

2024 VENDOR PACKET



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

Information Packet For:

FOOD

ALCOHOL

RETAIL

EXHIBITS

&

PROPERTY OWNERS

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 2024 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 1, 2024.**

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, 2024: 9am to 7pm
Saturday, May 25, 2024: 10am to 7pm
Sunday, May 26, 2024: 12pm to 7pm
Monday, May 27, 2024: 10am to 4pm

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

Email: townofatlanticbeachsc.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.

No Vendor Permits will be issued after 5pm on Friday, May 24, 2024.

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 1, 2024**. 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 1, 2024**. 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 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 23 – 25, 2024** 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.

PROPERTY OWNERS:

PROPERTY OWNERS:

There is no fee to register Owner Property to rent space or charge for parking. However, Owners must register with Town Hall if they intend to rent vending space or charge for parking.

Registrations will not be accepted after **4pm, March 31, 2024.**

Property owners and businesses with open financial obligations to the town will be denied a Vendor Permit and/or Property Owner Permit to rent space and charge for parking. Open obligations include, but are not limited to, unpaid hospitality or accommodations tax, business licenses, and property tax.

Property Owners are under code enforcement actions and those who have not complied will be denied a permit to rent their property or charge for parking. Code violations found on a property as a result of festival-related inspections and enforcement will result in fines.

A Property Owner contact list will be provided to any requesting Vendors. Property Owners who would like to be included on this list must specify this on the Property Owner Registration form. The list will be available by February 25, 2024. No additions to the list will be made after this date.

SPACE/LOT RENT:

VENDING Space

The Town recommends charging no more than \$500 per 10'x10' space.

Property Owners must issue a receipt to any Vendors renting space. Property Owners may obtain receipts from Town Hall or the Town's website:

www.TownOfAtlanticBeachSC.com

Do not fail to issue a receipt – the receipt is required to be presented by the Vendor as part of their application process to receive a Vendor Permit.

PARKING Space

Property Owners must register with Town Hall to charge for parking on their property

PROPERTY AGENTS:

Any Property Owner authorizing someone other than themselves to rent their property space must provide Town Hall with a notarized consent letter. The consent letter must include:

- Property Owner Name
- Property Address / Lot(s) #
- Property Owner's Phone #
- Name, address and phone # of the designated agent

A consent letter template is available at Town Hall or on the Town's website:

www.TownOfAtlanticBeachSC.com

Do not forget to notarize the letter!

Original notarized letters may be hand delivered to:

717 30th Avenue South
Atlantic Beach, SC 29582

mailed to:

Town of Atlantic Beach
PO Box 5285
North Myrtle Beach, SC 29597

Property Agents must present proper identification and a consent letter granting authorization when registering the property.