
1 **R2020-10: GRANTING A SPECIAL EVENT PERMIT TO PALMETTO EVENT**
2 **PRODUCTIONS, INC. ON BEHALF OF THE CITY OF MYRTLE BEACH FOR**
3 **THE “MYRTLE BEACH FOOD TRUCK FESTIVAL-2020” ON APRIL 3-5**
4 **2020, AND AFFIRMING THE CITY’S CO-SPONSORSHIP.**

5 **Applicant/Purpose:** Palmetto Event Productions, Inc. on behalf of the City/ to approve a
6 special event permit for the “Myrtle Beach Food Truck Festival - 2020.”

7
8 **Brief:**

- 9
- 10 • As approved this event is scheduled for 4/3- 4/5, 2020.
 - 11 • The City has planned a food, music & entertainment event known as the “2020 Myrtle
12 Beach Food Truck Festival” for April 3 - 5, 2020, at the Burroughs & Chapin Pavilion
13 Place w/ road closures on Ocean Blvd., b/w 8th & 9th N, including parking lanes on 8th
14 & 9th N.
 - 15 • Activities include:
 - 16 ○ Specialty/culinary food truck vendors.
 - 17 ○ Live entertainment.
 - 18 ○ Kid’s area.
 - 19 ○ Cornhole tournament.
 - 20 ○ Craft beers and wine.
 - 21 • Festival expected to attract 15,000 participants.
 - 22 • The festival is free to attend.
 - 23 • The Special Events Technical Review Committee unanimously recommends approval.

24 **Issues:**

- 25
- 26 • In the proposed resolution Council:
 - 27 ○ Declares Myrtle Beach Food Truck Festival a Special Event.
 - 28 ○ Adopts site plan.
 - 29 ○ Authorizes the City Manager to make minor changes as he deems necessary.
 - 30 ○ Council affirms co-sponsorship of the festival & agrees to provide certain in-kind
31 services, including City stage, venue set-up & take down, waste management,
32 Police & EMS.
 - 33 ○ Authorizes businesses to display temporary welcome signs.
 - 34 ○ Extends welcome to festival participants.

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

36
37 **Alternatives:**

- 38
- 39 • Do not pass resolution.
 - 40 • Amend resolution.

41 **Financial Impact:**

- 42
- 43 • Minor impact on City services (e.g. police & sanitation) relative to what would normally
44 be provided in the absence of the event. (Estimated in-kind services: Parks \$8,280,
45 EMS \$1,420, solid waste \$277 & Police \$1,640 - for a total of \$11,617.)
 - 46 • Increased business license, A-Tax, & hospitality fee revenues attributable to crowds
47 drawn by “Myrtle Beach Food Truck Festival - 2020” event.

48 **Manager’s Recommendation:** I recommend approval.

49
50 **Attachment(s):** Proposed resolution, 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 THE CITY OF MYRTLE BEACH FOR THE “MYRTLE BEACH FOOD TRUCK FESTIVAL-2020” ON APRIL 3-5 2020, AND AFFIRMING THE CITY’S CO-SPONSORSHIP.

WHEREAS, Palmetto Event Productions, Inc. is planning an event on behalf of the City of Myrtle Beach for the “Myrtle Beach Food Truck Festival - 2020” (the “Festival”) for April 3, 2020, from 6:00 P.M. to 10:00 P.M., April 4, 2020 from 11:00 A.M. to 7:00 P.M.; and April 5, 2020 from 11:00 A.M. to 7:00 P.M.; and

WHEREAS, the Festival is planned to be at the Burroughs & Chapin Pavilion Place, with road closures on Ocean Boulevard between 8th & 9th Avenue North, including parking lanes on 8th and 9th Avenues North, as indicated in the attached site plan; and

WHEREAS, the Festival will include specialty/culinary food truck vendors, eating area, live entertainment, cornhole tournament, kids area, craft beers and wine; and

WHEREAS, the Festival is expected to attract 15,000 event participants.

NOW, THEREFORE, BE IT RESOLVED that:

1. City Council hereby declares the “Myrtle Beach Food Truck Festival-2020” a Special Event to be held April 3 - 5, 2020.
2. The attached site plan is hereby adopted by reference.
3. The City Manager is authorized to make minor changes to these plans 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 the City Stage, venue set-up and take down, waste management, Police and EMS.
5. Pursuant to Section 802.e of the Zoning Ordinance, between March 24, 2020 and April 7, 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 “Myrtle Beach Food Truck Festival-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: Myrtle Beach Food Truck Festival - April 3-5, 2020
2. Type and Purpose of Event: food truck festival - open to the public
3. Location of Event: Burroughs and Chapin Pavilion Place, b/t 8th and 9th Avenue North, Myrtle Beach, SC
4. Organization: Palmetto Event Productions Inc on behalf of the City of Myrtle Beach
5. Applicant: Amie Lee, Palmetto Event Productions
6. Amie Lee
- | | |
|--|--|
| <u>Primary contact person</u> | <u>Alternate contact person's name</u> |
| <u>7588 Enterprise Road</u> | |
| <u>Myrtle Beach, SC 29588</u> | |
| <u>Primary address</u> | <u>Alternate address</u> |
| <u>843.855.0527</u> | |
| <u>Primary telephone/fax number</u> | <u>Alternate telephone/fax number</u> |
| <u>info@palmettoeventproductions.com</u> | |
| <u>Primary email address</u> | <u>Alternate email address</u> |
7. Date(s) of event: Friday, April 3- Sunday, April 5, 2020 Hours of operation: Fri 6-10 pm / Sat & Sun 11 - 7
8. Date of set-up: Thursday, April 2, 2020 Take Down Completed By: Tuesday, April 7
9. Expected attendance: 12k-15k
10. Charitable Benefactor (if applicable): Will determine in January 2020
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: _____
14. Entertainment Description (show on site plan): Tribute and Cover Bands - TBA
- 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? Yes. Will work with downtown businesses to communicate
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, etc.

18. Parking requirements:(show on site plan): No. of spaces available n/a No. of handicap n/a
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: this will be its 4th year

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, recycle dumpster, compact trunks, staff 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: Ocean Blvd. between 8th and 9th Avenues North

Day/Dates: Friday, April 3 - Sunday 5

Closing Time: Close - Friday, April 3 at noon

Opening Time: Open - Sunday, April 5 at midnight

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 - (attached)

(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: 12-19-2019 Signature of Applicant: M. Amie Martin Lee

2020 Myrtle Beach Food Truck Festival April 3-5, 2020
April 3 (6-10 p.m.) April 4 & 5 (11 a.m.-7 p.m.)

PJ = Port A John
TAL = Talent
FOH = Front of House
 = Bikeracks
 = Attendee Entry/Exit



Security Plan

Myrtle Beach Food Truck Festival

April 3-5, 2020

Produced by: **Palmetto Event Productions for the City of Myrtle Beach**

The 4th annual Myrtle Beach Food Truck Festival will take place downtown Myrtle Beach between 8th and 9th Avenues North on the Burroughs and Chapin Pavilion Place. The event will consist of three days on Friday, April 3 from 6-10 p.m. and Saturday, April 4 and Sunday, April 5 from 11:00 a.m. to 7:00 p.m. and feature food trucks, food vendors, live bands, kid's activities, cornhole tournament, volleyball tournament, beer & wine sales, and exhibitors/vendors. This event will be open to the public and no entry fee will be required. All vending will be on a cash basis.

The event is requesting four off-duty MB Police Dept. officers for event-security and two EMS personnel from the Myrtle Beach Fire Department during the operational hours of the festival.

Production/event set-up & load-in will begin Thursday, April 2 at 8 a.m. and all exhibitor/vendor load-in will begin on Friday, April 3 at approximately 12 p.m. 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 Friday and Saturday nights NO EARLIER than event closure time. A vendor listing will be sent to city staff in advance of the event.

At this time, road closures requested include Ocean Boulevard between 8th and 9th Avenues North on Friday (4/3) at noon through Sunday (4/5) at midnight.

The event promoter will hire alcoholic beverage servers who are trained and certified in the proper service of alcoholic beverages. The applicant will hire 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.

The City of MB will obtain the proper temporary 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. Beer and/or wine will be sold and consumed in the event area only. No alcoholic beverages will be permitted outside this area. The event promoter will post security and/or trained volunteers to ensure alcoholic beverages do not enter or leave the event area. If a guest refuses to obey these rules, they will be issued 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.

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