

Harrisonburg Redevelopment and Housing Authority
REQUEST FOR PROPOSALS
COURT SQUARE THEATER
MANAGEMENT
May 8, 2026

A. Introduction

Court Square Theater (“CST”) is a multi-use performance venue dedicated to enriching the cultural life of our community through music, film, live theater, and special events. We are seeking proposals from qualified and experienced firms or individuals to provide comprehensive theater management services.

The selected contractor will be responsible for the day-to-day operations, programming coordination, facility oversight, and strategic growth of the Theater.

Offerors submitting proposals to the RFP must not be debarred, suspended or otherwise prohibited from professional practice by any Federal, State or Local Agency.

One electronic proposal in response to this RFP is due no later than 12:00 noon (Eastern Standard Time) on June 5, 2026, and should be addressed as follows and sent to wongway@harrisonburgrha.com :

PROPOSAL: Court Square Theater Management
Michael G. Wong, Executive Director
Harrisonburg Redevelopment and Housing Authority

Appointments may be made to view the theater prior to submission by calling or emailing Tiffany Runion, Deputy Director, HRHA at 540-434-7386 or trunion@harrisonburghra.com.

Questions regarding this RFP should be directed to Michael Wong, wongway@harrisonburgrha.com prior to May 25, 2026.

THE RESPONSIBILITY FOR SUBMITTING An ELECTRONIC RESPONSE TO THIS RFP ON OR BEFORE THE STATED TIME AND DATE WILL BE SOLELY AND STRICTLY THE RESPONSIBILITY OF THE OFFEROR

The Authority reserves the right to reject any and all proposals.

B. Background

CST is in downtown Harrisonburg, VA and was developed by the Harrisonburg Redevelopment and Housing Authority (HRHA) to support downtown revitalization and to provide a venue for community access to a variety of performing arts. CST was built in 1997 and has been actively used since that date. It is comprised of approximately 270 seats with concession stand, movie projector, live stage area, sound and lighting system and bathroom facilities. HRHA plans to use a triple net lease for the theater management services with all its theater equipment and amenities being included at no cost. The theater management will be responsible for all operating expenses, service contracts, and capital improvements to the property. HRHA will also agree to co-share (50/50) in any capital improvement expenses greater than \$10,000.00. The lease will consist of an initial one-year term that will be automatically renewed on an annual basis.

C. Objectives

The primary objectives of this RFP are to:

- Ensure professional and efficient management of theater operations
- Expand and diversify programming across music, movies, theater, and special events
- Increase community engagement and attendance
- Maintain and enhance the facility to a high standard
- Improve financial sustainability through revenue growth and cost control

D. Scope of Work

The selected proposer will provide a full range of theater management services, including but not limited to:

A. Operations Management

- Oversee daily operations of the Theater
- Develop and implement policies and procedures
- Coordinate scheduling of all events and rehearsals
- Ensure compliance with safety, licensing, and regulatory requirements

B. Programming & Booking

- Curate and book a diverse range of programming, including:
- Live music performances
- Film screenings (commercial, independent, and community-based)
- Theatrical productions
- Festivals, lectures, and private events
- Develop partnerships with artists, promoters, and community organizations

C. Marketing & Audience Development

- Create and execute marketing strategies to promote events
- Manage digital presence, including website and social media
- Develop audience engagement initiatives and community outreach programs

- Coordinate ticketing strategies and promotions

D. Financial Management

- Prepare and manage annual operating budgets
- Track revenues and expenses
- Identify and develop new revenue streams (e.g., rentals, sponsorships, concessions)
- Provide regular financial reports to Theater and HRHA leadership

E. Facility & Technical Oversight

- Oversee maintenance and upkeep of the building and equipment
- Coordinate technical requirements for events (sound, lighting, projection)
- Manage vendor relationships for maintenance and repairs

F. Staffing & Volunteer Coordination

- Develop staffing plans for events and daily operations
- Foster a positive and inclusive work environment
- Recruit, train, and supervise staff and volunteers

E. Qualifications

Proposers should demonstrate:

- Proven experience managing theaters, performing arts centers, or similar venues
- Strong background in event programming and booking
- Financial management experience, including budgeting and reporting
- Marketing and audience development expertise
- Knowledge of technical theater operations
- Excellent organizational, communication, and leadership skills

Evaluation of Proposals

Proposals will be evaluated and the contract awarded in accordance with the "Procurement of Professional Services" provisions of the Virginia Public Procurement Act (Section 11-35 ff. of the Code of Virginia of 1950) and the Purchasing Policy of the Housing Authority. Any qualified and experienced firm or individual, which has the capability to perform these services and desires to be considered for selection is invited to submit a proposal, which responds to the following evaluation factors and additional requirements of this RFP:

1. Evaluation Factors

EVALUATION FACTOR	<u>POINTS</u>
a. Organizational Overview. Organizational structure, background and experience along with proposed key personnel and their roles.	25
b. Approach and Methodology. Detailed description on how services will be delivered, programming vision and strategy, and community engagement	25

approach.

c.	Sustainability Plan. Description of how operations will be sustained with anticipated resource and fund development strategies.	25
d.	Relevant training, knowledge, experience and level of involvement of the principal(s) and proposed partnerships.	10
e.	Financial Proposal. Information on fee structure, operating expenses and anticipated budget information.	10
f.	Proposal implementation. Description on the transition plan and onboarding schedule.	5
	TOTAL POSSIBLE POINTS	100

G. Additional Information

- HRHA reserves the right to reject any or all proposals
- HRHA may request additional information or conduct interviews
- All costs associated with proposal preparation are the responsibility of the proposer