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**R2018-26: RESOLUTION GRANTING A SPECIAL EVENT PERMIT TO CROSSROADS EVENT PRODUCTIONS INC, FOR THE “MYRTLE BEACH JAZZ FESTIVAL” SEPTEMBER 28, THRU SEPTEMBER 30, 2018, & AFFIRMING THE CITY’S CO-SPONSORSHIP.**

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**Applicant/Purpose:** Crossroads Event Production Inc. is planning the “Myrtle Beach Jazz Festival” to bring locals & tourists to the BTW community to experience musical culture, diversity & to confirm City co-sponsorship.

**Brief:**

- Crossroads Events Productions has planned a food, music & entertainment event known as the “Myrtle Beach Jazz Festival” for 9/28 - 9/30/18 on Carver Street b/w 18th N. & 21<sup>st</sup> N from 5 pm to midnight (11 pm on Sunday). Activities include:
  - Food Vendors.
  - Live entertainment.
  - Beer Garden
  - Kids Zone
- Temporary signs/flags will be displayed throughout the BTW Neighborhood during July, including banners at both ends of Carver Street.
- Festival expected to attract 5,000 - 7,500 participants over 3 days.

**Issues:**

- In the proposed resolution Council:
  - Declares Myrtle Beach Jazz Festival a Special Event.
  - Adopts site plans.
  - Authorizes Manager to make minor changes as deemed necessary.
  - Affirms co-sponsorship of the Festival & agrees to provide certain in-kind services, including venue set-up/take down, trash collection, Police & EMS.
  - Authorizes businesses to display temporary welcome signs.
  - Extends welcome to festival participants.
- The Special Events Technical Review Committee Recommends approval.

**Public Notification:** Normal meeting notification.

**Alternatives:**

- Do not pass resolution.
- Amend resolution.

**Financial Impact:**

- Minor impact on City services relative to what would normally be provided in the absence of the event (estimated in-kind services: Public Works \$10,880, Police \$7,840, EMS \$1,840 for a total of \$20,560).
- Increased business license, A-Tax, & hospitality fee revenues attributable to crowds drawn by “Myrtle Beach Jazz Festival” event.

**Manager’s Recommendation:** I recommend approval.

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

CITY OF MYRTLE BEACH  
COUNTY OF HORRY  
STATE OF SOUTH CAROLINA

RESOLUTION GRANTING A SPECIAL EVENT  
PERMIT TO CROSSROADS EVENTS  
PRODUCTIONS, INC. FOR THE "2018 MYRTLE  
BEACH JAZZ FESTIVAL" SEPTEMBER 28, 2018  
THRU SEPTEMBER 30, 2018, AND AFFIRMING  
THE CITY'S CO-SPONSORSHIP.

WHEREAS, Crossroads Event Productions, Inc. is planning an event known as the "2018 Myrtle Beach Jazz Festival, September 28, 2018 thru September 30, 2018 from 5:00 PM to Midnight and 11PM on Sunday and

WHEREAS, the Festival is planned to be on Carver Street (Between 18<sup>th</sup> Avenue N. to 21<sup>st</sup> Avenue N.) as indicated in the attached site plan; and

WHEREAS, the Festival will include food and merchandise vendors, live entertainment, and a beer garden; and

WHEREAS, the Festival is expected to attract 5,000 - 7,500 event participants over the entire three days; and

WHEREAS, Carver Street will be closed, between 18<sup>th</sup> Avenue N. and 21<sup>st</sup> Avenue N., September 27, 2018 at 12 noon to 1pm on September 30, 2018.

NOW, THEREFORE, BE IT RESOLVED that:

1. City Council hereby declares the "2018 Myrtle Beach Jazz Festival" a Special Event to be held from September 28, 2018 to September 30, 2018.
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 special event, and agrees to provide certain in-kind services, including waste management pick-up and disposal, delivery of metal barricades, light tower, police, fire & EMS and marketing
5. Pursuant to Section 802.e of the Zoning Ordinance, between September 28, 2018, and September 30, 2018 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 "2018 Myrtle Beach Jazz Festival".

SIGNED, SEALED and DATED, this 26th day of June, 2018.

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

ATTEST:

\_\_\_\_\_  
JENNIFER STANFORD, INTERIM CITY CLERK

**Myrtle Beach Jazz Festival  
Special Event Application Attachment  
5/2/2018**

The Myrtle Beach Jazz Festival will be held on Carver Street between 18<sup>th</sup> and 21<sup>st</sup> Ave, Friday, September 28, 2018, 5pm to midnight – Sunday, September 30, 2018 ending at 11pm.

This event is free and open to the public.

**Security Plan**

To be finalized and approved by Police Department no later than August 1, 2018.

**Emergency Medical Services**

To be finalized by Fire and Rescue no later than August 1, 2018.

**Vendors**

Food and merchandise vendors will offer their foods to event patrons as retail. Vendors will be provided with a 10x10 space. These vendors will be charged a nominal fee and probably will park on the corner of 21<sup>st</sup> Ave and Carver Street vacant lot.

A list of vendors and proof of City of Myrtle Beach Business Licenses should be provided on or before September 15, 2018.

Non-profit agencies/community resources will be afforded free space to provide information only about their services.

**Alcohol Sales – Beer and Wine Garden**

CEP will operate the Beer and Wine Garden by obtaining the appropriate permits through SC department of Revenue and sales will be handled by a tip certified bartender. The Beer and Wine Garden will be barricaded underneath a 20'x20' tent and will limit access to patrons 21 years and older. A volunteer will check identifications and monitor access. Tables and chairs will be available in the Beer and Wine Garden.

**Stage with Tent Cover for Entertainment / Bands 20'x40'**

A production company (Guy Mitchell) will be providing the stage and sound system for the event. Electrical hook-ups / generator location will be behind the stage area.

**Event Parking**

Patrons will park on the South end of Carver Street and along Dunbar Street. Safety cones will be used to keep patrons from blocking residential driveways.

**Event Seating**

Patrons will be encouraged to bring their portable lawn chairs to enjoy the entertainment.

**Band/Sponsor Tent**

A tent with tables and chairs will be available for band members to take a break and for sponsors to interact with the artists.

### **Advertising and Promotion**

Event promotion and advertising will be achieved in several ways:

- Radio – since the festival is a free community event, some radio stations will publicize it without the group paying a fee. Additionally, the City of Myrtle Beach's Public Information Department is featured weekly on a local radio station. This will be an opportunity to cross promote the Myrtle Beach Jazz Festival.
- Social Media – promoted through social media sites such as Facebook, Instagram, and Twitter.
- Billboards – ads will be placed on billboards in targeted areas to attract out of town patrons.
- Apparel – T-shirts promoting the Jazz Festival.
- Print Media – Special posters and fliers will be designed to promote the event. The posters and fliers will be mailed and/or distributed by hand. The fliers will also be distributed electronically through email and on social media.
- Broadcast Television – We will have a commercial produced for the event that will be aired on the various stations.

### **Event Clean-Up**

Event committee, volunteers and city staff to assure area is cleaned of all debris, tents, etc. This will be accomplished during the event and on Sunday evening at the close of the event.

### **City Co-Sponsorship**

The committee is requesting the following from the City in addition to any available funding:

- Police Officers (6)
- Fire Rescue (2)
- Barricades (250)
- Trash Receptacles (18)
- Lighting (4 light towers)
- Public Work staff (6) to assist with clean-up
- 1-Police Watch Tower

### **Signage**

Signs will be posted indicating the following:

- 2-4 "Myrtle Beach Jazz Festival" 9ft tall flags staked in the ground starting in the month of July until the end of festival. This will be around the BTW location. These flags will be monitored daily.
- 4-Permit Parking Only for Band (24"x36")
- 4-Permit Parking Only for Vendors (24"x36")
- 2-Banners 2'x10' (Myrtle Beach Jazz Festival) one on both ends of Carver Street.
- 6-Shuttle Pick up Drop off Area (24"x36") If a park and ride is needed. At and near the site

### **Restroom Accommodations**

Restrooms will be identified as "Male and Female" and will include one handicap accessible restroom. Signs will be posted on the portable toilets.

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 Jazz Festival (3rd Annual)

2. Type and Purpose of Event: An event that combines a celebration of music and culture over a weekend for residents, guest, and tourists with a number of music related attractions and activities.

3. Location of Event: 1420 Carver Street (18th – 21st Ave North), Myrtle Beach

4. Organization: Crossroads Event Productions, Inc

5. Applicant: Mickey James

6. Mickey James Ericka D. Hill

Primary contact person

Alternate contact person's name

1205 Washington Street

1008 Harvester Circle

Myrtle Beach, SC 29577

Myrtle Beach, SC 29579

Primary address

Alternate address

843-340-2018

843-457-7796 or 843-488-6063

Primary telephone/fax number

Alternate telephone/fax number

mickeyjames2009@gmail.com

hill.ericka@gmail.com

Primary email address

Alternate email address

7. Date(s) of event: September 28, 2018 Hours of operation: September 30, 2018

8. Date of set-up: September 27, 12 noon Take Down Completed By: October 1, 12 noon

9. Expected attendance: 7,500

10. Charitable Benefactor (if applicable): Crossroads Event Productions, Inc (non-profit organization)

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?

Broadcast media, social media, billboards, flags, posters and fliers

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: \_\_\_\_\_

This event is free admission.

14. Entertainment Description (show on site plan): \_\_\_\_\_

Drummers, Musical Bands, Face/Balloon Artist

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.

Food will be prepared by CEP for the volunteers and committee members. It will not be sold if provided by CEP. See map for VIP Tent where food will be prepared.

We will be using a gas propane grill.

**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: Third 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: Public work staff, volunteers and committee members will keep area free of trash and debris.

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: 18th Ave north to 21st Ave North on Carver Street

Day/Dates: Thursday, September 27th, 2018 to Monday, October 1, 2018

Closing Time: 12 Noon

Opening Time: 1pm

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: Applicant is requesting a noise variance.

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## **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.



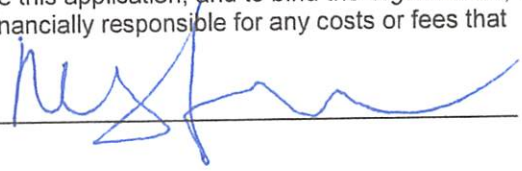
Additional applications/licenses or permits required:

- 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: May 2, 2018 Signature of Applicant: 

# Myrtle Beach Jazz Festival 2018 Site Plan.

Location of the stage and tents may change according to the timeline of the Charlie's Place site redevelopment plan. May 2, 2018  
 plan B if we can't drive on the grass 6/11/2018



 Vendor Tents min. of 5 feet apart- along Carver Street with the intent of not blocking residential's driveways with vendors.

B&W - Beer and Wine Tent 225 Feet from stage  
 Stage - Main performance stage area on Carver street  
 VIP Tent 63.5 feet from stage  
 KIDZ Zone

 Trash Receptacles  
 Kidz Zone