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**R2018-43: RESOLUTION DECLARING THE 2019 MYRTLE BEACH MARATHON AND RELATED EVENTS AS A SIGNIFICANT SPORTS TOURISM EVENT TO BE HELD ON MARCH 1 - 2, 2019, AND TO CONFIRM THE CITY'S CO-SPONSORSHIP OF THE EVENT.**

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**Applicant/Purpose:** Staff/to declare MB Marathon as a Significant Sports Tourism Event & to confirm City Co-sponsorship.

**Brief:**

- Council passed 1st resolution supporting Marathon in February 1997.
- Marathon has been significant winter sports tourism event since that time.
- 22<sup>nd</sup> MB Marathon scheduled to occur March 1- 2, 2019.
- Event includes:
  - Friday, 3/1/18 - fitness expo
  - Saturday, 3/2/18
    - a 5K race
    - full & half marathon

**Issues:**

- Proposed resolution:
  - Recognizes MB Marathon as Significant Sports Tourism Event & Festival Occasion.
  - Authorizes area businesses to display temporary welcoming signs.
  - Approves City co-sponsor. City to provide course-set up & take-down & traffic control along race course.
  - Extends welcome to all Marathon participants.
  - Expresses appreciation to Marathon Committee for devotion & effort required to coordinate & promote event over last 19 years.
- Capstone (the private company that now owns the event) expects to attract > 4,000 athletes, plus significant number of spectators.
- The Special Events Committee unanimously recommended approval.

**Public Notification:** Normal meeting notification.

**Alternatives:** Do not approve Marathon.

**Financial Impact:**

- Direct visitor spending of event projected to be - \$2,000,000.
- City taxes & business license fees projected to be - \$35,000.
- City will receive \$5 fee per full/half marathon runner (projected to be \$15k).
- City event related expenses est. \$68,600. (Public Works \$50,900, Police \$17,500, & Business License \$150).

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

**Attachment(s):** Proposed resolution, & course maps.

RESOLUTION R2018-43

CITY OF MYRTLE BEACH  
COUNTY OF HORRY  
STATE OF SOUTH CAROLINA

RESOLUTION DECLARING THE 2019 MYRTLE  
BEACH MARATHON AND RELATED EVENTS  
AS A SIGNIFICANT SPORTS TOURISM EVENT  
TO BE HELD ON MARCH 1 - 2, 2019, AND TO  
CONFIRM THE CITY'S CO-SPONSORSHIP OF  
THE EVENT.

WHEREAS, City Council, on February 25, 1997, passed a resolution supporting the First Myrtle Beach Marathon; and

WHEREAS, the Marathon has been a significant winter sports tourism event since that time; and,

WHEREAS, in 2018 approximately 4,300 athletes plus approximately 12,500 spectators took part in the 21st Myrtle Beach Marathon which yielded direct visitor spending estimated at \$2 million; and

WHEREAS, the total governmental revenues associated with this level of visitor spending is approximately \$256,000 (including approximately \$50,000 for the City of Myrtle Beach); and

WHEREAS, the 22<sup>nd</sup> Myrtle Beach Marathon is scheduled to occur in the City of Myrtle Beach on March 1 - 2, 2019; and

WHEREAS, the Marathon will include a Fitness Expo on March 1<sup>st</sup>, a 5K, half marathon, and full marathon on Saturday, March 2<sup>nd</sup>.

NOW THEREFORE, it is resolved that:

1. The Myrtle Beach Marathon is hereby recognized by City Council to be a Significant Sports Tourism Event.
2. The City Council agrees to co-sponsor this event. In recognition of this co-sponsorship the City agrees to provide course set up and take-down and traffic control along the race course during the event at an expected cost of approximately \$68,600.
3. The City Council extends a warm welcome to all Myrtle Beach Marathon participants.

SIGNED, SEALED and DATED, this 11th day of December, 2018.

\_\_\_\_\_  
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 30 days prior to the event)

1. Name of Activity/Event: Myrtle Beach Marathon

2. Type and Purpose of Event: Marathon, Half Marathon, 5k, fun run, and fitness expo; to deliver an exceptional fitness event experience while driving economic impact to the city of Myrtle Beach

3. Location of Event: Ticket Return Field, Broadway at the Beach, Plyer Park

4. Organization: Capstone Event Group LLC dba Myrtle Beach Marathon LLC

5. Applicant: Cory Michel

<u>Cory Michel</u> Primary contact person <u>3803-B Computer Drive</u> <u>Raleigh, NC 27609</u> Primary address <u>619-430-3060</u> Primary telephone/fax number <u>cory@capstoneraces.com</u> Primary email address	<u>Charlie Mercer</u> Alternate contact person's name <u>N/A</u> Alternate address <u>919-578-9098</u> Alternate telephone/fax number <u>charlie@capstoneraces.com</u> Alternate email address
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7. Date(s) of event: March 1-2, 2019 Hours of operation: 7am-1:30pm

8. Date of set-up: February 25 - March 1, 2019 Take Down Completed By: March 2, 2019

9. Expected attendance: 6,000-7,000 race participants, and additional spectators

10. Charitable Benefactor (if applicable): Grand Strand Running Club; Horry County Schools  
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?  
Digital marketing, traditional marketing, print, TV

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: All runners will pay an entry fee online prior to the event. Entry fees range from \$25/runner to \$150/runner

14. Entertainment Description (show on site plan): Same as years prior - we arrange for or provide all sound and electrical equipment

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? In past years we have effectively communicated with all adjacent property owners to ensure a mutually navigable race weekend.

17. Signage: Will any signs, banners or pennants be posted or hung? Describe the proposed location(s) and include specific details on site plan. Yes. Signs will be placed throughout the race course, including directional arrow markings and mile markings. Additional instructional signage will be utilized as necessary.

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.

\* we coordinate with Broadway at the Beach, MBSC, and City of MB to ensure adequate parking

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: Only for registered runners & guests; Ocean Reef Resort & Ticket Times: March 1, 2019; March 2, 2019 - 7:00am-1:00pm

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.

All food will be prepared or purchased off-site and delivered to race site by contracted vendors or by race staff.

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**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: 1998-present

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**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).

\*Medical plan will be consistent with years past

(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: Event staff and volunteers closely monitor trash during event hours, and dispose of all trash appropriately in rented receptacles.

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

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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: See site plan

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Day/Dates: March 2, 2019- 6:30am-2:00pm

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Closing Time: Variable

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Opening Time: Variable

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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: 9/19/2018

Signature of Applicant: \_\_\_\_\_

*Chel H. Mitchell*  
Cory Mitchell







