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1 **2023-10 (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 BEN ROBINSON D/B/A/ RENT ME SUPERSTORE, LOCATED AT**  
5 **106 NORTH KINGS HIGHWAY, MYRTLE BEACH, SC 29577, FOR A PERIOD**  
6 **OF ONE YEAR. THE AGREEMENT INCLUDES 30 GOLF CART DECALS AND**  
7 **10 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 30 golf cart plates and 10 moped plates,  
16 the same # as was awarded in 2021.
  - 17 ▪ For 2017 the # of mopeds was capped at the # that each company had in  
18 service during the summer of 2016.
  - 19 ▪ For 2017 the # of golf carts was capped at the # each company had in service  
20 for 2016 + the # already ordered at the time the moratorium was imposed.
- 21 • Ordinance 2017-56, approved 1/9/18 in consultation w/ the business owners, approved  
22 the framework of a franchise agreement similar to the system in place for taxis.
- 23 • The franchise ordinance requires annual renewals.

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25 **Issues:**

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

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35 **Public Notification:** Normal meeting notification

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37 **Alternatives:**

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

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

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43 **Manager’s Recommendation:**

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

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46 **Attachment(s):** Ordinance, franchise agreement, & franchise application.

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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  
BEN ROBINSON D/B/A RENT ME  
SUPERSTORE, LOCATED AT 106 NORTH  
KINGS HIGHWAY, MYRTLE BEACH, SC  
29577, FOR A PERIOD OF ONE YEAR.  
THE AGREEMENT INCLUDES 30 GOLF  
CART DECALS AND 10 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 BEN ROBINSON D/B/A RENT ME SUPERSTORE, LOCATED AT 106 NORTH KINGS HIGHWAY, MYRTLE BEACH, SC 29577, FOR A PERIOD OF ONE YEAR. THE AGREEMENT INCLUDES 30 GOLF CART DECALS AND 10 MOPED DECALS.

This ordinance shall take effect immediately upon adoption.

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BRENDA BETHUNE, MAYOR

ATTEST:

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JENNIFER ADKINS, CITY CLERK

First reading: 3-14-23  
Second reading: 3-28-23