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1 **R2019-39: RESOLUTION GRANTING A SPECIAL EVENT PERMIT TO**  
2 **CROSSROADS EVENT PRODUCTIONS INC, FOR THE “2019 MYRTLE BECH**  
3 **JAZZ FESTIVAL” OCTOBER 4, THRU OCTOBER 6, 2019, AND AFFIRMING**  
4 **THE CITY’S CO-SPONSORSHIP.**

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5 **Applicant/Purpose:** Crossroads Event Production Inc. is planning the “Myrtle Beach  
6 Jazz Festival” to bring locals & tourists to the BTW community to experience musical  
7 culture/diversity & to confirm City co-sponsorship.

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9 **Brief:**

- 10 • Crossroads Events Productions Inc. proposes a food, music & entertainment  
11 event known as the “Myrtle Beach Jazz Festival” for 10/4 -6 on Carver Street  
12 b/w 18th N & 21<sup>st</sup> N from 10 a.m. to Midnight, each day. Activities include:  
13 ○ Food Vendors.  
14 ○ Live entertainment.  
15 ○ Beer Garden.  
16 • Temporary signage / flags will be displayed throughout the BTW Neighborhood  
17 throughout September, including banners at both ends of Carver Street.  
18 • Festival is expected to attract 5,000 participants over 3 days.  
19 • The Special Events Technical Review Committee Recommends approval.

20  
21 **Issues:**

- 22 • In proposed resolution Council:  
23 ○ Declares Myrtle Beach Jazz Festival a Special Event.  
24 ○ Adopts site plans.  
25 ○ Authorizes Manager to make minor changes as deemed necessary.  
26 ○ Affirms co-sponsorship of the Festival & agrees to provide certain in-  
27 kind services, including venue set-up/take down, waste management,  
28 Police & EMS.  
29 ○ Authorizes businesses to display temporary welcome signs.  
30 ○ Extends welcome to festival participants.

31  
32 **Public Notification:** Normal meeting notification.

33  
34 **Alternatives:**

- 35 • Do not pass resolution.  
36 • Amend resolution.

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38 **Financial Impact:**

- 39 • Minor impact on City services (e.g. police & sanitation) relative to what would  
40 normally be provided in the absence of the event. (Est. in-kind services:  
41 Parks/Special Events \$13,160, Police \$7,840, MBPW \$2,400, EMS \$1,840 for a  
42 total of \$25,240).  
43 • Increased business license, A-Tax, & hospitality fee revenues attributable to  
44 crowds drawn by “Myrtle Beach Jazz Festival” event.

45  
46 **Manager’s Recommendation:** I recommend approval.

47  
48 **Attachment(s):** Proposed resolution, application, & site plan.

CITY OF MYRTLE BEACH  
COUNTY OF HORRY  
STATE OF SOUTH CAROLINA

RESOLUTION GRANTING A SPECIAL EVENT PERMIT TO CROSSROADS EVENTS PRODUCTIONS, INC. FOR THE "2019 MYRTLE BEACH JAZZ FESTIVAL" OCTOBER 4, 2019 THRU OCTOBER 6, 2019, AND AFFIRMING THE CITY'S CO-SPONSORSHIP.

WHEREAS, Crossroads Event Productions, Inc. is planning an event known as the "2018 Myrtle Beach Jazz Festival, October 4, 2019 thru October 6 , 2019 from 10:00 AM to Midnight each day and

WHEREAS, the Festival is planned to be on Carver Street (Between 18<sup>th</sup> Avenue N. to 21<sup>st</sup> Avenue N.) as indicated in the attached site plan; and

WHEREAS, the Festival will include food and merchandise vendors, live entertainment, and a beer garden; and

WHEREAS, the Festival is expected to attract 5,000 event participants over the entire three days; and

WHEREAS, Carver Street will be closed, between 18<sup>th</sup> Avenue N. and 21<sup>st</sup> Avenue N., October 3, 2019 at 12 noon to 1pm on October 7, 2019.

NOW, THEREFORE, BE IT RESOLVED that:

1. City Council hereby declares the "2019 Myrtle Beach Jazz Festival" a Special Event to be held from October 4, 2019 to October 6, 2019.
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 special event, and agrees to provide certain in-kind services, including City Stage, waste management pick-up and disposal, delivery of metal barricades, light tower, police, fire & EMS and marketing
5. Pursuant to Section 802.e of the Zoning Ordinance, between September 27, 2019, and, October 7, 2018 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 "2019 Myrtle Beach Jazz Festival".

SIGNED, SEALED and DATED, this 13th day of August, 2019.

\_\_\_\_\_  
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 Jazz Festival

2. Type and Purpose of Event: Music/Food/Dance

3. Location of Event: Carver St. between 21st Ave. and 18th Ave.

4. Organization: Crossroads Events Productions

5. Applicant: Mickey James/Crossroads

<u>Mickey James</u> Primary contact person	<u>Ericka James</u> Alternate contact person's name
<u>1205 Washington St.</u> Myrtle Beach, SC	
Primary address	Alternate address
<u>743-340-2018</u> Primary telephone/fax number	<u>843-457-7796</u> Alternate telephone/fax number
Primary email address	Alternate email address

7. Date(s) of event: 10/4-10/6 2019 Hours of operation: 10am-midnight

8. Date of set-up: 10/3/2019 Take Down Completed By: 10/7/2019

9. Expected attendance: 5000

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: \_\_\_\_\_

11. How will you publicize the event?  
Radio, 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: Donations

14. Entertainment Description (show on site plan): Bands, DJ, Speakers

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? The community has supported this event for 3 years

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

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: Carver St. Festival location Times: 10am-midnight

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 Better Brands Address 908 Jackson St.

Telephone 843-626-9402

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 Crossroads Event Productions Inc. Address PO Box 3139, Myrtle Beach, SC, 29578

Telephone 843-340-2018

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.

food will be prepared by CEP for volunteers and committee members, it will not be sold.

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**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: 3 years

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**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: Public Work Staff, Volunteers and committee members will clean area

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

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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: Carver St. 18th ave to 21st Ave.

Day/Dates: 9/3/2019 - 9/7/2019

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Closing Time: 12pm

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Opening Time: 1pm

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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: Applicant is requesting a noise variance

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## 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: \_\_\_\_\_ Signature of Applicant: \_\_\_\_\_

Additional applications/licenses or permits required:

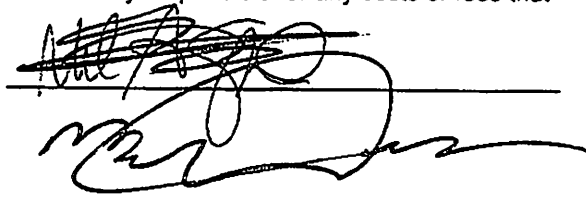
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Date Submitted: ~~6/26/19~~  
7/23/19

Signature of Applicant: 



# 2019 Myrtle Beach Jazz Festival 2019 Site Plan.

Location of the stage and tents may change according to the timeline of the Charlie's Place site redevelopment plan. ~~May 2, 2018~~  
~~plan B if we can't drive on the grass 6/11/2018~~



Vendor Tents min. of 5 feet apart- along Carver Street with the intent of not blocking residential's driveways with vendors.

- B&W - Beer and Wine Tent 225 Feet from stage
- Stage - Main performance stage area **on Carver street**
- VIP Tent 63.5 feet from stage
- KIDZ Zone

- Trash Receptacles
- Kidz Zone