

**VOGUE THEATRE CAPITAL CAMPAIGN  
COMMUNICATIONS MATERIALS  
REQUEST FOR PROPOSALS**

**Historic Vogue Theatre of Manistee  
P.O. Box 291  
Manistee, Michigan 49660  
231-723-4325**

**May 12, 2011**

1. **Summary.** The Historic Vogue Theatre of Manistee (HVTM), a newly-incorporated Michigan nonprofit organization, is seeking proposals from qualified individuals and organizations to develop certain communications materials that will be used for the capital campaign for restoring the Vogue Theatre. Responses are due by 5 p.m. on Friday, May 20, 2011.
2. **Background.** On February 9, 2011, Academy award-winning film maker Michael Moore announced that he would champion the restoration and reopening of the Vogue Theatre, much as he had done for the State Theatre in Traverse City.

Built in 1938, the Vogue Theatre is located in the heart of the City of Manistee, on River Street. The Theatre is recognized for its art deco design. Built by the Butterfield Theater Company, the strong horizontal and vertical lines and general simplicity of the architecture contrast with the neighboring ornate Victorian buildings. Once a hub of activity, the Vogue has been dormant since 2005.



With funding from the U. S. Department of Agriculture, a feasibility study was completed in 2010 by an independent consulting team that concluded that the building could and should be restored as a community theater. The feasibility study is available by going to [www.allianceforeconomicsuccess.com](http://www.allianceforeconomicsuccess.com).

The study also recommended that the Manistee Downtown Development Authority (DDA) purchase and secure the property so that it could be redeveloped as a catalyst for downtown revitalization.



The DDA purchased the Vogue and is in the process of transferring ownership of the building under terms and conditions to the newly created Historic Vogue Theatre of Manistee nonprofit that was created to oversee the restoration and reopening of the Theatre. A Capital Campaign Committee, chaired by Steve Brower who is also a member of the Board of the HVTM, is issuing this RFP and will recommend a consultant to the full board of the HVTM.

More background about the Vogue Theatre restoration initiative is available at [www.voguetheatremanistee.org](http://www.voguetheatremanistee.org).

3. **RFP Dates and Process.** Important dates are as follows:

Milestone	Estimated Date
Issuance of RFP via news release and other means	May 12, 2011

NOTE: Questions regarding this RFP may be directed to Tim Ervin or Cyndy Fuller at 231-723-4325 or at [tervin26@charter.net](mailto:tervin26@charter.net) or [cyndy@allianceforeconomicsuccess.com](mailto:cyndy@allianceforeconomicsuccess.com)

Responses Due	May 20, 2011 5 p.m.
Review of Responses by Capital Campaign Committee	May 21-27, 2011
Recommendation on Consultant Selection to HVTM Board	May 31, 2011
Work Commences	June 1, 2011
Work Completed	June 30, 2011 or earlier

4. **Related Information.** In preparing responses and cost estimates, respondents may want to consult the following documents at [www.allianceforeconomicsuccess.com](http://www.allianceforeconomicsuccess.com):

Rough Draft Concept: Vogue Theatre Capital Campaign Literature  
Vogue Theatre Restoration Kick-Off Brochure

5. **Scope of Work.** The successful contractor for this project will prepare camera ready copy, specifications and other materials for:
- A. Campaign Literature. A definitive piece of capital campaign literature that will contain information about the Theatre, the restoration process and approach, the primary physical elements of the restoration and their costs, the restoration fund, the donor recognition program, and the significance of the restoration to the revitalization of Manistee and groups and organizations from throughout the area that will use the theatre.
  - B. A power point presentation that will convey much of the information that will be contained in the campaign literature.
  - C. Content and graphics that can be used in a new portion of the web site for the Vogue Theatre Restoration that will cover the capital campaign
  - D. Concepts and materials for a companion fund raising campaign where people will be able to donate funds to purchase one of the existing seats in the Theatre that will be removed or purchase a new seat that will be installed in the restored facility.

The contractor will be expected to develop consistent messaging and use consistent imagery throughout the materials to be prepared. While rough draft materials exist, the contractor will be free to develop new creative concepts and approaches.

6. **Responses to this RFP.** Responses to this RFP should contain the following:
- a. The name, address, phone, fax and email contact of the respondent along with the web site address (if available).
  - b. A cover letter summarizing why you or your organization is interested in this project and is uniquely qualified with relation to the scope of work.
  - c. A scope of work for the project, including a projection of costs and an anticipated schedule for completion.

- d. Narrative and examples of work sufficient to determine the experience and qualifications of the respondent, including the person or personnel who will be primarily responsible for the project. It will be particularly useful for the respondent to provide material that they have developed in the past for successful capital campaigns.
- e. At least three business references for work that is germane to this RFP

Responses should be no more than eight pages in length with print on one side of the page that is no smaller than 11 point font with margins of at least 1 inch on all sides of the paper, excluding attachments with may be up to ten additional pages.

Responses are to be sent via Email by no later than 5 p.m. on May 20, 2011 to Jamie Schneider at [jami@allianceforeconomicsuccess.com](mailto:jami@allianceforeconomicsuccess.com).

**7. Other.**

The HVTM bears no responsibility or liability for any costs arising out of this RFP. Responses received by the HVTM to this RFP will become the property of the HVTM. The HVTM may suspend, modify or withdraw this RFP at any time without notice. The HVTM is under no obligation to select a respondent to this RFP to perform the scope of work.

Respondents to this RFP will be informed of the disposition of the selection of a contractor to perform the scope of work.