

REQUEST FOR PROPOSALS (RFP)
FOR THE LEASE & OPERATION OF THE STAR THEATRE

DUE: NOVEMBER 2, 2023 AT 4:00 PM (EST)



THE STAR THEATRE
318 Patrick Avenue
Stuart, Virginia

PROJECT DETAILS

SCHEDULE

Availability of Request for Proposal:	September 26, 2023
Pre-submittal Meeting & Guided Facility Tour:	October 6, 2023 @ 10 am
Questions received by Town Representative:	October 12, 2023 @ 4 pm
Responses emailed to all applicants:	October 17, 2023 @ 4 pm
Proposal submissions due:	November 2, 2023 @ 4 pm
Anticipated Presentations/Interviews:	November 13, 2023
Anticipated Selection & Announcement:	November 15, 2023

Background

Design Elements

First opened in 1947, the Star Theatre was an attraction within the region for viewing films and other live family entertainment. The Town of Stuart purchased the Star Theatre in July 2023, with the intent of leasing the property to a Qualified Operator. The Operator will be expected to host performances, provide space for community events, and manage private rentals.

The Opportunity

The Town of Stuart is seeking proposals from interested parties and organizations to lease, operate and manage the Star Theatre, a 250 seat facility located in Stuart, Virginia. The Facility is owned by the Town of Stuart and is centrally located in the Stuart Downtown Historic District, at 318 Patrick Avenue.

The Town of Stuart is actively seeking grant funding to design and construct elements identified in the Stuart Downtown Revitalization Plan, completed in the Spring of 2023. The Town has applied to the Appalachian Regional Commission (ARC) to improve community-based infrastructure through construction of an expanded roof covering at the Stuart Farmers' Market and replacing a multi-property deck structure, providing emergency egress for the Star Theatre and ADA accessibility to other properties within the historic business district of Downtown Stuart. These are critical projects to kickstart the revitalization efforts for Stuart's picturesque downtown. The estimated cost to implement the initial phase of the Stuart Downtown Revitalization Plan is over \$1.5 million.

An application has also been submitted to Virginia DHCD for CDBG funds to cover the remaining cost of the Phase I project. The Town will be notified in Spring 2024, regarding the funding status of both opportunities.

The Town of Stuart anticipates that facility improvements, marketing, and other capital expenses could be made through partnership and application to the Virginia Tobacco Region Revitalization Commission (TRRC).

General Conditions

The Town of Stuart is interested in entities that have demonstrated experience in theatrical management or other qualified experience involving live performances, music, film, spoken word, and/or conference activities. Respondents to this Request for Proposal must demonstrate an understanding of current market trends in their written submission, and also verbally, through presentation to the Stuart Town Council.

Objective

The Town of Stuart will entertain proposals from For-Profit and Not-for-Profit entities to operate the Star Theatre for a lease term subject to negotiation between the successful bidder and the Town of Stuart. The lessee will be expected to operate and manage the theatre, is responsible for obtaining all necessary permits, must maintain and clean the leased space, maintain all equipment, and pay all utilities.

Criteria for evaluation of proposals will include the following:

1. Theatrical management and programming experience: RFP respondents should provide a narrative statement about their theatrical experience.
2. Track record and experience related to operating a theater and/or events production: A description of previous theatre/event operations experience; including, but not limited to photographs and brief project descriptions (operating dates, locations(s), building size, event size, budget and theatre/event and types and numbers of show).
3. Quality of Business Plan: Description of the organization and its operating structure, plan of action for operation, management team, and proposed programming at the facility. Provide resumes of the development team for the proposed project and staff. Include background and experience that uniquely qualify participants to manager and operate the Star Theatre.
4. Marketing and Performance Plan: Analysis of the regional entertainment market, a plan of action for marketing and promotion and audience development and expansion, the intended target audience, and a vision for the programming to be offered.
5. Industry partners, external resources, and potential membership and fundraising efforts.

6. Financial Resources: Evidence of equity and financial resources including letters of commitment for start-up and/or working capital. Past three annual financial statements for the organization and theatre/events structure are strongly recommended. New organizations or consortium entities should provide details on financial resources and management of the proposed theater operation.
7. Lease: A lease and operating agreement will be prepared by the Town of Stuart. The respondent may propose any specific lease terms that will requested.
8. Capital Improvements: Type and amount of capital improvements to be provided by the respondent (lessee) within a time frame. Respondent's expectations for capital improvements to be made by the Town of Stuart.
9. Demonstrate working environment with Town of Stuart, including Council members and/or Town employees to ensure acceptable operational standards are met and maintained.

EVALUATION PARAMETERS

Submittal Requirements

Proposals shall consist of the following items in addition to answers the criteria found in the previous "Objective" section:

1. Outline the proposed program, how it will be managed and operated including days and hours of operation, staffing and activity plan and/or event schedule, and number of performances or activities per month.
2. Outline the proposed term and financial return for the Town of Stuart.
3. Provide a proposed implementation schedule.
4. Identify responsible parties with whom the Town of Stuart would negotiate the lease and operating agreements, including phone number and email address.
5. Outline how the respondent (lessee) would work with Town of Stuart officials to ensure acceptable operational performance standards.

Within this submittal, a general requirements listed below must be factored into the proposal submission.

General Requirements

1. The successful respondent will be required to hold a minimum of twenty four (24) performances for each calendar year including drama, music, spoken word, film, educational programs and community events.

2. The organization managing and operating the Star Theatre will submit Quarterly Activity Reports and an Annual Financial Statement.
3. The lessee must accept the condition of the facility "As Is"; although, the Town of Stuart will work with the respondent to implement a facility improvement plan.

The successful respondent will negotiate and execute a lease agreement and provide an operations guide subject to approval by the Town of Stuart.

Operational Details

A. Term of Agreement

1. The Star Theatre will be available for immediate occupancy upon contract execution with the chosen operator.
2. The lease term shall be subject to negotiation between the chosen operator and the Town of Stuart.
3. The amount of any proposed capital investment and reinvestment will be a consideration in evaluating the term of the agreement.
4. At the end of the agreement term, including the exercise of any option periods, all capital improvements shall become property of the Town of Stuart, unless alternative arrangements have been negotiated.

B. Capital Investment and Major Maintenance

The successful respondent is expected to fully fund normal operating costs of the facility. The Town is willing to continue to maintain the building shell at the standard similar to those provided for other Town of Stuart rented facilities. The building shell includes the exterior walls, roof, and exterior doors. The Town of Stuart will work with the lessee on any unexpected building incidents.

Capital Investments on the theater will be negotiated between the Town of Stuart and Lessee.

C. Truck Access

Truck access to the theater is only available via on street parking on Patrick Avenue. Any street closures will need to be approved by the Town of Stuart and VDOT.

D. Utilities

1. Utilities shall be the responsibility of the lessee.
2. The Town of Stuart, at the lessee's option, is willing to provide refuse collection for a fee.
3. The Town of Stuart will be responsible for the maintenance of water and wastewater lines up to the point of entry to meter.

E. Furniture, Fixtures and Equipment, (FF&E)

The facility comes equipped with an inventory of lightning, concession, sound and stage equipment. The new lessee may find it desirable to supplement the existing inventory with new and/or additional equipment. Upon termination of the prospective lessee, the tenant must leave the premises with the equipment equivalent to the present inventory in good working order. See Appendix 1 for inventory list.

F. Insurance

At a minimum, the lessee will secure Commercial General Liability, Automobile, Liability, Worker's Compensation and Property Insurance for this facility, naming the Town of Stuart as additional insured.

G. Pre-Submittal Meeting & Facility Inspection

There will be a pre-submittal meeting, followed by a guided Facility Tour, on October 6th, 2023, starting at 10:00 AM (EST), at the Star Theatre, located at 318 Patrick Avenue. Attendance is strongly encouraged for all respondents. Interested parties may take photographs and measurements of the Star Theatre during the Facility Tour.

Questions concerning the Request for Proposals must be submitted in writing to the contact person listed in this document by October 12th, 2023 at 4:00PM (EST). Answers will be provided to all respondents, as long as a legible email address is provided.

H. Sponsorship/Advertising/Signage

The Town of Stuart reserves the right to authorize exclusive sponsorship and advertising agreements for the grounds and exterior of the Star Theatre and all exterior signage. All signage and advertising must be in compliance with the Town of Stuart's sign ordinance. The reservation of these rights may limit the tenant's advertising and sponsorship opportunities or restrict the types of products that may be sold in the Star Theatre. The operator will have the right to sell sponsorship and advertising affecting the interior of the Star Theatre, subject to the Town's exclusive sponsorship and advertising agreements.

SCHEDULE

Availability of Request for Proposal:	September 25, 2023
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INQUIRIES

Pre-submission questions and inquiries regarding any aspect of this Request for Proposal or any other matters related to this RFP may be directed in writing to the Town of Stuart representative by October 12th.

Kathleen McEvoy
Director of Community Development
West Piedmont Planning Commission
1100 Madison St
Martinsville, VA 24112
kmcevoy@wppdc.org

PROPOSAL SUBMITTAL

Respondents must submit (2) sealed copies of the proposal, and one digital copy. Proposals are due on November 2, 2022 at 4:00 and submitted to

Town Clerk
Town of Stuart
100 Patrick Avenue
Stuart, VA 24171

AUDITORIUM AND STAGE DESCRIPTIONS

The Star Theatre includes a stage, side hallways, installed sound and lights, additional technical equipment and the beautifully restored auditorium and lobby.

STAGE

The main acting stage is approximately 30' wide and 16' deep.
There is no grand drape, upstage traveler, valance or wings.

BACKSTAGE

No wing or fly space

3 dressing rooms located the stage and seating area that are accessible from right downstage with steps leading down.

There is a white vinyl for projection purposes of approximately 9'6" tall x 24' wide.

FRONT OF HOUSE

One spotlight/sound booth located above the balcony level.

One row of 16 ceiling mounted stage lights located near stage

SEATING

Seating area in the house is flat, leveled, and non-sloped.

Seating non anchored for event modifications

Occupancy loads for downstairs chairs only 211, uncommitted tables and chairs 99

Occupancy loads for Balcony chairs only 49, uncommitted tables and chairs 42