

# What's Going On....

Myrtle Beach Downtown  
Redevelopment Corporation

**March 13, 2018**

WEDNESDAY, MARCH 14, 2018

# SHARE YOUR VOICE

Please RSVP at [nmaria@cityofmyrtlebeach.com](mailto:nmaria@cityofmyrtlebeach.com) by March 9th

[MyrtleBeachBoardwalk.com](http://MyrtleBeachBoardwalk.com)



\*SOCIAL FOLLOWING MEETING\*



## DRC COLLABORATIVE MEETING

12:00pm-3:00pm

WEDNESDAY, MARCH 14, 2018



MYRTLE BEACH TRAIN DEPOT

851 BROADWAY ST, MYRTLE BEACH, SC 29577



JOIN US TODAY ON



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# WATCH LIVE

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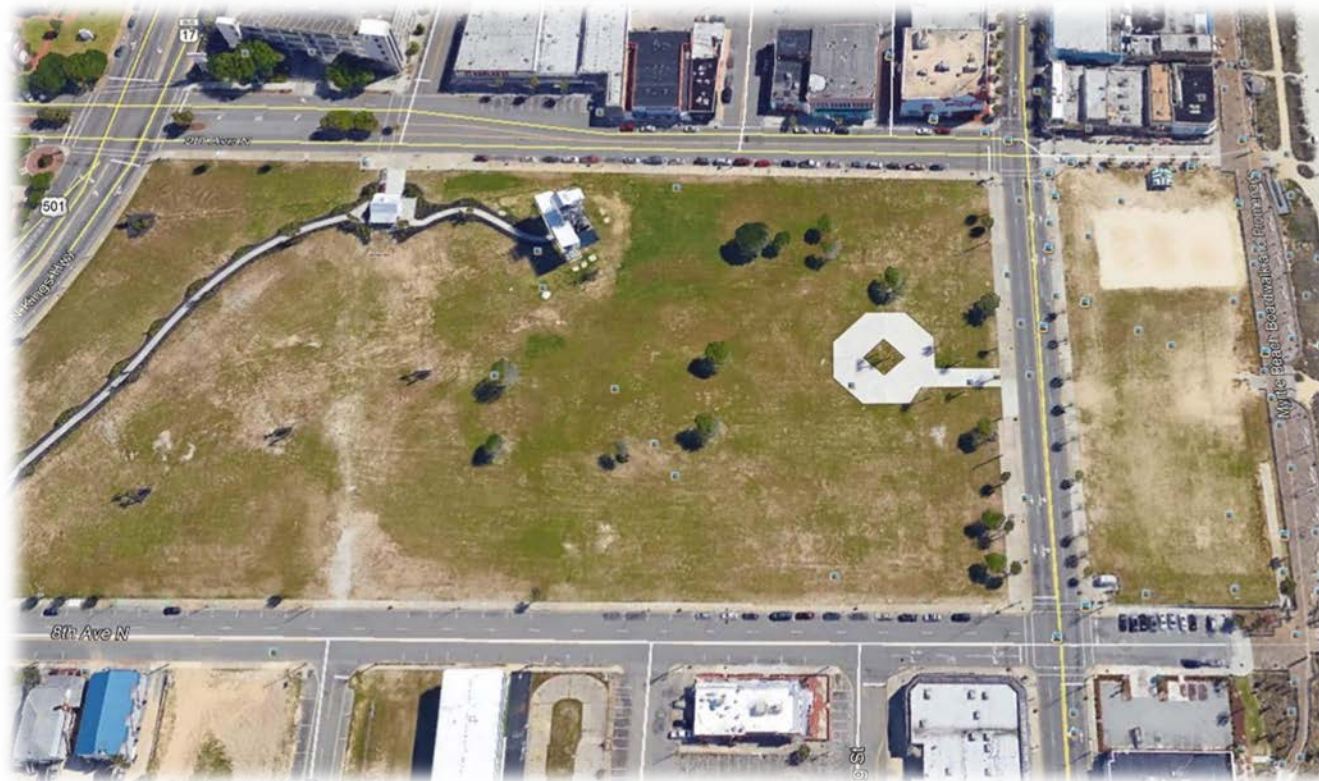


# Plyler Park .....



# Burroughs & Chapin

PAVILION PLACE



# VISION:

Provide a unique, fun, “FAMILY FRIENDLY” experience  
and allow for POSITIVE and QUALITY activation  
of the Burroughs & Chapin Pavilion Place and Ocean Blvd.  
on a weekly and monthly basis.



# IDEAS:

## FESTIVAL/ALL DAY EVENTS:

- Arts & Crafts
- Car Shows
- Food Events
  - Cook-Off Challenges
  - Food Trucks
  - HGTC Culinary Institute
  - Farmers Market
  - Bring Restaurants out into the street.



# IDEAS:

## HOLIDAY THEMED EVENTS:

- Halloween Events
  - Zombie Walk
  - Kids Costume Contest
  - “Trunk or Treat” Event
  - Bar Crawl
  - Fall Festival
    - Pumpkins
    - Hay Rides
    - Scarecrows



## HOLIDAY THEMED EVENTS:

- Christmas Events
  - Light Parade
  - Tree Lighting
  - Santa Village



## HOLIDAY THEMED EVENTS:

- Spring Events
  - Easter Egg Hunt



# IDEAS:

## FITNESS/SPORTING EVENTS:

- Ninja Warrior/Wipeout Experience Events
- Volleyball Games & Tournaments
- Military Related Events
- Field Day/Beach Day Events (school vs. school)



# IDEAS:

## MUSIC FESTIVAL EVENTS:

- Pre CCMF Event in Plyler Park – Week before concert
- Dance Off/Shagging Events
- DJ Events

## Community Related EVENTS:

- Special Olympics
- National Night Out
- Polar Plunge (last years event had 600 participants)
- Robotics

# IDEAS:

## OTHER EVENTS:

- Sandcastle Competitions
- “Build Your Own Event” – Cars, Bikes, Beds
- “1<sup>st</sup> Thursday”, LIVE at 5 Events
  - Music
  - Happy Hour
  - Food





# LOGISTICS:

## WEEKLY EVENT:

- Catchy Name
- Involve Businesses
- Easy Plan & Set Up
- Less Cost
- Time – 2 – 6pm

## EXAMPLES:

- Farmers Market
- Food Trucks
- Sidewalk Sales
- Arts & Crafts
- Music Entertainment

# LOGISTICS:

MONTHLY EVENT: 7<sup>TH</sup> Ave. N – 12<sup>th</sup> Ave. N.

- Catchy Name
- Involve Businesses
- Lay out strategically to encourage attendees to walk. No need to pack the street.
- Line up vendors in the middle of the street to keep an open venue to all businesses.
- Themed typed events/activities
- Time – 2 – 10pm

# LOGISTICS:

## WEEKLY & MONTHLY EVENT:

- Need a Catchy Name
- Need to Involve Businesses
- Needs to be CONSISTENT – **Frequency is key**
- Part of a Branding Effort for the area



# SUMMER 2018:

## PROPOSED Food Truck Rodeo and Retail Event

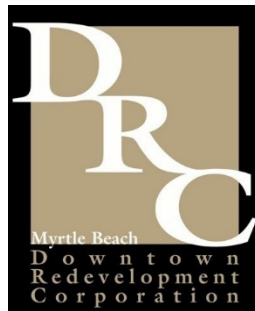
- Variety of Food Trucks and Retail
- Every Day
- Located on the Burroughs & Chapin Pavilion Place Site



# Chapin Park Activation Ideas

Presented by:

Myrtle Beach Downtown Redevelopment Corporation





Join Sound Waves in celebrating

## Jazz Appreciation Month

Performances by



**Sunday, April 8, 2018**

**2:00—6:00 p.m.**

**CHAPIN MEMORIAL PARK**

Located at the corner of Kings Hwy & 16th Ave. N.



Socastee High School Jazz Band



DJ Slide  
98.5 KISS FM



**Come and Enjoy**

good music, good fellowship and  
great food! Bring your lawn chair!

Clean Bathrooms ~ attendant on site



# Chapin Park Activation Ideas

## WiFi Hub



## Food Truck Events





# Chapin Park Activation Ideas

## Buskers



## League Play





# Chapin Park Activation Ideas

## Fitness Events

### Yoga Classes



### Zumba





# Chapin Park Activation Ideas

## Outdoor Market Places

### Flower Market



### Farmers Market





# Chapin Park Activation Ideas

## Cultural Events

### Art in the Park – Continue to Build



### Music in the Park



# Chapin Park Activation Ideas

## Business Community

### After Hours Networking Events

**BUSINESS**  
★ ★ *After* ★ ★  
**HOURS**

### Afternoon Lunch Concert Series

A poster for the "Brown Bag Lunchtime Concert Series" at Academy Park. The poster has a dark purple background with a red border. At the top, there are social media icons for Facebook, Twitter, Instagram, and YouTube, followed by the "WILLIAMSON COUNTY PARKS & RECREATION" logo and the website "wcparksandrec.com". The main text is in yellow and orange, reading "BROWN BAG LUNCHTIME CONCERT SERIES AT ACADEMY PARK FRIDAYS 11 AM - 1 PM JUNE 16 & 30 FOOD TRUCKS LIVE MUSIC FREE". To the right of the text is a QR code with the text "Scan for more info!" above it. At the bottom, in small white text, it says "EVENT IS WEATHER DEPENDENT / BRING YOUR LUNCH (OR BUY IT) AND A LAWN CHAIR! 110 EVERBRIGHT AVENUE, FRANKLIN, TN 37064 (NEXT TO THE LIBRARY)".

WILLIAMSON COUNTY PARKS & RECREATION wcparksandrec.com

**BROWN BAG  
LUNCHTIME  
CONCERT  
SERIES**

**AT  
ACADEMY  
PARK**

**FRIDAYS  
11 AM - 1 PM  
JUNE 16  
& 30**

**FOOD TRUCKS  
LIVE MUSIC  
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# Chapin Park Activation Ideas

## Family Events

### Kids Carnival/Kids Day in the Park



### Movie Nights in the Park





# Chapin Park Activation Ideas

## Connect the Library

### Reading Events



### Reading Rooms





# Chapin Park Activation Ideas

Ideas are endless....