



# CITY OF NORTH MYRTLE BEACH MONTHLY REPORT

INFORMATION SERVICES - MAY 2025



## MONTHLY SUMMARY

In May 2025, the IT team at the City of North Myrtle Beach sustained its commitment to high-quality support and infrastructure reliability. The Help Desk managed an increased ticket volume, while the systems team conducted important server upgrades, policy updates, and system monitoring to improve network performance and security posture.

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### Key Highlights

#### Help Desk Performance:

- Managed 358 new tickets, with 297 closed.
- Highest ticket activity occurred from 9 AM to 12 PM.
- Common tasks included device setups, account management, and software installations.
- Ticket resolution time averaged 2 days and 31 minutes, with 63% resolved within 5 hours.

#### Systems and Security:

- Completed upgrades and patch deployments across servers and systems.
- Removed obsolete virtual machines and configured multiple new virtual environments.
- Updated internal policies, automated exclusions, and deployed monitoring enhancements.
- Monitored systems for server health, drive space, and user account activity.
- Antivirus coverage active across 66% of endpoints.
- Monitoring tools responded to 28 alerts and automatically executed over 7,000 remediation actions.
- File storage increased significantly with over 16TB added this month.

#### Website and Visitor Statistics:

- **Top Pages:** City homepage, Chair & Umbrella Rentals, Search, Beach Cameras, and Aquatic & Fitness Center.
- **User Engagement:** 62,000 new users with a total of 69,000 active users.

- **Traffic Sources:**
  - Organic Search: 73,000
  - Direct: 24,000
  - Organic Social: 4,700
  - Referral: 4,400
- **Top Geographic Locations:**
  - United States: 68,000
  - Canada: 224
  - Ireland: 152

## DETAILED REPORT AND ANALYSIS

### Help Desk Performance:

The Help Desk processed **358 tickets** in May, closing **297** and leaving a small remainder open or under review. Most user requests were handled during the morning rush (9 AM–12 PM), with technicians assisting on account setups, device configurations, email troubleshooting, and user transitions (seasonal, part-time, and full-time).

Resolution speed remained strong, with:

- 63% of tickets resolved within 5 hours
- 97% addressed with just one technician interaction

### Systems and Security:

The systems team completed a broad range of backend tasks:

- Created, removed, and migrated virtual machines across multiple clusters
- Rebuilt storage drives and adjusted network routing configurations
- Deployed updated templates and internal account management procedures
- Reviewed static routes, modified access controls, and cleaned up inactive devices
- Updated internal documentation and SOPs to reflect procedural changes

Health and monitoring insights:

- Antivirus coverage active on 66% of systems
- Backups maintained 100% availability
- Security scanning and alerting systems responded to over 7,000 events
- Over 24,000 software changes and 2,800 hardware events recorded

## Web Analytics Report for May 2025

### Top 10 Pages:

1. City Homepage
2. Chair & Umbrella Rentals
3. Search
4. Beach Cameras
5. Aquatic & Fitness Center
6. Bill Pay
7. Park & Sports Complex
8. Police
9. Tourism Information
10. Public Safety Announcements

### Key Metrics:

- **New Users:** 62,000
- **Total Active Users:** 69,000
- **Top Traffic Sources:**
  - Organic Search: 73,000
  - Direct: 24,000
  - Organic Social: 4,700
  - Referral: 4,400
- **Top Countries:**
  - United States: 68,000
  - Canada: 224
  - Ireland: 152