

## Request For Qualifications Masonic Temple Theatre



### INTRODUCTION

The City of Winona is requesting qualifications from interested individuals and/or organizations with demonstrated experience related to event production, operations of a multi-functional event space, and collaboration with partners. Specifically, the City is requesting qualifications and interest for the operations of their publicly owned Masonic Temple Theatre. Qualifications should be submitted with the requirements described herein.

The City is seeking a partner for the ongoing operations of the Masonic Temple Theatre with an anticipated start date of January 1, 2025.

All proposals must be marked "Masonic Temple Theatre" and addressed to City of Winona, Attn: City Clerk's Office, PO Box 378, 207 Lafayette St, Winona, MN 55987. Please include Company Name, Title, Address, Email, and Contact Number. The City reserves the right to reject any or all proposals, to waive technicalities, to negotiate with contractors, and to select a contractor based upon the best interests of the City. No proposal may be withdrawn for a period of sixty days after the due date.

Please refer all questions regarding this Request for Qualifications (RFQ) to:

**Patrick Menton**

Director of Park Recreation Facilities  
City of Winona 207 Lafayette Street - Winona, MN 55987  
[pmenton@winonamn.gov](mailto:pmenton@winonamn.gov)  
507.457.8258

Date Issued: May 25, 2024

Proposals Due: June 18, 2024

Masonic Temple Theatre Request for Qualifications

## BACKGROUND

### **Facility:**

The Masonic Temple is located in downtown Winona (251 Main Street). The facility currently houses the Friendship Center on the 1<sup>st</sup> Floor of the facility. The 2<sup>nd</sup> and 3<sup>rd</sup> floor of the facility is the primary event space the City seeks interest for operation.

The City has been investing in the facility with the intention of the facility being used as a multi-purpose event space. The most recent upgrade, the installation of a new HVAC system, is scheduled to be completed by December of 2024. Following the completion of the HVAC project, the City is seeking a potential operating partner.

### **Arts and Culture Context:**

The City of Winona recently completed the Winona Arts and Culture Strategic Plan. Goal 4 within the plan indicates the following:

#### **4.1 Complete the former Masonic Temple project as a multidisciplinary performing and visual arts center.**

4.1.1 Develop a facility plan for the former Masonic Temple that addresses mission, programming, users, management, operating budgets, and capital improvements. Acknowledge and address the interdependence of the former Masonic Temple and Eastside Community Center projects.

4.1.2 Consider the former Masonic Temple as a centerpiece of Winona's downtown creative identity and placemaking (more than a facility).

4.1.3 Complete the next phase of renovations, including HVAC replacement, so that the entire Masonic Temple Theatre can be reopened for public use.

4.1.4 Coordinate efforts among the Masonic Temple, Laird Norton, and Winona Public Library. Explore potential efficiencies, collaborations, and mutual assistance.



## PROPOSAL FORMAT

Qualifications should include:

- Commitment to activate the Masonic as an arts center for a minimum of five years.
- Intent to partner with artists and other arts organizations to maximize usage, offer community educational programs and engage Winona's diverse population to expand its audience reach. Key stakeholders, such as the local non-profit arts organizations, and local artists, are integral to the Masonic's community fabric and should remain core users.
- Intent to ensure accountability of the operation of the Masonic while minimizing City involvement in day-to-day operations.
- List of qualifications related to private sector fundraising.
- Entity's qualifications related to event production, facility operations, and experience collaborating with community partners.
- A summarized plan for the desired use of the 2<sup>nd</sup> and 3<sup>rd</sup> Floor of the Masonic Temple and/or use of other areas within the facility. The plan should incorporate a proposal for the additional use of the 1<sup>st</sup> floor assuming the Friendship Center is operating or has vacated the building.
- Entity's legal authority (LLC, non-profit status, etc.)
- Vision/Growth opportunities for the space

The City expects either digital or hard copy formats from entities. If a digital copy is provided, we request that the proposal be submitted in a pdf format. All proposals are due **prior to 4:00 p.m., Tuesday June 18, 2024**.

**The City may request additional materials or call for interviews following the RFQ deadline.**

The City of Winona shall have no obligation to any company or firm or the successful proposer unless or until the City of Winona and the successful proposer fully execute a final and definitive contract between the parties. Neither the mere selection nor notification by the City of Winona that a proposer has been selected as the successful proposer for purposes of negotiating an agreement shall create any obligations to the City of Winona. No oral representation, agreements, or modifications shall be binding on the City of Winona. All modifications hereof must be in writing and executed by authorized personnel of the City of Winona.