

Final

City of El Cajon Request for Qualifications

East County Performing Arts Center Management Services

The City of El Cajon ("City") is soliciting qualified applicants ("Manager") to manage the East County Performing Arts Center ("ECPAC" or "theater"), located in El Cajon, California, and owned by the City.

The City does not at this time, wish to administer the day-to-day operations of the theater. Day-to-day operations include, but are not limited to booking and marketing performances, administering contracts, operating the box office and concessions, and maintaining associated accounting functions.

The City is, therefore, requesting qualifications from those interested in managing the theater. The successful applicant will then have a period of thirty (30) days to negotiate with the City for a management contract. If, at the end of 30 days, no agreement is reached, or the City has not agreed to extend the period of negotiations further (not to exceed a total of sixty (60) days) the City may then negotiate with any of the other qualified applicants.

The Venue

Built as a concert hall in 1977 the East County Performing Arts Center is located in the heart of downtown El Cajon. Roughly 200,000 people come to events in or around the Center annually and over 55% of the Center's patrons come from outside the east county area. *San Diego Magazine* voted ECPAC the "Best Acoustic Venue" in the 2004 Best of San Diego Edition.

Auditorium

The Auditorium features continental seating with 1098 permanent seats in 27 raked rows of approximately 50 seats each. There are no center aisles. There is space to accommodate 12 wheelchairs. Thirty-two (32) seats are available in the pit area.

Permanent Seating:	1098
Wheelchair Spaces:	12
Pit Seating:	32
TOTAL:	<hr/> 1142

Stage 3,220 square feet (70'W x 46'L)
Orchestra Pit accommodates 70 musicians
Complete drapery

Artist Accommodations

- 1 Green Room
- 1 Star Dressing Room at stage level with restroom and shower
- 2 Chorus Dressing Rooms on the 2nd floor with restrooms and showers.
- 2 overflow dressing rooms on 3rd floor (no facilities)

Load In

The stage door and loading dock driveway are located on the East side of the building on W.D. Hall Drive. The dock is wide enough to accommodate two (2) semi-trailers. The dock door entrance is located on the upstage right side of the stage. The dock height from driveway is 3'4" and the loading door is 8' x 11'.

Sound System Overview

The East County Performing Arts Center contains a professional sound system designed and installed by Clair Brothers Systems.

House PA System

Main house PA consists of eight (8) Clair signature R-3T speakers hung stage left and right in verticle 2x2 clusters. Front fill is supported by four Clair RC-80 speakers, with one cabinet hung under each R-3T stack. A center cluster consisting of two (2) Clair Brothers R2D two-way speakers, provides all necessary house fill. Low end is supported by two (2) JBL SR47-19A double 18" sublow cabinets.

House PA Amplification

The CBX25 (QSC MX3000a) amplifier delivers 1250 Watts @ 4W, and drives the low end transducer of the R3T speaker cabinet. This transducer is capable of handling about 600 watts. This amplifier will also be used to drive each JBL sublow cabinet, which is capable of handling about 1200 watts @ 4W.

Midrange of the R3T cabinet is driven by the CBX15 (QSC MX2000a), which delivers 725 watts @ 4W. This transducer is capable of handling about 300 watts.

The high end of the R3T is driven by the CBX8 (QSC MX1000a), which delivers 400 watts @ 4W. This transducer is capable of handling about 150 watts @ 16W.

Center Cluster and Front Fill Amplification

The CBX12 (QSC MX1500a with UFC2 internal crossover) amplifier delivers 600 watts @ 4W, 400 watts @ 8W, and drives both the lows and highs of the R2D center cluster. This cabinet's low transducer being capable of handling about 150 watts @ 16W.

A separate CBX12 amplifier powers the RC-80 front fill cabinets. This is a 4W two-way speaker capable of handling about 400 watts.

All amplifiers are housed in fan cooled racks, powered via a Lyntec Sequential Power remote on/off system.

Lighting Equipment

ETC Obsession Lighting Console

Elipsoidals

ETC 36 degree
ETC 26 degree
ETC 15/30 degree zoom
ETC 19 degree
6x16 1000W
6x12 750W
6x9 750W
32x10 500W
32x 8 500W

Fresnels

ETC Parnel 750W
8" 1000W

PARs

ETC Pars 750W

Striplights

8' 300W ea. (4 circuits)

Cyc lights

1000W ea. (4 light units per instrument)

Circuits (20a new style twist)

2nd AP 20
1st Electric 24
2nd Electric 26
3rd Electric 20
4th Electric 15
Floor Pockets 30
Soca SR 30

Company Switch/Supplemental Power

Located stage right near Stage
Manager's control 3-phase 400 amp.

Followspots

2 Strong Truss Troopers HMI 1.2K
2 Strong HMI 575 (Metal Halide) spots
(approximately 100' throw to stage).

Front of House

Concessions and full-service Box Office including two small offices. Free and ample parking is available evenings and weekends.

Attendance statistics as compiled by former theater managers:

Headline Presentations 2000-2005

2000-2001 Performance Season	42	Tickets Sold	35,774
2001-2002 Performance Season	32	Tickets Sold	22,288
2002-2003 Performance Season	40	Tickets Sold	23,536
2003-2004 Performance Season	31	Tickets Sold	26,004
2004-2005 Performance Season	33	Tickets Sold	15,182

Arts Education Programming 2000-2005

Total Attendance Shows and Workshops	11,569
Total Number of Schools Participating	69
Total Number of Classrooms Reached by ITV Educational Programming	700

Rental Attendance Statistics

Total Number of Tickets Sold for Rentals 1997-2004	397,000
Total Number of Presentations and Community Rentals 1997-2004	633

Sample of Headline Performers:

Alison Krause	The Irish Rovers
The Kingston Trio	Diavolo
The Peking Acrobats	The Watts Prophets
Englebert Humperdinck	Lou Rawls/Fifth Dimension
The Dixie Chicks	Afro-Cuban All Stars
Tony Bennett	San Diego Chamber Orchestra
House of Blues	Dave Koz & Friends
Pam Tillis Christmas Show	Celtic Fiddle Festival
The Vienna Boys Choir	Asian American Orchestra
Hal Holbrook	San Diego Symphony
Preservation Hall Jazz Band	Bill Engvall
Tim Conway/Harvey Korman	Newport Jazz Festival
David Sanborn	Diana Krall

Minimum Qualification Components

Statement of Qualifications are required to address, at least, the following areas:

Overview: Goals for the East County Performing Arts Center under the applicant's management, including types of productions, community integration, preserving the history, incorporating the community, outreach and relationship with the City of El Cajon. Demonstrated experience and success in negotiating and managing agreements with professional entertainment management in order to present a series of performances by headline artists and entertainers. Community relations and managing contracts with local and regional community arts organizations. Experience in promoting multi-cultural events including marketing. Experience in establishing and promoting a series of art exhibits in the lobby of the theater.

Educational Component: A statement of experience and the applicant's plan for accommodating school age children in the performing arts arena through discounted ticketing, sponsorships, age related productions, etc. Experience with joint use agreements between school districts, community groups, etc., and knowledge of the needs of the school systems.

Financial Component: The applicant must demonstrate the ability to manage a multifaceted performing arts center with a proven track record for administering accounts payable and receivable, multi-million dollar budgeting, managing Human Resource issues associated with employees and volunteers, fundraising and recruiting necessary staff and volunteers to operate the Theater. Provide financial records to demonstrate fiscal responsibility with this type of venue.

Willingness to:

- 1) Secure a line of credit in the amount of \$200,000, collateralized by assets of the Company and/or Manager. These funds are to be used by the theater for cash management purposes only;
- 2) Provide a performance bond in an amount to cover any breach in services contracted by the Manager for such things as employee contracts, obligations with artists, BMI (Broadcast Music, Inc.)/ASCAP (American Society of Composers, Authors, & Publishers), subcontractors, and any other entity having jurisdiction for contract licensing fees incurred through the use of copyrighted material, etc.

Business Plan: A multi-year plan for the operation of the theater including anticipated revenues and expenditures, capital needs, legal support needs, staffing needs and equipment to be provided. Company overview and executive team resumes must be provided. Please also include your qualifications to provide technical theater services

including theater lighting and design, audio mixing, stage rigging and OSHA requirements. Also provide your plan to recruit, train and maintain an efficient and professional corps of volunteer ushers, including concession and bar service operation consistent with restrictions of appropriate licenses and public health requirements; provide box office services, including subscriptions, phone and walk up orders, and on line ticketing capabilities through an offsite server. Also include marketing and public relations qualifications.

Insurance Requirements: Demonstrate ability to obtain and maintain in full force and effect for the duration of any proposed agreement, General Liability and Property Damage Insurance, in an amount of not less than \$1 million; Directors and Officers Liability Insurance; and Workers' Compensation Insurance for all employees and independent contractors as required by law. Such coverage shall name the City of El Cajon and its elected and appointed officials, officers, employees and volunteers, by separate endorsement, as additional insureds, and shall otherwise comply with the City's City Council Policy D-3, for insurance.

Criteria for Statement of Qualifications Acceptance: Criteria which will be used in evaluating qualifications will include, but not be limited to:

- Specialized experience addressing the above components of the entity in providing comprehensive theater management with a proven record of success.
- Professional credentials and reputation of those persons who will actually be serving the Manager.
- Financial stability of the organization.

AFFIRMATIVE ACTION – The City of El Cajon Affirmative Action Plan requires any vendor who receives business from the City in excess of \$10,000.00 to verify adherence to Affirmative Action guidelines as set forth in Executive Order 11246. To comply, each vendor awarded a contract by the City of El Cajon shall agree, and by signing and submitting a proposal for this contract does certify, to adhere to said guidelines.

INTERPRETATION OF DOCUMENTS – Should a bidder find discrepancies in, or omissions from the specifications, or should bidder be in doubt as to their true meaning, bidder may submit to the Purchasing Agent a written request for an interpretation thereof prior to August 8, 2005. The person submitting the request shall be responsible for its prompt delivery. Any interpretation of, or change in the proposed documents will be made only by an addendum issued to each person to whom requests for qualifications have been issued, and shall become part of any contract awarded. The City will not be responsible for any other explanation or interpretations.

City of El Cajon – Request for Qualifications
East County Performing Arts Center
Management Services

SUBMITTAL - Five copies of the Statement of Qualifications are to be submitted by 5:00 p.m. (PDT) Wednesday, August 31, 2005 to the address listed below. Late Statements of Qualifications will be rejected. Statements of Qualifications must contain an original signature. **STATEMENTS OF QUALIFICATIONS SUBMITTED BY FAX WILL NOT BE ACCEPTED.**

STATEMENT OF QUALIFICATIONS SUBMISSION – Statement of Qualifications shall be delivered to the Purchasing Agent of the City of El Cajon on or before the day and hour set for the delivery of statements in the published NOTICE INVITING SEALED STATEMENT OF QUALIFICATIONS. Each statement shall be enclosed in a separate sealed envelope bearing the description of the Statement of Qualifications, the name of the submitter, and the date and hour that the Statement of Qualifications is due. A bidder may withdraw their statement, either personally or by written request, at any time prior to the scheduled time for delivery of statements.

Statements of Qualifications to be submitted to:

City of El Cajon
Purchasing Agent
200 E. Main Street
El Cajon, CA 92020

Any questions regarding this Request for Qualifications should be addressed to:

Lori Beliveau
Director of Recreation
City of El Cajon
(619) 441-1754