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1 **2023-7 (1<sup>st</sup> READING): GRANTING A FRANCHISE AGREEMENT FOR**  
2 **OPERATION OF RENTAL BUSINESS OF CONVEYANCES REGULATED BY**  
3 **CHAPTER 12, ARTICLE V OF THE CODE OF ORDINANCES OF MYRTLE**  
4 **BEACH TO JACK ZAKHRA D/B/A/ ZEUS MB LLC, HAPPY SCOOTER,**  
5 **LOCATED AT 311 3<sup>RD</sup> AVENUE SOUTH, MYRTLE BEACH, SC 29577, FOR A**  
6 **PERIOD OF ONE YEAR. THE AGREEMENT INCLUDES 50 GOLF CART**  
7 **DECLAS AND 13 MOPED DECALS.**

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8 **Applicant/Purpose:** Staff/to regulate the # & location of golf cart & moped rental businesses  
9 by franchising their operations.

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11 **Brief:**

- 12 • After experiencing several weekends when the # of moped/golf cart rentals & conduct  
13 of the operators became a serious issue, Council imposed a moratorium on increasing  
14 the # of such conveyances.
  - 15 ▪ For 2023 franchisee is requesting 50 golf cart plates and 13 moped plates,  
16 the same # as was awarded in 2022. The applicant is swapping out 23 moped  
17 plates for an equal number of golf cart plates.
  - 18 ▪ For 2017 the # of mopeds was capped at the # that each company had in  
19 service during the summer of 2016.
  - 20 ▪ For 2017 the # of golf carts was capped at the # each company had in service  
21 for 2016 + the # already ordered at the time the moratorium was imposed.
- 22 • Ordinance 2017-56, approved 1/9/18 in consultation w/ the business owners, approved  
23 the framework of a franchise agreement similar to the system in place for taxis.
- 24 • The franchise ordinance requires annual renewals.

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26 **Issues:**

- 27 • Franchising allows Council to restrict the # of mopeds & golf carts available for rental,  
28 as well as the location of each rental business.
- 29 • Under the franchise terms each conveyance will be issued a City "plate" similar to a  
30 license plate. These plates assist law enforcement to track operational violations.
- 31 • This proposed ordinance:
  - 32 ▪ Sets the location for rental conveyances.
  - 33 ▪ Sets the # of rental conveyances allowed/location.
- 34 • Agreement is for a 1-year period, & must be re-approved annually.

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36 **Public Notification:** Normal meeting notification

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38 **Alternatives:**

- 39 • Modify proposed ordinance.
- 40 • Deny ordinance.

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42 **Financial Impact:** Annual franchise fee of \$10/plate issued.

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44 **Manager's Recommendation:**

- 45 • I recommend 1<sup>st</sup> reading (3.14.23)

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47 **Attachment(s):** Ordinance, franchise agreement, & franchise application.  
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ORDINANCE 2023-7

CITY OF MYRTLE BEACH  
COUNTY OF HORRY  
STATE OF SOUTH CAROLINA

GRANTING A FRANCHISE  
AGREEMENT FOR OPERATION OF  
RENTAL BUSINESS OF  
CONVEYANCES REGULATED BY  
CHAPTER 12, ARTICLE V OF THE  
CODE OF ORDINANCES OF MYRTLE  
BEACH TO JACK ZAKHRA D/B/A  
ZEUS MB LLC, HAPPY SCOOTER,  
LOCATED AT 311 3<sup>RD</sup> AVENUE  
SOUTH, MYRTLE BEACH, SC 29577,  
FOR A PERIOD OF ONE YEAR. THE  
AGREEMENT INCLUDES 50 GOLF  
CART DECALS AND 13 MOPED  
DECALS.

**WHEREAS**, pursuant to the exercise of its police power the City shall require a franchise for the rental and operation of rental conveyances on the highways, streets, alleys and public ways within its police power jurisdiction; and

**WHEREAS**, the City had determined that the delivery of these services can be provided most effectively and efficiently through the grant of a non-exclusive franchise; and

**THEREFORE, PURSUANT TO THE FRANCHISE POWER OF THE CITY OF MYRTLE BEACH**, the City of Myrtle Beach grants a Franchise Agreement for Operation of Conveyances to JACK ZAKHRA D/B/A ZEUS MB LLC, HAPPY SCOOTER, LOCATED AT 311 3<sup>RD</sup> AVENUE SOUTH, MYRTLE BEACH, SC 29577, FOR A PERIOD OF ONE YEAR. THE AGREEMENT INCLUDES 50 GOLF CART DECALS AND 13 MOPED DECALS.

This ordinance shall take effect immediately upon adoption.

\_\_\_\_\_  
BRENDA BETHUNE, MAYOR

ATTEST:

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JENNIFER ADKINS, CITY CLERK

First reading: 3-14-23

Second reading: 3-28-23