



# Special Events Ordinance and Procedure Update

FY22-23 Budget Retreat  
February 23-25, 2022



# Committee membership

## Current

(1) Membership. The committee shall consist of not more than 11 department heads or their designees, all of whom shall be full time employees of the city. The manager shall designate the chairperson.

(2) Terms. The members shall serve at the pleasure of the manager.

## Proposed

1. The committee shall consist of eleven members all as follows; the Special Events Supervisor will serve as the chair, the Police Chief or their designee, the Parks, Recreation and Sports Tourism Director or their designee, The Fire Chief or their designee, the Emergency Manager or their designee, the Parks Superintendent or their designee, Business License Supervisor or their designee, the Public Works Director or their designee, the Planning and Zoning Director or their designee, the Sports Tourism Manager or their designee, the I.R.S. Director or their designee. All of whom will be voting members except the Chairperson who will vote only in the event of a tie.
2. A Vice Chair shall be elected by the committee
3. Other departments shall attend as nonvoting advisory members if needed.

# Application fee

## Current

There is no fee required for the submittal of a special event application. Applications must be submitted not less than 90 days prior to the event. The application shall be reviewed by the committee as designated by the manager. The manager's comments and the committee's approval or withholding of approval, with reasons, shall be provided to city council, and the completed application shall be placed on the council's agenda for consideration within 60 days, or less than 60 days if adequate review can be completed, after receipt of a completed application, and the committee's vote to give or withhold approval. The applicant and the manager may extend the time for departmental analysis by mutual consent.

## New

(a) An application shall be submitted to the Special Events Supervisor by the applicant, accompanied by the applicable special events permit processing fee set forth on the city's special events fee schedule, as approved by city council, a copy of which may be obtained from the committee.

(b) The Special Events Committee shall meet with the applicant to review and evaluate the application for compliance with the requirements herein and prioritize locations to determine if the proposed special event meets approval status. Prior to the meeting, the applicant shall be required to provide the committee with a completed application

# Processing of Application

## current

(a) Except as provided in subsection 19-141 (b), the city council shall take final action upon a completed application for a special event permit as soon as practicable, but no later than 60 days from the item being placed upon the agenda, provided however mutual consent may serve as a ground for continuance. (b) The city council is not required to take final action upon any special event permit application prior to 180 calendar days before the event. (c) The city council is not required to take final action on an incomplete or untimely special event permit application.

## proposed

- (d) The committee can vote to recommend approval of the event to the City Manager, vote to not recommend the event, vote to continue the event application or take no action on an application.
- (e) Any requested appeal to the committee decision shall be heard by the City Manager.
- (f) An event recommended for approval by the committee shall be presented to the City Manager, who may decide to approve or not approve the event.
- (g) The City Manager has thirty (30) days to approve or not approve an event once recommended for approval by the committee, if the manager takes no action after thirty (30) days, the application is deemed unapproved.

# Co-Sponsorship

## Current

Sec. 19-131. - Use of city seal or name; city sponsorship.

Except as authorized in section 19-147 related to city sponsored events, the use of the city seal or the words "The City of Myrtle Beach," "City of Myrtle Beach" or any similar combination or facsimile that would reasonably imply an official endorsement of the event by the city, is prohibited, absent specific authorization from city council. Without such specific legislative action authorizing endorsement, the issuance of a permit shall not be considered an endorsement by the city. It shall be unlawful for any person to represent, hold out, promote or publish to another that the city name or city seal is an endorsement of the event without specific legislative action authorizing such use.

Sec. 19-147. - City sponsored events.

(a) City council may elect to demonstrate its support of a special event, legislative festival, or significant sports tourism event by designating it as a "city sponsored event". Such designation shall be in the form of a resolution indicating: (1) The public purpose of such event. (2) The estimated public cost of such event, and the portion thereof that shall be borne by the city. (3) The estimated revenue associated with the event, and the portion thereof that shall be retained by the city. (4) The estimated economic impact (direct spending) of that event on the entire community. (b) Unless specifically limited by city council in the authorizing resolution city sponsorship shall convey: (1) The right to use the city seal, and/or the words "The City of Myrtle Beach," and "City of Myrtle Beach" or any similar combination or facsimile to confirm an official endorsement of the event by the city in any promotional literature regarding the event. (2) The right to use the city seal, and/or the words "The City of Myrtle Beach," and "City of Myrtle Beach" on any event specific clothing or souvenir items. (3) The right to use temporary site specific signage at the event site, and temporary welcome signage at private businesses and on public property, *subject to the approval of the city manager or his designee.*

## Proposed

The use of the city seal or the words "The City of Myrtle Beach," "City of Myrtle Beach" or any similar combination or facsimile that would reasonably imply an official endorsement of the event by the city, is prohibited, absent specific authorization from the city manager.

Waiving of any fee does not imply city co-sponsorship nor allow the use of the city seal.

the issuance of a permit shall not be considered an endorsement by the city.

# Other changes

Types of applications - Applications for special events are now divided into several applications depending on type/size of event, with applicable fees.

Fees for equipment use, Labor will now be included in the Special Events Fee Schedule.

The Manager reserves the right to limit event applications for events that occur between May 1<sup>st</sup> and Labor Day

Parade permits will now come through the Committee, previously through the P.D. directly

Facility Use permits are not used for Park Rentals being replaced by the Minor Special event Permit, The FUP remains in use for Facility rentals and Shelter rentals at no cost.

The correct time of submission for each type of application is stated on each application not specifically in the ordinance

# Special Events Fee Schedule

## Application fees

Major Event \$100

Large event \$75

Minor event \$50

Block party/Right of way \$25

Parade/road race- \$100

Filming- \$0 - \$25 (dependent on a need for services)

Noise variance-\$0

## Special Events/Parks Labor Fees

Regular rate - \$20 per hour

Overtime Rate \$30 per hour

Holiday rate \$50 per hour

Other Departments fees are in their individual fee schedules but will be included in the info packet for each application

## Equipment

Cones – \$20 per 25

Barricades \$250.00 per trailer (delivery and pick-up) or \$3 per barricade (installation not included)

Blue barrels- \$2 per barrel

2 yard dumpster- \$10 per Fill/dump

8 yard dumpster- \$30 per each fill/dump

## Materials

Garbage bags, work gloves, rubber gloves, hand pickers, buckets, hand tools etc., will be charged current market price at time of event, agreed upon with promoter before event.