

STATE OF SOUTH CAROLINA)
COUNTY OF HORRY)
TOWN OF ATLANTIC BEACH)

**AN ORDINANCE AMENDING THE FEE SCHEDULE
RELATING TO THE ANNUAL ATLANTIC BEACH MEMORIAL DAY
BLACK PEARL CULTURAL HERITAGE AND BIKE FESTIVAL**

WHEREAS, the Town of Atlantic Beach sponsors an annual festival from Friday to Monday, Memorial Day weekend;

WHEREAS, the two wishes to adjust the fees charged for vendors to operate sales booths as a part of the celebration, and to assess fees for cleanup charged to property owners that lease property to such vendors; and

WHEREAS, the Town Council has determined that such fee adjustments are in the public interest.

NOW, THEREFORE, BY THE POWER AND AUTHORITY granted to the Atlantic Beach Town Council by the Constitution of the State of South Carolina and the powers granted to the Town by the General Assembly of the State, it is ordained and enacted that:

SECTION 1. Amendment to Town Code: The Code of Ordinances for the Town of Atlantic Beach is hereby amended by the deletion of Section 7.14.5 and Section 7.14.6, and by the substitution of the following language therefore:

Section 7.14.5 Vendor Permit Fees

Vendor permit fees will be based upon location and are described as follows.

Permit Type	30th Ave S	2nd Ave	31st Ave S
Food	\$2,000	\$2,000	\$750
Alcohol (distilled spirits, opt. beer/wine)	\$4,000	\$4,000	\$4,000
Beer & Wine	\$2,500	\$2,500	\$2,500
Retail	\$2,000	\$2,000	\$750
Exhibitor (No Sales)	\$300	\$300	\$300
Late Vendor Registration (after March 31)	[\$100 additional fee per permit]		

- The Town will accept vendor permit fees in the form of money order or cashier's check. Credit card payments will be processed only online through the Town's website. **(No Cash Accepted – No Exceptions)**
- All fees are for a 10 ft. x 10 ft. area. A 50% discount is available for a vendor who desires a connecting 10 ft. x 10 ft. area.

Section 7.14.6 – Hours of Bike Fest Operation

The Atlantic Beach Bike Festival shall operate between the hours:

3:00 p.m. to 2:00 a.m. on Friday, May 22, 2026;
9:00 a.m. to 2:00 a.m. on Saturday, May 23, 2026;
9:00 a.m. to 2:00 a.m. on Sunday, May 24, 2026;
9:00 a.m. to 2:00 p.m. on Monday, May 25, 2026;

All vendors will be allowed to operate until 2:00 p.m. on Monday May 25, 2026

Section 7.14.7 Property Owner Registration

A Property Owner/Business that will allow a vendor to operate on its property shall pay the Town a \$350 cleaning fee per parcel on which any vendor(s) may operate. Such a Property Owner/Business shall seek and obtain from the Town a registration permit before any vendor permit may be issued for its property.

A Property Owner/Business that has open obligations with the Town, including, but not limited to, debts for accommodation taxes and business license fees, will be denied a registration permit.

Property Owners must provide vendors with a written receipt showing the name and address of the property rented and the space measurements rented. **This receipt must be presented to the Town Hall office when the vendor purchases a vending permit.**

SECTION 2. – Severability: This ordinance and each section and provision of said ordinance hereunder, are hereby declared to be independent divisions and subdivisions and, notwithstanding any other evidence of legislative intent, it is hereby declared to be the controlling legislative intent that if any provisions of said ordinance, or the application thereof to any person or circumstance is held to be invalid, the remaining sections or provisions and the application of such sections and provisions to any person or circumstances other than those to which it is held invalid, shall not be affected thereby, and it is hereby declared that such sections and provisions would have been passed independently of such section or provision so known to be invalid. Should any procedural aspect of this ordinance be invalidated, such invalidation shall not affect the enforceability of the substantive aspects of this ordinance.

SECTION 3. – Conflict with Preceding Ordinance: If a section, subsection, or provision of this Ordinance conflicts with the provisions of a section, or part of a preceding Ordinance of the Town of Atlantic Beach, South Carolina, then the preceding section, subsection, or part shall be deemed repealed and no longer in effect.

SECTION 4. – Effective Date: This ordinance shall become effective immediately upon adoption at second reading.

Ordinance No: 12-2025
First Reading: 9/8/2025
Second Reading: 9/22/2025

BE IT ORDERED AND ORDAINED by the Mayor and Town Council of the Town of Atlantic Beach, South Carolina, in assembly and by the authority thereof, this 22nd day of September, 2025.

Atlantic Beach Town Council

Jake Evans, Mayor

John David, Jr. Mayor Protem

Jacqueline Gore, Councilmember

Edward Campbell, Councilmember

Carla Y. Taylor, Councilmember

Attest:

Cheryl Pearson
Town Clerk

Adrian Jones
Town Manager