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**R2018-27: RESOLUTION GRANTING A SPECIAL EVENT PERMIT TO PALMETTO EVENT PRODUCTIONS "2018 MYRTLE BEACH BOARDWALK BONANZA" EVERY WEDNESDAY & THURSDAY JUNE 27 THRU SEPTEMBER 1, 2018 FROM 4PM - 9PM AND AFFIRMING THE CITY'S CO-SPONSORSHIP.**

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**Applicant/Purpose:** Palmetto Event Productions, Inc. / to approve a special event permit for the "Myrtle Beach Boardwalk Bonanza 2018" b/w 4 pm - 9 pm, Wednesday, & Thursday evenings b/w 6/27 - 9/1/18.

**Brief:**

- Palmetto Event Productions has planned a food, music & entertainment event known as the "Myrtle Beach Boardwalk Bonanza 2018" on the Pavilion site.
- This event is intended to activate an otherwise dormant section of Ocean Blvd., to increase business to the entire downtown area. Activities will include:
  - Specialty/culinary food truck vendors.
  - Free Event to attend.
  - Live interactive entertainment.
  - Kid's area.
  - Adult Games
- Festival expected to attract 15,000 - 20,000 participants over the entire series.

**Issues:**

- In proposed resolution Council:
  - Declares Myrtle Beach Boardwalk Bonanza a Legislative Event.
  - Adopts site plans.
  - Authorizes Manager to make minor changes, as he deems necessary.
  - Affirms co-sponsorship of the festival & agrees to provide certain in-kind services, including waste management pick-up & disposal, marketing, & metal barricades.
  - 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:**

- Impact on City services relative to what would normally be provided in the absence of the event (estimated in-kind services: solid waste management \$10,000, & barricades \$360, total \$10,360).
- Increased business license, A-Tax, & hospitality fee revenues attributable to crowds drawn by the "Myrtle Beach Boardwalk Bonanza"

**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 PALMETTO EVENT PRODUCTIONS,  
INC. FOR THE "2018 MYRTLE BEACH  
BOARDWALK BONANZA JUNE 27 -  
SEPTEMBER 1, 2018, AND AFFIRMING THE  
CITY'S CO-SPONSORSHIP.

WHEREAS, Palmetto Event Productions, Inc. is planning an event known as the "2018 Myrtle Beach Boardwalk Bonanza" Wednesdays, & Thursdays, June 27, 2018 thru September 1, 2018 from 4:00 PM to 9:00 PM and

WHEREAS, the Festival is planned to be at the former Pavilion site as indicated in the attached site plan; and

WHEREAS, the Festival will include specialty/culinary food truck vendors, eating area, live interactive entertainment w/Jumbo-Tron, corn hole, adult games, & kids area; and

WHEREAS, the Festival is expected to attract 15,000 - 20,000 event participants over the entire series; and

WHEREAS, there will be no road closures.

NOW, THEREFORE, BE IT RESOLVED that:

1. City Council hereby declares the "2018 Myrtle Beach Boardwalk Bonanza" a Special Event to be held (2) nights a week from June 27, 2018 thru September 1, 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 Legislative Festival, and agrees to provide certain in-kind services, including waste management pick-up and disposal, delivery of metal barricades, and marketing.
5. Pursuant to Section 802.e of the Zoning Ordinance, between June 27, 2018 and September 1, 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 Boardwalk Bonanza".

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

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

ATTEST:

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

**Security Plan**  
**Myrtle Beach Boardwalk Bonanza**  
**June 27 – Sept. 1, 2018**

**Produced by: Palmetto Event Productions, Inc.**

The Myrtle Beach Boardwalk Bonanza will take place downtown Myrtle Beach between 8<sup>th</sup> and 9<sup>th</sup> Avenues North on the Burroughs and Chapin Pavilion Place (larger lot). The event will consist of two days each week (Wednesday and Thursday,) starting on Wednesday, June 27 through Saturday, Sept. 1 from 4-9 p.m. Event promoters reserve right to modify hours based on interest and weather, and will not exceed operations past 11 p.m., or a start earlier than 4 p.m. Will feature no more than 10 food trucks (5 food trucks to start with), no vendors/exhibitors, live music, kid/adult activities, and no alcohol. This event will be open to the public and no entry fee will be required for general admission.

Due to no alcohol being served, nor any road closures, the Myrtle Beach Police Department has pre-approved no onsite security. There will not be any onsite medical personnel either. Event organizers/vendors will call 911 or police dispatch in case of emergency situation.

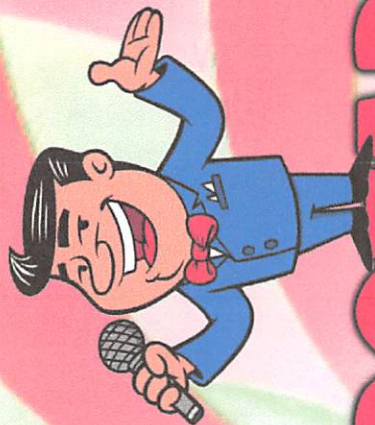
Food trucks and vendors will load-in on operational days beginning at 3 p.m. and will be offsite no later than midnight.

Cash management policies will be managed by each food truck/vendor.

Only vendors may park onsite, including trailers and over-sized vehicles. The event will promote parking in the parking garage on corner of Kings Highway and 9<sup>th</sup> Avenue North. No public parking will be allowed onsite.

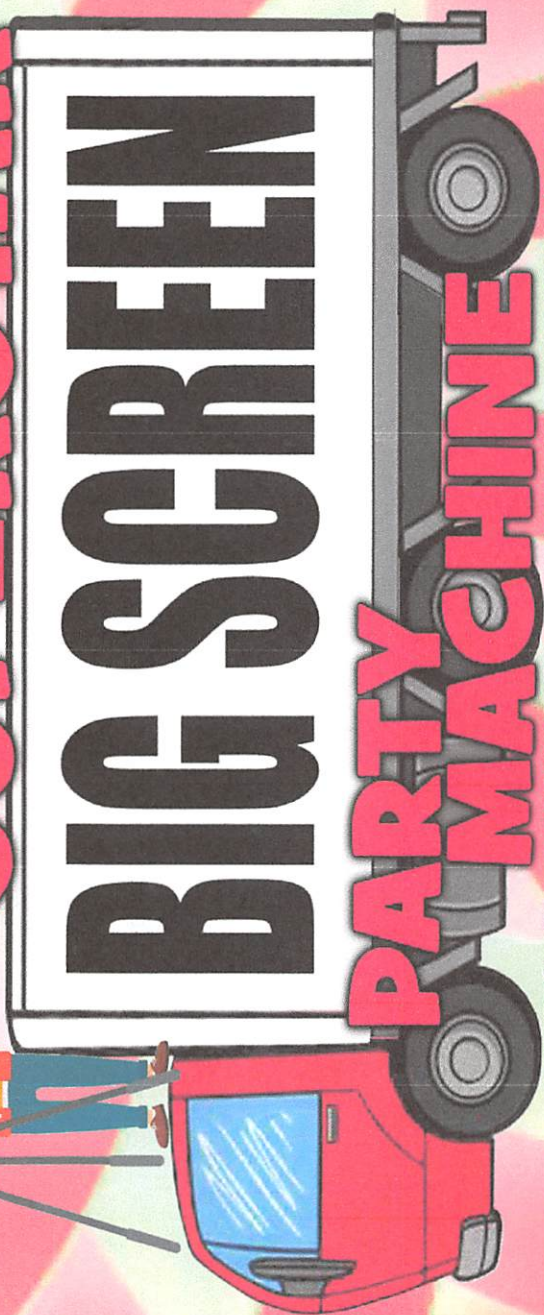
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**JUMBO  
SUPERSTAR**



**BIG SCREEN**

**PARTY  
MACHINE**

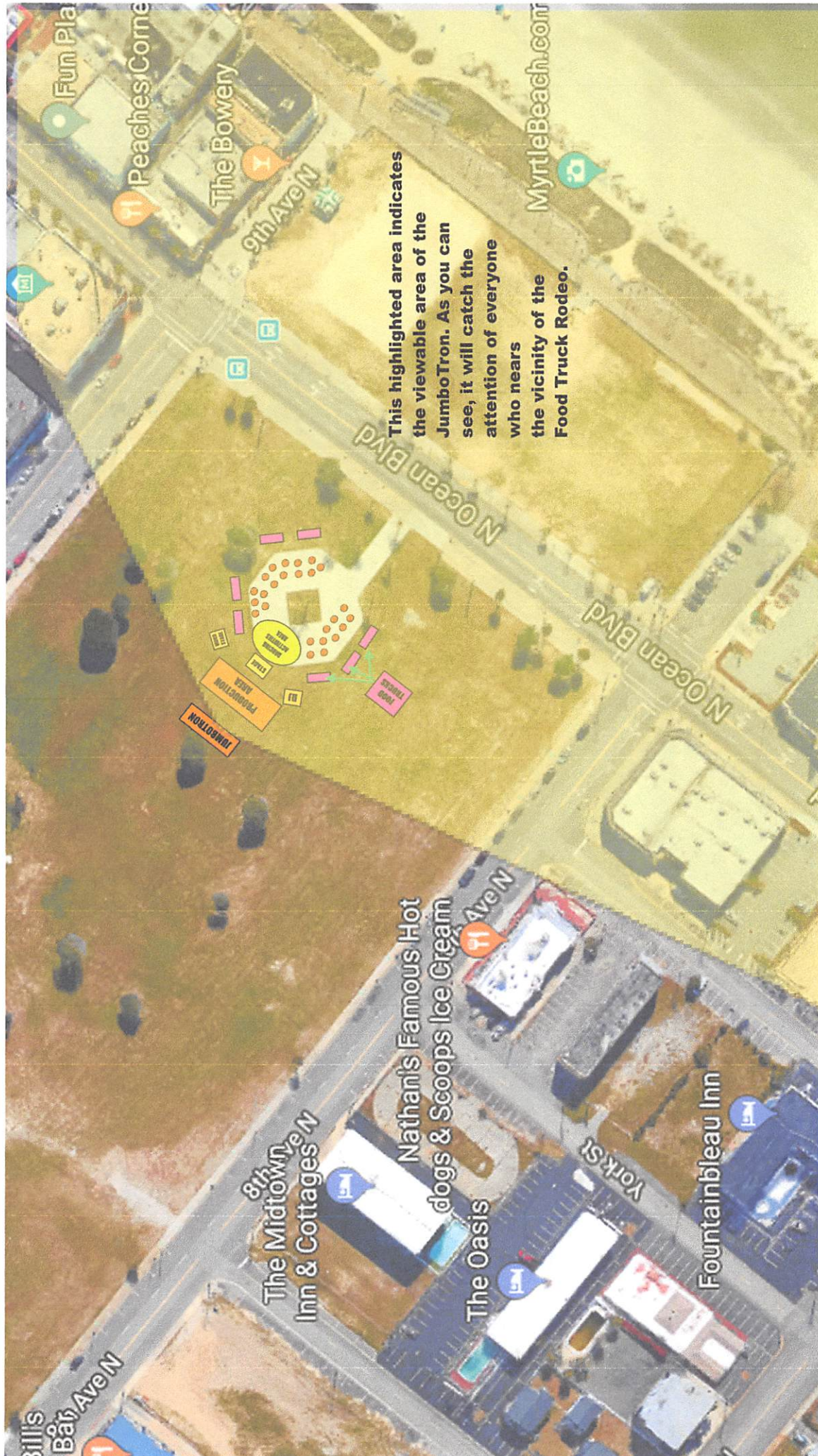


**ENERGIZED. SUPERSIZED FESTIVAL ENTERTAINMENT!**









This highlighted area indicates the viewable area of the JumboTron. As you can see, it will catch the attention of everyone who hears the vicinity of the Food Truck Rodeo.



# Myrtle Beach Boardwalk Bonanza

JUNE 27 - SEPT 1, 2018 WED & THURS 4-9 PM

- = Bikeracks
- = Attendee Entry/Exit
- = Picnic Tables
- = Port A John
- = Light Tower
- = Waste Barrel



7th Avenue North

7th Avenue North

7th Avenue North

7th Avenue North

**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 Boardwalk Bonanza

2. Type and Purpose of Event: seasonal promotion with food trucks, entertainment, games & kids activities  
created to gain additional foot traffic downtown and along the boardwalk. Every Wednesday and Thursday from 4-9 p.m.

3. Location of Event: Burroughs and Chapin Pavilion Place b/t 8th and 9th Avenues North, Myrtle Beach, SC

4. Organization: Palmetto Event Productions

5. Applicant: Amie Lee (Palmetto Event Productions, Inc.)

6. <u>Amie Lee</u>	
<u>Primary contact person</u>	<u>Alternate contact person's name</u>
<u>7588 Enterprise Road</u>	
<u>Myrtle Beach, SC 29588</u>	
<u>Primary address</u>	<u>Alternate address</u>
<u>843.855.0527</u>	
<u>Primary telephone/fax number</u>	<u>Alternate telephone/fax number</u>
<u>info@palmettoeventproductions.com</u>	
<u>Primary email address</u>	<u>Alternate email address</u>

7. Date(s) of event: Wed June 27-Sat. Sept. 1, 2018 Hours of operation: 4-9 p.m.

8. Date of set-up: Wed, June 27, 2018 Take Down Completed By: Sat, Sept. 3, 2018

9. Expected attendance: 15,000 - 20,000+ over series

10. Charitable Benefactor (if applicable): Ocean Walk Task Force  
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: Currently applying for non profit status

11. How will you publicize the event?  
Social, Digital, Online, Onsite Signage (ASKING FOR IN-KIND MARKETING)

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: Free admission

14. Entertainment Description (show on site plan): live entertainment

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.



The fee of approximately \$300 - \$600 is based upon when the permit is issued.  
(15 or more days prior to the event \$300; 14 days or less \$600).

16. To what extent has the applicant communicated with adjacent property owners, and what responses have been received? No road closures are requested.

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17. Signage: Will any signs, banners or pennants be posted or hung? Describe the proposed location(s) and include specific details on site plan. Yes, event signage with schedule  
and times will be placed onsite visible from each side of lot.

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18. Parking requirements:(show on site plan): No. of spaces available \_\_\_\_\_ No. of handicap \_\_\_\_\_  
If required, has permission been granted for use of Event location by entity other than the City of Myrtle Beach? ☐ Yes ☒ No If yes, please attached proof of authorization.

19. Alcohol:

Will alcoholic beverages be made available to the public? ☐ Yes ☒ No

If yes, provide the following information:

What type of alcohol will be made available? ☐ Spirituous Liquor ☐ Beer ☐ Wine

List the exact locations and times for alcohol sales:

Location: \_\_\_\_\_ Times: \_\_\_\_\_

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

\*Permits approved for the events will be amended if ABC permits are not granted. Applicants are required to provide proof of issuance before the event.

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

If so, Name \_\_\_\_\_ 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: \_\_\_\_\_

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(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.

Will food trucks be present at this event ☒ Yes ☐ No

If yes, Mobile Food Units must meet the requirements of the following safety codes: the International Fire Code (IFC); National Fire Protection Association's NFPA 58 (Liquefied Petroleum Gas Code), NFPA 70 (National Electric Code), and NFPA 96 (Standard for Ventilation Control and Fire Protection of Commercial Cooking Operations); and the Code of Federal Regulations 49 CFR 180.205(d) (General requirements for requalification of specification cylinders) and 49 CFR 180.209 (Requirements for requalification of specification cylinders). The Fire Marshal's office will be responsible for inspections.

**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: \_\_\_\_\_

**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:

Requesting in-kind from City of Myrtle Beach for next day (morning) disposal of rolling trash units that trash truck, \_\_\_\_\_  
can pick up.

If using a private sanitation company, give name, contact person and telephone number: \_\_\_\_\_  
n/a

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: No street closures requested.

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 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: 6/19/18 Signature of Applicant: \_\_\_\_\_