
R2019-31: RESOLUTION GRANTING A SPECIAL EVENT PERMIT TO PALMETTO EVENT PRODUCTIONS, INC. ON BEHALF OF TIN ROOF FOR “MYRTLEWEEN” ON OCTOBER 26, 2019, & AFFIRMING THE CITY’S CO-SPONSORSHIP.

Applicant/Purpose: Palmetto Event Productions & Tin Roof to approve City co-sponsorship of the “Myrtleween”.

Brief:

- Palmetto Event Productions & Tin Roof have planned the “Myrtleween”, for 10/26/19 11:00 AM - 11:00 PM.
- Festival will be held at the Burroughs & Chapin Pavilion Place.
- Festival will include bands, food trucks, beverage and merchandise vendors.
- Festival expected to attract 5,000-7,500 concertgoers.
- Special Events Committee unanimously recommended approval.

Issues:

- No road closures requested.
- Setup starting October 24. Tear down complete by October 29.
 - Free General Admission for the event.
 - There is a VIP ticket available for purchase, \$25/per.
- Per proposed resolution Council:
 - Adopts site plan & authorizes Manager to make changes to site plan as necessary.
 - Affirms festival co-sponsorship & agrees to provide certain in-kind services, including the City stage, traffic control, road closures, barricades, litter control, heightened Police presence as required, & EMS.
 - Authorizes area businesses to display temporary welcome signs.
 - Extends welcome to festival participants.

Public Notification: Normal meeting notification.

Alternatives:

- Amend proposed resolution
- Deny proposed resolution.

Financial Impact:

- In-kind services (\$21,533):
 - Police = \$5,760
 - Fire/EMS = \$1,920
 - Parks = \$13,853 (includes the cost of the new City stage)
- Concert related business license fees, A-Tax & Hospitality Fee revenues

Manager’s Recommendation

Attachment(s): Proposed resolution, special event application & site plan.

CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA

RESOLUTION GRANTING A SPECIAL EVENT
PERMIT TO PALMETTO EVENT PRODUCTIONS,
INC. ON BEHALF OF TIN ROOF FOR
“MYRTLEWEEEN” ON OCTOBER 26, 2019, AND
AFFIRMING THE CITY’S CO-SPONSORSHIP.

WHEREAS, Palmetto Event Productions in conjunction with Tin Roof is planning a Country Music event to be known as the “Myrtleween” for October 26, 2019, from 11AM until 11 PM and

WHEREAS, the Event is planned to be held on Pavilion Area site as indicated in the attached site plan; and

WHEREAS, the Festival will include Country Music Artists, food trucks, merchandise vendors; beer, wine and spirituous liquor, and

WHEREAS, the Festival is expected to attract 5,000-7,500 concert-goers per day;

NOW, THEREFORE, BE IT RESOLVED that:

1. The “Myrtleween” is hereby declared a Special Event to be held on October 26th, 2019.
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 event, and agrees to provide certain in-kind services, including traffic control, barricades, litter control, heightened Police presence as required, use of city stage and EMS.
5. Pursuant to Section 802.E of the Zoning Ordinance, between October 19th and October 26th, 2019, 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 “Myrtleween” on October 26th, 2019.

SIGNED, SEALED and DATED, this 11th day of June 2019.

BRENDA BETHUNE, MAYOR

ATTEST:

JENNIFER STANFORD, CITY CLERK

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: MyrtleWeen
2. Type and Purpose of Event: Halloween themed country music event. Family friendly.
3. Location of Event: Burroughs and Chapin Pavilion Place, b/t 8th and 9th Avenue North, Myrtle Beach, SC
4. Organization: Tin Roof
5. Applicant: Amie Lee on behalf of Tin Roof
- | | |
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| <p>6. <u>Amie Lee</u>
Primary contact person
<u>7588 Enterprise Road</u>
<u>Myrtle Beach, SC 29588</u>
Primary address
<u>843.855.0527</u>
Primary telephone/fax number
<u>info@palmettoeventproductions.com</u>
Primary email address</p> | <p><u>Morgan Kyle</u>
Alternate contact person's name
<u>1610 17th Ave. S.</u>
<u>Nashville, TN 37212</u>
Alternate address
<u>615.593.9463</u>
Alternate telephone/fax number
<u>morgan@tinroofbars.com</u>
Alternate email address</p> |
|--|--|
7. Date(s) of event: Sat., Oct. 26, 2019 Hours of operation: 11 a.m. -11 p.m.
8. Date of set-up: Thursday, Oct. 24, 2019 Take Down Completed By: Tues., Oct. 29 @ 8 a.m.
9. Expected attendance: 7,500-10,000
10. Charitable Benefactor (if applicable): TBD
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: will have local non-profit partner
11. How will you publicize the event?
TV, radio, print, social, digital
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): Country Music
- 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? will work with DRC and downtown businesses to communicate
site layout. No road closures requested.

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. signage on staging, directional, sponsor, etc.

18. Parking requirements:(show on site plan): No. of spaces available _____ 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: throughout event Times: throughout event hours

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.

multiple food trucks, food vendors and catering vendors

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: asking for in-kind city services including waste barrels, roll off, recycling dumpster, compact waste truck, staffing to

manage waste, usage of City stage with set-up/breakdown and usage of metal bike racks around event and within set-up.

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: None

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 ½" 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: 5.16.19 Signature of Applicant: _____

Security Plan MyrtleWeen Sat., Oct. 26, 2019

Produced by: Tin Roof

MyrtleWeen will take place downtown Myrtle Beach between 8th and 9th Avenues North on the Burroughs and Chapin Pavilion Place. The event will consist of one day on Saturday, 10/26/2019 from 11:00 a.m. to 11:00 p.m. and feature country music artists, vendors, kid's activities, and liquor, beer & wine sales. This event will be open to the public and no entry fee will be required for general admission. There will be a \$25 VIP ticket available. Vending will be cash/electronic.

MyrtleWeen is requesting three off-duty police officers for event-security during the operational hours of the festival.

MyrtleWeen is requesting two EMS personnel from the Myrtle Beach Fire Department on during the festival's operational hours. We envision EMS being located in a visible area of the festival and easily accessible to 8th/9th Avenues North.

Production/event set-up & load-in will begin Thursday, Oct. 24 at 8 a.m. and all exhibitor/vendor load-in will begin on Friday, Oct. 25. Load-in information will be sent in advance to all participating vendors and volunteers. Vendors will be allowed to gain vehicle access to their space after the festival closes on Saturday night NO EARLIER THAN 11 PM. A vendor listing will be sent to city staff in advance of the event.

At this time, no road closures are requested.

The applicant will provide alcoholic beverage servers who are trained and certified in the proper service of alcoholic beverages. The applicant will provide personnel to verify the age of all participants who wish to purchase alcoholic beverages. Each participant over the age of 21 will be provided with a wristband indicating their identification has been verified.

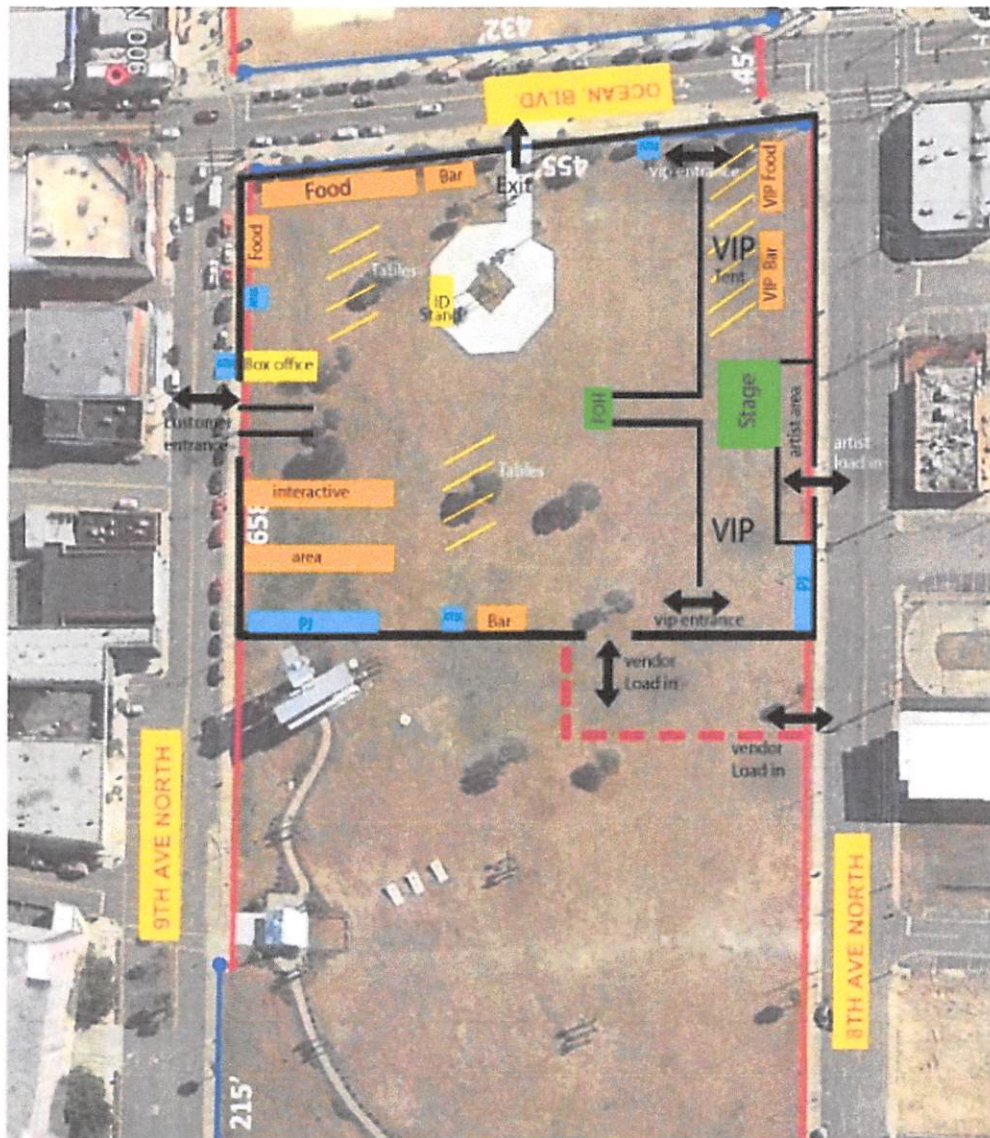
MyrtleWeen will obtain the proper temporary liquor/beer/wine permits from SC Department of Revenue and will provide a list of names of staff and volunteers, and documentation of training for all staff and volunteers who will be involved with the service of alcoholic beverages.

No outside alcoholic beverages will be permitted inside the festival area. Liquor/Beer/Wine will be sold and consumed in the event area only. No alcoholic beverages will be permitted outside this area. MyrtleWeen will post signage at entry/exit ways to assist in enforcement of these rules. If a guest refuses to obey these rules, then MyrtleWeen will issue a trespass warning and event-security will escort the guest off of the property.

Event participants may park in available public parking areas for regular and handicap parking. Trailers and over-sized vehicles may not be parked in public parking spaces or on any public property outside the festival grounds. The applicant will recommend adequate parking options for all vendors operating such vehicles. The oversized parking must be provided on private property but only where such parking would be lawful.

MyrtleWeen will have cash management policies in place. Outside vendors will be responsible for their own cash management procedures.

- = Bikeracks
- FOH = Front of House
- PJ = Port a John



2019 MyrtleWeen Halloween Party & Concert on the Beach
October 26th (11am-11pm)