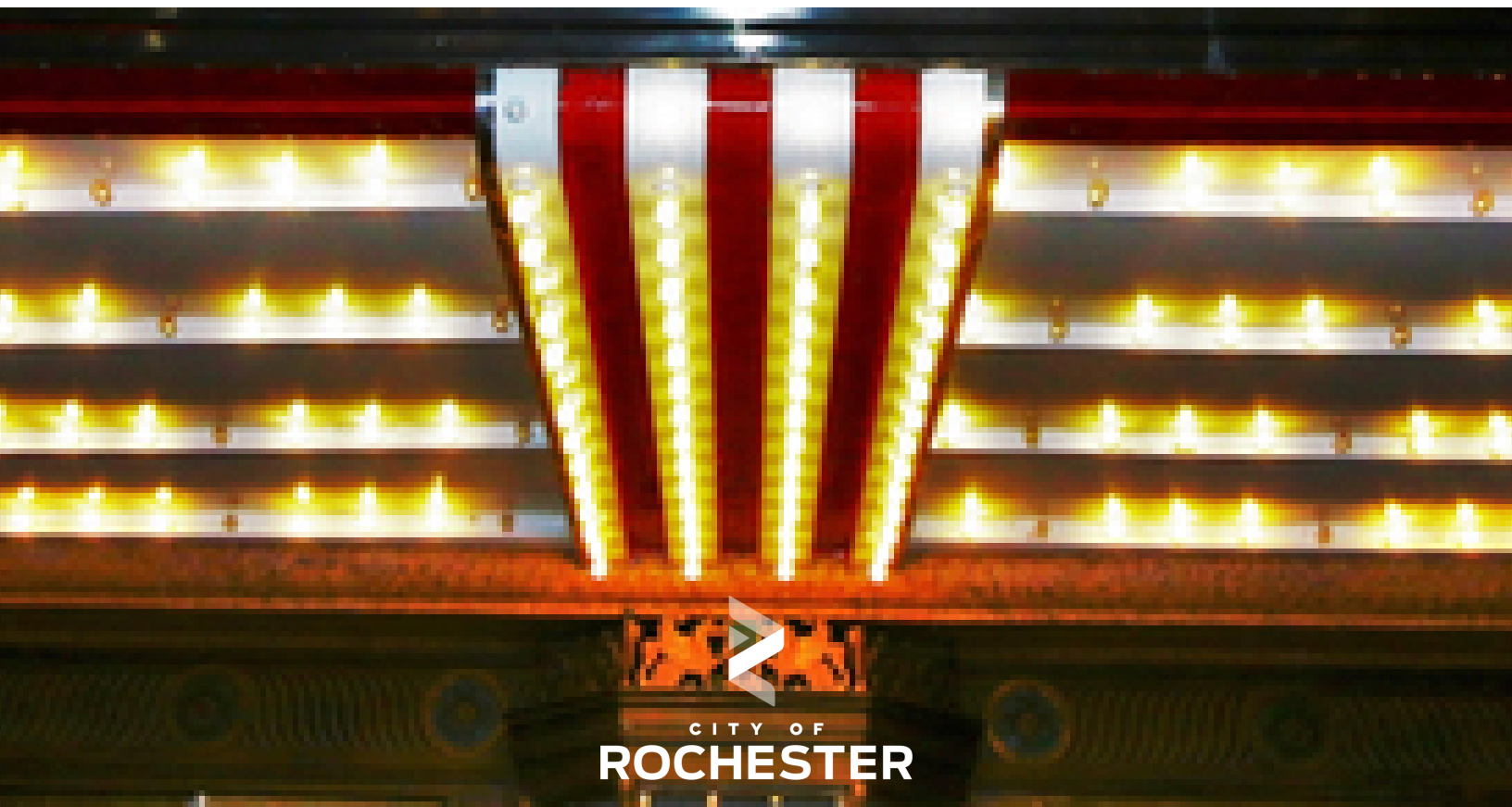




CITY OF ROCHESTER, MINNESOTA

REQUEST FOR PROPOSALS

Chateau Theatre, August 17, 2021



I . INTRODUCTION

The Chateau Theatre, which was built in 1927, is located in the heart of Downtown Rochester and is one of the most significant historic structures in Rochester, MN. Adjacent to Peace Plaza, which sees close to 1,400,000 visitors a year, the Chateau is the City's central gathering place. The Chateau Theatre is located between the world-famous Mayo Clinic complex, the University of Minnesota Rochester campus, and the Galleria at University Square. It is also surrounded by a growing residential and office district - which has been sparked by the Destination Medical Center (DMC) initiative. The \$5.6 billion plan is the largest in Minnesota's history.

It is within walking distance of 2,282 hotel rooms, and the Mayo Civic Center (convention center), which hosts 300,000 people a year. In total, Rochester welcomes over 3 million visitors each year. That number continues to rise each year. The Chateau Theatre is part of a \$128 million commitment by the City to enhance Downtown Rochester and its stature as a great city in which to live, work, and play.



II. THE OPPORTUNITY & PROJECT OBJECTIVES

The City, DMC, and many other stakeholders have identified the activation of Chateau Theatre, together with the historical preservation of the building, as a priority for the future of Rochester. The unique potential and location provide an exceptional opportunity for the enrichment of the City and community.

The City recognizes the need for an operating partner for the Chateau Theatre. The City has set the following operational priorities for a respondent to this Request For Proposals (RFP), including:

- Manage the day-to-day building operations of the Chateau Theatre in a cost-effective and high-quality manner;
- Work strategically to achieve a high level of activation of the building for events not to exceed current building capacity;
- Create a vibrant entertainment, education, and cultural hub in the Heart of the City;
- Develop and implement strategies to engage with existing community groups and attract new partners and events;
- Support the City's investment in Chateau Theatre through exercising the highest standard of maintenance and preservation of the building.
- Creative and unique options that accomplish similar goals in unconventional ways are encouraged to apply.

The City has identified the following guiding principles for programming and use of the Chateau Theatre, which will guide the selection of an appropriate partner:

- Focus on consistent and regular activation with the existing space with an operating partner identified through an RFP process;
- Create a sense of welcoming and belonging which celebrates community and provides flexible programming and space;
- Encourage inclusivity through culturally and artistically diverse programming and use
- Make strategic investments to facilitate the operation of the current space including technology, staging, Furniture Fixtures and Equipment (FFE). and restrooms to support additional occupancy;
- Make asset preservation investments, including HVAC upgrades and ongoing historic preservation;
- Strategies that contemplate significant capital investment will be assessed in the context of long term operational sustainability and including the endowment of projected operating expenses;
- Ensure the City's ability to utilize and program the space



CHATEAU THEATRE RFP



III. PROPERTY DESCRIPTION

The Chateau Theatre was built in 1927 and is on the National Register of Historic Places. In 1994 it was converted and used as a Barnes & Noble bookstore until it was closed in 2015. It is located at 15 1st St SW and is within the Central Business District (CBD) zoning district. The City completed a renovation of the Chateau Theatre in 2019 to address several components, including weather deficient building attributes and some interior renovations including removal of the second floor. After this construction, the building offers an assembly area of 6,006 square feet allowing for events attended by 390 people. The Chateau Theatre is available for immediate activation once a preferred operator is selected and agreement reached.



IV. PROPOSAL REQUIREMENTS

The City of Rochester invites all qualified interested parties to respond to this Request for Proposals (RFP). Responses to the RFP will be utilized by the City to select a partner to facilitate the operation and management of the property as an assembly and event space. The operator proposal may be submitted as a partnership between multiple organizations.

The City of Rochester will accept the most advantageous proposal from a responsive and responsible Proposer, taking into consideration all evaluation criteria, including financial benefit to the City and ability to work with local partners. The City reserves the right to accept or reject any or all proposals and to waive any irregularities in the selection process.

A. Each proposal must be accompanied by an applicant background statement that includes the following information:

- Firm / Organization Name, including partners, if applicable;
- Address, contact name, phone number, and e-mail addresses for the applicant;
- Structure of firm/organization, e.g. nonprofit, corporation;
- Years that firm/organization has been in business;
- Names of firm/organization principals/directors;
- Financial information in the form of a current financial statement and balance sheet;
- Listing of any actions (within the last ten years, if applicable) taken by any regulatory agency involving the firm/organization or its agents or employees with respect to any work performed;
- Listing of any litigation (within the last ten years, if applicable) involving the firm or its agents or employees with respect to any work performed;
- Names of persons who can be contacted as references. At least 3 references must be provided;
- Demonstration of ability to obtain all appropriate casualty/liability insurance coverage applicable to the proposal.

B. As part of the submittal, a description of the intended use of the building must be submitted. The selected operator will be responsible for managing the keys and calendar for the building. This description must include the following material:

- **Building Operations & Improvements:** Provide a description of the applicant's approach for building operations, including ongoing daily and routine maintenance. Include services that will be provided internally and outline services that will be provided through contracted services. If specific capital improvements are required for use, include a plan for funding the improvements.
- **Management of Event Activities:** Provide a description of the operation of the Chateau Theatre as an assembly/event space. Provide information on strategies and procedures that will be utilized in managing the Chateau Theatre and creating beneficial use in supporting the activation goals. Include a strategy for consistent use and activation of the Chateau Theatre during the daytime. Also include information on the contemplated users and events to be solicited, services to be provided internally related to event sets/strikes & production, and services that may be chosen to be subcontracted to other entities, organizations, and businesses to support the activation.
- **Applicant's Qualifications:** Summarize the applicant's experience on similar projects, activities managed, or properties operated. Include the listing, sizing, and description of other facilities that the applicant has managed.
- **Sales & Marketing Plan:** Create a description of a communication and marketing plan that would be implemented for the Chateau Theatre. Plans should involve periodic events, which invite and encourage public use of the space. Include an innovative and creative strategy for selling and marketing events for the specific opportunities within the Chateau Theatre.

More detailed descriptions, such as photographs, videos, or project brochures of specific activities referenced as relevant experiences, may also be included.

V. GENERAL TERMS & CONDITIONS

- The RFP is being issued by the City of Rochester, 201 4th Street SE, Rochester, MN, 55904. Questions or comments will be accepted via e-mail sent to Jaymi Wilson at jwilson@rochestermn.gov.
- Proposals shall be valid for not less than 90 days from the date of required submittal.
- The terms outlined in Section V are intended to be illustrative as a starting point for successful proposals. The City is open to considering all options and approaches to partnership. The successful proposal is subject to final negotiation with City staff and approval by the City Council
- The duration of this operational agreement is suggested to be for a three-year period with three-year renewal options with the consent of both parties. The City will consider alternatives based on the specific proposal needs, recovery period for needed capital investment, unique incentives, and ability to maximally activate and provide stewardship for the space.
- The applicant will work with the City to provide a quarterly update on the facility operations, including, but is not limited to, the amount of activation, including number of events and attendees, programming and events revenue, and an operating financial report.
- In general, it is the goal that operations are well defined and thought out. Competitive proposals will reflect a commitment to being operationally self-sustaining. Any suggested capital improvements, operating support, or revenue sharing should be clearly articulated in the proposal and will be assessed against the ability to be financially sustainable and subject to budgetary approvals.
- The City assumes no liability for any fees, costs, or expenses incurred in connection with the preparation and/or submission of the RFP response by the applicant, or for any other fees, costs, or expenses incurred prior to the selection of an applicant.
- All information contained in this RFP is believed to be complete and accurate. Nevertheless, it is the Applicant's sole responsibility to conduct its own due diligence and verify all factual statements contained herein.
- The applicants acknowledge any building modifications, including any temporary improvement affixed to the building, will require City approval along with receipt of required permits.
- A sample agreement is included in Appendix A.
- The applicants are asked for any restrictions on the use of data in their responses and told that the trade secret information will be handled in accordance with applicable State law under Minnesota Statutes Chapter 13.37. Trade secret information is defined as follows: "Trade secret information" means government data, including a formula, pattern, compilation, program, device, method, technique, or process (1) that was supplied by the affected individual or organization, (2) that is the subject of efforts by the individual or organization that are reasonable under the circumstances to maintain its secrecy, and (3) that derives independent economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by, other persons who can obtain economic value from its disclosure or use.

Proposal Submittal Information

Prior to submitting a proposal, applicants are invited to attend a pre-proposal meeting on August 31, 2021, at 10:00 a.m. where they may ask questions and tour the facility. Due to construction in the plaza, please enter through the south alley doors. If potential applicants are unable to attend, Jaymi Wilson may be reached at jwilson@rochestermn.gov or 507-328-2023.

Proposal Submittal Date

All proposals are due by 12:00 PM on September 20, 2021, to Jaymi Wilson, at jwilson@rochestermn.gov.

TITLE: "Proposal for the Operation and Management of the Chateau Theatre"

FROM: Names and Address of Applicant

TO: City of Rochester Common Council
c/o Jaymi Wilson

A. Amendments / Modifications to Proposals

The Applicant, may at any time prior to the deadline for submission of Proposals, amend or modify a Proposal by submitting the amendment/modification containing one (1) electronic copy of the amendment/modification and clearly marked with the following information:

TITLE: "Amendment to the City of Rochester Request for Proposal for the Operation and Management of the Chateau Theatre"

FROM: Names and Address of Applicant

TO: City of Rochester Common Council

c/o Jaymi Wilson at jwilson@rochestermn.gov

B. Request for Proposal document submittal requirements

- Proposers must provide one (1) electronic copy of the RFP
- The proposal shall be no more than 20 face pages, and may additionally include a cover page.
- Shall include a short biography of the firm including relevant experience of key personnel including the proposed staff assigned as the contact/liaison with the City.
- Relevant responses to Sections A & B of proposal requirements

C. Withdrawal of Proposals

Any applicant may withdraw their Proposal at any time prior to the deadline established in this RFP. Those wishing to withdraw a Proposal must provide a written authorization and/or acknowledgement that the Proposal is being withdrawn and that the City is not held responsible for any damage as a result of the Proposal withdrawal.

D. Rejection or Refinement of Proposals

The City reserves the right to reject any or all proposals. The City also reserves the right to work with finalists to refine their proposal, further negotiate terms after the Council identifies the preferred proposal, and request a proposer's best and final offer at any point in the negotiation process.

E. Review of Proposals

A Review Committee shall be established to evaluate the submitted proposals and provide a recommendation to the City of Rochester Common Council. No specific date has been identified for Council Review.

F. Interview

The City reserves the right to require the proposer to provide an interview/presentation to the review committee or City Council. If this is determined to be required a separate time will be established for the interview/presentation not to exceed the length of 2 hours with key staff personnel outlined in the proposal.

G. Acknowledgement of RFP Requirements

I, _____ of
(Name/Title)

(Organization)

Hereby acknowledge that I fully understand the terms, conditions and requirements contained within the Request for Proposals for the Operation and Management of the Chateau Theatre.

Signature

Date