

RFP for Norman Art Center Feasibility Study

I. Introduction

Norman Arts Council and City of Norman seek qualified firms or individuals to conduct a feasibility study for an Arts Center in Norman, OK. The study, conducted in two phases, would include market, operational, financial, economic, and social impact analyses of a multi-use facility that may house spaces for a performance theatre, exhibition space, administrative offices, storage, classrooms/studios/rehearsal spaces, public spaces and green spaces. This type of facility promotes collaboration among nonprofit arts organizations and efficient use of existing and new resources in our community.

II. Background

Norman is the third largest city in Oklahoma. The City is home to the University of Oklahoma, Fred Jones Museum of Art, the National Weather Service, Sam Noble Oklahoma Museum of Natural History, and Lake Thunderbird State Park. Norman has strong sense of community, a high quality of life and affordability, and an appreciation for diversity, the arts and culture.

The Norman Arts Council (NAC) was founded in 1976 to enrich the Norman community by stimulating artistic, cultural, and economic growth through the support and promotion of the arts. At its inception, the NAC became the face and voice of arts advocacy in Norman. Since then, the NAC has continued to uphold its mission through a variety of programs and initiatives. Early on, the Arts and Humanities Roundtable, was formed. This network of 501 (c) 3 arts and cultural organizations in Norman allows for dialogue and collaboration between all involved for the purpose of continuing our community's growth as an arts destination.

III. Scope of Work

Proposals for the development of an Arts Center for Norman, OK should be submitted based on the following phases:

- Phase I – Needs Assessment
- Phase II – Management/Business Plan and Financial Pro Forma

Phase I – Needs Assessment

Consultant to propose a timeline as part of the submittal

1. Review existing community studies, reports, and strategic plans
2. Market Analysis
 - a. Conduct a demographic and market analysis that includes the City of Norman and it's Non-profit Arts Organizations.
 - b. Conduct an economic and social impact analysis of the market.
 - c. Assess the use of current facilities in Norman, OK, their approximate functionality and their locations including organizations and groups without a permanent facility.

- d. Analyze the impact of an Arts Center on current venues including local entertainment centers and convention and meeting spaces.
- e. Develop a vision for the venue / what programming will be provided through the venue and the user groups in these particular scenarios.
3. Current Trends and Impact Analysis in Other Communities
 - a. Assess current trends and future projections in Arts Centers including industry definitions, industry growth/decline, trends and analysis.
 - b. Review existing Performing Arts Facilities and Cultural Arts Facilities in the region including present and future bookings to understand market absorption, maximum practical capacity and gaps in services and their impact on existing cultural facilities in their communities.
 - c. Produce business reports that include factors such as level of support amenities, location, space availability, etc. and their impact on existing facilities and organizations.
4. Community Engagement
 - a. Meet with community stakeholders to gain insight into needs and wants, including but not limited to the NAC, the City of Norman, and Non-profit Arts Organizations
 - b. Analyze and report on data collected in Needs Assessment phase.
5. Facility and Site Assessment
 - a. Identify technical and industry requirements for this type of facility to include. Such data may include number of seats, square footage, etc.
 - b. Develop site selection criteria to be used in future site selection, with specific emphasis on phased-in facility growth.
 - c. Consider potential site locations within the City boundaries, and provide the pros and cons associated with each of the potential locations.

Phase II – Management/business Plan and Financial Pro Forma (if necessary)

Consultant to propose a timeline as part of the submittal

1. Operational Analysis
 - a. Consider potential organizational structures including public and private options that could be developed to operate a cultural arts facility.
 - b. Develop a business pro forma that includes projected capital and operating costs as well as revenue projections associated with the facility.
 - c. Propose recommendations on ownership and management structure
 - d. Provide impact analysis on existing organizations.
 - e. Minimum of three case studies of comparable facilities in like-sized communities.
2. Financial Analysis
 - a. Develop endowment and long-term sustainable funding plan.
 - b. Identify existing and new revenue streams to support the project.
 - c. Propose Marketing Strategy.
 - d. Review other criteria as determined by the NAC.

IV. Description of Deliverables

Provide a project work schedule and timetable for each phase.

1. Monthly status updates to project manager.
2. Executive Summary
3. Comprehensive study
4. A digital copy of Executive Summary and comprehensive study
5. 15 hard copies of Executive Summary
6. 15 bound color copies of comprehensive study
7. Presentation on site of final study to the NAC Board of Directors and Norman Arts Roundtable.

V. Anticipated Project Timeline

March 30, 2025 **Submittal deadline for RFP**

TBD **Phase I report**

TBD **Final Report**

VI. Proposal Instructions and Requirements

- a. Proposals are due to the NAC by 5 pm CST, May 30, 2025.
- b. Proposals are to be sent to Leslie Nottingham either at Leslie@NormanArts.org or to

Norman Arts Council
122 E. Main St.
Norman, OK 73069

- c. Proposals must include:
 - i. Signed cover letter
 - ii. Company profile specifying experience working on similar projects
 - iii. Methodology of how the firm will meet the scope of work as outlined in this RFP
 - iv. Timeline for completed tasks
 - v. Extent of required services, broken down for Phase I, Phase II and projected per-trip consultation beyond Phases defined in the RFP
 - vi. Projected schedule for meeting project deadline
 - vii. References (minimum of three, maximum of five) with full contact information and brief summary of the project conducted for the reference
 - viii. Proof of insurance
 - ix. Copy of similar study conducted by the company

VII. General

- a. For questions, reach out to Leslie Nottingham at leslie@normanart.org
- b. The NAC reserves the right to amend, modify or terminate this RFP; reject any and all proposals in whole or part; waive any informalities, irregularities or omission in submittals, as deemed in the best interest of NAC.
- c. The NAC shall not be obligated for any cost incurred by the respondent in proposal preparation or in activities related to the review of this RFP or any interview costs.