

Request for Proposals

**For the Management of the
Johnny Appleseed Heritage Center Amphitheatre**

Ashland, Ohio

Amended July 15, 2008

Issued by:

Ohio Cultural Facilities Commission

**20 E. Broad Street, Suite 200
Columbus, OH 43215-3416**

Telephone: (614) 752-2770

Fax: (614) 752-2775

www.culture.ohio.gov

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20 East Broad Street, Suite 200 Columbus, Ohio 43215-3416
T/ 614.752.2770 F/ 614.752.2775 E/ info@culture.ohio.gov www.culture.ohio.gov

March 5, 2008

Ted Strickland
Governor

Re: Request for Proposal ("RFP") for amphitheatre management at the Johnny Appleseed Heritage Center Facility

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EXECUTIVE DIRECTOR

Kathleen M. Fox, FASLA

Dear Potential Respondent:

The Ohio Cultural Facilities Commission is a state agency that oversees capital improvement funds appropriated by the General Assembly and the Governor for planning, construction, renovation, and expansion projects at Ohio's theatres, museums, art education facilities, historical sites, and publicly owned professional sports venues. Since 1988, \$485 million has been appropriated for 250 projects of various sizes and complexities, which are spread among 65 Ohio counties.

We are seeking a qualified candidate to manage an amphitheatre located in Ashland, Ohio and we invite you to submit a proposal. The details are outlined in the attached materials and are also available online at www.culture.ohio.gov.

This invitation will be made available to the public on March 5th. We will host an optional pre-proposal site visit on March 17th, 2008 from 10:00 am to 2:00 pm at the site, located at 2179 State Route 603 in Ashland, OH 44805. Should you wish to attend, please RSVP by March 14th at 3:00 pm.

If you intend to respond to the RFP, please return the attached letter of intent (LOI), which is not binding, but will greatly assist my staff in planning and communications with you.

Bernard Cason will be your contact for all inquiries and correspondence and can be reached via phone at (614) 752-2770 and email via bcason@culture.ohio.gov.

Thank you in advance for your interest in this opportunity.

Sincerely,

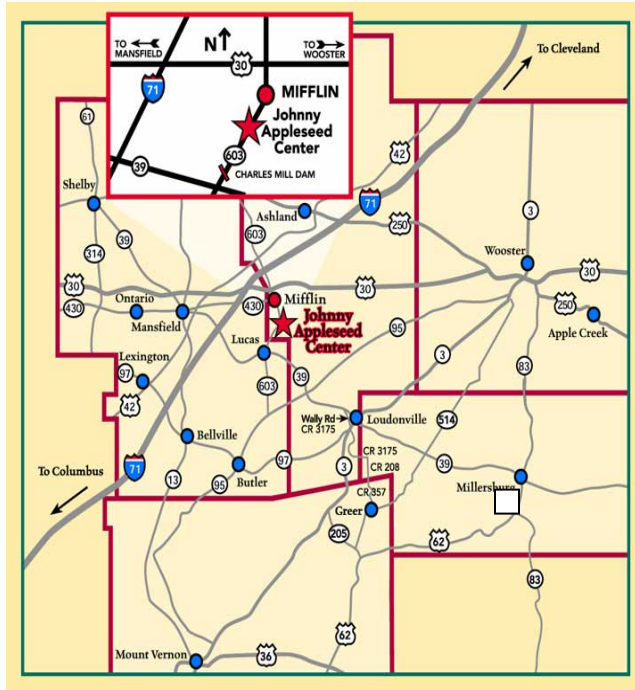
A handwritten signature in black ink, appearing to read "Kathleen M. Fox", written over a horizontal line.

Kathleen Fox, FASLA
Executive Director

Attachments: Introduction
Proposal Form
Letter of Intent
Board Capabilities Matrix
Management Agreement

Introduction

The Johnny Appleseed Heritage Center (the “Complex”) is a four year old outdoor amphitheater and education center located in Ashland, Ohio, on a spectacular 45 acre wooded site. The site is owned by the Muskingum Watershed Conservancy District (the “MWCD”).



The complex encompasses an education center, an outdoor 1700-seat amphitheatre, ticket booth, drinking water system, sewage treatment system, access roadways, parking, and pathways. The education center is managed directly by the Johnny Appleseed Heritage Center, Inc. and is not a part of this RFP; however, the other complex features are included (the “Facility”). The amphitheatre facility includes a pavilion with heated restrooms, lighting, sound towers, sound room, lighting catwalks, and covered handicap seating, and is supported by an entrance road, driveways, parking and walkways.



Ticket Booth



Amphitheatre



Lighting Tower

The Johnny Appleseed Heritage Center complex is located at 2179 State Route 603, Ashland, Ohio 44805, just 2 miles outside Mifflin, Ohio and 12 miles from Mansfield, OH. The Mansfield / Ashland area includes:

- over 25 lodging establishments;
- numerous camping facilities and other outdoor activities;
- over 20 home cooking style restaurants;
- living history performances;
- Broadway shows;
- museums;
- auto and motorcycle racing;
- festivals; and
- greenhouses, orchards, and shopping.

The purpose of the RFP is to select a new management organization for the facility. The new management organization would provide culture, as defined by [state law](#), which could include any of the following: performing arts, visual arts, education in the arts; presentation or making available of principles of science and their development, use, or application in business, industry, or commerce; history, heritage, development, presentation, and uses of the arts; and preservation, presentation, or making available of features of archaeological, architectural, environmental, or historical interest or significance. The management organization must be classified as a governmental agency or a 501(c)(3) nonprofit organization incorporated in Ohio, and have the capability to enter into a contractual agreement with The Ohio Cultural Facilities Commission to manage the facility. Previously, the complex was used for the presentation of the Johnny Appleseed outdoor drama, which has been discontinued by JAHCI. At the present time, the facility is not being utilized to its full potential, consequently, we are seeking your vision for this beautiful amphitheatre.

The Commission intends to enter into a new Management Agreement with the organization selected through this RFP process. A draft version of the Management Agreement is located on our website at www.ohio.culture.gov for your review.

The scope of the Management Agreement includes:

- Scheduling artists, performances, educational endeavors, and presentations;
- Marketing and promotions;
- Establishing rental rates and guidelines for the use of the facility;
- Providing box office services;
- Providing technical theater support, including proper maintenance of theater equipment;
- Hiring of or contracting for all necessary personnel;
- Utilities;
- Financial management for the facility operations; and
- Facility management and maintenance.

The Commission contemplates entering into a Management Agreement with the selected organization for an initial two year term, with renewal terms available as determined by the Commission. The Commission contemplates approval of renewal terms based upon the request of the manager, and the Commission's evaluation of the success of the programming, finances and operations of the amphitheatre by the manager. The manager will be entitled to all revenues generated from operation of the amphitheatre, and will be responsible for payment of all costs of operations. The JAHCI organization has offered to provide certain maintenance work and underwrite certain basic utilities costs, described further below.

JAHCI hopes to present their outdoor drama in the amphitheatre, on a limited basis for two weeks per season. The terms of this arrangement would be the responsibility of the new management organization and JAHCI.

To assist you in completing the RFP, please be aware that the JACHl organization has expressed an interest in providing certain services and paying certain costs at their own expense, in exchange for use of the amphitheatre for two weeks per season to present their outdoor drama. JAHCI's offer includes many of the anticipated operating expenses of the facility including general maintenance, landscaping, maintaining the drinking and waste water systems, basic monthly utilities (phone and electric), permits and liability and property insurance. Utility costs for lighting and sound for programming is above the "basic" utility costs, and would be the responsibility of the new manager. It will be the responsibility of the selected management organization to formalize this relationship with JAHCI.

Organizations that are not selected to become the new manager, but wish to be considered for future programming will have an opportunity, at a later time, to propose such programming to the selected manager.

Proposals will be reviewed by a selection committee appointed by the Commission's Executive Director. The selection committee will evaluate the submitted proposals and prepare a short list of the most qualified candidates. Short listed candidates will be interviewed by the selection committee. Upon completion of the interviews, the committee will select the organization considered as most qualified, in its sole discretion. The committee will present its recommendation to the Commission for final approval.

The Commission reserves the right to reject any and all proposals or statements, or to request additional submittals. This process may be modified or cancelled at any time prior to a contract being executed.

Qualification statements and proposals may be submitted electronically or in hard copy and you may use the attached form for your responses. Hard copy submittals should be unbound, single-sided, on 8-1/2" x 11" paper. Fax submittals should be on 8-1/2" x 11" paper. Electronic submissions should be in .xls, .doc, or .pdf format. Any other

format will not be accepted. Compliance with these guidelines is essential for the selection committee to evaluate submittals fairly.

At the end of the Proposal Form, we have summarized a list of required attachments. However, please feel free to attach and describe any additional data you feel provides a better understanding of your organization, its management structure, organizational philosophy, and your ability to undertake the project at this time (in terms of services, experience, personnel, or other commitments).

Electronic submission of Proposal Statements may be sent directly by e-mail to bcason@culture.ohio.gov or by fax to 614-752-2775. Hard submission of Proposal Statements may be mailed or delivered to:

Ohio Cultural Facilities Commission
Attn: Bernard Cason
20 E Broad Street, Suite 200
Columbus, Ohio 43215

To learn more about the facility, please visit www.jahci.org.

Your contact at the Ohio Cultural Facilities Commission is Bernard Cason, Project Analyst for the Commission, at the address and telephone number listed above or directly at 614-995-7554 or via email to bcason@culture.ohio.gov.

To learn more about The Ohio Cultural Facilities Commission, please visit us at www.culture.ohio.gov.

Summary of Items to be Attached / Inserted

- Completed Proposal Form
- Resumes/Qualification Statements of key personnel
- Board List
- Board Expertise Matrix
- Three years of Financial Statements and IRS 990's
- Your organization's Annual Report (if you publish one)