

ATTACHMENT 1

Proposer Response Form

Please use Adobe to complete this form. Attach additional sheets, forms, or other materials as necessary. The information provided will be a guide, subject to verification, for determining the capacity and qualifications of the proposer to provide the highest level of services to the City.

SECTION 1: Contact Details

Proposer Company Name:	
Proposer Address:	
Main Contact Name:	
Main Contact Email Address:	
Main Contact Phone Number(s):	

SECTION 2: Qualifications & Experience

1. Provide information about your company's relevant experience in the operation of a museum. Who are your current community partnerships, who will be the museum's community partners and/or how do you plan to engage with other Denver-based cultural or historical organizations.

2. Provide the resume or job description of the on-site manager(s) proposed to operate the concessions (***attach separately***)

Attached: YES NO

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SECTION 3: Approach

1. Provide a detailed description of the proposed museum operation. Include how the concept is distinct from other museums, galleries, and cultural organizations within the City and County of Denver. Articulate how the museum will specifically focus on the City and County of Denver, rather than a regional or statewide approach.

- a) Describe your suggested exhibits for the museum.

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b) Describe your suggested program offerings and community engagement activities.

2. How will you engage the community with publicly accessible programming?

3. Describe how the proposed museum will increase public activity in the downtown area, and why the McNichols Building is the ideal location for the proposed entity, including projected attendance on a monthly and annual basis.

4. Describe how will the proposed museum support the overall vision for the Civic Center as outlined in past planning documents for Civic Center, including Civic Center Next 100 and the Civic Center Master plan?

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5. Describe how the operation of the museum can co-exist with special events and activities that will take place on the 3rd floor throughout the year, as well as how the entity can support future food and beverage offerings, a potential local arts marketplace and artist in residence pilot program on the 1st floor by driving sustained traffic to the venue. Additionally, if the Operator anticipates a museum gift shop, describe how that might align with the 1st floor uses outlined above.

6. Provide the proposed hours and days of operation for the museum and include any seasonal variations.

7. Describe your expected timeframe for starting operations and include your rationale.

8. Describe the proposed museum's approach to diversity, equity, and inclusion and how the Denver community would be represented within the museum.

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9. Describe your operating plan for the following:

a) Management structure

b) Total number of full-time and part-time personnel, and number of employees on each shift. How many additional employees do you plan to hire? What is the proposed wage scale for your employees? What benefits do you make available to your employees? What are your employee retention efforts?

c) Employees' experience level

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d) Internal controls and recordkeeping

e) Security for the museum

f) Maintaining cleanliness at the museum for special events and after hour use
litter/debris pick-up

g) Communicating with City staff and emergency personnel (fire, police, etc.)

h) Customer service philosophy and how complaints will be handled

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- i) Provide details regarding what infrastructure is needed to support museum operations, including anticipated fixtures and equipment, tenant improvements and anticipated cost such as temperature and atmospheric controls, security, access control, and other conditions relevant to the operation of a museum. How will you provide them?

- j) Sustainable business practices (recycling, use of compostable items, etc.). What evidence of such efforts will the City be able to view in your operation?

- k) Marketing approach

10. Disclose if your company is party to any current or pending litigation.

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SECTION 4: Financial Backing

1. Describe your methods for tracking and reporting all sales to the City and for maintaining and auditing financial records related to the museum operation.

2. Have you ever filed Chapter 7, 11, and/or 13 in Bankruptcy Court?

YES NO

- If yes, provide the date, court jurisdiction, amount of liabilities, amount of assets, and current status.

3. If you are a partnership, sole proprietorship, or a closely held corporation or LLC, have any of the partners, owners, or principals personally filed Chapter 7, 11, and/or 13 in Bankruptcy Court, or have any of the partners, owners, or principals been involved in the filing of Chapter 7, 11, and/or 13 in Bankruptcy Court with respect to any partnership, sole proprietorship, or a closely held corporation or LLC?


YES NO

- If yes, provide the date, court jurisdiction, amount of liabilities, amount of assets, and current status.

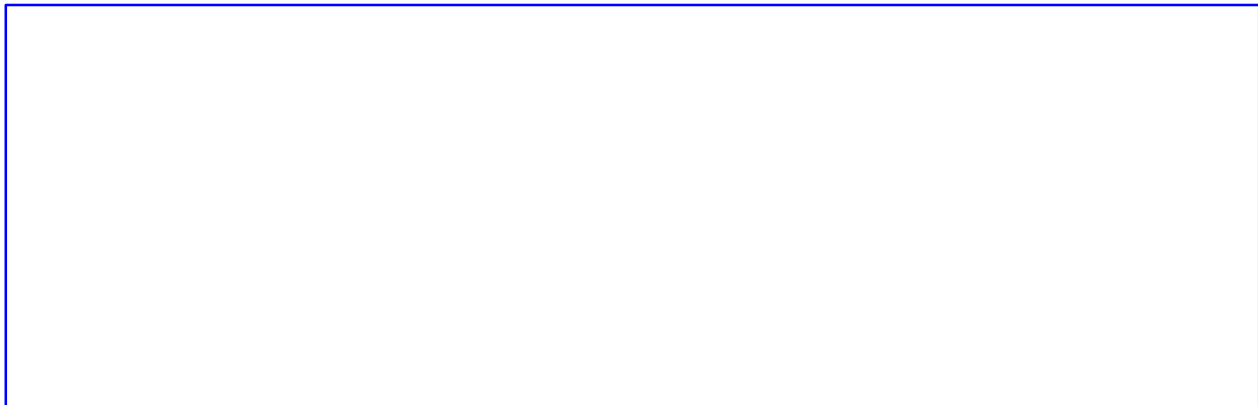
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4. Describe how the organization/entity can maintain and sustain successful operations including revenue models for admission, corporate and individual fundraising, grants, endowment, and other income support, as well as an expense model for staffing and administrative costs, acquisition expenses, and other expenses for the long-term.



5. Describe any major assumptions used in determining revenues, gross profit, payroll, interest, and other expenses.



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SECTION 5: Pricing

The Premises consists of approximately 8,500 square feet. The Initial Term is ten (10) years, with two (2) additional five-year renewal options.

For Years 1 through 5 of the Initial Term, the City will provide the Premises rent-free.

Commencing in Year 6 and continuing through the remainder of the lease term and any renewal periods, the lease will be structured as a modified gross lease, with utilities included in the proposed rental rate. Proposers must submit a modified gross lease rate per rentable square foot for Years 6 through 10, including any proposed annual escalations, as well as proposed rates for each renewal option period. No tenant improvements will be provided by the City.

The City recognizes the potential public value of activating the space and will consider the overall benefit to the community as part of its evaluation.

In addition, admission or service pricing should be consistent with comparable offerings in the immediate area to promote accessibility and competitiveness.

Proposals that demonstrate cost-effective pricing and a clear understanding of the City's commitment to fiscal responsibility will be viewed favorably.

ITEM	DESCRIPTION	AMOUNT
1	Lease rent: Rate per square foot for Years 6 -10	\$
2	Lease rent: Rate per square foot for 1 st renewal option	\$
3	Lease rent: Rate per square foot for 2nd renewal option	\$

ITEM	DESCRIPTION	AMOUNT
1	Individual Admission	\$
2	Group Admission	\$
3.	Special Events	\$
4.	Discounts	\$
5.	Other	\$

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SECTION 6: References

Provide the names and contact information for three (3) references for similar projects, who the City may contact, that are free to discuss all aspects of their experience working with your company.

	NAME, JOB TITLE & ORGANIZATION	CONTACT INFORMATION
1		
2		
3		