
1 **R2020-43: GRANTING A SPECIAL EVENT PERMIT TO PALMETTO EVENT**
2 **PRODUCTIONS, INC. FOR THE “MYRTLE BEACH FOOD TRUCK FESTIVAL-**
3 **2020” ON NOVEMBER 21 & 22, 2020, AND AFFIRMING THE CITY’S CO-**
4 **SPONSORSHIP.**

5 **Applicant/Purpose:** Palmetto Event Productions, Inc./ to approve a Special Event
6 Permit for the “Myrtle Beach Food Truck Festival - 2020.”
7

8 **Brief:**

- 9 • Palmetto Event Productions has planned a food, music & entertainment event
10 known as the “2020 Myrtle Beach Food Truck Festival” for November 21 - 22,
11 2020, at the Burroughs & Chapin Old Mall Site w/ no road closures.
 - 12 • Activities include:
 - 13 ○ Specialty/culinary food truck vendors.
 - 14 ○ Live entertainment.
 - 15 ○ Kid’s area.
 - 16 ○ Craft beers and wine.
 - 17 • Festival expected to attract 10,000 participants.
 - 18 • Special Events Committee Recommendation: Unanimous approval
- 19

20 **Issues:**

- 21 • In proposed resolution Council:
 - 22 ○ Declares Myrtle Beach Food Truck Festival a Special Event.
 - 23 ○ Adopts site plan.
 - 24 ○ Authorizes Manager to make minor changes as he deems necessary.
 - 25 ○ Council affirms co-sponsorship of the festival & agrees to provide
26 certain in-kind services, including, venue set-up & take down, waste
27 management, Police and EMS.
 - 28 ○ Authorizes businesses to display temporary welcome signs.
 - 29 ○ Extends welcome to festival participants.
- 30

31 **Public Notification:** Normal meeting notification.
32

33 **Alternatives:**

- 34 • Do not pass resolution.
 - 35 • Amend resolution.
- 36

37 **Financial Impact:**

- 38 • Minor impact on City services (e.g. police & sanitation) relative to what would
39 normally be provided in the absence of the event.
 - 40 • Estimated in-kind services: Parks \$3,680, EMS \$1,420, Solid Waste \$277 &
41 Police \$1,640 (total of \$7,017).
 - 42 • Increased business license, A-Tax, & hospitality fee revenues attributable to
43 crowds drawn by “Myrtle Beach Food Truck Festival - 2020” event.
- 44

45 **Manager’s Recommendation:** I recommend approval/ a covid plan.
46

47 **Attachment(s):** Proposed resolution, application, & site plan.

CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA

GRANTING A SPECIAL EVENT PERMIT TO
PALMETTO EVENT PRODUCTIONS, INC. FOR
THE “MYRTLE BEACH FOOD TRUCK
FESTIVAL-2020” ON NOVEMBER 21-22, 2020,
AND AFFIRMING THE CITY’S CO-
SPONSORSHIP.

WHEREAS, Palmetto Event Productions, Inc. is planning the “Myrtle Beach Food Truck Festival - 2020” (the “Festival”) for November 21 and November 22 2020, from 10:00 A.M. to 6:00 P.M.; and

WHEREAS, the Festival is planned to be at the Burroughs & Chapin Old Mall Site, with no road closures, as indicated in the attached site plan; and

WHEREAS, the Festival will include specialty/culinary food truck vendors, eating area, live entertainment, craft vendors, kid’s area, craft beers and wine; and

WHEREAS, the Festival is expected to attract 10,000 event participants.

NOW, THEREFORE, BE IT RESOLVED that:

1. City Council hereby declares the “Myrtle Beach Food Truck Festival-2020” a Special Event to be held November 21 and 22, 2020.
2. The attached site plan is hereby adopted by reference.
3. The City Manager is authorized to make minor changes to these plans as he deems necessary in keeping with the nature of the event and as circumstances dictate.
4. City Council affirms its co-sponsorship of the Festival, and agrees to provide certain in-kind services, including, venue set-up and take down, waste management, Police and EMS.
5. Between November 14 and November 22, 2020, area businesses are authorized to display temporary signs to welcome Festival participants.
6. City Council extends a warm invitation and welcome to area residents and out-of-town visitors to enjoy the “Myrtle Beach Food Truck Festival-2020”.

SIGNED, SEALED and DATED, this 13th day of October, 2020.

BRENDA BETHUNE, MAYOR

ATTEST:

JENNIFER ADKINS, CITY CLERK

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)

1. Name of Activity/Event: Myrtle Beach Food Truck Fest - Oct 31 & Nov 1, 2020

2. Type and Purpose of Event: food truck festival

3. Location of Event: Former Myrtle Square Mall Site b/t 23rd and 27th Avenues North, Myrtle Beach, SC 29577

4. Organization: Palmetto Event Productions Inc

5. Applicant: Amie Lee, Palmetto Event Productions

6. Amie Lee

Primary contact person Amie Lee Alternate contact person's name

7588 Enterprise Road

Myrtle Beach, SC 29588

Primary address 7588 Enterprise Road Alternate address

843.855.0527

Primary telephone/fax number 843.855.0527 Alternate telephone/fax number

info@palmettoeventproductions.com

Primary email address info@palmettoeventproductions.com Alternate email address

7. Date(s) of event: Sat Oct 31 and Sun Nov 1, 2020 Hours of operation: 10 a.m. to 6 p.m. each day

8. Date of set-up: Thursday, Oct. 29 Take Down Completed By: Monday, Nov 2 at 5 p.m.

9. Expected attendance: 7,500-10,000

10. Charitable Benefactor (if applicable): Will work with MBACC on Hospitality Worker Fund

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?

TV, radio, print, social, digital

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:

\$10 per ticket in advance. Kids 10 and under free \$15 at gate.

14. Entertainment Description (show on site plan): Jim Quick & Coastline and The Embers feau. Craig Woolard

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.)

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.

30+ food trucks, food vendors, etc

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: 4th year

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

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: asking for in-kind city services including waste barrels, roll offs, recycle dumpster, compact trunks, staff to manage waste management, set-up/breakdown and usage of bike racks.

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

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: none

Day/Dates: _____

Closing Time: _____

Opening Time: _____

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 1/2" 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: 09/25/2020 Signature of Applicant: M. Annie Martin-Lee

Myrtle Beach Food Truck Fest—Sat., Oct. 31 & Sun., Nov. 1, 2020

10 a.m. to 6 p.m. daily

— = No Entry

t = TICKET BOOTH

*THERE WILL BE TABLES THROUGHOUT—ALL SOCIALLY DISTANCED

