
1 R2019-53: GRANTING A SPECIAL EVENT PERMIT TO THE OCEANFRONT
2 MERCHANTS ASSOCIATION FOR “HOLIDAYS ON THE BOARDWALK” FROM
3 NOVEMBER 29, 2019 - JANUARY 6, 2020, AND AFFIRMING THE CITY’S
4 CO-SPONSORSHIP.

5 **Applicant/Purpose:** OMA / to approve “Tree Lighting and Holidays on the Boardwalk”
6 & confirm the City’s co-sponsorship.

7
8 **Brief:**

- 9 • 2019 is the 8th year for this event which takes place on the Boardwalk & Plyler
10 Park.
- 11 • The proposed resolution authorizes approval of this event for 11/29/19 - 1/6/20,
12 w/ various operation hours b/w 12:00 P.M. to 8:00 P.M.
- 13 • The Tree Lighting on 11/29/19 will be at 6:00 pm.
- 14 • Activities will include Santa and Mrs. Claus (2 chairs), train rides, arts & crafts,
15 & live entertainment.
- 16 • The event will provide a variety of activities in the downtown during the winter
17 months.
- 18 • The Special Event Committee recommends approval.

19
20 **Issues:**

- 21 • The proposed resolution:
 - 22 ○ Affirms City’s co-sponsorship, & agrees for the City to provide in-kind services
23 in the form of advertisement & promotion only.
 - 24 ○ Allows for event signage on the stage, on 10’ x 10’ tents, & on event site.
 - 25 ○ Extends invitation/welcome to residents & visitors to enjoy the event.

26
27 **Public Notification:** Normal meeting notification.

28
29 **Alternatives:** Deny proposed resolution.

30
31 **Financial Impact:** Limited direct impact.

32
33 **Manager’s Recommendation:** I recommend approval.

34
35 **Attachment(s):** Proposed resolution, special event application and site plan.

CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA

RESOLUTION GRANTING A SPECIAL EVENT PERMIT TO THE OCEANFRONT MERCHANTS ASSOCIATION FOR "HOLIDAYS ON THE BOARDWALK" FROM NOVEMBER 29, 2019 - JANUARY 6, 2020, AND AFFIRMING THE CITY'S CO-SPONSORSHIP.

WHEREAS, the Oceanfront Merchants Association is planning "Holidays on the Boardwalk" event for November 29, 2019 - January 6, 2020, and

WHEREAS, this event is planned to be at Plyler Park and the Boardwalk as indicated in the attached site plan; and

WHEREAS, the event will feature Santa & Mrs. Claus, train rides, arts and crafts, & live entertainment; and

WHEREAS, the event will allow event signage on the stage, vendor tents, and on event site; and

WHEREAS, the goal of this event is to provide a variety of activities in the downtown area during the winter months.

NOW, THEREFORE, BE IT RESOLVED that:

1. City Council hereby declares the Oceanfront Merchants Association "Holidays on the Boardwalk" a Special Event to be held November 29, 2019 - January 6, 2020, 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. Pursuant to Section 802.e of the Zoning Ordinance, between November 15, 2019 and January 6, 2020, area businesses are authorized to display temporary sign to welcome Event participants.
3. City Council affirms its Co-Sponsorship of the event, and agrees to provide advertisement.
4. Event signage will be allowed at the oceanfront Pavilion site, corner of Kings Highway and 9th Avenue North and corner of Ocean Blvd. and 9th Avenue North.
5. City Council extends a warm invitation and welcome to area residents and out-of-town visitors to enjoy "Holidays on the Boardwalk" from November 29, 2019 - January 06, 2020.

SIGNED, SEALED and DATED, this 8th day of October, 2019.

BRENDA BETHUNE, MAYOR

ATTEST:

48

49

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: OMA Christmas Tree Lighting and Holidays on The Boardwalk
2. Type and Purpose of Event: To promote tourism and visitors to the Myrtle Beach Boardwalk and Boulevard increase activity
3. Location of Event: Plyler Park - The Myrtle Beach Boardwalk
4. Organization: The Oceanfront Merchants Association
5. Applicant: Jan Connell
6. Jan Connell Primary contact person Michelle Kerscher Alternate contact person's name
PO Box 3879 Myrtle Beach, SC 29578 916 N Ocean Blvd Myrtle Beach, SC 29577
843-251-8008 Primary telephone/fax number 843-448-6550 Alternate telephone/fax number
myrtlebeachdowntown@gmail.com Primary email address michelle@gaydolphn.com Alternate email address
7. Date(s) of event: Please see attached Hours of operation: Please see attached
8. Date of set-up: Set-up will begin November 1, 2019 Take Down Completed By: January 6, 2020
9. Expected attendance: 5,000 - 9,000
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 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): Christmas tree, Mr & Mrs Claus, Glitter Tattoos, Craft Table Secret Santa Shop, Christmas Train, Strolling Carolers, Wayne & Tiki Birds, Bounce House, Photo Booth, Stage 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? Property owners are aware and support this event.

17. Signage: Will any signs, banners or pennants be posted or hung? Describe the proposed location(s) and include specific details on site plan. Pepsi stage banners, stage banners, signs on 10 by 10 tents (example: Glitter Tattoo, Secret Santa)

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: _____

(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: 2006 thru Present

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 trash cans already in place should be adequate.

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 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.

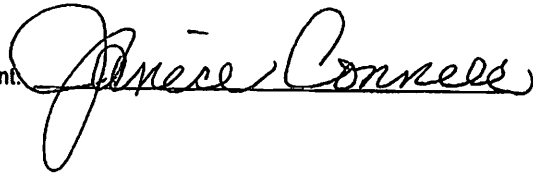
REVIEW YOUR APPLICATION PRIOR TO SUBMITTAL !!

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: 8/31/19

Signature of Applicant





OCEANFRONT MERCHANTS ASSOCIATION

2019 ANNUAL TREE LIGHTING AND HOLIDAYS ON THE BOARDWALK

Security Plan, Parking, Vendors and EMS

SECURITY:

Oma members are on site and 911 will be called if necessary.

PARKING:

Parking garage, street parking, paid lot parking.

EMS:

In case of emergency EMS will be called.

ALCOHOL:

No alcohol will be served.

LOAD IN/LOAD OUT:

Temporary stage cover will be placed on the Plyler Park Stage or about Friday November 1st^h (Stormfront) to allow time for decorating and remain until on or about January 6, 2020. Vehicles will be allowed to pull into the alley (between Plyler Park and Myrtle Beach Fries) to unload/load but must be removed and parked offsite immediately after loading/unloading.

SUMMARY: This annual event has proven to be popular with tourists and locals. Our goal is to provide family friendly entertainment while driving traffic to our area retailers and hotels.

VENDORS:

Heroes 4 Hire and Carolina Caricatures, Stormfront Productions, Hawkins Christmas Train

Taylor
Photo Booth
Go girls - Boardwalk + Pher
Lein on the Boardwalk
Bounce House
Bounce House

