

REQUEST FOR PROPOSALS #2023-088
Request for Consulting Services:
Performing Arts Strategic Operating Plan
RESPONSE ADDENDUM # 1
July 12, 2023

QUESTIONS

Q1: To what degrees is CCA currently gathering demographic and participation data on its current audiences? Have any large-scale audience participation research studies been conducted recently by CCA and the University?

A1: The CCA collects standard information such as addresses from individuals who purchase tickets. Demographic information can be provided by the UMaine Foundation, but this demographic information is limited to those who donate to the CCA.

Large-scale audience participation research studies have not been conducted by the CCA and University.

On the digital side, we have access to Google Analytics reports for the content part of our website (front end) as well as the ticketing site (back end). We also did some targeted digital marketing campaigns through our ticketing provider (Paciolan). Additional data, that is campaign specific, is also available.

Q2: Is any part of CCA's daily operation performed by union personnel? If so, which unions are represented, who is responsible for negotiations (CCA staff or University), is this part of a larger University-wide negotiation or is it specific to CCA operations?

A2: Many of the University staff are members of UMPSA (University of Maine Professional Staff Association). The University System is responsible for negotiations with the Union. The negotiations are not specific to CCA operations.

Q3: In addition to CCA public venues listed in this RFP and on your website, what other campus venues hold performing arts events or possibly compete with CCA for hosting on-campus or public activities?

A3: There are no other campus venues (other than the ones listed in the RFP) that host performances that compete with the CCA.

Q4: The RFP clearly outlines a collaborative approach to this project, that said, is there a final body or individual within the University system (other than the Steering Committee) that will approve the implementation plan associated with project deliverables?

A4: The implementation plan will be reviewed by the Senior Executive Director of Cultural Engagement (responsible for UM cultural units), and the VP for Finance and Administration/Chief Business Officer. From there it will be presented to the President of the University who will have ultimate approval authority.

Q5: Is there an established target budget for the project?

A5: We have a budget range for the project based on our experience with similar projects. At this point we're not disclosing our budget but we do believe the range is consistent with other similar projects.

Q6: Is the presentation date in person or virtual?

A6: The presentation will be held virtually via zoom.

Q7: Are there any upcoming milestones that this operating plan needs to be complete by?

A7: Our goal is to have an award out by the middle of August and a contract signed with the awarded vendor ahead of September 1, 2023 so that work can begin on that date. We're hoping to have the work completed by January 31, 2024. The University will work with the awarded vendor to ensure that timelines are reasonable and acceptable to all parties.

Q8: What is the expectation of the evaluation of the physical venue? Are you looking for a full facility assessment including life safety, equipment, and user/audience experience?

A8: We are not looking for a comprehensive evaluation of the physical space as it relates to life safety equipment. We're looking for an evaluation of the physical venue as it relates to programming and user/audience experience.

Q9: In terms of the recommendations for feasibility are you looking to develop new spaces or existing venues?

A9: We're not looking to develop new spaces. We're looking to optimize the utilization of existing spaces to increase profitability of performing arts productions and encourage University wide collaboration.