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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 23, 2020**  
**Re: Meeting Schedule and Agendas**

1. Next week's [meeting schedule](#) is attached.
2. **Beginning Tuesday morning, our Parks Division staff will plant 52 trees near and around the Myrtle Beach Train Depot and along Broadway Street, thanks to a \$9,475 grant from TD Bank.** Indigenous trees to be planted include live oaks, sabal palmettoes, wax myrtles and two varieties of magnolias. The grant is part of TD Tree Days, a community-based program created by TD Bank in partnership with the Arbor Day Foundation. The City of Myrtle Beach has received an annual TD Tree Days grant since 2014. In previous years, the planting involved members of the bank staff and the public, as educational experiences. However, because of COVID-19, the public will not be involved in this year's planting; the city's Parks Division staff will accomplish that work. "We're honored to support Myrtle Beach during TD Tree Days to expand the tree canopy and help provide a healthier environment," said Shelley Sylva, TD Bank's head of social impact.
3. **The City of Myrtle Beach recommends extra safety precautions this year if you plan to go door-to-door for Halloween treats.** Please exercise good social distancing habits and wear a cloth face mask at all times as a precaution. Here's a helpful list of tips....
  - Wear a face mask when handing out or receiving treats. Don't substitute a costume mask for a cloth one.
  - Maintain at least six feet of separation from other groups and individuals.
  - Wait until other trick-or-treaters have left before approaching the door.
  - Visit only those houses with porch lights on.

- Hand out and accept only prepackaged candy.
  - Use tongs to remove candy from the bowl and place it in the bag. Don't allow kids to help themselves.
  - Have a responsible adult accompany children.
  - Cross streets at intersections and crosswalks.
  - Wear reflective material on costumes.
  - Use a flashlight to see and be seen.
  - Make costumes short enough to avoid trip hazards.
  - Inspect children's candy before they eat any.
  - Have hand sanitizer handy and use it frequently.
  - Consider low- or no-contact events instead of traditional trick-or-treating.
  - Always be aware of your surroundings.
4. **On-street parking is free starting November 1.** The city's pay-to-park season runs from March 1 through October each year. From November 1 through February, the meters come down and on-street and street-end parking is free. (Note, however, that some privately-operated parking lots may still charge for parking during the fall and winter months.)
  5. **Daylight Saving Time ends at 2:00 a.m., Sunday, November 1.** Remember to set clocks back one hour when you go to bed Saturday night. The Myrtle Beach Fire Department encourages everyone to change your smoke detector batteries when you change your clocks. Smoke detectors save lives! If you need assistance, call the Fire Department at 843-918-1192.
  6. **The Myrtle's Market season continues in November with a new market schedule.** The farmers market will be open from 9:00 a.m. to 3:00 p.m. on Wednesdays, and will remain open through the Thanksgiving holiday. Attendees and participants, note that standard social distancing guidelines will be implemented and hand sanitizer stations will be on site. The market is at the corner of Mr. Joe White Avenue and Oak Street, and features fresh produce, desserts, crafts and more. For more information, call 843-918-4906.
  7. **Socastee High School student Cole Smith has completed his Eagle Scout project at Myrtle Beach's Warbird Park.** Smith's Eagle Scout effort had three parts. He first created a searchable database of names on the wall so that people could easily find the actual nameplate on the wall. By adding row and column markers to the wall, as shown in this photo, he provided a handy cross-reference guide. Here's the link to the searchable nameplate database: <https://sites.google.com/view/warbirdpark/wall-of-service>. Working with other Scouts, Smith and his team improved the landscaping throughout the park, trimmed bushes and cleaned feature elements. The final item involved placing QR code markers at certain elements throughout the park. The QR codes take visitors to a series of YouTube videos which Cole produced about the people, places and planes of the former Myrtle Beach Air Force Base.
  8. **Looking ahead, everyone's invited to attend the Veterans Day Ceremony at 11:00 a.m. on Wednesday, November 11, at the Myrtle Beach Convention Center, 2101 North Oak Street.** The ceremony is sponsored by the Military Appreciation Committee and the City of Myrtle Beach. Parking is free at the Convention Center for this event. For more information, call 843-918-1014.

- 9. City offices and facilities will be closed on Wednesday, November 11, to observe the Veterans Day holiday.** However, solid waste and recycling will be collected on the usual Monday-through-Thursday schedule. Questions? Contact the Public Works Department at 843-918-2000.
- 10. Need information about the coronavirus emergency?** You'll find timely updates and general information on our [Coronavirus Advisory](#) webpage.
- 11. The online [E-Resources](#) webpage is available on the city's website.** Some city buildings remain closed to the public, but we are working to provide online content for all ages. On the webpage, you'll find creative and educational options for you and your family to enjoy!
- 12. A comprehensive list of activities and city events is available on our [Events](#) webpage.** This file of city-related festivals, programs and more is updated weekly.
- 13. Ten artistic works by local artists have been selected for public display, and those 10 creations are the subject of our [Photos of the Week](#).** The Myrtle Beach Seniors Advisory Committee chose these 10 artworks for display on 10 traffic cabinets at intersections around the city. The project is part of an AARP Challenge Grant to promote bicycle and pedestrian safety. Each artist received \$250 for their winning entry. The works now will be turned into vinyl wraps which will be installed on the traffic cabinets before December 18. Many thanks to the AARP for its generous support of this project.
- 14. Did you know...** That it's unlawful to blow leaves or debris onto the public sidewalk or into the street in Myrtle Beach? City Code Section 17-5 makes it illegal to "cause, by use of any blower, broom, sweeper or other device any dirt, sand leaves, yard clippings, litter or other debris to be deposited on any public right-of-way or public property," except as specifically authorized for solid waste collection. Violation is a misdemeanor, subject to a fine of up to \$500 and/or 30 days in jail.

**For more information, contact:**

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

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**CITY OF MYRTLE BEACH  
MEETING SCHEDULE  
October 26-November 1, 2020**

**MONDAY, OCTOBER 26**

- **8:30 a.m.** – Staff Meeting, Conference Call

**TUESDAY, OCTOBER 27**

- **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
- **5:30 p.m.** – Chapin Memorial Library Board, Myrtle Beach Train Depot, 851 Broadway Street

**WEDNESDAY, OCTOBER 28**

- **8:00 a.m.** – Myrtle Beach Convention Center Hotel Corporation Board, Room 101, Myrtle Beach Convention Center, 2101 North Oak Street
- **10:00 a.m.** – Accommodations Tax Advisory Committee, Myrtle Beach Train Depot, 851 Broadway Street
- **10:00 a.m.** – Special Events Technical Review, Boxcar Meeting Room, Myrtle Beach Train Depot, 851 Broadway Street
- **9:00 a.m. to 3:00 p.m.** – Myrtle's Market, 605 Mr. Joe White Avenue
- **2:00 p.m.** – Beach Advisory Committee, Ballrooms D-E, Myrtle Beach Convention Center, 2101 North Oak Street

**THURSDAY, OCTOBER 29**

- No Meetings Scheduled

**FRIDAY, OCTOBER 30**

- **9:00 a.m. to 3:00 p.m.** – Myrtle's Market, 605 Mr. Joe White Avenue

**SATURDAY, OCTOBER 31**

- **9:00 a.m. to 3:00 p.m.** – Myrtle's Market, 605 Mr. Joe White Avenue

**SUNDAY, NOVEMBER 1**

- **2:00 a.m.** – Daylight Saving Time Ends

**MYRTLE BEACH CITY COUNCIL MEETING  
TUESDAY, OCTOBER 27, 2020  
9:00 A.M. – PUBLIC HEARING/WORKSHOP – COUNCIL CHAMBER  
10:00 A.M. – MEETING – COUNCIL CHAMBER  
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.*

**A PUBLIC HEARING WILL BE HELD ON OCTOBER 27, 2020, AT 9:00 A.M. AT THE TED C. COLLINS LAW ENFORCEMENT CENTER TO DISCUSS THE FOLLOWING ITEM, AT WHICH TIME THE PUBLIC IS INVITED TO COMMENT: AMENDMENT OF THE REDEVELOPMENT PLAN FOR THE OCEANFRONT REDEVELOPMENT PROJECT AREA PROVIDING FOR REDEVELOPMENT OF CERTAIN ADDITIONAL AREA WITHIN THE CITY OF MYRTLE BEACH, SOUTH CAROLINA; DESIGNATING SUCH ADDITIONAL AREA AS A REDEVELOPMENT PROJECT AREA; MAKING FINDINGS WITH RESPECT TO THE ADDITIONAL REDEVELOPMENT PROJECT AREA; DESIGNATING ADDITIONAL REDEVELOPMENT PROJECTS WITHIN AND BENEFITTING THE REDEVELOPMENT PROJECT AREA; AND, OTHER MATTERS RELATING THERETO.**

**CALL TO ORDER**

**INVOCATION**

**PLEDGE OF ALLEGIANCE**

**APPROVAL OF AGENDA**

**APPROVAL OF MINUTES...** October 13, 2020

**PUBLIC REQUESTS, PRESENTATIONS, AWARDS, MEMORIALS:**

1. 2020 Concert for Hope After Event Report – Reverend Tim Carter
2. Proclamation declaring November 1, 2020, as Extra Mile Day.
3. Proclamation declaring the month of November as Lung Cancer Awareness Month.
4. Proclamation declaring October 27, 2020, as Disabled American Veterans Day, and recognition of Mrs. Lynn Helms Prosser for her service.
5. COVID-19 Update
6. Introduction of New City Staff Members
7. Public Information Update – PIO Staff

**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 actions through which City Council reinforces or makes policy not rising to the level of law. Motions are related to direction from City Council to city staff to take certain actions.*

NO ITEMS LISTED ON THE CONSENT AGENDA.

## **REGULAR AGENDA**

**2nd Reading Ordinance 2020-045 to amend Chapter 8, Section 8-9 (Declaration of Civil Emergency) of the Code of Ordinances of the City of Myrtle Beach, to extend the duration of a Declaration of Civil Emergency from 30 days to 31 days.**

*This amendment extends the duration of a declaration of Civil Emergency from a maximum of 30 days to 31 days. The purpose of the change is to allow future declarations to renew on the first day of each month to help the public keep track.*

**1st Reading Ordinance 2020-046 approving the amendment of the redevelopment plan for the Oceanfront Redevelopment Project area providing for redevelopment of certain additional area within the City of Myrtle Beach, South Carolina; designating such additional area as a redevelopment project area; making findings with respect to the additional redevelopment project area; designating additional redevelopment projects within and benefitting the redevelopment project area; and, other matters relating thereto.**

*Tax Increment Financing (TIF) is a redevelopment tool whereby tax values in a given district are frozen as to their availability to pay for local government operations. Any increases in tax revenues (the "tax increment") arising from redevelopment are instead earmarked to pay for public infrastructure improvements supporting the redevelopment. The city has used TIF for development of Broadway at the Beach (1995-2009) and redevelopment of the former Myrtle Beach Air Base (2005-present).*

*The Oceanfront Redevelopment District was created in 2008 and covers parcels between the ocean and Kings Highway, from 16th Avenue North to Sixth Avenue South. This amendment extends the boundaries:*

- *Northward along the oceanfront to 21st Avenue North, including all parcels facing 21st Avenue North.*
- *Along Kings Highway to take in the Arts & Innovation District, including all properties along the northwest side of the highway, Broadway Street and Oak Street.*
- *Along Kings Highway southward to 14th Avenue South.*

*The amendment further adds \$258 million for projects that may be funded from incremental taxes or other sources consistent with the Downtown Master Plan, including, among other things:*

- *Performing Arts Theater*
- *New Library and Children's Museum*
- *Renovations to Existing Library Structure*
- *City Square*

- *Public Utility and Streetscape Improvements*
- *Restoration of Transitional Properties*

**1st Reading Ordinance 2020-047 an ordinance of the City of Myrtle Beach, South Carolina providing for the creation of a parking system; and, other matters related thereto.**

*Parking facilities previously were managed by the Downtown Redevelopment Corporation (DRC). Parking revenues have paid for parking facilities operations and have leveraged the \$10 million loan pool the city has used to spur redevelopment in target areas since 2015. Recently, the City has absorbed many of the redevelopment functions of DRC, which is being reconstituted to function as Managing Partner of city-owned properties being redeveloped with historic tax credits. The creation of a parking system allows for the use of parking revenues to pay operating expenses of the system and to pledge net revenues for debt repayment. With the amendment of the Oceanfront Redevelopment Area to include the Arts & Innovation District and other strategic redevelopment areas, the parking system allows the loan pool to continue to provide interim financing for transitional properties and other public improvements under the amended Oceanfront Redevelopment Plan.*

*The net system revenues will be used to pay interest on amounts outstanding in the loan pool. The pool will have a senior lien on the net parking revenues, a structure that is similar to that of the existing loan pool. Creation of the parking system segregates parking activities in a separate enterprise fund to facilitate the accounting and review of parking system financials for the city's use, as well as that of lenders in the pool.*

**Resolution R2020-044 authorizing the submittal of an application to the South Carolina Department of Commerce – South Carolina Relentless Challenge Grant in the amount of \$75,000 for creating a program to educate potential investors and entrepreneurs in connecting to the community resources to help grow companies; and, other matters relating thereto. 1:1 match required.**

*This grant provides funding to support “enriching, creative and distinctive ideas and activities to build and support a robust innovation.” The goals of SC’s Innovation Plan include that SC’s innovation community is well-connected with ample opportunities for networking and that entrepreneurs have adequate access to business development funding. If the application is successful, the Technology Advisory Group and eMYRge will develop a program to educate potential investors and entrepreneurs to connect to community resources to help grow companies. The cost of construction of the co-works center covers the required grant match.*

**Motion M2020-124 to appoint/reappoint two members to the Bicycle and Pedestrian Committee.**

*Ms. Pruet and Ms. Fletcher have resigned. On file are resumes for David Gregory, Charles Davies and Mike Maddry (all city residents). These terms expire on August 26, 2021.*

**Motion M2020-131 to approve a Special Event Permit to Scott Payseur/Ground Zero for “Ground Zero Christmas Event” on December 16, 2020, from 12:00 to 9:30 p.m. to celebrate the season. 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 a Christmas event for community children scheduled to take place on Chester Street in front of the Ground Zero building. The event will feature an outdoor movie screen, s'mores area and four-square court. The applicant expects attendance of approximately 100 kids.*

**Motion M2020-132 to approve a Special Event Permit to OMA/Kaita Turner for “Annual Tree Lighting and Holidays on the Boardwalk” on November 27, 2020, through January 1, 2021, from 12:00 to 8:00 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 for this event, which includes: a tree lighting on November 27; a kiddie train running from Plyler Park to the boardwalk south, to Ninth Avenue North and back; appearances by Santa and Mrs. Claus; and, street performers and carolers. Expected attendance is 8,000 over the 36-day period. The Special Events Technical Review Committee recommended approval with current social distance guidelines in place. A COVID exemption from the state has been granted for this event.*

**Motion M2020-133 to approve a Special Event Permit to NS Promotions for the “2020 Turkey Trot” 5K race on the streets in the Market Common area and Grand Park on November 26, 2020, between 7:00 and 9:30 a.m., with take down completed by noon. 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 12th consecutive year for this road race, which occurs on Thanksgiving morning. The organizer expects 500 runners for this event which will include temporary road closures on Farrow Parkway, Shine Avenue, Pampas Drive and Meyers Avenue. In each case, the roads will be reopened to vehicular traffic after the final runners pass by.*

**Motion M2020-134 to approve a Special Event Permit to Scott Payseur/Ground Zero for “2021 Dragon Boat Festival” on April 24, 2021, from 6:00 a.m. to 8:00 p.m., with practice from April 19-23, 2021, from 3:00 to 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.**

*Ground Zero’s Annual Dragon Boat Festival is the non-profit’s largest fundraising event of the year, and it takes place at Grand Park. The event has been held for over a decade, but was cancelled for 2020 due to COVID-19 concerns. Practice days will be scheduled at the park on April 19-23, 2021, from 3:00 to 9:00 p.m. The event is expected to include more than 50 teams with 21 paddlers each, live entertainment, family fun zone, inflatables, food vendors and sponsor tents. In 2019 Ground Zero Ministries raised \$124,000 from the festival which helped to sustain the non-profit’s numerous community outreach programs.*

**Motion M2020-135 authorizing the City Manager or his designee to accept an award of \$12,322.80 from the Myrtle Beach Air Base Redevelopment Authority to: replace the 163 Myrtle Beach Air Force Base history signs; record the appropriation of such funds in the amount approved; and, execute and deliver the agreement and such related documents as may be required to put the award into effect.**

*In 2008, the Myrtle Beach Air Force Base Sign Committee designed an outdoor museum with 163 exhibits to explain the history of the former base. Over the years, the sign panels have deteriorated due to exposure to the elements. The Myrtle Beach Air Force Base*



*Redevelopment Authority has generously agreed to fund replacement signs for these pedestals throughout the Market Common district. No match is required.*

**Motion M2020-136 authorizing the City Manager or his designee to accept a grant award of \$3,550 from the Pee Dee Healthcare Coalition’s 2020-2021 South Carolina Hospital Preparedness Grant for the purpose of: cost of travel expenses to emergency preparedness training; record the appropriation of such grant funds in the amount approved; and, execute and deliver the grant agreement and such related documents as may be required to put the grant into effect.**

*This grant will cover travel expenses for Emergency Management staff to attend: the Governor’s Hurricane Conference in West Palm Beach, Florida (\$2,300); Emergency Management Summit and Training in Savannah, Georgia (\$850); and, the annual South Carolina Department of Health and Environmental Control (SCDHEC) Healthcare/Hospital Preparedness Program (HPP) Summit (\$400). No match required.*

**Motion M2020-137 authorizing the City Manager or his designee to apply for a grant of \$1,500 from the America Walks Community Change Grant Program on behalf of Neighborhood Services to: incorporate a walking exercise component into the Beachside Chats; record the appropriation of such grant funds in the amount that may be approved; and, execute and deliver the grant agreement and such related documents as may be required to put the grant into effect. No match is required.**

*America Walks has announced another round of the Community Change Grant Program. This program awards grantees \$1,500 stipends for projects related to creating healthy, active and engaged places to live, work and play. The goal is to knit together seemingly disparate threads too often considered in isolation including, but not limited to: racism and the public sphere; climate and environmental justice; access and inclusion; walking and moving as a mechanism for bringing about political change; and, how COVID-19, the need for economic recovery and a growing awakening around racial injustice might alter the landscape of our work. Proposed project will have a particular focus on engaging in key issues of the day with new perspectives and diverse partners/audiences while highlighting the vital role that walking and transportation patterns can play in a new era.*

**Motion M2020-138 to consider renewal of City Manager’s contract effective November 3, 2020 on a week-by-week basis.**

*The City Manager’s contract renewal date is November 3. The current manager has indicated his intention to retire. The proposed agreement extends the current agreement on a week-by-week basis until a new City Manager is appointed and reports for duty. The agreement also allows for either Council or the manager to terminate the agreement earlier at the discretion of either party without a buy-out provision. The agreement includes no other changes to the Manager’s salary or terms of employment.*

## **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 (CM/ACM) 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 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**

**City of Myrtle Beach  
Chapin Memorial Library Advisory Board  
5:30 p.m., Tuesday, October 27, 2020  
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 843-918-1276 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.*

- A. Call to Order**
- B. Approval of Minutes** – January 28, Meeting
- C. New Library Update** – Lauren Clever, Downtown Development Office Director, City of Myrtle Beach
- D. Library Operations Report** – Jennifer Nassar, Library Director
- E. Additional Business**
- F. Next Meeting Date** – 5:30 p.m., Tuesday, January 26, 2021
- G. Adjournment**

**Myrtle Beach Convention Center Hotel Corporation Board  
8:00 a.m., Wednesday, October 28, 2020  
Room 101, 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 2020 Meeting
- C. Public Comments and Questions**
- D. Review of Monthly Hotel Financials** (Mrs. Hinde)
- E. Hotel Sales and Marketing Update** (Mr. Semidei)
- F. Convention Center Update** (Mr. Monroe)
- G. Discuss Additional Business**
- H. Executive Session\***
- I. Adjourn**

***\*Note:** South Carolina law requires that the board'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.*
- Investigative proceedings regarding allegations of criminal misconduct.*

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

**City of Myrtle Beach**  
**Accommodations Tax Advisory Committee**  
**10:00 a.m., Wednesday, October 28, 2020**  
**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 843-918-1135 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.*

- A. Call to Order**
- B. FOIA Compliance Review**
- C. Approval of Meeting Minutes – October 14, 2020**
- D. Discussion of Requests for Funding and Funding Requirements – Fiscal Year 2020-21**

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 – \$14,000

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 – \$52,000

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 SC Volleyball Tournaments – \$8,000

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.

EdVenture (formerly Children’s Museum of SC) – \$35,000

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 – \$100,000

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.

Grand Strand Juniors – \$35,000

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.

Keepers Foundation – \$12,000

Promote the International Festival that brings diverse cultures together to enjoy and experience music, dance, food and artifacts.

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.

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 – \$15,000

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) – \$70,000

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 Studios Arts Alliance – \$40,000

Host South Carolina’s largest weekend comic book convention and STEM fair to promote the arts and sciences while bringing tourism to Myrtle Beach; the events will support local children’s charities.

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.

Sonshine Recovery Ministries (Concert of Hope) – \$10,000

Promote a community summer gospel music expo with locally and nationally recognized artists performing at a one-day event.

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 – \$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.

Waves of Praise Gospel Festival (Coastal Broadcasting and Reggie Dyson) – \$110,000

Promote Myrtle Beach by hosting the Waves of Praise Gospel Festival.

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 annual local match funding for the 4th Avenue Outfall Project.

City of Myrtle Beach – \$134,760

Provides 14th 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.

**E. Public Comment**

**F. Discuss Additional Business**

**G. Adjourn**



**City of Myrtle Beach**  
**Special Events Technical Review Committee**  
**10:00 a.m., Wednesday, October 28, 2020**  
**Boxcar Meeting Room, 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 14, 2020, Meeting

**C. Matters of Business**

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

1. The Market Common Farmers Market, Along DeVille Street
2. Myrtle Beach Mini Marathon and Coastal 5K, October 10-11, 2020
3. Myrtle Beach Jeep Jam, Former Mall Site, October 23-25, 2020

**Review of Upcoming Approved Events**

1. American Hearts Association's Beach Ride, Along Beach, November 7, 2020
2. Turkey Trot 5K Race, The Market Common, November 26, 2020
3. Holidays on the Boardwalk and Tree Lighting, Plyler Park, November 27-December 1, 2020
4. Ground Zero Christmas Party, Chester Street, December 16, 2020
5. New Year's Eve on the Boardwalk, Plyler Park, December 31, 2020
6. Dragon Boat Festival, Grand Park, April 24, 2021

**D. New Business**

**Review of Upcoming Proposed Events**

1. Welcome New Businesses, B-Nice Creations, November 14, 2020
2. The Market Common Tree Lighting, BEI Market Common, November 21, 2020
3. Holiday Bazaar, The Market Common, November 11-December 31, 2020
4. A Southern Times Square, The Market Common, December 31, 2020

**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 28, 2020  
Ballroom D-E, 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 843-918-1012 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.*

**A. Call to Order**

**B. Welcome and Recognize Guests**

**C. Approval of Minutes**

**D. Reports:**

1. Public Works
2. Beach Safety – Police
3. Year End Summary Report – Fire Department
4. Beach Franchise
5. Parasail and Jet Ski Update – Operator Report
6. Water Quality/Stormwater Report and Year End Summary Report

**E. Discussion Items:**

1. Finalize/Approve Beach Activities Discussion
2. Discuss/Review Possible Changes to 2021 Lifeguard Franchise's Operating Model
3. Lifeguard Tower Permitting Process

**F. Comments from the Public**

**G. Executive Session** (Note: The Committee may take action on matters discussed in Executive Session when it returns to Public Session.)

**H. Adjourn**