
1 **R2021-1: DECLARING THE 2021 MYRTLE BEACH MARATHON AND**
2 **RELATED EVENTS AS A SIGNIFICANT SPORTS TOURISM EVENT TO**
3 **BE HELD ON MARCH 6, 2021, AND TO CONFIRM THE CITY'S CO-**
4 **SPONSORSHIP OF THE EVENT.**

5 **Applicant/Purpose:** staff / to declare MB Marathon as a significant Sports Tourism
6 Event & to confirm City co-sponsorship.

7
8 **Brief:**

- 9 • Council passed 1st resolution supporting Marathon in February 1997.
- 10 • Marathon has been significant winter sports tourism event since that time.
- 11 • 24th MB Marathon scheduled to occur March 6, 2021.
- 12 • Due to COVID-19 protocols there will be not be any pre-race activities the day
13 before, and the Family Fun Run is postponed as well.
- 14 • This year's race will entail a 5K, a half-marathon, and a full marathon. All events
15 will take place on March 6, 2021.
- 16 • Special Events Committee recommendation: approval.

17
18 **Issues:**

- 19 • Proposed resolution:
 - 20 ○ Recognizes MB Marathon as significant Sports Tourism Event & festival
21 occasion.
 - 22 ○ Authorizes area businesses to display temporary welcoming signs.
 - 23 ○ Approves City co-sponsor. City to provide course-set up & take-down &
24 traffic control along race course.
 - 25 ○ Extends welcome to all Marathon participants.
- 26 • This is a very significant event to bring visitors here during a slower period.

27
28 **Public Notification:** Normal meeting notification.

29
30 **Alternatives:** Do not approve Marathon.

31
32 **Financial Impact:**

- 33 • Direct visitor spending of event projected to be ~ \$1,668,534.
- 34 • City taxes & business license fees projected to be ~ \$31,227.
- 35 • City will receive \$5 fee per full/half runner projected to be ~ \$15,000 - \$20,000.
- 36 • City event related expenses ~ \$104,916. (Parks/Special Events - \$56,416; Solid
37 Waste - \$1,600, Police \$46,900).

38
39 **Manager's Recommendation:** I recommend approval.

40
41 **Attachment(s):** Proposed resolution, & course maps.

RESOLUTION R2021-1

**CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA**

**DECLARING THE 2021 MYRTLE BEACH
MARATHON AND RELATED EVENTS AS A
SIGNIFICANT SPORTS TOURISM EVENT
TO BE HELD ON MARCH 6, 2021, AND TO
CONFIRM THE CITY'S CO-SPONSORSHIP
OF THE EVENT.**

WHEREAS, City Council, on February 25, 1997, passed a resolution supporting the First Myrtle Beach Marathon; and

WHEREAS, the Marathon has been a significant winter sports tourism event since that time; and,

WHEREAS, in 2020 approximately 3,750 athletes plus approximately 6,100 spectators took part in the 23rd Myrtle Beach Marathon which yielded direct visitor spending estimated at \$1.7 million; and

WHEREAS, the total governmental revenues associated with this level of visitor spending is approximately \$154,000 (including approximately \$31,300 for the City of Myrtle Beach); and

WHEREAS, the 24th Myrtle Beach Marathon is scheduled to occur in the City of Myrtle Beach on March 6, 2021; and

WHEREAS, the Marathon will include a 5K, a half marathon, and full marathon, on Saturday, March 6, 2021.

WHEREAS, because of COVID-19 the Family Fun Run has been postponed for 2021.

NOW THEREFORE, it is resolved that:

1. The Myrtle Beach Marathon is hereby recognized by City Council to be a Significant Sports Tourism Event.
2. The City Council agrees to co-sponsor this event. In recognition of this co-sponsorship the City agrees to provide course set up and take-down and traffic control along the race course during the event at an expected cost of approximately \$105,000.
3. The City Council extends a warm welcome to all Myrtle Beach Marathon participants.

SIGNED, SEALED and DATED, this 12th day of January, 2021.

BRENDA BETHUNE, MAYOR

ATTEST:

JENNIFER ADKINS, CITY CLERK

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: 2021 Myrtle Beach Marathon

2. Type and Purpose of Event: Marathon, Half Marathon and 5k to deliver an exceptional fitness event experience while driving economic impact to the city of Myrtle Beach

3. Location of Event: Ticket Return Field, Broadway at the Beach

4. Organization: Capstone Event Group, Inc. dba Myrtle Beach Marathon LLC

5. Applicant: Greyson Feurer

<u>Greyson Feurer</u> Primary contact person 3803-B Computer Drive, Suite 204 Raleigh, NC 27609 Primary address 910-622-5222 Primary telephone/fax number greyson@capstoneraces.com Primary email address	<u>Cory Michel</u> Alternate contact person's name N/A Alternate address 619-430-3060 Alternate telephone/fax number cory@capstoneraces.com Alternate email address
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7. Date(s) of event: March 6, 2021 Hours of operation: 7am-1:30pm

8. Date of set-up: March 2 - March 6, 2021 Take Down Completed By: March 6, 2021

9. Expected attendance: 3,000-4,000 race participants, zero additional spectators for 2021 event

10. Charitable Benefactor (if applicable): Grand Strand Running Club
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?
Digital marketing, traditional marketing, print, TV

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: All runners will pay an entry fee online prior to the event. Entry fees range from \$25/runner to \$150/runner

14. Entertainment Description (show on site plan): Same as years prior - we arrange for or provide all sound and electrical equipment

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? In past years we have effectively communicated with all adjacent property owners to ensure a mutually navigable race weekend.

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. Signs will be placed throughout the race course, including directional arrow markings and mile markings. Additional instructional signage will be utilized as necessary.

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.
*We coordinate with City of Myrtle Beach and Broadway at the Beach each year to ensure adequate parking

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.

All food will be prepared or purchased off-site and delivered to race site by contracted vendors or by race staff. Participant food will be pre-packaged by staff ahead of the event adhering to health guidelines

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: 1998-present

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.)

*Medical plan will be consistent with years past

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: Event staff and volunteers closely monitor trash during event hours, and dispose of all trash appropriately in rented receptacles.

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

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 site plan

Day/Dates: March 6, 2021- 6:30am-2:00pm

Closing Time: Variable

Opening Time: Variable

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: 11/09/2020 Signature of Applicant: *Hayden Dewar*



2021 Myrtle Beach Marathon

Event Resources



2021 Course Map (All Distances): [Click Here](#)

2021 Marathon Course Map: <https://www.mapmyrun.com/routes/view/3357966166>

2021 Half Marathon Course Map: <https://www.mapmyrun.com/routes/view/3358002274>

2021 5k Course Map: <https://www.mapmyrun.com/routes/view/3357882067>

2021 Runners First/Last Timeline: [Click Here](#)

2021 Start/Finish Line: [Click Here](#)

2021 Event Changes Overview



The following changes are planned for the 2021 event with participant health and safety in mind.

- No Health and Wellness Expo to eliminate crowding. Runners will receive their bibs via mail prior to the event.
- No finish line festival. After crossing the finish line, runners will have the opportunity to pick up their medals, shirt, water and receive a pre-packaged bag of food. Runners will also have the opportunity to interact with approved vendors before exiting the venue.
- Staggered start times and corrals to allow for social distancing at the start line and on the course.
- Runners will be instructed to wear masks at the start line and after crossing the finish line.
- No spectators and no Family Fun Run at the finish line venue. Family Fun Run will take place virtually in 2021.
- Increased hand washing/sanitizing stations at the start and finish line.
- No gear check to eliminate crowding and minimize person-to-person contact

2021 Route Changes Overview



All of the following route changes have been reviewed and approved by the Myrtle Beach Police Department.

- All distances start further down Robert Grissom toward 10th Avenue to reach correct distance (0.3 miles).
- 5k route has been adjusted to start and finish at Pelicans Stadium - same as other two distances. This adjustment eliminates shuttle routes.
- Half Marathon and Full Marathon follow Farrow Parkway to an out and back at Forbus Court, eliminating route through businesses in Market Common.
- Full Marathon route removes detour through business/residential section between 48th and 44th Ave (0.54 miles). Distance is made up on existing out and back on Granddaddy Drive (0.27 miles).

2021 Timing Changes



- With COVID-19, our plan is to start runners in wave starts to allow for social distancing on the course.
- Full turn-by-turn timeline [can be found here](#).

Adjusted Start Line

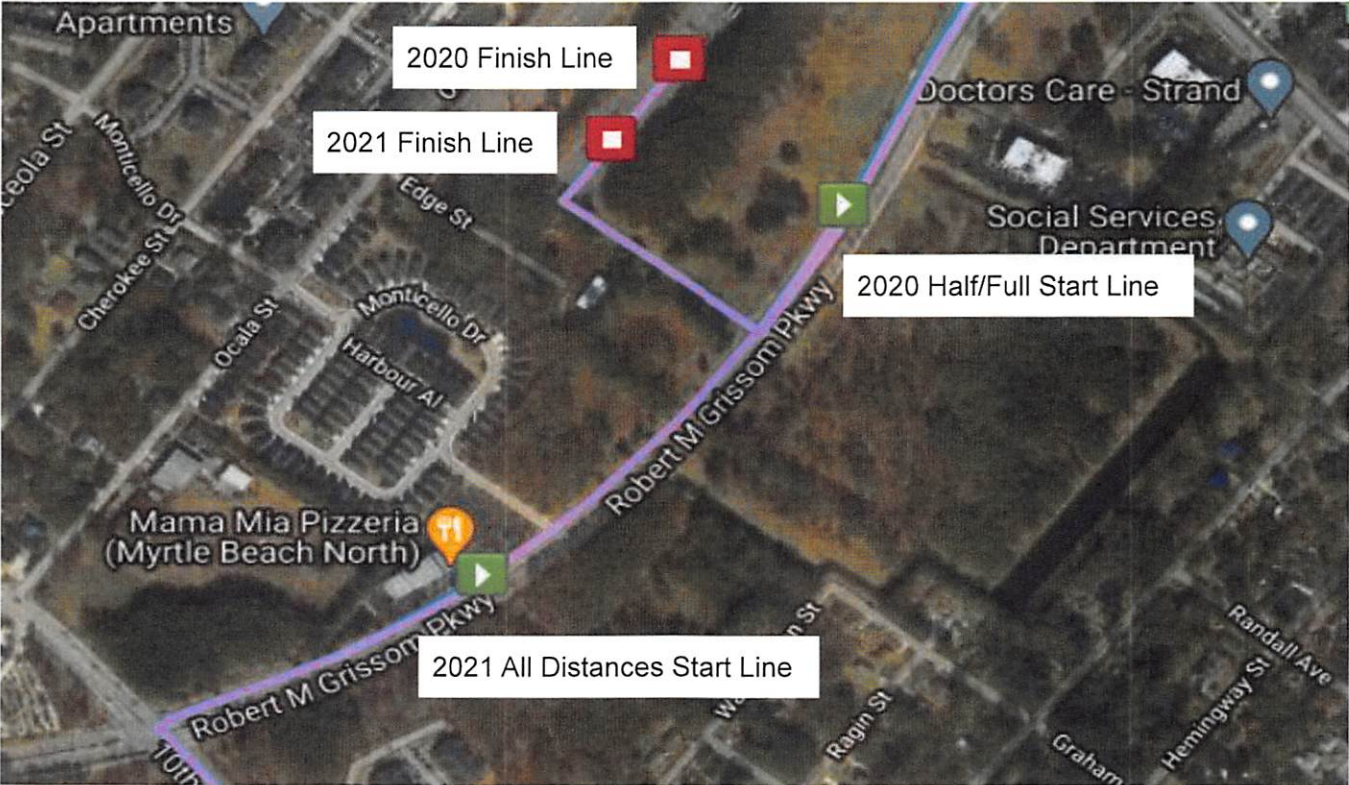


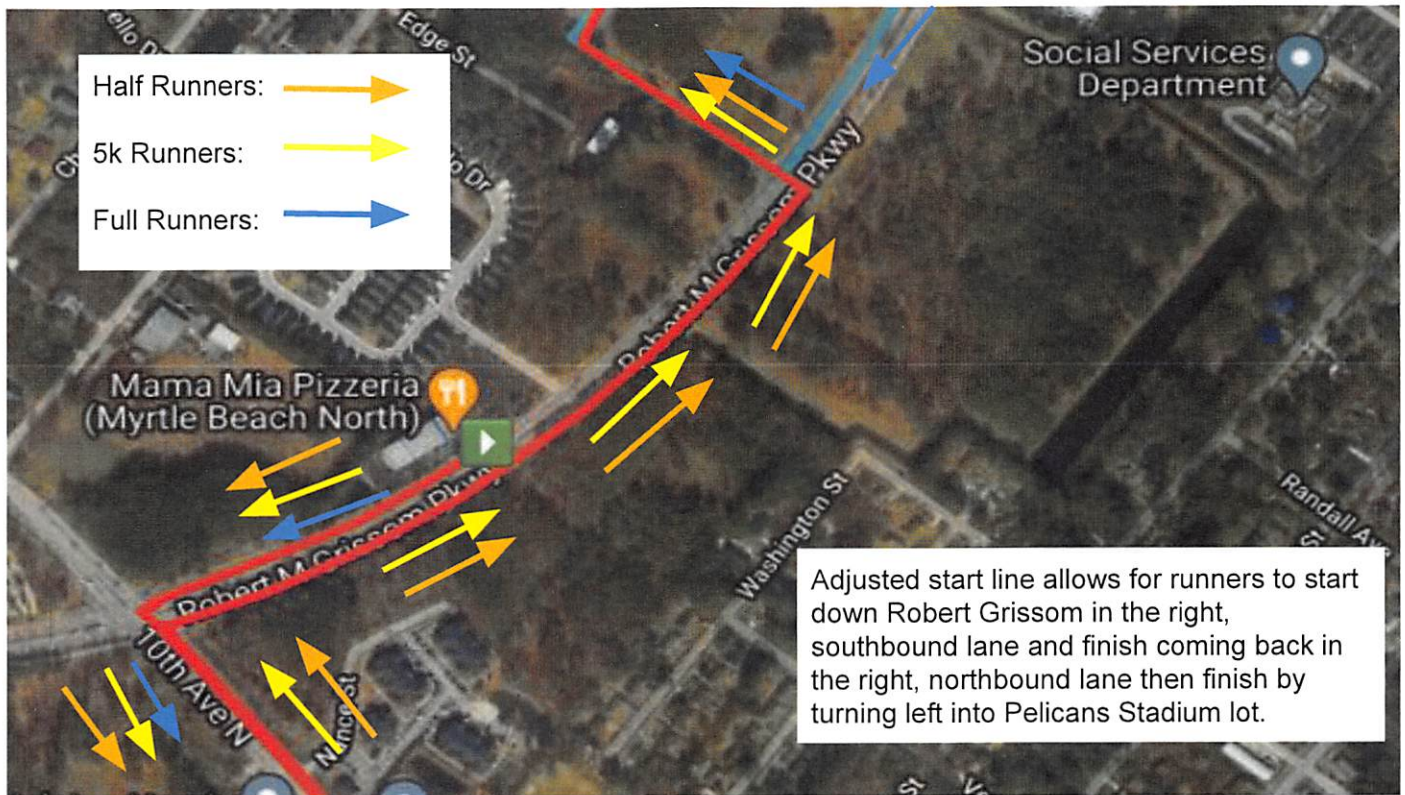
- Shared start line for all distances moved 0.3 miles down Robert Grissom.
- Adjusted start line allows for all distances to start down Robert Grissom in the right, southbound lane. Half Marathon and 5k runners finish coming back in the right, northbound lane then finish by turning left into Pelicans Stadium lot.

Adjusted Finish Line



- The finish line for all distances has been moved approximately 300 feet closer to the entrance of the Pelicans parking lot to reach correct distance with adjusted routes.





5k Route Overview



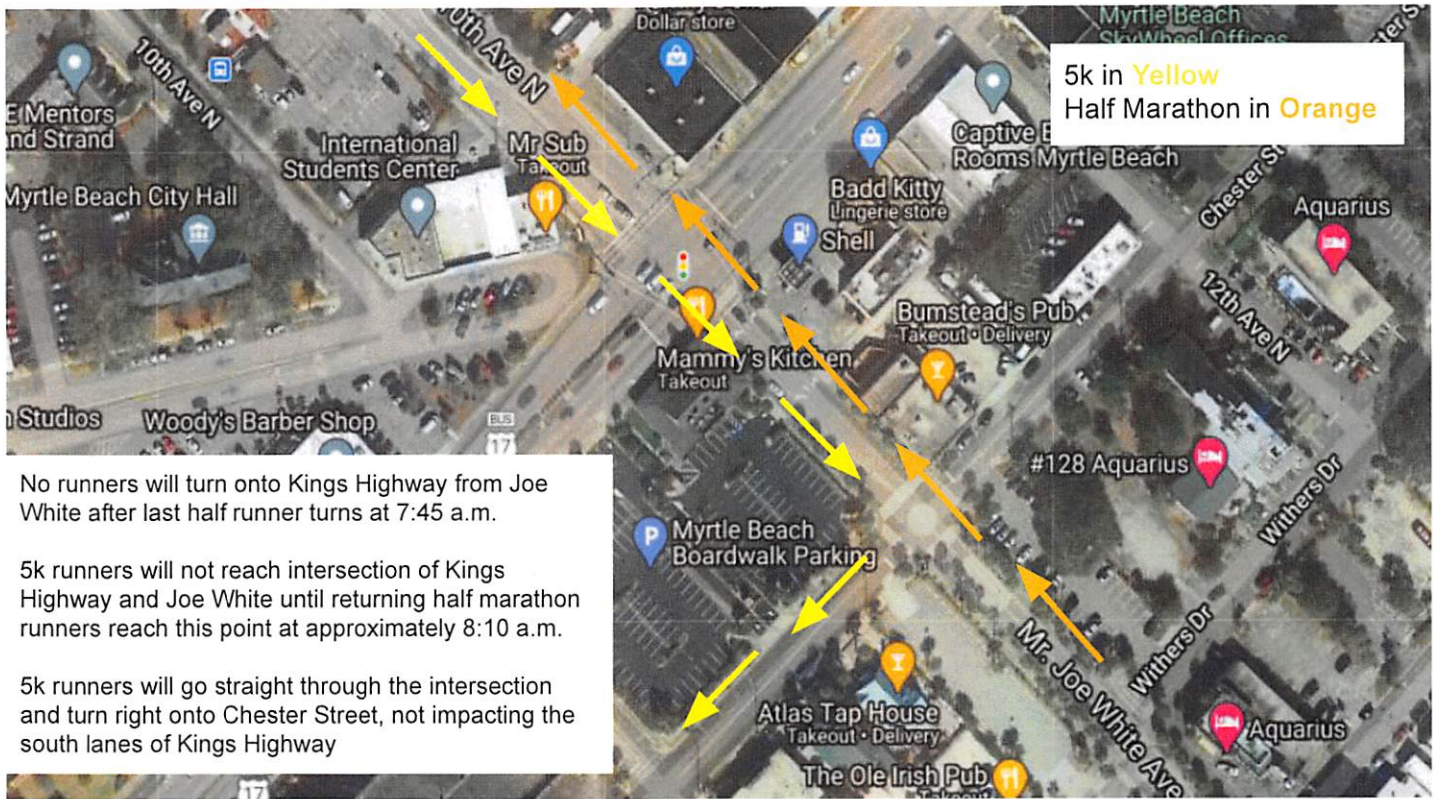
- 5k route has been adjusted to start and finish at Pelicans Stadium - same as other two distances.
- Change allows for operational relief during COVID-19 and simplified pre-race process for runners (no need for 5k shuttles, no separate start line, no runners on boardwalk).
- New route will utilize Chester Street and 9th Ave N to avoid impact on Kings Highway after Full and Half runners turn right.
- 5k runners will use the inside left lane from Chester around the block to 10th to not coincide with half/full runners in the right lane heading down Ocean



5k Route Timing

- 2021 start times: 8:05 - 8:13 a.m.
- From 7:45 - 8:06 a.m., no runners will be on Joe White, allowing 21 minutes for police to meter cars through and relieve traffic congestion.
- 5k runners will not reach intersection of Kings Highway and Joe White until Half Marathon runners are already returning through this intersection at 8:10 a.m.
- Final 5k runner will finish the race by 8:59 a.m.



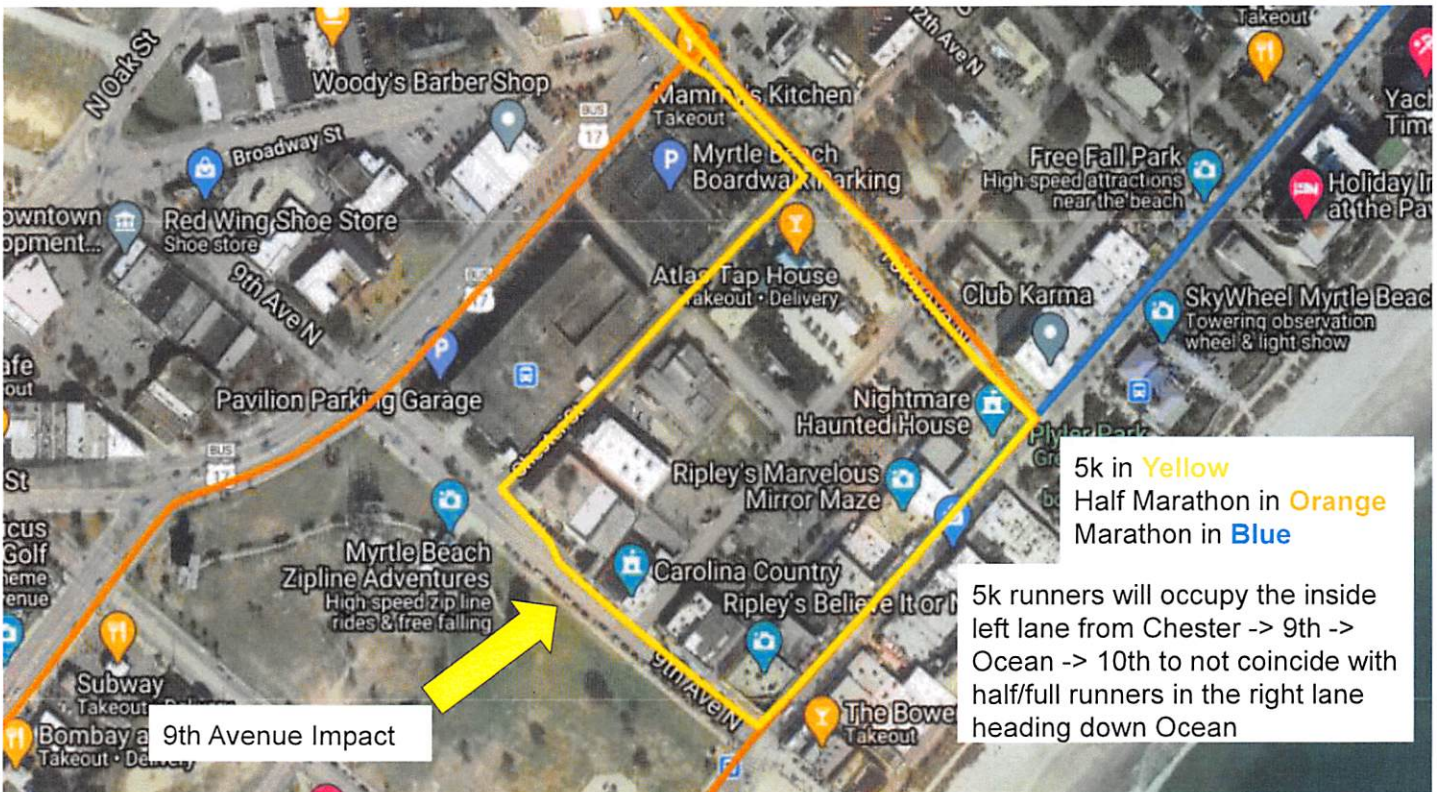


5k in **Yellow**
 Half Marathon in **Orange**

No runners will turn onto Kings Highway from Joe White after last half runner turns at 7:45 a.m.

5k runners will not reach intersection of Kings Highway and Joe White until returning half marathon runners reach this point at approximately 8:10 a.m.

5k runners will go straight through the intersection and turn right onto Chester Street, not impacting the south lanes of Kings Highway



5k in **Yellow**
 Half Marathon in **Orange**
 Marathon in **Blue**

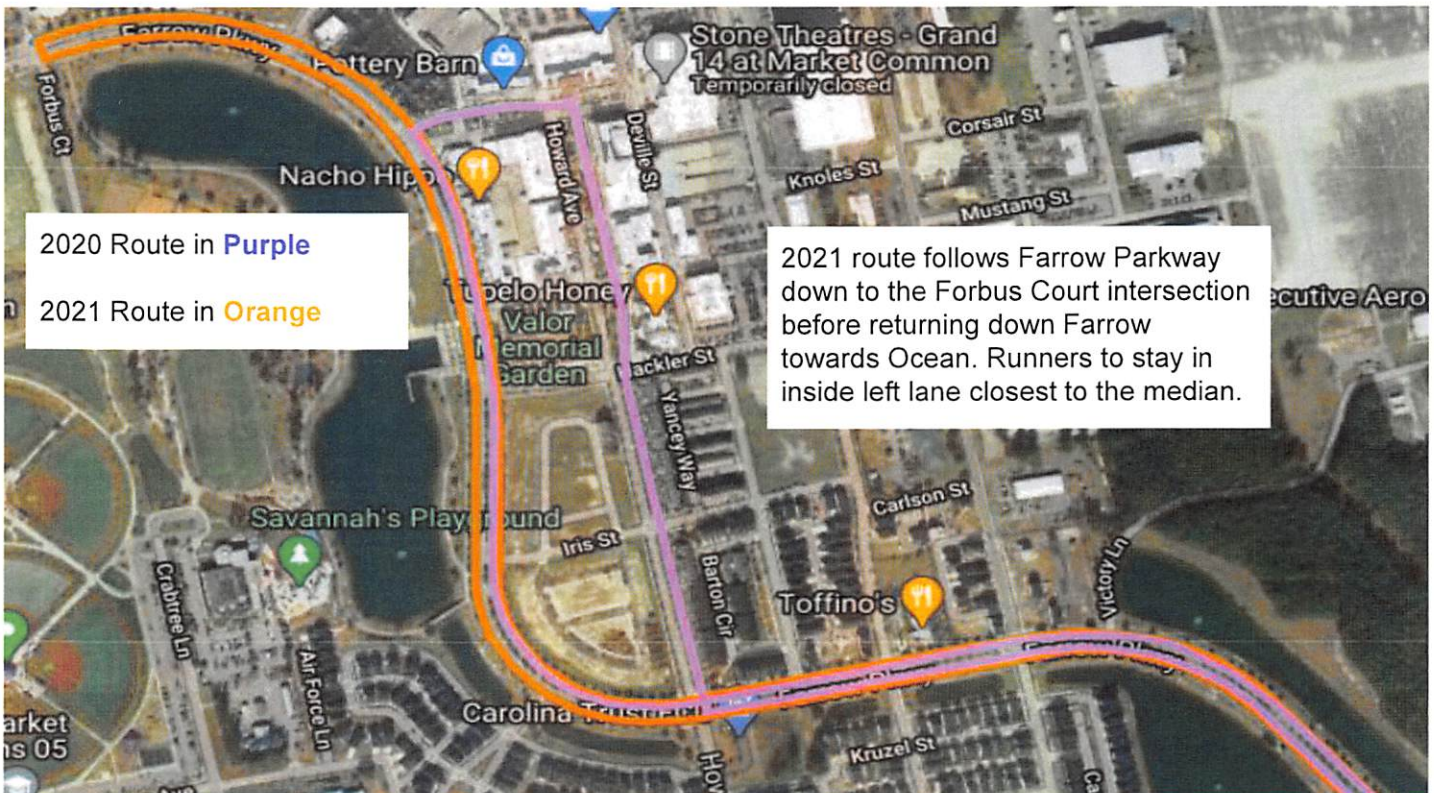
5k runners will occupy the inside left lane from Chester -> 9th -> Ocean -> 10th to not coincide with half/full runners in the right lane heading down Ocean

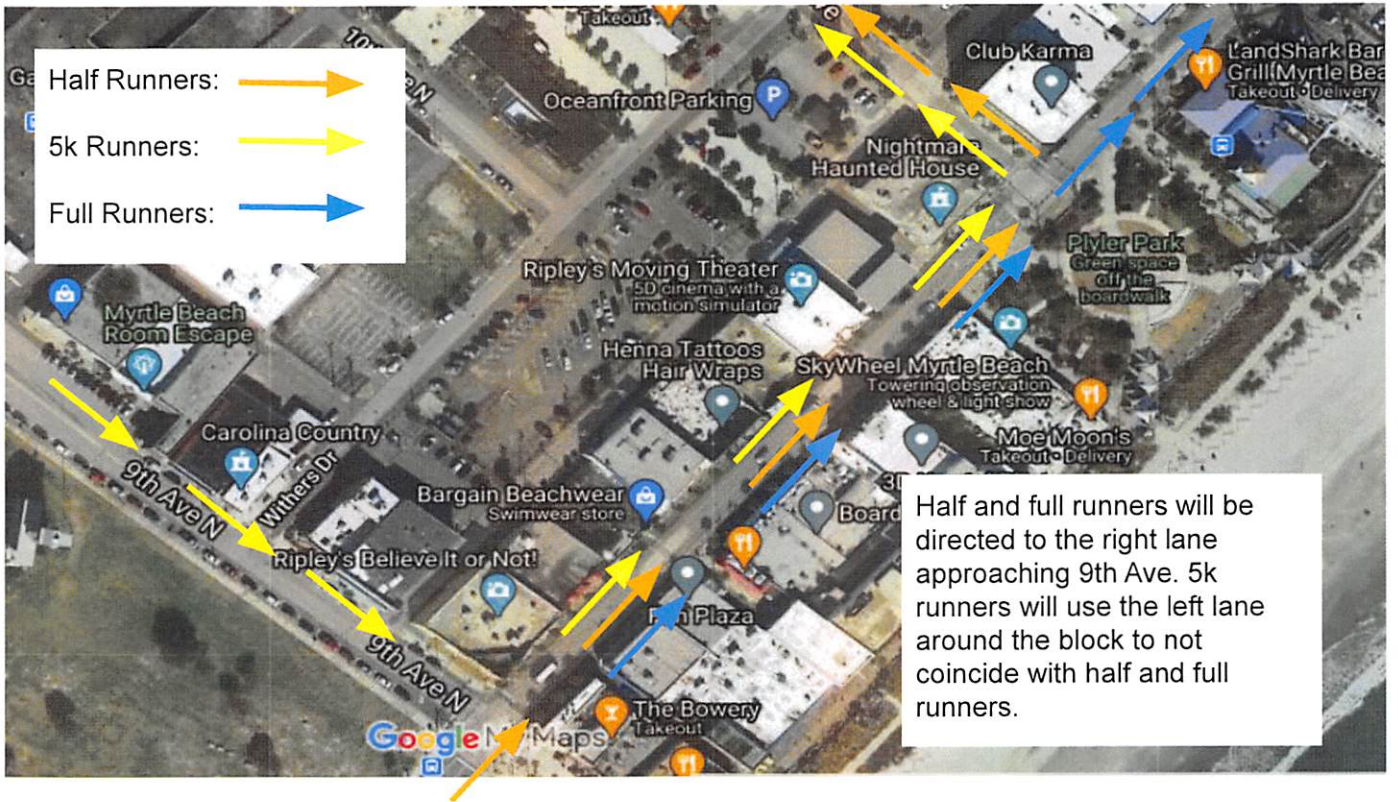
9th Avenue Impact



Half Marathon Timing and Overview

- 2021 start times: 7:10 - 7:30 a.m.
- Follows exact same route as previous years with exception of adjusted start line on Robert Grissom and new out and back on Farrow Parkway, removing route through businesses in Market Common.
- Runners will be directed to stay in the right lane heading down Ocean toward 10th Ave to not coincide with 5k runners.
- Final Half Marathon runner will finish at 10:46 a.m. Joe White will be clear of all runners at 10:40 a.m.





Marathon Timing and Overview



- 2021 start times: 7:00 - 7:08 a.m.
- 2021 changes include adjusted start line on Robert Grissom, new out and back on Farrow Parkway (same as half marathon).
- 2021 route also removes detour through business/residential section between 48th and 44th Ave (0.54 miles). Distance is made up on existing out and back on Granddaddy Drive (0.27 miles).

