

REQUEST FOR CITY COUNCIL CONSIDERATION

Meeting Date: September 16, 2024

Agenda Item: 5E	Prepared for: Mike Mahaney, City Manager
Agenda Section: Consent: Motion to Approve	Date: August 21, 2024
Subject: Annual NMB Christmas Parade	Division: Administration

Background:

Destination North Myrtle Beach and the City are requesting approval for the Christmas Parade to be held on Saturday, December 07, 2024. The event would take place on Main Street.

The event will be held from 5:30 PM until 7:00 PM. Set-up will begin at 3:30 PM and dismantling will take place from 7:30 PM to 8:30 PM.

Please see attached application and map.

All applicable departments have signed off on the special event either 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 Destination North Myrtle Beach

Chief Officer of Organization Cheryl Kilday

Applicant Name Erin Graham

Address 1521 Hwy 17 South NMB

Daytime Phone Number 843-361-3045

Evening Phone Number 843-450-7754

Fax *Field not completed.*

On-Site Contact Person Erin Graham

Pager / Cell Phone Number 843-450-7754

Is the city a co-sponsor? Yes

What is the name of the city contact person? Angel Sylvester

II. Event Information

Event Name Annual NMB Christmas Parade

Purpose of Event To provide a holiday event for locals and visitors.

Event Date(s) 12/7/2024

Event Date(s) *Field not completed.*

Total Expected Attendance 2000

Location Main Street NMB / Ocean Blvd.

Event Hours 5:30 PM - 7:30 PM

Set-Up Hours 3:30 PM - 5:30 PM

Dismantle Hours 7:30 PM - 8:30 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 Ocean Blvd 11th Ave N to 1st Ave S

Date / Time Closed 12/7/2024 3:30 PM

Date / Time Opened 12/7/2024 7:00 PM

Street Two Main Street - Ocean Blvd to Ye Olde Kings Hwy

Date / Time Closed 12/7/2024 5:00 PM

Date / Time Opened 12/7/2024 8:30 PM

Street Three *Field not completed.*

Date / Time Closed *Field not completed.*

Date / Time Opened *Field not completed.*

Street Four *Field not completed.*

Date / Time Closed *Field not completed.*

Date / Time Opened *Field not completed.*

III. Event Description

Does the event involve the sale of alcoholic beverages? No

Has State Permit been applied for or received? N/A

Will items or services be sold at the event? No

Will there be musical entertainment at your event? Yes

Number of Stages 1

Number of Bands 0

Type(s) of Music Christmas

Time Music Will Start & Stop *Field not completed.*

Name of Band(s) N/A

Will there be any tents or canopies at the proposed event site? No

Will there be any fireworks associated with this event? No

Has City Permit been applied for or received? Yes

Will food be served at this event? No

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? No

Will you require the use of City water? No

Will you require Traffic Control? Yes

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. *Field not completed.*

IV. Fees & Proceeds

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

Will admission fees be charged to attend the event? No

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

Please provide the amount(s). Participant fees: business \$100, Individual /Family \$35, Queens \$35, Non-Profit \$25, Professional Floats \$650

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

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: [Parade Route.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.
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Electronic Signature	Erin Graham
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Date	8/20/2024
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Name of Applicant	Erin Graham
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Title	<i>Field not completed.</i>
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Applicant Email	egraham@desstinationNMB.com
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Blue Line – Parade Line Up

Red Line – Parade Route

Green Line – End of Parade

Yellow Lines – Participants can pull off in any of these locations to unload but cannot stop or block the parade. If a route is presently being blocked remaining participants will be told to continue on to another location