

IOLA THEATRE ASSOCIATION, INC.

202 South Washington Avenue
Iola, Kansas 66749

August 2024

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

Deadline for Qualifications: September 6, 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 STATEMENT

The ultimate goal of the ITA is to restore the lola Theatre building to its original 1931 appearance, while also making improvements for accessibility, life safety, lighting and sound. It is not the intent of the ITA to operate the lola Theatre to show films on a regular basis, but rather to bring it back to life as a venue for community gatherings, live music, class reunions and weddings, as well as the occasional seasonal film showing. Flexibility will be key to allow for versatility within the space.

4. PROJECT FACTS

- Project Address: 202 South Washington Avenue lola, KS 66749
- The estimated construction cost: \$8.5 million
- Building Square footage: Approximately 13,000 SF
 - i. Main level with stage
 - ii. Second floor balcony and control booth
- Construction Manager at Risk (CMAR) to be brought on later in the project.

5. PROGRESS TO-DATE

- The lola Theatre building has been prepared for restoration, with all non-original modifications made to the building having been removed except for the 1950s marquee, front doors and box office. Photos available upon request.
- New Metal roof (2013) Cleaned and resealed (2022)
- North & South Exterior Elevation Repair (Oct 2023 & April 2024)
 - Contractor: 5M Restoration
- National Registry Listing. (Listed January 2024) Report available upon request.
 - Partner: Rosin Preservation
 - Historic Tax Credit application – Final Consultant still to be determined. Contract held by ITA.

6. SCOPE OF SERVICES

- **Phase 1:** Concept & Schematic Design Report
 - Concept to consist of the following components:
 - Condition Assessment
 - Space needs assessment

- Concept plans
 - Creating a phased implementation and financial plan.
 - Schematic Report to be provided for the design approach for the entire building.
 - Subconsultants to include:
 - Civil
 - Structural
 - Mechanical
 - Electrical
 - Plumbing
 - Fire protection
 - Potential Supplemental Services (SS):
 - Geotechnical Investigation and Report(s)
 - Environmental Investigation and Report(s), to also include Hazardous Materials Remediation
 - Site, topographic and utility survey/mapping
- **Phase 2:** Construction documents for restoration of the building's lobby and mezzanine lounge; installation of accessible restrooms; life safety upgrades and urgent building repairs. Scope to include all utility upgrades and utility connection points to serve the entire building project. This phase will allow front portions of the theatre to be opened to the public prior to the restoration of the remainder of the theatre. This will permit the ITA to provide limited programming that will return patrons to the building and facilitate the larger capital campaign that will support the restoration of the remaining of the building. This phase of the project includes design work to ensure these activities are synchronized and harmonized with later portions of the restoration avoiding rework as much as possible.
 - Design Development Phase Services
 - Construction Documentation Phase Services
 - Bidding Phase Services
 - Construction Administration Phase Services
- **Phase 3:** Future work to include completion of the entirety of the project. Fee to be provided at a future date.

7. QUALIFICATIONS

Each respondent should include the following information.

- A brief overview about the company
- The name(s) of key personnel who would be assigned to the project and experience.
- Maximum of five (5) projects of similar scope to display the firms experience, including theatre buildings, historic preservation, phasing. Project list to include:
 - Name and location
 - Project Description
 - Renderings or photographs
- Fee proposal for phase 1 & 2 scope of services.
- Subconsultant information must be included:
 - A brief overview about the company
 - Maximum of five (5) projects of similar scope to display the firms experience, including theatre buildings, historic preservation, phasing. Project list to include:
 - Name and location
 - Project Description
 - Renderings or photographs

8. PROPOSED PROJECT PHASING & TIMELINE

- Notice of Award: September 2024
- Project Start Date: Fall 2024
- Phase 1 Completion: Spring 2025
- Phase 2 Construction Documentation Completion: Summer 2025
- Phase 3: Dependent on funding

9. REVIEW PROCESS

All submittals will be reviewed by the Iola Theatre Board. Depending on the number of submittals, personal interviews may be requested.

10. QUESTIONS

Email any questions to iolatheatreassociation@gmail.com by 08/23/2024.