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**R2019-57: RESOLUTION GRANTING A SPECIAL EVENT PERMIT TO THE OCEAN FRONT MERCHANTS ASSOCIATION AND THE FIVE POINTS BUSINESS ASSOCIATION FOR “THE MISTLETOE MARKET” ON SATURDAY NOVEMBER 30 AND SUNDAY DECEMBER 1, 2019, AND AFFIRMING THE CITY’S CO-SPONSORSHIP.**

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**Applicant/Purpose:** Oceanfront Merchants Association (OMA) & 5 Points Business Association / to approve “The Mistletoe Market” & to confirm City co-sponsorship.

**Brief:**

- The goal of this event is to highlight OMA & 5 Points Merchant’s Associations.
- Proposed resolution authorizes approval of this event for 11/30/19 & 12/1/19, w/ set-up beginning on 11/29 & 12/1, w/ operational hours b/w noon - 8:00 p.m. Saturday & 1:00 p.m. - 5:00 p.m. Sunday.
- Event will be held on The Pavilion Place adjacent to Ocean Boulevard.
- 3 parking spaces on 9<sup>th</sup> North will be closed for Christmas tree pickup.
- Activities will feature local restaurants, local arts & crafts vendors, food trucks, food vendors, kid zone, & musical entertainment w/stage.
- Event will be gated & open to the public w/ no admission charge.
- Alcohol will be served at this event as approved by the MBPD.
- Special Events Committee recommendation: unanimous.

**Issues:**

- Proposed resolution:
  - Affirms City’s co-sponsorship, & authorizes staff to provide the following in-kind services:
    - Delivery of barricades & trash barrels.
    - Delivery, pick-up & disposal of one roll-off container.
    - Provide the event w/public safety (4 Police Officers)
    - Provide the event w/EMS (2 EMT’s)
    - Use of City Stage
  - Allows for event signage, city promotion,
  - Extends invitation/welcome to residents & visitors to enjoy the event.
- This resolution is consistent w/ the City’s goals of activating downtown spaces.

**Public Notification:** Normal meeting notification.

**Alternatives:**

- Modify the proposed resolution.
- Deny proposed resolution.

**Financial Impact:** In-kind services = \$9,120 including stage fee waiver \$5,400, event labor \$1,440, barricade delivery/pick-up \$160, litter collection & disposal \$500, Police \$1,280, & EMTs \$640.

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

**Attachment(s):** Proposed resolution, special event application, site & security plans.

CITY OF MYRTLE BEACH  
COUNTY OF HORRY  
STATE OF SOUTH CAROLINA

GRANTING A SPECIAL EVENT PERMIT TO  
THE FIVE POINTS BUSINESS ASSOCIATION  
AND OCEAN FRONT MERCHANTS  
ASSOCIATION FOR "THE MISTLETOE  
MARKET" AND AFFIRMING THE CITY'S CO-  
SPONSORSHIP.

WHEREAS, the Five Points Business Association and Ocean Front Merchants Association are planning the "The Mistletoe Market" event for Saturday November 30 and Sunday December 1, 2019 with operational hours between 12:00 p.m. and 8:00 p.m. Saturday and 1:00 p.m. and 5:00 p.m. Sunday.; and

WHEREAS, this event is planned to be on the Pavilion Place site as indicated in the attached site plan; and

WHEREAS, the Holiday event will Showcase Local Vendors and Businesses; and

WHEREAS, the goal of this event is to attract people to the "Ocean Front" area for a Holiday Celebration with arts & crafts, music, food vendors, beer & wine, and entertainment for the entire family.

NOW, THEREFORE, BE IT RESOLVED that:

1. City Council hereby declares the Five Points Business Association AND Ocean Front Merchants Association's "Mistletoe Market" a Special Event to be held Saturday November 30 and Sunday December 1, 2019 under the conditions of participation as set forth in Attachment A, along with any minor changes the City Manager authorizes in keeping with the nature of the event and as circumstances dictate.
2. City Council affirms its Co-Sponsorship of the event, and agrees to provide support services, including barricades, Use of City Stage, roll-off dumpster, trash barrels, police officers as required, and EMS as required.
3. Pursuant to Section 802.e of the Zoning Ordinance, between November 15, 2019 and December 2, 2019 area businesses are authorized to display temporary signs to welcome event participants.
4. City Council extends a warm invitation and welcome to area residents and out-of-town visitors to enjoy the "The Mistletoe Market" Saturday November 30 & December 1, 2019.

SIGNED, SEALED and DATED, this 22nd day of October, 2019.

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

ATTEST:

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

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: Mistletoe Market
2. Type and Purpose of Event: To promote tourism, awareness and visitors to 5 Points area and the Downtown Entertainment District
3. Location of Event: B&C Former Pavilion Site, not oceanfront
4. Organization: The 5 Points Association and The Oceanfront Merchants Association
5. Applicant: John Krajc & Jan Connell
- |                              |                                 |
|------------------------------|---------------------------------|
| 6. John Krajc                | Jan Connell                     |
| Primary contact person       | Alternate contact person's name |
| 3919 Spruce Dr               | PO Box 3879                     |
| Myrtle Beach, SC 29577       | Myrtle Beach, SC 29578          |
| Primary address              | Alternate address               |
| 843 447-9787                 | 843-251-8008                    |
| Primary telephone/fax number | Alternate telephone/fax number  |
| jskrajc@outlook.com          | myrtlebeachdowntown@gmail.com   |
| Primary email address        | Alternate email address         |
7. Date(s) of event: Sat Nov 30, 2019-Sun Dec 1, 2019 Hours of operation: 12pm-8pm Sat/Sun 1pm-5pm
8. Date of set-up: Fri Novt Nov 29, 2019 Take Down Completed By: Sunday Dec 1, 2019
9. Expected attendance: 1,500 - 2000 per day
10. Charitable Benefactor (if applicable): NA  
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: \_\_\_\_\_
11. How will you publicize the event?  
Social Media, Radio, TV and Print
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: \_\_\_\_\_
14. Entertainment Description (show on site plan): Stage, Santa, Vendors, Food Trucks, Kid Zone with Bounce Houses and Petting Zoo, Beer & Wine Garden, Christmas Tree Sales  
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? Area businesses are aware and supportive.

17. Signage: Will any signs, banners or pennants be posted or hung? Describe the proposed location(s) and include specific details on site plan. Stage sponsor banners. Vendor signage, beer & wine signage

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: B&C Former Pavilion Lot (not oceanfront) Times: Fri & Sat 2pm to 9pm (No Sunday Sales)

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: \_\_\_\_\_

(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

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? Area businesses are aware and supportive.

17. Signage: Will any signs, banners or pennants be posted or hung? Describe the proposed location(s) and include specific details on site plan. Stage sponsor banners, Vendor signage, beer & wine signage

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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.

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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

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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: \_\_\_\_\_

(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: This is the second year for this event, location has changed.

**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:

This event will need blue trash cans and a roll off or whatever is recommended by Solid Waste.

If using a private sanitation company, give name, contact person and telephone number:

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: NA

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 1/2" 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: 8/26/19 Signature of Applicant: 





# Key

Yellow= Petting Zoo

Green= Tree

Red=Santa

Orange=Food

Black=Stage

Concrete=Seating

Purple=Kids Zone

Dark Green= Vendors

Lt. green=trees

Dark blue-beer wine

Light blue-toilets

August 26, 2019

## **REQUEST FOR IN-KIND SERVICES**

**Mistletoe Market**  
**B&C Former Pavilion Site (not oceanfront)**  
**Friday November 29th, 2019 - 2pm – 9pm**  
**Saturday November 30th, 2019 - 1pm-5pm**

**City Stage**  
**Security**  
**Trash Cans & Pick-up**  
**Barricades**

Requested by:

John Krajc  
5 Points Association  
843-447-9787  
[jskrajc@outlook.com](mailto:jskrajc@outlook.com)

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