

# Pedal Pub Myrtle Beach

## Request for a Franchise for a Touring Vehicle

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CITY COUNCIL WORKSHOP  
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# City Ordinance

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- Section 23-1

- No person shall operate any touring vehicle, pedicab or otherwise special vehicle for the purposes of transporting people for hire on any public street in the City of Myrtle Beach without possessing, in addition to any license required by law, a valid franchise authorizing the proposed operation.

- Section 23-1 – Authority to Franchise

- In its legislative discretion, the city council shall have the authority to review and approve or deny requests for touring vehicles, pedicabs and special vehicle franchise...”

# Global Leisure Management (GLM)

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- Myrtle Beach Party Bike was founded by Global Leisure Management (GLM), a woman owned and led company.
- GLM is an innovative attractions management company dedicated to providing exceptional experiences, growing exceptional people, and achieving exceptional results.
- GLM has successfully managed **SkyWheel Myrtle Beach** for over 13 years, building a reputation for excellence in Myrtle Beach and in the attractions industry.
- Beyond their professional roles, GLM team members serve in leadership positions within the Myrtle Beach community, actively engaging in local initiatives and contributing to the city's development. Their commitment to both their business and their community is evident in their ongoing efforts to enhance local tourism and support community event.



# Pedal Pub

- Operating in over 50 locations across the U.S. and Canada, Pedal Pub has established itself as a popular choice for group outings, contributing to the vibrant social scenes in cities like Columbia, SC, Charlotte, NC, Savannah, GA, Wilmington, NC and Nashville, TN.
- Their goal is to create authentic, meaningful memories through a positive and enjoyable experience in Myrtle Beach.
- Each Pedal Pub tour will be designed to foster social connections, provide light exercise, and showcase the city's best spots.



## **Pedal Pub Bikes are steel and aluminum frame party bikes.**

They are propelled by pedals and the Pedal Pub Myrtle Beach bike will feature an electric assist to aid in the power. It has a 16-person capacity (including tour pilot). With pedal propulsion alone, it can have a minimum of 8 passengers, with the e-assist feature it can carry a minimum of 6 passengers. They feature:

- a front and rear solid axel suspension
- 4-wheel hydraulic foot brake with a secondary mechanical handbrake
- 195/70 tires
- headlights, taillights, brake lights, blinkers, interior lights, rack & pinion steering, and 360° signage

# Operations

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## HOURS OF OPERATION

Pedal Pub will operate year-round driven by demand but will be potentially closed for the month of January. Tours begin at 11 AM and the last tour ends at 10 PM, with offset departure times throughout the day. Each tour will last approximately two hours.

## TICKET PRICING

Pedal Pub Myrtle Beach offers two pricing options to cater to different preferences and group sizes.

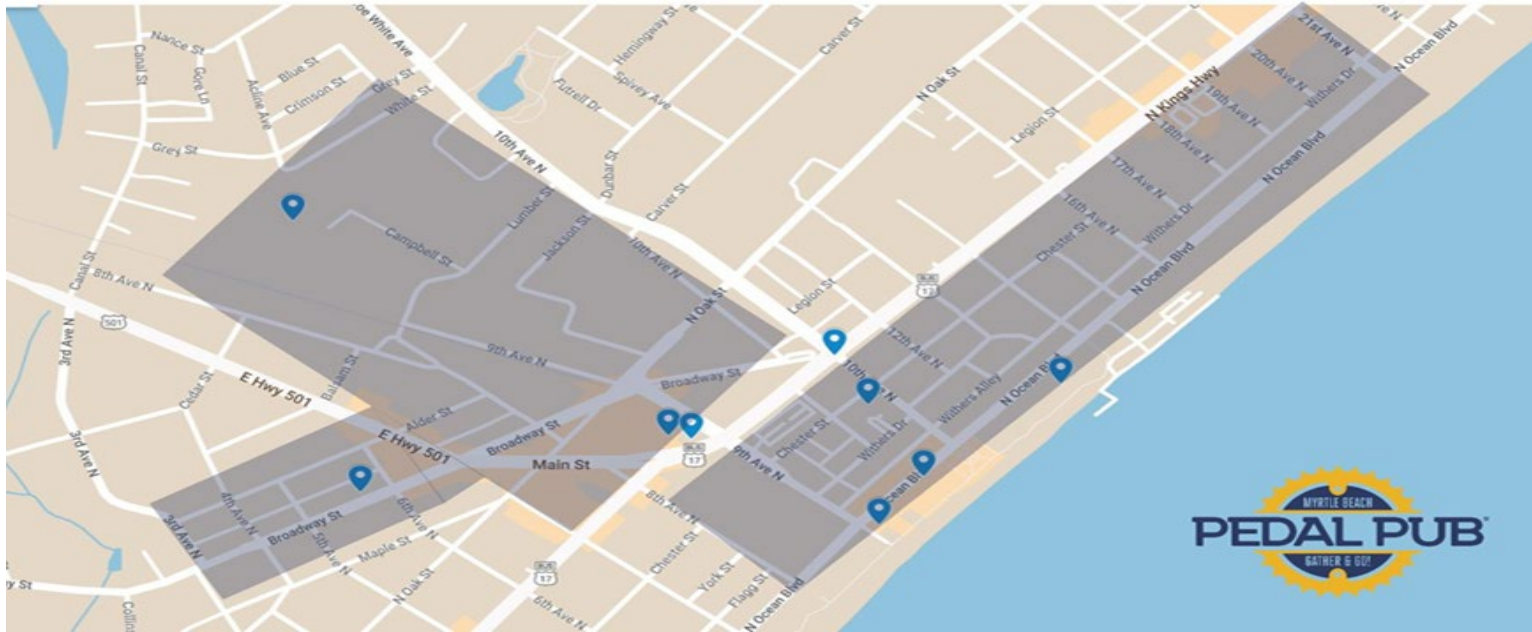
### **Public tour - \$39**

This option is perfect for individuals or small groups looking to mingle and make new friends while exploring the city.

### **Private tour - \$439**

This is an ideal choice for celebrations, team-building events, or simply a fun outing with loved ones.

## PROPOSED AREA OF TOUR OPERATIONS



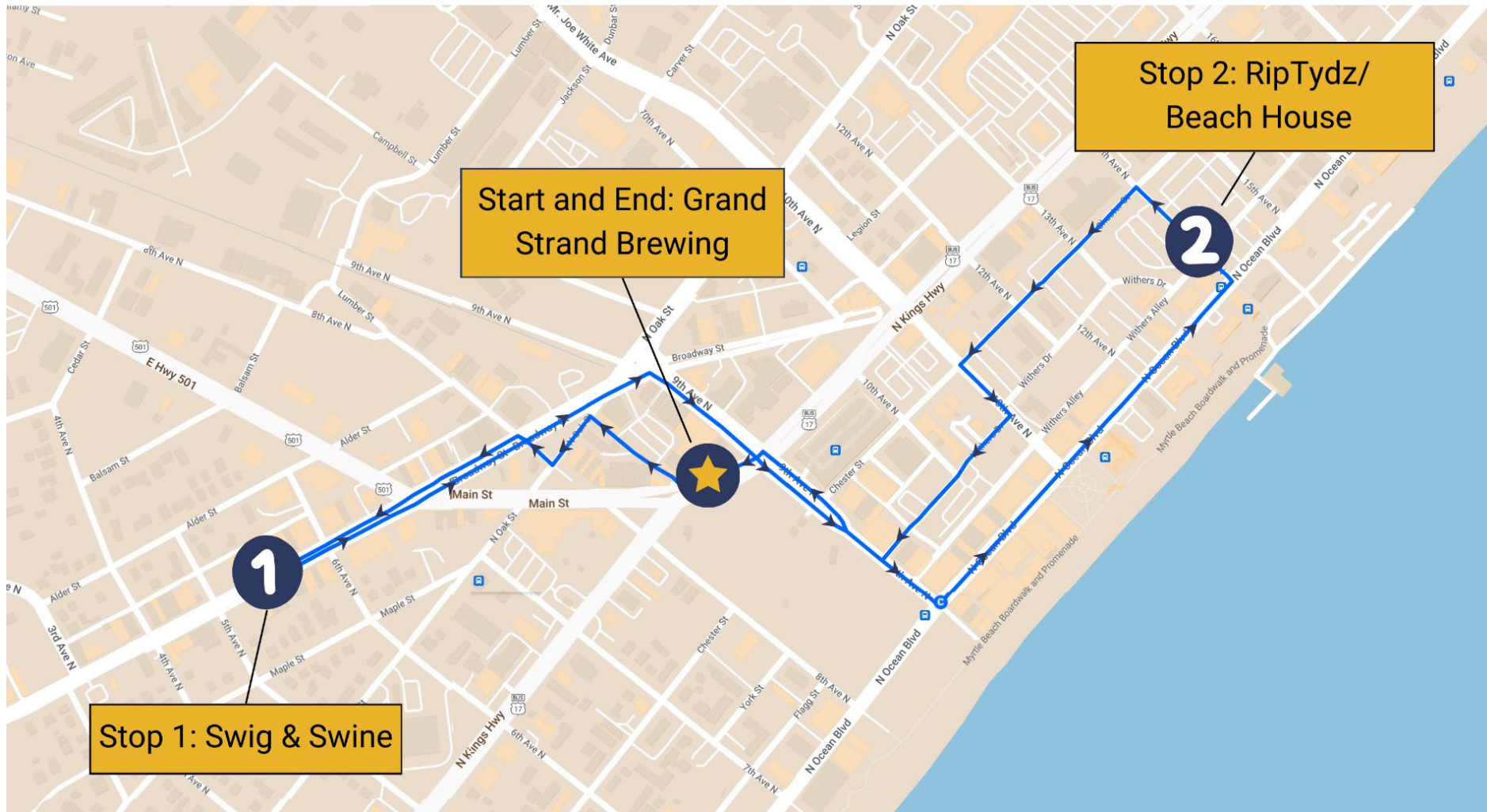
### Examples of tour types and routes:

**Pub Crawl-** Starting at the Grand Strand Brewery, you'll pedal your way to Swig & Swine in the Arts & Innovation District. Continue to 14th Ave where you can choose your adventure between the Beach House's relaxed beachfront charm or RipTydz's energetic rooftop scene.

**Sight Seeing Tour-** Embark on our Cultural & Coastal Adventure Tour and explore the heart of Myrtle Beach! Starting at Nance Plaza, enjoy delicious BBQ at Swig & Swine, find unique treasures at the Gay Dolphin and take flight on the SkyWheel. Pedal through iconic spots and create unforgettable memories on this engaging and scenic tour.

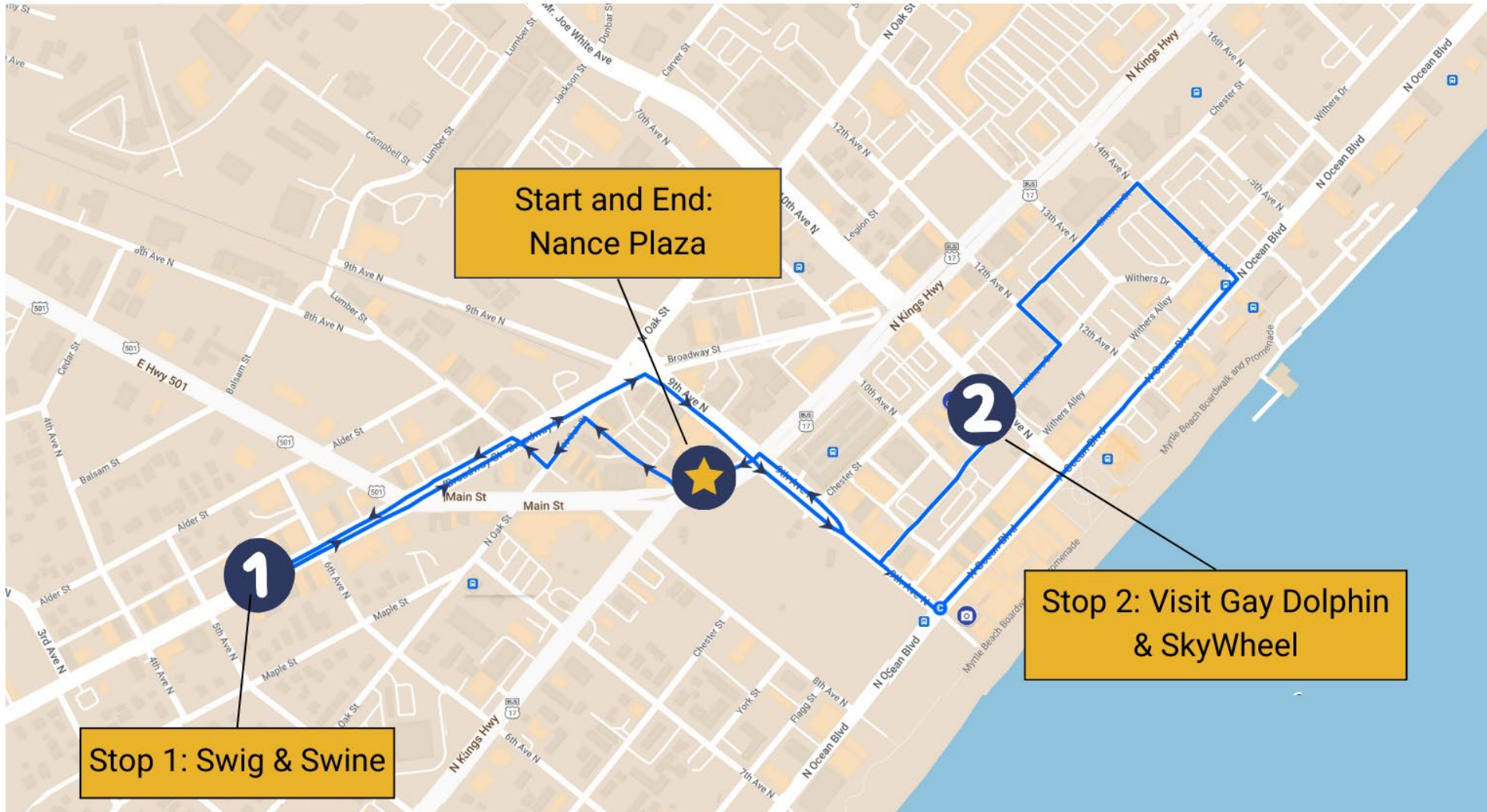


# EXAMPLE PUB CRAWL TOUR





# EXAMPLE SIGHTSEEING TOUR

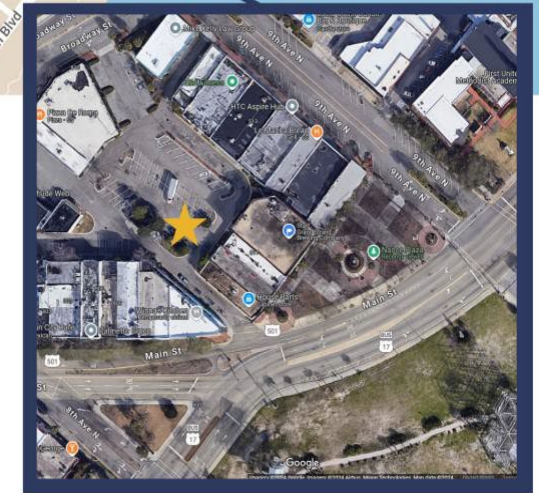
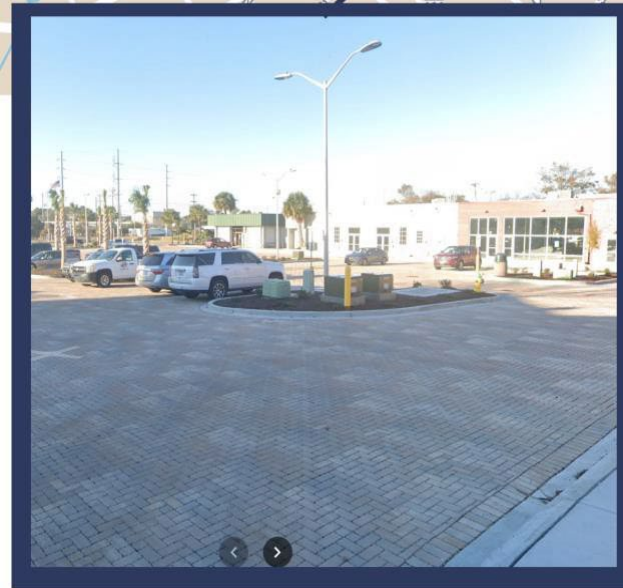
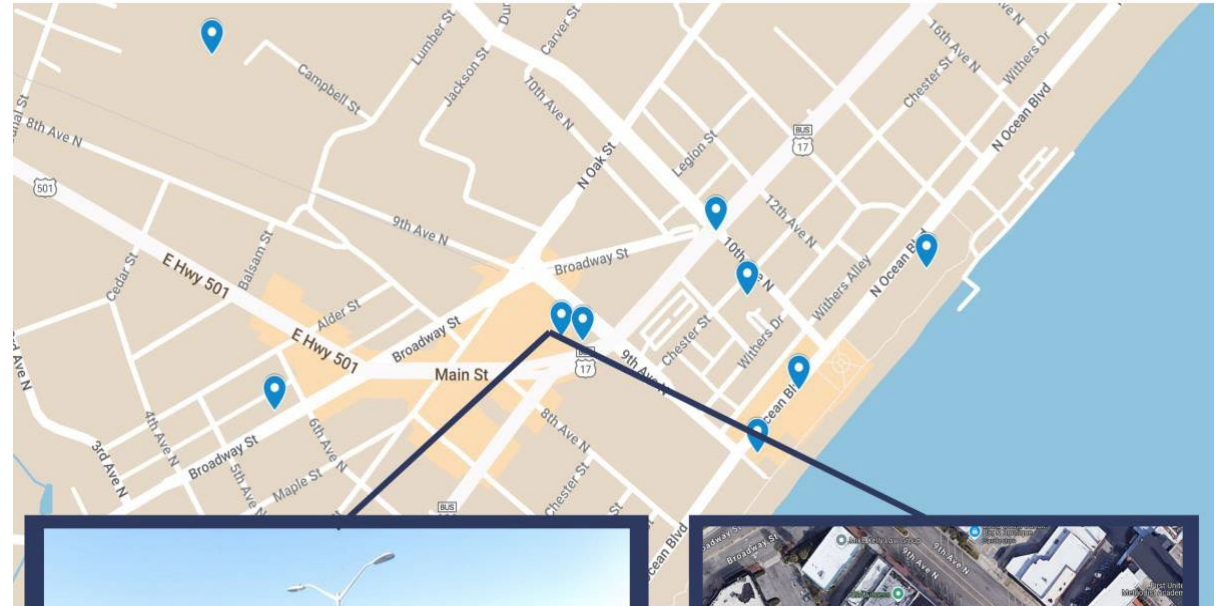


# Pick up and Drop off point

The proposed pickup and drop off of passengers is at their esteemed bar partner, Grand Strand Brewing Company. Passengers will check in for their ride, sign the waiver, get their wristbands at Grand Strand Brewery and load onto the bike in Nance Plaza. The bike moves along a designated route and features stops at carefully selected local partners, allowing participants to disembark and savor the atmosphere and offerings of each establishment, returning the guests back to Nance Plaza and Grand Strand Brewery.



## PEDAL PUB PARKING: GRAND STRAND BREWING



# Loading and Unloading Guests

They will use GSB as the primary pick-up and drop-off location and they have stops along the route where guests will load and unload to experience other local businesses.

The Pedal Pub is comparable in size to a small truck and fits into a standard parking spot.

Additionally, they have a partnership with **ParkMB**, granting them access to their designated parking lots for the loading and unloading of guests.

## PEDAL PUB PARKING: PARKMB LOTS

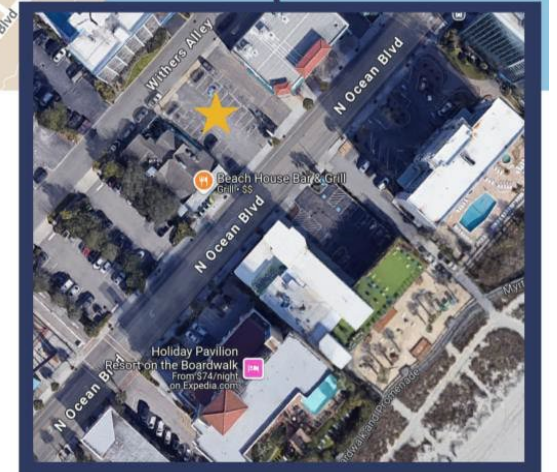
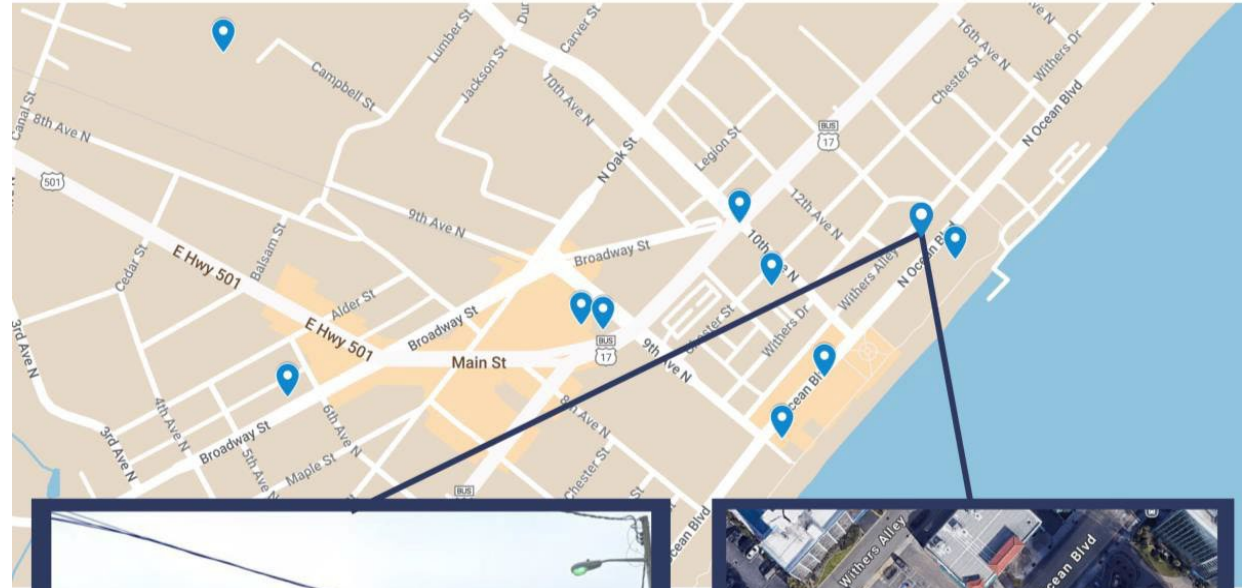


# Loading and Unloading Guests

Their route partner **Beach House** has offered their parking lot for additional loading and unloading stops, as they are eager to welcome patrons brought by the Pedal Pub.



## PEDAL PUB PARKING: BEACH HOUSE & RIPTYDZ

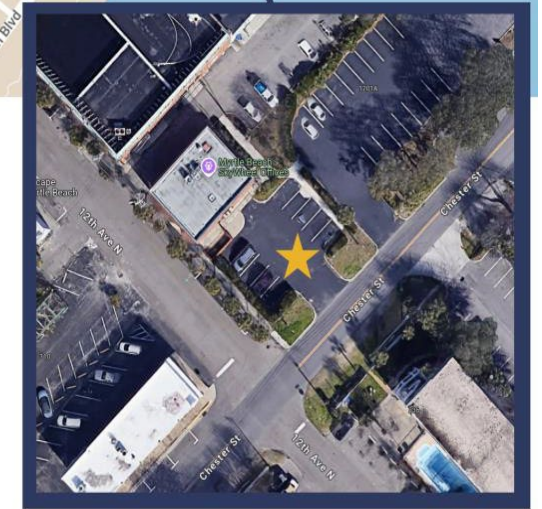
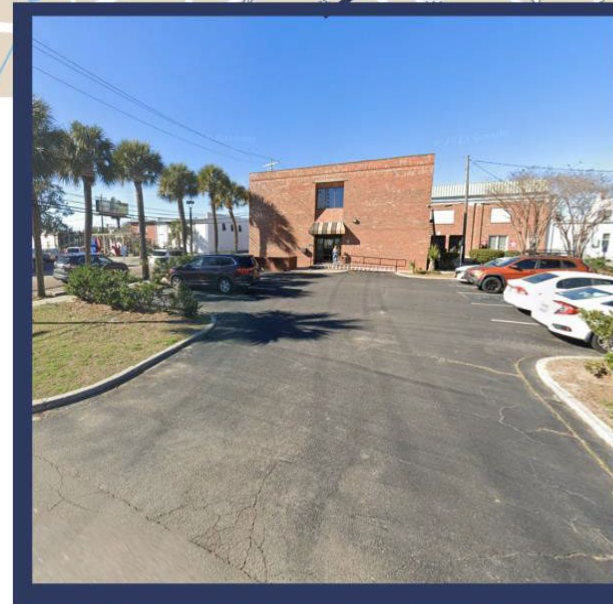
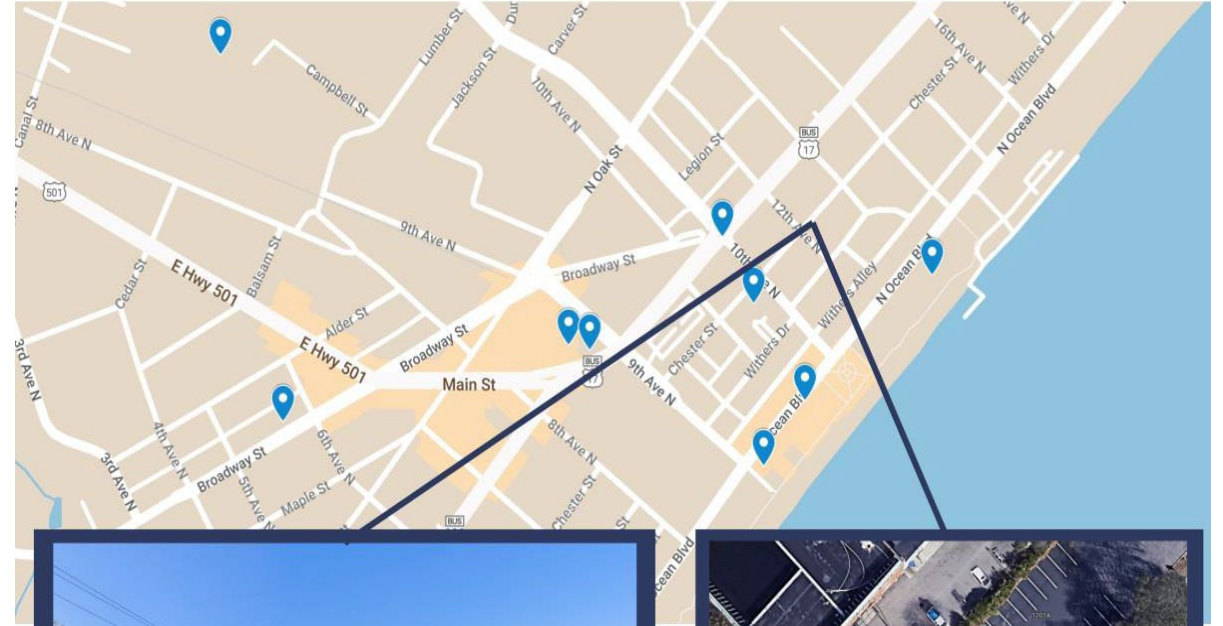


# Loading and Unloading Guests

As an additional contingency, they have access to their office location at **1201 Chester**, which includes a parking lot that can be utilized should other parking spaces along the route be occupied.

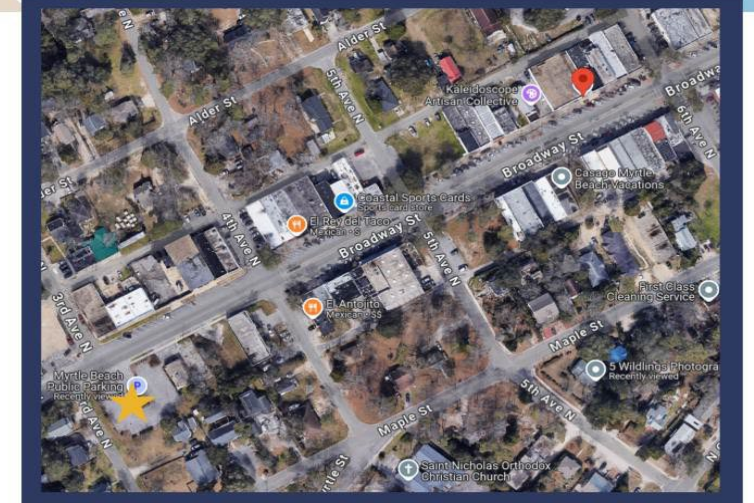
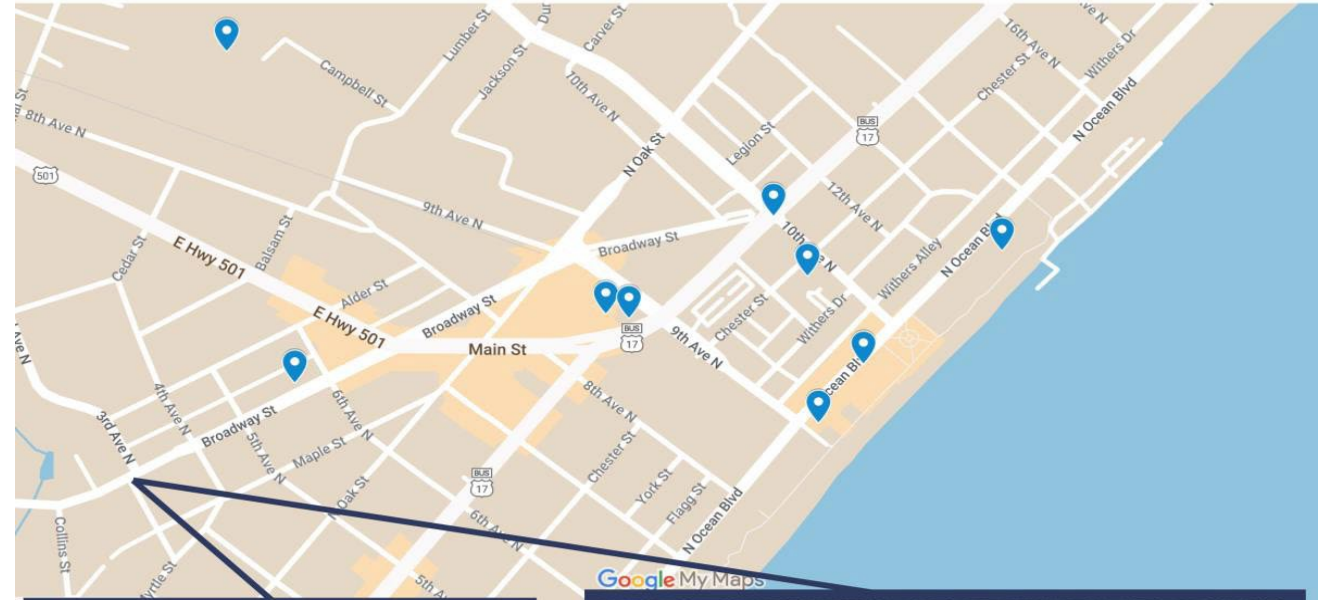


## PEDAL PUB PARKING: OVERFLOW AT CHESTER LOT



# Loading and Unloading Guests

For loading and unloading in Downtown on Broadway Street, they will utilize the **parking lot** at the corner of Broadway Street and 3<sup>rd</sup> Avenue North.



# Safety and Security Plan

The safety and security of their pilots, customers, and the community is their top priority.



Pedal Pub offers routes that are chosen to not impede traffic.



They do not travel on roads with speed limits over 35 miles per hour. The bikes travel at a top speed of 9 mph.



Pedal Pub bikes are equipped with Electric Assist to move in case of an oncoming emergency vehicle.



Pedal Pub bikes are equipped with headlights, taillights, brake lights, blinkers, brakes, and emergency brakes. They are about the size of a small pickup truck and park in a normal parking spot.



Pedal Pub Pilots serve as drivers, tour guides, and administrator of rules.



Pedal Pub Pilots are subject to criminal and driving record background checks as well as drug testing.



Pilot training includes Pilot Certification, Code of Conduct and Rules of the Road training. They also have Mystery Shoppers that audit us not only on guest service but also safety, making sure our crew members are communicating the safety rules as they should be.



During non-operating hours the bikes will be stored in a secure warehouse location at 953 Campbell St, Myrtle Beach, SC 29577.

# Alcohol Policy

- Similar to limos, party buses and private vehicles, alcohol is not permitted on the Pedal Pub due to State liquor laws.
- Pedal Pub enforces a strict Rules of the Road Policy:
  - No alcoholic beverages on the bike at any time.
  - Any person arriving in an intoxicated condition shall not be allowed aboard the Pedal Pub bike.
  - Inappropriate behavior will result in the offending passenger(s) being asked to disembark immediately.
  - Pedal Pub Pilot is responsible for the Pedal Pub bike and his/her decisions are final.

# Emergency Medical Services

- Before each tour, participants receive a brief safety overview, which includes the location of the first aid kit.
- Pilots are equipped with communication devices to quickly contact emergency services, and carefully plan tour routes to avoid high-risk areas.
- They do not travel on roads with speed limits over 35 miles per hour. The bikes travel at a top speed of 9 mph.
- They conduct regular checks and maintenance of the bike, first aid kit and safety equipment.

# Release of Liability and Behavior Agreement

- Passengers must sign a Release of Liability Waiver and Behavior Agreement before the tour begins.
- Inappropriate behavior is not tolerated on Pedal Pub tours and may result in the Pilot ending the tour immediately and/or causing a minimum fee to be charged to the passenger. All laws and rules regarding alcohol and behavior apply to all passengers before, during, and immediately after a Pedal Pub bike tour.
- Inappropriate behavior includes but is not limited to:
  - Extreme intoxication
  - Foul language or gestures
  - Public indecency
  - Loitering more than 5 minutes after tour
  - Excessive noise/screaming
  - Getting on or off a moving bike
  - Allowing non-tour participants on a bike



# Letters of Support

- They have communicated with various property owners and businesses in the community and have received support from those listed below.
  - Bill Prescott- National Amusement Rides
  - Clayton Burros- Grand Strand Brewing
  - Pablo Chaves- Myrtle Beach Attractions Association
  - Michelle Plyler- Gay Dolphin
  - Chris Walker- Madmyrtle's Ice Creamery, Nightmare Haunted House, Hi-Fi Coffee Bar, ParkMB
  - Aaron Gifford- Atlas Tap House
  - Anthony DiBernardo- Swig & Swine
  - Steve Ghidella- RipTydz Oceanfront Grille & Rooftop Bar, Beach House Bar & Grill, Bummz Beach Cafe
  
- Those listed below have committed their support in writing and were included in their application.
  - Bill Prescott- National Amusement Rides
  - Clayton Burros- Grand Strand Brewing
  - Pablo Chaves- Myrtle Beach Attractions Association
  - Chris Walker- Madmyrtle's Ice Creamery, Nightmare Haunted House, Hi-Fi Coffee Bar, ParkMB
  - Steve Ghidella- RipTydz Oceanfront Grille & Rooftop Bar, Beach House Bar & Grill, Bummz Beach Cafe