

**Southeast Chapter of the American  
Association of Airport Executives (SEC-AAAE)**



**REQUEST FOR PROPOSALS**

**for**

**Conference Host and Site Selection for the  
2023 and 2024 SEC-AAAE Annual Conferences**

**January 14, 2021**

## NOTICE

### SEC-AAAE RFP: CONFERENCE HOST AND SITE SELECTION FOR 2023 OR 2024 SEC-AAAE ANNUAL CONFERENCE

The **Southeast Chapter of the American Association of Airport Executives** (referred to herein as SEC-AAAE) invites the submission of Proposals from all interested and qualified prospective **Host SEC-AAAE Member Airports (Proposers)** and its partner community and venue representatives to **Host the 2023 or 2024 SEC-AAAE Annual Conference**.

Prospective Proposers must inform **SEC-AAAE Conference Site Selection Committee Chair David L. King**, via an **Expression of Interest** of their desire to Host the 2023 or 2024 SEC-AAAE Annual Conference **no later than 5:00 p.m. (eastern) Friday, February 26, 2021**, in order to schedule receipt of written Proposals and hearing of oral presentations at the 2019 SEC-AAAE Annual Conference in Savannah, Georgia. The Expression of Interest **MUST be authored, executed and submitted by a duly authorized staff member of the Host Airport** in order to be deemed responsive and valid. Submittals issued by partner community and venue representatives independent of the Host Airport will be rejected.

**The Expression of Interest must be submitted to Mr. King by February 26, 2021 via email as follows:**

David L. King  
Chair, SEC-AAAE Conference Site Selection Committee  
[david.king@greshamsmith.com](mailto:david.king@greshamsmith.com)

**Mandatory on-site, virtual or a combination of the two (at the option of the presenter) presentations** will be heard from duly authorized prospective Host Airport member staff and associated partners at the 2021 SEC-AAAE Annual Conference on **Saturday, March 28, 2021 between 12:00 p.m. and 6:00 p.m. at the Marriott Savannah Riverfront hotel, Savannah, Georgia.**

The **Site Selection Committee** consists of the following members:

- David King, Gresham Smith, Chair
- Michael Reisman, A.A.E., Asheville Regional Airport
- Scott Van Moppes, A.A.E., Myrtle Beach International Airport
- Patrick Wilson, A.A.E., McGhee Tyson Airport
- Connie Gowder, Connico

A copy of the **Request for Proposals for Conference Host and Site Selection for the conferences** and instructions for submittal and presentations are attached and will be available on the chapter website ([www.secaaae.org](http://www.secaaae.org)) on or after January 15, 2021. One electronic version of the response must be submitted to Mr. King by March 12, 2021 at the email address referenced above. Additionally (1) original and (4) four copies of the Proposals, prepared in conformance with the instructions described in the RFP, must be submitted to the Site Selection Committee at the time of the presentation on March 28, 2021, but not before.

**SEC-AAAE RFP: CONFERENCE HOST AND SITE SELECTION FOR THE SEC-AAAE ANNUAL CONFERENCE**

**GENERAL CONDITIONS AND PROPOSAL PROCESS**

1.0 Background

The SEC-AAAE invites the submission of Proposals from all interested and qualified member Airports and its associated Partner community, convention and visitor bureau, and venue representatives (Proposers), to Host the 2023 or 2024 SEC-AAAE Annual Conference.

It is the intent of the SEC-AAAE to encourage, to the extent practicable, a rotation of conferences through the States and geographic areas represented by the SEC-AAAE, based on the member Proposer's interest and ability to meet the Conference Guideline criteria as established in the Board Directive, Annual Conference Site Committee (adopted April 23, 2006) and summarized in this RFP. The States and geographic areas represented by the SEC-AAAE include:

Alabama	Arkansas	Florida	Georgia	Kentucky
Louisiana	Mississippi	Virginia	North Carolina	South Carolina
Tennessee	W. Virginia	Puerto Rico	U.S. Virgin Islands	

Determination of the final conference date shall consider appropriate separation from the AAAE Annual Conference and Exposition, aviation conferences (State/Regional) and other potential scheduling conflicts. Following is a list of Host Airport sites for previous and upcoming years:

- 1999 - Gulfport, MS
- 2000 - Savannah, GA
- 2001 - Cancelled
- 2002 - Asheville, NC
- 2003 - Norfolk, VA
- 2004 - Pensacola, FL
- 2005 - Little Rock, AR
- 2006 - Nashville, TN
- 2007 - Myrtle Beach, SC
- 2008 - Louisville, KY
- 2009 - Reston, VA (DC)
- 2010 - Memphis, TN
- 2011 - Mobile, AL
- 2012 - Savannah, GA
- 2013 - Lexington, KY
- 2014 - Myrtle Beach, SC
- 2015 - Bentonville, AR
- 2016 - Greenville/Spartanburg, SC
- 2017 - Knoxville, TN
- 2018 - Huntsville, AL
- 2019 - Myrtle Beach, SC

- 2020 - Little Rock, AR (Cancelled)
- 2021 – Savannah, GA
- 2022 – Memphis, TN

The SEC-AAAE welcomes Proposals from member Airports from all States and geographic areas represented by the SEC-AAAE and those Airports in States/areas which have not recently served as a Host for an annual conference.

## 2.0 Cost of Preparation

The Proposer(s) shall bear all costs related to preparing and presenting a Proposal in response to this RFP.

## 3.0 Conference Hosting Commitment

Prospective conference Hosts must be duly authorized to submit Proposals and to perform the requested services and must be prepared to make available sufficient personnel to furnish and perform the goods and services described. All personnel shall be considered to be, at all times, the employees, or agents of the Proposer, and not employees or agents of the SEC-AAAE. A Proposer's submittal will be considered a binding offer to perform the requested services, subject to the terms of a Conference Host Letter of Agreement, Understanding, or similar arrangement satisfactory to the SEC-AAAE Board of Directors.

Cancellation of a commitment to perform this function within eighteen (18) months of the scheduled event start date may require a financial reimbursement to the SEC-AAAE equivalent to the amount of 'sunken funds' expended on behalf of the event, as well as any other unavoidable alternative site or scheduling expenses which may be involved in a transition to a new Host site, as determined reasonable and appropriate by the SEC-AAAE Board of Directors and consistent with any applicable agreements or arrangements between the parties.

## 4.0 Request for Proposal (RFP) Process

The SEC-AAAE Conference Site Selection Committee will be responsible for reviewing Proposals, hearing presentations, and evaluating and rating Proposals/ presentations submitted in response to this RFP. Evaluations may include such activity as is deemed appropriate by the Committee to verify the Proposers' ability to effectively furnish and perform the requested services as described.

Oral Presentations of not more than 15 minutes (not including a Question and Answer period) will be heard at the Marriott Savannah Riverfront hotel in conjunction with the 2021 SEC-AAAE Annual Conference in Savannah, Georgia, between 12:00 p.m. and 6:00 p.m., during the Conference Site Selection Committee Meeting. The room is to be determined but will be of adequate functionality and size to accommodate presentations, audio/video promotions, and participants.

## 5.0 Annual Conference Site Selection Criteria

Site Selection will be based upon the Proposers' responses to and ability to address the

Conference Guidelines criteria as outlined below, and the Conference Rating considerations as appropriate. Conference Rating considerations are as follows:

- Attractiveness of location
- Area attractions
- Hotel quality
- Exhibition space
- Meeting rooms
- Hotel rates
- Fiscal (Profit) expectations
- Air service
- Ground transportation
- Prior Chapter involvement
- Perceived commitment

Conference fiscal (i.e. net proceeds) objectives are to meet or exceed levels to:

- Support expense obligations of the conference
- Support budgeted Chapter operating expenses
- Support growth of the SAMA/SEC-AAAE Educational Foundation

## 6.0 Conference Guidelines

Following are general guidelines for prospective Conference Hosts to consider in the preparation of Proposals/presentations for their airport and community to serve as an Annual Conference Host site. These guidelines are not mandatory requirements for successful selection; however, to the extent it is determined the Proposer and the associated site/venue are capable of accommodating these issues in preparation for Hosting a future conference, such items may be given consideration as appropriate in the selection process. Items for consideration may include, but are not limited to:

### A. Conference Planning

- Discount ground transportation to and from the Host airport and Host hotel
- Air transportation fares, including special conference rates
- Hotel rates
- Conference theme (as appropriate)
- Program agenda (as appropriate)
  - Session topics
  - Moderators
  - Speakers
  - Coffee Breaks
  - End times
  - General recreation
  - Golf (Secure Tournament Sponsor)
- Conference registration fees
- Descriptive registration forms and flyers
- Conference timeline

- Staffing (Registration/Information)
- Staffing (Dining/Hotel/Bar/Exhibit Hall)
- Anticipated Budget
- Pre-conference Board of Directors' Dinner
- General Membership Meeting Luncheon (First Luncheon of Conference)
- President's Reception/Dinner (separate area for Reception prior to the seated Dinner which will include the requirements for a stage for the Skit that will occur following the dinner. AV requirements for this Skit are provided in Section 7.0. B. below).
- Post-conference revenue/expense reports certified by Conference Host / Chair

#### B. Conference Goals

- Secure revenues sufficient to support conference expenses and profit to support budgeted Chapter operating expenses
- Secure revenues to support principal growth of the SAMA/SEC-AAAE Educational Foundation
- Encourage and secure conference sponsors to meet revenue expectations
- Provide opportunities for corporate members to meet, greet, and communicate with executive members
- Provide appropriate and pleasurable spousal programs
- Secure educational programs and speakers pertinent to the airport management profession
- Confirm speakers and presenters, obtain resumes for introductions
- Provide adequate audio/video needs for speakers and presenters to include the following:
  - Projectors, Screens, Microphones (Wireless/Wired/Lav), Lighting (for the President's dinner to include a spotlight to light up the stage and also full house lights)
- Encourage handouts from speakers/presenters for take home by attendees
- Provide a photographer to photograph Conference programs and activities

#### C. Conference Marketing

- Early and often promotional flyers to support attendance (Chapter Website, newsletter and email database available for this purpose)
- Financial ability to support host event or events such as exhibition booth at prior conference, conference luncheon(s), and/or general monetary donation to conference revenue fund

#### D. Host Hotel Facility Requirements

- Availability of a single hotel suited to accommodate all lodging and meeting space requirements is preferred
- Adequate exhibit area, preferably in one room close to meeting areas for

maximum exposure

- Minimum of one (1) large meeting room to accommodate all attendees for meetings and luncheons
- Minimum of four (4) smaller meeting rooms to accommodate up to fifty (50) attendees
- A hotel with (**at this writing**) the availability of 300 sleeping rooms
- Complimentary airport transportation is preferred
- Minimal or no automobile parking fees preferred
- Reasonable hotel room rates preferred
- A minimum of six (6) complimentary hotel rooms preferred, including "Presidential Suites" for the presiding and incoming Chapter Presidents
- ADA compliance and accessibility required
- Provide ground transportation for the AAAE Chair, and AAAE President & CEO
- Provide four (4) rooms to accommodate four (4) persons for A.A.E. examinations on Saturday and Sunday.

E. Live/Recorded Music Requirements

- American Society of Composers, Authors and Publishers (ASCAP) is a music licensing agency that imposes a licensing fee to be paid by all organizations that play music whether live or recorded at conferences/events. Should live or recorded music be incorporated into the conference program, the Host shall be responsible to include the cost of this licensing fee in their total conference expenses.

7.0 Site Selection Committee Scoring Matrix

The Site Selection Committee will utilize the following scoring factors in preparing its rankings and recommendations for future Host sites to the SEC-AAAE Board of Directors.

A.	Attractiveness of Location	1-10 points
B.	Area Attractions	1-5 points
C.	Hotel Quality	1-10 points
D.	Exhibition Space	1-10 points
E.	Meeting Rooms	1-10 points
F.	Hotel Room Rates	1-10 points
G.	Revenue Generation	1-15 points
H.	Air Service	1-10 points
I.	Ground Transportation	1-5 points
J.	Previous Chapter Involvement	1-5 points
K.	Commitment	<u>1-10 points</u>
	Total Point Range	11-100 points

An Annual Conference Host Scoring Matrix, as provided for in the Annual Conference Site Selection Board Directive, SEC-AAAE Annual Conference Site Selection Committee, is attached as Exhibit "A" to this RFP.

## 8.0 Host Selection and Award

The Conference Site Selection Committee will be responsible for evaluating the Proposals and related presentations, with consideration given to the established Conference Guideline criteria, and shall report its findings, rankings and recommendations to the SEC-AAAE Board of Directors, who will have the option to endorse, revise, or reject the rankings and recommendations of the Committee.

Upon approval of award by the SEC-AAAE Board of Directors of the conference host and site, the Conference Site Selection Committee, on behalf of the Board of Directors, will present the results to the general membership during the General Membership Meeting scheduled for Monday, March 29, 2021, during the SEC-AAAE Annual Conference in Savannah, Georgia. The general membership shall have final approval of conference site in accordance with Article II, Section 7 of the SEC-AAAE Bylaws. Any award to a prospective Host from the SEC-AAAE resulting from this RFP shall be final.

## 9.0 Agreement

Upon securing a Host site, the Conference Guidelines shall be considered as the basis for an informal Memorandum of Understanding between the SEC-AAAE and the Host Airport. Should both parties agree, a formal Letter of Agreement, or similar arrangement is necessary and will be presented to and considered by the SEC-AAAE Board of Directors prior to enactment.

## 10.0 Reservation of Rights

The SEC-AAAE reserves the right to change or modify the RFP schedule or process at any time. The SEC-AAAE may waive any Proposal irregularity that is not prepared or submitted in accordance with the provisions of this RFP. The SEC-AAAE reserves the right to reject, at its sole discretion, any Proposal if, upon further review or inquiry, the Proposal is deemed insufficient or fails to satisfy established Conference Guideline criteria, or if it determines a Proposer(s) is not capable of carrying out the obligations described in the RFP, or if it determines the pro-forma net revenue projections of the proposed site are not sufficient to meet the fiscal expectation of the association and its related interests.

### Attachments:

- Exhibit 'A' - SEC-AAAE Site Selection Committee, Conference Host Scoring Matrix

\*\*\* End of Section \*\*\*



**Exhibit "A"**

**SEC-AAAE SITE SELECTION COMMITTEE**

**ANNUAL CONFERENCE HOST SCORING MATRIX**

<b>CITY</b>			
<b>Attractiveness of Location 1-10 Points</b>			
<b>Area Attractions 1-5 Points</b>			
<b>Hotel Quality 1-10 Points</b>			
<b>Exhibition Space 1-10 Points</b>			
<b>Meeting Rooms 1-10 Points</b>			
<b>Hotel Room Rates 1-10 Points</b>			
<b>Revenue Generation 1-15 Points</b>			
<b>Air Service 1-10 Points</b>			
<b>Ground Transportation 1-5 Points</b>			
<b>Previous Chapter Involvement 1-5 Points</b>			
<b>Commitment 1-10 Points</b>			
<b>TOTAL (11-100 Points)</b>			