

# Town of Whitehall

## Request for Proposals

### Star Theater

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#### Summary

The Town of Whitehall (Town) has received an award from the Montana Main Street Program (MMS) to assist the Star Theater with the creation and implementation of a Preliminary Architectural Report (PAR). The Total project cost is budgeted at \$24,000.

Contingent upon this award, the Town is soliciting this Request for Proposals for planning consultant services to assist the Town in accordance with all the requirements of Montana state law. Payment terms will be negotiated with the selected offeror.

#### History

The Star Theatre was built in 1905 by local businessman Harry H. Huber. Originally called Huber Hall, the building was the primary place for community gatherings from banquets and dances to community plays and town meetings. With storefronts facing what is now Legion Ave, and offices and Whitehall's first library upstairs, the building was the heartbeat of the downtown district. With the advent of motion pictures, the hall became a theater. As the primary cultural venue in town, the theater bolstered local business and served generations of Whitehall residents.

The community of Whitehall was impacted by two devastating downtown fires in 1913 and 2009. In both cases, the Star Theatre sustained damage but survived, while other major buildings were lost. As a result, the theater today stands out as one of the most important historic buildings remaining in the heart of Whitehall, and one of Montana's oldest, longest-running theaters. In recent years, successful fundraising efforts have led to improvements such as new digital projection equipment, upgraded seating, and a new screen. These improvements have benefitted consumer experiences and boosted business.

#### Project Objectives

The PAR will be conducted by a professional entity procured through the requirements of matching funders at the State of Montana's Main Street Program. An experienced team will assess building needs and lay out concepts for rejuvenating the theater, identify potential new programming and partnerships, and how the Star Theater can become a major economic anchor to the town of Whitehall and the surrounding region. We will also engage the public and invite them to participate in planning the future for the Star Theater.

## Scope of Services

- *Problem Definition* - The Consultant will be asked to document existing conditions and describe issues related to health and safety, facility operation and maintenance, growth etc. This part of the scope work will also need to address general design requirements for improvements and possible alternatives to remedy the building's problems.
- *Alternative Analysis* - The Consultant will be tasked with creating alternatives based on existing conditions, environmental considerations, construction/remodel challenges etc.
- *Selection of Preferred Alternative* - Provide an analysis of why the preferred alternative was selected over other alternatives. This section should also include an in-depth project cost estimate, annual operation needs, capital improvements, and debt repayment.
- *Conclusion & Recommendations* - Provide any additional findings and recommendations that should be considered in the evaluation of this project.

## Public Outreach and Design Process

- *Public Outreach.* The consultant will develop a public outreach strategy designed to engage and inform community stakeholders and the general public well as conducting regular meetings and web/social media interaction throughout the process.

## Proposed Timeline

September 29th, 2021	RFP Issued
October 29th, 2021	Proposal Packets Due
October 2021	Evaluations of packets and selection of finalists
November 2021	Presentations and interviews with finalists
November 2021	Selection of consultant
December 2021	Contract executed
March 15th, 2022	Final deliverables due

## Budget

The total project budget will be \$24,000. All consultant applications that adhere to the budget noted above will be considered by a selection committee upon submission.

The selected consultants must be comfortable with reporting and payment constraints of public funding, and comply with all sub-recipient requirements regarding supporting documentation, compliance with laws and payment. Selected consultants will need to show proof of professional liability insurance and not be on any public entity debarment list.

## Desired Consultant Qualifications and Submission Requirements

The successful candidate will be able to demonstrate competency and experience developing Preliminary Architectural Reports, especially for historic buildings. They will possess experience working with community groups, stakeholders, City staff and boards, and elected officials.

Firms interested in being considered for this project must submit three (3) hardcopies of their proposals and statements of qualifications by mail to Mary Hensleigh, Mayor, 207 E. Legion Avenue, Whitehall,

Montana, 59759 or by sending one PDF copy electronically to [mayor@townofwhitehall.org](mailto:mayor@townofwhitehall.org) (please CC additional project liaisons – Colton Anderson, [coltonandersonfilm@gmail.com](mailto:coltonandersonfilm@gmail.com) and Eric Seidensticker, [jldcwhitehall@gmail.com](mailto:jldcwhitehall@gmail.com) ). Only submittals under 20 pages (or 10 double-sided sheets, if printed) will be accepted, in addition to an introductory letter. Responses should include:

1. The firm's legal name, address, and telephone number;
2. The principal(s) of the firm and their experience and qualifications;
3. The experience and qualifications of the staff to be assigned to the project, with an emphasis on experience;
4. A description of the firm's prior experience, with links to at least two examples of past projects and appropriate references;
5. A description of the firm's current work activities and how these would be coordinated with the project; and
6. The proposed work plan and schedule for activities to be performed.

### Submission Instructions

Questions and responses should be directed to Mary Hensleigh, Mayor, 207 E. Legion Avenue, Whitehall, Montana, 59759 or by sending an email to [mayor@townofwhitehall.org](mailto:mayor@townofwhitehall.org) (please CC additional project liaisons – Colton Anderson, [coltonandersonfilm@gmail.com](mailto:coltonandersonfilm@gmail.com), and Eric Seidensticker, [jldcwhitehall@gmail.com](mailto:jldcwhitehall@gmail.com) ). A copy of the MMS application is available upon request.

All submissions must be postmarked no later than October 29<sup>th</sup>, 2021 or received at the above address by 5 P.M. As noted above, electronic submissions are welcomed.

### Scoring and Selection Process

Respondents will be evaluated according to the following factors:

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| 1. The qualifications of the professional personnel to be assigned to the project | 30% |
| 2. The consultant's capability to meet time and project budget requirements       | 15% |
| 3. Present and projected workloads  | 15% |
| 4. Related experience on similar projects   | 40% |

The selection of finalists will be based on an evaluation of the written responses. Interviews will be held with the top-ranked firms. The award will be made to the most qualified offeror whose proposal is deemed most advantageous to the Town of Whitehall, all factors considered. Unsuccessful offerors will be notified as soon as possible.

### Award

The Town of Whitehall reserves the right to accept or reject any or all Proposals received from this RFP, or to negotiate separately with any Proposer After any responses are open, conversations may take place between the Town of Whitehall and consultants for purposes of clarification regarding the selection process only. Consultants shall be bound by the information submitted in their Proposals and subsequent negotiations.

Those submitting Proposals may be required to make a presentation to the Town of Whitehall as part of the selection process. The presentation team should include the Project Manager and any other key personnel necessary to address administrative and technical issues.

The Town of Whitehall reserves the right to award the contract to a consultant that it deems to offer the best overall Proposal. The Town of Whitehall is therefore not bound to accept a Proposal on the basis of lowest price, The Town of Whitehall reserves the right to accept or reject any or all Proposals received from this RFP. The Town of Whitehall has the sole discretion and reserves the right to cancel this RFP, to reject any and all Proposals, to waive any and all irregularities, or to re-advertise with either the identical or revised specifications if it is deemed to be in the best interest of the Town of Whitehall.