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**R2018-10: RESOLUTION GRANTING A SPECIAL EVENT PERMIT TO PALMETTO EVENT PRODUCTIONS, INC. ON BEHALF OF FULL HOUSE PRODUCTIONS FOR "CAROLINA COUNTRY MUSIC FESTIVAL" ON JUNE 7 - 10, 2018, & AFFIRMING THE CITY'S CO-SPONSORSHIP.**

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**Applicant/Purpose:** Palmetto Event Productions & Full House Productions/to approve city co-sponsorship of the "Carolina Country Music Fest" ("The Festival").

**Brief:**

- Palmetto Event Productions & Full House Productions has planned their 4th annual "Carolina Country Music Fest", for 6/7/18 - 6/10/18 from noon - 11:30 pm.
- Festival will be held on both former Pavilion Area sites.
- Performers include: Luke Bryan, Toby Keith, Cole Swindell, The Zac Brown Band & other A-List artists.
- Festival will also include food & merchandise vendors.
- Festival expected to attract 25,000-32,000 spectators/concert-goers/daily.
- The Special Events Committee voted 11-0 to recommend approval.
- For the next 5 years the promoter agrees to pay the City \$5/paid ticket. That amount would be capped at \$100k for the current FY to equal the budgeted amount.

**Issues:**

- The proposed request includes closing:
  - Ocean Boulevard b/w 8th & 9th North from Thursday (6/7) at 8 AM through Tuesday (6/12) at 8 AM.
  - 8th North - Parking spaces along westbound lane from Thursday (6/7) at 8 AM through Tuesday (6/12) at noon.
  - 8th North - all lanes from Kings to Ocean Boulevard (non-parking lanes) from Thursday (6/7) at 8 AM through Monday (6/11) at noon.
  - 9th North - East bound lane & parking spaces along east bound lane from Kings to Ocean Blvd. from 6 AM Thursday (6/7) thru Monday (6/11) at noon.
  - 8th Ave beach access from 8 AM Monday (6/4) thru Monday (6/11) at noon.
  - Chester Street between 7<sup>th</sup> & 8<sup>th</sup> North & parking lanes - closed from Thursday (6/7) at 6 AM thru Monday (6/11) at noon.
- Per proposed resolution City Council:
  - Adopts site plan & authorizes Manager to make changes as necessary.
  - Affirms festival co-sponsorship & agrees to provide certain in-kind services, including traffic control, road closures, barricades, litter control, heightened Police presence as required, & 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 at ~\$143k (based on an est. 75% out-of-market ticket sales).
- Estimated cost of event-related public services at ~ \$200k.

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

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

CITY OF MYRTLE BEACH  
COUNTY OF HORRY  
STATE OF SOUTH CAROLINA

RESOLUTION GRANTING A SPECIAL EVENT  
PERMIT TO PALMETTO EVENT PRODUCTIONS,  
INC. ON BEHALF OF FULL HOUSE  
PRODUCTIONS FOR "CAROLINA COUNTRY  
MUSIC FESTIVAL" ON JUNE 1-13, 2018 AND  
AFFIRMING THE CITY'S CO-SPONSORSHIP

WHEREAS, Palmetto Event Productions in conjunction with Full House Productions is planning a Country Music event to be known as the "Carolina Country Music Festival" (the "Festival") for June 1-13, 2018, from noon until 11:30 PM on Thursday, Friday, Saturday and Sunday; and

WHEREAS, the Festival is planned to be held on both former Pavilion Area sites as indicated in the attached site plan; and

WHEREAS, the Festival will include well known Country Music artists and groups such as Luke Bryan, Toby Keith, Cole Swindell, The Zac Brown Band and other artists and:

WHEREAS, the Festival will also include food and merchandise vendors; and

WHEREAS, the Festival is expected to attract 25,000-32,000 spectators and concert-goers per day; and

WHEREAS, the direct City revenues from this event are anticipated to be approximately \$142,628, not including the \$5.00 per ticket fee, which is estimated to generate in excess of \$150,000 for a total of \$292,628.

NOW, THEREFORE, BE IT RESOLVED that:

1. The "Carolina Country Music Festival" is hereby declared a Special Event to be held on June 7-10, 2018.
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 Festival, and agrees to provide certain in-kind services, including traffic control, road closures, barricades, litter control, heightened Police presence as required, and EMS at an estimated cost in excess of \$200,000.
5. Pursuant to Section 802.E of the Zoning Ordinance, between June 1 and June 13, 2018, 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 "Carolina Country Music Festival" on June 7 - 10, 2018.

SIGNED, SEALED and DATED, this 27th day of March 2018.

\_\_\_\_\_  
BRENDA BETHUNE, MAYOR

ATTEST:

\_\_\_\_\_  
JOAN GROVE, CITY CLERK

The Carolina Country Music Fest requests the following road closures in 2018:

**1.) Ocean Boulevard between 8<sup>th</sup> and 9<sup>th</sup> Avenues North**

- a. Requesting closure from Thursday (6/7) at 8 a.m. through Tuesday (6/12) at 8 a.m.

**2.)8<sup>th</sup> Avenue North – Parking spaces along westbound lane**

- a. Requesting closure from Thursday (6/7) at 8 a.m. through Tuesday (6/12) at noon.

**3.)8<sup>th</sup> Avenue North – all lanes from 17 Business to Ocean Blvd.  
(non parking lanes)**

- a. Requesting closure from Thursday (6/7) at 8 a.m. through Monday (6/11) at noon

**4.)Chester Street between 7<sup>th</sup> and 8<sup>th</sup> Avenues North and parking lanes. See attached map showing closure and traffic flow.**

- a. Requesting closure from Thursday (6/7) at 8 a.m. through Monday (6/11) at noon.

**5.)9<sup>th</sup> Avenue North – East bound lane and parking spaces along east bound lane from 17 Business to Ocean Blvd.**

- a. Requesting closure from Thursday (6/7) at 6 a.m. through Monday (6/11) at noon

**6.)8<sup>th</sup> Avenue beach access**

- a. Requesting closure from Monday (6/4) at 8 a.m. through Monday (6/11) at noon

\*Working on lease agreement with Chris Walker on his lot adjacent to beach access from same dates and times.

\* CCMF is requesting city co-sponsorship of the 2018 festival due to economic impact, to include police, fire/ems, waste management, dumpster and rolloff, bike racks and barricades.

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: Carolina Country Music Fest - June 7-10, 2018
2. Type and Purpose of Event: country music festival - destination event
3. Location of Event: Burroughs and Chapin Pavilion Place, b/t 8th and 9th Avenue North, Myrtle Beach, SC
4. Organization: CCMF, LLC
5. Applicant: Amie Lee on behalf of CCMF, LLC
6. Amie Lee  
Primary contact person  
7588 Enterprise Road  
Myrtle Beach, SC 29588  
Primary address  
843.855.0527  
Primary telephone/fax number  
info@palmettoeventproductions.com  
Primary email address
- Alternate contact person's name  
Alternate address  
Alternate telephone/fax number  
Alternate email address
7. Date(s) of event: Thurs., June 7 - Sun, June 10, 2018 Hours of operation: 1-11:30 p.m. varies daily
8. Date of set-up: Friday, June 1, 2018 Take Down Completed By: Wed. June 13, 2018
9. Expected attendance: 25k-32k
10. Charitable Benefactor (if applicable): Charlotte Jaycees / Waccamaw Chapter - American Heart and Stroke Assn  
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 range from \$179 to \$1,500. Will be gated with connected 8 foot fencing with windscreen.
14. Entertainment Description (show on site plan): Country music A-List 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 and working with DRC, OMA and downtown businesses to communicate street closures and site layout.

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, traffic boards, along zipline property towers.

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.

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: this will be its 4th year

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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.

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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: see attached outline

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Day/Dates: \_\_\_\_\_

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Closing Time: \_\_\_\_\_

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Opening Time: \_\_\_\_\_

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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: 1-17-2018 Signature of Applicant: Bob Durkin



