

REQUEST FOR CITY COUNCIL CONSIDERATION

Meeting Date: February 16, 2026

Agenda Item: 5C	Prepared for: Ryan Fabbri, City Manager
Agenda Section: Consent: Motion to Approve	Date: January 12, 2026
Subject: Ocean Drive Beach Music Festival	Division: Administration

Background:

The Ocean Drive Beach Music Festival, LLC, is requesting approval to conduct the Ocean Drive Beach Music Festival on Saturday, May 2, 2026. The event will be held from 10:00 AM until 5:30 PM. Set-up will begin at 7:00 AM. Dismantling will begin at 6:00 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
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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 Carolina Beach Music, LLC

Chief Officer of Organization Carolina Beach Music, LLC

Applicant Name Jessica Worley

Address 98 North Ocean Blvd

Daytime Phone Number [REDACTED]

Evening Phone Number [REDACTED]

Fax *Field not completed.*

On-Site Contact Person Jessica G Worley

Pager / Cell Phone Number *Field not completed.*

Is the city a co-sponsor? Yes

What is the name of the city contact person? *Field not completed.*

II. Event Information

Event Name Ocean Drive Beach Music Festival

Purpose of Event Bring festival event to North Myrtle Beach to attract visitors to our City.

Event Date(s) 5/2/2026

Event Date(s) 5/2/2026

Total Expected Attendance 2000

Location 90 South Ocean Blvd. North Myrtle Beach, SC 29582

Event Hours 10:00 AM - 5:30 PM

Set-Up Hours 7:00 AM - 9:30 AM

Dismantle Hours 6:00 PM - 7:30 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 1st Ave south between Ocean Blvd and Hillside Dr

Date / Time Closed 5/2/2026 5:00 AM

Date / Time Opened 5/2/2026 5:30 PM

Street Two *Field not completed.*

Date / Time Closed *Field not completed.*

Date / Time Opened *Field not completed.*

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	3
Type(s) of Music	beach music
Time Music Will Start & Stop	10:00 AM - 5:30 PM
Name of Band(s)	Band of Oz, Jim Quick and Coastline, O'Jays (tent.)
Will there be any tents or canopies at the proposed event site?	Yes
Number of Tents	25
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?	Yes
Will food be served at this event?	No
Have South Carolina Department of Health and Environmental Control (DHEC)	N/A

requirements been met?

Will you provide portable toilets for the general public attending the event?	Yes
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Number of Portable Toilets	20
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Number of Americans with Disabilities Act (ADA) Accessible Toilets	3
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Will you require the use of City electricity?	No
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Will you require the use of City water?	No
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Will you require Traffic Control?	Yes
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Will you require the use of City Personnel for trash removal?	Yes
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Please list any other services you are requesting from the City of North Myrtle Beach.	<i>Field not completed.</i>
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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?

Yes

Please provide the amount(s).

\$40-\$75

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

N/A

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

Yes

Please list the names of the organization(s) and the expected amount of donation.

TR Cancer Fighters, Vet Welcome Home Resource Center and Humane Society of NMB

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 [festival-map-city.pdf](#) proposed event site indicating the locations of the following items:

VI. Security

Will this event require security to handle the event? Yes

Security Source Spartan Security

Address Myrtle Beach, SC

On-Site Contact Nate Moran

Phone Number 

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	Jessica Worley
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Date	1/8/2026
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Name of Applicant	Jessica Worley
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Title	Owner
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Applicant Email	
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Southern Serendipity
Clothing store

artist parking

stage surf tent

Bicycle Gates from City

Chain Link or Security Fencing

tents lining both sides

Center Open access/Trash cans/bicycle gates

ticket gate

Orange Barricades from City

Chain Link or Security Fencing

