

A SOUTHERN TIMES SQUARE AT THE MARKET COMMON

- Applicant: Lynn Makris/BEI-Beach LLC
The Market common
- When: December 31, 2022- January 1, 2023
- Time: 9:00 p.m. - 1:00 a.m.
- Where: The Market Common
- Howard-Reed-DeVille
- Expected Attendance: 7500
- Road Closures: Street Closures: 6:00am on
12/31/21 to 1:00am on 1/1/22
Howard from Nevers to Reed
Reed from Styers to DeVille
Deville St. from lewis to Reed

SE Committee : Approved

APPLICATION FOR SPECIAL EVENTS PERMIT
Within the City of Myrtle Beach, SC
(Please print legibly or type)
(Must be submitted 90 days prior to the event)

Updated 8/23/2022

1. Name of Activity/Event: A Southern Times Square New Year's Eve's Celebration
2. Type and Purpose of Event: Entertainment - boost traffic to the businesses of the Market Common
3. Location of Event: The Market Common
4. Organization: BEI-Beach LLC / The Market Common
5. Applicant: BEI-Beach LLC
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| <p>6. <u>Lynn Makris</u>
Primary contact person
<u>4017 Deville Street</u>
<u>Myrtle Beach, SC 29577</u>
Primary address
<u>843-839-3500 / 843-839-3502</u>
Primary telephone/fax number
<u>lynn.makris@marketcommonmb.com</u>
Primary email address</p> | <p><u>Heather Gray</u>
Alternate contact person's name
<u>4017 Deville Street</u>
<u>Myrtle Beach, SC 29577</u>
Alternate address
<u>843-839-3500 / 843-839-3502</u>
Alternate telephone/fax number
<u>heather.gray@marketcommonmb.com</u>
Alternate email address</p> |
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7. Date(s) of event: 12/31/2022- 1/1/2023 Hours of operation: 8PM - 1 AM
8. Date of set-up: 12/31/2022 Take Down Completed By: 1/1/2023 12pm
9. Expected attendance: 7500
10. Charitable Benefactor (if applicable): _____
Is group a non-profit organization: ☐ Yes ☒ No If yes, attach copy of 501 IRS letter.
If no, what portion of proceeds will go to charitable organizations: _____
11. How will you publicize the event?
Billboards, websites, event signs, press release, social media
12. Are public funds being used? ☐ Yes ☒ No
13. Does the applicant intend to gate the event and charge an admission fee: ☒ Yes ☐ No
If so, please detail the amount of the fee and describe as to how the event will be gated: Event will be gated.
Admission is free with ticket (see event resume).
14. Entertainment Description (show on site plan): Live music, beer and wine garden, ball drop, giant screen with live TV feed, laser canopy between ground floor businesses and 2nd floor apartments, plus grand finale laser show around stage (see site plan)
Speakers/microphone needed: ☐ Yes ☐ No Electrical hook-ups needed: ☒ Yes ☐ No
15. Is a fireworks display planned in conjunction with this event? ☐ Yes ☒ No
Fireworks displays require a SC State Permit obtained by a SC Licensed Pyrotechnician.

16. To what extent has the applicant communicated with adjacent property owners, and what responses have been received? Positive response received from The Market Common residents

signs at entry points and vendor signage, plus onsite publication of maps and event information

19. Alcohol:

If yes, provide the following information:

List the exact locations and times for alcohol sales:

Have the City and State permits been applied for and/or obtained? ☐ Yes ☒ No

Do the alcohol vendors presently hold a license for on-premise consumption? ☒ Yes ☐ No

If so, Name Market Common Restaurants (To Be Confirmed)

Address

Telephone

If alcohol will be sold or given away, and the vendor is not a license holder for on-site consumption, list the person(s) who will apply for the alcoholic beverage license:

If so, Name

Address

Telephone

The applicant agrees that all alcohol sales at the event will cease no later than one hour before the scheduled end of each day of the festival. ☒ Yes ☐ No

20. Parades:

Is there a parade planned with this event? ☐ Yes ☒ No

If yes, please state the day, time, location, and anticipated number of participants, routes, times, staging area, disbanding area, review stand, and alternate dates: _____

(If the parade is planned for state or municipal roads, please provide written permission or approval from SCDOT and/or the City of Myrtle Beach.)

21. Vendors:

Will vendors be present at this event ? ☒ Yes ☐ No

If yes, describe in detail on a separate sheet the number of vendors involved, specify the goods or services being vended and indicate whether the vendors are specifically contracted or regularly

licensed. Please indicate exact location of vendors on the site plan.

22. FOOD SERVICE:

Will food be prepared at this event? ☒ Yes ☐ No

If yes, describe in detail on a separate sheet how the food will be prepared, type and location of cooking appliances and type of fuel to be used for cooking.

Food vendors, hot dogs, bbq, chili, funnel cakes, pretzels, and others TBD

23. Prior Events:

Is this a first time event? ☐ Yes ☒ No

Has this event occurred five (5) or more times in the preceding years? ☒ Yes ☐ No

If so, please list the years: 2013-2021

24. Emergency Medical Services:

An approved EMS plan is required to receive a permit for the event.

Please attach appropriate documentation (attach additional pages as necessary).

(Call City of Myrtle Beach Fire Department at 918-1109 for questions.)

25. Security Plan:

(Call City of Myrtle Beach Police Department at 918-1366 for questions.)

Has the Police Department approved a security plan? ☒ Yes ☐ No Tentatively per 6/20/22 meeting

Detail your security plans during event. (attach additional pages as necessary).

(The plan shall specify

- a. The number of POST-certified off-duty law enforcement personnel and private security guards which the applicant plans to hire – where the number of off-duty law enforcement personnel shall be the same or more than the number of private security guards.
- b. The arrangements the applicant has made for hiring them.
- c. Details of the plan for payment.

If no, you must engage qualified security consultants to provide the Police Department with a security plan for approval. A security plan must be approved in order to receive a permit for this event.

If yes, please attach appropriate documentation.

26. Cleanup of Event Area:

Detail your plan to keep site and adjacent public and private property free of trash and debris generated by this activity: The Market common Common maintenance staff will maintain the area and pull trash.

If using a private sanitation company, give name, contact person and telephone number:

Elvis Service Company, Matthew Haselden, 843-448-5016

Will additional trash receptacles need to be placed in the event area? ☒ Yes ☐ No If Yes, please contact the City of Myrtle Beach Solid Waste Division (843-918-2160), and they will assist in determining the number of receptacles needed as well as the cost for providing the additional service. If this service is used, payment is due five (5) days before the event.

27. Street Closings:

(Please attach documents from SCDOT and/or City of Myrtle Beach authorizing this closure.)

Streets to be closed: Howard Ave (Nevers to Reed); Reed St (Styers Way to Deville St); Deville St (Reed St to Lewis)

Day/Dates: 12/31/2022 - 1/1/2023

Closing Time: 6:00 am on 12/31/2022

Opening Time: 12:00 pm on 1/1/2023

28. Insurance: (Certificate of Insurance to be sent to City of Myrtle Beach Risk Department; for questions call 918-1007.)

- 1) Coverage shall be written on an occurrence basis and provide Premises/Operations: Independent Contractors: Products/Completed Operations: Contractual and Broad Form Property Damage.
- 2) Minimum Limits of Liability will be \$1,000,000 combined single limit per occurrence for bodily injury and property damage.
- 3) The City of Myrtle Beach shall be named as "additional insured" and the policy endorsed to require that the City be provided thirty (30) days written notice of coverage modification or cancellation.
- 4) A certificate of insurance will be provided to the City ten (10) days prior to the beginning date of the event permitted herein.
- 5) Additional limits or coverages may be required by the Risk Manager to address specific special or unusual hazards.

29. Special Requirements:

Are there any special or unusual requirements that may be imposed or created by virtue of the proposed event activity? ☐ Yes ☒ No

If Yes, please explain: _____

SITE PLAN

(The site plan must accompany your Special Event application or the application will be considered incomplete and returned to the applicant.)

Site Plan Size Requirement:

The City may be able to provide a base map of the area upon request.

Must be presented on 8 ½" x 11" letter size paper

Site Plan must include the following:

- 1) Location and number of all structures with respect to the existing buildings, property lines, roads and walkways, to include
 - ☐ Tents/detail description of size/state if tent is fully or partially enclosed/number of tents; Indicate activity in each tent.
 - ☐ Grandstands/size/capacity
 - ☐ Stage – include electrical hook-ups and engineer certification
 - ☐ All electrical hook-ups/generators
 - ☐ All speakers/hook-ups
 - ☐ Vendor booths, size and description of goods sold
 - ☐ Refreshment stands
 - ☐ Restroom accommodations (include number of handicap accessible); please advise if you will require a source of potable water.
 - ☐ Tables
 - ☐ Trash and recycling receptacles
 - ☐ Signs with size indicated (must identify all signs visible from public roadway)
 - ☐ Parking areas/include handicap spaces available and number
 - ☐ Vehicle/trailer locations
 - ☐ Perimeter fencing, barricades, barriers, and all entry/exit points.

Additional applications/licenses or permits required:

- 1) Tent permit from City Construction Services Department (843-918-1111).
- 2) Business licenses from City Business Office for all vendors (843-918-1151). (The business license form is also available on the City website.
- 3) Liquor license and/or beer/wine license from the State of South Carolina.
- 4) Street closure permits from SCDOT and/or the City of Myrtle Beach.

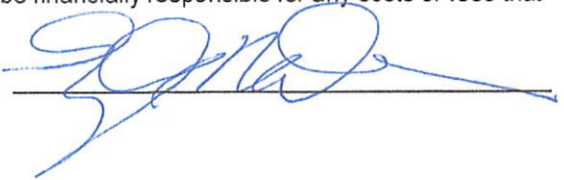
REVIEW YOUR APPLICATION PRIOR TO SUBMITTAL !!

Please fill out the application completely. All applications are considered new and "same as last year" is not an appropriate answer. A complete application includes the required site plan of the correct size and security plans described herein.

By my signature below, I certify that I have actual authority to make this application, and to bind the organization, if any, sponsoring the event, and that I, or the organization, will be financially responsible for any costs or fees that may be imposed for the Event.

Date Submitted: 8/23/2022

Signature of Applicant: _____





SECURITY PLAN AND EVENT RESUME¹

A Southern Times Square New Year's Eve Celebration

December 31, 2022-January 1, 2023

This event will feature live music on a temporary stage, a movie screen with streaming video, a ball drop at midnight, children's activities, including bounce houses, non-fireworks pyrotechnics or laser show (TBD) at midnight, street performers, and vendors (food, drink and alcohol). [The event location will be on Howard Avenue between Nevers and Reed Streets, Reed Street between Styers Way and Deville Street, and Deville Street from Howard Avenue to Lewis Street.](#) The roadway on Deville Street encompassed within the event will allow access for emergency service vehicles. The operational hours of this event will be from 8:00 p.m. on December 31, 2022 to 1:00 a.m. on January 1, 2023. The event will be open to the public with no formal admission charge; however, a ticket will be required. A Ticket requirement was established to manage crowd control. For every \$25 spent at any Market Common town center restaurant or retailer during the week of New Year's Eve, customers may submit a receipt dated between the set dates in December (to be clarified) to receive an admission ticket from The Market Common Management Office.

SECURITY: During the event operation hours will be provided by off-duty officers from the Myrtle Beach Police Department, Property Ambassadors employed by The Market Common, and private security firm, [Advanced Protection Services](#). A minimum of 10 off-duty police officers and 10 private security officers will be on site during the event, as well as two (2) Emergency Medical Technicians. The applicant may, at their discretion, hire police officers or additional private security to protect property during non-operational hours.

STREET CLOSURES:

From 6:00 a.m. on 12/31/2022 to 12:00 p.m. on 1/1/2023

- [Howard Avenue from Nevers Street to Reed Street](#)
- [Reed Street from Styers Way to Deville Street](#)
- [Deville Street from Howard Avenue to Lewis Street](#)

[Howard Avenue, Reed Street and Deville Street Parking](#) within the street closures will be posted 48 hours prior to the event stating "Temporary Police Order, No Parking after 11:00 p.m. on 12/30/2022.

¹ Version 3 8/23/2022. Updates in blue due program changes (no fireworks), additional location details and vendor updates.



Equipment: The applicant will contract with the City's Parks and Recreation Department and/or any other vendor to provide metal barricades as shown in the attached site plan. Application will need approximately two (2) trailers of barricades.

The Market Common restaurants (i.e., Gordon Biersch, The Brass Tap, King Street Grille, etc.) or any other vendor selling alcoholic beverages, on behalf of the applicant, will obtain the proper temporary **beer/wine permits** from the SC Department of Revenue. Each restaurant will provide a list of names of all staff and volunteers, and shall provide documentation of training all staff and volunteers who will be involved with the service of alcoholic beverages. The training certificates must have been completed in the State of South Carolina by a company approved by the SC Department of Revenue. Alcoholic beverages may not be served or consumed if the list of names, training certification and alcohol permits are not received by the MBPD Special Event Coordinator by 5:00 p.m. on December 15, 2022.

No outside alcoholic beverages will be permitted inside the Beer Garden area. The Beer Garden area will be enclosed by connected metal barricades or a similar secured barrier. The applicant will post private security guards and/or trained volunteers at each pedestrian opening in the enclosure to ensure alcoholic beverages do not enter or leave the Beer Garden area. The applicant will provide signage on the boundaries of the Beer Garden area advising that alcohol is not permitted outside the area. The applicant will provide personnel to verify the age of all participants who wish to purchase alcoholic beverages, each participant over the age of 21 will be provided with a visible marker (i.e., wristbands, stamp, etc.) indicating their identification has been verified.

Parking will be prohibited on all of the closed streets listed above. Temporary "No Parking" signs will be installed at least 48 hours in advance of the event. Event participants may park in available public parking areas for regular and handicap parking. Trailer and over-sized vehicles may not be parked in public parking spaces or in any public property. The applicant is responsible to provide adequate parking space for all vendors operating such vehicles. The parking must be provided on private property, but only where such parking would be lawful. A list of all off-site parking areas must be filed with the Myrtle Beach Police Department's Special Event Coordinator at least fourteen (14) days prior to the event.

Taxicabs and ride-shares will be permitted to pick up and drop off on Farrow Parkway in the closed parking area.

Vendors may not block the travel lane of any public street while loading-in or loading-out, unless the lane has been properly closed for this purpose. Vehicles are not permitted in City parks, unless they have a parking pass issued by the Parks and Recreation Department. The applicant may call 843-918-2332 during normal business hours to obtain parking passes.

