



REQUEST FOR QUALIFICATIONS

FOR

**PROFESSIONAL SERVICES RELATED TO THE
DEVELOPMENT OF A MANAGEMENT, MARKETING,
AND OPERATIONS PLAN FOR THE
MEMORIAL CITY HALL PERFORMANCE VENUE**

JUNE 7, 2017



ISSUE DATE: June 7, 2017

TO: Interested Firms or Individuals

FROM: Lisa Agnor, City Manager
City of Marshall, Texas

SUBJECT: Request for Qualifications
Professional Services Related to the Development of a Management,
Marketing, and Operations Plan for Memorial City Hall Performance
Venue

The City of Marshall is seeking responses to this Request for Qualifications (RFQ) from qualified individual(s) or firm(s) interested in providing a management, marketing, and operations plan for the City's Memorial City Hall Performance Venue. Enclosed for your consideration is a Request for Qualifications (RFQ).

To be considered for this project, the individual or firm must satisfy the requirements set forth in the RFQ. If you are interested in being considered, please **submit your RFQ by 10:00 a.m. on Wednesday, July 5, 2017**, to the person listed below.

A selection committee will rate the RFQ's relative to the evaluation criteria developed for this project. Said evaluation criteria are included in this RFQ. The individual or firm with the highest rated RFQ will be recommended to the City Commission for selection.

Any questions and correspondence should be directed to:

Lisa Agnor, City Manager
City of Marshall
401 South Alamo
Marshall, Texas 75670
(903) 935-4421
lagnor@marshalltexas.net

City of Marshall, Texas
Request for Qualifications (RFQ) for Professional Services Related to the
Development of a Management, Marketing, and Operations Plan for the
Memorial City Hall Performance Venue

Purpose of Request

The City of Marshall, Texas is seeking responses to this Request for Qualifications (RFQ) from qualified individual(s) or firm(s) interested in providing a management, marketing, and operations plan for the City’s Memorial City Hall Performance Venue.

Project Overview

The City of Marshall with its population of just over 24,000 is situated in northeast Texas just 2 hours east of Dallas and 45 minutes west of Shreveport, La. Interstate Highway 20 runs along the southern boundary of the city with U.S. Hwy 59 running north and south bisecting the community and U.S. Hwy 80 running east and west along the northern area of the community. The City of Marshall serves as the county seat for Harrison County. Founded in 1841 the downtown area is full of historically significant buildings and culture. Known as the “Cultural Capital of East Texas” the City has started a renovation project of their original city hall, built in 1927 and designed by Page Brothers, Architects, this building similar to many across the state that were designed with an auditorium to serve the residents of the community. The City of Marshall has worked with an architect to design a fully functioning performing arts venue and renovation is currently underway. The 552 seat facility is designed to accommodate theatrical productions, musical performances, motion picture showings, lectures and more. The facility will include a green room, rehearsal and dressing room space, and banquet room with catering kitchen and seating for 100 plus people depending on seating configuration. In addition, a portion of the basement facility will house a history museum dedicated to veterans of Harrison County who served our country.

The City of Marshall is seeking proposals for a professional group or individual with extensive knowledge in management, marketing and operations of performing arts venues for the creation of a plan that successfully promotes and positions Memorial City Hall Performance Venue as a vital entertainment venue of the City, serving as an economic driver for the downtown district. The selected individual(s) or firm will prepare a plan that will provide the city with guidance to ensure successful opening of such a venue. The proposal shall include the following components:

Marketing – In addition to the recommendations of the selected individual or firm the city will be looking for the following components of the marketing portion of the plan:

1. Identify potential users of the facility, typical recruitment activities of such users;
2. Creation of marketing materials for both users and audiences in all media formats;

3. Recommendations for possible grand opening events.

Management - In addition to the recommendations of the selected individual or firm the city will be looking for the following components of the management portion of the plan:

1. Use policies and rules for the facility, both for potential users and guests of the facility;
2. Recommendations of staffing of the facility and possible job descriptions for recommended staffing;
3. Recommendations regarding establishing an advocacy group to benefit the facility.

Operations – In addition to the recommendations of the selected individual or firm the city will be looking for the following components of the operations portion of the plan:

1. Recommended budget for the first two years of the facility, including entertainment recruitment, general advertising, maintenance, etc.
2. Opportunities for grant funding that could benefit the facility;
3. Recommendations for establishing an ongoing maintenance fund;
4. Recommendations for rental rates and contracts as they apply to various users, ticket pricing and procedures, including deposits, cleaning fees, etc.

Upon selection of a Respondent with whom negotiations will proceed, a Scope of Work and timeline will be developed. The City reserves the right to include additional project elements in the initial or subsequent professional services agreements at the City may (in its sole discretion) deem appropriate.

Experience & Submittal Format

Interested individuals and firms are encouraged to keep their proposals brief and relevant to the scope of services. All submittals should include the following:

- Cover letter with name, address, phone number, and email address of the contact person; identify the capacity this person has to manage and execute a management, marketing, and operations plan of this venue;
- Brief general statement of qualifications that responds to the project overview and description provided above;
- Identify the project manager and the personnel to be assigned to this engagement (including names, addresses, current phone numbers, and e-mail addresses). Please include resumes for all team members, identify how many years this team has worked together, and a list of projects this team has completed or is currently working on;
- Provide information on your current workload and how you would accommodate this project;

- Provide examples of similar projects completed by the individual or firm including the name of the project, client contact, size and capabilities of the venue, and total operating budget;
- A narrative that presents the services a firm would provide detailing the approach, methodology, deliverables, and client meetings;
- A summary of any suggested approaches the City should consider in this effort;
- Contact information for at least five references; and
- A statement that the firm is available to begin work upon negotiation of a contract.

An RFQ pre-submittal conference will not be held. The City welcomes questions regarding this solicitation.

All questions should be addressed to:

Lisa Agnor, City Manager

P.O. Box 698

Marshall, Texas 75671

903-935-4421

lagnor@marshalltexas.net

Evaluation Criteria

The criteria used to evaluate the RFQ responses will include, but not be limited to, the following (items listed below are not listed in order of importance):

- A. The completeness of the submittal.
- B. Relevant experience of the individual or firm in developing plans as described above.
- C. Demonstrated success with other similar performing arts venues.
- D. Professional References

Interviews

Upon review of the documents submitted in response to this request by the selection committee, the selection committee may choose to conduct interviews with selected individuals or firms. The City prefers interviews to be conducted on July 10th or 11th but will negotiate interview date on a case by case basis with the selected individuals or firms. If the City of Marshall chooses to conduct interviews, the selected firms will be invited (at their own expense) to make a presentation about their qualifications and examples of past projects. The date and times for interviews will be determined after review of the proposals.

Award of Contract

A recommendation will be made to the Marshall City Commission on selection of an individual or firm. The contract will be negotiated after the selection confirmed by the Marshall City Commission.

The Marshall City Commission prefers to use a not-to-exceed basis for fees. Once a contract is approved containing a fee for a project, a contract amendment approved by the Marshall City Commission is necessary to authorize a fee to exceed the fixed amount established in the contract.

The City of Marshall reserves the right to reject any or all proposals received and to conduct new selection procedures for future projects.

Submittals

Send five (5) copies of the RFQ in a sealed envelope, clearly labeled **‘Request for Qualifications (RFQ) for Professional Services Related to the Development of a Management, Marketing, and Operations Plan for the Memorial City Hall Performance Venue’** to:

Lisa Agnor
City Manager
City of Marshall
P.O. Box 698
Marshall, TX 75671

or

Lisa Agnor
City Manager
City of Marshall
401 South Alamo
Marshall, Texas 75670

The proposals must be received by 10:00 a.m. on July 5, 2017.

Please direct any inquiries regarding your submission to Ms. Agnor at 903-935-4421 or at lagnor@marshalltexas.net.