

REQUEST FOR CITY COUNCIL CONSIDERATION

Meeting Date: May 20, 2024

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| Agenda Item: 5B | Prepared for: Mike Mahaney, City Manager |
| Agenda Section: Consent: Motion to Approve | Date: May 8, 2024 |
| Subject: The South Atlantic Lifeguard Championships | Division: Administration |

Background:

The North Myrtle Beach Police Department is requesting approval for The South Atlantic Lifeguard Championships. This event is to be held on Wednesday, July 10, 2024 and Thursday, July 11, 2024, between the hours of 7:00 AM and 5:15 PM. Set-up will begin at 5:00 AM and dismantling will begin at 5:00 PM.

Please see attached application and map.

All applicable departments have signed off on the special event verbally or by email.

Recommended Action:

Approve or deny the Special Event Application

| | | |
|-----------------------------|--------------------------|---------------------------|
| Reviewed by Department Head | Reviewed by City Manager | Reviewed by City Attorney |
| | | |

Council Action:

Motion By _____ 2nd By _____ To _____



FESTIVAL & SPECIAL EVENT DIRECTOR APPROVAL

Festival/Special Event: _____

Date of Event: _____

| | Approval | Denial | Method | Date |
|-------------------------|----------|--------|--------|-------|
| City Manager/Admin: | _____ | _____ | _____ | _____ |
| Finance: | _____ | _____ | _____ | _____ |
| Human Resources: | _____ | _____ | _____ | _____ |
| Information Technology: | _____ | _____ | _____ | _____ |
| Parks & Recreation: | _____ | _____ | _____ | _____ |
| Planning & Development: | _____ | _____ | _____ | _____ |
| Public Safety: | _____ | _____ | _____ | _____ |
| Public Works: | _____ | _____ | _____ | _____ |

Date Sent for Director Approval: _____

Any Director Comments: _____

Date for City Council Approval: _____

Certificate of Liability Insurance sent to Risk Manager: _____

Special Event / Festival Permit Application

Instructions

Instructions

To apply for a Special Event / Festival Permit, please complete this application and submit it, including required attachments, to the City of North Myrtle Beach Administration no later than 60 days before your event.

I. Applicant & Sponsoring Organization Information

Sponsoring Organization Name North Myrtle Beach Police Department

Chief Officer of Organization Dana Crowell

Applicant Name Monty Reed

Address 1015 Second Ave. South, North Myrtle Beach, SC 29582

Daytime Phone Number 843-281-3825

Evening Phone Number 843-503-6297

Fax *Field not completed.*

On-Site Contact Person Monty Reed

Pager / Cell Phone Number 843-503-6297

Is the city a co-sponsor? Yes

What is the name of the city contact person? Monty Reed

II. Event Information

Event Name South Atlantic Lifeguard Championships

Purpose of Event Showcase lifeguard skills and endurance in our region.

Event Date(s) 7/10/2024

Event Date(s) 7/11/2024

Total Expected Attendance 280

| | |
|-----------------|---|
| Location | Between 2nd Ave. South and 2nd Ave N. on the beach strand |
| Event Hours | 7:00 AM - 5:15 PM |
| Set-Up Hours | 5:00 AM - 11:30 PM |
| Dismantle Hours | 5:00 PM - 11:00 PM |

List any street(s) you are requesting to be closed as a result of this event. Include street name(s), day, date and time of closing and reopening:

| | |
|--------------------|-----------------------------|
| Street One | n/a |
| Date / Time Closed | <i>Field not completed.</i> |
| Date / Time Opened | <i>Field not completed.</i> |
| Street Two | n/a |
| Date / Time Closed | <i>Field not completed.</i> |
| Date / Time Opened | <i>Field not completed.</i> |
| Street Three | n/a |
| Date / Time Closed | <i>Field not completed.</i> |
| Date / Time Opened | <i>Field not completed.</i> |
| Street Four | n/a |
| Date / Time Closed | <i>Field not completed.</i> |
| Date / Time Opened | <i>Field not completed.</i> |

III. Event Description

| | |
|---|---|
| Does the event involve the sale of alcoholic beverages? | N/A |
| Has State Permit been applied for or received? | N/A |
| Will items or services be sold at the event? | Yes |
| Please describe. | Vendors may be set up selling food items or merchandise |

| | |
|--|---|
| Will there be musical entertainment at your event? | No |
| Will there be any tents or canopies at the proposed event site? | Yes |
| Number of Tents | set up line of rental canopies on beach strand for officials, scoring, and competitors as well as vendors set up in the 1st. Ave. South beach access. |
| Will any tent be over 30 by 30 feet in the area? | No |
| Will there be any fireworks associated with this event? | No |
| Has City Permit been applied for or received? | No |
| Will food be served at this event? | Yes |
| Please describe. | Food provide at no cost to officials working the event. Vendors selling food items to competitors as well. |
| Have South Carolina Department of Health and Environmental Control (DHEC) requirements been met? | N/A |
| Will you provide portable toilets for the general public attending the event? | No |
| Will you require the use of City electricity? | Yes |
| Will you require the use of City water? | Yes |
| Will you require Traffic Control? | No |

Will you require the use of City Personnel for trash removal?

Yes

Please list any other services you are requesting from the City of North Myrtle Beach.

Overnight Security to watch over competition equipment on Tuesday, Wednesday, and Thursday.

IV. Fees & Proceeds

Is the sponsoring organization a "tax exempt, non-profit" organization as defined by the Internal Revenue Service (IRS)?

No

Will admission fees be charged to attend the event?

No

Will fees be charged to vendors to participate in this event?

No

If the sponsoring organization is not a "tax exempt, non-profit" organization, will donations be made to any charitable organization(s)?

No

V. Event Site Map

Prior to issuance of a Festival Permit, you are required to submit a Final Event Site map to the City.

Attach a site map of the proposed event site indicating the locations of the following items:

[SALA Course.pdf](#)

VI. Security

Will this event require security to handle the event?

No

VII. Page Information

Prior to the issuance of a Special Events Permit, proof of insurance will be required.

You must provide an Original Certificate of Insurance showing you have purchased commercial general liability insurance that names “the City of North Myrtle Beach, its officers, employees and agents” as an additional insured. Insurance coverage must be maintained for the duration of the event. The amount of insurance coverage required will depend on the risk level of the event and will be determined by the City’s Risk Management Office depending on the nature of the event, additional coverage may be required.

VIII. Affidavit

Advance cancellation notice required: If this event is cancelled, please call 843-280-5604 with this information. Otherwise, City personnel and equipment may be needlessly dispatched and approvals of your future applications may be jeopardized.

| | |
|--------------------------------|--|
| Electronic Signature Agreement | I agree. |
| Electronic Signature | Munro T Reed |
| Date | 5/7/2024 |
| Name of Applicant | Munro Reed |
| Title | Beach Patrol Manger |
| Applicant Email | mtreed@nmb.us |

Mailing Information

The original application should be clearly printed or typed and mailed to City of North Myrtle Beach, Attention: Administration, Event/Festival Application, 1018 2nd Avenue S, North Myrtle Beach, SC 29582.

Anyone with questions should call Allison Galbreath at 843-280-5604.

