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Media Advisory

For a printable .pdf, visit <https://www.cityofmyrtlebeach.com/government/docs/FridayFax.pdf>.
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To: Myrtle Beach Media
From: Public Information Department
Date: October 22, 2021
Re: Meeting Schedule and Agendas

1. Next week's [meeting schedule](#) is attached.
2. **Attention, drivers...** Beginning Monday, October 25, anticipate roadway delays along Kings Highway. Lane closures will allow city crews to remove the curbed landscape planters in the sidewalks between Eighth Avenue North and Third Avenue South. Closures will move southbound along the project route. Work will begin at the section of Kings Highway between Eighth and Seventh Avenues North. For more, contact enorris@cityofmyrtlebeach.com.
3. **The City of Myrtle Beach's Workforce Housing Advisory Board seeks two individuals from the financial sector with commercial and consumer lending experience to join the committee.** Two employees of a financial institution located within Myrtle Beach city limits are needed with knowledge about opportunity zones, low-income census tract lending and the Community Reinvestment Act. Interested? For more information, call 843-918-1011 or email cpendergross@cityofmyrtlebeach.com. The Workforce Housing Advisory Board, an "ad hoc" group, is open to everyone and provides assistance to City Council and staff in the planning, development, implementation and assessment of all projects where public/private partnerships exist to address the need for workforce housing.
4. **As part of Domestic Violence Awareness Month, the Myrtle Beach Police Department is accepting donations in October at the Ted C. Collins Law Enforcement Center, 1101 North Oak Street.** Donations will be given the Family Justice Center's domestic violence victims. Drop off all donations from 8:00 a.m. to 4:00 p.m., Monday through Friday. Items

requested include hygiene products (shampoo, conditioner, deodorant, etc.), dishwashing and laundry detergent, diapers, canned food, non-perishable food items and clothing. No used items, please. For additional details, email mpaitsel@cityofmyrtlebeach.com or call 843-918-1382.

5. **The Myrtle Beach Fire Department hosts a special Media Day for news industry professionals at 10:00 a.m., Wednesday, October 27, at Fire Station No. 3, 2108 South Kings Highway.** City firefighters will be on hand to answer questions and provide demonstrations with new air packs, face masks and turnout gear. The million-dollar investment is part of the department's cancer-free initiative, with additional gear and resources to be added in the upcoming fiscal year. To learn more, contact jwevans@cityofmyrtlebeach.com.
6. **Beginning Wednesday, October 27, look for a closure along Myrtle Beach's multi-purpose path on US 17 between the Grissom Parkway Interchange and 62nd Avenue North.** The closure will allow Dominion Energy to install a new eight-inch natural gas main line along the west side of US 17, from 33rd to 76th Avenues North. The section is expected to reopen on November 16, and detour signage will be posted.
7. **Join Parks, Recreation and Sports Tourism staff for the first Fall Fling, set for 5:30 p.m., Friday, October 29.** The free event takes place in the field next to General Robert H. Reed Recreation Center, 800 Gabreski Lane, and includes a bonfire, outdoor movie, fall games and the "Great Pumpkin Search." Also a pumpkin decorating contest will be held with entries dropped off before 5:30 p.m., Friday, October 29, with the winner announced at 7:30 p.m. For information, call 843-918-2380.
8. **Halloween is Sunday, October 31.** The City of Myrtle Beach does not move the date on which Halloween is celebrated. In addition to the tips below, please remember to follow COVID-19 safety tips when trick-or-treating.
 - 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.
9. **The regular season for Myrtle's Market, the city's farmers market, ends October 31.** However, look for special fall market days on Wednesdays, 9:00 a.m. to 3:00 p.m., through November 17. The market is at the corner of Mr. Joe White Avenue and Oak Street, with free parking. For more information, call 843-918-4906.
10. **Pepper Geddings Recreation Center pool patrons...** Beginning November 1, the Pepper Geddings Recreation Center pool will be closed for deck renovations. The anticipated reopening date is January 3, 2022. For more information, call 843-918-2280.

11. 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.

12. The Myrtle Beach Jazz Festival was the place to be last weekend for live music, and that's the subject of our [Photos of the Week](#). Thousands of people attended the three-day event, held at Charlie's Place on Carver Street. Local, regional and national performers entertained the crowd on Friday, Saturday and Sunday. A variety of food trucks and vendors fed the audience, which filled the entertainment space. This was the fifth year for the Jazz Festival, which celebrates the musical heritage of the community. In the years before integration, Charlie's Place hosted African-American performers of the day, including Dizzy Gillespie, Little Richard, Billie Holiday, Duke Ellington and others, and they spent the night at the adjacent Whispering Pines Motel. Both locations were featured in the Green Book of the 1940s and 1950s.

13. Did you know... That 62 signalized intersections in the City of Myrtle Beach are equipped with emergency vehicle traffic preemption? In an emergency, you want the fire truck or ambulance to get there as soon as possible. Using a GPS-based system installed in all city fire trucks and ambulances, traffic signals at 62 intersections know when those vehicles are approaching and automatically give the emergency responders the green light. The remaining lights at the intersection will turn red until the emergency vehicle passes. The sending unit onboard the vehicle tells the signal when the unit is approaching in time to change the lights. Once the emergency vehicle clears the intersection, the signals return to their normal cycles.

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>

<https://www.facebook.com/myrtlebeachcitygovernment>

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

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

**CITY OF MYRTLE BEACH
MEETING SCHEDULE
October 25-31, 2021**

MONDAY, OCTOBER 25

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

TUESDAY, OCTOBER 26

- **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 27

- **8:00 a.m.** – Myrtle Beach Convention Center Hotel Corporation Board, Room 236, Myrtle Beach Convention Center, 2101 North Oak Street
- **9:00 a.m.** – Accommodations Tax Advisory Committee, Myrtle Beach Train Depot, 851 Broadway Street
- **9:00 a.m. to 3:00 p.m.** – Myrtle's Market, 605 Mr. Joe White Avenue
- **10:00 a.m.** – Fire Department hosts Media Day, Fire Station No. 3, 2108 South Kings Highway
- **10:00 a.m.** – Special Events Technical Review, Myrtle Beach Train Depot, 851 Broadway Street

THURSDAY, OCTOBER 28

- **8:00 a.m. to 5:00 p.m.** – Fire Department hosts Weekly COVID-19 Vaccination Clinic, City Services Building, 921 North Oak Street

FRIDAY, OCTOBER 29

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

SATURDAY, OCTOBER 30

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

SUNDAY, OCTOBER 31

- No Meetings Scheduled

**MYRTLE BEACH CITY COUNCIL MEETING
TUESDAY, OCTOBER 26, 2021
9:00 A.M. – 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.

CALL TO ORDER

INVOCATION

PLEDGE OF ALLEGIANCE

APPROVAL OF AGENDA

APPROVAL OF MINUTES... October 12, 2021

PUBLIC REQUESTS, PRESENTATIONS, AWARDS, MEMORIALS:

1. Horry County Recreation Funds – Honorable County Councilman Gary Loftus (Meeting)
2. Workforce Housing Update – Chad Charles (Meeting)
3. Public Information Update – PIO Staff (Meeting)

NON-AGENDA ITEMS FROM THE 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.*

Motion M2021-149 to approve a Special Event Permit to Portside at Grand Dunes for the “Portside Fall Fest and Craft Fair” on November 6, 2021, between the hours of 10:00 a.m. and 5:00 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.

The promoter expects at least 800 participants. The event includes: signage; food trucks; beer, wine and spirituous liquors; live music; and, local vendors. Off-duty police officers will be hired at the promoter's expense. No in-kind services or road closures are requested.

Motion M2021-150 authorizing the City Manager or his designee to accept a grant in the amount of \$45,000 from the South Carolina Law Enforcement Division – 2021 State Homeland Security Program to: support the Pee Dee Regional WMD HAZMAT Team/Myrtle Beach Fire Department for Hazardous Materials; 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. No local match is required.

The Myrtle Beach Fire Department hosts the Pee Dee Regional WMD Hazmat Team. It is part of a statewide program that provides resources to respond to incidents with hazardous materials and weapons of mass destruction. Maintaining these resources and training personnel allows the Fire Department to capably, efficiently and effectively mitigate challenging HAZMAT situations in the city and surrounding areas.

Motion M2021-151 authorizing the City Manager or his designee to accept a grant in the amount of \$55,000 from the South Carolina Law Enforcement Division – 2021 State Homeland Security Program to: support the Pee Dee Regional WMD HAZMAT Team/Myrtle Beach Fire Department for Collapse Search and Rescue; 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. No local match is required.

The Myrtle Beach Fire Department hosts the Pee Dee Regional WMD Hazmat Team. It is part of a statewide program that provides resources to respond to incidents with hazardous materials and weapons of mass destruction. Maintaining these resources and training personnel allows the Fire Department to capably, efficiently and effectively mitigate challenging HAZMAT situations in the city and surrounding areas.

Motion M2021-152 authorizing the City Manager or his designee to accept a grant in the amount of \$44,124 from the South Carolina Law Enforcement Division – 2021 State Homeland Security Program to: support the Pee Dee Regional WMD HAZMAT Team/Myrtle Beach Fire Department for Incident Management; 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. 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 incidents, both man-made and natural disaster. This is a DHS/FEMA supported Type 3 Incident Management Team which allows the team to deploy to EMAC requests nationwide. Maintaining these resources and training personnel allows the Fire Department to capably, efficiently and effectively mitigate challenging large-scale incidents in the city and surrounding areas.

REGULAR AGENDA

1st Reading Ordinance 2021-038 a supplemental ordinance providing for: the issuance and sale of City of Myrtle Beach, South Carolina, limited obligation bonds (Tax Increment Pledge), taxable series 2021, in the aggregate principle amount to not

exceed \$20,000,000; prescribing the form and details of such bonds; and, other matters relating thereto.

Proposed ordinance issues \$20 million for projects that may be funded from incremental taxes or other sources consistent with the Downtown Master Plan. Projects eligible to be funded by TIF revenues include, but are not limited to:

- *Performing Arts Theatre*
- *New Library and Children's Museum*
- *Renovations to existing Chapin Memorial Library structure*
- *A city square*
- *Public utility and streetscape improvements*
- *Restoration of transitional properties located within the redevelopment area*

1st Reading Ordinance 2021-039 an ordinance concurring in amendments to the redevelopment and financing plan of the Myrtle Beach Air Force Base Redevelopment Authority, as amended; and, other matters relating thereto.

Following the Redevelopment Authority's adoption of the 2018 Amendment to the Air Base Redevelopment Plan and the city's concurrence, Horry County and the Horry County School District initiated a lawsuit against the Authority and the city (December 2018). The lawsuit was resolved by mutual agreement of the parties on July 13, 2021 (the "Agreement").

Amendment provides for the following:

- *An initial distribution to the city, Horry County, and Horry County School District in the amount of \$___ from accumulated incremental taxes (blank to be filled in before second reading)*
- *Annual distributions of \$6 million each year until the dissolution of the district*
- *Completion of \$28.5 million of capital projects by CY2028/FY2029*
- *Defeasance of the remaining debt in 2028/29*

1st Reading Ordinance 2021-040 to amend Appendix A, Zoning, of the Code of Ordinances Article 11 Floodplain Management Regulations to: adjust regulations as required by FEMA and the South Carolina Code of Laws; and, maintain regulatory consistency with the adoption of the 2019 FEMA flood maps.

The city needs to adopt the new FEMA flood maps by December 16, 2021. The goal is to continue to minimize community flood risks and maintain our current NFIP "Class 5" community rating. The proposed maps re-classify some coastal property from the VE flood zone to the AE flood zone. The city's participation in CRS saves residents an estimated \$1,000,000 annually in flood insurance premiums.

1st Reading Ordinance 2021-041 authorizing the sale of surplus city property on Old Bridge Road to Robert Lukey.

The city owns surplus property located at 855 Old Bridge Road. The sale is subject to the following terms and conditions:

- *The property is sold in "as is, where is" condition.*
- *Buyer shall be responsible for all taxes that may accrue as a result of the transfer.*
- *Buyer shall pay all costs and fees associated with the sale and closing to include, but not limited to: preparation of the deed and other documents associated with the transfer; attorney's fees; closing costs; and, filing and recording fees to include deed stamps.*

- Buyer shall not build any structure or make any improvement that interferes with the ability of the City of Myrtle Beach to access underground lines and valves unless written permission is granted by the city.
- Buyer recognizes that the City of Myrtle Beach's intent is to reserve the utility easement on top of, below and across the property for all water and sewer utilities, and that the sale is subject to those easements.
- The city reserves the right to access the property for installation, operation, maintenance, inspection and/or to allow for the repair of all water and/or sewer utilities. If the property is disturbed or damaged in connection with the installation, operation, maintenance, inspection and/or repair of utilities, the city has no liability or responsibility to repair the property or return the property to its condition prior to the damage or disturbance.

Resolution R2021-029 to adopt the 2021 City of Myrtle Beach Disaster Recovery Plan.

In coordination with local, state, and federal government agencies as well as non-governmental organizations, this recovery plan provides the framework for the City of Myrtle Beach to allow for the federal, state, local and private sector recovery from the long-term consequences of a disaster.

The goal of recovery is to return populations, infrastructure, and natural cultural resources to pre-disaster or better conditions as quickly as possible following a disaster. The purpose of this plan is to:

- Outline framework to assist communities in rebuilding after a disaster.
- Increase the communities' recovery abilities in regards to future disasters.
- Provide the coordination necessary for the recovery efforts of the city with other government agencies.

Resolution R2021-030 to authorize the City Manager to enter into a purchase agreement(s).

The purpose of the Oceanfront Redevelopment Project is to revitalize and redevelop the city's core downtown areas. Property acquisition within the redevelopment area is necessary to meet the overall redevelopment goals.

Motion M2021-153 authorizing the City Manager or his designee to accept a grant in the amount of \$128,000 from the Waccamaw Community Foundation to: fund the Proposal for Consulting Services for a City of Myrtle Beach Housing – Economic Mobility Strategy & Implementation Plan; 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. No match is required.

The grant will fund the development of strategies to address the shortage of dignified affordable housing options within the city. It also will provide ways to create pathways to upward economic mobility that enable people can obtain better economic outcomes and housing security. This work is supplemental and will coordinate with the work being done by: James Lima Planning and Development for the Myrtle Beach Downtown Alliance; and, Habitat for Humanity of Horry County for the City of Myrtle Beach. Enterprise Community Partners, Inc., brings national experience as a resource for those addressing this problem locally.

Motion M2021-154 appoint/reappoint two members to the Beach Advisory Committee.

The terms of Gordon Hirsch and Steve Taylor expired on October 10, 2021. Both wish to be reappointed. On file, the city has resumes for Roger Smith (city resident), Geoff Kay (city resident), Dan Wiener (city resident) and Debra Kresch (city resident). Both terms expire on October 9, 2024.

NON-AGENDA ITEMS FROM THE PUBLIC (30 MINUTE TIME LIMIT)

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 26, 2021
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** – July 27, 2021, Meeting
- C. Library Operations Report** – Library Director
- D. Other Business**
- E. Next Meeting** – Tuesday, January 25, 2022, at the Myrtle Beach Train Depot
- F. Adjournment**

Myrtle Beach Convention Center Hotel Corporation Board
8:00 a.m., Wednesday, October 27, 2021
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 2021 Meeting
- C. Public Comments and Questions**
- D. Review of Monthly Hotel Financials for September 2021** (Mrs. Hinde)
- E. Hotel Sales and Marketing Update for September 2021** (Mr. Semidei)
- F. Convention Center Update for September 2021** (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
Accommodations Tax Advisory Committee
9:00 a.m., Wednesday, October 27, 2021
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 October 13, 2021, Meeting Minutes**
- D. Discussion of Requests for Funding and Funding Requirements – Fiscal Year 2021-22**

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 Striders Track Club, Inc. – \$15,000

Promote youth track and field competitions.

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.

Big Shots Nation – \$25,000

Host and promote youth basketball event at John T. Rhodes Myrtle Beach Sports Center.

BriteStar Events, LLC – \$40,000

Promote RomaDrama LIVE in Myrtle Beach next Spring (fan experience for Hallmark, Lifetime, GAC, UP, AMC, Netflix, Starz, among others).

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 – \$22,500

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 – \$50,000

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 – \$25,000

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

Crossroads Event Productions, Inc. – \$70,000

Promote and 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.

Dayson Diamond Youth Foundation – \$100,000

Promote the "I Love Seafood" Festival for Fourth of July Weekend 2022.

EdVenture (formerly Children’s Museum of SC) – \$75,000

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.

First Presbyterian Concert Series – \$15,000

Provide concerts by world class performers at reasonable ticket prices for community and tourists alike. Purpose is to increase awareness of the value of cultural arts in uniting people.

Grand Strand Juniors – \$30,000

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 (Caribbean Jerk Festival) – \$15,000

Promote the Jerk Festival that brings diverse flavors from Caribbean Islands to Myrtle Beach. This gives attendees an opportunity to enhance knowledge of cuisine while enjoying island sounds that so many enjoy.

Long Bay Symphony – \$75,000

Providing entertainment, education and cultural diversity, the Symphony seeks to establish

an attractive environment for regional attendees, out-of-state visitors and potential residents. The Long Bay Symphonic Society supports an extensive music education program for young people.

Mingo Bay Baseball Tournament – \$20,000

Objective of tournament is to bring the very best high school teams from northeast, mid-Atlantic and southern states to Myrtle Beach to compete. The event promotes Myrtle Beach and advertises the Grand Strand.

Myrtle Beach International Film Festival – \$20,000

The objective is to become one of the larger film festivals in the United States, to include industry networking opportunities, a film market, forums, screenings and social venues (brings press exposure).

Myrtle Beach Jeep Jam – \$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) – \$75,000

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.

Myrtle Beach Jeep Jam – \$15,000

Promote Myrtle Beach Jeep Jam weekend festival via television, radio, print and billboard advertisements. Event celebrates Jeep culture and the Grand Strand lifestyle, drawing thousands of Jeep enthusiasts to the former Myrtle Square Mall site.

Myrtle Beach Mini Marathon – \$10,000

Purpose is to promote and host a 5K mini marathon and Doggie Dash in the City of Myrtle Beach that will draw approximately 2,500 runners, plus family members.

Myrtle Beach Shrine Club – \$10,000

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

North South Game Committee – \$30,000

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.

OMAR Shriners – \$25,000

Advertise and promote Myrtle Beach as the host of the Shriners' annual pilgrimage each Spring (OMAR Spring Ceremony) for the purpose of fellowship, increased membership, a parade for the community to showcase the fraternity and a golf tournament fundraiser.

Palmetto Studios Arts Alliance – \$25,000

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.

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.

SC Hall of Fame – \$25,000

Promote the Hall of Fame induction ceremony.

The Arts Grand Strand – \$1,000

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.

Varna International Music Academy – \$40,000

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

Violins of Hope SC – \$40,000

Promote a week-long unique, interactive and educational experience featuring internationally acclaimed violins that survived the Holocaust of WWII. Engaging the Long Bay Symphony Orchestra, an all-county (Horry County) youth choir, the Coastal Carolina University Concert Choir and the Carolina Master Chorale. The orchestra will play the holocaust-era restored violins.

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) – \$132,000

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

Sports Tourism Department, City of Myrtle Beach – \$75,000

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 – \$133,777

Provides 15th year local match funding for the Reach Two Beach Renourishment Project.

City of Myrtle Beach – \$8,680,735

Total of \$8,068,735 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 27, 2021
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. October 13, 2021, Meeting

C. New Business:

Review of Upcoming Proposed Events

1. Welcome to the Area Event, Bridgette Bolie, B-Nice Creations, December 11, 2021
2. DeVille Skate Shop's Skate Contest, Matt Hughes Skate Park, Terry Grimble, April 22, 2021
3. Other

D. Matters of Business:

Review of Last Week's/On-Going Events

1. BEI's DeVille Street Festival, The Market Common, August 1-October 31, 2021
2. Tidal Creek Brewing's Market Nights, July 14-December 22, 2021
3. BEI's Fall Carriage/Hay Rides, The Market Common, October 1-December 30, 2021
4. OMA's Boardwalk Friday Fright Nights, Plyler Park and Downtown Myrtle Beach, October 1-November 1, 2021
5. Pride MB's Pride Event, Valor Memorial Garden, October 2, 2021
6. Fall Fest on Broadway, Lisa Coombs, Along Broadway Street, October 2, 2021
7. BEI's Taste of the Market Common, The Market Common, October 2, 2021
8. Myrtle Beach Jazz Festival, Mickey James, Charlie's Place, October 15-17, 2021
9. Beach Volleyball, Coach Goody, On the Beach, October 16, 2021
10. NS Promotions' Myrtle Beach Mini Marathon, Downtown and Plyler Park, October 16-17, 2021
11. Klig's Kites Kite Festival, Beach North of 82nd Avenue North, October 23-24, 2021
12. Other

Review of Upcoming Approved Events

1. NS Promotions' Jeep Jam, Former Myrtle Square Mall Site, October 29-31, 2021
2. BEI's DeVille Street Festival, The Market Common, November 1, 2021-January 31, 2022
3. Ground Zero's GZi Outreach, Chester Street, November 3, 2021
4. NS Promotions' Food Truck Festival, City Services Fields, November 5-6, 2021
5. American Heart Association's Beach Ride, Along the Beach, November 6, 2021
6. Concert at Ground Zero, Chester Street, November 6, 2021
7. Myrtle Waves' Mopars at the Beach, November 6, 2021

8. NS Promotions' Oktoberfest, The Market Common, November 8, 2021
9. Bicycle and Pedestrian Committee's Bike the Beach, Plyler Park/Ocean Boulevard/City Roadways, November 13, 2021
10. Poochamania, Charlie Steele, Grand Park, Rescheduled for November 14, 2021
11. BEI's Tree Lighting and Holiday Events, The Market Common, November 20-December 30, 2021
12. NS Promotions' Turkey Trot, The Market Common, November 25, 2021
13. City of Myrtle Beach's Winter Wonderland at the Beach, Burroughs & Chapin Pavilion Place, November 26, 2021-January 2, 2022, 2021
14. OMA's NYE '21 Event, December 31, 2021-January 1, 2022
15. BEI's A Southern Times Square, The Market Common, December 31, 2021
16. Ground Zero's Dragon Boat Race, Grand Park, April 9-24, 2022
17. Diamond Youth Foundation's I Love Seafood Event, Burroughs & Chapin Pavilion Place, July 1-4, 2022
18. Other

E. Review of Temporary Use Permits:

1. Mopars on the Beach
2. Stunnas Car Show

F. Review of Sports Tourism Events

G. Review Parade Permits:

1. Martin Luther King, Jr. Day Parade

H. Review Film/Photo Requests

I. Convention Center Events

J. Discussion Items:

1. Grand Strand Brewery's Tailgate Event, Nance Plaza, November 6, 2021
2. Meals on Wheels' Wheelie Spooky Fall Fest, Nance Plaza, October 20, 2021

K. Executive Session

L. Adjourn