
1 2019-41 (1st READING): AN ORDINANCE TO AMEND ORDINANCE 2019-13
2 GRANTING A GOLF CART RENTAL FRANCHISE TO MARK SICHITANO D/B/A
3 MYRTLE BEACH GOLF CARTS TO CHANGE THE LOCATION OF THAT BUSINESS
4 TO 408 3RD AVENUE SOUTH, MYRTLE BEACH, SC 29577.

5 **Applicant/Purpose:** Staff / to amend Ordinance 2019-13 to change the location to 408 3rd
6 Ave., South.
7

8 **Brief:**

- 9 • Ordinance 2019-13 grants a franchise agreement to Mark Sichitano, D/B/A Myrtle
10 Beach Golf Carts at 1001 3rd South (not in the City).
- 11 • Mr. Sichitano’s business address has changed to 408 3rd South (inside the City).
- 12 • The number of golf carts associated w/ MB Golf Carts remains unchanged at 145.
- 13 • The term of the franchise expires on 3/1/20.

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15 **Issues:**

- 16 • Since the franchise approval is tied to the previous address, Council must consider
17 this request to amend the franchise.
- 18 • This franchise owner has remained in compliance w/ the City’s requirements.

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20 **Public Notification:** Normal meeting notification
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22 **Alternatives:**

- 23 • Modify proposed ordinance.
- 24 • Deny ordinance.

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26 **Financial Impact:** The \$10 franchise fee per plate issued remains unchanged. However,
27 since the new location is inside the City limits the City will see an increase in property taxes,
28 business license fees, & other associated revenue.
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30 **Manager’s Recommendation:** I recommend 1st reading (8/27/19).
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32 **Attachment(s):** Ordinance.

ORDINANCE 2019-41

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CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA

AN ORDINANCE TO AMEND ORDINANCE
2019-13 GRANTING A GOLF CART
RENTAL FRANCHISE TO MARK
SICHITANO D/B/A MYRTLE BEACH GOLF
CARTS TO CHANGE THE LOCATION OF
THAT BUSINESS TO 408 3RD AVENUE
SOUTH, MYRTLE BEACH, SC 29577.

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 MARK SICHITANO D/B/A MYRTLE BEACH GOLF CARTS, LOCATED AT ~~1001 3RD AVENUE SOUTH~~ 408 3RD AVENUE SOUTH, MYRTLE BEACH, SC 29577, ~~FOR A PERIOD OF ONE YEAR FOR A TERM ENDING ON MARCH 1, 2020.~~ THE AGREEMENT INCLUDES 145 VEHICLES.

This ordinance shall take effect immediately upon adoption.

BRENDA BETHUNE, MAYOR

ATTEST:

JENNIFER STANFORD, CITY CLERK

First reading: 8-27-19

Second reading: