

## Myrtle Beach Jazz Festival

- Applicant: Crossroads Event Productions
- When: October 14<sup>th</sup> - 16th, 2022
- Time: 12:00 p.m. - Midnight Fri. & Sat.,  
12pm to 11pm Sun.
- Where: Charlies Place/Carver St.
- Set-up: October 13, noon
- Take Down: October 17 , noon
- Expected Attendance: 5000
- Road Closures Carver St. from 18<sup>th</sup> to 21<sup>st</sup>
- C.O.M.B agrees to provide certain in kind services as Council sees fit
- SE Committee Vote: Approved with the condition that city staffing will be limited due to previously approved events on same weekend, and without in kind services.

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 Jazz Festival

2. Type and Purpose of Event: Provide cultural music and entrainment for our growing diverse community

3. Location of Event: 1420 Carver Street

4. Organization: Crossroads Event Productions, Inc

5. Applicant: Mickey James

6. Mickey James Ericka Hill

Primary contact person

Alternate contact person's name

1205 Washington Street

1008 Harvester Circle

Myrtle Beach, SC 29577

Myrtle Beach, SC 29579

Primary address

Alternate address

843-340-2018

843-457-7788

Primary telephone/fax number

Alternate telephone/fax number

Hill.ericka@gmail.com

hill.ericka@gmail.com

Primary email address

Alternate email address

7. Date(s) of event: October 14-16, 2022 Hours of operation: 2p to Midnight daily

8. Date of set-up: October 13, 2022 Take Down Completed By: October 14, 2022

9. Expected attendance: 13,000 for the weekend

10. Charitable Benefactor (if applicable): \_\_\_\_\_

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, print, billboard, email, postal mail, TV, and 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: \_\_\_\_\_

The event will be gated and we will be asking for donations.

14. Entertainment Description (show on site plan): Live music bands and solo artist

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? \_\_\_\_\_

We will be mailing out letters to the homeowners in the BTW community announcing the event and road closure.

17. Signage: Will any signs, banners or pennants be posted or hung? Describe the proposed location(s) and include specific details on site plan. \_\_\_\_\_

Yes, see site plan

18. Parking requirements:(show on site plan): No. of spaces available open parking No. of handicap 10 plus

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: See Site Plan for locations Times: 12pm to midnight for sales

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 \_\_\_\_\_ Address \_\_\_\_\_

Telephone \_\_\_\_\_

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.

Vendors and event applicant will prepare food at their station. They will be using gas stove, gas grills, electric appliances as well to cook and offer for sale.

**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: 2021, 2019, 2018, 2017, 2016

**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.

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: City staff and volunteers will help with clean up during the event and at the end of each night.

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: \_\_\_\_\_

Day/Dates: \_\_\_\_\_

Closing Time: \_\_\_\_\_

Opening Time: \_\_\_\_\_

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.

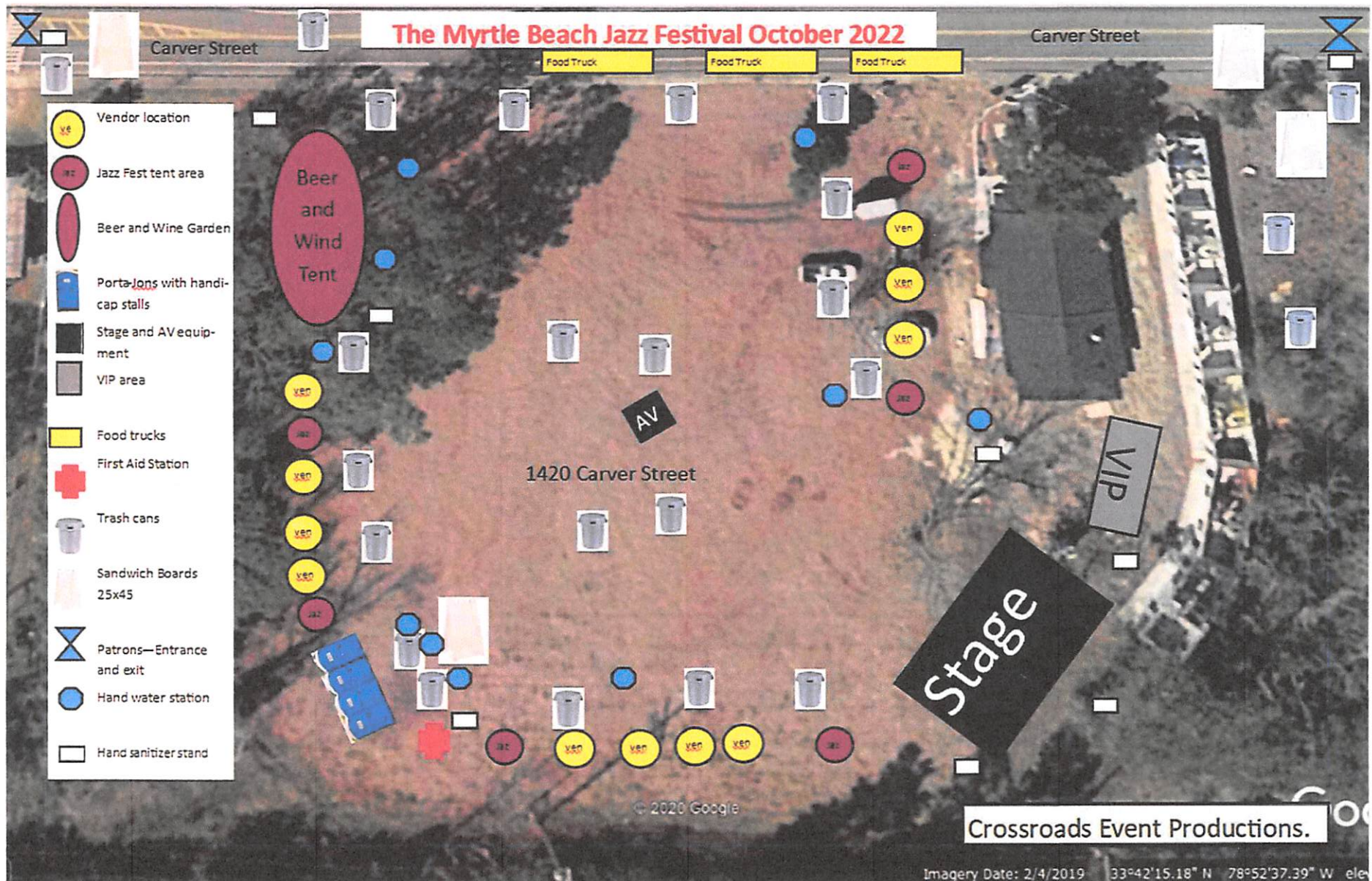
REVIEW YOUR APPLICATION PRIOR TO SUBMITTAL !!

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: Feb. 2, 2022 Signature of Applicant: 





**Myrtle Beach Jazz Festival  
Special Event Application Attachment**

The Myrtle Beach Jazz Festival will be held at the 1420 Charlies Place, October 14, 2021 at 500pm and ending October 16, 2021 at 11:59pm Event is free and open to the public. We are requesting set up to begin the morning of October 13, 2022.

**Security Plan**

To be finalized and approved by Police Department no later than August 15, 2022.

**Emergency Medical Services**

To be finalized by Fire and Rescue no later than August 15, 2022.

**Vendors**

Food and merchandise vendors will offer their foods to event patrons as retail. Vendors will be provided with a 10x10 space. These vendors will be charged a nominal fee. Parking will be available in a special area.

A list of vendors and proof of City of Myrtle Beach Business Licenses should be provided on or before September 15, 2021.

Non-profit agencies/community resources will be afforded free space to provide information only about their services.

**Alcohol Sales – Beer and Wine Garden**

CEP will operate the Beer and Wine Garden by obtaining the appropriate permits through SC department of Revenue and sales will be handled by a tip certified bartender. The Beer and Wine Garden will be barricaded underneath a 20'x20' tent and a 10x10 and will limit access to patrons 21 years and older. A volunteer will check identifications and monitor access. Tables and chairs will be available in the Beer and Wine Garden.

**Stage with Tent Cover for Entertainment**

We are requesting the use of the stage this year again from the City of Myrtle Beach. Electrical hook-ups / generator location will be behind the stage area.

**Event Parking**

Patrons we have access to park along the streets and we are requesting permission to use the Pelicans Parking lot this year. We will have a designated parking for handicap (6) and a sign to identify along the street.

**Event Seating**

Patrons will be encouraged to bring their portable lawn chairs to enjoy the entertainment.

**Band/Sponsor Tent**

A 20x20 tent with tables and chairs will be available for sponsors, and VIP Experience patrons to interact with the artists and enjoy light refreshments



### **Advertising and Promotion**

Event promotion and advertising will be achieved in several ways:

- Radio – since the festival is a free community event, some radio stations will publicize it without the group paying a fee. Additionally, the City of Myrtle Beach's Public Information Department is featured weekly on a local radio station. This will be an opportunity to cross promote the Myrtle Beach Jazz Festival.
- Social Media – promoted through social media sites such as Facebook, Instagram, and Twitter.
- Billboards – ads will be placed on billboards in targeted areas to attract out of town patrons.
- Apparel – T-shirts promoting the Jazz Festival.
- Print Media – Special posters and fliers will be designed to promote the event. The posters and fliers will be mailed and/or distributed by hand. The fliers will also be distributed electronically through email and on social media.
- Broadcast Television – We will have a commercial produced for the event that will be aired on the various stations.

### **Event Clean-Up**

Event committee, volunteers and city staff to assure area is cleaned of all debris, tents, etc. This will be accomplished during the event and on Sunday evening at the close of the event.

### **City Co-Sponsorship**

The committee is requesting the following from the City in addition to any available funding:

- City of Myrtle Beach Stage
- Police Officers (11)
- Fire Rescue (1)
- Barricades (350)
- Trash Receptacles (30)
- Lighting (5 light towers)
- Public Work staff (10) to assist with clean-up
- 1-Police Watch Tower
- 1 56K generators
- 3 regular generators

### **Signage**

Signs will be posted indicating the following:

- 2-4 "Myrtle Beach Jazz Festival" 9ft tall flags staked in the ground starting in the month of September until the end of festival on the property. These flags will be monitored daily.
- 4-Permit Parking Only for Band (24"x36")
- 4-Permit Parking Only for Vendors (24'x36")
- 4-Permit Enter and prohibited items (24'x36")

### **Restroom Accommodations**

8 Restrooms will be identified as "Male and Female" and will include 2 handicap accessible restrooms. Signs will be posted on the portable toilets.