

Request for Proposal (RFP)
Seasonal Entertainment Coordination and Live Performances
Downtown Myrtle Beach

Submission Deadline: March 3, 2025
Issued By: Myrtle Beach Downtown Alliance

Purpose

The Myrtle Beach Downtown Alliance (MBDA) seeks qualified companies to research, coordinate, and deliver dynamic entertainment in downtown Myrtle Beach. This includes DJs, seasonally themed performances, live bands, and/or street performers to activate and energize public spaces. Entertainment programming should embrace downtown Myrtle Beach's "sunrise"-inspired brand identity while aligning with the distinct themes for each season:

- **Summer:** High-energy, high-powered fun
- **Fall:** Spooky and mysterious thrills
- **Winter:** Warm and enchanting holiday celebrations
- **Spring:** Fresh starts and joyful renewal

Note: MBDA has existing brand names for each seasonal theme, which will be provided to the selected company to ensure seamless branding and integration with ongoing marketing efforts.

Proposals may be submitted for one and/or more seasonal programs, with the option to bid on the entire annual program or individual seasons.

Scope of Services

Note: For bidding purposes please assume only 1 outdoor location (i.e. a city park) with approximately 15,000 sqft (150ft x 100ft) of space, a medium-sized stage, and sufficient electrical power provided. All other requirements for the entertainment shall be provided by the bidder. MBDA may assist with the special event permit process.

Overall Thematic-Elements: Sunrise / Solar / Solstice / Equinox

Seasonal programs will include the following components:

Summer (July 1, 2025 – August 31, 2025 – 62 Days of Entertainment)

- **Theme:** High-powered, energetic, and vibrant, celebrating the lively summer nightlife.
- **Performances (may include but not limited to):**
 - High-energy live bands specializing in rock, reggae, and pop genres
 - DJs creating a festive beach party atmosphere

- Performers including (but not limited to) fire shows, light dancers, and glow-in-the-dark acts
- **Locations (may include but not limited to):** Outdoor parks, key pedestrian corridors, and gathering spaces
- **Interactive Elements (may include but not limited to):** Family-friendly interactions and activities

Schedule (62 Days of Entertainment):

- **Monday through Saturday (including holidays)**
 - 5:00 PM to 9:00 PM (4-hour performances)
 - **Sunday (including holidays):**
 - 1:00 PM to 4:00 PM (3-hour performances)
 - **For those interested in arranging and providing live bands:** Assume Saturday evenings only for live bands for 2-hour performances. Please schedule a DJ for the remaining 2 hours.
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Fall (October 3, 2025 – November 2, 2025 – 15 Days of Entertainment)

- **Theme:** Spooky, mystery, thrilling fun, and spooky Halloween magic for all ages
- **Performances (may include but not limited to):**
 - Live bands performing spooky or Halloween-themed music
 - Halloween-themed street performers such as fire eaters, magicians, zombies, and eerie stilt walkers
- **Locations (may include but not limited to):** Outdoor parks, key pedestrian corridors, and gathering spaces
- **Interactive Elements (may include but not limited to):** Costume contests and haunted storytelling events with live musical accompaniment

Schedule (15 Days of Entertainment):

- **Friday through Saturday (including holidays):**
 - 5:00 PM to 9:00 PM (4-hour performances)
 - **Sunday (including holidays):**
 - 1:00 PM to 4:00 PM (3-hour performances)
 - **For those interested in arranging and providing live bands:** Assume Saturday evenings only for live bands for 2-hour performances. Please schedule a DJ for the remaining 2 hours.
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Winter (November 28, 2025 – January 4, 2026 – 21 Days of Entertainment)

- **Theme:** Warmth, holiday enchantment, and the magic of the season
- **Performances (may include but not limited to):**
 - Live bands performing festive holiday music and seasonal classics

- Holiday-themed street performers, including dancers, jugglers, and snow performers
- **Locations (may include but not limited to):** Outdoor parks, key pedestrian corridors, and gathering spaces
- **Interactive Elements (may include but not limited to):** Caroling contests and photo opportunities with performers

Schedule (21 Days of Entertainment):

- **Friday through Sunday (including holidays, except Christmas Day):**
 - 5:00 PM to 9:00 PM (4-hour performances)
 - **December 26 through December 31 (see Sunday schedule below):**
 - Daily performances, 5:00 PM to 9:00 PM
 - **Sunday (including holidays):**
 - 1:00 PM to 4:00 PM (3-hour performances)
 - **For those interested in arranging and providing live bands:** Assume Saturday evenings only for live bands for 2-hour performances. Please schedule a DJ for the remaining 2 hours.
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Spring (March 6, 2026 – April 12, 2026 – 18 Days of Entertainment)

- **Theme:** Renewal, fresh starts, and seasonal joy
- **Performances (may include but not limited to):**
 - Live bands with uplifting and lively music reflecting themes of renewal and joy
 - Performers such as jugglers, stilt walkers, and dancers in spring-themed costumes
- **Locations (may include but not limited to):** Outdoor parks, key pedestrian corridors, and gathering spaces
- **Interactive Elements (may include but not limited to):** Audience participation opportunities, such as sing-alongs or spring-themed giveaways

Schedule (18 Days of Entertainment):

- **Friday through Saturday (including holidays):**
 - 5:00 PM to 9:00 PM (4-hour performances)
 - **Sunday (including holidays):**
 - 1:00 PM to 4:00 PM (3-hour performances)
 - **For those interested in arranging and providing live bands:** Assume Saturday evenings only for live bands for 2-hour performances. Please schedule a DJ for the remaining 2 hours.
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Additional Responsibilities For All Seasons

- **Performer and Band Research & Selection:**

- Identify and select high-quality local bands that align with seasonal themes whenever possible
 - Provide a diverse range of musical genres to appeal to various audiences
 - Coordinate contracts, logistics, and schedules for live band performances
 - **DJs:**
 - Schedule and recruit DJs who can maintain family-friendly entertainment
 - Ensure all music is free from offensive language or suggestive content
 - **Interactive and Family-Friendly Elements:**
 - Include interactive activities to engage audiences and foster community participation
 - **Logistics Management:**
 - Handle scheduling, recruitment, and technical needs (e.g., sound systems)
 - Ensure performers comply with local safety and regulatory requirements
 - **Safety Plan:**
 - Develop and implement safety protocols for fire and interactive performances
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Submission Requirements

Proposals must include the following for each season the company is bidding on:

1. **Company Information:**
 - Name, address, and primary contact
 - Overview of relevant experience delivering entertainment programs and live music coordination
2. **Seasonal Proposal:**
 - Detailed description of performances for the season(s)
 - Plan for integrating the “sunrise”-inspired and seasonal themes
 - Indicate the performance talent your company will provide (e.g., DJs, live performances, live bands) and the seasons you intend to cover
3. **Performer and Band Selection:**
 - Process for researching and selecting performers and/or live bands
 - List of proposed bands or examples of similar bands the company has worked with
 - Examples of past performers or entertainment events coordinated (photos, videos, or recordings)
4. **Budget:**
 - Comprehensive budget for turnkey operations for each seasonal timeframe, broken down by days needed during each season
5. **Safety Plan:**
 - Description of safety protocols for fire or interactive performances and music venues
6. **References:**
 - At least three references from clients for whom similar services have been provided

Evaluation Criteria

Proposals will be evaluated based on:

- Creativity and alignment with the solar-inspired and seasonal themes
- Quality and variety of live bands and performers
- Experience in coordinating large-scale entertainment programs
- Feasibility of the proposed schedule and logistics
- Cost-effectiveness of the proposal

Submission Process

Submit proposals by **March 3, 2025, at 12:00 PM.**

Hard Copies: Deliver in a sealed envelope to 522 Broadway, Myrtle Beach, SC.

Digital Copies: Email to info@mbdowntown.org

Late submissions will not be considered.

For questions or additional information, contact info@mbdowntown.org or **(843) 839-0559**. All questions regarding the RFP must be received no later than **February 17, 2025, at 5:00 PM.**

The Myrtle Beach Downtown Alliance reserves the right to award contracts for one or multiple seasons or reject any or all proposals.

We look forward to collaborating with you to bring vibrant, solar-inspired entertainment to downtown Myrtle Beach!