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Media Advisory

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

To: Myrtle Beach Media
From: Public Information Department
Date: October 18, 2019
Re: Meeting Schedule and Agendas

1. Next week's [meeting schedule](#) is attached. Due to Tropical Storm Nestor visiting Myrtle Beach this weekend, Sunday's Myrtle Beach Mini Marathon has been cancelled. However, the Coastal 5K at The Market Common will still be held on Saturday, October 19.
2. **The U.S. Environmental Protection Agency (EPA) recognizes the Myrtle Beach Air Force Base Redevelopment Authority with a national site reuse award at 1:00 p.m. on Tuesday, October 22.** The event takes place at the Thomas Maeser Auditorium, Building 600, at Horry Georgetown Technical College, 950 Crabtree Lane. Staff and City Council will be on hand to celebrate the outstanding achievement.
3. **The City of Myrtle Beach's free 2019 Health Fair is 10:00 a.m. to 3:00 p.m., Wednesday, October 23, at the Myrtle Beach Sports Center, 2115 Sports Center Way.** Everyone's invited to attend, meet with local providers, pick up educational materials and receive free screenings.
4. **Consider giving the gift of life alongside City of Myrtle Beach employees at the American Red Cross Blood Drive from 10:00 a.m. to 3:00 p.m., Wednesday, October 23.** The blood drive takes place during the 2019 Health Fair at the Myrtle Beach Sports Center, 2115 Sports Center Way.

- 5. Want to learn more about the City of Myrtle Beach’s efforts to support technology, entrepreneur and artisan communities?** Attend the next eMYRge event from 4:00 to 6:30 p.m., Thursday, October 24, at Ground Zero, 940 Chester Street. The city’s Technology Advisory Group hosts the event, which covers the new Arts & Innovation District progress. Guest Ray Antonino, a local tech entrepreneur and CEO of permits.com, will be on hand to moderate a panel of professionals to discuss various topics, including project fundraising, pivots, pitfalls and more. To join the discussion, RSVP at <https://tinyurl.com/y6zrb7am>.
- 6. Myrtle Beach Middle School students will enjoy “Cops and Bobbers,” a fishing experience on Friday morning, October 25, at the Grand Park Lake.** Myrtle Beach police officers will teach the youngsters how to fish and then enjoy lunch before heading back to class. It’s a fun bonding experience for both the officers and the youth.
- 7. Bring your pets to Grand Park and The Market Common for the annual “Walk for the Animals” event, set for 9:00 a.m. to 3:00 p.m. on Saturday, October 26.** The family-friendly event benefits the Grand Strand Humane Society. For more information, see <https://tinyurl.com/y5a8o5vz>. Here’s the schedule of events....

 - 9:00 to 10:30 a.m.** – 5K (with or without pet)
 - 11:00 a.m. to 12:00 p.m.** – Pet Costume Parade
 - 12:30 to 1:00 p.m.** – Grand Strand Humane Society Presentation
 - 1:00 to 2:00 p.m.** – Contests
 - 2:45 to 3:00 p.m.** – Raffle Winners Drawn and Announced
- 8. Here’s some exciting news for Myrtle’s Market fans...** The city’s farmers market will extend the season through November 27. The season usually concludes at the end of October, but the market will be open from 9:00 a.m. to 3:00 p.m. on Wednesdays, through November 27. Get your autumn pumpkins, holiday vegetables, cakes and more at Myrtle’s Market, 605 Mr. Joe White Avenue.
- 9. Looking ahead, the fourth annual Myrtle Beach Seafood Festival returns Friday and Saturday, November 1-2.** The event features food, beverage and artisan vendors, and takes place at the Burroughs & Chapin Pavilion Place, located between Eighth and Ninth Avenues North. Admission is free! For more, see <https://www.myrtlebeachseafoodfestival.com>. Here’s the performance line-up....

 - 6:00 to 10:00 p.m., Friday, November 1**
6:00 to 10:00 p.m. – Jim Quick & Coastline Band
 - 11:00 a.m. to 6:00 p.m., Saturday, November 2**
11:00 a.m. to 2:30 p.m. – The Embers, featuring Craig Woolard
3:00 to 6:00 p.m. – Gary Lowder and Smokin’ Hot
- 10. A list of newly issued business licenses for September is available on the city’s website.** To view, see https://www.cityofmyrtlebeach.com/i_want_to/find/new_business_licenses.php.

- 11. Looking for something to do in Myrtle Beach?** Visit our Events webpage for a comprehensive list of activities. See <https://www.cityofmyrtlebeach.com/Events.pdf>. This file of city-related festivals, concerts, programs and more is updated weekly.
- 12. City staff and community residents gathered last Saturday to work at a little-known cemetery adjacent to the Myrtle Beach Convention Center, and that's the subject of our [Photos of the Week](#).** The largely African-American cemetery dates back to the mid-1930s. The land was deeded to the City of Myrtle Beach in 1992. Many people don't even know that the tree-covered site exists. A survey in 2010 identified 243 graves, but only 128 were identified with names. The Neighborhood Services Department is working with the community to restore the cemetery and identify more of the grave sites.
- 13. Did you know...** That the Myrtle Beach Police Department investigated 2,739 vehicle collisions and made 430 arrests for impaired driving during the fiscal year that ended June 30? The Automated License Plate Readers (ALPRs) stationed at entrances and exits to the city read more than 23.5 million license plates during the year.

For more information, contact:

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**CITY OF MYRTLE BEACH
MEETING SCHEDULE
October 21-26, 2019**

MONDAY, OCTOBER 21

- **8:30 a.m.** – Staff Meeting/Hosted by Human Resources & Organizational Development, First Floor Conference Room, City Hall, 937 Broadway Street

TUESDAY, OCTOBER 22

- **9:00 a.m.** – City Council Workshop, Council Chamber, Ted C. Collins Law Enforcement Center, 1101 North Oak Street
- **10:00 a.m.** – City Council Meeting, Council Chamber, Ted C. Collins Law Enforcement Center, 1101 North Oak Street
- **1:00 p.m.** – EPA's National Site Reuse Award Presentation to Myrtle Beach Air Force Base Redevelopment Authority, Thomas Maeser Auditorium, Building 600, Horry Georgetown Technical College, 950 Crabtree Lane

WEDNESDAY, OCTOBER 23

- **8:00 a.m.** – Myrtle Beach Convention Center Hotel Corporation Board, Room 236, Myrtle Beach Convention Center, 2101 North Oak Street
- **9:00 a.m.** – Accommodations Tax Advisory Committee, Conference Room, City Services Building, 921 North Oak Street
- **10:00 a.m.** – Special Events Technical Review, Boxcar, Myrtle Beach Train Depot, 851 Broadway Street
- **10:00 a.m. to 3:00 p.m.** – City of Myrtle Beach hosts American Red Cross Blood Drive and 2019 Health Fair, Myrtle Beach Sports Center, 2115 Sports Center Way

THURSDAY, OCTOBER 24

- **4:00 to 6:30 p.m.** – “eMYRge” Series Event, Ground Zero, 940 Chester Street

FRIDAY, OCTOBER 25

- **9:00 a.m.** – Police Department hosts “Cops ‘n Bobbers” Event, Grand Park Lake, 1119 Farrow Parkway

SATURDAY, OCTOBER 26

- **9:00 a.m. to 3:00 p.m.** – Grand Strand Humane Society hosts “Walk for the Animals” Event, Grand Park, 1011 Crabtree Lane

**MYRTLE BEACH CITY COUNCIL AGENDA
TUESDAY, OCTOBER 22, 2019
9:00 A.M. – WORKSHOP – TED C. COLLINS LAW ENFORCEMENT CENTER
10:00 A.M. – MEETING – TED C. COLLINS LAW ENFORCEMENT CENTER
1101 NORTH OAK STREET, MYRTLE BEACH, SC 29577**

NOTE: CITIZENS ARE INVITED TO ATTEND AND PARTICIPATE IN THE MEETINGS. CITIZENS WHO WISH TO ADDRESS COUNCIL ON NON-AGENDA ISSUES ARE ASKED TO SIGN IN PRIOR TO 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

INVOCATION

PLEDGE OF ALLEGIANCE

APPROVAL OF AGENDA

APPROVAL OF MINUTES... October 8, 2019

PUBLIC REQUESTS, PRESENTATIONS, AWARDS, MEMORIALS:

1. Proclamation declaring November 1, 2019, as "Extra Mile Day."
2. Proclamation declaring week of October 13-16, 2019, as Healthcare Security Week.
3. Proclamation declaring November 12, 2019, as Diabetes Awareness Day.
4. Review of Community Outreach by Paramedicine Education (COPE) – Fire Department
5. Quarterly Report – Myrtle Beach Area Chamber of Commerce
6. Update – Technology Advisory Group
7. Police Software Demonstration – Police Department
8. Public Information Update – PIO Staff/Police

CONSENT AGENDA – *The Consent Agenda covers items 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 such 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 or makes policy not rising to the level of law. Motions are generally related to direction from City Council to city staff to take certain actions.*

NO ITEMS ARE LISTED ON THE CONSENT AGENDA FOR THIS MEETING.

REGULAR AGENDA

2nd Reading Ordinance 2019-050 to rezone a 3.89 acre parcel (PRE-FIN 19-18) on Stockholder St. (a subdivided portion of TMS#181-01-01-051) from HC-1 (Highway Commercial) to WM (Wholesale/Manufacturing); and, to rezone the adjacent portion of Stockholder Avenue accordingly.

The property owner originally requested that this parcel be split-zoned, with the portion closest to 501 remaining HC-1, and the remainder rezoned to WM to accommodate a proposed storage use. Planning Commission and staff recommended that the property be subdivided along the proposed zoning line to avoid split-zoning. The owner agreed, and the property was approved for subdivision on October 1, 2019.

The practical differences between HC-1 (current zoning) and WM are:

- *HC-1 allows more of a variety of commercial uses than WM.*
- *WM allows manufacturing, wholesale, heavy equipment and storage uses; HC1 does not allow these uses.*
- *No maximum height exists in WM.*
- *The majority of setbacks are greater in WM.*

2nd Reading Ordinance 2019-051 to authorize the sale of property located at 819 North Kings Highway (identified as TMS #181-07-07-017 and Horry County PIN #44401010041) to GSB Properties, LLC, for \$453,000, an amount which equals the City's purchase price.

The subject property is a two-story structure located adjacent to Nance Plaza in the Arts & Innovation District. The property has been qualified as a "contributing" property to the historic district, making the renovations eligible for State and Federal Historic Tax Credits. The proposed purchaser plans to construct a brewery in this space. The purchaser also plans to lease the second floor for use as a combination event and "maker space."

The proposed sales price is equal to the city's original purchase price from DRC, and DRC's original price from the previous owner. Under the proposed terms, the purchaser will pay \$3,000 in earnest money upon execution of the contract and \$10,000 more at closing. The balance is due one year later (at 5% interest) to allow the buyer to pay from the proceeds of the historic tax credits. The agreement acknowledges the city's intent to demolish the adjacent city-owned building to accommodate a passageway between Nance Plaza and the public parking area in the rear. The agreement also acknowledges the city's intent to activate Nance Plaza and to allow the purchaser non-exclusive use of that space. The agreement is anticipated to be closed within 75 days of execution of the agreement.

2nd Reading Ordinance 2019-052 to rescind Ordinance 2015-077 which established a moratorium on nightclubs, bars, other drinking places to reflect that the Planning Commission has fulfilled City Council's request to study such uses in the area now known as the Arts and Innovation District, and that, pursuant to that study, zoning regulations have now been adopted for that area.

In December 2015, City Council imposed a moratorium on new nightclubs, bars and other drinking places after a number of significant criminal activities in the area occurred (formerly known as the Superblock area). This area is now the site of the Arts & Innovation District,

which was established through Ordinance 2019-047 on September 24, 2019. The ART zoning designation sets forth the permitted uses in this area, so this moratorium is no longer relevant.

1st Reading Ordinance 2019-053 to amend the Code of Ordinances by deleting Division 7 (Cultural Arts Advisory Committee) of Article V (Boards, Commissions, and Committees) of Chapter 2 (Administration) in its entirety, and to add new Division 9 (Cultural Resources Committee).

Council requested that the Cultural Arts Advisory Committee be disbanded and replaced with a committee with broader responsibilities. The proposed Cultural Resources Committee (CRC) will consist of nine members (generally city residents or business owners) appointed for three-year terms, with staggered initial appointments.

The CRC will:

- *Advise Council on the following matters:*
 - *Achieve goals of the Cultural Resources Element of the Comprehensive Plan.*
 - *All matters related to Historic Preservation.*
 - *All matters related to Community Appearance.*
 - *All matters related to Arts and Culture.*
 - *And, other matters, as requested, by Council or the Manager.*
- *Form ad hoc subcommittees, as needed, to perform specified studies.*
- *Adhere to the following reporting requirements:*
 - *Within 10 calendar days of each meeting, produce minutes and a report on meeting's accomplishments and concerns.*
 - *By Council's second January Regular Meeting, produce an annual report of accomplishments and concerns, including funding recommendations and a proposed work-plan.*

The proposed CRC cannot commit the city to any financial or contractual obligation. Committee and subcommittee members will not be compensated.

Resolution R2019-050 to accept the dedication of those certain roadways known as Cresswind Boulevard (width varies) Suncrest Drive (50' right-of-way) and Silver Spring Lane (50' right-of-way) within the Cresswind Phase 1a, Section 1, of the Cresswind Subdivision.

This resolution is consistent with a long-standing city policy and practice regarding the "acceptance" of residential streets into the city's street system. The streets are initially built by the subdivision's developer. When construction is complete and the streets have been determined to have been properly constructed, they are formally accepted into the city system by Council.

Per the covenants of the HOA, the acceptance does not include the paver areas, landscaping, median improvements and entry columns located in the right-of-way; these remain the HOA's responsibility.

Resolution R2019-056 to accept authorize a temporary obstruction of construction purposes of 2,268 sq. ft. portion of an alley located adjacent to 5200 North Ocean Boulevard.

This resolution authorizes the temporarily obstruction of 2,268 square feet of an alley to serve as a construction staging area for the Dunes Village Resort's roof repairs. The repairs are expected to last through the end of November, during which time the adjacent alley will be temporarily closed. As a condition of approval, the contractor is required to return the staging area to the previous condition, and to indemnify and hold the city harmless from any claims which may arise from the obstruction. Per ordinance 2006-020, the encroachment fee calculated at \$2,277.

Resolution R2019-057 granting a special event permit to the Five Points Business Association and Ocean Front Merchants Association (OMA) for "The Mistletoe Market" and affirming the city's co-sponsorship.

This event highlights OMA and the Five Points Merchants Association. The proposed resolution approves this event for November 30-December 1, with set-up to begin on November 29. The event will operate from 12:00 to 8:00 p.m. on November 30, and 1:00 to 5:00 p.m. on December 1 at the Burroughs & Chapin Pavilion Place. Three parking spaces on Ninth Avenue North will be closed for Christmas tree pick-up. This free event features local restaurants, local arts/crafts vendors, food trucks, food vendors, kid zone and musical entertainment. Alcohol will be served as approved by the Myrtle Beach Police Department.

This event is consistent with the city's goal of activating downtown spaces. The resolution allows for event signage and event promotion by the city. The proposed resolution also affirms the city's co-sponsorship and authorizes the following in-kind services (totaling \$9,120):

- *Delivery of barricades and trash barrels.*
- *Delivery, pick-up and disposal of one roll-off container.*
- *Police and EMT support (four police officers and two EMTs).*
- *Use of the city stage.*

Resolution R2019-059 authorizing the submittal of an application to America Walks Community Challenge Grant in the amount of \$1,500 for the construction of walking and cycling safety signage; and, other matters relating thereto.

The Bicycle and Pedestrian Committee developed safety tips for biking and walking. These tips will be incorporated into a map with a QR code to link users to an app with more detailed information about bicycling and walking in the city. Signs with these QR codes will be placed at 15 strategic locations.

The proposed resolution authorizes staff to submit a \$1,500 application to the America Walks Community Challenge grant program. The resolution also provides for appropriation and execution of the grant agreement, if/when approved. No local match is required.

Resolution R2019-060 to approve the acceptance of \$38,909 from the US Department of Justice programs, Bureau of Justice Assistance, FY19 Edward Byrne Memorial Justice Assistance Grant, pedestrian and special event anti-vehicle assault protection; and, other matters relating thereto.

On September 10, the Police Department applied to the Department of Justice for funding (\$38,909) with a required 30-day review period and public hearing. That public hearing was

held, and the review period has expired. This application has now been approved by Department of Justice, as requested.

In proposed resolution, Council:

- Authorizes activities related to applying, executing and delivering all grant related documents.
- Appropriates the grant funds.
- Recognizes that the grant is for purchasing pedestrian and special event anti-vehicle assault protection barriers.

Resolution R2019-061 authorizing the submittal of an application of the South Carolina Department of Commerce – South Carolina Relentless Challenge Grant in the amount of \$40,000 for creating a curriculum to educate potential investors in the use of qualified opportunity funds; and, other matters relating thereto.

Relentless Challenge Grants support “enriching creative and distinctive ideas and activities to build and support a robust innovation” that align with and support the goals of the State’s Innovation Plan. This Grant aligns with Plan Goal 2 (ensuring that South Carolina’s innovation community is well-connected with ample opportunities for networking) and Plan Goal 3 (ensuring entrepreneurs have access to funding for all stages of business development). The Technology Advisory Group (TAG) will use this grant to educate potential investors on the use of qualified opportunity funds.

In proposed resolution, Council authorizes:

- Submittal of the grant application.
- The use of properties designated for TAG’s Innovation Center at 509/511 Ninth Avenue North in the Arts and Innovation District as the 1:1 match requirement.
- The appropriation and execution of the grant agreement, upon approval.

Resolution R2019-062 authorizing the submittal of an application to the South Carolina Department of Health and Environmental Control (SCDHEC) Grant in Aid Program in the amount of \$2,835 for the purchase of ballistic protective equipment (BPE) for fire and emergency medical services (EMS) personnel in support of active shooter and mass casualty incidents (AS/MCIS); affirming the allocation of \$165 from the Fire Department equipment account to meet the 5.5% matching requirement; and, other related matters.

FEMA is encouraging Fire and Emergency Services personnel to wear ballistic protective equipment (BPE) to triage, treat and evacuate victims of an active shooter or mass casualty incident area. If awarded, this grant would purchase three sets of BPEs. In the proposed resolution, Council grants permission to the Manager to apply for the grant, with the required 5.5% match (\$165).

Motion M2019-150 to approve a Mutual Aid Agreement between the City of Myrtle Beach and the South Carolina Department of Juvenile Justice.

This motion allows the city to extend existing mutual aid agreements with the SC Department of Juvenile Justice. This agreement supports investigation efforts and furthers the partnership between the two agencies.

Motion M2019151 to approve the renewal of all Mutual Aid Agreements within The 15th Judicial Circuit which includes the Andrews Police Department, Aynor Police Department, Briarcliff Acres Police Department, Conway Police Department, Coastal Carolina University Police Department, Georgetown County Sheriff's Office, Georgetown Police Department, Horry County Sheriff's Office, Horry County Police Department, Loris Police Department, North Myrtle Beach Police Department and Surfside Beach Police Department.

This motion allows the city to extend existing mutual aid agreements with the local law enforcement agencies in the 15th Judicial Circuit. The agreements are the vehicle through which additional law enforcement support is provided to the city during events, such as the Marathon and Memorial Day Weekend, including critical incidences and daily operations. In addition, these agencies may also assist the city to manage peak crowd conditions on busy weekends and throughout the year.

Motion M2019-152 to accept a donation from Mobotrex for an audible/vibrotactile accessible pedestrian signal system with an estimated value of \$6,000 to be installed at two intersections bordering the Air Base Redevelopment District to assist visually impaired individuals at those crossings.

Market Common resident Mark Valenziano made arrangements with Mobotrex to donate audible/vibrotactile accessible pedestrian signal systems for installation at Farrow Parkway/Kings Highway and Centre South/Kings Highway intersections. The systems assist visually impaired persons and other pedestrians to safely cross the intersections. Additional audible pedestrian signals were recently approved by the Air Base Redevelopment Authority for other signalized intersections on Farrow Parkway.

Motion M2019-153 to direct City Manager to issue a request for proposals for innovative uses in the city owned buildings along Ninth Avenue North in the Arts and Innovation District.

This motion reflects the incredible interest that has been received in the Arts and Innovation District since it was approved in September 2019. Staff proposes a process for allowing potential lessees or buyers to make proposals for certain city-owned spaces. At the end of the process, staff will make a recommendation to Council based on the mix of uses that best reflects Council's vision of this district.

Motion M2019-154 to appoint/reappoint one member to the Chapin Memorial Library Advisory Board.

The term of city resident Dana Patrick Painter expired on August 23, 2019. She wishes to be reappointed. We also have resumes from Jennifer Fickenworth and Sara Sobota, who are both city residents.

NON-AGENDA ITEMS FROM THE PUBLIC

COMMUNICATIONS FROM CITY BOARDS/COMMISSION MEMBERS

COMMUNICATIONS FROM CITY COUNCIL AND CITY MANAGER

1. Council Communications

2. CFO Update
3. CM/ACM Update – Review Proposed 2020 State Legislative Agenda

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 that 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 reason above. Council can take no vote or action in Executive Session.

ADJOURNMENT

**Myrtle Beach Convention Center Hotel Corporation Board
8:00 a.m., Wednesday, October 23, 2019
Room 236, Myrtle Beach Convention Center
2101 North Oak Street, Myrtle Beach, SC 29577**

ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT 843-918-1225 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

- A. Convene and Call to Order**
- B. Approval of Minutes – September 2019 Meetings**
- C. Public Comments and Questions**
- D. Review of Monthly Hotel Financials for September 2019 (Mrs. Hinde)**
- E. Hotel Sales and Marketing Update (Mr. Semidei)**
- F. Convention Center Sales and Marketing Update (Mr. Monroe)**
- G. Discuss Additional Business**
- H. Executive Session**
- I. Adjourn**

**City of Myrtle Beach
Accommodations Tax Advisory Committee
9:00 a.m., Wednesday, October 23, 2019
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. Discussion of Requests for Funding and Funding Requirements – Fiscal Year 2019-20

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 – \$30,000

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 – \$25,300

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 – \$55,105

Assists in advertising, promoting and marketing two major youth soccer tournaments, bringing 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 an economic impact for the city during non-peak season months.

Coastal Highland Games – \$5,000

Promote Myrtle Beach through hosting traditional Highland Games and festival to celebrate the Scottish culture and heritage.

Coastal SC Volleyball Tournaments – \$10,000

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

CrossFit Up Dog Beach Town Throw Down – \$30,000

Promote Myrtle Beach through hosting a premier CrossFit competition, bringing competitors and their family members from the southeast.

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.

Cultural Arts Endeavor – \$20,000

Assists a diverse cross-section of artists to cultivate their personal voice through art, while also helping to promote unity by exploring and supporting culture through a variety of art mediums.

Downtown Myrtle Beach Children’s Theatre – \$8,000

Promote and present professional, quality produced and age appropriate entertainment for young audiences (local and visiting children), while developing a market for the new performing arts center to be located downtown.

EdVenture (formerly Children’s Museum of SC) – \$50,000

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 (Mistletoe Market Holiday Event) full of holiday spirit in the city’s downtown business district.

First Presbyterian Concert Series – \$15,000

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 Juniors – \$50,000

Promote the Winter Bump Classic (January), Seashore Classic (February) and Coastal Classic Volleyball Championships (June), 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.

Grand Strand Pride – \$10,000

Promote PRIDE in the Park, a program that helps create a more fulfilling culture for Myrtle Beach's LGBTQ citizens and visitors alike.

Global Christian Professional Women's Association – \$15,000

Promote the Global Christian Professional Women's Association, an annual conference to be held in Myrtle Beach July 31-August 1, 2020.

Kaaba Temple Shriners Association – \$30,000

Promote the gala conference offered in April 2019 in Myrtle Beach through advertising and marketing (print, mail, newspaper, internet and social media promotion).

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.

Myrtle Beach International Film Festival – \$20,000

The objective is to become one of the larger film festivals in the United States, to include industry networking opportunities, a film market, forums, screenings and 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 Mini Marathon – \$10,000

Purpose is to promote and host the 5K Mini Marathon and Doggie Dash in the city limits of Myrtle Beach to draw approximately 2,500 runners and their families to the city.

Myrtle Beach Shrine Club – \$20,000

Promote and host a BBQ competition, called "Smoke on the Beach," to be held at Burroughs & Chapin Pavilion Place (former Pavilion site).

Myrtle Beach World Am (formerly Myrtle Beach Golf Holiday) – \$80,000

The World Am has the following three objectives: first, bring visitors to our area during a historically slower week; second, to introduce new golfers and their guests to the Myrtle Beach area; and, to provide an event that creates a "storyline" for a broad range of media.

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.

Palmetto Partners' FIRST Robotics Competition – \$30,000

Host the Palmetto Regional Robotic Competition, February 27-29, 2020, which brings 64 teams (comprised of an average number of 43 participants per team), mentors and more than 100 volunteers from South Carolina and numerous states from around the country. The goal is for each team to design, build and battle robots.

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) – \$98,500

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.

South by Southeast – \$7,500

Promote and advertise music outreach and education to enrich the community with musical arts through hosting a series of concerts at the Historic Myrtle Beach Train Depot.

South Carolina Robotics Education Foundation – \$23,000

Promote and host the FIRST LEGO League: Carolinas Open Invitational, set for May 6-9, 2020, with 48 robotics teams from around the world competing at the prestigious competition.

Special Olympics of SC – \$13,000

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 – \$2,400

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.

The Keeper Foundation – \$29,000

Promote an International Festival, bringing diverse cultures together to enjoy and experience music, dance, food and artifacts.

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

City of Myrtle Beach – \$134,760

Provides 13th year local match funding for the Reach Two Beach Renourishment Project.

City of Myrtle Beach – \$8,669,934

Total of \$8,057,934 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.

D. Public Comment

E. Discuss Additional Business

F. Adjourn

City of Myrtle Beach
Special Events Technical Review Committee
10:00 a.m., Wednesday, October 23, 2019
Boxcar, Myrtle Beach Train Depot
851 Broadway 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 – October 9, 2019, Meeting

C. Matters of Business

Review of Last Week's/On-Going Events

1. The Market Common Fall Events, BEI Beach, October 1-December 30, 2019
2. Smoke on the Beach, Myrtle Beach Shrine Club, Burroughs & Chapin Pavilion Place, October 10-11, 2019
3. Oktoberfest, The Market Common and Grand Park, October 11-12, 2019
4. Ladies and Littles, Shoreline Behavioral Health Services, Chapin Park, October 12, 2019
5. Myrtle Beach Mini Marathon & Coastal 5K, NS Promotions, October 19-20, 2019 (*Mini Marathon cancelled due to Tropical Storm Nestor*)

Review of Upcoming Approved Events

1. Myrtle Beach Seafood Festival, Burroughs & Chapin Pavilion Place, November 1-3, 2019
2. Jr. Beach Volleyball Tournament, Joe Goody, On the Beach, November 2, 2019
3. Myrtle Beach Arts and Music Festival, NS Promotions, Grand Park, November 2, 2019
4. 38th Annual American Heart Association "Horses on the Beach" Beach Ride (Lakewood Campground to 54th Avenue North), November 9, 2019 (Need Insurance)
5. "Playing with Fire" Movie Promotion Event, BEI, The Market Common, November 9, 2019
6. The Market Common Tree Lighting Event, BEI Beach, November 23, 2019
7. Myrtle Beach Turkey Trot, The Market Common, November 28, 2019 (Need Insurance)
8. Mistletoe Market, OMA/Five Points Association, November 30-December 1, 2019
9. Jeep Jam, Old Myrtle Square Mall Site, NS Promotions, April 30-May 2, 2020
10. Myrtle Beach Marathon, Capstone Event Group, LLC, March 6-7, 2020

D. New Business

Review of Upcoming Proposed Events

1. Southern Times Square, BEI Beach, December 31, 2019

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