

# **SPECIAL EVENTS TEAM UPDATE**



# TODAY'S NORMAL

## PHYSICAL DISTANCING



## SOCIAL CONNECTING



## CREATES ASPIRATION



# **COVID-19 PHASE 1 & BEING 6FT. AWAY**

**First Goal – Establish a sense of COMMUNITY ...and that begins with  
RESIDENTS**

# COVID-19 PHASE 1 & BEING 6FT. AWAY

## **DRIVE IN THEATER**

**Fosters Family Time  
Promotes Fun & Entertainment  
A Community Connecting**

## **CarCert**

**Perfect for Music Lovers  
Staying On Trend to Performances  
Currently on TV & Digital Platforms  
Safely Adopting Community Engagement**

## **RIP The COVID**

**It's a Tongue & Cheek Event  
To Be Enjoy By Fashionistas  
& American Idol Lovers  
Streaming Event  
Allows Viewers to Vote  
Contestants Have 3  
Wardrobe Changes:**

- **Video Conference Attire**
- **Happy Hour Attire**
- **COVID ME CRAZY (GET CREATIVE WITH COVID GEAR)**

# COVID-19 PHASE 1

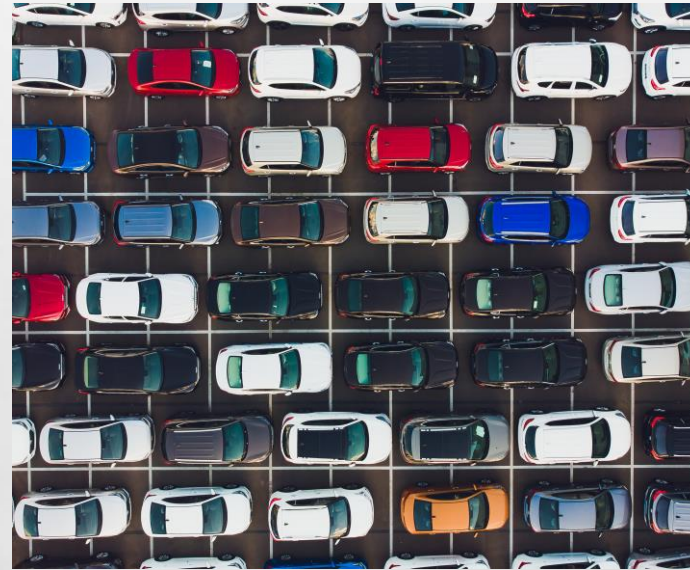
## DRIVE-IN THEATERS

*RESIDENTS*



## CARCART

*RESIDENTS*



## RIP THE COVID

*RESIDENTS*



# COVID-19 PHASE 1 & BEING 6FT. AWAY

## **Splash OF Color - Child**

**Coloring Contest**  
**Entries Are Emailed**  
**2 Winners Awarded**  
**Winners Promoted on**  
**Social Media Platforms**

## **SPLASH OF COLOR -TEEN**

**Coloring Contest**  
**Most Likely Entries Will Be More Creative**  
**Entries Are Emailed**  
**2 Winners Awarded**  
**Winners Promoted on Social Media**  
**Platforms**

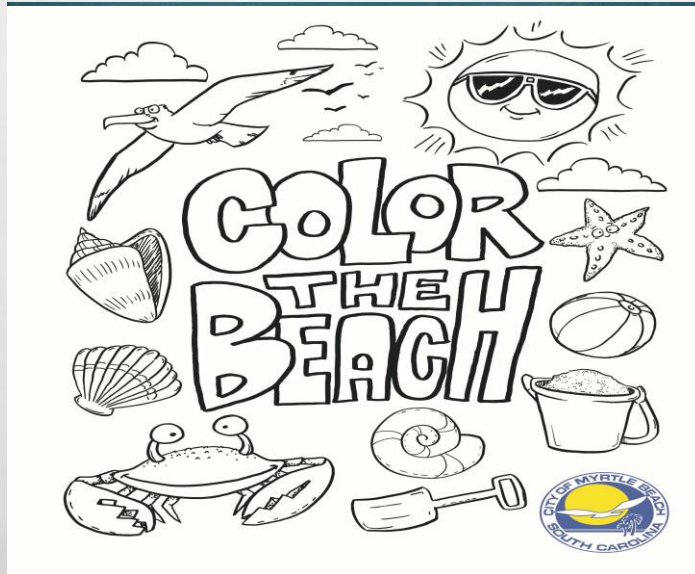
## **HOWEL APPRECIATION**

**Show Appreciation to 1st Responders**  
**Occurs During a Full Moon**  
**Residents Howl Outside at the Moon**  
***A Different Twist on a Full Moon Party***

# COVID-19 PHASE 1

## SPLASH OF COLOR - CHILD

*RESIDENTS*



## SPLASH OF COLOR - TEEN

*RESIDENTS*



## HOWL APPRECIATION

*RESIDENTS*



# **PHASE 2 & SOCIAL DISTANCING MAY STILL BE PRACTICED**

**Restaurant Weekend or Week**  
**Weekend in May**  
**Or a Full Week in August**  
**May Will Draw Residents**  
**August Will Draw Both Tourists**  
**and Residents**

**Healthcare Heroes Appreciation Week**  
**Pelicans Stadium or on Wednesday night**  
**of CCMF**  
**Bob Durkin is open to the idea**  
**Local Event with a Visitor Base**

**Myrtle Beach Boardwalk Anniversary**  
**Summer Long Promotion**  
**Partnership with Downtown**  
**Businesses & Attractions**  
**Consider having Buddy Valastro with**  
**The Cake Boss to do Another Cake**  
***(since he created the cake for the***  
***ribbon cutting ceremony)***  
**Bands to Celebrate**



# PHASE 2

## RESTAURANT WEEK

*RESIDENTS OR TOURISTS*



## HEALTHCARE HEROES APPRECIATION WEEK

*RESIDENTS AND TOURISTS*



## MYRTLE BEACH BOARDWALK ANNIVERSARY

*RESIDENTS*



# **PHASE 2 & SOCIAL DISTANCING MAY STILL BE PRACTICED**

## **The Beach Is Back**

**Summer Long Promotion with  
Local Businesses to add  
Discounts or Promotions  
Can be paired with a CVB Event**

## **Golf Cart Parade**

**Golf Cart Parade  
Late Summer  
In the Evening  
On Pavilion Site *(provided city logistics  
with it being on the bLvd.)***

## **Blow Out 4<sup>th</sup> of July**

**Fireworks  
Bands  
Family Fun  
Games & Contest**

# PHASE 2

## THE BEACH IS BACK

*RESIDENTS AND TOURISTS*



## GOLF CART PARADE

*RESIDENTS AND TOURISTS*



## BLOW OUT THE 4<sup>TH</sup> OF JULY

*RESIDENTS AND TOURISTS*



# PHASE 3

## **Boardwalk Bonanza**

**Oct. 16<sup>th</sup> from 4p-10p or  
Oct. 23<sup>rd</sup> All Day  
Live Local Entertainment  
Fun Challenges  
Contests with Prizes  
Food Trucks  
Kid Zone  
Beach Olympics Recreation  
Games  
Trivia Contests  
Corn Hole Tournaments  
Talent Contests**

## **Rec The Parks**

**Bring the Recreation Centers to the  
Parks  
Contests Like Field Day**

## **Mini Food Truck Festival**

**Variety of Food Trucks  
Cuisines for Every Palate  
Live Entertainment**

# PHASE 3

## BOARDWALK BONANZA

*RESIDENTS AND TOURISTS*



## REC THE PARKS

*RESIDENTS AND TOURISTS*



## MINI FOOD TRUCK FESTIVAL

*RESIDENTS AND TOURISTS*



