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**R2020-29: RESOLUTION GRANTING A SPECIAL EVENT PERMIT TO SOUTHERN ENTERTAINMENT GROUP FOR THE "BACK TO THE BEACH CONCERT SERIES" ON AUGUST 1<sup>ST</sup>, AUGUST 8<sup>TH</sup>, AUGUST 15<sup>TH</sup> AND AUGUST 22, 2020, & AFFIRMING THE CITY'S CO-SPONSORSHIP.**

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**Applicant/Purpose:** Southern Entertainment Group/to approve City co-sponsorship of the "Back to the Beach Concert Series" ("The Concert Series").

**Brief:**

- "Back to the Beach Concert Series", scheduled for 8/1, 8/8, 8/15 & 8/22 from 5:00 PM - 11:00 PM.
- Concert series will be held at the Burroughs & Chapin Pavilion Place.
- Performers include well known Country artists.
- The Concert series will also include food, beverage & merchandise vendors.
- The Concert Series is expected to attract up to 3,500 concert-goers/day.
- The Special Events Committee voted to approve these events.

**Issues:**

- The proposed request includes closing 8<sup>th</sup> N – Parking spaces along westbound lane from 6 AM day of each concert - 8 AM the morning following each concert.
- Per proposed resolution Council:
  - Adopts site plan & authorizes Manager to make changes to site plan as necessary.
  - Affirms concert series co-sponsorship & agrees to provide in-kind services, including the City stage, traffic control, road closures, barricades, litter control, heightened police presence, & EMS.
  - Authorizes area businesses to display temporary welcome signs.
  - Extends welcome to festival participants.

**Public Notification:** Normal meeting notification.

**Alternatives:**

- Amend proposed resolution.
- Deny proposed resolution.

**Financial Impact:**

- Festival related business license fees, A-Tax & Hospitality Fee revenues, & TDF.
- Estimated cost of in-kind event-related public services at ~ \$28k (litter control \$12,600, PD \$8,960, Stage \$4,680, EMS \$1,920).

**Manager's Recommendation:** I recommend approval w/ the understanding that a satisfactory social distancing plan is prepared & implemented.

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

RESOLUTION R2020-29

CITY OF MYRTLE BEACH  
COUNTY OF HORRY  
STATE OF SOUTH  
CAROLINA

RESOLUTION GRANTING A SPECIAL  
EVENT PERMIT TO SOUTHERN  
ENTERTAINMENT GROUP, INC. "BACK TO  
THE BEACH CONCERT SERIES" ON  
AUGUST 1<sup>ST</sup>, AUGUST 8<sup>TH</sup>, AUGUST 15<sup>TH</sup>,  
AND AUGUST 22<sup>ND</sup> 2020, AND AFFIRMING  
THE CITY'S CO-SPONSORSHIP.

WHEREAS, Southern Entertainment Group is planning the "Back to the Beach Concert Series August 1<sup>st</sup>, August 8<sup>th</sup>, August 15<sup>th</sup>, and August 22, 2020 from 5:00 PM until 11:00 PM ; and

WHEREAS, the concert series is planned to be held at the Burroughs & Chapin Pavilion Place as indicated in the attached site plan; and

WHEREAS, the concert series will include well known Country Music artists and groups.

WHEREAS, the concert series will also include food, beverage and merchandise vendors; and

WHEREAS, the concert series is expected to attract up to 3,500 spectators and concert-goers per day; and

NOW, THEREFORE, BE IT RESOLVED that:

1. The "Back to the beach Concert Series" is hereby declared a Special Event to be held on August 1<sup>st</sup>, August 8<sup>th</sup>, August 15<sup>th</sup>, and August 22, 2020.
2. The attached site plan is hereby adopted by reference.
3. The City Manager is authorized to make changes as he deems necessary in keeping with the nature of the event and as circumstances dictate.
4. City Council affirms its co-sponsorship of the Concert Series, and agrees to provide certain in-kind services, including the city stage, traffic control, road closures, barricades, litter control, heightened Police presence as required, and EMS at an estimated cost of \$28,000.
5. Pursuant to Section 802.E of the Zoning Ordinance, between July 31<sup>st</sup> and August 23<sup>rd</sup>, 2020, area businesses are authorized to display temporary signs to welcome Festival participants.
6. City Council extends a warm invitation and welcome to area residents and out-of-town visitors to enjoy the "Back to the Beach Concert Series" on August 1<sup>st</sup>, August 8<sup>th</sup>, August 15<sup>th</sup>, and August 22, 2020.

SIGNED, SEALED and DATED, this 23rd day of June 2020.

BRENDA BETHUNE, MAYOR

ATTEST:

LINDSEY HARING, ACTING CITY CLERK

\*requesting City in-kind services of police, ems, waste mgmt, bike racks

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: 2020 Back to the Beach Concert Series - July 18, July 25, Aug. 1, Aug 8

2. Type and Purpose of Event: country music concert series

3. Location of Event: Burroughs and Chapin Pavillion Place, b/t 8th and 9th Avenue North, Myrtle Beach, SC - LARGE LOT

4. Organization: Southern Entertainment Group

5. Applicant: Amie Lee on behalf of Southern Entertainment Group

6. Amie Lee of Palmetto Event Productions, Inc.

Primary contact person

Alternate contact person's name

7588 Enterprise Road

Myrtle Beach, SC 29588

Primary address

Alternate address

843.855.0527

Primary telephone/fax number

Alternate telephone/fax number

info@palmettoeventproductions.com

Primary email address

Alternate email address

7. Date(s) of event: July 18, 25 & Aug. 1, 8

Hours of operation: 5-11 p.m. (TBD)

8. Date of set-up: July 15, 2020

Take Down Completed By: August 12, 2020

9. Expected attendance: 2,500

10. Charitable Benefactor (if applicable): Waccamaw Community Foundation

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: TBD

11. How will you publicize the event?

TV, radio, print, social, digital

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: Tickets will be determined once entertainment is confirmed. Will sell local discounted tickets as well.

14. Entertainment Description (show on site plan): Country Music 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? Yes. Will work with downtown businesses to communicate

street closures and site layout. Zipline business has been notified and is agreeing to work with event promoters on property. Burroughs and Chapin has approved usage of large lot of Burroughs and Chapin Pavilion Place.

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. signage on staging, directional, sponsor, possibly along zipline property towers.

18. Parking requirements:(show on site plan): No. of spaces available n/a No. of handicap n/a  
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: throughout event Times: throughout event hours

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.

multiple food and catering vendors

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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: \_\_\_\_\_

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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).

(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: asking for in-kind city services including waste barrels, roll offs, dumpsters, compact trucks, staffing to manage waste management, set-up/breakdown and usage of bike racks.

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

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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: parking lane of 8th Avenue North

Day/Dates: Need starting at 6 a.m. day of every concert

Closing Time: 6 a.m. day of concert

Opening Time: 8 a.m. morning after

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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 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.

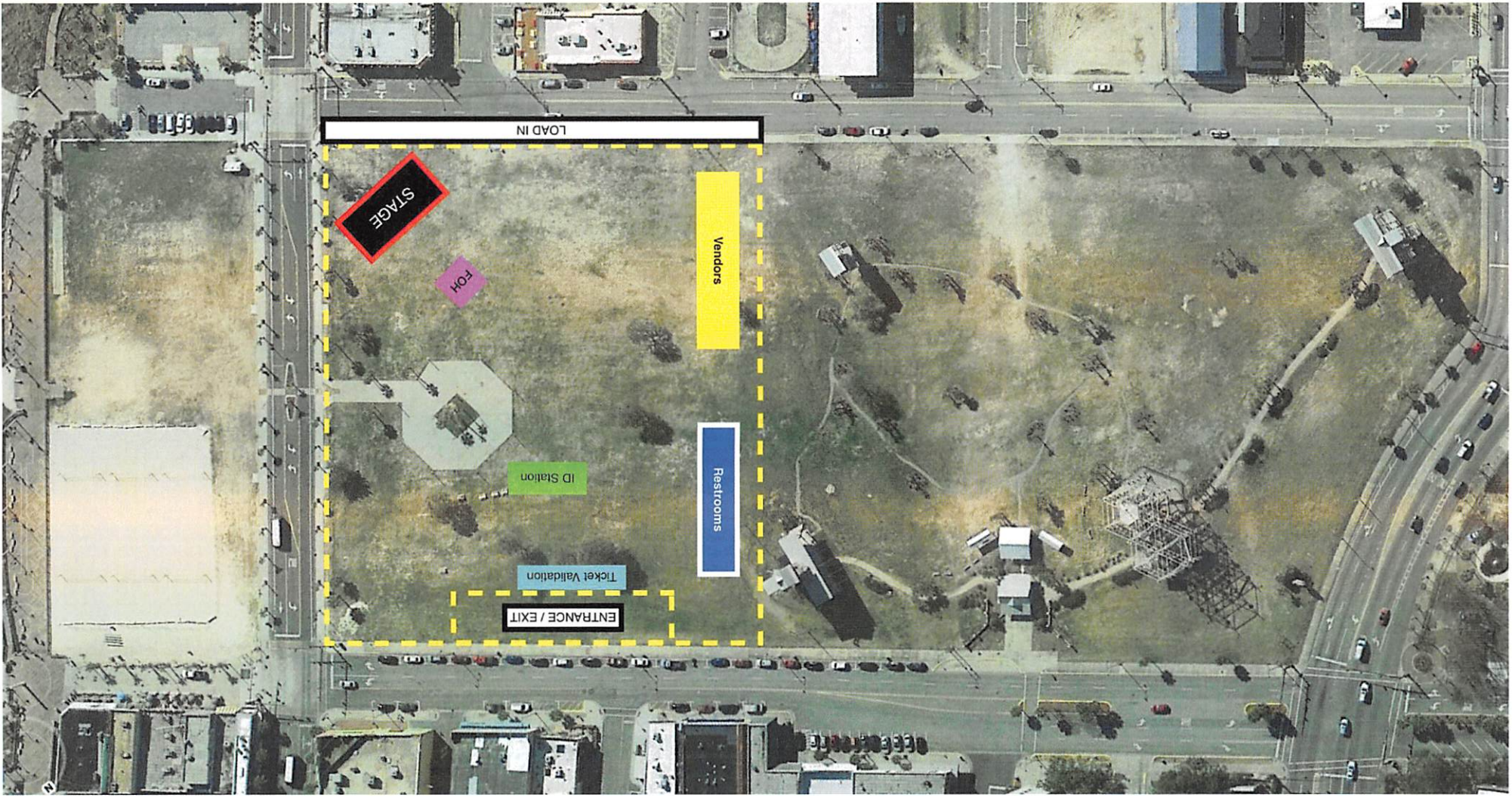
By my signature below, I certify that I have actual authority to make this application, and to bind the organization, if any, sponsoring the event, and that I, or the organization, will be financially responsible for any costs or fees that may be imposed for the Event.

Date Submitted: 05-27-2020

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

*M. Amie Martin Lee*





LOAD IN

STAGE

FOH

Vendors

Restrooms

ID Station

Ticket Validation

ENTRANCE / EXIT