
1 **2022-32 (1ST READING): GRANTING A BOARDWALK VENDOR FRANCHISE**
2 **AGREEMENT FOR THE 6th AVE N PORTION OF THE PUBLIC BOARDWALK**
3 **OF THE CITY OF MYRTLE BEACH TO KEISHA MOYD FOR A PERIOD OF**
4 **TWO YEARS BEGINNING JUNE 28, 2022 AND ENDING JUNE 28, 2024**

5 **Applicant/Purpose:** Staff/to select a Boardwalk vendor for 2 years beginning 6.28.22.
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7 **Brief:**

- 8 • There are 4 existing Boardwalk franchises at the following locations:
 - 9 ○ 3rd Ave., N
 - 10 ○ 4th Ave., N
 - 11 ○ 5th Ave., N
 - 12 ○ 6th Ave., N
- 13 • There is 1 open Boardwalk vendor franchise location at:
 - 14 ○ 5th Ave., N

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16 **Issues:**

- 17 • Proposal calls for a 2 yr. agreement w/annual franchise fee of \$1,000/year.
- 18 • Normal Franchises are for 3 year, but due to turn over the sequencing is skewed.
19 This two year franchise will help staff try and get the franchises in synch.
- 20 • Proposed agreement:
 - 21 ○ Requires vendors to insure the City.
 - 22 ○ Prohibits vending at other locations.
 - 23 ○ Limits operational hours to 6 AM – 11 PM.
 - 24 ○ Requires vendor to provide services each day between June 1 and August 31
 - 25 ○ Requires off-site storage of carts.
 - 26 ○ Requires proper litter receptacles & clean-up materials.
 - 27 ○ Prohibits verbal solicitations, & amplified sounds.
 - 28 ○ Requires vendor to provide pedestrian boardwalk passage.

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30 **Public Notification:** Normal Meeting Notification.
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32 **Alternatives:**

- 33 • Do not allow boardwalk vendor franchises.
- 34 • Re-bid this franchise opportunity.

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36 **Financial Impact:** City will receive annual Franchise Fee of \$1,000/vendor & annual Business
37 License revenues based on sales.

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39 **Manager's Recommendation:** I recommend 1st reading (6.14.22)
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41 **Attachment(s):** Proposed ordinance, franchise agreement

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

**GRANTING A BOARDWALK VENDOR
FRANCHISE AGREEMENT FOR THE 6th
AVE N PORTION OF THE PUBLIC
BOARDWALK OF THE CITY OF MYRTLE
BEACH FOR A PERIOD OF TWO YEARS
BEGINNING JUNE 28, 2022.**

WHEREAS, the City of Myrtle Beach anticipates the convenience of its tourist and residential population requires an efficient and effective franchise program for consumables on the Myrtle Beach Boardwalk; and

NOW, THEREFORE, PURSUANT TO THE FRANCHISE POWER OF THE CITY OF MYRTLE BEACH, and in consideration of the foregoing premises and the mutual promises of each to the other made agree as follows:

The City of Myrtle Beach grants a Boardwalk Vendor Franchise to Keisha Moyd, which shall become effective upon the execution of the Boardwalk Vendor Franchise Agreement, attached hereto.

This ordinance is effective on June 28, 2022.

BRENDA BETHUNE, MAYOR

ATTEST:

JENNIFER ADKINS, CITY CLERK

First reading: 6-14-2022

Second reading: