
1 **2023-5 (2nd READING): GRANTING A FRANCHISE AGREEMENT FOR**
2 **OPERATION OF RENTAL BUSINESS OF CONVEYANCES REGULATED BY**
3 **CHAPTER 12, ARTICLE V OF THE CODE OF ORDINANCES OF MYRTLE**
4 **BEACH TO AUSTIN SHELLEY D/B/A AJAX GOLF CART RENTALS LOCATED**
5 **AT 1307 NATURE'S WAY, NORTH MYRTLE BEACH, SC 29582, FOR A**
6 **PERIOD OF ONE YEAR. THE AGREEMENT INCLUDES 24 GOLF CART**
7 **DECALS.**

8 **Applicant/Purpose:** Staff/ to regulate the # & location of golf cart & moped rental businesses
9 by franchising their operations.

10
11 **Brief:**

- 12 • After experiencing several weekends when the # of moped/golf cart rentals & conduct
13 of the operators became a serious issue, Council imposed a moratorium on increasing
14 the # of such conveyances.
 - 15 ▪ For 2023 franchisee is requesting 24 golf cart plates, the same # as was
16 awarded in 2022.
 - 17 ▪ For 2017 the # of mopeds was capped at the # that each company had in
18 service during the summer of 2016.
 - 19 ▪ For 2017 the # of golf carts was capped at the # each company had in service
20 for 2016 + the # already ordered at the time the moratorium was imposed.
- 21 • Ordinance 2017-56, approved 1/9/18 in consultation w/ the business owners, approved
22 the framework of a franchise agreement similar to the system in place for taxis.
- 23 • The franchise ordinance requires annual renewals.
- 24 • No changes since 1st reading.

25
26 **Issues:**

- 27 • Franchising allows Council to restrict the # of mopeds & golf carts available for rental,
28 as well as the location of each rental business.
- 29 • Under the franchise terms each conveyance will be issued a City “plate” similar to a
30 license plate. These plates assist law enforcement to track operational violations.
- 31 • This proposed ordinance:
 - 32 ▪ Sets the location for rental conveyances.
 - 33 ▪ Sets the # of rental conveyances allowed/location.
- 34 • Agreement is for a 1-year period, & must be re-approved annually.

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36 **Public Notification:** Normal meeting notification

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38 **Alternatives:**

- 39 • Modify proposed ordinance.
- 40 • Deny ordinance.

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42 **Financial Impact:** Annual franchise fee of \$10/plate issued.

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44 **Manager's Recommendation:**

- 45 • I recommend 1st reading (3.14.23)
- 46 • I recommend approval (3.28.23)

47
48 **Attachment(s):** Ordinance, franchise agreement, & franchise application.

CITY OF MYRTLE BEACH
COUNTY OF Horry
STATE OF SOUTH CAROLINA

GRANTING A FRANCHISE
AGREEMENT FOR OPERATION OF
RENTAL BUSINESS OF
CONVEYANCES REGULATED BY
CHAPTER 12, ARTICLE V OF THE
CODE OF ORDINANCES OF MYRTLE
BEACH TO AUSTIN SHELLEY D/B/A
AJAX GOLF CART RENTALS
LOCATED AT 1307 NATURE'S WAY,
NORTH MYRTLE BEACH, SC 29582,
FOR A PERIOD OF ONE YEAR. THE
AGREEMENT INCLUDES 24 GOLF
CART DECALS.

WHEREAS, pursuant to the exercise of its police power the City shall require a franchise for the rental and operation of rental conveyances on the highways, streets, alleys and public ways within its police power jurisdiction; and

WHEREAS, the City had determined that the delivery of these services can be provided most effectively and efficiently through the grant of a non-exclusive franchise; and

THEREFORE, PURSUANT TO THE FRANCHISE POWER OF THE CITY OF MYRTLE BEACH, the City of Myrtle Beach grants a Franchise Agreement for Operation of Conveyances to AUSTIN SHELLEY D/B/A AJAX GOLF CART RENTALS, LOCATED AT 1307 NATURE'S WAY, NORTH MYRTLE BEACH, SC 29582, FOR A PERIOD OF ONE YEAR. THE AGREEMENT INCLUDES 24 GOLF CART DECALS.

This ordinance shall take effect immediately upon adoption.

BRENDA BETHUNE, MAYOR

ATTEST:

JENNIFER ADKINS, CITY CLERK

First reading: 3-14-2023
Second reading: 3-28-2023