CITY OF NORTH MYRTLE BEACH MONTHLY REPORT

INFORMATION SERVICES - JULY 2025

MONTHLY SUMMARY

In July 2025, the IT team at the City of North Myrtle Beach maintained a high level of performance in both user support and infrastructure operations. The Help Desk addressed a steady stream of technical support requests, while the systems team focused on patching, system reorganizations, virtual environment improvements, and enhanced monitoring.

Key Highlights

Help Desk Performance:

- Managed **208 tickets**, resolving **210**.
- Peak activity occurred from **9 AM to 12 PM**, particularly on Mondays.
- Frequent tasks included onboarding/offboarding, email and credential issues, device configuration, and permissions adjustments.
- **One-Touch Resolution Rate:** 39%
- **Mean Resolution Time:** 6 days, 7 hours

Systems and Security:

- Completed patching, mailbox management, certificate updates, and server performance improvements.
- Migrated outdated systems and deployed new virtual environments.
- Conducted access and file share permission updates.
- Refined security policies, VPN documentation, and backup procedures.
- Antivirus coverage active on **60%** of systems.
- Monitoring software executed **7,028 automatic remediation actions** across **60 devices**.

Website and Visitor Statistics:

- **New Users:** 75,000
- **Total Active Users:** 84,000
- **Top Pages:** Chair & Umbrella Rentals, Beach Cameras, City Homepage, North Myrtle Beach Overview, Aquatic & Fitness Center.
- **Traffic Sources:**
  - Organic Search: 102,000
  - Direct: 31,000
  - Referral: 5,100
  - Organic Social: 4,400
- **Top Geographic Locations:**
  - United States: 82,000
  - Canada: 195
  - Ireland: 117

DETAILED REPORT AND ANALYSIS

Help Desk Performance:

The Help Desk team responded to **208 tickets** in July 2025 and closed **210**, indicating overlap with open tickets from previous periods. Requests peaked early in the week and mornings remained the most active hours. Common issues included:

- Account creation and termination
- Email troubleshooting and inbox delegation
- Printer and device connectivity support
- Access permissions and system login resets

Systems and Security:

The systems team made progress on several infrastructure upgrades and policy refinements:

- Cleaned up and restructured file shares and system storage.
- Updated account permissions and migrated older virtual machines.
- Built new servers for backup, scanning, and system testing.
- Performed mailbox and access reviews, including delegation changes and cleanup of inactive users.
- Updated VPN inventory documentation and disaster recovery planning assets.

Monitoring and Security Metrics:

- **Antivirus Coverage:** 60%
- **Patch Compliance:** 91%
- **Backup Success Rate:** 99%
- **Encryption Compliance:** 72%
- **Log Auditing Coverage:** 88%

Vulnerability reports showed:

- 16 critical issues
- 123 high severity
- 34 medium
- 5 low
- 68 closed
- 92 newly opened this month

Web Analytics Report for July 2025

Top 10 Pages:

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

Additional Insights:

- **New Users:** 75,000
- **Total Active Users:** 84,000
- **Top Traffic Sources:**
  - Organic Search: 102,000
  - Direct: 31,000
  - Referral: 5,100
  - Organic Social: 4,400
- **Top Countries:**
  - United States: 82,000
  - Canada: 195
  - Ireland: 117