

R2019-14: RESOLUTION GRANTING A SPECIAL EVENT PERMIT TO PALMETTO EVENT PRODUCTIONS, INC. ON BEHALF OF THE DOWNTOWN REDEVELOPMENT CORPORATION FOR THE “2019 MYRTLE BEACH SEAFOOD FESTIVAL” ON NOVEMBER 1 - 3, 2019, AND AFFIRMING THE CITY’S CO-SPONSORSHIP.

Applicant/Purpose: Palmetto Event Productions, Inc. (on behalf of the DRC/ to approve the 2019 Myrtle Beach Seafood Festival & to confirm City co-sponsorship.

Brief:

- The DRC has planned a food, music & entertainment event known as the “2019 Myrtle Beach Seafood Festival” for November 1 - 3, 2019, at the B&C Pavilion site w/ road closures on Ocean Blvd., b/w 8th & 9th N, including parking lanes.
- Activities include:
 - Seafood vendors.
 - Eating area.
 - Live entertainment.
 - Cornhole tournament.
 - Kid’s area.
 - Beer and wine.
- Festival expected to attract 15,000 participants.

Issues:

- In proposed resolution Council:
 - Declares 2019 Myrtle Beach Seafood Festival a Special Event.
 - Adopts site plan.
 - Authorizes Manager to make minor changes as he deems necessary.
 - Council affirms co-sponsorship of the Festival & agrees to provide certain in-kind services, including venue set-up & take down, waste management, Police and EMS.
 - Authorizes businesses to display temporary welcome signs.
 - Extends welcome to festival participants.
- The Special Events Technical Review Committee unanimously recommends approval.

Public Notification: Normal meeting notification.

Alternatives:

- Do not approve proposed resolution.
- Amend proposed resolution.

Financial Impact:

- Minor impact on City services (e.g. police & sanitation) relative to what would normally be provided in the absence of the event. (Estimated in-kind services: Parks \$4,000, EMS \$1,420, solid waste \$277 & Police \$1,640 for a total of \$7,337.)
- Increased business license, A-Tax, & hospitality fee revenues attributable to crowds drawn by “2019 Myrtle Beach Seafood Festival” event.

Manager’s Recommendation: I recommend approval.

Attachment(s): Proposed resolution, 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 THE DOWNTOWN
REDEVELOPMENT CORPORATION FOR THE
"2019 MYRTLE BEACH SEAFOOD FESTIVAL"
ON NOVEMBER 1 - 3, 2019, AND AFFIRMING
THE CITY'S CO-SPONSORSHIP.

WHEREAS, Palmetto Event Productions, Inc. is planning an event on behalf of the Downtown Redevelopment Corporation for the "2019 Myrtle Beach Seafood Festival" (the "Festival") for November 1, 2019, from 6:00 PM to 10:00 PM; and November 2, 2019, from 11:00 AM to 7:00 PM; and November 3, 2019 from 11:00 AM to 7:00 PM; and

WHEREAS, the Festival is planned to be at the Burroughs & Chapin Pavilion Place, with road closures on Ocean Boulevard between 8th & 9th Avenue North, including parking lanes on 8th and 9th Avenues North, as indicated in the attached site plan; and

WHEREAS, the Festival will include seafood vendors, eating area, live entertainment, kids area, cornhole tournament, beer and wine; and

WHEREAS, the Festival is expected to attract 15,000 event participants.

NOW, THEREFORE, BE IT RESOLVED that:

1. City Council hereby declares the "2019 Myrtle Beach Seafood Festival" a Special Event to be held November 1-3, 2019.
2. The attached site plan is hereby adopted by reference.
3. The City Manager is authorized to make minor changes to these plans 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 venue set-up and take down, waste management, Police and EMS.
5. Pursuant to Section 802.e of the Zoning Ordinance, between October 24, 2019 and November 3, 2019, 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 "2019 Beach Myrtle Beach Seafood Festival".

SIGNED, SEALED and DATED, this 12^h day of February 2019.

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 90 days prior to the event)

1. Name of Activity/Event: Myrtle Beach Seafood Festival
2. Type and Purpose of Event: destination event showcasing local seafood restaurants and seafood vendors
3. Location of Event: Burroughs + Chapin Pavilion Place
812 N. Ocean Blvd., MB, SC 29577
4. Organization: Myrtle Beach Downtown Redevelopment Corp.
5. Applicant: Amie Lee, Palmetto Event Productions on behalf of MBDRC
6. Amie Lee Primary contact person
7588 Enterprise Rd. Alternate contact person's name
Myrtle Beach SC 29588 Alternate address
843 855 0527 Alternate telephone/fax number
info@palmettoeventproductions.com Alternate email address
Primary telephone/fax number
Primary email address
7. Date(s) of event: Nov. 1-3, 2019 Hours of operation: _____
8. Date of set-up: Oct. 30, 2019 Take Down Completed By: Nov. 5, 2019
9. Expected attendance: 15,000 +
10. Charitable Benefactor (if applicable): TBD
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?
social media, TV, radio
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: _____
14. Entertainment Description (show on site plan): live entertainment all 3 days.
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? DRC has discussed w B+C
and adjacent owners and downtown merchants.

17. Signage: Will any signs, banners or pennants be posted or hung? Describe the proposed location(s) and include specific details on site plan. Signage on main stage, directional, schedule of events

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: _____ Times: _____

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 MB Downtown Redevelopment Corp. Address 517 9th Ave. North
Telephone 843 918 1055 Myrtle Beach, SC 29577

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.

Will food trucks be present at this event ☒ Yes ☐ No

If yes, Mobile Food Units must meet the requirements of the following safety codes: the International Fire Code (IFC); National Fire Protection Association's NFPA 58 (Liquefied Petroleum Gas Code), NFPA 70 (National Electric Code), and NFPA 96 (Standard for Ventilation Control and Fire Protection of Commercial Cooking Operations); and the Code of Federal Regulations 49 CFR 180.205(d) (General requirements for requalification of specification cylinders) and 49 CFR 180.209 (Requirements for requalification of specification cylinders). The Fire Marshal's office will be responsible for inspections.

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: _____

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.

Not Yet Submitted w/ Application.

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 co-sponsorship of event to include waste mgmt

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

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: Ocr. Blvd. between 8th and 9th Avenues North

Day/Dates: Friday, Nov. 1st @ noon

Closing Time: _____

Opening Time: Sunday, Nov. 3rd @ midnight

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: 12/17/18 Signature of Applicant: M. Amie Martha Lee

Security Plan

Myrtle Beach Seafood Festival

Nov. 1-3, 2019

Produced by: Myrtle Beach Downtown Redevelopment Corporation
Co-Sponsored by: City of Myrtle Beach

The 4th annual Myrtle Beach Seafood Festival will take place downtown Myrtle Beach between 8th and 9th Avenues North on the former Pavilion lot and oceanfront lot. The event will consist of three days on Friday, Nov. 1 from 6-10 p.m. and Saturday, Nov. 2 from 11 a.m. to 7 p.m. and Sunday, Nov. 3 from 11 a.m. to 7 p.m., and feature seafood vendors (some in food trucks), live entertainment, kid's activities, cornhole tournament, volleyball tournament, beer & wine sales, and exhibitors/vendors. This event will be open to the public and no entry fee will be required. All vending will be on a cash basis.

Myrtle Beach Downtown Redevelopment Corporation is requesting three off-duty police officers and two EMS personnel for event-security during the operational hours of the festival.

Production/event set-up & load-in will begin Wednesday, Oct.30 at 8 a.m. and all exhibitor/vendor load-in will begin on Friday, Nov.1 at approximately 12 p.m. Load-in information will be sent in advance to all participating vendors and volunteers. Vendors will be allowed to gain vehicle access to their space after the festival closes on Sunday night NO EARLIER THAN 7 PM. A vendor listing will be sent to city staff in advance of the event.

At this time, road closures are requested, including Ocean Boulevard between 8th and 9th Avenues North and the parking lanes on both 8th and 9th Avenues North on Friday (11/1) at noon through Sunday (11/3) at midnight.

The applicant will provide alcoholic beverage servers who are trained and certified in the proper service of alcoholic beverages. The applicant will provide personnel to verify the age of all participants who wish to purchase alcoholic beverages. Each participant over the age of 21 will be provided with a wristband indicating their identification has been verified.

MBDRC will obtain the proper temporary beer/wine permits from SC Department of Revenue and will provide a list of names of staff and volunteers, and documentation of training for all staff and volunteers who will be involved with the service of alcoholic beverages.

No outside alcoholic beverages will be permitted inside the festival area. Beer and/or wine will be sold and consumed in the event area only. No alcoholic beverages will be permitted outside this area. MBDRC will post security and/or trained volunteers to ensure alcoholic beverages do not enter or leave the event area. MBDRC will enforce these rules. If a guest refuses to obey these rules, then MBDRC will issue a trespass warning and event-security will escort the guest off of the property.

Event participants may park in available public parking areas for regular and handicap parking. Trailers and oversized vehicles may not be parked in public parking spaces or on any public

property outside the festival grounds. The applicant will recommend adequate parking options for all vendors operating such vehicles. The parking must be provided on private property but only where such parking would be lawful.

MBDRC will have cash management policies in place. Outside vendors will be responsible for their own cash management procedures.

2019 Myrtle Beach Seafood Festival Nov. 1-3, 2018
 Nov 1 (6-10 p.m.) Nov 2 (11 a.m.-7 p.m.) Nov 3 (11 a.m.-7 p.m.)

= Bikeracks
 = Attendee Entry/Exit
 = Tables
 = Port A John
 = Talent
 = Front of House

PJ
 TAL
 FOH



7th Avenue North

7th Avenue North

7th Avenue North