
1 R2020-9: GRANTING A SPECIAL EVENT PERMIT TO PALMETTO EVENT
2 PRODUCTIONS, INC. ON BEHALF OF CCMF LLC FOR "CAROLINA COUNTRY
3 MUSIC FESTIVAL" ON JUNE 4 - 7, 2020, & AFFIRMING THE CITY'S CO-
4 SPONSORSHIP.

5 **Applicant/Purpose:** Palmetto Event Productions & CCMF LLC/to approve City co-sponsorship of
6 the "Carolina Country Music Fest" ("The Festival").
7

8 **Brief:**

- 9 • Palmetto Event Productions & CCMF LLC has planned the 5th annual "Carolina Country
10 Music Fest", for 6/4/20 - 6/7/20 from 1:00 PM - 11:30 PM.
- 11 • Festival will be held at the Burroughs & Chapin Pavilion Place.
- 12 • Performers include: Darius Rucker, Luke Combs, Eric Church, Jake Owen, etc.
- 13 • Festival will also include food, beverage & merchandise vendors.
- 14 • Festival expected to attract 25,000-35,000 spectators/concert-goers/daily.
- 15 • The Special Events Committee recommends approval.

16
17 **Issues:**

- 18 • The proposed request includes closing:
 - 19 ○ Ocean Blvd b/w 8th & 9th N from Wednesday (6/3) at 8 a.m. - Tuesday (6/9) at 8
20 a.m.
 - 21 ○ 8th N - Parking spaces along westbound lane from Tuesday (6/2) at 8 a.m. -
22 Tuesday (6/9) at noon.
 - 23 ○ 8th N - all lanes from Kings Hwy to Ocean Blvd. (non-parking lanes) from
24 Wednesday (6/3) at 8 a.m. - Monday (6/8) at noon.
 - 25 ○ Chester Street b/w 7th & 8th N & parking lanes - closed from Thursday (6/4) at 8
26 a.m. - Monday (6/8) noon.
 - 27 ○ 9th N - East bound lane & parking spaces along east bound lane from Kings Hwy to
28 Ocean Blvd. from Thursday (6/4) at 6 a.m. - Monday (6/10) at 5 p.m.
 - 29 ○ 8th N beach access from Monday (6/1) at 8 a.m. - Tuesday (6/9) at noon.
 - 30 ○ Boardwalk area entrance from paved parking lot to Boardwalk opening at 8th N.
31 beach access (leaving public access to boardwalk from Saturday 5/30 at 8am -
32 Tuesday 6/9 at noon.
- 33 • Per proposed resolution City Council:
 - 34 ○ Adopts site plan & authorizes Manager to make changes to site plan as necessary.
 - 35 ○ Affirms festival co-sponsorship & agrees to provide certain in-kind services,
36 including the traffic control, road closures, barricades, litter control, heightened
37 Police presence as required, & EMS.
 - 38 ○ Authorizes area businesses to display temporary welcome signs.

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40 **Public Notification:** Normal meeting notification.
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42 **Alternatives:** Amend proposed resolution; deny proposed resolution.
43

44 **Financial Impact:**

- 45 • Festival related business license fees, A-Tax & Hospitality Fee revenues, & TDF
46 estimated at ~\$145k (based on an est. 75% out-of-market ticket sales).
- 47 • The City will collect a fee of \$5.00 from every ticket sold to help defray the public
48 safety cost, estimated to generate in excess of \$150,000.
- 49 • Estimated cost of in-kind event-related public services at ~ \$220k.

50
51 **Manager's Recommendation:** I recommend approval.
52

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

CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA

GRANTING A SPECIAL EVENT PERMIT TO PALMETTO EVENT PRODUCTIONS, INC. ON BEHALF OF CCMF LLC FOR THE "CAROLINA COUNTRY MUSIC FESTIVAL" ON JUNE 4-7, 2020, AND AFFIRMING THE CITY'S CO-SPONSORSHIP.

WHEREAS, Palmetto Event Productions in conjunction with CCMF LLC is planning a fifth annual Country Music event, known as the "Carolina Country Music Festival" (the "Festival") for June 4-7, 2020, from 1:00 PM until 11:30 PM on Thursday, Friday, Saturday and Sunday; and

WHEREAS, the Festival is planned to be held at the Burroughs & Chapin Pavilion Place as indicated in the attached site plan; and

WHEREAS, the Festival will include well known Country Music artists and groups such as Darius Rucker, Luke Combs, Eric Church, Jake Owen and other artists and:

WHEREAS, the Festival will also include food, beverage and merchandise vendors; and

WHEREAS, the Festival is expected to attract 25,000-35,000 spectators and concert-goers per day; and

WHEREAS, the direct City revenues from this event are anticipated to be approximately \$145,000.

NOW, THEREFORE, BE IT RESOLVED that:

1. The "Carolina Country Music Festival" is hereby declared a Special Event to be held on June 4-7, 2020.
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 traffic control, road closures, barricades, litter control, heightened Police presence as required, and EMS at an estimated cost of \$220,000.
5. Pursuant to Section 802.E of the Zoning Ordinance, between May 31 and June 10, 2020, area businesses are authorized to display temporary signs to welcome Festival participants.
6. City Council extends a warm invitation and welcome to area residents and out-of-town visitors to enjoy the "Carolina Country Music Festival" on June 4 - 7, 2020.

SIGNED, SEALED and DATED, this 28th day of January 2020.

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: Carolina Country Music Fest - June 4-7, 2020

2. Type and Purpose of Event: country music festival - destination event

3. Location of Event: Burroughs and Chapin Pavilion Place, b/t 8th and 9th Avenue North, Myrtle Beach, SC

4. Organization: CCMF, LLC

5. Applicant: Amie Lee on behalf of CCMF, LLC

6. <u>Amie Lee</u>	
Primary contact person	Alternate contact person's name
<u>7588 Enterprise Road</u>	_____
<u>Myrtle Beach, SC 29588</u>	_____
Primary address	Alternate address
<u>843.855.0527</u>	_____
Primary telephone/fax number	Alternate telephone/fax number
<u>info@palmettoeventproductions.com</u>	_____
Primary email address	Alternate email address

7. Date(s) of event: _____ Hours of operation: 1-11:30 p.m. varies daily

8. Date of set-up: _____ Take Down Completed By: _____

9. Expected attendance: 25k-32k

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: TBD

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: Tickets range from

14. Entertainment Description (show on site plan): _____

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? _____
street closures and site layout. _____

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, traffic boards, along zipline property towers. _____

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 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 offs, dumpsters, compact trucks, staffing to manage waste management, set-up/breakdown and usage of bike racks.

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: see attached outline

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 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: 12-18-2019 Signature of Applicant: M. Annie Martin Lee

Additional request for the 2020 Carolina Country Music Fest to include with the Special Event Application submitted on Dec. 19, 2019:

STAGE PYROTECHNICS:

We have submitted a completed state application and will request to Fire Marshal Clement for CCMF to be able to execute stage pyro each evening (Friday, Saturday and Sunday nights) around 11:20 p.m. of the 2020 event. In addition to the fire department's approval, we are not asking for any portion of the boardwalk to be closed down. The pyro would be assembled and detonated on scissor lifts within the event perimeter behind the main stage. CCMF would be working again with Pyrotechnico. The stage pyro would be detonated in conjunction with a patriotic song at the end of each night.

SPECIAL OPERATIONS WOUNDED WARRIORS PARTNERSHIP:

CCMF would once again like to partner with the SOWW (Special Operations Wounded Warriors) and Joel Pellicci with our local McDonald's franchises on Saturday, June 6 during festival to have SOWW/Nine Line team do flyover and repel veteran jumper from a helicopter onto the beach between 8th and 9th Avenues North around 6:30 p.m. This will once again generate huge publicity for the destination and event, as national media will want to cover. We would once again coordinate the beach efforts with Col. Tommy Hunt with beach services.

FILMING / JET SKI OPERATIONS:

CCMF request to have two jet skis in use for CCMF promotion and filming purposes between 8th and 9th Avenues North again this year from Friday, June 5 thru Sunday, June 7 from 10 a.m. – 3 p.m. daily closest to the 8th Avenue beach access. Request also includes a 10x10 tent set-up on beach close to sand dunes to store life jackets and equipment.

CCMF and jet ski operator will submit safety plan, staffing credentials and certification, map that shows usage area of the jet skis and a safety check list that will be used in orientation. Shawn Zimmerman with Myrtle Beach Watersports will be managing and executing operations once again.

ZIPLINE TOWER BANNER SIGNAGE:

As we have done the last four years, the CCMF team would like to put a banner up on the zipline tower facing 8th Avenue N. and Kings Highway on Tuesday after Memorial Day (May 26, 2020). The zipline property owners have pre-approved use of the tower to do so. Signage would be taken down by the Tuesday after the event (June 9). Will send banner proof and design to City Staff to approved if request is approved.



The Carolina Country Music Fest requests the following road closures in 2020:

- 1.) Ocean Boulevard between 8th and 9th Avenues North -**
 - a. Requesting closure from Wednesday (6/3) at 8 a.m. through Tuesday (6/9) at 12 p.m.

- 2.) 8th Avenue North – Parking spaces along westbound lane with one lane of west bound adjacent to parking lanes -**
 - a. Requesting closure from Tuesday (6/2) at 8 a.m. through Tuesday (6/9) at noon.

- 3.) 8th Avenue North – all lanes from 17 Business to Ocean Blvd. (the other west bound lane and one east bound land) -**
 - a. Requesting closure from Wednesday (6/3) at 8 a.m. through Monday (6/8) at noon

- 4.) Chester Street between 7th and 8th Avenues North and parking lanes. See attached map showing closure and traffic flow -**
 - a. Requesting closure from Thursday (6/4) at 8 a.m. through Monday (6/8) at noon.

- 5.) 9th Avenue North – East bound lane and parking spaces along east bound lane from 17 Business to Ocean Blvd. -**
 - a. Requesting closure from Thursday (6/4) at 6 a.m. through Monday (6/8) at 5 p.m.

- 6.) 8th Avenue beach access –**
 - a. Requesting closure from Monday (6/1) at 8 a.m. through Tuesday (6/9) at noon

*working on lease agreement with Chris Walker on his lot adjacent to beach access for Sunday, May 31st at 8 a.m. through Tuesday, June 9 at noon.

- 7.) Boardwalk area entrance from paved parking lot to boardwalk opening at 8th Avenue beach access –**
 - a. Requesting closure from Saturday (5/30) at 8 a.m. through Tuesday (6/9) at noon. Will leave room for public to enter/exit the boardwalk.

**Spoke with Henry Bresadola on 12/2/19 on closure dates and times for 2020.*