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Media Advisory

To: Myrtle Beach Media
From: Kaycey Hall Vrettos
Date: February 17, 2023
Re: Meeting Schedule and Agendas

1. Next week's [meeting schedule](#) is attached.
2. **Myrtle Beach Police Department has partnered with the South Carolina Department of Mental Health (SCDMH) to provide resources to those in need.** Throughout the country, individuals with mental health issues live without support because of availability and insurance barriers. As part of Myrtle Beach Police Department's partnership with the SCDMH, Mental Health Alliance Partner Sachi Baird is available Monday-through-Friday for community members to access counseling services and information. Questions? Contact 843-918-1541 or sbaird@cityofmyrtlebeach.com for assistance. In cases of emergency, call 9-1-1.
3. **Calling local, regional and national artists...** The City of Myrtle Beach is looking for qualified muralists and sculptors for upcoming projects in the downtown area! The Downtown Development Office, Cultural Resource Committee and Myrtle Beach Downtown Alliance have opened the Request for Qualification (RFQ) process online and all are encouraged to apply. See the helpful links below to begin the process.
 - Public Art Mission – <https://www.downtownmyrtle.com/public-art>
 - Bicycle Rack Information – <https://bit.ly/BikeRackArtistRFQ>
 - Mural Information – <https://bit.ly/MuralArtistRFQ>
4. **The City of Myrtle Beach's GIS Division has created a new roadway ownership map!** The interactive map offers a legend to show the following: city, county, state and private roads; public and private roads under construction; and, roadways located outside of Myrtle Beach city limits. To view, see <https://arcg.is/0im4C1>.

5. Myrtle Beach’s “Through the Lens of Time” history series continues on Tuesday, February 21, 2:00 p.m. at Chapin Library with guest speaker Ruth Trask Gore. Join us to hear about Myrtle Beach’s past from a local historian’s perspective with emcee Diane DeVaughn Stokes. The series is sponsored by Chapin Memorial Library and the city’s Seniors Advisory Board. Below is the list of upcoming event dates.

- 2:00 p.m., Tuesday, February 21 – Ruth Trask Gore, Chapin Memorial Library, 400 14th Avenue North
- 2:00 p.m., Thursday, March 9 – M. “Cookie” Canty Goings, Chapin Memorial Library, 400 14th Avenue North
- 2:00 p.m., Tuesday, April 4 – Buz Plyler, Chapin Memorial Library, 400 14th Avenue North

6. The Myrtle Beach Police and Fire Departments, Horry County Police and Fire Departments, North Myrtle Beach Police and Fire Departments, Murrells Inlet/Garden City Fire Department and the SC Highway Patrol square off in this popular, annual softball series on Saturday, February 25, at the Myrtle Beach Pelicans’ Stadium, 1251 21st Avenue North. The Guns & Hoses Charity Game is a fun competition among city and county staff that’s open to the public. Participating organizations include: Myrtle Beach Fire and Police Departments, Horry County Fire and Police Departments, North Myrtle Beach Fire and Police Departments, Murrells Inlet/Garden City Fire Department and the South Carolina Highway Patrol. Admission costs \$5 and includes coffee, hot dogs and chips. Ticket sales benefit SOS Care, Inc. and Project Lifesaver, a search and rescue tracking program for “at risk” individuals (persons with Alzheimer’s, autism, Down syndrome, dementia and other cognitive conditions) who are prone to wandering. It’s fun for the entire family, with entertainment for kids, raffle prizes, snacks and drinks. A special thank you to 707 Shooting Range, WMBF News, the Myrtle Beach Pelicans, Belfor Property Restoration, New York Life and Tideland Dental. The tournament schedule is below. For information, visit <https://www.milb.com/myrtle-beach/events/gunsandhoses>.

- 9:00 a.m. – Gates Open
- 10:00 a.m. – Game 1 (NMBPD vs. MIGCF)
- 11:15 a.m. – Game 2 (MBPD vs. HCFR)
- 12:30 p.m. – Game 3 (MBFD vs. HCPD)
- 1:45 p.m. – Game 4 (SCHP vs. NMBFD)
- 3:00 p.m. – Semi-Final Game 1 (Game 1 Winner vs. Game 2 Winner)
- 4:15 p.m. – Semi-Final Game 2 (Game 3 Winner vs. Game 4 Winner)
- 5:30 p.m. – Championship Game

7. Myrtle Beach’s annual Black History Month Celebration is set for 6:00 p.m., Saturday, February 25. Sponsored by the city’s Neighborhood Services Department, all seats are filled for this ticketed event at Mary C. Canty Recreation Center, 971 Canal Street. The 2023 theme is “Rhythm with Our Roots: A Celebration of Black Musical Heritage,” and honorees include Sandy Grove Choirs, Riggins Young Adult Choir, Merry Evening Gospel Singers, Cooper & Washington Singers, Barbara Lawrence, Taniya Boatwright, New Creation, Jazz Etc., Tamir & Company and Sherwin “Wayne” Golson. Attendees, please wear semi-formal attire (African attire recommended). The evening includes dinner, musical performances and speakers.

8. **A comprehensive list of city-related activities, events, festivals and recreation programs is available on the city’s website.** The [Events](#) webpage is updated weekly.
9. **The “Lasting Weds Game” at General Robert H. Reed Recreation Center tested how well spouses knew each other, and that’s the subject of our Photos of the Week.** Similar to the Newlywed Game TV show, “Lasting Weds” participants were asked questions about their relationship. Spouses had to guess the answers, which led to lots of laughter. The Valentine’s-themed event has been hosted for many years by Crabtree Gym’s Greg Moody and Ed Lewis, with help from Thia Brabson and Barbara Patterson. The smiling faces and expressions in these photos tell the story! To view these photos and more, see our [Photos of the Week Library](#) webpage.
10. **Did you know...** That sports tourism in the City of Myrtle Beach produced \$154.7 million in direct spending during the 2022 calendar year? That’s up from \$145.9 million for 2021. Of the 2022 total, \$14.2 million was returned to local governments (city, county and state) in taxes and fees, with Myrtle Beach receiving more than \$3.6 million. Sporting events included the traditional activities, along with fencing, cornhole, Quidditch, pickleball, wrestling and kickball. Baseball again was the biggest economic contributor at \$53.5 million, followed by dance at \$25 million and fast-pitch softball at \$21.8 million. Other top revenue-generating sports for the city included basketball (\$15 million), volleyball (\$8.4 million) slow-pitch softball (\$6.8 million), cheerleading (\$5.6 million), football (\$3.3 million), gymnastics (\$3.3 million) and soccer (\$3.1 million). July was the busiest month, with \$36 million, followed by March (\$26.7 million), August (\$24.4 million) and June (\$20.2 million). September – the back-to-school month for many – had the least activity, with just \$3.6 million. “Direct spending” means one dollar is spent one time in the local economy; it does not include any economic multipliers.

For more information, contact:

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

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

**CITY OF MYRTLE BEACH
MEETING SCHEDULE
February 20-26, 2023**

MONDAY, FEBRUARY 20

- **8:30 a.m.** – Staff Meeting, Conference Room, City Services Building, 921 North Oak Street
- **6:00 p.m.** – Booker T. Washington Neighborhood Watch, Ballroom, Mary C. Canty Recreation Center, 971 Canal Street
- **6:00 p.m.** – Palmetto Greens Neighborhood Watch, 2900 Mashie Drive

TUESDAY, FEBRUARY 21

- **1:30 p.m.** – Planning Commission, Conference Room, City Services Building, 921 North Oak Street
- **2:00 p.m.** – “Through the Lens of Time” Myrtle Beach History Series: Ruth Trask Gore, Chapin Memorial Library, 400 14th Avenue North

WEDNESDAY, FEBRUARY 22

- **8:00 a.m.** – Myrtle Beach Convention Center Hotel Corporation Board, Room 236, Myrtle Beach Convention Center, 2101 North Oak Street

THURSDAY, FEBRUARY 23

- No Meetings Scheduled

FRIDAY, FEBRUARY 24

- No Meetings Scheduled

SATURDAY, FEBRUARY 25

- **10:00 a.m. to 5:30 p.m.** – Guns & Hoses Charity Softball Game, Myrtle Beach Pelicans Stadium, 1251 21st Avenue North
- **6:00 p.m.** – Neighborhood Services Department hosts 2023 Black History Month Celebration (*Ticketed Event*), Ballroom, Mary C. Canty Recreation Center, 971 Canal Street

SUNDAY, FEBRUARY 26

- No Meetings Scheduled

**City of Myrtle Beach
Planning Commission
1:30 p.m., Tuesday, February 21, 2023
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 MEETING.

A. Call Meeting to Order

B. Matters of Order: Approval of Minutes for February 7, 2023, Meeting

C. Executive Session: The board may take action on items discussed during Executive Session, once the Executive Session ends and the Public Session resumes.

D. Matters of Business:

1. **PRE-FIN 23-01 Porter – Canal Street:** Request by Christopher Porter (Atlantic Surveying LLC, Agent) to subdivide approximately 0.8 acres zoned R8 (PIN #42513010042) into two parcels measuring 17,378 sq. ft. and 17,339 sq. ft. for familial tax purposes.

E. Presentation of New Applications:

1. **STN 23-02 High Market Town Homes II:** Request by Miller Design Services (Tom Miller, Agent) to name five new private drives near the corner of Yorkshire Boulevard and Meyers Drive serving 20 new structures as: "Joshua Place," "Rebecca Lane," "Goodlife Place," "Maxine Court" and "Sigmon Place."
2. **TEXT 23-01 MCMP MarketWalk:** Request by LUK-MB5 (Walter Warren, Thomas & Hutton agent) to amend the Market Common Master Plan to allow for 209 residential units on Parcel XYZ (Phase 1A) on the corner of Farrow Parkway and Phillis Boulevard.
3. **Z 23-01 23rd Avenue North PUD Pre-Application Conference:** Presentation by Jeff King of the potential rezoning of approximately 2.17 acres, including six parcels and two alleys on the first, second and third rows near 23rd Avenue North (from 21st Avenue North PUD to the new 23rd Avenue North PUD) to develop a branded hotel, parking garage, surface parking, restaurants and convenience retail.

F. Communications from the Planning Commission: Economic Development Element Update for Comprehensive Plan

G. Communications from City Staff

H. Meeting Adjournment

**Myrtle Beach Convention Center Hotel Corporation Board
8:00 a.m., Wednesday, February 22, 2023
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 – January 2023 Meeting

C. Public Comments and Questions

D. Review of Monthly Hotel Financials for January 2023 (Mrs. Hinde)

E. Hotel Sales and Marketing Update for January 2023 (Mr. Semidei)

F. Convention Center Update for January 2023 (Mr. Monroe)

G. Discuss Additional Business

H. Executive Session*

I. 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.