



Town of Atlantic Beach

717 30th Avenue South

Atlantic Beach, SC 29582

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North Myrtle Beach, SC 29597

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Town Council

Mayor, Jake Evans

Mayor Pro Tem, John W. David, Jr.

Councilmember, Jacqueline Gore

Councilmember, Edward Campbell.

Councilmember, Carla Y. Taylor

Adrian Jones, Town Manager

NOTICE OF REQUEST FOR BIDS (FRP) ENTERTAINMENT FOR BIKE FEST 2026

The Town of Atlantic Beach ,SC is seeking proposals from qualified entities to provide the entertainment venue and seek sponsorships to support the 2026 Black Pearl Cultural Heritage and Bike Festival. This festival attracts bikers and tourist from coast to coast for a four-day event over Memorial Day weekend. The crowd visiting the greater Atlantic Beach/Myrtle Beach area has been estimated at over 300,000 in recent years.

SCOPE OF SERVICES

- Obtain and manage entertainment for the 2026 Bike Fest at no cost to the Town of Atlantic Beach but requires approval from the Town.
- Obtain sponsorships to handle all costs to include fees and production.
- Obtain private sponsorships for the festivals infrastructure costs, i.e. staging, lighting, sound, clean-up, port-a-johns and select security cost
- Execute a marketing and publicity campaign for the Black Pearl Cultural Heritage and Bike Festival 2026 in coordination with the Town of Atlantic Beach.
- All scopes of services are required to have Town Manager approval

MINIMUM PROPOSAL REQUIREMENTS

Proposals should indicate current and past experience, capacity and success of your organization as it relates to:

- The production of a high quality outdoor entertainment venues for Friday, Saturday and Sunday, May 22, 23, 24, 2026 in accordance with Town ordinances. (Refer to Town Noise Ordinance)
- The development and execution of marketing and publicity campaigns related to major festival events
- Provide comparable experience with soliciting and acquiring sponsors for public outdoor entertainment festivals exceeding population of 300 or more.

ADDITIONAL REQUIREMENTS

- Indicate your proposed plan for entertainment, bands, DJ's and local talent to be utilized. Town Manager reserves the right for final approval.
- Outline the proposed financial return to the Town of Atlantic Beach with overall operational breakdown and be prepared to present for final approval to Town's leadership.
- Be prepared to present to Town's leadership for final approval your expectations for the Town's involvement in planning, coordinating and administration of the festival, should you be awarded the contract.
- Identify three (3) references who are familiar with the scope and details of your experience in this area of entertainment programming. References expectations should include:
 - a detailed summary in writing (names, concerts and names of events, dollar amount of events, municipal contacts of where events were held for verification)
 - references will be contacted for phone interviews
 - references shall not have any financial ties to the proposer (excluded: friends, family, etc.)

EVALUATION CRITERIA

Proposals will be evaluated on the following factors:

- The proposer's proven ability to deliver the services requested mainly in sections of minimum proposals and additional requirements
- The proposer's ability to pay 85% of said award within 5 business days after being awarded and pay remaining 15% at least 3 days before start of event. Failure to do so will void any contractual obligation from the Town to the awardee.
- In the event that initial deposit (85%) is paid and awardee is unable to pay the remaining deposit (15%), the Town of Atlantic Beach reserves the right to keep 50% of said deposit.
- Proposed financial return to the Town of Atlantic Beach
- Proposed marketing and publicity plan
- Proposed sponsor solicitation approach and hard commitments identified to support the implementation of the Memorial Day Weekend Festival.

Proposals must be delivered to 717 30th Avenue South, Atlantic Beach, SC 29582 by 2:00 pm
March 20, 2026.

The Town of Atlantic Beach reserves the right to reject any-and-all proposals. The final agreement with the successful proposer will require compliance with all applicable Town ordinances and South Carolina State law requirements.