

PERFORMING ARTS CENTER at SIMSBURY MEADOWS

2011 Season Management

INTRODUCTION

The Simsbury Performing Arts Center Board seeks proposals for management services for the 2011 Fiscal Year of the Performing Arts Center at Simsbury Meadows. The 2011 Fiscal Year begins October 1, 2010 and ends September 30, 2011. A contract for management services is anticipated to commence October 15, 2010, or upon completion of negotiations, whichever is later; and to end on October 14, 2011.

RFP OBJECTIVE

The Simsbury Performing Arts Center Board requests parties with interest and capability to submit a proposal for the overall management of the Performing Arts Center at Simsbury Meadows for the 2011 Concert Season. The performance of the contract will be supervised by Simsbury's Director of Culture, Parks and Recreation. The contract will be a fee for service contract in which deliverable services will be tied to payments.

RFP Schedule

The RFP responses will be due by September 30, 2010. The evaluation will be conducted within two weeks after the RFP responses are due.

SCOPE OF SERVICES

The management tasks are to market the facility, to schedule it, to oversee the operation and to supply operational reports.

Marketing Plan

In line with the policies established by the Simsbury Performing Arts Center Board, a key deliverable is a marketing plan that identifies the target market segments, lays out promotional programs and establishes a pricing model that addresses the target market segments.

Facility Scheduling

The Simsbury Performing Arts Center Board has established the Entertainment Season as June 15 to September 15. Until March 31, facility bookings are restricted to entertainment events within the Entertainment Season. After March 31, other than entertainment events may be booked. The Talcott Mountain Music Festival (TMMF) of the Hartford Symphony Orchestra has first choice of dates within its window in the entertainment season. The Performing Arts Center

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Manager must work with the TMMF to set its window dates promptly to enable booking of other entertainment during the 2011 season.

2011 Budget

Together with Town Staff, the Performing Arts Center Manager will devise a budget, which sets forth the Simsbury Performing Arts Center's projected income and costs for 2010. The Performing Arts Center at Simsbury Meadows is set up as a Simsbury Special Revenue Fund. Its costs may not exceed its income.

Operation

There is a requirement to supervise a site manager who will provide logistical services. The Performing Arts Center Manager will make sure that the contracted services are being provided to the promoter and that the promoter's payments are being received.

Reports

Deliverable reports will include, for the 2011 Fiscal Year, a P&L, a Balance Sheet and Cash Flow Statement. In addition, there will be a report on the market penetration of the target market segments with recommendations for future year marketing. Cost accounting and report preparation assistance will be provided by the Simsbury Director of Finance.

PROPOSAL

Please submit a proposal that outlines how you would meet the Management Tasks as outlined, together with a proposed payment schedule tied to the contract deliverables. Other information that will be used in the evaluation of proposals will be relevant experience and references.

EVALUATION

The proposals will be ranked for their responsiveness and will be evaluated for cost to the Town. Proposers and their references may be interviewed. The proposal selected by the PAC Board will have to be approved by the Simsbury BOS.