



*A Year of Sustainability*

# 2010 Annual Report



**Communications Center of the Year**  
Horry County E911  
Voted Best in the State  
2009 South Carolina

[www.horrycounty.org](http://www.horrycounty.org)



**Liz Gilland**  
Former Chairman

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# Message From Your Former Chairman

As I think back on the accomplishments of 2010, I find myself grateful to the County Council, our Senior Staff and Department Heads for their level-headed, conservative approach to government which has served us well in this recession. Despite record unemployment and a stalled economy, our state auditors found that Horry is one of the financially strongest counties in SC. Due to good planning, when others were holding tight, we embarked on a number of ambitious building projects which employed hundreds of workers and bolstered our local economy.

Continuing our commitment to provide such sites, we opened the North Strand Community Center and broke ground on centers in the South Strand and Carolina Forest. The new North Myrtle Beach library was

begun, Surfside's is being expanded, and ground was broken on a library in Carolina Forest, alongside the incredible Palmetto Adventure Land Park, built entirely by volunteers and our Parks & Recreation Department. Construction was completed on our jail expansion, and we added a quarantine kennel at the Animal Care Center. Development of two new industrial parks continues (one for aeronautics at MB International Airport and a marine park on the waterway at Bucksport), as we position our county to attract industry and bring jobs to Horry.

We broke ground (FINALLY) on the new commercial terminal at MB International, dedicated a state-of-the-art general aviation terminal (for private planes) there, and found a new flight school for the Conway airport. The completion of Harrelson

Bldv. is underway and road-building continues with the Riding on a Penny projects and Hwy. 31 extension.

Our IT department continued to provide brilliance as we made your government more user-friendly and open: along with taxes, traffic tickets can now be paid online; all county checks are posted online monthly; County Council workshops and retreats are streamed live and bi-monthly meetings are archived with on-demand topic capability.

Your county government is solid, progressive, and committed to serving the citizens of Horry with excellence. We've cut spending without cutting corners, and worked harder with smaller budgets. I am proud to have served as Council Chair for this county team and for our citizens.



## Horry County Council

*From left to right:*

*Brent Schulz (District 2), Bob Grabowski (District 6), Al Allen (District 11), Carl Schwartzkopf (District 8), Former Councilman Howard D. Barnard, III (District 5), Former Chairman Liz Gilland, Harold G. Worley (District 1), W. Paul Prince (District 9), Jody Prince (District 10), James R. Frazier (District 7), Gary Loftus (District 4), and Marion Foxworth, III (District 3).*

### Council /Administrator 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

### Eg11 Front Cover Photo

Back, left to right- Melissa Bennett, Cynethia Taylor, Lynn Gore. Front, left to right- Martha Carmichael, Lillian Oliver, Debbie Lee.

# A Year of Innovation

## Deployment of E-Tickets - Horry County Police

Horry County Police has completed the hardware installs on all patrol vehicles, to include the newly purchased vehicles. Over the last two months they have successfully conducted testing on the warning tickets, utilizing the North Precinct personnel. During this testing process they also tested the capability of retrieving monthly statistics in a timely fashion, and the officer's ability to automatically insert suspect/victim information into a report, utilizing the e-ticket solution. At the beginning of 2011, the Horry County Police deployed the warning ticket solution to the other precincts' officers.

Currently, the Horry County Police is very close to the final stages of implementation of the citation module. They are also working with Horry County Information Technology, APS (e-ticket vendor), Motorola, and South Carolina Case Management to complete the interface design, so that when a ticket is written it will seamlessly interface with the local courts and the County's record management system (NetRMS). It is the police's intention to deploy citation module around the first of 2011.

## Housing and Community Development



Horry County has completed its second year administering a federal award of Community Development Block Grant (CDBG) funds. The use of these funds is governed by the County's Consolidated Plan

(2008-2013), which details the five-year strategies to address the community's needs, and its Annual Action Plan, which outlines the activities to be undertaken over the course of one year. This infor-

viding improved infrastructure, and providing improved public facilities benefits to the low to moderate income residents. Horry County is making progress in addressing housing needs, homelessness issues, non-homelessness special needs, and other community development needs throughout the County.

The total HUD disbursements in Program Year 2009-2010 improvements - general.

A total of \$15,000.00 (1%) went towards acquisition. General public services were a total of \$402,940.46 (26%). Fair Housing activities totaled \$1,600.00 (.12%) and planning and administration costs totaled \$285,279.55 for Year 1 (19%) and \$192,109.24 in planning and administration

costs for Year 2 (11%) of the total funds drawn.

The County anticipates receiving an estimated \$1,672,664 in FY 2011 CDBG funds from the Department of Housing and Urban Development (HUD). Over a period of five years, the total grant funds are expected to be in excess of \$7.5 million.

mation can be accessed on Horry County's website at [www.horrycounty.org](http://www.horrycounty.org). The Consolidated Plan was developed with the help of citizen participation and was previously approved by the U.S. Department of Housing and Urban Development (HUD). The Annual Action Plan is developed each year with citizen participation at two public needs assessment meetings.

During CDBG year 2, the County continued to focus its energy on creating suitable living environment, providing decent affordable housing, pro-



*Friendship House*



*Halyard Bend Housing*

## Streaming and On-Demand Council Meetings

Council Meetings are now being streamed to the internet "live" or available for playback on the County's website [www.horrycounty.org](http://www.horrycounty.org). Citizens can playback the entire meeting or jump by agenda item to a specific topic. These videos provide transparency and convenience to the citizens to stay involved in local government. The County also provides video for special events such as budget retreats and ribbon cuttings.

## Online Posting of County Check Register

Transparency in Horry County continues to improve and provides online check registers of County disbursements for viewing at [www.horrycounty.org](http://www.horrycounty.org), under quick links select Check Registers. These registers are provided weekly and monthly for review.

## Online Payment of Traffic Tickets

As a convenience to the citizens Horry County now offers online traffic ticket payments for tickets issued by South Carolina Highway Patrol, Horry County Police, Myrtle Beach Police, and North Myrtle Beach Police. Citizens can make payments online at [www.horrycounty.org](http://www.horrycounty.org) in the gateway to online services.

# Protecting the County

## J. Reuben Long Detention Center - Expansion and Renovation

**Project Phase II:** By 2006, the average daily inmate population had suffered an average annual increase near six percent for the previous 15 years. In most cases, the housing units in the existing jail were at double the rated capacity with the overall inmate population averaging over 60 percent higher than the 396-bed rated capacity. In 2006, Horry County Council approved an overall expansion budget of \$55 million for two phases.



*NEW J. Reuben Long Administration BUILDING (L)  
AND RANDY GERALD TOWER*

## Horry County Fire/Rescue

Horry County Fire/Rescue opened two new stations in 2010. The first station is located on Pitch Landing Road, off Hwy. 701. The addition of this station helped to cover an area that was under contract with the City of Conway and also an area that was outside of the station's five mile coverage area therefore, reducing homeowners insurance from an International Organization for Standardization (ISO) 10 to ISO 5. The other station, located just off Hwy. 319, was a relocate of a leased property station. This station is a fulltime, staffed station with nine employees. This area also had an ISO rating of 10 and now has an ISO 5. By reducing ISO to a 5, it is saving residents hundreds of dollars in insurance a year.

Also in FY 10 Horry County received a Federal Emergency Management Agency (FEMA) Staffing for Adequate Fire and Emergency Response (SAFER) grant for 18 personnel. This grant is a matching grant for five years and requires a County match of 10 percent for FY 10. These people were used to staff the Holmestown Road station (20) and the Red Bluff station (34) with career staffing. With this staffing it brings Horry County to 18 career Fire Stations.



*Pitch Landing Road Station 46*

**Phase I** added 128 beds of dormitory housing, which is being used in the interim for low-risk male pre-trial inmates in a direct supervision operation. This facility became operational in January 2009.

**Phase II** was approved to increase overall inmate bed-space capacity, add much needed support areas, and renovate portions of existing facilities into ancillary support space. Site restrictions necessitated some support functions being moved near off-site, making the jail into a true campus. While maintenance, warehouse, and kitchen functions are removed from the main campus, the site plan allows for additional secure housing when needed in the future. Upon completion the facility will have a rated capacity of just over 1,000 beds. Main facets of **Phase II** are:

Randy Gerald Tower- 536 bed, four-story housing building, comprising of:

- Six 64-bed direct supervision housing units for pretrial inmates in 4-man cells
- Two 64-bed direct supervision housing units in 4-man cubicle dormitory
- One 24-bed maximum security unit
- Meal preparation area and staff dining area.

- Vacuum plumbing waste system allows for water conservation and virtually eliminates inmate "flood-outs" of toilets.
- As of mid-October 2010, the tower is essentially complete with contractors performing punch list activities. Jail staff was in the process of "shaking-out" the systems and training and moved inmates in the beginning of 2011.

Administration Building includes dedicated public parking and entrance, jail administration, two courtrooms and Magistrates offices, video visitation center, 2nd level training & conference center which seconds as an emergency command post.

Kitchen Building, with over 11,000 square feet, is sized to service a 2,500 bed facility. It was built with storage in mind, with over 2,000 square feet of freezer space - bulk buying allows for reduced meal costs.

Detention renovations to the existing building included new booking area and new sallyport, medical clinic, staff locker rooms, new laundry facilities, and updated security management and closed circuit television (CCTV) systems. In addition portions of inmate housing were renovated for expanded female housing. Overall renovations will be completed by June 2011.

# Cool Spring Shell Building

The shell building is 58,000 square feet that can be used for manufacturing and/or warehouse space and is available for sale. The building sits on 3.75 acres in the park and was funded by Horry Electric Cooperative from the Rural Development Act in the amount of \$1.6 million and is being marketed by Horry County and the Myrtle Beach Regional Economic Development Corporation. The shell building was constructed by MB Kahn Construction Company, Inc.



The Cool Spring Business Park is a joint effort between Horry County, Burroughs & Chapin, Town of Aynor, Horry Electric Cooperative, Grand Strand Water & Sewer Authority and the Myrtle Beach Regional Economic Development Corporation due to the Multi-County Business Park agreement, which funded the development of the park's infrastructure. The park is located off of

Highway 319 at the intersection of Bill Jones Road and consists of 97 acres. The site is an ideal location because it is convenient to all sectors of Horry County via Horry County's road system and the site is 35 miles from I-95 and 29 miles from the Myrtle Beach International Airport.

## Mosquito Control Program

After a fairly slow start to the 2010 mosquito season due to a dry winter and spring, the mosquito population stayed fairly low through most of the summer. All that changed at the end of September 2010 when the County received up to 13 inches of rain in a three-day period. Within a week, an incredible mosquito outbreak occurred. The mosquito eggs that had been dormant on pond banks and ditches that had been low for the last couple of years, suddenly received the water they needed to hatch. Mosquito complaints came in from every part of the County in record numbers. The County immediately increased its aerial and ground spraying program and was spraying almost every night that weather permitted through the month of October 2010 and into early November 2010.

The program continues to search for the most cost-effective means of mosquito control measures. A major effort is focusing on the use of larvicides that prevent mosquitoes

from maturing to the biting stage. The larvicidal tablets are placed in ponds, ditches, and catch basins by County stormwater and mosquito control staff. Research is continuing in an effort to find an effective replacement to the Malathion that is currently being used for aerial spraying.

An increased public education effort is also being implemented to inform citizens of the importance of their own actions in reducing mosquito populations and problems.

New technologies such as Global Positioning System (GPS) control and tracking of spray equipment will allow precise recordkeeping of areas sprayed, amount of chemical used, and date and time of spraying. Almost all mosquito control operations are now or will shortly be integrated with the County's Geographic Information System (GIS) mapping system.

## Aynor Recycling Center

Horry County completed the relocation of the Aynor Solid Waste Recycling Center in August 2009. The original center was located on Hwy. 501 between William Nobles Road and White Oak Lane, approximately 3.5 miles south of Aynor, which made access for residents difficult due to the traffic volumes on Hwy. 501.

The new center is located in Horry County's Cool Spring Business Park, off Bill Jones Road on Prudential Court. The center was constructed on two acres of property owned by Horry County. The center has a paved surface, bulk, metal, yard debris containers and municipal solid waste compactors. The new site is much easier to access and traffic circulation through the center is much improved compared to the previous center.

### Operating hours for the center are:

Monday:	7 a.m. - 7 p.m.
Tuesday:	Closed
Wednesday:	7 a.m. - 7 p.m.
Thursday:	1 p.m. - 7 p.m.
Friday:	7 a.m. - 7 p.m.
Saturday:	7 a.m. - 7 p.m.
Sunday:	1 p.m. - 7 p.m.

# Budget Summary - Fiscal Year 2010

## 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 2010 runs from July 1, 2009, to June 30, 2010.

### General Fund

**FY 2010: \$132 million**

When people talk about the County's budget, they usually mean the General Fund. The General Fund is 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, Waste Management, Fire Fund, road maintenance, beach renourishment, admission tax, hospitality fees and Senior Citizens Fund.

### Horry County Total Budget

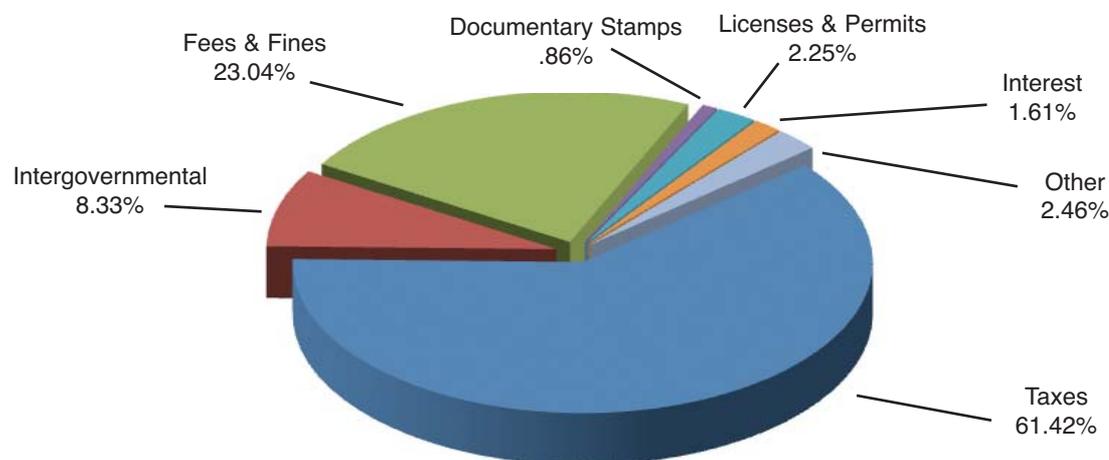
**FY 2010: \$328 million**

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

*For a complete copy of the FY 2010 Budget, log onto [www.horrycounty.org/depts/finance/budget](http://www.horrycounty.org/depts/finance/budget).*

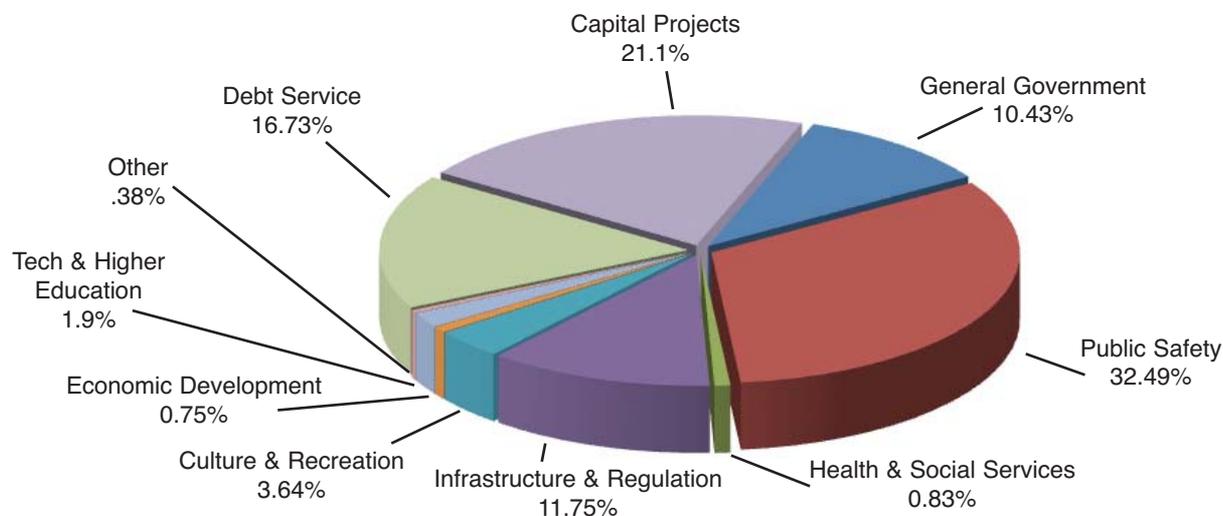
## Horry County Government General Government Revenues By Function

Fiscal Year 2010 (expressed in thousands)



## Horry County Government General Government Expenditures By Function

Fiscal Year 2010 (expressed in thousands)



# Budget Summary - Fiscal Year 2010

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

### Special Revenue Funds

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
- Local Accommodations Tax
- Accommodations Tax
- Victim Witness Assistance
- Road Maintenance
- Socastee Community Recreation
- Beach Renourishment
- Watersheds
- Admission Tax
- Arcadian Shores
- Hospitality Fee
- Senior Citizens

### Enterprise Funds/Internal Service Funds

Enterprise funds come from the collection of fees associated with providing 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
- Solid Waste Authority
- Fleet Maintenance Internal Service
- Baseball Stadium
- Industrial Parks
- Aynor Business Park
- Stormwater Management

## 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

## Installment Payment of Real Property Taxes

Since February 2007, taxpayers have the option to sign up to pay real property taxes in installment payments. An installment election is NOT allowed for personal vehicle, boat/motor, or real property paid through escrow. Only real property taxes (land, building and mobile home) will be accepted. Those electing to participate will make five

(5) payments in advance based on the previous year's tax amount. The balance due will be billed by November 15th of the tax year.

Taxpayers can begin signing up now for the installment payment program, by calling the Horry County Treasurer's Office at 915-5470.

## The 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.

Over the last several years, the Horry County Council and County staff have been financially conservative and made responsible investments, while still being able to provide crucial services to the citizens of this great county. However, the County still depends largely on property taxes to pay for services, and the dramatic drop in the housing market in Horry County has meant a significant amount of loss revenue.

The County Council and County staff anticipated some of these challenges last year, and planned cuts for the FY 2010 budget. In order to balance the FY 2010 budget, 83 positions were unfunded, County employees did not receive a cost of living adjustment, non-salary expenditures were cut by at least 10 percent, funding for non-mandated supplement agencies were eliminated, delayed Capital Improvement Plan projects, reallocated Hospitality Fees, reallocated Local Accommodations Tax 50 percent money and raised EMS fees. The County also saved over \$3 million in personal services from departments such as the Detention Center, public works, maintenance, police and legal services. The County saved 68 percent of the FY10 savings from County operations to help bring a balanced budget due to the decrease in County revenue.

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.

# Horry County Health Initiatives

Introducing the new Horry County

## Prescription Discount Card

# FREE

to County Residents!



## About the Card

Americans are paying more for prescription drugs than ever before. Without prescription coverage, staying healthy can come at a high price. With the Horry County Prescription Discount Card provided to you in a joint effort with the National Association of Counties (NACo), you can save money on many of your prescription purchases!

Any county resident without prescription coverage can use this program. It even covers pet prescriptions! Even if you have insurance for prescription drugs, you may still benefit from the discount card, since it may save you money on prescription drugs your existing plan does not cover.

Everyone is eligible!

- No income requirements
- No age requirements
- Unlimited use for the whole family

Again, the Horry County Prescription Discount Card can be used anytime a prescription is not covered by insurance – even for pets!

Uninsured  
When drug is not covered:  
Underinsured  
Medicare Plan D participants non-covered drugs  
All Prescription Plans  
Pet prescriptions

The Horry County Prescription Discount Card is:

**Valuable.** Save an average of 20% off the pharmacy's regular price on all commonly prescribed prescriptions and an average savings of 50% on 90-day supplies of select generics through mail service. Savings are also available on high-tech and injectable drugs through our specialty pharmacy.

**Easy.** There are no claim forms to fill out and no annual fee to pay.

**Convenient.** More than 59,000 participating pharmacies nationwide. All major chain pharmacies are participants, including CVS, Rite-Aid, Walgreens, and Kroger.

**Card Pick-up locations: all Horry County Memorial Libraries, Horry County Government & Justice Center, and all Horry County Treasurer's Offices. Or call 1-800-516-1873 for a list of participating pharmacies.**

# Horry County Health Initiatives



Sign up now to start **SAVING** on your dental care!

Programs starting at \$59 per year for individuals, or \$69 per year for families!

With health care costs on the rise, saving money has never been more important. Horry County, in partnership with National Association of Counties, has joined with Careington International Corporation to offer you a comprehensive dental discount program at special reduced rates. **Save 5% to 50%** on dental procedures including routine oral exams, cleaning, dentures, crowns and more!



To learn more about the NACo Dental Discount Program, call 877-354-NACo (6226) or visit [www.nacodentalprogram.com](http://www.nacodentalprogram.com)



**Disclosures:**  
**THIS PLAN IS NOT INSURANCE.**  
This plan does not meet the minimum creditable coverage requirements under M.G.L. c. 111M and 956 CMR 5.00. The plan provides discounts at certain health care providers for medical services. The range of discounts will vary depending on the type of provider and service. The plan does not make payments directly to the providers of medical services. Plan members are obligated to pay for all health care services but will receive a discount from those health care providers who have contracted with the discount medical plan organization. You may access a list of participating health care providers at [www.searchforprovider.com](http://www.searchforprovider.com). Upon request the plan will make available a written list of participating health care providers. You have the right to cancel within the first 30 days after receipt of membership materials and receive a full refund. Discount Medical Plan Organization and administrator: Careington International Corporation, 7400 Gaylord Parkway, Frisco, TX 75034; phone 800-441-0380.  
The program and its administrators have no liability for providing or guaranteeing service by providers or the quality of service rendered by providers. This program is not available in Montana and Vermont.