



A Message from Mayor Doug Samples

On behalf of your elected officials, it is my privilege to welcome and thank each of you for choosing Surfside Beach as a place to live, work and play. In this, our 50th year as an incorporated town, our staff, businesses and residents are geared up for our summer season as we welcome visitors into our Town. We look forward to many special events and continued celebration of our tradition, beauty and prosperity.

In this issue, we will share information about our beautification projects, provide an update on town initiatives regarding recent changes to the FEMA federal flood insurance program and, as we enter our budget approval process, provide a reminder that business license renewals were due May 31st. Along those lines, all indications are that the Surfside Beach economy continues to recover from the “Great Recession”. According to South Carolina Department of Revenue, the town retail sales grew by 13.4 percent in 2013 compared to 2012. Other good news on the business front includes the continued opening of new businesses in town, whom we all wish well, and the production of a Surfside Beach commemorative magazine for distribution through our local businesses (including our vacation accommodation businesses) to inform and promote the lifestyle and local businesses of our town.

We welcome our new town council members: Bob Childs, David Pellegrino and Ralph Magliette as we continue our efforts to serve the community. Our town possesses all of the attributes of a family-friendly community, maintaining a strong focus on proactive citizen involvement. We take pride in our family-oriented environment. We continue to commit our energy and resources to this town and to each of you.

We are big enough to be competitive and small enough to be happy -- a family-friendly community in which to live, work and play.

Doug Samples



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Newsletter Distribution Policy

Inside Surfside Beach will continue to be mailed to everyone on our list unless you ask to have your name removed. The town is, however, trying to conserve resources so you have a choice whether to have the newsletter sent to you by USPS, e-mailed to you or just to view it online. If you prefer to go paperless, let us know by e-mailing us at newsletter@surfsidebeach.org

Please include your full name, address and zip code for record purposes. Indicate if you want an email when new publications are issued or prefer to view *Inside Surfside Beach* online.



Flood Insurance Issues Remain Challenging

In 2012, the U.S. Congress passed the Biggert-Waters Act (BWA-12), which significantly impacted the way National Flood Insurance Program (NFIP) rates are calculated. This was aimed at putting the NFIP on a more solid financial footing. In 2014, the Grimm-Waters Act (GWA-14) modified some of the changes made under the BWA-12 but leaves in place significant elements of BWA-12 of which you should be aware.

Town officials are and will continue working hard to prepare Surfside Beach for an upcoming inspection and remapping of flood zones by the Federal Emergency Management Agency (FEMA). An important part of the preparation involves identifying activities in which the town can participate to earn reductions in your flood insurance premiums in the face of rising rates. It is important to note, FEMA is remapping the Flood Insurance Rate Map (FIRM) for the Grand Strand – so it is almost a certainty that the flood elevation lines will be changing. Please be advised this article is for information only and you are encouraged to speak to your insurance agent or carrier concerning any specific property or policy matters.

What do these federal laws mean to our community?

These laws make substantive changes to the way premium rates are calculated and result in higher premiums for buildings below the Base Flood Elevation (BFE). FEMA has been directed to stop giving premium discounts to properties that are below the BFE, even if they were up to code when built. Specifically, the average rates for a class of properties may rise as much as 15 percent per year, and individual policies may rise up to 18 percent per year or until such premiums reflect the full-risk actuarial rate. Pre-FIRM residential properties are allowed to keep their original flood-risk rating. Pre-FIRM properties generally are buildings built before 1975 or before the community received its first Flood Insurance Rate Map (FIRM). Businesses, secondary homes and properties with repetitive claims will continue to see their premiums go up by 25 percent per year until reaching a level consistent with their real risk of flooding.

As a beach community, inaction by the town in the face of these federal changes is not an option.

What Can You Do?

- Identify what full risk rate is; get an Elevation Certificate (EC);
- Look into the effect of higher deductibles; and
- Look into rate-reducing mitigation actions (e.g., adding vents to your foundation, use breakaway walls, elevate, fill in/up enclosures).

What Can the Town Do?

- Join the Community Rating System and Improve our CRS Rating—(we have, and are now working to improve our FEMA determined rating, we don't control but we are doing our best to influence);
- Have Certified Floodplain Managers on staff—(we currently have three certified staff members);
- Understand the range of mitigation options, plan and develop sound actions to mitigate risk;
- Increase state floodplain management staff/CRS coordination activity.

What is the Community Rating System (CRS)?

Community Rating System (CRS) is a voluntary program for recognizing and encouraging community floodplain management activities exceeding the minimum National Flood Insurance Program (NFIP) standards. Communities who participate in CRS have flood insurance premium rates discounted to reward community actions that meet the three goals of the CRS, which are: (1) reduce flood damage to insurable property; (2) strengthen and support the insurance aspects of the NFIP; and (3) encourage a comprehensive approach to floodplain management.

The town accrues points to improve its CRS rating and receives a greater discount according to the number of points that are awarded for activities organized under four categories:

- Public information,
- Mapping and regulations,
- Flood damage reduction,
- Warning and response.

The Town of Surfside Beach has already joined the CRS program. The Planning, Building and Zoning department is working diligently to accrue points by developing a comprehensive floodplain management program tailored to our own particular hazards, character and goals. Depending upon the CRS rating, flood insurance premium rates for policyholders can be reduced up to 45 percent. Besides the benefit of reduced insurance rates, CRS floodplain management activities are designed to enhance public safety, reduce damages to property and public infrastructure, avoid economic disruption and losses, reduce human suffering, and protect the environment.

For more information, visit our website at www.surfsidebeach.org, go to "Our Government," select "Departments," choose Building and Zoning and click on the FEMA CRS Fact Sheet. You may also wish to visit www.FEMA.gov/national-flood-insurance-program to gain additional understanding of the challenges ahead.

"As a beach community, inaction by the town in the face of federal changes is not an option."

"We don't control but we are trying our best to influence."

Hurricane Hugo 1989





Farmers Market



July 4th Celebration



Kids' Fair



Beach Luau



Skyhoundz Disc Canine Contest



Family Festival

Summer 2014 Events Calendar

Sunday Serenades: Weekly on Sundays, 2:00-5:00pm at Passive Park, 410 Surfside Drive. May 25 through August 31.

Farmers Market: Weekly on Tuesdays, 10:00am-3:00pm at Harrison Park, corner of Surfside Drive and Poplar Drive North, begins May 6.

Movies after Dark: Weekly on Thursdays, 9:00-11:00pm at Martin Park, 6th Avenue South and Dogwood Drive. June 12 through August 14.

July 4th Celebration at the Pier: entertainment, concessions, water slides and giveaways. 6:00-9:00pm with an extravagant fireworks display at 9:30.

Kids' Fair: Monday, July 14, from 4:00-7:00pm at Fuller Park (corner of Surfside Drive and N. Myrtle). For children 10 and younger, games and inflatable rides are included in the activities. Local businesses and organizations participate by providing games and/or giveaways.

Beach Luau: Monday, August 11, on the beach near the pier. From 6:00-10:00pm. There will be concessions, live entertainment and a hula show.

Skyhoundz Disc Canine Contest: Saturday, September 13, 10:00am to 12:00 noon at Martin Field, Dogwood Drive and 6th Avenue South. Sponsored by Skyhounds/Hyperflite from Atlanta, this local contest grades canines for distance and accuracy. No entry fee.

Beach Sweep: Saturday, September 20, 9:00-10:00am at the pier. A volunteer beach cleanup event. Gloves, bags and tally sheets are provided.

Family Festival: Saturday, October 4, 10:00am-4:00pm on Surfside Drive. Features local bands, inflatable rides, theatre demonstrations, local talent, a petting zoo and more than 130 arts, crafts, food and information vendors.

50th Anniversary Events (Thanks for the Memories):

Friday, October 10, 9:00pm in the Yaupon Parking Lot. An old fashioned drive-in movie to be shown at dusk.

Saturday, October 11, 12:00 noon to 6:00 pm on Surfside Drive. Oyster roast and jazz, Bar-B-Que and Blue Grass, food and a car show. Car show starts at 10:00am.

50th Anniversary and Special Events



On March 14, past and present Town of Surfside Beach Mayors Roy Hyman, Doug Samples and Allen Deaton cut the official 50th Anniversary Cake.



The sand sculpture was a gift from the Myrtle Beach Chamber of Commerce in recognition of the 50th Anniversary.



Dedication of the T.J. Harrison Memorial Park on May 19. Harrison family members along with Mayor Samples and town residents honored the first mayor.

Beautification is Everyone's Business

Have you noticed the changes at the Surfside Pier area? How about that new landscaping up and down Ocean Boulevard? In 2012, the Town Council established the Keep Surfside Beach Beautiful (KSBB) Committee whose members have been working along with town staff to beautify our town.

It is a challenge to create sustainable landscape improvements in high-traffic areas without irrigation. With assistance from the Public Works department, KSBB used the pier parking area to demonstrate the sustainability of self-watering hanging baskets. Members of KSBB created and hung four large baskets in the parking lot as a demonstration pilot project. Town council recognized the value of these baskets based on their beauty and low maintenance requirement. The best news of all is that there will be many more beautiful hanging flower baskets this summer. Town council recently approved the KSBB request to purchase and install 26 more in the Ocean Boulevard and Surfside Drive business districts.



But the excitement didn't stop there. Thanks to the enthusiastic efforts of some pier area businesses, flower baskets now hang on the pier ramp and container gardens have been placed on and around the pier. We hope that more local businesses will become interested in their own beautification projects.

Other KSBB ideas and efforts include reviving the Yard of the Month award; offering landscape advice to business owners to help them come into compliance with the Design Overlay District requirements; identifying residential and business properties in need of maintenance and reporting them to town staff; and writing grants that bring in much-needed trees and natural resources.



The Adopt-a-Beach program, part of Palmetto Pride of South Carolina, has operated this year as part of KSBB as well. KSBB members have recruited volunteers and organized monthly beach sweep efforts that have significantly improved the cleanliness and appearance of our beaches. By far the number one litter item found is cigarette butts. Cigarette receptacles have been upgraded and installed at every beach access – yet many people just don't bother to use them. During the past year approximately 513 pounds of garbage were collected by KSBB volunteers – just from our beach access areas.

If individuals or local businesses would like to join the KSBB volunteer efforts or obtain advice on beautification efforts in line with the Design Overlay, please contact Nancy Jo Weber, Chairman, KSBB. Email: KSBB@sccoast.net.

12 North Dune Crossover Area



12 South Dune Crossover Area



Residents and Visitors Enjoy the Dune Crossover

A natural barrier to the destructive forces of wind and waves, sand dunes are our first line of defense against coastal storms and beach erosion. They absorb the impact of storm surge and high waves, preventing or delaying flooding of inland areas and damage to inland structures. They are also sand storage areas that supply sand to eroded beaches during storms and buffer wind-blown sand and salt spray.

Over days, weeks and years, depending upon how hard the wind blows, dunes rise up out of the flat beach. Beach grass has adapted to being buried by the sand, and it makes its way to the new surface as it gets buried. During large ocean storms, waves crash into the dunes and the sand is resupplied to the beach on front, which has been eroded in the early stages of the storm.

Driving and walking on the dunes, where such use is not designated, causes deterioration of beach grass and other vegetation that helps to trap and hold the sand in place.

Although beach grass is a hardy plant, amazingly tolerant to high salinity conditions, direct sun, extreme heat, lack of fertile soil and a fluctuating water supply, it cannot survive being trampled by vehicle or man. As part of its resistance to salinity and drying conditions, the plant has developed a thick, brittle stalk which unfortunately snaps easily when trampled or driven on. The passage of only one vehicle or a few people over the dune at the same point will kill a strip of grass. Without vegetation, the dune is exposed to wind erosion resulting in blowouts or breaches in the dunes.

Realizing that the needs of residents and tourists are changing, the town Public Works department is constructing larger and more-attractive dune crossover areas. Five are presently in place at 12th North, 12th South, 14th North, 16th South and 6th North

The original state of South Carolina permit, obtained in 2013, allowed for five structures. Because they have been met with great enthusiasm, the 2014 budget will include permitting fees for the construction of several additional dune-seating areas.

The dunes offer our community the first line of defense against wave action. Please utilize the designated dune crossovers to access our beach. These are in place to preserve the dune system and the beach.

Newly Elected Town Council Members



Bob Childs



Ralph Magliette



David Pellegrino



Awards and Recognitions

Two Surfside Beach Police Officers were presented with state DUI recognition awards at the South Carolina Department of Public Safety Office of Highway Safety Recognition Ceremony held in Columbia, S.C., on April 2, 2014. The awards were to recognize state and local law enforcement officers for excelling in the area of DUI arrests, DUI victim services, and anti-underage drinking programs in South Carolina during 2013.

CPL Christopher King was recognized as DUI Officer of the Year for agencies with 11-25 officers (Agency Category 2). During 2013, CPL King arrested 55 DUI Drivers. He is also the agency liaison for the 15th Circuit Law Enforcement Network and the Horry County Community Action for Safer Tomorrow Program (C.A.S.T.).

PTL Nicole Solorzano received the South Carolina DUI Rookie of the Year Award. This award was presented to only one officer in the state who has been serving for less than one year. She began her service in August 2013, and arrested ten DUI drivers during the remainder of the year.



CPL Christopher King



PTL Nicole Solorzano

New K-9 Police Officer

The Surfside Beach Police Department is proud to announce its newest officer, Biko, a 21-month-old Belgian Malinois from the Netherlands. Thanks to personal donations and seized drug funds, the Surfside Beach Police Department sent Corporal Julian Ziolkowski and Biko to a four-week K-9 training and certification program in Mount Pleasant, S.C. Biko is trained in tracking and narcotics detection and will be deployed to increase the proactive approach by the police department to criminal enforcement. Corporal Ziolkowski with his more than five years of law enforcement experience is trained as Biko's handler and fully committed to being the Surfside K-9 officer. This commitment doesn't stop at days end. In addition to his supervisory responsibilities running a shift, Corporal Ziolkowski will have a minimum of 16 hours every month of on-going training and will be taking care of Biko during his personal time at home.

We are very proud of both officers and their dedication to the safety of the residents and visitors of Surfside Beach.



Personal Donations Given By: Ronald and Diane Sowers of Surfside Beach, Carolina Trust Federal Credit Union, Ziolkowski Construction, Surfside Freddie's Lounge, Wal-Mart Foundation, South Carolina John T. Schmidt Chapter of Palmetto Mariners

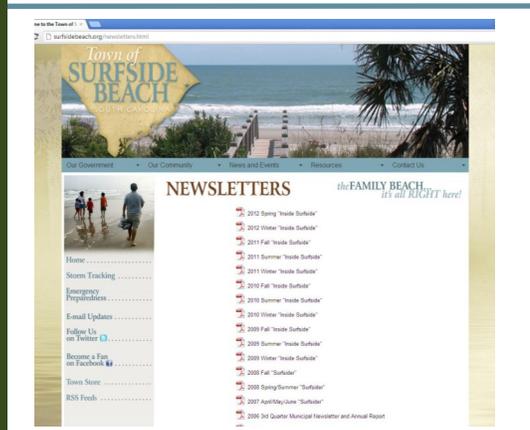
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"Inside Surfside Beach" is also published on the Town website at www.surfsidebeach.org.

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