

Request for Qualifications
Revitalizing, Supporting, Building Downtown
Feasibility Studies: Vogue Theater and Iron Works Buildings
Manistee, Michigan

A Cooperative Effort:

Manistee Main Street Program/Downtown Development Authority

Seng LLC

Alliance for Economic Success

Supported by a Grant from
U. S. Department of Agriculture, Rural Development

Coordinated by:

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1. Summary. The Alliance for Economic Success, a 501 (c) (3) nonprofit organization that is the economic development organization for Manistee County is seeking responses by **Friday, December 11, 2009** from qualified individuals or organizations to complete feasibility studies for two buildings of historic importance: the Vogue Theater, located at 383 River Street, Manistee, Michigan and the Iron Works Building, located at 254 River Street, Manistee, Michigan.

In addition to their historic importance, both buildings are: in a largely dormant state; blighted; and strategically located such that their revitalization should have a significant positive impact upon the City of Manistee and Manistee County.

The goal of this Request for Qualifications (RFQ) is to identify contactor(s) who can develop a definitive proposal to complete feasibility studies for both buildings that:

- a. Assess the physical conditions of the buildings and the activities and costs involved with addressing issues and opportunities involving their physical condition.
- b. Evaluate options and recommend most feasible future uses of the buildings.
- c. Estimate costs involved with restoring and improving the buildings to attain the most feasible uses
- d. Provide an implementation plan for attaining the feasible uses for the buildings.

A total of \$35,000 is available for this project.

2. Responses. Six hard copies of responses to this RFQ must be received by the Alliance for Economic Success **by 5 p.m. on Friday December 11, 2009.** Responses must be no longer than fifteen pages, not including appendices, typed in a font size not smaller than eleven point with margins of at least one inch. Appendices may contain:

- a. Resumes of key personnel
- b. Information about no more than three similar projects involving the respondent
- c. Names and contact information of references

3. Contacts. Respondents are free to contact the individuals listed below to obtain more information about the RFQ and/or about the specific buildings that are to be the subject of the feasibility studies:

- a. General Contact - RFQ
Tim Ervin
Alliance for Economic Success
1361 US 31 South

Manistee, Michigan 49660
Phone: 231-723-4325
Fax: 231-723-3717
Email: tervin26@charter.net

- b. Vogue Theater
Travis Alden, Executive Director
City of Manistee Main Street Program/Downtown Development Authority
Phone: 231-398-3262
Email: tbalden@manisteedowntown.com

- c. Iron Works Building
Jeff Seng, Member
Iron Works, LLC
Phone: 231-723-9444
Email: jeffseng@sengsmarina.com

4. More Information. Respondents are encouraged to review related documents and materials in preparing their responses, including the Strategic Plan for the City of Manistee, the Strategic Plan for the DDA, the Main Street Program Strategic Plan and other documents and materials. Some of these materials are available at:

www.ci.manistee.mi.us
www.manisteedowntown.com/

5. Context for this RFQ. The City of Manistee, as well as Manistee County, are in a period of positive change in transformation, stemming in part from a County-wide visioning initiative, Envision Manistee County, that was completed in 2006 after 16 months of work involving over 700 people. That visioning process unified diverse interests around specific strategies for the future of the County involving youth and education, arts and culture, economy and employment, health and human resources and government and infrastructure.

The City of Manistee is making important progress toward the vision of their Strategic Plan to be a “community of choice on the Lake Michigan shoreline.” The City’s most recent strategic plan calls for:

- Revitalizing the City’s downtown district to achieve an energized, thriving downtown.
- Enhancing and upgrading beaches, the municipal marina and water-related infrastructure to leverage the City’s unique position on Lake Michigan.
- Continuing to assess, maintain and improve the City’s assets, including streets, bridges, historic facilities and recreational and cultural assets.

Since 1985, the City of Manistee's Downtown Development Authority (DDA) has been a driving force behind the revitalization, development and sustainability of the City's downtown district. In the past 24 months, the DDA has completed a strategic plan for the downtown district, retained a full-time DDA director and, in 2008, received State designation as a Select-Level Main Street Community that focuses technical assistance and other forms of assistance to the Downtown.

Further, since Envision Manistee County, the County's economic development strategy has been re-engineered based upon a national best practice analysis and 43 community focus group meetings. The Alliance for Economic Success (AES), the coordinator for this project, has a vision of "prosperity" and has missions involving: retaining, expanding and attracting businesses and jobs to the County; strengthening the building blocks for economic development in the county; and development financial and other resources to implement the AES strategy that seeks to improve both the economic well-being and quality of life in Manistee County.

It is within this context that the AES sought grant funds from the U.S. Department of Agriculture, Rural Development to support the feasibility studies for the Vogue Theater and Iron Works Building in partnership with Jeff Seng, member of the Manistee Iron Works LLC and the DDA that is the primary contact for the Vogue Theater.

6. Background - The Buildings/Properties

Vogue Theater

On January 10, 1938, the Manistee News Advocate described the Vogue Theater as "Ultra modern in every respect, it is the last word in architectural design, luxuriously fitted with every convenience and equipped with the finest projection and sound systems available." Built by the Butterfield Theater Company on Manistee's River Street, architects Pereira and Pereira of Chicago designed a northern Michigan variation on the Art Deco theme. The exterior of the building was in stark contrast to its Victorian neighbors with its strongly horizontal and vertical lines and general simplicity.

The façade featured a large canopy with a freestanding sign and another large sign running vertically up the right side of the façade. The deeply recessed entry led to a modernistic lobby with resilient rubber flooring, indirect lighting, a mirrored ceiling and walls of figured wood, depicting scenes in honor of Manistee's heritage.

The theater's 935 seats were made of blue and coral leather and velour. The walls and ceiling used the same colors, accented with blonde maple, chrome and aluminum trim.

Iron Works

On May 17, 1907, the Manistee Daily News headline proclaimed “New Shop to Be Immense.” In announcing a new machine shop in a building that was 260 feet long, 120 feet wide and a staggering 70 feet tall.

The article stated that: “...it is not easy for one to imagine just how large a building is that measures 260 feet long and is 70 feet high...the masonry work gives an idea of the thoroughness of the plans. Everywhere, the best materials and the most thorough methods are specified. On solid concrete foundations, the heavy walls are built. They are surfaced with Saginaw vitrified paving brick, similar to those used for the exterior of the Ramsdell Theater. This means that the great shop, wholly utilitarian inside, will look as attractive outside as it is possible to make it.”

The massive building with its 12 inch beams, included: offices in the southwest corner; a cellar with vaults; a great open space, except for a small space at the back of the building for blacksmithing; and a roof with a transom so that light enters the building through an immense skylight, with the transom supported on steel columns that divide the floor length ways into three long aisles, similar to a cathedral design.

The new shop contained everything used in the most modern machine shops of the day. It was intended to provide employment for more than 100, up to 250 workers that were to be paid the highest wage in the City.

7. Current Status - Buildings/Properties

The Vogue Theater building is privately owned. The building is currently dormant. The sole prior use of the building has been a first-run movie theater. There are no movie theaters presently operating in Manistee County. The building is in a general state of disrepair. More information about the current state of the building is available through Mr. Travis Alden of the City of Manistee DDA (See Section 3).

The Iron Works Building is owned by Seng family, a Manistee-based corporation. A portion of the building is presently being used by 10 West Studios, a film production company for office space and, as appropriate, for filming and for film production education and training programs. A portion of the facility is also seasonally used by Seng Crane and Excavating for storage, including boat storage. More information about the building is available through Mr. Jeff Seng, a member of Manistee Iron Works LLC (See Section 3).

8. Submissions

In addition to other requirements defined in the RFQ, submissions must include the following:

- a. Organization. The name of the submitting organization(s).
- b. Contact Information. The address, phone number, telefax number, email address and web page, if available, for the submitting organization(s).
- c. Qualifications. A review of your qualifications to perform the feasibility study. You should include a review of up to three projects that reflect your skills, abilities and experiences to complete this project. We are particularly interested in understanding the qualifications of respondents to perform a work plan that encompasses the anticipated elements summarized in Section 8(d), below. We are also interested in understanding the qualifications and prior experiences of applicants to develop feasibility studies for similar buildings and conditions that were successfully implemented. We are also interested in understanding qualifications involving similar work in downtowns. You should also include the resumes of key individuals who would be involved with this project and an indication of how their experiences and skills make them ideally suited to perform work required to complete this project. Please also include information about your organizational goals and objectives so that reviewers can understand how the focus of your organization relates to the work required under this project. Please be as specific as you can in relating your organizational and personnel qualifications and experiences to this project.
- d. Approach for Work Plan. Please describe how your organization would approach development of a detailed work plan and budget for this project and what you would expect would be the key phases or elements of the work plan. We believe, subject to the advice and consultation of the most qualified firm or organizations, that elements of the work plan may encompass the following.
 - Building Conditions Study. A detailed work plan and cost estimate(s) to complete a building conditions study, including building structural systems; insulation; windows; doors; roofs and water control; electrical systems; power; lighting; emergency lighting; exist lighting; security; heating systems; mechanical systems; and other factors related to building code requirements.

- Energy Audit/Energy Options. A work plan and cost estimate for completing energy audits and an assessment of energy conservation options and costs.
- Repairs/Improvements. A work plan and cost estimate for developing a prioritization, schedule and identification of sources to repair and improve the facilities, with first priority given to safety; correcting damaging conditions; universal access; efficiency and aesthetic considerations.
- Analysis of Reasonably Feasible Uses. A work plan and cost estimate for completing a building specific analysis of reasonably feasible uses. In developing this analysis, consideration shall be given to: strategic plans and priorities for the community; prevailing and projected markets and market trends; the future use of the Vogue Theater as a movie theater and/or a facility with some connection to arts and culture; and the future use of the Iron Works building to support beneficial community purposes, such as a center for nonprofit organizations; a facility to support entrepreneurs and the incubation of new businesses; or a facility used to support youth and/or youth programming; and/or as a facility to support film production. While the contractor must include these considerations in their analysis of reasonably feasible uses, they will in not be constrained to these considerations. First priority must be given to determining a sustainable future use for both buildings. If not already identified under Section e, above, the contractor will be required to provide a cost estimate for repairs, improvements and restoration to attain the most highly recommended use for the buildings. The contractor will also be asked to identify how other communities have been successful in restoring building to recommended uses.
- Implementation Plan. A work plan and cost estimate for completing an implementation plan that identifies potential partners, financial resources, and other considerations for an implementation plan to achieve the most highly recommended use for the buildings.
- Schedule. A schedule for completing the various phases of the project.

We have intentionally issued this RFQ for both buildings in recognition of the funding available for the project and our assumption that some economies of scale would be created by consolidating the two buildings into one project.

9. Review of Submissions

Only complete submissions will be reviewed.

The AES has organized a team to review complete submissions that includes:

Mr. Travis Alden
Mr. Jeff Seng
Mr. Steve Brower
Ms. Cyndy Fuller
Ms. Laura Heintzelman

Submissions will be screened and rated according criteria to be developed and weighted by the Review Team. Those criteria may encompass but not be limited to:

- Organizational qualifications
- Personnel qualifications
- Approach for developing work plan

All respondents will be informed of the disposition of their proposal. Respondents will not be provided information about the rating or ranking of their proposal.

In addition, until further notice, respondents should note that interviews may be scheduled with respondents during the week of **January 4, 2010**. Every attempt will be made to provide as much notice as possible about the exact date and time an interview.

If a candidate(s) is selected following the interviews, they will be requested to prepare a definitive work plan and budget which will then be subject to review by the Review Team.

In addition, the AES and/or Review Team are under no obligation to select any of the responses received as a result of this RFQ. The AES and/or Review Team may, at their discretion, decide to cancel this RFQ at any time without notice or re-issue this RFQ.

