



October 22, 2009

**CRYSTAL CITY BUSINESS IMPROVEMENT DISTRICT
CRYSTAL CITY THEATER SPACE
REQUEST FOR EXPRESSIONS OF INTEREST**

The Crystal City Business Improvement District (BID) is seeking Expressions of Interest for the professional management, programming, and operation of the theater space ("Theater") at 1800 South Bell Street.

Initially launched as a temporary home for Arena Stage, a nationally recognized and Tony award-winning theater, the space is expected to become available when Arena makes its way back a completely rebuilt theater home in DC in October of 2010. A hugely successful collaboration, the Crystal City BID wants to maintain the momentum by bringing in another performance art producer or presenter that can have a similar level of success individually and for the area.

Interested theater or arts groups with the capacity to manage and operate an annual schedule in the space should submit an Expression of Interest. Please see the attached package for additional details and instructions to submit.

For questions or to request additional information, please contact Charles Gray at 703-412-9430 or via email at cgray@crystalcity.org.

Sincere Best,

Angela Fox
President / CEO

REQUEST FOR EXPRESSIONS OF INTEREST

Crystal City Theater Space

A 460-seat performance venue located at 1800 South Bell Street

Background

- In early 2007 the Crystal City BID initiated the creative reuse of a former neighborhood movie-theater (and later a Marriott conference facility).
- A consortium of key stakeholders transformed the space into a fully functioning 460-seat theater suitable for the presentation of live stage productions.
- By the end of 2007, with a newly renovated performance space available to them, Arena Stage, one of Washington's most prominent theater companies, elected to temporarily relocate to Crystal City during the renovations of their SW Washington home.
- The backdrop of Crystal City's vibrant urban community along with the unprecedented support and collaboration of the Crystal City BID, Vornado/Charles E. Smith, Arlington Economic Development, the Crystal City Marriott, and area restaurants validated this critical decision.
- Arena Stage will leave the Crystal City theater space in fall of 2010 upon the opening of their new DC facility.

Arena Stage in Crystal City

- During its three-year residency, Arena Stage will have presented 17 productions in the Crystal City theater space ranging from full-scale musicals to moderately sized plays to intimate readings.
- As of October 14, 2009, these productions played to approximately 190,000 audience members.
- During this time, Arena has seen two recent shows move to Broadway (including "Next to Normal," which was launched in Crystal City), garnering four Tony Awards; finished 2009 fiscal year with a balanced budget; and received the International Box Office of the Year Award for the seamless transition to Crystal City.
- Area restaurant sales and evening activity has soared with the attraction of nearly 150,000 annual theater-goers. Audience members enjoy their Crystal City overall theater experience with easy access, parking, and great restaurant options.
- In addition to retaining its DC base of patrons, Arena Stage found increased exposure to new markets in Arlington, Fairfax, Alexandria, neighboring Virginia communities.
- Due to Crystal City's high concentration of hotel visitors seeking leisure activities, Arena Stage benefited in national and international stature as a cultural destination.

An Incomparable Opportunity

- Recognizing that
 - the economics of communities and the arts are intricately woven into a symbiotic relationship;
 - the arts provide a demonstrated economic impact on area businesses;
 - entertainment opportunities attract new visitors, keep current visitors coming back, and enhance the overall image of the area; and
 - high quality communities produce successful arts organizations . . .
- The Crystal City BID and its stakeholders
 - wish to maintain the increased vibrancy and economic benefit that the addition of a theater has brought to the Crystal City community and
 - Want to showcase the many inherent and expanding assets and accessibilities of the area.
- They will
 - ensure the continued use of the space for the professional theaters and the performing arts;
 - offer an opportunity for another powerfully effective and mutually beneficial relationship ; and therefore
 - Are enthusiastically accepting expressions of interest from performing arts and theater companies to assume occupancy of the Crystal City Theater Space upon Arena Stage's departure
- They encourage
 - Inspired partnerships—which reward creative ideas with favorable terms
- The performance space is anticipated to be available in January of 2011.

Crystal City

- Benefits from . . .
 - 20,000 residents
 - 68,000 workers within the Greater Crystal City neighborhood
 - \$102,000+ average household income
- Features . . .
 - Direct Connection to On-Site Metro (Yellow and Blue lines)
 - The best transportation in the DC area with access to all major highways
 - Convenient Parking
 - On-Site Commuter Rail (VRE)
 - Walk to Reagan National Airport
 - Direct Connection to Mt. Vernon Bike Path
- Boasts . . .
 - A Complete “Walk-to” Downtown
 - Dozens of world-class Restaurants

- 17 million sq. ft. of Office Space
- 14 area hotels
- 5,800 Hotel Rooms
- 19,000 Residential Units

The Crystal City Theater Facility

- The Physical Space
 - 460 seats
 - Generous support space
 - Excellent Acoustics
 - Front of House
 - Fully-renovated lobby space (with concessions area)
 - Box office
 - Men's/women's/family restrooms
 - Backstage
 - Green Room
 - Sound/light booth
 - Onsite Laundry
 - Men's/women's dressing rooms
 - Manager's office
 - Tech office

- Technical Specifications
 - Stage size – approximately 45'X30' (adaptable)
 - Proscenium opening – maximum is 45' (with no built out wing space)
 - Depth of deck – approximately 28'-30'
 - Wing and backstage space
 - Backstage area is approximately 72 X 35 with
 - 18 X 10-6 office
 - 22 X 10-6 green room
 - Four dressing rooms with sinks and a total of 12 makeup stations
 - Men's and Women's restrooms
 - Men's and Women's showers
 - Mezzanine Tech Area is approximately 42 X 19 with
 - 23 X 9 control both with house window
 - Equipment and control rooms
 - Restroom
 - See attached ground plans and elevations

- Additional Production Considerations
 - Space equipped with
 - 2nd level technical space
 - Level of installed sound and lighting equipment and cabling TBD
 - Property owner is amenable to space modifications to obtain staging flexibility, production versatility, additional backstage space, and/or appropriate seating design and capacity

- Additional Theater Amenities
 - Promotion, partnership and support provided by a theater-committed collaborative (that originally created the theater space) to provide a welcoming and accommodating environment.
 - If necessary, nearby warehouse space may be available to accommodate heavy scene construction.
 - One block from Crystal City Metro (Yellow and Blue Line)
 - Ample onsite parking
 - Potential use of nearby courtyard for additional programming

- Affordable nearby office space available

Potential Leasing Options

- Lease options include but are not limited to
 - four wall rental
 - exclusive use of space
 - shared use of space among two or more performing arts or theater companies
 - revenue sharing
 - professional space and booking management in lieu of rent (some additional allowances may apply)

All Applicants Welcome

- Small, large and midsize theater companies and performing arts organizations
- Theaters producing resident work
- Theater presenting touring productions or semi-permanent installations
- Theaters and performing arts companies looking for additional performance space

The Application Process

- Key Dates
 - Request for Expressions of Interest Issued – October 22, 2009
 - Responses Due – December 15, 2009
 - Qualified Responders Invited for Interview/Tour - TBD
 - Tenant Selected – Spring 2010
 - Theater Space Available - January of 2011

- Submission Requirements - Interested parties should submit an Expression of Interest to include five (5) hard copies and electronic pdf of all materials, inclusive of appendices. All submissions must include:
 - **Narrative Summary** – including program’s mission, philosophy, and/or style.

- **Performance History** - including a general history of past productions, dates, locations, house size, and estimated attendance numbers.
 - **Organizational Information**
 - Official name of organization/company including addresses, telephone/fax numbers and e-mail
 - A description of the organizational structure (e.g., corporation, partnership, Limited Liability Company), the jurisdiction in which it is organized and date of such organization.
 - Identification of and contact information for the staff member responsible for direct communication with Crystal City BID staff
 - **Rent Proposal Outline** - Provide a basic outline of proposed rent structure and how it can be sustained

 - Selection Process
 - Responses will be used to assist the Crystal City BID and its stakeholders to make decisions regarding potential performing arts/theater partner(s).
 - Specific aspects of the management and operation of the theater are considered negotiable and will be further clarified after the request for expressions of interest period is closed.

 - Communication
 - All questions concerning the request for proposals should be directed to
 - Charles Gray, Director – Finance/Administration
 - 703-412-9430
 - cgray@crystalcity.org

 - Submissions of Expressions of Interest
 - Sealed submissions must be received **by close of business on December 15, 2009**
 - Submissions should be mailed or hand delivered to:
 - Charles Gray
 - Director – Administration/Finance
 - 2001 Jefferson Davis Highway
 - Suite #505
 - Arlington, VA 22202
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**Appendix
Exterior Photos**

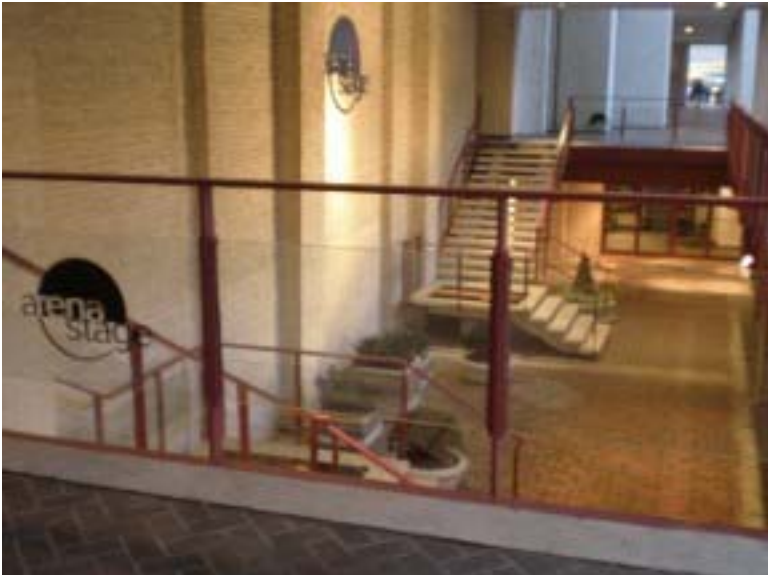
From Bell Street



From Interior/METRO Entrance



Theatre Entrance – Street Level



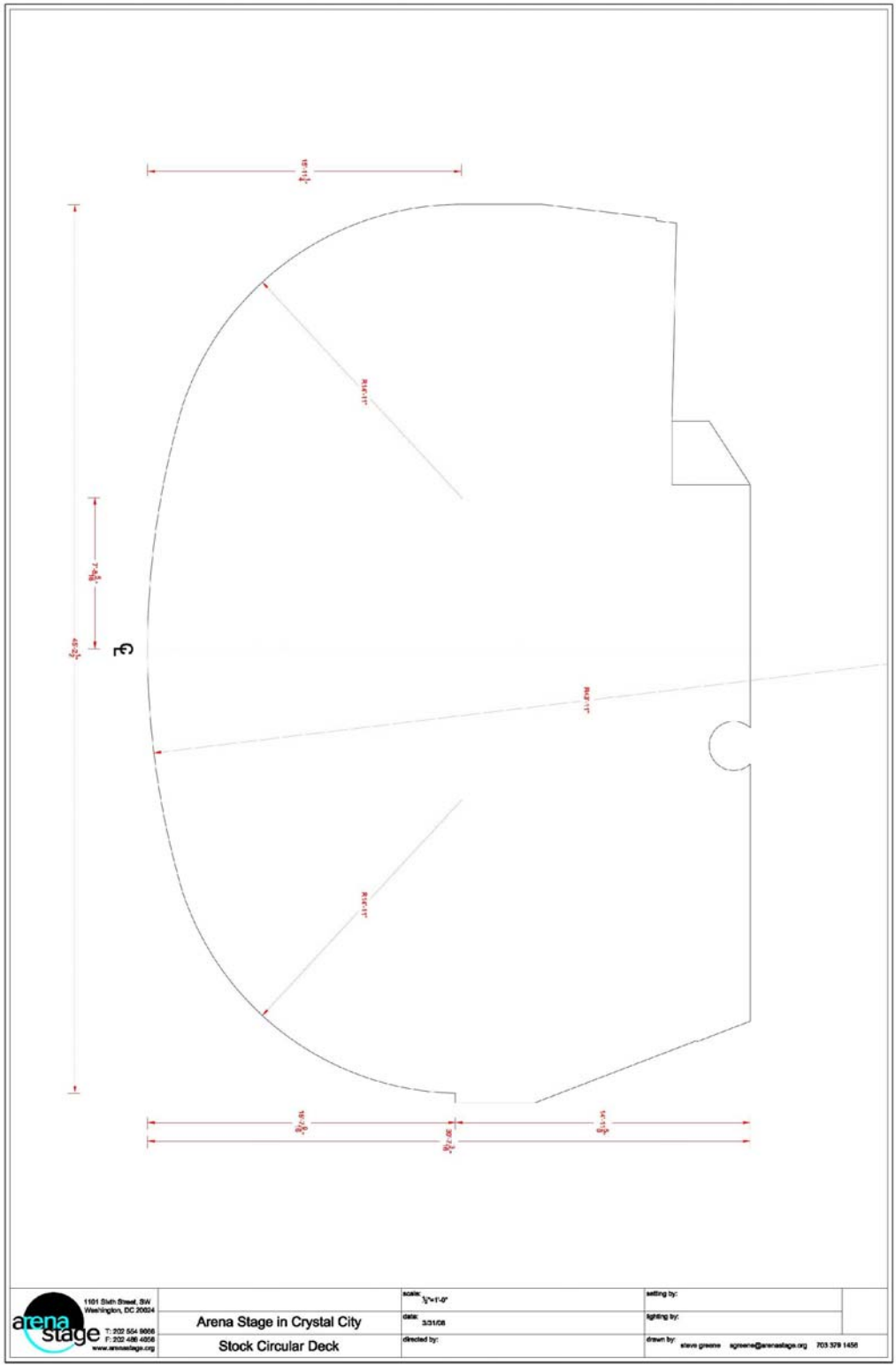
**Appendix
Lobby**



Appendix
Set Designs



Appendix
Plans



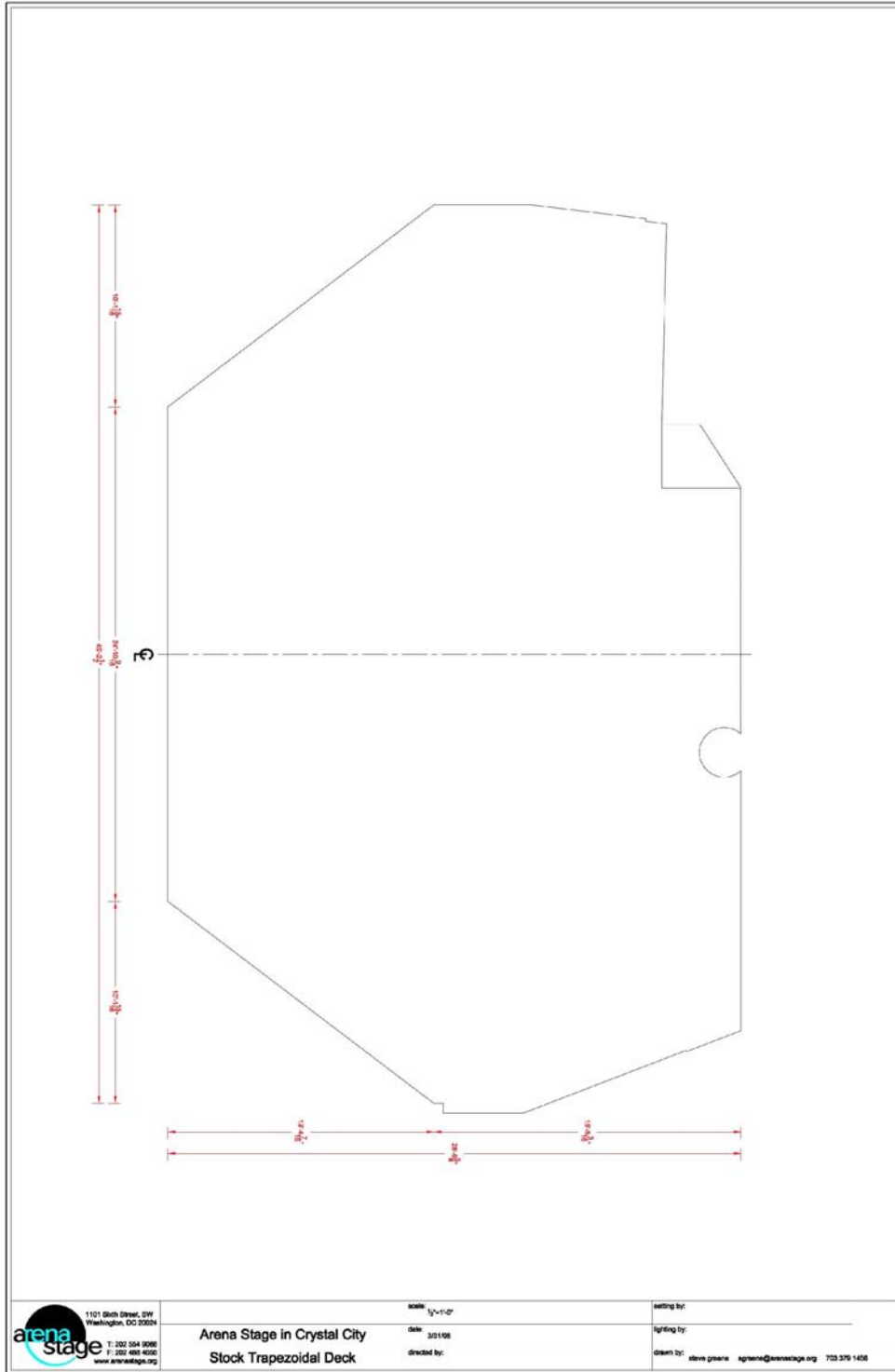
Appendix
Plans



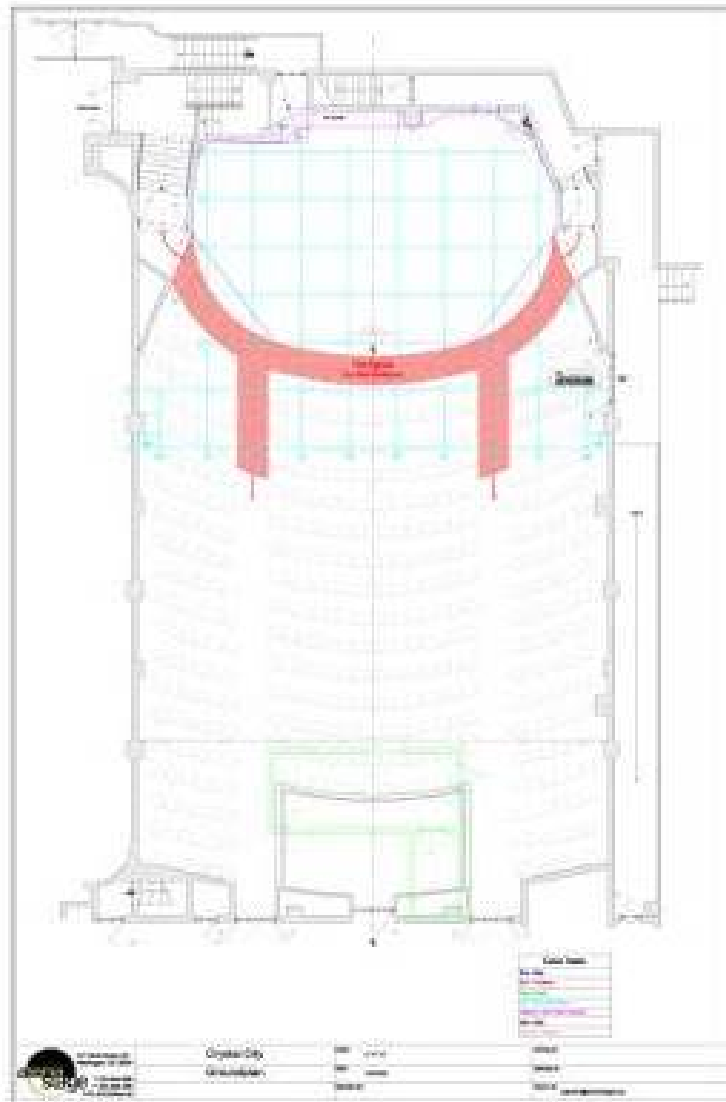
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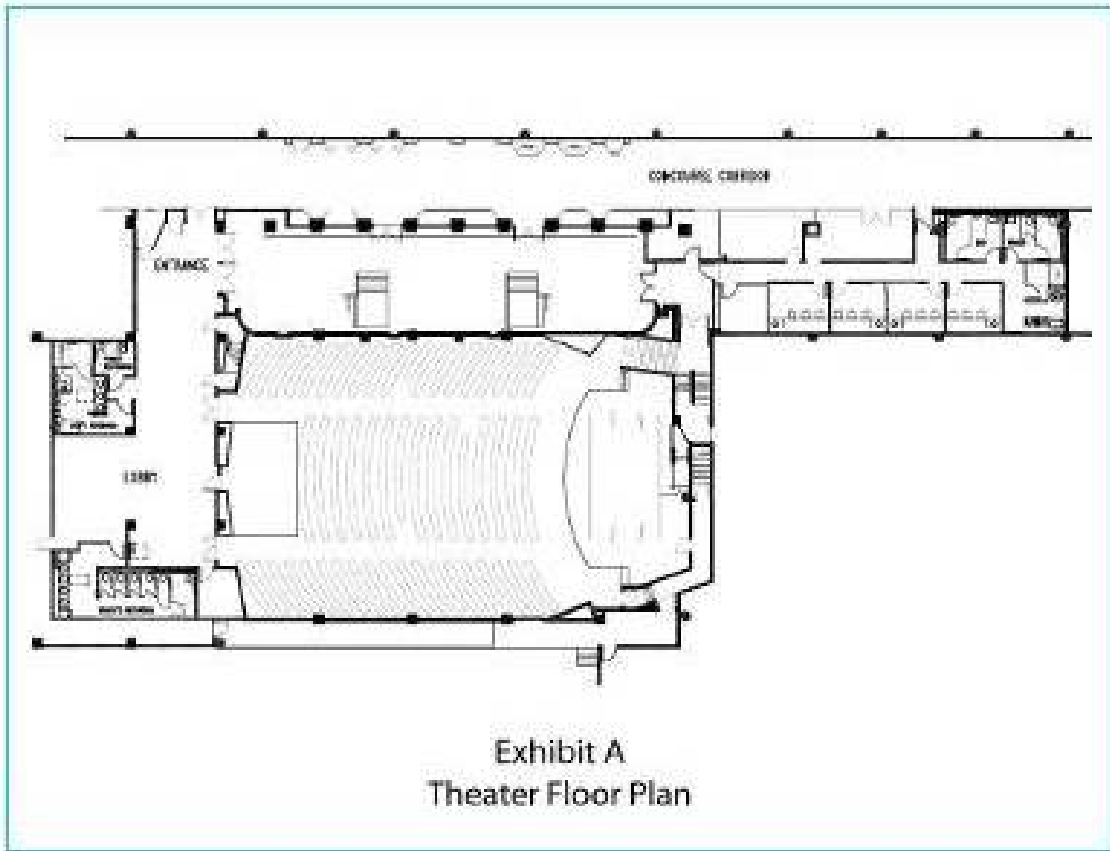
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Appendix Plans



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