

REQUEST FOR PROPOSALS (RFP)

Performing Arts Center Feasibility Study

I. Introduction & Background

The Village of Orland Park ("Village") invites proposals from qualified professional consulting firms to conduct a comprehensive feasibility study for a potential Performing Arts Center. The Village seeks an objective, data-driven assessment to determine market demand, appropriate scale, programming optionality, site feasibility, capital and operating costs, revenue potential, partnership opportunities, competition analysis, governance models, and alignment with Village planning, cultural, and economic development objectives.

The Performing Arts Center is envisioned as a potential cultural asset that may range from a performance-focused venue to a broader multidisciplinary arts and cultural hub. The feasibility study shall provide the Village with clear options, trade-offs, and recommendations to support informed policy and investment decisions.

II. Study Objectives

The primary objectives of the feasibility study are to:

- Determine the financial, operational, and market feasibility of a Performing Arts Center
 - Define appropriate facility scale, programming, and amenities
 - Evaluate integration of performing arts, visual arts, education, maker spaces, and exhibition functions
 - Identify and evaluate potential site locations
 - Assess partnership opportunities that enhance utilization and reduce costs
 - Recommend sustainable funding, governance, and management strategies
 - Provide a clear decision framework for Village Board consideration
 - Evaluate the competitive landscape by benchmarking existing performing arts and cultural venues in the region
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III. Scope of Services

The Scope of Services is organized into six (6) phases. Proposers may suggest refinements but shall address all required elements.

Phase 1 – Market Demand

The consultant shall assess market demand and community need for a Performing Arts Center and related arts facilities.

Tasks shall include:

- Analysis of demographic, psychographic, and participation trends
- Assessment of regional arts and cultural supply and competition
- Validation of demand for theater, music, dance, visual arts, education, and exhibitions
- Identification of unmet needs for performance, rehearsal, studio, shop, and gallery space
- Identification and comparative analysis of similar and peer performing arts venues, including facility scale, seating capacity, programming mix, utilization, pricing, operating models, and market positioning

The consultant shall collect and analyze both qualitative and quantitative input related to:

- Demand for different types of spaces (performance, rehearsal, studio, gallery, education, maker, and flexible community use)
- Preferred facility scale and seating capacity ranges
- Programming priorities (ticketed performances, community events, arts education, exhibitions, rentals, and daily-use activities)
- Pricing sensitivity for ticketed events, classes, and rentals
- Accessibility and accommodation needs
- Operational expectations
- Scheduling preferences
- Potential neighborhood considerations

Deliverable: Phase 1 Summary Report – Market Demand and Comparable Venue Analysis

Phase 2 –Community Need & Engagement

Design and execute a robust community engagement plan.

Tasks shall include:

Design and facilitate a community and stakeholder engagement process using diverse tools including:

- Public meetings
- Focus groups
- Workshops
- Surveys
- Listening sessions
- Round tables
- Virtual engagement platforms to maximize participation, accessibility, and inclusivity

Deliverable: Phase 2 Detailed Report – Summary of Engagement Activities, Findings and Key Themes • Survey Results and Response Metrics

Phase 3 – Facility Program Development & Scenarios

The consultant shall translate market demand and community engagement findings into a right-sized facility program and evaluate alternative development scenarios.

A. Program Components

The consultant shall analyze and recommend appropriate size, quantity, and configuration of the following spaces:

Performance & Presentation Spaces • Seating capacity and performance configuration(s)
• Stage size, depth, width, height, and technical capabilities • Secondary or flexible performance spaces, if appropriate

Back-of-House, Production & Maker Spaces • Dressing rooms, green rooms, and performer support • Scene and set construction shops • Maker and shop-class instructional spaces • Prop, scenery, and equipment storage

Rehearsal, Dance & Education Spaces • Dance studios and rehearsal halls • Classrooms and instructional spaces

Visual Arts & Studio Spaces • Painting, drawing, and mixed-media studios • Pottery and ceramics studios (including kilns and support areas) • Digital or flexible creative studios • Creative arts studios designed to accommodate painting, drawing, digital art, and mixed-media work, including water access, sinks, durable finishes, ventilation, and storage

Music, Media & Creative Production Spaces • Music practice rooms (individual and small ensemble), acoustically treated and sound-isolated • Recording studio with a recommended planning target of approximately 1,600 square feet and minimum 16-foot ceiling height, including control room, live room, isolation booth(s), and technical support spaces • Multipurpose creative media studio space suitable for photography, videography, podcasting, digital content creation, and mixed-use creative production • Flexible studio rooms capable of supporting instruction, workshops, and emerging creative technologies

Gallery, Exhibition & Museum-Style Spaces • Dedicated art gallery and exhibition areas • Community or rotating exhibition space • Art preparation and storage areas

Front-of-House & Public Spaces • Lobby, reception, and gathering spaces • Spaces suitable for art openings, receptions, and events • Patron amenities and concessions

Administrative & Support Spaces • Facility management and partner offices • Meeting rooms and volunteer support areas

B. Illustrative Space Ranges (Planning-Level)

The consultant shall evaluate and refine the following illustrative space ranges:

Studios & Arts Education • General art studios: 800–1,500 SF each • Ceramics/pottery studio: 1,200–2,500 SF • Dance/rehearsal studios: 1,000–2,000 SF each • Music practice rooms: 150–300 SF each (varied sizes for individual and small ensemble use) • Creative arts studio (multi-discipline): 1,000–2,000 SF

Music, Media & Recording • **Recording studio (planning target):** approximately 1,600 SF total with minimum 16' clear ceiling height • Control room: 300–400 SF • Live recording room: 600–800 SF • Isolation booth(s): 100–200 SF each • Media / podcast / photography studio: 800–1,500 SF

Production & Maker Spaces • Scene/set shop: 2,000–4,000 SF • Maker/shop classroom: 1,000–2,000 SF • Prop/scenery storage: 800–1,500 SF

Gallery & Exhibition • Primary gallery: 1,500–3,000 SF • Secondary/community gallery: 800–1,500 SF • Exhibit prep/storage: 400–800 SF

C. Program Scenarios

The consultant shall develop and compare at least two (2) program scenarios:

Scenario A – Performing Arts–Focused Center • Emphasis on ticketed performances • Limited ancillary arts and education spaces • Approximate total building size: 35,000–55,000 SF

Scenario B – Multidisciplinary Arts Hub Integrated performing arts, visual arts, education, maker spaces, and exhibitions • Strong daily utilization and partnership model • Approximate total building size: 60,000–90,000 SF

The consultant may propose a hybrid or phased approach.

Deliverables: Phase 3 Summary – Facility program and scenario comparison

Phase 4 – Site Identification & Evaluation

The consultant shall identify and evaluate potential Village-owned and private sites.

Tasks shall include: • Site screening and shortlisting • Evaluation of infrastructure, parking, access, and visibility • Assessment of loading, back-of-house separation, and public circulation • Evaluation of adaptive reuse versus new construction • Preliminary economic impact considerations, including visitor spending, support for local businesses, and placemaking effects

Deliverable: Phase 4 Summary – Site evaluation matrix and recommended options

Phase 4A – Economic & Community Impact Analysis

The consultant shall evaluate the potential economic and community impacts associated with development and operation of a Performing Arts Center under each program scenario.

Tasks shall include: • Estimation of direct, indirect, and induced economic impacts • Analysis of visitor spending related to performances, exhibitions, classes, and events • Assessment of impacts on local restaurants, retail, hospitality, and service businesses • Evaluation of job creation (construction and ongoing operations) • Assessment of tax revenue implications, where applicable • Evaluation of broader community benefits, including cultural vitality, downtown activity, and quality-of-life enhancements • Comparison of economic impacts between the Performing Arts–Focused Center and the Multidisciplinary Arts Hub scenarios

Deliverable: Phase 4A Summary – Economic and Community Impact Analysis (included in final report)

Phase 5 – Financial Feasibility, Partnerships & Governance

The consultant shall prepare financial and operational analyses for each program scenario.

Tasks shall include: • Order-of-magnitude capital cost estimates • Annual operating budgets and staffing implications • Ten-year financial projections and subsidy analysis • Evaluation of earned revenue potential • Identification of partnership opportunities (education, nonprofit, cultural, public/private) • Evaluation of governance and management models • Lifecycle cost considerations and phased development options

Funding & Grant Alignment

The consultant shall evaluate how each scenario aligns with: • Municipal funding mechanisms • Philanthropic and foundation support • State and federal arts and culture grants • Arts education, workforce development, and community development funding

Deliverable: Phase 5 Summary – Financial models, funding analysis, and governance options

Phase 6 – Recommendations & Decision Framework

The consultant shall synthesize findings and provide clear recommendations.

Tasks shall include: • Side-by-side comparison of scenarios • Identification of risks, trade-offs, and benefits • Recommended path forward or decision framework • Phased or expandable development options

Deliverable: Phase 6 Summary – Final Comprehensive Report and presentation

IV. Final Deliverables

• Comprehensive feasibility study report • Executive summary for Village elected officials • Program scenarios and comparison tables, including peer and comparable venue benchmarking • Staffing recommendations based on program scenario and operating model • Financial models and assumptions • Site evaluation matrices • Community and stakeholder engagement documentation • Public presentation(s) to Village Board and staff

V. Proposal Submission Requirements

Proposals shall include: • Firm qualifications and relevant experience • Project understanding and methodology • Proposed work plan and schedule • Community and stakeholder engagement approach • Project team and roles • Relevant case studies • Cost proposal

VI. Evaluation Criteria

Proposals will be evaluated based on: • Relevant experience with performing arts and multidisciplinary cultural facilities • Understanding of project goals and scope • Quality of methodology and engagement approach • Qualifications of project team • Alignment with Village planning and economic objectives • Cost and overall value