

**R2021-11: RESOLUTION AUTHORIZING THE CITY MANAGER TO EXECUTE A MEMORANDUM OF UNDERSTANDING BETWEEN THE CITY AND ONE GRAND STRAND FORMALIZING THE NATURE OF THE PARTNERSHIP BETWEEN THESE ORGANIZATIONS AND REFERS TO ALL DOWNTOWN PLANS COLLECTIVELY AS THE MYRTLE BEACH REDEVELOPMENT PLANS.**

**Applicant/Purpose:** Staff / to enter into a MOU with One Grand Strand.

**Brief:**

- In March, 2019 the City adopted the Benchmark Downtown Master Plan.
- Subsequent to the adoption of the Benchmark Plan, the City engaged LS3P to advance the Benchmark Plan and put more detail to it and further develop the design of neighborhoods/districts.
- On December 1, 2020 One Grand Strand presented to the community and City Council its downtown development framework
- Included in the framework was the creation of a Placemaking Organization, or PMO
- Neither the private nor the public sectors can revitalize or redevelop a downtown alone. All successful downtown development/redevelopment is a collaborative effort between the private and public sectors.

**Issues:**

- This MOU establishes a working relationship between the City, One Grand Strand and the Placemaking Organization.
- The MOU speaks to:
  - Communication, Collaboration, and Transparency between the parties;
  - Primary Focus Areas:
    - Downtown District Management
    - Advancing Downtown Development and Revitalization
  - Roles and Responsibilities are outlined
  - Funding of the PMO is discussed
  - Process issues
- The MOU is a formal document that reflects the current intentions of the parties, but neither the MOU or its acceptance is legally binding on any of the parties.
- As is the case with any plan, there will be modifications/amendments to the plan over time as things on the ground change.

**Public Notification:**

- OGS made a community presentation to City Council on 12.1.20.
- Normal City Council meeting notification.

**Alternatives:**

- Do not approve the Resolution and MOU
- Modify the Resolution and/or MOU

**Financial Impact:** The public funding component of the PMO consists of:

- Municipal Improvement District
- Public Safety Enhancement Fee
- Hospitality Fees

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

**Attachment(s):** Proposed Resolution and MOU.

RESOLUTION R2021-11

CITY OF MYRTLE BEACH  
COUNTY OF HORRY  
STATE OF SOUTH CAROLINA

RESOLUTION AUTHORIZING THE  
CITY MANAGER TO EXECUTE A  
MEMORANDUM OF UNDERSTANDING  
BETWEEN THE CITY AND ONE  
GRAND STRAND FORMALIZING THE  
NATURE OF THE PARTNERSHIP  
BETWEEN THESE ORGANIZATIONS  
AND REFERS TO ALL DOWNTOWN  
PLANS COLLECTIVELY AS THE  
MYRTLE BEACH REDEVELOPMENT  
PLANS

WHEREAS, the central business district, including the oceanfront, Broadway Street and Withers Swash neighborhood, once served as the city of Myrtle Beach's original commercial and residential hub as well as the primary tourism amusement area for the entire Grand Strand; and

WHEREAS, over time, these areas experienced loss of business and community relative to other parts of the city, and some of the structures in these aforementioned areas have deteriorated through dilapidation; and

WHEREAS, the lack of activity, business and pedestrian, has created a stagnant appearance with resulting concerns about redevelopment and the overall positive image; and

WHEREAS, City Council has confirmed to restore these aforementioned areas to a prominent role in the community, as well as to enhance their character and create a prime location for tourism, entertainment, arts and culture, and neighborhood activity; and

WHEREAS, toward this end the City issued a Request for Proposals to select an urban planning and design consulting firm to lead a new Downtown Master Plan process and to help establish a vision for the future of this vitally important central business district; and

WHEREAS, the selected consulting team, Benchmark Planning, began its work in July 2018, listening closely to City Council, members of the business community, and hundreds of property owners, residents and other stakeholders; and;

WHEREAS, upon the adoption of the Downtown Master Plan on March 12, 2019 next steps involved the implementation which allowed the City to take the original Downtown Master Plan and design it to become an actionable plan; and

WHEREAS, LS3P was hired through a Request for Proposal to be the lead architect for the city projects and has developed an Advanced Plan that gives an amended, more specific blueprint to guide the City in design and development of an expanded study area that depicts proposed neighborhoods/districts that can be prioritized and phased as the implementation progresses; and

WHEREAS, the One Grand Strand Downtown Development Framework, was presented to City Council and the community on December 1, 2020; and

1 WHEREAS, on December 8, 2020 City Council adopted the One Grand Strand Downtown  
2 Development Framework relating to the governance of the downtown; and  
3

4 WHEREAS, that Framework further highlights the necessity of moving forward with the  
5 implementation of the overall plans, identifies complementary redevelopment areas and  
6 strategies in the broader community, and recommends designating a non-profit public-private  
7 entity to lead and coordinate the downtown redevelopment efforts in collaboration with the city;  
8 and  
9

10 NOW, THEREFORE, THE CITY OF MYRTLE BEACH HEREBY RESOLVES THAT:

- 11 1. Henceforth re-terms all plans (i.e., the Benchmark Plan, the Advanced Master Plan, and  
12 the One Grand Strand Downtown Development Framework) the Myrtle Beach Downtown  
13 Redevelopment Plan.
- 14 2. Authorizes the City Manager to sign the attached Memorandum of Understanding with  
15 One Grand Strand and to continue to work collaboratively on redeveloping the greater  
16 downtown area.  
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20 SIGNED AND SEALED this 23<sup>rd</sup> day of March 2021.  
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26 BRENDA BETHUNE, MAYOR  
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29 ATTEST:  
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JENNIFER ADKINS, CITY CLERK