



City of Hermosa Beach

REQUEST FOR PROPOSALS

FOR

PROGRAMMING AND MANAGEMENT OF THE HERMOSA BEACH COMMUNITY THEATER

(RFP #: 17-01)



Request for Proposal Release	April 13, 2017
Community Theater Facility Walkthrough	April 24, 2017
Request for Information Due.....	May 1, 2017
Final Date for Submitting Proposal	May 15, 2017
Interviews with Proposers	Week of May 22 (<i>tentative</i>)
Proposal Evaluation/Award by the City	June/July, 2017
Contract Begins	October 1, 2017

TABLE OF CONTENT

1. THE CITY OF HERMOSA BEACH	1
1.1. INTRODUCTION.....	1
1.2. BACKGROUND.....	1
1.3. COMMUNITY CENTER AND COMMUNITY THEATER BACKGROUND	1
2. PROJECT INFORMATION	2
2.1. COMMUNITY THEATER OVERVIEW	2
2.2. DEED RESTRICTIONS.....	2
2.3. BUILDING OF HISTORICAL SIGNFICANCE	3
2.4. COMMUNITY THEATER MANAGEMENT AND PROGRAMMING PROVIDER REQUIREMENTS	3
2.5. SCOPE OF SERVICES.....	4
2.6. SUBMISSION CONTENTS	6
2.7. EVALUATION FACTORS	7
3. INSTRUCTIONS	7
3.1. PURPOSE	7
3.2. PROPOSAL SUBMISSION	7
3.3. DISCLOSURE OF CONTENTS OF PROPOSAL	8
3.4. PROPOSAL DUE DATE	8
3.5. SCHEDULE OF EVENTS	8
3.6. QUESTIONS AND INQUIRIES RELATED TO RFP	9
3.7. PROPOSAL FORMAT	9
4. CITY REQUIREMENTS AND CONDITIONS	9

1. THE CITY OF HERMOSA BEACH

1.1. Introduction

The City of Hermosa Beach (hereinafter referred to as the "City") is soliciting proposals from qualified organizations (hereinafter referred to as "provider" or "proposer") to provide programming and management services for the City of Hermosa Beach Community Theater. The service and performance requirements are described in the Scope of Services.

1.2. Background

Founded in 1907, Hermosa Beach is known as "The Best Little Beach City." Named "Southern California's Greenest City" for its work to protect the environment, it is a thriving community of some 20,000 residents located on the southern end of Santa Monica Bay in Los Angeles County, and its beaches have been ranked among the best in the world. To learn more, please visit www.hermosabch.org.

The City of Hermosa Beach is a Council-Manager type municipality with five Council members elected at large to four year terms on a staggered basis.

1.3 Community Center and Community Theater Background

The Community Theater is located within the Community Center, located at 710 Pier Avenue, Hermosa Beach, CA 90254. The Community Center, which has undergone several renovations since the City took ownership from the Hermosa Beach School District (HBSD) in 1978, includes several dance rooms, meeting rooms, a skate park, a Senior Activity Center, a 99-seat theater (2nd Story Theater), a single-court indoor basketball gymnasium and the Community Theater. The Community Center is a heavily used facility for all ages. While the City currently operates two theater facilities (the Community Theater and the 2nd Story Theater), the RFP is specific for seeking services for the Community Theater only. The City wishes to implement a competitive process to consider and select a qualified organization to provide management and programming services for the Community Theater.

The HBSD previously utilized this property as a Junior High School, which included a kitchen, basketball gymnasium, several classrooms, and an auditorium. In 1984, after a list of renovations, the previously used auditorium became the Community Theater, which hosted its gala opening featuring Mel Torme in concert with Alvino Rey Orchestra and the King Sisters. Since its opening, the Community Theater has been a rentable facility for a variety of performances including live music, live-stage productions for youth and adults, a vast array of youth musical theater productions, magic shows, stand-up comedy, film screenings and festivals, seminars and awards presentations, to

name a few. The City has never produced or solicited productions for the facility which has been operated as a rental facility by the City since 1978.

Designed in the WPA Moderne style, the Community Center (Pier Avenue School) was constructed of reinforced board form concrete in 1935 as an elementary school and later as a Junior High School. The building was designed by master architect Samuel E. Lunden and was built to replace the original Pier Avenue School, constructed in 1911, that was destroyed by the 1933 Long Beach earthquake.

2. PROJECT INFORMATION

2.1. Community Theater Overview

The Hermosa Beach Community Resources Department is seeking proposals for management and programming services for the Community Theater facility. The Community Theater facility currently includes:

- 503-seat house
- A stage approximately 30' x 44'
- A single, unattached green room
- Box office
- Lobby with a bar

The effective date for the commencement of this contract can be as soon as October 1, 2017, or on a date agreed upon by both parties.

The city's long-term goal for the Community Theater is that it become a focal point for high quality, professional performing arts in Hermosa Beach and the South Bay which provides a diversity of programming designed to engage broad sectors of the community. To accomplish this, an organization, in partnership with the City of Hermosa Beach, needs to detail an approach for creating a performing arts center of distinction, building Hermosa Beach as a cultural brand, and growing the identity of the Community Theater as a performing arts venue.

2.2 Deed Restrictions

Operation of the Hermosa Beach Community Center (which includes the Community Theater, a small 99-seat theater, classrooms, dance rooms, a gymnasium, historical museum, skate park and tennis courts) is governed by a deed restriction which limits uses to the following purposes:

“...parks, recreational, open space, educational, or other community purposes.”

The City of Hermosa Beach, as part of the request for proposals process, is seeking

creative approaches to address this restriction while remaining focused on achieving the long-term goals for the facility. Proposal submissions, as outlined in the Scope of Services section, should remain mindful of this restriction and will be fully evaluated by the City to ensure they meet these requirements.

2.3 *Building of Historical Significance*

The Community Center, which includes the Community Theater, was designated a locally significant landmark for the purposes of a grant application by the Hermosa Beach City Council in July, 2002 (Resolution 02-6216). Additionally, it is an individual property determined eligible for National Register of Historical Places by a consensus through Section 106 process and thereby listed in the California Register of Historical Resources.

Since the property is considered a historical resource, a Certificate of Appropriateness will most likely be required for tenant improvements in the auditorium space and/or exterior. Should this be required, a Certificate of Appropriateness must be obtained before any tenant improvements take place in the auditorium space or exterior. For Certificate of Appropriateness approval and CEQA compliance, any maintenance, repair, stabilization, preservation, restoration, reconstruction, conservation, and/or rehabilitation work proposed should be constructed in a manner consistent with the Secretary Interior's Standards for Rehabilitation (Standards). In addition, all proposed work should be guided by the treatment recommendations outlined in the National Park Service Preservation Briefs series. Furthermore, if a Certificate of Appropriateness is required, the City will hire and manage a qualified Historic Preservation Consultant to review the proposed plans and prepare the necessary Certificate of Appropriateness for City Council approval pursuant to Chapter 17.43 of the Municipal Code. It is important that organizations submitting proposals have a clear understanding that depending on the nature and extent of the proposed tenant improvements, preparation and approval of a Certificate of Appropriateness can take several months.

2.4 *Community Theater Management and Programming Provider Requirements*

Organizations submitting proposals must demonstrate a qualified level of experience in managing and programming a theater or performing arts facility. Resume information, as outlined in the Scope of Services Section below (section D) should include all applicable experience and provide enough detail to demonstrate a high level of knowledge in the performing arts industry and success in the programming and management of performing arts events and/or venues.

2.5. Scope of Services

Please provide a detailed outline, with specific examples where appropriate, to illustrate how your organization accomplish the following:

- A. **Programming** –How will you develop a programming schedule that includes a curated mix of high-quality music, film, theater, lectures, dance, comedy, etc. (This list of genres is exemplary; not mandatory)
1. Describe your view of a representative mix of events and how you will achieve it. Please give examples of specific productions, artists, events, etc. that demonstrate this targeted quality and variety.
 2. Please describe how you will develop a programming schedule that:
 - Is attractive to various demographics within the Hermosa Beach Community and the larger South Bay audience;
 - Includes a mix of genres (film, music, theater, lectures, comedy, etc.);
 - Includes some leading edge works;
 - Includes performing arts offerings that are culturally important.
 3. The City desires to support local performing artists and arts organizations and certain community groups who currently use the Community Theater. Please discuss how you will accommodate these City-supported uses in the Community Theater and/or at some alternate venue(s).
- B. **Operations** – please describe your approach to the following operationally significant components of managing a theater facility specific to the Hermosa Beach Community Theater:
- Staffing including management, operations and technical;
 - Marketing and Promotion;
 - Concessions;
 - Custodial;
 - Ticket sales; and
 - Security and parking.
- C. **Financial Outlook**
- Please provide a pro forma projection detailing all sources of revenue and all expenses by category, including lease payments to the City, if any, for years 1-5. Based on projected net income (if positive) after taxes, propose a revenue sharing relationship with City. The City has no specific pre-formulated requirements for lease payments or revenue sharing.
 - Please include information regarding your organization's financial strength (for example, current financial statements – balance sheet and income statement – bank account statements and/or letters from

bank reporting amounts on deposit, federal tax returns for most recent year) as well as any experience with development and grants.

- The successful proposer will be required to provide evidence of commercial general liability insurance with a California admitted insurer (A. M. Best Company rating of a least A-XII), including liquor liability insurance coverage, with a limit of liability no less than \$5 million specifically for the work to be done under this proposal. The insurance must name the City of Hermosa Beach, it's officers, agents and employees, as additionally insured. Evidence of compliant insurance must be provided to the City every year prior to anniversary of contract effective date, for each year of any multi-year contract.
- Based on City's review of financial information provided, additional information and/or security (e.g. bonds, letters of credit) may be required.

D. Respondent Resumes – Please include several recent examples of success in booking and promoting events, films, concerts, performing arts series, etc. including data on number of attendees, ticket sales, etc. A documented record of success in programming and managing a performing arts venue is desired. Additionally, please detail any partnerships your organization has been a part of in managing a successful performing arts facility. If your proposal involves partnerships or contracting with other entities, provide details and resumes for any proposed partners or contractors.

E. Community Engagement – Describe what market research or other means will be used to determine the desired programming based on community interest and outreach efforts. Discuss how you will support and/or work with the following (none of these are required but would be considered beneficial by the City):

- Arts education in collaboration with the Hermosa Beach City School District, Manhattan Beach Unified School District and Redondo Beach Unified School District;
- Arts education independent of Hermosa Beach City School District and Manhattan Beach Unified School District and Redondo Beach Unified School District;
- Local performing and visual artists;
- Local business;
- Raising the standard of cultural programming for the South Bay;
- Introducing new developments in the arts to the South Bay; and
- Arts programming outside the theater (performing arts in public spaces or other venues).

F. Community Theater Facility Maintenance – Describe your organization's ability to provide general and ongoing maintenance of the theater facility. Please be detailed enough and clearly distinguish what maintenance-related

tasks your organizations will be responsible for. This should include your desired level of city-provided maintenance versus maintenance provided by the organization.

2.6 Submission Contents

The RFP submission must include a detailed description detailing the experience of the firm. Emphasis should be placed on those areas which evidence the capability to effectively develop and administer or manage a theater and performing arts operation of this type. All proposals should include, as a minimum, the information as follows:

- A. Organization Contact Information - Please provide the name of the organization; names of all individuals associated with the proposal and their title, mailing address, phone number and email address for organization's primary contact.
- B. Organizational Structure
 - a. Organizational Leadership including Board oversight/organizational chart (if applicable);
 - b. Mission and/or Vision Statement of the organization;
 - c. Provide bylaws for the organization (if applicable);
 - d. Demonstrated proof of liability insurance and/or insurability;
 - e. Proposed plans for marketing the Community Theater to the public and tentative budget for advertising, marketing and promotion;
 - f. Provide details on budget (if any) for ongoing equipment and capital Improvements. If you will require the City to make ongoing contributions or provide specific equipment as a condition of your proposal, clearly indicate that;
 - g. Provide details on budget (if any) for equipment and/or capital improvements. If you will require the City to make specific improvements or provide specific equipment as a condition of your proposal, clearly indicate that; and
 - h. Any other information that would be helpful in determining the qualifications, organizational skills, and resources of the applicants;
- C. Organization's Experience
 - a. Detail any prior experience in operating and/or managing a Theater or performing arts facility including three (3) business and two (2) personal references.

2.7 Evaluation Factors

Proposals will be evaluated based on the following criteria which are **not** in priority order:

- Accommodating local artists and community use;
- Enriching cultural environment;
- Supporting arts education in public education;
- Engaging local businesses;
- Financial strength of proposer;
- Financial benefit to City;
- Resume of proposer including prior experience with particular emphasis on successful promotion;
- Community engagement;
- Consistency with deed restriction;
- Quality of proposed programming; and
- Promotion of Hermosa Beach, particularly as respects performing arts.

3. INSTRUCTIONS

3.1. Purpose

The purpose of this Request for Proposal (RFP) is to provide interested, qualified providers with sufficient information to enable them to submit proposals for management and programming services for the Hermosa Beach Community Theater.

3.2. Proposal Submission

- By submitting a proposal the Proposer affirms that it is familiar with all the terms and conditions of this RFP and is sufficiently informed in all matters affecting the performance of the services called for in this RFP. All proposals submitted should contain a clear explanation of how the Scope of Services will be achieved by the Provider and how its experience and background lends itself to a successful outcome. Additionally, the Provider affirms that the Proposal has been checked for errors and omissions and that all information provided is correct and complete. To ensure this information is provided, please submit in the Proposal all sections outlined in the RFP. All proposals shall be signed in ink by the President, Chief Executive Officer, or individual authorized to act on behalf of the Provider, with current Power of Attorney, if applicable. The name and mailing address of the individual making the proposal must be provided.
- Complete proposals shall be submitted in person or by mail as follows: Three (3) sealed, original copies mailed or delivered to Kelly Orta at address shown below in addition to one (1) pdf copy emailed to korta@hermosabch.org.

- No oral, telephonic or telegraphic proposal or modification of Proposal will be considered.

3.3. Disclosure of Contents of Proposal

All proposals accepted by the City shall become the exclusive property of the City. **All proposals accepted by the City shall become a matter of public record and shall be regarded as public once the City has negotiated an agreement, with the exception of those elements of each proposal which are identified by the Proposer as business or trade secrets and plainly marked as "Trade Secret", "Confidential" or "Proprietary".** Each element of a proposal which the Contractor desires not to be considered a public record must be clearly marked as set forth above. If disclosure is required under the California Public Records Act or otherwise by law, the City will make an independent determination and retain the confidentiality to the extent permitted by the Public Records Act.

3.4. Proposal Due Date

Proposals will be accepted up to the hour of 3:00pm on Monday, May 15, 2017.

Proposals must be submitted addressed as follows:

Community Resources Department
City of Hermosa Beach
710 Pier Avenue
Hermosa Beach, CA 90254

Proposal: COMMUNITY THEATER MANAGEMENT & PROGRAMMING SERVICES

3.5. Schedule of Events

This RFP has been developed in order to provide adequate information for potential Proposers to prepare proposals and to permit the City to fully consider the various factors that will affect its decision. The tentative schedule for release, submittal, evaluation and selection is:

Request for Proposal Release	April 13, 2017
Community Theater Facility Walkthrough	April 24, 2017
Request for Information Due.....	May 1, 2017
Final Date for Submitting Proposal	May 15, 2017
Interviews with Proposers	Week of May 22 (<i>tentative</i>)
Proposal Evaluation/Award by the City	June/July, 2017
Contract Begins	October 1, 2017

The Community Theater Facility Walkthrough will take place Monday, April 24, 2017 at 1:00pm, meeting in the Community Theater lobby.

3.6. Questions and Inquiries Related to RFP

In order to avoid any potential confusion, and to minimize burden on City staff, the City is requiring that all procedural questions relating to this RFP be directed **by email only** to:

Kelly Orta, Community Resources Manager, korta@hermosabch.org

Specific questions relating to the content of this RFP should be submitted in writing via email on or before May 1, 2017 by 4:00 p.m.

Any Proposers found to be soliciting other members of City staff, or City Council members during this RFP process may be disqualified.

3.7. Proposal Format

Please note: All proposals, inquiries, responses, or correspondence related to or in reference to this request for proposals, and all reports, charts, displays, schedules, exhibits, and other documentation submitted by the Proposer will become the property of the City when received.

4. CITY REQUIREMENTS AND CONDITIONS

- All costs of proposal preparation shall be borne by the Proposer.
- The proposal should include the applicant's best terms and conditions, though the City reserves the right to negotiate.
- All proposals become the property of the City, which reserves the right to use any or all of the ideas in these proposals, without limitation. Selection or rejection of a proposal does not affect these rights.
- The City reserves the right to extend the RFP submission deadline if, in the City's sole judgment, such action is in its interests. If the deadline is extended, all applicants will have the right to revise their proposals.
- The City reserves the right to reject all, or any, of the proposals it receives, to waive technicalities or formalities, and to accept any proposal deemed to be in the best interest of the City. Where two or more Proposers are deemed equal, the City reserves the right to make the award to one of the two Proposers..
- The City reserves the right to withdraw or modify this RFP, and to refrain from awarding contracts altogether.

- The City reserves the right to request additional information, including support documents, during the RFP evaluation process.
- Prior to award of the contract, the CITY reserve the right to request additional information about the history of operations of the Proposer and its principals.
- Proposals deemed non-responsive will be returned
- Unacceptable conditions, limitations, provisos, or failure to respond to specific instructions or information requested may result in rejection of the proposal.
- No proposal shall be withdrawn after the date and time set for opening thereof, and all proposals shall remain in effect for one hundred eighty (180) days after the final proposal submission date.
- Until a staff report recommending award of a contract has been placed on a City Council agenda, the proposal shall be held in confidence and shall not be available for public review. No information contained in any proposal or information regarding the identity of Proposers will be made available at any time during the selection process.
- Upon award of a contract, all proposals shall be public records (except financial statements, submitted under a separate cover with a request for confidentiality, which shall be disclosed only upon order of a court with competent jurisdiction).
- Any changes to the RFP requirements will be made by addendum. Addenda will be mailed to Providers at the address provided by Providers. All addenda shall be signed and attached to the PROPOSAL FORM. Failure to attach any addenda may cause the proposal to be considered non-responsive. Such proposals may be rejected.
- No prior, current or post award verbal conversations or agreements with any officer, agent, or employee of the CITY shall affect or modify any terms or obligations of this RFP, or any contract resulting from this procurement.
- Nonacceptance of any proposal will not imply any criticism of the proposal or convey any indication that the proposal or proposed system or equipment was deficient.

- Nonacceptance of any proposal will mean that another proposal was deemed to be more advantageous to the CITY or that no proposal was deemed acceptable.
- The selected Provider shall not discriminate in hiring on the basis of gender, race, religion, sexual orientation, or medical condition. Upon acceptance of a proposal, the City may request that the selected firm sign a statement affirming its compliance with this policy.
- Questions regarding this RFP should be directed to Kelly Orta, Community Resources Manager, korta@hermosabch.org.
- END OF REQUEST FOR PROPOSAL

Community Theater Overview

The Hermosa Beach Community Theater is located at 710 Pier Avenue and is part of the Community Center property. The theater, built in the 1930's, has been operated as a rental facility by the City since 1978 when the property was purchased from the Hermosa Beach School District. The theater has an approximate seating capacity of 500 and hosts a variety of productions, seminars and film & music festivals, among other uses. Largely, the theater has been a popular facility for children's musical theater productions and community sponsored events (approximately 90 days per year in total).

The city's long-term goal for the Community Theater is to become a focal point for high quality, professional performing arts in Hermosa Beach and the South Bay which provides a diversity of programming designed to engage broad sectors of the community. To accomplish this, an organization, in partnership with the City of Hermosa Beach, needs to detail an approach for creating a performing arts center of distinction, building Hermosa Beach as a cultural brand, and growing the identity of the Community Theater as a performing arts venue.

Deed Restrictions

Operation of the Hermosa Beach Community Center (which includes the Community Theater, a small 100-seat black box theater, classrooms, dance rooms, a gymnasium, historical museum, skate park and tennis courts) is governed by a deed restriction which limits uses to the following purposes:

“...parks, recreational, open space, educational, or other community purposes.”

The City of Hermosa Beach, as part of the request for proposals process, is seeking creative approaches to address this restriction while remaining focused on achieving the long-term goals for the facility. Proposal submissions, as outlined in the Scope of Services section, should remain mindful of this restriction.

Organization Requirements

Organizations submitting proposals must demonstrate a qualified level of experience in managing and programming a theater or performing arts facility. Resume information, as outlined in the Scope of Services Section below (section D) should include all applicable experience and provide enough detail to demonstrate a high level of knowledge in the performing arts industry and success in the programming and management of performing arts events and/or venues.

Scope of Services

Please provide a detailed discussion with specific examples to illustrate how you will accomplish the following:

- A. **Programming** –How will you develop a programming schedule that includes a curated mix of high-quality music, film, theater, lectures, dance, comedy, etc. (This list of genres is exemplary; not mandatory)
 1. Describe your view of a representative mix of events and how you will achieve it. Please give examples of specific productions, artists, events, etc. that demonstrate this variety.
 2. Please describe how you will develop a programming schedule that:
 - Is attractive to various demographics within the Hermosa Beach Community and the larger South Bay audience.
 - Includes a mix of genres (film, music, theater, lectures, comedy, etc.);