

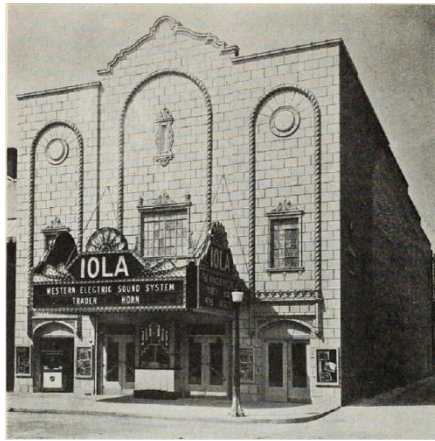
IOLA THEATRE ASSOCIATION, INC.

202 South Washington Avenue
Iola, Kansas 66749

November 2024

Subject: Request for Qualifications (RFQ) & Request for Proposal
Issued by: Iola Theatre Association
Contact: Maria Unruh, iolatheatreassociation@gmail.com

Deadline for Qualifications: December 17, 2024



1. INTRO

The Iola Theatre Association (ITA) was established as a 501(c)(3) nonprofit in 2022 with the goal of restoring and operating the historic Iola Theatre as a center for community life in downtown Iola, Kansas. ITA is governed by a volunteer Board of Directors.

2. BRIEF HISTORY

The Iola Theatre was built in 1931 in the classic Mission Revival style, with nearly 900 seats and state-of-the-art technology for its time. Generations of southeast Kansans enjoyed films at this beautiful movie house.

The theatre was built by Iola, Kansas businessman and hotelier Ira D. Kelley, opening August 17, 1931. The Iola Register account of its construction touted the modernity of its style, rivaling movie houses that existed in places such as Kansas City and New York. Extravagant features such as leather air-cushioned seats, brand-new tile designs, top-of-the-line chandeliers, and a modern ventilation system were some of the modernistic elements of the theater. The grand auditorium was adorned with colorful murals that decorated the walls, with rich velvet drapes and a luxurious lounge on the mezzanine level. A packed house saw the Clark Gable hit *Sporting Blood* on the theatre's opening day in 1931.

In the decades following its opening the theater showed thousands of films, working to stay competitive and relevant as all the other movie houses in lola and surrounding communities closed. Different rounds of modernization occurred in the 1950s and 1970s to keep up with the times. In 1977, an additional screen was added in the balcony section of the theater allowing for two different movies to play at once.

The theater was ultimately closed 70 years after its opening when B&B Theaters completed the construction of their Sterling Six Cinemas on the outskirts of lola in 2001. At that time the building was purchased by a local faith-based organization and used as a church for over a decade before it was acquired and donated to the lola Theatre Association.

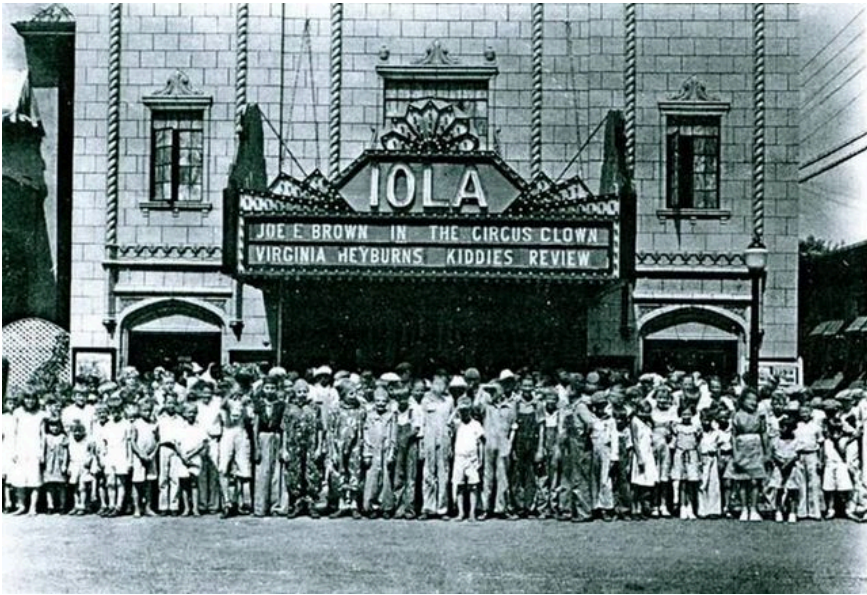
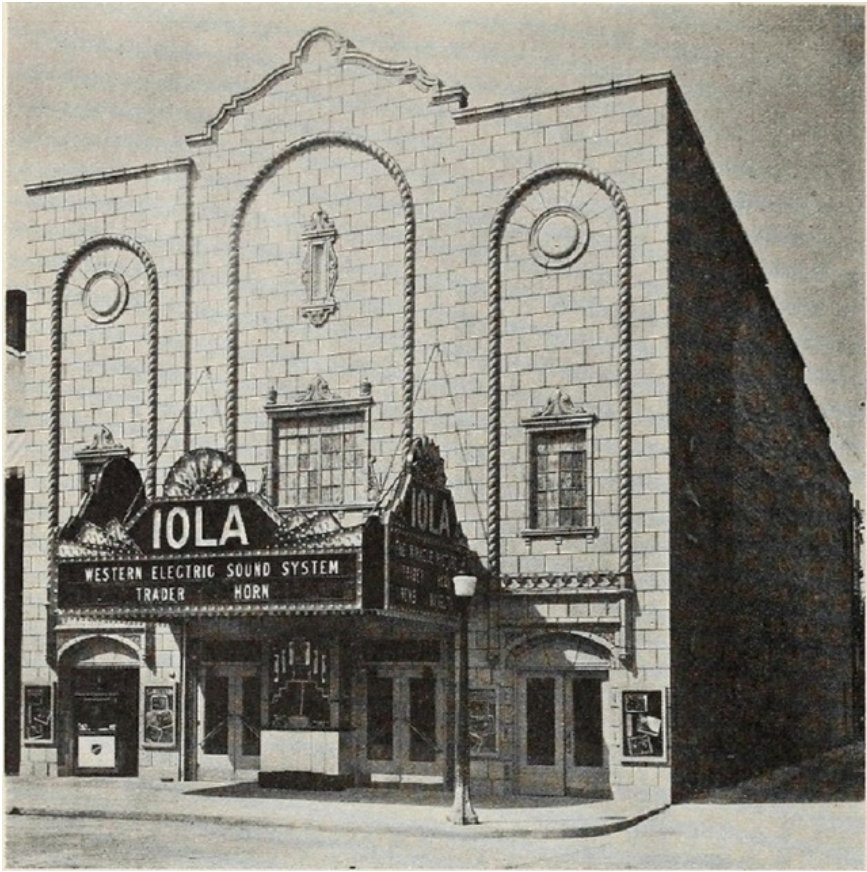
3. PROJECT FACTS

- Project Address: 202 South Washington Avenue lola, KS 66749
- National Registry Listing. (Listed January 2024)

4. SCOPE OF SERVICES

- Provide a replica of the historic lola Theatre's original 1931 marquee to replace the existing marquee. The replica will not be updated to integrate current technology. Lettering to match original design. Refer to photos below.
- Complete Turnkey system to include:
 - i. Design
 1. Design documents for board approval
 2. All details required for fabrication
 3. Color and material selections
 4. Attachment details to existing structure
 5. Lighting design of the marquee only
 6. Warranty Options
 7. Coordination with all project partners on installation and operation
 8. SHPO Approval
 - ii. Fabrication
 1. Oversee all aspects of the fabrication and delivery of sign to site
 - iii. Installation
 1. The existing marquee to be disconnected, removed and stored for future use. Exact intentions unknown at this time.
 2. Coordinate installation with all project partners (design team, contractors for installation)
 3. Provide all required controls and training to the ITA on operation and maintenance.
 4. Confirmation of a fully operational system.

PHOTOS OF THE 1931 MARQUEE



PHOTOS OF THE 1931 MARQUEE



5. QUALIFICATIONS

Each respondent should include the following information.

- A brief overview about the company
- Provide a maximum of five (5) project examples.
- Fee proposal to include design fee & budgetary estimate for a complete turnkey system of the marquee
- Anticipated Project Schedule (design to final installation)

6. PROPOSED PROJECT TIMELINE

- Notice of Award: January 2025

7. REVIEW PROCESS

All submittals will be reviewed by the Iola Theatre Board.

8. QUESTIONS

Email any questions to iolatheatreassociation@gmail.com by 12/13/2024.