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1 **R2018-8: RESOLUTION GRANTING A SPECIAL EVENT PERMIT TO MOSAIC**  
2 **NORTH AMERICA ON BEHALF OF THE BUD LIGHT GETAWAY CONCERT ON**  
3 **JULY 14, 2018, AND AFFIRMING THE CITY'S CO-SPONSORSHIP.**

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4 **Applicant/Purpose: Mosaic North America (Brad Fogle - agent) / to hold The Bud Light**  
5 **Getaway Concert & to confirm City co-sponsorship.**

6  
7 **Brief:**

- 8 • Mosaic North America & Bud Light have teamed to produce “The Bud Light  
9 Getaway Concert” scheduled for 7/14/18, on the Pavilion site.
- 10 • Contestants from across the southeast will be eligible to win an all-expenses  
11 paid “Getaway” to Myrtle Beach SC where they will be treated to:
  - 12 ○ A-list Musical Acts (Sam Hunt, Ludacris, other artists)
  - 13 ○ Food Trucks & Food Vendors.
  - 14 ○ Bud Light & Specialty Vendors.
  - 15 ○ Special Effects in the festival area.
- 16 • Event Promoter also plans to sell tickets. Total attendance is capped at 3,000.

17  
18 **Issues:**

- 19 • In proposed Resolution:
  - 20 ○ Council has a choice b/w site Plan A or B.
    - 21 ■ Plan A includes the closing of Ocean Blvd. for 24 hrs. b/w 7<sup>th</sup> &  
22 9<sup>th</sup> N, closing of the 8<sup>th</sup> Ave. street-end & adjacent private  
23 parking lot, & using the parking spaces on westbound 8<sup>th</sup> N.
    - 24 ■ Plan B depicts the event to be held on the large Pavilion site.
  - 25 ○ Council is asked for co-sponsorship & in-kind services.
  - 26 ○ Authorizes businesses to display temporary welcome signs.
  - 27 ○ Extends welcome to Event participants.
- 28 • The Special Events Committee recommends approval of Plan A, w/ 1 vote for  
29 disapproval by the MBPD due to the closure of Ocean Blvd.

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31 **Public Notification: Normal meeting notification.**

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33 **Alternatives:**

- 34 • Do not pass resolution.
- 35 • Amend resolution.

36  
37 **Financial Impact:**

- 38 • Plan-A impact on City services: Estimated in-kind services: EMS \$640, Police (10  
39 Officers) \$2,800 for a total of \$3,440.
- 40 • Plan-B impact on City Services: Estimated in-kind services: EMS \$640, Police (5  
41 Officers) \$1,400 for a total of \$2,040.
- 42 • Increased business license, A-Tax, & hospitality fee revenues.

43  
44 **Manager's Recommendation: I do not believe that it is necessary to close Ocean**  
45 **Boulevard for this event. I recommend approval of Site Plan B. I do not support the**  
46 **request for in-kind services.**

47  
48 **Attachment(s): Proposed resolution, application, & site plan.**

CITY OF MYRTLE BEACH  
COUNTY OF HORRY  
STATE OF SOUTH CAROLINA

RESOLUTION GRANTING A SPECIAL EVENT  
PERMIT TO MOSAIC NORTH AMERICA, LLC.  
ON BEHALF OF BUD LIGHT FOR THE "BUD  
LIGHT GETAWAY CONCERT" ON JULY 14,  
2018, AND AFFIRMING THE CITY'S CO-  
SPONSORSHIP.

WHEREAS, Mosaic North America / Brad Fogle in conjunction with Bud Light is planning a destination event to be known as the "Bud Light Getaway Concert" for July 14, 2018, from 4 p.m. until 10:00 p.m. and

WHEREAS, the Event is planned to be held on the Burroughs & Chapin Pavilion Place as indicated in the attached site plans; and

WHEREAS, the Event will include (2) A-list artist and another TBD and:

WHEREAS, the Event will also include special effects, food, and merchandise vendors; and

WHEREAS, the Event will be held to 3000 spectators and contest winners; and

WHEREAS, the City will benefit from the fact that this Event will be promoted to the entire Southeast Region of the United States, and is the first of several nationwide events which are to take place in the summer months of 2018.

NOW, THEREFORE, BE IT RESOLVED that:

1. The "Bud Light Getaway Concert" is hereby declared a Special Event to be held on July 14, 2018.
2. The attached site plan is hereby adopted by reference.
3. The City Manager is authorized to make changes as he deems necessary in keeping with the nature of the event and as circumstances dictate.
4. City Council affirms its co-sponsorship of the Festival, and agrees to provide certain in-kind services, including Police and EMS coverage at an estimated cost of \$2040.00 - \$3440.00, which will be based upon specific site plan approval.
5. Pursuant to Section 802.E of the Zoning Ordinance, between July 7 and July 14, 2017, area businesses are authorized to display temporary signs to welcome Event participants.
6. City Council extends a warm invitation and welcome to area residents and out-of-town visitors to enjoy the "Bud Light Getaway Concert" on July 14, 2017.

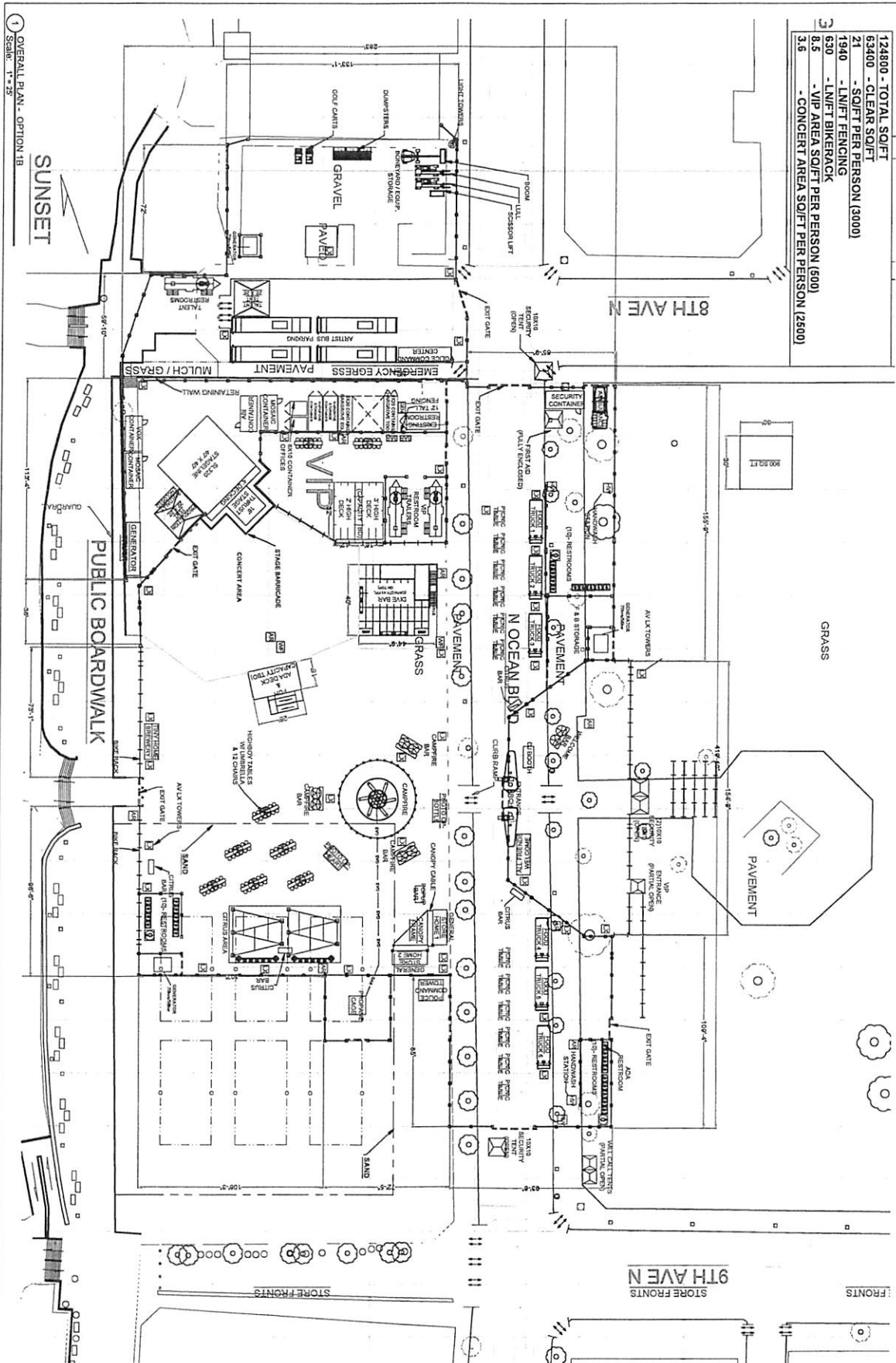
SIGNED, SEALED and DATED, this 27th day of February 2018.

\_\_\_\_\_  
BRENDA BETHUNE, MAYOR


ATTEST:

\_\_\_\_\_  
JOAN GROVE, CITY CLERK

124800	- TOTAL SQ/FT
63400	- CLEAR SQ/FT
21	- SQ/FT PER PERSON (3000)
1940	- LN/FT FENCING
630	- LN/FT BIKERACK
8.5	- VIP AREA SQ/FT PER PERSON (600)
3.6	- CONCERT AREA SQ/FT PER PERSON (2500)

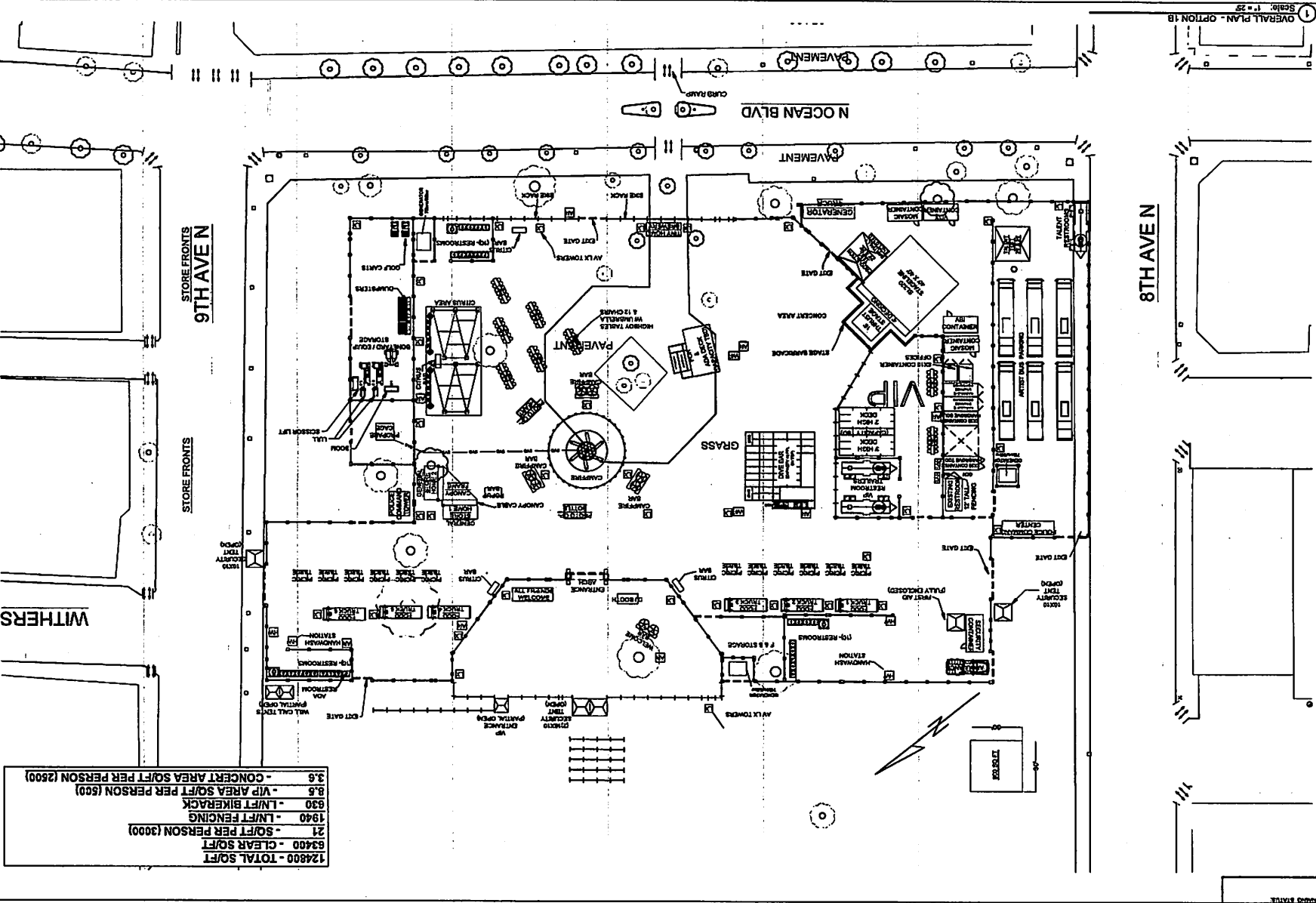


1 OVERALL PLAN - OPTION 1B  
 SCALE 1" = 25'

<p>DRAWING STATUS</p> <p>NO. 403727</p> <p>DATE 02/13/18</p> <p>PROJECT 50% CIVIL</p> <p>FILE # 02 of 02</p>	<p>BUD LIGHT - GETAWAY - MYRTLE BEACH</p> <p>812 N. OCEAN BLVD</p> <p>GROUNDPLAN - OPTION 1B</p>	<p>MYRTLE BEACH_SC</p>	 <p>Che Hargrove Drive, Lattim MD 20726   301.306.9000</p>
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File Location: C:\Users\briml\Documents\GrabCAD\HARGROVE\_BUD LIGHT GETAWAY\GROUNDPLAN WORK\BL\_GETAWAY\_M\_BEACH18\_GROUND PLANS\021317\_02.dwg

1 OVERALL PLAN - OPTION 1B



124800	- TOTAL SQ/FT
83400	- CLEAR SQ/FT
21	- SQ/FT PER PERSON (3000)
1940	- LN/FT FENCING
630	- LN/FT BIKERACK
8.6	- VIP AREA SQ/FT PER PERSON (500)
3.6	- CONCERT AREA SQ/FT PER PERSON (2500)

09	REV
P-02	REV
08	REV

BUD LIGHT - GETAWAY - MYRTLE BEACH  
 812 N. OCEAN BLVD  
 GROUND PLAN - OPTION 1C

MYRTLE BEACH, SC

*Handwritten signature*

**APPLICATION FOR SPECIAL EVENTS PERMIT**  
**Within the City of Myrtle Beach, SC**  
(Please print legibly or type)  
(Must be submitted 30 days prior to the event)

1. Name of Activity/Event: Getaway
2. Type and Purpose of Event: Special Event: See attached document for details around event
3. Location of Event: The Burroughs and Chapin Pavilion Place
4. Organization: Mosaic North America
5. Applicant: Grayson Wambach
6. 

<u>Brad Fogle</u>	<u>Grayson Wambach</u>
Primary contact person	Alternate contact person's name
320 N. Elizabeth St, Chicago, IL 60607	320 N. Elizabeth St, Chicago, IL 60607
Primary address	Alternate address
312-617-9689	260-580-6255
Primary telephone/fax number	Alternate telephone/fax number
brad.fogle@mosaic.com	grayson.wambach@mosaic.com
Primary email address	Alternate email address
7. Date(s) of event: July 14, 2018 Hours of operation: 4pm-10pm
8. Date of set-up: July 7, 2018 Take Down Completed By: July 17, 2018
9. Expected attendance: 3,000 people
10. Charitable Benefactor (if applicable): N/A  
 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 and sweepstakes
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 to ensure the event stays ~~safe~~ and will include the area agreed on by parties involved.  
safe/ Tickets will be sold (amount TBD) and given away to sweepstakes winners as well. 3,000 person cap.
14. Entertainment Description (show on site plan): The private event will act as a festival like atmosphere with beach themed experiences scattered throughout, food trucks casing both sides of the footprint, and (1-2) top musical acts performing throughout the night. Musical acts TBD.  
 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? Have initiated conversation with the property owner and have received  
Ground Lease Agreement to sign and confirm.

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

18. Parking requirements:(show on site plan): No. of spaces available TBD No. of handicap TBD  
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: The Burroughs and Chapin Pavilion Place Times: 4pm-10pm

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 TBD Address TBD

Telephone TBD TBD

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 TBD Address TBD

Telephone TBD TBD

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.

See site plan for location details of food trucks.

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**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: \_\_\_\_\_

**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: We will have large waste management dumpsters, variety of trash cans, and recycling on premise. Enough to account for the amount of people on site. See attached document for post event details.

If using a private sanitation company, give name, contact person and telephone number: \_\_\_\_\_

We will provide details and contact information once company is confirmed.

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: TBD

Day/Dates: TBD

Closing Time: TBD

Opening Time: TBD

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: See attached document for further event details.

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## 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: 11/13/2017 Signature of Applicant: *Grayson Wambach*