



The organizer of a special event must fill out the application and return it to the Special Events Department no less than 90 business days prior to the start of the event. A non-refundable application fee will be charged based on the attached fee structure.

What is an Event?

Any organized activity involving the use of, or having impact upon, public property, public facilities, parks, sidewalks or public roadways in a manner that varies from its current land use. It is our goal to assist event organizers in planning safe and successful events that create a minimal impact on the communities surrounding the events.

Myrtle Beach Municipal Code Sections, provide the framework and guidance for the issuance of Special Event Permits within the City of Myrtle Beach. A permit will not be approved for the primary purpose of advertising a product, goods or services, and is designed to be held primarily for profit.

Event Priority

City of Myrtle Beach events have priority in use of any city property or right-of-way. Other applications for Special Event Permits are processed in order of receipt, and the use of a particular area is generally allocated in the order in which fully executed applications are received, and in accordance with considerations the City Manager uses in deciding on the issuance of a permit as set forth below.

Annual Events

Applicants who have held an event in the previous year have the first priority for the same time and location. This right shall not apply if the event did not follow set guidelines the previous year.

Permit Process

The permit application process begins when you submit a completed Special Event Permit Application to the City of Myrtle Beach. Keep in mind that receipt of your application should in no way be construed as final approval or confirmation of your request. A representative from the City will contact you upon receiving the application and thereafter will serve as your primary point of contact for the processing of your permit. You will be required to appear before the Special Events Committee to review your application and answer any questions from the committee. The committee will then vote to approve, not approve or continue your application. You may be required to contact individual departments to discuss their specific requirements for your event. Throughout the review process you will be notified if your event requires any additional information, permits, licenses or certificates.

During the initial application reviewing process, you will be allowed time to provide us with all pending documents (e.g. certificate of insurance, secondary permits, etc.). These items must be received before issuing a Special Event Permit. Delays in providing these items often delay our ability to finish our review process and approve your application in a timely manner. Due to the many changing components of an event, in most cases, Special Event Permits are issued only a few days in advance of the event date.

Non-Discrimination Statement

The City of Myrtle Beach does not discriminate on the basis of race, color, national origin, sex, religion, disability status or age in provision of services.



Compensation for City Staffing

Park Events

Depending on the size and type of event, the City may require personnel including Police and/or Fire to work the event. The cost of all City personnel involved during the day(s) of the event will be charged back to the organizing agency. The City shall determine the number necessary to ensure the safety of participants, minimize the inconvenience to our residents and reduce the public liability exposure to the organizing agency, as well as the city. An invoice for the cost of City Services will be transmitted to the organizing agency within sixty (60) working days after the completion of the event.

If you plan to hold your event at a city park, it is your responsibility to contact the appropriate division or facility manager within the Park & Recreation Department in order to coordinate the scheduling of your event. Special rules, regulations and restrictions unique to each site or facility may apply. Most park areas cannot be reserved for the exclusive use of one group, and access to the area by the general public must be available at all times. Areas cannot be roped off or otherwise secured. For more information about City Parks please contact Parks and Recreation at 843-918-2338

Outside funding is not event approval/sponsorship

Being awarded funding of either ATAX funds or Outside Agency funds does not guarantee your event is approved, nor does it signify your event is City sponsored.

If you are awarded funds you are still required to go through the Special Events Process, approval of your event lies with the Special Events Committee.

Also, being awarded funds should not be construed as City sponsorship nor does it allow for the use of the City Seal or associated logos. The City does not routinely sponsor outside events and use of the City seal in advertising or promotion is not allowed without approval of the City Manager.



Applicant Information

Name of Event: _____

Applicant Name: _____

Co-Applicant Name: _____

Name of Non-Profit Organization: _____

Please submit a copy of the IRS letter

Mailing Address:

Work Phone: _____ Cell: _____ Email: _____

Event Web Site: _____

Description of the Event

Provide brief description here

Event Date: _____ Event Start Time _____ Event End Time _____

Event Venue _____

Venue address _____

Set up Begins _____ Clean-Up Ends _____

Estimated Attendance _____

The event is:

Private (by invitation only) _____ Open to Public (No Admission) _____ Gated and Ticketed (Admission Fee) _____



City Services

The City of Myrtle Beach does not provide amenities such as portable washrooms, sound systems, tables, chairs, tents, canopies or other equipment.

Trash and Litter

NOTE: Glass containers of any sort are not allowed at special events (unique exceptions may be requested at time of application, approval of requests are at the sole discretion of City Manager)

Are you requesting a special glass exception? Yes ___ No ___

Applicants are responsible for cleaning and restoring the site after the event. Please pick up all trash including paper, plastic, bottles, cans and event marketing signs. The cost of any employee overtime incurred because of an applicant's failure to clean and/or restore the site following the event will be borne by the applicant. If you reasonably believe that no litter will be generated during your event, please state this in your plan.

What is the clean-up plan for the event?

Are you Requesting 55 gallon Barrels for TRASH? _____ How many _____

Are you requesting a Dumpster (s)? _____ How Many _____

Fees for all trash Containers are included in the attached Fee schedule

TRAFFIC/RIGHT OF WAY

Road Closure: Yes ___ No ___ Road Name _____

Road Closure Start (date & time) _____ Road Closure End (date & time) _____

Please attach additional page if multiple road closures are requested

If road closure affects private residences, businesses or churches, notification must be made to the affected property owners/ business managers 2 weeks prior to the event. A letter of consent may be requested by the Special Events Committee or City.

Are you requesting the closure of on road City metered parking spaces Yes ___ No ___ How Many _____

Please provide requested parking spaces in your site plan
- Note: by ordinance there is a fee of \$10 per day per metered space -

Does the event restrict access to any private or public parking lots? Yes ___ No ___

If yes, the applicant must provide a signed letter of consent from the private parking lot owners. This may require the event applicant to lease the lot, pay for relocating the occupants or reimburse the property owners for any loss of revenue. This letter must be submitted to the Special Event Department before the Special Event Permit will be issued.

are you requesting use of cones - Yes ___ No ___ How Many _____

are you requesting use of barricades - Yes ___ No ___ How Many _____

fees for equipment are included in the attached fee schedule

City of Myrtle Beach Special Events Department
City Services Building 921 Oak Street Myrtle Beach SC, 29577
Phone 843.918.2338 email: tmarron@cityofmyrtlebeach.com

Office Hours: Monday - Friday 8:00 am - 5:00 pm



Vendors

A vendor is anyone who is serving, selling, sampling, or displaying food, beverages, merchandise or services.

A list of Vendors should be sent to the Business License Department
The applicant will be charged a fee of \$10 for each vendor

Does the event include vendors? Yes ___ No ___

Does the event include food concession/Food Trucks and/or cooking areas? Yes ___ No ___

Note: All food vendors must meet DHEC requirements and be inspected by the Fire Marshall
A list of food trucks/food vendors must be supplied to the Fire Marshall in advance of the event
Fire Code requires a fire extinguisher at each cooking location.

An additional food truck/Concession rules and regulations packet is included as an attachment to this application.

I have read and understand the Food Truck/Concession rules and regulations packet. Applicants Signature _____

Does the event include mechanical rides, inflatables (Bouncehouses), or other attractions? Yes ___ NO ___

If yes, with what company (companies)? _____

Amusement ride companies are required to provide the City of Myrtle Beach with a certificate of insurance, naming the City of Myrtle Beach as additional insured. The amusement company must also provide a plan detailing how they plan to weigh down or secure the inflatables.

Note: Staking into the ground in a city park/facility is not allowed without previous permission by the Parks Division

Business License

Special Event promoters are required to obtain a Business License with the City of Myrtle Beach. You must obtain this license after your special event has been approved by the Special Events Committee. All Special Event promoters are required to submit a list of vendors that will be present at the event. In addition to your business license fee, there will be a \$10.00 per vendor fee for all unlicensed vendors.

If the Special Event promoter is considered a Non-Profit, then they will not be required to apply for a business license. You will be required to submit your 501/C3 paperwork to the business license office. You will also be required to submit a list of your vendors that will be present at the event. You can apply for the Business License or submit any necessary paperwork by emailing:

Buslic@cityofmyrtlebeach.com or calling 843-918-1200.

Hospitality Fee Requirements:

Special Event promoters may need a hospitality account in addition to their business license, if they are charging admissions and/or selling prepared food and beverage. These sales are subject to the 1% Hospitality Fee. This account will be set up after your business license application has been processed.

The Business License Division has requirements for businesses/vendors that participate in special events in regards to the 1% Hospitality Fee. All non-resident businesses that participate in special events that sell items subject to the Hospitality Fee are required to maintain a \$200 deposit with the City. You must file and pay the appropriate Hospitality Fee by the 20th of the quarterly reporting period following the special event. All resident businesses can use their current hospitality account to remit any taxes.



Alcohol

If you plan to sell or serve alcohol, you must obtain the appropriate license/permit from the SC Department of Revenue. Please submit a copy of your license.

Will alcoholic beverages be served Yes ___ No ___

Will alcoholic beverages be sold Yes ___ No ___

Have you applied for a South Carolina temporary ABC permit? Yes ___ No ___

If you answered no please explain _____

What type of alcohol will be served? Draft Beer ___ Canned Beer ___ Wine ___

When selling or serving alcohol at a public event, the following signs must be posted:

At beverage serving location: A) SC Must be 21 B) Sale Times C) ID Check D) Volunteers G) Wristbands
At event site entrance/exit: E) No alcohol beyond this point

All alcohol sales must end 15 minutes prior to your event ending time.

Alcohol must be served by appropriately trained staff

- Requirements for Compliance with the Alcohol Policy Relating To Serving and Consumption of Alcoholic Beverages -

1. The serving of alcoholic beverages shall not begin before the designated event start time. There shall be no open containers of alcohol on site before this designated time. All alcohol must be removed by the conclusion of the event. The event organization and all participating restaurants must discontinue alcohol distribution at a minimum of 15 minutes prior to the end of the event. All alcohol must be cleared from the event site at the end of the event. At no other time may alcohol be present, possessed, served and consumed in the public area.
2. The event organization must fence off the event area to restrict participants from leaving the area with alcoholic beverages. Signs at least 11" x 17" informing participants that alcoholic beverage are prohibited on City streets and sidewalks beyond the boundary of the event permit area must be posted.
3. It is a violation of South Carolina law to sell liquor, beer or wine to an intoxicated person ('61-4-580). Those arriving in an intoxicated condition, even if of legal age, must be denied alcohol.
4. It is a violation of South Carolina regulations to permit or knowingly allow a person less than 21 years of age to purchase or possess or consume liquor, beer or wine. (Regulation 7-200.4).
5. Serving hours must be posted at all serving locations.

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Portable Restrooms and Sinks

You are required to provide portable restroom facilities at your event unless you can substantiate the sufficient availability of both ADA accessible and non-accessible facilities in the immediate area of the event site which will be available to the public during your event. The City of Myrtle Beach Special Events Department recommends one (1) chemical or portable toilet for every 250 people, or portion thereof who attends your event. Ten percent (10%) of these facilities should be ADA accessible. This figure is based upon the maximum number of attendees at your event during peak time. The City of Myrtle Beach may determine the total number of required restroom facilities on a case-by-case basis.

Portable Sinks are required at portable toilet locations Sink to portable toilet ratio must be 1:10. With no less than 1.

Are you planning to supply portable restrooms Yes _____ No _____

if you answered no please explain why _____

Number of toilets _____ Number of Sinks _____

Tents and Signage

If tents will be used for this event, please list the sizes and types below:

Note: Staking into the ground in a city park/facility is not allowed without previous permission by the Parks Division also drilling into pavement (parking lots, streets, sidewalks, curbs, etc.) is strictly prohibited. All signage and anchoring must be accomplished with weights such as sandbags, concrete or water filled barrels.

If any signs or banners will be hung, please list the sizes and locations below:

Fastening or attaching any rope, signs, banner, flyer or other object to any tree, shrub, or park feature on any City property is strictly prohibited.

Hazardous Materials

Will the event have any hazardous materials such as propane, butane, gasoline, diesel tanks, helium cylinders or other upright tanks? Yes _____ No _____

If yes, all tanks must be secured in a manner to prevent accidentally being knocked over. All helium tanks not being used shall have their caps in place.

Will there be any deep fat fryers? Yes _____ No _____ Will there be any portable heaters? Yes _____ No _____

Are you requesting any fireworks, lasers, torches, candles or pyrotechnics? Yes _____ No _____

if yes, an application must be submitted to the Myrtle Beach Fire Department for a City and State Fireworks Permit at least 30 days prior to the event



Insurance Requirements

Events held on public property requesting road closures, alcohol permits, food service, entertainment stages, tent structures and event infrastructures are all required to provide liability insurance coverage. Where required, the applicant or, if applicable, the organization/sponsor holding the event shall maintain insurance in the amount specified below to cover the entire duration of the event. The applicant shall submit a certificate of insurance verifying the following minimum coverage(s) and specifically identifying The City of Myrtle Beach as an additional insured.

Event Category		Individual Occurrence	Aggregate
ABCD	General Liability	\$1,000,000	\$2,000,000
ABD	Liquor Liability	\$1,000,000	
CD	General Liability	\$1,000,000	\$1,000,000

Your permit will not be issued if the insurance certificate has not been received prior to the event.

Special Event - Indemnification

By submitting this application, Applicant hereby agrees to indemnify, hold harmless, release and defend (even if the allegations are false, fraudulent, or groundless) the City, its officers, employees, agents and volunteers from any and all liability, loss, suits, claims, damages, costs, judgments, and expenses, including attorney's fees and litigation costs and expenses, which in whole or in part result from or arise out of:

- i. the special event;
- ii. the issuance of the special event permit;
- iii. the use or misuse of the public facility or space by Applicant, Applicant's employees, agents, subcontractors, volunteers and/or guests, and/or
- iv. acts, errors, or omissions of the Applicant or Applicant's employees, agents, subcontractors, volunteers and/or guests.

Applicant's Signature: _____ Date: _____