



CONTACT:

Mark Kruea
Office: (843) 918-1014
Mobile: (843) 450-1695
info@cityofmyrtlebeach.com
www.cityofmyrtlebeach.com
www.facebook.com/myrtlebeachcitygovernment

Media Advisory

For a printable .pdf, visit <http://www.cityofmyrtlebeach.com/government/docs/FridayFax.pdf>.

To: Myrtle Beach Media
From: Chasity Pendergrass, Public Information Specialist
Date: October 5, 2018
Re: Meeting Schedule and Agendas

1. Next week's [meeting schedule](#) and agendas are attached.
2. **Myrtle Beach Seafood Festival, an event celebrating local seafood restaurants and eateries, continues Saturday and Sunday, October 6 and 7, at the Burroughs & Chapin Pavilion Place, 812 North Ocean Boulevard.** Bring a lawn chair and participate in various activities, including a cornhole tournament, a kid zone, live musical performances and more! The event is free to attend and ATMs will be onsite for attendees. An event schedule is available on the event's website, www.myrtlebeachseafoodfestival.com.
3. **Try our new access road if you're going to South Carolina's Largest Garage Sale this Saturday, October 6.** This year's sale will take place at the Myrtle Beach Convention Center, 2101 North Oak Street. Simply use the new entrance off Burroughs & Chapin Boulevard. You have easy access to B & C Boulevard (a brand new street) off both Grissom Parkway and Oak Street. Follow the message boards. The sale starts at 7:00 a.m. and runs until 2:00 p.m. Admission is free; parking is just \$5 per car.
4. **Save the date! Bring the kids and greet the firefighters at Myrtle Beach Fire Department's annual Fire Prevention Expo and Open House from 10:00 a.m. to 2:00 p.m., Saturday, October 13.** The event takes place at Fire Station No. 3, 2108 South Kings Highway. The free event includes firefighter demonstrations, games, food, safety presentations, fire engine rides, equipment displays, mascots and more! Activities include a

kids' combat challenge and fingerprinting. For more information, contact Lt. Evans at 843-918-1221.

5. **The Myrtle Beach Housing Authority hosts a ribbon cutting ceremony at 2:00 p.m., Wednesday, October 17, at Carver Grove Apartments, 1204 Carver Street.** Carver Grove is a housing development for disabled and homeless veterans. If you are attending the ribbon cutting, R.S.V.P. by Wednesday, October 10, to 843-918-1560 or t.dean@mbhaonline.org. The first floor of the eight-bedroom units is fully mobility accessible. Second floor units include sensory adaptations for veterans with sight and/or hearing impairments. Four units are set aside for homeless veterans under the HUD/VASH program. The remaining units are for disabled veterans.
6. **Would you like to serve?** City Council has one seat to fill on the Bicycle and Pedestrian Committee. To be considered for these or other boards, commissions and committees, send a résumé and letter of interest to the city clerk, P. O. Box 2468, Myrtle Beach, SC 29578, or bring materials to City Hall, 937 Broadway Street. Or, send an email to jstanford@cityofmyrtlebeach.com.
7. **The public is invited to the City of Myrtle Beach's 2018 Health Fair from 9:00 a.m. to 3:00 p.m., Thursday, October 18, at the Myrtle Beach Sports Center, 2115 Farlow Street.** The city is expanding the annual city employee Health Fair, and the event is free and now open to the public! Parking is free, too. Attendees have the opportunity to receive educational materials, speak with health professionals, check vitals and meet city employees. While you're there, consider giving the gift of life. The American Red Cross will be on site to receive blood donations. For more information, call 843-918-1114.
8. **Want information on upcoming events in Myrtle Beach? See <http://www.cityofmyrtlebeach.com/Events.pdf>.** It's a comprehensive list of city-related activities, festivals, concerts, programs and more, updated weekly with new information.
9. **A dozen Myrtle Beach neighborhoods took part in National Night Out this past Tuesday, and that's the subject of our [Photos of the Week](#).** From hula hoops to ice cream cups, residents enjoyed picnics, block parties and cookouts. City Police and Fire personnel attended the gatherings, along with City Council members, to meet the neighbors.
10. **Did you know... That the City of Myrtle Beach Municipal Court has held more than 20,330 court cases so far this year?** In 2017, the court heard 28,222 cases. That's an increase from 25,084 in 2016.

For more information, contact:

Mark Kruea, Public Information Officer, City of Myrtle Beach
(843) 918-1014 *voice* (843) 450-1695 *mobile*

<http://www.cityofmyrtlebeach.com>

<https://www.facebook.com/myrtlebeachcitygovernment>

**CITY OF MYRTLE BEACH
MEETING SCHEDULE
October 8-13, 2018**

MONDAY, OCTOBER 8

- **8:30 a.m.** – Staff Meeting/Hosted by Recreation Services Department, Conference Room, City Services Building, 921 North Oak Street

TUESDAY, OCTOBER 9

- **9:00 a.m.** – City Council Workshop, Council Chamber, Ted C. Collins Law Enforcement Center, 1101 North Oak Street
- **2:00 p.m.** – City Council Meeting, Council Chamber, Ted C. Collins Law Enforcement Center, 1101 North Oak Street

WEDNESDAY, OCTOBER 10

- **8:30 a.m.** – Property Maintenance Hearing, Conference Room, City Services Building, 921 North Oak Street
- **9:30 a.m.** – Accommodations Tax Advisory Committee, Conference Room, City Services Building, 921 North Oak Street
- **10:00 a.m.** – Special Events Technical Review, Fire Department Conference Room, City Services Building, 921 North Oak Street

THURSDAY, OCTOBER 11

- **1:30 p.m.** – Board of Zoning Appeals, Conference Room, City Services Building, 921 North Oak Street

FRIDAY, OCTOBER 12

- *No Meetings Scheduled*

SATURDAY, OCTOBER 13

- **10:00 a.m. to 2:00 p.m.** – Fire Department's Annual Fire Prevention Expo and Open House, Fire Station No. 3, 2108 South Kings Highway

**MYRTLE BEACH CITY COUNCIL
TUESDAY, OCTOBER 9, 2018
9:00 A.M. – WORKSHOP – TED C. COLLINS LAW ENFORCEMENT CENTER
2:00 P.M. – MEETING – TED C. COLLINS LAW ENFORCEMENT CENTER
1101 NORTH OAK STREET, MYRTLE BEACH, SC 29577**

CITIZENS ARE INVITED TO ATTEND AND PARTICIPATE. THOSE WHO WISH TO ADDRESS COUNCIL ARE ASKED TO SIGN IN BEFORE THE START OF THE MEETING AND STATE THEIR NAMES PRIOR TO SPEAKING. A TOTAL OF 30 MINUTES WILL BE PROVIDED AT THE END OF THE MEETING.

ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT THE CITY CLERK'S OFFICE AT (843) 918-1004 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

CALL TO ORDER: MAYOR BETHUNE

INVOCATION

PLEDGE OF ALLEGIANCE

APPROVAL OF AGENDA

APPROVAL OF WORKSHOP MINUTES

APPROVAL OF MEETING MINUTES

PUBLIC REQUESTS, PRESENTATIONS, AWARDS, MEMORIALS:

1. Proclamation designating Myrtle Beach as an "Autism Friendly City." (mtg)
2. Proclamation recognizing October as Domestic Violence Awareness Month. (mtg)
3. Department Update – Construction Services (mtg)
4. Public Safety Plan Update – Police Department (mtg)
5. Public Information Update – Public Information Department (mtg)

CONSENT AGENDA *(The Consent Agenda covers items that are anticipated to be routine in nature. Any councilmember may ask that an item be moved from the Consent Agenda to the Regular Agenda for lengthier discussion, or a member of the public may request that an item be moved. Items remaining on the Consent Agenda will be briefly described by staff and may be passed as a group with the approval of the agenda.)*

NOTE: *City laws are known as ordinances. Before a city ordinance can be enacted, it must be introduced (1st Reading), and then approved (2nd Reading). Resolutions are normally actions through which City Council reinforces policy, or makes policy, not rising to the level of a law. Motions are generally oral in nature and related to direction from City Council to City staff to take specific actions.*

2nd Reading **Ordinance 2018-056** to rezone property located at 3842 Robert Grissom Pkwy (PIN #420-14-04-0009) from MU-M (Mixed Use Medium Density) to MP (Medical Professional).

The applicant is interested in building a bank with parking placed in a similar location (the building's front) to neighboring properties zoned MP. The existing MU-M zoning places parking on the side and rear of the buildings. In addition, the applicant also wishes to include a drive-through similar to the competing adjacent banks. This drive-through cannot be accomplished with the existing MU-M zoning.

The subject parcel is surrounded on three sides by MP zoning. In 2017, Council rezoned several adjacent parcels from MU-M to MP. This parcel was not covered by that rezoning.

Motion **M2018-150** to accept a Justice Assistance Grant (JAG) from the United States Department of Justice, Bureau of Justice Assistance, in the amount of \$37,791 for the purchase and installation of equipment for Phase II of the License Plate Reader program at the underpass of Farrow Parkway and Hwy 17. No local match required.

Motion M2018-127 (approved on August 28, 2018) acknowledged the application for this Justice Assistance Grant and made that application available for public review during a 30-day public review period. That period has now expired, and this subsequent action is necessary to accept the grant award.

This grant provides funding for Phase II of the license plate reader (LPR) program. Motion M2018-124 provided for additional cameras for the fly-over at Farrow and the By-Pass to be funded from the 2017 JAG Grant. Phase II, which is funded by the 2018 grant, will cover the underpass at that same location. Those additions will complete LPR coverage for each entry/exit point into/out of the city.

The LPR's have proven to be extremely valuable crime fighting tools. The ability to track wanted vehicles entering and leaving the city has led to numerous arrests, especially when used in conjunction with the surveillance camera network. In 2017, more than 20 million license plates were read. Please note that we do not maintain a log of any plates that have not been entered into the NCIC database.

REGULAR AGENDA *(The Regular Agenda includes items that are not anticipated to be routine in nature. Any councilmember may ask that an item be moved from the Consent Agenda to the Regular Agenda for lengthier discussion, or a member of the public may request that an item be moved.)*

2nd Reading **Ordinance 2018-057** to amend the Market Common Master Plan additional permitted uses subsection of the site zoning summary section to add "kennels and animal boarding facilities, indoor" as a conditional use.

The Market Common Master Plan does not allow commercial kennels of any type. In May 2017, Council a Master Plan Amendment to allow Veterinary Day Clinics as a permitted use. The proposed amendment would allow overnight boarding (indoors only) with the following conditions:

- *Facilities are located only in the Phase 1 area (bounded by Hackler, Johnson, Phillis and Farrow).*
- *Boarding is for dogs and cats only.*
- *Space must be sound proofed by an architect or engineer.*
- *Pet waste must go into an indoor animal relief system.*

Residential buildings in Phase 1 (above the commercial units), are separate from the commercial buildings below. The commercial units do not share a ceiling/floor with the residential units.

2nd Reading **Ordinance 2018-059** to amend the zoning ordinance for the City of Myrtle Beach by ~~amending the public utility definition~~, adding a solar farm definition, and **adding solar farms as a conditional use in all non-residential zones.**

Applicants propose a solar farm similar to that on Mr. Joe White Avenue (to include transformers with substation capabilities) on land leased from the County west of South Kings Highway (between Ocean Woods Cemetery and Executive Helicopters), currently zoned PRC (Parks/Recreation/Conservation). There are now limited uses of this former Base landfill site. Solar farms are not currently an allowed use in PRC. Three options to allow this use have been considered:

- *Rezone the property to a zone that allows such uses (as originally requested).*
- *Amend the PRC text to add solar farms as a permitted use (as recommended by Planning Commission).*
- *To amend the Zoning Code to allow solar farms as a conditional use in all non-residential zones (as discussed at 1st reading).*

Based on discussion at the last City Council meeting the proposed ordinance has been modified to allow solar farms in all non-residential zone subject to the following conditions:

- *Installation and maintenance in compliance with the International Building Code, National Electric Code and all local regulations, directives and codes.*
- *Issuance of applicable permits (requires Community Appearance Board approval).*
- *Front street setback of 30 feet (or the setback of the underlying zoning, whichever is more).*
- *Side/Rear setbacks of 10 feet.*
- *Structural height limit of 35 feet.*
- *Landscape buffers of at least 15 feet (may include the setback), subject to CAB's approval.*
- *Must meet CAB's design standards or guidelines.*

Motion **M2018-140** to approve a Special Event Permit to BEI-Beach, LLC for the "Annual Tree Lighting Ceremony at The Market Common" in the area adjacent to the Grand 14 Cinema on Saturday, November 17, 2018, from 6:00 p.m. until 9:00 p.m. The City Manager is authorized to make changes to these plans as he deems necessary in keeping with the nature of the event and as circumstances dictate.

This is the 11th year event which features music, games, inflatables, entertainers, a visit from Santa and the lighting of The Market Common Christmas Tree. The event includes temporary road closures of Reed Street (between Deville and Howard) and Deville (between Blizzard and Nevers).

Motion **M2018-141** granting a Special Event Permit to BEI-Beach, LLC for "Holiday Bazaar, Carriage Rides, Pictures with Santa, and Music in the Streets" for the period October 31, 2018-February 14, 2019. The City Manager is authorized to make changes to these plans

as he deems necessary in keeping with the nature of the event and as circumstances dictate.

Collectively, this is the 11th year of the event. The bazaar features a holiday food and craft market, with vendors on the concrete area of the median of Howard Avenue on Saturdays, from 12:00-4:00 p.m. The carriage rides begin and end in front of Dolce Lusso Salon, 3050 Howard Avenue, in two blocked off parking spaces. The carriage route takes Howard to Deville, and then Hackler back to Howard. Pictures with Santa occur at the Christmas tree in front of the movie theaters. Performers provide music in the streets, located in the gazebos on Howard Avenue.

Motion **M2018-142** to appoint/reappoint two members to the Beach Advisory Committee.

Steve Taylor (city resident), whose term expires on October 10, 2018, wishes to be reappointed. Gordon Hirsch (also a city resident), who resigned earlier from a term expiring on October 10, 2018, also wishes to be reappointed.

Motion **M2018-143** to appoint/reappoint one member to the Election Commission.

The term of William Monckton (city resident) has expired. He wishes to be reappointed. We have also received a resume from Lucas Hazle (non-resident). Currently, all three members of the Commission are city residents.

Motion **M2018-144** to declare certain vehicles abandoned or derelict pursuant to the authority of Article 41 of Title 56 South Carolina Code of Laws 2001.

This is an effort to improve the appearance of both commercial and residential neighborhoods. This report includes eight vehicles that staff has tagged as abandoned or derelict. Council's approval of this item allows these vehicles to be towed from their private property locations to a tow yard, where they may be reclaimed by the current owner upon payment of the applicable towing and storage fees. If the vehicles are not claimed by the owner within 30 days of the required notice, the tow company may sell the vehicle and keep the proceeds as compensation.

Motion **M2018-151** to approve a Special Event Permit to BEI-Beach, LLC for the "Southern Times Square at The Market Common" from 9:00 p.m. on December 31, 2018 to 1:00 a.m. on January 1, 2019. The City Manager is authorized to make changes to these plans as he deems necessary in keeping with the nature of the event and as circumstances dictate.

This free event features live music on a temporary stage, a movie screen with streaming video, a midnight ball drop, kid's activities, fireworks, street performers and vendors (food, drink and alcoholic beverages). The event will be held at Valor Memorial Garden and the surrounding roads (Nevers, from Farrow to Howard; Hacker, from Farrow to Howard; and Howard, from Nevers to Hackler). The roadway on Nevers within the event site will allow access for emergency service vehicles.

Take down will be completed by 4:00 p.m. on January 1, 2019. This is the fifth year for this event, but the first year that it has not been held entirely in the Valor Memorial Garden area.

Motion **M2018-152** to cancel the City Council Workshop Meetings normally scheduled for October 23, 2018, November 13, 2018, and December 11, 2018, and to begin the Regular

City Council Meeting at 9:00 a.m. on these dates. The City Manager is directed to use all available media platforms to inform the public of these schedule changes.

This motion is presented to allow City Council to, on a trial basis, forgo the Workshop Meetings which currently precede the Regular City Council Meetings. It is expected that this time will be needed for the Council to engage with the downtown consultants in the process of developing a vision for the future of the city's downtown area and to engage in greater discussion of other pressing policy issues.

Motion **M2018-153** to ratify the City Manager's Civil Emergency Order, dated September 26, 2018, concerning Recovery Actions following Hurricane Florence and the flooding thereafter. Such Recovery Actions included the suspension of parking charges in City-controlled spaces (excluding the Myrtle Beach Convention Center), a moratorium on water cut-offs during the month of October, and a suspension of building permit fees for storm related repair and renovation through October 5, 2018.

City Code allows the Manager to make such necessary Executive Orders in response to an emergency situation, but these orders are subject to City Council's ratification at the following City Council meeting.

NON-AGENDA ITEMS FROM THE PUBLIC

COMMUNICATIONS FROM CITY BOARDS/COMMISSION MEMBERS

COMMUNICATIONS FROM CITY COUNCIL AND CITY MANAGER

1. Council Communications
2. Chief Financial Officer (CFO) Update – MID A Options
3. City Manager / Assistant City Manager Update – Opportunity Zone Update

REPORTS AND INFORMATION PRESENTATIONS FROM CITY STAFF

EXECUTIVE SESSION – Council may take action on matters discussed in Executive Session which are deemed to be “emergency” concerns.

***NOTE:** South Carolina Law requires Council's business is conducted in public with limited exceptions, known as "Executive Sessions." Subjects eligible for Executive Session include:*

- *Personnel matters.*
- *Negotiations concerning proposed contractual arrangements and proposed sale or purchase of property.*
- *The receipt of legal advice relating to:*
 - *A pending, threatened or potential claim.*
 - *Other matters covered by the attorney-client privilege.*
 - *Settlement of legal claims, or the position of the City in other adversary situations.*
- *Discussions regarding development of security personnel or devices.*
- *Investigative proceedings regarding allegations of criminal misconduct.*
- *Matters relating to the proposed location, expansion or provision of services encouraging location or expansion of industries or other businesses.*

Motions to go into Executive Session must be made in public and specify one or more of the reasons above. Council can take no vote or action in Executive Session.

ADJOURNMENT

**City of Myrtle Beach
Property Maintenance Hearing
8:30 a.m., Wednesday, October 10, 2018
Conference Room, City Services Building
921 North Oak Street, Myrtle Beach, SC 29577**

ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT 843-918-1111 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

A. Call to Order

B. New Business

1. **Justus H. Roemer Trustee:** The property is located at 1803 N. Kings Hwy., and is identified by PIN # 424-15-01-0075.
2. **Jennifer Baumann:** The property is located at 1205 Rosehaven Dr. and is identified by PIN # 442-05-01-0015.
3. **Kutura B. Lynch and Tabitha B. Conwell:** The property is located at 1013 Carver St. and is identified by PIN # 424-16-04-0021.
4. **Carol H. Ward:** The property is located at 205 Flagg St. and is identified by PIN # 443-05-03-0041.

C. Communications from Staff

D. Adjourn

**City of Myrtle Beach
Accommodations Tax Advisory Committee
9:30 a.m., Wednesday, October 10, 2018
Conference Room, City Services Building
921 North Oak Street, Myrtle Beach, SC 29577**

ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT 843-918-1135 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

- A. Call to Order**
- B. FOIA Compliance Review**
- C. Election of Chairman and Vice Chairman**
- D. Discussion** – Oceanfront Merchants Association’s amendment to original 2018 application
- E. Discussion** – Requests for Fiscal Year 2018-19 Funding and Funding Requirements

Applications:

Baseball at the Beach – \$55,000

Promote Myrtle Beach through hosting exceptional baseball events that enhance the baseball programs for youth in our area.

Beach Ball Classic Tournament – \$60,000

Provide a national tournament for Myrtle Beach that will bring national exposure through media (television, newspapers, magazines and internet).

Beach United FC – \$20,000

Promote the integrity of Coastal Carolina Soccer Clubs and boost economic development to Myrtle Beach tourism by hosting a premier soccer tournament.

Carolina Master Chorale – \$30,000

Professional quality performances of choral masterworks in concert nurture and elevate the culture and climate of Myrtle Beach.

Champion Autism Network – \$14,850

Solidify and promote Myrtle Beach as a cultural, enlightened destination that supports those with autism and other special needs through the Autism Friendly Destination Initiative.

Claire Chapin Epps Family YMCA – \$53,500

Assists in advertising, promoting and marketing two major youth soccer tournaments that bring thousands of youth and adults to Myrtle Beach to use hotels, restaurants, entertainment and services, benefiting the local economy.

Coast Futbol Alliance – \$30,000

Promote Myrtle Beach as one of the premier destinations for youth soccer tournament events in the country, producing economic impact for the city during non-peak season months.

Coastal SC Volleyball Tournaments – \$10,000

Promote Myrtle Beach by hosting youth volleyball “Stay to Play” tournaments, typically held during non-peak season (January and February).

Crossroads Event Productions, Inc. – \$50,000

Promote to bring musical performances and other performances to an underserved African-American community to celebrate the cultural and musical heritage of the community with a jazz festival.

EdVenture (formerly Children’s Museum of SC) – \$55,400

Promote and increase attendance through the implementation of effective marketing strategies, targeting tourists as well as local community members and their visiting families. Funding will establish the Children’s Museum as an evolving attraction that encourages families to return to Myrtle Beach and view the city as a year-round family vacation destination.

Franklin G. Burroughs-Simeon B. Chapin Art Museum – \$120,000

Supports the museum’s vital exhibition schedule, thereby continuing to build Myrtle Beach’s value as a recognizable tourist destination, broadening the overall image and draw of the city.

Five Points Business Association – \$10,000

Promote Myrtle Beach by hosting musical, theatrical and shopping event (Holiday Event) full of holiday spirit in the city’s downtown business district.

First Presbyterian Concert Series – \$20,000

Provides concerts by world-class performers at reasonable ticket prices for the community and tourists alike in order to increase awareness of the value of how cultural arts unites all people.

Grand Strand Chapter of the American Guild Organists – \$10,000

Promote the arts by hosting the 2019 Southeast Regional Convention of the American Guild of Organists, June 9-12, 2019.

Grand Strand Juniors – \$45,000

Promote the Winter Bump Classic and Coastal Volleyball Championships, bringing some of the most talented volleyball players in the country, along with their families, to Myrtle Beach. Grant funding would help defray costs associated with the event.

Long Bay Symphony – \$75,000

Providing entertainment, education and cultural diversity, the Symphony seeks to establish an attractive environment for regional attendees, out-of-state visitors and potential residents. The Long Bay Symphonic Society supports an extensive music education program for young people.

Mingo Bay Classic Baseball Tournament (formerly Hawaiian Tropic Baseball Classic) – \$20,000

The baseball tournament's objective is to bring the very best high school teams from the northeast, mid-Atlantic and southern states to Myrtle Beach for the purpose of promoting and advertising the Grand Strand.

MB Film Festival – \$15,000

The objective is to become one of the larger film festivals in the United States, to include industry networking, a film market, forums, screenings, social venues (brings press exposure).

Myrtle Beach Jeep Jam – \$30,000

Promote the Myrtle Beach Jeep Jam weekend festival via television, radio, print and billboard advertising, celebrating Jeep culture and the Grand Strand lifestyle, drawing thousands of Jeep enthusiasts at the former Myrtle Square Mall site in April.

Myrtle Beach Pelicans – \$5,000

The purpose is to promote and host a baseball game at the Pelicans Stadium between two professional softball teams from National Pro Fastpitch.

Myrtle Beach Track and Field Club – \$32,000

Promote Myrtle Beach via marketing and advertising, attracting more USA Track and Field events that will increase the visibility and public interest while recognizing the city as a world class sports tourism destination.

Native Sons Salt Games – \$10,000

The objective is to promote the annual two-day beach festival in Plyler Park and downtown Myrtle Beach. The festival features an array of events and activities for tourists and locals alike.

North South Game Committee – \$25,000

Increase attendance at events involving the North-South All-Star Football Game Week as well as the Touchstone Energy Cooperatives Bowl (also known as the North-South All-Star Football Game here in Myrtle Beach).

Ocean Front Merchants Association – \$150,000

Advertise and promote free family-friendly entertainment and Myrtle Beach as a unique seaside family destination through signature events, such as Fright Nights, Holidays on the Boardwalk and the Sun Fun Festival.

PlayGolfMyrtleBeach.com World Amateur (formerly Myrtle Beach Golf Holiday) – \$80,000

The World Am has three objectives. First, bring visitors to our area during a historically slow week. Second, to introduce new golfers and their guests to the Myrtle Beach area. Third, to provide an event that creates a “story line” for a broad range of media.

Sons & Daughters of Italy – \$25,000

Promote Myrtle Beach during October, Italian Heritage Month, while expanding the Columbus Day Festival that offers authentic Italian food, entertainment and arts and crafts.

South Atlantic Shrine Association (SASA) – \$60,000

Promote the Myrtle Beach area as a world class retreat destination to members as well as holding SASA’s annual meeting, convention, parade and competitions in Myrtle Beach.

Special Olympics of SC – \$135,000

Host the State Fall Games (includes seven sports: bocce, bowling, disc golf, flag football, golf, soccer and volleyball) of the Special Olympics of SC in Myrtle Beach.

The Arts Grand Strand – \$2,500

Promote the arts in the greater Myrtle Beach area by maintaining the ArtsGrandStrand.org website, social media activity and a complete calendar and guide to more than 700 fine arts and cultural events each year.

Waccamaw Arts and Crafts Guild – \$38,000

Plan activities such as, but not limited to: “free of charge” educational programs; opportunities for artists to display artwork; expand service on the internet; provide community outreach programs; and, provide faculty and forum where visitors and residents can interact, share ideas and gain information.

Sports Tourism Department, City of Myrtle Beach – \$50,000

Increase economic impact of sports tourism by establishing a dedicated funding source to be utilized in attracting new or reoccurring events. Examples include, but are not limited to, bid fees, rights fees and event-specific venue enhancements.

Office of Financial Management and Reporting, City of Myrtle Beach

City of Myrtle Beach – \$320,000

Provides third year local match funding for the 4th Avenue Outfall Project.

City of Myrtle Beach – \$135,354

Provides 12th year local match funding for the Reach Two Beach Renourishment Project.

City of Myrtle Beach – \$200,000

Provides capital costs for active programming for public spaces.

City of Myrtle Beach – \$7,034,470

Total of \$6,422,470 for additional public safety costs associated with services needed for tourist population.

Total of \$62,000 to assist with the cost of beach water quality testing and beach advisory postings.

Total of \$550,000 to help defray costs of Convention Center marketing and promotion.

F. Entertain Public Comment

G. Discuss Additional Business

H. Adjourn

**City of Myrtle Beach
Special Events Technical Review Committee
10:00 a.m., Wednesday, October 10, 2018
Fire Department Conference Room, City Services Building
921 North Oak Street, Myrtle Beach, SC 29577**

ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT 843-918-1007 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

A. Call to Order

B. Approval of Minutes – September 29, 2018, Meeting

C. Matters of Business

Review of Last Week's/On-Going Events

1. Myrtle Beach Jazz Festival, Along Carver Street, between 18th and 21st Avenues North, September 28-30, 2018
2. Festa Italiana, Grand Park, October 4-7, 2018
3. Myrtle Beach Seafood Festival, Burroughs & Chapin Pavilion Place, October 5-7, 2018

Review of Upcoming Approved Events

1. Myrtle Beach Oktoberfest, The Market Common and Grand Park, October 12-13, 2018
2. Ground Zero Fall Bonfire, Burroughs & Chapin Pavilion Place, October 22, 2018 (Need Insurance)
3. Myrtle Beach Mini Marathon and Coastal 5K (Coastal Grand Mall, Myrtle Beach Entertainment District and The Market Common), October 18-23, 2018 (Need Insurance)
4. Myrtle Beach 1 Mile Sprint and Music Festival, Ocean Boulevard and Plyler Park, November 3, 2018 (Need Insurance)
5. American Heart Association (AHA) Annual Beach Ride, November 3, 2018 (Need Insurance)
6. Smoke on the Beach Fundraiser for the Myrtle Beach Shrine Club, Burroughs & Chapin Pavilion Place, November 16-17, 2018
7. Myrtle Beach Turkey Trot 5K/8K, The Market Common, November 22, 2018
8. Mistletoe Market at Five Points, December 8, 2018 (Need Insurance)

D. New Business

Review of Upcoming Proposed Events (Final)

1. Holiday Bazaar (Carriage Rides, Pictures with Santa, Music in the Streets), The Market Common, October 31, 2018-February 14, 2019 (Need Insurance)
2. Annual Tree Lighting Ceremony, The Market Common, November 17, 2018 (Need Insurance)
3. Southern Times Square (New Year's Eve Celebration), The Market Common, December 31, 2018 (Need Insurance)

Review of Upcoming Proposed Events (Conceptual)

1. Myrtle Beach Irish Festival, The Market Common and Grand Park, March 16, 2019
(Need Insurance, Site Plan & Security Plan)

E. Review of Temporary Use Permits

F. Review of Sports Tourism Events

G. Review Parade Permits

H. Review Film/Photo Requests

I. Convention Center Events

J. Discussion Items

K. Executive Session

L. Adjourn

**City of Myrtle Beach
Board of Zoning Appeals
1:30 p.m., Thursday, October 11, 2018
Conference Room, City Services Building
921 North Oak Street, Myrtle Beach, SC 29577**

ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT 843-918-1111 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

A. Call to Order

B. Approval/Correction of Minutes – June 14, 2018

C. Old Business

D. New Business

1. **Request 18-14 Forest Dunes Home Owners Association:** The applicant is requesting a zoning appeal of the decision of the Zoning Administrator in regard to the administration or enforcement of Section 1501.L (Home Occupation).

E. Communications from Board

F. Communications from Staff

G. Adjourn