

BROADWAY AT THE BEACH 2009 EVENTS

All events are weather permitting and are subject to change or cancellation without notice



- January 1-Feb.15 Locals Month & Free Broadway at the Beach Coupon Book.
- January 10 KidzTime Kids Club Meeting at MagiQuest.
- February 7 8th Annual KidzTime Festival in the Festival Tent at Broadway Commons.
- February 9-13 Valentine's Day Register to Win 1 of 5 Romance Package (Dinner, Horse Drawn Carriage Ride & VIP Fireworks area)
- February 13-15 Valentine's Weekend Horse Drawn Carriage Rides
- February 14 Valentine's Day Kids Only Night at MagiQuest
For kids 6 to 14 from 6-9pm; unlimited fun including snacks for only \$17.95 per child
1st Fireworks show of the Year @ 8pm
- February 13-16 Myrtle Beach Marathon, Family Fun Run & 5K at Ripley's Aquarium
Fireworks on February 14 at 8pm
- February 24 Mardi Gras Celebration at Fat Tuesdays
- February 24 MCASC Rodeo in Hard Rock Parking Lot
- February 28 6th Annual Oyster Festival with Liberty Steakhouse & Brewery
- February 28 Winter Cruize Tour 8 Modern Custom Car Show
- March 1-31 Liberty Steakhouse & The American Red Cross- For every pint of Irish Red Ale sold in March, 50 cents will be donated to the Red Cross Heroes Campaign!
- March 14 KidzTime Kids Club Meeting at Dragon's Lair Fantasy Golf
- March 14-22 48th Annual Can Am Days – Pick up your “Can-Am” Savings Card the Can-Am Expo at the Convention Center on March 16th or at the Broadway at the Beach Visitor's Center for specials throughout the center.
- March 17 St. Patrick's Day Celebration at Blarney Stone's Irish Pub opening at opens at 11am with Irish food, drink specials and live entertainment from 12pm and 2am ; Celebration at Liberty Steakhouse & Brew opens at 11am featuring an Irish Menu, drink specials and “Ten Toes Up” at 7pm
- March 20 Art Alexakis of Everclear in Concert – Live at the Hard Rock Café at 9pm, \$5.00 admission (all proceeds benefit Musicians on Call
- March 21 Fireworks at 8pm for Can-Am Days
- March 24 & 25 The WMBF and The Sun News “Be An Everyday Hero” Blood Drive - 11am to 7pm, Call for more info, call 1-800-Give-Life, location at Broadway
- April 2009** **Go Green Month bring in (20) plastic bags and receive a Preferred Guest Card and an information pamphlet with Tip on Going Green**
- April 11 Brunch with the Easter Bunny 10:00am – 11:30am; Buttons the Bunny Face Painting & Easter Treat 12n-2pm Near Children's Play Park; Easter Scavenger Hunt
- April 11 KidzTime Kids Club Meeting at Disney Store 8am – 10am

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| April 11 | Winner of Great Things in '09 Trip July 16-19 Drawn |
| April 25 | Broadway Music Festival – Schools from all around to compete in competition |
| April 25 | 13 th Annual Spring Festival featuring Go Green Events – <u>Organic and/or Healthy Food & Drink Event</u> 12-4pm in BATB Commons; Workshops on recycling, energy, paper products; Fireworks Show at 9pm; Interactive area for Earth Day activities; Live entertainment; Free “green” bag from Bi-Lo for guests who bring in 20 plastic bags to recycle |
| May 2 | Broadway Music Festival – Schools from all around to compete in competition |
| May 2 & 5 | Cinco de Mayo Fiesta at Señor Frogs – May 5 th – live entertainment 2-10:30pm, food & drinks, free admisión, sponsored by Budweiser. The line up includes Gogglez Pizzano from 2-3pm; Paul Grimshaw Band from 3:30-4:30pm; The Necessary Brothers from 5-6pm; Super Swamp Heroes from 6:30-7:30pm; Black Label from 8-9pm and Ten Toes up from 9:30-10:30pm. |
| May 4-8 | Mom’s Favorite Things Day – Register to Win (1) of (4) Packages: Dinner for (2) at either Planet Hollywood, Jimmy Buffet’s Margaritaville, Hard Rock Café or Liberty Steakhouse & Brewery ; \$50.00 BATB Gift Card; (2) Tickets to the Palace Theatre’s Le Grand Cirque |
| May 9 | Mom’s Favorite Things Celebration Mom’s Little Helpers handing out flowers to moms from 12-3; European Garden demonstration by Mark Gladden from M. Gladden Designs from 12-3; Horse Drawn Carriage rides from 12-5 |
| May 8-10 | Mom’s Favorite Things Spring Sales throughout the Center from 11am-9pm |
| May 10-16 | Bike Week: Visit Myrtle Beach Harley Davidson open year-round in the Caribbean Village and enjoy Daily Street Parties in Celebrity Square. Live entertainment includes: <ul style="list-style-type: none"> • 5/10 – DJ spinning hot music from 6-10pm • 5/11 – DJ spinning hot music from 6-10pm • 5/12 – DJ starting at 12pm; Sick Stooges from 2-5:30pm; Paul Grimshaw from 6-10:30pm • 5/13 – DJ starting at 12pm; Vintage Rein from 2-5:30pm; Black Label from 6:30-10pm • 5/14 – DJ stating at 11am; Super Swamp Heroes from 2-5:30pm; Gasoline Alley from 6:30-10pm • 5/15 – DJ starting at 11am; Black Glass from 2-5:30pm; Leggz from 6:30-10pm • 5/16 – DJ starting at 11am; Time Clarke Band from 2-5:30pm; Right Turn Clyde from 6:30-10pm |
| Mondays in June/ July/August | Le Grand Cirque Performance – Chinese Acrobats Johnny Rockets; Dancing Waitstaff from Johnny Rockets 11am to 10pm at the top of the hour Gabbie Rae (as “Hannah Montana” or performing other Pop Disney Tunes) in Heroes Harbor at 8pm MagiQuest – Wizards in costume Bud Light Lime Mondays – Malibu’s Surf Bar; no cover to 21 and up before midnight |
| Tuesdays in June/ July/August | Fireworks Show at 10pm Le Grand Cirque Performance – Chinese Acrobats Sprite Under The Stars Concert Series from 7:30-9:30pm Johnny Rockets; Dancing Waitstaff from Johnny Rockets 11am to 10pm at the top of the hour Twisted Tuesdays with Rumpelintz Flavors – Malibu’s Surf Bar; no cover until 11pm to 21 and up |
| Wednesday in June/ July/August | Le Grand Cirque Performance – Chinese Acrobats Johnny Rockets; Dancing Waitstaff from Johnny Rockets 11am to 10pm at the top of the hour MagiQuest – Wizards in costume Wacky Weed Wednesday’s – Malibu’s Surf Bar presents the NEW Sweet Tea Vodka; no cover until 11pm and half off until midnight to 21 and up; 2 clubs, one cover, one location featuring Diversity Band’s new 80’s live show inside Celebrations |

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| Thursdays in June/ July/August | Le Grand Cirque Performance– Chinese Acrobats Jimmy Buffet Music by Paul Black - 6:00pm-9:00pm Johnny Rockets; Dancing Waitstaff from Johnny Rockets 11am to 10pm at the top of the hour, College Night – Malibu’s Surf Bar; present your college ID at the front door for FREE Admission; Party with Prizes and Give-aways from the Lovely Ladies of Budweiser |
| Fridays in June/ July/August | Johnny Rockets; Dancing Waitstaff from Johnny Rockets 11am to 10pm at the top of the hour Le Grand Cirque Performance– Chinese Acrobats Life’s a Beach! – Malibu’s Surf Bar with Malibu and Cruzan Rum Girls; 2 of 1 cover for 21 years and up |
| Saturdays in June/ July/August | Johnny Rockets; Dancing Waitstaff from Johnny Rockets 11am to 10pm at the top of the hour, Le Grand Cirque Performance– Chinese Acrobats Gotta Little Captain in Ya? – Malibu’s Surf Bar with the Captain’s Morganettes; Girls Night, no cover charge to all Ladies 21 and up |
| Sundays in June/ July/August | Restaurant Sponsor weekly party Johnny Rockets; Dancing Waitstaff from Johnny Rockets 11am to 10pm at the top of the hour Gotta Little Captain in Ya? – Malibu’s Surf Bar shows local appreciation with Service Industry Night; free admission with local ID or pay stub for 21 and up. |
| June/July/August | (1) Thursday a month Celebrity Square will host a concert in the Square |
| June 2009 | Fitness Month – Flash your gym membership at Broadway at the Beach and receive a FREE Preferred Guest Card. <ul style="list-style-type: none"> • Official Kick-off Saturday, June 6th. Want to have the gym people out here doing demos and have the people sign up for the walking club. • Signs have been made to be posted around the center for blocks/miles • Guest will sign in at the VC on their own paper to mark mileage. • Signs will be created. • Contacting Rack Room for free pair of shoes, Courtney contacting Health club for sponsor & one year membership, Bi-Lo providing \$100.00 gift card. All for 1st, 2nd & 3rd prizes |
| June 1-30 | BATB Walking Club Begins – Track your walking mileage around Broadway at the Beach and enter to win a Fitness Package |
| June 2 | Sprite Under The Stars Concert Series featuring Black Label from 7:30-9:30pm Seasonal Fireworks Spectular at 10:00pm |
| June 4 | Club Boca Ms. Planet Beach Internacional Spokesmodel Search; Free admission to all ladies |
| June 6 | Corvette Car Show near Celebrity Square (part of Myrtle Beach’s Sun Fun Festival) |
| June 9 | Sprite Under The Stars Concert Series featuring Gogglez Pizzano from 7:30-9:30pm Seasonal Fireworks Spectular at 10:00pm |
| June 11 | Club Boca Ms. Planet Beach Internacional Spokesmodel Search; Free admission to all ladies |
| June 16 | Sprite Under The Stars Concert Series featuring Tokio Joe from 7:30-9:30pm Seasonal Fireworks Spectular at 10:00pm |
| June 18 | Club Boca Ms. Planet Beach Internacional Spokesmodel Search; Free admission to all ladies |
| June 20 | Dad Rocks Day – Register to Win (1) of (4) Packages; RIDEMAKERZ offering Economical Cars for Father’s Day <ul style="list-style-type: none"> • Dinner for (2); BATB Gift Card for \$50.00; (2) Tickets to the Pelicans Baseball Game • Golf Clinic with Brad Redding • Fishing Clinic • IMAX 3D Theatre Special on NASCAR 3D |

- **Pelicans clinic**
- **Boat Show with Bass Pro Shop**

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| June 23 | Sprite Under The Stars Concert Series featuring Fantastic Shuffle Band from 7:30-9:30pm Seasonal Fireworks Spectular at 10:00pm |
| June 25 | Club Boca Ms. Planet Beach Internacional Spokesmodel Search; Free admission to all ladies |
| June 30 | Sprite Under The Stars Concert Series featuring Painted Man from 7:30-9:30pm Seasonal Fireworks Spectular at 10:00pm |
| July 2 | Club Boca Ms. Planet Beach Internacional Spokesmodel Search; Free admission to all ladies |
| July 3-July 5 | Star-Spangled Celebration; <ul style="list-style-type: none"> • Fair like event with food, Inflatables, spinning paint art, carnival games • Margaritaville sponsor Uncle Sam on Stilts; • Clowns; Face Painting; Balloon animals • Camel/Pony rides; petting zoo • Steal Drum players • Sidewalk Sales; • Beer Garden – Sponsor Liberty Steakhouse; • Patriotic & Beach Music Concert; Thru, Fri & Sat Night; • Sat – Fireworks |
| July 7 | Sprite Under The Stars Concert Series featuring True Sole from 7:30-9:30pm Seasonal Fireworks Spectular at 10:00pm |
| July 9 | Club Boca Ms. Planet Beach Internacional Spokesmodel Search; Free admission to all ladies |
| July 14 | Sprite Under The Stars Concert Series featuring Coco Loco Band from 7:30-9:30pm Seasonal Fireworks Spectular at 10:00pm |
| July 15-17 | SC Firefighters Combat Challenge in the parking lot near Hard Rock Café |
| July 16 | Club Boca Ms. Planet Beach Internacional Spokesmodel Search; Free admission to all ladies |
| July 18 | Broadway's 14 th Birthday Celebration; Live bands in Celebrity Square (Saturday Night); Free Birthday Cake & Balloons in Celebrity Square (Late Saturday Afternoon); Fireworks on Saturday 10pm; Mascot Parade; Free Broadway at the Beach Prince Sparks while supplies last |
| July 21 | Sprite Under The Stars Concert Series featuring Hot Sauce from 7:30-9:30pm Seasonal Fireworks Spectular at 10:00pm |
| July 23 | Club Boca Ms. Planet Beach Internacional Spokesmodel Search; Free admission to all ladies |
| July 28 | Sprite Under The Stars Concert Series featuring Gary Lowder Band from 7:30-9:30pm Seasonal Fireworks Spectular at 10:00pm |
| July 30 | Club Boca Ms. Planet Beach Internacional Spokesmodel Search; Free admission to all ladies |
| July 31-Aug. 2 | SC Tax Free Shopping Holiday; End of summer sales; Sidewalk sales |
| August | Family Reunion Month – Bring the family for great times, great food and memories that will last a life time. Free Broadway at the Beach Savings Card to all Family Reunion Members; BATB Amazing Race; VIP Firework Area for Family Reunion Groups |
| August 4 | Sprite Under The Stars Concert Series featuring Black Glass from 7:30-9:30pm Seasonal Fireworks Spectular at 10:00pm |

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| August 6 | Club Boca Ms. Planet Beach Internacional Spokesmodel Search; Free admission to all ladies |
| August 11 | Sprite Under The Stars Concert Series featuring Tater from 7:30-9:30pm Seasonal Fireworks Spectular at 10:00pm |
| August 13 | Club Boca Ms. Planet Beach Internacional Spokesmodel Search; Free admission to all ladies |
| August 18 | Sprite Under The Stars Concert Series featuring Black Label from 7:30-9:30pm Seasonal Fireworks Spectular at 10:00pm |
| August 20 | Club Boca Ms. Planet Beach Internacional Spokesmodel Search; Free admission to all ladies |
| August 27 | Club Boca Ms. Planet Beach Internacional Spokesmodel Search; Free admission to all ladies |
| September | Teacher Appreciation Month – Special Discounts throughout the Center and show your Teacher ID and receive a Preferred Guest Card |
| Sept 4-7 | Labor Day Weekend Grand Finale Celebration; Super End-of Season Sales all weekend; Concert Night; Shag Contest on Saturday – pulled from weekly events for the summer season; Fireworks show on Saturday at 10pm <ul style="list-style-type: none"> • Fair like event with food, Inflatables, spinning paint art, carnival games • Margaritaville sponsor Uncle Sam on Stilts; • Clowns; Face Painting; Balloon animals • Camel/Pony rides; petting zoo |
| Sept 5 | Club Boca Ms. Planet Beach Internacional Spokesmodel Search Finals; Free admission to all ladies |
| September 12 | KidzTime Kids Club Kick Off Party |
| September 19 | Annual Memory Walk at Heroes Harbor (Details to follow) |
| October 1-4 | Fall Bike Rally in Celebrity Square with daily live entertainment, vendors and more |
| October | Pet Month – donate dog or cat food for the Grand Strand Humane Society and receive a Preferred Guest Card for free |
| October 3 | KidzTime Kids Club Meeting 10am |
| October 9-11 | Broadway’s 14 th Annual Fall Festival; Music, dance and dramatic arts performances all weekend on various stages throughout the property; Kids’ Krafts & Inflatable Rides - pumpkin painting contest on Saturday; Fireworks on Saturday at 8pm |
| October 9-31 | Hay Maze in Common Area |
| Oct. 10 & 11 | 14 th Annual Sons of Italy Italian Festival at Broadway Commons from 10am-6pm |
| October 15-17 | The Year One Myrtle Beach Fall Car Show w/Right Coast Cars & MB Car Club |
| October 17 | Grand Strand Humane Society Pet Parade at 11am at Broadway Commons |
| October 17 | PT Cruiser Car Show inside Broadway from 10am-4pm |
| October 23 | Torch Relay to benefit Children’s Miracle Network starting at Broadway Commons |
| October 24 | Carolina’s Chapter - Arthritis Foundation Walk |

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| October 31 | Trick or Treating from 5-7pm with free trick-or-treat bags available at the Visitors Center and Halloween-themed music playing throughout the property. Adult Halloween Costume Party & Contest in Celebrity Square starting at 8pm |
| November | Veteran/Military Month – Discounts throughout the center; show your ID card and receive a Preferred Guest Card for free |
| November 3 | Food & Allergy Anaphylaxis Network (FAAN) Walk 2009 starting at Heroes Harbor |
| November 14 | KidzTime Kids Club Meeting 10am at Ripley’s Aquarium |
| November 13 - December 14 | Free Broadway Preferred Guest Card with donated toy for Toys for Tots |
| November 14-20 | Marathon for Meals with Wave 104.1 at Broadway Commons |
| November 15 - December 31 | Christmas at Broadway! Shop, dine, dance, play and stay in a winter wonderland of holiday music and displays, festive window displays, live entertainment, street entertainers, and the spectacular 52’ tall Musical Tree of Lights |
| November 21 | 15 th Annual Tree Lighting Ceremony with special guests at 6pm |
| November 27-29 | Thanksgiving Weekend - Free Broadway at the Beach \$10 Gift Card with \$100 retail purchase |
| November 28 | Fireworks Show at 8pm |
| December 2009 | Strolling Carolers; Merchants to decorate stores; Ballet to come out to do performances |
| December 5 | Myrtle Beach Holiday Parade presented by Broadway at the Beach to benefit Toys for Tots at 10am; Hot Chocolate Station & Snack Stations; VIP Viewing Area; Local Radio Station as announcers; Special Performances before parade; Toys for Tots People onsite |
| December 12, 19 | Santa Breakfast at Hard Rock Café at 8am & 9:30am w/Mascot Appearances |
| December 12 | KidzTime Kids Club Meeting 10am |
| December 31 | New Year’s Eve Party 2010 in Celebrity Square – Live entertainment in the Square & Inside Clubs; Pay-One-Price Admission for All Clubs (18+); Live simulcast of New York City Times Square Ball Drop; Party Favors and Champagne Toast (inside clubs, 21+); Fireworks Show at 7:30pm over Lake Broadway; Parties also at Margaritaville and Ripley’s Aquarium |

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| Working Ideas | <p>Ideas that we are working out the details on:</p> <ul style="list-style-type: none"> • Brad Redding Golf Clinics in the summer months (select days) • Shagging in the Square in the summer months with competition at Labor Day • Myrtle Beach Pelicans Night • Host local polo, lacrosse, cheer groups, bands, musical performances, etc. • Laser Show sponsored by IMAX 3D Theatre • Christmas – Have the college mold us Reindeer and have our Merchants sponsor them; they have to be decorated, have an auction and dinner (helps decorate the center) • Christmas – Store vs. Store Decorating Contest – with winners & prizes; we pre select the store that will go head to head on a decorating contest |
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FOR MORE INFORMATION ON BROADWAY AT THE BEACH EVENTS CALL (843) 913-9327