

Moo and Brew

- Applicant: Southern Entertainment/Amie Lee
- When: September 25, 2021
- Time: 12:30 p.m. - 8:30 p.m.
- Where: Pavilion Place
- Road Closures: Parking spots on 8th Ave.
- Set up and Take down: 9/24 and 9/27
- In kind: requesting waiving of rental fees for city Stage
- Ticketed event that will include Beer sampling, Burger vendors, a best burger Competition, and national and local entertainment
- SE Committee: voted to approve

APPLICATION FOR SPECIAL EVENTS PERMIT
Within the City of Myrtle Beach, SC
(Please print legibly or type)
(Must be submitted 90 days prior to the event)

1. Name of Activity/Event: Moo and Brew Craft Beer, Burger and Music Festival - September 25, 2021

2. Type and Purpose of Event: craft beer, burger and music outdoor festival

3. Location of Event: B&C Pavilion Place b/t 8-9 Aves N.- Myrtle Beach, SC (larger parcel)

4. Organization: Southern Entertainment

5. Applicant: Amie Lee on behalf of Southern Entertainment

6. Amie Lee

<u>Primary contact person</u> 7588 Enterprise Road Myrtle Beach, SC 29588	<u>Alternate contact person's name</u>
<u>Primary address</u> 843.855.0527	<u>Alternate address</u>
<u>Primary telephone/fax number</u> info@palmettoeventproductions.com	<u>Alternate telephone/fax number</u>
<u>Primary email address</u>	<u>Alternate email address</u>

7. Date(s) of event: Sat., Sept. 25, 2021 Hours of operation: 12:30 - 8:30 p.m.

8. Date of set-up: Friday, Sept. 24, 2021 at 7 a.m. Take Down Completed By: Monday, Sept. 27 - 6 p.m.

9. Expected attendance: 5k

10. Charitable Benefactor (if applicable): TBD

Is group a non-profit organization: Yes No If yes, attach copy of 501 IRS letter.
If no, what portion of proceeds will go to charitable organizations: TBD

11. How will you publicize the event?
TV, radio, print, social, digital

12. Are public funds being used? Yes No

13. Does the applicant intend to gate the event and charge an admission fee: Yes No
If so, please detail the amount of the fee and describe as to how the event will be gated: Tickets range from \$35 early bird to \$55 VIP. Will be gated.

14. Entertainment Description (show on site plan): Variety. Mitchell Tenpenny headlines. Artists performing from 1-8:30 p.m.

Speakers/microphone needed: Yes No Electrical hook-ups needed: Yes No

15. Is a fireworks display planned in conjunction with this event? Yes No
(Fireworks displays require a SC State Permit obtained by a SC Licensed Pyrotechnician.)

The fee of approximately \$300 - \$600 is based upon when the permit is issued.
(15 or more days prior to the event \$300; 14 days or less \$600).

16. To what extent has the applicant communicated with adjacent property owners, and what responses have been received? Will work with area businesses to communicate site layout.

17. Signage: Will any signs, banners or pennants be posted or hung? Describe the proposed location(s) and include specific details on site plan. yes. signage on staging, directional, sponsor, along zipline property towers, etc.

18. Parking requirements:(show on site plan): No. of spaces available n/a No. of handicap n/a
If required, has permission been granted for use of Event location by entity other than the City of Myrtle Beach? Yes No If yes, please attached proof of authorization.

19. Alcohol:
Will alcoholic beverages be made available to the public? Yes No
If yes, provide the following information:
What type of alcohol will be made available? Spirituous Liquor Beer Wine
List the exact locations and times for alcohol sales:
Location: throughout event Times: 12:30-8:30 p.m.

Have the City and State permits been applied for and/or obtained? Yes No
*Permits approved for the events will be amended if ABC permits are not granted. Applicants are required to provide proof of issuance before the event.

Do the alcohol vendors presently hold a license for on-premise consumption? Yes No
If so, Name _____ Address _____
Telephone _____
If alcohol will be sold or given away, and the vendor is not a license holder for on-site consumption, list the person(s) who will apply for the alcoholic beverage license:
If so, Name _____ Address _____
Telephone _____

The applicant agrees that all alcohol sales at the event will cease no later than one hour before the scheduled end of each day of the festival. Yes No

20. Parades:
Is there a parade planned with this event? Yes No
If yes, please state the day, time, location, and anticipated number of participants, routes, times, staging area, disbanding area, review stand, and alternate dates: _____

(If the parade is planned for state or municipal roads, please provide written permission or approval from SCDOT and/or the City of Myrtle Beach.)

21. Vendors:
Will vendors be present at this event ? Yes No
If yes, describe in detail on a separate sheet the number of vendors involved, specify the goods or services being vended and indicate whether the vendors are specifically contracted or regularly

licensed. Please indicate exact location of vendors on the site plan.

22. FOOD SERVICE:

Will food be prepared at this event? Yes No

If yes, describe in detail on a separate sheet how the food will be prepared, type and location of cooking appliances and type of fuel to be used for cooking.

multiple food trucks and catering vendors

23. Prior Events:

Is this a first time event? Yes No

Has this event occurred five (5) or more times in the preceding years? Yes No

If so, please list the years: _____

24. Emergency Medical Services:

An approved EMS plan is required to receive a permit for the event.

Please attach appropriate documentation (attach additional pages as necessary).

(Call City of Myrtle Beach Fire Department at 918-1109 for questions.)

25. Security Plan:

(Call City of Myrtle Beach Police Department at 918-1366 for questions.)

Has the Police Department approved a security plan? Yes No

Detail your security plans during event. (attach additional pages as necessary).

(The plan shall specify

- a. The number of POST-certified off-duty law enforcement personnel and private security guards which the applicant plans to hire – where the number of off-duty law enforcement personnel shall be the same or more than the number of private security guards.
- b. The arrangements the applicant has made for hiring them.
- c. Details of the plan for payment.

If no, you must engage qualified security consultants to provide the Police Department with a security plan for approval. A security plan must be approved in order to receive a permit for this event.

If yes, please attach appropriate documentation.

26. Cleanup of Event Area:

Detail your plan to keep site and adjacent public and private property free of trash and debris generated by this activity: asking for in-kind city services including waste barrels, roll offs, dumpsters, compact trunks, staffing to manage waste management, set-up/breakdown and usage of bike racks.

If using a private sanitation company, give name, contact person and telephone number: _____

Will additional trash receptacles need to be placed in the event area? Yes No If Yes, please contact the City of Myrtle Beach Solid Waste Division (843-918-2160), and they will assist in determining the number of receptacles needed as well as the cost for providing the additional service. If this service is used, payment is due five (5) days before the event.

27. Street Closings:

(Please attach documents from SCDOT and/or City of Myrtle Beach authorizing this closure.)

Streets to be closed: Parking Lane of 8th Avenue North from Ocean Blvd. to Chester St.

Day/Dates: Friday Sept 24 at 8 a.m. to Sunday Sept. 26 at 5 p.m.

Closing Time: _____

Opening Time: _____

28. **Insurance:** (Certificate of Insurance to be sent to City of Myrtle Beach Risk Department; for questions call 918-1007.)
- 1) Coverage shall be written on an occurrence basis and provide Premises/Operations: Independent Contractors: Products/Completed Operations: Contractual and Broad Form Property Damage.
 - 2) Minimum Limits of Liability will be \$1,000,000 combined single limit per occurrence for bodily injury and property damage.
 - 3) The City of Myrtle Beach shall be named as "additional insured" and the policy endorsed to require that the City be provided thirty (30) days written notice of coverage modification or cancellation.
 - 4) A certificate of insurance will be provided to the City ten (10) days prior to the beginning date of the event permitted herein.
 - 5) Additional limits or coverages may be required by the Risk Manager to address specific special or unusual hazards.

29. **Special Requirements:**

Are there any special or unusual requirements that may be imposed or created by virtue of the proposed event activity? Yes No

If Yes, please explain: _____

SITE PLAN

(The site plan must accompany your Special Event application or the application will be considered incomplete and returned to the applicant.)

Site Plan Size Requirement:

The City may be able to provide a base map of the area upon request.
Must be presented on 8 1/2" x 11" letter size paper

Site Plan must include the following:

- 1) Location and number of all structures with respect to the existing buildings, property lines, roads and walkways, to include
 - Tents/detail description of size/state if tent is fully or partially enclosed/number of tents; Indicate activity in each tent.
 - Grandstands/size/capacity
 - Stage – include electrical hook-ups and engineer certification
 - All electrical hook-ups/generators
 - All speakers/hook-ups
 - Vendor booths, size and description of goods sold
 - Refreshment stands
 - Restroom accommodations (include number of handicap accessible); please advise if you will require a source of potable water.
 - Tables
 - Trash and recycling receptacles
 - Signs with size indicated (must identify all signs visible from public roadway)
 - Parking areas/include handicap spaces available and number
 - Vehicle/trailer locations
 - Perimeter fencing, barricades, barriers, and all entry/exit points.

Additional applications/licenses or permits required:

- 1) Tent permit from City Construction Services Department (843-918-1111).
- 2) Business licenses from City Business Office for all vendors (843-918-1151). (The business license form is also available on the City website.
- 3) Liquor license and/or beer/wine license from the State of South Carolina.
- 4) Street closure permits from SCDOT and/or the City of Myrtle Beach.

REVIEW YOUR APPLICATION PRIOR TO SUBMITTAL !!

Please fill out the application completely. All applications are considered new and "same as last year" is not an appropriate answer. A complete application includes the required site plan of the correct size and security plans described herein.

By my signature below, I certify that I have actual authority to make this application, and to bind the organization, if any, sponsoring the event, and that I, or the organization, will be financially responsible for any costs or fees that may be imposed for the Event.

Date Submitted: 06/28/2021 Signature of Applicant: _____

