



Northwest Florida Beaches
International Airport

A New Way to the Beach.....

Northwest Florida Beaches
International Airport

May20-22, 2010

Deadline for RFP
Friday, February 19, 2010 by 12 noon

REQUEST FOR PROPOSAL

Event Planner



NOTE: The first sections of this document are for background and informational purposes to give the Event Planner an understanding of the scope of the Grand Opening Celebration. The Specific areas of responsibilities for the Event Planner are contained in Section VII.

I. Theme:

A New Way to the Beach (green event, fun, relaxed, authentic to the region)

II. Goal:

Create a series of events which appropriately:

- Promotes the impact of the new airport on the future economic prosperity of Northwest Florida;
- Celebrates the opening of the 1st green field airport in the country since DIA in 1995 and the country's first airport terminal building designed to achieve LEED specifications;
- Recognizes key stakeholders whose vision and perseverance made it a reality;
- Welcomes Southwest Airlines' new service to Northwest Florida;
- Thanks Delta Airlines for its continuing commitment to the region;
- Weaves these elements together to create an effective platform to introduce the region to the world through media outreach.

III. Purpose:

The events should be primarily about the celebration of the opening of the Northwest Florida Beaches International Airport and a once in a lifetime opportunity to introduce and showcase the facility. It will allow the Airport Authority a public way to honor and thank those entities and individuals whose contributions have made a significant impact on the airport. Such recognition should be an integral part of the programming. Special care and consideration has been given for the events to have public involvement and inclusion throughout the three days.



IV. Steering Committee

The Steering Committee is comprised of key community stakeholders to support the Airport Authority in the planning and execution of this major event. This includes the following entities: Bay County Chamber of Commerce; Panama City Beach Chamber of Commerce; Walton Area Chamber of Commerce; Bay County TDC (Panama City Beach CVB); and Walton County TDC (Beaches of South Walton).

V. Summary of Events:

May 20th, Thursday: Recognition of the Hard Work that Made ECP a Reality

This event celebrates and thanks all of the men and women whose efforts are responsible to the planning, development and construction of the new airport, as well as those elected and appointed officials who championed the cause over the years.

Theme for the Event – A Relaxed Beach Barbeque for a Job Well Done

Event Details -

- Time: Thursday Evening from 5-8 pm
- Location: Event Tent on the apron.
- Menu: Typical Beach Barbeque/Cook-out Menu with appropriate accompaniments.
 - NOTE: Quote the cook-out with a Pig Roast option.
 - Alcoholic Bars – Cash Bars for beer & wine sales must be set up inside the Event Tent.
- Program: Comments from Local Leaders
- Entertainment: Local band
- Anticipated attendance: 500 invited guests

May 21st, Friday: Recognition of ECP's Positive Impact on the Future of Northwest Florida

This event highlights and celebrates the positive impacts the airport will have on the economy and environment of Northwest Florida for generations to come. The event will



be “Green Tie” to showcase the airport’s environmental stewardship. The dinner menu will include local, organic and sustainable items to further enhance the eco-friendly aspects of the event. The program for this event should focus on the future of the region and highlight the beginning of an era, not the end of a construction project.

This event is also designed to allow us to garner national media attention that goes beyond a ribbon-cutting. This event will help frame the national importance of the airport and its role in preserving West Bay, as well as how new economic development and tourism opportunities will help improve the lives of the region’s residents.

Theme for the Event – An Elegant, but Unpretentious Garden Party

Event Details -

- Time: Friday Evening from 6-9 pm
- Location: Reception inside Terminal Building. Dinner in the Event Tent on the apron.
- Menu: ALL menu items for this evening should be fresh, sustainable cuisine, utilizing local and organic food sources where appropriate and not cost prohibitive.
 - Reception - Appetizers served in terminal building should be tray passed. If food stations will result in a lower menu cost, please add that option to the RFP.
 - Bars – For the reception inside the terminal, full cash bars will need to be set up in the ticketing, baggage claim and on the concourse. Additional cash bars will need to be set up in the tent for sales during dinner.
 - Dinner – Plated, three or 4-course dinner that is consistent with the theme and nature of the event. NOTE: A vegetarian option should be made available. The menu must be suitable for preparation and serving at an off-site location.
- Program – To be determined
- Decorations – to be should be in keeping with the theme for the event
- Entertainment: Light background music



- Anticipated attendance: 1,000 guests. Invited dignitaries, with table and individual ticket sales.
- Formal/Semi-Formal, with Green Tie Required for Men.

May 22nd, Saturday: An Opportunity for the Community to Experience the Airport and Join in the Celebration the Grand Opening of ECP

The events on Saturday provide an opportunity for members of the general public to participate in the Grand Opening of the Airport and get an insider's view of 21st century commercial airport operations. To help highlight the new gateway served by the airport, exhibits from each gateway city will be on display. In addition, the caterer will provide food for sale that reflects the character of each gateway city – Atlanta, Baltimore/WDC, Houston, Memphis, Nashville, and Orlando - (i.e. Maryland Crab cakes or Texas Style Barbeque). Local bands will be invited to play throughout the day from the Grand Opening Stage that will be set-up on the apron.

The highlight of the day's events will be a "Ribbon Cutting" with the arrival of the 1st Southwest Airlines flight. Airport Fire Trucks will salute the arrival of the 1st flight with an arch of water over the tarmac from the trucks water cannons. As the flight taxis up to the Apron, it will "cut" a ribbon that will be extended across the taxi way. The program will continue from the Grand Opening Stage with comments by dignitaries from the airlines; local, state and US governments; and other key leaders.

Theme for the Event – Community Open House and Grand Opening Celebration

Event Details -

- Time: Saturday from 10 am - 4 pm
- Location: Terminal Building – Tours and VIP area; Displays & Food - the Event Tent; Ribbon-cutting on the apron.
- Menu: The caterer to provide regional cuisine indicative of the gateway cities, as well as standard cookout fare for sale to the general public.
 - The food stations for the food for sale are to be located inside the Event Tent.



- Round tables with seating for 250 people and up to 10 display booths will also need to be accommodated in the Event Tent.
- NOTE: The caterer will retain the 100% of the proceeds from the food sales to the cover of the costs from this portion of the event, including: food; labor; equipment; linens; disposable glass, china and silverware.
- NOTE: This event is free and open to the public. The committee has no way of knowing how many people will attend the event. Attendance may be 500 or 10,000. Understanding the caterer may be at some financial risk in this type of arrangement, the committee will provide a minimum revenue guarantee of \$12,500, in the event of less than 2,500 people come to the event.
- NOTE: The committee welcomes, but does not require, the contractor to provide a portion of the profits generated from the food sales back to the committee for the purpose of underwriting the overall cost of the event. These funds will be considered a sponsorship contribution to the event and the contractor will receive the commensurate post-event recognition for the level of funding provided.
- VIP area: The committee will provide a VIP area inside the terminal building (or separate tent). The caterer is to provide box lunches, bottled water, soft drinks and snacks for 250 people.
- Program: Tours of Terminal Building; USAF flyover; culminating with a ribbon cutting and opening ceremony following the arrival of the first Southwest airplane.
- Entertainment: Local bands perform on apron throughout the day
- Anticipated attendance: 3,000 members of the general public

VI. Scope of Services for Catering & Staging Contractor:

In addition, to the direct catering events, the Grand Opening Celebration also has extensive tenting, staging, sound and audio-visual requirements. These requirements are outlined below. The committee encourages potential vendors to bid out each section of the RFP, but reserves the right to break the award into sections to ensure the best product for the best price. The sections are:

- Tenting, tables, chairs
- Staging & audio-visual equipment



- Food & Beverage preparation and service

EVENT TENT, TABLES & CHAIRS - will be used each day and should be set-up by Noon on Thursday, May 20th and must be taken down as soon as possible at the conclusion of the Saturday, May 22nd event. The airport must be operational by 5 AM on Sunday, May 23rd. The Event Tent must be large enough to seat 1,000 people at rounds of 10 with a stage and audio-visual equipment; have sides and is air-conditioned.

- NOTE: The tent MUST be able to be secured by water barrels. The contractor CANNOT drive any stakes or other item or material into the tarmac or apron.
- The Event Tent must include lights, air conditioning and side walls.
- Rounds of 10, with seating for 1,000 must be included. NOTE: Some of the rounds & chairs needed for Friday night will be redeployed in the VIP area for Saturday.
- In addition, 250 all-weather chairs will be needed for Saturday afternoon for the ribbon cutting. If all-weather chairs are utilized inside the tent, these chairs are suitable for use at the ribbon cutting.
- The vendor will need to provide labor and storage for excess tables and chairs not needed for any particular day.
- Any tables related to the food & beverage preparation and service, will be provided by the food & beverage caterer.

STAGING & AUDIO-VISUAL EQUIPMENT - Given the nature of this event, it is imperative that everyone in attendance is able to see and hear what is happening on-stage. Listed below is an outline of the basic requirements for each event throughout the weekend. The potential contractor must outline a plan to provide the staging and equipment needed for an event of this magnitude. The contractor must provide security for their audio-visual equipment throughout the event.

For the EVENT TENT (Thursday & Friday Only) – the stage must be large enough, with appropriate lighting, to accommodate a small band, as well as have a podium for presentation. The sound system will need to be capable of producing non-distorted, quality sound for up to 1,000 guests. The A/V system must include the elements necessary to project any speeches or other presentations from the stage on to screens visible to all members of the audience.



For the RIBBON CUTTING (Saturday Only) - the stage must be large enough, with appropriate lighting, to accommodate a small band, as well as have a podium for presentation. The sound system will need to be capable of producing non-distorted, quality sound for up to 3,000 guests in an outdoor setting. The A/V system must include the elements necessary to project any speeches and/or other presentations from the stage on to screens visible to all members of the audience.

FOOD & BEVERAGE PREPARATION & SERVICE - The food and beverage contractor will be required to provide all glassware, china, silver, refrigerated trucks, preparation/service tents, service tables, props, staff, linens etc. The contractor must also provide a sanitation plan that details how the cleaning of the glass, china, silver, utensils, etc will be handled – if these activities will happen off-site, or in a vendor supplied kitchen truck. The contractor will also be required to remove all trash, leftover food and refuse from the site.

The Thursday and Friday events will be required to be served on china and glassware. Saturday's event can be served with recycled plastic. Caterer will need to be responsible for all rental of equipment and removal of all goods by the evening of Saturday, May 22, 2010.

Airport to provide electrical hook up needs, portable bathrooms, security, limited water resources. The Contractor should be prepared execute all three events with quality menus, staff and style. Please provide detailed menus, quantity of staff, equipment and requirements for execution of each event. Cleanup after each event will be the responsibility of the contractor. Recycle and trash bins will be provided by the airport for guest use. Contractor will be required to perform all other duties that are required to ensure the safe, sanitary and legal operation of the facility in the public's interest.

VII. Scope of Services for Event Planner:

Event Planner will serve as the key contact for activities related to the planning, coordination and logistics related to the Grand Opening Celebration events on May 20th, 21st and 22nd, 2010.

The Planner will:

- Coordinate (and in some cases negotiate and hire) the work of contract personnel (including caterers, bartenders, tenting, musical talent, lighting, sound, clean-up, security guards, etc.);
- Functionally supervise all events from planning through execution;



- Explain contracts and procedures of vendors to Client;
- Advise client on setup options and types of materials needed to achieve desired results;
- Calculate and provide Client all estimates of potential costs incurred in completing an event;
- Ensure budgets are maintained and any expense overruns are brought to the committee's attention and approved prior to any final commitments being made;
- Prepare checklists of requirements for distribution to proper committee members, such as accounting and booking; input, retrieve, and update event setup information and distribute to proper staff offices;
- Finalize lessee requirements including table arrangements and number and nature of support personnel needed;
- Ensure setup of chairs, tables, stages, decorations or other equipment;
- Arrange for last minute adjustments in room or equipment setup;
- Write event reports noting attendance, times, and significant problems; perform duties associated with final settlement of non-ticketed events, such as tabulating charges and preparing final invoices;
- Work with committee and other organizations to provide appropriate personnel and/or volunteers to facilitate and oversee event;
- Oversee that all vendors carry through with individual agreements;
- Demonstrate continuous effort to improve operations, decrease turnaround times, streamline work processes, and work cooperatively and jointly to provide quality seamless customer service.

Additionally, the Planner will:

- Organize, facilitate and attend Grand Opening Committee Meetings;
- Lead the initiative based on approved plan, while offering input on logistics and planning;
- Event coordinator is responsible for executing all aspects of the event plan throughout the Grand Opening Event.

VIII. Criteria for Selecting a Vendor

Proposals are sought from companies and/or individuals with recognized expertise in quality event planning. Submittals should include the following:

1. Contractor's name, address, and name of the primary contact person



2. Detailed plan to execute the specific elements in Section VII, as well as the fees, reimbursable expenses and other costs associated with carrying out the program of work.
3. Statement of qualifications and experience describing prior experience in managing complex, high-profile events. Please include three references from past events of similar size and quality.
4. Relative professional experience (please be thorough).
5. Community affiliations.

IX. Requests for Vendor Suggestion or Creativity

Please include your company's strategy and recommendations. Please include all creative and visionary proposals that your company can incorporate in the Steering Committee's proposed outline.

X. Terms and Conditions

The Contractor will be required to provide an insurance certificate. All applicants will be considered and will be notified of final acceptance by Monday, March 1, 2010. The selected company will meet with the Steering Committee soon after for contractual agreement.

The Proposal should be submitted by:

12 noon, Friday, February 19, 2010

Proposals should be submitted, in writing to:

Dan Rowe
drowe@visitpanamacitybeach.com

Airport Grand Opening Steering Committee
PO Box 9473
17001 Panama City Beach Parkway
Panama City Beach, FL 32417
Direct questions to: 850-233-5015 or the email address listed above.

Your Request for Proposal should contain all the parts listed in this document. To be considered you must be able to present a complete proposal with all necessary goods, services and financial resources.