

February 12, 2019 - presented for approval.

R2019-8: RESOLUTION DECLARING MAY 1 - 31, 2019, AS THE "MILITARY APPRECIATION DAYS LEGISLATIVE FESTIVAL" IN THE CITY OF MYRTLE BEACH.

Applicant/Purpose: Military Appreciation Committee / to recognize the entire month of May as "Military Appreciation Days" in the City.

Brief:

- Since 2009 City has designated certain days in May as "Military Appreciation Days" to convey community's gratitude to active, reserve, & retired military & National Guard.
- The Military Appreciation Committee represents military support & veterans' organizations, & area residents committed to ensuring our military are locally recognized & appreciated.
- The Committee works w/ the Hospitality Association & Chamber to solicit military discounts.
- Committee works jointly w/ PGBA, LLC, Myrtle Beach Area Chamber of Commerce, Grand Strand Area Chambers of Commerce & others on this month-long tribute to military personnel & their families.
- Resolution recognizes the month of May as the "Military Appreciation Days Legislative Festival" to include, but not limited to, the following events & activities held at various locations in May:
 - JROTC Drill Competition.
 - Military band concerts.
 - Military Appreciation Days Parade.
 - Military exhibits and family picnic.
 - Memorial Day Ceremony.
 - Veterans' March.

Issues:

- Resolution authorizes:
 - City staff to offer City resident rates for active duty military & National Guard at City recreation centers during this period.
 - Erect temporary signs to welcome veterans, active, & reserve members of the armed forces, their families, & all other event participants.
- Upon approval of this resolution, the Committee will market "Military Appreciation Days" directly to regional military bases.
- The event was unanimously supported by the City's Special Events Technical Review Committee.

Public Notification: Normal meeting notification.

Alternatives:

- Modify event activities.
- Do not hold event.

Financial Impact: Increased out-of-town visitors results in improved Business License & Hospitality Fees, & A-Tax revenues (projected impact not quantified).

Manager's Recommendation: I recommend approval.

Attachment(s): Proposed resolution.

CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA

RESOLUTION DECLARING MAY 1-31, 2019,
AS THE "MILITARY APPRECIATION DAYS
LEGISLATIVE FESTIVAL" IN THE CITY OF
MYRTLE BEACH.

WHEREAS, since 2009 the City Council of the City of Myrtle Beach has designated the month of May as "Military Appreciation Days" to convey the community's gratitude to active, reserve and retired members of the armed forces; and

WHEREAS, the Military Appreciation Committee represents a large number of military support organizations, recruiters from various branches of the armed services, veterans and other area residents and business people who are committed to ensuring that our military men and women are recognized locally and thanked for their service to our country; and

WHEREAS, the Committee works collaboratively with the Myrtle Beach Area Hospitality Association and Chamber of Commerce to solicit military discounts from their memberships for the month of May; and

WHEREAS, upon approval of this resolution, the Committee will reach out to the various military bases in the drive market and invite these individuals and their families to enjoy the community's Military Appreciation Days activities during May and all that Myrtle Beach has to offer; and

WHEREAS; the Committee works jointly with PGBA, LLC, Myrtle Beach Area Chamber of Commerce, Grand Strand Area Chambers of Commerce and others on this month-long tribute to military personnel and their families that includes a parade, picnic, concerts, Memorial Day ceremony and other activities.

NOW, THEREFORE, IT IS RESOLVED that:

1. The City Council recognizes the month of May as the "Military Appreciation Days Legislative Festival" to include, but not be limited to, the following events and activities held at various locations May 1-31:
 - JROTC Drill Competition.
 - Military band concerts.
 - Military Appreciation Days Parade.
 - Military exhibits and family picnic.
 - Memorial Day Ceremony.
 - Veterans' March.

- 1 2. The City will offer City resident rates at recreation centers during this period
- 2 for all active duty military and members of the National Guard and encourages
- 3 all local businesses to provide similar discounts during this period.
- 4 3. The City Council expresses its gratitude to the active and retired members of
- 5 the armed forces and their families and extends a warm invitation to all to visit
- 6 Myrtle Beach during May's "Military Appreciation Days Legislative Festival."
- 7 4. The Council further thanks members of the Military Appreciation Committee
- 8 and others for their tireless work in support of these events.
- 9 5. Pursuant to Section 802.E of the Zoning Ordinance, during this period
- 10 businesses are authorized to display temporary signs to welcome our service
- 11 veterans and active and reserve members of the armed forces and their
- 12 families, along with all other Military Appreciation Days participants.

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14 SIGNED AND SEALED this 12th day of February 2019.

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19 ATTEST:

BRENDA BETHUNE, MAYOR

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23 JENNIFER STANFORD, CITY CLERK