

MYRTLE BEACH JEEP JAM

- Applicant: PJ Bernacki/Native Sons Promotions
- When: April 30 - May 2, 2020
- Time: April 30, 11:00 a.m.- 6:00 p.m.
May 1 & 2, 11:00 a.m.- 7:00 p.m.
- Where: Myrtle Square Mall Site and Beach
- Set-up and Take Down: April 27, & May 7, 2020
- Expected Attendance: 35,000
- Road Closures: None; However, Kings Hwy and Oak Street, between 21st North & 29th North will be very congested due to the event.

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: 3rd Annual Myrtle Beach Jeep Jam
2. Type and Purpose of Event: Family-friendly festival celebrating Jeep culture and the off-road lifestyle.
3. Location of Event: 2601 N. Kings Hwy., Myrtle Beach, SC 29577
4. Organization: Native Sons Promotions & Events
5. Applicant: Steve Taylor
- | | |
|---|--|
| <p>6. <u>PJ Bemaackl</u>
Primary contact person
<u>1619 Executive Avenue, Myrtle Beach, SC 29577</u>
Primary address
<u>843-448-0585</u>
Primary telephone/fax number
<u>pjb@nspromos.com</u>
Primary email address</p> | <p><u>Chris Trout</u>
Alternate contact person's name
<u>1619 Executive Avenue, Myrtle Beach, SC 29577</u>
Alternate address
<u>843-448-0585</u>
Alternate telephone/fax number
<u>ctrout@nspromos.com</u>
Alternate email address</p> |
|---|--|
7. Date(s) of event: 4/30/20 - 5/2/20 Hours of operation: 11am - 7pm
8. Date of set-up: 4/27/20 Take Down Completed By: 5/07/20
9. Expected attendance: 35,000
10. Charitable Benefactor (if applicable): Special Operations Wounded Warriors
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, billboards and tv/radio/print ads
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: Bike rack fencing surrounding the event grounds. \$5 per person and children under 12 are free.
14. Entertainment Description (show on site plan): Obstacle course and stage with live music
- 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? Communicated heavily with Burroughs & Chaplin and surrounding businesses
the past few years.

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

18. Parking requirements:(show on site plan): No. of spaces available 5000 No. of handicap 75
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: Old Myrtle Square Mall

Times: 11am-8pm

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 Belter Brands

Address 908 Jackson St, Myrtle Beach, SC 29577

Telephone (843) 628-9402

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: 3 morning beach crawls on Friday, Saturday & Sunday.

We have attached the course plans and compliance with the city

(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: _____

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:

NS Promos staff and multiple Waste Management dumpsters.

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: _____

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: 6/27/19 Signature of Applicant: 

Security Plan

3rd Annual Myrtle Beach Jeep Jam

Presented by N.S. Promos

April 30th - May 2nd, 2020



The Myrtle Beach Jeep Jam hosted by N.S. Promotions & Events will be a celebration of Jeep culture held in the heart of Myrtle Beach and will feature an off-road automobile obstacle course, a vendor area full of dozens of trailers, and other small activities throughout the grounds. The M.B. Jeep Jam will take place at the old Myrtle Square Mall site located between 23rd and 27th Ave on 2501 N. Kings Hwy—the applicant has the full support and permission from Pat Walsh and Burroughs & Chapin to use the grounds, surrounding parking lots and Agape church building.

Set up will begin Monday, April 27th, 2019, but the event's operational hours will be 1:00 PM - 6:00 PM on Thursday and 11:00 AM - 6:00 PM on Friday and Saturday. The event admission is \$5.00 to attend and spectate, but there is a registration fee for Jeeps taking part in the event and wristbands will be available for sale for unregistered spectators who would like to participate in activities/contests. Along with the applicant's staff/volunteers, security during operational hours will be provided by the Myrtle Beach Police Department to patrol the event grounds and control crowds/traffic as necessary. The applicant is asking for in-kind services for FOUR (4) certified police officers each day to serve in an off-duty capacity for event security—an extra-duty contract must be completed at least 14 days before the event. If external parking is needed outside of the event grounds, the applicant will place an additional TWO (2) officers to control the crosswalk at 25th Ave and Kings Hwy. The applicant or event vendors may hire private security for the protection of goods/merchandise during operational or non-operational event hours. The applicant's staff and volunteers will be responsible for the enforcement of any City or event policies, including alcohol and admission policies.

The applicant is asking the City of Myrtle Beach Fire Department for in-kind services in the form of **TWO (2) EMTS** to be available on site for 5 hours on 4/30/20 and 7 hours on 5/1/20-5/2/20 for a total of **SIX (6) EMTS** for the event. The EMT's will be located in a highly visible First Aid tent with radios/cell phones to ensure direct communication to N.S. Promotions event coordinators and the obstacle course supervisors.

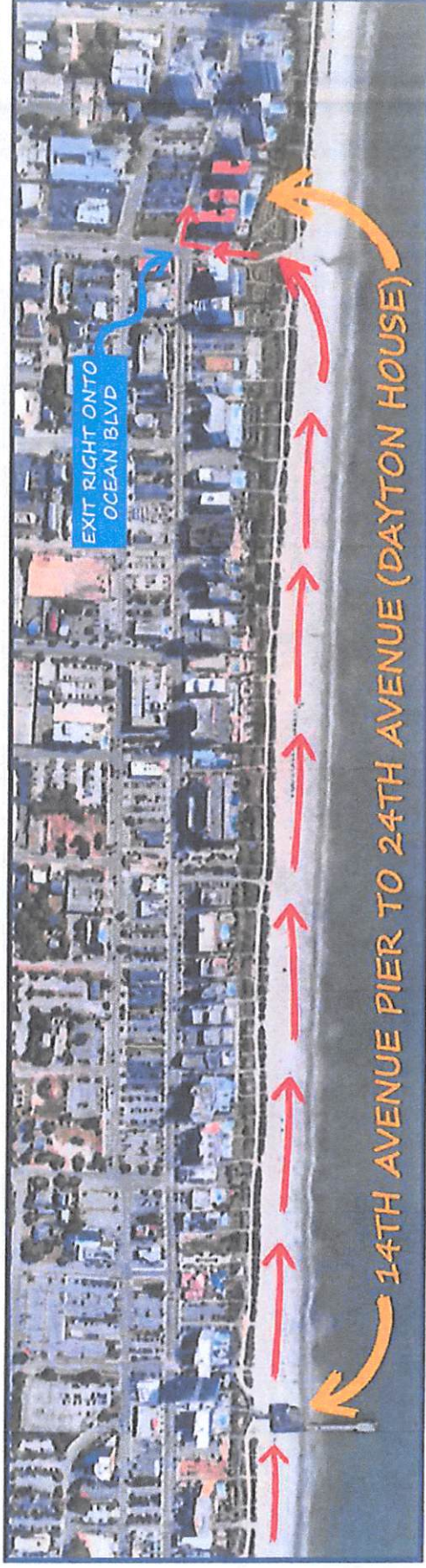
The applicant will obtain temporary beer/wine permits from the SC Department of Revenue for the public property venues. The applicant will provide a list of names for all staff and volunteers who will be involved with alcohol service at public property venues. The training certifications will be approved by the SC Department of Revenue. The list of names, training certifications and alcohol permits will be on file with the MBPD Events Coordinator 14 days prior to the event.

The portion of the grounds for serving and consuming alcohol will be secured by temporary fencing and N.S. Promotions staff & private security guards from Platinum Protection Agency will be posted at each pedestrian entrance to ensure that alcohol beverages do not leave the permitted area—signage will also be placed around the barricade warning attendees that alcohol is not allowed outside the permitted area or the event grounds. The applicant will provide servers who are trained and certified in the proper service of alcoholic beverages. The applicant will provide personnel to verify the age of all participants and all participants over the age of 21 will be issued a visible marker (stamp, wristband, etc.). The applicant, or his designee, will enforce these rules. Any refusal to comply with these rules from a guest will result in a trespassing warning and immediate removal from the event property by security.

N.S. Promos will have different reserved parking sections for vehicles registered to the event, event sponsors/vendors, handicapped and spectators/non-registered vehicles. Private (surrounding businesses) and public (street and garage) parking may be available to attendees. There will be reserved parking for loading, unloading and securing equipment on the corner of N. Oaks and 23rd Ave. The applicant is responsible for providing adequate parking for vendors operating trailers because such vehicles will not be allowed to park in public or private parking areas outside of the event grounds.

2020 BEACH CRAWL MAP

2ND ANNUAL MYRTLE BEACH JEEP JAM



CONTINUE ON NEXT PAGE FOR POLICE MONITORING LOCATIONS

M.B. JEEP JAM 2020 April 30 – May 2



- | | | |
|--------------------|---------------------|--------------------------|
| Registered Jeeps | 4WP Proving Grounds | Volunteer/Vendor Parking |
| Jeep Check-in | Vehicle Inspection | General Parking |
| NAPA Vendor Valley | Show-N-Grime | Wristband Entry |

There will also be morning beach crawls as a part of this event. On Friday, May 1st, Saturday, May 2nd and Sunday, May 3rd, a parade of less than 250 Jeeps will drive on the beach from 2nd Ave Pier to 24th Ave N. adjacent to the Dayton House. These drives will take place from 6:30 AM - 8:30 AM each day. The applicant is asking for in-kind services in the form of **Two (2) Police Officers** for the brief road closures/traffic management at the beach access points. N.S. Promotions employees will be leading and following the single lane of vehicles to maintain a safe pace and distance from pedestrians. All vehicles will go through an inspection process before entering the beach.

N.S. Promos will have cash management policies in place that require cash drops and bank deposits at predetermined times. Outside vendors will be responsible for their own cash management.