

West Valley City
Request for Qualifications/Proposals
for
Theatre Management and Programming

I. Introduction.

West Valley City invites performing arts groups, theatre management and production groups and individuals to submit qualifications and proposals for an incredible opportunity to make the City's state-of-the-art Theatre home to your performance repertoire. This invitation package describes the Flourishing and diverse West Valley City, which is nestled in the Salt Lake valley and surrounded by majestic mountain ranges. Also included are details on the City's state-of-the-art Theatre and the information required by the City to evaluate your production credentials and facility management experience. We look forward to your response.

II. West Valley City.

West Valley City is Utah's second largest City and lies at the geographic center of a rapidly growing population that currently exceeds 1.1 million. Harmon Hall Theatre is within the City's entertainment district and served by eight restaurants, eight hotels, and bustling retail attractions. With practically its own freeway exit, a light rail stop within walking distance and 670,000 people within a 15 minute driving distance, Harmon Hall Theatre is in a prime location within a prosperous City.

III. The Theatre.

A night at the theatre has never been so enchanting as within the walls of the City's Harmon Hall Theatre. The Theatre is approximately 42,000 square feet with seating for 620 patrons. The Theatre includes a multiple lift stage and pit, lavish lobby, rehearsal halls and dressing rooms, storage and office space as well as well-equipped concession areas. Pictures and floorplans of the Theatre are included at the end of this invitation package. From Broadway to Community productions, the Theatre can accommodate virtually any performance.

The Theatre is located in the heart of West Valley City. The area of the Theatre is zoned General Commercial C-2 and lies within the Decker Lake Overlay Zone and encourages a variety of retail, office, and commercial activities. Thus, the Theatre is surrounded by an assortment of restaurants, a concert/sports arena known as the Maverik Center, and several large office complexes. Just around the corner from the Theatre lies the Utah Cultural Celebration Center, the Valley Fair Mall, and the Embassy Suites Hotel. West Valley City Code Title 7, Chapter 6, Part 10 (General Commercial Zone), and Title 7, Chapter 22, Part 1 (Decker Lake Station Overlay Zone) regulate the uses that are permitted in this zone. These ordinances can be found on the City's website under City Code: www.wvc-ut.gov.

Patrons may drive or take public transit to the Theatre as it has ample parking and is situated next to a light rail stop.

a. Management and Maintenance. Please provide proposals (or the ability to perform) for the following:

In addition to high quality productions, the Theatre requires facility management and maintenance as well as program administration. Please review the following criteria described in this Section and submit detailed corresponding information. All proposals must include the following elements. Proposals that omit any element or provide insufficient detail may be rejected as nonresponsive.

V. Management and Programming Criteria.

- a. Production experience and work sample. Please provide an electronic work sample the City may view (clip of performance or something similar). Please also provide a detailed list of productions, performances, classes, etc. for the last five years, including the venue, attendance, and reviews, if any.
- b. Process for acquiring rights for scripts or other copyrighted or trademarked material involved in productions.
- c. Sample production budget breakdown.
- d. Sample production schedule, including auditions and callbacks, read-throughs, and tech and dress rehearsals. The schedule should indicate when the production will be off-book and off-prompt.
- e. Experience regarding community outreach, including, classes, exhibits, workshops, or any similar endeavor.
- f. Please submit the resumes, including education, experience and qualifications of all key personnel.
- g. Availability of the appropriate financial, personnel resources and expertise, or the ability to obtain them, necessary to indicate the capability to manage and provide programming at the Theatre.
- h. Facility management history and experience, including the size and operations of the managed facility.

Responders to this invitation package should review the criteria described in this Section and submit detailed corresponding information. All proposals must include the following elements. Proposals that omit any element or provide insufficient detail may be rejected as nonresponsive.

IV. Qualifications.

- Minor and major repair of all buildings and equipment. (Major repairs are performed under the supervision of licensed maintenance workers.)
- Preventive maintenance procedures on building mechanical equipment on a scheduled basis; inspects belts, checks fluid levels, replaces filters, greases bearings, seals, etc.; repairs or replaces broken parts.
- Periodic preventative maintenance on the Theatre dimming system. Repairs and replacement must be completed by a certified professional company.
- Acquire a maintenance agreement on the Emergency Power Generator for a quarterly inspection and maintenance and an annual full load testing.
- Fire alarm and sprinkler systems inspected monthly and tested professionally on an annual basis.
- Life and safety systems monitored on a 24 hours basis by a monitoring company.
- The main theatre stage properly maintained by certified and trained employees and semiannually all moving lifts and parts inspected and maintained by a qualified certified company. All parts and supplies must be original from the manufacturing company.
- Theatre sound system and lighting maintained and repaired by professionals.
- All flooring repairs or replacement must be completed by certified flooring company. (Carpet, Vinyl, Rubber, Tile, Wood, Marble, Granite and Concrete flooring).
- Maintenance and repairs on the electronic marquee must be performed by a certified specialist.
- All interior and exterior paint jobs must be performed professionally or by a contractor. Wall and wallboard repairs and repainting of walls must look and feel professional.
- Sidewalks and pavers must be repaired by a professional contractors.
- Parking lot repairs and maintenance to be performed as needed and by a professional.
- Computer and electronic systems maintenance.
- Emergency maintenance requests as required.
- Records of scheduled maintenance procedures.
- Custodial and sanitation duties.
- All major repairs and replacement must be approved by the City Facility Directors Office prior to designing or obtaining professional help... (Roof, Parking lot, HVAC Roof Top Units, Boiler, VAV's, Sidewalks, Electronic Marquee, Emergency Generator, Theatre Stage, Theatre Seating, Lighting,

- a. City and Theatre Tour: TBA
- b. Question Period for Responders Due Date: June 30, 2015
- c. Due Date for Proposals: July 15, 2015
- d. Selection Announcement: TBA

VII. Schedule of Events. The following events shall be open to all responders:

- c. Lessee shall be responsible for all fees, taxes, assessments, and compliance with all applicable State, local and Federal laws.
- b. Term and Rent. The Theatre shall be ready for occupancy in approximately January, 2017. Please provide proposals for a lease term and monthly rent. The City is more interested in a quality group that meets the criteria than in the amount of monthly rent.
- a. Insurance and Indemnification. The lessee shall indemnify the City against all claims related to the Theatre and shall carry insurance naming the City as additionally insured with minimum policy limits of \$2,000,000.

VI. General Contract Terms. The City anticipates that the selected responder shall lease the Theatre under the terms of a triple net lease. Please indicate the ability to meet the following requirements:

- Marketing
 - Community outreach—classes, tours, camps, workshops
 - Box Office/Ticket sales
 - The Theatre presently produces 325 performances annually. Please provide a proposal for the number of annual performances.
 - Concessions
- b. Programming. Please provide proposals for:

- Sound System, major Remodels and Additions, Space Reconfiguring, and any minor or major changes to the facility).
- Replacement of broken windows; repairs doors, door locks and closets; installs window treatments.
- Daily, weekly or monthly checklists on building equipment and furnishings maintenance procedures and maintains records of scheduled maintenance procedures.

VIII. Important Information.

a. Proposals must be returned no later than 10:00 AM local prevailing time, as conclusively established by the clock in the City Recorder's Office, on **Thursday, July 16, 2015**, to the West Valley City Recorder's Office, Room 140, 3600 S. Constitution Blvd., West Valley City, Utah 84119. Proposals will reflect the best and most current information.

b. All responses must be submitted in sealed envelopes that are clearly marked with the description "Theatre Management and Programming;" company name and authorized representative, and a return address on the outside. Responders must submit two copies of their response to this Invitation. All responses must be signed by an authorized representative of the responder. The signature on the response signifies the responder's intent to comply with the terms, specifications, and conditions set forth in this Invitation, unless specific exceptions are explicitly noted on the face of the response.

c. West Valley City reserves the right to reject any or all responses, to waive any formality or technicality in the City's sole discretion, or to accept any proposal deemed to be in the best interests of the City.

The City reserves the right to, in its sole discretion, reject any and all responses to this Invitation. The City reserves the right to, in its sole discretion, waive any requirement set forth in this Invitation. The City reserves the right to, in its sole discretion, cancel this Invitation. The City reserves the right to, in its sole discretion, negotiate with responders prior to final award.

d. Response to this Invitation is at the responder's sole risk and expense. The City anticipates selecting one or more of the responders, but there is no guarantee that any responding proposal will be selected.

e. It is the City's policy to encourage equal opportunity in the award of contracts. The City endeavors to do business with responders that share the City's commitment to equal opportunity, and will not do business with anybody who discriminates on the basis of race, religion, color, ancestry, age, gender, sexual orientation, disability, medical condition, or place of birth. The City appreciates in advance the efforts that responders will make and looks forward to participating with responders in the selection process.

f. All responses to this are subject to the Utah Governmental Records Access Management Act ("GRAMA").

g. Any questions regarding this invitation may be emailed to Claire Gillmor, Deputy City Attorney at Claire.gillmor@wvc-ut.gov. Please allow 3 business days for a response. Claire Gillmor may also be reached at 801-963-3396.

BREAK A LEG!