



MUSEUM OF VENTURA COUNTY
REQUEST FOR PROPOSALS (RFP)
TO SUB-LEASE MUSEUM PROPERTY

1. PURPOSE, OVERVIEW, AND TERM

The purpose of this Request for Proposals (RFP) is to solicit proposals from qualified firms or organizations interested in sub-leasing outdoor space on vacant portions of the Museum of Ventura County’s property parcels, in order to provide complementary programs.

BACKGROUND

The Museum of Ventura County (Museum) has a lease with the City of Ventura (City) through August 31, 2074. The terms of the City’s lease give the Museum the right to sub-lease vacant portions of the leased property with City approval. Section 9 of the Lease reads: “Lessee [Museum] shall not assign its interest in this Lease or sublet all or any portion of the Leased Premises or the improvements constructed thereon without the prior written consent of the Lessor [City].”

OVERVIEW

The Museum operates an art and history Museum, a research library, and an events pavilion and plaza at 100 E. Main Street in Ventura, California. The Museum is currently open to the public Tuesday through Sunday, 11 am to 5 pm. The pavilion and plaza are used for Museum-sponsored events and exhibits and for outside events (including weddings, receptions, meetings, concerts, film screenings, and more).

The Museum is currently working strategically to ensure its sustainability into the future. One of its strategies is to increase awareness and attendance through more activation of the Museum “campus” in downtown Ventura. The Museum currently presents a variety of programs to the public on the developed portions of its campus. These include, but are not limited to:

- Ongoing art and history exhibits, including the George Stuart historical figures
- A children’s oriented Chumash garden
- Gallery talks and history lectures
- Concerts and other art-related events
- Free children’s oriented programs on the first Sunday of each month

The Museum wishes to enter into a partnership with another entity to achieve both Museum goals and the City’s goals for downtown. These goals include increasing attendance at the Museum’s Ventura campus, broadening the Museum’s existing

audience demographics, increasing earned and contributed revenue for the Museum, extending downtown's core beyond Figueroa Plaza, creating a diverse cultural draw, becoming an attractive visitor destination, and promoting a livable neighborhood.

TERM

The terms of the lease are negotiable.

2. SCHEDULE

RFP Release	June 22, 2018
Deadline for Submissions	August 13, 2018
Interviews (optional)	Week of August 27, 2018
Notice of Intent to Award	September 12, 2018
City Council Review and Approval	October 2018 (date TBD and subject to City Council scheduling availability)

3. SUBMISSION FORM AND REQUIREMENTS

PROPOSAL CONTENT AND FORMAT

All proposals must include:

1. Signed cover letter
2. Description of proposed project, including target audience, anticipated attendance numbers, proposed lease term, proposed development timeframe, and project goals
3. Back up materials as listed in "Selection Criteria"
4. Designs or visual concepts for the proposed project, as applicable

Proposals may be e-mailed or hand-delivered. Any documents that are not on standard size paper (8.5"x11") will not be copied for all Evaluation Team members; the provided copies will be shared during the proposal review.

4. EVALUATION METHOD AND SELECTION CRITERIA

EVALUATION METHOD

All proposals will be reviewed to verify the Proposer has met the RFP submission requirements. Proposals determined to have met the requirements will be reviewed and evaluated by an Evaluation Team. The Team will consist of at least one representative of each of the following groups:

- City of Ventura
- Museum of Ventura County Board of Directors
- Museum of Ventura County Staff
- Downtown Ventura Partnership (DVP)
- Ventura Visitors and Convention Bureau (VCB)

Additional Team members may be selected, at the Museum’s discretion.

The Evaluation Team may elect to hear oral presentations from some or all proposers.

The Museum retains the right to:

- reject any and all proposals,
- evaluate each proposal and award in the best interests of the Museum, and
- make investigations as deemed necessary to determine the ability of the proposer to complete the project as described.

SELECTION CRITERIA

The Evaluation Team will make its evaluation based on the following criteria:

Criteria	Points
Financial benefits to the Museum	25
Ability to draw audience to the Museum and Downtown Ventura	25
Ability to complete project	20
Organization’s management and financial capabilities	15
Experience and past performance	15

Financial benefits to the Museum. Provide:

1. Proposed lease agreement terms with the Museum.
2. How proposed project audiences will benefit the Museum.
3. Anticipated additional attendance at the Museum.

Ability to draw audience to the Museum. Provide:

1. Marketing plan for the project; articulate how the Museum will be incorporated in marketing plans.

2. Specific audience demographics that the project is intended to serve.
3. How proposed project will partner with downtown businesses, City of Ventura (specifically regarding Mission Park), DVP, and the VCB.

Ability to complete the project. Provide:

1. Documents showing secured financing. (May be signed pledge forms, with names and other identifying information redacted and/or may be presented to Museum Board representatives only, with signed NDA.)
2. Proposal to secure additional financing if needed.
3. Lead project contractors' names and qualifications.

Organization's management and financial capabilities. Provide:

1. Members of the board of directors (if applicable) and their affiliations.
2. Lead project staff and their accomplishments.
3. Financial information from past two completed fiscal years.
4. Proposed project budget:
 - Construction (if applicable)
 - Operating for first two years
5. Anticipated sources of revenue:
 - Construction (if applicable)
 - Operating for first two years

Experience & past performance. Provide:

1. List of programs (similar to that proposed) since January 2017.

5. **CONTACT INFORMATION AND QUESTIONS**

All questions and queries should be directed to:

Elena Brokaw
Barbara Barnard Smith Executive Director, Museum of Ventura County
100 E. Main St.
Ventura, CA 93001
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ebrokaw@venturamuseum.org

Allow 3 days for responses to any queries.