



State of South Carolina )  
 County of Horry )  
 Town of Surfside Beach )

*Resolution #15-152*

*Surfside Beach Resort Pier Pass Program*

WHEREAS, the Town of Surfside Beach Town Council in chambers duly assembled in a regularly scheduled meeting held on the 7<sup>th</sup> day of April 2014 adopted Resolution #14-142 Trial Surfside Beach Resort Pier Pass Program; and

WHEREAS, a 5-week pier pass program was successfully tested in 2013 that resulted in 688 passes being sold, which was an over 20-percent increase in spectator traffic that benefited the businesses on and around the pier; and

WHEREAS, pursuant to Resolution #14-142, a one-year program was successfully tested in 2014 that resulted in 9,315 passes being sold under the program for the year; and

WHEREAS, Town Council is desirous of establishing a long term pier pass program between the Surfside Beach Resort and the Town of Surfside Beach for marketing purposes and to benefit not only the Surfside Beach Resort guests, but also the town businesses on and around the pier;

NOW, THEREFORE, BE IT RESOLVED that the Town of Surfside Beach Town Council does hereby establish a *Surfside Beach Resort Pier Pass Program* that shall be administered as follows:

1. Surfside Beach Resort shall be allowed to purchase pier passes at a 50-percent discount.
2. Surfside Beach Resort shall distribute pier passes to its guests at no charge.
3. The Town of Surfside Beach reserves the right to cancel this program, if it determines that there is no benefit to the businesses on and around the pier, or to the town.
4. The program shall end upon 30-days written notice by either party.

BE IT SO RESOLVED, this 13<sup>th</sup> day January of 2015.

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 Douglas F. Samples, Mayor

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 David L. Pellegrino, Mayor Pro Tempore

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 Robert F. Childs, Town Council

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 Mark L. Johnson, Town Council

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 Mary M. Mabry, Town Council

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 Ralph J. Magliette, Town Council

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 Randle M. Stevens, Town Council

Attest:

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 Debra E. Herrmann, CMC, Town Clerk