



Special Events Draft Ordinance

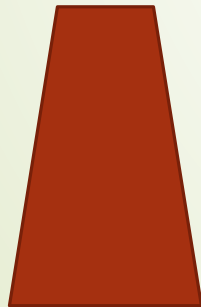
Findings and recommendations

8.4.22

Events permitted by or involving PRST

2018-19

63



2019-20

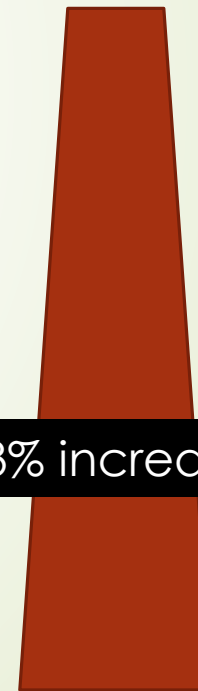
76



21% increase

2020-21

124



63% increase

Estimated
Includes events already
approved and events that were
regularly scheduled for spring



What We Asked

- ▶ Is/are the event/events privately owned?
- ▶ How is the municipality involved in the event?
- ▶ Is the municipality reimbursed for the cost of services?
- ▶ Do for profit and nonprofit events receive different services or rates?
- ▶ What type of grounds are events held on, public or private?
- ▶ Does approval of Special Events require administrative or City Council approval?
- ▶ Are event promoters allowed to advertise or sell tickets before event is approved?

Data collected

QUESTIONS	CHARLESTON	SAVANNAH	DUNEDIN	PANAMA CITY	KISSIMMEE	FLOYD COUNTY	ASHEVILLE	GREENSBORO
PROVIDE SERVICES?	YES	YES	YES	NO ⁺	YES	YES	YES	YES
REIMBURSED?	YES	YES	YES	YES	YES	YES	YES	YES
PROFIT/NON PROFIT FEES?	SAME	SAME	SAME [^]	SAME	SAME	SAME	SAME	SAME
PROMOTE BEFORE APPROVED?	NO	NO	NO	NO	NO	NO	NO	NO
APPROVAL?	ADMIN	ADMIN	ADMIN	ADMIN	ADMIN	ADMIN	ADMIN	ADMIN

QUESTIONS	GALVESTON	VIRGINIA BEACH	Greenville	DESMOINES	HORRY COUNTY	OSCEOLA	Conway	
PROVIDE SERVICES?	YES	NO	YES	YES	YES	YES	NO	
REIMBURSED?	YES	YES	YES	YES [#]	YES	YES	NO	
PROFIT/NON PROFIT FEES?	SAME	SAME	SAME	SAME [@]		SAME	SAME	
PROMOTE BEFORE APPROVED?	NO	NO	NO	NO	NO	NO	No	
APPROVAL?	ADMIN [*]	ADMIN	ADMIN	ADMIN		ADMIN	ADMIN	

- [^] - all service fees are the same, application fees are different for non profits
- ^{*} - 2 city events require council approval as they were created by ordinance
- [#] - first \$250 of PD services is included complimentary, after that billed by hour
- [@] - all service fees are billed, application fees are lower for non-profits



More data

Application fee

Every city we talked to has an application fee

Permit fee

More than half also have a permit fee

Multiple permits

Most of the communities have several different permits to cover different events

Committee/Staff Recommendations

➤ Update/rewrite Special Events Ordinance

- Implement Special Events application fee: Committee recommends \$100
- Create new permits for smaller events that can be issued directly by staff/committee
- Invoice all promoters for all services, both for profit and nonprofit groups, this would include “Running events, cycling events, parades Etc.
- Change approval process. Recommend approval via administrative process through Special Events Committee and City Manager.
- Update names of departments in the ordinance that may have changed since adoption
- Limit City Sponsorship of events to City run events, possibly 2 or 3 per year
- The City can promote outside events without sponsoring them

➤ Update Special Events application

- Create separate rules and regulations section
- Update and Include a fee schedule within the rules and regulations section of new Special Events application

Committee/Staff Recommendations

Example of multiple permits



PERMITS FOR PARADES, FESTIVALS, PARTIES AND ATHLETIC EVENTS

A dark blue rectangular card with a green border. At the top center is the City of Greenville logo. Below it, the text 'PERMIT A' is written in large, bold, yellow-green letters, followed by 'Festival or Major Event' in smaller white text. At the bottom, it says 'Click for more information' in white. The footer in small white text reads 'city of greenville • events + cultural affairs'.

A dark blue rectangular card with a green border. At the top center is the City of Greenville logo. Below it, the text 'PERMIT B' is written in large, bold, yellow-green letters, followed by 'Races, Walks, Parades' in smaller white text. At the bottom, it says 'Click for more information' in white. The footer in small white text reads 'city of greenville • events + cultural affairs'.

A dark blue rectangular card with a green border. At the top center is the City of Greenville logo. Below it, the text 'PERMIT E' is written in large, bold, yellow-green letters, followed by 'Event on Private Property' in smaller white text. At the bottom, it says 'Click for more information' in white. The footer in small white text reads 'city of greenville • events + cultural affairs'.

A dark blue rectangular card with a green border. At the top center is the City of Greenville logo. Below it, the text 'PERMIT F' is written in large, bold, yellow-green letters, followed by 'Picketing Notice' in smaller white text. At the bottom, it says 'Click for more information' in white. The footer in small white text reads 'city of greenville • events + cultural affairs'.

A dark blue rectangular card with a green border. At the top center is the City of Greenville logo. Below it, the text 'PERMIT C' is written in large, bold, yellow-green letters, followed by 'Single Day Events' in smaller white text. At the bottom, it says 'Click for more information' in white. The footer in small white text reads 'city of greenville • events + cultural affairs'.

A dark blue rectangular card with a green border. At the top center is the City of Greenville logo. Below it, the text 'PERMIT D' is written in large, bold, yellow-green letters, followed by 'Neighborhood Block Party' in smaller white text. At the bottom, it says 'Click for more information' in white. The footer in small white text reads 'city of greenville • events + cultural affairs'.

A dark blue rectangular card with a green border. At the top center is the City of Greenville logo. Below it, the text 'PERMIT G' is written in large, bold, yellow-green letters, followed by 'Filming Permit' in smaller white text. At the bottom, it says 'Click for more information' in white. The footer in small white text reads 'city of greenville • events + cultural affairs'.

Committee/Staff Recommendations

Fee examples

EVENT FEES

All Events are subject to the following fees: License Fees, Direct Expenses (labor, parks staffing, traffic personnel, electricians, fire inspections, equipment, etc.), and any other miscellaneous expenses. All fees are to be paid in advance. A deposit will be required with the signed Event Agreement. The Event Agreement will outline a payment schedule with the final payment due at least thirty (30) days prior to the event.

Event License Fees* (per day)	Non Profit Entity	Private / For-Profit Entity		Late Fee (per week)
		without Road Closure	with Road Closure	
Attendance: Up to 149	\$150	\$150	\$650	\$25
Attendance: 150 – 299	\$150	\$300	\$800	\$25
Attendance: 300 – 599	\$150	\$500	\$1,000	\$25
Attendance: 600 - 999	\$150	\$750	\$1,250	\$25
Attendance: 1000 – 2,499	\$150	\$1,000	\$1,500	\$30
Attendance: 2,500 – 4,999	\$150	\$1,500	\$2,000	\$45
Attendance: 5,000 – 7,499	\$150	\$2,000	\$2,500	\$60
Attendance: 7,500 +	\$150	\$2,500	\$3,000	\$75
Set Up / Tear Down (outside of event days)	Daily rate up to \$500			

*Event License Fees are taxable. If organization is tax exempt and provides documentation, tax will not be charged.

Event Attendance	Application Deadline
Up to 299	1 month prior to proposed event date
300–599 or Existing Major Events without changes*	3 months prior to proposed event date
New Major Events or Existing Major Events with changes	5 months prior to proposed event date

**If there is a change in scope (number of days, extended hours, expanded footprint, activities, additional road closure) the review process is the same as a new major event and the application deadline is 5 months prior to the proposed event date.*

Event	Application Submittal / Processing Time	Processing Fee	Application Form	Insurance Individual Occurrence	Insurance Aggregate
Festival or major event May include: outdoor entertainment, sale food/beverages, service of alcohol and/or generate revenue INCLUDES ROAD CLOSURES	90 days prior to the event	\$200 two or more days \$60 single day	Form A	General Liability \$1,000,000 Liquor Liability \$1,000,000	\$2,000,000
Festival or event May include: outdoor entertainment, sale food/beverages, service of alcohol and/or generate revenue DOES NOT INCLUDE ROAD CLOSURES	60 days prior to the event	\$200 two or more days \$60 single day	Form A	General Liability \$1,000,000 Liquor Liability \$1,000,000	\$2,000,000
Parade, procession, march, road race, bicycle race INCLUDES THE RESTRICTION OR CLOSURE OF ROADWAY May include the service of alcohol (form A)	90 days prior to the event	\$120.00	Form B or A	General Liability \$1,000,000 Liquor Liability \$1,000,000	\$2,000,000
Private or public gathering – maximum attendance 200. INCLUDES: sale or service of food/beverages, outdoor entertainment, and service of alcohol DOES NOT INCLUDE ROAD CLOSURES	30 days prior to the event	\$25.00	Form C	General Liability \$1,000,000 Liquor Liability \$300,000	\$1,000,000
Private or public gathering DOES NOT INCLUDE: street closures, generate revenue, and/or service of alcohol	15 days prior to the event	\$25.00	Form C	General Liability \$1,000,000	\$1,000,000
Neighborhood block party or walk INCLUDES the restriction of sidewalk or residential street DOES NOT INCLUDE: sale food/beverages, service of alcohol and/or generate revenue	15 days prior to the event	\$50.00	Form C	N/A	N/A
Picket or demonstration DOES NOT INCLUDE: street closures, generate revenue, outdoor entertainment, sale food/beverages, service of alcohol	48 hours – 15 days	No fee	Form C	N/A	N/A
Filming and Photography	72 hours –15 days	\$25.00 - 100.00	Form D	General Liability \$1,000,000	\$1,000,000



Committee/Staff Recommendations

Recommend Administrative Approval

- ▶ All events would be presented to the Special Events Committee, if recommended for approval they would then be approved or not approved by City Manager.
- ▶ City Council's role would be setting the policy that staff follows, and deciding what events to support, if any.
- ▶ Special Events would report all upcoming events to City Council monthly.

Application fee – Current Process

- ▶ There is no fee required for the submittal of a special event application. Applications must be submitted not less than 90 days prior to the event. The application shall be reviewed by the committee as designated by the manager. The manager's comments and the committee's approval or withholding of approval, with reasons, shall be provided to city council, and the completed application shall be placed on the council's agenda for consideration within 60 days, or less than 60 days if adequate review can be completed, after receipt of a completed application, and the committee's vote to give or withhold approval. The applicant and the manager may extend the time for departmental analysis by mutual consent.

Application fee – Proposed Process

- (a) An application shall be submitted to the Special Events Supervisor by the applicant, accompanied by the applicable special events permit processing fee or non refundable deposit set forth on the city's special events fee schedule, as approved by city council, a copy of which may be obtained from the committee.
- (b) The Special Events Committee shall meet with the applicant to review and evaluate the application for compliance with the requirements herein and prioritize locations to determine if the proposed special event meets approval status. Prior to the meeting, the applicant shall be required to provide the committee with a completed application

Committee/Staff Recommendations

Application Fee/non refundable deposits

➤ Major Special Events	\$100
➤ Running or Cycling Event/Parade	\$100
➤ Large special event	\$ 75
➤ Minor Special Event	\$ 50
➤ Block Party/ right of way	\$ 25
➤ Facility Use application	\$ 0

Processing of Application - Current

(a) Except as provided in subsection 19-141 (b), the city council shall take final action upon a completed application for a special event permit as soon as practicable, but no later than 60 days from the item being placed upon the agenda, provided however mutual consent may serve as a ground for continuance. (b) The city council is not required to take final action upon any special event permit application prior to 180 calendar days before the event. (c) The city council is not required to take final action on an incomplete or untimely special event permit application.

Processing of Application – Proposed

(d) The committee can:

-) vote to recommend approval of the event to the City Manager,
-) vote to not recommend the event,
-) vote to continue the event application, or
-) take no action on an application.

(e) Any requested appeal to the committee decision shall be heard by the City Manager.

(f) An event recommended for approval by the committee shall be presented to the City Manager, who may decide to approve or not approve the event.

(g) The City Manager has thirty (30) days to approve or not approve an event once recommended for approval by the committee, if the manager takes no action after thirty (30) days, the application is deemed unapproved.

Co-Sponsorship – Current

- Sec. 19-131. - Use of city seal or name; city sponsorship. Except as authorized in section 19-147 related to city sponsored events, the use of the city seal or the words "The City of Myrtle Beach," "City of Myrtle Beach" or any similar combination or facsimile that would reasonably imply an official endorsement of the event by the city, is prohibited, absent specific authorization from city council. Without such specific legislative action authorizing endorsement, the issuance of a permit shall not be considered an endorsement by the city. It shall be unlawful for any person to represent, hold out, promote or publish to another that the city name or city seal is an endorsement of the event without specific legislative action authorizing such use.
- Sec. 19-147. - City sponsored events.(a)City council may elect to demonstrate its support of a special event, legislative festival, or significant sports tourism event by designating it as a "city sponsored event". Such designation shall be in the form of a resolution indicating:(1)The public purpose of such event.(2)The estimated public cost of such event, and the portion thereof that shall be borne by the city.(3)The estimated revenue associated with the event, and the portion thereof that shall be retained by the city.(4)The estimated economic impact (direct spending) of that event on the entire community.(b)Unless specifically limited by city council in the authorizing resolution city sponsorship shall convey:(1)The right to use the city seal, and/or the words "The City of Myrtle Beach," and "City of Myrtle Beach" or any similar combination or facsimile to confirm an official endorsement of the event by the city in any promotional literature regarding the event.(2)The right to use the city seal, and/or the words "The City of Myrtle Beach," and "City of Myrtle Beach" on any event specific clothing or souvenir items.(3)The right to use temporary site specific signage at the event site, and temporary welcome signage at private businesses and on public property, *subject to the approval of the city manager or his designee.*

Co-Sponsorship – Proposed

- a) The city does not provide services free of charge when resources have to be deployed to provide public safety and or cover the event.
- (b) There will not be a charge when the city determines that routine functions are sufficient, or when additional policy or city resources are needed to control opponents of the event.
- (c) The required deployment of resources will be determined by the city taking into consideration the type of event, location of the event, alcohol being served, the number of participants, the level of street usage and the need for pedestrian control approved for the event.
- (d) The event organizer will be required to prepay or reimburse the city deployment fees associated with the event within thirty (30) days of receiving the invoice for services rendered.
- The use of the city seal or the words "The City of Myrtle Beach," "City of Myrtle Beach" or any similar combination or facsimile that would reasonably imply an official endorsement of the event by the city, is prohibited, absent specific authorization from the city manager.
- Cost recovery for noncommercial nonprofit events or commercial events may be waived only if the City Manager finds that a public service will be served.
- Waiving of any fee does not imply city co-sponsorship nor allow the use of the city seal.
- The issuance of a permit shall not be considered an endorsement by the city.



Entertainment Zones

Article 15. Conditional and Accessory Uses and Special Exceptions

- ▶ Entertainment Zones are created by Zoning code 1501.M
 - ▶ Convention Center
 - ▶ B.A.T.B.
 - ▶ Sports Center

Would like to amend 1501.M to include the following;

#7 A certificate of notification must be submitted to the Special Events Committee chairperson a minimum of 30 days prior to the event.

The Special Events Committee agenda would Change section (E)

FROM;

E. Review of Temporary Use Permits

TO;

E. Review of Temporary Use Permits/ Certificates of Notification

Other changes

- Types of applications - Applications for special events are now divided into several applications depending on type/size of event, with applicable fees.
- Fees for equipment use, Labor will now be included in the Special Events Fee Schedule.
- The Manager reserves the right to limit event applications for events that occur between May 1st and Labor Day
- Parade permits will now come through the Committee, previously through the P.D. directly
- Facility Use permits are not used for Park Rentals being replaced by the Minor Special event Permit, The FUP remains in use for Facility rentals and Shelter rentals at no cost.
- The correct time of submission for each type of application is stated on each application not specifically in the ordinance



Questions?