

Burbank Center Stage RFP
Request for Proposal – First Round Interview Questions
Thursday, March 30, 2023
Zoom Interviews

Introduction

As part of the interview process, we are allotting 20 minutes to each proposer to provide an overview of your proposal and business plan, including a brief highlight of the key personnel. Why do you believe your proposal/business plan will be successful at the Burbank Center Stage?

1. Can you please share with us how you plan to meet the Master Lease requirement of operating the facility with an emphasis on cultural, educational, social, arts, and recreational programming?
2. What is your experience with operating and managing a successful cultural arts venue?
3. Are you familiar with the Burbank Cultural Arts Master Plan? Please share with us how you plan to support the various facets of arts and culture, that help define Burbank as the Media Capital of the World.
4. Please share with us your marketing strategy including but not limited to community engagement, increased ticket sales, effectiveness in building and maintaining audience, and rental opportunities.
5. Do you have a sponsorship and fundraising model that you can share with us? As part of this model what is your fundraising goal, please walk us through your strategy.
6. What steps would you take to encourage residents that a strong arts program will further enhance Burbank's future?
7. What is your rental and ticket pricing model? Do you intend to offer discounts for the community? (youth, adults, seniors, income eligible guests, and non-profits)
8. Please describe how you plan to support arts engagement with local arts organizations, Burbank Cultural Arts Commission, and individual artists?
9. Do you have experience in securing grant funds to help support operations? Please share with us from what funding sources: city, county, state, and federal levels? From individuals, foundations, corporations, or sponsorships?
10. How would you prioritize the necessary facility improvements?
11. This concludes the interview for the Burbank Center Stage RFP.