

2011

HORRY COUNTY ANNUAL REPORT



COMMITTED TO EXCELLENCE

Letter to the Citizens



Tom Rice

It has been an honor to serve you as your Chairman of Horry County Council for the last year. It is our mission to provide a community environment in which the citizens and visitors of Horry County can enjoy the highest quality of life. Proper budgeting and financial management allows Horry County to achieve and exceed our goal of being good stewards of the taxpayer dollars.

I am pleased to present this annual report and share with you the good

news about how your county is working for you. With the county's exceptional staff and County Council's leadership, we have made great strides over the years.

In the past year, Horry County residents have seen major road construction in our area, due to the Riding on a Penny one cent sales tax that was passed by voters in 2006. Work has begun on the Aynor Overpass, SC 31 extension, the backgate interchange project, and miles of paved roads in the rural area. Many construction projects have been completed or underway to include the Myrtle Beach International Airport expansion project, libraries in

North Myrtle Beach, Surfside Beach and Carolina Forest, as well as new recreation centers in Carolina Forest and in the South Strand.

Horry County employees continue to look for ways to save money, while striving to improve the services in the community by keeping with our number one goal of "Committed to Excellence". As the county continues to grow, we will make every effort to enhance our services and make Horry County the best it can be.

Respectfully,

Tom Rice,
Council Chairman



Horry County Council

Pictured on the back row from left to right:

Brent Schulz (District 2), W. Paul Prince (District 9), Al Allen (District 11), Jody Prince (District 10), Carl Schwartzkopf (District 8), Marion Foxworth, III (District 3), and Gary Loftus (District 4)

Pictured on the front row from left to right:

James R. Frazier (District 7), Chairman Tom Rice, Paul D. Price, Jr. (District 5), Harold G. Worley (District 1), and Bob Grabowski (District 6).

Form of Government

Horry County has been operating under the Council/Administrator form of government since 1975. Under this type of government each member of council is elected from the district in which he/she lives and a chairman is elected at-large. The council consists of a chairman and 11 council members; each elected for four-year terms. The council appoints a Clerk to Council, Register of Deeds Director and an Administrator.

Mission Statement:

Providing a community environment in which the citizens and visitors of Horry County can enjoy the highest quality of life.

Motto:

Committed to Excellence

Photo Credits

Myrtle Beach International Airport and Harrelson Blvd. photos by Aero Photo

Facility Expansions – “Green” Leads the Way

The **North Myrtle Beach Library** opened for customers in May of 2011. The new 20,000 square foot facility, located on First Avenue South, replaced the previous NMB Library building to provide operational spaces required to meet current standards. The first of three new libraries funded by the \$12 million Library Bond, the library features a separate young adult area, 24 public access computer workstations, a separate meeting room, expanded staff workroom and adequate parking.

The addition and renovations to the **Surfside Beach Library** were completed in October 2011, and increased the facility from 7,500 square feet to 18,000 square feet. This library provides an expanded children’s area, separate young adult area, 24 computer workstations, a separate meeting room and greatly expanded stack areas.

The **Carolina Forest Library** will open in summer 2012, and will be nearly identical in size and features to the North Myrtle Beach Library. This library shares a central energy plant and a central parking lot with the adjacent Carolina Forest Recreation Center, and

was designed and constructed to qualify for certification as a LEED Project.

The **Aynor Library addition** will be complete in January 2012, and will expand the library by 1,200 square feet to provide a new children’s area and a separate meeting room.

Interior Renovations to the **Bucksport Library** will be complete in April 2012, and will provide increased stack area, a new circulation desk, and new finishes.

The **Carolina Forest Recreation Center**, located on Carolina Forest Boulevard, shares its site with the Carolina Forest Library and the Palmetto Adventure Land Playground. This recreation center was designed and constructed to qualify for LEED Certification, and contains a 10,000 square foot gymnasium, exercise room, activity rooms, climbing

wall and kitchen. The recreation center opened in January 2012.



The **South Strand Recreation Center** building will be identical to the Carolina

Forest Recreation Center building, and is also a LEED Certified project. The South Strand project opened in January 2012, and includes three full-sized baseball fields, four multipurpose fields, a two-story concession building and a walking trail.

BELOW PHOTOS

*Left: North Myrtle Beach Library.
Top right: Aynor Library addition.
Bottom right: Surfside Beach Library*



Socastee Recycling Center

On June 2, 2011, the new Socastee Recycling Center was officially opened on Jones Road. The new center replaces the former Socastee Recycling Center that was located off of S.C. Hwy.

707, behind Socastee High School. The center is manned and has receptacles to receive household garbage, yard waste, recyclables and large “white good” items, (things like old

appliances and items that will not fit into a normal waste receptacle). The center will open Sunday through Saturday from 7 a.m. to 7 p.m.

Public Safety Initiatives

1 Detention Center opening

In February 2011, the detention center opened the Randy Gerald Tower and occupied it with inmates. The tower increased the bed capacity by 536 beds and added 135,037 square feet to the overall footprint

of the jail. The tower added nine pre-trial male housing units, two 64-bed dormitory units, six 64-bed celled units that have four-man cells and a 24-bed maximum-security single bed cells. Ongoing renovations

include a security system overhaul to repair or replace existing systems and configure the old security control systems so that all systems operate on a common format and renovating seven housing units in the old jail.

2 Detention Center video visitations / video arraignment



This year the J. Reuben Long Detention Center implemented video arraignments with the City of North Myrtle Beach and began the process of implementing this process with the City of Conway. Video arraignment hearings utilize a point to point connection with the municipality to create a secure and fluid transfer of video and audio. Equipment is placed on the Judges bench at the municipal court room and additional equipment is located in both court rooms at the J. Reuben Long Detention Center. With this equipment in place, judicial proceedings can occur without the transportation of

inmates to North Myrtle Beach. This has greatly reduced liability and created a more secure process to execute necessary court proceedings. We have satisfied the requirements with the South Carolina Supreme Court in order to expand this option to all municipalities in Horry County and nearly eliminate inmate movement out of J. Reuben Long for municipal court hearings, other than Jury Trials. We also began the process of getting approval from the Supreme Court to expand this even further to include Circuit Court arraignments, Probation and Parole Hearings.

3 Paperless Agendas (iPads), live streaming and video archives of council meetings

The IT/GIS Department enhanced many areas of operations within the county this year. The Paperless agenda and iPad program for County Council reduced expenses and provided a streamlined process for the creation of County Council packets for council meetings that previously required paper copies, deliveries, and labor. This new solution is now paperless. Packets are available to citizens on the county website, and council members now view these

packets via iPads. Council members are able to view anytime, anywhere in preparation of upcoming meetings. In addition, now citizens can view county council meetings live from our county website www.horrycounty.org/council/, playback previous meetings, and jump to a specific topic of interest. These new enhancements further the county's goals of enhancing transparency, reducing costs, and improving services to the citizens of Horry County.



Public Safety Initiatives... continued

4 Facebook deployment (Fire, Police, EMD)

In the past ten years, there has been a fundamental shift in the way people communicate, primarily with the use of social media. On May 16, 2011, Horry County Fire Rescue and Horry County Police Department, piloted the

first social media sites for the county, which included Facebook and Twitter. The purpose of these sites, was not only to bridge the communications between the departments and the constituents and visitors of Horry County, but to educate and promote life safety initiatives, recruit and retain volunteers and career members and to inform the public as well as the media of emergency incidents in the area. Soon

after implementation of this program, the Emergency Management Department rolled out their sites, in order to have one more vehicle of communication, in preparation, of Hurricane Irene. In 2012, it is the intention of the Public Safety Division to bring a Facebook page to the Animal Care Center, as well as assessing the need for further site development for other departments.



5 Scrap Metal permits

The South Carolina Legislature passed new laws dealing with nonferrous metals in June 2011. This tasked the Sheriff's Offices across the state with the responsibility to issue permits to the public to transport these metals for sale. Since July of 2011 the Horry County Sheriff's Office has issued to

the public 2,866 annual and 860 48-hour permits. The Horry County Sheriff's Office is also responsible for inspecting and issuing permits to metal recycle centers to purchase these metals from the public. To obtain a permit, please contact the Horry County Sheriff's Office at 915-5450.

6 Animal Care Center vaccination clinics

The Animal Care Center (ACC) established monthly vaccination clinics, and these have proven to be a much appreciated asset to the residents of Horry County. These low-cost clinics have made a difference in "Return to Owner" rates, due to the microchips being placed in pets and registered properly. We are also seeing a willingness in pet owners to properly vaccinate

their pets and to follow up with routine veterinary exams by their private veterinarians. Staff has heard from several residents that if the service was not provided as affordably as it is, their pets would not receive proper vaccines. For more information on the vaccination clinics, please contact the Horry County Animal Care Center at 915-5172.



Excellence in Government



Horry County Emergency Management (EMD) was selected as the 2011 Emergency Management Agency of the Year by the South Carolina Emergency Management Association.

Horry County Fire Rescue was recently awarded the 2011 Recruitment and Retention Achievement Award, in Clearwater FL, by the Volunteer Firemen's Insurance Service, Inc. (VFIS), in conjunction with the Volunteer & Combination Officers Section (VCOS) of the International Association of Fire Chiefs (IAFC), for the "Emergency Recruitment & Retention Initiative."



The Horry County Cemetery Project was named as the Archeological Stewardship Award winner, by the Palmetto Trust Historic Preservation. The Archeological Stewardship Award is presented in recognition of significant achievements or landmark efforts in the support of South Carolina's archeological heritage.

Horry County was awarded the 2011 Outstanding Safety Achievement Award from the South Carolina Counties Workers' Compensation Trust for a written Hazard Assessment Program. This program was completed by the Risk Management staff, with assistance from each department. The written document identifies potential unsafe conditions associated with each piece of equipment, along with the personal protective equipment required or needed when operating the equipment. Each department received a copy of the document for planning, regular use, and training purposes.



Horry County was awarded the 2011 J. Mitchell Graham Memorial Award by the South Carolina Association of Counties for its cemetery project to preserve an estimated 450 historic cemeteries in the county's unincorporated areas - approximately one for every 2.5 square miles.

Horry County received the Distinguished Budget Presentation Award by the Government Finance Officers Association of the United States and Canada. The award represents a significant achievement by the entity and reflects the commitment of governing body and staff to meeting the highest principles of governmental budgeting. This is Horry County's 22nd consecutive budget award.

Horry County Parks & Recreation was awarded the 2011 Class IV Agency of the Year by the South Carolina Parks & Recreation Association. The Horry County Parks & Recreation operates and maintains 30 parks, five recreation centers, 50 athletic fields, 21 playgrounds and 28 boat landings. They also administer over 200 athletic, non-athletic, senior citizens, youth, adult, programs and special events throughout the year.



The Certificate of Achievement for Excellence in Financial Reporting has been awarded to Horry County by the Government Finance Officers Association of the United States and Canada (GFOA) for its comprehensive annual financial report (CAFR) for the year ended June 30, 2010. The Certificate of Achievement is the highest form of recognition in the area of governmental accounting and financial reporting. This is Horry County's 24th consecutive CAFR award.

Horry County received 5th place in the 2011 Digital Counties Survey Award for the population category 250,000 - 499,999. The Digital Counties Survey identifies the very best examples of how counties are aligning technology to support strategic priorities and create crucial operations and administrative efficiencies.



PHOTOS FROM TOP TO BOTTOM, LEFT TO RIGHT

EMD Agency of the Year, J Mitchell Award, Cemetery Project, Horry County Parks and Recreation Golf Camp, Horry County Parks and Recreation Tennis Instruction, Horry County Parks and Recreation Youth Soccer, Horry County Parks and Recreation Archery Instruction.



Airport Expansion Project – Fly MYR

Located approximately one mile from the Atlantic Ocean in Myrtle Beach, the Myrtle Beach International Airport (MYR) serves as the only commercial airport for Horry County and the Grand Strand. The airport consists of a passenger terminal complex, a 9,500-foot lighted runway and related taxiways, a general aviation apron and supporting buildings and hangars. MYR is currently undergoing a \$118 million terminal capacity enhancement program that will expand the number of gates from 7 to 13, provide more efficient ticketing, baggage claim and security screening areas, in addition to a separate car rental facility and parking. The new terminal is expected to be complete in January 2013. MYR is currently served by 8 airlines with non-stop service to over 25 destinations.

In January of 2012, the Harrelson Boulevard project will connect US 17 Business and US 17 Bypass directly in front of the airport terminal complex. This \$9 million project will provide airport users direct access from "The Beach" as well as provide a new entrance area for the adjacent Whispering Pines golf course.

Photos Courtesy of Aero Photo.

Right: Photos of MYR

Left: Photo of Harrelson Blvd.



Redistricting- A Growing Community

In September 2011, Horry County was given the green light for redistricting by the U.S. Department of Justice. Horry County Council's Ad Hoc Committee on Redistricting oversaw the lengthy process which realigned the county's 11 council districts to represent about 24,491 citizens each, which are up from 17,700 following the 2000 census. The 2010 census show significant growth in our county from 196,000 in 2000 to 269,291. These new districts will form the basis for

Horry County Council and Horry County School Board elections, which open for filing in March 2012 and then are filled in the November General Election.

With the population increases that were displayed not only in Horry County, but in the upstate as well, Horry County received an extra congressional district and another state house seat. These will also be reflected in the 2012 elections.

The new district maps can be viewed on the county's website at http://www.horrycounty.org/voting/vote_map.asp.

Budget Summary - Fiscal Year 2011

Budget Basics

Fiscal Year

A fiscal year (FY) is the 12-month budget cycle; it's usually different than a calendar year. In Horry County, FY 2011 runs from July 1, 2010, to June 30, 2011.

General Fund

FY 2011: \$129 million

When people talk about the county's budget, they usually mean the General Fund. The General Fund is funded by a combination of real and personal property taxes, vehicle taxes, documentary stamps, business licenses, building permit fees, Master-in-Equity fees, and other fees and fines.

Other Funds

The balance of the county's budget is made up of Special Revenue Funds, Capital Projects Fund, Debt Service Funds, Proprietary Fund and Internal Service Funds. All of these funds are restricted for a particular purpose. Examples include Parks & Recreation Fund, Waste Management Fund, Fire Fund, Road Maintenance Fund, Beach Renourishment Fund and Senior Citizens Fund.

Horry County Total Budget

FY 2011: \$327 million

This combined total includes the General Fund and all other funds.

For a complete copy of the FY 2011 Budget, log onto www.horrycounty.org/depts/finance/budget.

ASSESSED VALUES

Primary Residence	4 percent of market value
Rental & Secondary Property	6 percent of market value
Agricultural Real Property (privately owned)	4 percent of market value
Agricultural Real Property (corporate owned)	6 percent of market value
Commercial Real Property	6 percent of market value
Manufacturing Real & Personal Property	10.5 percent of market value
Utility Real & Personal Property	10.5 percent of market value
Personal Property (other than airplanes & boats)	10.5 percent of market value
Airplanes	4 percent of market value
Boats	6 percent of market value
Personal Vehicles	6 percent of market value

Special Funds

The General Fund provides for many county services, but other Special Funds also provide services to residents. These funds can be described in these broad terms:

Special revenue funds are largely restricted to a specific purpose, service, or program and include tax-based revenues. For example:

- Fire Fund
- Waste Management
- County Recreation
- GIS/IT Special Revenue
- E-911 Emergency Telephone
- Accommodations Tax
- Victim Witness Assistance
- Road Maintenance
- Socastee Community Recreation
- Beach Renourishment
- Watersheds
- Arcadian Shores
- Senior Citizens
- Baseball Stadium
- Industrial Parks
- Aynor Business Park
- Stormwater Management

Enterprise Funds/Internal Service Funds

Enterprise funds come from the collection of fees associated with pro-

viding the service or program. Internal Service funds account for the goods and services provided by one department to other departments of the government on a cost reimbursement basis.

- Department of Airports
- Fleet Maintenance Internal Service

Budget-in-Brief

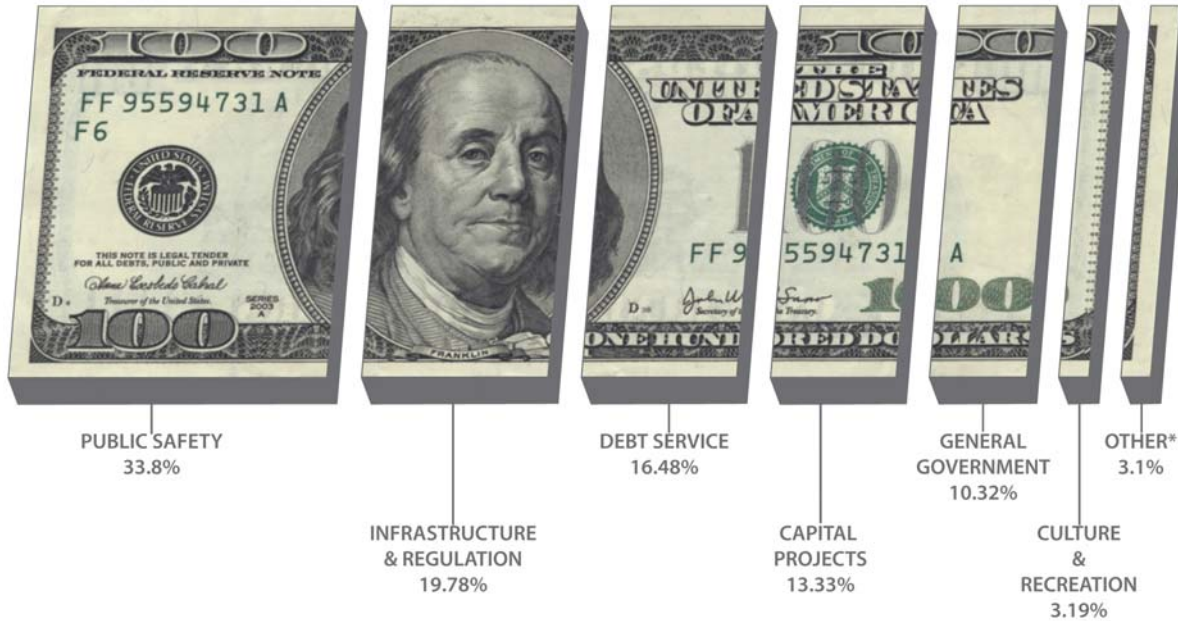
The county's revenue comes from many places, including state funds, real and personal property taxes, business licenses, and restricted funds like parks and recreation,

beach renourishment, fire fund and road maintenance fees. When people talk about the budget, they usually mean the General Fund, but the services that residents receive

actually come from other sources (see Budget Basics). These charts reflect the different types of revenue the county receives and how it is spent by function.

HORRY COUNTY, SOUTH CAROLINA GENERAL GOVERNMENT EXPENDITURES BY FUNCTION

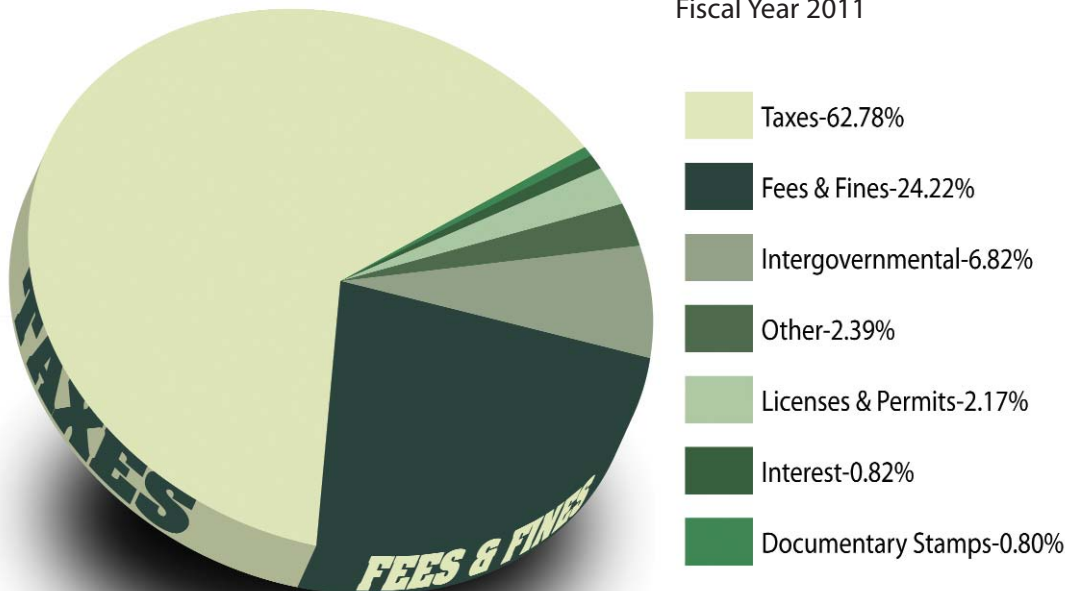
Fiscal Year 2011



*OTHER INCLUDES HG TECH & HIGHER EDUCATION COMMISSION - 1.71%, HEALTH & SOCIAL SERVICES - 0.86%, ECONOMIC DEVELOPMENT - 0.51% & MISCELLANEOUS - 0/02%

HORRY COUNTY, SOUTH CAROLINA GENERAL GOVERNMENT REVENUES BY FUNCTION

Fiscal Year 2011



The tax revenues in the FY 2011 budget were based on assessed values after re-assessment and the rollback of millage in compliance with state law. Although County Council did not approve a tax millage increase. The FY 2011 budget did meet the current fiscal needs of county government operations and provided limited funding for capital investment as well as adequate funding for the repayment of the county's debt.

The County Council and county staff anticipated some of these challenges last year, and planned cuts for the FY 2011 budget. In order to balance the FY 2011 budget, 35 positions were deleted which were already vacant, and county employees did not receive a cost of living adjustment. Although positions were frozen and employee compensation increases were not authorized, an additional 43 positions were added to the budget. Twenty-nine (29) were added to the Public Safety Division to include the jail, the Solicitor's office, and the Communications Department. Eight positions were added to the Infrastructure & Regulation Division for the Recreation Fund. The remaining six positions were added to the Administration Division for the Master-In-Equity Department to help with the record number of foreclosures to be processed and the Department of Airports.

The county's goal is to use its resources to maintain quality of life for the residents and to have reserve funds to help us respond to future fiscal challenges and natural disasters. To keep moving projects forward, the county also aggressively pursues other sources of funding, including federal and state grants.

RIDE Project Status Update



Aynor Overpass

ORIGINAL BUDGET: \$46,000,000
REVISED BUDGET: \$17,550,000
ESTIMATED COMPLETION DATE: Winter 2012
CURRENT STATUS:

- Construction of bridge over US 501 ongoing
- Construction of bridge on Bluewater Road is ongoing
- Final paving on Bluewater Road will be completed in November



Backgate Interchange

ORIGINAL BUDGET: \$49,500,000
REVISED BUDGET: \$119,600,000 (\$15M reim. grant acquired)
ESTIMATED COMPLETION DATE: Fall 2014
CURRENT STATUS:

- Temperance Connector extending from Temperance Drive to Farrow Parkway open to traffic
- Placement of lightweight fill matter for the east side ramps will begin in mid-November
- Placement of concrete curb and gutter and asphalt base on the Withers Connector is in progress
- Work continues on Withers Connector, Portland Drive and Macklen Road.
- Construction is underway on two of the future ramps on the east side of the intersection in preparation for the shifting of traffic



Glenn's Bay Road

ORIGINAL BUDGET: \$76,000,000
REVISED BUDGET: \$78,600,000
ESTIMATED COMPLETION DATE: Fall 2014
CURRENT STATUS:

- Right of way acquisition in progress
- Development of construction plans in progress
- Permit package has been submitted to the USACE
- Development of the final mitigation plan in progress
- Coordination with utility providers is ongoing



Hwy. 707 Widening

ORIGINAL BUDGET: \$132,250,000
REVISED BUDGET: \$88,300,000
ESTIMATED COMPLETION DATE: Winter 2015
CURRENT STATUS:

- Development of final construction plans and specifications are substantially complete
- Right of way acquisition ongoing
- The combined SC-707 widening and SC-31 Extension permit package is being revised and additional field work is being performed to address non-compliance issues with the original permit issued in 2000



Local Option Sales Tax

BEGAN MAY 2007 – ENDS NO LATER THAN APRIL 30, 2014
PROJECTED REVENUE - \$425,307,500
COLLECTIONS TO DATE: \$ 267,018,537 (11/1/2011)

*Top two photos: Aynor Overpass Construction
Bottom three photos: Backgate Construction*