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**BOARD OF DIRECTORS**

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December 6, 2017

Diana M. Fye, CPPB, Procurement Coordinator  
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By Email: dfye@sjcfl.us (backup is Leigh Daniels, ldaniels@sjcfl.us )

Dear Ms. Frye,

This is a Request for Clarification about RFP# 18-26,  
**Arts and Cultural Center Feasibility Study.**

1. Please clarify that St. Johns County (SJC) will NOT be the entity to build nor to operate the intended Arts and Cultural Center. That is, please clarify that this RFP is not seeking architectural proposals, and not for SJC. The SJC Board of County Commissioners and the Tourist Development Council (TDC) have specifically stated that there are no County funds for a build, nor for management, beyond TDC “seed money”. Also clarify that no other municipalities in SJC have expressed such ability.
2. Rather, please clarify that appropriate and full funding for both construction and operations of an Arts and Cultural Center has been proposed by and is expected to be raised by the community of St. Augustine Arts and Cultural organizations, who have expressed strong need, desire, and intent. For several years, those specific organizations, the talent-base for an Arts and Cultural Center, have worked toward this goal, although others may also wish to be involved.
3. Please clarify that an Arts and Cultural Center in St. Johns County should be sized and designed to not compete with the County-run St. Augustine Amphitheatre. Rather, the Center should fulfill the County’s March 15, 2010 Destination Master Plan “strategic opportunity” of: “3. Add a civic performing arts center in St. Augustine to complement the Flagler College Auditorium”, as well as the TDC’s 2017 Strategic Plan.
4. Therefore, also please clarify that the main thrust of the RFP study is to analyze the relative feasibility and economic impact of any Arts and Cultural Center in different SJC locales, rather than of a specific design or location.

5. Please clarify that specific locations for an Arts and Cultural Center must not be pre-determined in the study process, even hypothetically, as that could profoundly prejudice real estate asking prices. Rather, the study should consider general locales and their relative advantages/challenges. Possible locales should include at least: one in, vs. one near downtown St. Augustine, vs. one near Interstate 95. Selection of locale alternatives should consider: best match-with and best potential for economic synergy with local businesses; best match with, greatest need, and potential for best synergy with the well-established, burgeoning local talent base of Arts and Cultural organizations, artists and performers; and greatest leverage for positive impression-on and attraction-for tourists.
6. The goal of positive impression-on and attraction-for tourists should be distinguished from greatest increase in tourism, which would result through the achievement of such tourist experience optimization.
7. Please clarify that specific architectural designs should not be detailed in this study. That should come in a later phase, since the County, in the context of this RFP, is not seeking to build or refurbish anything itself.
8. Rather, in this study, general architectural outlines should be recommended - in different degrees or scenarios - for economic feasibility, including such elements as optimal numbers and/or sizes of audience hall(s), seating, bathrooms, and amenities; stages, "black boxes", rehearsal halls, exhibition halls, ballrooms, conference rooms, offices, dressing rooms, storage, lighting, sound and stage equipment; building maintenance, utilities; staffing, etc. as well as reasonably expected operating revenue plus annual fundraising, and cash flow, and recommend a minimal endowment balance, after initial fundraising and build.

Regards,



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CC:

A Classic Theatre	St. Augustine Community Chorus
EMMA Concert Association	St. Augustine Film Fest
First Coast Opera	St. Augustine Lighthouse & Museum
Gamble Rogers Music Festival	St. Augustine Maritime Heritage Foundation
North Florida Women's Chorale	St. Augustine Music Fest
Romanza – St. Augustine, Inc.	St. Augustine Orchestra
St. Augustine Art Association	St. Augustine Youth Chorus
St. Augustine Ballet	St. Johns County Cultural Council
St. Augustine Community Band	The Dance Company