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Media Advisory

To: Myrtle Beach Media

From: Public Information Department

Date: June 28, 2024

Re: Meeting Schedule and Agendas

1. **Next week's meeting schedule is [attached](#).**
2. **The \$330.2 million budget approved by Myrtle Beach City Council for next fiscal year starts July 1.** This is a 7.8 percent decrease from the prior budget year. Notable highlights of the Fiscal Year 2024-25 budget include:
 - There will not be a tax increase. Myrtle Beach's property tax rate remains 88.9 mills, and owner-occupied homes will continue to receive a 67.45 percent credit. That's \$600 per year in savings on a home valued at \$250,000, thanks to the Tourism Development Fee (TDF). As you can see below, Myrtle Beach's property taxes are among the lowest in the state. Because this is a reassessment year, we will be calculating the rollback millage over the next few weeks and will adopt the final millage by Resolution in late July.
 - The new budget also does not increase business license fees.
 - There are slight increases in the solid waste fee (\$1.01 per month for a residential customer) and water and sewer rates (\$5.44 per month for a residential customer, estimated 7,500 gallons). A 2021 rate study also suggested an increase for the storm water fee (\$2.50 per month).

- The budget includes 14 new fulltime positions within the City of Myrtle Beach and a five percent salary increase for all fulltime employees. Some of the additional positions include two Zoning Code Enforcement Officers, two Paramedics, a FOIA Paralegal and a handful of various city maintenance positions. To recruit and retain employees in the ever-changing job market, the salary increase is necessary to remain competitive.
- Some of the projects added to the five-year General Capital Improvement plan include a new Fire Station No. 1, family locker rooms at Pepper Geddings and Mary C. Canty Recreation Centers, a Vietnam War Memorial, splash pad at McLeod Park and renovations at Ashley Booth Field and the Myrtle Beach Tennis Center. The grand total for the new additions to the five-year plan is \$41.2 million. Only the first year of the five-year plan is authorized with the adoption of the FY25 budget.
- Projects you are likely to see construction on during FY25 include public restrooms along Ocean Boulevard, the Vietnam War Memorial, the deepwater ocean outfall at 24th Avenue North, parking garage maintenance at The Market Common, Doug Shaw Memorial Stadium renovations and Grand Park field replacements.
- Property taxes (23.9%) and business licenses and permits (32%) make up more than 55% of the General Fund revenue. State law requires the city to pass a balanced budget, and this one meets the requirement. Deficit spending is not allowed in South Carolina.

- 3. The City of Myrtle Beach, Coastal Carolina University and Monteith Construction will hold a Groundbreaking Ceremony to begin construction of the Performing Arts Theatre.** The event is set for 10:00 a.m., Monday, July 22, in a portion of the Arts and Innovation District, 811 Main Street. When built, the 300-seat venue will occupy three historic buildings on Main Street, including the former Broadway Movie Theater. Construction costs are estimated at \$22.3 million, with the theatre expected to open in the summer of 2026. The city expects to receive at least \$4.9 million in historical tax credits. Under the lease agreement, CCU will use the theatre for its drama and performing arts programs and will be responsible for operating costs. In return, CCU will have a minimum of 150 “use days” for plays and other performances. CCU also will book 100 days of third-party use, and the city itself will have 30 “use days.”
- 4. The City of Myrtle Beach’s Public Information Office will no longer be handling Freedom of Information Act requests.** With the hiring of a FOIA Paralegal, under the City Attorney’s office, all FOIA requests should now be sent to FOIA@cityofmyrtlebeach.com.
- 5. Make plans to attend the Fifth Annual Myrtle Beach International Culture Festival!** The festival, featuring delicious food and vendors, will be from 1:00 to 9:00 p.m., Sunday, June 30, at Chapin Park, 400 14th Avenue North.
- 6. The monthly Myrtle Beach City Council workshop that was scheduled for Tuesday, July 2, is cancelled.** The regular city council workshop and meeting will be held 9:00 a.m., Tuesday, July 9, at the Ted C. Collins Law Enforcement Center, 1101 North Oak Street.
- 7. The Myrtle Beach Downtown Alliance is hosting a beach cleanup event to keep our beaches beautiful.** The cleanup event will be held from 8:00 a.m. to 10:00 p.m.,

Wednesday, July 3, at the 2nd Avenue Pier, 110 South Ocean Boulevard. "Keep Myrtle Beach Beautiful," will provide supplies including gloves, trash pickers and bags. All you need to bring is enthusiasm for a clean beach!

8. **City of Myrtle Beach offices and facilities will close Thursday, July 4, for Independence Day.** However, solid waste and recycling will be collected on the regular Monday-through-Thursday schedule.
9. **Everyone is welcome to enjoy the 15th Annual Salute from the Shore military flyover on Independence Day, Thursday, July 4.** Vintage and military planes will fly down the South Carolina coastline in support of military personnel. Aircraft are scheduled to pass through Myrtle Beach around 1:03 p.m., weather dependent. If you plan to attend, deck yourself out in red, white and blue and wave to the pilots! For more information, visit <https://salutefromtheshore.org/>.
10. **Are you planning to use fireworks inside Myrtle Beach city limits?** Make yourself familiar with the rules, first. The City of Myrtle Beach allows people to use fireworks on private property between 7:00 a.m. and 10:00 p.m. You are allowed to use fireworks on private property into the late-night hours on July 4...until 12:30 a.m., Friday, July 5. Please respect your neighbors and pets.

As always, the City of Myrtle Beach reminds you that attending a professional fireworks show is the safest route! We hope to see you at the city's Independence Day fireworks show at 9:00 p.m., Thursday, July 4, at the Second Avenue Pier. The show is free and presented by the Myrtle Beach Downtown Alliance and Oceanfront Merchants Association (OMA).

11. **Both lanes into Mall Drive from eastbound Harrelson Boulevard will close the week of Monday, July 8.** The closure is related to the extension and widening of Fred Nash Boulevard, a Ride 3 project. Drivers can expect the closure to last about a year while Fred Nash Boulevard is extended to Harrelson Boulevard and widened to three lanes, including a center turn lane. Learn more about the Ride 3 projects in Myrtle Beach and Horry County here: <https://www.horrycountysc.gov/dashboards/ride-3-dashboard/>.
12. **Registration for South Carolina's Largest Garage Sale begins online at 8:00 a.m., Tuesday, July 9.** The popular garage sale is set for 7:00 a.m. to 2:00 p.m., Saturday, September 7, 2024 at the Myrtle Beach Convention Center, 2101 North Oak Street. Admission is free! Parking costs \$5 daily. For more information, go to https://www.cityofmyrtlebeach.com/i_want_to/learn_about/sc_s_largest_garage_sale.php.
13. **Myrtle Beach Fire Department is participating in the Myrtle Beach Pelicans Touch-A-Truck event.** It's set for 6:05 p.m., Friday, July 12, before the Myrtle Beach Pelicans baseball game at Pelicans Ball Park, 1251 21st Avenue North. Fans will have the chance to observe, visit and ask questions about various big trucks and vehicles. The Pelicans game starts at 7:05 p.m. Don't forget about the fireworks show following the game!
14. **The City of Myrtle Beach, Horry County Government, the City of Conway and City of North Myrtle Beach have begun a multi-jurisdictional effort to understand the opioid crisis and its impacts within our community.** In partnership with Health Management Associates (HMA), the municipalities are conducting a community survey to develop an evidence-based, comprehensive Remediation Action Plan. During the data collection phase,

gaining feedback and input from key stakeholders in our communities is important to understand what prevention and treatment services are available, what services are needed and what barriers exist to accessibility. Follow the links or QR codes below to complete the survey, which is available through July 8, at midnight.



Survey for Providers

https://healthmanagement.qualtrics.com/jfe/form/SV_1z8880liUQsOGW2

Survey in English

https://healthmanagement.qualtrics.com/jfe/form/SV_3eAhLn3oppQp5A2

Survey in Spanish

https://healthmanagement.qualtrics.com/jfe/form/SV_71nn7AnYQdDvcqj

15. The South Carolina Department of Transportation wants your input on the future of transportation in South Carolina. “Momentum 2050” is the statewide plan for the future of South Carolina’s transportation network. SCDOT is exploring the best way to move people and goods across the state. You can share your input by scanning the QR code below or clicking <https://movingsouthcarolinaforward.com>.



16. The South Carolina Department of Transportation will hold a public meeting to discuss two Conceptual Road Safety Assessment projects. The meeting is scheduled from 5:00 to 7:00 p.m., Thursday, August 8, at the General Robert Reed Recreation Center, 800 Gabreski Lane. The assessments are for Robert M. Grissom Parkway from East of Stalvey Avenue to west of Executive Avenue and North Kings Highway from 27th Avenue North to US 17.

17. Kids dove into summer fun at Myrtle Beach’s Beach Camp, which is the subject of our [Photos of the Week](#). Nearly 20 middle-and-high schoolers gathered at 45th Avenue North to play beach games, ride the waves and learn about water safety. Recreation Leader Aaron Frobese hosts this camp annually to invite youngsters to enjoy our city’s most popular attraction (the beach!). One of the beach games played was called “corndogs,” where the

kids ran as fast as they could into the water, then rolled around in the soft sand to cover themselves like a corndog. The Myrtle Beach Fire Department was present to keep our youngsters safe and teach them about the dangers of rip currents and the importance of hydration. We hope to see many of these campers again next year!

18. Did You Know... That nearly 1,400 children and adults are participating in Myrtle Beach's summer recreation programs, including the summer reading program at Chapin Memorial Library? Here's a breakdown: 364 children and adults are in the summer reading program; nearly 450 youngsters are enrolled in camps; 258 youth and adult swimmers are in swim lessons or swim team; 180 young players enrolled in summer basketball; 180 in senior softball and more than 100 in the summer adult basketball league.

For more information, contact:

Meredith Denari, Public Information Officer, City of Myrtle Beach

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<https://myrtlebeachpointofview.wordpress.com/>

<https://www.buzzsprout.com/972079>

CITY OF MYRTLE BEACH
MEETING SCHEDULE
July 1-7, 2024

MONDAY, JULY 1

- *No meetings scheduled*

TUESDAY, JULY 2

- **1:30 p.m.** – Planning Commission Meeting, Conference Room, City Services Building, 921 North Oak Street
- **6:30 p.m.** – The Golden Mile Neighborhood Watch Meeting, First Presbyterian Church of Myrtle Beach, 3810 Robert Grissom Parkway
- **6:30 p.m.** – The Avenues Neighborhood Watch Meeting, First Presbyterian Church of Myrtle Beach, 3810 Robert Grissom Parkway
- **6:30 p.m.** – Northlakes Neighborhood Watch Meeting, First Presbyterian Church of Myrtle Beach, 3810 Robert Grissom Parkway
- **6:30 p.m.** – Pine Lakes Neighborhood Watch Meeting, First Presbyterian Church of Myrtle Beach, 3810 Robert Grissom Parkway
- **6:30 p.m.** – Old Pine Lakes Neighborhood Watch Meeting, First Presbyterian Church of Myrtle Beach, 3810 Robert Grissom Parkway
- **6:30 p.m.** – Pine Lakes Estates Neighborhood Watch Meeting, First Presbyterian Church of Myrtle Beach, 3810 Robert Grissom Parkway

WEDNESDAY, JULY 3

- **9:00 a.m.** – Myrtle's Market, corner of Mr. Joe White Avenue and Oak Street
- **3:00 p.m.** – Sandygate Village Neighborhood Watch Meeting, 1011 Osceola Street
- **6:30 p.m.** – Withers Swash Neighborhood Watch Meeting, Historic Myrtle Beach Train Depot, 851 Broadway Street

- **6:30 p.m.** – Seaside South Neighborhood Watch Meeting, Historic Myrtle Beach Train Depot, 851 Broadway Street
- **6:30 p.m.** – Bent Oak Estates Neighborhood Watch Meeting, Historic Myrtle Beach Train Depot, 851 Broadway Street
- **6:30 p.m.** – South Park Village Neighborhood Watch Meeting, Historic Myrtle Beach Train Depot, 851 Broadway Street
- **6:30 p.m.** – Ramsey Acres Neighborhood Watch Meeting, Historic Myrtle Beach Train Depot, 851 Broadway Street
- **6:30 p.m.** – Sterling Village Neighborhood Watch Meeting, Historic Myrtle Beach Train Depot, 851 Broadway Street

THURSDAY, JULY 4

- **Independence Day Holiday Observed** – All City of Myrtle Beach Offices and Facilities Closed, Solid Waste and Recycling Collected on Regular Schedule
- **9:00 p.m.** – Myrtle Beach Downtown Alliance and Oceanfront Merchants Association (OMA) hosts Independence Day Fireworks Show, Second Avenue Pier, Viewable Along Beachfront

FRIDAY, JUNE JULY 5

- **9:00 a.m.** – Myrtle's Market, corner of Mr. Joe White Avenue and Oak Street

SATURDAY, JULY 6

- **9:00 a.m.** – Myrtle's Market, corner of Mr. Joe White Avenue and Oak Street

SUNDAY, JULY 7

- *No meetings scheduled*

**City of Myrtle Beach
Planning Commission Meeting Agenda
1:30 p.m., Tuesday, July 2, 2024
City Services Large Conference Room
921 North Oak Street, Myrtle Beach, SC 29577**

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

A. Call Meeting to Order

B. Matters of Order:

1. Roll Call
2. Approval of Minutes of June 18, 2024

C. Executive Session

D. Matters of Business

1. **ANEX 24-02 Lot 37 Dunes Cove**: Request from Wall tec, LLC (Robert Shelton, Bellamy Law Firm, Agent) to annex ~0.98 acres at 9413 Park St (PIN# 39403040030) and to rezone the property from Horry County SF 10 (Single Family Residential) to Myrtle Beach R15 (Single Family Residential).
2. **PRE-FIN 24-09 3rd Ave N & Oak St**: Request from Marion Foxworth III to subdivide ~0.43 acres at the corner of 3rd Ave N and Oak St (PIN 44305010097) zoned RMM (Multifamily Medium Density) into 3 parcels ranging from 6,363 square feet – 5,753.
3. **PRE-FIN 24-11 GD Hwy 17**: Request from GD MV Commercial (J. Cameron Parker, DRG agent) to subdivide ~14.26 acres (PIN 39400000271 and 39513010028) along Hwy 17 between 79th Ave N and Grande Dunes Blvd zoned Grande Dunes PUD (Planned Unit Development) into 2 parcels of 7.69 acres and 2.40 acres.
4. **TEXT 24-06 21st Ave N PUD (Breakers)**: Request from MB National, LLC (Jim Hubbard, LS3P, Agent) to amend Division 1A (Breakers) of the 21st Ave N PUD (Planned Unit Development) to extend the construction timeline.
5. **Z 24-07 12th Ave S**: Request from Pyramids Construction Co, LLC (Jeffrey King, Agent) to rezone ~4.05 acres (PIN 44311040007 & 44310030001) on both sides of 12th Ave S near Oak St, and the adjacent 12th Ave South right-of-way, from RMM (Multifamily Medium Density) to RMV (Multifamily High Density/Weekly Rentals).

6. **R 24-01 2024 Comprehensive Plan**: Resolution recommending adoption of the 2024 Comprehensive Plan.

E. Presentation of New Applications

F. Communications from Staff

G. Communications from the Planning Commission

H. Adjournment