
R2018-18: RESOLUTION GRANTING A SPECIAL EVENT PERMIT TO THE OCEANFRONT MERCHANTS ASSOCIATION FOR “HOT SUMMER NIGHTS” FROM JUNE 11, 2018 - SEPTEMBER 3, 2018, AND AFFIRMING THE CITY’S CO-SPONSORSHIP.

Applicant/Purpose: OMA / to approve “Hot Summer Nights” & to confirm City co-sponsorship.

Brief:

- 2018 is the 7th year for this event.
- Proposed resolution authorizes approval of this event for 6/11/18 - 9/3/18, Mon. - Sat., w/ various operation hours b/w 8:00 pm & 11:00 pm.
- Proposed activities will include:
 - Disc jockey.
 - Bands.
 - Balloon twisting stilt walkers.
 - Face painter.
 - Costumed characters.
- The event will provide a variety of activities in the downtown area during the summer months.

Issues:

- Proposed resolution:
 - Affirms City’s co-sponsorship, & agrees for the City to provide the following in-kind services:
 - Advertisement.
 - Waive fees for rental & cleaning of Plyler Park.
 - Extends invitation/welcome to residents & visitors to enjoy the event.
- The Special Events Committee unanimously recommended approval.

Public Notification: Normal meeting notification.

Alternatives: Amend proposed resolution. Deny proposed resolution.

Financial Impact: Cost of in-kind services is \$21,600 (85 days, Plyler Park rental only).

Manager’s Recommendation:

- I recommend approval w/ the waiver of the fee for the park, but not for the clean-up costs.

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

RESOLUTION R2018-18

CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA

RESOLUTION GRANTING A SPECIAL EVENT
PERMIT TO THE OCEANFRONT MERCHANTS
ASSOCIATION FOR "HOT SUMMER NIGHTS"
FROM JUNE 11, 2018 - SEPTEMBER 3, 2018,
AND AFFIRMING THE CITY'S CO-
SPONSORSHIP.

WHEREAS, the Oceanfront Merchants Association is planning "Hot Summer Nights" event for June 11, 2018 - September 3, 2018, at Plyler Park and along The Oceanfront Boardwalk between 8th and 9th Avenue's North Monday thru Sunday 8:00pm - 11pm; and

WHEREAS, this event is planned to be at Plyler Park and along The Oceanfront Boardwalk as indicated in the attached site plan; and

WHEREAS, the event will feature a DJ, bands, balloon twisting stilt walkers, face painter and costumed characters; and

WHEREAS, the goal of this event is to provide a variety of activities in the downtown area during the summer months.

NOW, THEREFORE, BE IT RESOLVED that:

1. City Council hereby declares the Oceanfront Merchants Association "Hot Summer Nights" a Special Event to be held June 11, 2018 - September 3, 2018, under the conditions of participation as set forth in Attachment A, along with any minor changes the City Manager authorizes in keeping with the nature of the event and as circumstances dictate.
2. Pursuant to Section 802.e of the Zoning Ordinance, between June 11, 2018 and September 3, 2018, area businesses are authorized to display temporary signs to welcome event participants.
3. City Council affirms its Co-Sponsorship of the event, and agrees to provide advertisement and waive the rental fees for Plyler Park.
4. City Council extends a warm invitation and welcome to area residents and out-of-town visitors to enjoy "Hot Summer Nights" from June 11, 2018 - September 3, 2018.

SIGNED, SEALED and DATED, this 10th day of April, 2018.

BRENDA BETHUNE, MAYOR

ATTEST:

JOAN GROVE, CITY CLERK



2018 HOT SUMMER NIGHTS
Security Plan, Parking, Vendors & EMS

SECURITY:

OMA merchants are on site and 911 will be called if necessary.

PARKING:

Parking garage, paid street parking, paid lot parking.

EMS:

In case of emergency EMS will be called.

ALCOHOL:

No alcohol will be served.

LOAD IN/LOAD OUT:

If the permanent stage is not ready a temporary stage will be put in place on Monday June 11th and will be removed on Tuesday September 4th. HSN will run seven nights per week. Vendors will load in beginning at 4pm and vehicles will be removed to a designated parking area. At 11pm vendors will be allowed back in to Plyler Park to load up and depart. Vendors will use the 'alley' between Moe Moons and Plyler Park.

SUMMARY:

This annual event has proved to be popular with tourists and locals. Our goal is to provide family friendly entertainment while driving traffic to the area businesses. The face painter will have a 10 by 10 tent, 6 ft table and two chairs, the band will be on stage, the costumed characters, balloon twister/stilt walkers will roam the park staying on the hard path.

VENDORS:

Songbyrd Entertainment is providing bands, DJ's and stilt walkers/balloon twisters. Heroes for Hire is providing costume characters, glitter tattoos and face painting. John Stamos is our caricature artist. Storm front Productions will be providing sound, light and stage if needed.

ENTERTAINMENT:

Bands will be on the stage and we plan to have entertainment in each of the three bump outs along the Boardwalk.

2/27/18



**2018 HOT SUMMER NIGHTS SUMMARY
THE OCEANFRONT BOARDWALK DISTRICT**

START DATE: Monday June 11, 2018

END DATE: Monday September 3, 2018

DAYS: Monday, Tuesday, Wednesday, Thursday, Friday, Saturday &
Sunday

LOCATIONS: Plyler Park, The Oceanfront Boardwalk

TIMES: 8PM – 11PM

2/27/2018

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: HOT SUMMER NIGHTS
2. Type and Purpose of Event: Family entertainment to draw guests to the downtown area and boardwalk.
3. Location of Event: Plyler Park
4. Organization: Oceanfront Merchants Association
5. Applicant: Jan Connell
- | | |
|---|---|
| <p>6. <u>Jan Connell</u>
Primary contact person
<u>PO Box 3879</u>
<u>Myrtle Beach, SC 29578</u>
Primary address
<u>843-251-8008 (no fax)</u>
Primary telephone/fax number
<u>myrtlebeachdowntown@gmail.com</u>
Primary email address</p> | <p><u>Michelle Kerscher</u>
Alternate contact person's name
<u>PO Box 3879</u>
<u>Myrtle Beach, SC 29578</u>
Alternate address
<u>803-600-6012 (no fax)</u>
Alternate telephone/fax number
<u>michelle@gaydolphin.com</u>
Alternate email address</p> |
|---|---|
7. Date(s) of event: Mon June 3, 2018 - Mon Sept 3, 2018 Hours of operation: 7pm - 11pm
8. Date of set-up: Mon June 3, 2018 Take Down Completed By: Tue Sept 4, 2018
9. Expected attendance: 100 - 800
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: No Proceeds
11. How will you publicize the event?
Radio, TV and print
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): Live stage entertainment, caricature artist, balloon twister, stilt walkers, face painter, inflatables (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? All area businesses are in full support of this annual event.

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

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: _____ 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: 2014, 2015, 2016 and 2017

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: Trash cans on site will be adequate.

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 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.

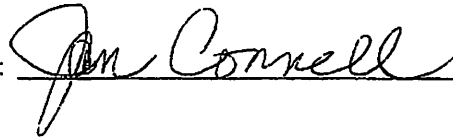
REVIEW YOUR APPLICATION PRIOR TO SUBMITTAL !!

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: 2/12/2018

Signature of Applicant: _____

A handwritten signature in black ink, appearing to read "Jim Connell", written over a horizontal line.



**2018 HOT SUMMER NIGHTS
THE OCEANFRONT BOARDWALK DISTRICT
SECURITY PLAN, PARKING VENDORS and EMS**

Security:

OMA merchants are on site and 911 will be called if necessary.

PARKING:

Parking garage, paid street parking, paid lot parking

EMS:

In case of emergency EMS will be called.

Alcohol:

No alcohol is being served.

LOAD IN / LOAD OUT:

If permanent stage is not ready a temporary stage will be put in place on Monday June 11th and will be removed on Tuesday September 4th. Hot Summer Nights will run seven nights per week. Vendors will load in beginning at 4pm and vehicles will be removed to a designated parking area. At 11pm vendors will be allowed back in to load up and leave. Vendors will use the 'alley' between Moe Moon's and Plyler Park.

SUMMARY:

This annual event has proven to be popular with tourists and locals. Our goal is to provide family friendly entertainment while driving traffic to the area businesses. The face painter will have a 10 by 10 tent, 6 ft table and 2 chairs, the band will be on the stage and the costumed characters, balloon twister stilt walkers will roam the park staying on the hard path.

VENDORS:

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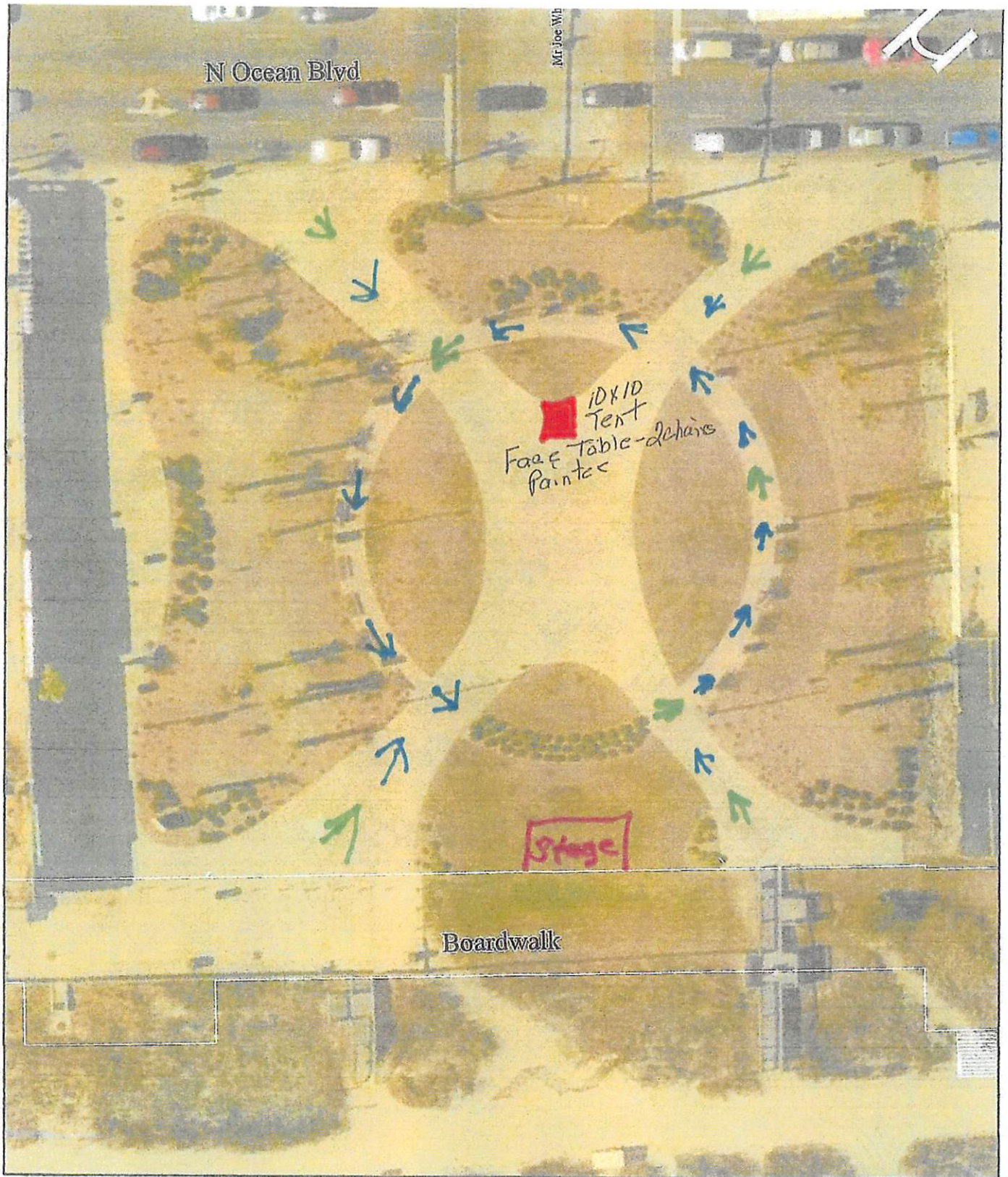


**2018 HOT SUMMER NIGHTS SUMMARY
THE OCEANFRONT BOARDWALK DISTRICT**

START DATE: Monday June 11th, 2018
END DATE: Monday September 3th, 2018
DAYS OF WEEK: Monday, Tuesday, Wednesday, Thursday, Friday, Saturday and Sunday

LOCATIONS: Plyler Park and The Oceanfront Boardwalk
8PM – 11PM

ENTERTAINMENT: Live bands, DJ and or entertainment on the stage, Stilt Walkers, Balloon Artists, Face Painters, Caricature Artist, Coke Team (samplings and games with prizes), Coke Chair, 2 inflatables (TBD)



Justin Plyler Park

Stage
 Still Walker
 Balloon
 Face Painter
 Costumed Char