
1 **2023-17 (1st READING):** GRANTING A FRANCHISE AGREEMENT FOR
2 OPERATION OF RENTAL BUSINESS OF CONVEYANCES REGULATED BY
3 CHAPTER 12, ARTICLE V OF THE CODE OF ORDINANCES OF MYRTLE BEACH
4 TO SARAH YAKOEL D/B/A/ GIL SCOOTER/EVRY LLC, LOCATED AT 109 SOUTH
5 KINGS HIGHWAY, MYRTLE BEACH, SC 29577, FOR A PERIOD OF ONE YEAR.
6 THE AGREEMENT INCLUDES 20 GOLF CART DECALS.

7 **Applicant/Purpose:** Staff/to regulate the # & location of golf cart & moped rental businesses
8 by franchising their operations.

9
10 **Brief:**

- 11 • After experiencing several weekends when the # of moped/golf cart rentals & conduct
12 of the operators became a serious issue, Council imposed a moratorium on increasing
13 the # of such conveyances.
 - 14 ▪ For 2023 franchisee is requesting 20 golf cart plates, the same # as was
15 awarded in 2022.
 - 16 ▪ For 2017 the # of mopeds was capped at the # that each company had in
17 service during the summer of 2016.
 - 18 ▪ For 2017 the # of golf carts was capped at the # each company had in service
19 for 2016 + the # already ordered at the time the moratorium was imposed.
- 20 • Ordinance 2017-56, approved 1/9/18 in consultation w/ the business owners, approved
21 the framework of a franchise agreement similar to the system in place for taxis.
- 22 • The franchise ordinance requires annual renewals.

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24 **Issues:**

- 25 • Franchising allows Council to restrict the # of mopeds & golf carts available for rental,
26 as well as the location of each rental business.
- 27 • Under the franchise terms each conveyance will be issued a City "plate" similar to a
28 license plate. These plates assist law enforcement to track operational violations.
- 29 • This proposed ordinance:
 - 30 ▪ Sets the location for rental conveyances.
 - 31 ▪ Sets the # of rental conveyances allowed/location.
- 32 • Agreement is for a 1-year period, & must be re-approved annually.

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34 **Public Notification:** Normal meeting notification

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36 **Alternatives:**

- 37 • Modify proposed ordinance.
- 38 • Deny ordinance.

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40 **Financial Impact:** Annual franchise fee of \$10/plate issued.

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42 **Manager's Recommendation:**

- 43 • I recommend 1st reading (3.14.23)

44
45 **Attachment(s):** Ordinance, franchise agreement, & franchise application.
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CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA

GRANTING A FRANCHISE AGREEMENT
FOR OPERATION OF RENTAL BUSINESS
OF CONVEYANCES REGULATED BY
CHAPTER 12, ARTICLE V OF THE CODE
OF ORDINANCES OF MYRTLE BEACH TO
SARAH YAKOEL D/B/A GIL
SCOOTER/EVRY LLC, LOCATED AT 109
SOUTH KINGS HIGHWAY, MYRTLE
BEACH, SC 29577, FOR A PERIOD OF
ONE YEAR. THE AGREEMENT INCLUDES
20 GOLF CART DECALS.

WHEREAS, pursuant to the exercise of its police power the City shall require a franchise for the rental and operation of rental conveyances on the highways, streets, alleys and public ways within its police power jurisdiction; and

WHEREAS, the City had determined that the delivery of these services can be provided most effectively and efficiently through the grant of a non-exclusive franchise; and

THEREFORE, PURSUANT TO THE FRANCHISE POWER OF THE CITY OF MYRTLE BEACH, the City of Myrtle Beach grants a Franchise Agreement for Operation of Conveyances to SARAH YAKOEL D/B/A GIL SCOOTER/EVRY LLC, LOCATED AT 109 SOUTH KINGS HIGHWAY, MYRTLE BEACH, SC 29577, FOR A PERIOD OF ONE YEAR. THE AGREEMENT INCLUDES 20 GOLF CART DECALS.

This ordinance shall take effect immediately upon adoption.

BRENDA BETHUNE, MAYOR

ATTEST:

JENNIFER ADKINS, CITY CLERK

First reading: 3-14-23

Second reading: 3-28-2023