

August 27, 2019 - Presented for approval.

1 **R2019-43: RESOLUTION DESIGNATING THE 2019 SOUTH ATLANTIC SHRINE**  
 2 **ASSOCIATION ANNUAL CONFERENCE AS A CITYWIDE FESTIVAL FROM**  
 3 **SEPTEMBER 15-21, 2019, AND AFFIRMING THE CITY'S CO-SPONSORSHIP OF**  
 4 **THE EVENT.**

5 **Applicant/Purpose:** Staff/ to designate the event as a festival & to affirm City co-sponsorship  
 6 of SASA Annual meeting.

7  
 8 **Brief:**

- 9 • Shriners are a fraternal organization w/~310,000 members located in US, Canada,
- 10 Germany, Mexico, Panama, Puerto Rico, & the Philippines.
- 11 • Shriners support 22 children's hospitals serving 1,000,000+ children since 1922.
- 12 • South Atlantic Shrine Association (SASA) is comprised of 48,000 Nobles from 20
- 13 different Shrine Centers located in SC, NC, VA, GA, WV, KY & TN.
- 14 • SASA has held its annual meeting in the City on several occasions, including the 1st
- 15 annual meeting in 1974 & will hold its 45<sup>TH</sup> annual meeting in Myrtle Beach during week
- 16 of 9/16/19.
- 17 • Event attracts - 20,000 Nobles, plus their Ladies & other family members.
- 18 • SASA plans to open several events to the public, including a golf outing, a sub-
- 19 association competition, a marketplace, & parade.

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 21 **Issues:**

- 22 • This year's proposal includes a Saturday afternoon early evening parade & picnic beach
- 23 bash concert on 9/21/19.
- 24 • Resolution expresses Council's:
  - 25 • Appreciation to SASA for selecting Myrtle Beach as site of 45<sup>th</sup> Annual Meeting &
  - 26 welcome to event participants.
  - 27 • Designation of week of 9/16/19 as citywide festival for purpose of authorizing
  - 28 welcoming banner display.
  - 29 • Approval of reasonable variance to the noise ordinance during the beach bash
  - 30 on 9/21/19.
  - 31 • Approval to provide certain in-kind services, delivery & set-up of barricades
  - 32 along the parade route & additional trash receptacles.
  - 33 • Approval of parade review stand on Ocean Boulevard at a site to be determined
  - 34 by SASA & City Manager.
  - 35 • Extension of allowable hours for parade from 4 to 6 hours & approval to hold
  - 36 the parade during afternoon & early evening hours on 9/21/19.
  - 37 • Approval of the use of the Landmark Resort parking lot for trailers.
  - 38 • Authorization for SASA to solicit in non-solicitation area beginning 1 hour prior
  - 39 to & ending 1 hour after parade (no beach solicitation).
  - 40 • Best wishes to SASA for a successful meeting & invitation to return to Myrtle
  - 41 Beach as often as possible.

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

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 45 **Alternatives:** None considered.

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 47 **Financial Impact:** City revenues & taxes relating to weeklong stay for 15 - 20k event  
 48 participants in mid-September.

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

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 52 **Attachment(s):** Proposed resolution.

**RESOLUTION R2019-43**

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

**RESOLUTION DESIGNATING THE 2019  
SOUTH ATLANTIC SHRINE ASSOCIATION  
ANNUAL CONFERENCE AS A CITYWIDE  
FESTIVAL FROM SEPTEMBER 15 - 21,  
2019, AND AFFIRMING THE CITY'S CO-  
SPONSORSHIP OF THE EVENT.**

WHEREAS, Shriners International is a fraternal organization of approximately 310,000 members located in the United States, Canada, Germany, Mexico, Republic of Panama, Puerto Rico and the Philippines; and

WHEREAS, Shriners support 22 children's hospitals which have significantly improved the lives of more than one million children since 1922; and

WHEREAS, the South Atlantic Shrine Association (SASA) is comprised of 48,000 Nobles (members) from 20 different Shrine Centers located in South Carolina, North Carolina, Virginia, Georgia, West Virginia, Kentucky and Tennessee; and

WHEREAS, SASA has held its annual meeting in the City of Myrtle Beach on several occasions, including the first annual meeting in 1974; and

WHEREAS, SASA will hold its 45<sup>th</sup> annual meeting in the City of Myrtle Beach during the week of September 16, 2019; and

WHEREAS, this event is expected to attract approximately 20,000 Nobles, in addition to their Ladies and other family members; and

WHEREAS, SASA plans to host several events that will be open to the public during this week, including a golf outing, competitions among the sub-associations, a marketplace, and a parade; and

WHEREAS, SASA plans to host a picnic beach bash concert on Saturday September 21, 2019; and

NOW THEREFORE, IT IS RESOLVED that:

1. The Myrtle Beach City Council expresses its appreciation to SASA for selecting Myrtle Beach as the site of the 45<sup>th</sup> Annual Meeting and extends a hearty "welcome" to SASA as an organization and to each of the Nobles, their Ladies and their families.
2. The City Council designates the week of September 15<sup>th</sup> through the 21<sup>st</sup>, 2019, as a Citywide festival in conjunction with this event for the purpose of authorizing the display of banners at private business locations welcoming the Shriners, SASA, the sub-associations, individual shrine centers and other related groups to the City and/or to that business.

- 1 3. Also pursuant to this designation, City Council approves a reasonable  
2 variance to the noise ordinance during the beach bash scheduled for  
3 September 21<sup>st</sup>.  
4  
5 4. City Council also approves certain in-kind services, which will include  
6 delivery and set-up of barricades along the parade route and additional  
7 trash receptacles.  
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9 5. City Council also approves the placement of a parade review stand on the  
10 public right-of-way of South Ocean Boulevard at a site to be mutually  
11 determined and agreed upon by SASA and the City Manager.  
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13 6. City Council also approves the extension of the allowable hours for the  
14 parade from four (4) hours (as stated in Sect. 19-160 (c) (1) [g]) to six (6)  
15 hours for the parade to move from its point of origin to its point of  
16 termination.  
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18 7. City Council also approves the parade being held during the morning and  
19 afternoon hours of September 21, 2019.  
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21 8. City Council also approves the use of a parking lot at the Landmark Resort  
22 for parking of trailers.  
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24 9. In order to benefit the Shriners Hospitals for Children the City Council  
25 authorizes SASA the right to accept charitable donations and distribute  
26 goods in connection thereof along the parade route in the protected zone  
27 defined in Chapter 14, Article XI of the City Code, for a period beginning  
28 one hour prior to the parade and concluding one hour after the parade  
29 ends. No solicitation shall take place on the beach.  
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31 10. The City Council extends its best wishes to SASA for a most successful  
32 meeting and extends an open invitation to return to Myrtle Beach as often  
33 as possible in the future.  
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35 SIGNED AND SEALED this 27<sup>th</sup> day of August 2019.  
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38 \_\_\_\_\_  
39 BRENDA BETHUNE, MAYOR  
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41 ATTEST:  
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JENNIFER STANFORD, CITY CLERK