



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 (tentative)
Proposal Evaluation/Award by the City	June/July, 2017
Contract Begins	October 1, 2017

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.);