



Horry County Garden City Beach Lot Food Truck Program

Program Overview

Horry County is expanding our popular Food Truck Program to our parking lot, just two blocks from the ocean, in Garden City!

Location: Horry County Garden City Parking Lot located at the corner of Atlantic Avenue and Dogwood Drive North

Dates/Times: Reservations will be made Sunday-Saturday. The times are up to you!

Vendors Allowed: There are spaces for five trucks!

Frequency: Each vendor will be given a seven-day permit.

Fee: A nominal fee of \$25 per week payable no later than the Friday before your reservation, by company check or cashier's check ONLY.

Alcoholic beverages or foods/beverages that contain cannabis or THC or similar substances are not permitted on County Property.

Why Garden City Beach?

1. High-Volume, High-Visibility Traffic

Garden City Beach attracts a residents, seasonal visitors, vacationing families, and day-trippers. Unlike office-based locations that peak during lunch hours, beach destinations create extended traffic windows throughout the day. That means more opportunity for sales and increased brand exposure.

2. Vacation Energy Means Spending Energy

Beachgoers are in leisure mode. They're not rushing back to meetings. They're relaxed, hungry, and actively looking for convenient, high-quality food options. Food trucks align perfectly with this atmosphere by offering quick service without sacrificing flavor or experience.

3. Proven Program Foundation

This is not a brand-new concept. The Garden City Beach expansion builds on the established success and operational structure of the Government & Justice Center Food Truck Program. Vendors can expect organized scheduling, clear communication, and a system that has already demonstrated reliability and strong participation.

4. Diverse Customer Demographics

You'll serve a broad mix of customers:

- 👨👩👧👦 Families seeking easy lunch and dinner options
- 👨👩👧👦 Young adults and friend groups spending the day on the beach
- 👨👩👧👦 Local residents supporting community businesses
- 👨👩👧👦 Seasonal renters and returning vacationers

This diversity supports a wide range of menus and price points, allowing multiple vendors to thrive.

5. Brand Growth & Repeat Business

Beach locations provide powerful visibility. Customers often return to the same destination week after week during their stay. That creates opportunities for repeat visits within the same week and brand recognition that extends beyond a single event.

6. Extended Sales Potential

Unlike traditional office-based programs with concentrated lunch peaks, a beach setting allows flexibility and potential for longer service windows, capturing both midday and early evening traffic.

7. Location

Let's not overlook the atmosphere. Serving at Garden City Beach adds a memorable setting to your brand. Customers associate great food with great experiences. That combination strengthens customer loyalty and word-of-mouth marketing.

Requirements for Participation

- Current Horry County Business License
- Horry County Hospitality Fee Account #. You must be current/compliant with the Hospitality fee to take part.
- Current Horry County Mobile Food Vending Permit-If you do not have a current permit, please contact me prior to applying for one.
- Proof of successful SCDA inspection, if applicable
- Certificate of Commercial General Liability Insurance (\$1,000,000 per occurrence). Horry County must be listed as a certificate holder and additional insured. For towable trailers, carts, etc, proof of general Auto liability, for a mobile food truck (where it is driven and food is prepared), a Certificate of Commercial Auto Liability Insurance (\$1,000,000 combined single limit) is required.
- Photos of vending unit (including license plate of vending unit or the vehicle that pulls the unit)
- Commissary/location where the vehicle is stored

How to Apply & Schedule

- Gather all required documentation (see checklist above). If you are a current vendor at the Government & Justice Center, you only need to provide the first three items.
- Email documents to the program coordinator (contact info below).
- Once approved, stop by to sign the Food Truck License Agreement
- After signing, you'll be added to the scheduling calendar. You will be emailed a permit that you should display.

Contact Information

For questions, scheduling, or submitting documents, please contact:

Kelly Lee Brosky
Horry County Administrator's Office
Food Truck Program Coordinator
Email: broskyk@horrycountysc.gov
Phone: (843) 915-5020

Great vendors, now with a great view!