

---

1 **2023-17 (2<sup>nd</sup> READING): GRANTING A FRANCHISE AGREEMENT FOR**  
2 **OPERATION OF RENTAL BUSINESS OF CONVEYANCES REGULATED BY**  
3 **CHAPTER 12, ARTICLE V OF THE CODE OF ORDINANCES OF MYRTLE BEACH**  
4 **TO SARAH YAKOEL D/B/A/ GIL SCOOTER/EVRY LLC, LOCATED AT 109 SOUTH**  
5 **KINGS HIGHWAY, MYRTLE BEACH, SC 29577, FOR A PERIOD OF ONE YEAR.**  
6 **THE AGREEMENT INCLUDES 20 GOLF CART DECALS.**

---

7 **Applicant/Purpose:** Staff/to regulate the # & location of golf cart & moped rental businesses  
8 by franchising their operations.

9  
10 **Brief:**

- 11 • After experiencing several weekends when the # of moped/golf cart rentals & conduct  
12 of the operators became a serious issue, Council imposed a moratorium on increasing  
13 the # of such conveyances.
  - 14 ▪ For 2023 franchisee is requesting 20 golf cart plates, the same # as was  
15 awarded in 2022.
  - 16 ▪ For 2017 the # of mopeds was capped at the # that each company had in  
17 service during the summer of 2016.
  - 18 ▪ For 2017 the # of golf carts was capped at the # each company had in service  
19 for 2016 + the # already ordered at the time the moratorium was imposed.
- 20 • Ordinance 2017-56, approved 1/9/18 in consultation w/ the business owners, approved  
21 the framework of a franchise agreement similar to the system in place for taxis.
- 22 • The franchise ordinance requires annual renewals.
- 23 • No changes since 1<sup>st</sup> reading.

24  
25 **Issues:**

- 26 • Franchising allows Council to restrict the # of mopeds & golf carts available for rental,  
27 as well as the location of each rental business.
- 28 • Under the franchise terms each conveyance will be issued a City “plate” similar to a  
29 license plate. These plates assist law enforcement to track operational violations.
- 30 • This proposed ordinance:
  - 31 ▪ Sets the location for rental conveyances.
  - 32 ▪ Sets the # of rental conveyances allowed/location.
- 33 • Agreement is for a 1-year period, & must be re-approved annually.

34  
35 **Public Notification:** Normal meeting notification

36  
37 **Alternatives:**

- 38 • Modify proposed ordinance.
- 39 • Deny ordinance.

40  
41 **Financial Impact:** Annual franchise fee of \$10/plate issued.

42  
43 **Manager’s Recommendation:**

- 44 • I recommend 1<sup>st</sup> reading (3.14.23)
- 45 • I recommend approval (3.28.23)

46  
47 **Attachment(s):** Ordinance, franchise agreement, & franchise application.  
48

CITY OF MYRTLE BEACH  
COUNTY OF HORRY  
STATE OF SOUTH CAROLINA

GRANTING A FRANCHISE AGREEMENT  
FOR OPERATION OF RENTAL BUSINESS  
OF CONVEYANCES REGULATED BY  
CHAPTER 12, ARTICLE V OF THE CODE  
OF ORDINANCES OF MYRTLE BEACH TO  
SARAH YAKOEL D/B/A GIL  
SCOOTER/EVERY LLC, LOCATED AT 109  
SOUTH KINGS HIGHWAY, MYRTLE  
BEACH, SC 29577, FOR A PERIOD OF  
ONE YEAR. THE AGREEMENT INCLUDES  
20 GOLF CART DECALS.

WHEREAS, pursuant to the exercise of its police power the City shall require a franchise for the rental and operation of rental conveyances on the highways, streets, alleys and public ways within its police power jurisdiction; and

WHEREAS, the City had determined that the delivery of these services can be provided most effectively and efficiently through the grant of a non-exclusive franchise; and

THEREFORE, PURSUANT TO THE FRANCHISE POWER OF THE CITY OF MYRTLE BEACH, the City of Myrtle Beach grants a Franchise Agreement for Operation of Conveyances to SARAH YAKOEL D/B/A GIL SCOOTER/EVERY LLC, LOCATED AT 109 SOUTH KINGS HIGHWAY, MYRTLE BEACH, SC 29577, FOR A PERIOD OF ONE YEAR. THE AGREEMENT INCLUDES 20 GOLF CART DECALS.

This ordinance shall take effect immediately upon adoption.

\_\_\_\_\_  
BRENDA BETHUNE, MAYOR

ATTEST:

\_\_\_\_\_  
JENNIFER ADKINS, CITY CLERK

First reading: 3-14-23  
Second reading: 3-28-2023