



Town of Hilton Head Island

Venue Committee Meeting

Thursday, September 22, 2016

4:00p.m. – Benjamin Racusin Council Chambers

AGENDA

As a Courtesy to Others Please Turn Off All Cell Phones and Pagers during the Meeting.

- 1. Call to Order**
- 2. Freedom of Information Act Compliance**
Public notification of this meeting has been published, posted, and mailed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.
- 3. Approval of Agenda**
- 4. Approval of Meeting Minutes –September 9, 2016**
- 5. New Business**
 - a) Recommendation to Community Services Committee to begin contract negotiations for RFQ 2016-0016.
 - b) Approval of 2017 Venue Committee Schedule
- 6. Unfinished Business**
 - a) Review any updated information from Task Teams
- 7. Administrative Details**
 - a) Schedule Review:
 - i) December meeting date
 - ii) Possible cancellation of October 5 meeting
- 8. Appearance by Citizens**
- 9. Adjournment**

Please note that a quorum of Town Council may result if a majority of their members attend this meeting.

TOWN OF HILTON HEAD ISLAND
Venue Committee Meeting
September 9, 2016
9:00a.m. – Benjamin M. Racusin Council Chambers

Committee Members Present: Chairman Cindy Creamer, Vice Chairman Jane Joseph, Karen Attaway, Dan Castro, Lili Coleman, Rex Garniewicz, Florry Gibbes, Bob Lee, Tim Ridge, Gregg Russell, Suzanne Thompson

Committee Members Absent: Gil Campbell, Terry Herron, Juliann Foster, Charlie Clark

Town Council Present: Kim Likins, Tom Lennox

Town Staff Present: Jill Foster, Deputy Director of Community Development; Jayme Lopko, Senior Planner; Tom Fultz, Director of Administrative Services; Melissa Cope, Systems Analyst; Teresa Haley, Administrative Assistant

1. Call to Order

2. Freedom of Information Act Compliance

Public notification of this meeting has been published, posted, and mailed in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.

3. Approval of Agenda

The Venue Committee **approved** the agenda by general consent.

4. Approval of Meeting Minutes – August 18, 2016

The Venue Committee **approved** the minutes of the August 18, 2016 meeting as presented by general consent.

5. New Business

a) Speaker: Presentation/Discussion – Eric Esquivel, Latino Festival

Chairman Creamer welcomed and introduced Mr. Esquivel, publisher and creator of La Isla Magazine. Mr. Esquivel presented his background, the history of the Hispanic culture, their increasing growth rate and economic impact in the community. In celebration of Hispanic Heritage month, La Isla Magazine hosts the Latin Music Festival at Shelter Cove Community Park, which has been sponsored by New River Auto Mall. La Isla Magazine also annually hosts Fiesta de Mayo at Shelter Cove Community Park. Mr. Esquivel stated that these events bring 6,000 people throughout the day and he believes more would attend if a larger, more accommodating venue was available. Mr. Esquivel stated that these events face the following challenges: lack of parking; infrastructure – sufficient electrical and water facilities; having to pay and provide for their own stage; and procedural and logistical components to organizing and hosting events. The Committee inquired as to the maximum capacity at Shelter Cove Community Park. Mr. Esquivel estimated past events held a maximum of 3,000 people with 83 vendors at once, which can become uncomfortably overcrowded. The Committee inquired as to other significant arts and cultural interests that the Latino community would like to see more of on the

Island. Mr. Esquivel stated that dance and a variety of dance is important to Latino culture throughout the world. La Isla Magazine often highlights Hispanic artists coming to the area and it would be great to provide the opportunity for them to perform here more often. The Committee asked whether Mr. Esquivel foresees a future need for an indoor facility seating or holding around 1,500 people. Mr. Esquivel specified the need for a large indoor facility with multi-functional features. The Committee asked in terms of revenue, how many events can the organization host and pay rent for. Mr. Esquivel stated modestly ten events in a year and he foresees a strong potential for growth in this.

Chairman Creamer expressed appreciation to Mr. Esquivel for his time and presentation today. Vice Chairman Joseph asked Mr. Esquivel if she and Chairman Creamer could contact him should the Committee have any further questions. Mr. Esquivel gladly agreed to Vice Chairman Joseph's request.

b) RFQ 2016-0016 Consultant Update and Interviews

Chairman Creamer stated that the consultant interviews are scheduled for September 12, 13 and 21. Upon conclusion of the interviews, the selection team will make a recommendation for a consultant to the Committee for approval. The Committee will then make the recommendation to the Community Services Committee for approval. The Community Services Committee will bring forward the recommendation to Town Council. Upon Town Council's approval of the consultant, the consultant's detailed scope of work and costs will be need to be clearly defined; and then reviewed and approved by the Venue Committee, Community Services Committee, and finally Town Council. This process will take until December.

6. Unfinished Business

a) Review any updated information from Task Teams

Team 1 presented an in-depth analysis of the 76 survey responses received from the following targeted types of organizations: Arts/Cultural/History (ACH) nonprofits; Schools/School arts organizations; and Arts-related businesses. The response was highest from ACH nonprofits. The content of the survey questions related to the following categories: organizational data; scope of usage; facility features; financial aspects from potential users of a venue; and community support and concerns. Team 1 identified the next step as working with other Teams and a consultant to provide additional data and analysis as needed. Then further, potentially circle back to potential users of venue(s) to determine specific needs, as well as actual financial feasibility once rental cost estimates are available. The Committee discussed and inquired as to various aspects of Team 1's findings.

Team 2 presented statements regarding the general public survey based on preliminary presentations by the consultant, and feedback from Chairman Creamer and Vice Chairman Joseph. The Committee has been very cautious not to imply that the decision to build a venue is a foregone conclusion and perhaps in the Team's initial working of the survey for the general public that message was being misunderstood. The survey is on hold until the next meeting with the consultant.

Team 3 is continuing to research the questions raised by the Committee at their last meeting presentation. Team 3 is pursuing research on another location in Florida that was suggested to Vice Chairman Joseph at a rotary club meeting. Team 3 has identified through their research

multiple successful venues with multiple sources of revenue to operate them. A consultant will have more information on how to accomplish this.

7. Administrative Details

a) Schedule Review

Chairman Creamer stated that she and Vice Chairman Joseph are continuing to communicate arts and culture, as well as the Committee’s mission at various events and locations. Chairman Creamer welcomed all to attend the next Arts & Coffee gathering scheduled for September 19th at 8:30a.m. at Palmetto Electric on Mathews Drive.

Chairman Creamer stated that with a consultant scheduled to be hired in December, the Committee’s work will continue through March-April 2017. Chairman Creamer will send a proposed meeting schedule and asked for prompt responses from the Committee.

8. Appearance by Citizens

A member of the public asked why not look off the Island in terms of a venue. Vice Chairman Joseph stated that the Town established the Committee’s scope of work specific to Hilton Head Island. A member of the public asked for clarification regarding a proposed \$65 million arts campus. Vice Chairman Joseph clarified that the dollar figure was initially produced by a private group of citizens and further used as an example in a presentation in a Capital Sales Tax meeting. A member of the public asked whether there is current interaction between the Committee’s work and the Visioning process. Vice Chairman indicated that not officially at this time, but most likely the two efforts will connect in the future.

9. Adjournment

The meeting was adjourned at 10:38a.m.

Submitted By:

Approved By:

Teresa Haley
Administrative Assistant

Cindy Creamer
Chairman

Attachment A
RFQ2016-0016 VENUE COMMITTEE EXHIBIT 1
SCOPE OF SERVICES

The consultant's role will be to provide technical advice/support to the Committee in order to accomplish those objectives reflected below. For each objective the Committee has determined specific tasks that the consultant is responsible to perform and a list of the work products that the Committee expects to have available. The Committee envisions a collaborative process in which the Committee and consultant create a project plan that will accomplish the Committee's goals and objectives in the required timeframe and which confirms the tasks of both parties. It is expected that due to the complexity and number of variables of the project that must be satisfied, the process may/will be iterative.

Each responding consultant must provide a draft work plan that clearly outlines the methodologies, strategies, processes and tactics they would employ to successfully complete all objectives/tasks. The proposed team for this project must be comprised of individuals with the demonstrated experience, education and technical skills necessary to accomplish each task. In your proposed work plan you should clearly identify which members will be involved for each task. These members should have a verifiable record of providing similar services in the reference examples you provided in response to the RFQ. We are seeking an experienced team who has worked together on past projects with a record of meeting or exceeding client's expectations.

Objective #1

Usage/Programming Objective: Determine the types of year-round programming and usage that are needed in the future to satisfy the Town's residents and visitors as well as the Entertainment, Arts, Cultural and History organizations.

Consultant's Task:

- Review work of committee and make recommendations on data quality and completeness.

Objective #2

Facility Objective: Determine what facilities and features are needed in the future to support the usage and programming requirements of the Town's residents and visitors as well as the Entertainment, Arts, Culture, and History organizations.

Consultant's Tasks:

- Designate the facilities and features that the current and future residents and visitors in the community would need to satisfy their potential usage and programming expectations.
- Define the specific design components that would result from the evaluation of facility and features.
- Identify/review the location options for new or improved venue(s) and make recommendations for this element.
- Working with the Town of Hilton Head Island's designated architect, develop a Facility

Conceptual Schematic.

The Venue Committee will supply:

- Existing facilities and the space, features, services and financials associated with them.
- Availability of facilities in other towns that have similar demographics to Hilton Head Island (size, seating, multi-purpose space designs) and how they are managed, financed and programmed.
- Facilities and features that the current Entertainment, Arts, Culture and History organizations need to satisfy their potential usage and programming requirements.
- Facilities and features that the current businesses and organizations that are not Entertainment, Arts, Culture and History organizations need to satisfy their potential usage and programming requirements and which would contribute to a positive economic and quality of life impact on the community.
- Facilities and features that the current and future residents and visitors need to satisfy their potential usage and programming expectations.
- Town and commercially owned location options available for a new or improved venue(s).

Objective #3

Financial Objective: Determine the costs and revenues associated with the facilities and features as well as the usage and programming and determine if and in what areas the Town Government or other entities should financially support the Venue(s) recommendation.

Consultant's Tasks:

- Provide the cost details to plan and construct the facility(s) identified by the Venue Committee.
- Based on the identified facility(s) and the consultant's experience, provide the likely costs to operate (include personnel and management fees), maintain, and program the facility(s). Include a life-cycle model to substantiate sustainability.
- Recommend the best management model for such facility(s).
 - Identify the advantages/disadvantages of a profit vs. non-profit operational structure.
 - Include a recommended management model [e.g., Professional manager? HHI Non-profit?] and comment on its impact on financing and fundraising.
 - Include the implications on depreciation if management is a 501(c)3.
- Provide the expected revenue from facility usage. (Includes all usage categories, proposed program schedule, and pricing and utilization assumptions). Estimate the potential direct revenue contribution from the annual tourist/visitors to the Island.
- Identify the financing structures that are possible and recommended for the planning, construction, operations, and maintenance of the venue(s). (E.g. Bonds, endowment, business and individual donors and ways to utilize various foundations)
 - Describe best funding practices and innovative funding options of other successful venues in similar towns, and a menu of options applicable.
 - Include guidance on how to maximize and obtain grant funding (including a list of applicable foundations and their qualifying criteria).
- Recommend the best financial arrangements to ensure long-term sustainability of the venue(s).
- Based on the consultant's experience, recommend who should be responsible for raising

- funds from the community or other private donors and how that would be accomplished. (Recommend possible structures, entities and strategies for public/private partnerships that we might use). Identify possibilities for major commercial sponsorships and naming rights from national organizations.
- Based on the consultant's experience, identify the likely effect of a capital campaign for facility(s) have on the fundraising efforts of existing arts organizations.
 - Identify what roles the Town and other organizations could play, based on successful venues in towns similar to Hilton Head Island. If appropriate, include a recommendation on which costs are appropriate to be borne by the public sector versus the private sector.

The Venue Committee will supply:

- Data from prior studies and the current project
 - Financial data from other Cities/Towns including: planning, construction, operations and maintenance; revenue, financing strategies, role of local government and private parties
- Revenue and cost information from the Entertainment, Arts, Culture, History and other organizations and businesses on the Island.

Objective #4

Community Objective: Determine the amount and type of support by the community for Venue modifications (new and existing) and the expected impact to the community.

Consultant's Tasks:

- Assess the financial, volunteer and attendance support from the community that the Town could expect if the decision were made by the Town to financially support improved facilities.
- Describe the financial support of the community necessary to ensure the success of such a project.
- Describe the effect that improved venue options would have on tourism.
- Describe the effect that improved venue options would have on the Island's real estate and prospects for future residents.
- Provide an assessment of competition from other regional, national or international communities?
- Describe the consequences to the Island if the Town did not support improvements in the Entertainment, Arts, Culture and History venue(s).
- Provide an assessment of risk - i.e., the biggest pitfalls given our demographics, location, and other Island attributes. Provide an assessment of strengths Hilton Head would have in supporting this investment.
- Identify the impact on this project of not having large businesses on the island.

The Venue Committee will supply:

- Current financial, volunteer and attendance information from the Entertainment, Arts, Culture, History and other organizations and businesses on the Island
- Some input from "Public" survey on commitment
- Economic Impact Data and Quality of Life Assessment - Americans for the Arts Economic

- Impact Calculator and and/or USCB calculator (these statistics are presented to the Town Council quarterly.)
- Tourism impact data

Committee Meetings

The responding consultants should anticipate scheduled interactions with the Committee throughout the course of this project. It is anticipated this will include at a minimum the following:

- Attendance at all meetings of the Venue committee in person or, at the committee's discretion, by phone conference or WebEx.

Deliverables

Given the nature of the consulting assistance we are seeking, the Committee anticipates receiving written reports from the consultant as the tasks outlined above are completed. We do not expect a formal "final" report from the consultant but will require a compendium of task reports and backup data. Prior to beginning any work, the Committee expects the following:

- 15 hard copies of their draft plans for review by the Committee
- A formal presentation of those draft plans to the Committee
- 15 hard copies of their revised plans after the presentation and comments by the Committee
- 15 hardcopy final Plans for presentation to Town Council. 1 digital version of revised Final Plan in .pdf form.

To be Provided to the Consultant When Contract is Finalized:

Venue Committee Scope of Work

Compendium of Venue Committee Team plans

List of Documents in Dropbox reference files

Copy of ACSP Committee final report

List of existing Entertainment, Arts, Cultural and History Organizations

Venue Committee's project timeline

Venue Committee

Proposed 2017 Meeting Schedule

Wednesday, Jan 4	4:00-6:00pm	Council Chambers
Friday, Jan 20	9:00-11:00am	Council Chambers
Wednesday, Feb 1	4:00-6:00pm	Council Chambers
Friday, Feb 17	9:00-11:00am	Council Chambers
Wednesday, Mar 1	4:00-6:00pm	Council Chambers
Thursday, Mar 16	9:00-11:00am	Council Chambers
Wednesday, April 5	4:00-6:00pm	Council Chambers
Thursday, April 20	9:00-11:00am	Council Chambers
Wednesday, May 3	4:00-6:00pm	Council Chambers
Thursday, May 18	9:00-11:00am	Council Chambers