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# Media Advisory

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

**To: Myrtle Beach Media**  
**From: Mark Kruea, Public Information Officer**  
**Date: October 19, 2018**  
**Re: Meeting Schedule and Agendas**

- 1. Next week's [meeting schedule](#) and agendas are attached.** Remember that the Myrtle Beach Mini-Marathon is this Sunday, October 21. The 13.1 mile half-marathon begins at 7:00 a.m. at Coastal Grand Mall and ends on the Boardwalk at Ninth Avenue North. Motorists can expect delays at intersections while runners cross, so plan ahead if you are traveling to work, church or elsewhere Sunday morning. US 17 (the "bypass") is not part of the course, so use it for north-south travel along the Grand Strand.
- 2. The Myrtle Beach Police Department has two K-9 events on Monday, October 22.** At 12:00 p.m., the K-9 unit will demonstrate what the dogs can do, along with an explanation of their training. The unit is trained in drug detection, tracking, article search and apprehension. Then, at 2:00 p.m., K-9 Roscoe will officially retire, with a party in his honor at the General Robert H. Reed Recreation Center on Gabreski Lane.
- 3. A state historic marker for Myrtle Beach's Charlie's Place will be unveiled at 5:00 p.m., Monday, October 22.** The Horry County Board of Architectural Review and Historic Preservation, the South Carolina Historic Preservation Office and the City of Myrtle Beach, will unveil the historic marker at the Charlie's Place site, 1420 Carver Street. The city purchased the property and received a \$650,000 federal Community Development Block Grant to preserve and re-use a portion of the site. The ceremony is open to the public.
- 4. You'll be able to watch Myrtle Beach City Council meetings live on the internet, beginning Tuesday, October 23.** Note also that City Council's regular meetings will begin at 9:00 a.m. for the rest of the year, as a test. Beyond Tuesday, the remaining meeting dates are November 13 and December 11. To view the online broadcast Tuesday, visit

[www.cityofmyrtlebeach.com](http://www.cityofmyrtlebeach.com) and look for the “I want to... Watch City Council Live Online” link. Council meetings are still broadcast live on the local cable systems and then rebroadcast five additional times.

5. **Make plans to attend the next Full Moon Party in Plyler Park this Wednesday, October 24.** The party features acrobats, hula hoops, jugglers, music and more. The event is free and fun for the whole family. Come celebrate the full moon from 5:00 until 9:00 p.m.
6. **The Public Works Department has completed a full pass through the city, picking up residential storm debris from the recent hurricanes.** A second pass is underway for residential customers. Bulky junk also is being picked up at curbside. Everyone’s patience is greatly appreciated, as Solid Waste crews work to get back to a regular schedule.
7. **Would you like to serve?** The Myrtle Beach City Council has appointments or reappointments to make to local boards and committees, including the Myrtle Beach Housing Authority (one seat) and the Community Appearance Board (two seats). To be considered, send a résumé or biography and letter of interest to the City Clerk, P. O. Box 2468, Myrtle Beach, SC 29578, or bring your material to City Hall, 937 Broadway Street.
8. **Myrtle Beach Intermediate School students will enjoy “Cops and Bobbers,” a fishing experience, next Friday, October 26, 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.
9. **Want to know what events are scheduled and upcoming 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.
10. **All ages enjoyed the Myrtle Beach Fire Department’s Open House and Expo last Saturday, and that’s the subject of our [Photos of the Week](#).** The annual event is held at Fire Station No. 3 on South Kings Highway. Activities included equipment demonstrations, games for youngsters, a building project and more. Also on hand were the Myrtle Beach Police Department and the U.S. Coast Guard.
11. **Did you know...** That the City of Myrtle Beach offers 169 miles of sidewalks, from four to 10 feet wide? The total includes 27 miles of multi-use paths for walking, bicycling and other human-powered activities. In addition, the city has another 20 miles of dedicated bicycle lanes on streets within city limits.

**For more information, contact:**

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<http://www.cityofmyrtlebeach.com>

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**CITY OF MYRTLE BEACH  
MEETING SCHEDULE  
October 22-26, 2018**

**MONDAY, OCTOBER 22**

- **8:30 a.m.** – Staff Meeting/Hosted by Downtown Redevelopment Corporation, Myrtle Beach Train Depot, 851 Broadway Street
- **12:00 p.m.** – Police K-9 Unit Demonstration, Law Enforcement Center Annex, 3340 Mustang Street
- **2:00 p.m.** – Police Department’s K-9 Roscoe Retirement Party, General Robert H. Reed Recreation Center, 800 Gabreski Lane
- **4:00 p.m.** – Bicycle Summit Planning Committee, First Floor Conference Room, City Hall, 937 Broadway Street
- **5:00 p.m.** – City of Myrtle Beach’s Charlie’s Place Historical Marker Ceremony and Reveal, Charlie’s Place Site, 1420 Carver Street

**TUESDAY, OCTOBER 23**

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

**WEDNESDAY, OCTOBER 24**

- **8:00 a.m.** – Myrtle Beach Convention Center Hotel Board, Room 236, Convention Center, 2101 North Oak Street
- **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
- **2:00 p.m.** – Beach Advisory Committee, Second Floor Conference Room, City Hall, 937 Broadway Street
- **5:00 to 9:00 p.m.** – Full Moon Party, Plyler Park, 1000 North Ocean Boulevard

**THURSDAY, OCTOBER 25**

- *No Meetings Scheduled*

**FRIDAY, OCTOBER 26**

- **9:30 a.m.** – Police Department hosts “Cops ‘n Bobbers” Event, Grand Park Lake, 1119 Farrow Parkway

**City of Myrtle Beach**  
**Bicycle Summit Planning Committee**  
**4:00 p.m., Monday, October 22, 2018**  
**First Floor Conference Room, City Hall**  
**937 Broadway Street, Myrtle Beach, SC 29577**

*ANYONE WHO REQUIRES AN AUXILIARY AID OR SERVICE FOR EFFECTIVE COMMUNICATION OR PARTICIPATION SHOULD CONTACT 843-918-1050 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.*

**A. Call to Order** – Tom Russo

**B. Old Business**

1. Summit Date – January 25, 2019
2. Location – General Robert H. Reed Recreation Center Ballroom, 800 Gabreski Lane
3. Event Hotels
  - Offer of 25% off a minimum two-night stay at Beach Club at Montego Inn. Must book directly with discount code “BIKEPED19” (effective January 18-February 3, 2019).
  - Offer of 25% off a minimum three-night stay at Sandy Shores III, Country Club Villas or Schooner II Beach & Racquet Club. Must book directly with discount code “BIKEPED19” (effective January 18-February 3, 2019).

**C. Presentations:** Before lunch, each jurisdiction will make presentations. Representatives from various departments (Planning, Recreation Services, Public Works, Sports Tourism and Neighborhood Services) are encouraged to attend.

- Myrtle Beach
- North Myrtle Beach
- Atlantic Beach
- Conway
- Surfside
- Briarcliffe
- Horry County
- Coastal Carolina University
- GSATS
- SCDOT

**D. Discussion:** After lunch, facilitated discussion in regards to working together to improve bicycling in the region. Groups include...

- League of American Bicyclists
- East Coast Greenway
- Rails to Trails
- Palmetto Cycling Coalition
- SCPRT
- Myrtle Beach Area Chamber of Commerce's Sports Tourism Division

**E. New Business**

1. Facilitator
2. Key Note Speaker – Bridging Gaps between Jurisdictions
3. Speaker Costs and Expenses – Allow sponsors or vendors?

4. Audio/Visual Equipment
5. Food?
6. Room Layout and Setup
7. Who is the audience? How will we promote it?

**F. Committee Assignments**

**G. Non Agenda Items**

**H. Next Meeting Date** – 4:00 p.m., Monday, November 26

**I. Adjourn**

**MYRTLE BEACH CITY COUNCIL  
TUESDAY, OCTOBER 23, 2018  
9:00 A.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. Santee Cooper Update – Jim Brogden, Santee Cooper Chairman
2. Myrtle Beach Area Chamber of Commerce Quarterly Report – Karen Riordan, MBACC CEO
3. Proclamation recognizing the Horry County Emergency Management Division for exemplary efforts during Hurricane/Flood Florence.
4. Proclamation declaring November 1, 2018, as "Extra Mile Day."
5. Department Update – Neighborhood Services
6. Public Information Update – Public Information Staff/Police

**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.*

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

**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.)

1st Reading **Ordinance 2018-060** to amend Chapter 12, Motor Vehicles and Traffic, Article III, Stopping, Standing and Parking, Division 1, generally to enact the required public notice of restrictions of private parking lots.

*This proposal is designed to curb unsavory business practices in private parking lots, including: misleading parking rate signage; rates that change after a vehicle enters the lot; towing without proper notice of where the vehicle can be retrieved; and, issuance of parking "tickets" designed to look like they were issued by the city. These complaints happen frequently in the summer season, and they are inconsistent with the experience the city wants for downtown visitors.*

*The proposed ordinance requires private lot owners to post notice of restrictions, contact information, times of operation, fixed cost of parking and towing information. The signs may also contain secondary messages including private parking notices, parking by permit only, private parking for named offices, businesses, apartments, etc. The proposed ordinance also includes restrictions on the placement of the signs, the size of the font, signs used in parking lots that are open at night and luminosity of the signs.*

*Towing vehicles from these private lots (unless there is a secondary sign message to that effect), booting or immobilizing vehicles on such lots and issuing documents resembling official governmental citations for violations on private parking lots would also be prohibited through this ordinance.*

1st Reading **Ordinance 2018-061** to grant an encroachment to GDMB Marina Land, LLC, and its assigns to effectuate a Maintenance Agreement in motion M2018-155, and subsequent approved agreements pertaining thereto.

*Through GDMB Marina Land, LLC, L-Star has proposed an advanced level of maintenance on some city rights-of-way. Upon approval, they will hire a contractor to maintain landscaping along the following:*

- *Area 1 – Begins south of the roundabout in front of the Grande Dunes Marina and continues south to Grissom Parkway (about 10,950 feet).*
- *Area 2 – Begins at Marina Parkway and continues east to Claire Chapin Epps Drive (about 890 feet).*
- *Area 3 – Begins at 71st Avenue North at Marina Parkway and continues east to the bypass (about 360 feet).*
- *Area 4 – Begins at 79th Avenue North at Marina Parkway and continues east to the bypass (about 340 feet).*

*This ordinance specifically allows GDMA an encroachment permit for Area 2 and grants additional encroachments for the other areas after plans are approved by the city. The city has reserved the right to discontinue this agreement at any point in time with a 30-day notice. Upon such notice, the applicant must remove all improvements at no cost to the city.*

1st Reading **Ordinance 2018-062** to amend the zoning ordinance for the City of Myrtle Beach to allow Brew Pub as a use in the LM (Light Manufacturing) and WM (Warehouse Manufacturing) zone. [Note: Staff has proposed an alternate version of this ordinance that would extend the approval to C-7 and C-8].

*The applicant wishes to open a brewpub on property zoned LM to serve beer and limited food offerings on premise. A valid State issued brewpub permit authorizing the holder to: produce a max of 2,000 barrels of beer per year for sale; sell the beer of another producer which has been purchased from a wholesaler; and, be qualified as a public eating establishment.*

*Brewpubs are not currently permitted uses in the LM or WM zones. Staff feel brewpubs would be an asset in others areas as well, including downtown districts, and proposed this use in C7 and C8 districts. The alternate version of this ordinance opens up more C-7 and C-8 areas to such uses by eliminating existing minimum parking requirements.*

**Resolution R2018-040** granting a special event permit to the Oceanfront Merchants Association for “Holidays on the Boardwalk” from November 16, 2018-January 2, 2019, and affirming the city’s co-sponsorship.

*This is the seventh year for this event, which takes place on the Boardwalk and the Burroughs & Chapin Pavilion Place oceanfront lot. The proposed resolution authorizes re-approval of this event, from November 16, 2018, through January 4, 2019, with hours from 4:00 p.m. to 8:00 p.m. Activities include Santa and Mrs. Claus, a tree lighting (November 23), train rides, arts and crafts and live entertainment. The event provides a variety of activities in the downtown area during the winter months.*

*While the applicant seeks co-sponsorship, that designation does not include the provision of any city services. Co-sponsorship in this case only allows the city to promote this event.*

**Motion M2018-154** to appoint/reappoint one member to the Bicycle and Pedestrian Committee.

*Bill Pritchard (city resident) has resigned. We have received a resume from Pamela Stone (non-resident), Matthew Hardee (city resident) and Julia Brinkley (city resident). Eight of the nine current committee members are city residents.*

**Motion M2018-155** to approve a Maintenance Agreement between the City of Myrtle Beach and Grande Dunes Master Association for maintenance of certain portions of Marina Parkway, 61st, 71st and 79th Avenues North.

*See proposed ordinance 2018-061. Through this five-year agreement, the association will contract for a higher level of rights-of-way landscaping located at:*

- Beginning at Marina Parkway, just south of the roundabout in front of Grande Dunes Marina, and continuing south to Robert Grissom Parkway. Total distance is 10,950 linear feet.*
- 62nd Avenue North, beginning at Marina Parkway and continuing east to Claire Epps Drive. Total distance is 890 linear feet.*
- 71st Avenue North, beginning at Marina Parkway and continuing east to Bypass 17. Total distance is 360 linear feet.*
- 79th Avenue North, beginning at Marina Parkway and continuing east to Bypass 17. Total distance is 340 linear feet.*

*The city agrees to pay the association an amount equaling the normal cost of landscape maintenance. The landscaping costs are based on a rate of \$2.25 per linear foot of right-of-way, which comes to \$2,351.25 monthly, or \$28,215.00 annually.*



Motion **M2018-156** to approve, in relationship to Living Dunes Development, LLC, a termination of ponds easement, release and amendment of restrictions and pond area easement agreement, as attached.

*These actions are related to the city's recent conveyance of a pond known as "Parcel P-7" to Living Dunes Development, LLC, per ordinance 2018-055. The developer made improvements to increase the drainage functionality of another pond, Parcel P-8, so that P-7 is no longer needed for drainage purposes. The developer wishes to use Parcel P-7 as an amenity for the residents of the Living Dunes PUD.*

Motion **M2018-157** to preliminarily approve small cell safe harbor design preferences, as attached.

*The city has been working with a technical and legal consultant to develop "safe harbor" preferences for the deployment of small cell technology by telecommunications providers. This phase of the project covers Ocean Boulevard, beginning at 31st Avenue North and continuing to the intersection of Kings Highway. The design preferences are intended to preserve the esthetic improvements made along Ocean Boulevard at public expense and to improve the ability of residents at access data via portable devices.*

## **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
3. City Manager / Assistant City Manager Update
  - Update on nuisance enforcement actions.
  - Update on downtown consultant Benchmark, LLC, Downtown Study and beginning the process of developing Council's vision for the redevelopment of downtown.

## **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  
Myrtle Beach Convention Center Hotel Board  
8:00 a.m., Wednesday, October 24, 2018  
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**
- C. Entertain public comments and questions**
- D. Review of monthly hotel financials for September 2018 (Mrs. Hinde)**
- E. Hotel sales and marketing update (Mr. Semidei)**
- F. Convention Center sales and marketing update (Mr. Monroe)**
- G. Asset Manager reports (Mr. Kuhn)**
- H. Discuss additional business**
- I. Executive Session**
- J. Adjourn**

**City of Myrtle Beach  
Property Maintenance Hearing  
8:30 a.m., Wednesday, October 24, 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. **Linda Christie:** The property is located at 6308 Wedgewood St., Unit G, and is identified by PIN # 421-06-01-0176.
2. **Christina L. Jones:** The property is located at 6310 Wedgewood St., Unit B, and is identified by PIN # 421-06-01-0168.
3. **James R. Schwartz, II, et al.:** The property is located at 306 Cedar St., # 15, and is identified by PIN # 443-04-01-0040.
4. **Louise K. Lewis:** The property is located at 9401 Kings Rd. and is identified by PIN # 394-11-01-0007.

**C. Communications from Staff**

**D. Adjourn**

**City of Myrtle Beach**  
**Accommodations Tax Advisory Committee**  
**9:30 a.m., Wednesday, October 24, 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. Discussion of Requests for Funding and Funding Requirements, Fiscal Year 2018-19**

**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 – \$25,000*

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.

**D. Entertain Public Comment**

**E. Discuss Additional Business**

**F. Adjourn**



**City of Myrtle Beach**  
**Special Events Technical Review Committee**  
**10:00 a.m., Wednesday, October 24, 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** – October 10, 2018, Meeting

**C. Matters of Business**

**Review of Last Week's/On-Going Events**

1. Myrtle Beach Oktoberfest, The Market Common and Grand Park, October 12-13, 2018
2. **(Cancelled)** Ground Zero Fall Bonfire, Burroughs & Chapin Pavilion Place, October 22, 2018

**Review of Upcoming Approved Events**

1. Myrtle Beach Mini Marathon and Coastal 5K (Coastal Grand Mall, Myrtle Beach Entertainment District and The Market Common), October 18-23, 2018
2. Holiday Bazaar (Carriage Rides, Pictures with Santa and Music in the Streets), The Market Common, October 31, 2018-February 14, 2019
3. Myrtle Beach 1 Mile Sprint and Music Festival, Ocean Boulevard and Plyler Park, November 3, 2018 (Need Insurance)
4. American Heart Association (AHA) Annual Beach Ride, November 3, 2018
5. Smoke on the Beach Fundraiser for the Myrtle Beach Shrine Club, Burroughs & Chapin Pavilion Place, November 16-17, 2018 (Need Insurance)
6. Annual Tree Lighting Ceremony, The Market Common, November 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)
9. Southern Times Square (New Year's Eve Celebration), The Market Common, December 31, 2018

**D. New Business**

**Review of Upcoming Proposed Events (Final)**

1. Oceanfront Merchant's Association Holidays on the Boardwalk and Annual Tree Lighting Ceremony, Burroughs & Chapin Pavilion Place, November 16, 2018-January 4, 2019
2. Myrtle Beach Irish Festival, The Market Common and Grand Park, March 16, 2019 (Need Insurance, Site Plan & Security Plan)

**Review of Upcoming Proposed Events (Conceptual)**

1. The Bowery 75th Anniversary Party, The Bowery, February 23, 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  
Beach Advisory Committee  
2:00 p.m., Wednesday, October 24, 2018  
Second Floor Conference Room, City Hall  
937 Broadway Street, Myrtle Beach, SC 29577**

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**A. Call to Order**

**B. Reports**

1. Physical Condition of the Beach and Beach Access Points
2. Beach Safety
3. Beach Franchisee Issues
4. Beach Renourishment Update

**C. Discussion Items**

**D. Comments from the Public**

**E. Executive Session** (Note: The committee may take action on matters discussed in Executive Session.)

**F. Adjourn**