

## A SOUTHERN TIMES SQUARE AT THE MARKET COMMON

- Applicant: Lynn Makris/BEI-Beach LLC  
The Market common
- When: December 31, 2021- January 1, 2022
- Time: 9:00 p.m. - 1:00 a.m.
- Where: The Market Common/ Valor
- Expected Attendance: 7500
- Road Closures: Street Closures: 6:00am on  
12/31/21 to 1:00am on 1/1/22  
Nevers Street from Farrow Parkway to  
Howard Avenue. (Partial)  
Hackler Street from Farrow Parkway to  
Howard Avenue. (Partial)  
Forbus Ct. for fireworks safety

SE Committee : Approved

**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: A Southern Times Square
2. Type and Purpose of Event: Entertainment - boost traffic to the businesses of the Market Common
3. Location of Event: The Market Common
4. Organization: BEI-Beach LLC / The Market Common
5. Applicant: BEI-Beach LLC
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| <p>6. <u>Lynn Makris</u><br/>Primary contact person<br/><u>4017 Deville Street</u><br/><u>Myrtle Beach, SC 29577</u><br/>Primary address<br/><u>843-839-3500 / 843-839-3502</u><br/>Primary telephone/fax number<br/><u>lynn.makris@marketcommonmb.com</u><br/>Primary email address</p> | <p><u>Heather Gray</u><br/>Alternate contact person's name<br/><u>4017 Deville Street</u><br/><u>Myrtle Beach, SC 29577</u><br/>Alternate address<br/><u>843-839-3500 / 843-839-3502</u><br/>Alternate telephone/fax number<br/><u>heather.gray@marketcommonmb.com</u><br/>Alternate email address</p> |
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7. Date(s) of event: 12/31/2021 - 1/1/2022 Hours of operation: 9PM - 1 AM
8. Date of set-up: 12/31/2021 Take Down Completed By: 1/1/2022 noon
9. Expected attendance: 7500
10. Charitable Benefactor (if applicable): \_\_\_\_\_  
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?  
Billboards, websites, event signs, press release, social media
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): Band, Music, Beer & Wine Garden, Fireworks
- 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? Positive Response Received from The Market Common residents

17. Signage: Will any signs, banners or pennants be posted or hung? Describe the proposed location(s) and include specific details on site plan. \_\_\_\_\_

18. Parking requirements:(show on site plan): No. of spaces available 1700+ 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: Veter Times: 9pm - Midnight

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

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.

Food vendors, popcorn, hot dogs, hot chocolate

**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: 2013-2020

**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: The Market common Common maintenance staff will maintain the area and pull trash.

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

Gary's Pumping service; contact - Jason 843-347-6130

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: Hackler (from Farrow to Howard); Nevers (from Farrow to Howard); Howard (from Hackler to N

Day/Dates: 12/31/2021 - 1/1/2022

Closing Time: 8:00 am on 12/31/2021

Opening Time: 6:00 am on 1/1/2022

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.

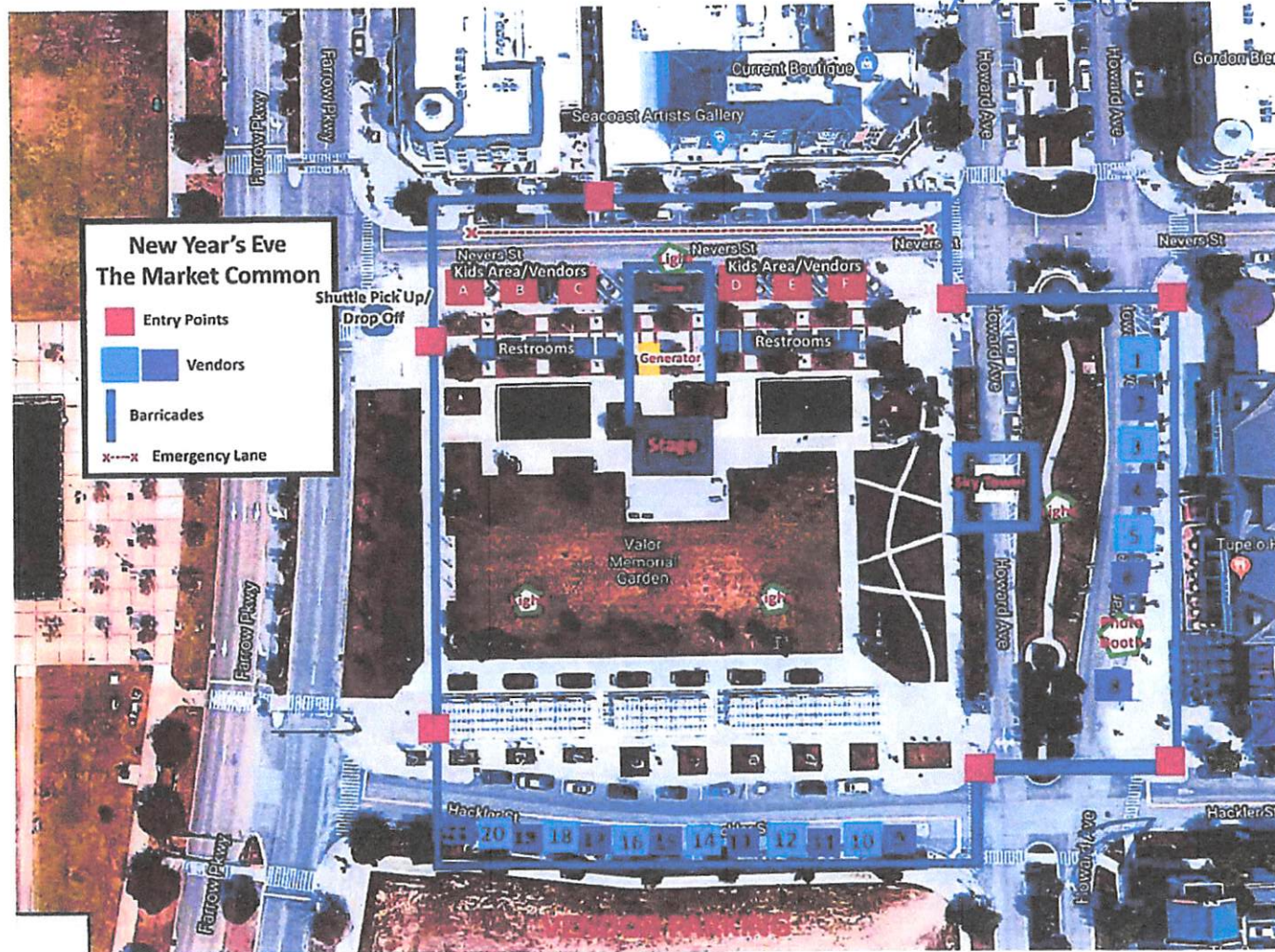
Date Submitted: 8/31/2021 Signature of Applicant: 



2021

# NYE – A Southern Times Square

December 31<sup>st</sup> from 9pm - 1am  
Vendor Line



1. Gordon Biersch
  2. Tebo's Dog House
  3. Kettle Corn
  4. Funnel Cakes
  5. Coastal BBQ
  6. Market Common
  7. Studio V / Studio V Photobooth
  8. King Street
  9. 810 Bowling
  10. Cold Stone Creamery
  11. CO Sushi
  12. Jupiter Pies
  13. Dirty Water Dogs
  14. PF Chang's
  15. Pigtales BBQ
  16. Incredible Popcorn
  17. Chocolate Freaking Bacon
  18. Roasted Bean
  19. Carolina Caricatures
  20. The Brass Tap
  21. DBC Radio
- 
- |    |                  |
|----|------------------|
| A. | Bounce House     |
| B. | Games/Activities |
| C. | Face Painting    |
| D. | Glitter Tattoos  |
| E. | Games/Activities |
| F. | Bounce House     |



**SECURITY PLAN AND EVENT RESUME**  
**A Southern Times Square New Year's Eve Celebration**  
**December 31, 2021-January 1, 2022**

This event will feature live music on a temporary stage, a movie screen with streaming video, a ball drop at midnight, children's activities, including bounce houses, fireworks at midnight, street performers, and vendors (food, drink and alcohol). The event grounds will encompass Valor Memorial Garden and the surrounding roads (Nevers Street from Farrow Parkway to Howard Avenue, Hackler Street from Farrow Parkway to Howard Avenue, and Howard Avenue from Nevers Street to Hackler Street. The roadway on Nevers Street encompassed within the event will allow access for emergency service vehicles. The operational hours of this event will be from 9:00 p.m. on December 31, 2021 to 1:00 a.m. on January 1, 2022. The event will be open to the public with no formal admission charge. Ticket requirement was established to manage crowd control. For every \$25 spent at any Market Common town center restaurant or retailer during the week of New Year's Eve, customers may submit receipt dated between 12/26-31/2021 to receive an admission ticket; a maximum of six (6) tickets per person or family will be distributed.

**Security** during the event operation hours will be provided by off-duty officers from the Myrtle Beach Police Department, Property Ambassadors employed by The Market Common, and private security firm, Coastal Security & Investigative Services. A minimum of 10 off-duty police officers and 10 private security officers will be on site during the event, as well as two (2) Emergency Medical Technicians. The applicant may, at their discretion, hire police officers or additional private security to protect property during non-operational hours.

**Street Closures:**

From 6:00 a.m. on 12/31/2021 to 4:00 p.m. on 1/1/2022

- Nevers Street from Farrow Parkway to Howard Avenue
- Hackler Street from Farrow Parkway to Howard Avenue
- Howard Avenue from Hackler Street to Never Street

From 6:00 p.m. on 12/31/2021 to 1:00 a.m. on 1/1/2022

- Intersections of Howard Avenue and Reed Street in both directions

**Nevers and Deville Street Parking** within the street closures will be posted 48 hours prior to the event stating "Temporary Police Order, No Parking after 11:00 p.m. on 12/30/2021.





**Equipment:** The applicant will contract with the City's Parks and Recreation Department and/or any other vendor to provide metal barricades as shown in the attached site plan. Application will need approximately two (2) trailers of barricades.

The Market Common restaurants (i.e., Gordon Biersch, Travinia, King Street Grille, etc.) or any other vendor selling alcoholic beverages, on behalf of the applicant, will obtain the proper temporary **beer/wine permits** from the SC Department of Revenue. Each restaurant will provide a list of names of all staff and volunteers, and shall provide documentation of training all staff and volunteers who will be involved with the service of alcoholic beverages. The training certificates must have been completed in the State of South Carolina by a company approved by the SC Department of Revenue. Alcoholic beverages may not be served or consumed if the list of names, training certification and alcohol permits are not received by the MBPD Special Event Coordinator by 5:00 p.m. on December 15, 2021.

**No outside alcoholic beverages** will be permitted inside the Beer Garden area. The Beer Garden area will be enclosed by connected metal barricades or a similar secured barrier. The applicant will post private security guards and/or trained volunteers at each pedestrian opening in the enclosure to ensure alcoholic beverages do not enter or leave the Beer Garden area. The applicant will provide signage on the boundaries of the Beer Garden area advising that alcohol is not permitted outside the area. The applicant will provide personnel to verify the age of all participants who wish to purchase alcoholic beverages, each participant over the age of 21 will be provided with a visible marker (i.e., wristbands, stamp, etc.) indicating their identification has been verified.

**Parking will be prohibited** on all of the closed streets listed above. Temporary "No Parking" signs will be installed at least 48 hours in advance of the event. Event participants may park in available public parking areas for regular and handicap parking. Trailer and over-sized vehicles may not be parked in public parking spaces or in any public property. The applicant is responsible to provide adequate parking space for all vendors operating such vehicles. The parking must be provided on private property, but only where such parking would be lawful. A list of all off-site parking areas must be filed with the Myrtle Beach Police Department's Special Event Coordinator at least fourteen (14) days prior to the event.

Taxicabs will be permitted to pick up and drop off on Farrow Parkway in the closed parking area.

Vendors may not block the travel lane of any public street while loading-in or loading-out, unless the lane has been properly closed for this purpose. Vehicles are not permitted in City parks, unless they have a parking pass issued by the Parks and Recreation Department. The applicant may call 843-918-2332 during normal business hours to obtain parking passes.