

# 2019 VENDOR PACKET



Issue Date: November 30, 2018

## Town of Atlantic Beach

717 30<sup>th</sup> Avenue South  
Atlantic Beach, SC 29582  
MAIL: PO Box 5285

N. Myrtle Beach, SC 29597

PH: (843)663-2284 • FX: (843)663-0601

Email: [atlanticbeach@sc.twcbc.com](mailto:atlanticbeach@sc.twcbc.com)

Website: [www.TownOfAtlanticBeachSC.com](http://www.TownOfAtlanticBeachSC.com)



## Atlantic Beach Memorial Day Black Pearl Cultural Heritage and Bike Festival

Information Packet For:

FOOD

ALCOHOL

RETAIL

EXHIBITS

&

PROPERTY OWNERS



## Town of Atlantic Beach

717 30<sup>th</sup> Avenue South

Atlantic Beach, SC 29582

Mail: PO Box 5285

N. Myrtle Beach, SC 29597

Phone: (843)662-2284 • Fax: (843)663-0601

Email: atlanticbeach@sc.twcbsc.com

Website: www.TownOfAtlanticBeachSC.com

### Town Council

#### Mayor

Jake Evans

#### Mayor Pro-tem

Kenneth McLaurin

#### Councilmembers

Lenearl Evans

Jacqueline Gore

Josephine Isom

#### Town Manager

Benjamin Quattlebaum, Jr

Welcome to the 39<sup>th</sup> Annual Memorial Day Black Pearl Cultural Heritage and Bike Festival. During the month of May, the entire Grand Strand celebrates the contribution(s) and sacrifices of the men and women of the U.S. military and their families. Our town joins in the festivities from Friday, May 24, 2019 through Monday, May 27, 2019 (Memorial Day). Whether you're a vendor or vacationer, we want you to have a positive experience on the Grand Strand and in Atlantic Beach. Please observe all federal, state, and Town laws. When in doubt, remember common courtesy goes a long way towards preventing any problems. If you have any questions or concerns while in Atlantic Beach, stop by the Town Hall where our staff is available to assist you or ask law enforcement officers who will be available throughout the Town.

If you don't find all that you need to know about being a vendor in the enclosed package, call or email us at the above contact information. Remember these steps to vending in Atlantic Beach:

- Obtain a Vendor Application
- Calculate the payment amount due to Atlantic Beach for Vending Fee(s)
- Contact Property Owner directly
- Call Town Hall to verify if the Property Owner is registered to rent their property
- Attach Property Rental Receipt from Property Owner to Obtain Vending Permit
- Provide a Certified Check or Money Order for the full payment amount for Vendor Fee (No Cash Accepted)
- Complete the entire Vendor Application, Property Rental Receipt, Total Payment for Vendor Fee and Deliver it to Town Hall
- Enjoy the Event

Here's wishing you a successful 2018 Atlantic Beach Memorial Day Black Pearl Cultural Heritage and Bike Festival!

Sincerely,

Mayor Jake Evans



## **Town of Atlantic Beach**

**717 30<sup>th</sup> Avenue South**

**Atlantic Beach, SC 29582**

Mail: PO Box 5285

N. Myrtle Beach, SC 29597

Phone: (843)662-2284 • Fax: (843)663-0601

Email: [atlanticbeach@sc.twcbc.com](mailto:atlanticbeach@sc.twcbc.com)

Website: [www.TownOfAtlanticBeachSC.com](http://www.TownOfAtlanticBeachSC.com)

### **Town Council**

#### Mayor

Jake Evans

#### Mayor Pro-tem

Kenneth McLaurin

#### Councilmembers

Lenearl Evans

Jacqueline Gore

Josephine Isom

Dear Visitors and Vendors,

On behalf of the Command Staff and the Officers of the Atlantic Beach Police Department, I would like to welcome you to the Town of Atlantic Beach and the annual Memorial Day Black Pearl Cultural Heritage and Bike Festival weekend event. Our department's goal is to provide a safe environment for our residents, vendors, and visitors. Nonetheless, please understand that Atlantic Beach Police Department has a zero tolerance policy for any violation of the laws of the State of South Carolina or the Ordinances of the Town of Atlantic Beach, which include, but are not limited to, excessive noise, alcohol on public streets and sidewalks, public lewdness, public intoxication, unsafe/illegal operation of any motorcycle or vehicle, and the sale or distribution of counterfeit goods.

Although the weekend events are scheduled until 2:00am, all excessive noise, including but not limited to music and loud motorcycles, are to be lowered by 11:00pm as to not disturb our residents and neighbors.

Several law enforcement agencies will be on duty. Please feel free to contact any law enforcement officer with any questions.

Sincerely,

Quentin Robinson  
Police Chief

# WELCOME TO ATLANTIC BEACH MEMORIAL DAY BLACK PEARL CULTURAL HERITAGE AND BIKE FESTIVAL!

## Have Fun, Ride Safe

On behalf of our Mayor, Council Members, Businesses, and Residents, the people of Atlantic Beach, SC welcome you to the 2018 Atlantic Beach Memorial Day Black Pearl Cultural Heritage and Bike Festival.

We hold a legacy of history and culture, as one of the Nation's oldest vacation destinations for people of color. Atlantic Beach, SC is home to Atlantic Beach Memorial Day Black Pearl Cultural Heritage and Bike Festival, the largest sports bike rally in the country. Enjoy the ocean and other entertainment opportunities available here.



## Town of Atlantic Beach

Memorial Day is an especially busy time for those of us who live and work along South Carolina's Grand Strand. We welcome thousands of visitors who come to enjoy the ocean and other entertainment opportunities available here. Law enforcement officers who assist with crowds and traffic are here to make your visit safe and enjoyable. Your appropriate behavior and courtesy will be appreciated.

## Local Laws

Memorial Day brings thousands of visitors to the Grand Strand. In order to make the experience enjoyable for everyone, please review the following laws which are in place throughout the year:

- Legal drinking age is 21
- It is illegal to drink alcoholic beverages in public and open alcohol containers in vehicles
- Speeding and seat belt laws are strictly enforced
- Thong bathing suits and the public display of certain body parts is illegal and may result in arrest.
- Town of Atlantic Beach has zero tolerance for disorderly conduct and disruptive behavior
- Private property owners may tow vehicles from their property at the vehicle owner's expense
- Parking restrictions are enforced; illegally parked vehicles will be towed at the vehicle owner's expense
- Town of Atlantic Beach has zero tolerance for drug possession and other crimes
- The use of fireworks is illegal within city limits, including the beach area

## State Requirements

SCDHEC requires the Town to apply for event authorization of FOOD VENDORS. To participate in the festival, the **deadline** to return the application and documentation for **FOOD VENDORS is May 3, 2019.**

## Traffic Congestion

Traffic congestion and delays are common throughout the Grand Strand during the Memorial Day weekend. Traffic jams lasting up to four hours or more are possible, so please come prepared for this inconvenience.

Portable restroom facilities will be stationed throughout the area.

A traffic shoot will be established on Hwy 17 headed north into Atlantic Beach. The shoot will begin several blocks south of Atlantic Beach and end on the north side of Atlantic Beach. Vehicles must enter the shoot to access the festival and beach. After entering shoot, vehicles will only be allowed to turn right. It will not be possible to turn left or merge with Hwy 17 until you have passed through Atlantic Beach.

## Welcome Team

We are here to welcome you to the Town of Atlantic Beach and provide assistance in making your stay enjoyable. Town hall hours of operation during the event will be:

Friday, May 24, 2019: 3pm to 9pm  
Saturday, May 25, 2019: 10am to 9pm  
Sunday, May 26, 2019: 10am to 9pm  
Monday, May 27, 2019: 10am to 3pm

717 30<sup>th</sup> Ave. S, Atlantic Beach  
Phone: 843-663-2284  
Fax: 843-663-0601

Email: [atlanticbeach@sc.twcbc.com](mailto:atlanticbeach@sc.twcbc.com)

# VENDORS NEED TO KNOW:

## ALL Vendors:

Contact Town Hall to verify the Property Owner of the space you intend to rent has complied with all required obligations. A permit will not be issued to a vendor if the property owner has failed to comply.

Vendors must provide a Certificate of Insurance for liability coverage of at least \$1,000,000 listing Town of Atlantic Beach as the Certificate Holder.

Permit fees will not be refunded.

Payments for Vendor Permit Fees will only be accepted in the form of a Certified Check or Money Order. **No Cash Will Be Accepted** – several local businesses sell Money Orders. Credit Cards will only be accepted if the option is available through the Town's website:  
[www.townofatlanticbeachsc.com](http://www.townofatlanticbeachsc.com).

**No Vendor Permits will be issued after 5pm on Friday, May 24 2019.**

The Vendor Permit and Permit Fee Receipt must be displayed in a conspicuous location at all times. **Vendor enforcement officers will be inspecting permit authenticity.**

All vendors are restricted to a stationary position.

The Town's Public Safety Official will approve or disapprove the level of sound amplification for all music and entertainment.

Vendors are responsible for keeping their space litter free. **Vendors must remove all trash and debris from their space prior to their departure from the festival.**

## ALL Vendors (continued):

Town Hall will have a contact list of Property Owners willing to rent Vending space available by **March 19, 2019**. The list will be posted on the Town's festival webpage.

All vendors are required to comply with the State of South Carolina sales tax regulations. It may take a week or more to receive this information. New tax accounts may be registered at:  
<https://mydorway.dor.sc.gov>.

## FOOD Vendors:

**SCDHEC regulations require the Town to submit an application several weeks prior to the event listing all participating FOOD VENDORS. Therefore, all FOOD VENDORS must complete and return the festival application and ALL documentation by May 3, 2019. Incomplete applications and those received after the deadline will not be eligible to participate in the festival.**

Food Vendors are responsible for complying with SCDHEC Retail Food Establishment Regulation 61-25.

Call (843) 915-8801 or visit [www.scdhec.gov/food](http://www.scdhec.gov/food) for additional information.

Food vending trailers and trucks are encouraged; however, the proper construction of a food service area in your rented space is allowable provided the required vendor permit documentation has been received, permit fee(s) paid, and the vendor permit has been issued. Site construction will be allowed **May 20 – 24, 2019** and must be inspected prior to the event.

## ALCOHOL Vendors:

Alcohol Vendors must apply for an Alcohol Beverage License (ABL) with South Carolina Department of Revenue (SCDOR). Visit the SCDOR webpage on ABL for information:

<https://dor.sc.gov/tax/abl/licenses>

**ABL-900 and ABL-100 must be filed with SCDOR at least 15 days before the event. Before filing with SCDOR, Form ABL-100 requires approval from the Atlantic Beach Police Chief. A criminal records check (CRC) will need to be submitted to the Police Chief and SCDOR. A CRC may be obtained online from SLED: <https://catch.sled.sc.gov> Only Nonprofit organizations may use these applications to sell liquor.**

## RETAIL Vendors:

Per the State of South Carolina, this qualifies as a retail event. All Retail Vendors must comply with the State of South Carolina retail license requirements. Proof of a South Carolina retail license is required to receive a Vendor Permit. License must be obtained prior to the event or it will not be accepted. It may take a week or more to receive this information. New business or tax accounts visit:  
<https://mydorway.dor.sc.gov>

Retail Vendors are prohibited from selling counterfeit goods. Violators will be fined, goods may be confiscated by law enforcement, vendor permit will be revoked, and the operation must vacate immediately. There will be no refunds for violations, and vendor will face criminal prosecution to the fullest extent allowable by law.

## EXHIBITORS:

Exhibitors may display literature or other items not for sale. These permits are for informational presentations only.