



## MYRTLE BEACH AREA HOSPITALITY ASSOCIATION

### Request for Proposal *Myrtle Beach* *International Student Outreach Program* *(ISOP)* *Community Liaison*

*Proposals are due by 5:00 p.m. EST on Feb. 25, 2019*

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## **Background**

The Myrtle Beach Area Hospitality Association (“MBAHA”) is a South Carolina nonprofit corporation committed to representing, educating and promoting the best in the hospitality industry. The association serves Myrtle Beach, North Myrtle Beach, Surfside Beach, Little River, Atlantic Beach, Garden City Beach, Loris, Conway, Aynor, Murrells Inlet, Litchfield Beach, Pawleys Island, Socastee and Carolina Forest.

The Myrtle Beach Area Hospitality Association is the voice of the Hospitality Industry and a tourism advocate, whose role is to promote the industry’s needs, ensure a healthy tourism economy, and educate our membership and the public about industry issues.

- The work of the Association benefits hospitality businesses, large and small.
- We all profit from a strong economy and a healthy business climate, not to mention the benefits of a more attractive and active community.
- Forum for change. Business people sometimes feel like a “voice in the wilderness” when pushing for action or speaking out on issues. The Association is the amplifier, the forum for the viewpoint of the hospitality industry.

## **Structure**

The MBAHA is recognized as a nonprofit organization within the meaning of Section 501(c)6 of the Internal Revenue Code, as amended. The organization is over 45 years old and includes a main office. The MBAHA has 2 full-time employees. The organization has over 865 members, a 30-member board of directors and multiple committees and task forces, led by volunteers. The MBAHA manages and administers the International Student Outreach Program (“ISOP”) to include budget, website and social media platforms, coordinates with municipalities and sets program objectives and goals.

## **RFP Overview**

Myrtle Beach Area Hospitality Association is soliciting proposals from individuals and/or firms to select a Community Liaison for the Myrtle Beach International Student Outreach Program (ISOP) for a 6-month contract. Project goals include: planning and coordinating J1 Student Programs to include Community Forum, J-Day, Student Orientation Sessions, coordinating with program volunteers for Myrtle Beach International Airport outreach, housing assessments and other student programs, working with J1 Student Sponsors on program growth and development, acting as the emergency contact for students, weekly reporting to the MBAHA with updates and status of program, and securing approval of MBAHA staff for all program expenses, prior to incursion of expense.

MBAHA staff (“MBAHA Staff”) will oversee the RFP process, including making the decision on the individual or firm to be selected as the service provider and presented to the MBAHA Board of Directors for formal approval. A select group of area industry professionals and stakeholders will be consulted for input throughout the RFP process. The MBAHA shall be the “Client” or “Customer” on all services rendered pursuant to a final agreement between MBAHA and the prospective service provider. For purposes of the RFP, proposed vendors, bidders, service providers or offerors shall be known as “Service Providers.”

## **Term of Contract**

The initial contract period will be for a term of six (6) months (the “Initial Term”), unless sooner terminated in accordance with the contract.

## **RFP Administrator Contact Information**

Stephen Greene, President & CEO  
Myrtle Beach Area Hospitality Association  
1200 North Oak Street  
Myrtle Beach, SC 29577  
Tel: (843) 916.7269  
[stephen.greene@mbhospitality.org](mailto:stephen.greene@mbhospitality.org)

## **PLEASE DIRECT ANY AND ALL CORRESPONDENCE AND QUESTIONS TO:**

Stephen Greene, President & CEO  
Myrtle Beach Area Hospitality Association  
1200 North Oak Street  
Myrtle Beach, SC 29577  
Tel: (843) 916.7269  
[stephen.greene@mbhospitality.org](mailto:stephen.greene@mbhospitality.org)

## **Timeline**

Task	Completion Date
RFP published	02/01/19
Proposals Due, Including Financial Proposal	02/25/19
Notification of finalists	02/28/19
Award Contract	Week of 03/04/19

\* *Timeline subject to change.*

## **2019 Services & Project Details**

Myrtle Beach Area Hospitality Association is soliciting proposals from individuals and/or firms to select a Community Liaison for the Myrtle Beach International Student Outreach Program (ISOP) for a 6-month contract. Project goals include: planning and coordinating J1 Student Programs to include Community Forum, J-Day, Student Orientation Sessions, coordinating with program volunteers for Myrtle Beach International Airport outreach, housing assessments and other student programs, working with J1 Student Sponsors on program growth and development, acting as the emergency contact for students, weekly reporting to the MBAHA with updates and status of program, and securing approval of MBAHA staff for all program expenses, prior to incurrence of expense.

### **Response Guidelines**

- Written proposals must be submitted to MBAHA on or before February 25, 2019, 5:00 p.m. EST for consideration. **Late proposals cannot be accepted.** Supporting materials such as USBs are welcome and should be referenced within the written presentation.
- Response must be dated and signed by a principal of the Service Provider or such person with full power and authority to execute the same. MBAHA reserves the right to request proof of ownership of the Service Provider or authority of those persons submitting the response to the RFP.
- If requested by MBAHA, the Service Provider must be available to present in-person to MBAHA.
- Financial/Cost Proposal information should be placed in a sealed envelope within the proposal documentation.

#### **Please submit 2 printed copies of your proposal to:**

Jeffrey Wisniewski, RFP Coordinator  
Myrtle Beach Area Hospitality Association

Mailing Address:  
PO Box 1303  
Myrtle Beach, SC 29578

Hand Delivery Address:  
1200 North Oak Street  
Myrtle Beach, SC 29577

**Please also submit one electronic version of your proposal to:**  
[mbaha@mbhospitality.org](mailto:mbaha@mbhospitality.org)

**All proposals should be marked “Myrtle Beach Area Hospitality Association ISOP Community Liaison” on the envelope.**

**Objectives:**

- Develop a project plan, including timeline, for the entire scope of work with input from MBAHA Staff.
- Plan and coordinate ISOP Community Forum with local municipalities and businesses to inform, engage and encourage support for the program from said municipalities and businesses.
- Plan, coordinate and schedule Student Orientation Sessions.
- Plan and coordinate local J-Day Service program to include sharing of cultural diversity, American customs, food, fun activities and a service project giving back to the community.
- Coordinate with program volunteers for Outreach/Welcome Program at the Myrtle Beach International Airport for student arrivals and transportation, Student Housing assessments, International Cafes and all other student programs.
- Work closely with J1 Student Sponsor Organizations for program growth and development.
- Weekly Reports to MBAHA Staff on program status.
- All program expenses must be approved by MBAHA Staff prior to the expense incursion.

**Geography**

The Service Provider must be located in the greater Myrtle Beach, South Carolina area.

**At a minimum, this proposal must include the following:****A. Service Provider's Company Information**

- Name and address of main office and when established.
- Summary of personal or company background/history.
- Any current or pending litigation brought against the Service Provider by its clients within the past five years.
- Key resources applicable to the project described in this RFP; i.e. work completed in-house versus out-sourced.
- List of Service Provider's current clients using the proposed services and past clients for the previous three years.
- References from three of Service Provider's current clients.

**B. Recommendations**

- Develop a project plan, including timeline, for the entire scope of work with input from MBAHA Staff.
- Provide recommendations for program activities, communication, and administration.
- Tell us your approach to handling all aspects of the program as described in the RFP.

## **Decision Making Criteria**

**The following criteria will be used as a guide by the MBAHA Staff when evaluating proposals:**

- Supports MBAHA's primary goals and objectives of the ISOP Program.
- Ensures safe and successful implementation of said goals and objectives.

Understood and provided all items requested in RFP - with appropriate level of detail	15
Current MBAHA member business or individual	5
Staff experience - Demonstrated experience of key personnel in projects of similar scope and nature	15
Cost competitiveness - is best option for the MBAHA based on overall value-cost proposition	25
Creativity and innovation of ideas presented	25
Implementation approach and methodology, including project timing, staff training, partner business training and transition (if applicable)	15
<b>Total</b>	<b>100</b>



## Service Provider Certification Form

*(Service Provider must sign and return with proposal.)*

Insert Name of Service Provider

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The undersigned, fully familiarized with the information contained within this RFP, submits the attached information. I certify that this information is true, complete and correct to the best of my knowledge and that I am authorized to submit this information on behalf of the company.

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Authorized Signature

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Date

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Title

---

Print/Type Name

---

Print/Type Company Name

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Telephone Number

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Email Address

### ***Method of Selection***

Following receipt of written proposals from Service Providers, the MBAHA Staff may thereafter select those Service Providers that qualify as finalists. Finalists may be asked to travel to Myrtle Beach, SC at their own expense to make a presentation in-person to MBAHA. Specific information about the presentation will be shared with the finalists at the time of their notification. Final selection of the winning Service Provider shall be based on a combination of the written proposals and if required, in-person presentations.

### ***Award of Contract***

Selection shall be made of one or more Service Providers (as applicable) that are deemed to be fully qualified, and best suited among those submitting proposals based on the evaluation factors included in the RFP, including price and the Service Provider's ability to successfully perform all contract requirements (inclusive of meeting the criteria set forth in the RFP). Price structure shall be considered but will not be the sole determining factor. MBAHA upon formal approval by the MBAHA Board of Directors shall select the Service Provider which, in its opinion, has made the best proposal and is most advantageous to MBAHA and the International Student Outreach Program, and award the contract to that Service Provider. MBAHA will not furnish a statement of the reason why a particular proposal by a Service Provider was not deemed to be the most advantageous to MBAHA. At any time during the RFP process, including during any negotiations or discussions with a Service Provider, MBAHA may terminate such negotiations or discussions at any time and resume the RFP process or issue a new RFP. The reason for such termination shall be made part of the file. The award document shall be a signed contract incorporating by reference all the requirements set forth herein, the General Terms and Conditions of the RFP, as set forth below, and the Service Provider's proposal.

### ***Rejection of Proposals***

MBAHA reserves the right to reject any or all proposals received and the right to choose different Service Providers to execute certain parts of the RFP. Non-acceptance of a proposal means that one or more other Service Providers were deemed more advantageous to MBAHA or that all proposals were rejected.

### ***Ownership of Materials***

All proposals become the property of the MBAHA upon receipt. Selection or rejection of the proposal will not affect this right. MBAHA shall have the right to use all ideas or adaptations of the ideas contained in any proposal received in response to the RFP. Disqualification of a proposal does not eliminate this right.

## General Terms and Conditions

### **1. RECEIPT AND OPENING OF PROPOSALS**

It is the responsibility of the Service Provider to assure that the proposals are delivered to the place designated for receipt of proposals prior to the time set for receipt of proposals. **Proposals received after the time designated for receipt of proposals will not be considered.**

### **2. IDENTIFICATION OF A PROPOSAL ENVELOPE/PACKAGE**

A special envelope is NOT furnished; therefore, the signed proposals should be returned in an envelope or package sealed and identified as a sealed proposal and addressed as directed on page 5 of the RFP.

### **3. APPLICABLE LAWS AND COURTS**

The RFP and any resulting contract shall be governed in all respects by the laws of the state of South Carolina and any litigation with respect thereto shall only be brought in the courts of the state of South Carolina. The Service Provider shall comply with applicable federal, state and local laws and regulations.

### **4. ANTI-DISCRIMINATION/SOUTH CAROLINA FAIR EMPLOYMENT ACTS**

By submitting proposals, all Service Providers certify that they will conform to the provisions of the Federal Civil Rights Act of 1964, as amended, as well as the South Carolina Human Affairs Law, as amended, where applicable.

During the performance of the contract, the Service Provider agrees as follows:

- i.) The Service Provider will not discriminate against any employee or applicant for employment because of race, religion, color, sex or national origin, except where religion, sex, or national origin is a bona fide occupational qualification reasonably necessary to the normal operation of the Service Provider. The Service Provider agrees to post in conspicuous places, available to employees and applicants for employment, all notices required by law, including the provisions and inclusions of the nondiscrimination clause set forth above.
- ii.) The Service Provider, in all solicitations or advertisements for employees placed by or on behalf of the Service Provider, will state that such Service Provider is an equal opportunity employer.
- iii.) All notices, advertisements and solicitations disseminated by the Service Provider shall be placed in strict and full accordance with all federal laws, rules and regulations.

### **5. ETHICS IN PUBLIC CONTRACTS**

By submitting their proposals, all Service Providers certify that their proposals are made without collusion or fraud and that they have not offered or received any kickbacks or inducements from any other Service Provider, supplier, manufacturer or subcontractor in connection with their proposal, and that they have not conferred on any MBAHA employee having official responsibility for this procurement transaction any payment, loan, subscription, advance, deposit of money, services or anything of more than nominal value, present or promised, unless consideration of substantially equal or greater value was exchanged.

### **6. IMMIGRATION REFORM AND CONTROL ACT OF 1986**

By submitting their proposals, Service Providers certify that they do not and will not, during the performance of the contract employ individuals not authorized to work in the United States or otherwise violate the provisions of the federal Immigration Reform and Control Act of 1986.

## **7. OBLIGATION OF SERVICE PROVIDER**

By submitting a proposal, the Service Provider covenants and agrees that they have satisfied themselves, from their own investigation of the conditions to be met, that they fully understand their obligation and that they will not make claim for, or have right to, cancellation or relief from the contract because of any misunderstanding or lack of information.

## **8. CLARIFICATION OF TERMS**

If any prospective Service Provider has questions about the specifications or other solicitation documents, the prospective Service Provider should contact the MBAHA Staff. Any revisions to the RFP will be made only by addendum to the RFP issued by the MBAHA Staff.