



# 2021 Council Workshop

Bill Shanahan,  
Town Administrator



# Town of Surfside Beach

## WHO ARE WE!!!!

### ➤ **Council Administrator Form of Government**

- Mayor and Six (6) Council Members
  - Adopt the Town Budget
  - Set Town Tax Rates
  - Approve New and/or Update Policies
  - Determine goals and objectives
  - Hire/Fire Department Heads and Town Administrator
- **Town Administrator**
  - Manages the day to day operations for the Council (Including personnel, budget, and resources)
  - Provides objective information and make recommendations to the Council
  - Administers the affairs of the town
  - Implements the policies of the Town Council.

### ➤ **9 Committees/Commissions**


➤ **Town of Surfside Beach has approximately 75 Full-Time Employees, 20 Part-Time, and 10 Beach Services (Temp summer)**

# Town of Surfside Beach

## WHO ARE WE!!!!

- ▶ **Located in Horry County, South Carolina**
- ▶ Population: 4,525 est.
- ▶ Households: 2,150
- ▶ Total Area: 1.96 Sq. Mi.
  - ▶ Land: 1.94 Sq. Mi.
  - ▶ Water: 0.02 Sq. Mi.

# 2020 – 2021 Approved Budget



General Fund:	\$6,851,620
Administration:	\$ 540,665
Finance:	\$ 386,900
Court:	\$ 159,870
Facilities:	\$ 96,850
Police:	\$2,378,155
Meters:	\$ 130,600
Fire:	\$ 937,655
Building/zoning:	\$ 249,505
Grounds Dept.:	\$1,014,979
Vehicle Main:	\$ 178,215
Special Events:	\$ 195,700
Non-Dept.:	\$ 186,935
Sanitation Fund:	\$1,385,000
Pier Fund:	\$ 460,500
Accommodations Tax:	\$ 600,500
Hospitality Fee:	\$ 384,000
Local A Tax:	\$ 437,000
Sewer Utility Fund:	\$ 967,000
Capital Projects Fund:	\$ 422,000

# Goals

What would you like to see happen in the Town of Surfside Beach over the next 5 years?

- ▶ Full beneficial retail occupancy on Highway 17
- ▶ Lose bad reputation, contractors do not want to work in our town. (Market the Town, possible PIO)
- ▶ Town employees to know answers or where to find them, particularly Planning Department
- ▶ Staffing consistency (Planning Department and Administrator)
- ▶ Residents to be able to use property as they want to (Maintenance)
- ▶ Pier: Needs to be completed on schedule and on budget
  - ▶ Pier: Residents should not have to pay
  - ▶ Pier: Only pay if your are going to fish
  - ▶ Pier: Should be self sufficient, pay for itself (Gift Shop, Restaurant, and Vendors)
- ▶ Surfside Drive needs to be cleaned up.

# Goals

What would you like to see happen in the Town of Surfside Beach over the next 5 years?

- Roads: Parking, Drainage, Underground Wiring
- Need a Plan for the future (Goals, Vision, and Mission Statement)
- Growth, controlled (stay a family beach)
- Parking: is a problem.
  - Need a parking plan that addresses the future (Retail, Pier, and Beach)
  - Need a parking plan that will support growth
- Community, citizens, staff, and elected officials should work together
- Need a slogan (The Family Beach?)
- Fix/Update Town Facilities
- Better Communication (Face Book, Web Page, Phone, and PIO.)
- Staff should be nice to citizens
- Update Ordinances (Planning and Zoning Business Friendly)



# Strengths

- ▶ Police, well trained and friendly
- ▶ We have our own Police and Fire Departments
- ▶ Clean Community
- ▶ Cap on building height
- ▶ Location
- ▶ Controlled Growth
- ▶ Beach
- ▶ Roads
- ▶ Retail/Restaurants



# Weaknesses

- ▶ Government communication (external/internal)
- ▶ Retail
- ▶ Reputation (Hard place to do business)
- ▶ Image (We are not the friendliest people to do business with)
- ▶ No real plan for the future
- ▶ Ordinances
- ▶ Staff knowledge
- ▶ Condition of Facilities
- ▶ Staff Attitude





# Opportunities

- ▶ Business 17 vacancies
- ▶ Location
- ▶ Beach
- ▶ Pier
- ▶ E District
- ▶ Upcoming Comprehensive Plan
- ▶ Business/Economic Development Opportunities
- ▶ Market the Town
- ▶ Low Crime
- ▶ Grants (Façade)



# Threats

- ▶ Location (close to Myrtle Beach)
- ▶ Future Crime
- ▶ Forget we are the family beach
- ▶ Putting the wrong things on the pier
- ▶ No Communication
- ▶ COVID (Unknown)
- ▶ Ordinances (Planning and Zoning)
  - ▶ Ordinances need to be citizen friendly
- ▶ Staff Attitude


# Goal Setting

- ▶ Compile Ideas
  - ▶ Have each Councilmember identify one idea/goal he/she would like to complete during the next five years. (Starting on them this budget year.)
- ▶ Rank Ideas
  - ▶ Have Councilmember's identify their top five goal/ideas in order of preference. (Top Idea = 5 points, 2<sup>nd</sup> idea – 4 points, and 3<sup>rd</sup> idea = 3 points, 2<sup>nd</sup> idea – 2 points, and 5<sup>th</sup> idea – 1 point.)
  - ▶ Top five ideas (highest points) must be accomplished over the next five years.
  - ▶ Need a schedule of events in place starting with year one.
  - ▶ Identify goal/ideas if top five are completed.
- ▶ Adopt Goals
  - ▶ Staff create a work plan.
    - ▶ Must be clear and measurable and delegated to a department/individual.
  - ▶ The work plan should be presented to council for adoption by resolution.



## **Vision Statement/Mission Statement**

**The Town of Surfside Beach  
provides a quality of life  
where all citizens and  
businesses can thrive and  
succeed.**





**▶ Your Elected Officials and Administrator truly believe that without our citizens we cannot create a quality of life 2<sup>nd</sup> to none.**