



CONTACT:

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Media Advisory

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To: Myrtle Beach Media
From: Public Information Department
Date: October 21, 2022
Re: Meeting Schedule and Agendas

1. Next week's [meeting schedule](#) is attached.
2. Myrtle Beach's "Winter Wonderland at the Beach" returns **Thursday, November 17, and runs through Friday, December 23**. The second annual event features a true "Christmas at the Beach" feel, with Santa Claus, make-your-own snow angels, holiday-themed inflatables and more. Alas, the ice skating rink will not return. Skating was popular, but ultimately not practical. It was too difficult to keep a sheet of ice with temperatures in the 70s most days. The holiday light festival moves to the Myrtle Beach Boardwalk this year, where it will be free for everyone to enjoy. Along with the lights, Santa Claus will be in town for photos on Saturdays from 6:30 to 8:30 p.m. at Ninth Avenue North.

A Family Fun Zone will feature a Snowzilla Snow Slide, World's Largest Bouncy Snowman, a Toboggan Tunnel Roller Sledding ride, street curling lanes, Marshmallow Beach and more! The Family Fun Zone is ticketed, with unlimited admission priced at \$5 a wristband, or \$1 per ticket. Holiday entertainment and strolling carolers are planned from 6:00 to 9:00 p.m., Thursday through Sunday, excluding Thanksgiving Day, at Plyler Park. Bring chairs and blankets for holiday movies in Nance Plaza on Fridays, beginning November 18. Visit <https://www.winterwonderlandatthebeach.com/> for the schedule of holiday-inspired events!
3. The final "Nights at Nance" concert this fall is **Thursday, October 27, from 6:00 to 8:00 p.m., and includes a Halloween costume contest for kids and adults!** This free music series is sponsored by the Myrtle Beach Downtown Alliance. Nance Plaza is in the Arts and Innovation District, at Kings Highway and Ninth Avenue North. We'll see you there!

6:00 to 8:00 p.m., October 27 – Julio and the Saltines: The audience will choose the winners of the Halloween Costume Contest. Children’s prizes for first, second and third place are gift cards of \$50, \$25 and \$25, respectively. Adults’ prizes for first, second and third place are gift cards of \$100, \$50 and \$25, respectively.

- 4. Palmetto Pride hosts a free, two-day training event about Crime Prevention Through Environmental Design (CPTED) on Wednesday and Thursday, October 26-27.** Both sessions are set for 8:15 a.m. to 5:00 p.m. at the Warren S. Gall Police Annex, 3340 Mustang Street, at The Market Common. This opportunity is for everyone, including business owners, homeowners, city staff, law enforcement officers, planners, architects, landscapers, parks personnel and community revitalization team members. Topics include landscaping, pavement treatments, architecture, activity support, public art, lighting and more. Seating is limited. To reserve a seat, email ewagner@palmettopride.org.
- 5. Myrtle Beach’s second annual “Fall Fling” is Friday, October 28, 4:00 to 8:00 p.m., in the field next to General Robert H. Reed Recreation Center, 800 Gabreski Lane.** This free event from Parks and Recreation includes hot dogs, s’mores kits, an ice cream truck, candy, an outdoor movie, games and the “Great Pumpkin Search.” Movie-goers, please bring blankets and beach chairs for a showing of *It’s a Great Pumpkin, Charlie Brown*. (NOTE: The sensory friendly portion of the event is 4:00 to 5:00 p.m., with the pumpkin patch search at 4:30 p.m.) For more information, call 843-918-2380.
- 6. The annual Myrtle Beach Jeep Jam is set for Friday through Sunday, October 28-30.** The event takes place at the former Myrtle Square Mall site, 2501 North Kings Highway. For more details about the event, visit <https://mbjeepjam.com/>.
- 7. If that’s not enough to do next weekend, we also have a Block Party and Oyster Roast on Saturday, October 29.** Grand Strand Brewing, Dirty Don’s Boardwalk Oyster Bar and Grill and Myrtle Beach Downtown Alliance partner as hosts for this party in the Arts & Innovation District. The event is in Nance Plaza, 825 North Kings Highway, and along Ninth Avenue North, from Kings Highway to Broadway Street. The block party includes food vendors, live music, retail vendors and beer and wine sales.
- 8. Rounding out next weekend’s schedule is the second annual “Fall Jerk Festival,” from 12:00 to 10:00 p.m., Sunday, October 30, along Broadway Street.** The event celebrates the history and revitalization of Broadway Street in the heart of Myrtle Beach. Broadway Street is home to many of the beach’s first businesses and the city’s first road. This unique festival also pays homage to the African and Taíno cultures in Jamaica with jerk-style cuisine. Adults, 21 and older, can enjoy a Wine Walk and hors d’oeuvres. The event also includes family-friendly entertainment, food trucks and retail vendors. For ticket details, see <https://www.eventbrite.com/e/myrtle-beach-fall-jerk-fest-tickets-377502840157>.
- 9. Halloween is Monday, October 31.** The City of Myrtle Beach does not move the date for Halloween or set specific hours. Here are safety tips for your trick-or-treaters to follow...
 - Have a responsible adult accompany children.
 - Only visit homes with porch lights on.
 - Always cross streets at intersections and crosswalks.

- Wear reflective material on costumes.
- Use makeup instead of masks to improve vision.
- Make costumes short enough to avoid trip hazards.
- Use a flashlight to see and be seen.
- Inspect children's candy before they eat it.
- Always be aware of your surroundings.

10. Our next Myrtle Beach history program is Tuesday, November 1. “Through the Lens of Time: Myrtle Beach History,” is sponsored by Chapin Memorial Library and the Seniors Advisory Committee. Diane DeVaughn Stokes emcees the series. Here is the current schedule of featured speakers, dates and locations. We hope to see you there!

- **2:00 p.m., Tuesday, November 1, 2022** – Dino Thompson, Chapin Memorial Library, 400 14th Avenue North
- **2:00 p.m., Wednesday, January 11, 2023** – Victor Shamah, Chapin Memorial Library, 400 14th Avenue North
- **2:00 p.m., Tuesday, February 7, 2023** – Buddy Styers, Chapin Memorial Library, 400 14th Avenue North
- **2:00 p.m., Tuesday, February 21, 2023** – Ruth Trask Gore, Chapin Memorial Library, 400 14th Avenue North
- **2:00 p.m., Thursday, March 9, 2023** – M. “Cookie” Canty Goings, Chapin Memorial Library, 400 14th Avenue North
- **2:00 p.m., Tuesday, April 4, 2023** – Buz Plyler, Chapin Memorial Library, 400 14th Avenue North

11. A comprehensive list of city-related activities, recreation programs, festivals and events is available on our [Events](#) webpage. This file is updated weekly.

12. Charlie's Place on Carver Street was the place to be for the Sixth Annual Myrtle Beach Jazz Festival, and that's the subject of our [Photos of the Week](#). Thousands of people enjoyed three days and nights of music from regional and national jazz artists. Food and craft vendors rounded out the festival atmosphere, and as you'll see in the photos, a good time was had by all! The festival celebrates the musical heritage of Charlie's Place and Myrtle Beach. This year's headliners included Adam Hawley, Phil Denny, Dee Lucas, Marcus Anderson, Jeanette Harris, Gino Rosaria, George Freeman and Terence Young. *By the way, this week marks the 15th anniversary of the Photos of the Week series!*

13. Did you know... That new “Gametime” cards offer access to both indoor and outdoor game equipment at General Robert H. Reed Recreation Center? Cardholders borrow bocce balls, horseshoes, pool cues, shuffleboard equipment, table tennis supplies, playing cards and more from the front desk at 800 Gabreski Lane. Bocce, horseshoe and shuffleboard locations were installed on the front lawn earlier this year. The annual “Gametime” rate is just \$10 for city residents and \$20 for non-city residents (or \$2.00 per day). For more information, call 843-918-2380. *Note: Fitness classes and lessons are not included.*

For more information, contact:

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

<https://www.cityofmyrtlebeach.com>

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

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

**CITY OF MYRTLE BEACH
MEETING SCHEDULE
October 24-30, 2022**

MONDAY, OCTOBER 24

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

TUESDAY, OCTOBER 25

- **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 26

- **8:00 a.m.** – Myrtle Beach Convention Center Hotel Board, Room 236, Myrtle Beach Convention Center, 2101 North Oak Street
- **8:15 a.m. to 5:00 p.m.** – Palmetto Pride hosts Crime Prevention Through Environmental Design Training, Warren S. Gall Police Annex, 3340 Mustang Street
- **9:00 a.m.** – Bicycle and Pedestrian Advisory Committee, Second Floor Fire Administration Conference Room, City Services Building, 921 North Oak Street
- **9:00 a.m.** – Accommodations Tax Advisory Committee, Conference Room, City Services Building, 921 North Oak Street
- **9:00 a.m. to 3:00 p.m.** – Myrtle's Market, 605 Mr. Joe White Avenue
- **10:00 a.m.** – Special Events Technical Review, Myrtle Beach Train Depot, 851 Broadway Street

THURSDAY, OCTOBER 27

- **6:00 to 8:00 p.m.** – “Nights at Nance” Free Concert and Halloween Costume Contest, featuring Julio and the Saltines, Nance Plaza, 825 North Kings Highway

FRIDAY, OCTOBER 28

- **9:00 a.m. to 3:00 p.m.** – Myrtle's Market, 605 Mr. Joe White Avenue
- **4:00 to 8:00 p.m.** – Second Annual Fall Fling, General Robert H. Reed Recreation Center, 800 Gabreski Lane

SATURDAY, OCTOBER 29

- **9:00 a.m. to 3:00 p.m.** – Myrtle’s Market, 605 Mr. Joe White Avenue
- **12:00 to 7:00 p.m.** – Block Party and Oyster Roast, Nance Plaza, 825 North Kings Highway

SUNDAY, OCTOBER 30

- **12:00 to 10:00 p.m.** – Second Annual Fall Jerk Festival, Along Broadway Street, Arts & Innovation District

**MYRTLE BEACH CITY COUNCIL MEETING AGENDA
TUESDAY, OCTOBER 25, 2022
9:00 A.M. – WORKSHOP – COUNCIL CHAMBER
10:00 A.M. – MEETING – COUNCIL CHAMBER
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.

CALL TO ORDER

INVOCATION

PLEDGE OF ALLEGIANCE

APPROVAL OF AGENDA

APPROVAL OF MINUTES: October 11, 2022

PUBLIC REQUESTS, PRESENTATIONS, AWARDS, MEMORIALS:

1. Grand Strand Water & Sewer Update – Christy Everett, CEO (workshop)
2. Santee Cooper Update – Jimmy Staton, President & CEO (meeting)
3. Coast RTA Update – Brian Piascik, General Manager (meeting)
4. Proclamation declaring November 1st as Extra Mile Day (meeting)
5. Public Information Update – PIO Staff

NON-AGENDA ITEMS FROM PUBLIC (30 Minute Time Limit)

CONSENT AGENDA – *The Consent Agenda covers items anticipated to be routine in nature. Any Council member 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.*

CONSENT AGENDA

Motion M2022-151 authorizing the City Manager or his designee to apply for a grant of \$2,500 from the South Carolina Arts Commission Arts Project Support Grant Program

to record the appropriation of such grant funds in the amount that may be approved, and to execute and deliver the grant agreement and such related documents as may be required to put the grant into effect. There is a match of \$2,500 coming from the Parks, Recreation, and Sports Tourism Budget.

The purpose of the grant is to purchase art supplies and materials to expand the adult art program within PRST. Program expansion will accommodate the continued growth of attendance, provide appropriate materials and supplies, and allow for classes to be held in multiple locations. The art program supports each of its participants by offering a variety of classes that vary from acrylic painting, clay creations, watercolor painting, and mixed media design. On the last Friday of each month, classes are offered to community members who wish to participate in activities that directly contribute to quality arts programming and improving the artistic work of all individuals involved.

Motion M2022-152 authorizing the City Manager or his designee to accept a grant in the amount of \$45,000 from the South Carolina Law Enforcement Division – 2022 State Homeland Security Grant Program to support the Pee Dee Regional Incident Management Team/Myrtle Beach Fire Department for Incident Management response, to record the appropriation of such grant funds in the amount approved, and to execute and deliver the grant agreement and such related documents as may be required to put the grant into effect. No local match is required.

The Myrtle Beach Fire Department hosts the Pee Dee Regional Incident Management Team, which is part of a statewide program that provides Command and Control response to large scale man-made and natural disaster incidents. This is a DHS/FEMA supported Type 3 Incident Management team, allowing the team to deploy to EMAC requests nationwide. Maintaining these resources and trained personnel affords the Fire Department the capability to efficiently and effectively mitigate challenging large scale incidents within the City and surrounding areas.

Motion M2022-153 authorizing the City Manager or his designee to accept a grant in the amount of \$45,000 from the South Carolina Law Enforcement Division – 2022 State Homeland Security Grant Program to support the Pee Dee Regional Collapse Search and Rescue/Myrtle Beach Fire Department for Collapse Search and Rescue response, to record the appropriation of such grant funds in the amount approved, and to execute and deliver the grant agreement and such related documents as may be required to put the grant into effect. No local match is required.

The Myrtle Beach Fire Department hosts the Pee Dee Regional Collapse Search and Rescue Team, which is part of a statewide program that provides technical search and rescue response to complex or large scale incidents across the State. Maintaining these resources and trained personnel affords the Fire Department the capability to efficiently and effectively mitigate challenging technical search and rescue incidents within the City and surrounding areas.

Motion M2022-154 authorizing the City Manager or his designee to accept a grant in the amount of \$54,050 from the South Carolina Law Enforcement Division – 2022 State Homeland Security Grant Program to support the Pee Dee Regional WMD Hazmat Team/Myrtle Beach Fire Department for Hazardous Materials response, to record the appropriation of such grant funds in the amount approved, and to execute and deliver the grant agreement and such related documents as may be required to put the grant into effect. No local match is required.

The Myrtle Beach Fire Department hosts the Pee Dee Regional WMD Hazmat Team, which is part of a statewide program that provides hazardous materials, and weapons of mass destruction response to incidents across the State. Maintaining these resources and trained personnel affords the Fire Department capability to efficiently and effectively mitigate challenging Haz-Mat incidents within the City and surrounding areas.

REGULAR AGENDA

2nd Reading Ordinance 2022-43 to amend Appendix A and B of the Business License Class Schedule of Chapter 11 Licenses and Miscellaneous Business Regulations of the Code of Ordinances.

In September 2020 the State adopted the South Carolina Business License Tax Standardization Act. Per the Act, no later than December 31 of each odd year the Municipality shall adopt, by ordinance, the latest standardized class schedule as recommended by the Municipal Association of South Carolina and adopted by the Director of the South Carolina Revenue and Fiscal Affairs Office. This proposed change to Appendix A and B ensures accuracy for businesses that utilize the State Business License Portal for renewals as hosted by the SC Revenue and Fiscal Affairs Office and the Municipal Association of SC.

2nd Reading Ordinance 2022-44 approving the execution and delivery by the City of Myrtle Beach, South Carolina, of a lease between the city, as lessor, and, Enhanced Speed & Agility, LLC as lessee, with respect to building located at 513 Ninth Avenue North in the City of Myrtle Beach.

The City owns 513 Ninth Ave. North. Enhanced Speed & Agility is a local personal trainer that desires to lease the property.

2nd Reading Ordinance 2022-45 to amend the Clemson Tract PUD (Planned Unit Development) to allow multiple tenant content on freestanding monument signs, to remove the specificity of “fuel” as meaning only “gasoline,” to clarify the amount and location of allowable static digital display of fuel pricing, and to clarify the amount and permissible locations of building mounted signs.

Coventry Marketplace is a new retail complex under construction at the intersection of Coventry Boulevard and Highway 17. The complex is anchored by a major grocery store, with opportunities for small shops and outparcels. When originally adopted, the commercial portion of the PUD was more conceptual than the residential components. Now that design is finalized, and commercial tenants are being secured, more specific sign regulations are necessary for future enforcement. Planning Commission (10.4.22) recommends approval (8-0).

2nd Reading Ordinance 2022-47 to annex the corner of Mr. Joe White Ave and Ocala St (PIN# 425-12-04-0039) and the abutting Mr. Joe White Avenue right-of-way and rezone from Horry County LI (Limited Industrial) to City of Myrtle Beach Mu-M (Mixed Use/Medium Density).

The request is to annex approx. 1.64 +/- acres at the corner of Ocala and Mr. Joe White Ave. The property is currently under Horry County’s jurisdiction and is zoned LI (Limited Industrial). The applicant is requesting a rezoning to MU-M (Mixed Use –Medium Density) for the construction of apartments. The properties on either side are zoned MU-M. Planning Commission (10.4.22) recommends approval (8-0).

1st Reading Ordinance 2022-29 to annex 5.26 acres along Pine Island Rd. (PIN# 45216030015) into the City of Myrtle Beach and to zone the property from Horry County LI (Limited Industrial) to Myrtle Beach Pine Island Point PUD.

Pine Island Point is a mixed-use PUD of approximately 35 acres at the corner of Seaboard Street and Pine Island Road. This annexation adds approximately 5.26 acres (PIN#42516030015) along Pine Island Rd. Planning Commission (4.5.22) recommends approval (8/0).

1ST Reading Ordinance 2022-30 to amend Ordinances 2006-24, 2016-27 & 2018-67, known as Pine Island Point Planned Unit Development to include an additional ~5.26 acres with additional housing and retail opportunities, to add up to 2 additional signs, to add public improvements, to reduce the number of required trees, and to update the phasing schedule.

Pine Island Point is a mixed-use PUD of approx.35 acres at the corner of Seaboard Street and Pine Island Road. Phase One is complete, and includes the 55 and older Inspire Coastal Grand multifamily project and new Sea Pine Blvd (a private street). Plans for the additional acreage include multifamily housing and a retail building along Sea Pine Blvd. Planning Commission (5.3.22): recommends approval (6/0) with the following changes:

- *At least one bus shelter, the location of which will be coordinated with COAST RTA.*
- *Pedestrian improvements to the intersection of Pine Island Rd & Seaboard St, in coordination with the City's Public Works Department, to include at a minimum ladder-style crosswalks on all four sides, ADA ramps on all four corners, and pedestrian crossing signals for the visually impaired on all four corners.*
- *Exhibit 17.E, Sec. 902.B.2 is amended to require the number of trees for multifamily dwellings be 1 tree for every 3 units, and allow the flexibility in new tree placement as requested.*

1st Reading Ordinance 2022-48 granting a non-exclusive consent agreement to DC Blox, Inc. to install, maintain, and operate telecommunication facilities in the public streets and rights-of-way.

DC Blox is constructing a transoceanic subsea data cable that will make landing at Myrtle Beach State Park. To connect the cable to its data center located at 1401 Howard Avenue, DC Blox has requested to route the cable through the public rights-of-way along portions of Farrow Parkway, Shine Avenue, Phyllis Boulevard, and Howard Avenue. DC Blox has requested a Non-Exclusive Consent Agreement with the City authorizing the right to use and occupy the public streets and rights-of-way.

Resolution R2022-40 a resolution certifying property located at 1300 North Kings Highway, Horry County TMS# 1810731001 and TMS# 1810730001 as an abandoned building site under Section 12-67-160 of the South Carolina Code.

The Abandoned Buildings Revitalization Act of 2013 (as amended) is a State effort to incentivize the redevelopment of buildings that are at least 66% vacant for the past five years and are not income-producing (single-family residences are not eligible). The minimum threshold for investment is \$250,000 for cities or counties with a population exceeding 25,000. The Act provides income tax credits equal to 25% of actual rehabilitation expenses (not to exceed \$500,000 for any taxpayer in a tax year), which must be taken over three years after the building is placed back in service. The Act also provides a property tax credit of 25% of actual expenses (but may not exceed 75% of the property taxes due on the

building). This credit may be taken up to eight years after the building is placed back in service. Staff has determined the building meets the statutory definition of an “abandoned structure.” The City benefits from increased property taxes (after the initial eight years) and business license fees attributable to the renovated structure.

Motion M2022-146 to appoint/reappoint two members to the Human Rights Commission.

The term of Veronica Walters will expire September 28, 2022. Ms. Walters does wish for reappointment. There is also a vacant seat that can be filled. On file are the résumés of Jaquelyn Graham (Non-Resident) and Leah Edwards (Non-Resident), Terry Livingston (City Resident), and Keith Burroughs (City Resident). Both terms expire on February 22, 2025.

NON-AGENDA ITEMS FROM PUBLIC (30 Minute Time Limit)

COMMUNICATIONS FROM CITY BOARDS/COMMISSION MEMBERS

COMMUNICATIONS FROM CITY COUNCIL AND CITY MANAGER

1. Council Communications
2. CFO Update
3. CM/ACM Update

REPORTS AND INFORMATION PRESENTATIONS FROM CITY STAFF

EXECUTIVE SESSION – Upon returning to Public 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 25, 2022
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 843-918-1275 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

- A. Call to Order**
- B. Approval of Minutes** – Meeting of July 26, 2022
- C. Library Operations Report** – Library Director
- D. Other Business** (next meeting date is January 24, 2023)
- E. Adjournment**

**Myrtle Beach Convention Center Hotel Corporation Board
8:00 a.m., Wednesday, October 26, 2022
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 2022 Meeting
- C. Public Comments and Questions**
- D. Review of Monthly Hotel Financials for September 2022** (Mrs. Hinde)
- E. Hotel Sales and Marketing Update for September 2022** (Mr. Semidei)
- F. Convention Center Update for September 2022** (Mr. Monroe)
- G. Discuss Additional Business**
- H. Executive Session***
- J. 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
Bicycle and Pedestrian Advisory Committee
9:00 a.m., Wednesday, October 26, 2022
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 843-918-1050 AS SOON AS POSSIBLE, BUT NO LATER THAN 48 HOURS BEFORE THE SCHEDULED EVENT.

A. Call to Order – Chairman Russo

B. Matters of Order

C. Matters of Business

D. Matters for Discussion

1. Work Group Breakout Sessions

a. Ride IV Opportunities for Transportation Diversity: Chairman Russo, John Pedersen, Fleet Odom, Martha Stanbrough

b. Safety Education Plan: Tom Vitt, Tim Fortson, Katie Wunder, Kathy Winfree, Christopher Walters

E. Non Agenda Items

F. Important Dates

1. Bicycle and Pedestrian Advisory Meeting – 9:00 a.m., November 9, 2022

2. Bicycle and Pedestrian Advisory Meeting – 9:00 a.m., November 23, 2022

3. Bicycle and Pedestrian City Council Presentation – 9:00 a.m., December 1, 2022

4. Light Up The Night Ride – 5:30 p.m., December 8, 2022

G. Adjourn

**City of Myrtle Beach
Accommodations Tax Advisory Committee
9:00 a.m., Wednesday, October 26, 2022
First Floor 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. Approval of Meeting Minutes (October 12, 2022)

D. Discussion of Requests for Funding & Funding Requirements, FY 2022-23 Applications:

Abraham Productions, Inc. - \$50,000

Promote multi-day, quality Christian events that will entertain attendees through uplifting music in a concert atmosphere without denominational, social or ethnic barriers

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 such as; television, newspapers, magazines and the Internet.

Beach United FC – \$30,000

To promote the integrity of Coastal Carolina Soccer Clubs, and boost economic development to Myrtle Beach tourism with hosting a premier soccer tournament.

Carolina Master Chorale – \$30,000

Professional quality performances of choral masterworks in concert, nurturing and elevating the culture and climate of Myrtle Beach.

Claire Chapin Epps Family YMCA – \$50,000

To assist in advertising, promoting and marketing of two major youth soccer tournaments that will bring thousands of youths and adults to the City to use hotels, restaurants, entertainment and services to benefit the economy.

Coast Futbol Alliance (Coast FA) – \$30,000

To 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 – \$7,500

To promote Myrtle Beach by hosting youth volleyball “Stay to Play” tournaments, typically during the off-peak season (February).

CrossFit Up Dog Beach Town Throw Down – \$25,000

To promote Myrtle Beach through hosting a premier Cross-fit Competition bringing competitors and family members from across the southeast.

Crossroads Event Productions, Inc. – \$75,000

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

Dayson Diamond Youth Foundation – \$45,000

To promote the “I Love Seafood Festival for the weekend of November 5th – 6th 2022.

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

Promote EdVenture Myrtle Beach to local families, and tourists coming to the area. We will strive to bring value to the community, to attract families to the area and encourage them to extend their stay once they arrive.

Engaging Mind Services, Inc. – \$38,000

To promote tourism by hosting an annual conference, pulling people from South Carolina, North Carolina, Georgia and other states, to engage, collaborate and have meaningful dialog regarding services needed for human trafficking and sexual assault victims.

Franklin G. Burroughs - Simeon B. Chapin Art Museum – \$100,000

Support of the Museum’s vital Exhibition Schedule thereby continuing to build our value as a recognizable tourist destination that broadens the overall image and draw of Myrtle Beach.

First Presbyterian Concert Series – \$15,000

To provide concerts by world class performers at reasonable ticket prices for our Community and tourists in order to increase awareness of the value of the cultural arts in uniting all people.

Grand Strand Bicycle Club – \$15,000

To promote Myrtle Beach and the Grand Strand as a bicycle-friendly destination for visitors and residents, while holding a family-friendly leisure 10-mile guided ride, accompanied by a professional cyclist.

Grand Strand Juniors – \$30,000

To promote the Winter Bump Classic in January, the Seashore Classic in February, and Coastal Classic Volleyball Championship in June bringing in 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 (Carribean Jerk Festival) – \$20,000

To promote a Jerk Festival, bringing diverse flavors from the Caribbean Islands to Myrtle Beach, giving attendees an opportunity to enhance their pallet and knowledge of Caribbean cuisine, while enjoying island sounds that many have come to love.

Keepers Foundation (International Cultural Festival – \$23,500

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

Long Bay Symphony – \$75,000

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

Long Bay Symphony/Champion Autism Network – \$15,000

To promote a Sensory Friendly concert for people on the autism spectrum and their member families. The Long Bay Symphony believes that symphonic music presentations should be accessible for everyone.

Long Bay Theatre – \$16,000

To promote the Long Bay Theatre presence as a regional and nationally recognized professional theatre, attracting neighboring communities, towns, cities and states.

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, a film market, forums, screenings, social venues, which will bring press.

Myrtle Beach Food Truck Festival – \$10,000

Promote Myrtle Beach by bringing 20,000 plus people to celebrate food, food trucks and the beginnings of Spring.

Myrtle Beach Jeep Jam – \$15,000

To promote the inaugural Myrtle Beach Jeep Jam, weekend festival via television, radio, print and billboard, celebrating Jeep culture and the Grand Stand lifestyle drawing thousands of Jeep enthusiasts at the former Myrtle Square Mall site in April 2018.

Myrtle Beach Mini Marathon – \$7,500

The purpose is to promote and host a 5K Mini Marathon in the City of Myrtle Beach that will draw approximately 2,500 runners plus their families.

Myrtle Beach World Am (formerly Myrtle Beach Golf Holiday) – \$40,000

The World Am has three objectives 1) Bring visitors to our area during a historically slow week, 2) Introduce new golfers and their guests to the Myrtle Beach area, 3) Provide an event that creates a “story line” for a broad range of media.

Myrtle Beach Shrine Club – \$10,000

To promote and host a BBQ Competition Smoke on the Beach held at the Pavilion Site.

North South Game Committee – \$30,000

Increase attendance at events involved in 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 – \$200,000

To 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.

Omar Shriners – \$25,000

To advertise and promote Myrtle Beach with hosting an annual pilgrimage to Myrtle Beach, SC each Spring (Omar Spring Ceremonial) for the purpose of fellowship, increasing membership, and a parade for the community to showcase the fraternity and a golf tournament fundraiser.

Palmetto Studios Arts Alliance – \$25,000

To host South Carolina’s largest weekend Comic Book Convention and STEM fair. To promote the arts and sciences and tourism to Myrtle Beach. To support local children’s charities.

(SASA) South Atlantic Shrine Association – \$99,000

To 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) – \$12,000

To promote a community Summer Gospel Expo. Artists found locally and nationally to bring this festival of gospel music to the community. This is a one day event.

The Arts Grand Strand – \$1,000

To promote the Arts in greater Myrtle Beach with maintaining the Arts Grand Strand.org website, social media, and a complete calendar and guide to over 700 fine arts/cultural events per year.

Varna International Music Academy – \$96,000

To promote the Grand Strand Music Festival brought to Myrtle Beach by Varna International, drawing world-class artists and thousands of classical music lovers.

Waccamaw Arts & Crafts Guild – \$38,000

Plan activities such as, but not limited to, scheduled free of charge educational programs, opportunities for artist to display their works, expanding service on the internet, community outreach programs, and providing faculty and forum where residents and visitors alike can interact, share ideas and gain information

Waves of Praise (Coastal Broadcasting – Reggie Dyson) – \$132,000

To promote Myrtle Beach by hosting a Gospel Music Festival.

Sports Tourism Department, City of Myrtle Beach – \$65,000

To increase the economic impact of sports tourism by establishing a dedicated funding source that will be utilized in attracting new or recurring events. Examples may include, but not limited to, bid fees, rights fees and event specific venue enhancements.

FM&R (Office of Financial Management & Reporting)

City of Myrtle Beach – \$320,000

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

City of Myrtle Beach – \$133,911

Thirteenth year local match funding for the Reach-Two Beach Nourishment Project.

City of Myrtle Beach – \$11,740,218

\$11,128,218 for additional public safety cost associated with providing for tourist population.

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

\$550,000 to help defray the cost of Convention Center marketing and promotion.

E. Entertain Public Comment

F. Discuss Additional Business, if any

G. Adjourn

City of Myrtle Beach
Special Events Technical Review Committee
10:00 a.m., Wednesday, October 26, 2022
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:

1. August 10 Meeting
2. August 24 Meeting
3. October 12 Minutes

C. New Business:

Review of Upcoming Proposed Events

1. Myrtle Beach AM, Terry Grimble, Matt Hughes Skatepark, 3/31 - 4/1/22
2. Temporary Art installation, Ninth Avenue North storefronts, Downtown Alliance, 12/1/22
3. Other

D. Matters of Business:

Review of Last Week's/Ongoing Events

1. MBACC's Beach Beautification Event, Pavilion Parking Garage, June 1, 2022
2. Diamond Youth Foundation Inc.'s I Love Seafood Festival, Burroughs & Chapin Pavilion Place, September 10-11, 2022
3. Myrtle Beach Jazz Festival, Mickey James, Charlie's Place, October 14-16, 2022
4. NS Promotions' Myrtle Beach Mini Marathon, The Market Common and Downtown, October 15-16, 2022
5. Mopars on the Beach, Ninth Avenue North and Myrtle Waves, October 20 and 22, 2022
6. Klig's Kites Kite Festival, North of 82nd Avenue North on the Beach, October 23-24, 2022
7. Myrtle Beach Pride's Pride in the Park, Valor Memorial Garden, October 22, 2022
8. Other

Review of Upcoming Approved Events

1. BEI's DeVille Street Festival, The Market Common, September 1-October 31, 2022
2. Myrtle Beach Jerk Festival, Lisa Coombs, Broadway St., 10/30/22
3. Ground Zero Outreach, Ground Zero and Chester Street, October 26, 2022
4. NS Promotions' Myrtle Beach Jeep Jam, Former Myrtle Square Mall Site, October 28-30, 2022

5. Grand Strand Brewery/Dirty Don's Oyster Roast, Nance Plaza/Ninth Avenue North/Grand Strand Brewery Parking Lot, October 29, 2022
6. BEI's DeVillie Street Festival, The Market Common, November 1, 2022-January 31, 2023
7. Poochamania, Charlie Steele/DBC, Grand Park, November 6, 2022
8. American Heart Association's Beach Ride, Along the Beach, November 5, 2022
9. Winter Wonderland, 11/17/22 – 1/1/23, COMB, Boardwalk/Pavilion lot
10. Market Common's Tree Lighting Event, The Market Common Area, November 18, 2022
11. NS Promotions' Turkey Trot, Grand Park and The Market Common Area, November 24, 2022
12. Southern Times Square, BEI, Market Common, 12/31/22 – 1/1/23
13. Run to the Sun Car and Truck Show, Former Myrtle Square Mall Site, March 2023
14. Other

E. Review of Temporary Use Permits

F. Review of Facility Use Permit Events:

1. BEI's Movies in the Park, Valor Memorial Garden, March 26-October 21, 2022 (Third Friday) (Three Applications)
2. Rally for Women's Rights, Chapin Park, Lorraine Woodward, 10/8/22
3. Waccamaw Market Cooperative's Farmers Market, Valor Memorial Garden and Grand Park, July 23-October 29, 2022
4. Halloween in the Park, BEI, Valor Memorial Garden, 10/28/22
5. Family 5k, Coastline Women's Center, Grand Park, October 29th 2022
6. Veterans Victory Walk, Warbird Park, November 11, 2022
7. Other

G. Review of Sports Tourism Events

H. Review Parade Permits

I. Review Film/Photo Requests

J. Convention Center Events

K. Review of Fireworks Permit Applications

L. Discussion Items

M. Executive Session

N. Adjourn