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**2018-70 (2<sup>ND</sup> READING): AN ORDINANCE TO ALLOW TEMPORARY EVENTS LONGER THAN THREE TO FIVE DAYS IN DEFINED DISTRICTS AND DISTRICT WIDE EVENTS, IN THE DISCRETION OF COUNCIL.**

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**Applicant/Purpose:** Staff/ to accommodate a request to allow for a helium balloon amusement off 8<sup>th</sup> North on a pilot basis.

**Brief:**

- At the 11/13 City Council Meeting a downtown property owner proposed a helium balloon “Skyrider” amusement in a vacant lot located off 8<sup>th</sup> N across from the zip line.
- The owner proposes that the Skyrider be allowed on a pilot basis for 180 days during the 2019 season to test the market before making the investment in permanent structures.
- As currently written the Special Events Ordinance does not allow this as a special event.
- No changes since 1<sup>st</sup> reading.

**Issues:**

- Council reacted favorably to the 11/13 Skyrider presentation, & requested staff to come back w/ an amendment to the Special Events ordinance to facilitate this pilot proposal.
- The proposal would remove the existing prohibition on special events lasting more than 5 days when that event takes place in a defined district & for a district wide event.
- If Council approves this amendment the promoter will present the Skyrider proposal to the Special Events Committee, who will make a recommendation to the City Manager, who will make a recommendation to the City Council.
- Currently special events are limit to a duration of 90 days in a defined district. The developer needs 180 days to gauge success. In order to achieve a test period of that long, the applicant will actually make requests for consecutive 90 day events.

**Public Notification:** Normal meeting notification.

**Alternatives:**

- Modify the proposed amendment.
- Deny the proposed amendment.

**Financial Impact:**

- During the trial period the City would receive additional business license fees from the operation of the amusement.
- If the trial is successful the City, County & School District will also receive additional property taxes from the permanent improvements to the property.

**Manager’s Recommendation:** I recommend 1<sup>st</sup> reading (12/11/18).

**Attachment(s):** Proposed ordinance.

CITY OF MYRTLE BEACH  
COUNTY OF HORRY  
STATE OF SOUTH CAROLINA

AN ORDINANCE TO ALLOW TEMPORARY  
EVENTS LONGER THAN THREE TO FIVE  
DAYS IN DEFINED DISTRICTS AND  
DISTRICT WIDE EVENTS, IN THE  
DISCRETION OF COUNCIL.

NOW THEREFORE, IT IS HEREBY ORDAINED CHAPTER 19, STREETS AND SIDEWALKS,  
ARTICLE VI, SPECIAL EVENTS, PARADES, FACILITY USE AND PUBLIC PERFORMANCE,  
DIVISION 1 SPECIAL EVENTS, SECTION 19-127 IS AMENDED BY SHOWING REPEALED  
MATTERS AS STRICKEN THROUGH, AND ENACTED MATTERS AS UNDERLINED.

**Sec. 19-127. - Special event permit required; facility use permits; parade permits;  
noise variance required.**

- c) The city council shall consider all special event permits for events occurring  
within the city limits of the city pursuant to the procedures established in  
this division. The council shall determine the special event venue, set  
reasonable boundaries, balancing the special event requirements and public  
health, safety, and welfare.
- ~~(2) No special event on private property can exceed more than five  
consecutive days. No special event on public property can exceed three  
consecutive days.~~ Except for properties within the defined districts and for  
district-wide events as determined in the discretion of City Council, no  
private property may host, in whole or in part, more than five special events  
in a calendar year, or exceed a cumulative total of ten days of special events  
in a calendar year. Otherwise, no special event on private property can  
exceed more than five consecutive days, and no special event on public  
property can exceed three consecutive days.

This ordinance shall become effective upon adoption.

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BRENDA BETHUNE, MAYOR

ATTEST:

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JENNIFER STANFORD, CITY CLERK

1<sup>st</sup> Reading:  
2<sup>nd</sup> Reading: