

**FRIENDS OF THE BRAUMART
REQUEST FOR PROPOSALS
HISTORIC BRAUMART THEATER REDEVELOPMENT FEASIBILITY STUDY
September, 2010**

I. GENERAL INFORMATION

A. Background

The Friends of the Braumart (a non-profit theater revitalization organization) is seeking a qualified multi-disciplinary team of consultants to conduct a feasibility study for the possible purchase, renovation and operation of the historic Braumart Theater (currently the Performing Arts Center) located at 106 East B Street in downtown Iron Mountain, Michigan. The two-story cinema/vaudeville theater also originally offered office and retail spaces.

The legal description is as follows: IM-466 (A) PART OF LOT 2 BEGINING 28.5 FT EAST OF THE SOUTHWEST CORNER, TH NORTHERLY TO THE NORTH LINE OF LOT 2, TH EAST 99.65 FT, TH SOUTH 120 FT TO THE SOUTH LINE OF LOT 2 SAID POINT BEING 124.8 FT EAST OF THE SOUTHWEST CORNER OF LOT 2, TH WEST TO THE POB.(B) THE SOUTH 1/2 OF THE VACATED ALLEY LYING NORTH OF THE ABOVE DESCRIBED PARCEL BLOCK 4 BUELL-JENKINS & SPIES 1ST ADDITION.

The theater portion of the building encompasses 8880 square feet, with 5280 square feet of second-floor office space. A 1408 square-foot office is adjacent to the theater at street level. It is the only movie theater building remaining in downtown Iron Mountain. It was built in 1924-25 with an original capacity of approximately 999 seats. The current seating capacity is 450.

B. Description of Services to be Performed

The purpose of this study is to determine the feasibility of the above stated objectives. This multi-phase study will assess the most economically viable use(s) in keeping with the mission and best interests of Friends of the Braumart. The study will be conducted in the following phases:

The study will be comprised of four phases:

Phase 1: Market Study

Phase 2: Architectural/Engineering/Structural Analysis

Phase 3: Facility Cost Analysis

Phase 4: Management Options and Final Cost Feasibility Analysis

The findings and recommendations of the selected feasibility study will be presented to the Friends of the Braumart Board of Directors in a written report and an oral presentation. In addition, the selected consultant will discuss the progress of the study with the Organization's representative on a regular basis.

II. DELIVERABLES

A. Phase 1: MARKET STUDY

The purpose of a market study will be to determine the potential of this economic development project. The consultant will identify and evaluate at least two other existing and similar theatre projects and how they were redeveloped, and for what purpose. The Friends of the Braumart is particularly interested in re-use of the facility as a venue for visual and performing arts activities, so as to provide cultural, educational and entertainment benefits to the general area. The study will also consider a small catering assistance kitchen and possible rental income spaces. The consultants will evaluate the targeted audiences. Names of specific users should be developed through focus groups and other such methods or surveys, to determine physical and financial uses of the facility. Potential market size, type of programs and costs, and the potential users of the theatre building as a multi-purpose facility, should be analyzed. The consultant will summarize the survey findings and present them to the Friends of the Braumart in a written report and oral presentation.

The following items are to be included in the market study:

Community Interest and Demographics:

- Complete a demographic analysis: local, college, extended community
- Determine likely level of community interest and use of facility
- Determine audiences: Who will attend and from where
- Survey community members for their interests: type of shows, activities, etc.
- Establish ticket prices community is willing to pay
- Investigate potential for capital and on-going operating support from public and private sources in the Community

Competing Facilities:

- Identify existing and competing facilities locally and regionally
- Compare size of competing facilities
- Evaluate type of programs
- Determine audience demographics
- Determine ticket prices

Potential Users Survey:

- Identify local performance groups
- Identify possible touring groups
- Identify business conference, educational and auditorium users
- Determine potential interest and facility needs for these identified groups
- For all groups, determine frequency of use for facilities

Optional Uses and Appropriate Size (seating):

- Single theatre
- Conference and business use

- Potential uses for commercial front
- Potential rental spaces
- Warm up vs. Caterers kitchen
- Performing Arts Center
- Flexible space
- Educational / workshop space
- Other possible uses

Case Study Analysis

The Consultant will provide a minimum of two (2) examples of economic analysis of other similar facilities in similar communities, their successes and failures.

B. Phase 2: ARCHITECTURAL/ENGINEERING/STRUCTURAL ANALYSIS

The Architectural / Engineering / Structural analysis will assess the current condition and structural integrity of the facility, as well as the cost of renovating the structure to meet all necessary codes. The market study will provide the basis for the type of program uses and the Architectural / Engineering / Structural component shall identify necessary structural and system changes. This is a critical component of the project, as potential redevelopment costs vary significantly with different uses. The system changes are of equal concern. Plumbing, electrical, HVAC, and other systems may require substantial improvements, the extent of which may also be contingent upon the various proposed uses. This report will include the following items:

Facility Report:

- Hazardous waste assessment
- Systems report: electrical, plumbing, HVAC, etc.
- Fire and Safety - cost to meet code requirements
- Handicap access / ADA compliance
- Roof
- Walls and flooring
- Theatre systems: lighting, sound, curtain, projection screen, rigging, etc.
- Other

Historical and Aesthetic Features Report:

- Identify interior and exterior historic features to be preserved
- Features desired
- Recommended facade restrictions for adjoining buildings
- Evaluate all interior and exterior doors and windows for function and aesthetic considerations

Assess Adequacy of Facility Space:

- Box office
- Sight lines
- Rest rooms
- Banquet rooms

- Control/screening rooms
- Scenery and costume shops
- Lobby / elevator
- Acoustics
- Lighting
- Concession
- Orchestra pit
- Stage Size
- Fly Loft extension
- Seating
- Loading dock
- Dressing rooms with sinks, toilets
- Equipment and furnishings costs for best use
- Other

C. Phase 3: FACILITY COST ANALYSIS

The facility cost analysis will determine the cost of renovating the theatre building based on the highest and best use(s) as outlined in the market study and the structural changes required to undertake that usage. Upon acceptance of the feasibility study and a commitment to follow through with the renovation, a capital budget would be prepared for the agreed best use(s) of the site, and will also include:

Parking:

- Review of, and access to available parking
- Investigate possible parking agreements: lots owned by others
- Investigate parking access issues: traffic patterns, theatre access, City requirements

Location considerations:

- Safety and public perception issues
- Ancillary services: dining, lodging, shops, etc.
- Potential economic impact of theater/art center on local businesses

D. Phase 4: MANAGEMENT OPTIONS and FINAL COST FEASIBILITY ANALYSIS

Management Options

The Consultant will review management options for the facility based on its size, cost analysis and the market study results. Pros and cons of each optional use will be examined and discussed with the Friends of the Braumart Board of Directors to determine which uses appear most appropriate and economical to pursue. Consultant will present other case studies for comparison. Management styles and operational components will be addressed.

Final Cost Feasibility Analysis

Upon completion of this management analysis, the Consultant will provide a final cost feasibility analysis/report for the selected use(s) of the facility, as determined by the Friends of the Braumart Board of Directors. The Final Report, will, at a minimum, summarize the work completed in each phase of the study and will attempt to reasonably project the potential income stream for the selected use(s) and assess its ability to meet all anticipated operating and debt service costs which can be expected for such use(s).

Management Options:

- Identify appropriate management types
- Identify Director and staffing needs for preferred use
- Investigate Volunteer management

Prepare Preliminary Operating Budget:

- Earned income:
Admissions from presented programs
Rental Income
Ticketing/Service fees
Adjacent units' rental income
Concessions and catering
Educational workshops
Other
- Contributed Income:
Memberships, Individual Donations and bequests
Business Sponsorships and Donations
Public and Private Operating Grants
- Expenses:
Salaries
General overhead items
Taxes
Program cost
Utilities and maintenance
Debt service for acquisition, capital improvements
Other

Final Presentation

Prepare a presentation upon completion of the final phase of the work, to explain the proposed design and projected costs for the project.

III. INSTRUCTIONS TO RESPONDENTS

A. General

Responses to this request for proposal shall be returned to the Friends of the Braumart as one original set of documents containing an original signature of the firm's principal and fifteen (15) complete copies. All respondents shall submit a completed application to the FOTB Board of Directors. The Notice of Intent to Bid, the Cover Page and supporting documentation demonstrating the experience of the proposed project team in the professional disciplines cited, will be considered adequate as a preliminary response to this RFP. The provision of appropriate project references is required.

The successful firm will demonstrate extensive experience in conducting feasibility studies for historic theatres and other similar facilities, the identification of potential markets and uses for theatres in similar rural areas, the analysis of the physical needs and costs of redevelopment, and the analysis of anticipated operating revenues and expenses for such facilities.

Respondents will submit proposals which will detail all services to be performed, identify the project team, and provide fee and performance schedules. Professional licenses or registrations for the proposed project team, including engineering and architectural licenses, should be included. Friends of the Braumart Board of Directors will schedule interviews with the finalists' project teams. Further interviews with the FOTB Board of Directors may follow the first interview.

The selected applicant will be required to provide proof of licensure, certifications and any other requirements made by Michigan state law, as well as all appropriate and necessary insurance coverage.

This RFP does not commit Friends of the Braumart Board of Directors to award a contract or pay any cost incurred in the preparation of a proposal. The Friends of the Braumart reserves the right to accept or reject any or all proposals or parts of proposals received as a result of this request. The Friends of the Braumart reserves the right to cancel this RFP, in part or in its entirety, if in its sole determination, it is in its best interest to do so.

The Friends of the Braumart may enter into an agreement with the selected applicant based on their proposal without further discussion, or may require the applicant to enter negotiations. Applicants may be required to submit cost, technical or other revisions of their proposals that may result from such negotiation. The Friends of the Braumart reserves the right to request any additional data, enter into further discussions, or require additional presentations in support of the written proposal at any time, prior to the execution of a contract.

B. Rating/Selection Process

In selecting the successful bidder, The Friends of the Braumart Board of Directors will take into consideration skill, capacity, experience, ability, responsibility, previous work, quality and efficiency, and references from previous clients. Of particular interest is the firm's experience in market analyses, and historic theater restoration/renovation projects. Inability of any bidder to meet the requirements mentioned above may be

cause for rejection of bid. Information provided by an applicant that is willingly, knowingly and purposely false, inaccurate or misleading, will be grounds for removal from consideration for a contract, for not awarding a contract, or for canceling a contract if awarded.

C. Evaluation Criteria

The award shall be made to the proposal generator whose proposal is responsive to the solicitation and is most advantageous to The Friends of the Braumart Board of Directors with respect to price, quality, and other relevant factors. During the proposal review process, The Friends of the Braumart Board of Directors may contact the applicants for clarification or to request more information. Evaluation of each proposal will be based on the following criteria: description of services, bidder qualifications, budget detail and price. All applicants will be notified in writing of the review results.

D. Cost of Proposal Preparation

All costs incurred in the preparation of a response to this RFP will be the responsibility of the applicant and will not be reimbursed by Friends of the Braumart Board of Directors.

E. Equal Opportunity and Conflict of Interest

The selected applicant shall adhere to all applicable federal, state and local laws and regulations prohibiting discrimination. The applicant shall not unlawfully discriminate in providing services on the basis of race, color, sex, religion, national origin, height, weight, age, arrest record without conviction, political affiliation or belief, marital status, disability, or status as a job candidate.

The Friends of the Braumart Conflict of Interest Policies will be in effect throughout all phases of this procurement process. A copy of this policy will be provided to consultants who file an Intent to Bid form with the Friends of the Braumart.

IV. PROPOSAL PROCESS

A. Inquiries

Specific questions regarding the services requested in this RFP may be submitted via e-mail to Jinx Brew, President, Friends of the Braumart at paulbrew@uplogon.com. Only written questions will receive a response. To ensure an equitable dissemination of information, responses to e-mailed questions will be forwarded to all parties who have identified themselves as interested bidders. **Interested parties must have filed an Intent-To-Bid form (Attachment 5) with The Friends of the Braumart before submitting questions or receiving responses regarding this RFP.**

B. Proposal

Send the original proposal and fifteen (15) complete copies to:
Friends of the Braumart Board of Directors

P O Box 156
Iron Mountain Michigan 49801

Due Date: 5:00 PM (CST) on December 31, 2010.

V. FORMAT AND INSTRUCTIONS FOR PREPARING THE PROPOSAL

- A.** Each Proposal must address the specific components of the Request for Proposal. All proposals must be assembled according to the following outline:

1. Signature Page (attachment 1)
2. Company/Organization Background and Qualifications (attachment 2)
3. Service Narrative (attachment 3)
4. Price/Cost of Services and Time-line for completion (attachment 4)

- B.** Use the Attachments provided

Attachment 1: Cover/Signature page

Prepare the signature page as the first page of the proposal to provide identifying information about your company or organization and the contact person. It must contain the signature of the person authorized to sign the contract that may result from the proposal. Please do not include a cover letter.

Attachment 2: Company/Organization Background and Qualifications

This section provides an overview of your company or organization's experience with market feasibility studies and architectural analysis of historic theater buildings as well as management analysis experience, your administrative/management capabilities and organizational structure.

Attachment 3: Service Narrative

This section will provide a detailed description of the services you will provide for each of the four (4) phases/parts of this Request for Proposal.

Attachment 4: Budget and Timeline

Complete a detailed line-item budget for your estimated costs for each phase of this proposal. Estimate the amount of time it will take to complete the four proposal phases.

Attachment 5: Notice of Intent to Bid

Complete this form and submit it as soon as possible. The Braumart Board of Directors must have this form in its possession prior to responding to any applicant inquiries related to the project. This form must also be on file to receive information requested by other bidders.

PROPOSAL FORMS BEGIN ON NEXT PAGE

**FRIENDS OF THE BRAUMART
REQUEST FOR PROPOSALS
HISTORIC BRAUMART THEATER REDEVELOPMENT FEASIBILITY STUDY
Proposal Response**

Attachment 1. **Signature Page**

Applicant Company/Organization Federal ID Number

Street Address

City State Zip Code

Printed Name and Title of Applicant's Authorized Representative

Telephone Number Fax Number

E-mail address Website

Projected Proposal Cost

Certification

I certify that I have been authorized to submit and sign this proposal on behalf of the submitting company/organization(s). I certify that the entire proposal is true and accurate to the best of my knowledge, and the projected costs are reasonable and necessary for the proposed Service and do not duplicate other funds already available, or which will be available, to pay the projected costs. I also certify that my organization will implement this project in compliance with the stipulations and guidelines set forth by The Friends of the Braumart.

Signature of Authorized Representative

Date

Attachment 2. Company/Organization Background and Qualifications

Provide a detailed description of your experience in Market Feasibility studies, Architectural/Engineering/Structural Analysis, Facility Cost Analysis, and Management Options, including Final Cost Feasibility Analysis. Include the following information:

- a. The list of services you provide
- b. Your experience with the above specified areas
- c. Explanation of staff qualifications with attached resumes
- d. Business or client references
- e. Supporting company/organizational documentation

Attachment 3. Service Description- All phases

Provide a detailed description of how you will provide the requested deliverables.
Please address each phase separately and in detail.

Attachment 4. Budget

Complete the following summary for each of the four phases of this project. Include costs for on-site and off-site activities and supply a narrative to justify the costs for each phase. Also submit a detailed line item budget for each of the four phases of this project. Enter line item totals into budget summary. An example has been provided, but budget itemization may be set in any form.

Summary Budget for Project

	Phase	On-Site	Off-Site	Total
Line 1	Phase 1: Market Study and Report			
Line 2	Phase 2: Architectural/Engineering/Structural Analysis and Report			
Line 3	Phase 3: Facility Cost Analysis and Report			
Line 4	Phase 4: Management Options, including Final Cost Feasibility Analysis and Report			
	Related Expenses			Total
Line 5	Other (please specify)			
Line 6	TOTAL COST FOR PROJECT			

Budget Itemization. Create a detailed line item budget for each of the four phases of this project. Enter line item totals into budget summary. Budget itemization may be set in any form. Line item totals must match budget summaries.

Timeline for Proposal Completion:

Please provide a calendar or timeline for completion of each phase

Phase 1: Market Study

Phase 2: Architectural/Engineering/Structural Analysis

Phase 3: Facility Cost Analysis
Phase 4: Management Options and Final Cost Feasibility Analysis
Proposal Presentation to Board of Directors of The Friends of the Braumart

Attachment 5: **Notice of Intent to Bid**

**FRIENDS OF THE BRAUMART
REQUEST FOR PROPOSALS
HISTORIC BRAUMART THEATER REDEVELOPMENT FEASIBILITY STUDY
Notice of Intent to Bid**

This document serves as notice of our intent to bid on the Request for Proposal as offered by the Friends of the Braumart.

Applicant Company/Organization Federal ID Number

Street Address

City State Zip Code

Printed Name and Title of Applicant's Authorized Representative

Telephone Number Fax Number

E-mail address Website

<hr/> Authorized Signature	<hr/> Date
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Mail to: Jinx Brew, President
Friends of the Braumart
P O Box 156
Iron Mountain Michigan 49801

Or :

Email to: Jinx Brew, President
Friends of the Braumart
paulbrew@uplogon.com