From: Brenda Bethune
To: info@palmettoeventproductions.com
Cc: John Pedersen; bdurkin@southernentertainment.com; bbeltrondo@southernentertainment.com; Karen.riordan@visitmyrtlebeach.com; scott.schult@visitmyrtlebeach.com; mstephens@southernentertainment.com; Troy Marron; Lauren Clever; ekehoe@mioffice.com
Subject: Re: [External]"Back to the Beach" Concert Series - Conf. Call Request
Date: Monday, June 15, 2020 3:43:08 PM

I am booked all day Wednesday.

Sent from my iPad

photograph

The employees of the City of Myrtle Beach are a diverse group of individuals who blend their unique talents to create the most effective, elite team of public servants in South Carolina.

Brenda Bethune

Mayor

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On Jun 15, 2020, at 11:01 AM, "info@palmettoeventproductions.com" <info@palmettoeventproductions.com> wrote:

CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or on clicking links from unknown senders.

John and Brenda –

Can we get a call scheduled this Wednesday (6/17) at 3 p.m. to discuss next steps? Also, Bob suggest we push the concert series out two weeks, resulting in first concert on Saturday, Aug. 1, and would follow with Aug. 8, 15 and 22. This would give us additional time for planning/marketing, and two weeks out with a hopeful drop in cases in the coming days. We want this to be a big positive win for all involved…most of all the City and business community!

Please let me know if you both are available Wednesday at 3 p.m. to continue our discussions. Thanks so much!

Amie Lee
President & CEO
Palmetto Event Productions, Inc.
info@palmettoeventproductions.com
7588 Enterprise Road | Myrtle Beach, SC 29588
C: 843.855.0527 | F: 877.270.7076
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TURN KEY EVENT MANAGEMENT, DESIGN & PROMOTIONS

From: info@palmettoeventproductions.com <info@palmettoeventproductions.com>
Sent: Monday, June 15, 2020 9:57 AM
To: 'John Pedersen' <JPedersen@cityofmyrtlebeach.com>; 'Brenda Bethune' <BBethune@cityofmyrtlebeach.com>

Cc: 'Bob Durkin' <bdurkin@southernentertainment.com>; 'Brad Beltrondo' <bbeltrondo@southernentertainment.com>; Karen.riordan@visitmyrtlebeach.com
Subject: RE: 'Back to the Beach' Concert Series

Good morning John –

Just touching base in regards to the email I sent Thursday. Can you give us any feedback from City Council? We hate to lose another week if the majority isn't in favor of an event series of this scale in 4 weeks. Thanks for any insight you can offer.

Amie Lee
President & CEO
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TURN KEY EVENT MANAGEMENT, DESIGN & PROMOTIONS

From: info@palmettoeventproductions.com <info@palmettoeventproductions.com>
Sent: Thursday, June 11, 2020 9:44 AM
To: 'John Pedersen' <JPedersen@cityofmyrtlebeach.com>; 'Brenda Bethune' <BBethune@cityofmyrtlebeach.com>
Cc: 'Bob Durkin' <bdurkin@southernentertainment.com>; 'Brad Beltrondo' <bbeltrondo@southernentertainment.com>; Karen.riordan@visitmyrtlebeach.com; info@palmettoeventproductions.com
Subject: 'Back to the Beach' Concert Series
Importance: High

Good morning John and Brenda!

I presented the "Back to the Beach" concert series yesterday to City Staff at the Special Events Committee meeting. All staff and departments were in favor of the event, and the only concerns were labor cost and budgeting with our in-kind request for City services. I asked all of the department heads that expressed this concern to communicate directly to you asap. Troy said the event series would be moved to the June 23 City Council meeting agenda for final approval.

Since that is a little less than 2 weeks away and there is so much work needed to begin if this is going to be produced, we wanted to know if the event series has been mentioned to all of City Council to gauge their thoughts on this event? If not, would you be willing to send an email with the event bullets below to gather their initial thoughts on approving? If you are willing to do this and we see that the majority will not be in favor of approving, it will save a tremendous amount of work and planning on our end, as well as giving Bob some guidance on talent offers and whether to continue discussions in Nashville.

Here is a quick recap to share if you think doing so will help expedite this process with all of City Council:

- Back to the Beach Concert Series – July 18, 25 and Aug 1, 8
- 4 consecutive Saturday evening concerts on the large lot of the B&C Pavilion Place
- Only road closures would be parking lane down 8th Avenue North starting 6 a.m. morning of show through 8 a.m. following morning
- Gates open at 5 p.m. and close at 11 p.m.
- Country music headliners and opening acts while showcasing local talent
- Would give first priority to local food trucks, vendors and merchants
- Would keep set-up onsite during the four week period
- Would cap attendance at 3,500 which is 30% usage of entire festival footprint
- Would sell general admission and VIP Tickets, as well as local discounted tickets sold at local businesses
- Would sell a Super Ticket good for all four shows
- Would consult with Tidelands Health and refer to CDC guidelines on best practices for social distancing and COVID 19 safety measures
- Requesting in-kind services of police, ems, waste management, set-up/breakdown of barricades, garbage

trucks/disposal

Thanks so much and let me know if you have questions!

Amie Lee
President & CEO
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