



Special City Council Meeting Agenda

MYRTLE BEACH CITY COUNCIL:
BRENDA BETHUNE, MAYOR
MICHAEL CHESTNUT, MAYOR PRO-TEM
MARY JEFFCOAT
MIKE LOWDER
PHILIP N. RENDER
GREGG SMITH
JACKIE VEREEN

NOTE: CITIZENS ARE INVITED TO ATTEND AND PARTICIPATE IN THE MEETINGS. CITIZENS WHO WISH TO ADDRESS COUNCIL ON NON-AGENDA ISSUES ARE ASKED TO SIGN IN PRIOR TO THE START OF THE MEETING AND STATE THEIR NAMES PRIOR TO SPEAKING. A TOTAL OF 30 MINUTES WILL BE PROVIDED AT THE END OF THE MEETING.

ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT THE CITY CLERK’S OFFICE AT (843) 918-1004 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

AGENDA

MARCH 7, 2019

8:30 A.M. – SPECIAL CITY COUNCIL MEETING – MYRTLE BEACH SPORTS CENTER

CALL TO ORDER.....
INVOCATION.....
PLEDGE OF ALLEGIANCE.....
APPROVAL OF AGENDA.....

2ND Reading Ordinance 2019-22 amending Chapter 2, Article VI, Division 4, Accommodations Tax, to institute a three percent tax, effective immediately with implementation to be effective July 1, 2019.

The previous agreement, by which County collects its 1.5% hospitality fee inside the MB corporate limits, expired in 2017. This ordinance amends the City’s current local accommodations tax ordinance, increasing the rate from 0.5% to 3.0%, per statutory limits, beginning July 1, 2019. Approval of this action, together with approval of the credit in proposed Ordinance 2019-24, does not increase the total amount of the tax burden on any given taxpayer, just changes the distribution between the City and the County.

In Council’s discretion, local accommodations tax revenue may be used for:

- *Funding for roads, & bridges providing access to tourist destinations, such as I-73 project.*
- *Operations and maintenance costs, including police, fire service, emergency medical and emergency preparedness operations attendant to facilities for which funds may be spent.*

- *Tourism-related buildings such as civic centers, coliseums, and aquariums.*
- *Tourism-related cultural, recreational, or historic facilities.*
- *Beach access, renourishment, and other tourism lands and water access.*
- *Advertisements and promotions related to tourism development.*
- *Water and sewer infrastructure to serve tourism-related demand.*

2ND Reading Ordinance 2019-23 enacting in Chapter 2, Article VI, a new Division 7, Local Hospitality Tax, to institute a two percent tax, effective immediately with implementation to be effective July 1, 2019.

The previous agreement, by which County collects its 1.5% hospitality fee inside the MB corporate limits, expired in 2017. This ordinance adopts a local hospitality tax at the rate of 2.0%, beginning July 1, 2019. Approval of this action, together with approval of the credit in proposed Ordinance 2019-24, does not increase the total amount of the tax burden on any given taxpayer, just changes the distribution between the City and the County.

In Council's discretion, local accommodations tax revenue may be used for:

- *Funding for roads, & bridges providing access to tourist destinations, such as I-73 project.*
- *Operations and maintenance costs, including police, fire service, emergency medical and emergency preparedness operations attendant to facilities for which funds may be spent.*
- *Tourism-related buildings such as civic centers, coliseums, and aquariums.*
- *Tourism-related cultural, recreational, or historic facilities.*
- *Beach access, renourishment, and other tourism lands and water access.*
- *Advertisements and promotions related to tourism development.*
- *Water and sewer infrastructure to serve tourism-related demand.*

2ND Reading Ordinance 2019-24 amending Chapter 2, Article VI, Division 3, Hospitality Fee, to provide a credit of the hospitality fee against the levy of the local Accommodations Tax and the Local Hospitality Tax, effective immediately with implementation to be effective July 1, 2019.

This ordinance amends the Code to provide that taxpayers who pay the City hospitality fee concurrently with the Local Accommodations Tax and/or Local Hospitality Tax would be entitled to a credit in the amount of their Hospitality Fee payments to be applied against their liability for one or more of these taxes. This credit will limit the City taxpayer's liability to a total of 3.0% for combined fee and tax charges on City accommodations-related levies and 2.0% on levies charged on sales of prepared foods & beverages.

The net effect of these ordinances is that there is no new tax burden on the businesses or residents of this community, although it does change the distribution of these revenues) all of which are earned within the corporate limits of the City) from the County to the City.

Council Discussion - Funding plan to demonstrate the City's on-going commitment to I-73 while also addressing existing service challenges to meet the needs of our residents, businesses, and visitors.

At the last City Council meeting each member of Council reaffirmed support for I-73. At the same time, we also recognize that each municipality in Horry County is challenged to meet existing service demands within their respective communities. Staff will present a plan that will allocate City funding for the I-73 Initiative, to address current service demands, and to improve the quality of the visitation experience for our visitors.

EXECUTIVE SESSION - Council may take action on matters discussed in Executive Session which are deemed to be "emergency" concerns.

South Carolina law requires that Council's business is conducted in public with limited exceptions known as "Executive Sessions". Subjects eligible for Executive Session include:

- Personnel matters.
- Negotiations concerning proposed contractual arrangements and proposed sale or purchase of property.
- The receipt of legal advice relating to:
 - A pending, threatened, or potential claim.
 - Other matters covered by the attorney-client privilege.
 - Settlement of legal claims, or the position of the City in other adversary situations.
- Discussions regarding development of security personnel or devices.
- Investigative proceedings regarding allegations of criminal misconduct.
- Matters relating to the proposed location, expansion, or provision of services encouraging location or expansion of industries or other businesses.

Motions to go into Executive Session must be made in public and specify one or more reason above. Council can take no votes or take action in Executive Session.

ADJOURNMENT