

ATTACHMENT 3

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.

Burbank Center Stage
Request for Proposal – Second Round Interview Questions
City Council Chambers
October 4, 2023
5:00 pm

1. The City has been burned by 3rd party contractors before. What track record do you have with the community to show you can be a trusted partner?
2. Why is a live theater in Burbank different from other municipal theaters?
3. Burbank Center Stage is a unique performing arts venue in the City of Burbank. How would you describe your overall vision for this creative space? What artistic modes and styles will you incorporate into the design and operation of the facility?
4. Financial stability and long-term fiscal health are key priorities for the City of Burbank in searching for a partner to operate Burbank Center Stage. How would you describe your finance plan? What will be your primary sources of revenue? How will you work to mitigate growing costs in future years of operation?
5. Each of the responses to the RFP offers a unique vision for the future of performance arts in the City of Burbank. What do you believe is unique or otherwise sets you apart from other applicants seeking to operate Burbank Center Stage?
6. Given the state of the theatre, do you have any plans for renovation of the space and what is your overall vision and financial plan for ongoing maintenance and upkeep?
7. Burbank is an increasingly diverse city, what is your commitment and vision to include Diversity, Equity, and Inclusion in the theatre? Who do you envision partnering on with this and why?
8. This process has been a challenging one, requiring working with city staff, facing unexpected obstacles, and many delays. If you are awarded this contract, how do you plan to continue working with city staff, with community partners, and with the other applicants who did not get the contract in a way that satisfies the collaborative aim of the current and future Cultural Arts Master Plan?
9. It is possible that we may face another unexpected hardship like COVID that we cannot predict. How have you adapted to challenges in the past, and what is your plan for adjusting and being agile in the face of an unpredictable future?
10. For the first time in our city's history, arts is now part of our economic plan under tourism. Burbank has the potential to be THE valley destination for arts and

culture. How will you partner with the city staff, the chamber of commerce, other businesses, the downtown PBID, and the cultural arts commission to increase outside awareness of your programs and bring tourism to our city to experience the arts?

11. How do you believe live theatre programs for kids and youth can positively impact their personal development and engagement with the arts, and what innovative approaches or strategies do you envision to make these programs more appealing and effective?
12. What key financial planning and management responsibilities do you consider essential for successfully running a live theatre, and can you share an example of a financial challenge you have encountered in the past and how you addressed it?
13. What strategies and initiatives do you plan to implement to foster collaboration with local performing arts group, and how will you actively engage the Burbank community to ensure a strong and lasting connection with the theater.