

ANNUAL TREE LIGHTING CEREMONY

- Applicant: BEI-Beach LLC/The Market common
- When: November 19, 2022
- Time: 6:00 p.m. - 8:00 p.m.
- Where: The Market Common
- Road Closures: Tree lighting: Reed Street between Deville Street and Howard Ave and Deville Street between Blizzard and Nevers.
- Tree lighting is on 11/19 tree will stay up until 12/30
- SE Committee- Approved

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: Annual Tree Lighting Ceremony in The Market Common

2. Type and Purpose of Event: Neighborhood, city and area-wide holiday festival and arrival of Santa Claus.
The purpose is also to drive traffic to the businesses of The Market Common, build a sense of community and showcase Myrtle Beach's holiday spirit.

3. Location of Event: The Market Common

4. Organization: BEI-Beach, LLC / The Market Common

5. Applicant: BEI-Beach

6. <u>Lynn Makris</u>	<u>Heather Gray</u>
Primary contact person	Alternate contact person's name
<u>4017 Deville Street</u>	<u>4017 Deville Street</u>
<u>Myrtle Beach, SC 29577</u>	<u>Myrtle Beach, SC 29577</u>
Primary address	Alternate address
<u>843-839-3500 / 843-839-3502</u>	<u>843-839-3500 / 843-839-3502</u>
Primary telephone/fax number	Alternate telephone/fax number
<u>lynn.makris@marketcommonmb.com</u>	<u>heather.gray@marketcommonmb.com</u>
Primary email address	Alternate email address

7. Date(s) of event: Saturday, November 19, 2022 Hours of operation: 6-8pm

8. Date of set-up: Saturday, November 19, 2022 Take Down Completed By: 11pm

9. Expected attendance: 2000

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, website, event signs, press releases

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: _____

14. Entertainment Description (show on site plan): Santa Claus, choral and/or dance performances, activities for children, vendors selling holiday treats, food and non-alcoholic beverages

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? Merchant and residents are very supportive

17. Signage: Will any signs, banners or pennants be posted or hung? Describe the proposed location(s) and include specific details on site plan. No

18. Parking requirements:(show on site plan): No. of spaces available 1500+ No. of handicap
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: _____ Times: _____

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.

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: 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021

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: The Market Common maintenance staff will clean the area and pull trash.

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: Reed Street (From Howard Avenue to Deville Street); Deville Street (from Blizzard street to Ne

Day/Dates: Saturday November 19, 2022

Closing Time: 6:00 am

Opening Time: 9:00 pm

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: 2/16/22 Signature of Applicant: 



SECURITY PLAN AND EVENT RESUME

Annual Tree Lighting Ceremony

November 19, 2022

SUMMARY OF EVENT: The **Annual Tree Lighting Ceremony** event will be held on **Saturday, November 19, 2022 from 6:00 – 8:00 p.m.** in front of the Grand 14 Cinema and on Reed Avenue (from Howard to Deville) and Deville Street (from Blizzard to Nevers). We will have various vendors and entertainment and an exciting arrival of Santa Claus. Santa will arrive at 6:00 p.m., welcome the crowd and use his magic to light the Christmas tree. The entertainment for the evening will be on the stage in front of the Grand 14 and will begin as the tree is lit. We will have various vocal and dance groups, each performing for 20-45 minutes. Santa will be in his sleigh in front of the Grand 14 for photos and to visit with the children for the duration of the event, while the crowd enjoys vendors and entertainment. The children's entertainment and vendor area will include festival-type food, a trackless train, games, inflatables, face painting, and a balloon artist.

LOAD IN/ LOAD OUT: Day of the event starting at 12:00 p.m. and ending by 9:00 p.m.

The inflatables, trackless train, games, and food vendors will arrive by truck and will need to load in from Deville Street (Phillis Blvd. side) to set up for the event. The balloon artist and face painter will also load in from that area.

ALCOHOL: There will not be any alcohol served at this event.

SECURITY: Security will be provided by The Market Common staff on an as-needed basis.

VENDORS: Vendors to be confirmed.

- Trackless Train, inflatables, games, face painter and balloon artist
- Holiday vocal and dance troupes
- Stage and sound – Special Event Productions
- Generator – Sunbelt Rentals
- Photography/Videography
- Prepared food vendors

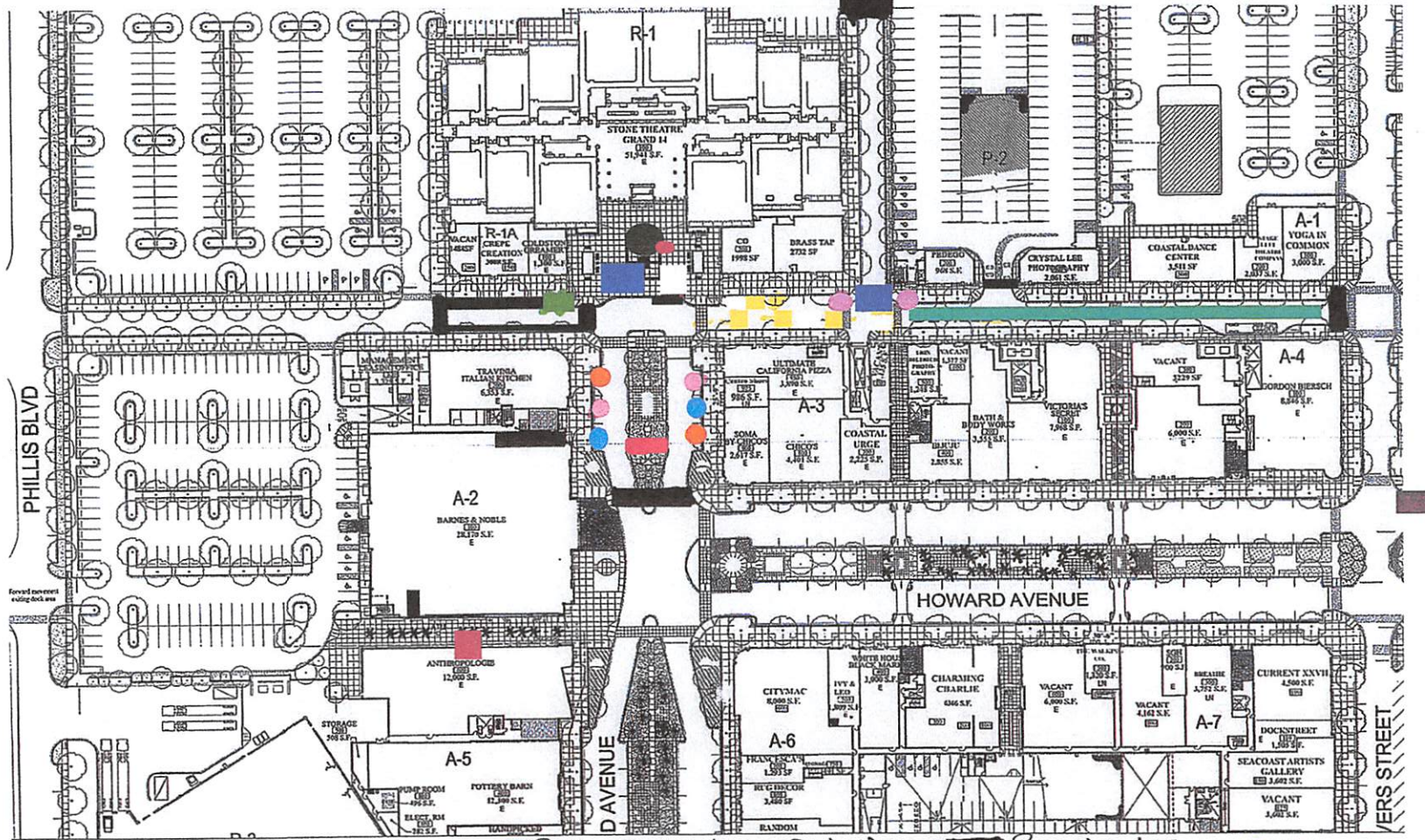
EMS: We will call for EMS in an emergency.

The Market Common Annual Tree Lighting Site Plan

Saturday, November 19, 2022

4017 Deville Street, Myrtle Beach, SC 29577 | 843-839-3500 | MarketCommonMB.com

THE MARKET COMMON



- Bouncy House
- Balloon Art/Face Painting
- Barricades
- Slide
- Santa
- Carriage Rides pickup
- Stage
- Game
- Tree
- Restrooms
- Food Vendors
- Generator
- Trackless Train