

March 13, 2018 - 1st Reading
March 27, 2018 - presented for 2nd reading

1 2018-17 (2nd READING): ORDINANCE GRANTING A FRANCHISE AGREEMENT FOR
2 OPERATION OF RENTAL BUSINESS OF CONVEYANCES REGULATED BY CHAPTER
3 12, ARTICLE V OF THE CODE OF ORDINANCES OF MYRTLE BEACH TO RON
4 SIMANTOV D/B/A/ BLUE CORAL SURF LLC, MOPEL USA, LOCATED AT 1301
5 SOUTH KINGS HIGHWAY, MYRTLE BEACH, SC 29577, FOR A PERIOD OF ONE
6 YEAR. THE AGREEMENT INCLUDES 15 GOLF CARTS & ZERO MOPEDS.

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

9
10 **Brief:**

- 11 • After experiencing several weekends when # of moped/golf cart rentals & conduct of
12 the operators became a serious issue, Council imposed a moratorium on increasing the #
13 of such conveyances.
 - 14 ○ For 2017 the # of mopeds was capped at the # that each company had in service
15 during the summer of 2016.
 - 16 ○ For 2017 the # of golf carts was capped at the # each company had in service for
17 2016 + the # already ordered at the time the moratorium was imposed.
- 18 • Council also directed staff to work out a more permanent solution w/ company owners.
- 19 • Ordinance 2017-56, approved 1/9/18 in consultation w/ the business owners, approved
20 the framework of a franchise agreement similar to the system in place for taxicabs.

21
22 **Issues:**

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

31
32 **Public Notification:**

- 33 • Several meetings were held w/ the business owners in order to develop the guidelines
34 included in 2017-56.
- 35 • Special advertising guidelines laid out in 2017-56 have been met.

36
37 **Alternatives:**

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

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

42
43 **Manager's Recommendation:**

- 44 • I recommend approval.

45
46 **City Council Initiative:** Proposed ordinance is necessary to enhance the safety of our residents
47 & visitors on our roadways.

48
49 **Attachment(s):** Ordinance & franchise agreement.

CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA

AN ORDINANCE 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 RON SIMANTOV
D/B/A BLUE CORAL SURF LLC, MOPED
USA, LOCATED AT 1301 SOUTH KINGS
HIGHWAY, MYRTLE BEACH, SC 29577,
FOR A PERIOD OF ONE YEAR. THE
AGREEMENT INCLUDES 15 GOLF CARTS
AND ZERO MOPEDS.

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 RON SIMANTOV D/B/A BLUE CORAL SURF, LLC, MOPED USA, LOCATED AT 1301 SOUTH KINGS HIGHWAY, MYRTLE BEACH, SC 29577, FOR A PERIOD OF ONE YEAR. THE AGREEMENT INCLUDES 15 GOLF CARTS AND ZERO MOPEDS.

This ordinance shall take effect immediately upon adoption.

BRENDA BETHUNE, MAYOR

ATTEST:

JOAN GROVE, CITY CLERK

First reading: _____

Second reading _____