



Town of Simsbury

933 HOPMEADOW STREET

P.O. BOX 495

SIMSBURY, CONNECTICUT 06070

Thomas F. Cooke – Director of Administrative Services

Request for Proposal **Recommendations for Operation of Town of Simsbury's** **Performing Arts Center**

Project Summary

The Town of Simsbury is seeking a consultant with expertise in the field performing arts facility management to review the Town's current operation of its Performing Arts Center ("PAC") and to assist the Town of Simsbury with the development of a long-term operation of the PAC. The consultant will be expected to perform the following tasks:

- **Overview of Current Operations:** We anticipate that the consultant will need two (2) days to meet with members of the Performing Arts Center Board and Town Staff to review the PAC's operations in prior years through the end of its season in 2011.
- **Development of Plan for PAC Operations:** The Town is seeking a long-term plan for operation of the PAC to include:
 - Identification of the appropriate organizational entity or entities with responsibility for the following functions:
 - PAC maintenance;
 - PAC program, program development, marketing, etc.;
 - PAC funding and fund-raising;
 - Review of the facility itself and identification of capital improvements necessary to financially successful programming at the PAC;
 - Recommended staffing of the different entity or entities necessary to successful programming at the PAC; and
 - Identification of tools and services (i.e. ticketing services, third-party advertisement sales, etc.) necessary to successful programming at the PAC
 - A plan and a timeline for implementing the recommendations described above.
- **Presentation of the Recommended Plan for PAC Operations:** The plan, once developed, will be presented to the Board of Selectmen and the Performing Arts Center Board.

Brief Overview of the PAC and its Operation

The Town of Simsbury's Performing Arts Center at Simsbury Meadows is located along Iron Horse Boulevard in Simsbury, CT. The facility itself is a beautifully-constructed band shell with back-stage space. It is located in a field that can accommodate 10,000 ticket-holders at full capacity. Most of the equipment necessary for a staged event currently must be imported to the facility, including but not limited to:

- lighting and sound towers;
- seating;
- restroom facilities;
- ticketing facilities; and
- food and drink vending equipment.

No portion of the seating area is covered and the facility is therefore particularly sensitive to weather conditions.

The Town of Simsbury has been fortunate to host the Hartford Symphony Orchestra's summer season, known as the Talcott Mountain Music Festival – popular and well-attended concerts that have been offered for many years. The PAC has hosted other performers, large and small (from Alison Krauss and the Beach Boys to locally-based performers), and has served as a site for other events (graduations, charity events, etc.). In 2011 the PAC hosted the "Iron Horse Concert Series" in addition to the Talcott Mountain Music Festival. A description of the events offered at the PAC in 2011 can be found at: http://www.simsbury-ct.gov/Public_Documents/Departments/SimsburyCT_PAC/index

Operations at the PAC are overseen by the Town's Performing Arts Center Board (the "PAC Board") which is appointed by the Board of Selectmen. In 2011 (and preceding years), the PAC Board has hired an annual season Manager, responsible for scheduling events at the facility, marketing those events, overseeing the operation of the facility and supplying financial and other operational reports to the PAC Board during the course of the PAC's summer season. Funding for the PAC's operations has come from a Town-maintained special revenue fund, ticket sales, license fees, donations and advertising. In 2011, a not-for-profit entity was created in anticipation of expanded fund-raising efforts.

Considerable additional detail, including financial records and specific information about the documents and procedures used to book events at the PAC, will be provided during the course of the two-day interview process.

Requirements for Submission

Respondents to this RFP are asked to submit a Proposal containing:

- A description of your qualifications to prepare the recommendations for operation, including any and all experience with the preparation of similar plans;
- The proposed cost for preparation of the study; and
- A description of the personnel who will prepare the study.

Time is of the essence for this project and the Town is hoping to have recommendations in hand by February 10, 2012. Three (3) copies of the Proposal must be submitted to Thomas F. Cooke, Director of Administrative Services, 933 Hopmeadow Street, Simsbury, CT 06070 before the close of business on Friday, January 6, 2012. Please direct any questions to Mr. Cooke at (860) 658-3264 or tcooke@simsbury-ct.gov.