
1 **R2021-003: ALLOWING HORSES TO BE RIDDEN ON THE BEACH DURING**
2 **THE 40TH ANNUAL AMERICAN HEART ASSOCIATION BEACH RIDE ON**
3 **NOVEMBER 6, 2021.**

4 **Applicant/Purpose:** American Heart Association / to set a date for the 40th annual
5 Beach Ride-A-Thon fund-raiser.

6
7 **Brief:**

- 8 • American Heart Association has sponsored the Ride-A-Thon since 1981.
- 9 • City Code prohibits horses on the beach w/out a permit.
- 10 • The Special Events Committee recommendation: Unanimous.

11
12 **Issues:**

- 13 • Proposed resolution approves permit for November 6, 2021, w/limitations:
 - 14 ○ Beach access/departure only at specific points (as approved by
 - 15 Manager).
 - 16 ○ Riders must follow specific route (as approved by Manager).
 - 17 ○ Riding on dunes prohibited.
 - 18 ○ Groups cannot exceed 6 horses & riders.
 - 19 ○ All debris (including horse excrement) must be removed.

20
21 **Public Notification:** Normal meeting notification.

22
23 **Alternatives:**

- 24 • Amend the proposed resolution.
- 25 • Deny the proposed resolution.

26
27 **Financial Impact:** None.

28
29 **Manager's Recommendation:** I recommend approval.

30
31 **Attachment(s):** Proposed resolution.

RESOLUTION R2021-3

CITY OF MYRTLE BEACH
COUNTY OF Horry
STATE OF SOUTH CAROLINA

ALLOWING HORSES TO BE RIDDEN ON
THE BEACH DURING THE 40th
AMERICAN HEART ASSOCIATION BEACH
RIDE ON NOVEMBER 6, 2021.

WHEREAS, the American Heart Association has for a number of years conducted fund raising within the City of Myrtle Beach during which horses are ridden on the public beach; and

WHEREAS, Section 5-3 of the Code of Ordinances of the City of Myrtle Beach provides that it is unlawful, without a permit, for any person to ride a horse on the public beach.

NOW, THEREFORE, IT IS RESOLVED that a permit is hereby granted for horses to be ridden on the public beach on November 6, 2021, as sponsored and controlled by the American Heart Association subject to the following conditions:

1. The specific route to be followed by the horses on the beach and to gain access to and depart from the beach must be approved in advance of the event by the City Manager.
2. Riding across or on any primary or secondary sand dune on the beach is prohibited; and
3. Not more than six horses and riders are to be in a single group at any time.

AND IT IS FURTHER RESOLVED that as a condition of this permit, the American Heart Association shall be required to clean the beach and all city rights-of-way upon which the event impacts to remove any and all debris of any kind - in particular all horse excrement.

SIGNED AND SEALED 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: 40th Annual American Heart Association Beach Ride

2. Type and Purpose of Event: Participants head north from Lakewood Campground to 54th Ave. North (in front of Mermaid Inn)

3. Location of Event: Lakewood Camping Resort

4. Organization: American Heart Association

5. Applicant: American Heart Association Beach Ride

<u>Sara Nelson</u> Primary contact person <u>1113 44th Ave. North Suite 200</u> <u>Myrtle Beach, SC 29577</u> Primary address <u>843-282-2911</u> Primary telephone/fax number <u>Sara.Nelson@Heart.org</u> Primary email address	<u>Debbie Shaw</u> Alternate contact person's name <u>1113 44th Ave. North Suite 200</u> <u>Myrtle Beach, SC 29577</u> Alternate address <u>843-282-2901</u> Alternate telephone/fax number <u>Deborah.Shaw@Heart.org</u> Alternate email address
---	---

7. Date(s) of event: November 6, 2021 Hours of operation: 8am-6pm

8. Date of set-up: November 6, 2021 Take Down Completed By: 6pm

9. Expected attendance: 1,200

10. Charitable Benefactor (if applicable): American Heart Association
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?
media partners, social media

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: _____
The event is privately held at Lakewood Campground. Participants are required to raise a minimum amount to attend.

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? We try and communicate the event to as many hotels as possible and have had a partnership in the past with the Myrtle Beach Chamber of Commerce.

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

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: _____ 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.

We serve lunch to attendees at 2nd Ave. Pier

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: 40th Anniversary..the event has taken place since 1981.

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: AHA will provide volunteers to handle clean up above the high tide line. We need permission for 2 ATV's on the beach in order to make this happen.

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: ordinance allowing horses on the beach

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: 12/01/2020 Signature of Applicant: Sara Nelson Digitally signed by Sara Nelson
Date: 2020.12.01 16:30:59 -05'00'

40th Annual AHA Beach Ride- November 6th, 2021

Security Plan

The 40th Annual American Heart Association Beach Ride is held each fall at Lakewood Campground. Attendees camp for 5 days and raise funds for the AHA. The event brings in over 2,000 individuals from all over the country and raises over a quarter of a million dollars each year for the American Heart Association. The highlight of the event is the celebratory 20 mile ride on the beautiful beaches of Myrtle Beach. For the 20 mile ride we do not have vendors in the city of Myrtle Beach and alcohol is not served.

As far as security, we have a large number of volunteers on site during the ride. Many ride alongside participants on horseback. In year's past, at the recommendation of MB Police Beach Patrol, we also provide a motorized vehicle with staff monitoring riders and helping with clean up. We would like to be able to work with the city to be able to do this again. We work closely with the Beach Patrol staff during the Ride. We do not need EMS onsite but would be happy to speak with them to ensure we are doing everything as safely as possible.

We plan to serve lunch on the beach at the 2nd Ave. Pier to riders from 11:30am-1:00pm. We will staff lunch with volunteers and clean up. As in year's past, all riders will be required to stay below high tide line. If allowed, we will have a motorized vehicle and volunteers riding on beach both during and after the ride to clean up any mess left above the tide line and will work closely with MB Beach Patrol.



Dunes Golf and Beach Club

Grand Strand Medical Center

Publix Super Market at Village Shops at...

Pine Lakes Country Club

Dunes Village Resort

The Pavilion Park

Myrtle Beach Pinball Museum

Helicopter Adventures

Sam's Club

Costco Wholesale

Plyler Park
Green space off the boardwalk

Myrtle Beach

Carolina Forest

World Tour Golf Links

Pine Island

River Oaks Golf Plantation

Medieval Times

Coastal Grand Mall

Myrtle Beach International Airport

Family Kingdom Amusement Park

Whispering Pines

Valor Memorial Garden

Barc Parc South
14-acre dog park with a lake & lawns

Myrtle Beach State Park

turn around

start/end (city limits)