REQUEST FOR PROPOSALS (RFP)
FOR THE LEASE & OPERATION OF THE PARAMOUNT THEATRE

DUE: April 12, 2019 at 11:00 am

Paramount Theatre
1008 Brown Street
Peekskill, New York
PROJECT DETAILS

Background

The Paramount Theatre was designed by George and Charles Rapp Architects in 1929 on behalf of the Netco Theatre Corporation, a subsidiary of Paramount Pictures. Construction on the theatre was initiated in summer 1929 and was completed in 1930 despite the ongoing depression occurring in the United States. The Paramount Theatre was owned by Paramount until it was sold in 1973 to a private party. The City of Peekskill acquired the structure through a tax lien in 1977. A not-for-profit managed the theater until 2012, and most recently was managed by a for-profit entity. The City is currently eliciting proposals from qualified non-profit or for-profit organizations to program, operate and manage this facility starting in 2019.

Design Elements

The Paramount Theatre has been designated a Westchester County Landmark, it is on the New York State and National Registers of Historic Places, and it is located in the Peekskill Downtown Local Historic District. When the building opened in the 1930's the theatre had an ornate ceiling design and flourishes which deteriorated due to the lack of capital upkeep. The Paramount needed extensive restoration and the walls and ceiling were repaired and re-plastered. The original ceiling design was restored through the use of a hand painted canvas installed on the ceiling. Decorative elements were painted on the walls, balcony, faux opera boxes, stage proscenium and the creation of towering plaster columns. Structural additions were consistent with the original design and a complete restoration of the bathrooms was consistent with this design approach.

The Opportunity

The City of Peekskill is seeking proposals from interested parties to lease, operate and manage the Paramount Theatre, a 1086 seat facility located in Peekskill, New York. The facility is owned by the City of Peekskill and is located in the Peekskill Downtown Historic District at 1008 Brown Street. The Paramount is part of an emerging restaurant, entertainment and retail district that attracts Peekskill residents and nonresidents from Westchester, Rockland and Putnam Counties as well as NYC, Connecticut and New Jersey. The Paramount is the crown jewel for downtown Peekskill as it is an economic generator encouraging investment in retail, entertainment and residential development. It is located in the newly established downtown Peekskill Federal Opportunity Zone, which allows investors to defer/reduce taxes on capital gains by investing in this zone. For more information, go to https://www.irs.gov/newsroom/treasury-irs-issue-proposed-regulations-on-new-opportunity-zone-tax-incentive.

General Conditions

The City of Peekskill is only interested in entities that have demonstrated experience in theatrical management involving live performance, music, film, spoken word and conference activities. Respondents to the Request for Proposal must demonstrate an understanding of current market trends in their written submission and presentation before the Peekskill Common Council.
Objective

The City of Peekskill will entertain proposals from For Profit and Not for Profit entities to operate the Paramount Theatre for a lease term subject to negotiation between the successful bidder and the City of Peekskill. The lessee will be expected to operate and manage the theater; is responsible for obtaining all necessary permits; must maintain and clean the leased space, maintain all equipment and pay all utilities.

Criteria for evaluation of proposals will include the following:

1. Theatrical management and programming experience: RFP respondents should provide a narrative statement about their theatrical management experience

2. Track record and experience related to operating theatres: A description of previous theater operation experience; including, but not limited to, photographs and brief project descriptions (operating dates, location(s), building size, budget and theatre size, and types and numbers of shows).

3. Quality of Business Plan: Description of the firm and its operating structure plan of action for operating, managing and programming the facility. Provide resumes of the development team for the proposed project and staff. Include background and experience that uniquely qualify participants to manage and operate the Paramount Theatre.

4. Marketing and Performance Plan: Analysis of the regional entertainment market, a plan of action for marketing and promotion and audience development and expansion, the intended target audience, and a vision for the programming to be offered.

5. Industry partners, external resources and potential membership and fundraising efforts.

6. Financial Resources: Evidence of equity and financial resources including letters of commitment for start-up and working capital. Past three annual audited financial statements for the organization and theatre management structure are required. New consortium entities should provide details on financial resources and management of the consortium.

7. Lease: A lease and operating agreement will be prepared by the City. The respondent may propose any specific lease terms that will be requested.

8. Capital Improvements: Type and amount of capital improvements to be provided by the respondent (lessee) with timeframe. Respondent’s expectations for capital improvements to be made by the City of Peekskill.
EVALUATION PARAMETERS

Submittal Requirements

Proposals shall consist of the following items in addition to answering the criteria found in the previous ‘Objective’ section:

1. Outline the proposed program, how it will be managed and operated including days and hours of operation, staffing and activity plan and/or event schedule, and number of performances per month.
2. Outline the proposed term and financial return for the City of Peekskill
3. Provide a proposed implementation schedule.
4. Identify responsible parties with whom the City of Peekskill would negotiate the lease and operating agreements, including phone number and email address.

Within this submittal, the general requirements listed below must be factored into the proposal submission.

General Requirements

1. The successful respondent will be required to hold a minimum of one hundred (100) performances for each calendar year including drama, music, spoken word, film, educational programs and community events.
2. The organization managing and operating the Paramount Theatre will submit Quarterly Activity Reports and an Annual Audit Statement
3. The lease must accept the condition of the facility "As Is"

The successful respondent will negotiate and execute a lease agreement and provide an operations guide subject to approval by the Peekskill Common Council.

OPERATIONAL DETAILS

A. Term of Agreement

1. The Paramount Theatre will be available for immediate occupancy upon contract execution with the chosen operator.
2. The lease term shall be subject to negotiation between the successful bidder and the City of Peekskill.
3. The amount of any proposed capital investment and reinvestment will be a consideration in evaluating the term of the agreement.
4. At the end of the agreement term, including the exercise of any option periods, all capital improvements shall become the property of the City unless alternative arrangements have been negotiated.

B. Capital Investment and Major Maintenance

The successful respondent is expected to fully fund capital and operating costs of the facility. The city is willing to continue to maintain the building shell at a standard similar to
those provided for other City of Peekskill facilities. The building shell includes the exterior walls, roof and exterior windows and exterior doors. Exhibit 1 provides details on Stage Dimensions and layout of the Auditorium.

C. Truck Access

The city has an agreement with the adjoining building owner to the east to ensure truck access for loading/unloading equipment at the theatre loading deck.

D. Utilities

1. Utilities shall be the responsibility of the lessee. The City is currently reviewing the efficiency of the HVAC system for upgrades.
2. The City, at the lessee’s option, is willing to provide refuse collection and recycling Services for a fee.
3. The City will be responsible for maintenance of wastewater and sewer lines up to the point of entry to the building.

E. Furniture, Fixtures and Equipment, (FF&E)

The facility comes equipped with an inventory of lighting, concession, and sound and stage equipment. The new tenant may find it desirable to supplement the existing inventory with new and additional equipment. Upon termination of the prospective lease, the tenant must leave the premises with equipment equivalent to the present inventory in good working order.

F. Insurance

At a minimum, the tenant will secure Commercial General Liability, Automobile Liability, Worker’s Compensation and Property Insurance for this facility, naming the City of Peekskill as additional insured.

G. Pre-Submittal Meeting and Facility Inspection

There will be a pre-submittal meeting on March 12, 2019 at 10:00 am in the Paul Schwerman Conference Room in Peekskill City Hall, 840 Main Street Peekskill, New York. Attendance is strongly encouraged for all respondents. Questions concerning the Request for Proposal must be submitted in writing to the contact person listed in this document by March 22, 2019 at 5pm. Answers will be provided to all respondents if a legible email address is provided. A Guided Facility Tour of the Paramount Theatre will be held on March 12th after the pre-submittal meeting, and from 5:00 pm to 7:00 pm on March 12, 2019 if requested. Interested parties may take photographs and measurements of the Paramount Theatre during the Facility Tour.

H. Sponsorship/Advertising/Signage

The City reserves the right to authorize exclusive sponsorship and advertising agreements for the grounds and exterior of the Paramount and all exterior signage. The reservation of these rights may limit the tenant’s advertising and sponsorship opportunities or restrict the types of products that may be sold in the Paramount. The successful respondent will have the right to
sell sponsorship and advertising affecting the interior of the Paramount, subject to the City's exclusive sponsorship and advertising agreements.

SCHEDULE

Availability of Request for Proposal: February 26, 2019
Pre-submittal Meeting and Guided Facility Tour: March 12, 2019 at 10am
Questions received by City representative: March 22, 2019 at 5pm
Responses emailed to applicants: March 26, 2019 by 5pm
Proposal submission due: April 12, 2019 at 11 am
Anticipated Presentations/Interviews: April 22, 2019
Anticipated Selection: May 13, 2019

INQUIRIES

Pre-submission questions and inquiries regarding any aspect of this Request for Proposal or any other matters related to this RFP may be directed in writing to the City representative by March 22, 2019 at 5pm:

Mr. Jim Pinto
Economic Development Specialist
City of Peekskill
840 Main Street
Peekskill, New York 10566
jpinto@cityofpeekskill.com

PROPOSAL SUBMITTAL

Respondents must submit twelve copies of the proposal (2 originals and 10 copies), and one USB drive. Proposals are due on April 12, 2019 at 11:00 am and submitted to

Office of the City Clerk
City of Peekskill
840 Main Street
Peekskill, New York 10566
EXHIBIT 1
AUDITORIUM AND STAGE DESCRIPTIONS

The Paramount Theater includes a full stage, dressing rooms, installed sound and lights, additional technical equipment and the beautifully restored auditorium and lobby with an art gallery on the mezzanine level for receptions.

STAGE
- The main acting space is approximately 28’0” deep x 40’0” wide with space downstage left and downstage right that extends the total width to 53’0”.
- Stage width at the plaster line is 42’0”.
- Stage is 32’0” from the downstage edge to the back wall, including the 4’0” crossover behind the cyclorama.
- Grand drape (red) aligns with plaster line, 19’0” from downstage edge.
- Legs (black) are 3’0” upstage from the grand drape and draw in approx. 8’0’’ towards center
- Upstage traveler (black) is 27’0” from downstage edge.
- Cyclorama (white muslin) is 28’0” from downstage edge.

BACKSTAGE
- Loading dock door is 7’6” tall and 5’10” wide and is situated stage left.
- Wing space is minimal. There is no fly space.
- One roll-down (manual) movie screen (20’0”H x35’0”W) is hung 24’0” from downstage edge.
- Lights are hung on 3 motorized trusses; one located 25’0” from downstage edge, one directly over downstage edge, and one approx. 18’0” from downstage edge over the house seats.
- There is one empty motorized truss which hangs 23’0” from downstage edge.

FRONT OF HOUSE
- Two spotlight booths are located above the balcony level, and their throw is approx. 100’0” from the downstage edge.
- Light, Audio, and Video control share a booth at the back of the lower house level.

SEATING
- Total fixed vintage theater seating: 1078; 694 in Orchestra, 384 in Mezzanine/Balcony.
- 16 additional flex seats, including 10 wheelchair accessible spaces in flat area at rear of orchestra level.
- Count above does not include locations for temporary usher/staff seating.