

**CITY OF MONTE VISTA, COLORADO
REQUEST FOR PROPOSALS
VALI 3 THEATER**

INTRODUCTION

The City of Monte Vista owns the Vali 3 Theater (VTT) which is located at 139 Adams Street, Monte Vista, Colorado, and is comprised of three (3) theater venues, lobbies and restrooms, all in quality operable condition. The VTT was donated to the City of Monte Vista in December of 2014. Since that time the community has raised over \$100,000 to purchase a digital projector. The theater has been ran by committed volunteers. In order for the theater to enhance the downtown area and serve as a critical link to the entertainment value of the three theaters, the City of Monte Vista has is seeking an operator who will invest in this marketing opportunity.

PROJECT APPROACH

The City is seeking proposals from interested non-profits, developers, businesses or individuals who can illustrate their ability to utilize the VTT in a business venture that creates measurable economic development and benefit. The VTT has enormous potential and can support a number of projects and business opportunities, and done correctly, can be a catalyst to downtown revitalization. The City has identified several Project Objectives which are denoted below:

- VTT was donated with the intent that the facility promote economic development and prosperity to the downtown area and the City would like to achieve this intention with a quality public/private venture;
- VTT project shall generate daytime and evening traffic through patrons or customers who purchase products, wares, consumables, or services that result in the generation of sales tax or other financial benefit to the City;
- VTT has historical attributes which should be recognized, utilized and preserved and the proposed project shall bring "value" to the downtown district;
- VTT shall establish a business tone or environment that promotes other business development or expansion in the downtown area;

- VTT has one digital projector and may need other digital projectors conversions or other upgrades in order to continue use as a movie theater.
- VTT shall not need City support or assistance upon full project implementation according to the project business plan or other projections;
- VTT is an opportunity for collaborative ventures which are encouraged if their outcome meets project objectives.
- A development plan shall be established with the successful applicant to ensure all site improvements are completed, paid and maintained accordingly.

The City also understands the development potential of this location is vast and that some proposals may have a variety of business objectives that are not detailed above, and the City will also consider other specific project objectives in their review of such proposals.

It should be noted that the operation of the main theatre space as a movie theatre venue is necessary to maintain the unique characteristics of a theater for the next several years.

PROPOSAL REQUIREMENTS

All proposals must clearly detail the proposed business and requirements associated with site improvements and work necessary to open and operate the proposed business. A business plan is preferred however the city may forego the requirement upfront and require it from a prospective tenant if their project is approved. Specific items required in all proposals and the scoring points are detailed below:

- **Project Details:** A clear and detailed description of the project must be provided including project vision, intended business(s), employee estimates, impacts to the downtown area, short and long term business objectives, collaborative ventures, relationships with the City or other businesses and specific ownership details. 25%
- **Financials:** Detailed financials, including project budget, financing options, financial capability, cash flow projections, and annual operating costs and anticipated revenue generation due to the City must be provided. 25%
- **Qualifications:** The proposal must provide details and supporting information highlighting qualifications and abilities needed to complete all aspects of the proposal. For example, key personnel or employees, relative or specific business experience, financial capabilities, marketing and economic development experience, and all other information should be detailed. The City should have confidence the proposal can be executed in accordance with all proposal details. 20%
- **Tenant Improvements:** Proposal must clearly detail all improvements including estimated costs and schedule for improvements. 15%
- **One (1), three (3) and five (5) year project/business outlook** shall detail anticipated success/outcomes and key milestones. 15%

- **Proposal Attachments:** Specific attachments are required and enclosed with this RFP. These attachments are intended to summarize specific project information and will be utilized by the City in their review of proposals.

PROPOSAL TIMELINES

The RFP will be advertised in multiple outlets beginning on September 8, 2022 and all proposals are due by the close of business on October 26, 2022. Proposals will be reviewed and presentations by the applicants to the City Council on November 3, 2022 @ 6:00 p.m. City Council will review the proposals and then a vote on the proposals will take place at the City Council meeting on November 17, 2022 @ 6:00 p.m. detail.

SELECTION PROCESS

The City will review all proposals and will identify projects that meet project objectives and provide adequate information consistent with the RFP and submission requirements. Each project must provide information needed to determine project viability, and incomplete proposals may be disqualified.

The City reserves the right to select or short-list any proposal that, in its sole discretion is deemed to be the most advantageous and in the best interest of project objectives. The City may also grant preference to proposals from local groups. The City also reserves the right to negotiate, discuss, modify, or amend proposals with and between applicants in order to meet project objectives. The City may delay or discontinue this selection process at any time, and shall not be liable for any cost incurred by any applicant.

During the selection process, the City reserves the right to request additional information and question these submittals, if necessary. All applicants agree to work with the City and strive for a successful project outcome. Failure to work with the City on additional information or requests may result in disqualification.

SUBMITTAL

Two (2) hard copies and one electronic copy of your proposal must be delivered to the Monte Vista City Hall no later than 5:00 P.M., October 26, 2022. Proposals shall be addressed to:

City of Monte Vista
Vali 3 Theater
95 West 1st
Monte Vista, CO 81144
Attn: Unita Vance

No late submissions will be accepted.

TERMS AND CONDITIONS

All submitted proposals must fulfill the requirements of this RFP and each applicant is responsible for the content and materials submitted within their proposal. Any materials requested to be returned to the respondent shall be done at respondent's cost.

All questions to this RFP must be submitted in writing via email to the City Clerk at: uvance@ci.monte-vista.co.us All questions from applicants will be available on the city website and responses provided by the City.

All questions must be submitted no later than October 17, 2022, and all responses will be issued via email no later than October 21, 2022.

An open house scheduled for September 12, 2022 from 4:00 to 6:30 p.m. and September 14, 2022 from 7:30 to 10:00 a.m. at the VTT during which time the theater will be open to all interested applicants. Additional inspections and site visits may be requested through the city clerk but will be subject to staff availability.

The proposal and all aspects within shall comply with all applicable state and federal laws, rules and regulations involving non-discrimination on the basis of race, color, religion, national origin, age, or sex.

Movies presented by:

Disney

Lions Gate

Paramount

Universal Pictures

Warner Bros.

20th Century

Other

Movie Broker

Heartland Theater Service



CITY OF MONTE VISTA

cityofmontevista.colorado.gov

95 1st Ave
Monte Vista, CO 81144
Main Phone:
(719) 852-2692
Main Fax: (719)852-6167



Vali 3 Theater
137 Adams

Owner:

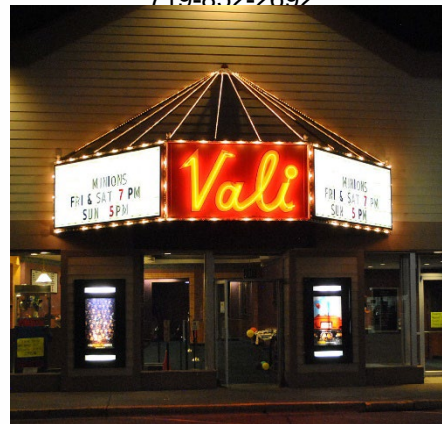
City of Monte Vista

Contact:

Gigi Dennis

gdennis@ci.monte-vista.co.us

719-852-2692



Building Facts

Square Footage - Approx. 8,866

Theater 1 (Main Theater) - 269 seats

Theater 2 (Smaller Theater) - 79 seats

- Has dressing room and storage rooms behind the screen.

Theater 3—85 seats

Restrooms

- Ladies' - Two Stalls
- Men's - One Stall/One Urinal

Assessed Value - \$265,332

Property Taxes 2014 to Current are Tax Exempt under the City of Monte Vista

Prior Property Taxes

2011 - \$5,740

2012 - \$5,814

2013 - \$5,440

Utilities between 2016 and 2021 run approximately \$8,000 per year.



History

The demise of Colorado's small town movie theaters has been a lingering threat. Nationwide, rural cinemas are disappearing at an incredible rate due to the cost of conversion.

The Vali 3 Theater faced that threat about eight year ago when its owner was handed a bill for a digital projector to keep his cinema alive. Like most small town movie theaters, the Vali 3 needed to phase out its old projectors and upgrade new digital equipment. The bill hovered around \$100,000. Friends of the Vali 3 Theater and community members successfully raised the funds for the digital equipment and then reopened on December 6, 2014. The Vali 3 Theater has been operating solely on the loyalty of volunteers and assistance from the City since that date.

Inventory

One Digital Projector
Computer for Digital Projector
Three Screens
Two Analog Projectors
Reel to Reel Machine
Old Speaker System
Newer Speaker System
Two Cash Drawers w/ Two iPads with credit card square
Two Printers
Popcorn Machine
Popcorn Warmer
Butter Warmer
Two Soda Machines
Carbonation Hookup for Soda Machines
Refrigerator
Projector Room Window Air Conditioner
Small Space Heater
Two Vacuums
Stage Lighting Donated by Creede Repertory Theater

Ice Machine on loan from SLV
Ice

Keep In Mind

The Vali 3 Theater may need some updates.

There is no hot water in either of the restrooms.

Both restrooms need to be updated and brought into compliance with ADA.

There is no Air Conditioner. The heat is on a boiler system.

The speaker system that is currently in place needs work, it makes crackling sounds throughout the movies.

Seating, screens & carpet appears to be in good shape.

All exit lights and emergency lights recently updated.

Roof was redone in 2021

Digital Projector is a year old with a two-year warranty.

