



**City of Myrtle Beach**  
SOUTH CAROLINA

November 24, 2022

Mayor and City Council  
City of Myrtle Beach  
10th Avenue N. and Broadway  
Myrtle Beach, SC

***RE: Recommendations for Tourism Expenditure Grants***

Honorable Mayor Brenda Bethune and Members of City Council:

The Accommodations Tax Advisory Committee has reviewed all grant applications properly submitted to it for the fiscal year 2022-2023. When considering this year's recommendations, we took into account an increase in the estimated revenue. When making funding recommendations, we as an Advisory Committee have always strived to be good stewards of taxpayer funds.

The Committee is pleased to forward to Council recommendations in support of many diverse programs-including museums, outdoor and sporting activities, cultural arts, and musical entertainment-that will be available to our residents and tourists, youth and adults alike, in the following year. We have also recognized the City's request for funding to provide public safety, water quality monitoring, convention center marketing and beach re-nourishment. Subsequent to review, investigation and discussion, the Committee makes the following funding recommendations:

**Motions to Recommend Accommodations Tax Funding:**

Abraham Productions, Inc. - \$0.00  
Baseball at the Beach Tournament - \$25,000  
Beach Ball Classic - \$30,000  
Beach United FC - \$15,000  
Carolina Master Chorale - \$30,000  
Claire Chapin Epps YMCA - \$30,000  
Coastal Futbol Alliance - \$15,000  
Coastal SC Volleyball Tournaments - \$4,000  
Crossfit Beach Throw Down - \$5,000  
Crossroads Event Productions, Inc. - \$30,000  
Dayson Diamond Youth Foundation (Seafood Festival) - \$10,000  
Edventure (formerly Children's Museum of SC) - \$20,000  
Engaging Mind Services, Inc. - \$20,000  
Franklin G. Burroughs - Simeon B. Chapin Art Museum - \$50,000  
FPC Concert Series - \$15,000  
Grand Strand Bicycle Club - \$5,000  
Grand Strand Juniors - \$15,000  
Keepers Foundation (Caribbean Jerk Festival) - \$6,000

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CITY OF MYRTLE BEACH / P.O. BOX 2468 / MYRTLE BEACH, SOUTH CAROLINA 29578-2468

Keepers Foundation (International Cultural Festival) - \$7,000  
Long Bay Symphony - \$50,000  
Long Bay Symphony/Champion Autism Network - \$5,000  
Long Bay Theatre - \$16,000  
Myrtle Beach Film Festival - \$5,000  
Myrtle Beach Food Truck Festival - \$10,000  
Myrtle Beach Jeep Jam - \$15,000  
Myrtle Beach Mini Marathon - \$5,000  
Myrtle Beach Golf Holiday (MB World Amateur) - \$10,000  
Myrtle Beach Shrine Club (Smoke on the Beach) - \$7,500  
North - South Game Committee, Inc. - \$20,000  
Ocean Front Merchants Association - \$200,000  
Omar Shriners - \$10,000  
Palmetto Studios Arts Alliance - \$20,000  
Sonshine Recovery Ministries (Concert of Hope) - \$7,500  
South Atlantic Shrine Association - \$40,000  
The Arts Grand Strand (Myrtle Beach Cultural Calendar) - \$1,000  
Varna International Music Academy (Grand Strand Music Festival) - \$40,000  
Waccamaw Arts & Crafts Guild - \$10,000  
Waves of Praise Gospel Festival (Coastal Broadcasting) - \$30,000

City of Myrtle Beach – \$7,301,500 total for public safety programs, water quality monitoring, Convention Center marketing, Beach Re-nourishment debt service and the 4<sup>th</sup> Avenue North Ocean Outfall Project debt service.

We look forward to seeing these items on Council's agenda soon and will be happy to make ourselves available to discuss these recommendations with you at that time.

Sincerely,



Mary B. Henry, Chairman  
Myrtle Beach Accommodations Tax Advisory Committee

cc: Jonathan (Fox) Simons, City Manager  
Michelle B. Shumpert, Chief Financial Officer  
Michael D. Price, Financial Analyst, Senior



**City of Myrtle Beach  
Accommodations Tax Allocations for 2022-23**

<b>Est. Revenues</b> (reviewed, October 4, 2022)	
Accommodations Tax <sup>1</sup>	12,500,000
	-
Interest	<u>2,500</u>
<b>Total Est. Revenues</b>	<b>12,502,500</b>
<b>Est. Expenditures</b>	
City of Myrtle Beach (Sec. 6-4-10(1)) <sup>2</sup>	25,000
City of Myrtle Beach (6-4-10 (2)) <sup>3</sup>	623,750
City of Myrtle Beach 2019 Proviso No. 109.11	1,871,625
Chamber of Commerce (6-4-10 (3)) <sup>4</sup>	<u>1,871,625</u>
<b>Total Statutory Allocations</b>	<b>4,392,000</b>
<b>Total Revenues Less Statutory Allocations</b>	
Allocation to Tourism Related Expenditures (6-4-10(4)(a))	8,110,500
Promotional Funds from prior year allocations	<u>25,000</u>
<b>Total Est. Expenditures</b>	<b>8,135,500</b>

<sup>1</sup> Ordinance No. 2022-28 adopted June 14, 2022

<sup>2</sup> City receives statutory allocation of the first \$25,000.

<sup>3</sup> City receives statutory allocation of 5% of revenues after the first 25,000 are deducted.

<sup>4</sup> Promotional allocation of 15% of revenue after the first \$25,000 is deducted then, paid to Chamber of Commerce for advertising and promotion of tourism.

<sup>5</sup> Remainder of revenue plus interest goes to a special fund for Tourism-Related Expenditures.

**Tourism Expenditure Applications  
and Recommendations**

2023

		Request	Committee Recommendation	
<b>I</b>	<b>A</b>	<b>8,135,500</b>	<b>8,135,500</b>	
1	x	Abraham Productions, Inc.	50,000	-
2	x	Baseball at The Beach	55,000	25,000
3	x	Beach Ball Classic, Inc.	60,000	30,000
4	x	Beach United FC	30,000	15,000
5	x	Carolina Master Chorale	30,000	30,000
6	x	Claire Chapin Epps Family YMCA	50,000	30,000
7	x	Coast Futbol Alliance	30,000	15,000
8	x	Coastal SC Volleyball Tournaments	7,500	4,000
9	x	Crossfit Beach Throw Down	25,000	5,000
10	x	Crossroads Event Productions, Inc.	75,000	30,000
11	x	Dayson Diamond Youth Foundation (Seafood Festival)	45,000	10,000
12	x	Edventure (formerly Children's Museum of SC)	35,000	20,000
13	x	Engaging Mind Services, Inc.	38,000	20,000
14	x	F. G. B. - S. B. C. Art Museum	100,000	50,000
15	x	FPC Concert Series	15,000	15,000
16	x	Grand Strand Bicycle Club	15,000	5,000
17	x	Grand Strand Juniors	30,000	15,000
18	x	Keepers Foundation (Caribbean Jerk Festival)	12,000	6,000
19	x	Keepers Foundation (International Cultural Festival)	23,500	7,000
20	x	Long Bay Symphony	75,000	50,000
21	x	Long Bay Symphony/Champion Autism Network	15,000	5,000
22	x	Long Bay Theatre	16,000	16,000
23	x	Myrtle Beach Film Festival	20,000	5,000
24		Myrtle Beach Food Truck Festival	15,000	10,000
25	x	Myrtle Beach Jeep Jam	15,000	15,000
26	x	Myrtle Beach Mini Marathon	7,500	5,000
27	x	Myrtle Beach Golf Holiday ( MB World Amateur)	40,000	10,000
28	x	Myrtle Beach Shrine Club (Smoke on the Beach)	10,000	7,500
29	x	North South Game Committee, Inc.	30,000	20,000
30	x	Ocean Front Merchants Association	200,000	200,000
31	x	Omar Shriners	25,000	10,000
32	x	Palmetto Studio Arts Alliance	50,000	20,000
33	x	Sonshine Recovery Ministires (Concert of Hope)	12,000	7,500
34	x	South Atlantic Shrine Association	99,000	40,000
35	x	The Arts Grand Strand (Myrtle Beach Cultural Calendar	1,000	1,000
36	x	Varna International Music Academy (Grand Strand Music Festival)	96,000	40,000
37	x	Waccamaw Arts & Crafts Guild	38,000	10,000
38	x	Waves of Praise Gospel Festival (Coastal Broadcasting)	132,000	30,000
		<b>Sub-Total</b>	<b>1,622,500</b>	<b>834,000</b>

T = Tourism generating agencies

A = Arts Organizations, which may or may not generate tourism

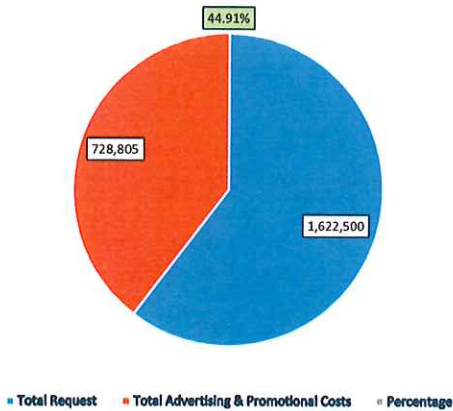
**City of Myrtle Beach**

39	Sports Tourism Department	65,000	25,000
	Activation of Public Spaces	-	-
40	4th Avenue Outfall Project	320,000	320,000
41	2007 Beach Renourishment Project (Reach 2)	133,911	133,911
42	Beach Monitoring	62,000	62,000
"	Convention Center Marketing	550,000	550,000
"	Dunes Management	-	-
"	Three(3) Ladder Truck Companies - Fire Dept.	2,507,800	-
"	Waterfront Patrol - OFD (Oceanfront District)	7,935,118	5,525,289
"	Beach Services (Emergency Personnel & Equip)	685,300	685,300
	<b>Sub-Total</b>	<b>12,259,129</b>	<b>7,301,500</b>
	<b>Total</b>	<b>13,881,629</b>	<b>8,135,500</b>
	Surplus (Deficit) of Available Funds	(5,746,129)	-

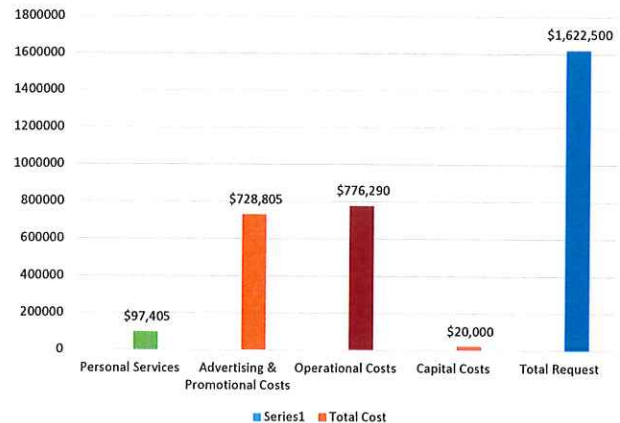
Information derived from the FY 2022-23 Application, Exhibit A.  
 BUDGET OF PROJECT EXPENDITURES

<u>Applicant</u>	<u>Personal</u>	<u>Advertising &amp; Promotional</u>	<u>Operational</u>	<u>Capital</u>	<u>Total</u>
	<u>Services</u>	<u>Costs</u>	<u>Costs</u>	<u>Costs</u>	<u>Request</u>
	\$ 97,405	\$ 728,805	\$ 776,290	\$ 20,000	\$ 1,622,500
Abraham Productions, Inc.	-	20,000	30,000	-	50,000 ✓
Baseball at The Beach	4,000	6,000	45,000	-	55,000 ✓
Beach Ball Classic, Inc.	-	10,000	50,000	-	60,000 ✓
Beach United FC	-	30,000	-	-	30,000 ✓
Carolina Master Chorale	6,000	12,000	12,000	-	30,000 ✓
Claire Chapin Epps Family YMCA	-	10,000	20,000	20,000	50,000 ✓
Coast Futbol Alliance	-	30,000	-	-	30,000 ✓
Coastal SC Volleyball Tournaments	-	-	7,500	-	7,500 ✓
CrossFit Beach Town Throw Down	-	15,000	10,000	-	25,000 ✓
Crossroads Event Productions, Inc.	-	11,000	64,000	-	75,000 ✓
Dayson Diamond Youth Foundation	-	10,000	35,000	-	45,000 ✓
EdVenture Education Everyone	-	35,000	-	-	35,000 ✓
Engaging Minds Service	11,200	13,700	13,100	-	38,000 ✓
F. G. B. - S. B. C. Art Museum	20,000	60,000	20,000	-	100,000 ✓
FPC Concert Series	500	5,750	8,750	-	15,000 ✓
Grand Strand Bicycle Club	-	5,000	10,000	-	15,000 ✓
Grand Strand Juniors	-	5,000	25,000	-	30,000 ✓
The Keepers Foundation (Caribbean Jerk Festival)	-	3,000	9,000	-	12,000 ✓
The Keepers Foundation (International Cultural Festival)	-	5,000	18,500	-	23,500 ✓
Long Bay Symphony	-	8,200	66,800	-	75,000 ✓
Long Bay Symphony/Champion Autism Network	1,500	3,000	10,500	-	15,000 ✓
Long Bay Theatre	-	6,000	10,000	-	16,000 ✓
Myrtle Beach Film Festival	-	20,000	-	-	20,000 ✓
Myrtle Beach Food Truck Festival	-	2,000	13,000	-	15,000 ✓
Myrtle Beach Jeep Jam (3rd Annual)	3,480	2,225	9,295	-	15,000 ✓
Myrtle Beach Mini Marathon, 5K, & Doggie Dash	1,725	580	5,195	-	7,500 ✓
Myrtle Beach World Amateur	-	40,000	-	-	40,000 ✓
Myrtle Beach Shrine Club	2,000	4,000	4,000	-	10,000 ✓
North South Game Committee, Inc.	7,000	11,600	11,400	-	30,000 ✓
Ocean Front Merchants Association	-	200,000	-	-	200,000 ✓
Omar Shriners	-	14,000	11,000	-	25,000 ✓
Palmetto Studios Arts Alliance	-	20,000	30,000	-	50,000 ✓
Sonshine Recovery Ministries (Concert of Hope)	8,500	1,500	2,000	-	12,000 ✓
South Atlantic Shrine Association	9,500	50,000	39,500	-	99,000 ✓
The Arts Grand Strand	-	250	750	-	1,000 ✓
Varna International Music Academy	18,000	25,000	53,000	-	96,000 ✓
Waccamaw Arts & Crafts Guild	4,000	34,000	-	-	38,000 ✓
Waves of Praise (Coastal Broadcasting)	-	-	132,000	-	132,000 ✓
<b>Total</b>	<b>97,405</b>	<b>728,805</b>	<b>776,290</b>	<b>20,000</b>	<b>1,622,500</b>

Total Advertising & Promotional Request Compared to Overall Request for FY 2022-23



FY 2022-23 Accommodations Tax Requests Exhibit B. Budget of Projected Costs



Tourism Expenditure Applicants - 10 year History

2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Committee
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	Council Approved	Council Approved	Council Approved	Council Approved	Council Approved	Council Approved	Council Approved	Council Approved	Council Approved	Council Approved	Request	Recommendation
<b>Arts Organizations</b>												
Abraham Productions, Inc.	-	-	-	-	-	-	-	-	-	-	50,000	-
Atlantic Stage	2,000	2,000	-	-	-	-	-	-	-	-	-	-
BriteStar Events, LLC	-	-	-	-	-	-	-	-	25,000	-	-	-
Carolina Master Chorale	20,000	20,000	20,000	20,000	20,000	35,000	22,500	20,000	30,000	30,000	30,000	30,000
Edventure (formerly Children's Museum of SC)	40,000	30,000	30,000	30,000	30,000	25,000	18,750	18,000	15,000	35,000	35,000	20,000
Coastal Youth Ballet	6,000	2,500	2,500	5,000	2,500	-	-	-	-	-	-	-
F. G. B. - S. B. C. Art Museum	100,000	100,000	100,000	100,000	100,000	85,000	56,250	60,000	75,000	100,000	100,000	50,000
FPC Concerts, Inc.	12,000	15,000	15,000	15,000	15,000	20,000	11,250	-	15,000	15,000	15,000	15,000
Grand Strand Chapter of the American Guild of Organists	-	-	-	-	-	5,000	-	-	-	-	-	-
Long Bay Symphony	50,000	50,000	50,000	50,000	50,000	65,000	56,250	50,000	50,000	75,000	75,000	50,000
Long Bay Symphony/Champion Autism Network	-	-	-	-	-	-	-	-	-	15,000	15,000	5,000
Long Bay Theatre	-	-	-	-	-	-	-	-	-	-	16,000	16,000
Myrtle Beach Film Festival	5,000	5,000	5,000	10,000	10,000	9,500	7,500	7,500	7,500	20,000	20,000	5,000
Palmetto Studios Arts Alliance	25,000	25,000	25,000	25,000	25,000	-	-	15,000	-	50,000	50,000	20,000
Permanent Butterfly Memorial	-	-	5,000	-	-	-	-	-	-	-	-	-
South by South East (SxSE)	15,000	15,000	15,000	-	5,000	6,000	3,750	-	-	-	-	-
The Arts Grand Strand (Myrtle Beach Cultural Calendar)	-	-	-	-	-	-	-	500	750	1,000	1,000	1,000
Waccamaw Arts & Crafts Guild	15,000	15,000	15,000	15,000	15,000	15,000	11,250	11,250	2,000	38,000	38,000	10,000
<b>Arts Total</b>	<b>290,000</b>	<b>279,500</b>	<b>282,500</b>	<b>270,000</b>	<b>272,500</b>	<b>270,500</b>	<b>188,250</b>	<b>182,250</b>	<b>220,500</b>	<b>445,000</b>	<b>445,000</b>	<b>222,000</b>
<b>Arts %</b>	<b>36.62%</b>	<b>34.09%</b>	<b>34.56%</b>	<b>35.43%</b>	<b>30.81%</b>	<b>28.83%</b>	<b>33.73%</b>	<b>33.20%</b>	<b>30.46%</b>	<b>27.48%</b>	<b>27.48%</b>	<b>26.62%</b>
<b>Sports Events</b>												
Baseball at The Beach	40,000	40,000	40,000	40,000	40,000	35,000	26,250	25,000	10,000	55,000	55,000	25,000
Beach Ball Classic, Inc.	50,000	50,000	50,000	50,000	50,000	50,000	37,500	35,000	25,000	60,000	60,000	30,000
Beach Run Invitational	4,000	4,000	-	-	-	-	-	-	-	-	-	-
Beach United FC	-	-	-	-	-	5,000	7,500	7,500	7,500	30,000	30,000	15,000
Claire Chapin Epps Family YMCA	50,000	50,000	50,000	50,000	50,000	50,000	33,750	30,000	30,000	50,000	50,000	30,000
Coast Futbol Alliance	20,000	20,000	20,000	20,000	20,000	20,000	15,000	15,000	15,000	30,000	30,000	15,000
Coastal Highland Games	-	-	-	-	-	-	3,750	-	-	-	-	-
Coastal SC Volleyball Tournament	-	-	-	-	-	5,000	3,750	4,000	4,000	7,500	7,500	4,000
Grand Strand Bicycle Club	-	-	-	-	-	-	-	-	-	15,000	15,000	5,000
Grand Strand Juniors	-	-	-	5,000	5,000	10,000	11,250	12,000	12,000	30,000	30,000	15,000
Mingo Bay Classic Baseball Tournament	10,000	10,000	10,000	15,000	15,000	20,000	-	-	20,000	-	-	-
Play Golf Myrtle Beach.com (formerly Myrtle Beach Golf Holiday)	40,000	40,000	40,000	40,000	30,000	30,000	22,500	20,000	10,000	40,000	40,000	10,000
Myrtle Beach Highland Games	-	-	-	10,000	10,000	-	-	-	-	-	-	-
Myrtle Beach Pelicans	-	-	-	5,000	5,000	5,000	-	-	-	-	-	-
Myrtle Beach Track & Field	-	-	-	-	2,500	-	-	-	-	-	-	-
Native Sons Sift Games	-	10,000	10,000	10,000	10,000	10,000	-	-	-	-	-	-
North South Game Committee, Inc.	20,000	20,000	20,000	15,000	15,000	20,000	15,000	15,000	20,000	30,000	30,000	20,000
Palmetto Havoc	3,000	3,000	-	-	-	-	-	-	-	-	-	-
On Target Challenge	-	-	-	-	-	-	-	-	-	-	-	-
Special Olympics of SC	-	-	-	-	-	-	7,500	-	-	-	-	-
The First Tee of Myrtle Beach	-	-	-	-	-	-	-	-	-	-	-	-
<b>Sports Total</b>	<b>237,000</b>	<b>247,000</b>	<b>240,000</b>	<b>260,000</b>	<b>250,000</b>	<b>280,000</b>	<b>183,750</b>	<b>163,500</b>	<b>153,500</b>	<b>347,500</b>	<b>347,500</b>	<b>169,000</b>
<b>Sports %</b>	<b>29.92%</b>	<b>30.12%</b>	<b>29.36%</b>	<b>34.12%</b>	<b>28.26%</b>	<b>34.91%</b>	<b>30.34%</b>	<b>29.78%</b>	<b>21.20%</b>	<b>21.42%</b>	<b>21.42%</b>	<b>20.26%</b>





2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023

Committee

Council Approved Council Approved Council Approved Council Approved Council Approved Council Approved Council Approved Council Approved Request Recommendation

City of Myrtle Beach:	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	
Special Events Department	-	-	-	-	-	-	25,000	25,000	25,000	25,000	65,000	25,000
Activation of Public Spaces	-	-	-	-	-	-	200,000	-	-	-	-	-
Police Department Beach Service Expansion	-	-	-	-	150,000	-	-	-	-	-	-	-
4th Avenue Outfall Project	-	-	320,000	320,000	320,000	320,000	320,000	320,000	320,000	320,000	320,000	320,000
2007 Beach Renourishment Project (Reach 2)	140,158	139,289	138,328	137,276	136,132	135,812	133,585	134,760	134,760	133,777	133,911	133,911
Beach Monitoring	62,000	62,000	62,000	62,000	62,000	62,000	62,000	62,000	62,000	62,000	62,000	62,000
Convention Center Marketing	500,000	500,000	550,000	550,000	550,000	550,000	550,000	550,000	550,000	550,000	550,000	550,000
Dunes Management	-	-	-	-	-	-	-	-	-	-	-	-
Three(3) Ladder Truck Companies - Fire Dept.	-	-	-	-	-	-	929,808	-	-	-	2,507,800	-
International Student Outreach Program	-	-	-	30,000	30,000	15,000	30,000	-	30,000	30,000	-	-
Waterfront Patrol - OFD (Oceanfront District)	4,280,034	3,573,671	3,415,477	2,966,305	2,966,305	2,966,305	3,133,671	3,001,555	3,069,180	4,219,658	7,935,118	5,525,289
Beach Patrol FY 2018 Emergency Personnel & Equip	4,982,192	4,274,960	4,485,805	363,136	436,989	546,697	580,180	488,310	488,310	496,315	685,300	685,300
Sub-Total				4,428,717	4,651,426	4,595,814	5,964,244	4,581,625	4,679,250	5,836,750	12,259,129	7,301,500
Total	5,774,192	5,094,960	5,303,305	5,190,717	5,535,926	5,377,964	6,766,244	5,187,250	5,228,250	6,560,750	13,881,629	8,135,500



Request #50,000 41

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

**AGENCY NAME:** \_\_\_\_\_ Abraham Productions, Inc. \_\_\_\_\_

**Previous Awards of City Grant Funds:** Last Year \$ \_\_\_\_\_ ; Two Years Ago \$ \_\_\_\_\_

**Amount Requested in this application:** \$ 50,000.00 \_\_\_\_\_

**Committee's Recommendation (leave blank):** \$ \_\_\_\_\_

**Date(s) of venue:** April 24-29, 2023

**Program Objective:** \_\_\_ Our goal is to provide Christian events that will be an encouragement to attendees through uplifting music. We strive to provide multi-day, quality events combined with vacation destinations. The purpose is to take Christian music into a concert/entertainment atmosphere without denominational, social or ethnic barriers. \_\_\_\_\_

Revenue/Expenditure	2023 _____	Operating Budget	Estimated Revenue as % of budget
	Estimated Revenue		
		\$	
Membership			
Fund-raising			
County/Other Cities			
City of MB Grant request	\$50,000		12%
Other, Specify: Ticket Sales/Exhibitors/Commissions/Handling	\$484,070		88%
Other, Specify:			
Personal Services		\$60,000	
Advertising/Promo		\$20,000	
Operational Costs		\$341,500	
Capital Costs			
<b>Totals</b>	<b>\$534,070</b>	<b>\$421,500</b>	<b>100%</b>



Request \$55,000

2

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

**AGENCY NAME:** Baseball at the Beach: Chanticleer Athletic Foundation

**Previous Awards of City Grant Funds:** Last Year \$10,000 Two Years Ago: \$25,000

**Amount Requested in this application:** \$55,000

**Committee's Recommendation** (leave blank): \$ \_\_\_\_\_

**Date(s) of venue:** Febuary 3-5<sup>th</sup>, 2023

**Program Objective:** Objective is to promote Myrtle Beach and area tourism while also promoting outstanding intercollegiate athletics baseball competition. National competition enhances overall schedule and can potentially assist in NCAA Regionals and Super Regionals being hosted in the area. Further promoting tourism and brining visitors from all over to the Myrtle Beach and Grand Strand area.

Revenue/Expenditure	2023 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$80,000	
Membership	\$		
Fund-raising			
County/Other Cities			
City of MB Grant request	\$55,000		68.75
Other, Specify:	Ticket Sales \$25,000		31.25
Other, Specify:			
Personal Services		\$	
Advertising/Promo		10,000	
Operational Costs		70,000	
Capital Costs			
Totals	\$88,000	\$80,000	100%

<sup>1</sup> Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.



(3)

Request \$60,000

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

**AGENCY NAME:** Beach Ball Classic, Inc

**Previous Awards of City Grant Funds:** Last Year \$35,000.00; Two Years Ago \$37,500.00

**Amount Requested in this application:** \$60,000.00

**Committee's Recommendation (leave blank):** \$ \_\_\_\_\_

**Date(s) of venue:** December 19-21,2022 UBHI

**December 18-19, 2022 Carolina College Challenge**

**December 27-30, 2022 Beach Ball Classic**

**Program Objective:** The Beach Ball Classic in its creation and has continued to be innovative in design and promotion while becoming the flagship for sporting venues in the State of South Carolina. It was recognized in 2003 as the Most Outstanding Tourism Event of the Year in the State of South Carolina. The BBC has grown over the past 41 years with the addition of the United Bank Holiday Invitational and the Carolina College Challenge, we have now grown the UBHI from a 16 team tournament to a 32 team tournament despite the challenges of the pandemic and new tournaments thru out the nation. We intend to grow the UBHI to the ultimate goal of 128 teams thus becoming the largest in the USA. We are also the first girls tournament ever to have 8 games Nationally televised. We have added a prep division in the boys tournament that will bring in the best prep schools as well.

Revenue/Expenditure	2023 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$ 303,500.00	
Membership	\$ 255,000.00		70%
Fund-raising	\$ 6,500.00		2%
County/Other Cities			
City of MB Grant request	\$ 60,000.00		17%
Other, Specify : United Bank Holiday Invitational	\$ 32,000.00		8%
Other, Specify: Scholarship Fund Raiser	\$ 10,000.00		3%
Personal Services		\$ 10,000.00	



4

Request # 30,000

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

**AGENCY NAME:** Beach United FC

**Previous Awards of City Grant Funds:** Last Year \$7,500; Two Years Ago \$7,500

**Amount Requested in this application:** \$30,000

**Committee's Recommendation (leave blank):** \$ \_\_\_\_\_

**Date(s) of venue:** August 26-27, 2023

**Program Objective:**

To host a premier soccer tournament in the 3rd weekend in August (August 26-27) to promote the integrity of Coastal Carolina Soccer clubs and boost economic development in Myrtle Beach Tourism by bringing 85-100 teams from across South Carolina, North Carolina, Tennessee, Georgia, Virginia, West Virginia and Florida to the area. Pre-season soccer tournaments are attractive to coaches to access the talent and skillset of their teams prior to the start of the season. Also, it gives parents one last vacation to Myrtle Beach before school starts.

Revenue/Expenditure	2023 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$294,888.09	
Membership	\$114,888.09		39
Fund-raising	\$25,000		7
County/Other Cities	\$10,000		3
City of MB Grant request	\$30,000		9
Other, Specify:	\$65,000		24
Other, Specify:	\$50,000		18
Personal Services		\$0	
Advertising/ Promo		\$30,000	



(5)

Request \$30,000

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

**AGENCY NAME:** Carolina Master Chorale

**Previous Awards of City Grant Funds:** Last Year \$30,000; Two Years Ago \$20,000

**Amount Requested in this application:** \$30,000

**Committee's Recommendation** (leave blank): \$ \_\_\_\_\_

**Date(s) of venue:**

**Program Objective:**

The mission of the Carolina Master Chorale is to promote the choral art, present exceptional performances of choral music, enhance arts education and enrich the cultural lives of our members, audiences and the Coastal Carolina community.

Revenue/Expenditure	2023 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$109,170	
Membership	\$10,000		9%
Fund-raising	5,170		5%
County/Other Cities	9,000		8%
City of MB Grant request	30,000		27%
Other, Specify: Ticket Sales	35,000		32%
Other, Specify: Annual Fund	20,000		19%
Personal Services /		\$,6,000	
Advertising/Promo		12,000	
Operational Costs		12,000	
Capital Costs			
Totals	\$109,170	\$30,000	100%

<sup>1</sup> Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.



6

Request \$50,000

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

AGENCY NAME: YMCA of Coastal Carolina – Claire Chapin Epps Family Branch

Previous Awards of City Grant Funds: Last Year \$ 30,000 ; Two Years Ago \$ 30,000

Amount Requested in this application: \$ 50,000

Committee's Recommendation (leave blank): \$ \_\_\_\_\_

Date(s) of venue: October 7-8, 2023, and March 2-3, 2024

**Program Objective:** The YMCA Youth Soccer Tournaments are entering their 32nd consecutive year of bringing hundreds of youth teams to our area from all over the United States and Canada. The tournaments run during the shoulder seasons in the months of March and October. Funds from the City Accommodations Tax will help to revitalize these already successful tournaments and create memorable experiences for all of our participants with the encouragement that they will return once again with their families to further enjoy the area. These events will bring in an anticipated 11,400 total visitors with an expected 6,120 room nights and entertainment combines to an estimated economic impact of \$2,066,805.

Revenue/Expenditure	2022-23 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
Membership	\$1,575,502		55.21%
Fund-raising	\$ 490,000		15.93%
County/Other Cities	\$ 10,000		.27%
City of MB Grant request	\$ 50,000		13.55%
Other, Specify: Special Events	\$ 147,247		4.79%
Other, Specify: Programs	\$1,368,713		44.69%
Other, Specify: Sales & Services	\$ 108,193		3.35%
Personal Services		\$2,386,321	
Advertising/Promo		\$ 73,793	
Operational Costs		\$1,229,542	
Capital Costs		\$ - 0	
Totals	\$3,689,656	\$3,689,656	100%

<sup>1</sup> Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.



1

Request \$30,000

### CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING SUMMARY

AGENCY NAME: **Coast Futbol Alliance Inc (Coast FA)**

Previous Awards of City Grant Funds: Last Year **\$15,000**; Two Years Ago **\$15,000**

Amount Requested in this application: **\$30,000**

Committee's Recommendation (leave blank): \$ \_\_\_\_\_

Program Objective: **To host reoccurring youth soccer tournament events that produce a positive economic impact for the City and the surrounding area. Our events generate direct spending primarily during the shoulder season by participants and their families who would not otherwise be here except for our event.**

Net revenues support the recreational and select soccer programing we deliver to local youth of our community. We do not let the cost to participate be part of the player selection process for both Rec and Select programing. This fiscal year our organization will scholarship more than \$40,000 in program services to its registrants, both select and recreational programing.

Revenue/Expenditure	2023 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
Registration Fees	\$ 900,000		83.3%
Fund-raising	\$ 115,000		10.6%
County/Other Cities	\$ 27,000		2.5%
City of MB Grant request	\$ 30,000		2.8%
Other, Specify: Field Rental	\$ 5,000		.5%
Other, Specify: Merchandise Scales	\$ 3,000		.3%
Personal Services		\$	
Advertising/Promo		\$154,000	
Operational Costs		\$ 926,000	
Capital Costs			
Totals	<b>1,080,000</b>	<b>\$ 1,080,000</b>	100%

<sup>1</sup> Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.





Request \$1,500 28

## CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

### SUMMARY

**AGENCY NAME:** \_\_\_\_\_ Coastal SC Volleyball \_\_\_\_\_

**Previous Awards of City Grant Funds:** Last Year \$ 4,000 ; Two Years Ago \$ 4,000

**Amount Requested in this application:** \$ 7,500

**Committee's Recommendation (leave blank):** \$ \_\_\_\_\_

**Date(s) of venue:** Feb 10-12

**Program Objective:** Youth volleyball tournament bringing thousands of participants, family members, staff, and other personnel to Myrtle Beach during typically off-peak season (February). Volleyball families are well-known for bringing multiple family members on trips, utilizing above average number of hotel nights, and spending above average on food, retail and recreation. Because our tournaments fall near the beginning of the travel volleyball season, participants and teams are more likely to seek out recreational activities, plan team meals at local restaurants, and purchase souvenirs. In 2023 we are adding Boys divisions, which will bring a whole new set of players and families to the venue. Boys volleyball is in its first sanctioned season for the SC High School League, and we are very excited about the growth potential for boys divisions of tournaments.

Revenue/Expenditure	2023_ Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$85,100	
Membership	\$50,000		59%
Fund-raising			
County/Other Cities			
City of MB Grant request	\$7,500		9%
Other, Specify: hotel rebates	\$4,000		5%
Other, Specify: ticket sales & vendors	\$23,600		28%
Personal Services			
Advertising/Promo			
Operational Costs		\$34,800	
Capital Costs			
Totals	\$85,100	\$34,800	100%



Request #25,000 (9)

Crossfit updog Beach Throwdown

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

**AGENCY NAME:** Beach Town Throw Down

**Previous Awards of City Grant Funds:** Last Year \$4,000.00; Two Years Ago \$3750.00

**Amount Requested in this application:** \$25,000

**Committee's Recommendation (leave blank):** \$ \_\_\_\_\_

**Date(s) of venue:**

**Program Objective:** The Beach Town Throw Down is an annual CrossFit Competition and fitness celebration that is closely aligned with many local partners to promote healthy lifestyles. A portion of the proceeds from the competition directly benefit the Boys & Girls Club of the Grand Strand and their triple play program which also promotes healthy bodies, healthy minds, and healthy souls. Before and during the covid pandemic, our competition provided a positive experience for competitors to celebrate their fitness and active lifestyles. As we continue in this new era of covid, we will continue to provide a wonderful experience for over 600 competitors ranging from 16 to 60 years old. In 2022, we hosted close to 350 athletes with over 330 of those coming from outside the Myrtle Beach area. We had athletes come from 16 different states including MA, CT, NJ, NY, PA, DC, VA, NC, SC, GA, TN, OH, LA, OK, AZ, and WA. Part of the character of our competition is that it is a family affair, with competitors bringing their friends and children and filling up a number of local hotels, which we were able to do the last two years during the pandemic.

Revenue/Expenditure	2023	Operating Budget	Estimated Revenue
	Estimated Revenue		as % of budget
		\$	
Membership	\$ 75,000		52%
Fund-raising			
County/Other Cities			
City of MB Grant request	\$25,000		17%
Other, Specify: SPONSORSHIPS	\$45,000		31%
Other, Specify:			

9  
Continued

Application for Grant Funding

Personal Services		\$25,000	
Advertising/ Promo		\$30,000	
Operational Costs		\$70,000	
Capital Costs		\$20,000	
Totals	\$145,000	\$145,000	100%

<sup>1</sup> Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.

**APPLICANT'S CHECK LIST:**

Each application for funding submitted to the City of Myrtle Beach must include the following items:

- **If Applicant is an agency, a Resolution of the Applicant's Board of Directors** approving the Application for Funding and the form of the Grant Agreement and authorizing a designated representative to execute and deliver the Agreement; An example has been provided for you in the appendix of this application package.
- **Completed Application form and Exhibits A, B, and**
- **Exhibit C, copies of the Agency's audited annual financial statements** for the most recent three years, or for the length of time the organization has been in existence, if less than three years. *Organizations requesting funds for the first time should submit all information requested. Other organizations can submit only last year's financial statements ~ as we have the other information in our files.*
- **Other exhibits**—attach any other pertinent information about your program or project, or your agency in general.
- **Child Protection Policies**

**For grantees serving minors, the grantee shall provide evidence of its written child protection policy with certification of its adoption by the grantee's Board of Directors, Owner(s) or other Principals, together with certificates evidencing any insurance coverage that it carries relative to child protection.**

For your convenience, we have listed several links to sources where one may reference information on developing child protection policies.

- <file:///C:/Users/mprice/AppData/Local/Temp/Child%20Protection%20Policy-2.pdf>
- <https://www.kidpower.org/youth-sports/>
- <file:///C:/Users/mprice/AppData/Local/Temp/Child-Protection-Recomendations-final.pdf>
- <https://www.nspcc.org.uk/preventing-abuse/safeguarding/writing-a-safeguarding-policy/>
- <http://www.childmatters.org.nz/225/child-protection-policy>



Request #15,000 (10)

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

**AGENCY NAME:** Crossroads Event Productions

**Previous Awards of City Grant Funds:** Last Year \$22,500; Two Years Ago (Awarded and returned \$22,500)

**Amount Requested in this application:** \$75,000.00

**Committee's Recommendation** (leave blank): \$ \_\_\_\_\_

**Date(s) of venue:** October 20-22, 2023

**Program Objective:**

Promote the largest world class Jazz musical cultural and arts event in the Greater Myrtle Beach and surrounding areas.

Revenue/Expenditure	<u>2023</u> Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
Membership	\$NA		
Fund-raising	\$15,000		10.34
County/Other Cities	\$15,000		10.34
City of MB Grant request	\$75,000		51.73
Other, Specify: Sponsorship	\$40,000		27.59
Other, Specify:			
Personal Services		0	
Advertising/Promo		10,000	
Operational Costs		107,000	
Capital Costs		0	
Totals	\$145,000	\$117,000.00	100%

<sup>1</sup> Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.



11

Request #45,000

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

AGENCY NAME: DAYSON DIAMOND YOUTH FOUNDATION

Previous Awards of City Grant Funds: Last Year \$ 10,000 ; Two Years Ago \$ 0

Amount Requested in this application: \$ 45,000

Committee's Recommendation (leave blank): \$ \_\_\_\_\_

Date(s) of venue: September 9-10, 2023

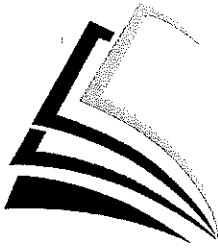
Program Objective: Non-Profit Fundraiser – outdoor festival

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Revenue/Expenditure	2022-23		Estimated Revenue as % of budget
	Estimated Revenue	Operating Budget	
		\$155,000	
Membership	\$0		
Fund-raising	\$50,000		32.5%
County/Other Cities			
City of MB Grant request	\$45,000		29.01%
Other, Specify: INVESTORS	\$50,000		32.5%
Other, Specify: SPONSORSHIP	\$10,000		15.5%
Personal Services		\$25,000	
Advertising/Promo		\$35,000	
Operational Costs		\$85,000	
Capital Costs		10,000	
Totals	\$155,000	\$155,000	100%

<sup>1</sup> Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.

### APPLICANT'S CHECK LIST:



# EdVenture

## CHILDREN'S MUSEUM

*Request \$35,000*

16 September 2022

Michael Price, CGFO  
Financial Management & Reporting  
921 Oak Street  
Myrtle Beach, SC 29577

Dear Mr. Price:

Thank you so much for the opportunity to present our request for funding. Attached is our application, in which we are seeking support for marketing.

During the spring, EdVenture Children's Museum (formerly the Children's Museum of SC) moved in The Market Common to a space that is nearly triple our current size, accommodating even more visitors to the Grand Strand. In fact, FY22 attendance (17,747) saw a nearly triple increase of our FY21 total of 6,051. We look forward to continuing to grow our impact in the region.

Thank you kindly for helping EdVenture to remain both a vital resource for early childhood learning and a much sought-after visitor attraction in Myrtle Beach.

Sincerely,

Andy Marquart, CEO



Request #35,000  
12. confirmed

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

**AGENCY NAME:** EdVenture Children's Museum

**Previous Awards of City Grant Funds:** Last Year \$15,000; Two Years Ago \$18,000

**Amount Requested in this application:** \$35,000

**Committee's Recommendation (leave blank):** \$ \_\_\_\_\_

**Program Objective:** To promote EdVenture Myrtle Beach to local families, to tourists coming to the area, and to tourists already here. In other words, we hope to bring value to the community, to attract families to the area, and to encourage them to extend their stay once they arrive.

Revenue/Expenditure	FY23 Estimated Revenue	FY23 Estimated Operating Budget	Estimated FY23 Revenue as % of budget
Membership	\$18,811		5.94%
Fund-raising	\$20,500		6.48%
County/Other Cities	\$0		0.00%
City of MB Grant request	\$35,000		11.06%
Program Revenue	\$32,170		10.16%
Gift shop	\$30,000		9.48%
Admission	\$180,000		56.88%
Personnel Services		\$118,809	
Advertising/Promo		\$60,000	
Operational Costs		\$132,232	
Capital Costs		\$0	
<b>Totals</b>	<b>\$316,481</b>	<b>\$311,041</b>	<b>100.00%</b>

<sup>1</sup> Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.



**Engaging Minds  
Services**

PO Box 51896 Myrtle Beach, SC 29579  
(843) 438-4550  
ContactUs@engagingmindservices.org

13

September 21, 2022

*Request \$38,000*

Dear Mr. Price,

Engaging Minds Services Inc is applying for the accommodations tax grant to assist with our Interfaith Human Trafficking conference that will be held in the city of Myrtle Beach in 2023. Our participants will be staying at the Sheraton Myrtle Beach. . We are asking for \$38,000.00.

This conference will educate participants on human trafficking and safety protocol for their establishments. This is a yearly conference that will generate revenue for the city of Myrtle Beach.

Thank you for the opportunity to apply for the accommodations tax grant.

Sincerely,

Shelbia Wiley, Executive Director





(13) Continued  
Request #38,000

## CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

### SUMMARY

**AGENCY NAME:** Engaging Minds Services Inc

**Previous Awards of City Grant Funds:** Last Year \$ \_\_\_\_\_; Two Years Ago \$ \_\_\_\_\_

**Amount Requested in this application:** \$ 38,000

**Committee's Recommendation (leave blank):** \$ \_\_\_\_\_

**Date(s) of venue:** January 18-19, 2023

**Program Objective:**

We provide services for victims of human trafficking and sexual assault. Services that are provided are: rental assistance, food assistance, clothing assistance, education (GED, Certificate Programs), job readiness and life skills, and a survival package. We have a yearly conference where participants will come from South Carolina, North Carolina, Georgia and other states and will stay in the local hotels in Myrtle Beach, SC.

Revenue/Expenditure	2023 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$	
Membership			
Fund-raising			
County/Other Cities			
City of MB Grant request	\$38,000		58%
Other, Specify: Registration Fees	\$25,000		38%
Other, Specify: vender/ sponsorship	\$2,500		3.8%
Personal Services		\$ 23,000	
Advertising/Promo		\$ 23,500	
Operational Costs		\$19,000	
Capital Costs			
<b>Totals</b>	<b>\$65,500.00</b>	<b>\$65,500.00</b>	<b>100%</b>

<sup>1</sup> Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.

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Request \$100,000

September 23, 2022

Accommodations Tax Committee  
City of Myrtle Beach  
921 Oak Street  
Myrtle Beach, SC 29577

Dear Committee Members,

On behalf of the Board of Trustees, dedicated volunteers and staff of the Franklin G. Burroughs-Simeon B. Chapin Art Museum, thank you for your past support of the Museum. We appreciate the opportunity to submit an Accommodations Tax Grant Proposal for 2023.

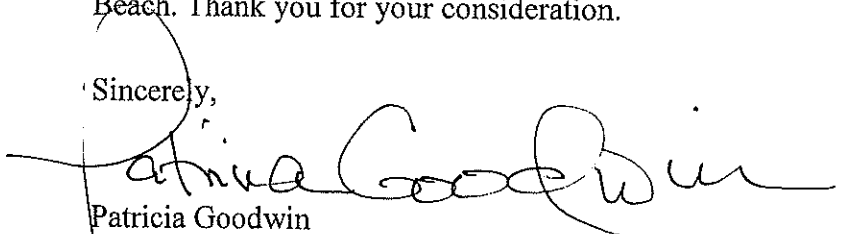
Thanks to the generous 25<sup>th</sup> Anniversary support of the Accommodations Tax Committee and the City of Myrtle Beach this past year, the Art Museum was able to present one of our most successful seasons of summer programming, focused on our exhibition *The World of Frida*. We knew this exhibition, highlighting the influence of iconic artist Frida Kahlo, would be very popular, but even our expectations were exceeded by leaps and bounds. The large numbers of visitors and their enthusiastic responses to this eclectic collection of works as well as to the wide range of associated workshops, lectures and public events, has been proof positive of the value of the City's vision in supporting our Museum. And a testament to our Museum's staying power, as we celebrate our 25th anniversary this year.

As a popular attraction for so many out-of-area visitors, we know that the Museum helps to "sell" our area as a destination they'll want to visit again and again. That means supporting the Art Museum is good business for Myrtle Beach.

With our upcoming schedule of exhibitions, we know our Museum will continue to attract visitors from around the region and, indeed, around the country. With a year ahead of celebrating Southern art and artists in engaging and interesting ways – from ceramic table settings to children's book illustrations – the Art Museum will continue to offer art and art exhibitions for visitors and residents alike to enjoy and experience.

We believe the Art Museum, and your support of this institution, represents the best of Myrtle Beach. Thank you for your consideration.

Sincerely,

  
Patricia Goodwin  
Executive Director



(14)  
Request \$100,000

Continued

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY AGENCY NAME:

**AGENCY NAME:** Franklin G. Burroughs-Simeon B. Chapin Art Museum  
**Previous Awards of City Grant Funds:** Last Year \$75,000; Two Years Ago \$60,000  
**Amount Requested in this application:** \$100,000  
**Committee's Recommendation(leave blank):** \$ \_\_\_\_\_  
**Date(s) of venue:** January 1-December 31, 2023

**Program Objective:** City of Myrtle Beach support for the Art Museum's visual arts exhibitions and public programming schedule helps the Museum to build its reputation, popularity and visibility as a must-visit cultural destination which, in turn, broadens and enhances the overall image and appeal of the City of Myrtle Beach.

Revenue/Expenditure	2023 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$	
Membership	\$72,000		10%
Fund-raising	\$260,000		37%
County/Other Cities	0		
City of MB Grant request	\$100,000		13%
Other, Specify: SCAC	\$46,000		6.5%
Other, Specify: Shop, Pottery, KidsArt, Donations	\$245,000		33.5%
Personal Services		\$391,000	
Advertising/Promo		\$70,000	
Operational Costs		\$262,000	
Capital Costs			
Totals	\$723,000	\$723,000	100%

<sup>1</sup> Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.



15

Request \$15,000

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

**AGENCY NAME:** FPC CONCERTS, INC.

**Previous Awards of City Grant Funds:** Last Year \$15,000; Two Years Ago \$-0- (did not apply; no concerts due to Covid Shutdown)

**Amount Requested in this application:** \$15,000

**Committee's Recommendation (leave blank):** \$ \_\_\_\_\_

**Date(s) of venue:** February 10, 2023; March 3, 2023; March 10, 2023, and April 14, 2023.

### Program Objective:

The mission of the FPC Concerts, Inc. is to promote the value of the cultural and performing arts by bringing world-class performers to Myrtle Beach and the surrounding communities through our award-winning "Brown Bradley's Promenades series," which we have been presenting for the past 35 years. We offer a musical range from classical to Broadway. In the past, we have featured such artists as Joshua Bell, Olga Kern, and Metropolitan Opera stars Isabel Leonard, Jamie Barton, Susan Graham, Angela Meade and others. We have also presented many first-place winners of the Young Concert Artists Auditions and all the gold medal winners of the Van Cliburn International Piano Competition in hopes of increasing students' interests in developing an appreciation for classical music and, thereby developing their musical potentials. We rely on ticket sales and grants to support our endeavor and, by keeping our ticket prices the same for the past several years, they are affordable to the general public. We rely on our all-volunteer committee and Board of Directors to assist with the concerts and all funds go directly back into the series. Additionally, any students attending the concerts get in free of charge.

This year we will be celebrating our 36<sup>th</sup> award-winning year and our 2023 program offers a rich array of talent including America's preeminent professional repertory ensemble, the N.Y Gilbert & Sullivan Players who open the season on February 10<sup>th</sup>. On March 3<sup>rd</sup>, Virtuoso Violinist SooBeen Lee will perform. Ms. Lee was the first prize winner of the 2014 Young Concert Artists International Auditions and has won many other international competitions. On March 10<sup>th</sup>, Polish-American Soprano Magdalena Kuźma will perform. Ms. Kuźma is promptly establishing a name for herself in both concert and operatic repertoire. She recently won the ACPC Sembrich Vocal Competition and is scheduled to sing the leading roles in several operas in the U.S. She is also an alumni of Renee Fleming's Song Studio at Carnegie Hall. Our final concert on April 14<sup>th</sup> will star Ukrainian Pianist, Dmytro Choni. Mr. Choni has won over 20 prestigious international competitions including recently the bronze medal at the 2022 Van Cliburn International Piano Competition. His debut album was released by Naxos in 2020 and it received a "Supersonic Award" from Pizzicato and was highly acclaimed by the international critics, one raving he "could be one of the 21st century's most outstanding pianists." This year we intend to expand marketing to reach more individuals not only from Myrtle Beach and Horry/ Georgetown Counties but also areas including as far north as Wilmington and south to the Charleston area.

As always, we will continue to strive to enrich, entertain, and enlighten citizens and patrons of all ages in the appreciation of the fine arts so they can better understand how music is the universal language which unites all God's people. We are truly very grateful for the grants we have received from the City over the past 28 years.

(15)  
Continued

Revenue/Expenditure	2023 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$	
Membership	\$		
Fund-raising (ticket sales)	\$50,925		62%
County/Other Cities			
City of MB Grant request	\$15,000		19%
Other, Specify: Chapin Foundation	\$15,000		19%
Other, Specify:			
Personal Services		\$ 3,900	
Advertising/Promo		\$21,225	
Operational Costs		\$25,260	
Capital Costs		\$20,500	
<b>Totals</b>	<b>\$80,925</b>	<b>\$70,885</b>	<b>100%</b>

<sup>1</sup> Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.

**APPLICANT'S CHECK LIST:**

Each application for funding submitted to the City of Myrtle Beach must include the following items:

- If Applicant is an agency, a Resolution of the Applicant's Board of Directors** approving the Application for Funding and the form of the Grant Agreement and authorizing a designated representative to execute and deliver the Agreement; An example has been provided for you in the appendix of this application package.
- Completed Application form and Exhibits A, B, and**
- Exhibit C, copies of the Agency's audited annual financial statements** for the most recent three years, or for the length of time the organization has been in existence, if less than three years. *Organizations requesting funds for the first time should submit all information requested. Other organizations can submit only last year's financial statements ~ as we have the other information in our files.*
- Other exhibits**—attach any other pertinent information about your program or project, or your agency in general.
- Child Protection Policies**

**For grantees serving minors, the grantee shall provide evidence of its written child protection policy with certification of its adoption by the grantee's Board of Directors,**



96

Request of \$15,000

## CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

### SUMMARY

**AGENCY NAME:** *Bike the Beach* (City of Myrtle Beach Bike and Pedestrian Committee; and Grand Strand Bicycle Club)

**Previous Awards of City Grant Funds:** Last Year \$0; Two Years Ago \$0

**Amount Requested in this application:** \$15,000

**Committee's Recommendation (leave blank):** \$ \_\_\_\_\_

**Program Objective:** The *Bike the Beach* event serves a four-fold purpose:

- 1) To promote Myrtle Beach and the Grand Strand as a bicycle-friendly destination for visitors and residents. This is achieved given the advocacy objectives of the Grand Strand Bicycle Club
  - a. To promote, advocate and support a bicycle-friendly Grand Strand
  - b. To encourage family-leisure friendly cycling.

Myrtle Beach was awarded the *Bicycle Friendly Community* designation by the League of American Bicyclists in 2020 at the bronze level. The goal is to achieve gold by 2028.

2) Honor the legacy of Whit Oliver, a Myrtle Beach High School Graduate who was killed in a senseless act of violence while riding his bike on Mother's Day in 2021

3) Donate a portion of proceeds to local non-profits that encourage cycling. In 2021, donations were distributed to the Horry County Composite High School Mountain Bike Team.

4) Promote Myrtle Beach to a tourist demographic that might not otherwise think of it as a tourist destination. The average road cyclist is in a higher income bracket, has disposable income and ride bikes whose costs average from \$5,000 to over \$10,000. While the event encourages family-leisure riders, its advocacy as a bicycle-friendly destination seeks to attract "out-of-town" road cyclists. Thus, three different rides are hosted intended to attract distinctive demographic groups, both local and out-of-town:

- a. The family-friendly leisure is a 10-mile guided ride
- b. The Myrtle Beach "Showcase" 30-mile ride features the *Myrtle Beach Iconic Loop* that will be completed with the Fred Nash Boulevard RIDE3 project.
- c. The Metric Century ride is a 62-mile ride that extends into the Grand Strand, challenging the casual rider while the experienced rider can ride at a faster pace (20-25 MPH). A future objective is to offer a longer 80 to 100 mile (century ride) Bicycle event.

(No)  
continued

Revenue/Expenditure	2023 Estimated Revenue	2023 Operating Budget	Estimated Revenue as % of budget
Membership	\$		
Fund-raising			
County/Other Cities			
Other, Specify: Registration	12,500		
Other, Specify: Sponsors	8,000		
Personal Services (Pro services)		\$ 9,500	
Insurance		2,500	
Advertising/Promo		\$ 5,000	
Operational Costs		\$ 8,000	
Capital Costs			
City of MB Grant request:	\$15,000		
Sub-Totals	\$35,000	\$25,000	
Charitable Donation		\$10,000	
<b>Totals</b>	<b>\$35,000</b>	<b>\$35,000</b>	100%

<sup>1</sup> Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.

**APPLICANT'S CHECK LIST:**

Each application for funding submitted to the City of Myrtle Beach must include the following items:

- If Applicant is an agency, a Resolution of the Applicant's Board of Directors** approving the Application for Funding and the form of the Grant Agreement and authorizing a designated representative to execute and deliver the Agreement; An example has been provided for you in the appendix of this application package.
- Completed Application form and Exhibits A, B, and**
- Exhibit C, copies of the Agency's audited annual financial statements** for the most recent three years, or for the length of time the organization has been in existence, if less than three years. *Organizations requesting funds for the first time should submit all information requested. Other organizations can submit only last year's financial statements ~ as we have the other information in our files.*
- Other exhibits**—attach any other pertinent information about your program or project, or your agency in general.
- Child Protection Policies**



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Request \$30,000

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

AGENCY NAME: \_\_\_\_\_ Grand Strand Juniors \_\_\_\_\_

Previous Awards of City Grant Funds: Last Year \$12,000 \_\_; Two Years Ago \$12,000 \_\_

Amount Requested in this application: \$30,000 \_\_\_\_\_,

Committee's Recommendation (leave blank): \$ \_\_\_\_\_

Date(s) of venue: January 14-16 2023, February 18-20 2023, June 3-4 2023

**Program Objective:** Grand Strand Juniors provides opportunities for local volleyball players to learn how to work with others to achieve a common goal. There are currently over 30 players on college rosters who were a part of our program. We host tournaments in Myrtle Beach to keep costs down for the families who participate in our program.

Revenue/Expenditure	20__23__	Operating Budget	Estimated Revenue as % of budget
	Estimated Revenue		
Membership	\$415,000		46
Fund-raising			
County/Other Cities			
City of MB Grant request	30,000		3
Other, Specify:tournament rev	400,000		44
Other, Specify:livestream, bingo, hotel,	60, 000		7
Personal Services		\$220,000	
Advertising/Promo			
Operational Costs		600,000	
Capital Costs			
Totals	\$905,000	\$820,000	100%

<sup>1</sup> Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.

### APPLICANT'S CHECK LIST:





18

Request of \$12,000

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

**AGENCY NAME:** The Keepers Foundation

**Previous Awards of City Grant Funds:** Last Year \$ 6000 Two Years Ago \$ 0

**Amount Requested in this application:** 12,000

**Committee's Recommendation** (leave blank): \$

**Program Objective:** This Jerk Festival will bring diverse flavors from the Caribbean Islands to Myrtle Beach. This event will give attendees an opportunity to enhance their pallet and knowledge of Caribbean cuisine, while enjoying the island sounds that many have come to love

Revenue/Expenditure	2023 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$20,500	
Membership	\$6,000		29.3%
Fund-raising	\$2,500		12.2%
County/Other Cities			
City of MB Grant request	12,000		58%
Other, Specify:			
Other, Specify:			
Personal Services		\$3,000	
Advertising/Promo		7,500	
Operational Costs		18,500	
Capital Costs			
Totals	\$20,000	\$2900	100%

<sup>1</sup> Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.

### APPLICANT'S CHECK LIST:

Each application for funding submitted to the City of Myrtle Beach must include the following items:



(19)

Request \$23,500

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

**AGENCY NAME:** The Keepers Foundation

**Previous Awards of City Grant Funds:** Last Year \$5000; Two Years Ago \$3700

**Amount Requested in this application:** \$ 23,500

**Committee's Recommendation (leave blank):** \$ \_\_\_\_\_

**Program Objective:** An International Festival bringing diverse cultures together to enjoy and experience music, dance, food and artifacts.

Revenue/Expenditure	2023 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$31,500	
Membership	\$5,300		16%
Fund-raising	\$2,700		9%
County/Other Cities			
City of MB Grant request	\$23,500		75%
Other, Specify:			
Other, Specify:			
Personal Services		\$3,000	
Advertising/Promo		\$7,500	
Operational Costs		\$23,000	
Capital Costs			
<b>Totals</b>	\$31,500	\$33,500	100%

<sup>1</sup> Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.

### APPLICANT'S CHECK LIST:

Each application for funding submitted to the City of Myrtle Beach must include the following items:



20

Request \$15,000

September 23, 2022

City of Myrtle Beach  
Office of Budget and Evaluation  
921 Oak Street  
Myrtle Beach, SC 29577

Dear MB City Council & A-Tax Advisory Committee,

The Long Bay Symphonic Society, Ltd. (LBS) is grateful for the opportunity to present this request to the City of Myrtle Beach, a major symphony supporter and valuable partner that has been a crucial part of helping LBS reach our 35<sup>th</sup> anniversary. As the only professional symphony and largest performing arts organization in the region, we thank you for your vital role in helping the LBS continue to provide quality musical performances and education programs for residents, students, and visitors to Myrtle Beach. The LBS respectfully requests **\$75,000** from the City of Myrtle Beach to augment financing the production and promotion of the Symphony Series and education programs.

Orchestral music is a living, creative art form that inspires and draws on music from all genres, as well as artists from many disciplines. The LBS Masterworks Series includes:

- Four Symphony Series concerts with 75 to 100 musicians and guest artists, reaching audiences of 4,000;
- One Pops concert, reaching audiences of 1,300;
- Three Chamber performances (including one Veteran day and two Holiday performances) with 50 musicians, reaching audiences of 1400.

The LBS frequently contracts with other groups throughout the year (such as the Carolina Master Chorale, Myrtle Beach Rotary, 94.9 The Surf, and the Kaminski House) to combined audiences of approximately 5,000. Our performances range in style and depth, and have been designed to appeal to audiences of all ages and backgrounds.

The Long Bay Symphony strives to infuse love and appreciation for music in children and youth through five dynamic education programs. Our youth education programs serve the students of Myrtle Beach, as well as other Horry County students, and include the Long Bay Youth Symphony (LBYS), the Long Bay Youth String Ensemble (LBYSE), annual Young People's Concerts (YPC), our Music in the Schools initiative, and finally our newest educational program which brings a professional LBS musician to the Boys and Girls Club of the Grand Strand for an 8-week summer program. During the summer program students are provided violins and meet 2 times per week to learn the basics of the instrument. This gives the children a head-start and encourages them to participate in their school's orchestra program.

The LBYS consists of approximately 60 local students in a typical year, offering exceptional orchestral playing experience. Students rehearse weekly receiving personal instruction from Music Director/LBYS Conductor, Dr. Charles Jones Evans as well as other LBS musicians and staff. The LBYS performs three major concerts each season and LBYS chamber ensembles perform throughout the community as well as at Long Bay Symphony Masterworks concerts. Many of the LBYS members pursue musical careers, and we have many successful former students who call the Grand Strand home.



Request \$15,000

(20)

continued

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

**AGENCY NAME:** Long Bay Symphony

**Previous Awards of City Grant Funds:** Last Year \$ 50,000 ; Two Years Ago \$ 50,000

**Amount Requested in this application:** \$ 75,000

**Committee's Recommendation (leave blank):** \$ \_\_\_\_\_

**Date(s) of venue:**

**Program Objective:** The vision of the Long Bay Symphony is to play a leading role in the Grand Strand's cultural growth in order to be recognized as a center of musical excellence and one of the leading professional symphonies in the southeast. The mission of the Long Bay Symphony is to enhance the cultural and artistic environment of our region by providing the highest quality musical performances and programs which entertain and educate patrons of all ages. One of our core values is to develop intellectual and creative capital which fosters educational excellence for our children and youth. With limited state funding for music education, it is more important than ever to supplement school efforts with exceptional community programs. By providing entertainment, education, and culturally diverse programming, the Long Bay Symphony will help attract new and current residents as well as out of state visitors.

Revenue/Expenditure	20_____ Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$	
Membership	\$289,500		46%
Fund-raising	\$161,000		25%
County/Other Cities NMB/Horry County	\$6,150.00/\$8,671		2%
City of MB Grant request	\$75,000		12%
Other, Specify: Foundation Grants/SC Arts Commission	\$29,000/\$23,894		9%
Other, Specify: misc income, playbill ad sales, ticket fees, etc	\$34,785		6%
Personal Services		\$240,000	38%
Advertising/Promo		\$21,000	4%
Operational Costs		\$365,000	58%
<b>Totals</b>	<b>\$628,000</b>	<b>\$626,000</b>	<b>100%</b>

21



September 2022

*Request \$15,000*

City of Myrtle Beach  
Attn: Finance Department  
921 N Oak St  
Myrtle Beach, SC 29577

Dear MB City Council & A-Tax Advisory Committee,

The Long Bay Symphony (LBS) is thrilled to announce a new program in partnership with the Champion Autism Network (CAN) to provide a Sensory Friendly concert for people on the Autism spectrum and their member families. LBS and CAN respectfully request **\$15,000** from the City of Myrtle Beach for this event.

The Long Bay Symphony believes that symphonic music presentations should be accessible for everyone in every corner of our community and beyond. For people with autism, who can't easily communicate, music brings a way of communicating and interacting. These activities can promote communication and social skills like making eye contact and sharing attention. Additionally, the program provides siblings, parents, grandparents, and caregivers an opportunity to engage in yet another activity that they would not likely be able to participate in as a family due to autism and sensory issues.

The autism friendly travel initiative of Surfside Beach, Myrtle Beach and the Grand Strand has grown leaps and bounds over the years by providing a safe, supportive place to visit for those with neurological differences. We would like to honor and enhance that initiative by providing a symphony concert designed to make the attending experience more comfortable and welcoming for autistic people and their families.

The biggest accommodations will be the lights in the house up, the sound down and people free to move around. There will also be a visual presentation in the form of video and images to enhance the experience and create another level of engagement.

In addition to the adjustments to the performance itself, we would also plan to offer tools for attendees. Adjacent to the performance hall, there will be a "quiet room" with sensory manipulatives for those who may need a break from the concert hall environment. For those with sound sensitivity, we will have noise reducing headphones available to use during the performance. And, as stated above, we will encourage attendees to move in any way that is comfortable to them. We want to create an environment that is welcoming to movement like stimming or dancing.

The Long Bay Symphony, 1107 48th Avenue N., Suite 310E, Myrtle Beach, SC 29577  
843.448.8379      www.longbaysymphony.com



(21)  
Confirmed  
Request \$15,000

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

**AGENCY NAME:** Long Bay Symphony in partnership with Champion Autism Network

**Previous Awards of City Grant Funds:** Last Year \$ 0; Two Years Ago \$ 0

**Amount Requested in this application:** \$ \$15,000

**Committee's Recommendation (leave blank):** \$ \_\_\_\_\_

**Date(s) of venue:** During the 2023-2024 LBS season- specific date TBD

**Program Objective:** The Long Bay Symphony believes that symphonic music presentations should be accessible for everyone in every corner of our community and beyond. For people with autism, who can't easily communicate, music brings a way of communicating and interacting. These activities can promote communication and social skills like making eye contact and sharing attention. Additionally, the program provides siblings, parents, grandparents, and caregivers an opportunity to engage in yet another activity that they would not likely be able to participate in as a family due to autism and sensory issues.

Revenue/Expenditure	2023-24 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$	
Membership	\$289,500		46%
Fund-raising	\$161,000		25%
County/Other Cities	\$6,150.00/\$8,671		2%
City of MB Grant request	\$75,000		12%
Other, Specify: Foundation Grants/SC Arts Commission	\$29,000/\$23,894		9%
Other, Specify: misc income, playbill ad sales, ticket fees, etc	\$34,785		6%
Personal Services		\$240,000	38%
Advertising/Promo		\$21,000	4%
Operational Costs		\$365,000	58%
Capital Costs			
Totals	\$628,000	\$626,000	100%



22

Request \$16,000

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

AGENCY NAME: Long Bay Theatre

Previous Awards of City Grant Funds: Last Year \$ 0; Two Years Ago \$ 0

Amount Requested in this application: \$16,000.00

Committee's Recommendation (leave blank): \$ \_\_\_\_\_

Date(s) of venue: On-going

Program Objective: Funds from this grant will help us expand our advertising to create more widespread awareness with potential local patrons.

Revenue/Expenditure	2022-2023		Estimated Revenue as % of budget
	Estimated Revenue	Operating Budget	
Membership	\$0		0
Fundraising	\$40,000.00 (projected)		25%
County/Other Cities	N/A		
City of MB Grant request	\$16,000.00		12.5%
Other, Specify: TICKET SALES	\$85,000.00 (projected)		62.5%
Other, Specify:	N/A		N/A
Personal Services		\$0	
Advertising/Promo		\$6000.00	
Operational Costs		\$117,760.00	
Capital Costs			
Totals	\$141,000.00	\$123,760.00	113.12%

<sup>1</sup> Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.

### APPLICANT'S CHECK LIST:



Request \$20,000

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

AGENCY NAME: The Myrtle Beach International Film Festival

Previous Awards of City Grant Funds: Last Year \$ 7,500 ; Two Years Ago \$ 7,500

Amount Requested in this application: \$ 20,000

Committee's Recommendation (leave blank): \$ \_\_\_\_\_

Date(s) of venue: April 23-27, 2024

**Program Objective:** The Myrtle Beach International Film Festival is the most culturally diverse festival on the grand strand. MBIFF has submissions from over 125 counties. Many of the filmmakers who are accepted to screen attend the screening representing their work and region. Having so many different cultures represented at one time in one place is a very unique offering to visitors and locals alike. The MBIFF has become one of the top film festivals to submit to in the world. This also offers a unique position for Myrtle Beach to market itself to markets that have yet to be reached. MBIFF reaches the global market with a heavy interest in the United States of America which is a win, win for everyone involved. The culture and diversity which is represented is one of true splendor in entertainment and education. The MBIFF has been ground zero for many important documentaries and narrative works which brings people from around the globe to Myrtle Beach, SC to celebrate in our uniqueness. This needs to grow!

Revenue/Expenditure	20_____ Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$	
Membership	\$		
Fund-raising			
County/Other Cities			
City of MB Grant request	20,000		49%
Other, Specify: Ticket Sales, Submission Fees	15,000		37%
Other, Specify: Sponsorship	5,750		14%
Personal Services		\$	
Advertising/Promo		25,000	
Operational Costs		15,750	



23  
confirmed

Capital Costs			
Totals	\$40,750	\$40,750	100%

<sup>1</sup> Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.

**APPLICANT’S CHECK LIST:**

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- Completed Application form and Exhibits A, B, and**
- Exhibit C, copies of the Agency’s audited annual financial statements** for the most recent three years, or for the length of time the organization has been in existence, if less than three years. *Organizations requesting funds for the first time should submit all information requested. Other organizations can submit only last year’s financial statements ~ as we have the other information in our files.*
- Other exhibits**—attach any other pertinent information about your program or project, or your agency in general.
- Child Protection Policies**

**For grantees serving minors, the grantee shall provide evidence of its written child protection policy with certification of its adoption by the grantee’s Board of Directors, Owner(s) or other Principals, together with certificates evidencing any insurance coverage that it carries relative to child protection.**

For your convenience, we have listed several links to sources where one may reference information on developing child protection policies.

<file:///C:/Users/mprice/AppData/Local/Temp/Child%20Protection%20Policy-2.pdf>

<https://www.kidpower.org/youth-sports/>

<file:///C:/Users/mprice/AppData/Local/Temp/Child-Protection-Recomendations-final.pdf>

<https://www.nspcc.org.uk/preventing-abuse/safeguarding/writing-a-safeguarding-policy/>

<http://www.childmatters.org.nz/225/child-protection-policy>

<http://www.tools4dev.org/resources/does-your-organisation-need-a-child-protection-policy/>

<file:///C:/Users/mprice/AppData/Local/Temp/example-child-protection-policy.pdf>

**DEADLINE FOR APPLICATION September 23, 2022**

24



Request \$15,000

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

**AGENCY NAME:** NS Promos Myrtle Beach Food Truck Festival 2023  
**Previous Awards of City Grant Funds:** Last Year \$ 0 ; Two Years Ago \$ 0  
**Amount Requested in this application:** \$ ~~10,000~~ 15,000  
**Committee's Recommendation (leave blank):** \$ \_\_\_\_\_  
**Date(s) of venue:** March 31st to April 2nd 2023

**Program Objective:** Bring together 20,000 plus people to celebrate food, food trucks and the start of Spring in Myrtle Beach.

Revenue/Expenditure	2023 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$	
Membership	\$99,000		
Fund-raising	\$0		
County/Other Cities	N/A		
City of MB Grant request	\$15,000		
Other, Specify:			
Other, Specify:			
Personal Services		\$5,000	
Advertising/Promo		\$5,000	
Operational Costs		\$55,000	
Capital Costs		\$41,000	
<b>Totals</b>	<b>\$114,000</b>	<b>\$106,000</b>	<b>100%</b>

<sup>1</sup> Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.

**APPLICANT'S CHECK LIST:**

Each application for funding submitted to the City of Myrtle Beach must include the following items:

25

Request \$15,000



# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

AGENCY NAME: \_\_\_\_\_ Myrtle Beach Jeep Jam \_\_\_\_\_

Previous Awards of City Grant Funds: Last Year \$ 5000 ; Two Years Ago \$ 7500

Amount Requested in this application: \$ 15000

Committee's Recommendation (leave blank): \$ \_\_\_\_\_

Date(s) of venue:

Program Objective: A jeep festival that brings approximately 25000 jeep enthusiasts together to celebrate and enjoy the jeep lifestyle and activities. \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Revenue/Expenditure	2023 _____ Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$350000	
Membership	\$115000		
Fund-raising	110000		
County/Other Cities	N/A		
City of MB Grant request	15000		
Other, Specify: Vendor Fees	90000		
Other, Specify: On Site Sales	30000		
Personal Services		\$90000	
Advertising/Promo		30000	
Operational Costs		160000	
Capital Costs		70000	
Totals	\$360000	\$350000	102%

216



Request \$1,500

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

AGENCY NAME: Myrtle Beach Mini Marathon

Previous Awards of City Grant Funds: Last Year \$ 5000 ; Two Years Ago \$ 5200

Amount Requested in this application: \$ 7500

Committee's Recommendation (leave blank): \$ \_\_\_\_\_

Date(s) of venue: \_\_\_\_\_

Program Objective: To bring thousands of runners to the Myrtle Beach Area to run, see the sights, and enjoy all that Myrtle Beach has to offer. \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Revenue/Expenditure	2023 _____	Operating Budget	Estimated Revenue as % of budget
	Estimated Revenue		
		\$295000	
Membership	\$280000		
Fund-raising	10000		
County/Other Cities	N/A		
City of MB Grant request	7500		
Other, Specify: Vendor Fees			
Other, Specify: On Site Sales			
Personal Services		\$70000	
Advertising/Promo		30000	
Operational Costs		135000	
Capital Costs		60000	
Totals	\$297500	\$295000	101%



127

Request \$40,000

September 13, 2022

Mr. Michael Price  
City of Myrtle Beach  
921 Oak Street  
Myrtle Beach, SC 29577

Dear Mr. Price:

In accordance with Myrtle Beach City Council's Resolution Regarding Requests for Financial Assistance, I have attached a funding request of \$40,000 for the 2023 PlayGolfMyrtleBeach.com World Amateur, which happens to also be our 40<sup>th</sup> annual! The 'World Am' is a tourism generating event bringing people to the area that otherwise would not be here. Over 93% of attendees are from outside Horry, Georgetown and Brunswick counties. We are not catering to tourists; we are the reason they visit.

The World Am plays an integral role in Myrtle Beach's shoulder season. The event produces **23,500 room nights** and brings in golfers and families from all over the world for a week when summer vacations have tapered off.

Surveys show **23% of attendees are making their first visit to Myrtle Beach** solely for World Am. From there they will return to the event, and thus Myrtle Beach, 6 more times. As a reminder, Coastal Carolina University completed an economic impact study in 2018 (\$14.3M). When extrapolated to account for 2022 attendance and inflation that impact comes to **\$17.3M annually**.

The World Am is designed to reach new visitors and retain past visitors, and our **100% out of market advertising** spends reflect that. Promotion for the event bearing the city name in the title includes a massive email outreach annually totaling 2 million email addresses. Being an anniversary year, we have big plans to market the tournament and hope to surpass most historical benchmarks of past performance.

The World Amateur is the largest golf event in the world, attracting golfers from every state and over 25 foreign countries to showcase the best our area has to offer. Please consider the full amount of \$40,000 in support. Please call me at 843-390-7504 with any questions.

Sincerely,

Scott Tomasello  
Tournament Director



27  
 Continued  
 Request \$40,000

## CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

### SUMMARY

**AGENCY NAME:** MYRTLE BEACH WORLD AMATEUR

**Previous Awards of City Grant Funds:** Last Year \$10,000 ; Two Years Ago \$ 20,000

**Amount Requested in this application:** \$ 40,000

**Committee's Recommendation (leave blank):** \$ \_\_\_\_\_

**Date(s) of venue:** August 28 – 31, 2022

**Program Objective:** The Myrtle Beach World Amateur exists to promote Myrtle Beach as a tourism destination, the premier golf capital of the World. In addition to filling golf course tee sheets, hotel rooms, and the Myrtle Beach Convention Center that week, it introduces avid golfers and their families to the Myrtle Beach area as a vacation destination. The "World Am" showcases everything Myrtle Beach has to offer. It is portrayed, rightfully so, as the only place on the planet that could host an event of this magnitude in the golf space and is shown as such through our international media reach and advertising efforts.

Revenue/Expenditure	20 <u>  </u> 23 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$	
Membership			
Fund-raising			
County/Other Cities			
City of MB Grant request	\$40,000		1.7%
Other, Specify: ENTRY FEES / MISC SALES	\$2,153,000		90.1%
Other, Specify: SPONSORSHIPS	\$196,000		8.2%
Personal Services			
Advertising/Promo		\$140,000	
Operational Costs		\$2,249,000	
Capital Costs			
Totals	\$2,389,000	\$2,389,000	100%



(28)  
Request \$10,000

## CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

### SUMMARY

**AGENCY** Myrtle Beach Shrine Club (under the authority of Omar Shriners) for their function MBSC Smoke on the Beach

**Previous Awards of City Grant Funds:** Last Year \$7,500.00 ; Two Years Ago \$ 3,000.00

**Amount Requested in this application:** \$ 10,000.00

**Committee's Recommendation (leave blank):** \$

**Date(s) of venue:**

**Program Objective:** MBSC Smoke on the Beach is a BBQ Competition Festival for the novice and experienced cook team. It is open to the public for BBQ tasting and festival fun. Local vendors both profit and non-profit attend the two day festival that is held at the Old Pavilion site on the Strip in Myrtle Beach. Net proceeds from the event assist Shriners Hospitals for Children

Revenue/Expenditure	2023 _____ Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$	
Membership	5625		32
Fund-raising	12000		15
County/Other Cities	0		
City of MB Grant request	10000		52
Other, Specify:			
Other, Specify:	2000		1
Personal Services		\$0	
Advertising/Promo		1800	
Operational Costs		13625	
Capital Costs		5200	
<b>Totals</b>	<b>\$20625</b>	<b>\$20625</b>	<b>100%</b>

<sup>1</sup> Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.

**APPLICANT'S CHECK LIST:**



29

Request \$30,000

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

**AGENCY NAME:** SC Coaches Association Touchstone Energy CO-OP North-South Football Game

**Previous Awards of City Grant Funds:** Last Year \$20,000; Two Years Ago \$ N/A

**Amount Requested in this application:** \$30,000

**Committee's Recommendation (leave blank):** \$ \_\_\_\_\_

**Date(s) of venue:** December 5th-10th

**Program Objective:** The North vs. South All-Star Football Game, sponsored by the Touchstone Energy Cooperatives of South Carolina, has played and continues to play a vital role in the state of South Carolina. Its long standing and rich tradition of 74 years has honored the student-athletes of the state by showcasing their elite talents in a final competition at the end of their senior season of football. The annual event was hosted in various cities around the state before moving to the City of Myrtle Beach in 1986 where it has remained. The North Team and South Team select 44 players each to represent their geographical regions. After a week of practice, the two teams come head-to-head in the final showdown of their high school careers. This past year, 2021, this organization provided senior student-athletes with the only opportunity to showcase their abilities after the football season had concluded, due to the absence of the Shrine Bowl. In 2021, The Touchstone Energy Bowl also expanded its support of student-athletes by honoring the top 88 players from the junior class to participate in a combine that was attended by college coaches, coordinators, and recruiters. Spectators looked on as juniors from across the state competed in the 40 yard dash, bench press, vertical leap, and other stations that showcased their abilities.

Revenue/Expenditure	2022 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$135,000	
Membership (Tickets)	\$27,523		20.3%
Fund-raising (PAL Field Trip)	\$10,000		7.4%
Sponsorship Schools (FCA-\$1000)	\$4,400		3.2%
City of MB Grant request	\$30,000		22.2%
Other, Specify:	\$42,500		31.48%



(29)  
continued

SC Electric Co-Op			
Other, Specify: Program Ads and Sales	\$17,430		12.9%
Personal Services		\$21,700	
Target Shopping Trip for Myrtle Beach Elementary Students		\$6,600	
Advertising/Promo		\$15,498.90	
Top Golf		\$12,800	
Operational Costs		\$44,985	
Capital Costs			
Totals	\$118,785.04	\$101,583.90	100%

<sup>1</sup> Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.

**APPLICANT'S CHECK LIST:**

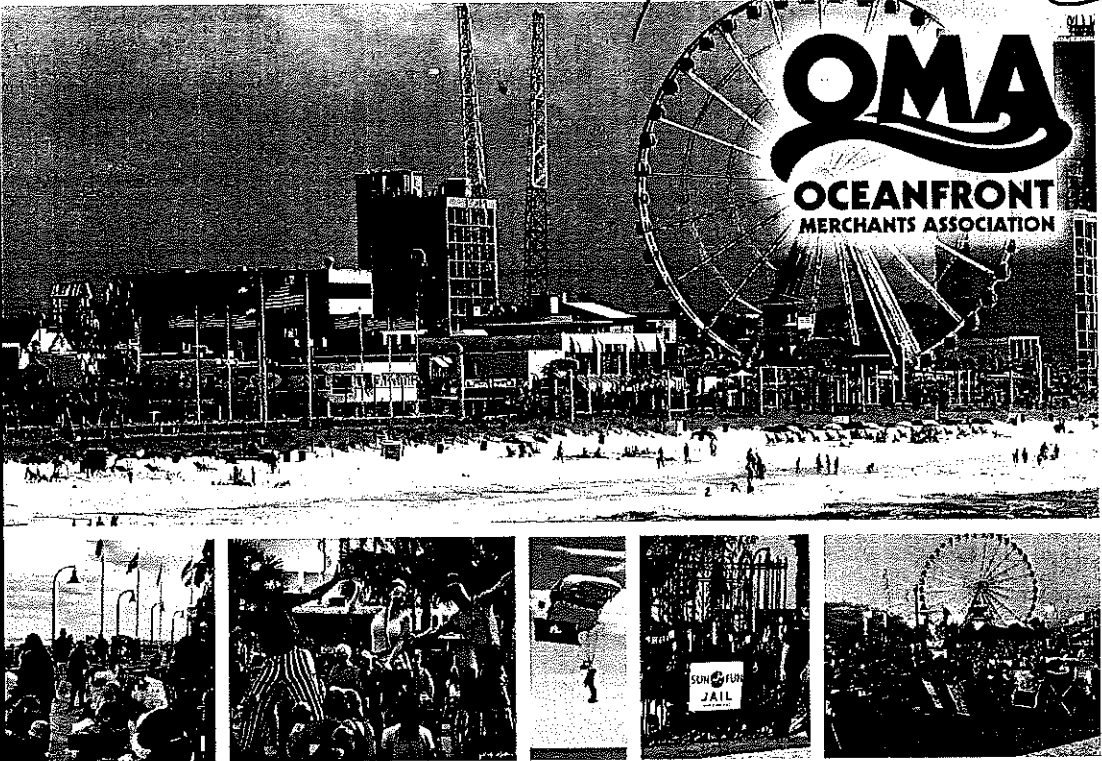
Each application for funding submitted to the City of Myrtle Beach must include the following items:

- **If Applicant is an agency, a Resolution of the Applicant's Board of Directors** approving the Application for Funding and the form of the Grant Agreement and authorizing a designated representative to execute and deliver the Agreement; An example has been provided for you in the appendix of this application package.
- **Completed Application form and Exhibits A, B, and**
- **Exhibit C, copies of the Agency's audited annual financial statements** for the most recent three years, or for the length of time the organization has been in existence, if less than three years. *Organizations requesting funds for the first time should submit all information requested. Other organizations can submit only last year's financial statements ~ as we have the other information in our files.*
- **Other exhibits**—attach any other pertinent information about your program or project, or your agency in general.
- **Child Protection Policies**

**For grantees serving minors, the grantee shall provide evidence of its written child protection policy with certification of its adoption by the grantee's Board of Directors, Owner(s) or other Principals, together with certificates evidencing any insurance coverage that it carries relative to child protection.**

Request \$200,000 (30)

The Oceanfront Merchants Association (OMA) is a non-profit 501(c)6 organization that is dedicated to promoting, programming, and protecting the Myrtle Beach Entertainment District. OMA has been providing free-family friendly entertainment in the Entertainment District since the Myrtle Beach Pavilion closed. The support for OMA comes from area businesses and A-tax funding. OMA receives no other government funding or grants.

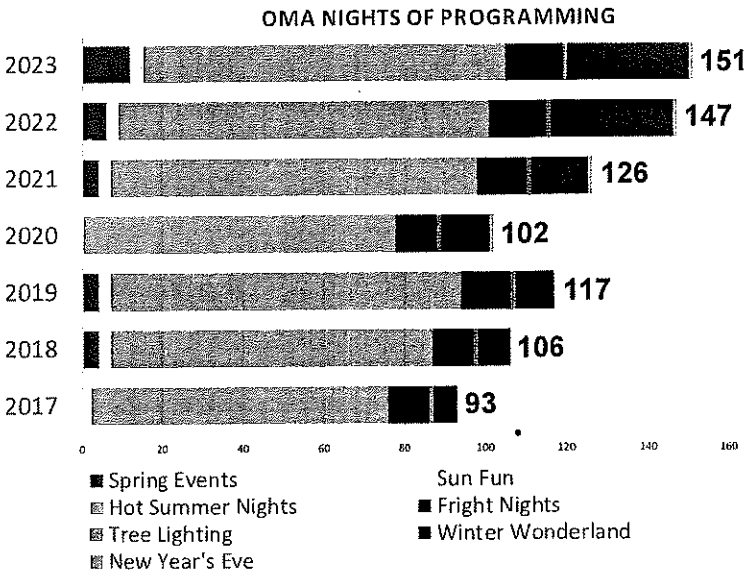


OMA was formed in late 2006 upon the announcement of the closing of Myrtle Beach's oldest and most valued tourism destination: The Pavilion Amusement Park. By forming OMA, the merchants and landowners were determined to transform this blighted area back to its historic roots as the Grand Strand's epicenter for affordable family fun. We have continually moved in that direction over the past fourteen years, and would like to ensure that the free-family friendly entertainment in the Boardwalk Entertainment District that is so vital to the City of Myrtle Beach, area hotels, and local businesses, continues to grow. This also means expanding our marketing plan to include statewide, regional, and group tourism efforts to reach more potential visitors and make sure they are aware of what the Myrtle Beach area has to offer. We feel by having this events, we are providing that key "free" attraction value that many families are looking for when they choose their vacation destination and make their lodging choices. We are excited to partner with the Myrtle Beach Downtown Alliance to ensure the events are not only continued, but enhanced and expanded to continue service the Myrtle Beach Boardwalk and Downtown with family-friendly free entertainment. **In 2023, we will have free programming more than 40% of the year!**

Our program's primary beneficiaries are the public and private sectors. Our project will help provide increased value for Myrtle Beach's tourism industry, setting our destination apart from the competitors by offering free family-friendly entertainment at a one-of-a-kind seaside Boardwalk location. While some visitors choose to visit Myrtle Beach for the shopping, restaurants, proximity, etc., we believe that many visitors still choose Myrtle Beach because it is an affordable resort located on a beautiful stretch of the Atlantic Ocean. By making sure the oceanfront is as attractive, family-friendly, and entertaining as possible, and increasing awareness about the historic heart of Myrtle Beach and what it has to offer, tourism is likely to increase resulting in increased revenues for Greater Myrtle Beach area businesses.

This application requests \$200,000, which will allow OMA to expand our year-round marketing efforts and events, which promote the Boardwalk area and the summer and shoulder season events, to a larger audience thereby increasing awareness of the area and all that it has to offer resulting in more families choosing Myrtle Beach as their vacation destination.

Our ultimate goal is to increase the number of potential visitors that choose Myrtle Beach, and to enhance the vacations of visitors once they arrive. We are very grateful for the generous funding you have provided OMA with in the past, and know that none of the transformations that have taken place in the Boardwalk Entertainment District would have been possible without your faith in our plan and support that allowed us to achieve it.





# MYRTLE BEACH DOWNTOWN ALLIANCE

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Continued

September 23, 2022

Dear Accommodations Tax Committee,

The Myrtle Beach Downtown Alliance (MBDA) is excited to collaborate with the Oceanfront Merchants Association (OMA) on this year's Accommodations Tax Application and in supporting OMA's robust calendar of events for the Boardwalk Entertainment District.

MBDA is a 501(c)(3), non-profit organization. Our mission is to support a healthy and vibrant Downtown Myrtle Beach. One way we put that mission into action is by organizing and supporting events and activities that enliven our public spaces Downtown providing both visitors and permanent residents multiple opportunities to visit Downtown, patronize our unique offering of oceanfront restaurants and shops and walk "America's Boardwalk" multiple times a year. By partnering with OMA's all-volunteer staff, MBDA will provide additional professional capacity to plan and execute an ever-more ambitious calendar of events and activities that build on OMA's solid reputation and 15-year track record of successful programming promoting Downtown Myrtle Beach's businesses and signature attraction—our oceanfront and Boardwalk Entertainment District.

MBDA enthusiastically supports OMA's application request for \$200,000. We will work closely with OMA members to develop and promote an entertainment agenda for the Boardwalk Entertainment District that is not only consistent with past OMA programming but one that, through collaboration with multiple MBDA partners, helps us develop a more comprehensively positive image for Downtown Myrtle Beach that uplifts us all.

We thank OMA's leadership for welcoming the opportunity to partner on another year of extraordinary growth and opportunity and are grateful for the Accommodations Tax Committee for accepting OMA's collaborative approach on this proposal for strategic use of Accommodations Tax revenue in pursuit of excellence for Downtown Myrtle Beach.

Sincerely,

Amy Barrett  
President/CEO Myrtle Beach Downtown Alliance



30  
continued

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

**AGENCY NAME:** Oceanfront Merchants Association

**Previous Awards of City Grant Funds:** Last Year \$150,000 Two Years Ago \$90,000

**Amount Requested in this application:** \$200,000

**Committee's Recommendation (leave blank):** \$ \_\_\_\_\_

**Date(s) of venue:**

**Program Objective:** The objective of OMA's year-round entertainment and marketing is to offer free family-friendly entertainment, while promoting Myrtle Beach as a unique seaside family vacation destination. Through events including Hot Summer Nights, Fright Nights, It's a Shore Thing, Winter Wonderland, and the Sun Fun Festival, **OMA plans events for 40% of the year.** The Myrtle Beach area benefits from the added value of the free entertainment on the Myrtle Beach Boardwalk, and by expanding promotions to a larger audience, the community will benefit from increased exposure and visitors spending locally. This will also increase tax revenues and create job growth. This year OMA will be working with the MBDA to expand and improve events in the Boardwalk and Downtown area.

Revenue/Expenditure	2022 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$ 375,000	
Membership	\$ 25,000		
Fund-raising	\$150,000		
County/Other Cities			
City of MB Grant request	<del>\$150,000</del> 200,000		
Other, Specify:			
Other, Specify:			
Personal Services		\$2,500	1%
Advertising/Promo		\$ 150,000	46%
Operational Costs		\$ 172,500	53%
Capital Costs			
Totals	<del>\$ 325,000</del>	\$ 325,000	100%

375,000



Request \$25,000

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

**AGENCY NAME:** Omar Shriners

**Previous Awards of City Grant Funds:** Last Year \$10,000.00; Two Years Ago \$7,500.00

**Amount Requested in this application:** \$25,000.00

**Committee's Recommendation (leave blank):** \$ \_\_\_\_\_

**Date(s) of venue:** May, 2023

**Program Objective:** Omar Shriners host an annual pilgrimage to Myrtle Beach, SC each spring for the purpose of fellowship, increasing membership, and a parade for the community to showcase our Fraternity. We host a golf tournament to coincide. The official name is The Omar Shriners Spring Ceremonial. The object is to promote awareness about the Fraternity, Shriners International, Omar Shriners and their great philanthropy Shriners Hospitals for children. In doing so this program promotes tourism and supports the local businesses of Myrtle Beach.

Revenue/Expenditure	2023 _____ Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$41500	
Membership	\$ 11500		28
Fund-raising	5000		12
County/Other Cities			
City of MB Grant request	25000		60
Other, Specify:			
Other, Specify:			
Personal Services		\$11500	
Advertising/Promo		14000	
Operational Costs		16000	
Capital Costs			
<b>Totals</b>	<b>\$41500</b>	<b>\$41500</b>	<b>100%</b>

<sup>1</sup> Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.

**APPLICANT'S CHECK LIST:**

32

298 Prestwick Rd  
Myrtle Beach, SC 29588  
(803) 807-8524  
[djstoys@mail.com](mailto:djstoys@mail.com)



*Request \$50,000*

Dear Committee Members,

We the Palmetto Studios Arts Alliance has been operating since 2002 and has been incorporated as a Non Profit since 2008. We have hosted over 40 art shows which have all generated funds for various local charities such as the Grand Strand Humane Society, C.A.S.A., The Children's Recovery Center, The Fallen Policeman's Fund to name a few. We additionally have provided art classes to area children, hosted art workshops and helped develop the careers of local artists. We have partnered with Coastal Carolina University and The Academy for Arts and Sciences in several art show fund raisers. We will host for an eleventh year an amazing Artist Alley featuring local and national talents. We will also host a kids track area providing arts education activities for children as well as Fun.

**Program**

XCON and GSCC has become a local tradition. XCON is a 2 day Fan Convention covering many genres in pop culture held in the Spring & Grand Strand Comic Con is also a 2 day Fan Convention covering many genres in pop culture held in the Fall. At their core both are Arts Events designed to promote the creative arts in writing, graphic design, film, fashion and other areas. We get celebrity guests from all of these areas and bring them to Myrtle Beach to meet and greet their fans and give talks and workshops about their work or the creative process.

**We are requesting \$50,000 for both shows in funding so we can primarily advertise in national publications, radio, internet & TV to gain the maximum exposure with our target demographic in an area determined by an 8 hour drive radius or a direct flight. We additionally promote tourism to Myrtle Beach by attending other national events to promote the benefits of the visiting the beach and attending both XCON & GSCC.**

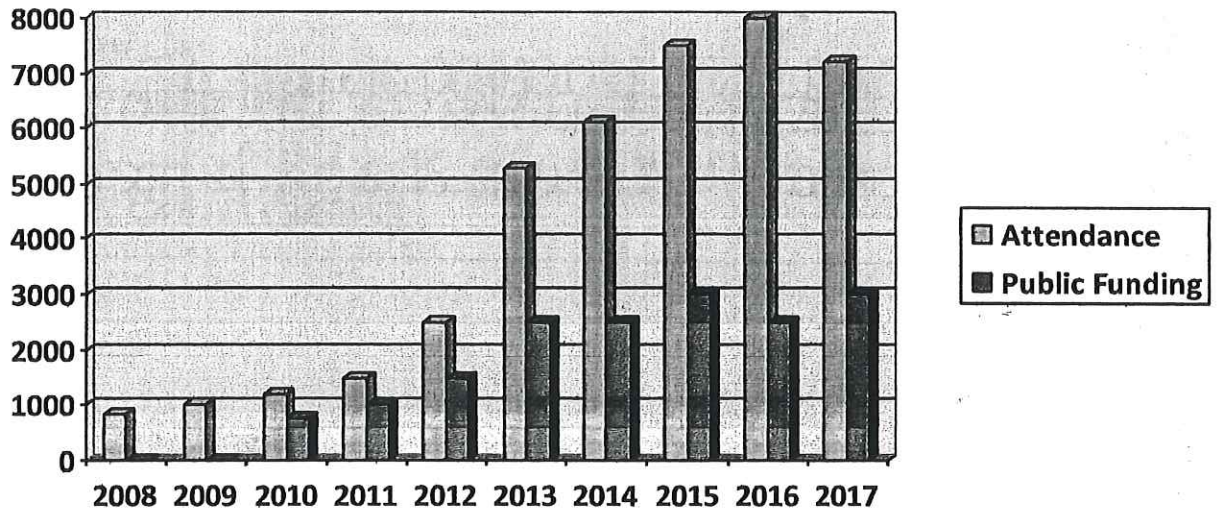
- XCON & GSCC will primarily serve the public interest by driving thousands of tourists to Myrtle Beach who will in turn patronize local hotels, restaurants and shops.
- XCON & GSCC will provide a positive financial return on investment (ROI) in excess of the funds granted. In past years, XCON has provided a significant return on investment for the funds granted. See Graph
- XCON & GSCC will provide a cultural event unique in the region by promoting the arts and sciences.
- XCON & GSCC will inspire our local creative community and foster new business relationships as already proven in the past.
- XCON & GSCC have a large local volunteer staff (mostly high school and college students) who work all year to make this event the best it can be. They go through a

32  
Confirmed

training program that at it's center, teaches responsibility, positive attitudes, achieving goals, team work and conflict resolution.

If I may be of any further assistance or you have any additional questions, please do not hesitate to contact me on my personal cell phone. 803-807-8524  
Very Truly,

Brad D Miller  
President  
The Palmetto Studios Arts Alliance



\*\*\*Public Funding expressed as \$10/1\*\*\*

**EXHIBIT C  
POLICIES APPLICABLE TO ALL GRANT AGREEMENTS**

*(32)  
Confirmed  
Request \$50,000*

**CITY OF MYRTLE BEACH  
APPLICATION FOR GRANT FUNDING**

**SUMMARY**

**AGENCY NAME:** Palmetto Studios Arts Alliance

**Previous Awards of City Grant Funds:** Last Year \$15,000; Two Years Ago \$ \_\_\_\_\_

**Amount Requested in this application:** \$50,000

**Committee's Recommendation (leave blank):** \$ \_\_\_\_\_

**Program Objective:** To promote primarily out of market a 2-day comic con in November and April 2023 (2 separate venues) in support of the arts as well as attracting tourists to the Grand Strand.

Revenue/Expenditure	2023 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		<b>\$66,000</b>	
Membership			
Vendor Space	\$16,000		24%
County/Other Cities			
City of MB Grant request	\$50,000		76%
Other, Specify:			
Other, Specify:			
Personal Services			
Advertising/Promo		\$20,000	
Operational Costs		\$46,000	
Capital Costs			
<b>Totals</b>	<b>\$ 66,000</b>	<b>\$66,000</b>	<b>100%</b>

<sup>1</sup> Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.



33



Request \$12,000

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

AGENCY NAME: Sunshine Recovery Ministries  
 Previous Awards of City Grant Funds: Last Year \$ 7500<sup>00</sup>; Two Years Ago \$ 5000<sup>00</sup>  
 Amount Requested in this application: \$ 12000<sup>00</sup>  
 Committee's Recommendation (leave blank): \$ \_\_\_\_\_  
 Date(s) of venue: Sept 9-10-2023

### Program Objective:

To continue to Remove those addicted to drugs and Alcoholics off the streets and into a program out of this area and to walk a path of Recovery and to become productive members of society. Currently just opened a women's Recovery house in Dillon SC.

Revenue/Expenditure	20 <u>23</u> Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$ 50,000	
Membership	\$		
Fund-raising	<u>10,500<sup>00</sup></u>		<u>25%</u>
County/Other Cities	<u>6000<sup>00</sup></u>		<u>12%</u>
City of MB Grant request	<u>12000<sup>00</sup></u>		<u>24%</u>
Other, Specify: <u>Donations</u>	<u>19,500<sup>00</sup></u>		<u>39%</u>
Other, Specify:			
Personal Services		\$	
Advertising/Promo		<u>4800</u>	
Operational Costs		<u>44,345</u>	
Capital Costs			
Totals	\$ <u>50,000</u>	\$ <u>49,145</u>	100%



Request #99,000

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

**AGENCY NAME:** South Atlantic Shrine Association

**Previous Awards of City Grant Funds:** Last Year \$40,000.00; Two Years Ago \$30,000.00

**Amount Requested in this application:** \$99,000.00

**Committee's Recommendation (leave blank):** \$ \_\_\_\_\_

**Date(s) of venue:** September 21-25, 2023

**Program Objective:** The South Atlantic Shrine Association holds its annual meeting Festival of Shriners in Myrtle Beach each September. This festival has been held consistently for the last 10 years in September except for the years of hurricanes or pandemics. Twenty Shrine Centers from seven states throughout the Southeast come to Myrtle Beach for this festival. Through numerous surveys and questionnaires, we have proven the fact that these Shriners approximately 45, 000 with families and friends. Over 75% of those attending the four-day festival spend the entire week and make Myrtle Beach their fall vacation spot. They occupy approximately 27 hotels along Ocean Boulevard and many stay at local campgrounds. The Doubletree Resort by Hilton is the headquarters hotel where all meetings are held, and a Shriner marketplace is open for shopping drawing a total of 20 vendors with merchandise for sale. With a public Shrine parade being held on Saturday, many Shriners, who are not members of the Association attend for the fun and comaradie. On Saturday night, the last night of the festival to close the festival, awards are given and new officers are installed for the following year. For the past two years, the festival has generated over \$200,000.00 each year in actual donations for donation to their 501 3 C Charity, Shriners Hospitals for Children.

Revenue/Expenditure	2023 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$203,400.00	
Membership	\$47,400.00		33%
Fund-raising	\$55,000.00		38%
County/Other Cities			
City of MB Grant request	\$99,000.00		28%
Other, Specify:	\$ 2,000.00		1%
Other, Specify:			
Personal Services		\$47,400.00	

(34)  
Continued

Advertising/Promo		\$73,000.00	
Operational Costs		\$63,705.00	
Capital Costs		\$19,295.00	
Totals	\$203,400.00	\$203,400.00	100%

<sup>1</sup> Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.

**APPLICANT'S CHECK LIST:**

Each application for funding submitted to the City of Myrtle Beach must include the following items:

- If Applicant is an agency, a Resolution of the Applicant's Board of Directors** approving the Application for Funding and the form of the Grant Agreement and authorizing a designated representative to execute and deliver the Agreement; An example has been provided for you in the appendix of this application package.
- Completed Application form and Exhibits A, B, and**
- Exhibit C, copies of the Agency's audited annual financial statements** for the most recent three years, or for the length of time the organization has been in existence, if less than three years. *Organizations requesting funds for the first time should submit all information requested. Other organizations can submit only last year's financial statements - as we have the other information in our files.*
- Other exhibits**—attach any other pertinent information about your program or project, or your agency in general.
- Child Protection Policies**

**For grantees serving minors, the grantee shall provide evidence of its written child protection policy with certification of its adoption by the grantee's Board of Directors, Owner(s) or other Principals, together with certificates evidencing any insurance coverage that it carries relative to child protection.**

For your convenience, we have listed several links to sources where one may reference information on developing child protection policies.

<file://C:/Users/mprice/AppData/Local/Temp/Child%20Protection%20Policy-2.pdf>

<https://www.kidpower.org/youth-sports>

<file://C:/Users/mprice/AppData/Local/Temp/Child-Protection-Recommendations-final.pdf>

<https://www.nspcc.org.uk/preventing-abuse/safeguarding/writing-a-safeguarding-policy/>

<http://www.childmatters.org.nz/225/child-protection-policy>

<http://www.tools4dev.org/resources/does-your-organisation-need-a-child-protection-policy>

<file://C:/Users/mprice/AppData/Local/Temp/example-child-protection-policy.pdf>



Request #1,000 (35)

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

AGENCY NAME: The Arts Grand Strand

Previous Awards of City Grant Funds: Last Year \$ 1,000 ; Two Years Ago \$ 500

Amount Requested in this application: \$ 1,000

Committee's Recommendation (leave blank): \$

Date(s) of venue:

**Program Objective:** To inform people interested in the arts in key regional cities of the fine arts events that are happening in Myrtle Beach. This would hopefully give them another reason to visit and stay in our area. Most, if not all these people will be surprised at this because they had no way of knowing about this information. Creating a calendar of events that is searchable and is available to local arts organizations to use FREE of charge. Additionally for newsletter subscribers (currently over 600) a weekly newsletter is sent showcasing the weeks events. We partnered with the Chamber of Commerce & VisitMyrtleBeach to create the new Arts Trail Map which we plan to distribute with our galleries as well as promote the events online through our calendar & newsletter. We hope this partnership will allow us to grow our newsletter membership of those who follow the cultural events in this area.

Revenue/Expenditure	2023 _____	Operating Budget	Estimated as % of budget
	Estimated Revenue		
Membership	\$		
Fund-raising	800		8%
County/Other Cities	2000		20%
City of MB Grant	1000		10%
Other, Specify: Sponsorship	1200		12%
Other, Specify: Grants	5000		50%
Personal Services			
Advertising/ Promotion		5000	
Operational Costs		5,000	

35  
Continued

Application for Grant Funding

Capital Costs			
Totals	10,000	10,000	100%

<sup>1</sup> Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.

**APPLICANT'S CHECK LIST:**

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- **Exhibit C, copies of the Agency's audited annual financial statements** for the most recent three years, or for the length of time the organization has been in existence, if less than three years. *Organizations requesting funds for the first time should submit all information requested. Other organizations can submit only last year's financial statements ~ as we have the other information in our files.*
- **Other exhibits**—attach any other pertinent information about your program or project, or your agency in general.
- **Child Protection Policies**

**For grantees serving minors, the grantee shall provide evidence of its written child protection policy with certification of its adoption by the grantee's Board of Directors, Owner(s) or other Principals, together with certificates evidencing any insurance coverage that it carries relative to child protection.**

For your convenience, we have listed several links to sources where one may reference information on developing child protection policies.

<file:///C:/Users/mprice/AppData/Local/Temp/Child%20Protection%20Policy-2.pdf>

<https://www.kidpower.org/youth-sports/>

<file:///C:/Users/mprice/AppData/Local/Temp/Child-Protection-Recomendations-final.pdf>

<https://www.nspcc.org.uk/preventing-abuse/safeguarding/writing-a-safeguarding-policy/>

<http://www.childmatters.org.nz/225/child-protection-policy>

<http://www.tools4dev.org/resources/does-your-organisation-need-a-child-protection-policy/>

<file:///C:/Users/mprice/AppData/Local/Temp/example-child-protection-policy.pdf>

**DEADLINE FOR APPLICATION September 23, 2022**



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The Grand Strand  
Music Festival  
**MUZIKA!**

Request \$96,000

September 20, 2022

Dear Myrtle Beach City Council,

Since 1999, Varna International has been bringing large-scale productions to over 30 nations, effecting change through the power of music. Our mission is to promote and present true art and to bring about positive and lasting change, encouragement and new educational opportunities to thousands of participants. We are grateful to have been able to serve the communities in our home State of SC and share our expertise, passion and vast experience as established international music festival organizers.

We are thankful for your faith and financial support to Varna International Music Academy for the two large-scale international festivals, which we successfully brought to Myrtle Beach in the Spring and summer of 2022.

1. Violins of Hope SC in April / May 2022, featuring 24 performances, exhibitions, and educational events in 12 cities and towns in SC, including Myrtle Beach where we launched the month-long festival.
2. MUZIKA! the Grand Strand Music Festival in July 1-31, 2022, featuring 25 performances in the Grand Strand.

Both festivals had a tremendous impact and brought about significant and positive change in the lives of thousands of people in the community. The festivals were historically significant and brought hope, respect, and tremendous visibility in the arts and culture, education, and remembrance.

#### **I. Violins of Hope, SC**

For the first time in the history of SC, we brought 60 violins that survived the Holocaust from Israel. Each of these instruments was used uniquely in the hands of local SC musicians, primarily the Long Bay Symphony, to tell the stories of their owners, who experienced tremendous anguish and suffering during the Holocaust of WWII. Through these instruments, hundreds of musicians from our State were able to release the sound of hope and encourage our communities. Each of our speakers shared with large audiences of middle school, high school, college-age students, and adults to impart lessons learned from Holocaust survivors.

#### **II. MUZIKA! The Grand Strand Music Festival**

In July 2022, Varna International brought 300 musicians from over 25 States to the Grand Strand. We engaged 60 world-class artists, from prestigious organizations, such as The Metropolitan Opera, Dallas Opera, New England Conservatory, White House "President's Own" Orchestra, and others, to be featured at the concerts and provide music training to the academy participants.

We successfully organized 25 high caliber performances of opera, oratorio, chamber music, and solo recitals. Our fully-staged opera performances were historically significant for the Grand Strand, as this was the first time fully-staged opera productions were presented in Myrtle Beach. We collaborated with local musicians, including Maestro Charles Evans of the Long Bay Symphony and the Myrtle Beach Youth Choir. We also collaborated with churches and museums throughout the Strand to host the concerts.

As a valuable financial partner, we thank you for enabling us to continue to bring the highest level of education and performances. We are happy to report that all that we have set out to do was executed to the highest standards and without compromise.

We also want to share with you the financial aspect in the aftermath of the events. For both events in 2022, we donated significant time and effort, provided by Varna International, because we are so passionate in watching these events grow and prosper in the future. In this way, Varna International was the single largest contributor of 40% of the budget, by donating our labor and making additional financial contributions to ensure that all expenses are paid, and that the festivals are brought honorably to the Grand Strand. We would welcome the opportunity to share more about this with you at the appropriate time.

Sincerely,

A handwritten signature in black ink, appearing to read 'Tchonev'.

Kalin and Sharon Tchonev, Founding-Directors



36  
Continued  
Request \$96,000

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING SUMMARY

AGENCY NAME:     Varna International Music Academy    

Previous Awards of City Grant Funds: Last Year \$40,000 ; Two Years Ago \$     N/A    

Amount Requested in this application:     \$ 96,000    

Committee's Recommendation (leave blank): \$                     

Date(s) of venue:

**Program Objective:** The first "Muzika! Grand Strand Music Festival" was brought to Myrtle Beach by Varna International Music Academy in July 2022 to establish in Myrtle Beach an international music academy and a large-scale classical music festival that draws to the Myrtle Beach area world-class artists and thousands of classical music lovers from throughout the nation. The festival was a big success and brought 300 world-class artists from The Metropolitan Opera and other top-level art organizations and educational institutions, as well as music majors from throughout the country arrive in Myrtle Beach, to participate in fully-staged operas, choral-orchestral and chamber concerts. The Second "Muzika!" Festival is planned for July 2023 and will be bigger in scope, with additional concerts and partnerships. The festival's goal is to make Myrtle Beach a focal point for art presentation, elevating the presentation of classical music in Myrtle Beach to an international level, drawing professional and aspiring musicians as well as classical music lovers from throughout the nation, and in due course from around the world.

Revenue/Expenditure	2022/2023 _____ Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$960,000	
Membership	\$304,000		31.5%
Fund-raising	\$200,000		21%
County/Other Cities	\$120,000		12.5%
City of MB Grant request	\$96,000		10%
Other, Specify: Ticket sales, corporate sponsorships or ad sales	\$200,000		21%
Other, Specify: Academy Host / Donated Services	\$40,000		4.1%
Personal Services		\$260,000	
Advertising/Promo		\$80,000	
Operational Costs		\$620,000	
Capital Costs			0%
Totals	\$960,000	\$960,000	100%

(37)

Request \$38,000

### CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

#### SUMMARY

**AGENCY NAME:** Waccamaw Arts & Crafts Guild

**Previous Awards of City Grant Funds:** Last Year \$ 9,500; Two Years Ago \$ 11,250

**Amount Requested in this application:** \$ 38,000

**Committee's Recommendation (leave blank):** \$ \_\_\_\_\_

**Program Objective:**

Our objective is to provide avenues for local artists to display and sell their work, at Art in the Park. We bring vendors in from all along the East coast. Tourists plan their vacations to come to these events.

We also provide at least two other exhibits of art during the year. Our Spring Show in conjunction with the Burroughs and Chapin Art Museum and our 51st Annual Fall Show. We have a long history of working with others in our community to keep the arts a part of the Myrtle Beach lifestyle

Revenue/Expenditure	2022 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$ 83,400	
Contributions general	2,000		2.40%
City of Myrtle Beach ATAX	38,000		45.56%
SC Arts Grant	10,600		12.71%
Program Service Revenue	30,000		35.97%
Membership Dues	2,000		2.40%
Investment Income	800		0.96%
Personal Services		\$12,000	14.39%
Advertising/Promo		62,000	74.34%
Operational Costs		4,400	5.28%
Awards & Education		5,000	6.00%
<b>Totals</b>	<b>\$83,400</b>	<b>\$83,400</b>	

<sup>1</sup> Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.





Request #137,000

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# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

AGENCY NAME: WAVES OF PRAISE Reggie Dason

Previous Awards of City Grant Funds: Last Year \$ \_\_\_\_\_; Two Years Ago \$ \_\_\_\_\_

Amount Requested in this application: \$ 132,000

Committee's Recommendation (leave blank): \$ \_\_\_\_\_

Date(s) of venue:

Program Objective: BRINGING the Communities together  
where there will be love PEACE AND HAPPINESS  
Among MANKIND through Gospel music

Revenue/Expenditure	20 _____ Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$ 144,000	
Membership	\$		
Fund-raising	12,000		
County/Other Cities			
City of MB Grant request	112,000		
Other, Specify: <u>ATAK</u>	20,000		
Other, Specify:			
Personal Services		\$	
Advertising/Promo			
Operational Costs			
Capital Costs			
Totals	\$ <u>144,000</u>	\$	100%

<sup>1</sup> Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.



# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

**AGENCY NAME:** City of Myrtle Beach – Sports Tourism

**Previous Awards of City Grant Funds:** Last Year \$25,000 ; Two Years Ago \$25,000

**Amount Requested in this application:** \$65,000

**Committee’s Recommendation (leave blank):** \$ \_\_\_\_\_

**Date(s) of venue:** Year round

**Program Objective:**

To maintain/increase the \$145M (Calendar 2021) in sports tourism Direct Spending by establishing a dedicated funding source to be utilized in attracting new, or increasing the impact of recurring, events, which utilize in-city lodging. Examples for this funding cycle may include bid fees, rights fees, and event specific venue enhancements.

Revenue/Expenditure	2023 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$	
Membership	\$		
Fund-raising			
County/Other Cities			
City of MB Grant request	\$65,000		1.5%
Other, Specify: <i>Operating Revenues</i>	\$1,843,693		43%
Other, Specify: <i>Departmental Revenues</i>	\$2,369,773		55.5%
Personal Services		\$	
Advertising/Promo			
Operational Costs			
Capital Costs			
Totals	\$4,278,466	\$	100%

<sup>1</sup> Committee Recommendation applies only for tourism-related expenditure grants under SC Code §6-4-10(4)(a) of the state-wide 2.0% accommodations tax statute.

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**CITY OF MYRTLE BEACH**  
**4<sup>th</sup> Avenue North Outfall Project**  
**ACCOMMODATIONS TAX GRANT APPLICATION**



**FY 2022-23**



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continued

OFFICE OF THE CITY MANAGER

MICHELLE SHUMPERT, CPA  
CHIEF FINANCIAL OFFICER

**MB Accommodations Tax Advisory Committee**

921 Oak Street  
Myrtle Beach, SC 29577

**Re: 4<sup>th</sup> Avenue North Outfall Project**

*Dear Committee Members:*

The picture on front of this application is a picture similar to what the 4<sup>th</sup> Avenue N. Area looks like now that this project has been completed—without the ugly outfall pipes pouring onto the beach and cutting paths in the sand to deposit untreated storm water into the surf.

The purpose of the project was to construct a dual 84” pre-stressed concrete cylinder pipe (“PCCP”) culvert under the ocean floor to convey treated storm water according to Best Management Practices (“BMP”) 1,300± off-shore into the Atlantic Ocean.

The project consisted of the installation of a 10' x 22' concrete collection vault along with 1,435 linear feet of dual 84” PCCP culverts installed to transport upstream BMP-treated storm water into the Ocean along with the restoration of the existing boardwalk and beachfront to its natural conditions. A copy of the engineering study entitled, "Storm Water Master Plan for the Southern DRC Area (1st to 9th Avenue North)," recommending a deep-water ocean outfall, is available for inspection in the City's Office of Budget & Evaluation.

The outfall consists of 156 linear feet of (RCP) reinforced concrete pipe, 2,870 linear feet (PCCP) pre-stressed concrete cylinder pipe and one (1) 10 foot x 22 foot concrete vault. The outfall replaced eight (8) smaller beach front pipes that discharged on top of the existing beach and drained into the Atlantic Ocean. The existing pipes between 1st Avenue South and 8th Avenue North, have been abandoned.

The new outfall discharges approximately 500± cubic feet per second of BMP-treated storm water 1,300± linear feet out in the Atlantic Ocean from low tide.

The primary source of funding for the project was a State Revolving Fund Loan. Total debt service stands at \$773,928 per year through 2034. Accommodations Tax money was committed prior to the issuance of the debt to pay annual debt service on the project. Currently, the City uses \$320,000 in annual allocations from the Accommodations Tax, and pays the remaining \$453,928 from Storm Water Fund revenues.

Sincerely,

Michelle Shumpert, CPA  
Chief Financial Officer

cc: Jonathan (Fox) Simons, City Manager

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**CITY OF MYRTLE BEACH  
BEACH RENOURISHMENT  
ACCOMMODATIONS TAX GRANT APPLICATION**



**FY 2022-23**



OFFICE OF THE CITY MANAGER

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continued

MICHELLE SHUMPERT, CPA  
CHIEF FINANCIAL OFFICER

**MB Accommodations Tax Advisory Committee**  
921 Oak Street  
Myrtle Beach, SC 29577

**Re: Beach Renourishment Project Debt Service**

*Dear Committee Members:*

The top tourist attraction and centerpiece of the tourism industry in Myrtle Beach are undoubtedly the area's award-winning miles of beaches. Each year, more than 20 million people visit this coastal resort. The beach is the largest public park in the City and is vital to the community's economic well-being.

Like any valuable infrastructure item, the beach must be maintained. Cleaning, water quality monitoring and erosion analysis are only a part of the City's continual beach maintenance program. Beach Renourishment, or the replacement of sand lost as a result of storm damage and natural erosion, is a costly imperative for preserving the beaches.

The City of Myrtle Beach is the Local Non-Federal sponsor of **Reach Two** of the Army Corp of Engineers Storm Damage Reduction Project. The project involved placing 1,442,500 cubic yards of sand on the City's beachfront over a period of approximately 18 months. Renourishment costs for the entire Reach 2 beach nourishment project, including "Emergency" work for which the Corps paid 100%, totaled about \$19,000,000. The Emergency work restored the beach to pre-Ophelia levels. The cost of the General work of the Reach 2 project, \$12.3 million, was funded by the Federal (65%), State (17.5%), and Local (17.5%) governments.

Since 2007, the Local Accommodations Tax Advisory Committee has recommended, and the City of Myrtle Beach has appropriated, funding from the state-wide Accommodations Tax to support the annual debt service on the portion of the City of Myrtle Beach Series 2008 General Obligation Bonds used to finance the local share of the Corp's Beach Nourishment project. The allocable share of debt service for the project is \$133,911 for FY 2023. The commitment to pay annual debt service on the project was made prior to the issuance of the bonds. Annual debt service (principal, interest and bond administration expenses) will average about \$142,000 per year through March 1, 2033.

Sincerely,

Michelle Shumpert  
Chief Financial Officer

cc: Jonathan (Fox) Simons, City Manager

AJ



**CITY OF MYRTLE BEACH**  
**DIRECT TOURISM-RELATED OPERATIONS,**  
**CONVENTION MARKETING**  
**& BEACH MONITORING**  
**ACCOMMODATIONS TAX GRANT APPLICATION**



**2022-23**



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Continued

OFFICE OF THE CITY MANAGER

MICHELLE SHUMPERT, CPA  
CHIEF FINANCIAL OFFICER

City of Myrtle Beach  
Accommodations Tax Advisory Committee

**Dear Committee Members:**

The City of Myrtle Beach, with its high concentration of tourism, is faced with the task of meeting the needs of those who visit this area. Meeting those needs involves providing public safety service, beach maintenance, roadway and median maintenance, sanitation service, beach accesses and restroom facilities on a much larger scale than those needed in a "non-tourism" community of its size.

In order to help meet the tourism-driven service demand, I recommend the funding of a portion of direct tourism-related operating expenditures with an amount up to, but not exceeding, **\$11,128,218** from the state-wide accommodations tax. Specifically, the services supported by the Accommodations Tax include Waterfront Patrol (Ocean Front District "OFD"), \$7,935,118; Beach Services, \$685,300; 3 Ladder Truck Companies (OFD), \$2,507,800.

Water quality and beach monitoring are crucial to serving those visiting our shores. I recommend funding of **\$62,000** for continued water quality and beach monitoring.

In addition to providing for tourists, the City takes an active role in promoting tourism and drawing visitors to our area. According to 2012 figures, the most recent full-year figures reported by the Myrtle Beach Area Chamber of Commerce, the average leisure traveler spends \$121 per day on vacation, while the average business traveler spends \$262. The Convention Center plays a major role in bringing business travelers to the area and I recommend that we continue funding Convention marketing with **\$550,000** in accommodations tax funds. The marketing plan and budget are included as attachments.

The total of this request for accommodations tax funding for tourism-related operations, beach monitoring and convention marketing is **\$11,740,218**.

Sincerely,

Michelle Shumpert, CPA  
Chief Financial Officer

cc: Jonathan (Fox) Simons, City Manager





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continued

# CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

## SUMMARY

**AGENCY NAME:** City Of Myrtle Beach (General Application)

**Previous Awards of City Grant Funds:** Last Year \$8,668,203; Two Years Ago \$5,707,480

**Amount Requested in this application:** \$11,740,218

**Committee Recommendation<sup>1</sup> (leave blank):** \$ \_\_\_\_\_

**Program Objective:** Due to the high concentration of tourism activity and demands placed on the City as a result of said tourism, the City of Myrtle Beach is requesting funds to provide additional law enforcement, traffic control, highway and street maintenance, as well as additional fire protection within the City. Please see attachment for the breakdown of requested funding by the statutory categories of "tourism-related expenditures" as outlined in SC Code Sec. 6-4-10(4)(b).

	FY 2021-22		
Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget
Membership	\$	\$76,534,453	
Fund-raising			
Horry County			
Other Cities			
City own-source revenues	\$ 64,794,235		85.0
Other, Specify:			
Other, Specify:			
City of MB Grant request:	\$ 11,740,218		15.0
Totals			100%

<sup>1</sup> Committee Recommendation applies only for Tourism-related Expenditure grants under SC Code Sec. 6-4-10(4)(a) of the state-wide 2.0% Accommodations Tax statute.