
1 **R2021-13: RESOLUTION GRANTING A SPECIAL EVENT PERMIT TO**
2 **PALMETTO EVENT PRODUCTIONS, INC. ON BEHALF OF CCMF LLC**
3 **FOR “CAROLINA COUNTRY MUSIC FESTIVAL” ON JUNE 10 – 13,**
4 **2021, & AFFIRMING THE CITY'S CO-SPONSORSHIP.**

5 **Applicant/Purpose:** Palmetto Event Productions & CCMF LLC/to approve City co-sponsorship of the
6 “Carolina Country Music Fest” (“The Festival”).

7
8 **Brief:**

- 9 • Palmetto Event Productions & CCMF LLC has planned the 5th annual “Carolina Country
10 Music Fest”, for 6/10/21 - 6/13/21 from 1:00 PM - 11:30 PM.
- 11 • Festival will be held at the Burroughs & Chapin Pavilion Place.
- 12 • Performers include: Darius Rucker, Luke Combs, Eric Church, Jake Owen and other artists.
- 13 • Festival will also include food, beverage and merchandise vendors.
- 14 • Festival expected to attract 25,000-35,000 spectators/concert-goers/daily.
- 15 • Special Event committee recommends approval (unanimous)

16
17 **Issues:**

- 18 • The proposed request includes closing:
 - 19 ○ Ocean Boulevard b/w 8th and 9th Avenues North from Wednesday (6/7) at 8 a.m. through
20 Tuesday (6/15) at 8 a.m.
 - 21 ○ 8th Avenue North – Parking spaces along westbound lane from Tuesday (6/8) at 8 a.m.
22 through Tuesday (6/15) at noon.
 - 23 ○ 8th Avenue North – all lanes from 17 Business to Ocean Blvd. (non-parking lanes) from
24 Wednesday (6/9) at 8 a.m. through Monday (6/14) at noon.
 - 25 ○ Chester Street between 7th and 8th Avenues North and parking lanes – closed from
26 Thursday (6/10) at 8 a.m. through Monday (6/14) at noon.
 - 27 ○ 9th Avenue North – East bound lane and parking spaces along east bound lane from 17
28 Business to Ocean Blvd. from Thursday (6/10) at 6 a.m. through Monday (6/14) at 5 p.m.
 - 29 ○ 8th Avenue beach access from Monday (6/7) at 8 a.m. through Tuesday (6/15) at noon.
 - 30 ○ Boardwalk area entrance from paved parking lot to Boardwalk opening at 8th Ave. beach
31 access (leaving public access to boardwalk from Saturday 5/29 at 8am through Tuesday
32 6/15 at noon
- 33 • Per proposed resolution City Council:
 - 34 ○ Adopts site plan & authorizes Manager to make changes to site plan as necessary.
 - 35 ○ Affirms festival co-sponsorship & agrees to provide certain in-kind services, including
36 traffic control, road closures, barricades, litter control, heightened Police presence as
37 required, & EMS.
 - 38 ○ Authorizes area businesses to display temporary welcome signs.
 - 39 ○ Extends welcome to festival participants.

40
41 **Public Notification:** Normal meeting notification.

42
43 **Alternatives:** Amend proposed resolution; deny proposed resolution.

44
45 **Financial Impact:**

- 46 • Festival related business license fees, A-Tax & Hospitality Fee revenues, & TDF estimated at
47 ~\$145k (based on an est. 75% out-of-market ticket sales).
- 48 • The City will collect a fee of \$5.00 from every ticket sold to help defray the public safety cost,
49 estimated to generate in excess of \$150,000.
- 50 • Estimated cost of in-kind event-related public services at ~ \$220k.

51
52 **Manager's Recommendation:** I recommend approval

53
54 **Attachment(s):** Proposed resolution, special event application & site plan.

CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA

GRANTING A SPECIAL EVENT PERMIT TO
PALMETTO EVENT PRODUCTIONS, INC. ON
BEHALF OF CCMF LLC FOR THE
"CAROLINA COUNTRY MUSIC FESTIVAL"
ON JUNE 10-13, 2021, AND AFFIRMING THE
CITY'S CO-SPONSORSHIP.

WHEREAS, Palmetto Event Productions in conjunction with CCMF LLC is planning a fifth annual Country Music event, known as the "Carolina Country Music Festival" (the "Festival") for June 10-13, 2021, from 1:00 PM until 11:30 PM on Thursday, Friday, Saturday and Sunday; and

WHEREAS, the Festival is planned to be held at the Burroughs & Chapin Pavilion Place as indicated in the attached site plan; and

WHEREAS, the Festival will include well known Country Music artists and groups such as Darius Rucker, Luke Combs, Eric Church, Jake Owen and other artists and:

WHEREAS, the Festival will also include food, beverage and merchandise vendors; and

WHEREAS, the Festival is expected to attract 25,000-35,000 spectators and concert-goers per day; and

WHEREAS, the direct City revenues from this event are anticipated to be approximately \$145,000.

NOW, THEREFORE, BE IT RESOLVED that:

1. The "Carolina Country Music Festival" is hereby declared a Special Event to be held on June 10-13, 2021.
2. The attached site plan is hereby adopted by reference.
3. The City Manager is authorized to make changes 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 traffic control, road closures, barricades, litter control, heightened Police presence as required, and EMS at an estimated cost of \$220,000.
5. Pursuant to Section 802.E of the Zoning Ordinance, between May 31 and June 13, 2021, 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 "Carolina Country Music Festival" on June 10 - 13, 2021.

SIGNED, SEALED and DATED, this 13th day of April 2021.

ATTEST:

BRENDA BETHUNE, MAYOR

JENNIFER ADKINS, CITY CLERK



8TH AVE. N.

N Kings Hwy

ENTRANCE

9TH AVE. N.

Dickel

MAKER FORTLE

BARCA BREAKING

FL

YO

the Mid

© 2011