

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 1, 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's 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 theatre. 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 theatre 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 theatre allowing for two different movies to play at once.

The theatre 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 lola Theatre Association (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

5. SCOPE OF SERVICES

- Preparation of Kansas Rehabilitation Tax Credit Application
 - i. Part 1: Complete. No scope required.
 - 1. National Register of Historic Places listed January 2024
 - ii. Part 2: Prepare and Submit the Qualified Rehabilitation Certification Forms (Scope of Work)
 - 1. Provide expertise to the design team on that the proposed rehabilitation strategy will meet the Secretary of the Interior's Standards for Rehabilitation and other SHPO design parameters.
 - 2. Submit a sufficient number of good, clear photographs documenting the areas of proposed work prior to any rehabilitation work per NPS and SHPO guidelines.
 - 3. Provide any additional information to SHPO as required for a complete application.
 - 4. Prepare and submit the federal Part 2 tax credit application.
 - iii. Part 3: Prepare and Submit the Rehabilitation Completion Certification Forms (Closing paperwork)

1. Include photographs documenting all areas of completed work as well as Schedule 1 and Schedule 2 costs sheets.
 2. Provide any additional information to SHPO as required for a complete application.
- Additional services include:
 - i. Consult with project team as needed during rehabilitation to answer questions that arise during the application review and construction.
 - ii. Site visits as required.
 - ***All work to be coordinate with the State Historic Preservation Office (SHPO) requirements.***

6. 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) project examples of similar scope.
- Fee proposal for part 2 and part 3.

7. PROPOSED PROJECT TIMELINE

- Notice of Award: September 2024
- Design Start Date: Fall 2024
- Estimated construction schedule: *Highly dependent on funding*
 - Spring 2025 – Spring 2027

8. REVIEW PROCESS

All submittals will be reviewed by the Lola Theatre Board.

9. QUESTIONS

Email any questions to iolatheatreassociation@gmail.com by 08/16/2024.