Funds, FY 2004



ALERT team helps keep city clean

The City of Myrtle Beach's ALERT program (**A**fter-hours **L**itter and **E**mergency **R**esponse **T**eam) consists of two full-time employees who work evenings and weekends, precisely for that purpose. In addition to patrolling for litter and other maintenance problems downtown, they respond city-wide to special requests and emergencies called in by other departments, businesses and the public.

Examples of such requests include setting up traffic cones at accidents and fires, repairing broken sprinklers in city landscaping, responding to emergency water restorations or shut-offs, removing dead animals from the right-of-way, reporting malfunctioning traffic signals, repairing street signs, emptying overflowing trash cans, spotting and temporarily cold-patching potholes, reporting code violations and responding to special requests.

ALERT crewmembers carry tools, shovels, traffic cones and other items in their vehicles and can handle most tasks on the spot. ALERT results in a cleaner city and a faster response to special needs and emergencies after regular business hours. Staff members, citizens, visitors and business people have a "go-to" team that's on-duty, well-equipped and available when needed.

ALERT was created to provide a higher level of after-hours service, especially downtown, and to reduce overtime costs. Downtown merchants and businesses have embraced the ALERT concept and make good use of it. Staff members also appreciate having someone on duty to handle problems that arise at odd hours.

Depot wins historic preservation award



The restoration of Myrtle Beach's historic Train Depot received a 2005 South Carolina Historic Preservation Honor Award from the Department of Archives and History.

Everyone who enters the great hall, with its exposed wood trusses, plank flooring, brick walls and sliding freight doors, is reminded of the glory days of train travel.

Restoring the Depot preserved that history for future generations, but also gave the community a project to share and a beautiful structure to use and enjoy.

Mission statement puts service first

Myrtle Beach seeks to be the premier resort community on the East Coast by providing facilities and services necessary to enable a high quality of life for the community's residents and visitors.

Public Safety programs ensure safety, security and well-being through education, prevention and enforcement activities, while remaining sensitive to the needs and priorities of the community and protecting the rights of all persons in the course of performing public safety duties.

Community Development programs facilitate proactive community participation in developing vision and guidance to ensure well-managed, economically healthy and environmentally sensitive growth, and perform the regulatory functions necessary to ensure compliance with the established guidelines.

Cultural and Leisure Service programs provide a wide range of facilities, perform parks beautification and maintenance services, and offer opportunities to participate in individual or organized recreation, entertainment and other leisure activities.

Environmental Protection programs help ensure the availability of a sound, healthy water supply and general living environment.

Utility bills now payable on-line, anytime

City utility customers may now pay their bills on-line via the Internet. To get started, just visit the city's web site at www.cityofmyrtlebeach.com and click on the "On-Line Services" link.

Instead of mailing a check, customers may now pay their bills on-line with a credit card, around the clock. If they wish, they can go one step further and decline to receive any paper bill by mail.

To sign up for the service, customers must first complete a "utility e-service application," available on-line or at the City Services Building. The e-service application requires basic account information and establishes a personal identification number (PIN) for security.

Utility payments include charges for water and sewer service, solid waste collection fees and stormwater fees. On-line customers also can see a graphic showing their past water and sewer usage.

The city has some 14,000 utility accounts. The on-line payment service should be especially useful for those customers who have second homes or rental properties here, but live elsewhere.

2004-2005 Annual Report and Strategic Outlook

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On the cover.... A view of the recreational lakes created with assistance from the Myrtle Beach Air Force Base Redevelopment Authority.

Comparison of city taxes and service fees

The table at right shows the total cost of essential city services and *ad valorem* taxes during the last five fiscal years, expressed on both a monthly and an annual basis.

The “typical family” in the comparison owns real property valued at \$172,000 (the median selling price for a single family home for the 12 month period ending July 1, 2002), owns two cars with a total value of \$28,000 and uses 7,500 gallons of water per month.

The cost of city services for July 2004 through June 2005 is estimated at \$104.66 per month for a typical household, compared with a monthly cost of \$102.39 in Fiscal year 2000-01.

When these figures are adjusted for inflation (CPI-U), the real dollar cost today is \$92.43 per month, a decrease of \$6.31 (– 6.3%) since the beginning of FY 2000-01 in July 1999 dollars.

Essential City Services and Taxes for a Typical Myrtle Beach Household, Last Five Fiscal Years¹

Service Charges/Taxes	2001	2002	2003	2004	2005
Water Charges (7,500 gal.)	\$ 16.59	\$ 17.32	\$ 18.00	\$ 18.60	\$ 18.90
Sewer Charges (7,500 gal.)	16.43	16.43	16.80	17.55	17.85
Solid Waste Collection Fee	10.05	10.05	10.05	11.55	12.75
Landfill Tipping Fee	3.95	3.95	3.95	3.95	4.25
Stormwater Management Fee	3.50	3.50	3.50	3.50	3.50
<i>Ad Valorem Taxes:</i> ²					
General Fund	44.08	43.20	42.15	41.21	40.28
Convention Ctr.	4.92	4.75	4.71	4.61	4.50
Municipal Debt Service	<u>2.87</u>	<u>2.81</u>	<u>2.75</u>	<u>2.69</u>	<u>2.63</u>
Total Monthly Charges/Taxes	\$ 102.39	102.01	101.91	103.66	104.66
Total Annual Charges/Taxes	\$1,228.68	\$1,224.12	\$1,222.92	\$1,243.92	\$1,255.92

¹ The value of real property in the above examples is \$172,000, which was the annual median selling price of single family residential properties in the city as of July 1, 2002. The numbers also assume \$28,000 current market value of vehicles and 7,500 gallons of monthly water consumption for the household.

² *Ad valorem* taxes show decreases from 2001 through 2005, despite the tax rate remaining steady, due to the fact that the assessment ratio on vehicles declined by .75% per year from 10.5% in 2000 to 6.75% in 2005. It will continue to fall until it reaches 6.0% in 2006.

City of Myrtle Beach voters selected the Council-Manager form of government

Citizens of Myrtle Beach adopted the Council-Manager form of government in 1973. City Council is the legislative body of the city and exercises the major responsibility of determining the policy and direction of municipal government.

Council is composed of a mayor who serves as the presiding officer and six members. All seven are elected at-large to four-year terms. In biennial elections, first the mayor and three council members are elected. Two years later, members are elected to fill the remaining three seats.

During the fiscal year 2004-05, the City Council members are: Mark Struthers McBride (mayor), Judy Rodman (mayor *pro tem*), Michael Chestnut, Charles “Chuck” Martino, Jr., Susan Grissom Means, Philip Render and Randal Wallace.

A professional city manager is the chief executive officer and chief administrative officer of the city. The manager is appointed by Council and administers the daily operation of the city through appointed executive staff members and department heads.

The city is a public agency and a multi-million dollar corporation offering a diverse line of services and products. In essence, City Council serves as the corporation’s board of directors, the city manager is the chief executive officer, and the citizens are the stockholders and customers.

Residents and visitors in Myrtle Beach receive traditional municipal services, such as police and fire protection, well-maintained public parks and rights-of-way, recreation facilities and programs, sanitation and street maintenance, and community development assistance, including planning, zoning and building code enforcement.

In addition, the city operates a convention center, a public library, an 18-hole public golf course and a 4,500-seat baseball stadium which it owns with Horry County in a 70-30 partnership.



The city’s web site, updated in 2004, offers valuable information about the city. Visit www.cityofmyrtlebeach.com.

Anne Abergman
Sandra Adams
Wally Alberts
Val Aldridge
Sarah Alison
Brandon Alston
Anthony Ambuhl
Anna Marie Amidon
Jackie Andersen
Lavern Anderson
Bert Anderson
Barbara Aramanda
Steve Ardolino
John Asman
Jacueline Atwood
Ken Atwood
Steve Awalt
Dr. Peter Barr
Dan Barrone
Patricia Barwick
Richard Beebe
Robert Bell
Peggy Bellamy
Robert Bellamy
Gary Benton
Tomie Benton
Tommy Benton
Lawton Benton
Lauren Berkey
Joe Bethle
Brown Bethune
Bob Bethune
Winn Bigham
Judy Blackburn
Judge Derek
Blanton
Kevin Blayton
Gwendolyn
Blondmonville
Laurence Bolchoz, Jr.
Mike Bolinger
Kevin Bonawitz
Ray Booth
Ronnie Bourne
Joshua Bourque
Robert Boykin
Ronald Brabant
Larry Bragg
Dottie Bragg
Jean Ann Brakefield
Catherine Brake-Lee
Bill Brennan
Graham Brewer
David Bridges
Marcy Bridges
Clay Brittain
David Brittain
Evelyn Britton
Cleveland Britton
Rachel Broadhurst
Ed Brophy
Diana Brown
Megaline Brown
Scott Brown
Johnny Brown
Bill Bruner
Tricia Bullock
Jay Bultz
Frank Burgess
Patricia Burgess
Michael Burgess
Roz Burkart
David Burlinson
Terry Burns
Marion Busby
Clifford Butler
Ronny Byrd
Brian Cabe
Wilson Cain
Bob Calamari
Betty Caldwell
Bob Callahan
Pat Callahan
Earl Campbell
Janice Cannan
Jim Cannone
Mary Canty
Georgia Carandola

Todd Cargill
Dwight Carraway
Libby Carter-Faulkner
Jeanne Casey
Stephanie Cestare
Barbara Chagaris
Gus Chagaris
Pat Charlesworth
Murray Chesson
Regina Chestnut
Rudy Chilton
Jim Church
Stephanie Church
Tammy Church

Daphne Joan Drake
Susan Duncan
Phyllis Dunn
Frank Durant
Nina Eaddy
Judy Eastwood
Jimmy Edward
Lois Edwards
Angie Eggleston
Wayne Eggleston
Jennifer Elliot
Eadie Elliott
George Elliott
Helen B. Emery

Zhara Hall
Bill Hamann
Linda Hamann
Sean Hamilton
Mary Catherine Hardee
Candace Harnden
Joyce M Harris
Paula Hartmann
Deborah Harwell
Miller Hawkins
Alan Hay
Pam Heller
Gert Henderson
Stephen Hepler
Ashleigh Herndon
Paul Hewett
Virginia Higgins
Kemberly Hildebrand
Margaret Hills
Mickie Hite
Kelly Hobart
Jessica Hogan
Doris Holderby
Ella Hood
Barbara Horner
Chris Hotzelt
Chris Howard
Doug Howard
Tara Howard
Sally Howard
Connie Howentsine
Whitney Hucks
Ricky Huggins
Eric Hughes
Sandine Hughes
Crystal Humes
Heather Hummel
Jennifer Humphrey
Norris Hundley
Ralph Hunn
Patience Hurdle
Earl Hurdle
Mike Hussey
Reuben Hyman
Brenda Imsho
Mae Beth Irwin
Carla Ivey
Donavon Ivey
Mark Janack
Noel Jarvis
Marcy Jay
Louise Jederlinich
Allen Jeffcoat
Christine Jenkins
Rev. Mary Jeter
Sonal Jethwa
Carrie Johnson
Patricia Jones
Don Jones
Lawrence Jones
Jesse Jordan
Sonny Joyner
Katherine Juliano
Alice Keane
Tim Kearney
Doris Kee
Fabian Kendal
Craig Kenley
Cindy Kent
Michelle Ker
David Kessler
Brian Kines
Anna Marie King
Dorothy Kirschmann
Terry Knight
Mary Knowles
Robert Knowles
Carolyn Knowlin
Bob Knox
Tim Koch
John Kolumba
Ellie Koscinski
Grant Kuhn
Paul Larkin
Simone Larzelere
Jimmie Lathan
Patricia Lawyer
Raymond Lawyer

Mamie Leach
Jane Leahy
Kelsey Leahy
Jeff LeForce
LeAnn Lehman
John Leiter
Phil Leverette
Rita Levine
Danielle Lewis
James Lewis
Gary Loftus
Chris Long
Liza Long
Jimmy Lordo
Harry Love
Angela Loving
Alison MacCrimmon
Danny MacDonald
Kelly Malone
Sarah Marsh
Doug Martin
David E Martin
Michael Matro
William McCaffrey
Neil McCoy
Timothy McCray
LeAnne McCulloch
Bob McElveen
Billy McGonigal
Sunnie McGonigal
Jeff McGuire
Maureen McGuire
James McIlrath
Kenneth McIver
Bill McKeagie
Dee McKenna
Jeff McKinney
Scott McKinney
Joseph McLaughlin
Steve McMillan
Martha McPartlin
Charlene A. McSweeney
Leigh Meese
Jeff Mense
Susan Mense
AJ Meyer
Niki Meyer
Mildred E. Michael
Elaine Michaud
Mary Lou Miller
Thomas Miller
Steve M. Mills
Karon Mitchell
Doc Moltar
William Monckton, IV
Anne Trainer Monk
Jack Monroe
Samuel Moody
Kenny Moore
Brenda Moore
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Diane Movsky
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Tempe Oehler
Glenn Ohanesian
Gail Olive
George Olive
Duane Oliver
Bettie Olivier
Betsy Overton
Mark Page
David Palinski
Jerome Parham
Joey Park
Eddie Patrick

Melissa Patton
Pete Pearce
J. Thomas Pegram
Patricia Pellor
Bob Pena
Ellie Penner
Gene Pennywitt
Dot Pepin
Arlene Perkins
Ana Petrusiek
Kay Phillips
Robert Pickett
William Pickles
Gayle Post
Rick Poston
Donna Powali
Charles Power
Bill Pritchard
Scott Proctor
Mona Prufer
Scott Pyle
Patricia Ranalli
Debbie Randolph
Gen. Robert Reed
Bettye Reid
Tim Renfrow
John Rhoades
Gloria Ricciardi
Betty P. Richardson

Pushpa Saxena
Jim Scarberry
Bob Scarborough
William E. Schmitt
David Schupp
Marie Scorza
Thomas Scorza
Trevino Scott
Dick Scudder
Frank Seeley
Barbara Segal
Michelle Sessions
Susan Shackelford
Tom Shanks
Don Shanks
Terry Shea
Jean Shearer
Gina Shelley
Robert Shelley
Nick Sherfese
Augie Shuler
Shon Shuler
Nickol Sidosky
Dennis Simbeck
Daryl Simmons
John Simpson
Grace Sinclair
Bill Singleton
Ann P. Skiba
Wanda Slothower

Jack Springs
Jay Springs
Julien Springs
Tom Staats
John R Stack
Phillip Stalvey
Walt Standish
Mike Starkey
Susan Stevens
Bill Stewart
Ruth Stewart
Marilyn Sullivan
Judy Swanson
Hanna Sweatt
Mary Katherine Sweatt
Roger Sweatt
Gabe Swing
Diane Ta
Shawn Tackett
Clifford Tall
Brittney Taylor
Steve Taylor
John Thomas
Dwight Thomas
Perry Thomas
Jack Thompson
Brent Timmons
Al Tirrell
Glenda Tompkins
Tommy Tompkins
Francis J. Tuite
Matthew Tully
Dolores Tutko
Tony Tyler
Barbara Vahey
Eric Van Vlae
Jackie Vereen
Tommy Vernon
Angela Victoria
Rev. David J. Victoria
Roger Vincent
Stephanie Vlandis
Bill Vlandis
Joanne Vogelsong
Gary Vogelsong
Jim Vreeland
Irv Wain
Mary Wain
Red Waldorf
Mike Wallace
Betty Walsh
Dave Walter
Karyn Walter
Ronetta Washington
Bill Watson
Kristin Weaver
Glenna June Webb
Tom Webb
Beverly Weiner
Charlene West
Stanley White
Cinda Whitted
Wayne Wicker
Nicky Wilcoxson
Letty Wilder
Doug Williams
Doug Williams
Ed Williams
Jason Williams
Tina Williams
Larry Wilson
Katelyn Winkler
P.G. Winstead
Shirley Witter
Mark Wolfe
Barbara Wood
Joe Woodle
Crain Woods
Barry Woodward
Jim Wright
Raymond Wurm
Bob Young
Kathy Young
Tate Young
Mike Zardo
George Ziegler
Shirley Zimmerman
Sharlene Zwing

The City of Myrtle Beach thanks the 577 volunteers listed here who donated their time and energy in 2004. Their support and involvement make our community a much better place to live and work.

Thank you!

Brian Clark
Beverly Clark
Chris Clark
Gary Clayton
JoAnn Clayton
Rep. Alan Clemmons
Bob Click
William E. Cline Jr.
David Collins
Cherie Compton
Peggy Coniglio
Jack Connell
Eleanor A. Connors
Imani Conwell
Dusty Cook
Arthur Cools
Bobby Cordes
Ed Cornelius
Iggy Cosentino
LaVerne Creel
Buddy Cribb
Donna Crile
Spencer Crow
John Currie
John T. Currie, Jr.
Florrie Cuttino
Brett Dabbs
Lois Dalgliesh
Dr Taylor Damonte
Birgit Darby
Tim Darcangelo
Bryan Davenport
Antwon Davis
Willie Davis
Pam Davis
Madeline Davis
Stan Davison
Doris Day
Richard Day
Sally Day
William R. Day
Brad Dean
Michael A. DeBock
Del Dellavecchia
Naoki Desjardins
Diane DeVaughn Stokes
Vivian Dexter
Richard Deyo
Dale Dobis
Steve Donevant
Pat Dowling

William T. English
Eden Evans
Ezekiel Evans
Marie Feaster
James Feldman
Sharon Ferrara
Cate Ferreira
Sean Fitzmaurice
Margaret Fitzpatrick
Kelly Fitzpatrick
Scott Floyd
Ray Fontaine
Joel Foster
Mike Frazier
James Frazier
Steven Fryar
Beverly Fuller
Charles Fullwood
Kim Funderburk
Anne Futrell
Mike Gallagher
Don Gannon
Julia Garcia
Keith Garlock
Quinn Gaumer
Dale Gilliland
Andy Glover
Roger Goff
Cookie Goings
Eric Goings
Sherwin Golson
Barbara Goodwin
Darren Gore
Don Gore
Ruth Gore
Genell Gore
Robert Gore
Tonya Gore
Lisa Gowans
Cecil Graham
Kevin Grant
Glenn Graves
Wayne Gray
Dorothy Greene
Stephen Greene
Tim Groza
Anna Guilliams
Shep Guyton
Alex Hagg
Emma Hagg
Billy Haile



Ray Wurm, volunteer bailiff in Municipal Court, is the city's 2004 Volunteer of the Year. Ray is a retired teacher who moved here from Long Island, New York. He has a couple of part-time jobs that keep him busy, but he always finds time for the city.

Tim Ritter
Beatrice Rivenburgh
Carmen Robbins
Kenneth Roberts
Melissa Roberts
Bonnie Robinson
Kenny Robinson
Paul Robinson
Sara Robinson
John Robitaille
Patricia Roehrl
Suzette Rogers
Robin Edwards Russell
Nancy Russell
Dr. Helen Russell
Tabitha Ruth
Karen Sangtian
Stephanie Santiago

Aaron Smith
Alexa Smith
Ginger Smith
Linda Smith
Gene Smith
Mary Smith
Dr. Marcus Smith
Sherry Smith
Heather Smith
Sue Smith
William K. Smith
Laura Smith
Jay Smith
Phyllis Smith
Lizzie South
Frank Spivey
Virginia Spivey
Eugene Spivey