



**City of Myrtle Beach
Accommodations Tax Allocations for 2020-21**

Est. Revenues (reviewed, October 8, 2020)	
Accommodations Tax ¹	8,000,000
Interest	<u>10,000</u>
Total Est. Revenues	8,010,000
Est. Expenditures	
City of Myrtle Beach (Sec. 6-4-10(1)) ²	25,000
City of Myrtle Beach (6-4-10 (2)) ³	398,750
City of Myrtle Beach 2019 Proviso No. 109.11	1,197,750
Chamber of Commerce (6-4-10 (3)) ⁴	<u>1,197,750</u>
Total Statutory Allocations	2,819,250
Total Revenues Less Statutory Allocations	
Allocation to Tourism Related Expenditures (6-4-10(4)(a))	5,190,750
Promotional Funds from prior year allocations	<u>37,500</u>
Total Est. Expenditures	5,228,250

¹ Ordinance No. 2020-21 adopted June 24, 2020

² City receives statutory allocation of the first \$25,000.

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

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

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



City of Myrtle Beach

SOUTH CAROLINA

November 16, 2020

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 2020-2021. When considering this year's recommendations, we took into account a decrease in the revenue estimate, due to the effects of Covid-19. We hope to return to higher recommendations following recovery from the pandemic. We 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:

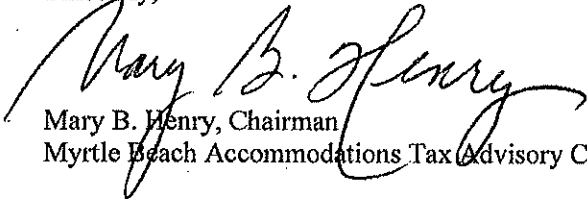
Baseball at the Beach Tournament - \$25,000
Beach Ball Classic - \$35,000
Beach United FC - \$7,500
Carolina Master Chorale - \$20,000
Champion Autism Network - \$6,000
Claire Chapin Epps Family YMCA - \$30,000
Coastal Futbol Alliance - \$15,000
Coastal SC Volleyball Tournaments - \$4,000
Crossfit Up Dog Beach Throw Down - \$3,750
Crossroads Event Productions, Inc. - \$22,500
Edventure (formerly Children's Museum of SC) - \$18,000
Franklin G. Burroughs - Simeon B. Chapin Art Museum - \$50,000
Grand Strand Juniors - \$12,000
Keepers Foundation - \$3,000
Long Bay Symphony - \$50,000
Myrtle Beach Film Festival - \$7,500

Myrtle Beach Golf Holiday (MB World Amateur) - \$20,000
Myrtle Beach Jeep Jam - \$7,500
Myrtle Beach Mini Marathon - \$5,250
Myrtle Beach Shrine Club (Smoke on the Beach) - \$7,500
North - South Game Committee, Inc. - \$15,000
Ocean Front Merchants Association - \$90,000
Omar Shriners - \$7,500
Palmetto Studios Arts Alliance - \$15,000
Sons and Daughters of Italy - \$5,250
Sonshine Recovery Ministries (Concert of Hope) - \$5,000
South Atlantic Shrine Association - \$30,000
Special Olympics of SC - *Agency pulled their application* \$0.00
The Arts Grand Strand (Myrtle Beach Cultural Calendar) - \$500
Waccamaw Arts & Crafts Guild - \$11,250
Waves of Praise Gospel Festival (Coastal Broadcasting) - \$20,000

City of Myrtle Beach - \$4,679,250 total for public safety programs, water quality monitoring, Convention Center marketing, Beach Re-nourishment debt service and the 4th 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: John G. Pedersen, City Manager
Michelle B. Shumpert, Chief Financial Officer
Michael D. Price, Financial Analyst, Senior

**Tourism Expenditure Applications
and Recommendations**

March 4, 2021 City Council Workshop

2021

Request

Committee
Recommendation

Council
Award

I	A	Total estimated funding	5,228,250	5,228,250	5,228,250
1	x	Baseball at The Beach	55,000	25,000	-
2	x	Beach Ball Classic, Inc.	60,000	35,000	-
3	x	Beach United FC	30,000	7,500	-
4	x	Carolina Master Chorale	30,000	20,000	-
5	x	Champion Autism Network	14,000	6,000	-
6	x	Claire Chapin Epps Family YMCA	52,000	30,000	-
7	x	Coastal Futbol Alliance	30,000	15,000	-
8	x	Coastal SC Volleyball Tournaments	8,000	4,000	-
9	x	Crossfit Up Dog Beach Throw Down	30,000	3,750	-
10	x	Crossroads Event Productions, Inc.	50,000	22,500	-
11	x	Edventure (formerly Children's Museum of SC)	35,000	18,000	-
12	x	F. G. B. - S. B. C. Art Museum	100,000	50,000	-
13	x	Grand Strand Juniors	35,000	12,000	-
14	x	Keepers Foundation	12,000	3,000	-
15	x	Long Bay Symphony	75,000	50,000	-
16	x	Myrtle Beach Film Festival	20,000	7,500	-
17	x	Myrtle Beach Golf Holiday (MB World Amateur)	70,000	20,000	-
18	x	Myrtle Beach Jeep Jam	15,000	7,500	-
19	x	Myrtle Beach Mini Marathon and Doggie Dash	10,000	5,250	-
20	x	Myrtle Beach Shrine Club (Smoke on the Beach)	20,000	7,500	-
21	x	North South Game Committee, Inc.	25,000	15,000	-
22	x	Ocean Front Merchants Association	150,000	90,000	-
23	x	Omar Shriners	25,000	7,500	-
24	x	Palmetto Studio Arts Alliance	40,000	15,000	-
25	x	Sons & Daughters of Italy	25,000	5,250	-
26	x	Sonshine Recovery Ministires (Concert of Hope)	10,000	5,000	-
27	x	South Atlantic Shrine Association	98,500	30,000	-
28	x	Special Olympics of SC (Agency pulled their application)	13,000	-	-
29	x	The Arts Grand Strand (Myrtle Beach Cultural Calendar)	500	500	-
30	x	Waccamaw Arts & Crafts Guild	38,000	11,250	-
31	x	**Waves of Praise Gospel Festival (Coastal Broadcasting)	110,000	20,000	-
Sub-Total			1,286,000	549,000	-

T = Tourism generating agencies

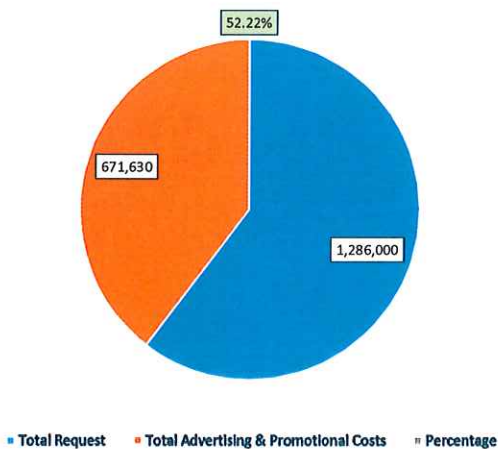
A = Arts Organizations, which may or may not generate tourism

City of Myrtle Beach

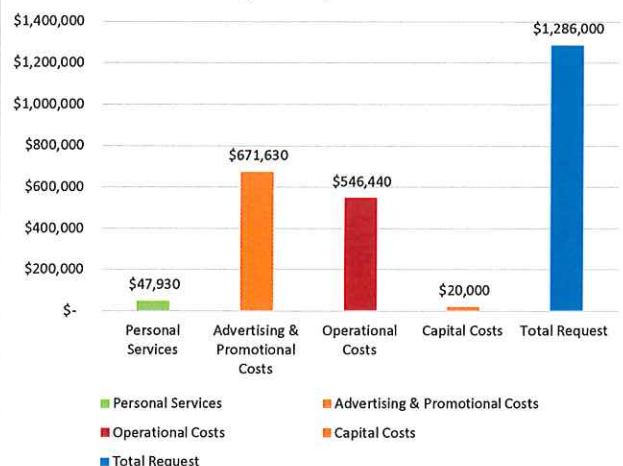
32	Sports Tourism Department	50,000	25,000	-
	Activation of Public Spaces	-	-	-
33	4th Avenue Outfall Project	320,000	320,000	-
34	2007 Beach Renourishment Project (Reach 2)	134,760	134,760	-
35	Beach Monitoring	62,000	62,000	-
	Convention Center Marketing	550,000	550,000	-
"	Dunes Management	702,620	-	-
"	Three(3) Ladder Truck Companies - Fire Dept.	1,977,000	-	-
"	International Student Outreach Program	30,000	30,000	-
"	Waterfront Patrol - OFD (Oceanfront District)	4,860,000	3,069,180	-
"	Beach Services (Emergency Personnel & Equip)	488,310	488,310	-
	Sub-Total	9,174,690	4,679,250	-
	Total	10,460,690	5,228,250	-
	Surplus (Deficit) of Available Funds	(5,232,440)	-	5,228,250

Applicant	Advertising &				Total Request
	Personal Services	Promotional Costs	Operational Costs	Capital Costs	
	\$ 47,930	\$ 671,630	\$ 546,440	\$ 20,000	\$ 1,286,000
1 Baseball at The Beach ¹		6,000	49,000	-	55,000
2 Beach Ball Classic, Inc.	-	10,000	50,000	-	60,000
3 Beach United FC	-	30,000	-	-	30,000
4 Carolina Master Chorale	6,000	12,000	12,000	-	30,000
5 Champion Autism Network	2,500	2,500	9,000	-	14,000
6 Claire Chapin Epps Family YMCA	-	10,000	22,000	20,000	52,000
7 Coastal Futbol Alliance	-	30,000	-	-	30,000
8 Coastal SC Volleyball Tournaments	-	8,000	-	-	8,000
9 CrossFit Up Dog Beach Town Throw Down	-	30,000	-	-	30,000
10 Crossroads Event Productions, Inc.	-	-	50,000	-	50,000
11 EdVenture Education Everyone	-	35,000	-	-	35,000
12 F. G. B. - S. B. C. Art Museum	20,000	60,000	20,000	-	100,000
13 Grand Strand Juniors	-	10,000	25,000	-	35,000
14 The Keepers Foundation	-	2,500	9,500	-	12,000
15 Long Bay Symphony	-	8,250	66,750	-	75,000
16 Myrtle Beach Film Festival	-	17,000	3,000	-	20,000
17 Myrtle Beach World Amateur	-	70,000	-	-	70,000
18 Myrtle Beach Jeep Jam (3rd Annual)	3,480	4,020	7,500	-	15,000
19 Myrtle Beach Mini Marathon, 5K, & Doggie Dash	2,300	2,510	5,190	-	10,000
20 Myrtle Beach Shrine Club	-	11,000	9,000	-	20,000
21 North South Game Committee, Inc.	-	6,500	18,500	-	25,000
22 Ocean Front Merchants Association	-	150,000	-	-	150,000
23 Omar Shriners	-	14,000	11,000	-	25,000
24 Palmetto Studios Arts Alliance	-	40,000	-	-	40,000
25 Sons & Daughters of Italy	9,600	5,500	9,900	-	25,000
26 South Atlantic Shrine Association	-	59,000	39,500	-	98,500
27 Sonshine Recovery Ministries (Concert of Hope)	-	1,000	9,000	-	10,000
28 Special Olympics of SC	-	2,400	10,600	-	13,000
29 The Arts Grand Strand	50	450	-	-	500
30 Waccamaw Arts & Crafts Guild	4,000	34,000	-	-	38,000
31 Waves of Praise (Coastal Broadcasting)	-	-	110,000	-	110,000
Total	47,930	671,630	546,440	20,000	1,286,000

Total Advertising & Promotional Request Compared to Overall Request for FY 2019-20



FY 2019-20 Accommodations Tax Requests Exhibit B.
Budget of Projected Costs



Information derived from the FY 2020-21 Application, Exhibit A.														
BUDGET OF PROJECT EXPENDITURES														
Applicant	Personal Services	Advertising & Promotional Costs		Operational Costs	Capital Costs	Total Request	Internet	Email	Social	TV	Radio	Print	Billboard	Other
	\$ 47,930	\$ 671,630	\$ 546,440	\$ 20,000	\$ 1,286,000									
1	Baseball at The Beach		6,000	49,000	-	55,000	✓	✓	✓	✓	✓	✓	✓	✓
2	Beach Ball Classic, Inc.	-	10,000	50,000	-	60,000	✓	✓	✓	✓	✓	✓	✓	✓
3	Beach United FC		30,000	-	-	30,000	✓	✓	✓	✓	✓	✓	✓	✓
4	Carolina Master Chorale	6,000	12,000	12,000	-	30,000	✓	✓	✓	✓	✓	✓	✓	✓
5	Champion Autism Network	2,500	2,500	9,000	-	14,000	✓	✓	✓	✓	✓	✓	✓	✓
6	Claire Chapin Epps Family YMCA	-	10,000	22,000	20,000	52,000	✓	✓	✓	✓	✓	✓	✓	✓
7	Coastal Futbol Alliance	-	30,000	-	-	30,000	✓	✓	✓	✓	✓	✓	✓	✓
8	Coastal SC Volleyball Tourinaments	-	8,000	-	-	8,000	✓	✓	✓	✓	✓	✓	✓	✓
9	CrossFit Up Dog Beach Town Throw Down	-	30,000	-	-	30,000	✓	✓	✓	✓	✓	✓	✓	✓
10	Crossroads Event Productions, Inc.	-	-	50,000	-	50,000	✓	✓	✓	✓	✓	✓	✓	✓
11	EdVenture Education Everyone	-	35,000	-	-	35,000	✓	✓	✓	✓	✓	✓	✓	✓
12	F. G. B. - S. B. C. Art Museum	20,000	60,000	20,000	-	100,000	✓	✓	✓	✓	✓	✓	✓	✓
13	Grand Strand Juniors	-	10,000	25,000	-	35,000	✓	✓	✓	✓	✓	✓	✓	✓
14	Keepers Foundation	-	2,500	9,500	-	12,000	✓	✓	✓	✓	✓	✓	✓	✓
15	Long Bay Symphony	-	8,250	66,750	-	75,000	✓	✓	✓	✓	✓	✓	✓	✓
16	Myrtle Beach Film Festival	-	17,000	3,000	-	20,000	✓	✓	✓	✓	✓	✓	✓	✓
17	Myrtle Beach World Amateur	-	70,000	-	-	70,000	✓	✓	✓	✓	✓	✓	✓	✓
18	Myrtle Beach Jeep Jam (3rd Annual)	3,480	4,020	7,500	-	15,000	✓	✓	✓	✓	✓	✓	✓	✓
19	Myrtle Beach Mini Marathon, 5K, & Doggie Dash	2,300	2,510	5,190	-	10,000	✓	✓	✓	✓	✓	✓	✓	✓
20	Myrtle Beach Shrine Club	-	11,000	9,000	-	20,000	✓	✓	✓	✓	✓	✓	✓	✓
21	North South Game Committee, Inc.	-	6,500	18,500	-	25,000	✓	✓	✓	✓	✓	✓	✓	✓
22	Ocean Front Merchants Association	-	150,000	-	-	150,000	✓	✓	✓	✓	✓	✓	✓	✓
23	Omar Shriners	-	14,000	11,000	-	25,000	✓	✓	✓	✓	✓	✓	✓	✓
24	Palmetto Studios Arts Alliance	-	40,000	-	-	40,000	✓	✓	✓	✓	✓	✓	✓	✓
25	Sons & Daughters of Italy	9,600	5,500	9,900	-	25,000	✓	✓	✓	✓	✓	✓	✓	✓
26	Sonshine Ministries (Concert of Hope)	-	1,000	9,000	-	10,000	✓	✓	✓	✓	✓	✓	✓	✓
27	South Atlantic Shrine Association	-	59,000	39,500	-	98,500	✓	✓	✓	✓	✓	✓	✓	✓
28	Special Olympics of SC	-	2,400	10,600	-	13,000	✓	✓	✓	✓	✓	✓	✓	✓
29	The Arts Grand Strand	50	450	-	-	500	✓	✓	✓	✓	✓	✓	✓	✓
30	Waccamaw Arts & Crafts Guild	4,000	34,000	-	-	38,000	✓	✓	✓	✓	✓	✓	✓	✓
31	Waves of Praise (Coastal Broadcasting, LLC)	-	-	110,000	-	110,000	✓	✓	✓	✓	✓	✓	✓	✓
Total		47,930	671,630	546,440	20,000	1,286,000	✓	✓	✓	✓	✓	✓	✓	✓

Tourism Expenditure Applicants - 10 year History

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
	Council Approved	Council Approved	Council Approved	Council Approved	Council Approved	Council Approved	Council Approved	Council Approved	Council Approved	Council Approved	Council Approved	Committee Request Recommendation

Arts Organizations

Atlantic Stage	-	-	2,000	2,000	2,000	-	-	-	-	-	-	-
Carolina Master Chorale	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	10,000	35,000	22,500	20,000
Adventure (formerly Children's Museum of SC)	90,000	40,000	40,000	40,000	30,000	30,000	30,000	30,000	30,000	25,000	18,750	18,000
Coastal Youth Ballet	-	-	6,000	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	100,000	100,000	100,000	75,000	85,000	56,250	50,000
FPC Concerts, Inc.	10,000	10,000	12,000	12,000	15,000	15,000	15,000	15,000	15,000	20,000	11,250	-
Grand Strand Chapter of the American Guild of Organists	-	-	-	-	-	-	-	-	-	5,000	-	-
Horry County Cultural Arts Council	5,000	-	-	-	-	-	-	-	-	-	-	-
Long Bay Symphony	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	65,000	75,000	56,250	50,000
Myrtle Beach Film Festival	-	5,000	5,000	5,000	5,000	10,000	10,000	10,000	9,500	10,000	7,500	7,500
Palmetto Studios Arts Alliance	10,000	15,000	15,000	25,000	25,000	25,000	25,000	25,000	-	-	-	15,000
Permanent Butterfly Memorial	-	-	-	-	-	-	-	-	-	-	-	-
South by South East (SxSE)	10,000	15,000	15,000	15,000	15,000	15,000	-	5,000	6,000	-	3,750	-
The Arts Grand Strand (Myrtle Beach Cultural Calendar)	-	-	-	-	-	-	-	-	-	-	-	-
Waccamaw Arts & Crafts Guild	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	500	750	500
												11,250
Arts Total	310,000	270,000	280,000	290,000	279,500	282,500	270,000	272,500	225,500	270,500	188,250	172,250
Arts %	41.28%	35.71%	35.09%	36.62%	34.09%	34.56%	35.43%	30.81%	28.83%	33.73%	31.08%	26.32%

Sports Events

Baseball at The Beach	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	35,000	35,000	26,250	25,000
Beach Ball Classic, Inc.	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	37,500	35,000
Beach Run Invitational	3,000	3,000	3,000	4,000	4,000	-	-	-	-	-	-	-
Beach United FC	-	-	-	-	-	-	-	-	5,000	10,000	7,500	7,500
Claire Chapin Epps Family YMCA	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	33,750	30,000
Coastal Futbol Alliance	-	-	20,000	20,000	20,000	20,000	30,000	20,000	20,000	20,000	15,000	15,000
Coastal Highland Games	-	-	-	-	-	-	-	-	-	-	3,750	-
Coastal SC Volleyball Tournament	-	-	-	-	-	-	-	-	-	-	-	-
Grand Strand Juniors	-	-	-	-	-	-	-	-	-	5,000	3,750	4,000
Mingo Bay Classic Baseball Tournament	-	-	-	-	-	-	-	5,000	10,000	15,000	11,250	12,000
Play Golf Myrtle Beach.com (formerly Myrtle Beach Golf Holiday)	10,000	10,000	10,000	10,000	10,000	10,000	15,000	15,000	15,000	20,000	-	-
Myrtle Beach Highland Games	30,000	40,000	40,000	40,000	40,000	40,000	40,000	30,000	28,500	30,000	22,500	20,000
Myrtle Beach Pelicans	-	-	-	-	-	-	-	10,000	-	-	-	-
Myrtle Beach Track & Field	-	-	-	-	-	-	5,000	5,000	5,000	5,000	-	-
Native Sons Salt Games	-	-	-	-	-	-	-	2,500	-	-	-	-
North South Game Committee, Inc.	15,000	20,000	20,000	20,000	10,000	10,000	10,000	10,000	10,000	10,000	-	-
Palmetto Havoc	-	3,000	3,000	3,000	20,000	20,000	20,000	15,000	15,000	20,000	15,000	15,000
On Target Challenge	-	-	-	-	-	-	-	-	-	-	-	-
Special Olympics of SC	-	25,000	-	-	-	-	-	-	-	-	-	-
The First Tee of Myrtle Beach	3,000	15,000	12,000	-	-	-	-	-	-	10,000	7,500	13,000
												-
Sports Total	201,000	256,000	248,000	237,000	247,000	240,000	260,000	250,000	246,000	280,000	183,750	163,500
Sports %	26.76%	33.86%	31.08%	29.92%	30.12%	29.36%	34.12%	28.26%	31.45%	34.91%	30.34%	29.78%

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2020
	Council Approved	Council Approved	Council Approved	Council Approved	Council Approved	Council Approved	Council Approved	Council Approved	Council Approved	Council Approved	Council Approved	Committee Recommendation

Festival Events

Carolina Country Music Festival	-	-	-	-	-	-	75,000	75,000	25,000	-	-	-
Crossfit Up Dog Beach Throw Down	-	-	-	-	-	-	-	-	-	-	-	-
Coastal Uncorked	80,000	80,000	50,000	55,000	50,000	50,000	50,000	50,000	50,000	-	3,750	3,750
Cross Roads	-	-	-	-	-	-	-	30,000	30,000	30,000	22,500	-
Five Points Business Association	-	-	-	-	-	-	-	10,000	-	10,000	50,000	22,500
Gold Key Jazz Festival	-	-	20,000	-	8,500	-	-	-	-	-	-	-
Kaaba Temple	-	-	-	-	-	-	10,000	-	10,000	-	-	-
Keepers Foundation	-	-	-	-	-	-	-	-	-	-	7,500	-
Myrtle Beach Downtown Redevelopment Corp.	-	-	-	-	-	-	-	75,000	50,000	-	3,750	3,000
Myrtle Beach Jeep Jam	-	-	-	-	-	-	-	-	10,000	10,000	-	-
Myrtle Beach Mini Marathon and Doggie Dash	-	-	-	-	-	-	-	-	-	-	7,500	7,500
Myrtle Beach Shrine Club (Smoke on the Beach)	-	-	-	-	-	-	-	-	-	-	5,250	5,250
Ocean Front Merchants Association	90,000	110,000	120,000	130,000	130,000	140,000	-	30,000	75,000	147,000	93,750	90,000
Omar Shriners	30,000	40,000	40,000	40,000	40,000	20,000	-	-	-	-	25,000	7,500
Palmetto Event Production, Inc.	-	-	-	-	-	20,000	20,000	10,000	10,000	-	-	-
Palmetto Partners	-	-	-	-	20,000	20,000	20,000	20,000	19,000	-	15,000	-
Pee Dee Street Rodders	-	-	-	-	-	-	-	-	5,000	-	-	-
Sons & Daughters of Italy	-	-	-	-	5,000	5,000	7,000	7,000	6,650	7,000	5,250	5,250
SonShine Ministries (Concert of HOPE)	-	-	-	-	-	-	-	-	-	-	10,000	5,000
South Atlantic Shrine Association	40,000	-	40,000	40,000	40,000	40,000	40,000	40,000	40,000	40,000	30,000	30,000
Waves of Praise Gospel Festival (Coastal Broadcasting)	-	-	-	-	-	-	-	-	-	-	18,750	20,000
Event Total	240,000	230,000	270,000	265,000	293,500	295,000	222,000	347,000	305,650	244,000	555,500	207,250
Event %	31.96%	30.42%	33.83%	33.46%	35.79%	36.09%	29.13%	39.23%	39.08%	30.42%	36.41%	37.75%

Other

Champion Autism Network	-	-	-	-	-	-	-	5,000	5,000	7,500	5,625	6,000
Crown of the Carolinas	-	-	-	-	-	-	10,000	10,000	-	-	-	-
Global Christian Professional Women's Assoc.	-	-	-	-	-	-	-	-	-	-	7,500	-
Other Total	-	-	-	-	-	-	10,000	15,000	5,000	7,500	13,125	6,000
Other %	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.31%	1.70%	0.64%	0.94%	2.17%	1.05%
Total	751,000	756,000	798,000	792,000	820,000	817,500	762,000	884,500	782,150	802,000	605,625	549,000

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2020
	Council Approved	Council Approved	Council Approved	Council Approved	Council Approved	Council Approved	Council Approved	Council Approved	Council Approved	Council Approved	Council Approved	Committee Recommendation
City of Myrtle Beach:												
Special Events Department	-	-	-	-	-	-	-	-	-	25,000	25,000	25,000
Activation of Public Spaces	-	-	-	-	-	-	-	-	-	-	-	-
Police Department Beach Service Expansion	-	-	-	-	-	-	-	150,000	-	200,000	0	-
4th Avenue Outfall Project	-	-	-	-	-	320,000	320,000	320,000	320,000	320,000	320,000	320,000
2007 Beach Renourishment Project (Reach 2)	142,217	141,622	140,937	140,158	139,289	138,328	137,276	136,132	135,812	133,585	134,760	134,760
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	300,000	300,000	500,000	500,000	500,000	550,000	550,000	550,000	550,000	550,000	550,000	550,000
Dunes Management	-	-	-	-	-	-	-	-	-	-	702,620	-
Three(3) Ladder Truck Companies - Fire Dept.	-	-	-	-	-	-	-	-	-	929,808	-	-
International Student Outreach Program	3,032,197	3,112,239	3,454,084	4,280,034	3,573,671	3,415,477	2,966,305	2,966,305	2,966,305	3,133,671	3,001,555	3,000,000
Waterfront Patrol - OFD (Oceanfront District)												30,000
Beach Patrol FY 2018 Emergency Personnel & Equip)												3,068,180
Sub-Total	3,538,414	3,615,861	4,157,021	4,982,192	4,274,960	4,485,805	4,428,717	4,651,426	4,595,814	5,964,244	4,581,625	4,883,310
Total	4,287,414	4,371,861	4,955,021	5,774,192	5,094,960	5,303,305	5,190,717	5,535,928	5,377,984	6,766,244	5,187,250	5,228,250

Agency Rep: Chris Johnson
Telephone: 843-349-6670
Email: cjohnson@coastal.edu

Agency Name: Baseball At The Beach

FY 2019-20 Award: \$26,250

Date(s) Event was Held (Post-poned) FY 20 Feb 14-16th / FY 21 Mar 5-7th.

Was Event Cancelled? Yes No ✓

FY 2019-20 Funding Award - Remaining Balance: \$0.00

Notes:

4 Teams in tournament:

FY 2020 Illinois, Georgia Tech, Uconn (University of Connecticut), and Coastal Carolina
Attendees 2,000 - 3,000 for the three games each night.

FY 2021 Duke, Ohio State, Maryland, and Coastal Carolina
All Games broadcast on ESPN

Agency Comments for City Council: (Workshop - March 4, 2021)

FY 2019-20 Highlights:

2020 Season

UNC Greensboro, San Diego State, Va Tech, and Coastal Carolina
Attendees 1,500 - 2,000 for the three games each night.
CCU games streamed via ESPN paltforms
Feb 14-16, 2020

FY 2020-21 Highlights: (New funding Request):

2021 Season

Miami (OH), Davidson, Univ. of Connecticut, and Coastal Carolina
CCU games streamed via ESPN paltforms
March 5-8
This events continues it's tradition of exposing the Grand Strand region to players, parents, and fans from around the country.



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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 \$35,000 ; Two Years Ago \$35,000

Amount Requested in this application: \$55,000

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

Program Objective:

To promote Myrtle Beach and the greater Grant Strand area from tourism perspective while at the same time working to provide outstanding intercollegiate baseball competition. The last 2 seasons have seen teams participate from within the region and from outside the region, providing opportunities for individuals to be exposed to the Grand Strand and Myrtle Beach has to offer.

Revenue/Expenditure	2021 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%
Ticket Sales	\$25,000		31.25%
Other, Specify:			
Personal Services		\$	
Advertising/Promo		\$6,000	
Operational Costs		\$49,000	
Capital Costs			
Totals	\$80,000	\$55,000	100%

¹ 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:

Agency Rep: Stan Parker
Telephone: 843-450-9736
Email: Stan@Flagshipconstruction.com

Agency Name: Beach Ball Classic

FY 2019-20 Award: \$37,500

Date(s) Event was Held (Post-poned) _____

Was Event Cancelled? Yes _____ No ☒ _____

FY 2019-20 Funding Award - Remaining Balance: \$0.00

Notes:

FY 2020 Girls Tournament December 17 - 22nd.
40 Girls Teams - Before Covid, had registered 75 teams

Boys Tournament December 26 - 31st.
24 Boys Teams

Total 184 games over a two week period.
19 of these games on National TV with 136, 30 second commercials

Agency Comments for City Council: (Workshop - March 4, 2021)

FY 2019-20 Highlights:

HTC Webcast - 16429 Stadium - 70 market plus streaming
on their website

HTC - 20 countries 40 states

FY 2020-21 Highlights: (New funding Request):

2021 Same TV Coverage and 60 girls teams



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CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: _____ Beach Ball Classic _____

Previous Awards of City Grant Funds: Last Year \$ _37,500_ ; Two Years Ago \$ _50,000_

Amount Requested in this application: \$ _60,000_

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

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 38 years with the addition of the United Bank Holiday Invitational and the Carolina College Challenge, 21 years ago, we have now grow the UBHI from a 16 team tournament to one with 56 teams in 2019. This makes the UBHI the largest girls high school tournament East of the Mississippi and the 2nd largest in the USA. We intend to grow the UBHI to 80 teams next year with the ultimate goal of 128 teams within the next 4 years, thus becoming the largest in the USA,,. Also we are the first girls tournament ever to have 8 games Nationally televised....We are also looking at a possible growth in the BBC with adding a Middle School tournament in the future during Christmas which will be names the Junior Beach Ball Classic.

Revenue/Expenditure	2021 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$ 346,000	
Membership	\$ 226,000		65.3%
Fund-raising	20,000		6.00
Scholarship Fundraiser	10,000		3.00
United Bank Holiday Invitational	30,000		8.70
City of MB Grant request	60,000		17.00
Personal Services			
Advertising/Promo		\$ 10,000	
Operational Costs		50,000	
Capital Costs			
Totals	\$ 346,000	\$ 60,000	100%

Agency Rep: Thuba Nkomazana
Telephone: 843-267-0164
Email: doc@bufc.soccer

Agency Name: Beach United FC

FY 2019-20 Award: \$7,500

Date(s) Event was Held (Post-poned) August 29-30th at Grand Park Athletic Complex

Was Event Cancelled? Yes No ☒

FY 2019-20 Funding Award - Remaining Balance: \$0.00

Notes: Promoted event all year long.

FY 2020 Pre-Season Soccer Classic held August 29-30th at Grand Park Athletic Complex
FY 2021 Pre-Season Soccer Classic held August 28-29th at Grand Park Athletic Complex

65 teams in 2020 at Grand Park

Asked to speak with someone from Horry County - No response

Agency Comments for City Council: (Workshop - March 4, 2021)

FY 2019-20 Highlights:

We had 65 teams participate in our event. Beach United FC utilized all the funds which were given to market the tournament. We are looking at growing this event. Promoted the event all year long
Our numbers do show the growth below
2018 = 39 teams
2019 = 49 teams
2020 = 65 teams
Economic Impact - lodging, dining and area attractions

FY 2020-21 Highlights: (New funding Request):

Our goal is to surpass the 65 teams from 2020. We are requesting additional funding so that we can start marketing our event. That is the reason why we are asking for more money compared to last year because of the growth of the event. We have hired additional staff members to assist in promoting our event. We feel like we can
Goals for 2021
65 plus teams
Economic Impact - lodging, dining and area attractions
Requesting \$30,000.
We have started promoting the event. Thank you for your time.



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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, \$10,000

Amount Requested in this application: \$30,000

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

Program Objective: To host a premier soccer tournament in the third weekend in August (28-29, 2021) to promote the integrity of Coastal Carolina Soccer Clubs, and boost Economic Development to Myrtle Beach Tourism by bringing 60-100 soccer teams from across South Carolina, North Carolina, Tennessee, Virginia and Georgia 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	2020 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: Tournaments	\$65,000		24
Other, Specify: Donations, Camps, Sponsorship	\$50,000		18
Personal Services		\$0	
Advertising/Promo		\$30,000	
Operational Costs		0	
Capital Costs		0	
Totals	\$294,888.09	\$	100%

Agency Rep: Tim Cooke
Telephone 843-444-5774
Email: becky@carolinamasterchorale.com

Agency Name: Carolina Master Chorale

FY 2019-20 Award: \$22,500

Date(s) Event was Held (Post-poned) October 2019, December 2019, February 2020
May event (Finale cancelled and rolled forward
to May 2021)

Was Event Cancelled? Yes _____ No ☒ (See Notes:)

FY 2019-20 Funding Award - Remaining Balance: \$0.00

Notes: FY 2020 Concerts initially scheduled October 2019 Dec 2019, Feb 2020, May 2020
All concerts held with the exception of May's which was
rolled forward to FY 2021 same time period.

FY 2020 October program moved to March 2021

Virtual reach: 300 kids on each concert

FY 2020 Ticket Sales: 15,000

FY 2021 Ticket Sales: 12,000 already, thus far

Concerts held at First Presbyterian Church - Sanaitze sanctuary before
and after. Small groups instead of whole choir (20 people). Will keep
the audience at a 250 maximum capacity.

Will require wearing masks, hand sanitizing stations, and Temp check

Agency Comments for City Council: (Workshop - March 4, 2021)

FY 2019-20 Highlights:

Our 2019/2020 Season went according to plan until March of 2020. We enjoyed our October concert, "Nights on Broadway," and had two sold-out performances. Our December concert, "Christmas and All That Brass" also had two sold-out performances. Along with this we also performed two tree lighting ceremonies and one Menorah lighting ceremony. In February, our Valentine's Day concert, "Music is the Food of Love" saw three sold-out performances.

In March, due to the COVID#19 pandemic, we were forced to cancel our annual fundraiser, "A Taste of Passion." This was our one major fundraiser for the year.

Following that cancellation, we had to cancel (postpone) our season finale concert, "Tango in Buenos Aires." We had purchased the majority of music for this concert so we will move it the next season.

We also had a trip planned for the choir to travel to Ireland in June to participate in a choral festival. This trip was also cancelled.

FY 2020-21 Highlights: (New funding Request):

After having to postpone our Season Finale concert in April of 2020, we scheduled our Season Opener for December of 2020 instead of October as in past years.

In late September and early October we produced and advertised a three-part virtual concert series titled "The State of Things: House Concerts and Conversations with Artists." While we didn't raise much money, we had excellent reviews and exposure.

Our December concert, "The Colors of Christmas," was cancelled due to COVID the day before our 1st performance. We had already done all of our advertising and printed playbills, etc. So we did additional advertising to notify our ticket holders and, instead, produced a live-stream concert. This, also, received very good reviews.

Our February concert, "Roses are Red, Love Songs are Blue," was cancelled due to COVID. We advertised the cancellation and produced and mailed a postcard notifying people of the cancellation. We have purchased music which we will use at a later date.

We have made the decision to cancel our March concert, "Rainbows Over Broadway." We have purchased the music which we will use at a later date and will be advertising the cancellation as well as producing another postcard and mailing to notify our audience.

At this time we anticipate having our May concert, "Red Hot Tango." We have purchased music and contracted a musician from New York to perform. Should we have to cancel this concert to a live audience, we will produce another live-stream concert. This concert will also include special soloists, members of the Long Bay Symphony and tango dancers.



CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: Carolina Master Chorale

Previous Awards of City Grant Funds: Last Year \$ 22,500.00; Two Years Ago \$ 25,000

Amount Requested in this application: \$ 30,000

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

Program Objective: The mission of the Carolina Master Chorale is to promote the choral arts, 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	2020 - 21 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$ 104,860	
Membership	\$ 10,000		10%
Fund-raising	\$ 11,250		11%
County/Other Cities	\$ 10,000		10%
City of MB Grant request	\$ 30,000		29%
Other, Specify: Ticket Sales, SCAC, WCF Endowment Revenue	\$ 27,610		25%
Other, Specify: Annual Fund, Rotary, Corp Sponsor	\$ 16,000		15%
Personal Services		\$ 6,000	
Advertising/Promo		\$ 12,000	
Operational Costs		\$ 12,000	
Capital Costs			
Totals	\$ 104,860	\$ 30,000	100%

¹ 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:

Agency Rep: Becky Large
Telephone: 609-744-0099
Email: becky@championautismnetwork.com

Agency Name: CAN (Champion Autism Network)

FY 2019-20 Award: \$5,625

Date(s) Event was Held (Post-poned) N/A

Was Event Cancelled? Yes No ☒

FY 2019-20 Funding Award - Remaining Balance: \$0.00

Notes: 2019-20 and prior funds have not been used for exclusive events, but mainly for promotion of the autism friendly travel initiative.

Serve entire family, not just the individual with autism.

Agency Comments for City Council: (Workshop - March 4, 2021)

FY 2019-20 Highlights:

2019-20 certainly presented challenges, but CAN made the pivot successfully.

Grant funds were used for social media, website updates, database software and

Executive Director stipend. Our list of families and participating businesses

continues to grow. Using Myrtle Beach as a model, we are leveraging the corporate relationships

have formed (Dave & Busters WonderWorks, Ripley's Aquarium, Bluegreen Vacations,

Big Air Trampoline Park) to spread more autism awareness, serve more families and highlight the

supportive community we have created here. There is much to be proud of and celebrate!

THANK YOU!!!!!!

FY 2020-21 Highlights: (New funding Request):

With the COVID veil lifting, we intend on holding a multi-day event in the Fall. Funds will be used for out-of-market ongoing and event promotion,

With the outreach to other markets through our corporate partnerships, all eyes will be focused on Myrtle Beach, driving more families to want to #ComePlayWithUs. Our CAN card is now a plastic card with 2

keyfobs. A constant reminder of CAN. The QR code to the website is on all door stickers and the CAN card. All driving traffic to the website with our certified business listings.

I understand the impact COVID has had with tourism. Know that I am eternally grateful for your continued support of CAN and our growing network of families. Thank you for your consideration!!

My best, today and every day, Becky



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CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: CHAMPION AUSISM NETWORK, INC.

Previous Awards of City Grant Funds: Last Year \$5,625; Two Years Ago \$7,500

Amount Requested in this application: \$14,000

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

Program Objective:

Provide economic opportunity to businesses and the region by promoting niche-oriented travel program in Myrtle Beach and the Grand Strand to regional, national and international autism community, through:

Robust Social Media efforts and advertising; Press releases and public relations campaigns; Out-of-market conference attendance; Leveraging our network of families, autism professionals and organizations; In-market education and promotion of autism awareness to support incoming tourists; Enlist more businesses to become autism aware certified and participate in the CAN card program; Maintain database and website of participating organizations.

Revenue/Expenditure	2021 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$113,000	
Membership	\$5,000		4.4%
Fund-raising	\$50,000		44.2%
County/Other Cities	\$7,500		6.6%
City of MB Grant request	\$14,000		12.4%
Other, Specify: training Revenue share	\$33,000		29.2%
Other, Specify: Private Grants	\$3,500		3.2%
Personal Services		\$2,500	
Advertising/Promo		\$2,500	
Operational Costs		\$9,000	
Capital Costs			
Totals	\$113,000	\$14,000	100%

Agency Rep: Ryan Finney
Telephone: 843-449-9622
Email: ryanfinney@coastalcarolinaymca.org

Agency Name: Claire Chapin Epps YMCA

FY 2019-20 Award: \$33,750

Date(s) Event was Held (Post-poned) October 3rd-4th and March 6th & 7th

Was Event Cancelled? Yes No ✓

FY 2019-20 Funding Award - Remaining Balance: \$0.00

Notes: FY 2020 Two tournaments 1st event was the 1st weekend of March 2020
2nd event held October 3-4th, 2020.

Usually run around 130-150 teams both Spring and Fall
however, attendance down about 40%. This Fall only
62 teams.

FY 2021 Two tournaments 1st event scheduled March 5-6th 2021
March - 90 teams scheduled.

2nd event scheduled October 2-3rd 2021

Agency Comments for City Council: (Workshop - March 4, 2021)

FY 2019-20 Highlights:

YMCA of Carolina is greatfull to the City of Myrtle Beach for your continued support of both the Can-Am Cup and the Great Carolina Shoot Out. For 30+ years, the YMCA and the city of Myrtle Beach have been hosting these two tournaments which have served over 150,000 participants and their families. Your support has made it possible for us to continue to reach children and families in ways that normally we might not have been able. Net proceeds from the tournaments will be used to provide financial assistance to youth in our community that would not otherwise have access to the life-changing programs offered through the Clare Chapin Epps Family YMCA, such as youth sports, after school, Y learning academy, swim lessons, and many others.

FY 2020-21 Highlights: (New funding Request):

In response to the increasing challenges for recruiting teams throughout the past 12 months, during the COVID-19 pandemic, the YMCA has committed to meeting the challenge by adapting and evolving. Most specifically, in the areas marketing and promtions. The YMCA is now investing heavily in strategic, targeted digital marketing campaigns that leverages our Google Ad grant along with paid Google campaigns and boosted social media campaigns in target communities along the east coast.



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CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: CHAMPION AUSISM NETWORK, INC.

Previous Awards of City Grant Funds: Last Year \$33,750; Two Years Ago \$50,000

Amount Requested in this application: \$52,000

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

Program Objective: The YMCA Youth Soccer Tournaments are entering their 31st 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 15,750 total visitors with an expected 8,100 room nights and entertainment combines to an estimated economic impact of \$2,066,805.

Revenue/Expenditure	2021 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$2,674,424	
Membership	\$1,269,932		47.5%
Fund-raising	\$384,082		14.5%
County/Other Cities	\$9,618		0.4%
City of MB Grant request	\$52,000		1.9%
Special Events	\$100,000		3.7%
Program Revenue	\$750,000		28.0%
Sales of Supplies and Services	\$105,791		4.0%
Personal Services		\$	
Advertising/Promo		\$10,000	
Operational Costs		\$22,000	
Capital Costs		\$20,000	100%
Totals	\$2,674,424	\$52,000	100%

Agency Rep: A1:I41A47 Paul Benik
Telephone: 843-907-2987
Email: Paul@ArcadianRisk.com

Agency Name: Coastal Futbol Alliance

FY 2019-20 Award: \$15,000

Date(s) Event was Held (Post-poned) April tournament postponed, Added tournament the 3rd week of August (Aug 22-23rd).

Was Event Cancelled? Yes No ✓

FY 2019-20 Funding Award - Remaining Balance: \$0.00

Notes: Grant award spent on Marketing.

FY 2020 Coast Spring Classic, scheduled for the last 2 weekends of April was post-poned. As things opened up, they added a tournament in August 2020 and named it the Coast pre-season Fall Classic.

\$106,000 collected for April tournament, \$14,000 of this applied for the August event. The remaining \$92,000 held as vouchers for the next season.

FY 2021 Spring Classic tournaments on schedule for April 2021, along with the new August pre-season Fall Classic.

Market Common, Doug Shaw, Ned Donkle, Socastee, and N.M.B.

Agency Comments for City Council: (Workshop - March 4, 2021)

FY 2019-20 Highlights:

The vouchers issued for the Coast Spring Classic have no expiration. It will take at least two seasonal years to work through them. The good news is that due to the pandemic we launched a second event last August of 60 teams which is now an annual reoccurring event. The 2nd Annual Coast Pre-Season Classic is scheduled for August 21-22, 2021.

FY 2020-21 Highlights: (New funding Request):

As of February 19, 2021, there are 142 teams registered for the Coast Spring Classic to be held April 17-18 & 24-25, 2021, compared to last year's registration of 121 teams on the same day. This was just before the pandemic had an effect on team registrations for the tournament. From these statistics it appears we are on track for 400+ teams for the Spring Classic.

Registration for the Coast Pre-Season Fall Classic opens April 26th after the Spring Classic is finished.

Fortunately, our local player base of registrants and teams is still robust. It is the growth of our local player base programming that provides us with the teams to develop long term relationships with other clubs that we reciprocate with regarding tournaments. More teams to reciprocate with other clubs means more teams that come to our tournaments which means more direct spending for the city arising out of our events.

Considering recent performance of our events absent the COVID issue, direct spending for both events could be in excess of \$5 Million of which 60% would be in the city base on recorded room night ratios. We have included a one-page Tournament History and Economic Impact Summary which includes economic impact formulas and funding from various governmental sources.

We offer programming to ages 4 and up, both recreational (taking all-comers) and select (by invitation). Net proceeds from tournament hosting are a major source of revenue to support what we deliver to youth in our community. We sincerely appreciate Council's support for our events.



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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 \$20,000; Two Years Ago \$20,000

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 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.

Revenue/Expenditure	2020 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
Registration Fees	\$ 500,000		73.9%
Fund-raising	\$ 120,000		17.7%
County/Other Cities	\$ 25,000		3.7%
City of MB Grant request	\$ 30,000		4.8%
Other, Specify: Field Rental	\$ 2,000		.3%
Other, Specify: Merchandise Sales			
Personal Services		\$	
Advertising/Promo		\$ 30,000	
Operational Costs			
Capital Costs			
Totals	\$ 677,000	\$ 30,000	100%

¹ 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.



TOURNAMENT HISTORY AND ECONOMIC IMPACT SUMMARY

Coast Winter Classic (CWC)
Coast Spring Classic (CSC SS & CSC FS)
Coast Pre-Season Fall Classic (CFC)

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
CWC (Feb)													
# of Teams			24	32	54	34	34						
Economic Impact			\$.14M	\$.19M	\$.36M	\$.26M	\$.26M						
CSC SS (Apr)										103+159	98+163		115+170
# of Teams	35	65	112	188	232	272	370	336	280	262	261	0	285
Economic Impact	\$.2M	\$.37M	\$.65M	\$ 1.10M	\$ 1.53M	\$ 2.33M	\$ 2.95M	\$ 2.46M	\$ 2.17M	\$ 2.66M	\$ 2.92M	COVID	\$ 3.27M
CSC FS (Apr)													
# of Teams								135	154	144	123		140
Economic Impact								\$ 1.48M	\$ 1.79M	\$ 1.71M	\$ 1.55M	COVID	1.73M
CFC SS												19+17	20+20
# of Teams												26	40
Economic Impact												\$.17M	\$.17M
CFC FS													
# of Teams												34	40
Economic Impact												\$.44M	\$.23M
TOTAL ALL													
# of Teams	35	65	136	220	286	306	404	471	434	406	384	60	505
Economic Impact	\$.20M	\$.37M	\$.79M	\$ 1.29M	\$ 1.89M	\$ 2.18M	\$ 2.89M	\$ 3.94M	\$ 3.96M	\$ 4.37M	\$ 4.47M	\$.61M	\$ 5.40M
ATA FUNDING HISTORY													
City of MB				2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Horry County				\$20K	\$20K	\$20K	\$20K	\$20K	\$20K	\$30K	\$20K	\$20K	
City of NMB					\$55K		\$9.6K	\$9.5K	\$9.5K	\$9.5K	\$9.5K	\$15.3K	\$13.5K
							\$12K	\$12K	\$12K	\$12K	\$12K	\$12K	

Economic Impact Formulas

2009-2012: (# teams) x (roster size: CWC 15, CSC SS 10) x (player +1 CWC; +2 CSC) x (2 nights stay) x (\$97/person/day) = E.I.

2013: (# teams) x (roster size: CWC 15, CSC SS 10) x (player +1 CWC; +2 CSC) x (2 nights stay) x (\$110/person/day) = E.I.

2014-2015: (# teams) x (roster size: CWC 15, CSC SS 10) x (player +1 CWC; +2 CSC) x (2 nights stay) x (\$119/person/day) = E.I.

2016: (# teams) x (roster size: CWC 15, CSC SS 10) x (player +1 CWC; +2 CSC) x (2 nights stay) x (\$122/person/day) = E.I.

2017: (# teams) x (roster size: CSC FS 15, CSC SS 10) x (player +2 CFC; +2 CSC) x (2 nights stay) x (\$129 /person/day)=E.I.

2018: 11v11: (144 teams) x (roster size of 15) x (player +2) x (2 nights stay) x (\$132/person/day) = E.I.

2018: 9v9: (159 teams) x (roster size of 13) x (player +2.25) x (2 nights stay) x (\$132/person/day) = E.I.

2018: 7v7: (103 teams) x (roster size of 10) x (player +2.25) x (2 nights stay) x (\$132/person/day) = E.I.

2019: 11v11: (123 teams) x (roster size of 15) x (player +2) x (2 nights stay) x (\$132/person/day) = E.I.

2019: 9v9: (163 teams) x (roster size of 13) x (player +2.6) x (2 nights stay) x (\$132/person/day) = E.I.

2019: 7v7: (98 teams) x (roster size of 10) x (player +2.5) x (2 nights stay) x (\$132/person/day) = E.I.

2020 CFC: 11v11: (34 teams) x (roster size of 15) x (player +2.2) x (2 nights stay) x (\$137/person/day) x .63 = E.I.

2020 CFC: 9v9: (19 teams) x (roster size of 13) x (player +2.2) x (2 nights stay) x (\$137/person/day) x .63 = E.I.

2020 CFC: 7v7: (7 teams) x (roster size of 10) x (player +2) x (2 nights stay) x (\$137/person/day) x .63 = E.I.

2021 CSC: 11v11: (140 teams) x (roster size of 15) x (player +2) x (2 nights stay) x (\$137/person/day) = E.I.

2021 CSC: 9v9: (170 teams) x (roster size of 13) x (player +2.6) x (2 nights stay) x (\$137/person/day) = E.I.

2021 CSC: 7v7: (115 teams) x (roster size of 10) x (player +2.5) x (2 nights stay) x (\$137/person/day) = E.I.

2021 CFC: 11v11: (40 teams) x (roster size of 15) x (player +2) x (2 nights stay) x (\$140/person/day) = E.I.

2021 CFC: 9v9: (20 teams) x (roster size of 13) x (player +2.6) x (2 nights stay) x (\$140/person/day) = E.I.

2021 CFC: 7v7: (20 teams) x (roster size of 10) x (player +2.5) x (2 nights stay) x (\$140/person/day) = E.I.

Based on 2019 recorded room nights, the proportionate share of projected 2021 E.I. for the City is 60% of Total E.I.

Agency Rep: Kim Christman
Telephone: 843-404-1963 864-252-6984
Email: kim.christman@carolinaonevolleyball.com gmosely@ngu.edu

Agency Name: Coastal SC Volleyball Tournaments

FY 2021 Award: \$4,000

Date(s) Event was Held (Post-poned) Holding their event in February 2021

Was Event Cancelled? Yes No ✓

FY 2021 Funding Award - Remaining Balance: \$4,000.00

Notes: 4,500 - 5,000 in attendance - MB Sports Complex

FY 2021	Tournaments:	Feb. 18 - 20th
	Newly added	May 7 - 9th

Agency Comments for City Council: (Workshop - March 4, 2021)

FY 2019-20 Highlights:

We were able to have the event before Covid Restrictions shut down sport activities.

Well attended by both, number of teams and number of parents, siblings extended family members

No major injuries during tournament

FY 2020-21 Highlights: (New funding Request):

1) Excited that we were able to have the tournament and provide playing oportunities

2) Had a full slate of teams participating

3) SC, NC, VA, GA were represented

4) Parents for the most part were compliant with Sports Complex and Region Covid Reguations

5) No major injuries or health concerns during tournament

Amount requesting for 2022 \$8000



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CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: Coastal SC Volleyball

Previous Awards of City Grant Funds: Last Year \$ 3,750 ; Two Years Ago \$ 5,000

Amount Requested in this application: \$ 8,000

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

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.

Revenue/Expenditure	2021 _____ Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$46,000	
Membership	\$20,000		43%
Fund-raising			
County/Other Cities			
City of MB Grant request	\$8,000		17%
Other Grants	\$5,000		11.5%
Other, Specify: hotel rebates	\$5,000		11.5%
Other, Specify: ticket sales & vendors	\$8,000		17%
Personal Services		\$	
Advertising/Promo			
Operational Costs		\$ 8,000	
Capital Costs			
Totals	\$46,000	\$ 8,000	100%

Agency Rep: Bill Langfitt
Telephone: 843-446-7464
Email: blangfitt@gmail.com

Agency Name: IT'S A CORE THING, LLC (CrossFit Competition)
"CrossFit Up Dog Beach Throw Down"

FY 2019-20 Award: \$3,750

Date(s) Event was Held (Post-poned) Event held June 27-28 2020.

Was Event Cancelled? Yes _____ No ☒

FY 2019-20 Funding Award - Remaining Balance: \$0.00

Notes: 1st to open and have event after shut down. Capped at 500 people at Doug Shaw Stadium, would have exceeded 600 plus people.

FY 2021 This coming year we have an event scheduled for Memorial Day, and the 3rd weekend in June 2021

Agency Comments for City Council: (Workshop - March 4, 2021)

FY 2019-20 Highlights:

To my knowledge our event was one of the few events held during the 2020 season
We successfully hosted 525+/- competitors and an additional 400+/- spectators for a CrossFit
Competitionis with zero reports of COVID-19 cases

FY 2020-21 Highlights: (New funding Request):

The new funding request would allow us to focus dollars in areas that would better drive out of market
competitors and spectators to the Myrtle Beach areas. Additionally, we have moved our date to
Memorial Day Weekend - understanding the City desires to have more events such as ours on that
weekend. Any additional support from the City is requested and welcomed.



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CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: IT'S A CORE THING LLC

Previous Awards of City Grant Funds: Last Year \$3,750.00; Two Years Ago \$0

Amount Requested in this application: \$30,000

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

Program Objective: We are an annual CrossFit Competition aligned with the vision of the Boys & Girls Club of the Grand Strand to promote healthy lifestyles. A portion of the proceeds will benefit their Triple Play Program – Healthy Bodies, Healthy Minds and Healthy Souls. We provide a positive experience for 500+ competitors ranging from 16-60+ years old. In 2020 we hosted 529 athletes (460 came from outside the Myrtle Beach area) from 9 states (GA, IN, NC, PA, SC, TN, OH and WYOMING. These competitions are a family affair, with competitors bringing their friends and children and filling up a number of area hotels when Grand Strand tourism numbers are low.

Revenue/Expenditure	2021 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$	
Membership	\$ 58,250	\$	49.50
Fund-raising	\$29,350		24.95
County/Other Cities			
City of MB Grant request	\$30,000		25.55
Other, Specify:			
Other, Specify:			
Personal Services			
Advertising/Promo		\$ 30,000	
Operational Costs			
Capital Costs			
Totals	\$117,600	\$30,000	100%

[†] 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.

Agency Rep: Mickey James
Telephone: 843-340-2018
Email: Mickeyjames2009@gmail.com

Agency Name: Crossroads Event Productions, Inc.

FY 2019-20 Award: \$22,500

Date(s) Event was Held (Post-poned) _____

Was Event Cancelled? Yes ✓ No

FY 2019-20 Funding Award - Remaining Balance: \$0.00

Notes: \$22,500 returned to the City due to cancellation (Covid -19 environment)
Would have been 5th year anniversary

FY 2021 Jazz Festival scheduled October 16 - 17th

Agency Comments for City Council: (Workshop - March 4, 2021)

FY 2019-20 Highlights:

My name is Mickey James, organizer of the Myrtle Beach Jazz Festival. Due to COVID 19, the
Jazz Festival was cancelled for 2020. Hopefully, we can safely reconvene and reopen the festival
for 2021. The dates are slated for October 15-17, on Carver Street. We are requesting \$25,000 to
assist with the operational and marketing aspects of the festival. Thanks for your commitment and
loyalty fo rthe Myrtle Beach Jazz Festival. We are striving to be number one in Jazz music in
South Carolina.

FY 2020-21 Highlights: (New funding Request):

This is our sixth year in operation, but cancelled last year's event due to COVID 19. We appreciate
your assistance since our inception and once again solicit your support this year. We are
requesting \$25,000 to assist in operational and marketing promotions. We are confident this
festival will enhance and develop into a world class event, bringing people from across the country.
Also, adding heads in beds, boosting our local economy. Once again, thanks for all you have
done for the Myrtle Beach Jazz Festival.



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CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: Crossroads Event Productions

Previous Awards of City Grant Funds: Last Year \$22,500 (RTD); Two Years Ago \$30,000.00

Amount Requested in this application: \$50,000.00

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

Program Objective:

Promote the largest world class Jazz/Musical and Arts Festival in South Carolina.

Revenue/Expenditure	2021 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$ 126,000	
Membership	\$		
Fund-raising			
County/Other Cities	\$10,000.00		8
City of MB Grant request	\$50,000.00		40
Other, Specify: Sponsorship	\$35,000.00		27
Other, Specify: Event Sales/donations at Festival	\$31,000.00		25
Personal Services			
Advertising/Promo			
Operational Costs		\$ 50,000	
Capital Costs			
Totals	\$126,000.00	\$ 50,000	100%

¹ 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:

Agency Rep: Lisa Hailey
Telephone 843-400-1156
Email: lhailey@edventure.org

Agency Name: Edventure Children's Museum

FY 2019-20 Award: \$18,750

Date(s) Event was Held (Post-poned) See Notes:

Was Event Cancelled? Yes No ✓

FY 2019-20 Funding Award - Remaining Balance: \$0.00

Notes: Funding spent on Advertising & Promotion: Bill boards, print advertising, rack cards and the like. When the doors closed advertising was already in place.

EdVenture was closed from March 17, 2020, through July 7, 2020.
During this time they reduced staff by 2/3. Staff worked from home during closure.

Programmed and displayed new video daily for kids that were out of school, teaching Science, Technology, Engineering, Arts and Math.

Online - Chefs weekly cooking class free of charge on Facebook. Taught you how to prepare meals from things you can find in your cabinet.

Back open July 8th Tuesday - Saturday.

Agency Comments for City Council: (Workshop - March 4, 2021)

FY 2019-20 Highlights:

As outlined in the notes above, EdVenture closed on March 17, remaining closed through the end of FY 20 and the first week of FY 21. Prior to the pandemic, EdVenture, at all three locations, had been poised to have the best year yet.

FY 2020-21 Highlights: (New funding Request):

In November of 2020, EdVenture celebrated 17 years since the doors opened in our first EdVenture location-in Columbia, SC. In January of 2021, EdVenture Myrtle Beach celebrated two years at the location in Market Common. At this juncture, in the middle of FY 21 Quarter 3, our numbers are at or below 1/3 of the attendance we had prior to the pandemic; nevertheless, our staff has risen to 3 employees. Along with our manager, Jessica Gregory, we have two part-time museum experienced associates. We also happily have the extra helping hands of an intern, a student from the education department at Coastal Carolina College. She works with children and families in the museum and if COVID allows, may be working with EdVenture Outreach. We continue to keep children and families safe at the museum by requiring masks and encouraging social distancing and hand washing. We are keeping surfaces clean and ready for visitors, cleaning carefully throughout the day.

Today's Paly, based primarily at the Columbia Campus, continues to offer distance learning to children throughout the state of South Carolina. A recent award from SC Arts Commission and funding from AstraZeneca support and funds are upgrading EdVenture Myrtle Beach's digital connection.

EdVenture's campaign to bring those tourists to EdVenture Myrtle Beach is strong, and the museum is poised to serve residents of Horry County and beyond.



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CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: EdVenture Children's Museum

Previous Awards of City Grant Funds: Last Year \$18,750; Two Years Ago \$25,000

Amount Requested in this application: \$35,000

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

Program Objective: To promote EdVenture Myrtle Beach to tourists coming to the area as well as promoting the museum to tourists already in the area. In other words, we hope to bring people to the area and to encourage them to extend their stay once they arrive.

Revenue/Expenditure	2021 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$115,900	
Membership	\$6,000		5.18%
Fund-raising	\$20,000		17.26%
City of MB Grant request	\$35,000		30.20%
Program Revenue	\$3,500		3.02%
Program Revenue	\$3,500		7.68%
Gift Shop	\$8,900		33.67%
Admission	\$42,500		
Personal Services			
Advertising/Promo		\$35,000	
Operational Costs			
Capital Costs			
Totals	\$2,674,424	\$35,000	100%

¹ 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:

Agency Rep: Pat Goodwin
Telephone: 843-238-2510
Email: pgoodwin@myrtlebeachartmuseum.org

Agency Name: FGB - SBC Art Museum

FY 2019-20 Award: \$56,250

Date(s) Event was Held (Post-poned) See Notes

Was Event Cancelled? Yes No

FY 2019-20 Funding Award - Remaining Balance: \$0.00

Notes:

The Art Museum is open six days a week all year long. However, they had to cancel the following fundraising events:

The 20th Annual Spring Tour for Homes (March 14, 2020) and the annual Bag Ladies Luncheon (November 5, 2020), resulting in a net revenue loss of \$60,000.

The Art Museum closed to the public on Tuesday, March 17, 2020 and three months later, re-opened taking safety guidelines into account. They are now closed on Sundays and Mondays.

Exhibition Sponsorships did not happen. Revenue generating classes were Revenue generated by donation and Museum Shop sales were non-existent due to being closed. Visitor numbers were way down in July and August.

Only in the past few weeks, have we seen our visitor numbers (Resulting in Shop sales and donations) begin to increase, but the numbers are still way off. 75% down in visitation.

Agency Comments for City Council: (Workshop - March 4, 2021)

FY 2019-20 Highlights:

Despite Covid-19 and closing from March 17 thru June 15, the Art Museum re-opened on June 16 and remained open, visible and admission-free for the rest of the year. Plus:

- In the fall, we opened four new and engaging exhibits: Mana Hewitt: Persistence; Maura Kenny: Where the Rivers Flow; Jim Creel: Lithographic Project; and Sara Farrington: Model Home.
- For summer and fall, we re-started in-person KidsArt and Pottery Studio classes.
- Our staff also created virtual art classes and YouTube teaching videos for students of all ages.
- Our Education Department staff created art kits (and delivered same) for our partner organizations: 12 daycare/learning centers, the Boys & Girls Club, Georgetown YMCA and five public libraries.
- The year ended with Grand Strand Magazine featuring a 12-page (cover) article on the history and offerings of the Art Museum of Myrtle Beach.

FY 2020-21 Highlights: (New funding Request):

With health and safety mandates firmly in place, the Art Museum has continued to be open, welcoming visitors and art students of all ages in 2021.

- Our opening exhibition is the popular 18th National Exhibition of the American Society of Marine Artists.
- With New Perspectives as the theme for the year, we look forward to featuring exhibitions by renowned SC artists Leo Twiggs and Ed Rice among others.
- We look forward to welcoming back our annual Waccamaw Arts & Crafts Guild and Horry/Georgetown High School exhibitions.
- A full schedule of KidsArt classes (in person, art kits and virtual) is in place as well as Pottery Studio classes.
- Exhibition, program and event marketing is reaching out to our thousands of followers on social media as well as articles and interviews in local and regional media outlets.



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CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: Franklin G. Burroughs-Simeon B. Chapin Art Museum

Previous Awards of City Grant Funds: Last Year \$56,250; Two Years Ago \$75,000

Amount Requested in this application: \$100,000

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

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	2021 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$	
Membership	\$63,000		9%
Fund-raising	259,000		40%
County/Other Cities	0		
City of MB Grant request	100,000		155%
Other, Specify: SCAC	23,000		3.5%
Other, Specify: Shop, Pottery, KidsArt, Donations	206,000		32%
Personal Services		\$20,000	
Advertising/Promo		\$60,000	
Operational Costs		\$20,000	
Capital Costs			
Totals	\$651,000	\$100,000	100%

¹ 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.

Agency Rep: Larry Church
Email: Larry@grandstrandjuniors.com
Telephone: 843-267-4242

Agency Name: Grand Strand Juniors

FY 2019-20 Award: \$11,250

Date(s) Event was Held (Post-poned) Jan 18-20th & Feb 15-16th

Was Event Cancelled? Yes _____ No _____ ☒ X

FY 2019-20 Funding Award - Remaining Balance: \$0.00

Notes: FY 2020 Winter Bump was held on Jan 18-20th (288 teams) and the Seashore Classic was held Feb 15-16th (72 teams) - Coastal Classic was cancelled for June 6-7th.

FY 2021 Winter Bump scheduled January 16-18th
Sea Shore Classic scheduled Feb. 13-14th
Coastal Classic scheduled June 5-6th

Agency Comments for City Council: (Workshop - March 4, 2021)

FY 2019-20 Highlights:

Despite missing our final event in June 2020 our events were able to generate over \$3.3 million in direct spending with over 86% being in the city of Myrtle Beach. This was all done without any additional services required from the city.

FY 2020-21 Highlights: (New funding Request):

We have already hosted the 2021 Winter Bump. It was held on Jan 16-18th We had 254 teams competing at the Sports Center and the Conventiun Center with a Direct Spending estimate of over \$2.6 Million. We also added a live stream for 2021 through Ballertv. We had 1902 unique subscriptions and over 26,000 viewings of our 32 courts that were streamed simultaneously all over the country. We are excited to host the Seashore Classic and the Coastal Classic in the coming months.



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CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: Grand Strand Juniors

Previous Awards of City Grant Funds: Last Year \$11,500; Two Years Ago \$15,000

Amount Requested in this application: \$35,000

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

Program Objective: Grand Strand Juniors is hoping to continue to promote Myrtle Beach as a great sports tourism destination. Through our series of volleyball tournaments, we draw up to 600 teams from all over the Southeast and have generated as much as \$4.5 million in direct spending in Myrtle Beach in a single season.

Revenue/Expenditure	2021 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$704,000	
Membership	\$306,000		43%
Fund-raising	\$0		
City of MB Grant request	\$35,000		5.0%
Tournament	\$155,000		22.0%
Bingo	\$208,000		30.0%
Personal Services			
Advertising/Promo		\$15,000	
Operational Costs		\$25,000	
Capital Costs			
Totals	\$704,000	\$35,000	100%

¹ 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.

Agency Rep: Lisa Coombs
Telephone: 843-315-5931 / 843-450-3787
Email: kirkyentertain3@gmail.com

Agency Name: Keepers Foundation

FY 2019-20 Award: \$3,750

Date(s) Event was Held (Post-poned) August 2020 event cancelled (International Culture Festival)

Was Event Cancelled? Yes ☒ No ☐

FY 2019-20 Funding Award - Remaining Balance: \$3,750

Notes: FY 2020 The August International Culture Festival event to be held in Chapin Park, was cancelled. due to Covid-19 environment. This event was re-scheduled June 21, 2021
The 2019 event was successful with 500 plus people in attendance.

FY 2021 Adding an additional event (Caribbean Jerk Festival for September 2021)
Currently working with Michelle Plyer to hold event in Plyer Park, introducing Caribbean Cuisine along with Raggae acoustically style music, using local talent and other artists from Charleston, Columbia, SC and Raleigh, NC.
Working to include Arts & Crafts.

Agency Comments for City Council: (Workshop - March 4, 2021)

FY 2019-20 Highlights:

Thank You for funding for the 2019 Myrtle Beach International Culture Festival. The event was a success. We had over 20 vendors showcasing there culture that ranged from America flavorful foods to Brazillian, Jamaican, African and so much more, We also had an artifact section were you got a chance to learn about different cultures. While the entire day was topped off with 16 live performances from varies different bands, Cultural dance performances and story time readings from the Gullah culture. With the support from the City of Myrtle Beach and the other sponsors this event was a true success. Thank You Again and I look forward to working with you on future events.

FY 2020-21 Highlights: (New funding Request):

Thanks for your support, I t. However due to Covid-19 the event date of August 14-15, 2020 was rescheduled to June 19, 2021. We look forward to showcasing Myrtle Beach melting pot of culture and diversity. In food, performance and artifact. This will allow us to showcase our local talent as well as talent in our surrounding cities and states. The tools of advertising we choose to use is radio, television, and social media. This will allow to attendees that will be coming to Myrtle Beach to lodge i will have an opportunity to enjoy other attractions and resturants we have here in our beautiful to Myrtle Beach to lodge in any of our hotels. I will have an opportunity to enjoy other attractions and restaurants we have here in our beautiful city.

Also we have added to the calender Myrtle Beach Jerk Festival which will be held a Plyer Park on September 4. Which will showcase the Caribbean distinct jerk flavours and Island vibes music on the beach side. Alon with highlighting local reggae bands and accoustic musicians we will be bringing performers from the surrounding areas. We are attracting vendors with arts and crafts and a littl storytime reading. Your support would be greatly appreciated as we plan to make the first Myrtle Beach Jerk Festival a success. Thank You in advance.



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CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: The Keepers Foundation

Previous Awards of City Grant Funds: Last Year \$11,500; Two Years Ago \$15,000

Amount Requested in this application: \$35,000

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	2021 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		58.0%
Other, Specify:			
Other, Specify:			
Personal Services			
Advertising/Promo		\$2,500	
Operational Costs		\$9,500	
Capital Costs			
Totals	\$20,500	\$12,000	100%

¹ 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.

Agency Rep: Shannon Farro
Telephone 843-448-8379
Email: sfarro@longbaysymphony.com

Agency Name: Longbay Symphony

FY 2019-20 Award: \$56,250

Date(s) Event was Held (Post-poned) 11 out of 13 live concerts were held

Was Event Cancelled? Yes _____ No ☒

FY 2019-20 Funding Award - Remaining Balance: \$0.00

Notes: FY 2020: September 2019 - February 2020 live concerts were held
March thru May, two (2) live concert events cancelled, however they began
to hold virtual performances in June, and showed archived performances from
previous years.

FY 2021 Full slate of concerts scheduled. Will be streaming concerts in 2021
Will be offering a hybrid experience - 200 in-person capacity at
First Presbyterian Church sanctuary while offering live streaming for those
afraid to attend, at a reduced rate (\$20.00 to stream as opposed to \$45
in-person ticket).

Costs \$100 to have streaming access
\$20 per day to live stream.

Agency Comments for City Council: (Workshop - March 4, 2021)

FY 2019-20 Highlights:

The funding received in July 2020 has allowed LBS to plan a fairly "regular" season. Our main concerts including 4 classical concerts and 1 pops concert either have been performed or will be performed by the end of May 2021 (the end of our fiscal year). The main change to our activities was events that we were unable to perform some of the smaller chamber concerts we do annually including our New Years Eve concert and our 3 Veterans Day small concerts. These changes are directly related to COVID19 and the state-wide restrictions on in person events and restrictions put in place by the venues we perform at. We have also started new online initiatives including trivia on social media and a new podcast/YouTube series.

FY 2020-21 Highlights: (New funding Request):

For next season, we are planning a similar season to this year plus working our New Years and Veterans Day performances back into the rotation. We believe that the restrictions on in person events will be less in the fall which will give us the opportunity to have reliable ticket revenue again. We were also able to continue all of our educational programs throughout the pandemic and will plan to continue those as our educational programs were the only opportunity to perform during the past year for many of our students. We are also hopeful that events that the community hires LBS to perform, like the Rotary Club's annual Broadway fundraising concert for example, will resume during our 2021-2022 season.



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CITY OF MYRTLE BEACH

APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: Long Bay Symphony_____

Previous Awards of City Grant Funds: Last Year \$ 56,250; Two Years Ago \$ 75,000

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

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

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	2021-22 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$ 587,271	
Membership	\$281,228		48%
Fund-raising	\$129,500		22%
County/Other Cities Horry County/ North Myrtle Beach	\$8,671.14/\$12,600		3%
City of MB Grant request	\$75,000		13%
Other, Specify: Misc income	\$18,000		3%
Other, Specify: Foundation Grants/ SC state grant	\$44,500/ \$17,771		11%
Personal Services			
Advertising/Promo		\$ 8,250	
Operational Costs		\$ 66,750	
Capital Costs			
Totals	\$587,271	\$ 75,000	100%

Agency Rep: Jerry Dalton
Telephone 843-497-0220
Email: jerry@mbiff.com

Agency Name: Myrtle Beach International Film Festival

FY 2019-20 Award: \$7,500

Date(s) Event was Held (Post-poned) Postponed until Mid December 2020

Was Event Cancelled? Yes No ✓

FY 2019-20 Funding Award - Remaining Balance: \$0.00

Notes: FY 2020 April 21-25th event postponed until Mid - December 2020
Film Festival will be held at the Stone Theatre (Market Common Grand 14)

Agency Comments for City Council: (Workshop - March 4, 2021)

FY 2019-20 Highlights:

Due to COVID 19 we delayed the MBIFF 15 until December 8th to the 12th. The MBIFF 15 had filmmakers attend from as far away as California, 1 crew from California plus 2 individuals from that State representing their films as well. The MBIFF has become a prestigious event for filmmakers from around the globe to submit too and attend. The MBIFF was one of the first film festivals in the nation to have a live film festival after shutdown. As per State guidelines we were able to house up to 100 per screening, we made the commitment to cap the attendance at 50 for extra measures.

FY 2020-21 Highlights: (New funding Request):

Theatre attendance for Hollywood films are down 90+%. In December of 2020 theatre attendance was down 94%. Needless to say, it has been an extremely challenging year. Our attendance for the MBIFF 15 was around 10% due to a host of conditions outside of our control. We appreciate your support in the past and now more than ever we need your support to continue. There is no quantifiable accounting that can be applied to the value of the arts because the value and dividends continue to appreciate generations after, therefore, I will state this fact (During normal times) more people visit France each year on vacation than live in France. The masses are not drawn by sporting events. The vast majority of visitors travel to France to experience two things that are seamlessly tied together, Art and Culture. What is the quantifiable accounting for art which comes to bring billions of dollars hundreds of years after the fact? Art and Culture has an intrinsic value that far exceeds current accounting. A community without those two things will eventually fail as it is the identifying characteristic that guides us forward with new experiences that are otherwise available. We have called the MBIFF the Premiere Cultural event on the Grand Strand for the last 4 years. Why? Because it brings artist from around the World to share in what has been deemed The United States of America's greatest art form, The Motion Picture. Nowhere can an individual experience another culture with a depth of meaning without leaving there area than a Motion Picture or Documentary from various locations and cultures. We humbly ask for your support once again so that we may continue to bring this unique experience to Myrtle Beach. Than you for your time and consideration



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CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: Myrtle Beach International Film Festival

Previous Awards of City Grant Funds: Last Year \$ 7,500 ; Two Years Ago \$ 9,500

Amount Requested in this application: \$ 20,000

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

This is the same as last year due to COVID-19 causing the rescheduling of the MBIFF until December of 2020 which is usually held in April. We will have new data directly after.

Program Objective: To continue to bring a World Class International Film Festival to Myrtle Beach, South Carolina. A diverse cultural arts event which has gained global recognition as one of the top film festivals in the World. The MBIFF attracts Films and Filmmakers from all corners of the earth. We also bring in talent such as last years, Melissa Gilbert, Timothy Busfield, Alexander Denysenko (Ukraine), Amiee Leonards, David Silverman and more. This offers personal interaction with some of the Worlds leading talent, filmmakers, Emmy Winners and more.

Revenue/Expenditure	20 _____ Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$ <u>51,500</u>	
Membership	\$		
Fund-raising			
County/Other Cities			
City of MB Grant request	20,000		39%
Other, Specify: Submissions, Ticket Sales, T-shirt sales	20,000		39%
Other, Specify: Sponsorship/Advertising	11,500		22%
Personal Services			
Advertising/Promo		\$ <u>17,000</u>	
Operational Costs		\$ <u>3,000</u>	
Capital Costs			
Totals	\$51,500	\$ <u>20,000</u>	100%

Agency Rep: Scott Tomasello
Telephone 843-390-7504
Email: scott@golfholiday.com

Agency Name: Myrtle Beach World Amateur (Play golf MyrtleBeach.com)

FY 2019-20 Award: \$22,500

Date(s) Event was Held (Post-poned) On time: August 31 - September 4th.

Was Event Cancelled? Yes No ☒

FY 2019-20 Funding Award - Remaining Balance: \$0.00

Notes: FY 2020: 20% less players this year. Did not utilize Convention Center

Event functions held out on the golf courses, and partnered with area restaurants for gift cards so that golfers could scatter for dinner and cocktails after daily golf rounds.

FY 2021 Back to normal - Event dates August 30, 2021 - September 3rd.

Agency Comments for City Council: (Workshop - March 4, 2021)

FY 2019-20 Highlights:

In 2020, our event was able to be held with a mere 25% drop in participation amidst the pandemic. We made vital changes to the activities surrounding the tournament which included the removal of large gatherings for safety reasons. Instead, we re-allocated funds into local businesses by purchasing gift cards to area restaurants. We are thankful to have still generated an estimated \$10M to the local community in 2020. Some of our necessary changes have indirectly led to increased satisfaction which we will keep in place moving forward and garner increased numbers in 2021. Convention Center was rented for staff offices for a week.

FY 2020-21 Highlights: (New funding):

In 2021, we're hopeful to have mass gatherings and are working closely with Convention Center to determine viability. Regardless, after 2020's success we know we can host a safe tournament which is what drives our 5,000+ visitors to Myrtle Beach. We are asking for funding to continue to market a golf tournament that brings in 95% tourists from all 50 states. All funds will be used 100% out of market with a goal to return to around 20,000+ room nights generated. With golf being in demand locally throughout the country, our goal is to attract these new golfers to Myrtle Beach for the first time, which will (based on history) get them to return 5 times over. Historically, we have 25% of our contingent stating they've never been to Myrtle Beach and our event is their sole reason for the initial visit.



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CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: Myrtle Beach World Amateur

Previous Awards of City Grant Funds: Last Year \$22,500; Two Years Ago \$30,000

Amount Requested in this application: \$70,000

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

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	2021 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$ 2,035,000	
Membership	\$		
Fund-raising			
County/Other Cities			
City of MB Grant request	\$70,000		3.4%
Other, Specify:	\$1.75M participant revenue		86%
Other, Specify:	\$215,000 in sponsorships		10.6%
Personal Services			
Advertising/Promo		\$ 70,000	
Operational Costs			
Capital Costs			
Totals	\$2,035,000	\$ 70,000	100%

Agency Rep: Chris Trout
Telephone: 843-448-0585
Email: ctrout@nspromos.com

Agency Name: Myrtle Beach Jeep Jam

FY 2019-20 Award: \$7,500

Date(s) Event was Held (Post-poned) October 23, 24, and 25th

Was Event Cancelled? Yes _____ No ☒

FY 2019-20 Funding Award - Remaining Balance: \$0.00

Notes: The original event scheduled for April 30 - May 2nd was cancelled and rescheduled for October 23 - 25th 2020. Event was a success. Attendance appears to be comparable to the previous year. Participants liked the Fall weather, although, the last day of the event we had some rain.

Agency Comments for City Council: (Workshop - March 4, 2021)

FY 2019-20 Highlights:

FY 2020-21 Highlights: (New funding Request):

The 2020 Myrtle Beach Jeep Jam was a great event. Even during a pandemic we were able to enjoy a wonderful outdoor event.

The 2021 Myrtle Beach Jeep Jam will be the 4th year of the event. This even is rapidly gaining momentum and will continue to draw more people from across the US, and Canada (when the border reopens).

We appreciate the support from the City of Myrtle Beach, the staff and the community.



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CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: NS Promos – MB Jeep Jam

Previous Awards of City Grant Funds: Last Year \$7,500; Two Years Ago \$10,000

Amount Requested in this application: \$15,000

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

Program Objective: Jeep Jam Festival that brings 20,000 to 25,000 people together to celebrate the Jeep lifestyle.

Revenue/Expenditure	2021 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$305,000	
Membership	\$90,000		29.5%
Fund-raising	\$100,000		32.8%
County/Other Cities			
City of MB Grant request	\$15,000		5.0%
Other, Specify: Vendors	\$80,000		26.2%
Other, Specify: On site sales / Parking	\$20,000		6.5%
Personal Services		\$3,480	
Advertising/Promo		\$4,020	
Operational Costs		\$7,500	
Capital Costs			
Totals	\$305,000	\$15,000	100%

¹ 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.

Agency Rep: Chris Trout
Assistant: Jill Vielhauer
Telephone 843-448-0585
Email: ctrout@nspromos.com

Agency Name: Myrtle Beach Mini Marathon

FY 2019-20 Award: \$5,250

Date(s) Event was Held (Post-poned) October 17 - 18th 2020

Was Event Cancelled? Yes No ✓

FY 2019-20 Funding Award - Remaining Balance: \$0.00

Notes: Event took place October 17th and 18th of October, the weekend before the MB Jeep Jam and it was a success.

This year, they offered a virtual option for some runners, so that they could participate from home or some other location. Participants still had to purchase their numbered race bibs with microchip and enter there information into a website.

Event: Downtown Boulevard

Agency Comments for City Council: (Workshop - March 4, 2021)

FY 2019-20 Highlights:

FY 2020-21 Highlights: (New funding Request):

The 2021 Myrtle Beach Mini Marathon will be the 12th year of the event. We are expecting about 3,500 runners this year. The runners will come to myrtle Beach for a few days with family and/or friends to enjoy the area before and after the race. Running events have been successful even during the Pandemic as people have had extra time for training and are able to get outside and enjoy the events. We have created COVID-19 protocols that allow runners to social distance prior to and after races.



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CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: NS Promos – MB Mini Marathon

Previous Awards of City Grant Funds: Last Year \$5,250; Two Years Ago \$ _____

Amount Requested in this application: \$10,000

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

Program Objective: MB Mini Marathon brings thousands of runners to Myrtle Beach to enjoy the Beach and running community.

Revenue/Expenditure	2021 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$280,000	
Membership	\$260,000		92.8%
Fund-raising	\$10,000		3.6%
County/Other Cities			
City of MB Grant request	\$10,000		3.6%
Other, Specify: Vendors	\$		
Other, Specify: On site sales / Parking	\$		
Personal Services		\$2,300	
Advertising/Promo		\$770	
Operational Costs		\$6,930	
Capital Costs			
Totals	\$280,000	\$10,000	100%

¹ 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.

Agency Rep: Rusty Watson
Telephone: 843-685-5540
Email: arustyshriner@yahoo.com

Agency Name: Myrtle Beach Shrine Club

FY 2019-20 Award: \$7,500 *Funding returned due to cancellation*

Date(s) Event was Held (Post-poned) _____

Was Event Cancelled? Yes ✓ No _____

FY 2019-20 Funding Award - Remaining Balance: _____

Notes: FY 2020: Had 20 different teams of which 8 were amateur, booked but had to cancel. Event was to take place on the old Myrtle Beach Pavillion Site.

Agency Comments for City Council: (Workshop - March 4, 2021)

FY 2019-20 Highlights:

FY 2019-20 event Cancelled, Funding Returned to City.

FY 2020-21 Highlights: (New funding Request):

Event has been updated to a festival to allow additional vendors to participate and to encourage the public.

Non Profit vendors have been invited to participate to bring awareness to their cause

COVID guides have been published to insure increased safety for all

Contactless payment systems have been initilized for the sponsor and all vendors are encourgaged to practice same so attendees will feel safe to attend

Increased awareness of the event has been publicized to draw a larger cooking competion that will interest to both tourists and local residents.

DHEC and the Department of Commerce have given approval for the event.



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CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: Myrtle Beach Shrine Club, A Subsidiary of Omar Shriners

Previous Awards of City Grant Funds: Last Year \$5,000; Two Years Ago \$ _____

Amount Requested in this application: \$20,000

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

Program Objective: Myrtle Beach Shrine Club sponsors and organizes Smoke on the Beach, a SBN sanctioned BBQ Event benefiting Myrtle Beach Shrine Club in the philanthropic endeavors of children in the City of Myrtle Beach and Horry County.

Revenue/Expenditure	2021 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$29,250	
Membership	\$5,250		18.0%
Fund-raising	\$4,000		14.0%
County/Other Cities			
City of MB Grant request	\$20,000		68.0%
Other, Specify: Vendors	\$		
Other, Specify: On site sales / Parking	\$		
Personal Services		\$	
Advertising/Promo		\$11,000	
Operational Costs		\$9,000	
Capital Costs			
Totals	\$29,250	\$20,000	100%

¹ 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.

Agency Rep: Scott Earley
Telephone: 803-237-0015
Email: Scottearley@anderson5.net

Agency Name: North-South Game Committee

FY 2019-20 Award: \$15,000 Funding returned due to cancellation

Date(s) Event was Held (Post-poned) Cancelled December 2020 event

Was Event Cancelled? Yes ✓ No

FY 2019-20 Funding Award - Remaining Balance: \$0.00

Notes: Funding of \$15,000 returned due to cancellation.

Event date was scheduled for December 5 -11th 2020.

Still planning a virtual shopping trip for disadvantaged kids in December 2020

Agency Comments for City Council: (Workshop - March 4, 2021)

FY 2019-20 Highlights:

FY 2019-20 event Cancelled, Funding Returned to City.

FY 2020-21 Highlights: (New funding Request):

Over the past several years, the City's contribution to our efforts has made a huge difference in the quality of experience we offer our players and coaches. Thank you for giving us an opportunity to apply for a \$25,000 grant for the 2021 Touchstone Energy Electric Cooperatives Bowl, also known as the North/South All-Star Game, which has been held each December at the Doug Shaw Memorial Stadium since 1986. Due to Keith Richardson's retirement in November, Scott Earley was promoted to Director. Scott has played a vital role in the growth of the game since 2003. Scott's new vision of the North/South experience is to put more emphasis on creating more patrons visiting Myrtle Beach.

The new vision is to keep the same layout of the game and add:

- 1.) Junior Combine to Doug Shaw on Thursday night
- 2.) College Recruitment Fair on Thursday Night for Out-of-State Coaches to attend
- 3.) Possibility of bringing the Shrine Bowl to Myrtle Beach in 2022

We would like to enhance our game experience to make a larger economic impact on the City of Myrtle Beach. We are confident that this event presents our city and its facilities in the very best light to everyone who attends. The game puts us in contact with many scouts, coaches, and football personnel who can help to promote and develop Myrtle Beach as The South Carolina Winter Sports Destination. It is to the new staff's understanding that Keith has already submitted an application for the 2021 allotment; however, if these possibilities come to fruition we would like to request for an increase in Tax Accommodation Funds.



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CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: North South All Star Game Committee

Previous Awards of City Grant Funds: Last Year \$20,000; Two Years Ago \$15,000

Amount Requested in this application: \$25,000

Committee's Recommendation (leave blank): \$20,000

Program Objective: We provide a positive experience for 90+ high school students from across the state, many of whom would very likely be unable to enjoy a week at the beach, staying in oceanfront accommodations and eating some of the area's most popular restaurants. At the same time, we bring a sizeable number of visitors to the Grand Strand at a time when tourism numbers are low.

Revenue/Expenditure	2019-20 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$89,000	
Membership	\$41,000		
Fund-raising			46%
County/Other Cities			
City of MB Grant request	\$25,000		
Game Tickets and Program	\$23,000		28%
Sales/advertising:			26%
Other, Specify:			
Personal Services		\$	
Advertising/Promo		\$6,500	
Operational Costs		\$18,500	
Capital Costs			
Totals	\$89,000	\$25,000	100%

¹ 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.

Agency Rep: Michelle Kerscher Plyler
Telephone: 843-448-6550
Email: mkerscher9@gmail.com

Agency Name: Oceanfront Merchants Association

FY 2019-20 Award: \$93,750

Date(s) Event was Held (Post-poned) _____

Was Event Cancelled? Yes _____ No ☒

FY 2019-20 Funding Award - Remaining Balance: \$0.00

Notes: FY 2020: Did not hold the 3-day Sun Fun event, originally scheduled the weekend before the Country Music Festival.

Hot Summer Nights began June 15 and ran to the week before labor day on September 7th.

Events held in October as planned. Will perform the Holiday lighting, beginning the Friday after Thanksgiving (Black Friday) and running through New Year's Eve.

Will have a New Year's Eve event this year, due to falling on a Saturday.

FY 2021: Will resume Concerts the weekend before and after Spring Break in Plyler Park.

Sun Fun scheduled for the 1st weekend in June 2021.

Agency Comments for City Council: (Workshop - March 4, 2021)

FY 2019-20 Highlights:

The Myrtle Beach Boardwalk stayed full of entertainment for our locals and tourists throughout the summer, Halloween, and Christmas season of 2020! Each night over the summer offered music and entertainment for every member of the family and a kid zone. Halloween and Christmas offered a family friendly place to take the kids for variety of characters, music, food, activities, and photo ops! We ended the year with a NYE Celebration with beautiful fireworks to send us into 2021!

FY 2020-21 Highlights: (New funding Request):

This year, the nightly entertainment will be started even before the summer begins! We will be expanding our offerings from 2020 to include more spring event nights and beginning the Halloween weekend celebrations earlier. We are planning to have weekend entertainment continuing after the summer season through September, October, November and December, with a New Year's Eve Celebration. As always, our entertainment will be family friendly.



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CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: Oceanfront Merchants Association

Previous Awards of City Grant Funds: Last Year \$93,750; Two Years Ago \$125,000

Amount Requested in this application: \$150,000

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

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, Little Park of Horrors, Holidays on the Boardwalk, and the Sun Fun Festival, **OMA plans events for 1/3 of the year.** In 2021, not only will we look to continue to expand the October – December events, but also begin supplementing City efforts with additional security and trash pick-up throughout the season. 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. In 2018, with cooperation from the City, OMA started a five-year plan for Oceanfront Lights – a lighting event yearly from November through March. Gatlinburg began a similar program 30 years ago, and occupancy rates have increased from 20% to 65% in December alone.

Revenue/Expenditure	2021 Estimated Revenue	\$575,000 Operating Budget	Estimated Revenue as % of budget
Membership	\$350,000		61%
Fund-raising	\$75,000		13%
County/Other Cities			
City of MB Grant request	\$150,000		26%
Other, Specify:			
Other, Specify:			
Personal Services		\$	
Advertising/Promo		\$150,000	
Operational Costs		\$	
Capital Costs		\$	
Totals	\$575,000	\$575,000 \$150,000	100%

¹ 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.

Agency Rep: Rusty Watson
Telephone 843-685-5540
Email: arustyshriner@yahoo.com

Agency Name: Omar Shriners

FY 2019-20 Award: \$0 *Did not apply for FY 2019-20 funding*

Date(s) Event was Held (Post-poned)

Was Event Cancelled? Yes No ☒

FY 2019-20 Funding Award - Remaining Balance: \$0.00

Notes:

Agency Comments for City Council: (Workshop - March 4, 2021)

FY 2019-20 Highlights:

Did not apply for Accommodations Tax funding FY 2019-20 funding

FY 2020-21 Highlights: (New funding Request):

This gathering of Shriners brings members from the Omar Shrine Area that includes all area within the 22 most eastern counties of South Carolina from Georgia to North Carolina. Omar Shrine holds 3 meetings a year to bring their members together and have chosen to come together in Myrtle Beach for the Spring Meeting. The weekend event starts earlier in the month with a golf tournament sponsored by Omar Shriners and a three day convention to conclude the event. A parade is planned that is open to the public and includes both civic and Shrine identities. The weekend has several nice banquets that are open to the public with ticket sales for the event. With COVID in the midst in 2020 this event was not held. Anticipated attendance in 2021 is good with most anxious to come to Myrtle Beach. Currently we have a contract with Crown Reef for the event.



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CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: Omar Shriners

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

Amount Requested in this application: \$25,000

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

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 great fraternity and a golf tournament as a fundraiser. It is officially known as the Omar Spring Ceremonial. The objective would be to increase tourism and to support the local merchants.

Revenue/Expenditure	2021 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$41,500	
Membership	\$11,500		28.0%
Fund-raising	\$5,000		12.0%
County/Other Cities			
City of MB Grant request	\$25,000		60.0%
Other, Specify: Vendors	\$		
Other, Specify: On site sales / Parking	\$		
Personal Services		\$	
Advertising/Promo		\$14,000	
Operational Costs		\$11,000	
Capital Costs			
Totals	\$41,500	\$25,000	100%

¹ 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.

Agency Rep: Robin Roberts
Telephone: 843-602-4501
Email: Robin@xconworld.com

Agency Name: Palmetto Studios Arts Alliance

FY 2019-20 Award: \$0 *Did not Apply in in 2019-20*

Date(s) Event was Held (Post-poned) See Notes:

Was Event Cancelled?	Yes	No

FY 2019-20 Funding Award - Remaining Balance: _____

Notes:

Agency Comments for City Council: (Workshop - March 4, 2021)

FY 2019-20 Highlights:

FY 2020-21 Highlights: (New funding Request):

XCON will host our 11th event September 4-5, 2021 at the Myrtle Beach Convention Center. This was a date chosen by the Convention Center as a least desirable date.

We will use the funding for marketing in social media, television and radio. We have traditionally drawn a little over 50% of our attendance from out of town overnight attendees.

We were proud to have focused our first 10 years on getting a new Boys and Girls Club Facility Built. The next 10 years of XCON will focus on improving STEM in our area by promoting an annual Science Fair.

We anticipate our attendance will be comensurate with years past between 5,000 and 8,000. As usual, we will have games, activities, contests, celebrity guests, vendors all celebrating pop-culture, comic books, tv shows & Movies.



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CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: _____XCON_____

Palmetto Studios Arts Alliance

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

Amount Requested in this application: \$ 40,000

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

Program Objective: To host South Carolina's Largest weekend Comic Book Convention and STEM Fair. To Promote the Arts and Sciences and to promote Tourism to Myrtle Beach. To support local Children's Charities.

Revenue/Expenditure	2021 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$100,000	
Membership	\$0.00		
Fund-raising	\$40,000		33%
County/Other Cities	\$0.00		
City of MB Grant request	\$40,000		33%
Other, Specify: Tickets	\$20,000		16.67%
Other, Specify: Booth Rentals	\$20,000		16.67%
Personal Services			
Advertising/Promo		\$40,000	
Operational Costs			
Capital Costs			
Totals	\$120,000	\$40,000	100%

¹ 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:

Agency Rep: Frank Baldari
Telephone: 848-333-7059
Email: fbalhan@aol.com

Agency Name: Sons & Daughters of Italy

FY 2019-20 Award: \$5,250

Date(s) Event was Held (Post-poned) See Notes:

Was Event Cancelled? Yes ✓ No

FY 2019-20 Funding Award - Remaining Balance: \$4,875 Returned

Notes: The June 27-28th & October 10-11th events cancelled due to Covid 19 environment.

Agency Comments for City Council: (Workshop - March 4, 2021)

FY 2019-20 Highlights:

Festa Italiana is a celebration of our Italian heritage and culture through music and food.

Festivals are a major revenue source for our lodge and local charities.

Live many other organizations we had to cancel the 2020 program of events after the

Accelerate SC guidelines were published.

Early advertising in the amount of \$375 was spent prior to the cancelation could not be refunded.

The balance of \$ 4,875 was returned to the city.

FY 2020-21 Highlights: (New funding Request):

Hoping for a better 2021 we are cautiously planning for this years events. However, the most recent .
guidelines from November do not look any better.

While some of the publications require long lead times we are holding off any spending until final
deadline dates to avoid any wasted funds.



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CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: SONS & DAUGHTERS OF ITALY LODGE #2662

Previous Awards of City Grant Funds: Last Year \$5,250; Two Years Ago \$7,000

Amount Requested in this application: \$25,000

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

Program Objective: For advertising and promotion of tourism. To promote and share our rich Italian heritage and culture through music, food, and arts events. Our mission is to encourage the dissemination of Italian culture to the United States and uphold the prestige of the people of Italian heritage in America. To initiate and organize movements for patriotic and humanitarian purposes, thereby establishing our motto of "Liberty, Equality and Fraternity".

Revenue/Expenditure	2021 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$199,500	
Membership	\$28,000		14.0%
Fund-raising	\$8,000		4.0%
County/Other Cities			
City of MB Grant request	\$25,000		12.5%
Other, Specify: Bingo	\$18,500		9.3%
Other, Specify: Lodge Activities, Food, Bar, Souvinirs	\$120,000		60.2%
Personal Services		\$9,600	
Advertising/Promo		\$5,500	
Operational Costs		\$9,900	
Capital Costs			
Totals	\$199,500	\$25,000	100%

¹ 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.

Agency Rep: Lissa Davis
Telephone: 843-446-8451
Email: lissaidavis58@yahoo.com

Agency Name: Sonshine Recovery Ministries (Concert of HOPE)

FY 2019-20 Award: \$0 *Did not apply for FY 2019-20 funding*

Date(s) Event was Held (Post-poned) _____

Was Event Cancelled? Yes _____ No _____

FY 2019-20 Funding Award - Remaining Balance: \$0.00

Notes:

Agency Comments for City Council: (Workshop - March 4, 2021)

FY 2019-20 Highlights:

Did not apply for Accommodations Tax funding in FY 219-20

FY 2020-21 Highlights: (New funding Request):

The Concert of Hope is progressing nicely. We've narrowed the Venue down to two options, either Valor Park or Chapin Park. We've scheduled most of the talent and will soon be working on the accommodations for the artists. Most of the spending done for this event is done in August and September.



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CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: Sonshine Recovery Ministries (Concert of HOPE)

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

Amount Requested in this application: \$10,000

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

Program Objective: To promote the Annual Concert of HOPE and to remove homeless addicts from the streets of the City and place them in a recovery atmosphere. We follow-up by teaching them to be productive members of society before releasing them to a new way of life. Our goal is to place at least 100 this year.

Revenue/Expenditure	2021 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$42,080	
Membership	\$		
Fund-raising	\$7,001		16.6%
County/Other Cities	\$7,000		16.6%
City of MB Grant request	\$10,000		24.0%
Donations	\$17,989		42.8%
Other, Specify:	\$		
Personal Services			
Advertising/Promo		\$1,000	
Operational Costs		\$9,000	
Capital Costs			
Totals	\$42,080	\$10,000	100%

¹ 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.

Agency Rep: Rusty Watson
Telephone: 843-685-5540
Email: arustyshriner@yahoo.com

Agency Name: South Atlantic Shrine Association

FY 2019-20 Award: \$30,000

Date(s) Event was Held (Post-poned) Event was cancelled due to COVID

Was Event Cancelled? Yes ☒ No ☐

FY 2019-20 Funding Award - Remaining Balance: \$0.00

Notes: FY 2020: **Funding of \$30,000 returned to City due to cancellation**

FY 2021: Event scheduled for September 16 - 19th 2021

Agency Comments for City Council: (Workshop - March 4, 2021)

FY 2019-20 Highlights:

The event was cancelled due to COVID 19 precautions and the funding returned to the City.

FY 2020-21 Highlights: (New funding Request):

Fall Festival of Shriners has been held in or about the City of Myrtle Beach since 1974

Contracts have been signed for the next 5 years with various venues in the City of Myrtle Beach

Event continues to grow as the Shriners enjoy the fun and sun of the City of Myrtle Beach

Additional awareness of the event is publicized every two weeks through a zoom meeting to the 20

Shrine Centers that attend to promote the Fall Festival of Shriners.

DHEC and Department of Commerce approvals have been granted for the event

Shrine Centers are promoting the event as it will enable fellowship with the Shrine Fraternity and a

chance to showcase their various talents in the parade and competitions that has been lacking due to Covid

A new shrine competition event has been added for this year that will be open to the public for free

Social media is used daily to bring awareness to the event that promises to bring over 10,000 Shriners

and their families to utilize the amenities of Myrtle Beach and promote the local businesses within the county



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CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: South Atlantic Shrine Association

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

Amount Requested in this application: \$98,500.00

***Funds returned, Festival not held in 2020 due to COVID 19**

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

Program Objective: *South Atlantic Shrine Association (SASA) hold their annual meeting, festival, parade, and area competition throughout the City of Myrtle Beach each September. This event benefits SASA for operational cost and Shriners International and their great philanthropy for medical care for children. In 2019 the annual SASA Fall Festival was phenomenally successful in promoting tourism through their community presence with all events but their business meeting open to the public, many at no charge.*

Revenue/Expenditure	2021 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$ 182,950	
Membership	\$ 27550.00		15
Fund-raising	\$ 54900.00		30
County/Other Cities	\$ 0.00		
City of MB Grant request	\$ 98500.00		54
Other, Specify:			
Other, Specify: Donations	\$ 2000.00		1
Personal Services		\$ 0.00	
Advertising/Promo		\$ 59,000	27
Operational Costs		\$ 39,500	73
Capital Costs		\$ 0.00	
Totals	\$182950.00	\$ 98,500	100%

¹ 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:

Agency Name: Special Olympics of SC

FY 2019-20 Award: \$7,500

Date(s) Event was Held (Post-poned) _____

Was Event Cancelled? Yes ✓ No

FY 2019-20 Funding Award - Remaining Balance: \$7,500

Notes: FY 2020: State Fall Games were cancelled due to Covid-19 environment.

FY 2021: Pulled FY 2020-21 Application, looking to use the funds they have for the 2021 event.

Agency Comments for City Council: (Workshop - March 4, 2021)

FY 2019-20 Highlights:

FY 2020 event cancelled. Will utilize FY 2019-20 funds for the FY 2020-21 Event.

Currently, we are waiting confirmation of the date for 2021 Fall Games from Coastal Carolina University. They must have the entire football schedule confirmed before giving us that confirmation as they must have an away football game to have an open campus for our use of their facilities. Plans are on going to indeed hold this event in a modified way due to COVID Safety Protocols. Our expenditures will still include purchase of lanyards, credential supplies, awards, volunteer shirts, and advertising that will directly be covered by the funds from this source.

FY 2020-21 Highlights: (New funding Request):

Did not apply for Accommodations Tax funding in FY 2020-21



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Pulled
Application

CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY





















AGENCY NAME: Special Olympics South Carolina
Previous Awards of City Grant Funds: Last Year \$ 10,000 ; Two Years Ago \$ 0
Amount Requested in this application: \$ 13,000
Committee's Recommendation (leave blank): \$ _____

Program Objective:

State Fall Games brings together approximately 1200 athletes and 300 coaches from across the state for sports competition. Athletes compete in one of seven different sports: Bocce, Bowling, Disc Golf, Flag Football, Golf, Soccer and Volleyball. Along with athletes and coaches, more than 100 families will be in attendance. To have a successful event we will need over 500 volunteers from the community work at competition venues. In between competitions, athletes participate in free health screenings in optometry, podiatry, health education/nutrition, audiology and dentistry.

Revenue/Expenditure	2020 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$ 211,000	
Games Sponsorship	\$ 11,000		5
City of Myrtle Beach	13,000		6
Horry County	9,823		5
Individual Donations	12,000		6
Law Enforcement Torch Run	165,000		78
Lodging/ Meals		180,000	
Facilities		7,000	
Equipment/Supplies		3,800	
Advertising/Promo		12,000	
Travel		3,200	
Totals	\$ 210,823	\$ 206,000	100%

¹ 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.

Agency Rep:	William H. Miller						
Telephone:	214-632-2809						
Email:	theartsgrandstrand@gmail.com						
Agency Name:	The Arts Grand Strand						
FY 2019-20 Award:	\$750						
Date(s) Event was Held (Postponed)							
Was Event Cancelled?	Yes	No					
FY 2019-20 Funding Award - Remaining Balance:	\$0.00						
Notes:	Calendar of Arts Events provided through website. Updates to the calendar are being made daily, especially with this year's cancellations, postponements and rescheduling of events.						
Agency Comments for City Council: (Workshop - March 4, 2021)							
FY 2019-20 Highlights:							
<p>John Morken, the founder and executive director of The Arts Grand Strand, passed away on November 4, 2020. Before his death he had reached out to William H. Miller to see if he would take over the position and continue his legacy. On November 9th, the Board of Trustees voted William as the new Executive Director. During the months that have followed he has worked to understand the softwares involved and the cultural places that were being promoted via the online calendar. Additionally he has been working to find the financial data that lies locked away in John's Facebook pages where he launched the ads. Currently William has hired an accountant to review the financials and try and make sense of how and where the money has been spent. It is my guess that he paid for the Facebook ads via his Business Credit Card, and used up the money that you provided for that purpose. Several Video Ads that focused on driving specific traffic to the Grand Strand focusing on Charlotte, NC, Greenville, SC, Columbia, SC, Raleigh/Durham, NC. The reach was between 7,400 -15,600 people in these areas.</p>							
Published	Post	Type	Targeting	Reach	Engagement		
03/01/2020 8:09 PM	 Hey Raleigh/Durham, you won't believe The Arts here in			15.6K 	309 1		
03/01/2020 8:05 PM	 Hey Greenville, you won't believe The Arts here in Myrtle			9.3K 	184 1		
03/01/2020 8:01 PM	 Hey Columbia, you won't believe The Arts here in Myrtle			17K 	339 3		
03/01/2020 7:53 PM	 Hey Charlotte, you won't believe The Arts here in Myrtle			7.4K 	158 2		

The Arts Grand Strand Cont'd

FY 2020-21 Highlights: (New funding Request):								
We would appreciate a similar grant of funding to continue this work and to be able to further analyze the impact. With more events beginning to come back with in person as well as virtual options the promotion of these events are as important as ever. We would continue to use the funds for our outreach via the internet facebook ads and target them to the same metro areas to see if we can assess a difference post covid; Email (MailChimp) which we provide a weekly newsletter every Thursday morning, and looking at other social media promotions on new platforms like Instagram, TikTok, etc.								



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John Marken passed away
new conf. William H
Miller

1)

2) CITY OF MYRTLE BEACH

3) APPLICATION FOR GRANT FUNDING

4) SUMMARY

714 main street
myrtle beach, SC
29517

AGENCY NAME: The Arts Grand Strand

Previous Awards of City Grant Funds: Last Year \$ 500; Two Years Ago \$ 0

Amount Requested in this application: \$ 500

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

cell 214.632.2800
theartsgrandstrand@gmail.com

Program Objective:

To inform people interested in the arts in key regional cities of all the fine arts events going on in Myrtle Beach. This would hopefully give them another reason to visit our area. Most, if not all of these people will be surprised at this because they had no way of knowing about this information.

Revenue/Expenditure	20 <u>21</u> Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$ <u>8,200</u>	
Membership	\$		
Fund-raising			
County/Other Cities			
City of MB Grant request	500		6.0 %
Other, Specify: donations	2200		27.0 %
Other, Specify: Grants	5500		67.0 %
Personal Services		\$ <u>50.00</u>	
Advertising/Promo		\$ <u>450.00</u>	
Operational Costs			
Capital Costs			
Totals	\$8,200.00	\$ <u>500.00</u>	100%

Agency Rep: JoAnne Utterback
Telephone: 843-446-3830
Email: jutterback@sc.rr.com

Agency Name: Waccamaw Arts & Crafts Guild

FY 2019-20 Award: \$11,250

Date(s) Event was Held (Post-poned) See Notes:

Was Event Cancelled? Yes No

FY 2019-20 Funding Award - Remaining Balance: \$0.00

Notes: They had the Spring Home and Garden Show.

April Art in the Park cancelled, but they just had one and are having
an Art in the Park next month - November.

They lost the Museum show and Fall Home show at the Convention Center.

Getting ready to have the Members Show.

Agency Comments for City Council: (Workshop - March 4, 2021)

FY 2019-20 Highlights:

Would like to add that our fall shows in Market Common were exceptional. We had many new artists
who had never been to Myrtle Beach. The lack of shows in the country helped the demand for our show
So the October and November shows were excellent as far a quality of art and the attendance was
amazing. We had the members show in Seacoast Art Gallery in October. Sales were excellent.

FY 2020-21 Highlights: (New funding Request):

We are on tap to complete all of our usual events. First being February 19 at the convention center,
next Art in the Park Market Common April 24 and 25 then the Museum show April 29 through May 27.



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CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: _____ Waccamaw Arts & Crafts Guild _____

Previous Awards of City Grant Funds: Last Year \$ _11,250; Two Years Ago \$ _15,000 _

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	2021 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		\$ 4,000	14.39%
Advertising/Promo		\$34,000	74.34%
Operational Costs			5.28%
Awards & Education			6.00%
Totals	\$83,400	\$38,000	

Agency Rep: Reggie Dyson
Telephone 843-450-3091
Email: reggiedyson@hotmail.com

Agency Name: Waves of Praise Gospel Concert

FY 2019-20 Award: \$18,750

Date(s) Event was Held (Postponed) September 2020 event postponed until Sept. 4-5 2021

Was Event Cancelled? Yes ✓ No

FY 2019-20 Funding Award - Remaining Balance: \$18,750

Notes: FY 2020: September 2020 event cancelled, carrying funding over to FY 2021

Already have signed contracts in place with talent such as top Grammy Artists,
Tamela Mann, Travis Greene, Anthony Brown, Damon Little

Agency Comments for City Council: (Workshop - March 4, 2021)

FY 2019-20 Highlights:

The 2020 Myrtle Beach Waves of Praise was cancel because of Covid-19. Three of the headliners were secured with a deposit from the funds that was received in the amount of \$18,750. Those artists, along with others will perform for the 2021 Waves of Praise.

FY 2020-21 Highlights: (New funding Request):

The 2021 Myrtle Beach Waves of Praise Gospel Fest will take place on September 3-5 ,2021 at Burroughs and Chapin Pavillion Place ,Ocean Blvd with Grammy Award Winning Artist such as Tamela Mann, Fred Hammond, Travis Greene, Anthony Brown and other top gospel artist. Ending on Sunday with " The Church Wlthout Walls" featuring churches ,choirs ,artists within the city limits of Myrtle Beach. Closing out with an national artitst. If the covid-19 Pandemic continues to pose a huge threat during that time, we will have a strong virtual concert with TV to keep the momentum going strong!



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CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: Waves of Praise – Coastal Broadcasting – Reggie Dyson

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

Amount Requested in this application: \$110,000

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

Program Objective: Bringing the communities together where there will be Love – Peace and Happiness among mankind through Gospel Music.

Revenue/Expenditure	2020-21 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$136,250	
Membership	\$		
Vendor Fees	7,500		
County/Other Cities			
City of MB Grant request	110,000		
City of MB paid	18,750		
Other, Specify:			
Personal Services		\$	
Advertising/Promo			
Operational Costs		110,000	
Capital Costs			
Totals	\$136,250	\$	100%

¹ 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:

Agency Rep: Tim Huber
Telephone: 843-918-2278
Email: thuber@cityofmyrtlebeach.com

Agency Name: City of Myrtle Beach - Sports Tourism

FY 2019-20 Award: \$25,000

Date(s) Event was Held (Postponed) _____

Nov. 29 - Dec. 1, 2019 Diamond Sports Winter Shine (\$14,000) - Conducted
May 23-25, 2020 USSSA Super NIT youth baseball (\$5,000)- Canceled - Covid
June 11-14, 2020 Tier 1 Showcase girls fastpitch (\$6,000) - Canceled-Covid

Was Event Cancelled? Yes _____ No _____

FY 2019-20 Funding Award - Remaining Balance: \$0

Notes:

Agency Comments for City Council: (Workshop - March 4, 2021)

FY 2019-20 Highlights:

Winter Shine - New event at Doug Shaw Memorial Stadium. Estimated Direct Spending \$462,300

City Licensee/Tax/Fee revenue \$10,027

USSSA Super NIT - Grant award used to support Dec.5-6, 2020 USSSA All-State Games:

Estimated Direct Spending \$354,396; City License/Tax/Fee revenues \$6,394

Tier 1 Showcase - Grant Awarded for New event; Carried over to rescheduled date of June 11-13, 2021

Estimated Direct Spending \$450,00; City License/Tax/Fee revenues \$9,000

FY 2020-21 Highlights: (New funding Request):

Winter Shine (\$5250) - Year 2 of 3 year agreement. Event conducted Nov. 28-29, 2020.

Estimated Direct Spending \$968,495; City License/Tax/Fee revenue \$18,646

NSAF USA Meet of Champions (\$10,000)- New Middle/High School Track & Field Event at

Doug Shaw Memorial Stadium. Scheduled for March 25-28, 2021.

Estimated Direct Spending \$1.5M City License/Tax/Fee revenue \$31,000

Braves Country Battle youth baseball tournament (\$5,000) - New youth baseball tournament

scheduled for May 28-31, 2021 at Grand Park Athletic Complex

Estimated Direct Spending \$500,000 City License/Tax/Fee revenue \$11,000

\$4,750 pending final agreement on new event in June, 2021. (Remaining Balance)



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: \$50,000

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

Program Objective:

To increase/maintain/revitalize the current \$144M 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 paid in-city lodging. Examples for this funding cycle may include bid fees, rights fees and event specific venue enhancements.

Revenue/Expenditure	FY2021 Estimated Revenue	Operating Budget	Estimated Revenue as % of budget
		\$	
Membership	\$		
Fund-raising			
County/Other Cities			
City of MB Grant request	\$50,000		1%
Other, Specify: Operating Revenues	\$1,470,584		41%
Other, Specify: City Department	\$2,077,566		58%
Personal Services		\$	
Advertising/Promo			
Operational Costs			
Capital Costs			
Totals	\$3,598,150	\$	100%

¹ 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. a

APPLICANT'S CHECK LIST:

Agency Rep: Michael Price
Telephone 843-918-1135
Email: mprice@cityofmyrtlebeach.com

Agency Name: COMB - 4th Avenue North Outfall Project - (Debt Service on SRF Loan)

FY 2019-20 Award: \$320,000

Date(s) Event was Held (Post-poned) _____

Was Event Cancelled? Yes _____ No _____

FY 2019-20 Funding Award - Remaining Balance: \$0

Notes: Currently, the City uses \$320,000 in annual allocations from the Accommodations Tax to service State Revolving Fund Loan debt service, and the remaining \$453,928 from Storm Water Fund revenues.

Agency Comments for City Council: (Workshop - March 4, 2021)

FY 2019-20 Highlights:

The primary source of funding for the project was a State Revolving Fund Loan. The total debt service stands at \$773,928 per year through 2034.

FY 2020-21 Highlights: (New funding Request):

Same request for FY 2020-21



CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: City Of Myrtle Beach – Beach Renourishment (Debt Service on SRF Loan

Previous Awards of City Grant Funds: Last Year \$320,000; Two Years Ago \$320,000

Amount Requested in this application: \$320,000

Committee Recommendation¹ (leave blank): \$ _____

Program Objective: The objective of the 4th Avenue Outfall project was to install a deep-water ocean outfall that replaced eight (8) smaller beach front pipes that previously discharged on top of the existing beach and drained into the surf. Funding requested in this application will pay a portion of the 2019-20 installments of debt service for the project.

	FY 2020-21		
Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget
Membership	\$	\$773,928	
Fund-raising			
Horry County			
Other Cities			
Storm water fees	\$ 453,928		58.65
Other, Specify:			
Other, Specify:			
City of MB Grant request:	\$ 320,000		41.35
Totals			100%

¹ 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.

Agency Rep: Michael Price
Telephone 843-918-1135
Email: mprice@cityofmyrtlebeach.com

Agency Name: COMB - Beach Renourishment, (Debt Service on portion of 2008 GO Bonds)

FY 2019-20 Award: \$134,760

Date(s) Event was Held (Post-poned) _____

Was Event Cancelled? Yes _____ No _____

FY 2019-20 Funding Award - Remaining Balance: \$0

Notes: Annual debt service for the local share portion funded via the 2008 General Obligation Bonds.

Agency Comments for City Council: (Workshop - March 4, 2021)

FY 2019-20 Highlights:

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 commitment to pay annual debt service on the project was made prior to the issuance of the bonds.

FY 2020-21 Highlights: (New funding Request):

Same request for FY 2020-21



CITY OF MYRTLE BEACH APPLICATION FOR GRANT FUNDING

SUMMARY

AGENCY NAME: City Of Myrtle Beach, (Beach Renourishment – Debt Service)

Previous Awards of City Grant Funds: Last Year \$135,812; Two Years Ago \$134,760

Amount Requested in this application: \$134,760

Committee Recommendation¹ (leave blank): \$ _____

Program Objective: This funding supports annual debt service payments covering the City's matching (17.5%) share of the 2007-08 Beach nourishment project for Reach 2 that was funded by a 2007 Bond Anticipation Note and refunded by the Series 2008A GO Bond issue. The objective of the **Reach Two** Beach Renourishment project was to preserve the beachfront as the top tourist attraction and heart of the tourism industry in Myrtle Beach.

	FY 2020-21		
Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget
Membership	\$	\$134,760	
Fund-raising			
Horry County			
Other Cities			
Storm water fees	\$		
Other, Specify:			
Other, Specify:			
City of MB Grant request:	\$ 134,760		
Totals			100%

¹ 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.

Agency Rep: Michael Price
Telephone 843-918-1135
Email: mprice@cityofmyrtlebeach.com

Agency Name: COMB - Direct Tourism-Related Operations, Convention Marketing & Beach Monitorin
(General Application)

FY 2019-20 Award: \$8,669,930

Date(s) Event was Held (Post-poned) _____

Was Event Cancelled? Yes _____ No _____

FY 2019-20 Funding Award - Remaining Balance: \$0

Notes:

Agency Comments for City Council: (Workshop - March 4, 2021)

FY 2019-20 Highlights:

Actual Amounts Funded based on available funds

Waterfront Patrol (Ocean Front District - "OFD")	\$3,546,932
Beach Services (Emergency Personnel & Equip)	\$488,310
Convention Center Marketing	\$550,000
Beach Monitoring	\$62,000
Total	\$4,647,242

FY 2020-21 Highlights: (New funding Request):

Amounts Requested:

Waterfront Patrol (Ocean Front District - "OFD")	\$4,860,000
Beach Services (Emergency Personnel & Equip)	\$488,310
3 Ladder Truck Companies (OFD)	\$1,977,000
International Student Outreach	\$30,000
Dunes Management	\$702,620
Convention Center Marketing	\$550,000
Beach Monitoring	\$62,000
Total	\$8,669,930



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 \$5,964,244; Two Years Ago \$4,581,625

Amount Requested in this application: \$8,669,930

Committee Recommendation¹ (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 20120-21		
Revenue Sources	Estimated Revenue	Total Operating Budget	Revenue Source as % of budget
Membership	\$	\$52,310,510	
Fund-raising			
Horry County			
Other Cities			
City own-source revenues	\$ 43,640,580		83.42
Other, Specify:			
Other, Specify:			
City of MB Grant request:	\$ 8,669,930		16.58
Totals			100%

¹ 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.

Agency Rep: Chris Trout
Telephone 843-448-0585
Email: ctrout@nspromos.com

Agency Name: Coastal Highland Games

FY 2019-20 Award: \$3,750

Date(s) Event was Held (Post-poned) _____

Was Event Cancelled? Yes a No _____

FY 2019-20 Funding Award - Remaining Balance: \$3,750.00

Notes: FY 2020 The Saturday, November 14th event was cancelled.

Hope to announce the 2021 dates as soon as possible.

Agency Comments for City Council: (Workshop - March 4, 2021)

FY 2019-20 Highlights:

FY 2020-21 Highlights: (New funding Request): **Did not submit request for FY 2020-21**

We were unable to have the 2020 Games and we are making plans to have the Highland Games
November of 2021.

Agency Rep: Danthan Chestnut
Telephone 843-450-8318
Email: dnchest@aol.com

Agency Name: Kaaba Temple

FY 2019-20 Award: \$7,500

Date(s) Event was Held (Post-poned) April 3-day event postponed to January 2021

Was Event Cancelled? Yes ☒ for April 2020 No ☐

FY 2019-20 Funding Award - Remaining Balance: \$4,000

Notes: April 2020 3-day event originally postponed to October, then subsequently to January 2021.

Agency Comments for City Council: (Workshop - March 4, 2021)

FY 2019-20 Highlights:

Our January 3 day event had to be rescheduled due to the pandemic along with the number of people planning to attend. We have renegotiated with the host hotel for April 2021.
As it stands this is how we are looking at this present time. Unless the pandemic rises or other unforeseen issues to occur. Thanks for all you do, Michael

FY 2020-21 Highlights: (New funding Request):

Did not submit request for FY 2020-21