

RESOLUTION NO. 58-99
CITY OF CENTERVILLE, OHIO

SPONSORED BY COUNCILMEMBER Douglas C. Cline ON THE
15th DAY OF November, 1999.

A RESOLUTION APPROVING AND ACCEPTING THE TERMS
SUBMITTED BY WEBB MANAGEMENT SERVICES, INC. TO
COMPLETE A FEASIBILITY STUDY FOR A NEW
PERFORMING ARTS FACILITY IN CENTERVILLE.

WHEREAS, The City of Centerville, Washington Township, and Centerville City Schools
have determined a need for a feasibility study for a new performing arts facility in the Centerville-
Washington Township Community, and

WHEREAS, Webb Management Services, Inc. has submitted a proposal which includes
the scope of services and fee proposal to prepare a two-phase feasibility study, and

WHEREAS, The Council of the City of Centerville has approved the proposal submitted
by Webb Management Services, Inc. and wishes to authorize the execution of a contract for the
preparation of this feasibility study.

NOW THEREFORE, THE MUNICIPALITY OF CENTERVILLE HEREBY
RESOLVES:

Section 1. That the City Manager is hereby authorized to do all things necessary to
cause the City of Centerville to move forward with the completion of a contract with Webb
Management Services, Inc., a copy of which is attached hereto, marked as Exhibit "A", and
incorporated herein.

Section 2. This Resolution shall become effective immediately upon passage.

PASSED this 15th day of November, 1999.

Sally D. Brels
Mayor of the City of Centerville, Ohio

ATTEST:

Marie J. McLaughlin
Clerk of Council, City of Centerville, Ohio

CERTIFICATE

The undersigned, Clerk of the Council of the City of Centerville, Ohio, hereby certifies that the foregoing is a true and correct copy of Resolution Number 58-99, passed by the Council of the City of Centerville, Ohio, on the 15th day of November, 1999.

Marie J. Sawyer
Clerk of Council

Approved as to form, consistency
with the Charter and Constitutional Provisions.

Department of Law
Robert N. Farquhar
Municipal Attorney

October 11, 1999

Ad Hoc Performing Arts Center Committee
C/O Dr. David Roer
9350 Patriot Woods Court
Dayton, OH 45458

RECEIVED

OCT 20 1999

CITY OF CENTREVILLE
CITY MANAGERS OFFICE


Dear Dr. Roer:

We are pleased to confirm the terms of our engagement to complete a feasibility study for new performing arts facilities in Centreville, per the following terms:

- Webb Management Services will deliver the scope of services described in our August 30, 1999 proposal.
- The only adjustment to the scope will be to complete a preliminary look at potential sites for the project within the first phase of the study.
- Our fee for the study remains at \$40,000 plus expenses. We have adjusted the fee split slightly. It is now Phase 1: \$18,500 and Phase 2: \$21,500.
- We will submit bills each month based on the progress of the study and expenses incurred. Each bill will be split in thirds for submission to the City, the Township and the School Board. We will ship all bills to the Committee and ask for your help in distributing them and following up on payment.
- All other financial terms remain as per the August 30 proposal.
- We will look to your Committee for assistance with setting up visits and meetings in Centreville, and ask that the group be available to meet with us on all of our trips to the area.
- It will also be important to work together with your group to set dates and deadlines for various study components. This will help our planning efforts, and minimize travel costs.
- If the results of the first phase of the study do not suggest the need for new facilities, our study will end at that point.

This contract letter is forwarded to the Committee and to each of the three funding agencies. We would ask that each of those funders indicate their approval and acceptance of the terms of this proposal where indicated below and then return one signed copy of this letter to our offices. A signature below indicates their commitment for one third of the \$40,000 fee plus one third of expenses.

Yours sincerely,


Duncan M. Webb, CMC

WEBB MANAGEMENT SERVICES, INC.

Approved and authorized to proceed this ___ day of _____, 1999

By: _____

For: City of Centerville, Ohio

Approved and authorized to proceed this ___ day of _____, 1999

By: _____

For: Washington Township, Ohio

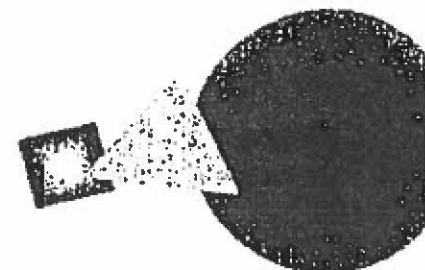
Approved and authorized to proceed this ___ day of _____, 1999

By: _____

For: Centerville (Ohio) City Schools

WEBB MANAGEMENT SERVICES, INC.

9 East 19th Street
6th Floor
New York, NY 10003
T 212 475 5090
F 212 475 5214

FAX

To: Dr. David Roer @ (937) 885-2221

From: Duncan M. Webb

Date: August 20, 1999

Re: Scope of Services

Pages: 3

Dr. Roer,

Here is a provisional scope of services and fee proposal for a two-phase study in Centreville. Please call me when you've had a chance to review. Note that I have included four tasks in the second phase that will require the services of an architect or theatre consultant. I have assumed for now that I would sub-contract a firm to provide these services. A preliminary budgeted fee of \$5,000 is included in the total fee proposal. Perhaps you have a local alternative...

Scope of Services

Phase 1: Needs Assessment

Review of Previous Materials

Review any previous studies on the arts market, arts activity and the need for regional facilities, including work underway in Dayton.

Market Analysis

Consider the potential market for new performing arts facilities in Centreville, including the following analysis:

Market Area Definition and Demographic Analysis: Define the appropriate market for the performing arts and describe that population in terms of size, rate of growth and demographic factors such as age, income, education level and occupation.

Patron Analysis and Market Penetration: Using the PRIZM geo-demographic modeling system, describe existing and potential audiences for new facilities around Centreville in geo-demographic terms. This exercise will allow us to suggest the penetration of performing arts groups into key market segments and the potential to build additional audiences in the area.

Comparable Markets Analysis: Research attendance and participation rates in comparable markets, considering market penetration and the impact of improved or additional facilities on participation rates for each of the major disciplines.

Organizational Profiles: Review the development and activity of major performing arts groups in the region to assess their current position and potential to develop additional audiences if using new facilities.

Facility Uses and Users

Meet with local arts groups, regional presenters, entertainment providers, educators, and community leaders to assess the demand for new facilities and the likely level of activity if new/additional facilities are developed. This will include the need for new performance spaces, as well as the need for rehearsal, support, educational and other facilities.

Regional Facility Assessment and Master Plan

Consider the use and evaluate the condition of other performing arts facilities (both existing and planned) in the region. Suggest the optimal role for each within the regional inventory of facilities, and what types of improvements or changes might be appropriate to optimize their contribution to the region.

Facility Recommendations

Based on the above, suggest whether new facilities would be appropriate in Centerville, describing these facilities in terms of their physical components, capacities, relationship to other facilities, and opportunities to develop facilities in partnership with the School District. Present findings to the Client.

Phase 2: Concept Development

If the results of the first phase of the study are positive, and subject to the approval of the Client, the consultants will proceed to the next phase of work, which essentially covers the physical and business planning required to develop performing arts facilities.

Space Program

Develop a program of accommodation for proposed facilities describing all of the spaces and components (including their size and capacities) based on the findings of the first phase of the study and continuing interviews with potential facility users.

Order-of-Magnitude Budgets

Using the Building Program, prepare an order-of-magnitude budget for the development of recommended facilities, based on the cost of developing similar projects around the country, and information obtained on development costs in the Centerville region.

Conceptual Design

Prepare rough sketches in plan and section showing the program, form and configuration of proposed facilities. This will aid the development of a footprint for new facilities, and provide a visual guide to their components and configuration.

Site Analysis

Investigate preferred and other potential sites for new performing arts facilities on the basis of criteria established with the Client such as size, acquisition costs, development potential and relationship to other facilities. Evaluate those sites and provide recommendations on development options.

Activity Profile

Prepare an activity profile for recommended facilities, listing types and levels of use by specific regional organizations and identifying other uses and users for the recommended facilities.

Governance and Operations

Propose an operating model for recommended facilities, addressing ownership, governance, staffing requirements, and operating issues such as community access, scheduling and presenting. If outdoor facilities are contemplated, the consultants will advise and support the Client's initial negotiations with potential operators and development partners.

Pro-forma Operating Budget

Construct a pro-forma operating budget for the first stable year of operations in recommended facilities, identifying all sources of operating revenues and expenses, an appropriate capital reserve and the likely result of operations.

Economic Impact

Assess the economic impact of recommended facilities, including the direct and indirect impacts of construction, operation and ancillary spending associated with activities in these facilities.

Funding Plan

Investigate potential funding sources for the construction and operation of recommended facilities, including both public and private sources. Consider the appropriateness of bond financing for the project, and how project partners should share the responsibility for raising funds for construction and operations. Offer preliminary guidance on the creation of a funding plan, and how to use the completed feasibility study as a fundraising tool.

Final Report

Present the finding of the second phase of the study and deliver a final report including all findings, conclusions and recommendations.

Fee Proposal

Fee for Services: We would propose a lump-sum fee of \$40,000 (not including expenses) to complete the services described in this proposal. Note that the fee includes the hiring of a theater consultant to assist with the space program, site analysis, conceptual design and capitol budgeting. The total fee is split as follows: Phase 1 - \$17,500 and Phase 2 - \$22,500.

Expenses: Billed in addition to fees, for travel to the area and communications (i.e. telephone, fax, courier, printing) related to the assignment. We would estimate expenses for the study at approximately \$6,000. Please note that the consultants will do everything possible to minimize expenses to the Client by scheduling trips to the area to work on more than one project. Accordingly, the Client's support with advance planning and scheduling will be a critical factor. Arrangements with hotels should also be explored to reduce these costs.

Schedule: We are ready and willing to begin the study when authorized by the Client. We would anticipate completing the study over a six-month period. This is subject to change based on the needs and preferences of the Client, and does not include review time at the end of the first phase of work.

Billing: Fees will be billed each month based on the progress of the study. Expenses are billed as incurred.

Term of Proposal: This proposal is valid for a period of sixty days, starting August 20, 1999.

Please don't hesitate to call if you have any additional questions or comments.