

The Arts and Cultural Initiative's (ACI) proposal for the Armory/ old-Senior Center into an arts and cultural community space (abbreviated)*

March 31, 2016

The Arts and Cultural Initiative (ACI) is pleased to submit a proposal, to the City of Rochester, for the use of the former Senior Center, Armory building. For our proposal format we have chosen to respond section by section to the City's RFP document, so that our responses (dark black) are keyed to your questions (in light grey).

The Arts and Cultural Initiative is a newly formed corporation which has come forth from the Rochester Arts and Cultural Collaborative (RACC). The ACI is an offshoot of the Spaces Committee, of the RACC, which has consistently focused on meeting the space needs of the arts and cultural community of Rochester. The need for arts and cultural facilities is clear from numerous studies, surveys, and focus groups. Our vision is for a vibrant, multi-use facility which will serve both the arts community (of all types) and the diverse cultural communities of Rochester. There is a large pent up demand for reasonably priced space and we hope to fulfill it.

The upcoming vacancy of any city-owned building presents a rare chance to increase support for the public good. The fact that the building, the Senior Center/Armory facility, is perfectly suited for arts and cultural needs provides an unbelievable opportunity to the community. The combination of large performance spaces, large and small galleries, classroom, meeting spaces, office and studio spaces, and a commercial kitchen are the perfect configuration for a community-based arts and cultural facility. The fact that it is an historic building and aesthetically pleasing only adds to the allure.

Operations will be supported by long term tenant rentals for display, gallery, studio, and office space, and from facility rental fees for events, meetings and activities. We will seek grants, donations and do fundraising. While rental revenue is expected to eventually cover operational expenses, the facility will need to be supported by a subsidy from the City for utilities and building expenses, such as is the case, with other City public use properties. Additional support is also requested for start-up activities.

III. Description of Intended Use

A. Required: Description of intended use of the Property to include:

- Description of all activities to take place on the Property;
 - Arts & Cultural Initiative (ACI) will provide facilities for arts and cultural organizations, and individual artists, for both arts and cultural activities in Rochester. The target demographics will be all inclusive; young and old, all ethnic and social groups, and artists of all genre' will be welcome for arts, cultural, and their business needs, as well.
 - The ACI mission related activities on the property are expected to include many of the following:
 - education classes and speakers
 - gallery shows
 - ethnic group gatherings
 - cultural events
 - cross cultural, cross ethnic activities and events
 - museum displays
 - creative writing space for individuals, groups and classes
 - individual artist studios
 - events for local as well as regional artists
 - space for sound, photography, costume, voice, dance, visual art
 - general office space for tenant organizations and individuals
 - food preparation in the commercial kitchen
 - small group meetings (by clubs, organizations and other groups)
 - meetings of various interest groups
 - live performances; musical, dance and theatrical
 - performance preparation (rehearsal and set fabrication)
 - office services (access to copier, internet, etc.)
 - The facility will be open to the community for a variety of purposes to include but not limited to:
 - wedding ceremonies and receptions
 - celebrations: anniversary, birthday, retirement, showers etc.
 - incubator space for appropriate interests of individuals or organization
 - rental space for office use, especially for arts or cultural groups
 - rental space for meetings
 - rental space for religious purposes
 - fundraising event space
 - And retail
- Proposed alterations and Improvement plan for the building;

- The building will be used “as is” for the most part, so there are no proposed alterations to the basic building structure. This includes retention as much as possible of existing fixtures and fitting in the kitchen, ceramics studio and photographic studio.
- The types of changes that might be required moving forward include the addition of a sound system and stage lighting for the performance space, on the third floor, and cosmetic changes, like partitions or lighting related to the use of particular space for gallery, museum, artist studio, or office us.
- **Approximate number of participants and staff using the facility;**
 - We anticipate the staff will include an Executive Director, 1 to 3 part-time support personnel, and volunteer support. Duties would include facility scheduling and contracting, ticket sales, managing art equipment, general administration, accounting and janitorial roles. Staff will be augmented for events. We anticipate the building being busy nearly seven days a week year around.
 - Participant numbers will vary widely depending on the activities underway.
 - For a typical *non-event day*, participant loading will include artists in studio, people in classrooms, museum and gallery staff and visitors, office workers (of tenant organizations), and small meetings by tenants, other local groups, or businesses. We might see around 30 participants in the building at any one time.
 - A typical *event day* is harder to predict because of the potential for wide variation in events. An event such as a theatrical or musical performance in the third floor ball room space may fill the room to capacity of 300+ people. Other events, large meetings, gallery shows, a new museum display or wedding will also bring crowds, but not fill to capacity. Finally, other activities and events may involve much smaller groups.
- **Description of potential off street parking needs;**
 - Day to day off-street parking needs include the facility staff, any museum or gallery staff, resident artists, and some office tenants. This is estimated to be 10 to 20 spots on an average day.
 - Event off-street parking needs will naturally be weighted toward evening hours, during the week, and weekends for performances and events. The current off street parking, which we understand to be both lots North of the building, is more than sufficient for needs in the off hours. For large events that occur during normal business hours there will be additional parking load but it is difficult for us to predict. Usage of the city ramp on 1st Street is also expected.
- **Maintenance and custodial plan for the building.**

- We are proposing that maintenance of the building and capital improvements be reimbursed by the city, as is the case with other organizations, operating out of city owned buildings, who are providing benefits to the public good (e.g. Senior Center, Art Center, Civic Theatre).
- Janitorial services will be provided by the ACI on a day to day basis and contracted as part of any billable event.

B. Optional:

- Additional information describing benefits to the City of Rochester and its citizens as a result of the Applicant's acquisition or tenancy.

- There is a well-known, and long standing need for spaces and services to support the arts and cultural communities of Rochester. The need has been identified and reaffirmed in survey after survey, including the "Rochester AboutU" process in 2012 and the DMC community outreach in 2014. These needs include, but are not limited to; performance and rehearsal spaces, arts studio space, gathering space for cultural and ethnic groups (including food preparation), office space, and meeting space.
 - To quote Dr Emilio DeGrazia, writer, professor emeritus Poet Lauriat of Winona, "These lovers of music, theatre, painting, poetry, dance and ethnic diversity are "lovers" of what they do and who they are because they find it vital to their lives, as any community should. Rochester too often ignores these smaller entities. But the cultural groundwork of any community is the creative engagement of its citizens, all of whom are hungry for venues that bring them out of their privacies while offering them guidance, example, instruction and collaborative opportunities to showcase their best creative expressions." This describes our mission, our purpose and our plan
- In preparation for this proposal, we sought commitment from arts and cultural organizations, groups, and individuals.
 - The following individuals and groups have committed to *monthly rental of ACI Armory facilities*. If we can allocate space to them at an agreeable price, they are committed to paying monthly rent.
 - C4 CONCERNED CITIZENS FOR A CREATIVE COMM
 - CHORAL ARTS ENSEMBLE
 - VETS MUSEUM/ ROUDTABLE
 - WORD PLAYERS
 - KEN DEWAN
 - KEVEN REID
 - CAMBODIAN ASSOC. OF ROCH. MN (CARM)
 - TRAILTOPIA
 - DANCE PROJECT

- ROCHESTER ART CENTER
- The following individuals and groups have expressed support and *an interest in periodic use of the ACI Armory facilities*. If we can allocate space to them at an agreeable rate, they are committed to paying by the event
 - ROCHESTER SYMPHONY
 - DAWN SANDBORN PHOTOGRAPHY
 - GALLERY 24
 - ROCHESTER WOODCARVERS
 - Rochester Arts Ensemble
 - Alliance of Chicanos, Hispanics and Latin Americans (ACHLA)
 - McKay Bram
 - Elenor Goldammer-Moffit
 - Kari Dunn
 - Andy Vercnocke
 - Karla Giguere
 - Amara Vercnocke
 - Amber McCormick
 - Curtis Butturf
 - Simon Huelsbeck
 - Vladimir Stupar
 - Angela McHugh
 - Cassandra Buck
 - Kent Flattum
 - Cecilia Cordon
 - Kelly Mason
 - Jason McKenzie
 - Tyler Aug
 - Brian Wells
 - Jose "Manolo" Otero
 - Winston Howard
 - Sterling Haukom
 - Cameron Smith
 - Brian Archer
 - Michael Baker
 - Hayley Koop
 - Larry Perleberg
 - Oliver Books
 - Bill Laabs
 - Steven Dubois
 - Jessica Ripley
 - Chris Kostelec
 - Claire Hilton
 - Seamus Kolb
 - Filip Swiergrl
 - Brad Fabian

- Alex Metz
 - Pat Egan
 - Tracy van Eijl
 - Charles Wilson
 - Avai d'Amico
 - Addison Israelson
 - Jennifer Jeseoph
 - Sophie Marie Knetter
 - Marisol Rodriguez
 - David Wilson
 - Crystal Reynolds
 - Kim Zebel
 - Michael Doherty
 - Pam Witfield, Ph.d
 - Laine Lovejoy
 - Ana Reasner
- The following individuals and groups have expressed *support for the ACI Armory facilities project*, although they have not made any specific commitments or confirmed interest yet.
- THIRDEYE TRIBLE
 - ROCHESTER CIVIC MUSIC
 - STEVEN SCHMIDT WEST CHANNEL MUSIC
 - MIKEY BERGMAN
 - ANDREA GATES
 - WSU MEETING SPACE/ CLASSES
 - TIM J. BRENNAN WRITER
 - SANDY LARSEN Writer/Actor
 - TOM DRISCOLL MAN ED SHIPWRECK BOOKS
 - DWIGHT JENNINGS MUSIC JAMS
 - KATE HALVERSON WRITER/ARTIST
 - SEMVA Andrew Westreich
 - JOAN SWEEN DIRECTOR/ARTIST
 - LOMPR LEAGE OF MN POETS ROCH.
 - CHRISTIAN NISBIT
 - MIKE KALMBACH WRITER
 - ABSOLUTE THEATRE
 - ERIC DECKER
 - HELEN CHEN NOVELIST
 - PATRICIA DUNN-WALKER ARTIST
 - MARY LOU DEVLIN ARTIST
 - Gracie Guajardo
 - Suzanne Szucs
 - Donna Unseth
 - Nate Bisping
 - Michele Rodenberg

- Brad Budusiek
- Chris Bram
- Shannon Gandrad
- Kyle Truex
- Erick Leckelt
- Adam Salmi
- Rachel Kitchens
- Jeff Hansel
- Anastasia Hopkins Folpe

A large collection of letters-of-support has been provided separately from this document.

IV. Statement of Qualifications

All interested Parties should submit a statement of qualifications to include:

A. Required: An Applicant background Statement to include:

1. Firm / Organization Name;

- Arts & Cultural Initiative (ACI) Mission/Purpose: To create, facilitate and manage affordable and collaborative spaces and services for arts and cultural initiatives.

3. Structure of firm / organization, e.g. nonprofit, corporation;

- Articles of incorporation have been filed for ACI preparing it for non-profit designation. ACI is actively seeking non-profit status and, until such time as 501c3 status is attained, Rochester Area Foundation will be acting as our fiscal agent.

4. Years that firm / organization has been in business;

- ACI is being formed specifically for the purpose of operating the facilities for the arts and cultural communities, and the public good. The Armory building will be ACI's first project. The Rochester Art and Cultural Collaborative (RACC), the founding organization, from which ACI has been formed, has been in sustained operation since 2014.

;

7. Financial information in the form of a current financial statement and balance sheet;

ACI Proposal Income and Expense

Income	Annual Est 2017	Annual Est 2018	Annual Est 2019
Rental Income			
Facility Rental - monthly "firm" tenants(A)	\$29,160	\$31,000	\$33,000
Facility Rental - events "firm" (B)	\$16,800	\$17,300	\$18,000
Facility Rental - events estimated (C)	\$40,000	\$43,000	\$48,000
Other Income			
Donations/Fundraising	\$15,000	\$18,000	\$24,000
Grants	\$8,000	\$10,000	\$14,000
Start-up Assistance from City (4)	\$20,000	\$0	\$0
Ongoing City of Rochester Assistance	\$83,901	\$89,401	\$89,401
Total Income Estimates	\$212,861	\$208,701	\$226,401

Income Notes

(A) Orgs/Individuals who intend to be tenants

(B) Orgs/Individuals who intend to use spaces for events, etc.

(C) SrCntr 3rd Floor rentals for 2015 were \$26,000

Armory Expense Projections	Annual Est 2017	Annual Est 2018	Annual Est 2019
Building Expense			
Equip/Bldg Repair (1)	\$ 8,500	\$ 8,700	\$ 8,900
Maintenance, Ongoing (1)	\$ 8,000	\$ 8,200	\$ 8,400
Utilities (1, 2 & 8)	\$ 50,000	\$ 50,000	\$ 50,000
Serv. Agreements (1 & 2)	\$ 5,400	\$ 5,500	\$ 5,600
Insurance, including Building (1)	\$ 12,000	\$ 12,000	\$ 12,000
Lease with City of Rochester (3)	\$ 1	\$ 1	\$ 1
Annual Capital Improvements (4)	\$ -	\$ 5,000	\$ 5,000
Annual Building Exp Total	\$ 83,901	\$ 89,401	\$ 89,901
Start-up Capital Costs (4)	\$ 15,000	-	-
Contingency Repair, @4thYear (1 & 10))	\$ 42,000	\$ -	\$ -
Building Exp w/start-up (4) & contingency (10)	\$ 140,901	\$ 89,401	\$ 89,901
Operations Expense	Annual Est 2017	Annual Est 2018	Annual Est 2019
Employees (full time w/workman's comp, etc.)	\$ 43,000	\$ 46,000	\$ 47,000
Employees (part time 20 hrs/wk @ \$15/hr)	\$ 14,500	\$ 29,000	\$ 42,500
Janitorial (5)	\$ 25,000	\$ 27,000	\$ 29,000

Building Supplies (light bulbs, TP) (5)	\$ 5,000	\$ 5,500	\$ 6,000
Garbage (6)	\$ 2,500	\$ 2,600	\$ 2,700
Internet and landline phone (9)	\$ 2,280	\$ 3,084	\$ 3,084
Office supplies and services (7)	\$ 3,000	\$ 3,000	\$ 3,000
Professional services/tech support	\$ 3,000	\$ 3,200	\$ 3,300
Annual Operations Exp Total	\$ 98,280	\$ 119,384	\$ 136,584
<i>Start-up Operations Costs (4)</i>	<i>\$ 15,000</i>	<i>\$ -</i>	<i>\$ -</i>
Expenses: Building and Ops w/startups (4)	\$ 212,181	\$ 208,785	\$ 226,485
		-	-
Expense Grand Total w/contingency (10)	\$ 254,181	\$ 208,785	\$ 226,485

Expense Notes:

- (1) Based on audited Senior Center (SrCntr) data from 2010 to 2013, with modest increase added in 2018 and 2019
- (2) Based in 2015 actuals for Elevator \$3,800, Fire Equip \$1,600, and data from 2010-2013, w/major repairs removed [see Note (10)]
- (3) Requesting \$1 annual lease from City of Rochester
- (4) Draft estimates
- (5) Janitorial and Building Supplies based on SrCntr 2015 actual, plus estimated Y2Y growth due to increase usage
- (6) Garbage Removal based on Sr Cntr 2015 actual, plus estimated Y2Y growth due to increase usage
- (7) Rough estimate for copier contract and other office expenses
- (8) May be high. Based on SrCntr usage w/full kitchen in AM, five days/week
- (9) Spectrum Charter bid.
- (10) SrCntr had major plumbing and elevator repairs in 2010 and 2013 respectively. Contingency planning is based on this once in 4 year cycle.

8. Qualifications for operation of proposed use;

- The proposed ACI facility operations will be led by a paid Executive Director, with appropriate support staff. We have the RACC volunteer cadre extensive experience in operating both arts organizations and facilities. Please see the references list.

9. List of other similar activities managed or operated by the applicant;

- ACI Board Members have extensive arts and business experience, including operation of an arts center which showcased performing and visual arts, classes and rental of space. ACI Board experience also includes operating one of the oldest self-supporting community theatres in MN, including responsibility

for lease agreements, grants, policy and procedures, scheduling, marketing and event production. In addition, the ACI team has several people with extensive experience in arts administration and facilities management upon whom we can draw.

10. Listing of any actions (within the last 10 years) taken by any regulatory agency involving the firm / organization or its agents or employees with respect to any work performed;

- None.

11. Listing of any litigation (within the last 10 years) involving the firm or its agents or employees with respect to any work performed;

- None.

12....

13. Demonstration of ability to obtain all appropriate casualty / liability insurance coverage applicable to the proposal.

- The building is already insured and we have spoken with the insurance provider and foresee no problem

B. Optional: More detailed descriptions, such as photographs, video or project brochures of specific activities referenced as relevant experiences, may also be included.

- An extensive collection of letters-of-support from the community has been gathered and have been provided separately to the City Council
- The following letter has been received from the Rochester Art Center:

March 22, 2016

City of Rochester City Council
City Hall
201 4th Street SE
Rochester, MN 55904

Re: Support for artists downtown and bid for Senior Center

To Whom It May Concern,

This letter serves as a commitment to support the Rochester Arts & Cultural Collaborative Spaces Committee's initiative to utilize the former Armory / Senior Center for artists and cultural groups in our community.

Writer Virginia Woolf knew an artist needs a room to one's own. Having artists working downtown is essential to a strong arts ecosystem. I fully support this proposal both professionally, and on behalf of our Board of Directors, as well as personally. Because, even though I work downtown, I would like a studio for writing. Additionally, RAC would also support this initiative by hosting a studio there for visiting artists and to have a base at the Center.

This year RAC turns 70 years old. During that time, we have served more than 1 million people, including a significant number of artists. RAC sits as a flagship arts organization in southern Minnesota. But we (organization, artists, art enthusiasts) need an arts ecosystem within which we can thrive. Through this year's program Connect, Create, Grow: Celebrating 70 Years of the Rochester Art Center it is our intension to guide and encourage thoughtful re-alignment between arts and cultural organizations in Rochester. We believe this RACC initiative is a strong move to solidify an artists-led space.

As you know I am a great believer in the potential of partnerships and the need for increased truly collaborative efforts in our community—particularly in the arts community. As part of our year long celebration Connect, Create, Grow: Celebrating 70 years of the Rochester Art Center, RAC will be holding a series of 70 events, workshops, activities, classes and exhibitions will be implemented throughout 2016 and into 2017 at RAC and within our communities. We are making a demonstrative shift to embrace the vision of a community facing organization in every area of work. We aim to foster partnerships with our arts ecosystem--across disciplines--to envision and implement a community that leverages our collective efforts to do more together than we could alone.

In our strategic planning, we're interested in addressing questions of place and creativity.

- In a community the size of Rochester, how do we understand creativity?
- How do we build creative places?

- What role do artists, makers and art supporters play in developing our communities?
 - What impact does economic regeneration have on the creative class?
- These questions are often posed in growing cities. They are now urgent questions as we look to the future of our communities through the work of DMC, Journey to Growth, and the Legacy Fund for Minnesota. We understand that this moment is unique and timely and that it's time to come together to envision, plan and create. We also need action. This initiative is one that we can all get behind and grow!

The above questions are often posed in growing cities. They are now urgent questions as we look to the future of our communities through the work of DMC, Journey to Growth, and the Legacy Fund for Minnesota. We understand that this moment is unique and timely and that it's time to come together to envision, plan and create. In honor of seventy years serving the community of Rochester, RAC, in collaboration with key partners will implement a series of 70 events throughout 2016 and into 2017 as experiments in the spirit of working together, envisioning, planning and doing to build a creative, innovative community. The questions above serve as the conceptual foundation of the experiments and will be addressed throughout all the activities. They will be amplified throughout our community as well as through outreach and collaborative projects, particularly in the citizen sites-where we can directly dialogue with the public about what it means to be a citizen in the 21st century and what role arts play in that citizenship. We would love to have a Citizen Site at the former Armory / Senior Citizen site.

I hope you will agree with me about the importance of this project. The RACC needs strong collaborators with arts administrative experience. RAC can and will provide that for them in a reciprocally collaborative way. We want to be a part of the discussion and action—with our arts ecosystem—to build our community in creative and engaging ways.

We know that other funders want to see arts organizations collaborate with each other and with other community organizations. Now is the time to begin working together through concrete projects with clear deliverables.

To conclude, RAC supports this initiative through:

- Moral and professional advice and support to RACC, as needed;
- A commitment to rent a small space as a base for artists working with RAC;
- To serve as a foundational organization along with other arts organizations, museums and community groups.
- Concrete professional art administrative support via governance, finance, grants, collaborative projects, etc...

Sincerely,

Megan Johnston
Executive Director
Rochester Art Center

C. Proposals to purchase the property will be evaluated according to the following criteria:

- We are not proposing to purchase the property

Footnote:

* This version of the proposal document has been abbreviated. The two deletions are: 1) the removal of the sections detailing the Request for Proposal (RFP) administrative process, and 2) the removal of personally identifying information which is not necessary to understand the proposal content.