

May 11, 2021 – presented for approval.

1 **R2021-18: DECLARING MAY 1 – 31, 2021, AS “MILITARY**
2 **APPRECIATION DAYS LEGISLATIVE FESTIVAL” IN THE CITY OF**
3 **MYRTLE BEACH.**

4 **Applicant/Purpose:** Military Appreciation Committee/ to recognize May as “Military
5 Appreciation Days” in the City.

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7 **Brief:**

- 8 • Since 2009 City has designated certain days in May as “Military Appreciation
9 Days” to convey community’s gratitude to active, reserve, & retired military &
10 National Guard.
- 11 • Military Appreciation Committee represents military support & veterans’
12 organizations, & area residents committed to ensuring our military are locally
13 recognized & appreciated.
- 14 • The Committee works w/ the Chamber & Hospitality Association to solicit military
15 discounts.
- 16 • Committee works jointly w/ Myrtle Beach Area Chamber of Commerce & others
17 on this month-long tribute to military personnel & their families.
- 18 • Resolution recognizes the month of May as “Military Appreciation Days
19 Legislative Festival” to include, but not limited to, the following events & activities
20 held at various locations in May:
 - 21 ○ JROTC Drill Competition.
 - 22 ○ Military band concerts.
 - 23 ○ Military Appreciation Days Parade.
 - 24 ○ Military exhibits & family picnic.
 - 25 ○ Memorial Day Ceremony.
 - 26 ○ Veterans’ March & Battlefield Cross Ceremony.

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28 **Issues:**

- 29 • Resolution authorizes:
 - 30 ○ City staff to offer City resident rates for all active duty military & National
31 Guard at City recreation centers during this period.
 - 32 ○ Erect temporary signs to welcome veterans, active, & reserve members
33 of the armed forces, their families, & all other event participants.
- 34 • Upon approval of this resolution, the Committee will market “Military Appreciation
35 Days” directly to regional military bases.

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37 **Public Notification:** Normal meeting notification.

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39 **Alternatives:**

- 40 • Modify event activities.
- 41 • Do not hold event.

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43 **Financial Impact:** Increased out-of-town visitors results in improved Business License
44 & Hospitality Fees, & A-Tax revenues (projected impact not quantified).

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

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48 **Attachment(s):** Proposed resolution.

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**CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA**

**DECLARING MAY 1-31, 2021, AS THE
“MILITARY APPRECIATION DAYS
LEGISLATIVE FESTIVAL” IN THE
CITY OF MYRTLE BEACH.**

WHEREAS, since 2009 the City Council of the City of Myrtle Beach has designated the month of May as “Military Appreciation Days” to convey the community’s gratitude to active, reserve and retired members of the armed forces; and

WHEREAS, the Military Appreciation Committee includes members from a number of military support organizations, recruiters from various service branches, veterans and other residents and business people who are committed to ensuring that our military men and women are recognized and thanked for their service to our country; and

WHEREAS, the Committee works collaboratively with the Myrtle Beach Area Chamber of Commerce and Hospitality Association to solicit military discounts from their memberships for the month of May; and

WHEREAS; the Committee also works jointly with the Myrtle Beach Area Chamber of Commerce and others on this tribute to our military heritage and our local military personnel and their families, to include for 2021 a parade, a family picnic, a traditional Memorial Day ceremony and other activities.

NOW, THEREFORE, IT IS RESOLVED that:

1. The City Council recognizes the month of May as the “Military Appreciation Days Legislative Festival” to include, but not be limited to, the following events and activities held at various locations May 1-31:
 - Military Appreciation Days Parade.
 - Military exhibits and family picnic.
 - Memorial Day Ceremony.
 - Veterans’ March and Battlefield Cross Ceremony.
2. The City will offer resident rates at recreation centers during this period for all active duty military and members of the National Guard and encourages all local businesses to provide similar discounts during this period.
3. The City Council expresses its gratitude to the active and retired members of the armed forces and their families and extends a warm invitation to all to visit Myrtle Beach during May’s “Military Appreciation Days Legislative Festival.”
4. The Council further thanks members of the Military Appreciation Committee and others for their tireless work in support of these events.
5. Pursuant to Section 802.E of the Zoning Ordinance, during this period businesses are authorized to display temporary signs to welcome our service veterans and active and reserve members of the armed forces and their families, along with all other Military Appreciation Days participants.

SIGNED AND SEALED this 11th day of May 2021.

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ATTEST:

BRENDA BETHUNE, MAYOR

JENNIFER ADKINS, CITY CLERK