

# 2023 VENDOR PACKET



**Town of Atlantic Beach**  
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Atlantic Beach, SC 29582  
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**Atlantic Beach  
Memorial Day  
Black Pearl  
Cultural Heritage  
and Bike Festival**

**Information Packet For:**

**FOOD**

**ALCOHOL**

**RETAIL**

**EXHIBITS**

**&**

**PROPERTY OWNERS**



**VENDOR APPLICATION**  
**May 26, 2023 - May 29, 2023**

For Atlantic Beach staff use only:

Amount Received: \_\_\_\_\_ Date Processed: \_\_\_\_\_

Certified Check No: \_\_\_\_\_

Money Order No: \_\_\_\_\_

Online Payment Receipt: \_\_\_\_\_

TOAB Receipt No: \_\_\_\_\_ Space/Lot No: \_\_\_\_\_

Property Owner Receipt; Consent Letter  Yes  N/A

Processed by: \_\_\_\_\_

Attach **ALL** required documentation to the vendor application with **PAYMENT IN-FULL**.  
 Vendor Permits will **NOT** be issued if any application information, documentation, or payment is missing.  
 Payments are **NON** refundable - Counterfeit merchandise is **PROHIBITED**

VENDOR Applicant Information: **PLEASE PRINT**

**ALL VENDORS: Application due by 3/31/2023**

Business Name: \_\_\_\_\_ Applicant's Full Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Cellular: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Has this vendor participated before?  YES  NO If so, Which Year? \_\_\_\_\_

**DISPLAY and/or SETUP SPECIFICATIONS:** indicate display/setup type and size

Type of display/setup  Tent  Trailer  Push Cart  Other: \_\_\_\_\_

Unit Size: Frontage: \_\_\_\_\_ feet Depth: \_\_\_\_\_ feet Height: \_\_\_\_\_ feet

Permit fees are issued for **up to 10'** of FRONTAGE. Any display/setup exceeding 10' is required to pay for an additional 10' permit fee at a 50% discount.

Additional non-connecting frontage does not qualify for the discount

Rate Calculations:  
 0-10' = Rate x 1

Connecting frontage:  
 0-20' = Rate x 1.5  
 0-30' = Rate x 2

Non-connecting frontage pays 100% for every 0-10'

VENDOR TYPES	VENDOR PERMIT FEES		
	30 <sup>th</sup> Ave S.	2 <sup>nd</sup> Ave	31 <sup>st</sup> Ave S.
Retail	<input type="checkbox"/> \$650 X _____	<input type="checkbox"/> \$650 X _____	<input type="checkbox"/> \$325 X _____
Food	<input type="checkbox"/> \$675 X _____	<input type="checkbox"/> \$675 X _____	<input type="checkbox"/> \$350 X _____
Beer & Wine	<input type="checkbox"/> \$750 X _____	<input type="checkbox"/> \$750 X _____	<input type="checkbox"/> \$750 X _____
Liquor Alcohol	<input type="checkbox"/> \$2,000 X _____	<input type="checkbox"/> \$2,000 X _____	<input type="checkbox"/> \$2,000 X _____
Exhibitor (No Sales)	<input type="checkbox"/> \$300 X _____	<input type="checkbox"/> \$300 X _____	<input type="checkbox"/> \$300 X _____
Late Registration	<input type="checkbox"/> \$100	<input type="checkbox"/> \$100	<input type="checkbox"/> \$100

▶ Late registration fees are incurred for completed applications and payments received after 3/31/2022

The total amount **MUST** be paid with the application, or it will not be processed. Payment must be in the form of a Certified (Cashier's) Check or Money Order.

Total: \_\_\_\_\_  Certified Check # \_\_\_\_\_  Money Order # \_\_\_\_\_

**REQUIRED DOCUMENTATION CHECKLIST** These items must be submitted in addition to the application to receive a Permit

- YES  NO Certificate of Liability Insurance for at least \$1,000,000 in coverage
- YES  NO SCDOR proof of retail license (SCDOR application will not be accepted)
- YES  NO  N/A SCDOR proof of alcoholic beverage license - must be filed with SCDOR at least 15 days before event
- YES  NO Space rental receipt from property owner
- YES  NO  N/A **FOOD VENDORS** must return application and documentation by **MARCH 31, 2023**

By signing the Vendor Application, VENDOR accepts ALL conditions outlined in the Atlantic Beach 2022 Vendor Packet, Vendor Application, and TOAB Ordinance 06-2022. VENDOR agrees to indemnify and hold the Town of Atlantic Beach, SC and its officers, employees, and agents, harmless from and against all costs, expenses, liabilities, losses and damages, injunctions, lawsuits, actions, fines, penalties, claims and demands of every kind or nature, including reasonable attorney's fees, by or on behalf of any person, party or governmental authority whatsoever arising out of (a) any failure to VENDOR to abide by the conditions of its Vendor Permit, (b) any accident, injury or damage which occurs during the BikeFest, however occurring, (c) any matter arising out of the condition, occupation, maintenance, alteration, repair, use or operation of its vendor space or any part of it, (d) the contest or challenge by VENDOR of any regulation or imposed tax, assessment, or other charges, or (e) any other matter arising from or relating to VENDOR's occupation or use of its vendor space.

Signature \_\_\_\_\_

Date \_\_\_\_\_

# 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 2023 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, 2023.**

## 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 26, 2023: 9am to 7pm  
Saturday, May 27, 2023: 10am to 7pm  
Sunday, May 28, 2023: 12pm to 7pm  
Monday, May 29, 2023: 10am to 4pm

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 26, 2023.**

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, 2023**. 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, 2023**. 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 24–26, 2023** 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, Thursday, March 31, 2023.**

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, 2023. 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](http://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](http://www.TownOfAtlanticBeachSC.com)

Do not forget to notarize the letter!

Original notarized letters may be hand delivered to:

717 30<sup>th</sup> 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.



**PROPERTY OWNER REGISTRATION FORM**  
**MEMORIAL DAY WEEKEND BIKE FESTIVAL MAY 26 - 29, 2023**

Return documentation to Atlantic Beach Town Hall by :

**March 31, 2023**

**OWNER INFORMATION:**

Name: \_\_\_\_\_ Phone: ( \_\_\_\_ ) \_\_\_\_\_

Physical Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_

**PROPERTY INFORMATION:**

Street Address of Property: \_\_\_\_\_, Atlantic Beach, SC 29582

Circle the number of lot(s) to be available for rent during BikeFest:                      1              2              3

Will you be managing this property?                      YES               NO

If you intend to have someone other than yourself manage the rental of your property, you must complete the *Property Owner Consent Letter* and have it notarized. The letter must be received by Town of Atlantic Beach **BEFORE** a license will be issued to any vendor(s) renting space on your property. Only original notarized documents will be accepted - no faxes, duplicates, or electronic copies.

Do you have electrical outlets available for use on your property?                      YES               NO

Is water available for use on your property?                      YES               NO

A contact list of property owners with space available to rent during BikeFest will be provided to Vendors.

Would you like for your contact information to be included in this list?                      YES               NO

If YES, provide contact information below, if different from *Owner Information* above.

**Contact Information for Property List available to Vendors:**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: ( \_\_\_\_ ) \_\_\_\_\_

Email: \_\_\_\_\_

**Consent Letter Authorizing  
Property Space Management/Rental  
On Behalf of the Property Owner  
For 2023 Atlantic Beach Bikefest**

Date: \_\_\_\_\_

**Hand delivery:** Town of Atlantic Beach  
717 30<sup>th</sup> Ave S.  
Atlantic Beach, SC 29582

**Mail Delivery:** Town of Atlantic Beach  
PO Box 5285  
North Myrtle Beach, SC 29597

**Dear Atlantic Beach Town Manager:**

I, \_\_\_\_\_ Owner of Property Lot # \_\_\_\_\_ located at \_\_\_\_\_  
(print property owner name) (print street address)

Atlantic Beach, SC 29582, authorize the person listed below to manage the rental of my property for the 2022 Atlantic Beach Bike

Festival. I may be contacted by phone ( ) \_\_\_\_\_, or email \_\_\_\_\_.

**Authorized Agent:**

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

Sincerely,

**Property Owner**

**Notary Required:**

Subscribed and sworn before me, a Notary Public in and for the State of South Carolina, on \_\_\_\_\_ day of \_\_\_\_\_, 2022.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
My Commission Expires



**SPACE RENTAL RECEIPT**

May 26, 2023 - May 29, 2023

**PROPERTY OWNER INFORMATION**

Name: \_\_\_\_\_

Telephone: (    ) \_\_\_\_\_

Lot(s) Number: \_\_\_\_\_

Lot Location(s): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**VENDOR INFORMATION**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: (    ) \_\_\_\_\_

Email: \_\_\_\_\_

		Space Size		
		10x10	10x20	20x20
<b>Vendor Type</b>	<b>Retail</b>	# of: _____	_____	_____
	<b>Food</b>	_____	_____	_____
	<b>Beer/Wine</b>	_____	_____	_____
	<b>Liquor</b>	_____	_____	_____
	<b>Parking</b>	_____	_____	_____
	<b>Exhibitor/Other</b>	_____	_____	_____

\_\_\_\_\_  
Property Owner Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Vendor Signature

\_\_\_\_\_  
Date