

Request for Proposals

Chattanooga Performing Arts Center Feasibility Study

September 25, 2024

Deadline for Submission: Friday, November 8, 2024

1. OVERVIEW

The Lyndhurst Foundation has committed funding for a feasibility study to assess the potential for establishing a performing arts center (PAC) in Chattanooga, TN. This study will explore the need for and sustainability of a dedicated space that offers accessible and affordable rehearsal, incubation, and performance venues for the region's performing arts organizations and artists. The study aims to determine the appropriate scale of a PAC, its long-term sustainability, and how it can meet the needs of existing and emerging groups from all performing arts disciplines.

2. BACKGROUND

In response to Chattanooga's rapid growth and the rising demand for arts spaces, the Lyndhurst Foundation, in partnership with ArtsBuild, has designated \$50,000 to hire a consultant agency and address the critical shortage of dedicated space for the performing arts. Chattanooga has a vibrant arts scene that is frequented by the rapidly expanding population and numerous tourists visiting the region. The city is growing at an unprecedented rate, with a recent study showing that for every person who leaves Chattanooga, three people are moving in. Despite this growth, there is a significant lack of accessible and affordable spaces supporting the full spectrum of the performing arts, limiting opportunities for both artists and audiences.

A recent meeting with many of Chattanooga's performing arts organizations, convened by ArtsBuild and Lyndhurst, revealed a shared concern that the lack of space and dedicated resources is a major barrier to their growth and long-term success. This underscores the urgent need for a PAC that can provide the necessary infrastructure to support rehearsal, incubation, and performance opportunities for both established and emerging arts groups in the region.

3. PROJECT GOALS

The primary goal of this project is to engage a performing arts consulting agency to conduct a feasibility study for developing a PAC in Chattanooga. This study will provide insights and recommendations for stakeholders, including arts organizations, nonprofits, foundations, and the community, to address the lack of accessible and affordable spaces. The study will help identify the most sustainable model for a PAC that supports the growth of Chattanooga's performing arts ecosystem by assessing the needs of existing and emerging arts groups. Specific project goals include:

- Market Analysis: Assess audience potential by analyzing local and regional population size and characteristics, defining market areas, studying resident demographics, and identifying non-resident interest in holiday and touring productions.
- Existing Facilities: A comprehensive evaluation of existing performance and support facilities in Chattanooga, focusing on physical capacity (e.g., audience size, backstage areas), technical features (e.g., lighting, sound, staging capabilities), and current programming (e.g., types of performances, frequency, audience demographics). Additionally, assess the facilities' physical and programmatic accessibility, including ADA compliance, affordability, and inclusivity of underrepresented communities. This evaluation will include reviewing spaces currently used for performances and rehearsals, identifying the opportunities they offer and any barriers organizations may encounter while highlighting the potential for further enhancement and collaboration.

- Uses & Users: Engage with local performing arts organizations, arts educators, festival managers, special event planners, and other stakeholders to assess their demand for and potential use of various facility types.
- Alignment with Local & Regional Goals: Consult with city and regional leadership to determine how new performing arts facilities might align with goals in economic development, workforce recruitment, and enhancing residents' quality of life.
- Conclusions & Recommendations: Based on the analysis, conclude the need and opportunity for new facilities, describing potential spaces in terms of capacities, functionality, flexibility, and amenities. Illustrate recommendations with comparable projects from around the country.
- Presentation & Report: Present the findings to various stakeholders in up to three public presentations, reviewing the analysis components and how they led to conclusions and recommendations. Incorporate the presentation's feedback and deliver a report with recommendations for the optimal facility concept. If feasible, we will discuss proceeding to phase two: securing funding and realizing the Chattanooga PAC.

4. TENTATIVE PROJECT TIMELINE

- September 2024: Call for proposals issued
- November 2024: Proposal submission deadline, selection of consultant
- November 2024 - June 2025: Feasibility study execution. Please note that during this period, the consultant and/or team is required to visit Chattanooga and meet with stakeholders, organizations, potential sites, and other groups and locations for at least one business week. Travel expenses should be included in the budget.
- Summer 2025: Up to three presentations of findings and final report delivery. These presentations should be in person in Chattanooga. Travel expenses should be included in the budget requested below.

5. ELEMENTS OF PROPOSAL

1. Name, address, and contact information of the consultant or team
2. Consultant or team's profile
3. Project list encompassing relevant past projects and experiences, specifically relevant to feasibility studies and work with performing arts groups in the southern region.
4. Proposal narrative outlining the consultant or team's approach to similar projects and this project specifically, including a commitment to inclusivity and cultural awareness. This will involve recognizing and engaging with the diverse groups that make up Chattanooga's demographics, including ensuring that the process is inclusive of those with varying physical abilities, being mindful of language and cultural differences throughout the process, and directly engaging groups that represent marginalized voices and perspectives in our region. The narrative will also detail the proposed activities, timeline, schedule, and all deliverables.
5. List of three references with full title and contact information for the consultant and/or team members.
6. Please provide one example of a study the consultant has completed that best relates to this RFP, preferably a completed feasibility study. If none of these works are public documents, please indicate that and provide a general description of the project.

6. BUDGET

Provide a detailed project budget, including line items for all proposed services and travel accommodations for a minimum of two visits (week site visit and in-person presentation) to Chattanooga, TN. The total budget must not exceed \$50,000.

7. CONTACT

Send a completed proposal **by November 8, 2024** and direct any questions to:

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