

REQUEST FOR CITY COUNCIL CONSIDERATION

Meeting Date: July 19, 2021

Agenda Item: 5B	Prepared for: Mike Mahaney, City Manager
Agenda Section: Consent: Motion to Approve	Date: July 13, 2021
Subject: Run North Myrtle Beach and Surfboard Half and Flip Flop 5K Marathon	Division: Administration

Background:

The Coastal Race Productions and Run CRP is requesting approval to conduct the event “Run North Myrtle Beach and Surfboard Half and Flip Flop 5K Marathon” on Saturday, March 26, 2022. Please see attached maps.

The event will be held from 7:30 AM until 11:00 AM. Set up will be between the hours of 3:00 AM and 7:30 AM. Dismantling will take place from 11:00 AM to 1:00 PM.

Please see original application and list for street closures attached.

All applicable departments have signed off on the special event via email.

Recommended Action:

Approve the Festival & Special Event Application

Reviewed by Department Head	Reviewed by City Manager	Reviewed by City Attorney
Council Action: Motion By _____ 2 nd 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: _____



PERMIT # _____
City of North Myrtle Beach
Special Event/Festival Permit Application

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

I. APPLICANT AND SPONSORING ORGANIZATION INFORMATION

SPONSORING ORGANIZATION NAME: Coastal Race Productions & Run CRP

CHIEF OFFICER OF ORGANIZATION: Jo Jo Terragna & David Hutnik

APPLICANT NAME: David Hutnik

ADDRESS: PO Box 6333 Ocean Isle Beach, NC 28469

DAYTIME PHONE: 910-363-7776 EVENING PHONE: [same] FAX: N/A

ON-SITE CONTACT PERSON: David Hutnik PAGER/CELL PHONE: 910-363-7776

(NOTE: This person must be in attendance for the duration of the event and until last vendor leaves and immediately available to City officials.)

YES NO N/A

IS THE CITY A CO-SPONSOR?

WHAT IS THE NAME OF THE CITY CONTACT PERSON? Gregg Barnhill

II. EVENT INFORMATION

EVENT NAME: Run North Myrtle Beach & Surfboard Half & FlipFlop 5K

PURPOSE OF EVENT: Sports Tourism

EVENT DATE(S): ~~11/6/2021~~ TOTAL EXPECTED ATTENDANCE: 2,000
March 26, 2022

LOCATION: Route Attached - Start on Ocean Blvd & Finish on Main St.

EVENT HOURS: 7:30 - 11am

SET-UP HOURS: 3am - 7:30am

DISMANTLE HOURS: 11am - 1pm
(Includes same-day clean-up of all trash and debris generated by event)

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 (specify between X and Y Streets) Date/Time Closed Date/Time Opened

1. Main St. between Ocean Blvd & Hillside 3am - 12pm on 11/6 12pm 11/6
2. One lane of Ocean Blvd from 20th Ave. N. to 26th Ave. S. 7:15 - 11am on 11/6 11am 11/6
3. _____
4. _____

III. EVENT DESCRIPTION

YES NO N/A

- Does the event involve the sale of alcoholic beverages? If "YES", please describe.
we will require an ABC permit
- Has State Permit been applied for or received?
- Will items or services be sold at the event? If "YES", please describe.
various athletic & nutrition vendors
- Will there be musical entertainment at your event? If "YES", please provide the following info:
 Number of Stages: 0 Number of Band(s): 0 Type(s) of Music: DJ -
 Time(s) Music will start and stop: 6:30am - 11:00 am
 Name of Band(s): n/a
(Attach additional sheet if necessary).
- Will there be any tents or canopies at the proposed event site? If "YES": No. of tents 10
 Will any tent be over 30' by 30' in the area? NO (how many?) n/a
- Will there be any amusement or carnival type rides at your event? If "YES", please describe.

- Will there be any fireworks associated with this event? If "YES", please describe.
 Name of Fireworks Company _____ Phone _____
- Has State and City Permit applied for or received?
- Will food be served at this event? If "YES", please describe. we will have a
vendor providing free BBQ to participants

YES NO N/A

- Have DHEC requirements been met? Permit number _____
- Will you provide portable toilets for the general public attending the event? If "YES", number of Portable Toilets 30 number of ADA Accessible Toilets 4
- Will you require the use of City electricity? just the finish line
- Will you require the use of City water? only if we could use fire hydrants for water stops
- Will you require Traffic Control?
- Will you require the use of City Personnel for Trash Removal?

Please list any other services you are requesting from the City of North Myrtle Beach. NONE

IV. FEES AND PROCEEDS

YES NO N/A

- Is the SPONSORING ORGANIZATION a "Tax Exempt, non-profit" organization as defined by the IRS?
- Will admission fees be charged to attend the event? If "YES", please provide amount(s) of all tickets. Tickets range from \$19 - \$99
- Will fees be charged to vendors to participate in this event? If "YES", please provide amount(s). \$100 - \$500
- If the SPONSORING ORGANIZATION is not a "Tax Exempt, non-profit" organization, will donations be made to any charitable organization(s)? If "YES", please list the names of the organization(s) and the expected amount of donation. We work with over 20 local non-profits to recruit volunteers and we make donations accordingly coastalrace.com/charities

V. EVENT SITE MAP (Attachment)

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

1. Fencing, Barriers and/or Barricades
2. Gates or points of Admission
3. Scaffolding, Bleachers, Stages or Related Structures
4. Alcohol Outlets
5. Food and Beverage Vendors
6. Portable and Permanent Toilets
7. First Aid Facilities
8. Canopies or Tent Locations
9. Trash Receptacles or Dumpsters
10. Locations(s) of Portable Generator(s)
11. Points of Connection to City Water
12. Points of Connection to City Electric
13. Tables and Chairs
14. Vehicles and/or Trailers
15. Location of Vendor Parking
16. Other Components Not Covered Above
17. Amusement or Carnival Type Rides

(Prior to issuance of a FESTIVAL PERMIT, you are required to submit a FINAL EVENT SITE map to the City.)

VI. SECURITY

YES NO N/A

Will this event require security to handle the event? If so, we would like to contract

Security Source: North Myrtle Beach Police the local police

Address: _____

On-site Contact: _____ Phone No. _____

VII. INSURANCE INFORMATION

- > **REQUIRED:** 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) 280-5555 with this information. Otherwise, City personnel and equipment may be needlessly dispatched and approvals of your future applications may be jeopardized.

I certify that the information contained in the foregoing application is true and correct to the best of my knowledge. That I have read, understand and agree to abide by the rules and regulations governing the proposed Special Event established by the City Council and/or the City Manager or the City Manager's designee. I agree to abide by these rules, and further certify that I, on behalf of the organization, am also authorized to commit that organization, and therefore agree to be financially responsible for any costs and fees that may be insured by or on behalf of the Event by the City of North Myrtle Beach.

Name of Applicant (print) David Hutnik Title Co-Owner & Race Director
[Signature] Date 4/6/2021
Signature of Applicant

ORIGINAL APPLICATION SHOULD BE CLEARLY PRINTED OR TYPED AND MAILED TO:

City of North Myrtle Beach
Attention: Administration, Event/Festival Application
1018 2nd Avenue South
North Myrtle Beach, SC 29582

Anyone with questions should contact Debbie Brown at (843) 283-5555

North Myrtle Beach Half Marathon Route



Route Directions:

**Start on Ocean Dr. between
 1st Ave & 2nd Ave. South.**
 Right on 14th Ave. S.
 Left on Holly Dr.
 Right on 26th Ave. S
 Right on Madison Dr.
 Right on 25th Ave. S.
 Left on Hillside Dr.
 Left on Main St.
 Right on Ye Olde King Hwy.

Right on 2nd Ave. N
 Left on Hillside Dr.
 Left on Prince William Rd.
 Right on Princes Ann Dr.
 Right on 11th Ave. N.
 Right on Captain Hook's Way
 Left on Bonnet Dr.
 Right on Sea Hope Way
 Right on Graybill Ln
 Right on Seabrook Plantation

Left on Surf Estates Way
 Right on Palm Bay Dr.
 Right on Seawinds Pl.
 Right on Surf Pointe Dr.
 Right on 20th Ave. N.
 Right on Spring St.
 Straight onto N. Ocean Blvd.
 Right on Main St.
Finish on Main St.

North Myrtle Beach 5K Route



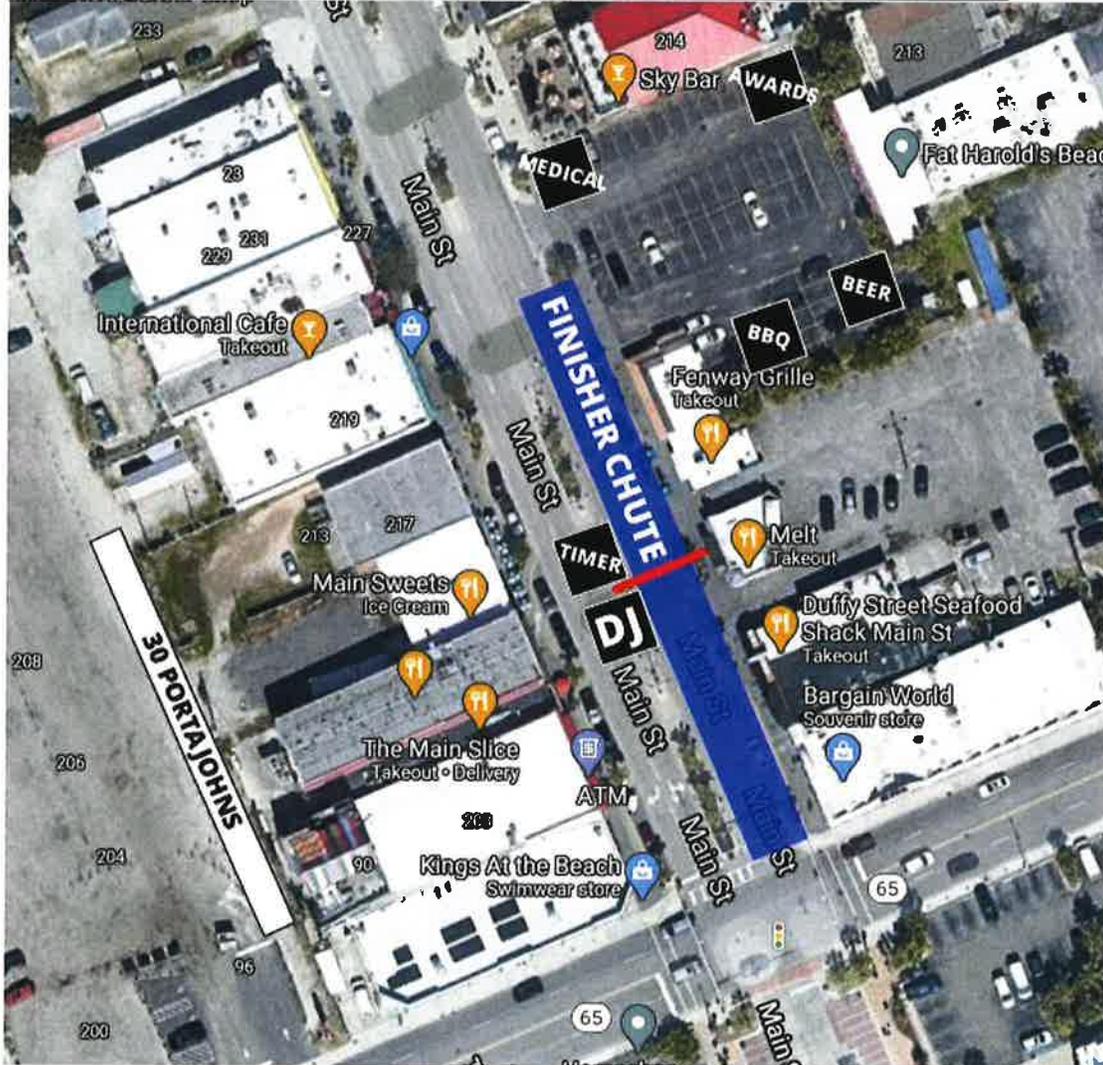
Route Directions:

**Start on Ocean Dr.
between 1st Ave & 2nd
Ave. South.**

**Right on 14th Ave. S.
Right on Hillside Dr.
Right on 1st Ave. N.**

**Right on N. Ocean Blvd.
Right on Main St.
Finish on Main St.**

North Myrtle Beach Half & 5K Finisher Area



We will receive permission to place 30 portajohns on Friday afternoon in preparation for the event Saturday morning between our start and finish areas.

Our Finisher chute will consist of our 8' adjoining metal barricades leading into and just after the finish line where we hand out finisher medals and bananas.

The DJ and Timer will each have a 10' x 10' tent and be stations right next to our finish line.

The Medical tent will be stations just beyond our finisher chute near the after party area.

Beer (over 21 - ID's checked) and BBQ is served to participants in the after party area.

Awards are presented to overall winners and age group winners in the after party area.



ABOUT US

8 YEARS EXPERIENCE

- **BAM! Race Series**
 - 8,000+ Participants across the series
- **Calabash Turkey Trot**
 - 1300+ Participants
- **Wilmington Historic Half & 5K**
 - 1700+ Participants
- **BFF Pink Ribbon Run**
 - Manage for the Grand Strand Running Club

**FAMILY OWNED AND OPERATED PREMIER
RACE PRODUCTION COMPANY IN COASTAL CAROLINA**

2019 Tourism Impact Award Winners - Brunswick County
Chamber of Commerce

30,000 runners on our email list

25,000+ monthly website visitors

10,000 annual participants (49,000 lifetime)



ABOUT OUR PARTICIPANTS

- 10,000+ participants per year across 7 events
- Roughly 25,200 attendance including spectators
- All 50 states represented. 86% from the Carolinas: 70% NC, 16% SC, 14% remaining 48 states
- Gender: 65% female, 35% male Age: 41-60 (46%), 21-40 (36%), <20 & >60 are both 9% >> 82% 21-60 years old!
- Roughly 48% of our runners are adult women under 60 living in the Carolinas.
- Economic Impact An Estimated **\$14,094,744** annually

RUN NORTH MYRTLE BEACH

Objective: To bring a topnotch running event which includes a Half Marathon, 10K and 5K to the city of North Myrtle Beach in the shoulder season with the possibility of adding a Full Marathon in the future. We feel with our data base and experience we could easily project having 2000 Participants in the first year and estimate 5000+ participants by year 5. We would like to look at fall 2021 date and meet as soon as possible to discuss logistics and options and begin our planning and marketing strategies to make this the destination race of the Southeast.

CONTACT:

JOHNNA (JOJO) TERRAGNA (910)713-3331
DAVID HUTNIK (910)363-7776
INFO@COASTALRACEPRODUCTIONS.COM

VISIT
COASTALRACEPRODUCTIONS.COM